

# The **Billboard**

JUNE 3, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**GENERAL NEWS**

## **1<sup>ST</sup> HI-SCHOOL MUSIC POLL**

**RADIO**

**Broadcasting's Effect on  
Who'll Be President**

**NIGHT CLUBS-VAUDE**

**Amusement Biz Off---  
Could Be "D-Day" Ache**

**CIRCUS**



LOUIS JORDAN  
The Tympany Five Is a "Big" Band  
(See page 4)

# **HOLD ON TO THAT ROPE!**

*To These Leaders - "Thanks a Million"  
For Featuring our songs on the AirLanes*



***Don Maya Incorporated***

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WATCH FOR "MAKIN' BELIEVE WE'RE MILLIONAIRES"

First High-School Music Poll

Squeeze-Box Nix

NEW YORK, May 27.—They didn't laugh when she sat down at the piano—they cheered. And she, Willa Mae Kelly, who has just returned from Brazil and the Caribbean along with longhair cellist Signe Sanderson and violinist Josephine Craig, thought that it happened because they were feds. However, when the long, loud and enthusiastic cheering went on at every camp they visited on the three-month USO-CSI tour, they asked how come. They knew they weren't Grables. And all was revealed—no accordions.

If the boys who return have developed any musical Freudianisms, it will be a nix on the squeeze boxes.

Chi Ice Show Nut 200G; Set For June 16

Five Stages on Ice

CHICAGO, May 27.—Leo Seltzer, who, with associates, bought the Coliseum early this year, is readying what is said to be one of the biggest theatrical enterprises ever conceived in Chicago and June 16 will present to the public Alaskan Stampede, an extravaganza on ice, which will be taken on a tour of leading auditoriums after the Chicago engagement.

Seltzer and his associates are spending approximately \$200,000 on the production. A huge ice-making plant has been installed in the Coliseum and massive scenery is now being constructed for replicas of Mount McKinley, an Eskimo village, an army camp, a USO hut and a trading post. Ice surface will be 180 by 75 feet.

Seltzer and Harold M. Sherman are co-authors of the show's story. Sherman wrote the play on which the current movie, The Adventures of Mark Twain, is based. Among the artists already engaged are Evelyn Chandler, ice-skating star; Wini Shaw, comedienne; Earl Covert, baritone recently with Blossom Time, and Mimi, ice skater. Negotiations are in progress for the Ritz Brothers. There will be a cast of 125 and a 24-piece orchestra.

Members of the staff include Leonard Whitcup, writer of I Am an American and other pop tunes, in charge of music; Wilson Sawyer, formerly of the University of Michigan, musical arrangements; Clarence Shapiro, dialog and pantomime; Dorothy Whitney, of New York, costume design; Eddie Noll, loaned by Muriel Abbott, choreography. Jack Andrews will have charge of props and backstage. Harold Danks and Earl Hammond, Alaskan sourdoughs, will be in charge of the malamute dogs, reindeer and other animals.

Action will take place on five stages, for which special lighting effects have been designed. There will be a ballet of 16 girls on skates.

Mex. FM Exhibit

WASHINGTON, May 27.—The Mexican Government, thru its Ministry of Education, has made arrangements with the U. S. Government to exhibit new uses of FM in a special exhibit in Mexico City, June 1 to 8. Mexico has indicated that it believes FM is the only possible way to extend education to its hinterlands.

No New Civilian Radios for '44

WASHINGTON, May 27.—WPB this week spiked reports that new radio receiving, tele or FM sets would be produced for civilians this year. The reports had circulated in Washington for several weeks, and to prevent too many people from getting a false hope built up, WPB issued a formal statement denying the rumor. WPB said: "There is no prospect of such authorization this year."

Production of radio receiving sets for civilians has been prohibited by WPB since April, 1942. The military electronics program for 1944 is said to be approximately 50 per cent above 1943 production, according to WPB, thus making remote any prospects of resumption of civilian radio set production.

WPB officials said they did not know how the false reports got circulated, although one possible source was that WPB has authorized assembly of a limited number of radio sets for military users for morale purposes, such as overseas recreation centers and hospitals, and this may have given rise to reports of general resumption of production.

Nation's Kids Tab Leaders

Bobby-sox from Coast to Coast swing to sweet tunes and toolers in voting

NEW YORK, May 27.—An overwhelming trend toward sweet music, as distinguished from the swing music that once held top appeal for bobby-sox audiences, is shown in The Billboard's First Annual Poll of High School Students just completed. Student publications in more than 400 high schools throuth the nation were invited to participate in the poll which brought opinions from every section of the country.

Not only was sweet music established as the preference in nearly two-thirds of the groups considered in the poll, but the three top bands and top soloists in every classification are on the sweet music side.

Outstanding indication was the selection of David Rose's Holiday for Strings as the most popular disk of the year.

Harry James dance ork was named most popular by the students. Tommy Dorsey and Glenn Miller came second and third, respectively. Twenty-one other bands were named, with Benny Goodman, Duke Ellington and Kay Kyser given honorable mention, being only a little (See Hi-Schoolers Say on page 12)

Ringling Circus, Victory Gardens Hit Hub Legit

BOSTON, May 27.—Between the Ringling circus, which is doing a whopping business at Boston Garden, and weather, which is victory gardener's dream, there hasn't been much left for the Hub's four legit attractions.

Stovepipe Hat opened Tuesday (after a last-minute, one-day postponement) at the Shubert to a very cold press. Biz has been fitful here, while Tobacco Road (Plymouth) and Three's a Family (Colonial) have been plodding along. Surprise is Corn Is Green, which still shows remarkable strength.

Stovepipe finishes the week with no more than \$14,500 in the till, and a week to go. Philly after Boston. Tobacco, here for only one frame, drawing \$9,500 before entraining for Philly also. Family finishes third week a hair above last, with \$9,500 entered in the books and at least another week to go. May stay longer.

Corn ends first week of second engagement here with \$15,000 gross and another week to go here before ending a 37-week tour (six weeks out in California while Ethel Barrymore appeared before the camera in None But the Lonely Heart).

Monday evening sees the new F. Hugh Herbert comedy, For Keeps, bowing at the Plymouth. Love on Leave debuts at the Wilbur June 5, the same date on which the Cambridge Summer Theater opens. Cambridge has announced the premiere June 19 of Harold J. Kennedy's comedy, A Goose for the Gander, with Gloria Swanson and Ralph Forbes starred. Mike Todd has penciled in Catherine Was Great, the Mae West opus for late June.

Hot Weather Thesps Emote As Per Usual

Season Neck and Neck With '43

By Robert Francis

NEW YORK, May 27.—Wartime exigencies have hit the summer theater harder than most business ventures. In 1941 there were 75 strawhatters burgeoning on the country's hills and dales. The following year showed a drastic cut to 45, and last summer, when the gas ration and transit cuts really put the bite on summer thespians, the tally dropped to 25. It looked as tho dog-day producers and actors would have to call it a day for the duration.

However, it is pleasant at least to learn that the coming summer session will be at least no worse than last. Equity to date has already 21 signed contracts in the hopper, which shows up, if anything, as a slightly better record than at this time last year, according to an Equity spokesman. Within the next few weeks it is likely that the total will top last season's starters.

Of course, strawhat producers have had to learn things the hard way over the last two summers. First, there was the fond notion that gas-and-tire-short audiences would be so hungry for summer drama that they would hoof and cycle it to the theater doors. When empty pews belied this, there was always the sustaining hope that a benificent providence or kindly rationing board would do something drastic to avert calamity.

By July of last year they knew better. Nobody expects the situation, gas or tire-wise, to improve, and the barn theater which lacks the facilities of boat, train or bus transportation is out of luck. The owners might as well get used to the notion that it's cheaper to keep the doors shut and pay the interest on the mortgage.

Town Barns

The obvious result is that the summer theater has become a town theater or at most, suburban. Those that operated successfully last summer and look to do the same this year are spotted where there is an ample potential draw at their doorsteps.

The Bucks County Playhouse is (See Strawhats Carry On on page 28)

Squawks on USO Shows Spread to SA

Boys Not Asked Desires

NEW YORK, May 27.—Squawks about the quality of USO-CSI talent, heretofore identified with the Victory and Blue circuits within Continental United States (see The Billboard, May 27), are now starting to come in from south of the border.

Willa Mae Kelly, Signe Sandstrom and Josephine Craig, longhair musicians just back from a CSI tour of Brazil and the Caribbean area, report that they were asked at many army and navy installations: "Where does USO get such bad acts from?" They say that the men haven't been consulted on their likes and dislikes in over two years and should be permitted to tell USO what they want.

Miss Sandstrom, who, unlike the others, has also been on Victory Circuit tours, further bears out the contention reported in the May 27 issue of The Billboard that performers are treated better overseas than they are here. She says that army and navy handling is more efficient than domestic management because they are able to commandeer accommodations more easily.

Which, as many acts have said, is the reason overseas gets the play.

In This Issue

Table listing contents: Bands & Vaude Grosses, Letter List, Reviews, Legit, Night Clubs, Vaude, Rinks-Skaters, Roadshow Films, Routes, Acts, Carnival, Circus, Dramatic & Musical, Ice Shows, Sponsored Events, Television, Vaudeville, Vending Machines.

# ASCAP Sets Fixed Rates

## New Formulae For Licensees

Circus, carnival, club and rink—all rates—are to be adjusted

NEW YORK, May 27.—In a move designed to set up a definite rate among its general licensees, ASCAP last week sent out a printed sked covering all establishments paying for ASCAP music. Rate cards were sent out to ASCAP field men Monday (22) with the idea of testing the same rates for similar establishments thru the country for a period of six months to find if the charges are equitable. The society has some 32,000 general licensees, including hotels, theaters, radio stations, niteries, restaurants, circuses and carnivals.

Move, which has been studied for the past six months by ASCAP, comes in compliance with the government's consent decree handed down in 1940, which made clear that similarly situated establishments located in various parts of the country must not be discriminated against in the price-fixing for licenses. This means that a niterie with 400 seats in Denver will pay the same fee as a niterie in Philadelphia seating the same number of payees, unless there is a new definition of "similarly situated."

In the past, altho rates have been established for licensees, it's been left generally to the field men, who informed the society that because each knew his particular section of the country they should judge what any particular spot might pay. Schedule of rate cards will do away with this practice and set up a definite yearly stipend for each type and size establishment.

### No New Radio-Theater Rates

New rate card doesn't apply to radio or theaters, which have schedules already made out. Radio stations pay 2 1/2 per cent of the receipts from the sale of time on a blanket license, or 9 per cent (See ASCAP Sets Rates on page 31)

## LOUIS JORDAN

The Tympany Five Is a "Big" Band

WRITING about Louis Jordan is like writing about four guys all at the same time. Jordan's talents as a musician, ork leader, comedian and composer have him running a neck-and-neck race with himself down the popularity track. His Tympany Five has played many of the same spots as the big standard name bands, and in many cases have equaled, and in some cases topped, the grosses set by the larger outfits. Jordan's comic vocalizing has won him and his Five featured parts in several Universal musicals. The boys are currently on the Coast

shooting another for the same studio. While in Hollywood they are playing the well-known Troc. Probably more responsible than any other single factor for Jordan's success are his Decca Records, which have been played around in juke boxes and on home phones to the extent of some 3,000,000 disks. Band's current release is "GI Jive," backed by "Is You Is or Is You Ain't?" Other top record sellers by the Tympanyites are "Knock Me a Kiss," "Outskirts of Town," "Chicks That I Pick" and "Four Guys Named Moe." Testimony to Jordan's ability as a composer is the fact that all the tunes listed here, which have been waxed by the band, with the exception of "GI Jive," Jordan composed them all.

Jordan has just signed for Columbia's pic, "Bobby-Sox Brigade." He has also volunteered to play for free a bobby-socks concert for any group of soxers on the West Coast, just as he did some time ago on the East Coast.

## Gruesome Twosome

LONDON, May 27.—Forsythe, Seamon and Farrell, American vaude act, who have been in England for over 10 years, recently fulfilled an ENSA assignment entertaining troops in Northern African and Italian areas. Trio flew back from Gibraltar to England. Fellow civilians who managed to get priority on the same plane were two middle-aged men clad in everyday suits topped by well-worn derbies. Couple never said a word to anyone on board and their presence—and their silence—intrigued Charlie Forsythe, of the act, and he discreetly inquired concerning their identity. "Don't you know," said one of the air crew. "It's Pierpont, the English executioner, and his assistant. They've just been over to Gibraltar to hang a man who was guilty of murder."

## 'Heat' in Three Suits Melts 'Revels' Icer On Cincy Engagem't

CINCINNATI, May 27.—Too much "heat" melted the *Hollywood Ice Revels*, which folded here this week after conclusion of its Oola Khan Grotto sponsorship at Music Hall May 16-24. Receivership granted by Judge Dennis Ryan, of Common Pleas Court, with Augustus Beall appointed receiver, permitted show to conclude its skedded contract.

Suits were brought against Ray H. Schulte, Indianapolis, show operator. Charles M. Strickler, Indianapolis, stage manager with show, sued for attachment of \$2,292.51 alleged advances for expenses; N. Taylor Todd, Indianapolis, \$2,005.24 for failure to keep up payments of \$500 a week for the rental and use of his rink and machinery, and H. Mahieu, Inc., New York, for costumes.

Performers were paid up to extent of bond posted with AGVA in New York, with cash advanced in Cincinnati on the bond by Oola Khan Grotto, with resulting loss instead of profit to the org, which had profits earmarked for charity.

Show had plenty of advertising and rave reviews, with fair biz, but extremely hot weather hurt b-o. play no little.

*Hollywood Ice Revels* ended a 16-week tour with the local engagement.

## Hollywood Would Chase Danceries And Penny Arcades

HOLLYWOOD, May 27.—Ordinance to ban taxi dance halls, Penny Arcades, shooting galleries and street-floor pawnbrokers from Hollywood was introduced before city council last week. Councilman Davies made the recommendation, which would make the Hollywood business area a restricted zone.

Some talk of opening a 10-cents-a-dance spot on Cahuenga Boulevard was said to have been one of the reasons for introducing the proposed ordinance.

## Four Weeks Is 18 Months

PHILADELPHIA, May 27.—Yocum-Lamb ice show, *Ice Parade*, headlining Betty Wharton, which opened Thanksgiving Day, 1942, at the Benjamin Franklin Hotel here, will wind up its long run June 10. Ice show, which was new to the Philadelphia after-dark scene, was originally booked in for only four weeks but stayed on for more than 18 months.

BOSTON, May 27.—WEEI, CBS outlet in the Hub, is installing a monitor in its Food Fair Booth at Faneuil Market to bring invasion news to market men and customers by p-a. system.

## Supplies Goods To Tune Of 50 Billion \$ for Disposal? Showbiz Needs Included, Too

### 11 Offices Established by Surplus Administration

WASHINGTON, May 27.—All kinds of goods and property, some used and some new, which showbiz has been trying to lay hands on for months may soon hit the markets thru the Surplus War Property Administration which now has the tremendous job of disposing of about \$50,000,000,000 worth of surplus war goods.

Describing the vast government holdings as surplus war property is loose, since included in the catalog of goods which the government now owns but which it wishes to dispose of is everything from radio equipment to tanks. Much of it is strictly from military but a large part of it is electronic equipment and other items which now cannot be purchased.

### Showbiz Needs in Disposal List

For example, already listed for disposal when the time comes are food and beverage materials, radio broadcast equipment, coin-operated machines, motor vehicles, air conditioning equipment, cosmetics and numerous other items which showbiz has found hard, if not impossible, to obtain.

Just when these goods will be made available is still uncertain, but already

the government is making up master inventories and setting up an organization which can do the job. Top agent is the Surplus War Property Administration, which will establish policy and determine what is to be sold. Working under SWPA will be eight agencies but there are only two of interest to showbiz, as only two will be disposing of goods in which showbiz might have an interest. These are Treasury Procurement and Reconstruction Finance Corporation.

The former will dispose of what is known as consumer goods, and will include such things as coin-operated machines, etc. RFC will dispose of certain kinds of personal property.

### Offices Established

Already Treasury Procurement has established offices in principal cities to help dispose of this property in the local regions as much as possible and thus avoid unnecessary transportation. These offices now are operating in Boston, New York, Washington, Cincinnati, Chicago, Atlanta, Fort Worth; Kansas City, Mo.; Denver, San Francisco and Seattle.

While some disposal is now going on—Treasury Procurement is selling goods at the rate of \$12,000,000 a month—the big job is to come later when the army and navy learn what their requirements will be after the invasion. Then showbiz would be smart to keep its eye on the SWPA and the two disposal agencies which will be selling equipment it could use.

## Special Services Show Amuses GI Via GI Material

NEW YORK, May 27.—The U. S. Army unveiled a new secret weapon last night at Camp Shanks of the New York Port of Embarkation. It's called *About Face* and, designed to rout ennui, it was a pip.

By, about and for the soldier, the new weapon consisted of a lot of funny words and ideas, swell comedy and romantic songs, and an over-all approach that provides show material that any G. I. can do and every G. I. will appreciate.

The first of the new weapons to come off the production line measured up to specifications in every degree. It was meaty without being gamey, it was lusty without being dirty, it was boffy without being burpy. The lines and parts can be done by anyone, albeit much of the first edition which was shown to the press before an audience of some 2,300 G. I.'s was handled by ex-pro's in uniform.

The tunes and dances can likewise be handled by any male or female in uniform, pro, semi-pro or non-pro. The sets also fitted the G. I. blueprint in that they were made from scrap; the props are available anywhere in the world, the costumes are ditto, the lights, some foots and spots can likewise be rigged or improvised by servicemen anywhere.

And, finally, not only is there something for everyone to do but everything is designed so as to be adaptable to local conditions.

The basic idea was to provide the (See Special Services on page 30)



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# THE AIR AND THE ELECTION

## Blue's Chi Schoenfeld Points Need for Flack Speakers

CHICAGO, May 27.—Need for the establishment of a public relations speakers' bureau backed by the mainstays of the radio industry was voiced here this week by Max Schoenfeld, assistant general manager of the Blue Network's Central Division. Schoenfeld cited this need after analyzing audience reaction at a speech he gave Thursday (25) before members of the Central Lions' Club of Chicago. He came up with the conclusion that radio is missing a big public relations bet by not having an established speakers' bureau fronting for the industry before audiences throuth the country.

Schoenfeld was surprised, after he had delivered his address, to see how his explanation of "Radio—It's Past, Present and Future," had been greeted as astounding news by his audience. More than one third of his audience, made up of business leaders here, later asked him questions, thus displaying their interest in his subject.

### Radio Commonplace Is News

Noticing this, Schoenfeld concluded

that what many in radio take as commonplace is important news to the public. He said that if there were a staff of speakers touring the country, explaining problems of today and future radio and television, the trade would reap the public relations reward.

Of course, noted Schoenfeld, nets and larger stations have little man power available now for speakers' bureaus. But if the trade—the NAB, for example—were to get together and form a bureau representing the entire industry, that problem could be overcome. If such a job were done, the public would become more interested in radio, they would listen more and thus advertisers' dollars would be worth more.

## CBS's Mrs. Wilder Daytime Program Co-Ordinator Now

HOLLYWOOD, May 27.—Appointment of Frances Farmer Wilder to post of co-ordinator of daytime programing has been announced by CBS.

Formerly head of educational department for the network's Pacific division, Mrs. Wilder will assume her new position some time next month, with headquarters in New York. She will be contact for agencies and clients on those daytime shows which are slanted at fem listeners.

New appointment was made following national recognition of KNX series, *These Are Americans*, in which she handled the research. Mrs. Wilder has been with KNX-CBS since 1938.

## Full-Time Censors Gander All Mexican Air Programs

MEXICO CITY, May 27.—Tight censorship has been put on all radio stations since the attempt to assassinate President Manuel Avila Camacho.

Full-time censors, selected by the government, are on duty during station operating hours. All programs, particularly news, get a complete once over.

# Nebraska Supreme Court Says WOW Must Go Back To Woodmen of the World

## Appeal Already in the Making

OMAHA, May 27.—The Nebraska Supreme Court May 26 reaffirmed its decision that Radio Station WOW must be transferred back to the Woodmen of the World Life Insurance Society by the new corporation headed by John J. Gilin Jr., which leased the station January 15, 1943.

A majority of the high court justices overruled a motion of a rehearing of the case. Attorneys for the society, its directors and Radio Station WOW, Inc., the new corporation operating the station, said they will seek to appeal the ruling to the United States Supreme Court. They filed a motion to stay the mandate until they can enter the case before the high tribunal.

The high court the following day, May 27, stayed until August 25 the effective date of the ruling. Bond of \$50,000 was required for the stay so the appeal could

## Radio Can Sway Undecided But Road Is Wide Open

Survey proves lots of things, including fact that no one is certain just what makes them vote that way—political-wise listen and use what they hear to sell the non-listener

By Lou Frankel

NEW YORK, May 27.—The degree of effectiveness of radio on the results of presidential campaigns has, for some time, been moot. That radio does influence political action is no secret as witness (1) the growth in the number of voters since radio entered the political scene back in the days of Warren G. Harding, and (2) the political success of F. D. R.

## Anzac Radio Opens Scribbling Contest With Real Prizes

NEW YORK, May 27.—The Australian Broadcasting Commission, in an effort to gather new material and uncover potential writing talent, has offered 1,000 pounds in prize money to be awarded in six respective competitions which, however, are not confined to Australians but are open to anyone in an English-speaking country.

The only requirement is that the material be of a quality suitable for airings over ABC or any other outlets, and must naturally pertain to some phase of Anzac life, history or people. The six respective competitions are for novels, plays, documentary features, short stories, poems and discussions. Prizes range from 150 pounds for the novel to 25 for a poem, with second awards starting at 75 pounds for a play to 10 pounds for the poem. In addition, a third award in the play division will be 40 pounds.

Closing dates for the contest will be June 30 in all divisions except the play division. Latter will close September 30, and a special concession, due to transportation difficulties, will allow closing dates to be the dates in which contestant resides rather than that which the entry reaches Australia.



despite the overwhelming opposition of newspapers and magazines.

The big question has been how effective was radio and why? And with another presidential campaign in the offing the question is once again paramount. This time, however, the few outside key research circles know about it, there is available data designed to answer just these questions. It's the result of a panel study, made by the office of radio research, on the effect of radio, newspapers and magazines on the last presidential election.

A full report of the study will appear in book form some time before the coming election. Meanwhile, Mrs. Herta Herzog, researcher for McCann-Erickson, lifted the veil on some of this material during her talk before the Research Panel at the recent Ohio State University Conference for Education by Radio. From this and additional information culled by *The Billboard* can be made a variety of deductions. Herewith are some of these pertinent facts and editorial conclusions.

### Test County

The study was made in Erie County, Ohio, where for the previous 10 presidential elections the county returns had jibed with the national average. Oddly enough in 1940, for the first time, the county vote was a bit off the average.

Three thousand people were used for the study. These were split into five panels of 600 each, one key and four check panels. The key panel was interviewed seven times between May and November, i.e., before, during and after the campaign. The four other panels, used as check groups, were queried not more than twice.

The checking panels were important, as it is a survey fact that constant interviews result in the interviewee becoming conditioned. This was proved, once again during this study, for the people in the key panel showed a greater interest in the election than the people in the check panels. Obviously, just discussing the campaign with the interviewer, and even tho the interviewers were neutral, magnified individual interest.

The modus operandi was proved by the fact that the distribution of political opinions was the same in the key and check panels. Only difference, and this, as mentioned before, was undoubtedly the result of the constant interviews, was in the lesser number of "no opinion and don't know" answers on the key panel.

Radio played a more important role than any black and white media. First, because it reached the uninterested more often than did either of the other media. Second, radio was more important in influencing the actual vote; this came out as result of a query along lines of "which specific incident influenced your change?"

The single most important factor radio had to take into consideration in influencing voters was environment. Here the most important elements were family tradition, religion and economics. Thus when it came to the showdown most

(See AIR AND ELECTION on page 8)

## McNamara for Edwards at KFI

HOLLYWOOD, May 27.—Rumors that John I. Edwards was resigning as program director of KFI-KECA were confirmed by William B. Ryan, general manager of the Earle C. Anthony stations here this week. Edwards's resignation will become effective July 1. Don McNamara, who has held the post of production manager of the stations for the past two years, will be moved up.

Edwards has been with the Anthony set-up the past 11 years, holding a variety of positions until being named program head four years ago. No successor to McNamara's post has been made.

Appointment of Harold Carlock as head of flack department for the stations was also announced by Ryan. Carlock is former news editor for KPMC, Bakersfield, and joined KFI-KECA last August.

# FCC Needles Nets on FM; Requests Reports on Future 'Policy, Operations and Plans'

## Commission's Letter Seen Bringing FM Aches in Open

WASHINGTON, May 27.—The FCC, with a sharp needle concealed behind its smiling mask, has stepped into the stalemated FM situation and asked the nets for a statement of policy and operating methods together with an outline of their plans for future FM development and operation.

The situation has been deadlocked for several months, with the nets holding long but unproductive meetings with AFM to find out how they are going to get around the staff musician hump, the union keeping its ideas from being discovered and the FCC patiently waiting to see what would happen.

Major cause of the lack of action was unexpressed union desire to have staff orks in the FM stations and the webs' also unexpressed desire to have music piped from their studio crews to the affiliates and FM stations without stand-bys of FM music staffs.

### Letter Sent May 26

The FCC letter, which was sent out Friday (26) seems, many radio men say, to be an attempt to break the deadlock by politely, but pointedly, telling the nets that FM is of military importance and that a full statement of policy "would be welcome."

Text of the Commission's letter follows:

"The Commission is informed that certain of the major networks have recently advised their affiliates of new policies concerning the availability of network programs for FM broadcasting. Certain provisions in new affiliates' contracts with standard broadcasting stations relative to network affiliation of FM stations owned or operated by networks' affiliates have also been noted.

"The Commission's report on chain broadcasting dated May 2, 1941, states: 'Militarily, the appearance of network broadcasting in the FM field will merit careful study by FCC,' and the Commission's Regulation 3261 (C) provides 'in addition to the foregoing minimum requirements the Commission will consider in determining whether public in-

terest, convenience has been or will be by the operation of the FM station, the extent to which the station has made or will make use of the facility, to develop a distinct and separate service from that otherwise available in the service area.'

### Full Statement Appreciated

"The Commission would appreciate receiving from you at this time a full statement of your present policies and methods of operation relative to FM broadcasting together with an outline of your plans for development of and future operation in this field. Any comments you care to make indicating the extent to which your present and proposed policies conform to the Commission's chain broadcasting regulation and Regulation 3261, will be welcome."

It is expected that this subtle hint will bear not strange, but FM fruit.

## CIO Mum on NBC Fight

WASHINGTON, May 27.—To date, the CIO has made no comment on its rumored withdrawal from the NBC Labor For Victory show, altho a statement is expected by Monday (29).

Blow-up came about last week over NBC censorship of CIO's portion of the seg. CIO, unlike AFL, which shares spot, dramatizes its messages and net rixed the idea.

Union's problem is whether to stay and accept the chance it gets or to drop out with hope that web will change its mind. Deep thinking is going on at CIO headquarters here but there are no indications as to what will be done.

### McAvity Out of Joan Davis Show With Redd Moving In

HOLLYWOOD, May 27.—Resignation of Tom McAvity as producer of the Joan Davis ailer was announced this week, with Robert Redd taking over the reins. Switch will be made within the next week. In addition to producing Redd will help on the writing.

New assignment will not affect Redd's other show, *Point Sublime*, which airs over Mutual.

## MBS Plans To Cut Itself A Solid Piece of the Kid Audience 45 Minutes Daily

### Tom Mix, Chick Carter and Superman 3-Way Juve Appeal

CHICAGO, May 27.—Mutual plans to cut itself a big hunk of the late afternoon radio audience starting in June by welding into one socko promotional force a 45-minute period—from 5:15 to 6 p.m. (CWT)—Monday thru Friday. Soon after the new Tom Mix serial hits on the air June 5, Mutual will go all out for the thriller audience by tying together three shows to keep the kids tuned to Mutual for a solid 45-minute period, five days a week.

The three shows will be *Chick Carter*, a sustainer, 5:15 p.m.; *Tom Mix*, sponsored by Ralston on Tuesdays and Thursdays, 5:30 p.m., and *Superman*, a Kellogg's show, which will occupy the third 15-minute stanza. Final plans for building up listeners for the trio are still not too definite, but at least a couple have been hatched. It's certain that an-

## Six-Year Accident

PHILADELPHIA, May 27.—Five years ago Rhona Lloyd, then a script writer at WFIL here, was taken into the audition room as a gag. However, the sponsor was so impressed that Miss Lloyd was given the call for the commercial, and June 1 rings up five consecutive years on the radio for the same sponsor. Moreover, Miss Lloyd, now carrying on at WCAU, pockets a renewal to keep her on the air for a sixth year, conducting her daily quarter-hour interviews with local lights. Sponsor is Dolly Madison Ice Cream, and placed thru Morris Scheck Agency, Newark, N. J.

## Higgins KSO GM; Johnson of WCCO Takes Over at WTCN

MINNEAPOLIS, May 27.—George Higgins, WTCN sports announcer and for nearly two years manager of the station's St. Paul headquarters, has resigned, effective June 1, to become general manager of KSO, Des Moines, recently acquired by Kingsley H. Murphy, of Minneapolis, from the Iowa Broadcasting Company.

Higgins will be succeeded at WTCN by Rolfe Johnson, head of the WCCO sports staff, who will take over his new duties about June 1.

Higgins has been with WTCN for 12 years all told and in 1938 he was picked as the outstanding minor league baseball announcer and the first to be picked as president of American Association of Baseball Broadcasters. He handled World Series broadcast for Blue Network in '38.

During the summer he broadcast minor league baseball games and, in the fall, he has alred University of Minnesota football.

Johnson has been with WCCO nearly 12 years. In addition to his radio work, he also teaches at a local preparatory school.

Altho A. E. Joscelyn, WCCO station manager, says a successor to Johnson hasn't been signed, rumor has it that the job will go to Halsey Hall, *Minneapolis Star-Journal* sports writer. Hall has broadcast football for last few years over KSTP and once had a sports program over that station.

### 3 New Members for TBA

NEW YORK, May 27.—Directors of the Television Broadcasters' Association, at their meeting Friday (26), appointed two new active members, WGN, of Chicago, and Balaban & Katz, owners of WBKB, Chicago, and one affiliate member, the G. E. Electronics Department.

## WFPG Sale To Laux for 100Gs

ATLANTIC CITY, May 27.—An application has been filed with the Federal Communications Commission in Washington for approval of the proposed sale of Station WFPG to John Laux and associates, of Steubenville, O., who now operate WSTU, Steubenville; WJPA, Washington, Pa., and WKNY, Kingston, N. Y. The consideration involved in the sale is said to aggregate in excess of \$100,000.

WFPG has been owned and operated since its inception four years ago by the Neptune Broadcasting Corporation, with offices, studios and transmitter located on the Steel Pier. It is a Blue Network affiliate.

John McCann, of this city, president of Neptune Broadcasting Corporation, and Ed Kohn, general manager, state that WFPG will continue to operate in this city under the same policy as before and with the same personnel.

The transfer, involving 279 1/4 shares of common stock, would be from Pauline Bachmeister, Ezra Bell, Allen B. Bankfield, James Cullen, Richard Endicott, Francis P. Gandy, Charles Harp, Leroy Keller, E. E. Kohn, Sam Morris, John McCann, Adrian Phillips, Dr. Sylvanus Reese, Charles E. Rupp, Louis St. John, Dr. Levi M. Walker, Arthur C. Walker, Elmer H. Wene, John C. Wouffe, Samuel Sabaroff and A. Harry Zoog.

Control would be transferred to John J. Laux, Richard Tettebaum, Myer Wiesenthal, Alex Tettebaum, Louis Berkman, Jack N. Berkman, Charles Swarngen, Joseph Troesch and John J. Meridan.

### ANG Gets \$7.50 for 10 WTCN Staffers

MINNEAPOLIS, May 27.—Ten members of WTCN-Blue announcing-production staff will get minimum pay raises averaging \$7.50 a month, retroactive to April 23, under new contract negotiated by American Newspaper Guild, of which they are members, and the Minnesota Broadcasting Company.

The contract is to be submitted to the War Labor Board, with the raise approved within the Little Steel Formula.

Minimum wage scale is \$215 per month.

### "Abe" May Go Sustaining

HOLLYWOOD, May 27.—*Abe Lincoln's Story* (MBS, 4:30 p.m., Sunday), dropped by the National Small Business Men's Association because it didn't want to spend the dough, may become a Mutual sustainer, according to reports here.

## Jo Stafford and Gracie Fields Set for Summer

HOLLYWOOD, May 27.—Summer shows are shaping up after a late start. Format of Johnny Mercer seg, which will take over in place of Fred Waring, is being set. Show, which will run five times weekly, will have one camp night and one guest star night, according to present plans.

Joe Stafford, of the Pied Pipers, has been set for the fem warbling spot. She is definitely leaving the Pied Pipers, which sets to rest the rumors that she was only going to bow out of the singing org temporarily. Plans call for build-up of thrush on a solo basis, due to popularity of her Capitol recordings. Paul Weston, who has done the background music for all Stafford recordings, will handle the baton for the new show. Replacement for the Pied Pipers will be June Hutton, Ina Ray Hutton's sister, who was formerly with Charlie Spivak's Stardusters.

Summer show for Chase & Sanborn will feature Gracie Fields, with production handled by Earl Ebi and Bob Brewster. Lou Bring's ork of 28 pieces will take care of the music. Bill Goodwin takes over the commercial department for the 10 weeks that the show remains on the air. Guest star policy will be followed, with opening show, June 11, featuring Bob Burns. Other guests, including Mickey Rooney, have been set.

## WJBK May Be Det's First Union-Owned Station

DETROIT, May 27.—Concentration of more than half of the 1,200,000 membership of the United Auto Workers-CIO in the Detroit area is expected to make the union's rumored purchase of WJBK, indie here, from the more-than willing present radio men.

The concentration, which goes as high as locals with 100,000 members, would, they say, give the station a tailor made, ready-to-listen audience that would support the station if for no other reason than the fact that it is union owned. And a potential like that, it is pointed out, would make sponsors see eye-to-eye with the ownership. In other towns, it is said, sponsors could afford to ignore union-run stations because they'd lack the concentrated member-listeners available here.

UAW spokesmen had nothing to say at this time about Hopkin's offer of WJBK to the union for \$700,000, altho it has been known for some time that the union is interested in the purchase of a local station. More recently, they have indicated that they want FM outlets. WJBK has an FM transmitter all set to hook up and it would be included in the deal.

One thing is certain, if the deal does go thru, the UAW, the world's largest union, has the dough to operate the station along normal commercial lines. It has a treasury balance of \$1,947,155.01. Receipts from the last 12 months alone total \$3,263,505.34.

## Demand for Radio Receivers To 20 Million by End of '44

PHILADELPHIA, May 27.—A pent-up demand for between 20,000,000 and 25,000,000 radio receiving sets will exist by the end of 1944, as compared with the industry's all-time high production of 13,000,000 units in 1941, it was estimated by Larry E. Gubb, chairman of the board of directors of Philco Corporation.

In addition to the normal replacement demand for radio sets, FM will become increasingly important in the post-war years, Gubb said. "Until a few months ago, we were not too enthusiastic about FM," he continued. "Only a few FM stations, mostly of low power, were on the air, and the number of FM programs was very limited. This whole picture was radically changed in January when the major broadcasting chains announced an entirely new policy of making their top-hit programs available to the FM audience and suggested to the owners of network stations that they apply for FM transmitting licenses to be ready for post-war. This new policy will have very far-reaching effects as soon as the material situation eases to the point where new FM transmitters can be built.

### Philco Now FM-Minded

"Then, too, an equally important consideration is that many more FM stations can be licensed than the 900 AM stations now on the air. The fact that FM will make it possible to license several thousand more broadcasting stations should be a great relief to the Federal Communications Commission, which has had the difficult job of rationing the available number of licenses and has had the unpleasant task of turning down many applicants because of the limited number available.

"One further important effect of FM broadcasting may be to make more national programs available to the public thru the possible development of additional chains. Radio set owners would be benefited by all these developments which should, therefore, result in a tremendous demand for FM receivers in the post-war period."

The greatest application of all for electronics is television, Gubb said. "Television provides a new kind of service to the public," he pointed out. "Even prior to the war, television was so far advanced that it was bringing pleasure and enjoyment to receiving-set owners. Developments growing out of the vast electronic research of the war period will result in even further improvements."

"The rate at which television will grow in the next few years is somewhat a matter of conjecture," Gubb continued. "Some groups think it will progress rather slowly at first, others believe much more rapidly. The significant fact is

that the revenues from television, whether they become large immediately after the war or over a period, will add further to the proved earning power of the well-established radio companies.

### Tele to Follow Radio's Growth

"In any projection of television's future, I am reminded of the tremendous growth of radio in the years after it was first introduced. Radio had a vitality that offered the kind of new interest and excitement that gets public attention. Television gives an even better service—one with far more popular appeal. Unquestionably television will make a great place for itself, and I see no reason why, when the standards are set, television should not demonstrate as great and as romantic a story of growth as radio.

"The radio-electronic industry should be extremely busy for some years to come catching up on deferred demands for radio sets, developing the great new market that FM is opening, and beginning to make television available to 135,000,000 Americans."

### Reading Getting Set for Pa. Tele Network Link

READING, Pa., May 27.—First link heading west for the proposed television networks will be set up in this Eastern Pennsylvania community, with reports having it that NBC is the network having the inside track for the setting up of a local tele station. Talk of television service extension to this city was revived last week by the fact that city council has reserved space in an upper floor of the Mount Penn Summit Hotel, newly renovated and leased this month for five years to a private tenant for hotel and restaurant purposes, for installation of television equipment.

The city, owner of the building, located at the highest point on the scenic highway over the mountain top but within the city limits, will not operate a television station, but it is reported to have an applicant, or applicants, for the television rental and rights in prospect whenever stations in New York or Philadelphia get into action on a regular operational basis.

Two years ago successful tests were made by NBC of apparatus in an upper floor of the hotel, the temporary station picking up pictures with clarity and good sound from Philadelphia, 58 miles away, and New York, about 102 miles distant. At that time city authorities made known that it had prospective applicants for the television rights in the location.

## Educational Tele No Dream, Says Chi B. of E. Radio Man

CHICAGO, May 27.—Rebuttal of statement made at recent Institute for Education by Radio session that it will be many, many months after post-war television is accepted by the general public before educators know how to use the medium was made this week by George Jennings, radio director of the Chicago Board of Education. Jennings revealed that if it were not for man-power restrictions he would have educational television shows on the air right now. Jennings said that about two years ago he had been ready to present a television series on WBKB, B & K station here, but that man-power shortages prevented it at the last minute. As soon as these restrictions are removed he hopes to air educational tele shows with the cooperation of the same station. This, he hopes, will be shortly after the end of the war.

At the same institute session it was said that injection of television into classroom study was only in the "dream" stage. Jennings countered this theory by outlining some concrete plans he has to use the medium in Chicago schools. He said that as soon as receivers are available he would try to have them in schools. He felt that projection-type receivers would be available then, and that

would be the type installed in school hall.

### No Dramas for Schools?

Further proving that he has definite ideas about tele, Jennings stated that he would never use drama on an educational show. He said that television drama would make it unnecessary for a child to use his imagination, one of the most important educational accomplishments performed by radio. Instead, he said, he would concentrate on explaining scientific subjects and teaching crafts. He said that he would use many special events shows in history classes and would undoubtedly attempt to teach art appreciation with the medium.

About one phase of future co-operation, between educators and television stations Jennings was very definite. He said that schools would soon be frozen out of the television picture if they came to stations with inferior shows. If the stations come to educators for program suggestions, they had better be prepared. For if they don't they will soon be on the outside looking in. The only way educators can be prepared, he felt, would be by planning television shows right now.

## TELEVISION REVIEWS

### CBS Television

Reviewed Friday (26), 8-10 p.m. Style—News, music, beauty show, interview, quiz. Sustaining on WCBW (New York).

Two weeks ago, CBS video suffered from opening night labor pains. Friday (26), the baby showed some signs of life but its legitimacy is still in doubt. Seventy-five minutes of the two hours was bad, very bad tele, and the other 45 was very good.

Seg started out with a well-turned news slot by Ned Calmer. Lights were better, Calmer had lost his beard, the mike threw no shadows, volume was consistently good and maps were in greater detail. Calmer seemed to know where he was pointing to when he moved the maps, they were easy to understand and, placed on sliding and revolving panels, they didn't involve too much legwork by the commentator. This seg gave the impression that news video probably involve the least amount of concentration by the listener. It makes sense even if you don't look and if you look even so often you know what it's all about. Calmer needed to have his suit pressed. Video performers, even newscasters, should learn that wardrobe is important and how.

From there, CBS went to a musical act with the Barry Sisters, competent singers. It's too bad their show was ruined by a hard try for "sensational" effects. Cameras were moved in so close on close-ups that part of the gals' faces were cut off and they came thru at times as half faces. Long shots were fine, but lighting on the close-ups threw grotesque shadows. Lights under the camera dollies would help. Volume was spotty because of slow reactions on the part of mike boom man. He needs either more practice or Vitamin B1.

The next sequence was a beauty show featuring copy-girls who will try out for queen of the Newspaper Guild's front-page ball June 10. Cliff Evans, *Brooklyn Eagle*, interviewed far too many girls. Attempt was made to get sharp close-ups with black background. But, with dark-haired gals effect became one of a white death-mask sticking out of black velvet drapery. Too much light was thrown on Evans. Whole seg was too static.

Attempt was made to liven this portion with two variety interludes. First had sepla singer-dancer, Beau Jenkins, in a nice routine that had one fault. He danced right out of the screen in several places and his taps sounded like the crack of doom. The other spot, a skating act by the Olympics, needed a good producer to show assistant emcee Frances Buss how to open and close an act.

*They Were There*, regular feature interview with war heroes came off well, with two merchant seamen getting the going-over. Only bad fault here was poor timing that cut the interview off in the middle.

Last half-hour was another quiz. Here the whole thing broke down and technicians pulled every boner in the book. Lights very bad, camera handling slow, focusing way off, sound spotty, production amateurish and general lack of interest on the part of the contestants. All from *Look* mag. Foreshortening made Emcee Ben Feiner look like humpty-dumpty sans the wall. All this reviewer can do is express profound appreciation to Feiner for not tearing large sheets of paper as he has before. Sounds like thunder and pounds the cars.

Summing up this show brings to mind an old tennis bromide: Nice try, old man! *Marty Schrader.*

### Look Playing With Video

NEW YORK, May 29.—*Look* mag is producing a series of three tele broadcasts over WRGE, Schenectady, beginning next Thursday (1) at 9:30 p.m., Al Perkins, film, radio and video editor of the mag, announced today. First show, under Perkins's direction, will be a dramatization of a *Look* "photo-crime" called *Murder at Midnight*.

### Longhair Questionnaire

NEW YORK, May 27.—WQXR, high-brow indie here, is conducting an audience survey on the effects of wartime living on its listeners. Questionnaires are being sent to a cross-section of subscribers to the station's program booklet.

### WOR-DuMont Television

Reviewed Tuesday (23), 8:15-10 p.m. Style—Variety and films. Sustaining on WABD (New York).

WOR's show has been cut from an hour to 30 minutes, and two commercials, Helena Rubinstein and Gotham Hosiery Company, added, that stretches the Tuesday airing to an hour and three-quarters.

Producer-Director Henry Humphrey utilized the cosmetic firm's time by putting luscious lassies thru reducing and corrective exercises, appealing both to women wishful of beauty and men appreciative of same. Emcee Fred Keating and Vergel Cook constructed a sparkling word bridge to bring Miss Rubinstein, Hairdresser Michel and the gorgeous guinea pigs to the screen. Make-up and coiffeurs were discussed and demonstrated on the girls, and clothes advice given.

Michel either had no script or forgot his lines. Miss Rubinstein's clearly audible off-screen prompting seemed to further befuddle the hair stylist. His deft fingers, nevertheless, accomplished sleek hairdos with remarkable speed. His future appearances might be more effective if he smiled and pinned while someone else handled the audio end. Miss Cook took care of plugs for the salon, listing services and quoting prices.

Glorianne Lehr introduced three leggy gals in a dither about the wonders of Gotham hosiery. Ineptitudes almost as rough as "Aren't we lucky to have lovely limbs to glorify these gorgeous Gothams" were sprinkled thru the script. Pictures of bowed and knock-kneed legs were flashed on the screen, while Mas Lehr gave hints on minimizing deformities with proper stockings correctly worn. Her tips on creating illusion of shortening or lengthening legs seemed sound and helpful. Her well-modulated delivery contrasted sharply with the models, who finally joined arms and cakewalked out of view.

An ancient Andy Clyde pic and a Czechoslovakian short gave the studio crew 20 minutes to set the stage for *The Valiant*, WOR offering. Bob Emery introduced the Harvey Marlowe Players—Leonard Sherer, Robert Morse, Kaye Kodima, Jimmy Carew and Marlowe. He and Marlowe are responsible for the excellent stage effects of which the superimposition of barred windows on flats was truly ingenious.

Group turned in a fine presentation of the Holworthy Hall-Robert Middlemass drama. Close collaboration with the studio's technicians and 12 hours of rehearsal paid off in a well-paced, interest-holding production. Clever camera work helped immensely by variation of shots, and good lighting contributed much. A show such as this is encouraging. The group's success points up the fact that all of tele's elements must be understood and exploited if its potentialities are to be developed.

*Wanda Marvin.*

## Westinghouse Buys One and Sells One

NEW YORK, May 27.—Westinghouse bought one station and sold another last week, conforming to the duopoly rules by selling WGL, NBC, Fort Wayne, Ind., to Farnsworth Radio & Television Company, and helping *The Portland Oregonian* conform with the ruling by buying KEX, Blue, Portland, Ore.

Westinghouse operates WOWO, Blue, in Fort Wayne, and *The Oregonian* own KGW, Portland.

Lee G. Wallis, manager of Westinghouse radio stations, will direct KEX activities after the transfer is approved by FCC, and WGL will remain under the present management. Walter Evans is vice-president there.

Meanwhile, Westinghouse disclosed that it plans to produce home tele sets after the war and build three video broadcasting studios.

### Carlson To KGO

OMAHA, May 27.—H. A. Carlson, newscaster at KOIL here, moves to KGO, San Francisco, June 15. Carlson was head of the speech department at Augustana College, Sioux Falls, S. D.



# The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for weekday daytime and the "FIRST TWO" Saturday a.m.'ers

Vol. 1. No. 7D

(REPORT MAY, 1944)

WEEKDAY DAYTIME PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
WHEN A GIRL MARRIES	7.6	155	NBC 74	Fun With Dunn—CBS Terry & Pirates—Blue Safety Legion—MBS	Benton & Bowles	General Foods (Baker Choc. & Diamond Salt)	\$2,300	\$302.63
YOUNG WIDDER BROWN	7.3	293	NBC 136	Raymond Scott—CBS Sea Hound—Blue Various—MBS	Dancer-Fitzgerald-Sample	C. H. Phillips (Phillips' Toothpaste, etc.)	\$1,600	\$219.18
WE LOVE AND LEARN	7.2		NBC 87	Fun With Dunn—CBS Dick Tracy—Blue Archie Andrews—MBS	Young & Rubicam	General Foods (Post's 40% Bran Flakes)	\$1,000	\$263.89
MA PERKINS	6.9	107	CBS 67	Women's Exchange—Blue Jack Berch—MBS Sketches in Melody—NBC	Dancer-Fitzgerald-Sample	P. & G. (Oxydol)	\$1,300	\$189.57
KATE SMITH SPEAKS	6.8	274	CBS 115	Various—Blue Boake Carter—MBS Words & Music—NBC	Young & Rubicam	General Foods (Grape Nuts, etc.)	\$5,000	\$735.29
STELLA DALLAS	6.7	309	NBC 136	B'way Matinee—CBS Blue Frolics—Blue Johnny Neblett—MBS	Dancer-Fitzgerald-Sample	C. H. Phillips Toothpaste, etc.)	\$1,750	\$261.19
OUR GAL SUNDAY	6.7	372	CBS 130	Service Bands—NBC Farm & Home—Blue Service Bands—MBS	Dancer-Fitzgerald-Sample	Anacin	\$1,750	\$261.19
PEPPER YOUNG'S FAMILY	6.6	402	NBC 79	Appointment With Life—Blue Nashville Varieties—MBS Bright Horizons—CBS	Dancer-Fitzgerald-Sample	P. & G. (Camay, Ivory Flakes)	\$2,650	\$401.51
BIG SISTER	6.6	372	CBS 135	Rhyme & Rhythm—NBC Local Shows—Blue Hank Lawson—MBS	Ruthrauff & Ryan	Lever Bros. (Rinso)	\$2,500	\$378.79
MA PERKINS	6.5	544	NBC 131	Snowdrift Neighbors—CBS Star Time—Blue Palmer House Ork.—MBS	Dancer-Fitzgerald-Sample	P. & G. (Oxydol)	\$1,300	\$200.00
LIFE CAN BE BEAUTIFUL	6.4	292	CBS 62	Local Shows—NBC Baukhage Talking—Blue News—MBS	Compton	P. & G. (Ivory Soap)	\$2,500	\$390.62
RIGHT TO HAPPINESS	6.3	334	NBC 130	This Life Is Mine—CBS Locals—MBS Ethel & Albert—Blue	Compton Adv.	P. & G. (Ivory Soap)	\$2,250	\$357.15
LORENZO JONES	5.8	368	NBC 136	Time Views News—Blue Various—MBS Something To Talk About—CBS	Dancer-Fitzgerald-Sample	Bayer (Aspirin)	\$1,600	\$275.86
BREAKFAST AT SARDI'S (Kellogg's)	5.7	132	Blue 177	Vic & Sade—NBC 2d Husband—CBS Handy Man—MBS	Kenyon & Eckhardt	Kellogg (Pep)	\$1,500	\$263.16
HELEN TRENT	5.6	549	CBS 131	Farm & Home—Blue Service Bands—NBC Service Bands—MBS	Dancer-Fitzgerald-Sample	American Home Products (Bisodol)	\$1,800	\$321.43
Saturday Afternoon Programs								
STARS OVER HOLLYWOOD	5.5	267	CBS 49	Service Bands—NBC Atlantic Spotlight—MBS Locals—MBS Farm & Home—Blue	Sorenson & Co.	Dari-Rich	\$2,000	\$363.66
FASHIONS IN RATIONS	5.3	73	CBS 134	Lighted Windows—NBC Land of Lost—Blue Hello, Mom—MBS	BBD&O	Servel, Inc.	\$1,250	\$230.19

The average daytime program rating is 4.3 as against 4.9 last report, 5.3 a year ago. Average sets-in-use of 14.1 as against 15.5 last report, 15.4 a year ago. Average available audience of 60.8 as against 71.8

last report, 72.1 a year ago. Sponsored network hours reported on number 82 1/2 as against 79 1/2 last report and 83 1/2 a year ago.

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## The Air and The Election

(Continued from page 5)

people's vote was determined along unconsciously predetermined lines. Where radio was important was in pointing-up this latent background.

### Step-Watching Vital

Thus one man was set to vote for Wilkie until the Republican candidate took a verbal slap at the WPA. This recalled to the voter the time when he was on WPA, and resulted in his ballot going to F. D. R.

Actually, all existing media did not provide blanket coverage despite the reams of paper, hours of time and wads of dollars expended. As late as October, a month before the election, almost 30 per cent of the people had not listened to or read anything about the campaign.

Those reached by the radio, screen or printed word were those actually interested in the election. This group, in turn, tended to come from the upper socio-economic strata. They were the older rather than the younger people; more men than women.

What did happen, and this is where radio was very important, was that these interested people, who did most of the reading, listening and looking and did the most talking and influencing of the community, spread their gospel by word of mouth.

Voters fall, according to the survey, into three categories. These are:

1. The partisans, the followers, the supporters, who even in May knew for whom they were going to vote. They listened and read communications favoring their own viewpoint. Their convictions were reaffirmed and strengthened.

2. Those who voted according to social characteristics. It is in this group that most of the mental shifts occur. They felt the campaign was making up their minds, altho most often it was only crystallizing their latent dispositions. It was exposure rather than subject that finally affected their ballot behavior.

3. Those converted by the campaign. Numerically the least important but in view of the insignificant number required to make a majority actually the most important since the coming election may be neck and neck. Here radio, with its opportunity for the voice to augment the argument, is most potent.

### Effective Accident

In all of these groups the most effective argument, especially in radio, was the one the listener heard by accident. This since, as noted before, the supporters did most of the listening; the uninterested did the least. So the accidental listener was the undecided voter, the one most swayed by what he heard.

This, in turn, only emphasizes something that every old-line politician knew and knew how to utilize or he was no politician. Namely, personal contact; the party war-horses call it "ringing doorbells." This was more important than any media when it came to deciding the election.

Radio gets into the house where the party factotum cannot. Where radio failed was in not getting to the people who didn't want to be reached. For this the survey org suggests a number of fairly obvious antidotes.

Use radio more often so as to increase the chances of accidentally reaching the uninterested and undecided; important since this is the floating vote, the group that swings a close election.

Use radio to do this; don't use more talks on the radio. Use spot announcements, sponsor news programs, musical programs, variety shows. Use radio's entertainment values to reach an audience just as does the straight commercial advertiser.

Above all weld the personal contact ability of the party supporters to the radio campaign. This can be done by organizing small community and neighborhood discussion groups to listen to and discuss the major speeches of the candidate.

But, of course, the politicians' biggest job is going to be to use the commercial radio technique without running afoul of radio's antipathy toward broadcasting disguised political commercials. And the political entrepreneurs smart enough do this deftly, effectively and determinedly are still to be found.

## WPEN Set for Philly Bulletin; WFIL To Record Post-War?

PHILADELPHIA, May 27.—Negotiations for WPEN were completed this week by Richard W. Slocum, general manager of *The Bulletin* and H. W. Stodghill, sheet's business manager. Rumors as to the disposition of the station's staff, headed by Arthur Simon, general manager, are flying thick and fast, as might be expected. However, Slocum said that no thought has been given as yet to station personnel. First matter on the agenda is for the new owners to see the station, having purchased it sight unseen.

*The Bulletin*, cold to radio for many years among the local newspapers, was the hottest to own a station. Before the war, *The Bulletin* filed with the FCC for an FM license, and even built a studio in the newspaper building, but the FCC at that time frowned on newspaper-ownership of radio stations.

Purchase of the station by *The Bulletin* brings to the fore once again the reports that *The Philadelphia Record*, David Stern's morning paper, is in line to take over the ownership of WFIL, Blue Network station, after the war. Until early this year, Stern owned the part-time WHAT, selling the station to William A. Banks, former WIP salesman. Those close to the picture point out that the presence of Albert M. Greenfield, local realtor, as the money-banks behind the scenes at both WFIL and *The Record*, makes such a radio-newspaper linkage after the war little more than a paper transaction.

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## WBBM-CBS Goes To Schools To Sell Its News Coverage

CHICAGO, May 27.—WBBM, CBS affiliate here, this week inaugurated a promotional plan designed to get the listeners while they're still young and at the same time by-pass the publicity restrictions imposed by newsprint shortages. Station has mailed to more than 600 grammar and high schools in Area A war map and a 300-word summary of a week's news.

In the future, Jim Crusinberry, head of station's news department, will write a weekly news summary which will be sent to all the schools to sell WBBM's news coverage. Mailing to 600 schools is only the start. In the future all schools in area will be blanketed, and if plans goes as expected, each classroom in every school will receive maps and news summaries. Multiplying number of classrooms here by number of kids and then by number in families of each child gives some idea of the size of market station is contacting.

## CBS Orders Top Frequency Transmitter From G. E.

NEW YORK, May 27.—CBS, on the heels of its order of two regular frequency video transmitters, announced Friday that it has ordered another from G. E. that is to operate on radio frequencies nearly 10 times as high, above 400 megacycles, as its present station, WCBW.

None of the transmitters will be built until after the war and it is possible, video men feel, that the first two will have the higher frequencies installed.

## Payne New Finch V. P.

WASHINGTON, May 27.—George H. Payne, former member of the FCC, has been appointed vice-president and director of the Finch Telecommunications Company of New York. Payne is the third commissioner to take a tele job in the past few months.

## Niles Trammell Uses Closed Cirq, General Mills Daytime Idea To Resell Affiliates

### Indies Really Independent Today

CHICAGO, May 27.—Hint that with its new General Mills series of three consecutive serials five afternoons a week NBC will be taking a step toward the elimination of monkey-wrench throwing on the part of affiliated stations was seen this week in a closed circuit talk by net's proxy, Niles Trammell. Trammell stated, in a discussion of plans for the General Mills serials, which NBC will air from 1 to 1:45 p.m. (CWT) starting June 5, that is the past some net program planning has not met with complete approval of affiliates, but that the net "was still working on it."

Feeling here was that Trammell was taking step in direction toward smoother network operation. It was said that with plans which NBC has for the Irna Phillips serials, interchange of characters and a top-name commentator whose observations would be used as a transition device for the three, NBC was giving its daytime program schedule a hypo that could not be turned down by affiliates. Many a radio leader has noted the passing of control of air from nets to local stations during the present time sale bull market. Affiliates won't take net

stuff unless it is of top listener appeal to compensate for loss of station revenue adherent in sale of time to net instead of local sponsor.

Network execs, it was said, recognize this and some are worried about it, for they see that without control of affiliates' programming a net loses many sales opportunities. Especially, it was further stated, is this true of daytime shows.

The opinion here was that Trammell was cognizant of this fact and was using the planned promotional and program hypo of the General Mills shows as teasers to keep affiliates in line.

## FCC WHIP Hearing Involves Names of Local, Nat'l Bigwigs

CHICAGO, May 27.—Testimony involving names of prominent financiers, newspaper publishers and FCC officials was given here late this week at a hearing to determine whether or not the Calumet Broadcasting Company should be given a license to re-open WHIP, independent station with studios in Chicago and Hammond, Ind. For three days the hearing was conducted before J. Fred Johnson Jr., FCC examiner, while FCC lawyer, A. Harry Becker, presented witnesses who claimed that corporation was in a questionable financial condition, and the Rev. George F. Courrier, head of the corporation, and Doris Keane, treasurer and vice-president, attempted to show that the planned station operation would be in interest of public welfare and was financially solvent.

History of WHIP, dating back many years, was brought in at the hearing. WHIP was formerly operated by Courrier and Miss Keane under the corporate title of the Hammond-Calumet Broadcasting Corporation. It had many financial shots in the arms during its years of operation. In 1942 it was sold to a company headed by John W. Clarke, an investment broker, and Marshall Field, publisher of *The Chicago Sun* and *New York's P. M.*, came into the picture as a minority stockholder. Courrier and Miss Keane stayed on as employees and minor stockholders. At that time the call letters of the station were changed to WJWC. In February, 1943, Clark discontinued operation because of "operating losses." Later Courrier and Miss Keane bought back the station at a receivership sale, and in December, 1943, applied to the FCC for permission to operate the station with the old call letters, WHIP. It is this application that the FCC is now considering.

Attempting to illustrate the financial condition of the new corporation, Becker (See FCC WHIP Hearing on page 10)

## Lewis Frost Now NBC Pacific Coast Program Manager

HOLLYWOOD, May 27.—Lewis Frost has been appointed program manager of NBC's Western Division, replacing recently resigned John Swallow, Sidney N. Stortz, net v.-p., announced yesterday. Frost, who has been NBC program traffic manager since 1930, takes over June 1 and is now tabbed as assistant to the v.-p.

Swallow, program head for seven of his 12 years with the web, will become a freelance producer, probably concentrating on comedy shows.

## Don Lee Confab June 10

HOLLYWOOD, May 29.—Lewis Allen Weiss goes to San Francisco June 10 for meeting with 36 affiliates of the Don Lee Network. Weiss will discuss result of his last meeting with Mutual execs in New York. Pat Campbell, assistant production chief; Sydney Gaynor, sales manager, and Fair Taylor, publicity head, will make the trip with Weiss.

## AFRA and Chi "B" Outlets Get Nowhere

### WLB Asks for Briefs

CHICAGO, May 27.—In spite of a management counter offer of a 30 per cent pay increase for announcers at Class B stations here, AFRA and the owners of six outlets came to no agreement at a WLB panel hearing this week. At the hearing AFRA asked that announcers be paid a minimum of \$55 week plus certain additional amounts for commercial programs and vacation and discharge clauses equivalent to those in A-station contracts. The stations agreed to the vacation and discharge demands, but refusing to accept the principle of paying extra for commercial programs, countered with their offer of a basic salary increase of 30 per cent.

Ray Jones, executive secretary of AFRA, contended that the union's demands were justified by the increased volume of biz now being placed on local stations not affiliated with a network. William Friedman, counsel representing the six stations, WJJD, WAIT, WIND, WGES, WSBC AND WAAF, presented witnesses who claimed the union's demands were inflationary and constituted an objectionable "pay-within-pay" principle. WCFL, owned and operated by the Chicago Federation of Labor, was involved in the case but was not represented at the hearings.

AFRA said that under terms of its proposal announcers' base pay would allow him to broadcast 40 programs of 15 minutes duration without extra pay. When the announcer passed that mark in commercial time, the union demanded, he should be paid 50 cents for 15 minutes or less, with 20 minutes rehearsal included; 16 to 30 minutes, \$1, with 30 minutes rehearsal included; 31 to 60 minutes, \$1.50, with 60 minutes rehearsal included.

When the WLB hearing ended here, both parties were ordered to prepare to file briefs which the panel will consider at a later date.

## KDYL Files for FM as It Prepares for Television

SALT LAKE CITY, May 27.—The Intermountain Broadcasting Corporation, Salt Lake City, operating Station KDYL (NBC), has filed an application for a post-war Frequency Modulation channel with the Federal Communications Commission. The station hopes to broadcast both on FM and AM, extending the FM coverage as the distribution of FM receiving sets allow.

The same station has already filed an application for an experimental television license and lacks but one piece of equipment before it can broadcast video experimentally. It has television receiving set franchises to provide for reception.

## "Best Buys"

MAY			APRIL		
Program	TCI	Hooperatings	Program	TCI	Hooperatings
Ma Perkins (CBS)	\$189.57	6.9	Ma Perkins (CBS)	\$158.55	8.2
Ma Perkins (NBC)	200.00	6.5	Young Widder		
Fashions in			Brown	183.89	8.7
Rations	230.19	5.3	Ma Perkins (NBC)	198.46	6.5
Young Widder			Breakfast at Sardi's (Kellogg's)	208.33	7.2
Brown	219.18	7.3	Breakfast at Sardi's (P&G)	217.29	6.9
Stella Dallas	261.19	6.7	Backstage Wife	221.52	7.9
Our Gal Sunday	261.19	6.7	Stella Dallas	243.05	7.2
Breakfast at Sardi's (Kellogg)	263.16	5.7	When a Gal Marries	252.75	9.1
We Love and Learn	263.89	7.2	Our Gal Sunday	253.62	6.9
Lorenzo Jones	275.86	5.8	Helen Trent	283.58	6.7
When a Girl Marries	302.63	7.6	Right to Happiness	312.50	7.2
Helen Trent	321.43	5.6	Life Can Be Beautiful	324.68	7.7
Right to Happiness	357.15	8.3	Stars Over Hollywood	327.75	6.1
Stars Over Hollywood	363.66	5.5	Big Sister	371.86	6.7
Big Sister	387.79	6.8	Pepper Young's Family	401.51	6.6
Life Can Be Beautiful	390.62	6.4	Theater of Today	416.67	6.0
Pepper Young's Family	401.51	6.6	Kate Smith	643.04	7.9
Kate Smith	735.29	6.8			

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MOSS PHOTO SERVICE, 155 W. 48, N. Y. 10

# Man-Power Shortage Opens Ad-Agency Doors To Indie Producers Who Collect \$\$\$

Looks As Tho They're In To Stay

CHICAGO, May 27.—Newest trend to receive attention of radio leaders and minor lights here is the mushrooming of independent program producers, who have more and more been getting their shows on air for ad-agencies. A year ago there were about three important independent program producing offices in town, now there are about 10, and the number is growing rapidly, with more and more local and net shows originating here coming from the indies.

One exec here put it this way: "About 10 years ago I was the only Chicago independent program producer with an office. There were some actors and writers who were peddling shows as a sideline, but they had their offices under their hats. That situation changed a little about five years ago, and a couple came in and faded out periodically. Now, however, that all seems to be in the past, and the independents are rapidly increasing and raking in the blue chips."

## Pre-War They "Starved"

A couple of years ago an actor with ideas came here from St. Louis; at first he just starved. Now he has local and net shows thruout the Midwest, has built a competent, complete staff which includes even promotion and transcription departments. That's just one case, but it is typical of many more.

Belief here is that war time man-power shortages in agencies, nets and stations is responsible mainly for new prominence of the indies. It is felt that agencies

have lost men whom they will take back when they are released from armed forces. Therefore, they don't feel like adding new personnel—even if they can get it—to their production staffs. They have turned, instead to the independents. These independents plan, write and produce shows and take all the headaches. The agencies reap their 15 per cent, and everyone is happy.

What this all seems to mean, it is said, is that the indies, who formerly couldn't break down agency and net doors are now admitted gladly into the inner sanctum. And, it is felt, they will be there when the war is over. For, it is reasoned, they have proved that they can do a top job, they are acquiring wealth and prestige. If Chicago can be used as an index, it appears that the independents are here to stay in radio right up on top.

## FCC WHIP HEARING

(Continued from page 9)

cross-examined Courrier, who stated that at the time of application he had sufficient funds to operate the station. Immediately afterward Becker played in court a recording made March 21, 1944, of a conversation between Courrier and J. C. Thompson, manager of the Civic Opera Building here, at which a deal involving the possibility of Courrier's selling controlling interest in the corporation to the interests owning the Opera Building was discussed. In this recording a voice, recognizable as Courrier's, stated to Thompson that Miss Keane had phoned him from Washington informing him that she had "spiked" the last available FM license in the Midwest for WHIP. It was also said during this recorded conversation that Miss Keane was "a very good friend of Mr. Fly's."

In later testimony Miss Keane denied she had friends on the FCC. She said: "I don't care who says it, who brings in phonograph records to say that we have special friends. We do not have."

The hearing will be continued here Monday (29) and Tuesday (30). Engineering facilities of the proposed station will then be considered at FCC hearings in Washington.

NEW YORK, May 29.—KFRO, Long view, Tex.; WCBI, Columbus, Miss., and KOTN, Pine Bluff, Ark., have won first, second and third prizes in a contest sponsored by Keystone Broadcasting System to promote the sale of Grape-Nuts Wheat-Meal, Keystone announced today.

## CBS Cancels 'Three Of Kind'; Test OK

HOLLYWOOD, May 27.—New series of programs started by Phil Rapp and called *Three of a Kind* has been dropped by CBS. Cancellation was by mutual consent, according to Hal Hudson, network program chief, who stated that "Script and guest-star problems made it necessary to drop the airer."

Hudson went on to state that series WSX was started to see if a new type of show could be built. When it was found series would play all right on the air point was proved and there was no use for further presentations.

Five of the series of 13 were aired and CBS still has contract with Rapp for the remaining seven if they are ever broadcast.

## White - Wheeler Bill Not What the Doctor Ordered

WASHINGTON, May 27.—After two years of waiting at the church, the radio industry has been presented with groom who turns out to be not the man he was expected to be.

The Wheeler-White Bill, introduced to the Senate Interstate Commerce Committee by Chairman Burton K. Wheeler (D., Mont.) and Acting Minority Leader Wallace H. White of Maine, proposes to eliminate commercial sponsorship of news segs, prohibit the FCC from refusing new licenses to newspapers and radio stations, require nets and stations to present both sides of all discussions, limit stations to 50,000 watts except for experimental purposes, prohibit stations from selling time allotted to discussion of religious, educational or public issues, reduce from seven to five the personnel of the FCC and provide for annual rotation of the chairmanship.

And it all adds up to a slight case of frustration for industry men who expected to see the FCC's wings clipped. Radio, as a result of the make-up of the bill, finds itself in the position of fight-

ing against the bill it has asked for for the past two years.

Net and station officials say that elimination of commercial sponsorship of news broadcasts would ruin them financially and lower the quality of news on small stations because they are unable to finance a free comprehensive news service. A sizable chunk of '44 campaign dough would be lost if the item to end sale of time for discussion of political issues was passed. The trade likes the provisions that cover the FCC but there is a general fear that the whole bill would be a mickey. Its actual details are still a secret.

One copy of the bill was handed to the Senate press gang but it was taken back before newspapermen had a chance to really digest it.

Chances of the measure's passage are very slim at this time. Loud noises have gone up from behind the committee's closed doors and the radio industry, for, perhaps, the first time, is united in its opposition.

Which, as Washington press rooms say, is just what Senator Wheeler wants.

## SEVEN-WAY PICK-UP

NEW YORK, May 27.—Garrett Hollihan, WMCA show boss, has quit and will produce freelance. . . . Wade Arnold back to NBC script division after seven-year absence. *Eye Witness* will be the title of a new William Morris Agency show starring front-line war correspondents. . . . Mentalist Dunninger renewed for another 13 weeks by Kem-Tone. . . . Compton Advertising gets Floyd Holm as program supervisor of *Truth or Consequences*. . . . And Wyllis Cooper joins the same agency as program manager. . . . George Crandall, CBS press chief, off to his Somerset Lake place for a 10-day rest. Art Miller, of his staff, along to catch the breezes. . . . Brad Simpson's show, *American Women's Jury*, has been bought by Roche, Williams & Cunningham for Louis Howe Medicine Company and set for twice-weekly Mutual airing, starting June 30.

Evelyn MacGregor, soloist on NBC's "Waltz Time" and "American Album of Familiar Music," as well as CBS "American Melody Hour," doing series of guestings on KYW, Philadelphia. . . . Tony Sanford, who handled Bergen show, is coming east to take over Owens-III. Class show for J. Walter Thompson. . . . Maybelle Prindaville, regular in the cast of NBC's "Backstage Wife" out of Chicago, coming east to make an appearance on "Blind Date." . . . Mat Ferro, who co-scripts NBC's "Lorenzo Jones," has written a short story for *American* magazine. . . . Fred Coll again handling publicity for WHOM. . . . Dunninger to gueststar on Patsy Kelly's "Palmolive Party" via NBC on June 10.

CHICAGO, May 27.—George Jennings, Board of Education radio director here, will be on faculty of Radio Education Institute sponsored by KOIN, Portland, Ore., June 13 to 30. Prominent net staffers and execs, as well as 350 teachers, will be present at institute. . . . Johnnie Neblett will air his *So the Story Goes* under sponsorship of Michigan Mutual Liability on WWJ, Detroit, starting June 2. . . . Irna Phillips, top-ranking serial scripter, this week celebrates 15th year of continuous radio writing. . . . Blue net this week plugged its new commentary show, *Kiernan's Corner*, with closed circuit pitch going to 183 stations. . . . Eddie and Fannie Cavanaugh, conductors of WGN's *Broadcast Rhymesters* program, chalked up 22d year in radio last week.

Howard M. Keefe, formerly with Crowell-Collier, has joined Chicago office of CBS's network sales staff. He replaces Dudley Faust, who received second lieutenant's commission in marines. . . . KMBC, Kansas City, Mo., has been given exclusive right to broadcast from Kansas City livestock yards. . . . Hal Lansing, former production manager of WTCN, Minneapolis, has joined WGN staff as announcer. . . . Elenore Cubbins has been added to WBBM music department.

MINNEAPOLIS, May 27.—Halsey Hall, *Star-Journal* sportswriter, takes over sports announcing at WCCO-CBS, replacing George Higgins, who has gone to Des Moines. Hall takes over May 29. . . . Sam Kaufman, WCCO flack, has been elected to the Junior Association of Commerce board of directors. He was one of three men to be awarded silver keys for outstanding service. One of the others is Don Nathanson, of Manson-Gold Advertising Agency. . . . Mary Fisher has been appointed continuity director for WTCN-Blue in a new post set up to co-ordinate all continuity work under one head. . . . Mischa Bregman, Minneapolis symphony ork member, has been named music librarian at WCCO. . . . Lee Barron, WDCY gabber, has switched to WLOL-Mutual. . . . Larry Grant, WDCY staffer, is the father of a six-pound daughter. . . . Mrs. Margaret M. McCord, mother of Russ D. McCord, Minneapolis advertising exec, died here Tuesday.

HOLLYWOOD, May 27.—Sam Hayes starts his 14th year on the air. This week marks his 4,694th newscast since 1931, when he was first sponsored by Richfield Oil Company. . . . Sylvia Young, program head of the Keystone Broadcasting System, is taking a month to visit New York and pick up new show ideas. . . . Harry Babbitt bows out of the Kay Kyser show to don the navy blues. Kyser tossed him a farewell party. . . . Janet Waldo has a busy sked for summer. *Coloss Archer* has moved to Sundays, a half hour before *One Man's Family* is aired. She appears on both shows. . . . Bill Haworth has joined the KNX-CBS announcing staff, replacing Bob Greene, who has gone into the army.

Jay Novello has been made a permanent member of the "I Love a Mystery" cast. Carlton Morse was satisfied with his work of replacing Michael Rafetto as Jack Packard on the show, so inked him to a contract. . . . J. Donald Wilson is celebrating the second birthday of his spine-chiller, "The Whistler." . . . Ruth Chatterton has been signed by C. P. MacGregor for a starring role on one of the Hollywood Radio Theater dramas. . . . Hanley Stafford dons the grease paint for a sequence with Fanny Brice in MCM's "Ziegfeld Follies." . . . Audition platter of "In Old Arizona," starring Warner Baxter, is being made this week. . . . Rik Vollaerts heads the new flack department for Radio Writers' Guild. . . . Robert Lee's book, "Television," has just hit the newsstands here.

BOSTON, May 27.—Harold E. Fellows, WEEI general manager, elected to board of directors of Boston Better Business Bureau. . . . G. O. (Oley) Oleson, Massachusetts State College extension editor, arrived at WBZ for a broadcast early one morning last week clad in pajamas, bathrobe and slippers. He overslept in Hotel Bradford, where the station is located, and tore downstairs to reach the mike just a few seconds before air time. . . . Alice Santtl, commercial traffic manager for WEEI, has been promoted to the New York office, where she will have charge of the clearance department for Radio Sales, Inc., CBS spot sales department.

DETROIT, May 27.—John Gordon, OKLW program director, is on the sick list with scarlet fever acquired from his young son. . . . Margaret Pratt, OKLW traffic manager, back at her post after recovering from an appendectomy. . . . Arnold Stinson, OKLW announcer, away on indefinite sick leave. . . . G. A. (Dick) Richards, president of WJR, back in Detroit after spending the winter in California, where he supervised the move of KMPC studios from Beverly Hills to Los Angeles.

PHILADELPHIA, May 27.—M. Leonard Matt, WDAS news commentator, will be public relations chief of Pennsylvania State Guard next month. . . . Ted Oberfelder, WFIL promotion chief, lectures to journalism class at the University of Pennsylvania on radio promotion. . . . Joyce Avery makes the sixth out of six girls in the training class at KYW to join the engineering staff as a regular. . . . WPEN adopts the pin-up technique to decor the long wall opposite studio switchboard, pinning up the autographed pictures of celebs guesting at station. . . . Isabel Malmberg quits the KYW sales department for California. Pamela Davis moving up from the program department to sales, and Rose L. Bernstein joining the staff for the program vacancy. . . . Benrus Watch Company expanding its spot campaign on WCAU with an eye toward cementing future consumer relationship. . . . Walter Burger, WFIL engineer, at Jefferson Hospital for a major op.

Morris West, WCAU-FM director, will act as both narrator and author for the live broadcasts next week to promote the "Days of Glory" pic.

# Twenty-Five Best Air Song Plugs

## NY Music Men Say Bing Best

Survey of music publishers shows most popular programs to sell new songs

NEW YORK, May 27.—In the opinion of Music Row, by and large, Bing (The Groaner) Crosby and his Thursday night show, is the major plug that most of the publishers aim for when they want to start a song rollin'. Of course, many pubs say, it depends on the song, and if it can be done in Bing's style; but on second thought they jointly agree that Crosby can do almost any type, from a ballad to a rhythm song, novelty and whatnot, in A-1 style—in other words, where Tin Pan Alley is concerned, "the Bing can do no wrong . . . to a song."

When popped the question, "What major plugs really make a song?" professional managers, publishers and contact men dipped down into their accurate reports (listing the songs with the most radio plugs) and came up with the list. (See Accompanying Box.)

### Ratings Aren't the Answer

Altho it's known that the Crosby show has less than a 20 Hooperating, while the Bob Hope show heads the list with a 36.5 Hooper, pubs show little regard for ratings, yelling, "Give Us Bing" in no uncertain terms. They point out that altho the Benny show is almost institutional in character (Hooper 28.8), the performance by Dennis Day, who did, until he joined the armed services, only one song, doesn't come near a Crosby selling. In fact, that's the reason singer Frances Langford, on the Bob Hope show, is considered almost secondary where making a song is concerned.

The Eddie Cantors, Kate Smiths, Frank Sinatras, Dinah Shores aren't brushed off by any means, for if a publisher can land a song with the aforementioned, along with Crosby, he's pretty sure of a hit, that is if the song is hit material to begin with. Pubs point out that no matter who does the song, if it isn't there, it just ain't there. All in all, pubs say, a Crosby rendition can make more people tear around to the nearest sheet music store yelling for a copy of his latest plug than any other radio performer in the biz.

Next to Crosby came Dennis Day. In a few isolated cases some of the pubs even went so far as to say that Day had been superior to Crosby, but with a little pinning down, the answer came with malice aforethought. (It turned out that The Groaner hadn't made up, or introed, some of the dissenters' songs.) In fact, the entire reaction of most pubs came from whether certain artists did or didn't do their tunes, as to whether they are important in making a song . . . but when viewing the scene dispassionately even the dissenters had to agree that the top plugs were still the top plugs, for anyone's money.

### Sinatra Too Young?

Pubs consider Sinatra too young as yet to make any songs single-handed, as Crosby did with *San Fernando Valley*; *Jingle, Jangle, Jingle* (also credited to Kay Kyser and others) and many others. Cantor single-handedly started *In My Arms, Comin' In on a Wing and a Prayer*, while Kate Smith and *God Bless America* are now synonymous. Guy Lombardo made *Love, Love, Love*, and *Take It Easy* for Santly-Joy within the past three months, playing *Love* for almost six months before any other band or performer would do it. That's one of the reasons Lombardo is dear to many publishers' hearts. They say when Lombardo gets set on a tune he'll do it until the cows come home, because he's sure it's hit material.

### Plugs Vie for Songs

Pubs also point out that conversely enough, top plug bands and air shows

## Air-Plug Shows

First 10 tune sellers in order of major music publishers preference.

Bing Crosby  
Dennis Day (Jack Benny and now a GI)  
Kate Smith  
Eddie Cantor  
Frank Sinatra  
Dinah Shore  
Kay Kyser  
Guy Lombardo  
Ginny Simms  
Frances Langford (Bob Hope)  
Remaining 15 were chosen as those most preferred in helping to make a song (not listed by preference):  
Fred Allen (Hi, Lo, Jack and a Dame)  
Frankie Carle  
Coca-Cola Spotlight  
Bob Crosby (Pied Pipers)  
Harry Cool  
Judy Canova  
Al Goodman (Prudential)  
Georgia Gibbs (Camel Show)  
Horace Heidt  
Andre Kostelanetz  
Paul LaValle  
Ozzie Nelson (Harriet Hilliard)  
Ray Noble (King Sisters)  
Paul Whiteman (Philco)  
Barry Wood (Double-Daters)

often vie with each other to do breaking in of certain songs. Reason for this is that many top names know the commercial value of being affiliated with a hit song. (Viz a viz the case of Rudy Vallee and *Good Night, Sweetheart*, or Kate Smith and *When the Moon Comes Over the Mountain*, or Russ Colombo's *I Surrender, Dear*, to mention a few.)

Also along same line, some pubs claim they can pick their plugs, but the spots are few and far between. It's mainly when Irving Berlin writes a score for such a pic as *Holiday Inn*, or some other remote case. But when that happens, and the artist is assured of the fact that a firm is going to work on the song, he more than often is glad to intro the song.

### What Bands Are Best?

Speaking of bands, it's mostly the Lombardos, Kysers and Heidts who rate over the Tommy Dorseys, Benny Goodmans and Harry James' for the commercial plug. It's because the sweet bands concentrate on melody, giving the listener a chance to hear the song unembellished, and also the lyrics. Swing may be in the groove but it doesn't sell copies like two simple melodic choruses. Where a record is concerned, that's a different story, for then a disk spinner can use it day in and day out until the listener hears it umpteen times a day. That's the sound advertising principle; repetition means sales.

Foregoing, of course, applies to ballads, which make up about 75 per cent of the pub biz. As far as getting a rhythm tune started, pubs prefer Kay Kyser, Horace Heidt or the Hi, Lo, Jack and a Dame combo on the Fred Allen show. Judy Canova, on Tuesday for Colgate, is considered tops for a hillbilly opener. Best daytime shows include Morton Downey, Owen-Illinois Glass and the Kostelanetz show.

Sustaining singers, such as Sunny Skylar, Tommy Taylor and Eileen Woods, to mention a few, aren't brushed off by pubs. Neither are bands with remote wires. But these two factors aren't really instrumental in helping get a song started. It's the top commercial shows that count, with the rest doing the actual selling job of keeping the song before the public.

### Haymes Replaces Coleman

NEW YORK, May 27.—Dick Haymes has been signed by Ruthrauff & Ryan for a Tuesday night 7:30-8 NBC spot, starting June 20, for Electric Auto Lite Company. Show, called *Everything for the Boys*, will feature guest singers and replaces the Ronald Coleman spot for the summer. And if it clicks, it'll stick.

## Technicians Threat Strike At N. Y. Net Stations Over Platter Turn Jurisdiction

### Independent Union Strike Vote Immediately

NEW YORK, May 27.—In the fight over who shall turn disks at NBC, Blue and Mutual, reps of the American Federation of Musicians and the National Association of Broadcast Engineers and Technicians stated their cases before a representative of the U. S. Conciliation Service this week. NABET has put a snag in the attempt of James C. Petrillo, AFM prexy, to place musicians in net studios as pancake turners.

The indie union not only refuses to relinquish jurisdiction of the platter changers but threatens to pull every technician out of Mutual, NBC and the Blue if the musicians' union moves in. NABET maintains that its men at these studios should continue platter turning despite the fact that it is an additional

duty. If the AFM spots musicians on the turntables, no NABET member will lose his job, according to arrangements worked out between Petrillo and the stations.

Since the AFM and NABET can't see eye to eye, the National Labor Relations Board will soon ballot those NABET members with these networks to determine whether or not they want to strike.

NBC, CBS, Mutual and the Blue in Chicago have had AFM members on studio turntables for some time. CBS here has agreed to use AFM turners, and the International Brotherhood of Electrical Workers (AFL), whose members staff the station, have entered no objections.

NABET indicates it fears the AFM might attempt further encroachment on its jurisdiction if the platter deal goes thru. Musicians' union spokesmen claim the idea fantastic, pointing out that by no stretch of the imagination would engineers and other technicians be considered AFM membership material.

### Jordan Works for Bobby-Sox Trade

HOLLYWOOD, May 27.—Louis Jordan tees off with his *Teen-Time at the Troc* as part of his nationwide appearances for the bobby-sox trade here June 4. Event will be staged at the Trocadero, where Jordan is currently playing.

Plan was announced over KFWB when Jordan made an appearance on the Al Jarvis platter program. Tie-up is with Jarvis's pet, *Fellow American Club*. Money received at the Troc during the event will be presented to wounded soldiers by Jarvis and Jordan.

Jordan has a part in *Meet Miss Bobby Sox*, a Columbia pic.

### Minneapolis Symphony Believed Losing Men

MINNEAPOLIS, May 27.—Still strictly in the rumor stage, there is a story making the rounds that there is a general exodus of players from the Minneapolis Symphony Orchestra, with Dimitri Mitropoulos expected to join his men leaving after next season.

*The Billboard* was able to learn that some 15 men already have resigned, with the list probably swelling to 25 before the new season gets under way. Of those quitting, many are first-chair men who have been with ork for many years.

Reason for the exodus, according to the story, is that management undertook to fill all tour dates turned down by other symphony orks. With the war on, this resulted in musicians having to put up with numerous inconveniences, such as traveling in stuffy day coaches, poor rooms, changing clothes in orchestra shell before concerts, missing meals and being herded around.

### Solly Loft Buys Into Arthur Freed's Pubs

HOLLYWOOD, May 27.—An interest in MGM producer Arthur Freed's music publishing houses has been acquired by Solly Loft, former partner in Campbell, Loft & Porgie.

Loft will become music manager of Freed's two firms, Variety Music and Walter Jacobs. An exploitation campaign will be started for Major Meredith Willson's composition, *Iowa*, Loft said. Altho Loft refused to state how much interest he had in the outfit, reliable sources claim he has a 25 per cent slice.

### New "Top Hatters" Four

HOLLYWOOD, May 27.—The title of *Top Hatters* has been picked up by Al Donahue and will be used along with his *Lowdown Rhythm in a Top Hat* for a vocal quartet. Title was used by Jan Savitt but permission to use it has been granted Donahue.

## Blue Net Asks New U. S. Music

Leading American writers are given assignments by Paul Whiteman

NEW YORK, May 27.—Ten top American composers, short and longhair, are turning out original material for Paul (Pops) Whiteman, musical director of the Blue Network. Among those scoring five-minute "works" are Peter De Rose, Aaron Copland and Ferde Grofe, with works slated for network performances.

In same vein, Whiteman approached Toots Camarata, arranger and composer on Decca staff, to do a half-hour program using original material written by Camarata and others. Camarata is now writing and cutting material, with Decca slated to put out the album when enough tunes are written. Material is jazz but with a classical undertone. Camarata intends using music of Eddie Sauter, Walter Morand and Sonny Burke, all arrangers, in the half-hour show.

### Toscanini Draws 18,000 At Madison Square Garden

NEW YORK, May 27.—Every available seat in Madison Square Garden was sold for the Red Cross benefit concert Thursday night. Arturo Toscanini led the combined Philharmonic Symphony and NBC Symphony orchestras.

The program, more than half of which was devoted to Wagnerian music, was enthusiastically received. A high school chorus of 500 assisted.

The committee reported \$100,000 raised by the affair, including \$11,000 paid for Toscanini's baton.

### Blue May Build Russell Into Paramount Contract

HOLLYWOOD, May 27.—Deal for Andy Russell, Blue network warbler, to step into a Paramount contract is set, according to web spokesman.

Pact hinges on ability of network to give Russell local build-up. At present he is not heard in Hollywood, and deal is on to have his airer, *Andy Russell Presents*, made available for listeners in this area.

# HI-SCHOOLERS SAY JAMES BEST

## Crosby, Sinatra and Shore Pull the Votes in H. S. Poll

Helen Forrest named most popular girl singer with a band, and Bob Eberle tops list of male vocalists with band backing—Dorsey, Miller runners-up in band faves

(Continued from page 3)  
behind Dorsey and Miller in the final tabulation.

### Bing Noses Out Sinatra

In the balloting for the most popular singer, Bing Crosby topped Frank Sinatra by a really narrow margin. In naming the most popular male singer working without a band the difference between the two was less than 5 per cent.

## Final Standing in Billboard Poll of Music Preferences Of Hi School Kids

### Dance Orchestras Most Popular With Students

1. Harry James ..... 116
2. Tommy Dorsey ..... 93
3. Glenn Miller ..... 80

Honorable mention: Benny Goodman, Duke Ellington and Kay Kyser. Nineteen other bands were nominated by balloters.

### Singers Most Popular

- Male:
1. Bing Crosby ..... 164
  2. Harry Babbitt ..... 138
  3. Frank Sinatra ..... 138
- Female:
1. Dinah Shore ..... 204
  2. Helen Forrest ..... 48

### Singers Most Popular With Bands

(Some are not active with bands but this is the way the voters remember them.)

- Male:
1. Bob Eberle ..... 156
  2. Harry Babbitt ..... 139
  3. Vaughn Monroe .. 68
- Female:
1. Helen Forrest ..... 104
  2. Kitty Kallen ..... 94
  3. Helen O'Connell... 87

Honorable mention: Georgia Carroll, Jo Stafford, Joan Edwards. Sixteen other girls were nominated.

### Singer Most Popular Not With a Band

- Male:
1. Bing Crosby ..... 127
  2. Frank Sinatra ..... 122
  3. Dick Haymes ..... 61

Nineteen others were mentioned in the voting.

- Female:
1. Dinah Shore ..... 115
  2. Ginny Simms ..... 74

Honorable mention: Helen Forrest, Joan Edwards, Helen O'Connell, Lena Horne. Twenty-six others were voted for.

### Singing Group Most Preferred

1. Ink Spots ..... 103
2. Andrews Sisters ..... 64
3. Mills Brothers ..... 48

Honorable mention: Pled Pipers, King Sisters, Waring's Pennsylvanians, Modernairs, Golden Gate Quartet, Merry Maes. Fifteen other groups were also mentioned.

### Dinah Shore Leads Thrushes

Dinah Shore lead the poll as the most popular female singer and was first in the classification of "female singers not appearing with a band," where Ginny Simms got second mention.

Helen Forrest, with Harry James up to a year ago, drew top preference as warbler with a band and also ran second to Miss Shore as the most popular girl singer. The bobby-soxers know their singers from disks as well as air and personal appearances, and Helen is still a band vocalist with them.

### Bob Eberle Tops in His Class

G. I. Bob Eberle, ex-Dorsey soloist, lead as "most popular male singer with a band," with Kyser's Harry Babbitt, second, and leader Vaughn Monroe, third.

Kitty Kallen, former Dorsey soloist now with Harry James, was close behind Helen Forrest as "most popular girl singer with a band," and Dorsey's Helen O'Connell was a close third in this classification. There was only a tiny edge in preferences between the three. Helen O'Connell hasn't been singing with a band for well over a year, but here again, obviously the high-schoolers were faithful to their platters.

### Ink Spots Top

The Ink Spots were tops in preference for "singing groups," with the Andrews Sisters, second, and the Mills Brothers, third. Twenty-one other groups rated mention in the poll.

Sixty-one different "coming" bands were named by the students, showing a wide diversity of opinion, and 139 phonograph records were listed as popular. In this latter classification David Rose's *Holiday for Strings* was tops, with *Boogie-Woogie*, by Tommy Dorsey, and the Mills Brothers' *Paper Doll*, second and third, respectively.

A list of the 30 most popular records together with a more complete listing of the singers and bands preferred in the various classifications appear in boxes on this page.

More details of the facts revealed by the poll are also found in the section of the book devoted to music machines in the rear of this issue.

### Met Cuts '44-'45 Schedule

NEW YORK, May 27.—Metropolitan Opera will lop two weeks off its usual 20-week season in 1944-'45 and play only 18. No reason for the cut was offered by General Manager Edward Johnson, who made the announcement at the Met Opera Guild's annual meeting this week. The org's 1944-'45 season will open November 27 and run till Easter week, probably with fewer performances than heretofore. There were some dark nights in this year's schedule that are to be eliminated. Johnson reported record-breaking attendance at the Met's recently completed spring tour in Boston, Chicago, Milwaukee, Cleveland and Rochester, N. Y.

### Seven-Year Date Ends

DETROIT, May 27.—Benny Resh, who closed seven years at the Bowery Sunday (21), is adding a girl vocalist and signing a personal-management contract—both for the first time in his 25 years of directing. Betty Raymond, former vocal single, is to be his thrush. Mike Falk Agency, Detroit, will handle band. Resh is moving for the summer to Old Vienna Gardens, Russell's Point, O.

## Top Records High School Students Liked in 1943-'44 First Annual High School Music Poll

(Listed Alphabetically)

- A Lovely Way To Spend an Evening (Frank Sinatra)....Columbia 36687  
 Begin the Beguine (Artie Shaw).....Bluebird 7746  
 Boogie-Woogie (Tommy Dorsey).....Victor 7566  
 Don't Get Around Much Anymore (Duke Ellington).....Victor 26610  
 Do Nothing 'Till You Hear From Me (Duke Ellington) ....Victor 20-1547  
 Flying Home (Lionel Hampton) .....Decca 18394  
 G. I. Jive (Johnny Mercer) .....Capitol 141  
 Holiday for Strings (David Rose) .....Victor 27853  
 I'll Be Seeing You (Bing Crosby) .....Decca 18595  
 I'll Get By (Harry James) (Dick Haymes).....Columbia 36698  
 Long Ago (And Far Away) (Jo Stafford).....Capitol 153  
 Long Ago (And Far Away) (Perry Como).....Victor 20-1569  
 Long Ago (And Far Away) (Helen Forrest-Dick Haymes)....Decca 2317  
 Mission to Moscow (Benny Goodman).....Columbia 36880  
 My Heart Tells Me (Glen Gray).....Decca 18567  
 Paper Doll (Mills Brothers).....Decca 18318  
 Poinciana (Bing Crosby).....Decca 18586  
 Poinciana (David Rose).....Victor 20-1544  
 Rhapsody in Blue (Glenn Miller).....Victor 20-1529  
 San Fernando Valley (Bing Crosby).....Decca 18586  
 Stardust (Artie Shaw).....Victor 27230  
 And 118 others.

### Library of Congress Now Sells Folk Record Sets

NEW YORK, May 27.—Tin Pan Alley hillbilly pubs are getting a break thru distribution of some 119 American Folk Song records by the Library of Congress to libraries and universities all over Latin America. Idea on the part of the library is to build better L. A.-U. S. relationship.

Because of reception to idea, library is now preparing another set with anyone interested here or in other countries able to purchase records from the library. Songs are purported to be the best of some 30,000 recorded works. Tunes include Anglo-American ballads, Southern mountain songs, rollers, shouts, work songs, spirituals and hillbillies. Alan Lomax, former head of the L. of C. archives, compiled the album.

### Millinder To Do Panorama of Jazz

NEW YORK, May 27.—Lucky Millinder will augment his 15-piece ork to 30 and add a 30-voice choir when he opens at the Apollo Theater here June 23 for a week's run. Show, entitled *Panorama of American Jazz*, will feature swing versions of *Going Home* from Dvorak's *New World Symphony* and portions from *Faust*.

Chappie Willet and William Johnson are doing arrangements of *Sweet Slumber* and *Holiday for Records*, Millinder compositions. The mixed ork will be stringless and have two pianists, one a concert man. Albert Soccareo will be featured on flute and Bill Thompson on oboe.

### DeLeon Opens Coast Office

HOLLYWOOD, May 27.—Coast office for Robert DeLeon, Chicago music firm, will be opened here by Jimmie Franklin, who has just bought in for a 20 per cent cut. Franklin stated that deal is now on to buy the Dave Ringle ASCAP catalog. Franklin is the writer of *Harlem Stomp* and *Rain, Rain Go Away*. DeLeon turned out *Can't Get Indiana Off My Mind* with Hoagy Carmichael. Plug tune for the firm at present is *We Will, We Can, We Must*.

### Folio Demand Holds Steady

NEW YORK, May 27.—Despite reports of fall-offs in sales of sheet music, Leeds Music reports steady demand for folios, proving, according to George Levy, of the firm, that folio sales are not wholly dependent on popular music volume. Leeds is currently pushing a child's book, *Rolito*, sales outlets being developed in book departments as well as in music sections.

## Coast Songsters Busy With Pix

Heavy sugar being passed out to M. P. composers—and clefters climb on board

HOLLYWOOD, May 27.—Clefters are going after some of the heavy sugar being dished out by Hollywood film factories for words and music. Inez James and Sidney Miller have turned in six numbers for Universal's *Babes on Swing Street*. The tunes are *Just Being With You Does It*, *Hotcha Sonya*, *I've Got a Way With the Boys*, *Wrong Thing at the Right Time*, *Musical Chairs* and *Muscle and You*. Miller also has an acting role in the picture.

Joan Whitney, Alex Kramer and Mack David have turned out a successor to *It's Love, Love, Love*, which was purchased by Columbia for *Stars on Parade*. New tune is called *Come To Me My Honey* and will be warbled by Bob Crosby in *Meet Miss Bobby Socks*. Other numbers from the film are *Two Heavens*, *I'm Not Afraid*, *Come Rain, Come Shine*, *A Fellow on a Furlough* and *Idolizing*. Kim Loo Sisters will warble *Take It Easy* in the same film. *Dracon Jones* will get a special arrangement by Louis Jordan.

Bernie Wayne and Ben Raleigh have written a production number for *Beauty for Sale*. It's called *The Wedding of the Samba and the Boogie*. Ina Ray Hutton and her ork will have a featured spot in the film.

The Eddie Cherkose and Jacques Press number, *Time Will Tell*, which will be done by Connie Haines and Freddie Rich's orchestra in *A Wave, A Wac and A Marine*, will be published by Mills Music Company.

Johnny Green and Dave Snell have been inked to an MGM pact to do the words and music for *Lost in a Harem*, the new Abbott and Costello picture which features Jimmy Dorsey's ork.

### New Music Rates in Reading

READING, Pa., May 27.—New musicians' union scale, effective June 1, provides a pay hike. Niteries with floorshows pay an added \$2.50 for the night's engagement; leader man in all cases gets double wages. Very few theaters here employ musicians. The new theater scale calls for \$7 per man for a three-hour minimum engagement and \$3 per man for hour for each additional hour, leader drawing double.

# AFM Confab At Chicago June 5 To 10

700 Delegates Expected

NEW YORK, May 29.—Nearly 700 delegates are expected to attend the American Federation of Musicians Convention at the Stevens Hotel, Chicago. Sessions are skedded for a week beginning June 5, during which time hundreds of resolutions submitted by reps from most of the 700-odd locals will be acted upon.

Four days prior to the convention, the international executive board of the org will sit at the Windy City hostelry and continue its meetings throught the week, officials alternating from conclave sessions to board meetings. Heavy biz already skedded on the IEB docket will probably keep the board busy until June 13.

Locals are not required to submit resolutions in writing to the board before the convention, and in the past most delegates have presented their documents in person. Before they reach the convention floor, however, the board must see the papers to recommend action.

Local 802 isn't drawing up formal resolutions this year but will submit a list of suggestions to the board. The board may or may not present these to the convention. Proposals will deal with changes in policy, contracts and scale raises on a national scope. This largest local in the federation has based its suggestions on experience gained in its Greater New York jurisdiction during the past year. The 802 reps will be Jacob Rosenberg, prez; Harry A. Suber, treasurer, and Max Arons, trial board chairman. President James C. Petrillo's assistants, Harry Steeper, Edward Canavan, A. Rex Riccardi and Clair Meeder, head Chicagoward this week.

# Paxton's Band Gets 13 Weeks

NEW YORK, May 27.—George Paxton steps out as a bandleader June 23, when he takes his 19-piece ork and two vocalists into Pallsades (N. J.) Park for three weeks. He will play his own arrangements exclusively.

Frederick Bros. booked the band into its first spot and has a 10-week engagement at Roseland Ballroom, New York, lined up to start July 25. Robbins Artist Bureau has a management contract with Paxton.

# Freed-Warren Colab

HOLLYWOOD, May 27.—Arthur Freed will collaborate with Harry Warren on the musical score for the MGM picture, *Yolanda and the Thief*. Freed, who also directs the film, wrote two numbers with Warren for Ziegfeld Follies.

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# MUSIC GRAPEVINE

Lieut. Pat Dolan, former ad promotion head of Columbia Records, now in the army in Italy. . . . Marion Hutton, Betty's sister who thrashed for Glen Gray and Freddie Slack, inked by Universal for two pix. . . . Winnie Walsh, Louisville chirper, held over at Latin Quarter indefinitely. . . . Paramount's *Hillbilly Symphony* will have four rustic bands doing 12 ridge-jumper songs. . . . Solly Loft out of Warners to join Arthur Freed, MGM producer, in his Variety Music and Walter Jacobs, Inc., music pub firms.

## In and Around Philly

Ann Sutherland, radio voice, joins Frankie Juele's new band at Benjamin Franklin Hotel. . . . Clarence Fuhrman back at Willow Grove Park danceland. . . . Frank Radcliffe, former Jimmy Lunceford singer, bows into Di Pinto's as a single. . . . Freddie Herman first-timing it at Wagner Ballroom. . . . Frank Capano returned to music publishing after long illness and will soon release his first tune, "Healthy, Wealthy and In Love." . . . Count Basie set for a June dance at Town Hall. . . . Local 77, AFM, cooling after sizzling election. Frank P. Liuzzi re-elected prez; Guy A. Scolla, secretary, and Joseph Bossle, treasurer. Romeo Cella is new v.-p.

Harry Babbitt, singer with Kay Kyser's ork for eight years, into the navy. . . . Tim Gayle, former Chi p. a. and associate editor *The Baton*, new Fred Waring flack. . . . Marilyn Duke starts 10-week solo stint at Revere Frolics, Boston. She sang with Vaughn Monroe and Will Osborne. . . . Jackie Mills replaced Cliff Leemans on drums with Raymond Scott CBS band. . . . Dick Himer and Orson Welles in Coast huddle about their joint musical comedy built on magic theme. . . . Alex Bartha adds Ann Gordon, fem drummer, to his Steel Pier Ballroom band in Atlantic City.

## Crib Crooning Only

Helen O'Connell visiting musician friends in night spots with husband, Ens. Clifford Smith, blimp pilot stationed at Lakehurst. The former Jimmy Dorsey chirper expects her baby soon and says she won't return to biz. . . . Don Redman and band booked for solid one-nighter tour in July. . . . Louis Armstrong pulling well at Trianon Ballroom, Los Angeles.

New song, *Don't Lock Me Out*, written by Irvin Drake, Philip Zwilling and Lennie Wagner, was taken from Bronx, N. Y., incident re mother, father and baby being locked out of their apartment because landlord said, "No babies, please." Incident made headlines for days. . . . Sammy Kaye is slated to intro song. . . . Noble Music is applying for more availability publishers' points in ASCAP.

## Song Detective

Dave Dreyer, professional manager of Irving Berlin, Inc., has a smart piece of exploitation on new song, *There's a Lot of Moonlight Being Wasted*. Promotion, titled *Case of the Missing Number*, ending up as a crime club mystery, has detective finding the missing number, which, of course, turn out to be *Moonlight*. . . . New tune by Bob Musel, UP European correspondent, and Hal Block, overseas for the OWI, titled *U. S. By Day and the RAF By Night*, bought by Famous Music. . . . New prof manager for Arrow Music is Nelson Ingham, formerly with Remick and Santly-Joy in Chicago.

George Hamilton, ork leader at Waldorf Astoria, has song pluggers bringing their tunes to him every Wednesday afternoon around 3 o'clock. . . . Harry Goodman, of Regent Music, putting out a suite of dances for symphonic orchestra. More evidence of pop publishers taking cognizance of the longhair field. Suite is by Walter Maurant, Eastman School grad.

Oscar Hammerstein 2d and Richard Rodgers slated to go to Hollywood end of summer for final production of *State Fair* for 20th-Fox. Tunes and lyrics are all completed. Hammerstein is resting from illness at his farm in Doylestown, Pa.

Roy Eldridge to disband his large ork June 16 to go with Gene Krupa's new aggregation. . . . Al Donahue played Aragon Ballroom, Hollywood, Decoration day. . . . Will Osborne and band check into Universal lot late June for Abbott and Costello pic. . . . Lawrence Welk skedded for 16-week location at Trianon Ballroom, Chicago, after current Hotel

Edison stint. . . . Bea Abbott replaces Dorothy Claire as Boyd Raeburn thrush.

## They're Either Too Young . . .

Three Tommy Reynolds sidemen yanked from band in San Diego, Calif., as minors. Leader replaced the youngsters and is carrying them on pay roll till he hits a spot sans child labor laws. . . . Charlie Spivak's Paramount Theater stint stretched to end of June. . . . Joel Preston with Art Franklin in Moe Gale publicity office. . . . Lucky Millinder has added William Swindel to ork. . . . Connie Haines signed by Edward Sherman Agency, Hollywood. Singer renewed for Abbott and Costello air show next season.

Virginia Hays rejoins her soldier husband in New Orleans when she winds up her Hotel St. Regis Roof engagement June 1. . . . Jose Iturbi has resigned as conductor-musical director of Rochester Philharmonic for full-time pic work. . . . Jimmy McMasters handling promotion for *Symphonies Under the Stars*, which begins its 14-week Hollywood Bowl season June 1. . . . Milwaukee's Music Under the Stars, which starts June 20, will feature Eleanor Steber, Josephine Antoine, Dorothy Maynor, Alexander Kipnis and Robert Weede, with Jerzy Bojanowski conducting.

## Hillbilly Feud

Ace Hudkins, recently rechristened Hudson, lawing Booker Art Whiting for \$4,000 expenses of rehearsing band, which latter decided to front after Hudkins-Hudson whipped sagebrush crew into shape. . . . Olive Rector, secretary to Howard Sinnott, GAC band booker, vacationing in Hollywood. Jey Michaels added to staff as Sinnott's assistant. . . . Composer Hongy Carmichael due for acting chore in Warner's *To Have and Have Not*. . . . Music for Television title of E. B. Mark's album now under way.

Portland, Ore., rolling out the plush for Jane Powell, 14-year-old United Artist singer, when her starring pic, "Song of the Open Road," premieres in her hometown. . . . Ina Ray Hutton begins four-week tour of Interstate Theater Circuit July 20, after closing at Claridge Hotel, Memphis. . . . George Levy, Leeds Music, test-tubing unpublished war songs by passing out sing sheets among servicemen. WHN's Fred Raphael led a group of marines in song fest at Hotel Pierre.

Benny Goodman, Fred Waring, Charlie Spivak, Jan Savitt and George Paxton at Harry James's Astor Roof opening. Spivak loaned James's hide-beater, Carl Maus, a set of drums after his were reported stolen. . . . Tommy Dorsey and 40-piece ork will play the Will Rogers Memorial Auditorium and Lake Worth Casino, Fort Worth, June 6. T. D. will offer listenable music at first spot early in the evening and dance tunes at the Casino later.

Dave Hylton, Harry James's personal manager, found 4-F rating awaiting him when band hit New York. . . . PeeWee Monte, James's personal manager before going into army, still in army hospital. May get medical discharge. . . . Arranger Jack Mathias came to New York on army furlough to visit ailing father. . . . Johnny O'Connor, Fred Waring ork head, inked Eddie Condon and Ernest Anderson to long-term management contract.

## Music Award to Hellcats

The Hellcats, Albina Shipyard ork, Portland, Ore., hold distinguished service citation from Music War Council, one of five bands so honored for bond rally and ship commissioning party services. . . . Bing Crosby to sing *Come To Me, My Honey*, Joan Whitney, Alex Kramer and Mack David tune, in Columbia's *Meet Miss Bobby Socks*. . . . Concord Music Publishing Company, Inc., owned by Allan Palmer and Leo Hart, and Pioneer Music Press affiliate with SESAC. . . . (MUSIC GRAPEVINE on page 15)

# Army To Send Navy V-Disks

Extra quarter million a month production to expand distribution to GI's

NEW YORK, May 27.—Navy, marine corps and coast guard will get their first allotment of V-Disks starting July 1. In the past only the army has received these records. Disks play on conventional phonographs and are put out by the U. S. Army Special Services Division.

The latter org will distribute the 250,000 disks slated to go to these three additional branches of the service each month. At the present time, more than a quarter million platters a month are sent to men in the army all over the world.

Disks, which have been made by practically every name and non-name in the music biz, regardless of Petrillo-ban restrictions, have been sent overseas to the tune of more than 2,000,000.

## Hal Leonard Out of Navy

NEW YORK, May 27.—Hal Leonard will resume music activities in the early fall when he fronts a 17-piece ork. The leader-trumpeter-arranger is resting after several months in the navy from which he has received a medical discharge. Before donning bell-bottomed trousers, Leonard had played extensively in the Middle West and was becoming known in the East. At the time of induction his band was playing the New Kenmore Hotel, Albany, N. Y.

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# IS YOU IS, OR IS YOU AIN'T (Ma' Baby)

★ "IS YOU IS" CERTAINLY IS OUR BABY . . . A WHOPPIN' BIG ONE AND STILL GROWIN' !!!

Recorded by **LOUIS JORDAN** (DECCA) Featured in the Universal Picture  
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# PART 1—The Billboard

## SONGS WITH MOST RADIO PLUGS

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

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard. (M) Song in legit musical. (F) Song in film musical.

TITLE	PUBLISHER
A Fellow on a Furlough (F)	Block
Amor (F)	Melody Lane
And So Little Time	Lincoln
Forget-Me-Not in Your Eyes	Triangle
Going My Way? (F)	Burke-Van Heusen
Goodnight, Wherever You Are	Shapiro-Bernstein
Holiday for Strings	Bregman-Vocco-Conn
How Blue the Night (F)	Robbins
I Dream of You	Embassy
I Love You (M)	Chappell
I'll Be Seeing You	Williamson
I'll Get By (F)	Berlin
I'm in Love With Someone	Campbell-Porgie
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
It's Love, Love, Love	Santly-Joy
Kentucky	BMI
Long Ago (And Far Away) (F)	Crawford
Look for the Silver Lining (M)	T. B. Harms
Louise (F)	Paramount
Milkman, Keep Those Bottles Quiet (F)	Feist
Now I Know (F)	Harms, Inc.
Poinciana	Marks
Pretty Kitty Blue Eyes	Santly-Joy
San Fernando Valley	Morris
Since You Went Away (F)	Chappell
Some Day I'll Meet You Again (F)	Witmark
Sweet Lorraine	Mills
Swinging on a Star (F)	Burke-Van Heusen
Time Alone Will Tell (F)	Bregman-Vocco-Conn
Time Waits for No One (F)	Remick

## Lucky Strike HIT PARADE

CBS, Saturday, May 27, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Long Ago (And Far Away) (F)	Crawford
2. I'll Get By (F)	Berlin
3. It's Love, Love, Love	Santly-Joy
4. San Fernando Valley	Morris
5. I'll Be Seeing You	Williamson
6. Goodnight, Wherever You Are	Shapiro-Bernstein
7. I Love You (M)	Chappell
8. Amor (F)	Melody Lane
9. Poinciana	Marks

And the Following Extras: 42d Street, I Love Louisa, The Best Things in Life Are Free, Wildfire.

## Liquorless Night Set by Ballroom Op for Teen-Agers

MILWAUKEE, May 27.—George Devine, manager of Eagles' Ballroom, is going to give teen-agers a liquorless spot where they can dance.

Devine will set Wednesday as the night the teen-age clan takes over. He will close the bar and provide ice cream, sodas and soft drinks. The ballroom will open at 7:30 p.m. and close at 11:30.

Wednesday night is now jitterbug night. Adults usually stay away or dance at their own risk.

Devine says that if the Wednesday night idea goes over he will close the bar on Friday, thus providing two nights each week for teen-agers.

If adults want to attend on kids' night they are welcome, Devine said. There will be five chaperons on the floor every night.

## Gal Song Plugger Is Paris-Trained

NEW YORK, May 27.—Talk about the man-power situation! Newest contact woman in the music biz is Lee Gallet, professional concert violinist, who played first violin with the San Antonio Symphony last year. She's now pluggin' tunes for Tempo Music, Duke Ellington's firm.

Gal studied in Paris with Georges Enesco, and is doing the work so she can have time to practice during the day.

## Frederick Adds Legit Man

NEW YORK, May 27.—Arnold K. Hoskwith joins Frederick Bros. June 1 as head of the agency's legit and script department. The new department head was formerly with Leibling-Wood Agency and more recently associated with the Sam Goldwyn office here.

# Music Popularity Chart

Week Ending  
May 25, 1944

## BEST SELLING SHEET MUSIC

This compilation is based upon weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See sources below.) (M) Song in legit musical. (F) Song in film musical.

### NATIONAL

POSITION	Last/This Wk.	Title	Composer
1	1	Long Ago (And Far Away) (F)	Crawford
2	2	I'll Get By (F)	Berlin
5	3	I'll Be Seeing You	Williamson
4	4	San Fernando Valley	Morris
6	5	It's Love, Love, Love	Santly-Joy
3	6	I Love You (M)	Chappell
8	7	Goodnight, Wherever You Are	Shapiro-Bernstein
10	8	Amor (F)	Melody Lane
9	9	Don't Sweetheart Me	Advanced
—	10	By the River of the Roses	Shapiro-Bernstein

### SECTIONAL

Title	Composer	East	Mid-West	South	West Coast
Long Ago (And Far Away) (F)	Crawford	1	1	1	1
I'll Get By (F)	Berlin	3	2	4	3
I'll Be Seeing You	Williamson	2	4	6	2
San Fernando Valley	Morris	5	5	3	4
It's Love, Love, Love	Santly-Joy	6	3	5	7
I Love You (M)	Chappell	8	6	2	5
Goodnight, Wherever You Are	Shapiro-Bernstein	4	7	7	6
Amor (F)	Melody Lane	7	10	—	8
Don't Sweetheart Me	Advanced	—	8	9	—
By the River of the Roses	Shapiro-Bernstein	10	9	—	—

## "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/This Wk.	Title	Artist	Label
1	1	Straighten Up and Fly Right	King Cole Trio	Capitol 154
3	2	Cherry Red Blues	Cootie Williams	Hit 7084
6	3	I Can't See for Lookin'	King Cole Trio	Capitol 154
2	4	G. I. Jive	Louis Jordan	Decca 8659
5	5	When My Man Comes Home	Buddy Johnson	Decca 8655
7	6	I'll Get By	Ink Spots	Decca 18579
4	7	Main Stem	Duke Ellington	Victor 20-1556
—	8	Little Brown Book	Duke Ellington	Victor 20-1584
8	9	I Learned a Lesson I'll Never Forget	Five Red Caps	Beacon 7120
—	10	Till Then	Mills Brothers	Decca 18599

**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. O. McClurg. Cincinnati: Song Shop; Willis Music Co. Denver: Charles E. Wells Music Co. 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 Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers. St. Louis: St. Louis Music Supply Co.

**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; Richards Music Shop, Bernard Record Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Shop, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta; Radio Shop of Newark, Newark, N. J.

## Performance Pays ASCAP Pubs Better

NEW YORK, May 27.—From now on an ASCAP pub will get credit for all the times his music is performed. These performances go to make up the pub's seniority rating in the Society. At a meeting last week it was decided to do away with the 512-point ceiling previously placed on a pub for the number of performances he reached during any quarter. The 512-point figure represented a 51,000 performance minimum, with one point for every 100 performances.

Now if a publisher gets 70,000 performances he'll get 700 points, whereas in the past if he totaled 70,000 he still only rated his 512 points. ASCAP surveys some 1,722,405 performances each quarter in dividing up the point quota.

Seniority represents 15 per cent of the ASCAP publisher money (performances

## Decca To Make Fancy Free Disk

NEW YORK, May 27.—Decca last week signed Leonard Bernstein, composer and assistant conductor of the New York Philharmonic Orchestra. First composition to be disked will be the young American composer's *Fancy Free*, introduced by the Ballet Theater at the Metropolitan Opera House here recently. Ork on records will be the Ballet Theater group.

count 55 per cent and availability 30 per cent) and is made up of the length of time the publisher has been in the Society and the number of performances he gets. Multiplying his points by four quarters and then by the number of years he's been in the Society, determines the individual publisher's rating.

From FERMATA  
in South America  
comes this  
FAMOUS "CLAP-CLAP" POLKA



# HOORAY POLKA

Adapted from the South American Hit  
"LA POLKA DEL APLAUSO"

Lyrics by LYSLE TOMERLIN

Music by ILJA LIVSCHAKOFF



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**HARMONIA RECORDS CORPORATION**  
1328 Broadway, New York

## MUSIC GRAPEVINE

(Continued from page 13)

Manager James M. Tyson calls himself Happy Uncle Jim Tyson after taking over Mac McGuire and His Eight Harmony Rangers in Philly.

### 109 Bands on Coca-Cola

Spotlight Band program has aired 109 bands in last 18 months. Tommy Dorsey heads list with 27 appearances. . . . Coleman Hawkins to intro his original compositions Monday eves at Downbeat Club on 52d Street. Raymond Scott will have first piece dedicated to him. . . . Joe Venuti using 14 men and femme warbler for swing-shift series at Aragon Ballroom, Ocean Park, Calif. . . . Clyde Lucas and ork at Lakeside Park, Denver.

Robbins Music publishing Oscar Strauss jolted. . . . Buck Ram's "Hey Tojo, Count Yo' Men" accepted by Music War Committee of the American Theater Wing. . . . Elmer White, BMI contact staffer to Broadway Music. . . . Murray Luth back with Famous Music in professional department after spell at Southern. . . . Hy Zaret and Lou Singer's "Song of the Army Nurse Corps" accepted as org's official anthem. . . . Jack Mills's daughter, Helen, engaged to Lieut. William Alpert, USAAF.

### Unwaxed Jazz Museum

Commission to establish jazz museum in New Orleans is headed by Robert Goffin, Esquire reviewer. N. O. mayor made Goffin honorary citizen. No exact Basin Street location for museum yet picked. . . . Freddy Fisher's ork and Mike Riley's crew reported set for Republic pic, *Anything for a Laugh*. . . . Phyllis Lynn replaces Betty Bonney as vocalist with Frankie Carle. . . . Bert Cook is building another band in Kansas City, Mo. . . . Part of proceeds from George Auld disk, *I Can't Get Started With You*, made for Apollo Record go to Bunny Berigan trust fund.

### Musickers for Midwest

The Corn Belt looks green for orks. Vaughn Monroe, Ted Fio Rito, Frankie Masters, Del Courtney, Ray Pearl, Stan Kenton, Ace Brigode, Ray Herbeck and Sonny Dunham inked by ballroom circuit op Tom Archer. . . . MCA reports tight booking of single engagements for late May and early June despite transport aches. . . . Gene Krupa's new ork about set for a June 15 bow. . . . Jack Evans's band at Sunnyside Beach, Toronto, for the summer. Bill Thompson and His Red Jackets have Evans's regular Columbus Hall stand in town.

Mary Martin has recorded "Goodnight, Wherever You Are" for Decca. . . . Lou Martin to Victor as recording director of pop music. . . . Al Trace trying to make a "Mairzy" of his "Send Me a Female V-Mail." . . . Morton Gould's "Symphony on Marching Tunes" soon to be published by Mills Music. . . . Remick Music expects a "Casablanca" reaction for "It Had To Be You," featured in Eddie Cantor's "Show Business."

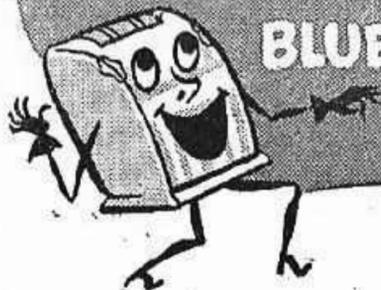
### Beat This One

Songpluggers are known for their desire to please but one copped all records when he was asked by Harry Cool to find him and his bride an apartment. He moved out of his own place, checked into a hotel and presented Cool with a sublet for the summer. . . . Search for young singer as summer replacement for Alfred Drake on *Broadway Matinee* unsuccessful after intensive scouting. Drake goes to Coast for pic. . . . Ray Alderson, former Midwest ork leader, and Don Hanley, Indianapolis cocktail combo bator, in same outfit in Burma.

Roy Eldridge debuts large ork at Tin Pan Alley, new Revere Beach, Mass., amusement spot. . . . George Paxton ork enlarged to 19. . . . Vera Holley takes over Joan Brooks's CBS spot while Joan is on a theater tour. . . . After closing at Hollywood's radio room this month, Freddie Fisher signs with Frederick Bros. His GAC contract expired March 1.

# YOU CAN'T BEAT THE BAND

THAT'S ON VICTOR OR BLUEBIRD RECORDS!



- Body and Soul . . . . . Coleman Hawkins (30-0825)
- Perdido . . . . . Duke Ellington (27880)
- The Soldier's Sweetheart Jimmie Rodgers (33-0513)
- It Had To Be You . . . . . Earl Hines (30-0825)
- I'll Be Seeing You . . . . . Tommy Dorsey (20-1574)
- Racing with the Moon Vaughn Monroe (8-11070)
- It Could Happen To You . . . . . Dinah Shore (20-1586)
- My Little Brown Book . . . . . Duke Ellington (20-1584)
- Any Old Time . . . . . Artie Shaw (20-1575)
- I Love You . . . . . Perry Como (20-1569)

Listen to "The Music America Loves Best" Saturdays, 7:30 p.m., EWT, Blue Network.

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

RCA Victor Division  
Radio Corporation of America, Camden, N. J.



## 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 below.) (M) Song in legit musical. (F) Song in film musical.

POSITION		NATIONAL	
Last Wk.	This Wk.		
1	1	I Love You (M)	Bing Crosby . . . . . Decca 18595
2	2	I'll Get By (F)	Harry James-Dick Haymes . . . . . Columbia 36698
8	3	I'll Be Seeing You	Bing Crosby . . . . . Decca 18595
5	4	Long Ago (And Far Away) (F)	Helen Forrest-Dick Haymes . . . . . Decca 23317
3	5	San Fernando Valley	Bing Crosby . . . . . Decca 18586
4	6	Holiday for Strings	David Rose . . . . . Victor 27853
6	7	Long Ago (And Far Away) (F)	Jo Stafford . . . . . Capitol 153
9	8	It's Love, Love, Love	Guy Lombardo . . . . . Decca 18589
—	9	I'll Be Seeing You	Tommy Dorsey . . . . . Victor 20-1574
—	10	Amor (F)	Andy Russell . . . . . Capitol 156

### SECTIONAL

		East	Mid-west	South	West Coast
I Love You (M)	(Bing Crosby)	Decca 18595	2	1	8
I'll Get By (F)	(Harry James-Dick Haymes)	Columbia 36698	6	2	2
I'll Be Seeing You	(Bing Crosby)	Decca 18595	4	6	3
Long Ago (And Far Away) (F)	(Helen Forrest-Dick Haymes)	Decca 23317	1	4	—
San Fernando Valley	(Bing Crosby)	Decca 18586	7	3	—
Holiday for Strings	(David Rose)	Victor 27853	5	5	6
Long Ago (And Far Away) (F)	(Jo Stafford)	Capitol 153	—	9	1
It's Love, Love, Love	(Guy Lombardo)	Decca 18589	9	—	—
I'll Be Seeing You	(Tommy Dorsey)	Victor 20-1574	8	7	—
Amor (F)	(Andy Russell)	Capitol 156	—	—	4

### MOST PLAYED JUKE BOX FOLK RECORDS

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 throughout the nation. These reports stem from all the country's leading operating centers and are averaged together.

POSITION			
Last Wk.	This Wk.		
1	1	So Long, Pal	Al Dexter . . . . . Okeh 6718
2	2	Straighten Up and Fly Right	King Cole Trio . . . . . Capitol 154
3	3	Too Late To Worry	Al Dexter . . . . . Okeh 6718
3	4	Rosalita	Al Dexter . . . . . Okeh 6708
—	4	I'm Sending You Red Roses	Jimmy Wakely . . . . . Decca 6095
—	4	Born To Lose	Ted Daffan . . . . . Okeh 6706
—	4	Look Who's Talkin'	Ted Daffan . . . . . Okeh 6719
—	4	I'm Thinking Tonight of My Blue Eyes	Gene Autry . . . . . Okeh 6648
—	4	Yesterday's Tears	Ernest Tubb . . . . . Decca 6098

**NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:**  
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales'. Birmingham: Norlen's Radio Shop; Louis Pizitz 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; 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.; Burdine, Inc. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. Newark, N. J.: Radio Shop of Newark. 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 Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Portland, Ore.: Meler & Frank Co. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moss & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Salt Lake City: Z. C. M. I. Gramophone Shop. San Antonio: Alamo Piano Co. Washington, D. C.: I George's Radio Co. Westwood, Calif.: Music Shop.

## James May Sign Pittsburgh Outfit 5-Yr. MGM Pact Runs Song Contest

HOLLYWOOD, May 27.—Harry James is expected to sign a no-option contract with MGM which will stipulate eight pic in five years. Most film agreements with leaders are for one or two pic, with option riders that may or not materialize into movie making. James's unusual pact may indicate a Hollywood trend to plunge deeper into musicals in the next few years.

The arrangement falls in nicely with James's decision to settle down to a normal routine, doing occasional studio work and a weekly air shot. After six weeks at his current New York Astor Hotel engagement, a week at Frank Dalley's Terrace Room, Newark, N. J., and seven to 10 one-nighters on his way back to the Coast, the leader will do no more outside of California this year. He is not expected to play the Paramount Theater,

NEW YORK, May 27.—Latest org to take up the cudgel, along with the Songwriters' Protective Association, in the latter's fight against "song sharks," is United Music, Inc., Pittsburgh. The company has been given the okay by the Pittsburgh Better Business Bureau, and is trying to organize amateur songwriters nationally.

Org is sponsoring a music contest, with winner to get song published by a BMI firm, royalties accruing to writers. United has no paid personnel, intending to go ahead on royalties derived from published works that the company intends submitting to publishers.

New York. Under his contract this automatically prevents him from playing any other pic houses in the U. S.

Outside of radio and pic work he'll probably do some ballroom work in the immediate vicinity of Hollywood.

# Music Popularity Chart Week Ending May 25, 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. O. A. (other available) records are shown under each listed number.

1. **SAN FERNANDO VALLEY** (11th Week) .. **Bing Crosby** (John Scott Trotter Ork) **Decca 18586**  
 OA—The Four King Sisters, Bluebird 30-0824 .. Johnny Mercer, Capitol 150  
 .. Johnny Long, Decca 4437 .. Jan Garber, Hit 7079
2. **I LOVE YOU** (7th Week) .. **Bing Crosby** (John Scott Trotter Ork) **Decca 18595**  
 OA—Enric Madriguera, Hit 7077 .. Jo Stafford, Capitol 153 .. Perry Como, Victor 20-1569 .. Jan Garber, Feature 1001
3. **IT'S LOVE, LOVE, LOVE** (11th Week) .. **Guy Lombardo** (Skip Nelson and Lombardo Trio) .. **Decca 18589**  
 OA—The Four King Sisters, Bluebird 30-0822 .. Jan Garber, Hit 7078
- LONG AGO (AND FAR AWAY)** (5th Helen Forrest-Dick Haymes Week) .. **Decca 23317**  
 OA—Perry Como, Victor 20-1569 .. Jo Stafford, Capitol 153 .. The Three Suns, Hit 7085 .. Guy Lombardo, Decca 18602 .. Jan Garber, Feature 1002
4. **I'LL GET BY** (7th Week) .. **Harry James** (Dick Haymes) **Columbia 36698**  
 OA—Ink Spots, Decca 18579 .. The Four King Sisters, Bluebird 30-0821 .. Jan Garber, Hit 7079 .. Kitty Carlisle, Decca 23320
5. **DON'T SWEETHEART ME** (9th Week) .. **Lawrence Welk** (Wayne Marsh) **Decca 4434**  
 OA—Blue Barron's Ork, Hit 7080 .. Tex Grande, DeLuxe 5005
6. **I'LL BE SEEING YOU** (6th Week) .. **Bing Crosby** (John Scott Trotter Ork) **Decca 18595**  
 OA—Tommy Dorsey (Frank Sinatra), Victor 20-1574 .. Louis Prima, Hit 7082 .. Hildegard, Decca 23291
7. **MILKMAN, KEEP THOSE BOTTLES QUIET** Ella Mae Morse (Dick Walters Ork) (3d Week) .. **Capitol 151**  
 OA—Woody Herman, Decca 18603 .. The Four King Sisters, Bluebird 30-0824
8. **LONG AGO (AND FAR AWAY)** (4th Week) .. **Perry Como** .. **Victor 20-1569**  
 OA—Helen Forrest-Dick Haymes, Decca 23317 .. Jo Stafford, Capitol 153 .. The Three Suns, Hit 7085 .. Guy Lombardo, Decca 18602 .. Jan Garber, Feature 1002
- WHEN THEY ASK ABOUT YOU** (11th Jimmy Dorsey (Kitty Kallen) Week) .. **Decca 18582**  
 OA—Phil Hanna, Decca 4435 .. Sonny Dunham, Hit 7073
9. **I'LL GET BY** (4th Week) .. **Ink Spots** .. **Decca 18579**  
 OA—Harry James (Dick Haymes), Columbia 36698 .. The Four King Sisters, Bluebird 30-0821 .. Jan Garber, Hit 7079 .. Kitty Carlisle, Decca 23320
- IT'S LOVE, LOVE, LOVE** (8th Week) .. **The Four King Sisters** **Bluebird 30-0822**  
 OA—Guy Lombardo, Decca 18589 .. Jan Garber, Hit 7078
10. **BESAME MUCHO** (19th Week) .. **Jimmy Dorsey** (Bob Eberly and Kitty Kallen) **Decca 18574**  
 OA—Abe Lyman, Hit 7072 .. Andy Russell, Capitol 149 .. Phil Brito, Musi-craft 15017 .. Phil Hanna, Decca 4432
11. **SWINGING ON A STAR** (2d Week) .. **Bing Crosby** (John Scott Trotter Ork) **Decca 18597**  
 OA—Gray Rains, Hit 7086
12. **SUDDENLY IT'S SPRING** (2d Week) .. **Glen Gray** (Eugenie Baird) **Decca 18596**  
 OA—Hildegard, Decca 23297 .. Ginny Simms, Columbia 36693 .. Blue Barron's Ork, Hit 7081
- I'LL GET BY** (3d Week) .. **The Four King Sisters** (Alvino Rey) **Bluebird 30-0821**  
 OA—Ink Spots, Decca 18579 .. Harry James (Dick Haymes), Columbia 36698 .. Jan Garber, Hit 7079 .. Kitty Carlisle, Decca 23320
13. **TESS'S TORCH SONG** (1st Week) .. **Ella Mae Morse** (Dick Walters Ork) **Capitol 151**  
 OA—Cootie Williams, Hit 7075 .. Fred Waring, Decca 18592
14. **POINCIANA** (14th Week) .. **Bing Crosby** (John Scott Trotter Ork) **Decca 18586**  
 OA—David Rose, Victor 20-1554 .. Benny Carter, Capitol 144 .. Enric Madriguera, Hit 7076 .. Jerry Wald, Decca 4433
- YOU ALWAYS HURT THE ONE YOU LOVE** (1st Week) .. **Mills Brothers** .. **Decca 18599**
15. **MAIRZY DOATS** (15th Week) .. **The Merry Macs** .. **Decca 18588**  
 OA—Al Trace, Hit 8079 .. Lawrence Welk, Decca 4434 .. The Four King Sisters, Bluebird 30-0822 .. Pied Pipers, Capitol 148 .. Sula's Musette Ork (Don Baker), Continental 122

### 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. **GOODNIGHT, WHEREVER YOU ARE** .. **Russ Morgan** .. **Decca 18598**
2. **DOWN IN THE VALLEY** .. **Andrews Sisters** (Vic Schoen Ork) **Decca 18572**
- STRAIGHTEN UP AND FLY RIGHT** .. **King Cole Trio** .. **Capitol 154**

## Longhair Pubs After Pop Trade

NEW YORK, May 27.—More signs of top longhair music pubs moving into the pop field were seen last week in Solly Cohn, former prof manager with Bob Miller Music, moving in as head of prof activities of Carl Fischer Music Company. Move follows on heels of Irving Brown going as head of pop dept. for Boosey-Hawkes-Belwin Company, long known, along with Fischer, for its classical music catalog.

It is known that Fischer has become interested in the pop field, especially with the sale on its *Army Air Corps*, which has gone well over the 1,000,000 mark and is still selling.

Converse is true in case of Mills Music house that boasts a formidable catalog of hits. Mills has signified intentions of going almost solely into field of classical and middle-brow music, with

## Leeds Campaigns on 2 "Ghost Catcher" Songs

HOLLYWOOD, May 27.—Exploitation campaign by Leeds Music will get underway soon with release of Universal's *Ghost Catchers*, Olsen and Johnson starrer featuring Ella Mae Morse.

Leeds will issue two numbers done by thrush in film, *Quoth the Raven* and *Three Cheers for the Customers*. Sheet music will feature pic of Cow-Cow girl on the cover.

Miss Morse finished eight recordings for OWI overseas unit of songs she has helped to put over.

## Fem Band at Plantation

HOLLYWOOD, May 27.—International Sweethearts, fem band, has been booked into the Plantation here for an indefinite stay. Ina Mae Windburn is fronting ork, only its West Coast office slated to handle the pop stuff.



# HARRY JAMES

IT'S NEW • IT'S HOT

COL. 36713 **MEMPHIS BLUES**  
**SLEEPY TIME GAL**

STILL GOING STRONG

COL. 36698 **I'LL GET BY**  
**FLATBUSH FLANAGAN**

Get these two James' records on your machines!

# COLUMBIA RECORDS

## ON THE STAND

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

### Harry James

(Reviewed at Astor Hotel Roof, New York)

**O**PENING the Astor Roof has become a Harry James ritual, with the trumpeter cutting the ribbons last year and playing the spot in 1942. His opening Monday (22), sporting the same size band (29, including two soloists) that he broke up some nine months ago, was as gala and crowded as on previous occasions.

Despite the 30 per cent tax, the Astor is following the theory that names will still draw. James's expense to Astor will amount to almost five grand. At that the leader is probably taking a loss of around \$1,000, realizing the importance of a net wire after his lengthy absence from the East.

The band, with less than a quarter of its original men, sounds fine with nine strings, eight brass (in addition to James's horn), five sax and four rhythm. The last-named section holds the aggregation together and gives it a terrific beat. Bass, piano, guitar and drums are in a tight group between strings and brass, which makes for socko performances when the entire group gives out.

When caught the ork did an excellent dinner job, holding back on the brass and letting the strings take it. Tho the entire ensemble sounded tight at first, by 12:30 when it went on, on MBS, the band had settled into a typical James jump, emphasizing instrumentals more than ballads which predominated earlier. James seems to have lessened accent on such tunes as *I've Heard That Song Before*, which helped make him and vice versa, and is concentrating on material for the entire ork, with himself pitching in only spasmodically. There are less trumpet solos making for more of a well rounded band than ever before. If present pattern is followed the crew can develop a style of its own instead of depending entirely on the leader's horn.

Thrush Kitty Kallen and vocalist Buddy Devito turned in good performances. Miss Kallen, recently with Jimmy Dorsey, warbled *Time Will Tell* well. During the evening neither singer was given much to do, which points up the fact that James is trying to achieve instrumental wholeness, letting soloists appear only intermittently.

Considering its brief existence, band is in unusually fine shape. James has six of the men who were with him a year ago and 14 who were with him up to March 21 of this season. Instead of having arrangers double as instrumentalists as before, the leader now has four arrangers who do nothing but turn out scores that have taste and danceability, a smart move.

Despite the room's capacity having been cut from 1,200 to 850, 2,000 people ticked the turnstile on opening night—regardless of the 30 per cent tax. Management reported turnaway biz on the following night also.

By the time James and his ork are well into this six-week location he should be definitely back as one of the top b.-o. grossers in the band biz.

Jose Morand, with a six-piece rumba band, alternates for dancing and does a first-rate job. *Wanda Marvin.*

### Bob Strong

(Reviewed at Glen Island Casino, New Rochelle, N. Y.)

**S**TRICTLY in the jump groove is the Bob Strong outfit which opened the Glen Island Casino season Thursday (25). Org, fronted by Strong, who plays sax and doubles on oboe for ballads, played the Roseland Ballroom, New York, in February of this year, coming from the Midwest, and is booked by MCA.

Band has two distinct sides, jump and slow, and as if to make it more clear to listeners, lights are subdued on ballads when leader totes the oboe. On fast tunes, band moves with plenty of zip and bounce, depending mainly on the enthusiasm of the sidemen, who seem to be teen-age en masse. That factor makes for plenty of music, albeit loud. Seldom does the six-man brass section put on the mutes, and group hits hard and heavy.

Definite drawback, as far as playing such spots as the Casino, where dancing is the main attraction, is the band's too-fast beat, which might be called a "burlesque beat." It's more exciting to listen to than to shuffle around the floor to.

### Lawrence Welk

(Reviewed at the Green Room, Hotel Edison, New York)

**L**AURENCE WELK brought his Champagne Music to the Green Room, Thursday (22) in his first New York location date. The unit delivered good, danceable music both for the dinner and supper periods. The band hasn't a single spectacular sideman but there isn't a bad musician in the lot. Vocalists Jayne Walton and Bobby Beers contributed materially.

Welk's unit presents three violins, three saxes, two trumpets and two trams, with three in the rhythm department. The leader assisted with maracas, and on occasion, the accordion, which was the foundation of his band some years back at WNAX, Yankton, S. D.

Modern popular numbers were presented in excellent tempo, calculated to appeal to the overage dancers predominating now-a-days. Jayne Walton's freshness aided in putting over her numbers, and 17-year-old Bobby Beers gave evidence that previous high praise for his voice was justified.

Welk's arrangements were varied enough to satisfy his audience, with a considerably varied repertoire on opening night that indicated an extensive library. One member of Welk's original band—Terry George—is in the stand.

The band presents a neat flash and Welk directs in showmanly fashion. Their upward climb is likely to continue to be as steady as their progression in the past several years. *Larry Nixon.*

### Billy Bishop

(Reviewed at Hotel Claridge, Memphis)

**R**ECENTLY honorably discharged from the armed forces, Billy Bishop, of *Music From Mayfair* fame, is doing a good job of band building. This is first engagement since coming out of uniform. While he spends some time at the piano himself, he has a regular piano player in the band and does not skimp leadership chores nor ration the glad-eye to the customers. He sings often and pleasingly.

Canary is Alice Mann, a raven-haired thrush with plenty of looks and dandy pipes. She does a quiet job of selling. When she donned costume to sing *Princess Pepulli Has Plenty of Papiya* she really packed the dancers around the stand.

Marilyn Walters scored with her violin, displaying versatility in her work thru-out. Pleasing performances also turned in by trombonist Frank Holler and trumpeter Bill Darlow. Bishop gives much of the credit for the even tempo of his music to drummer Pinky Lange, who has a fine rhythm, altho no spectacular ruffles.

Rest of the band is three tenor sax, three brass, violin, two pianos (when Bishop is playing) bass and drums. For the rumba tunes Bishop doubles on a gourd and not altogether for atmosphere either. Arrangements are interesting and library appears well stocked. Bishop does much of the work himself, assisted by saxes Dick Alan Shearer and Dick Sanders. Arrangements and style of band designed for hotel spots, pleasant for listening and definitely danceable. *Ted Johnson.*

When band does slow songs, which is seldom, over-all effect is subdued. The rhythm section, as a carry-over from the rhythm tunes, seems heavy-handed on the sweet stuff.

Betty Martin, Don Carmichael and Al Cohen, last named stepping down from the sax section, handle lyrics. Gal is tall and blonde but has little work to do, giving reviewer little chance to judge. Carmichael did *Long Ago and Far Away* in adequate style, while Cohen did most of the work, helping out on jump tunes.

Strong outfit is rough in its present form but smoothing out won't take long. Group has plenty of good musicians in the band, and cutting down on the volume of brass will help plenty. Arrangements are fine, with several specialties standouts. *Paul Secon.*



# 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.

**MILKMAN, KEEP THOSE Woody Herman and His Ork. .... Decca 18603A**  
**BOTTLES QUIET .....**

This is going to give the cow-cow girl a run for her money, for Woody has done a great job on the novelty and hasn't depended upon his vocals alone to sell the tune. The arrangement is swell and the sending solid. Give this a little push and it'll land right up in that No. 1 juke box rating. Play it in the retail shop and it'll pull in the casual record buyer. In other words, it's in.

**YOU AND YOUR LOVE... Pied Pipers with Paul Weston and His Ork. .... Capitol 10003**

Jo Stafford isn't billed on this disk but she's right in there with the Pied Pipers, and since she's leaving the group, this one from the "Songs by Johnny Mercer Album," is a disk that Stafford's fans will want to get and keep. It is also plenty swiny in the orchestration and it'll be a juke nickel collector plus. Jo's good, the number's okay and Paul Weston's ork knows how to play for Mercer.

**HUMORESQUE ..... Guy Lombardo and His Royal Canadians ..... Decca 18602B**

Only the trained Lombardo fan will discover without prompting that this is Lombardo. It isn't on the sweet side and it isn't, as the Dvorak title and composition might lead you to believe, even a middlebrow selection. It has plenty of bounce and any sugar that creeps in is pure accident. Result is a disk that will cover any turntable productively—in a home phonograph or a juke. Of course the pure longhair will have a fit when he hears it—but after all you can't satisfy everyone.

## POPULAR RECORD RELEASES

(From May 25 thru June 1)

- BABY, REMEMBER ME? .... Lonnie Johnson. Bluebird 34-0714**
- HOW BLUE THE NIGHT ..... Dick Haymes (Emil Newman Ork) ..... Decca 18604**
- HOW MANY HEARTS HAVE YOU BROKEN? ..... The Three Suns (Artie Dunn) ..... Hit 7092**
- HOW MANY TIMES DO I HAVE TO TELL YOU? ..... Dick Haymes (Emil Newman Ork) ..... Decca 18604**
- I DIDN'T WANT TO LOVE YOU (LIKE I DO) ..... Phil Brito (Paul Lavallo Ork) ..... Musicraft 15018**
- I'LL WALK ALONE ..... Dinah Shore ..... Victor 20-1586**
- IT COULD HAPPEN TO YOU... Dinah Shore ..... Victor 20-1586**
- LONESOME ROAD ..... Lonnie Johnson. Bluebird 34-0714**
- STRAIGHTEN UP AND FLY RIGHT ..... Andrews Sisters (Vic Schoen Ork) ..... Decca 18606**
- THE RAMBLING BOY ..... The Carter Family ..... Bluebird 33-0512**
- THE WAVE ON THE SEA ... The Carter Family ..... Bluebird 33-0512**
- TICO-TICO ..... Andrews Sisters (Vic Schoen Ork) ..... Decca 18606**
- TWILIGHT TIME ..... The Three Suns (Artie Dunn) ..... Hit 7092**
- YOU BELONG TO MY HEART. Phil Brito (Paul Lavallo Ork) ..... Musicraft 15018**

### Bob Mohr

(Reviewed at Pasadena Civic Auditorium, Pasadena, Calif.)

**B**OB MOHR has fronted a band for 10 years. His aggregation is popular here and holds a record of 36 return engagements. Leaning to the sweet side, Mohr and his sidemen turn in danceable music.

Mohr is tall and spindly but wields a baton with suaveness that gives the band flash. His basic set-up is four brass, five reed and three rhythm. The last-named section is strong, John Dietz turning in an exceptional bit of Ivory tickling. Cal Earle, on drums, and Thurman Teague, bass, beat out solid bounce. Harry Boggs leads in the brasses on hot trumpet, and Roger Thorndyke handles the tram. Ray Riggs takes the hot tenor in the reeds for a good job along with Rudy Cangie on torrid alto. Al Mann is spotlighted for the sweet stick. Earle Immel, also in Mohr's small combo, doubles from hot tenor to tram, turn-

ing in a commendable job on both. Harry Taylor, vocalist, barys well. Ballads are his type. Band has no fem vocalist at present. Jane Johns is out, expecting.

Arrangements are up-to-date and smooth, handled by Dietz, Pete Carpenter and Larry Russell.

A neat aggregation that knows its music and showmanship, Mohr's boys give the youngsters a well-filled dish of sugared melodies. *Sam Abbott.*

## Nancy Porter in "Out of This World"

**H**OLLYWOOD, May 27.—First screen assignment for Nancy Porter, who was signed by Paramount from Broadway production of *Something for the Boys*, will be in *Out of This World*.

Eddie Bracken, Veronca Lake and Cass Daley will be featured in the film. Miss Porter was understudy to Ethel Merman in the New York musical.

# Music Popularity Chart

Week Ending  
May 25, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodenker

### HELEN FORREST (Decca)

"Time Waits for No One"—FT; V. "In a Moment of Madness"—FT; V.

For her first solo sides for the label, at first being teamed with Dick Haymes, Helen Forrest gives full expression to her fine sense of lyrical projection for two exceedingly attractive screen ballads. Pouring both heart and voice into her song, attraction of the sides are heightened by the elaborate musical frame pieced together by the large accompanying orchestra directed by Camarata and styled along symphonic lines. Both love themes are taken at a moderately slow tempo, with brief chorus passages highlighting the strings to space her singing of the two stanzas. Particularly fetching is Jimmy McHugh's and Ralph Freed's "In a Moment of Madness," which Miss Helen brings to the screen herself in the forthcoming "Two Girls and a Sailor." Its popularity is certain to extend beyond the scope of the celluloid. Mated side is Cliff Friend's and Charlie Tobias' "Time Waits for No One," prominently featured in the current "Shine On, Harvest Moon" movie.

Both sides stack up on the strong side for music box spinning, particularly "In a Moment of Madness," which Helen Forrest will bring to the screen, and from that point will undoubtedly soar the song popularity heights.

### DINAH SHORE (Victor)

"I'll Walk Alone"—FT; V. "It Could Happen To You"—FT; V.

In face of a musical bank lacking entirely in instrumental body, with the sustained harmonies of a mixed chorus for the accompaniment, Miss Dinah comes thru admirably for both of these sides. Sharing in such approbation is the group of mixed voices, in providing rhythm and color to their harmonies, and aiding immeasurably in Miss Shore's song selling. Moreover, the chanteuse has the added advantage in excellent song vehicles that lend themselves so well to her song stylings over the two stanzas for each of the sides. Outstanding is her singing of Jimmy Van Heusen's and Johnny Burke's particularly pleasing "It Could Happen To You" ballad from the "And the Angels Sing" screen score, a sure-fire opus for the hit gradings. Mated side also stems from the screen, with song ballad favor also contained in Jule Styne's and Sammy Cahn's "I'll Walk Alone" from the "Follow the Boys" flicker.

In spite of the absence of an instrumental background, the popularity of Dinah Shore and her songs should attract some measure of play to the platter.

### BILLY ECKSTEIN (DeLuxe)

"Good Jelly Blues"—FT; V. "I Stay in the Mood for You"—FT; V.

Devoted to the hillbilly disks since its first issue, the DeLuxe label strikes out into the popular field with this pairing by Billy Eckstein. The sepia entry into the swooning sweepstakes, Eckstein goes race instead of romantic with two standard blues back to back. Sings it fine and mellow for "Good Jelly Blues" in which he pines that his love has gone and left his heart in pain. "I Stay in the Mood for You" is also from the race blues register, this lyric calling for his sugar to return to him and adding a tag line that isn't exactly polite but sure to create beaucoup juke box following. Apart from Eckstein's own stellar blues singing, the sides are marked by the musical background cut by the DeLuxe All-Star Band. It's a round-up of sepia instrumental aces topped by Dizzy Gillespie's trumpet and Trummy Young's trombone, label listing entire personnel. Band boys create a terrific riff-ridden setting that packs plenty of power and excites as much as the singing.

Phono appeal, because of the song selections, will undoubtedly be greatest at the race locations. On that score, both sides will count heavily for the production of coins.

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodenker

### THE CARTER FAMILY (Bluebird)

"The Wave on the Sea"—FT; V. "The Rambling Boy"—FT; V.

Bringing back the Carter Family on the waxes means the stimulation of real interest in such folk sides, the family troupe being one of the most popular in the field for this form of musical entertainment. Accompanied by guitars and their auto-harp strummer, the mixed family voices hit a wide mark with both of these "sad" hillbilly songs by A. P. Carter. "The Wave on the Sea" is the saga of the sailor lad who is swallowed up by the sea and the ship that never got to the shore. "The Rambling Boy," which strikes a similar lyrical strain, tells of the tragic life and ending of the homeless and misguided waif. Both sides exceedingly rich in music box appeal, particularly where the older folks are attracted to the machines.

(See Folk Record Reviews on page 65)

# Taylor Denies Candidate Okay

ASCAP president says letter endorsing Jack Tenney for Senate was unofficial

HOLLYWOOD, May 27.—ASCAP's Pacific Coast supervisor, Dick Powers, got himself into a political snarl last week when he sent letters to West Coast ASCAP members on ASCAP stationery endorsing Jack Tenney, a member of the California Legislature and an ASCAP member, for U. S. Senator from the Coast State. Tenney, writer of *Mexicali Rose*, was favored by Powers over Sheridan Downey, present senator from California.

Letter was thought by many to be an endorsement of Tenney by the Society

# Governor's Tune All Okay Now for Senators

HOLLYWOOD, May 27.—After handling plugs for Governor Jimmy Davis's tune, *You Are My Sunshine*, Nat Vincent, head of Southern Music's hillbilly department, trained in from Louisiana this week. He claims the song has become "one of those standards, and doesn't need any plugging."

Vincent is going to work on Texas Senator W. Lea O'Daniel's tune, *Put Me in Your Pocket*. The number was recorded by Vocalion in 1935 but the copyright was just picked up recently by Southern. Red Foley has done the number for Decca in Chicago.

and brought a subsequent letter from Deems Taylor, prexy of the Society. Taylor's letter was to the effect that the Society did not endorse Tenney and never endorsed any political candidate.

Tenney was at one time head of the American Federation of Musicians in Los Angeles.

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## ADVANCE BOOKINGS

GUS ARNHEIM: Jantzen Beach, Portland, Ore., May 25-June 15.  
 CHARLIE AGNEW: Auditorium Park, Spokane, June 2 (4 weeks).  
 BENNY CARTER: Swing Club, Hollywood, June 3 (indef.).  
 BOB CHESTER: Earle Theater, Philadelphia, June 2-8.  
 XAVIER CUGAT: Albee Theater, Cincinnati, June 9-15.  
 BERNIE CUMMINS: Last Frontier Hotel, Las Vegas, Nev., June 3 (indef.).  
 JIMMY DORSEY: Palladium, Hollywood, June 13 (6 weeks).  
 SONNY DUNHAM: Eastwood Gardens, Detroit, June 16 (week); Salt Lake City, July 22; Palladium, Hollywood, July 25.

FREDDIE FISCHER: Warfield Theater, San Francisco, June 6-12.  
 FLETCHER HENDERSON, Zucca's Terrace, Hermosa Beach, Calif., May 26-June 8.  
 WOODY HERMAN: Sherman Hotel, Chicago, June 16 (4 weeks).  
 BUDDY JOHNSON: Raleigh, N. C., June 12; Burlington, N. C., 13; Charlotte, S. C., 14.  
 AL KAVELIN: Elitch's Gardens, Denver, June 1-7.  
 SAMMY KAYE: Circle Theater, Indianapolis, June 2-8.  
 STAN KENTON: Rainbow Rendezvous, Salt Lake City, June 8-10; Coliseum, Ottumwa, Ia., 13; St. Paul, 14; Plamor Ballroom, Kansas City, Mo., 15; Lakeside Ballroom, Denver, June 23.  
 HENRY KING: Golden Gate Theater, San Francisco, June 14 (week).  
 TED LEWIS: Stanley Theater, Pittsburgh, June 2-8; Paramount Theater, Toledo, 9-11.  
 GUY LOMBARDO: Palace Theater, Columbus, O., June 6-8; Palace Theater, Cleveland, 9-15.  
 JOHNNY LONG: Triangle Park, Dayton, O., June 5; Palace Theater, Youngstown, O., 6-8; Memorial Hall, Columbus, O., 9; Univ. of Michigan, Ann Arbor, 10.  
 CLYDE LUCAS: Roseland Ballroom, New York, June 13 (4 weeks).  
 JIMMIE LUNCEFORD: Auditorium, Oakland, Calif., June 1; Auditorium, Fresno, Calif., 2; Auditorium, San Francisco, 3; Sweet's Ballroom, Oakland, 4; Orpheum Theater, Los Angeles, June 6 (week).  
 FRANKIE MASTERS: Elitch's Gardens, Denver, June 8-27.  
 LUIS RUSSELL: Birmingham, June 10; New Orleans, 11; Baton Rouge, La., 12; Lake Charles, La., 13.  
 JAN SAVITT: Trianon Ballroom, Los Angeles, June 6 (indef.).  
 JERRY WALD: Paramount Theater, Anderson, Ind., June 1 (week); Eastwood Gardens, Detroit, 2 (week); Coney Island, Cincinnati, 9; Lakeside Park, Dayton, O., 10; Russells Point, O., 11.  
 ANSON WEEKS: Aragon Ballroom, Ocean Park, Calif., June 3-10-17.  
 COOTIE WILLIAMS: Richmond, Va., June 11; Harrisburg, Pa., 12; Columbus, O., 13; Dayton, O., 14.

# Slack and W. M. Peaceful Now

NEW YORK, May 27.—Rift between Freddie Slack and William Morris Agency cleared last week when Slack withdrew charges before the American Federation of Musicians, asking for a release from his WM contract. Altho reason for the complaint wasn't made known, Slack has reputedly been a thorn in the WM side for some time, but according to both the agency and Slack's manager, Joe Glaser, everything is now rosy.

Slack is now playing Slapsie Maxie's in Hollywood, opening there last week. Phil Harris was slated to go in but Slack moved in when Harris reported he wouldn't fill the engagement.

NEW YORK, May 27.—Mary Martin is cutting eight sides for Decca, musical-comedy star singing mainly Gershwin and standard songs. She'll be backed by Toots Camarata ork (he's on Decca staff as arranger and composer) composed of 25 men. Gal did *One Touch of Venus* score for same company. It came out in album form.

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## Philly Ops Ask Solons to Order Identity Cards for Kid Tipplers

PHILADELPHIA, May 27.—Nitery and music bar owners are huddling with the State liquor board and the city fathers to provide punitive action against teenagers getting around the bars on the pretext of being over 21.

As a means of curbing drinking in public places by minors, ops seek a law that would place the responsibility on the youngsters themselves and make them liable if they falsify their ages.

Several up-State communities have adopted "Proof of Age" cards for those entitled to bend elbows at the watering posts. In recent years, nitery ops have hit into continual trouble with the law because of youngsters found on the premises lapping up the giggle soup. Ops claim it is impossible to keep out the youngsters, particularly the borderline cases. Besides, they claim, responsibility of proof of age should rest with the drinkers, and those falsifying their

age should be penalized, and not the hoodwinked nitery ops.

Practice instituted up-State calls for all whose age might be in question to obtain drinking cards after giving affidavits to a justice of the peace covering name, age and general physical features. Duplicates are filed with the police.

## Uncle Booking Phil Unit Men

PHILADELPHIA, May 27.—Uncle Sam still continues to have first call on the cocktail units. Bill Davies had his quartet shot out from under him with the army putting the tap on bass player Jess Taynton and sax man Penny Pendleton. Davies carries on as a solo pianist, opening at Eddie Mitchell's Music Bar here. Jeanette Carbough, accordionist, takes over the Buddy Hess Trio, with the maestro leaving for the navy. The Sylvan Herman unit at the Ritz-Carlton Hotel meanwhile is losing bass player Lou Krauss, who is organizing his own unit to open at a seashore hotel in Atlantic City.

## Chi Chain Drops Acts in 5 Spots

CHICAGO, May 27.—Helsing's Vodvil Lounge here is the latest nitery to feel the effect of the cabaret tax. It reverted last week to instrumental music after two years of vaude-type entertainment.

Spot, which originated the vaude policy for cocktail lounges here, had weekly talent budget of \$1,600. This enabled it to bring in such name attractions as Nick Lucas, Judith Starr, Harry Cool and Elmo Tanner.

Isbell-Helsing chain, the operators, also discontinued entertainment at their other four places. Instrumental music with a no-tax policy was put into effect.

## Hartford Gets New Drinkery

HARTFORD, Conn., May 27.—The Algiers, a new cocktailery, opened here last night (26) with a WTIC wire. Don Rangel and His Central Americans unit (5) were on tap, and a local unit took over for the early hours. Walter Bloom, of Frederick Bros., is booking the spot.

## Special Opening New Department

NEW YORK, May 27.—Mike Special, local lounge agent, is expanding again. On May 29 he opens an act department to handle night clubs and vaude bookings. Tommy De Petro, Boston indie, will join the Special office on that date to handle the act sector. De Petro will also operate his own Boston office from here.

Meanwhile Special's expansion into radio bore fruit when his show, *American Woman's Jury*, a sustainer on Mutual, was bought by Tums last week.



AT THE PIANO  
**PHIL FORREST**  
"The Clown Prince of Naughty Nonsense"  
Mgt. Consolidated Radio Artists

## OFF THE CUFF

**East:**

RIFF ROBBINS Trio move into Philadelphia College Inn. . . . THREE CATS AND A FIDDLE back in Philadelphia at the 164 Clover Bar. . . . FOUR GAUCHOS set to summer at the Cluquot Club, Atlantic City. . . . RICHARD BACH to Du-Mond's, Philadelphia. . . . NEWT BARKER clocking up his seventh year with his unit at the Powelton Cafe, Philadelphia. . . . LADY ARMSTRONG at Betty's Cafe, Camden, N. J., which opened at a new location last week.

PAT TRAVERS brings her Silver Tones to the Cove, Philadelphia. . . . JOLLY TARS take to port at Nicholson Tavern at Gloucester Heights, N. J. . . . FOUR BLUES back in Philadelphia at Carmen's Lido Venice, alternating with Nen Jones. . . . BETTY KING, back in action after an illness, at the Music Bar, Norristown, Pa., and set to summer at the Club Harlem, Atlantic City, opening June 15. . . . MICKEY GAY QUINTET new at the Atlantic Musical Bar, Philadelphia.

PHIL VINCENT and His Merry Men at the Town Tavern, Delair, N. J. . . . PARADISE ISLANDERS locate at Green Pine Inn, Allentown, Pa. . . . DELLA BIRD at Maxine's, Philadelphia. . . . GREENEY and His Four Pennies new at Hilltop Inn, Hainesport, N. J. . . . JOE VOORHEES unit to Brown's Log Cabin, Pennsauken, N. J., alternating with Ralph Eden. . . . AL SMALL QUARTET in at Philadelphia's 20th Century, with Jon Arthurs moving his unit to Atlantic City.

ADRIAN ROLLINI now at the Cove, Philly. . . . SIDNEY BICHET held over at Club Rio, Springfield, Ill. . . . ANN DUPONT current at the Cove, Philly. . . . BILLY ARNOLD begins at the Park Lane, Buffalo, June 5. . . . THE MILLERS current at Neptune Room, Wash. . . . CERVANTES on same bill. . . . VELVA NALLY at the Annapolis Hotel, Washington. . . . CHARLEY WRIGHT into the Biltmore, Washington.

CHARLEY VICTOR into Wardman Park Hotel, Washington. . . . BEATRICE CHAPMAN now at Traymore Hotel, Newark, N. J. . . . JACK ARDEN and Mel Alexander at Pat Dunphy's after 16 weeks at Club Elwood, Paterson, N. J. . . . DALE SISTERS current at Graymore Hotel, Portland, Me. . . . MOUSEY POWELL starts at Atlantic, Coney Island, N. Y., June 7. . . . CORTEZ renewed at Jack Dempsey's until September 17.

**West Coast:**

SULLIVAN SISTERS held over at Hotel Last Frontier, Las Vegas, Nev. . . . AL MONAZI booked into the Club New Yorker, Portland, Ore., for an indefinite period. . . . DICK ROCK Quartet held over at the Army and Navy Club, Long Beach, Calif. . . . DALE JONES moved into the Hollywood Palladium to take over the transmission bandstand from Art Wenzel. . . . "POISON" GARDNER closed at the Zanzibar Room, Florentine Gardens, Hollywood, and moved into Randini's, Los Angeles.

ILLINOIS JACK, ex-Cab Calloway sideman, has organized his own five-piece group and is currently featured at the Silver Slipper, San Diego. . . . GLADYS PALMER closed the Rhythm Spot in Los Angeles and moved into Topsy's, South Gate, Calif. . . . LYDIA MARCUS current at Major Kaye's Headquarters, formerly the Ranch House, Hollywood. . . . GENE RODGERS current at the Zanzibar Room, Florentine Gardens, Hollywood. . . . DENNEY FISCHER and her orchestra current at the Victory Inn, Los Angeles. . . . AL GAYLE and ork to the Monte Cristo, new spot in Hollywood. . . . CORA EDDY at George's in Glendale. . . . IVY, VERN AND VON head east in the near future.

EARL COLBERT, who was featured at the Suzy-Q, has opened at George's in Glendale, Calif. Colbert is now under the GAC banner.

**Midwest:**

THE ESTROLLITOS (3) skedded to go into the Preview, Chicago. . . . FOUR JUMPS OF JIVE are appearing at the Sky Club, Chicago. . . . PEARL ROBERTS, organist, is heard at the Serpentine Room, Gayety Village, Chicago. . . . (See OFF THE CUFF on opposite page)

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## Coast Spot Shows Optimism

SAN DIEGO, Calif., May 27.—With a number of spots hedging on talent because of the 30 per cent tax, the Pirates' Cave here is adding entertainment. Tiny Brown and his orchestra opened last Saturday (20) under the new policy.



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**Reviews**

**Dick Rock Orchestra**

(Reviewed at the Army and Navy Club, Long Beach, Calif.)

Dick Rock has been associated with small combos for a number of years. On the West Coast Rock has fitted himself solidly in the field and is now in his second year at this club.

Rock's outfit fits glove-like into this spot for he is able to give out a nice brand of music. Using two pianos, Don Herring and Shirley Tewart give out on the ivories with feeling. Stan Dayton slaps a neat bass to augment.

Rock not only fronts the aggregation but works plenty hard to fill the assignment as a vocalist and guitarist. He sings well and gives himself plenty of vocals to do, but his informal way of handling them makes the patrons applaud for more. *Sam Abbott.*

**The Dollodians**

(Reviewed at the Preview, Chicago)

Originally a singing-musical group, this unit of two lads and an attractive blonde, recently changed over to straight instrumentation and are dishing out rhythmic melodies.

Highlight of their playing is the classics, carried by Joy Justine, bass player who also doubles on the violin. Gal is a good musician. Bass-pounding is excellent. She's equally adept in fiddling and commands attention with her middle-brow selections. When caught, wore trousered suit. Would make better appearance in fem clothes.

Bud Doll, guitarist, strikes out in a soft, smooth style, while Abner Tagge accompanies on the accordion. Have good rhythm and do well on the backings for Miss Justine's solos. Lads are talented and could enhance the musical quality of the unit by interspersing numbers with solos.

Unit has class, sells well and rates among the best. Would fit into any spot. *Jack Baker.*

**Rogers Corners, New York**

(Reviewed Tuesday, May 23)

Rendezvous Room is a grind spot with bandstand above bar on which five different units spell off each other. Room is lined with open booths, all filled night caught (23).

First outfit on is Harry Reser (4), electric guitar, electric banjo, bass and accordion. Outfit gets almost a callope effect that goes well in noisy room. Repertoire leans heavily on current pops.

Adrian Rollini Trio (bass, vibraharp, guitar) let out a few times with some nice jump stuff, but combo worked like it was tired. Boys either need a rest or have to get more zing in their work some other way.

Harry Clark's Hawaiian (6) do okay on the standard Island material. Four fems, come in with some applause-winning hip-weaving. Between their numbers gals sit in front and make with maraccas.

Sigmond Shatz Gypsy ork (7) break up the pop stuff with Viennese and semi-classic tunes which sell nicely. Occasionally group goes into current material but does better on semi-long-hair sending.

The Novelaires, also current here, but not caught. *Bill Smith.*

**OFF THE CUFF**

(Continued from opposite page)

ROSS RUSSO TRIO inked for two weeks at the Sportsmen's Club, Peoria, Ill. . . . NOVEL-ITE TRIO at Lord Lansdowne's Lounge, Dayton, O.

BOB AND SUE FORSYTHE, held over at Bellevue Hotel, Kansas City, Mo. . . . EUGENE SMITH, piano, is at the Circle Bar, Kankakee, Ill. . . . VARIETY BOYS (4) and Ethelene open June 15 at the Hollywood Show Bar, Pittsburgh. . . . LEANDER BARNES, sepia trio, appearing at Elmer's Lounge, Chicago. . . . RED CODY (4) is skedded for the Zebra Lounge, Chicago, starting June 19. . . . THREE BITS OF RHYTHM, currently at Club Algeria, Denver.

FOUR BLAZES have opened at the Theater Tavern, Logansport, Ind. . . . FOUR TONS OF RHYTHM inked for a return run at the Silver Frolics, Chicago. . . . ROLLIE CAPELLI (4) appearing at the Town Casino, Chicago. . . . ANN JENKINS, sepia pianist, is at the Cabin

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in the Skies, Chicago. . . . ADAM LAMBERT (4), Peggy Hart, Joe Williams and Mabel Saunders have moved into the Club Belvidere, Springfield, Ill. . . . BOYS FROM MANHATTAN (3) have opened at the Two Door Tap, Chicago.

JEAN THOMAS AND HELEN SMITH are at Russell's Silver Bar, Chicago. . . . ROCK-AWAY BOYS (4) are at Helsing's Vodvil Lounge, Chicago. . . . NETTIE SAUNDERS playing piano at Club Oasis, Sioux City, Ia. . . . DOROTHY JOY AND HER RHYTHMAIRES, currently at the Rendezvous, Calumet City, Ill. . . . SINCLAIR MILLS booked on for a return engagement at Vogue Cocktail Lounge, Chicago.

THELMA SILLS, former dancer, now associated with Phil Shelley, Chicago agent. . . . GEORGIA YOUNG AND HER RANGEREttes at the Hollywood Lounge, Chicago. . . . MUSICAL CO-STARs (3) playing the Blinking Pup, Chicago. . . . RUTH JOHNSTONE, piano, is at Bar Oak, Chicago. . . . LUCRETIA DIX, pianist, appearing at the Hotel Custer, Galesburg, Ill. . . . MARK SINGMAN (3) can be heard at the Riviera, Chicago. . . . THE COMMODORES (5) inked in for the Casino in the Air, Lake Shore Club, Chicago, starting July 1.

THE CHARMENELLES, Betty, Marie and Mary Lou, in their 12th week at Bentley Hotel, Alexandria, La. . . . LARRY LEVERENZ has opened on the Hammond organ at Columbia Restaurant, Tampa, for an indefinite stay.

NEW YORK, May 27.—Twentieth Century-Fox Film Corporation asked for a dismissal Friday (26) in New York Federal Court of the suit brought by Edward B. Marks Music Corporation and Margaret Doyle in which latter charges infringement of the song *Ta-Ra-Ra-Boom-Dee-e* in two Fox films, *Heaven Can Wait* and *Sweet Rosie O'Grady*. Miss Doyle and Marks Music claim ownership of the copyright to the song, but the film company alleges that no valid copyright was ever obtained for the song because of failure to comply with the provisions of the copyright act. They allege that plaintiffs failed to file notice accompanied by a recording fee in the copyright office as required by law.

**Claim Copyright Unpaid**

NEW YORK, May 27.—Judgment brought against Casablanca, New York nitery, for alleged infringement of four songs copyrighted by Harms, Inc., and Irving Berlin Music was dropped when nitery satisfied the claim brought by the publishers.

**Settles Copyright Suit**

Nitery was charged with giving public performances of *Three Little Words*, *It Can't Be Wrong* and *As Time Goes By*, owned by Harms, and *A Pretty Girl Is Like a Melody*, a Berlin copyright, without license or consent of the publishers.

**Self - Selection of Records Proven Best Sales Method In Two-Year Test by Victor**

**Open Display Counters Prove Value to Retailer**

CAMDEN, N. J., May 27.—Open display counters where hundreds of records can be arranged to permit of customers making a self-selection from the disks in the racks offers a method of increasing retail sales of phonograph records, according to officials of RCA-Victor. This opinion is based on a two-year research and experimentation program where a test department was operated in a retail store.

**Duke Theater Tour Takes in Canada**

NEW YORK, May 27.—Duke Ellington, who goes out of the Hurricane next week, will do a theater tour that will take him to Canada. Besides being booked for the Roxy the ork has signed to return to the Hurricane next November.

**Sues on "Rosie O'Grady"**

NEW YORK, May 27.—Maude Nugent Johnson, composer of *Sweet Rosie O'Grady*, filed suit Friday (26) in New York Federal Court against 20th Century-Fox Film Corporation for unlawful use of her copyrighted song in the film of the same name, produced by 20th. She also charges unlawful appropriation of the title.

**Giovanni Tours Statlers**

NEW YORK, May 27.—That Dr. Giovanni deal for a six-week run at the Copacabana in Rio de Janeiro is off. Giovanni's British citizenship would prevent his returning to the States once he leaves them in wartime. "Pickpocket" act has been set for a tour of the Statler hotels instead, starting in Buffalo.

**Carter Buys June Richmond**

HOLLYWOOD, May 27.—Contract of June Richmond has been sold by Leo Soble to Ben Carter, Negro performer and choir producer, for \$1,000.

Miss Richmond plays the Golden Gate, San Francisco, and the Los Angeles Orpheum for a week each under the Soble banner.

The lessons learned from this two-year research are outlined in a report just completed by Victor. Floor layouts showing various methods of arranging record departments are shown together with pictures of a number of types of open display cases that can be constructed with materials available now.

The following findings are given:

1. Customers like to buy records the self-selection way.
  2. Retail sales volume can be increased by self-selection displays.
  3. Mass display of records is as effective as mass display in any other type of merchandise.
  4. Dollar sales of classical single records can be brought up to the level of album sales by the self-selection displays.
  5. Sales production per square foot was maintained at a high level even when larger areas were devoted to record retailing.
  6. Sales personnel could handle three times the volume.
  7. Even with open displays shop wear, breakage and theft losses were no greater.
- About 90 per cent of the volume of business done in the test store was on a cash basis, according to the survey which gives complete details so that any large retailer can apply these methods for his own advantage.
- The report has not yet been distributed to retailers, but is expected to be available at an early date, according to Victor officials.

**Roxy Reprise for the Count**

NEW YORK, May 27.—Count Basie will play a second engagement at the Roxy this year. He is booked to appear around the middle of November or early in December. Last appearance was in March.

**Prepare Now**  
for the  
**5th**  
**WAR BOND DRIVE**

**When the Call comes . . . Don't**  
**Just Buy an Extra Bond . . .**

**BUY ALL YOU CAN**  
**REMEMBER . . . Our Boys in the**  
**Service Are Giving EVERYTHING**

# IS D-DAY DOING IT TO BIZ?

## Miss Customers In Clubs - Vaude

Many reasons advanced for nationwide slump in amusement world

By Bill Smith

NEW YORK, May 27.—Showbiz all over the country has taken such a slump that all agents, those selling acts to theaters as well as to niteries, are fighting for the crying towel. But if theaters and after-dark spots are hit hard they have nothing on disk makers and sheet music publishers who are also looking around for what hit 'em. Pix, too, are wondering what's ahead for them.

Night spots can point to the 30 per cent tax as the cause of their depression. Other branches of showbiz don't know what to blame. Consensus of opinion says it's the fault of the following: Invasion jitters, warm weather, rain, old and potential customers away in the service, high cost of living and big taxes.

Vaude houses, which up to now have been comparatively free of the effects of the general showbiz fall-off, are walking around in circles. They are all agreed that the box office anemia has set in but are not in agreement on how to cure it. Southern theaters, for example, say their fall-off is due to poor ventilating and air-conditioning systems. Northern theaters (who have air conditioning) give other reasons.

### Matinees Are Murder

In New England war plant centers night business is fair but matinees are murder. In some cases ops claim the swing shift keeps 'em away. Others say swing shift, nothing. Too many people are losing their defense jobs to spend any of their dwindling funds for amusements.

Still others attribute the fall-off to D-Day jumps. With invasion around the corner, customers stay home listening to the radio for the signal, it is claimed. And with 10,000,000 away in the service the number of relatives who worry about them runs into astronomical figures. So they have no time for theaters, nite clubs or any other branches of showbiz.

The month of May, say agents, has always been bad for showbiz, but this one, they hasten to add, is the worst yet. That May is a bad vaude month records show, but that this one is the worst in years is strictly out of the hat.

### There Were Worse Mays

Taking big Stem grosses for the month of May and comparing them with similar periods in previous years doesn't support agents' claims. Taking a low grosser, Loew's State, we see that in 1941 the low week of the month was \$14,000. Following May, with the country at war, the low week for May was \$17,000. In 1943 the May low point was \$18,000. In May, 1944, "worst month yet," take "dropped" to around \$18,000.

Going to the other extreme, Radio City Music Hall, a high grosser, and comparing its Mays for the past three years, we find that in 1941 approximately \$80,000 was the lowest week of the month. Following year gross for any week in May never dropped below \$88,000. In 1943 the May low take was \$80,000. In 1944 the lowest gross for a May week was about \$88,000.

The band houses, Paramount, Strand and Capitol have followed the same trend. So much for the theory that this May is the worst on record.

### Is Money Scarce?

The belief that money no longer is loose as a few months ago has some (See D-DAY DOING IT? on page 26)

## Harbor Rest Switches Policy After First Night

NEW YORK, May 27.—It took just one night to convince the operators of the Harbor Rest, new niterie situated in Rockaway Park, L. I., they'd have to throw out the talent. Spot opened Thursday evening (25) with Ben Yost's Men, but patrons squawked so much about the 30 per cent tax that by Friday morning (26) ops decided to go on a no-show basis—at least until after July 4.

New spot seats 600 and is operated by Irving Jacobs and Frank Armand, former restaurant owners in the New York area. Sidney Weinberg, formerly of Jimmy Ryan's, is manager.

During the week Chris Bastis, owner of two seafood eateries here, announced himself as a fall entrant in the night club field. Bastis will launch a spot to be known as the Cape Cod Club. Whether he uses entertainment depends. Op will either build a new location or take over an existing one, but in either event the handle will be the same.

## Rocco Signs 7-Yr. Contract

NEW YORK, May 27.—Maurice Rocco, currently at the Zanzibar, has signed a seven-year paper with Paramount Pictures. Rocco, who finishes at the club next week will do theaters on the way to the Coast.

Key pounder owes six weeks to the Zanzibar which he will pay off after his pic stint, it is understood.

## Egg-Laying NE House Folds

WATERBURY, Conn., May 27.—The Jacques Theater, Waterbury, after a succession of burlesque and vaudeville policies, presented an all-colored revue for last week but it failed to keep the turnstiles clicking. The management reports the closing of the Jacques Theater for a temporary period, while adjustments in policy and facilities are made.

## This Is Crisis Week on Tax; Senate Acting

### McCarran Rider From Floor

NEW YORK, May 29.—This week will be the important one of the whole 30 per cent tax crisis. Until the fall, anyway. For the problems raised by the tax will at last come up in one section of Congress, the Senate, and what happens there, once the matter is out in the open, will quickly indicate what chance the night club industry has of getting relief.

From present indications, the tax storm will probably break on the floor of the Senate tomorrow (30)—and if not, then within a day or two—in the form of a floor amendment to the debt limitations bill which has already been passed by the House.

The amendment will be offered from the floor because the Senate Finance Committee last Friday (26) passed the debt bill but not the McCarran-Downey rider to cut the amusement tax to 10 per cent.

The rider had been entered by Senator Pat McCarran but at the last minute he withdrew it, and thus relieved the Senate Finance Committee (which has the task of considering and passing upon financial legislation plus whatever amendments or riders are attached to it) from the necessity of deciding whether to recommend a cut to 10 per cent.

### Why Rider Was Withdrawn

This was done, according to reports received here, for these reasons:

- (1) The rider was certain to precipitate a battle in the committee, and
- (2) This might hold up the debt limitation bill;

(See Crisis Week on Tax on page 26)

## Gone With Draft

SALT LAKE CITY, May 27.—If corny jokes can't kill vaudeville, Mr. Whiskers can.

The Lyric Theater, here, has just changed from a vaudefilm basis to straight pix.

The reason: One by one the pit musicians were drafted. It got so that everyone working in the pit had to go home and treat his arthritis, meet his students or do anything but work a show. When the leader, Chick Clark, was drafted, leaving two regulars without a leader in the pit, place gave up and canceled the flesh shows.

When a reasonably certain orchestra can be recruited to play the show, house will return to vaudeville.

## Hub Fire-itis Hits Minn'p'lis

MINNEAPOLIS, May 27.—Night clubs and other public gathering places would be required to limit the number of customers to a figure deemed within a margin of public safety under proposed amendments to building code.

Arthur Spottswood, head of the Fire Prevention Bureau, said regulation would require posting of a sign in all such places indicating capacity and limiting attendance at any time to that number. City building and fire prevention bureau inspectors would check all such places in the city and determine the safe capacity of each place, Spottswood said. Added that at present every night club in the city has proper number of exits.

Another proposed provision is that all exits in a building must be unlocked when the building is occupied. Still another section would require owners or lessees of buildings used for public assembly to train regular employees in the use of fire-fighting equipment.

## Fensgate Boston, Changes Hands; Arki-Yavensonne Out

BOSTON, May 27.—Arki-Yavensonne, local class niterie, continues under the same handle, but man to whom tag belongs is no longer connected with the place.

Arki-Yavensonne is now in Florida after having stepped out of the picture when Bernard Snider, Boston realty man, bought the Fensgate Hotel, where spot is located. A-Y formerly managed whole works, including the club.

## Chi Court Restrains Quartell From Selling Club Morocco

CHICAGO, May 27.—Frankie Quartell, band leader and owner of the Club Morocco, Loop niterie, was restrained from selling his club by an injunction from Circuit Judge Robert J. Dunne.

The court's action last week was in favor of Mrs. Karafenn Quartell, the club owner's wife. Mrs. Quartell is seeking a divorce from him. She charged that she advanced Quartell \$5,000, and has never been repaid.

## Rose Inks First AGVA Treaty

NEW YORK, May 27.—Billy Rose established formal, written relations with the American Guild of Variety Artists last Thursday (25) by signing a standard "Class A" traveling-show contract for his Post-War Preview unit, now at the State. Negotiations for his Diamond Horse-shoe niterie will begin next week, according to AGVA spokesmen. They reported that Rose had given assurances he will sign up for this, too.

### Editorial

## To the Members of Congress

Gentlemen:

A report issued by the Internal Revenue Bureau last Tuesday (23) shows in the Third District of New York the tax collection on admissions to theaters rose to \$1,964,279.56 in April, 1944, from \$1,584,740.96 in April, 1943. This represents an approximate increase of 15 per cent, and it was accomplished by doubling the admissions tax.

While there is reason to believe that the 20 per cent admissions tax is hurting theater business, at least it has not proved ruinous. At least the rate of increase in collections has relation to the rate of the tax increase.

On the other hand, gentlemen, the IRB report shows that the amusement tax collected in New York rose to \$204,084.53 in April, 1944, from \$182,942.57 in April, 1943. This represents an approximate increase of 20 per cent, and it was accomplished by raising the night club tax six times.

This, gentlemen, doesn't make sense. A 20 per cent higher yield as the result of a 600 per cent tax increase is economic nonsense. Especially since this ridiculously small yield is driving the source of the revenue—the night club industry—to ruin.

And remember, sirs, the IRB report deals with just the first month

of the night club tax. We're willing to predict that the report for the second month will show a much smaller yield. Because, gentlemen, many more revenue-producers will have shut their doors or thrown out their entertainment to escape the tax.

Let's face it, Messrs. Congressmen. The 30 per cent tax is:

(a) Not acting as a brake on spending because many places where money is still being spent simply exempt themselves from the tax.

(b) Not increasing the government's income by any appreciable amount, for obvious reasons.

(c) Not conserving the alcoholic beverage supply, for the same reasons.

(d) Not even serving the interests of the Prohibitioners because people simply go from dance-dine-laugh places to drink-drink-and-drink-again places to escape the tax—or they set up little saloons in their own homes.

Gentlemen, the 30 per cent amusement tax is not a successful revenue tax. It is a stranglehold on one of the nation's major sources of enjoyment. That's all.

Some of your colleagues are now making an effort to reduce the tax. Join them, sirs, and right an economic wrong.

## NIGHT CLUB REVIEWS

### Florentine Gardens, Hollywood

Talent policy: Dance band and floorshows at 9:30 and 12 p.m. Management, Frank R. Bruni. Hugh Massagli, maitre; Rose Joseph, publicity; Nils Thor Granlund, producer. Prices: \$3 with dinner, \$1.50 without.

This spot has been adding vaude acts until now the show, headlined by Henny Youngman, has sufficient talent to carry it with the antics of Nils Thor Granlund (N. T. G.) and the work of his girls.

Heavenly Stars number opens with the girls parading while Jimmy Alexander does a nice job voicing *I Was Born 'Neath a Lucky Star*, with Chris Curtis assisting for the fem lyrics. *Memories of Vienna* is out of the cheesecake class with extravagant costuming. Alexander and Miss Curtis repeat with a Viennese medley which hits the mark. *Yo Ho and a Bottle of Rum* is a pirate dress number with the girls parading in short wardrobe. N. T. G. follows this with audience-participation stuff which entertains the out-of-towners only.

June Edwards, starting out with simple contortion, builds up to her work on a pedestal with a head drop of three feet below her feet to pick up a handkerchief. Miss Edwards, a looker, works easily and sells the turn for all that it is worth.

Arthur Simpkins need take his hat off to no singer. Warms up with a well-presented *Without a Song* and goes into *Ei, Ei*, and show-stops with *Begin the Beguine*. Plenty personable, Simpkins puts the show in his pocket.

The Cristiani Troupe (6), five men and a fem, does a teeterboard routine. Shoulder stands, flips, leaps are fast. Double and triple stands come easy with the troupe winding up with a four-high stand to let the top-mount scrape the ceiling. It is solid entertainment.

Youngman failed to get off to a good start. He brings laughs from time to time, but isn't funny thruout.

Corinne and Tito Valdez, favorites here, are spotted thruout the girl numbers with their dance routine. They work smoothly in their interpretative turns.

Musical direction by Emil Baffa; production numbers staged by Dave Gould; original music and lyrics by Dave Oppenheim and Roy Ingraham.

Sam Abbott.

### Chi Agents Association To Vote for Heads

CHICAGO, May 27. — Entertainment Managers' Association here, whose membership now total 125 agents and bookers, will hold their annual election of officers next Thursday, June 8. The following members have been nominated: President, Mort Infield; 1st vice-president, James A. Roberts; 2d vice-president, Thos. J. Burchill; secretary-treasurer, Lyman E. Goss Jr.; board of trustees, Paul Marr, David P. O'Malley, Sam J. Levy, Phil Tyrrell and Richard C. Hoffman.



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Week of May 24th — Mgt. Jack Fauser.

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### Colosimo's, Chicago

(Reviewed Friday Evening, May 26)

Talent policy: Dancing and floorshows at 8:30, 12 and 2:30. Management: Mike Potson; production, George Pronath; maitre de, Phil Itta. Prices: minimum \$2.50.

Fun for your money, the new show at this dine and dance spot is a laugh panic. With new material, gags and skits since the unit appeared at the Latin Quarter here over a year ago.

Sid Gould, who recently replaced Bobby Pincus, and his side-kick, Marty Furman, are laugh sensations. Anything can happen when these two comics get started. Their ad libbing and audience heckling plus their screwy antics get plenty of laughs.

Johnny Lee, who looks like the Mad Russian, and Bob Gordon also come in for a good share of the laughs, while Jack Mann, emcee and a clever straight man, dishes the sharp, witty gags.

Bea Sexton, lusty-throated warbler, swings out with a repertoire of ballads that are ear pleasing. Also does torrid tunes in great style. Voice has a good range and gal sells her numbers.

Betty Atkinson does a fast rumba tap number and a quick triple-threat tap dance. Gal has appeal and clicks with her fast stepping. Betty Lorraine, acro ballet dancer, is also spotted. She does two numbers. Has plenty of grace and rhythm. Clicked with her fast-spinning whirls and smooth movements.

The comedy skits are many, ranging from the Gay '90s to a laugh-provoking army awkward squad drill. All skits are burlesqued, with the cast attired in gaudy costumes. Most of the gags are corny but get by because of the performer's hilarious delivery.

Cast includes nine people, with two of the gals acting as foils. The 10 Colosimo beauties, who do not belong to the packaged show, strut in three numbers produced by George Pronath.

Sid Lang and his ork play for the show and furnish the dance music. The bill is a hodgepodge of nonsense, produced especially for laughs, and when caught drew a good crowd.

Jack Baker.

### Chez Paree, Chicago

Talent policy: Dance band and floorshows at 8:45, 11:30 and 2. Management: Joey Jacobson and Mike Fritzel; production, Olive Bernard; publicity, Bob Curley. Prices: \$3.00-\$3.50 minimums.

New summer show headlines Sophie Tucker, Chez favorite. Supporting her are Corday and Triano, Sondra Barrett, Patricia Bright.

La Tucker scores as usual and is definitely responsible for the spot's heavy take. S. T. uses repertoire of spicy, fun-packed songs, but has knack of putting them over harmlessly. Also brings back the memories of vaude days, with the songs that made her famous.

However, her big hit is her coo-shouting of *Some of These Days*, with the audience joining in the chorus. Heavy hand-slapping kept her on the floor for over 35 minutes, and she had to beg off after four curtain calls.

Corday and Triano, sophisticated dancers, are a delight. Have plenty of class, and stepping is smooth and rhythmic. Show-stopped with a colorful cape number and an impression of cafe society doing the rumba and conga.

Patricia Bright, satirist, fell short with her impressions of a gal's experience on a subway train and an oratorical bit of a society woman addressing a meeting. Material was a bit corny and she didn't click with the table-sitters. However, she came back in good standing with her imitation of Hildegard.

Sondra Barrett, cute tapster, dances her way to good applause, a fast waltz-tap and a sharp interpretation of *Waltz of the Flowers*.

The Chez Paree Adorables appear in three production numbers, different than the usual strut routines, combining a story with the dances.

Show tunes are by Gay Claridge and his ork, with the Chez Paree Rumba band filling in the dance sessions.

J. B.

### Emerald Room, Top Hat, Union City, N. J.

Talent policy: Dancing after 10 p.m. Owner-operator: Joe Silver; Carl Erbe, publicity. Prices: No cover, no minimum.

New class spot, which entreed last week on the site of the old Top Hat Club (latter shuttered almost two years ago), is definitely big time.

Operated by Joe Silver, who was right hand to Ben Marden for many years, and evidently took Marden's ideas to heart. Consequently the Emerald Room is one of the smartest looking rooms in or within a near-vicinity of New York.

Altho there's no entertainment save Ron Perry's ork and Don Otero's rumba band, payees won't miss attractions, for club is sheer delight in decor, and dancing opportunity provided will more than suffice. Franklin Hughes, who has done interior decoration on most of the smart clubs in Manhattan, did this one. He did both himself and the club proud.

Perry's outfit is as subtle as the room, and consequently fits perfectly. There are no harsh sounds for instrumentation is subdued (two sax, piano, bass, drum and the leader's violin), which makes for quality rather than quantity. Outfit is standard East Side fare in instruments, choice of tunes and manner of presentation. There's little embellishment of melodies, a couple of choruses being sufficient. But in view of fact that room is packaged in grey and green drapes, giving diner and dancer a soft atmosphere, music is ideal.

Group also swing out as eve progresses, with sax man doubling on muted-trumpet, but even then ork doesn't get out of hand. Perry plays a nice fiddle, and heads group in pleasing fashion. Room should do plenty of biz.

Paul Secon.

### Agnes De Mille to Roxy?

NEW YORK, May 27.—Agnes De Mille, choreographer and ballerina, may go back to showbiz as a performer if present plans work out. Miss De Mille is mulling plans to go into the Roxy either this summer or fall.

## Camp Shows Warns Phonies

NEW YORK, May 27.—Camp Shows, Inc., is "disturbed" over assertions appearing in various columns and newspapers that certain performers will be going overseas when said performers have never indicated to CSI any desire or intention to do so.

According to Lawrence Phillips, spokesman for CSI, such puffs for performers mostly are the handiwork of over-zealous publicity men, but the total result is "very unfair" both to the performers who actually make the overseas jaunts and to the servicemen who read of such "prospects" and are misled into thinking the glamorous names will be in evidence.

Just what can be done about it is something Phillips is not prepared to say. He revealed that Abe Lastfogel, CSI head man now on the Coast, last month huddled with top Hollywood columnists about the matter. However, plugs are still coming thru, says Phillips.

### New Ownership Takes Over Grand Terrace in Detroit

DETROIT, May 27. — Grand Terrace Casino, briefly operated by Frank Barbaro of the Bowery a month ago, has been taken over by a trio of newcomers in the amusement field, Dave Stober, Norman Ross and Roy Smith.

Stober is acting as manager. All three are local business men in other lines.

Spot is making a play for dinner trade by promoting the idea that the 30 per cent tax does not apply to early dinner patrons.

### Davis Opening Det Agency

DETROIT, May 27. — Jack M. Davis, formerly with Amusement Booking Service, is opening his own office here, the Empire Theatrical Agency.

Davis debuts with three class spots on his books: Grand Terrace Casino, Detroit; Broadway Bar, Bay City, Mich., and Sunshine Club, Flint, Mich.

# BUDDY LESTER



Sincerest Thanks  
to my  
Personal Manager:  
DAVE VINE

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7th Holdover Week  
LA MARTINIQUE,  
N. Y.

(Thanks to  
DARIO & JIMMY VERNON)

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with PAUL WHITEMAN  
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20th CENTURY-  
FOX PICTURES

## Five Agent Orgs Given AGVA Nod

NEW YORK, May 27.—Agent organizations in five key cities have been granted recognition as responsible bodies by AGVA in the last two weeks and are now in the process of receiving free franchises for their members, according to AGVA spokesmen.

The Entertainment Managers' Associations of Boston and Philadelphia, the Michigan Agents' Association of Detroit, the Ohio Agents' Association of Cleveland and the Artists Representatives' Guild of Los Angeles were the ones recognized. The agent org in San Francisco will probably be accepted soon.

AGVA recognition means that percenters who join organizations will receive free franchises by virtue of membership in their own bodies. Unaffiliated agents may obtain AGVA tickets by paying \$50.

All organizations receiving recognition agree to abide by "Rule B," the set of standard rules the union worked out with the Artists Representatives' Association here.

## London Plaques Will Honor Two Dead Vaudeville Stars

LONDON, May 27.—Marie Lloyd, popular cockney music hall star who died in 1922, is to be honored by a plaque to be unveiled at the Tivoli Cinema, site of the former Tivoli music hall where she scored most of her successes, in the Strand, London.

Charlie Austin, cockney comedian who died last year, will be similarly honored by the unveiling of a plaque in the vestibule of the Palladium Theater, London.

## 2 British Houses Go Vaude

LONDON, May 27.—Queen's Theater, Rhyd, 2,000-seat indie house in the English provinces, changes over from ptx to vaude May 29. Richmond Theater, 1,500-seat London neighborhood house, went over to vaude and revue May 8. House has been leased by the Butterworth Circuit, which owns or controls over 20 houses in London and the provinces.

## Club Op Running Danceries

TORONTO, May 27.—Bill White, manager of the Club Kingsway here, is also operating three danceries of his own this summer. One is Lakeside Pavilion, Port Dalhousie, Ont., which opened May 6. Another, the outdoor Sky Gardens dancery, debuted May 20, and his third spot, the Casino at Jackson's Point, Ont., opens June 1.

## FOLLOW-UP REVIEWS

**RUBAN BLEU, NEW YORK:** That unique gallery of characters who live in the mind of Eddie Mayhoff is currently on display in this intimate drinkery, and the customers like it.

Mayhoff remains an ace portrayer of weird personalities. Unlike other comedians who occasionally take flyers into take-offs on various types, this comic confines himself exclusively to character sketches. Each bit is a roundly-conceived whole, deeply etched with satire and loaded with subtle laughs, and performer knows how to sell what he has.

When caught Monday night (22) he worked his standard "B. O. Glick," Fourteenth Street girl intellectual, old-maid schoolteacher, Radio City guide and news-dealer routine and pulled good mitting and mirth with them.

Other acts in current program reviewed in *The Billboard* as follows: the Revuers, issue of May 20; Robert Crum, April 22; Evelyn Knight, February 26.

Herman Chittison trio working here now, but only Chittison was on tap when caught, providing his usual excellent accompaniment for Miss Knight. Stuart Ross relieves on the keyboard. Paul Ross.

**VILLAGE BARN, NEW YORK:** Gina Jans, caught Tuesday night (23), new here, is an eye-stopping blonde with baby blue eyes that get the boys to hush up. Dressed in white sequin gown, gal shows off a figure that brings out low whistles from a mob here never known for its reticence.

Her voice, however, doesn't stack up to her appearance. A natural lyric soprano, canary leans heavily on badly arranged current pops which sell only so-so. Miss Jans's best number was *I'll Be Seeing You*, in which she let out on the high notes with good results. Another tune was *Can't Say No*, in which gal went in for heavy mugging. As a comic, gal can't deliver and putting a leer on her pretty pan to punch a line only spoiled the effect.

Based on looks alone gal would go in an uptown class room. Given proper material and more selling ability she'd do okay in a musical. Bill Smith.

**LA CONGA, NEW YORK:** Partly new bill here is a lulu. Held over is the swell dance team of Harris, Claire and Shannon, reviewed in *The Billboard* of April 8, and the Servandos Diaz Trio of singers, also reviewed in that issue. Two added starters, both solid clicks, round out the program.

Hocatio and Hilda, announced as a pair of rumba champs from Cuba, prove their right to be so labelled. Good-looking young couple work in handsome

costumes and beat out a set of torso-weavings, hip wriggles, shimmies and foot-flourishes. Stuff is strong and sexy and has the mark of authenticity, making Northern imitations seem pretty tame. Terpers drew juicy hands, and look to be set for lots of work hereabouts.

Betty Reilly, despite her name, specializes in zingy warbling of Spanish and Mex tunes. Being a vivacious blonde, handy on the guitar and possessed of a fine voice, singer makes a refreshing and interesting turn in the L. A. department. After knocking off a couple of Spanish bits to fine response, gal proves she's not limited by winding up with an Irish-type rendition of *The Kerry Dancers*, which she then parlays for a Latin version and a jitterbug variation, and whole thing makes nifty listening. P. R.

## At Picture-Taking AC Body Grimaces

ATLANTIC CITY, May 27.—Practice of photographers flitting about the ring-side at the after-dark spots has been frowned on here.

A move to head off picture-snapping at the resort's hot spots this summer was taken by the Chamber of Commerce. Informed that several niteries have sold the concession for candid picture-taking to a New York combine, which uses girl shutterers, the chamber appointed a committee to protest to both the city and to the State Liquor Commissioner.

The chamber charged the taking of pictures in cabarets would be just another step to put the Atlantic City guest "on the sucker list." It was pointed out that the practice would open possibilities for blackmailing convention delegates and other visitors pictured in the company of entertainers and others.

It is felt that it might be possible for the State Liquor Commissioner to prohibit the practice as a result of a State law against selling anything except food and beverages on licensed premises. Pressure will also be brought to bear on the city commission to adopt an ordinance on the matter.

## Roxy Deal for Waring Foreshadows Change To Production Shows

NEW YORK, May 27.—The deal in which Fred Waring and an augmented ork, including Paul Ash's group—bringing sidemen up to about 100—goes into the Roxy, August 2, has more significance than appears on the surface.

For months house management has been huddling on a policy change to increase grosses or, failing that, lift net takes. The problem of getting name acts has of late been a headache not only to the house-booker but for bookers of other Big Stem spots as well.

In inking the Fred Waring ork, house has taken first step in what may be an entirely new policy. When set-up goes on it will be eyed closely by not only the Roxy biggies but 20th-Fox people as well. If the work onstage is impressive, and if the box office gets a lift (allowing for increased admish) a new deal may be made with Waring. Plan, if followed, will call for a production with each pic with less stress on name talent.

No early decision is expected for the house has a list of acts under contract that will carry it well into the fall.

When Waring opens he will work for about 18 minutes, instead of the usual 55 or 60 minutes stagers here run usually. Pic, with ork leader, will be 20th-Fox's \$4,000,000 baby, *Woodrow Wilson*. For the run of the film mezzanine will be reserved and prices thruout rest of the house will be upped.

## Order Vs. Dual-Price Deals

NEW YORK, May 29.—Pending clarification of the amusement tax situation, Matt Shelvey, head of AGVA, this week will issue a national directive ordering all branches and locals not to honor dual-price contracts for acts.

Agents, during the last two weeks, have been talking about arranging deals in which night club performers get one price if the tax stays at 30 per cent and a higher price if the levy is cut.

## Yost Coining 10 Units for Road

NEW YORK, May 27.—Ben Yost is the latest addition to the list of new producers who are mulling plans to road-show units.

Yost is currently trying out 10 to 11 units. One consists entirely of ex-servicemen. It is now in rehearsal and is set to open at the Carman, Philadelphia, next Friday (2).

Among Yost's other plans is the formation of a swing ork built around his warbling. First such package broke in Thursday (25) at Harbor Rest, Coney Island. Yost intends to build ork to major proportions and work with it in and around New York. Acts will be added to the ork.

The Mimic Men, now on USO, will also make up a package upon their return. Yost expects to work with this outfit also but only in New York.

Finally, before the year is out Yost intends to do a legiter. Now has a couple of books in the mulling process.

## Atlantic City Owners Believe Niteries Season Will Be Good

ATLANTIC CITY, May 27.—Aitho the 30 per cent impost hit the resort niteries below the belt during these pre-season weeks, prospects for a major after-dark summer loom big. Feeling among the ops is that resort visitors, already black-jacked in paying exorbitant rentals for rooms, won't be adverse to the extra tax tariff. Money is expected to flow as freely and recklessly here as it did this past winter in Florida.

Report is current here that Sophie Tucker is dickering to purchase one of the outstanding niteries. Bob Friedberg, new proprietor of the Hotel Knickerbocker, is building one of the classiest casino bars in the resort at that location. Irwin Wolf, of the 500 Cafe, is proceeding with his plans to add an adjunct to the musical bar as a class intimate room. And Michael Keeley has ambitious plans to convert his Cluquet Club into a class niterie.

## Medals for Front-Line Actors Stir Controversy in England

LONDON, May 27.—Recent surprise announcement by the British government that certain members of ENSA (the British counterpart of USO) who served as entertainers in army operational commands in the North African campaign, will be awarded the Africa (or 1939-'43) Star has caused great controversy among military circles and in the British press.

The majority of the theatrical profession is of opinion that recognition in this form is not desirable or necessary. Estimate of the number of artists affected by this decision is 60.

## Stripper to Lighten Government Load

LONDON, May 27.—Phyllis Dixey, ace English stripper, now in her third season at the Whitehall Theater, London, has acquired the lease of the house and will present her own non-stop vaude-revue shows (nearest English equivalent to class burlesque) with herself as star.

The Whitehall is in the heart of London and the nearest theater to the Houses of Parliament and all government buildings, so the lawmakers may be able to slip over and view the stripper in their few spare moments.

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CURRENTLY USO TOUR OVERSEAS

**Strand, New York**

(Reviewed Friday Afternoon, May 26)

Cab Calloway and a package consisting of acts (8) keeps the house jumping from the time Cab opens with his old standby, *Minnie the Moocher*, and closes with *Rackin' Em Back*, a Calloway original.

The musicians, consisting of 17 sidemen, five reed, eight brass and four rhythm, do their stuff with authority to a mob of jivers which couldn't seem to get enough of their sending. Best hand came for *One O'Clock Jump* on which the boys really let out. Number began with rhythm section taking it soft and easy. Then Milt Jefferson on sax is pulled down stage. Comes a trumpet ride with plenty of riffs, with the whole mob joining on the last few bars. When the rhythm took over, the delicate fingering of the keyboarder won applause midway in the number. Toward the end of the tune brasses were toned down. On the finale the slides and trumpet came in socko while Cab pranced in front bellowing out the vocals.

Poorest on the program was *Holiday for Strings*. Clever lighting helped build it up but arrangement itself was slow and draggy.

Holmes and Jean won a fair hand for their heel and toe stuff. Lad's glass of water and cigarette smoking stunt pulled some oh's and ah's from the customers, but act seemed to be on too long and frequently did nothing.

Top laughs went to Johnny Taylor for his ball pitching pantomime. Lad was also on for some time but clever mugging and bits of business kept the crowd whooping it up for more.

Dotty Saunders on for a few vocals has only a fair voice. On one number canary got a few weak laughs when she segued into a jitterdance with Calloway. Crowd started to like it, particularly when it could come in on the palm-beating rhythm. But for some reason number was cut short.

A line, The Cabalettes (6) help dress up a so-so production number, but best thing in it was Cab's vocal of *St. James Infirmary*. Line's luminous costumes on a blacked out stage were well received.

The Cab Jivers (3) aroused good response with their fast time taps and acros. Two of the Jivers (unbilled) pulled good laughs with their appearing and disappearing mike bits. A Donald Duck piece of biz by one of the team laid an egg.

For final number Calloway makes a bond pitch in jive, a new drop is lowered and he goes into the *Rackin' Em Back* number. On finale entire unit comes on for bows.

Pic, *Make Your Own Bed*. Lines at box office at show caught. Bill Smith.

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**VAUDEVILLE REVIEWS**

**Oriental, Chicago**

(Reviewed Friday Afternoon, May 26)

New show, starring Xavier Cugat, who is making his first p. a. at this house, is one of the best musical bills offered at this spot for some time. It swerves from the general run of swing and jive entertainment which the house has catered to in the past.

The curtain raiser calls for a rhythmic, hip-swing tune, followed by *Take It Easy*, featuring five violins and vocals by Don Rodney and Nita Rosa, who replaced Lina Romay two weeks ago. Gal's voice is not too strong and her renditions are only fair. However, she attracts plenty of attention with her swaying movements, orb-filling beauty and personality.

Del Campo, male warbler, appears later on the bill, dishing out a Latin version of *Babalú*. The number is backed with a special arrangement by the band. Lad scored and drew a good hand.

The Garcias, Latin American dancers, appear in a colorful rumba to the tune of *Begin the Beguine*, which is backed by the vocals of the Cugat choir (four gals, four lads). Team makes a smart appearance attired in white costumes, trimmed in red. The stepping is fast and rhythmic. Highlight of the act is the lad's stint of dancing a fast rumba while balancing a glass of water on his head. There is plenty of color to their number and they bow off to a heavy round of hand clapping. Novelty section of the show is Senior Rollini, who performs some difficult stunts of balancing on his hands, jumping a rope and disrobing while swaying on a teeterboard placed on a cylinder.

George and Gene Bernard furnish the comedy. Lads formerly had their own dance group of nine people but have changed their routine since appearing here at the Latin Quarter. The act is built around panto imitations of Bing Crosby, Mary Martin, Andrews Sisters and Frank Sinatra, backed by phonograph recordings. Their knockabout burlesque antics and zany muggings get plenty of laughs and the boys had to beg off after four curtain calls. The entire show is colorful and moves with a fast pace. It gives the audience 60 minutes of delightful entertainment. Pic is *Black Parachute*. Jack Baker.

**Orpheum, Los Angeles**

(Reviewed Tuesday Afternoon, May 23)

Hal McIntyre and orchestra (seven brass, four rhythm, five reed, including the maestro's sax) offer a well-rounded band program, with indications that the outfit will fit better into the groove after the show has been ironed. Augmenting acts include Armando and Lita, Paul Gerrits, and West and Lexing.

Band makes the mistake of playing too much behind the curtain, which detracts from the flashy opening. *Bugle Call Rag* is the initial all-outer, with *Milkman*, *Keep Those Bottles Quiet* following, with Johnny Turnbull, sax, taking over a satisfactory vocal assignment. McIntyre's smooth sax is heard in *Holiday for Strings* as arranged for a swing band. Maestro's technique is well received, but laurels also go to Eddie Safranski for his bass slapping. *Burning Sands* is a groovy thing that lets loose Ralph Tilk on drums and Jimmy Emert on tram. Slightly after the halfway mark the boys go into a medley of sweets, with *All the Things You Are*, *Night and Day* and *Rhapsody in Blue*. Maestro's horn is neatly and nicely spotted. Again the McIntyre touch is sold on *St. Louis Blues*. *Frog Hop* is in the jump category, with the tram section and the muted trumpets hitting out for the closer. McIntyre emsees nicely and his sax work is outstanding.

Al Nobel warbles *I Couldn't Sleep a Wink Last Night* and *I Love You*. Adept at ballads, he turns in a slick job. Ruth Gaylor scores well on *Embraceable You*, which follows *Love, Love, Love* and *Tess's Torch Song*.

Armando and Lita hit high with their take-off on ballroom dancing. Starting out seriously, Armando begins his knock-about none too soon. Overdoing the serious side, the comedy starts just when the audience is beginning to think things about Armando. Stuff is cleverly done and good for plenty of laughs.

Paul Gerrits offers his "lecture" on night club diners for a few laughs. Ends (See *Orpheum, Los Angeles*, on page 26)

**Earle, Philadelphia**

(Reviewed Friday Afternoon, May 26)

When *My Baby Smiles at Me* brings Ted Lewis and his band out for a tremendous ovation and sets a smooth show on the way. Announcements are kept at a minimum, and each number introduces the next act before concluding.

Lewis works hard and is on stage and a feature of practically every tune. Opens the show with *Relax* in his talk-a-song manner, and immediately joins Geraldine DuBois in a medley of Judy Garland numbers. Miss DuBois wears the long black stockings and the black velvet trunks in addition to carrying a straw hat in this tribute, which is good but not as good as the original.

*Yankee Doodle Dandy* has Lewis on the clarinet aiding the harmonies of the Reed Sisters, a cute-looking trio, and Ted Hale, dancer. Ted joins Hale in his tap routine in the next number and then plays stooge for Audrey Zimm, youthful and capable drum major, who concludes her routine with the excellent handling of two batons.

Four musicians step out to join the maestro in a Dixieland arrangement of *Panama*, after which he rests while the Reed Sisters give out a good arrangement of *San Fernando*.

After the intermission, Ted and Charlie Whittier do the famous *Me and My Shadow* routine, which was missing on the last two visits here because of Whittier's illness. Whittier also contributes a group of impersonations, the best of which is one of Jimmy Durante, and also joins Ted Hale for a song and dance arrangement of *Swing for Sale*.

Gerri Gale, blond looker, gives the stage a whirl on her toes without leaving too much of an impression aside from her personal beauty.

Lewis concludes the show with the theme, which he sings.

*Hour Before the Dawn* occupies the screen. *Lady in the Dark* takes over for Sunday only. Maurie Orodener.

**State, New York**

(Reviewed Thursday Evening, May 25)

*Post-War Preview*, the new Billy Rose unit, proved strong on comedy and costumes but weak in the other departments. With the Billy Rose tag—which he has taken care shall be prominently displayed at the expense of acts' billing inside the house—revue should do well on the road.

Production is divided into four sections, each supposedly giving an idea of what things will be like after the war. Idea is rather phony, for what is unveiled on the stage is a set of mediocre production numbers plus a couple of good vaude acts.

First stanza purports to show New York post-war. It amounts to the line (8) and show girls (8), all good looking and nicely gowned, doing a passable routine, while Elaine Jordan shouts out a dull tune called *Light Up Broadway*. Sequence gets a sprinkling of applause. Leads into Billy Wells and His Four Fays (three women, two men) who go thru some standard tumbling bits. Follow with man-girl in some rough boxing falls and turns, one girl doing a full and half-twist somersault, and another lying on her back while the two men twist her rubbery legs in full circles. Whole thing nets good hand.

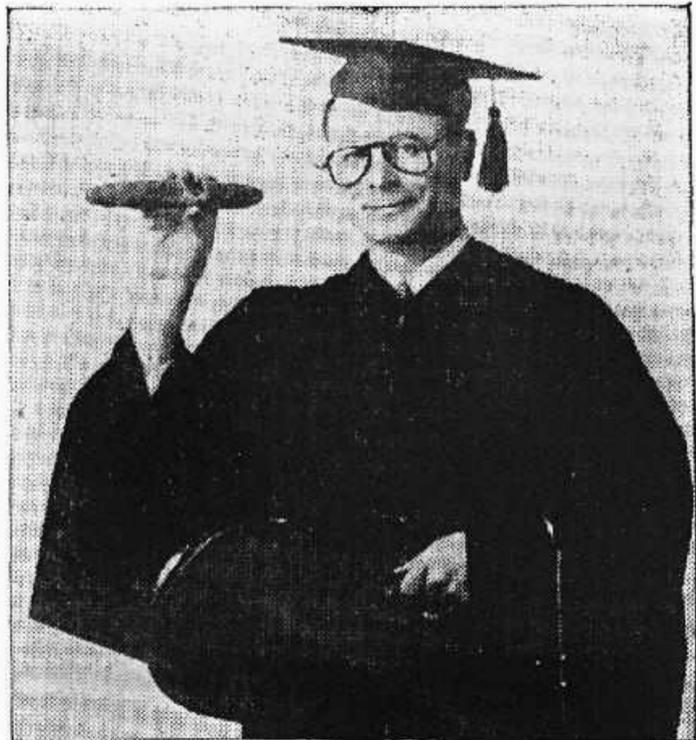
Second section is built around another so-so tune, *When Paris Is Paris*. Paulette Knox, hooper, leads line, Miss Jordan and Frank Fulton Burley do what they can on the vocal, and showgirls join for a can-can terp. Number left crowd silent when caught. Frank and Jean Hubert do their standard comedy drunk act, and their mutual-slugging and pratt-falling stuff stirred up a nice collection of laughs and good palm-beating.

Third number is a Viennese offering featuring the tune *When They Walk Again in Vienna*, plus some Strauss interpolations. It goes to prove what a music master Strauss was. Burley and Miss Jordan work out on this one. Miss Knox does a ballet stint devoted to strictly flash steps for which she draws a nice response, and the line and show girls prance about in attractive costumes against two ugly backdrops which blur (See *STATE, NEW YORK*, on page 26)

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## Ore. Ops Will Seek Longer Hours; Hope To Heal Tax Wounds

PORTLAND, Ore., May 27.—Operators of niteries in the Portland area—dealt a near-mortal blow by the tax—are looking to longer hours of operation as the one last hope before they give up the ghost and turn their clubs into chop and steak houses.

That hope lies in obtaining permission from the Oregon Liquor Control Commission to serve drinks until 2 a. m., extending the present deadline two hours. Under present law, the patrons provide their own liquor and check the bottles at the clubs, but no guest may be served after midnight—even from his own bottle.

In their struggle for survival, the operators have formed the Associated Club Owners of Oregon. Ransom D. Melnik, attorney, has been retained to serve as secretary.

## 2 Portland Spots Padlocked

PORTLAND, Ore., May 27.—Portland night club life took on a distinct prohibition-era flavor last week when officers of the "Dawn Patrol" swooped down on two spots, padlocks in hand, grabbed up booze by the case and moved the furniture from one club out into the street.

Targets of the State Liquor Control Commission's enforcement arm were the Orchid Room and the Sky Room, both charged with illegal sales of liquor and with maintaining nuisances.

As the coppers hauled out the furniture from the Orchid Room, Con Johnson, owner, stood by and coached, "Hurry up, boys, get that cleared away so I can get some more and get going again."

At the Orchid Room the agents confiscated five cases of liquor, besides the bottles brought to the spot by guests. Two cases of whisky were seized at the Sky Room, owned by Al Morris. The hat check girl, two waitresses and a bartender were arrested.

## Paul Winchell Tossing Voice Where Joe E. Lewis Stood

NEW YORK, May 27.—Paul Winchell, voice-thrower, is filling out the rest of Joe E. Lewis's run at the Copacabana here. Lewis began ailing two weeks ago and is now receiving throat treatments.

Jackie Gleason, doubling out of *Follow the Girls*, worked in the niche for a week at a reported \$1,500 but couldn't give more than one show a night. Last Monday (22), Winchell took over.

## Notes on the Walters Front

NEW YORK, May 27.—Next bill at the Latin Quarter here will feature Cross and Dunn, Raye and Naldi and Foley Miller. Set to preem June 25.

Max Selette, manager of the Boston Latin Quarter for Lou Walters until drafted, has been released from the army, where he attained the rank of lieutenant, and is now working as assistant manager of the local spot. He may go to the Florida L. Q. later in the year.

Walters' vauder, now called *Take a Bow*, comes to town June 10 and goes into the Broadhurst.

## Roxy Re-Signs Joan Edwards

NEW YORK, May 27.—Joan Edwards, who recently finished at the Roxy, was inked for a return date immediately after she was thru. House has bought acts for return shots before but seldom does it re-sign a performer immediately after closing. Gal is set for some time next fall.

## Success, No. 1

NEW YORK, May 27.—Broadway press agent rushed up to his client last week and told him of a "terrific" splash p. a. had just engineered for him.

"What paper?" queried the performer.

"Paper, nothing," exclaimed the flack. "I just got your picture into Hansen's window."

Hansen's is a Stom drugstore which displays pix of actors.

## It's a Thought

NEW YORK, May 27.—Couple of nitery bookers were discussing the 30 per cent headaches.

First guy said it was all the fault of the New Deal and the sooner it was thrown out of office the better off the biz would be.

Second guy replied that it couldn't be blamed on the New Deal for F. D. R. had vetoed the tax bill, and it was Congress that passed it.

After thinking about this a few minutes the first guy piped up "Well, Roosevelt coulda vetoed it harder."

## Two New Vaude Houses Shop for Top Talent

NEW YORK, May 27.—Two more two-a-dayers are being planned for the near future.

John Stein, now on the Coast, is shopping around for talent and is dickering for Bill Robinson, Sophie Tucker and Harry Richman.

Al Borde, Chicago booker, is also in the market for talent for his two-a-day vauder.

## Versailles Lines Up Next One

NEW YORK, May 27.—The new Versailles show set for the middle of June will go easy on the name policy spot has followed before.

Jerry Sullivan, CBS canary; Le Brun and Campbell, Florence Lessing, Betty Jane Smith and Robert Field comprise the tentative cast.

Boots McKenna line and costumes will be new.

## ORPHEUM, LOS ANGELES

(Continued from page 25)

up the turn with a club juggling bit on skates.

Spotted next-to-closing are West and Lexing with their hokem chatter. Lexing, the short end of the deal, relies on repetition for laughs. Act got a good hand for throwing out corn.

Three-quarter house at the opener. Pic, *The Chinese Cat*. Sam Abbott.

## STATE, NEW YORK

(Continued from page 25)

the stage doings. Result: a fair return from the stub holders.

Fanny and Kitty Watson provide a blast of belly-tickling air with their standard kibitzing act, brought up to date with service uniforms and present-day gag allusions. Laughs came frequently and turn wound up with a strong milt.

Closer is a Washington number set to *Allied Victory Ball*. While the line grinds to emphasize each of the Four Freedoms, Burley and Miss Jordan warble. Then four guys wearing masks of the Big Four Allied leaders troop across, Harry Meehan yells—and we mean yells—*Irish Eyes*, and Shorty (Tables) Howell comes on to lift chairs and tables with his teeth, drawing good hand. The singers wind up with a long medley of Jerome Kern tunes, finishing to good applause.

Ken Whitmer follows with his standard musical act in which he plays a variety of tunes on weird instruments. These, plus his renditions on regular instruments plus his running fire of gags, jerked the biggest hand of the show. After him there's a brief finale in which he and the Watsons earn the most recognition applause. Biz capacity when caught. Picture, *Three Men in White*. Paul Ross.

## Olympia, Miami

(Reviewed Wednesday Afternoon, May 24)

Good entertainment without any sensational features or big names.

Bobby Belmont offers a routine mariolette act as the opener, handling his puppets cleverly. Gets a nice hand.

Hal Haviland does a few sleight-of-hand tricks, pulls a rabbit from the hat, and produces various figures by tearing up newspapers. Well received.

Elsie Ames and Nick Arno, a wacky pair, offer a burlesque adagio dance that is well liked.

Terry Lawler headlines and sings five songs. Opens with *It's Love, Love, Love*, and follows with *Pretty Blue Eyes*, *Great*

*Day, Bopeep Lost Her Jeep and Take It Easy*. Pulled a big hand.

Al Norman, emcee and eccentric hoofeer, offers plenty of original steps. Could have done more, and received the biggest applause of the show.

Pic, *Action in Arabia*. Biz fair. L. T. Berliner.

## CRISIS WEEK ON TAX

(Continued from page 22)

(3) Since the debt bill is vital legislation, pressure might be developed against the tax-cut rider even among those senators who are favorable to it;

(4) Therefore, it was better strategy to let the fight come on the floor of the Senate rather than in committee, for on the floor those friendly to the amendment can go to bat for it.

According to *The Billboard* Washington correspondent the McCarran-Downey rider has a 50-50 chance of passing the Senate. Should this happen, the amendment, along with the rest of the bill, will have to go back to a Senate-House tax conference. There it can get lost in the shuffle, again. However, having passed the Senate the rider would have the prestige of that body behind it.

## Shelvey Confirms

Matt Shelvey, national head of AGVA, who returned here Thursday (25) from Washington, confirmed the opinion of *The Billboard* correspondent about the amendment's chances. Shelvey declared that he had received pledges of support from at least 15 senators and said that these 15 were among the Senate's leaders.

He also reported that the AFL has put a full-time representative on the job of corraling Senate support, and said that following AGVA's appeals for help more than 1,000 individual unions throughout the country had wired protests to Washington regarding the effects of the tax.

## Other Developments

Other developments of the week on the tax-front were these:

(a) Last Monday (22) Senator Walter F. George (Ga.), generally regarded as the Senate's main authority on financial matters, predicted that his chamber would chop the tax in half;

(b) Last Thursday (25) Gen. Brehon B. Somervell, head of the Army Service Forces, dampened the effects of George's statement by declaring that tax-unemployed performers should be put "to work at something useful" and blasted the "soft" life of actors;

(c) Last Monday (22) Senator McCarran delivered a speech in the Senate against the tax and cited facts and figures to prove the bite is a failure as a revenue-raiser; Senator David Walsh (Mass.) joined him in protesting the levy.

## D-DAY DOING IT?

(Continued from page 22)

weight behind it. As partial evidence is the fact that war bonds are being cashed in at a faster pace than a year ago. The reasons for this cash-in is something no one is sure about. But whatever the reason it shows a desire for money. Taxes, of course, played an important role in the need for folding money. But whatever the need less coin went into showbiz coffers.

## It's the Weather

Weather is another important factor. For the past three weeks weather has been unusually warm. As a matter of fact, practically the entire country east of the Mississippi had what almost amounted to a heat wave. So instead of going into a theater people went golfing or worked on their victory gardens. So say ops. The simple fact is that in the large cities, New York, Chicago, Detroit, while people may talk a good victory garden they seldom have any space or the time to get anywhere beyond the talking stage. And so far as the golfing set is concerned their influence on box-office take is a drop in the bucket. The real reason for box office fall-off, due to weather, say some, is the absence or breakdown of air-conditioning systems.

In previous unseasonable warm weather periods houses started their ventilating and air-conditioning systems without any further thought. Today they have to think twice before they turn them on. Most air-conditioning machinery works on Freon, Carrene or carbon dioxide. Latter is still available in small quantities, but Freon and Carrene have been barred for civilian use. Houses fortunate enough to have either chemical on hand can cool their plants. Others simply struggle along and finally close "for the

## Success, No. 2

NEW YORK, May 27.—Arthur Fisher, booker for a whole chain of vaude houses, is putting reverse English on the ordinary career of a fee-splitter.

This summer he's expanding into the borsh belt, but with a Yankee accent. At the request of some Boston clients, Fisher has taken on the job of lassoing talent for the weekly programs at the Mount Washington, class resort in Bretton Wood, N. H.

season." There are still other spots which have the juice, but parts need replacing. With priorities in effect such replacements are next to impossible.

## Closed for Season

"Closed for the Season" notices have now gone up in many a theater in the country. The Center, Norfolk, one of the top vaude spots in the South, has already stopped booking acts. The Albee, Cincinnati, is closing; the Stanley, Pittsburgh, has shuttered; the Academy, New York, has already reverted to what it calls its summer policy—no flesh. Others on the soon-to-be-closed list are the Orpheum, Jersey City; the Liberty, Elizabeth, State, Allentown, Pa., and the Empire, Fall River, Mass. New England war plant centers have been particularly hard hit, theater after theater putting out the "Closed for the Summer" signs, according to reports.

There are various plans afoot to beat the seasonal attendance let down. The most important is the one to reduce matinee prices, now being mullied by an important circuit. If it goes into effect it will be the first time since the boom hit showbiz that prices went the other way. Whether such a plan, if agreed upon, will spread is still unknown. But if houses in the sticks are to survive they'll have to do something to hypo admish.

## May Cut Hours

Another plan up for consideration is to reduce hours of operation. Most Stem houses open at 10 a. m. and run to about 1:30 a. m., with week-end closings about 2:30 a. m. Plan calls for opening hour later and closing an hour earlier. Feeling is that any attendance fall-off due to shorter hours will be more than made up in plant operation savings; not to mention their stretchout of their small supply of air-conditioning fluid.

The recent tax hike to 20 per cent has also started to take effect. At first it was felt that the extra 10 per cent wouldn't matter too much. But so much has been written and said about the nitery 30 per cent tax that theater ops claim patrons aren't at all sure whether or not it applies to admissions as well. One operator feels that this misunderstanding is the fault of divisional managers who have done nothing to clear up the tax misunderstanding. Others argue that to publicize it would do little good. Taxes, they explain, are a necessary evil, and as such better hidden, or at least not mentioned. Potential customers, once they're up to the cashier's window won't turn back account of the tax. So why warn them in advance?

Other houses have still other problems, operating ones, not attributable to seasonal factors, tho these heighten their crisis. Some of these factors have to do with spot unemployment. In small defense areas in which the boom is petering out the question of finding jobs worries people more than whether or not to go to a theater at night.

In New York one large house is seriously considering changing its entertainment policy in order to overcome not only the seasonal box-office lag but also to cut down operating expenses thruout the year.

Industry as a whole, however, is looking forward to the summer of 1944 with apprehension. Everybody seems to know the reason for box-office anemia but like the weather "everybody talks about it, but nobody does anything about it." That is, nobody but those who are discussing the plans outlined above. The rest are sitting tight, biting their nails and worrying.

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**IN SHORT**

**New York:**

**NEW YORK:**  
AL TRACE doing a couple of shorts for Columbia Pictures. . . . VIRGINIA AUSTIN opens at the Palmer House, Chicago, June 29. . . . NICK LUCAS in for two weeks at Latin Casino, Philly. . . . PETERS SISTERS at the Zomble Club, Detroit, on a six-week deal. . . . GEORGIE TAPPS to do hospital tour beginning July. . . . WALLY BOAG in at the Edgewater Beach Hotel, Chicago, for three weeks before heading for the Coast. . . . RASHA having lawyer trouble with MCA. . . . GLORIA WHITNEY, ex-Russ Morgan canary, going back into show biz as single. . . . NATALIE BODANYA, operatic soprano, going into La Vie Parisienne. . . . SYLVIA AND CHRISTIAN follow the Blanchards into the Latin Quarter.

MYRUS back at the Cotillion Room. . . . RAMON CARRASCO now emcee at El Chico. . . . JOE E. LEWIS (if over his operation in time) is set for the Capitol in June. . . . JOHN HOYSRADT in for a week at the Mount Royal, Montreal. . . . CARL BRISSON follows Hoysradt in same spot for two weeks. . . . CAL GIFFORD ork now in ninth month at the Statler Hotel, Wash. . . . CARLTON-JULIETTE current at Henry Grady Hotel, Atlanta.

JOHNNY BURNS, of the Golden Skates, who worked at Wessel's and the Alpine, N. Y., is a G.I. putting on shows for the boys in Italy. . . . HARRY TAYLOR at the Veterans' Hospital, Brecksville, O., after operation on vocal chords. . . . BETTE MAXWELL, formerly of Don and Bette Lynn, now doing a single

**Hollywood:**

TEX RITTER trained out this week with the Milo Twins and Bonnie Dodd, steel guitarist, for a series of p. a.'s in Seattle, Vancouver, Tacoma and other Northwest cities. . . . BILLY REED and the King Sisters go into the new show at Slapsy Maxies headed by Jerry Lester. . . . GUS VAN in town for role in *Atlantic City* at Republic.

**Philadelphia:**

HELEN LANE back in town at the Swan Club. . . . MARONE AND GALLO at the College Inn. . . . HELEN WENZEL an added starter at the Embassy Club. . . . TED BLAKE at the Club Candee, Syracuse, N. Y., and then to Chateau Monterey, Wildwood, N. J. . . . PHIL FLETCHER to summer at the Inlet Cafe, Wildwood, N. J. . . . ANITA AND CARLITA open next week for the season at the Cliquot Club, Atlantic City. . . . HOTCHA DREW set to open June 15 for the summer at Club Harlem, Atlantic City.

**Here and There:**

DUB TAYLOR heads the new floorshow at Clover Club, Fort Worth. Show includes Ben Chavez, Billy and Iddyle Shaw, Ellen Rita and Burch Manning's Esquire Girls. . . . LIONEL SHAPARGEL, concert pianist, current in Seattle. . . . DITTO, Veloz and Yolanda and Yvette. . . . RAY THOMAS into Club Follies, Hollywood.

CHON MANDUJANO current at American Cabaret, San Antonio. . . . STERLING ROHDE now at Sevenoaks, San Antonio. . . . LIL LAUGHLIN new emcee at Rocking M. Dude Ranch, San Antonio. . . . EARL ADOLPH now running the Club Reno in San Antonio. . . . CALLAHAN SISTERS opening at El Cortez Hotel, Reno, Nev., June 8.

GRANDFATHER FOLLIES in for four weeks at Lookout House, Covington, Ky.,

from May 31. . . . DEAN CARROLL goes into the Olympia, Miami, June 7. . . . JEAN BLANCHE at Steuben's, Boston. . . . ANNE BREWSTER current at McVan's, Buffalo. . . . THREE CLARE SISTERS at Olympia, Miami, June 14. . . . DUPREE AND CHARLO open at Statler, Boston, June 12. . . . MARJORIE GARRETSON begins at 365 Club, San Francisco, June 1. . . . PETER HIGGINS set for the Chateau, Cleveland, June 9. . . . LITTLE SISTERS open at the Hipp, Baltimore, June 8, and go into the Carman, Philly, June 16. . . . JERRI KRUGER current at Grand Terrace, Detroit.

ROSE MARIE opening at Bal Tabarin, San Francisco, June 15. Walton and O'Rourke; Andre, Andree and Bonnie, and the Helene Hughes Dancers on same bill. . . . PENNY CARLTON in for a two-weeker at Hiway Casino Club, Fall River, Mass. . . . JOHN DAILEY, veteran Pittsburgh agent, in Mercy Hospital there mending from a fractured leg sustained in a recent fall down a flight of stairs. . . . DON ROY, acro dancer and baton twirler, held a second week at Cat and Fiddle, Cincinnati. . . . SANDRA SHAW in her fourth month overseas with a USO unit which also includes Will and Gladys Ahearn, Garfield Swift and Balfonte. . . . DORIS ROKICKI is new owner-manager of Kasee's Club, Toledo, succeeding her father who died several weeks ago.

**Fall Will See Cliff Fischer Parlaying Three Productions**

NEW YORK, May 27.—Clifford C. Fischer will reprise on his effort of two years ago and will produce a *Priorities of 1944* this fall. Offering, like forerunner, will be half-vaude, half-revue, will open out of town in August and come here after Labor Day.

Producer will also stage a new *Follies Bergere*, this time on the Coast. It's set for the fall, too. In addition, Fischer will revive the old *Follies* which suspended early this month in Portland. This one will tour.

**Proof That the Tax Hurts**

NEW YORK, May 27.—With nitery biz being what it is Louise Reid, op of Louise's Monte Carlo, has decided to go back to showbiz as a performer, doing a single.

She's now rehearsing special material which she'll break in soon. Expects her first date to be in a competitive spot. "If I can't get a job outside," Miss Louise says, "I can always go into my own club."

**CRA Gets More Space**

NEW YORK, May 27.—Consolidated Radio Artists is adding to its office space in the RKO Building here. Additional rooms on the same floor have been acquired, walls are already broken thru. CRA'ers are skedded to breathe more freely next Wednesday (31).

**Rochester Gets Tour**

NEW YORK, May 27.—Eddie Rochester, Jack Benny's noted stooge, is being set for a four-week vaude tour to begin about the middle of June in the Midwest. Deal is handled by MCA.

**Reprise**

LONDON, May 27. — Frank Browne and Kay Lavelle, American man and woman comedy and xylophone playing team, over here to play Camp-Shows, Inc. (ETO Section) route, recently visited the London Palladium on an off-duty night and occupied front stalls.

The vet pianist in the pit ork spotted them and sent a note asking them to drop backstage after the show.

They kept the assignment, and the ivory tickler solemnly handed them one of their old piano parts which they inadvertently left behind when they last played the Palladium in the summer of 1931.

"I wondered where you got to, but I figured you might come back," he said.

**Cooler Weather Gives Stem Shot in Arm, But Roxy Slips**

NEW YORK, May 27. — Wet weather last week was not bad enough to keep people home but bad enough to take them off the streets and pull 'em into Big Stem houses, giving box-office takes a little much-needed hypo.

Radio City Music Hall (6,200 seats; house average, \$100,000) for second week with Don Cossack Chorus, Carlton Emmy and *White Cliffs of Dover* checked in with \$101,000. First week bill got \$98,000. Roxy (6,000 seats; house average, \$75,000) for second week of Connie Boswell, Willie Howard, Raymond Scott's ork and *Pin Up Girl* slipped to \$69,000. First week's take was \$75,600.

Paramount (3,664 seats; house average, \$60,000) for third week with Charlie Spivak's ork, Wesson Brothers; Tip, Tap and Toe and *Going My Way* climbed to \$90,000 as compared with previous week's take of \$85,000. First week bill brought \$102,000.

Strand (2,779 seats; house average, \$45,000) for third and last week with Tars and Spars and *Between Two Worlds* stood still with \$30,000, same figure registered for second week. First week got \$48,000. Total for run was \$108,000. New bill, which debuted Friday (26), is Cab Calloway and *Make Your Own Bed*.

Capitol (4,627 seats; house average, \$55,000) for third week with Phil Spitalny's ork and *Gaslight* took in \$54,000,

same figure it pulled second week. Opener registered with \$72,000.

Loew's State (3,500 seats; house average, \$25,000) lifted to \$25,000 with Peggy Fears, Jack Pepper, Block and Sully and *Lady In the Dark*. Previous week's take was \$18,000. Current bill has Billy Rose's *Diamond Horseshoe Revue* and *Three Men in White*.

**Biz Worse At Boston RKO**

BOSTON, May 27.—Things were really bad all around town this week, with the RKO-Boston, ordinarily a steady grosser in the vicinity of \$30,000, drawing only \$23,000 with Ted Lewis and outfit topping bill for stanza ended May 24.

Lewis, who hasn't been here for years, got a warm reception from the reviewers, but fair weather and spring doldrums hurt him as well as everybody else. Featured in the unit were Geraldine DuBoise, Gerry Gale, Audrey Zimm, the Three Reed Sisters, Bebe Fox, Teddy Hale, Paul White and Charlie (Snowball) Whittier. *Tampico* topped the screen bill.

Guy Lombardo opened slowly May 25. The coast guard's *Tars and Spars* arrives June 1.

**King Cole Trio, Carter Ork Solid 25G in Los Angeles**

LOS ANGELES, May 27.—King Cole Trio returned to the Orpheum within five weeks to turn in a solid \$25,000 last week. Trio shared headlines with Benny Carter and orchestra. Also on the bill were Timmie Rogers and Cook and Brown. Pic, *The \$1,000,000 Kid*.

King Cole Trio hit \$23,500 week of April 11 and was booked immediately for a return. Opening on the all-septan bill, the added \$1,500 was not a surprise. Spot seats 2,200 and charges 90 cents tops.

**Diosa Costello, Bob Wills Ork Pull Nice \$24,000 in Frisco**

SAN FRANCISCO, May 27.—Twenty-second anniversary stage bill headed by Bob Wills and His Texas Playboys at the Golden Gate (2,850 seats) grossed \$24,000 week ending Tuesday, May 23. Billing also listed Diosa Costello, Burns Twins and Evelyn, Evans and Mayer, and Truzzi, juggler. Pic was *Passport to Destiny*.

**Chicago Up; Oriental Down**

CHICAGO, May 27. — Warm weather last week didn't hurt the Chicago Theater's (4,000) biz, which jumped up to a good \$51,000, quite a boost over the \$39,000 taken in by Vaughn Monroe the week before. Show, headlining Ray Eberle, Gil Lamb, with the Glenns supporting, plus a strong pic. *Standing Room Only*, held over and opened well.

Oriental Theater (3,200) didn't fare so well, with George White's *Scandals* hitting only \$26,000, lowest take in several weeks. This week's bill, starring Xavier Cugat and ork, at the house for the first time, opened to a good crowd.

**Monroe OK 17½G in Mpls.**

MINNEAPOLIS, May 27.—Making his first appearance here on the Orpheum Theater stage, Vaughn Monroe and his ork drew a good \$17,500 for week ending May 25. Pic was *The Hour Before the Dawn*.

Because of a fire last week, which burned out klieg switchboard, lights in pit still were dark and show ran all week without local stand-in ork. Next show due is Ozzie Nelson and Harriet Hilliard, week of June 30.

**Balto Hipp Hefty \$13,000**

BALTIMORE, May 27. — Hippodrome Theater grossed a hefty \$13,000 week ended May 24, with bill made up of Marjorie Gainsworth, Gautier's Steeplechase, Cy Reeves, the Three Edward Brothers, Jerry and Jane Brandow. Pic, *Address Unknown*.

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# Strawhats Carry on in 1944

## In-Town Spots Replace Barns

Only locations near traffic lines and waterways lure hot-weather show gamblers

(Continued from page 3)

boarded up but Theron Bamberger will open it again in the ballroom of the Bellevue-Stratford Hotel, Philadelphia, June 16. Car lines, busses and subways make it a target for a spread of 2,000,000 customers. Gus Schirmer opens the Stamford Summer Associates, housed in the Strand Theater, Stamford, N. Y., June 20. The town has a million pew-buyers from which to draw. Mrs. Richard Midgeley will operate the Willard Stock Company on the coveted roof atop the Willard Hotel, Washington, to a similar possible trade.

Up Boston way, John Huntington and Lee Falk will open their Cambridge Summer Theater in Brattle Hall. The Hub offers a tidy 6,000,000 to draw on. Over at Milburn, N. J., the Papermill Playhouse will operate again under the guidance of Frank Carrington and Agnes Morgan. This has never been much affected, as it is accessible from surrounding towns which total up a population of some 2,000,000.

The list runs pretty true to form all the way down the line—large or small. The Starlight Operettas get under way at the Casino Theater, Dallas, June 19, under the direction of Max Koenigsberg. Joseph Cortese will operate a Memphis Open-Air Theater in the Overton Park Shell. The St. Louis Muni Opera gets under way, with John Kennedy in charge, and a Grand Rapids Muni Opera committee sponsors the Grand Rapids Muni Opera Company for a season opening July 3.

### Canada In There Pitching

Ernest Rawley preems his Royal Alexandra Stock Company at the Royal Alexandra Theater, Toronto, June 5. The Cape Theater, Cape May, N. J., and the Crest Theater, Wildwood Crest, N. J., are set for a start under management of T. C. Upham. Lewis Charles is readying the Lyric Theater Stock Company, Allentown, Pa., for a June 5 or 12 send-off. Peak Island, Me. will have the Greenwood Theater again for a 10-week season managed by Norman Brace. Carlton and Jean Guild will manage the Valley Players, housed in Holyoke's Mountain Park Casino. Guy Palmerton will run the Worcester Drama Festival at the Worcester (Mass.) Playhouse, as well as his Lake Whalom Theater, Fitchburg, Mass. The Repertory Players will occupy the Straight Wharf Theater, Nantucket Island, Mass.

Since May 16 Edward Gould has been fronting the Queensboro Theater, Elmhurst, N. Y. This, of course, is a Broadway doorstep job, and directly in line with the Jules Leventhal subway circuit operating in Brooklyn and the Bronx. New York also skeds a summer venture called Selected Artists, Inc., under management of A. R. Steinberg, and the Provincetown Playhouse will be operated by Modern Play Productions.

### More To Come

The above about cover the field to date. However, there is talk of a hot-weather stock venture for Bridgeport, Conn., and the guess of an Equity spokesman is that there will be several more spots covered before the real sizzling days set in.

In looking them over one thing becomes apparent—a definite trend toward summer musicals. Including the City Center here, which skeds operetta for the hot months, six out of the lot will be entirely song-and-dance festivals. The Paper Mill, Starlight, Grand Rapids, Memphis Open-Air and St. Louis Muni will all be gaited to chant and terp. In the drama column the declared intentions are preponderantly on the side

## BROADWAY OPENINGS

### CAREER ANGEL

(Opened Tuesday, May 23, 1944)

#### NATIONAL THEATER

A comedy by Gerard H. Murray. Staged by Don Appell. Setting by Carl Kent. Lighting by Frederick Fox. Company manager, Harold C. Jacoby. Stage manager, Norman Miller. Press representatives, Harry Davies and Joe Phillips. Presented by Andrew Billings, Joseph Dicks, in association with David Shay.

Brother Gregory	Donald Foster
Donnie McAdams	Allen Rich
Willie Garvey	Charles Nevil
Brother Fidelis	Ronald Teifer
Kurt Rheinhold	Tony Miller
Brother Seraphim	Whitford Kane
Angel Guardian	Glenn Anders
Hurdles	Alvin Allen
Glinzky	Robert Ramsen
Thompson	Robert Lee
Rinn	Charlton Carpenter
Bruno Chevovski	Michael Dreyfuss
Barr	Wendell Whitten
Brother Ubaldis	Mason Adams
Duval Devois	Dorn Alexander
Al Fuller	Gerald Matthews
Billy	David Kelly

Broadway has been treated to a super-abundance of whimsy lately. The most recent toss in that direction is *Career Angel*, unveiled at the National by Andrew Billings, Joseph Dicks and David Shay. *Angel*, last fall, made an off-Stem bow at the Blackfriars' Theater, operated by Catholic clergy—a bow sufficiently significant to the crit to warrant a pick-up by producers for the big time.

*Angel*, as originally typed by Father Gerard Murray for playing by the student lads of the Cathedral High School in Brooklyn had a homely simplicity and ingenuousness that was intriguing. As produced by the Blackfriars' semi-amateur group, tutored by Dennis Gurney, it retained those endearing qualities. However, with Broadway in view, Father Murray has been evidently pushed, bilked and cajoled into a face-lifting job on his script. Perhaps others have had a hand in the doctoring. At all events, the result isn't helpful and Don Appell's direction, to which must be attributed the players' conceptions of some of the characters, lacks the cohesion of the Gurney original. The Blackfriars' *Angel* was a labor of love, the Stem version is a slicked-up bid for b-o. drag. It is regretfully reported that it has missed the bus.

Originally, Father Murray's tale was a simple piece about a quartet of Brothers who operated an orphanage in Georgia. It was going financially to pot until the guardian angel of kindly, dreaming Brother Seraphim got on the job to pull them out of the hole. The rest of them naturally thought Brother Seraphim was wacky—particularly a hard-headed, business-getter, Brother Fidelis. There was a bit of nonsense about the discovery of some Civil War memorabilia on the premises and the outfit's disclosure of a Nazi spy plot. Finally, after considerable chuckles some moving moments, the angel went back where he belonged, leaving the Bosco Institute firmly on its financial foot and Brother Seraphim once more top-man in the graces of his superior.

The professional, Stem touch could have let well enough alone. What was engaging and interesting has emerged as (See *CAREER ANGEL* on page 30)

of old and tried plays. A few of the houses are prepared to try out a newie or two, but they are very cautious about announcing anything definite.

What the summer season will turn out to be is pretty much anyone's guess. The first step toward success is obviously to beat the transportation situation by bringing the mountain to Mohamet. Beyond that, as the same Equity spokesman points out, it is a question of intangibles—picking the right kind of plays in the right spots to lure the customers, allowing for the fact that the invasion may keep customers sticking at home with their radios. The best that can be said at the moment is that summer theater futures look a bit brighter than at this time last year.

### DREAM WITH MUSIC

(Beginning Thursday, May 18, 1944)

#### MAJESTIC THEATER

A musical fantasy by Sidney Sheldon, Dorothy Kilgallen and Ben Roberts. Staging by Richard Kollmar. Music by Clay Warnick. Lyrics by Edward Eager. Choreography by George Balanchine. Tap routines by Henry Le Tang. Settings by Stewart Chaney. Costumes by Miles White. Conductor, Max Meth. Arrangements by Russell Bennett, Han Spialek, Ted Royal and Clay Warnick. General manager, Leo Rose. Stage manager, George Hunter. Press representative, Reuben Rabinovitch. Presented by Richard Kollmar.

Ella	Betty Allen
Marian	Joy Hodges
Dinah	Vera Zorina
Western Union Boy	Alex Rotov
Michael	Ronald Graham
Robert	Robert Brink

(In the Dream)

Scheherezade	Vera Zorina
Jasmin	Joy Hodges
Sultan	Robert Brink
Wazir	Alex Rotov
Mispah	Marcella Howard
Hispah	Janie Janvier
Rispah	Lois Barnes
Tispah	Lucille Barnes
Fispah	Jane Hetherington
Kispah	Donna Devel
Aladdin	Ronald Graham
Rug Merchant	Ray Cook
Perfume Merchant	Robert Beam
Fakir	Michael Kozak
Candy Salesman	Bill Jones
Musical Instrument Merchant	John Panter
Snake Charmer	Byron Milligan
Sand Diviner	Ralph Bunker
Sinbad	Leonard Elliott
Mrs. Sinbad	Betty Allen
Genie	Dave Ballard

Guards	Jerry Ross, Larry Evers, Bill Weber, Parker Wilson
The Little One	Dorothy Babb
The Blonde One	Dee Turnell
1st Hot One	Sunny Rice
2d Hot One	Dixie Roberts
The Slender One	Mavis Mims
The Tall One	Dolores Milan
The One With the Pug Nose	Tari Vance
The Twins	Lois and Lucille Barnes
Day	Peter Birch
Night	Sunny Rice
Mrs. Panda	Dixie Roberts
Mr. Panda	Ralph Bunker
Lion	Peter Birch
Rabbit	Donna Devel
Mr. Owl	Byron Milligan
Mrs. Owl	Marcella Howard
Unicorn	Bill Jones
Mrs. Lion	Janie Janvier
Penguin	Bill Weber
Wolf	Ray Cook
Ermine	Lucille Barnes
Lamb	Dorothy Babb
I. J.	Robert Beam
Mrs. Fox	Jane Hetherington
Leopard	Lois Barnes
Monkey	Jerry Ross
Tiger	Michael Kozak
Mouse	Buddy Douglas
Aladdin's Aide	Bill Weber
Chinese Masseuse	Jerry Ross

**CORPS DE BALLET:** The Misses Jacqueline Cezanne, Betty Claire, Dorothy De Molina, Georgia Hiden, Carmelita Lanza, Margaret Murray, Toni Stuart, Dee Turnell; the Messrs. Larry Evers, Jerry Ross, Bill Weber, Parker Wilson.

**SINCERS:** The Misses Lois Barnes, Lucille Barnes, Donna Devel, Jane Hetherington, Marcella Howard, Janie Janvier; the Messrs. Robert Beam, Ray Cook, Bill Jones, Michael Kozak, Byron Milligan, John C. Panter.

**THE CARYATIDS:** The Misses Mae Francis, Beatrice Griffith, Roseler Joyines, Rosemary Mitchell, Gladys Pollard, Bonita Purdue.

**SONGS:** "Be Glad You're Alive," "I'm Afraid I'm in Love"; "Baby, Don't Count On Me"; "Give, Sinbad, Give"; "I'll Take the Solo," "Love at Second Sight," "Relax and Enjoy It," "Come With Me," "Mr. and Mrs. Wrong," "The Lion and the Lamb," "Mouse Meets Girl," "The Moon Song," "Woman Against the World," "Dinah's Nightmare."

Initial road reports didn't indicate that *Dream With Music* had what it takes. *Music* emerges pretty much according to first reports—a lavish, dolled-up, fol-de-rol of whimsy, which has been juiced up with sexy lines and situations in the mistaken idea that they are riotously funny. It sums up, for the most part, to a colossal bore.

Sidney Sheldon, Dorothy Kilgallen and Ben Roberts wrote the book. Some one or another of them, perhaps all, thought that it would be a lovely idea to build a show around a tired lady-soap-opera-scripter who can't make up her mind

## Hartford To Get Two More Stock Houses for Summer

HARTFORD, Conn., May 27.—It was officially announced last week that the Foot Guard Hall here is being re-equipped and renamed the Gillette Theater in honor of the late William Gillette and will light with legit stock June 6.

In addition, a downtown theater is under consideration for a 15-week series of legit stock productions, with a tentative opening date set for June 11. Both houses will be in competition with Hartford's Bushnell Memorial. Local theater men predict a revival of Hartford's importance as a legitimate stage center.

## Binnie Barnes Out of '8:40'

LOS ANGELES, May 27.—Binnie Barnes, headliner in *Fella Young's 8:40 Revue*, which opened at the Belasco Theater here Thursday (11), has bowed out of the cast. Altho Miss Barnes claimed the material and spotting provided were not suitable, parting was understood to have been amicable. Dorothy Donegan, currently of *Streets of Paris*, has taken over vacated spot. She will double between legit and nitery.

## Routes

### Dramatic and Musical

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

Abie's Irish Rose (Civic) Syracuse, N. Y.  
 Abie's Irish Rose (Geary) San Francisco.  
 Arsenic and Old Lace: Binghamton, N. Y., 31;  
 (Brie) Schenectady, June 2-3.  
 Barrymore, Ethel, in Corn Is Green (Wilbur) Boston.  
 Connecticut Yankee (Studebaker) Chi.  
 Cornell, Katharine, in *Lovers and Friends* (Ford) Baltimore.  
 Dunham, Katherine (Blackstone) Chi.  
 For Keeps (Plymouth) Boston.  
 Good Night Ladies (Cass) Detroit.  
 Janie (Biltmore) Los Angeles.  
 Kiss and Tell (Harris) Chi.  
 Kiss and Tell (Davidson) Milwaukee.  
 Kiss and Tell (Royal Alexandra) Toronto.  
 Let's Face It (National) Washington.  
 Life With Father: Sacramento, Calif., 31;  
 (Mayfair) Portland, Ore., June 3.  
 Love On Leave (Shubert) New Haven, Conn., 1-3.  
 Oklahoma (Erlanger) Chi.  
 Old Soak (Shubert Lafayette) Detroit.  
 Rebecca (Selwyn) Chi.  
 Slap Happy (Forrest) Phila.  
 Slightly Scandalous (Locust St.) Phila.  
 Sons of Fun (Orpheum) Davenport, Ia., 31;  
 (Paramount) Toledo, O., June 1; (Auditorium) Rochester, N. Y., 2-3.  
 Slove Pipe Hat (Shubert) Boston.  
 Student Prince (Auditorium) St. Paul, Minn., 1; (Lyceum) Minneapolis 2-3.  
 Three's a Family (Colonial) Boston.  
 Tobacco Road (Walnut) Phila.  
 Tomorrow the World (Fox) Spokane, 1.

whether she wants to marry a guy who is reaching for the moon or a solid lug who works for J. Walter Thompson. They let the gal dream about *Scheherezade* (they like the *Arabian Nights*, too). Of course, in the dream she's the story-telling wench and the dumb radio feller is the Caliph. The nice guy turns out to be Aladdin. After that, it appear that one of the trio liked the dream notions of *Lady in the Dark*, and maybe another was beating the drum for *Alice in Wonderland*. Something of both gets into the proceedings. But where *Lady* was sharply satirical as well as beautiful, *Musie* relies on splendor to cover the obvious uphill stretches of the plot, and no one of the authors unfortunately is even an embryonic Lewis Carroll. At any rate, the gal goes down to the market place to look up Sinbad, who is a sexy lad and long on stories. She needs a new one to save her neck. While Sinbad is trying to deliver, the Sultan's carvers turn up and Aladdin carries her off on his flying carpet. She decides that she'll have to get the moon for him—and, by gosh, she does—only to find that he now wants a blue horse. So she goes back to the Sultan and finds out he's the same kind of a heluva bore that he was in the advertising business. Finale finds her awake again, sending him packing, and falling into the arms of the romantic pal, who it seems hasn't gone off to China after all. And that, roughly, is (*Dream With Music* on opposite page)

# Out-of-Town Opening

## STOVEPIPE HAT

(Opened Tuesday, May 23, 1944)

SHUBERT, BOSTON

A legend with music. Book and lyrics by Walter F. Hannan, Edward Heyman and Harold Spina. Music by Harold Spina. Staged by Robert Ross. Choreography, Helen Tamaris. Settings and costumes by Lucinda Ballard in association with A. A. Ostreder. Conductor, Richard A. Gordon. Manager, Victor Samrock. Stage manager, Froomond Hammond. Press representatives, Karl Bernstein and Martha Dreibratt. Presented by Carl E. Ring.

CAST: Bob Kennedy, Frederick Tozere, Ann Warren, Morton DaCosta, Georgia Simmons, Dorothy Johnson, Joan Chandler, Seymour Penzer, Bernard Griffin, Parker Fenely, Liam Dunn, Frederica Going, Lulubelle Clarke, Rem Olmstead, Duval Springman, Jack Lee, David Kurlan, John Garth 3d, Lavetta Allbright, David Perry, Paul Ransom, Lila King, Jimmie Elliott, Eleanor Dennis, Harold Schlegel, Charles Hart, Homer Miles, Joy Ceffin, Jonathan Harris, Ruth White, Morton L. Stebens, Madeleine Clive, Terry Saunders, Sam Kramer, Daniel Nagrin, Alan Dreeban, Erik Martin, the Richard A. Gordon Choir, the Helen Tamaris Dancers, and the Eva Jessye Choir.

SONGS: "Honest Abe," "A Mother's Prayer," "Six Foot o' Hick'ry," "An Illinois Republican," "Trouble Brewin'," "Lady Lovely," "The Great Man Says," "Softly My Heart Is Singing," "Queen of Victory," "I Know a Man," "He Walks Across the Sky."

If the well-meant intentions, imaginations, good taste and occasional excellences of *Stovepipe Hat* were combined with consistent creative drive and sounder technic, this "legend with music" would indeed be a fine contribution to the American lyric theater. As it stands, *Stovepipe* has quiet charm, dramatic verity and a certain freshness which give it an undeniable attractiveness.

This is a strangely impersonal story of Abe Lincoln, in which the Civil War president never appears. Cast in nine "sketches" and what amount to 21 scenes, it attempts to describe dramatically, and with music, familiar events in Lincoln's life. Among them: his birth, departure for the Legislature, debates with Douglas, days as Civil War president, the Gettysburg Address, the romance with Ann Rutledge—and attendant incidents about Copperheads, slaves and the Emancipation Proclamation.

Apparently Lincoln was meant to be the unifying factor in a period piece which is somewhere between a folk opera and a musical comedy. But since he does not appear, altho several buildups suggest it, the story is vague in focus and never quite satisfying. Because the many scenes are little more than tableaux, the action is static and episodic.

As a serious play with music, this is an unusual and original effort. It has an agreeable score, which frequently is quietly ingratiating. Such songs as *Lady Lovely* and *Trouble Brewin'* are fine. The choral backgrounds sung by the Eva Jessye and Richard A. Gordon Choirs, are very good. The Helen Tamaris Dancers move in lively patterns; the costumes are colorful and picturesque, the sets clean and bright.

Among the players, many of whom appear in several roles, Frederic Tozere is competent as both Billy Herndon and Doc Barker, a medicine show man. But he often mumbles his lines. Bob Kennedy contributes both a handsome voice and appearance. Duval Springman's singing is robust. The remaining characters do not appear more than fleetingly yet there are many excellent vignettes.

If *Stovepipe Hat* were revised with an eye to giving it dramatic force and movement, and a lighter touch, it might become fine and original, tho serious entertainment. In its present form its chances of commercial success are pretty slim.

Bill Riley.

## DREAM WITH MUSIC

(Continued from opposite page)

### Dream With Music.

It is pretty thin and tedious going, but it has afforded Steward Chaney a chance to design seven or eight gorgeous sets, tied together with tricky traveler and treadmill effects, and Miles White to dress it up in his most top-drawer form. His animal costumes in the second act are terrific. Producer Kollmar hasn't stinted in any department. Plenty of coin has been poured into *Music*. It just doesn't seem to have what it takes to pay dividends. Part of the lack of payoff looks to stem from a singularly uninspired score by Clay Warnick. There

# BROADWAY SHOWLOG

Performance Thru May 27

Dramas	Opened	Perfs.
Angel Street (Golden) .. 12- 5, '41	12- 5, '41	1,045
Drama League of New York presents Judith Evelyn with a statuette of herself in the part of Mrs. Manningham. Figure is the work of Marjorie Jay Daingerfield. The presentation will be at the York Club, June 1.		
Arsenic and Old Lace... 1-10, '41	1-10, '41	1,421
(Hudson)		
Career Angel .....	5-23, '44	7
(National)		
Rated at 11 per cent by the crits. No: Lewis Nichols (Times), Howard Barnes (Herald-Tribune), John Chapman (News), Robert Coleman (Mirror), Louis Kronenberger (PM), Robert Garland (Journal-American), Willa Waldorf (Post), Herrick Brown (Sun). Yes: Burton Rascoe. Donn Appell will have a part in Noel Houston's "According To Law."		
Chicken Every Sunday... 4- 5, '44	4- 5, '44	61
(Plymouth)		
Jean Gillespie guested on "Grand Central Station" (CBS) Saturday (20), and on "True Story" Wednesday (24). Roy Fant had stints on "Reader's Digest" and "The Goldbergs." Ann Thomas had an assignment in "Land of the Lost," and Ethel Remy one in "Second Husband." Hugh Thomas was on "Superman" program Tuesday (23). Sidney Blackmer air-guested Tuesday (23) with Judith Allen and Friday (26) with Ethel Colby.		
Decision (Ambassador) .. 2- 2, '44	2- 2, '44	136
Kip Coode has been signed to replace John DeShay Sunday (28). Gwen Anderson is testing for flicker lead in "Endearing Young Charms." Jerome Chodorov is doing the pic script. Julian Anhalt has taken over as general manager for Edward Sobol. Latter has been appointed television producer and director for NBC.		
Doughgirls, The..... 12-30, '42	12-30, '42	596
(Lyceum)		
Olive Reeve-Smith went on for Ann Mason Monday (22). Will continue in part until Wednesday (31), when latter is expected back after an operation. Entire cast to Pawling Rehabilitation Center Sunday (21) for special G.I. performance.		
Hickory Stick .....	5- 8, '44	16
(Mansfield Theater)		
Closed May 20.		
Jacobowsky and the Colonel (Martin Beck) .. 3-14, '44	3-14, '44	87
Phillip Coolidge on "Arthur Hopkins Presents" (NBC) Wednesday (24). Played the drunk in "Ah, Wilderness." Annabella guest judge at national thread manufacturers' selling contest, Waldorf-Astoria, Wednesday (24).		
Kiss and Tell (Biltmore) .. 3-17, '43	3-17, '43	508
David Conlon and Evelyn Wall replace Gaylord Mason and Nancy Marquand when latter leave cast June 1. Vera Katen goes in for Mary Collins and Dickie Van Patten for Stephen Gierash, Monday (29).		
Life With Father..... 11- 8, '39	11- 8, '39	1,915
(Empire)		
Othello (Shubert) .....	10-19, '43	254
Paul Robeson is this year's Newspaper Guild Page One Award winner for "his distinguished performance as Othello." Ronald Bishop will direct at the Greenbush Summer Theater, Blaauvelt, N. Y. Season opens June 7. Philip Huston and Edith King trek to Pawling Rehabilitation Center Sunday (28) with Harold Stone's "Dinner" troupe. Phil Coolidge of "Jake" also in the cast.		
Over 21 (Music Box) ... 1- 3, '44	1- 3, '44	170
Pick-Up Girl (48th St.) .. 5- 3, '44	5- 3, '44	29
A second company for Chi being considered for August 15, with rumors of a buy of the Blackstone Theater by Mike Todd in which to house it. Author Elsa Shelly air-guests with Stephen Garrett (WINS) Tuesday (30), and Zachary Charles ditto with Adrienne Ames Wednesday (31). Ethel Colby ether-features William Harrigan June 1. Arthur Mayberry has had to turn down shots this week with "Cisco Kid" and "Nick Carter" programs. Couldn't make the theater in time from either.		

Musicals	Opened	Perfs.
Ramshackle Inn (Royale) 1- 5, '44	1- 5, '44	167
Author George Batson has had a push-up on Uncle Sam's list. Call him Sgt. Galson now.		
Searching Wind, The... 4-12, '44	4-12, '44	54
(Fulton)		
The Newspaper Guild Page One Award for scripting achievement in the theater goes to Lillian Hellman "for effective anti-Fascist writing for the stage and screen."		
Three's a Family..... 5- 5, '43	5- 5, '43	448
(Belasco)		
New admish top beginning with move to Belasco Sunday (28). Scale will run: \$1.20, \$1.80, \$2.40 and \$3.00 (including tax). In effect, management drops top price to \$2.50, and relieves customer of 60-cent tax on a \$3.00 ducat. Jeanne Bellows will move up to replace Dorothy Gilchrist, who leaves Saturday (27). Honey MacKenzie in turn takes over for latter. Honey will continue to double offstage baby yells.		
Tomorrow the World... 4-14, '43	4-14, '43	471
(Barrmore)		
Dorothy Sands out Wednesday (24) thru Friday (26). Mary Benrimo substituted. Firth Shephard has practically completed casting for English production. Will preem it in London after short tour in provinces.		
Two Mrs. Carrolls, The. 8- 3, '43	8- 3, '43	344
(Booth)		
Victor Jory guests on "Grand Central Station" (CBS) June 3. Jory is set for lead in Samson Raphaelson's "The Perfect Marriage," which Cheryl Crawford skeds for next season. Elizabeth Bergner is being sued for \$10,000 by Herbert Blumenthal who claims a percentage of her earnings in hit play. Blumenthal claims an agreement to represent actress for one year, but says he was fired before termination of contract. The Bergner contends he had no right to represent her because he was not a licensed agent. She wants \$500, that she paid him, returned.		
Voice of the Turtle, The. 12- 8, '43	12- 8, '43	199
(Morosco)		
Mary Dixon, stage manager, leaves Saturday (27) for role in "That Old Devil."		
Wallflower (Cort) .....	1-26, '44	143
Walter Greaza out with laryngitis Wednesday (24) thru Thursday (25). Frank McNellis subbed. Jack Daniels, stage manager, went on for McNellis. Warners have bought pic rights for 200 G's down, plus an additional \$25,000 for serial rights. Flicker not to be released before June, '45. Meyer Davis meantime plans two road companies. Sunnie O'Day has rented an Oyster Bay estate. Will commute to Cort via cabin cruiser, if gas gives.		

Musicals	Opened	Perfs.
Helen Goes To Troy .....	4-24, '44	40
(Alvin)		
Herbert Graf left Friday (26) for Montreal. He will direct "Tristan" and "Tosca" at His Majesty's Theater. Donald Buka has been busied with platter-ing for Fifth War Loan Drive for Treasury Department. Net after Ralph Dumke to take over emcee chore on new program. Dumke is hesitating as it might mean he would have to give up "Two Minute Man" sog which he has had for over three years. He may take the newie if he can find the time.		
Mexican Hayride..... 1-28, '44	1-28, '44	139
(Winter Garden)		
Jeanne Clynne, dancer, replaces Peggy Holmes Monday (29). William Hearne replaces Armando Sisto. June Havoc, Wilbur Evans, George Givot and Paul Haakon to St. Albans Naval Hospital June 4 to entertain G.I.'s. Todd offices move to new quarters shortly—their own five-story building at 10 West 56 Street. Mike Todd off to Coast Wednesday (24) to scout male leads for "Catherine Was Great." Due back Wednesday (31), when delayed re-hearsals are skedded to get under way.		
Oklahoma! (St. James) .. 3-31, '43	3-31, '43	495
Alfred Drake and Joan Roberts leave cast Wednesday (31). Former will vacation in Florida before heading for the Coast. Celeste Holm leaves June 3 for Hollywood. Will probably not return to show. Edna Skinner takes over her assignment. Lee Dixon has been out sick since Monday (22). Paul Shiers is filling in for him. Frank Hall, stage manager, leaves June 1. Reggie Hammerstein takes over s.m. slot. Cast vacations are beginning. Guild is giving everybody who has been in show over a year a week's vacation with pay. Ballet pixed last week as permanent record for Agnes DeMille and Guild archives. Decca plattered three more numbers Thursday (25), making a complete score for an eight record album. New additions are: "Farmer and the Cow-man," sung by Betty Garda and Ralph Riggs with chorus; "It's a Scandal and an Outrage," sung by Joseph Buloff, and "Lonely Room," sung by Alfred Drake. Beginning June 6, Guild is arranging special Tuesday mats for servicemen and women; \$2.10 tops with seats on sale only at CDVO Information Center. No cits allowed in.		
One Touch of Venus ... 10- 7, '43	10- 7, '43	271
(46th St.)		
Mary Martin and Paula Lawrence have been signed to another year's contract. Ben Cutler replaces Benny Baker when latter bows out Wednesday (31). Art Davis replaces Bert Fried Saturday (27). Jack Mann takes over for Teddy Hart Wednesday (31), and Murray Loney Monday (22). Harold Stone preems his streamlined "Man Who Came To Dinner" company for Pawling Rehabilitation Center G.I.'s Sunday (28).		
Ziegfeld Follies, The... 4- 1, '43	4- 1, '43	489
(Imperial)		
Usual June 1 changes hitting show. Showgirls Chris Lane, Joanne Jaap and Betty MacKenzie leave and Pat Flynn, Margo Rivero and Ceselia Nelson fill their places in the line. Pat Pate, currently of the Zebra, comes into spot of retiring Christine Ayres. Marylin Hightower won't leave after all, as reported. She will move up into featured dancing slot to replace Nadine Gae. Kay Lewis, also of dance line, moves into specialty slot vacated by Pat Hall. Sylvia Duval, Patty Mahr, Suzanne Pierco and Diana Mason add to the chorus line, filling spots left open by Laurina Corrigan, Marjorie Backus, Hightower and Lewis. Remy Martel, ex-"Something for the Boys," joins boys dancing line in place of Eddie Danes. Bubbles Mandell is back with show after a short whirl in "Allah Be Pleased."		

## Ballets

Ballet Theater .....	4- 9, '44	52
(Met. Opera House)		
REVIVAL		
New Moon .....	5-17, '44	13
Closing date May 20 previously printed in error. Revival skeds to run a full three weeks.		

is hardly a tune that you can remember 10 minutes after hearing it. *Loving at Second Sight* is probably the top of the list, a reasonably pretty ballad that might get some juke-box play. *Lion and the Lamb* and *Mouse Meets Girl* likewise have ear possibilities, but the tunes aren't helped any by the out-and-out inuendo of Edgar Eager's lyrics. The latter seems to have been eager to drag in any sort of two-way pitch for a laugh. Unfortunately the laughs don't come. Balanchine has devised some brilliantly imaginative choreography to which the set-up of *Music* lends itself ideally. But the best of dancing and lush production can't make it stand up.

*Music* is woefully short on comedy. What there is of it is in the competent hands of Leonard Elliott, who interpolates a couple of adaptations of his club routines. Elliott sells fun and while he's doing his stuff things pick up. Too bad, they don't work him harder. Vera Zorina is gracious and graceful as usual. Charming to see and hear in the dream sequences, even if she is hardly convincing as a soap-opera career woman. Ronald Graham supplies a pleasantly romantic atmosphere and Joy Hodges sings and acts the brunette menace adequately. Betty Allen makes what she can of the vague bits of comedy which have been tossed to her as Sinbad's over-loving

wife. There is a first-rate tap specialty by a gal in the second act which rates a special salute, but as the program doesn't state which one of a half-dozen she might be, it is impossible to offer it by name.

"Music" is gaited to give radio a bit of a rib, and it is possible that air-casters might scan bits of it with some favor for airing. However, relying as it does on color and movement rather than anything solid in dialog, and being not too distinguished on the melodic side as well, it seems unlikely that it is an ether dish.

## Magic

By Bill Sachs

**R**ICHARD HIMBER, band leader-magician and a master in both departments, hopped to Hollywood last week to huddle with Orson Welles on a deal which promises to put an honest-to-goodness magical extravaganza, the likes of which have never been seen, on Broadway in the fall. The Himber-Welles plans, it is reported, are so revolutionary as to almost border on the fairy tale. In addition to financing the venture, Himber and Welles will have a prominent part in the musical comedy magical production, and will surround themselves with a galaxy of the nation's leading magical luminaries. Among those said to be practically set for the show are Cantu, Dal Vernon, and Jack Miller, of giant-card fame. . . . ON HIS RECENT engagement at Coney Island, Cincinnati, Ork Leader Himber had his Cincy magic friends goggled-eyed with his specially-built, exclusive magic nifties which he totes around with him on the road. Himber's chief delight comes in fooling magicians, and you can say that he succeeds most of the time. One of his guests in Cincy was Stewart Judah, the town's leading magical ace, no mean trixster himself, and never one to go overboard on praise for a trick. It was the first time we'd heard Judah go into ecstasies over another magician's wares. . . . HANK SIEMAN, vent, set for the June 15 week at the Hippodrome, Baltimore. He closes Sunday (4) at the Gaiety, Montreal. . . . BOB NELSON, of Nelson Enterprises, Columbus, O., last week mailed out the first copies of his new No. 20 catalog. Contains a flock of nifties for magi and for the emcee looking for a hypo to his act. Nelson's new book, *Encyclopedia of Mentalism*, is due to come off the presses early in June. . . . LESTER LAKE (Marvelo), due back in Cincinnati soon from a USO tour, postals that he enjoyed a magical bull session with George Pearce, New Orleans' No. 1 magic man, last week. . . . CLIFFORD, operator of Clifford's Ghost Party, now in Warner houses in West Virginia, is seriously considering reviving his old standard hypnotic act under his original title of Punjab.

**H**AL HAVILAND, recently given a medical discharge from the army after two years in the Aleutians, has resumed with his *Capers With Papers* in theaters and niteries. He appeared last week at the Temple Theater, Jacksonville, Fla. . . . GALLI GALLI, the Amazing Mr. Ballantine and George Marquis appeared in the vaude revue staged at the Shrine Ceremonial, Syria Mosque, Pittsburgh, Saturday, May 20—three magi on an eight-act bill booked by Joe Hiller. . . . BALLANTINE opens at the Paramount Theater, New York, June 21. . . . AL PAGE AND COMPANY, after a two-week layoff at their home in Cincinnati to permit Al to undergo dental renovations (which, incidentally, now make him as flashy-looking as the rest of their show), resume this week with more nitery bookings. At this writing, their destination was Montreal. Mr. and Mrs. Page were visitors at the magic desk several times in recent weeks. Their son, attending school in Cincy, joins them late in June. . . . MELODIE LAYNE is the new fem assistant with Marquis the Magician, with Jackie Gallagher also back on the Marquis roster in an assisting capacity. . . . LENORE WALTON, vivacious red-headed magic gal from up New York way, has been in Cincinnati the past week, visiting with her brother, George Walton, chemistry professor at the Cincinnati College of Pharmacy and himself an amateur conjuror. While in Cincy, Lenore was kept busy on a string of dates set by Ruth Best, Cincy agent. Miss Walter was a magic-desk visitor Friday (26) of last week and kept the staff entertained, not with her magic, but with her wit and personality. . . . DR. PAUL KARA, the original, reported dead on numerous occasions in the past, is still very much alive. He's at present doing service on a Pacific merchant vessel whose home port is San Francisco. . . . In the '20s, Kara was one of the nation's leading mentalists. . . . LOO GAN has left the Marquis show to present his own Chinese mysteries in niteries. Began his route at Oil City, Pa., May 21.

## Special Services Show Amuses GI Via GI Material

(Continued from page 4)

service men and women overseas with pre-tested material for soldier shows which they themselves could produce for their own entertainment between visits from USO-Camp Shows troupes, between details and between patrols.

Brig. Gen. Joseph W. Byron, chief Special Services Division, Army Services Forces, who was born on an army post and knows what moping can do to morale, returned from a 100,000-mile tour of the fighting fronts last February with the realization that the men overseas needed a master blueprint script which could be done in part or in toto by army units around the world. It had to be pre-fabricated, as the men overseas have time to adapt and use but not conceive this type of material; also so it could be used under battle conditions, in all kinds of weather, in any or no building, provide an opportunity for the soldier, the WAC, the nurse, the officer, the Red Cross, even the local civilian, to participate.

It also had to be good and it had to be simple so it could be whipped up pronto. This is it.

About Face ran 70 sock minutes. As the men overseas will get it, About Face will include a number of additional and alternate skits and songs, probably about two hours of material.

The interesting part of the venture, at least to the trade, is that the first blueprint contains enough good material in skits, laughs and performers to stock a hit Broadway musical. And the music will send the dogfaces away whistling their own hit tunes.

Actually, of course, all of showbusiness and in particular the visiting players, which these blueprints are designed to augment, will benefit from the idea, as every overseas trooper will now be bitten by the trouper bug. Likewise, the performers in service will have an opportunity to keep their hands in by working with new and expert material.

Thus, Pvt. Lenny Kent, last seen locally as comic and emcee at LaConga and the Paramount, and Pvt. Jules Munshin, of Army Play By Play and sundry radio and film chores, both blossomed at the Camp Shanks preem (See Special Services Show on opp. page)

## Duopoly Swap Down Louisiana-Arkansas Way

**NEW ORLEANS, May 27.**—The *Shreveport Times*, owner of KTBS-NBC and KWKH-OBS, Shreveport, has swapped stations with the owners of KTHS-Blue, Hot Springs. The Hot Springs group will take over KTBS and *The Times* takes KTHS. If the FCC okays the deal, it will allow *The Times* to conform with duopoly rules.

A great deal of exec shuffling is taking place in an attempt to clear up the interlocking ownership of the three stations. John O. McCormack, part owner and general manager of KTBS and general manager of KWKH as well as prexy of KTHS, will manage only the Hot Springs station. Fred Ohi, of KWKH, moves up to the general manager post there. The combined Shreveport staffs will be split up between KWKH and KTHS.

Shreveport and Hot Springs are so close together that they are sometimes called suburbs of each other.

## Phil Language Segs Dwindle

**PHILADELPHIA, May 27.**—Revision of foreign-language schedules on WHAT cuts their broadcasts to the bone and it is not improbable that they will disappear entirely from the local radio scene. At present the foreign-language programs are carried only on WDAS, WHAT and WTEL, last two stations sharing time.

WHAT, in dropping Jewish programs, leaves WDAS the only station in town airing this language. Polish programs, carried on all three stations, are expected to be dropped by WHAT.

Instead, WHAT is building up its Italian programs, which remain the only real profitable ones in local language radio. Station has set aside 1 to 1:45 p.m. and 5 to 5:45 p.m. daily for the Italian business, with 9 to 9:30 p.m. on Sundays, and an hour's labor program on Saturday at 10 a.m., fed from New York.

## Burlesque Notes

By Uno

**ANN CORIO**, Mrs. Emmett R. Callahan up to last November, became Mrs. Bob Williams April 18 in Ensenada, Mex. . . . **JACK ENSLEY**, former husband and manager of Valerie Parks and now owner of *The Showboat*, a dance spot outside Indianapolis, was mentioned in *The Indianapolis Star* as taking a second middle-aisle trip May 3, this time with Norma Chenoweth, non-pro. . . . **PAUL J. KANE** now a captain in the artillery at Fort Bragg. . . . **PVT. JOHNNY A. KANE**, Paul's brother, a former burly show manager, expects to go overseas soon after his basic training at Sheppard Field, Tex. . . . **BETTY MONTGOMERY** gifted with flowers on her opening at Tony Gigliotti's Hawaii Club, Albany, N. Y., May 15. . . . **HUDSON**, Union City, N. J., wound up its Hirst Circuit season May 27, and the Empire, Newark, ditto, May 25. Both house managers reported record biz for 1943-'44. . . . **LEAH WAKEFIELD** opens in Boston, June 5, for a week each at the Globe and Howard, thence to the Troc, Philadelphia, and the Republic, Ocean View, Va. . . . **JACK MANN**, comic, replaces Teddy Hart in *One Touch of Venus* June 5.

**NANCY BLAIRE**, Hirst Wheel feature, opened June 2 for two weeks at the National, Detroit, after which she vacations for the rest of the summer at her home in Chicago. . . . **GEORGE ROSE**, straight man, to vacation at his five-acre farm in Amagansett, L. I. . . . **FRED O'BRIEN** to produce at the Globe, Atlantic City, which opens June 16. . . . **RITA YORKE**, tap dancer, formerly in niteries, is a newcomer in burly on the Hirst Wheel. . . . **IZZY HIRST** has just purchased the Globe, Atlantic City, for \$225,000; house to rotate summer stock with the Troc, Philadelphia. . . . **MARGO MEREDITH**, ex-burly principal, for a long time at Will Rogers Sanatorium, Saranac Lake, N. Y., recently appointed librarian and overseer of the Spring Garden at the Lodge. Harry Jackson, former burly comic, is a new Saranac arrival, and Ben Schaffer is back there after a 10-day furlough visiting burly friends in New York. . . . **PVT. HARRY KANE**, singer, with 15th Spec. Serv. Co., overseas, while entertaining in one of the camps, met Al Cartier, brother of Natale, number producer in burly stock on the Coast. He wants to hear from Red Buttons, Mac Dennison and Jerry Adler.

## CAREER ANGEL

(Continued from page 28)

a decidedly uneven job. There are still moving interludes and spontaneous humor, but it aims for a made-to-order slickness which is at odds with the obvious mood and tempo of the first notion. Brother Fedell's had developed into a waspy, womanish, overplayed cleric, who would have no place in Holy Orders. The angel, while still a droll spirit, has become slangily out of hand and in more obvious gagged-up moments downright tiresome. The direction of the little tykes of the student body doesn't add anything, either. Most of the time they are trotted thru their paces like a Big Top pony troupe—nicely coached, but thoroly regimented.

For the most part, none of this is the fault of the players. Whitford Kane adds another top portrait to his list as the wise and warm-hearted Brother Seraphim. He has caught the warmth and understanding with which the author has endowed the character. It would be hard to find a flaw in his performance. Glenn Anders errs slightly on the side of whimsical impishness as the guardian angel, but his faults lie more on the doorstep of lines and direction. In general he makes him an amusing fellow. Donald Foster's Brother Gregory is sincere and sympathetic. Ronald Teifer as the waspish Fidelis corrals his quota of laughs per script and author's intent. He gives a fine performance within the limitations provided by both.

There is more than one bit of "Angel" that could be welded into an intriguing spot of air-show. It has its unpretentious high spots and they're good. With Kane at the mike to breathe life into them, air-casters could do worse than give Seraphim and his angel the once over, with a view to etherizing them into the parlor.

Bob Francis.

## New Playhouse Prepped For Atlantic City Legit

**ATLANTIC CITY, May 27.**—Altho plans for the Garden Pier Theater to bring legit to the resort this summer has fallen thru, Atlantic City is going to have a playhouse of its own after all. Lawrence Shubert Lawrence, managing director of the three Shubert houses in Philadelphia, signed a three-year lease with Bennett E. Tousley, manager of the Chelsea Hotel, to operate the hotel's large ballroom as a legitimate theater.

The ballroom will become the Chelsea Playhouse, Lawrence operating it apart from the Shubert interest, with Jules Leventhal reported as the interested party. Mark Wilson, who manages the Shubert's Locust Street Theater in Philadelphia, will manage the resort playhouse. Work has already started on the grading of the floor and installation of seats. The ballroom is to be redecorated and redesigned to turn it into a real theater.

Formerly called Westminster Hall, the Chelsea Ballroom is one of the largest in this resort. In the past it has housed many big conventions and its acoustics are excellent.

Lawrence announces the formal opening of the Chelsea Playhouse on July 2 with *Arsenic and Old Lace*. Succeeding shows are *Junior Miss* and *Blithe Spirit*. But what promises to restore Atlantic City to its predepression status as one of the most important summer trout towns for new plays is the announcement that Lee Shubert and other producers are currently arranging to preem several new plays at the Chelsea Playhouse.

Lawrence plans to operate the theater thru the early weeks of September. If business conditions warrant, may also present a few plays during the winter months.

## Legit for London Vauder

**LONDON, May 27.**—George Black announces that two-a-day intact vaude which has been the policy at the Palladium, London, England's ace house, since August last, will end this month. Next production is set for early June, when a musical headed by Tommy Trinder and Frances Day and bringing to the West End a phenomenal Scottish singer, Robert Wilson, who scorns a mike, will be on view.

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# ROUTES

## Acts • Units • Attractions



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

Alda, Great (Aloha) NYC, nc.  
Adler, Larry (Empire Room) Chi, h.  
Akin's, Bill, Continental Four (Indiana) Fort Wayne, Ind., h.  
Alpert, Larry (Queens Terrace) NYC, nc.  
Amazing Mr. Ballantine (Earle) Phila 2-8, t.  
Andre, Stella (Octjen's) NYC, re.  
Appletons, The (Lookout House) Covington, Ky., nc.  
Arenos, The (State Fair) West Allis, Wis., 25-June 2, p.  
Austin, Virginia (Adams) Newark, N. J., t.

### B

Bac, Norman, Dancers (Lookout House) Covington, Ky., nc.  
Baldwin & Bristol (Riverview) Pennsville, N. J., p.  
Banks, Sadie (Old Roumanian) NYC, nc.  
Barrett, Sandra (Chez Paree) Chi, nc.  
Baylos, Gene (Capitol) Washington, t.  
Belmont Bros. (Lido) South Bend, Ind., nc.  
Bergen, Jerry (Club 18) NYC, nc.  
Bernard, George & Gene (Oriental) Chi, t.  
Berry Bros. (Zanzibar) NYC, nc.  
Blakstone (Last Frontier) Las Vegas, Nev., 26-June 8, h.  
Blanchard, Jerl (Club 18) NYC, nc.

### C

Carlisle, Charlie (Bowery) Detroit, nc.  
Catts, Joe, Lou & Marilyn (Capitol) Washington, t.  
Cavalliers of Rhythm, Three (Eddie Stevens Lounge) Cleveland, nc.  
Chance, Lucille (Regal) Chi, t.  
Chandra-Kaley Dancers (Capitol) Washington, t.  
Chords, The (Slapsy Maxie's) Hollywood, Calif., nc.  
Coffey, Bob (Chicago) Chi, t.  
Condes, Eve (Circle) Indianapolis, t.  
Conway & Parks (Regal) Chi, t.  
Cook, Gerald (Cafe Society Downtown) NYC, nc.  
Cortez, Florez (Te Pee) Miami, nc.  
Corwin, Don (Gamecock Cafe) NYC, nc.  
Cossack, Don, Co. (Music Hall) NYC, t.  
Courtney, Del (Riverside) Milwaukee, t.  
Crane, Phil & Mildred (Roosevelt) New Orleans, h.

### D

Dagmar, Bert (Moose Club) Fort Wayne, Ind., 29-June 1; (Moose Club) Marion 2-4.  
Dainty, Francis (Monoco's) San Francisco, nc.  
Dale, Jimmy (406 Club) NYC, re.  
Darrow, Chick (McGouhs) NYC, nc.  
Davis, Rufe (Earle) Washington, t.  
De Croff, Ann (Astor) Montreal, nc.  
DeMay & Moore (Leon & Eddie's) NYC, nc.  
Del Martins (Carman) Phila, t.  
Della & Drigo (George Washington) Jacksonville, Fla., h.  
Dennis & Sayers (Laurier) Lowell, Mass., h.  
Dennis Sisters (Carman) Phila, t.  
DeQuincey & Givens (Dixie) NYC, h.  
Diamond Bros. (Albee) Cincinnati, t.  
Dodge, Nancy Lee (Armando's) NYC, nc.  
Dolphin, Chester (Orpheum) Omaha, t.  
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
Downey, Morton (Waldorf-Astoria) NYC, h.  
Drake, Robt., & Little Jeanne (Town Ranch) Seattle 30-June 10, nc.  
D'Ray, Phil (Bismarck) Chi, h.  
DeSimone, Cheena (Grand Terrace Casino) Detroit, nc.  
Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.  
Dupree & Charlo (Palace) Cleveland, t.  
Durant, Jack (Palace) Cleveland, t.

### E

Eberle, Ray (Chicago) Chi, t.  
Edwards, Cliff (Capitol) Washington, t.  
Elder, Althea (Copacabana) NYC, nc.  
Emmy, Carlton (Music Hall) NYC, t.

### F

Fair, Fernandes (Blackhawk) Chi, nc.  
Fanchon (Harlequin) NYC, nc.  
Ferrara, Don (Chi-Chi) Palm Springs, Calif., nc.  
Fields, Benny (Latin Quarter) NYC, nc.  
Fields, Herbie (Downbeat) NYC, nc.  
Florenz, Cleon (Circle) Indianapolis, t.  
Foo, Loowa (Swing Club) NYC, nc.  
Fostaire (Esquire) Norfolk, Va., nc.  
Franklin, Edith (Aquarium) NYC, re.  
Freed, Bob (Ruth's Victory Room) Fall River, Mass., nc.

### G

Galaute & Leonard (Wm. Penn) Pittsburgh, h.

Gale, Jerry (Salon Madrid) NYC, h.  
Gallus, John (Blitzmore) Los Angeles, h.  
Garcius, The (Oriental) Chi, t.  
Garretson, Marjorie (Blumbo's 365 Club) San Francisco until June 29.  
Gautier's Steeplechase (Capitol) Washington, t.  
Gay Nighties (Palace) Columbus, O., t.  
Gay '90s Revue (Hipp) Baltimore, t.  
Gillette & Richards (Tower) Kansas City, t.  
Glens, The (Chicago) Chi, t.  
Gorday & Triano (Chez Paree) Chi, nc.  
Gray, Wilma (Cafe Society Downtown) NYC, nc.  
Green, Al (Club Zebra) NYC, nc.  
Green, Mitzl (Center) Norfolk, Va., t.  
Grimaldi, Marie (Music Hall) NYC, t.

### H

Hart, June (Curley's) Minneapolis, c.  
Haviland, Hal (Academy) Lynchburg, Va., 6, t; (Roanoke) Roanoke 7, t.  
Hayes, Bruce (Taft Grill) NYC, h.  
Hellman, Daphne (Ruban Bleu) NYC, nc.  
Hendricks, Marcella (Louise's Monte Carlo) NYC, nc.  
Henning, Pat (Adams) Newark, N. J., t.  
Henry, Art & Marie (Faust) Peoria, Ill., nc; (Thrill Circus) Birmingham 6-12.  
Herbert, Jack (Jefferson) St. Louis, h.  
Herzogs, Five (Center) Norfolk, Va., t.  
Higgins, Peter (Beverly Hills) Newport, Ky., cc.  
Holiday, Billie (Ruban Bleu) NYC, nc.  
Hopkins, Bob (Carman) Phila, t.  
Howart, June (Club 78) NYC, nc.  
Howard, Willie (Roxy) NYC, t.

### I

Inclan, Marlon (Cafe Pierre) NYC, h.  
Jagger, Kenny (Sportsman Club) Indianapolis.  
Jaroff, Serge (Music Hall) NYC, t.

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Jean, Jack & Judy (RKO-Boston) Boston, t.  
Johns, Diana (Jimmy Kelly's) NYC, nc.

### K

Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.  
Kaye, Phil (Old Roumanian) NYC, nc.  
Kennedy, Edgar (Albee) Cincinnati, t.  
Kerr, Jack (No. 1 Bar) NYC, h.  
Knapp, Marjorie (Lookout House) Covington, Ky., nc.  
Kramer, Henry, Midgots (Victory) Saginaw, Mich., nc; (Kentucky) Toledo, O., 5-11, nc.

### L

LaBato, Paddy (Chez Paree) Denver, nc.  
Lamb, Gil (Chicago) Chi, t.  
Lane, Loretta (Old Roumanian) NYC, nc.  
Lathrop & Lee (Chicago) Chi, t.  
LaZellas, Aerial (Stork) Council Bluffs, Ia., 23-June 4, nc.  
Levol, Pat & Willa (Shrine Circus) Omaha 31-June 7.

### M

Mack & Desmond (Center) Norfolk, Va., t.  
Mage & Kerr (RKO-Boston) Boston, t.  
Maison, Gil & Bernice (Orpheum) Omaha, t.  
Marcus, Doc (Latin Quarter) NYC, nc.  
Margo, Beryl (Tropic Isle) NYC, nc.  
Mario & Floria (Empire Room) Chi, h.  
Marionettes, LeRoy (La Salle) Chi, h.  
Marlow, Sid (Tropic Isle) NYC, nc.  
Marshall, Jack (Rio Cabana) Chi, nc.  
Martin, Dean (Glass Hat) NYC, h.  
Martin, Teddy (Latin Quarter) NYC, nc.  
Maurice & Maryea (Blackhawk) Chi, h.  
Max & Gang (Adams) Newark, N. J., t.  
Mayhoff, Eddie (Blue Angel) NYC, nc.  
Midnight Zombie Jamboree (Brainard) Braintree, Minn., 31; (Leb.) Cloquet June 1; (Palace) Superior, Wis., 2; (Lyric) Duluth, Minn., 3, t.  
Miller, Ted & Art (Hipp) Baltimore, t.  
Mimovitch Rascals (Circle) Indianapolis, t.  
Moro & Yaconelli (Center) Norfolk, Va., t.  
Morrison, Jack (Tower) Kansas City, t.  
Mosier, Gladys (Cafe Madison) NYC, h.  
Munro & Adams (Ball) Phila, nc.

### N

Nightingales (Regal) Chi, t.  
Niva, Vera (Old Roumanian) NYC, nc.  
Novellos, The (Tower) Kansas City 26-June 1, t; (Stratford) Chi 3-4, t.

### O

O'Brien & Evans Duo (Elks) Quincy, Ill., h.  
Orrica, Don (Club Zebra) NYC, nc.  
Ortega, Eva (Camella House) Chi, h.  
O'Toole, Ollie (RKO-Boston) Boston, t.

### P

Page, Joe, & Nona (Tivoli) Sydney, N.S.W., Australia, until Sept. 23, t.  
Pansy, the Horse (Riverside) Milwaukee, t.

Parker, Jack (Downbeat) NYC, nc.  
Payne, Frank (Beverly Hills) Newport, Ky., cc.  
Pickwell, Priscilla (Tropic Isle) NYC, nc.  
Pierce, Jack, Radio Jamboree (Visulite) Staunton, Va., 29-31, t.  
Plummer, Lorraine (Club Cobra) NYC, nc.  
Price, Dorothy (Blackstone) Chi, h.  
Price, Georgie (Mayfair Room) Chi, h.

### R

Rancheros, Los (Havana-Madrid) NYC, nc.  
Raye & Pedro (National) Louisville 29-June 1; (Riverside) Milwaukee 2-8, t.  
Raymond, Ed (Polack Circus) Los Angeles 2-11.  
Raymond, Norma (Amen Corner) NYC, nc.  
Read, Kemp (Luke's Lodge, Newport Beach) Newport, R. I., h.  
Relly, Betty (La Conga) NYC, nc.  
Revue, The (Blue Angel) NYC, nc.  
Reyes, Reva (La Vie Parisienne) NYC, nc.  
Reyes, Paul & Eva (Havana-Madrid) NYC, nc.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.  
Ritter, Eileen (Earle) Washington, t.  
Roberto & Aldita (Jimmy Kelly's) NYC, nc.  
Roberts, Al Whitey (Lookout House) Covington, Ky., nc.  
Robbins, Gayle (Beverly Hills) Newport, Ky., cc.  
Rooney, Anne (Albee) Cincinnati, t.  
Rooney, Ed & Jenny (Harlocker's Circus) Waterbury, Conn., 5-10.  
Rose's, Billy, Diamond Horseshoe Revue (State) NYC, t.  
Rose Marie (La Martiniere) NYC, nc.  
Roy, Don (Cat & Fiddle) Cincinnati, nc.

### S

Semon, Primrose (Madison) Baltimore, nc.  
Sharkey, Little Jack (51 Club) NYC, nc.  
Sharon, Nita (Esquire) Norfolk, Va., nc.  
Shaver, Buster, with Olive & George (Riverside) Milwaukee, t.  
Shutta, Ethel (Rio Cabana) Chi, nc.  
Simpson, Carl & Faith (Orpheum) Los Angeles 29-June 3, t.  
Slater, Jane (Orpheum) Omaha, t.  
Spears, Basil (La Vie Parisienne) NYC, nc.

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Spruce, Danny (Brown Derby) Chi, nc.  
Stone, Terry (Ferdinando) Hartford, Conn., nc.  
Stuart & Lea (Rio Cabana) Chi, nc.  
Sumner, Joan (Le Jardin du Perroquet) NYC, h.  
Sumner, Helen (Ivanhoe) Chi, re.  
Sups, Three (Piccadilly) NYC, h.  
Sutton, Jimmy (Havana-Madrid) NYC, nc.

### T

Teresa & Luisillo (Havana-Madrid) NYC, nc.  
Texas Tommy & Baby Doll (Grand Terrace) Detroit 29-June 4, nc.  
Therrien, Henri (National) Richmond, Va., 1-7, t.  
Tip, Tap & Toe (Paramount) NYC, t.  
Trent, Don (Tropic Isle) NYC, nc.  
Tweedy Bros. & Cindy (Ace of Clubs) Steubenville, O., nc.

### U

Urban, Frances (Lookout House) Covington, Ky., nc.

### V

Vincent, Larry (Lookout House) Covington, Ky., nc.

### W

Wain, Bea (Stanley) Pittsburgh, t.  
Wallace Puppets (Oriental) Chi 2-8, t.  
Walton & O'Rourke (Albee) Cincinnati, t.  
Walzer, Oscar (Salon Madrid) NYC, h.  
Warren, Annette (Carter) Cleveland, nc.  
Washington, Travis (Pied Piper) NYC, nc.  
Water Follies (Fairgrounds) Salt Lake City.  
Wesson Bros. (Paramount) NYC, t.  
Wheeler, Bert (Stanley) Pittsburgh, t.  
Wilcox, Verne (Beverly Hills) Newport, Ky., cc.  
Williams, Hermanos (Latin Quarter) NYC, nc.  
Willis, Phyllis (Tower) Kansas City, t.  
Wynter & Angelina (Pierre) NYC, h.

### Y

Yeo, Mary Jane (New Yorker Terrace) NYC, h.  
Young, George (Music Hall) NYC, t.  
Yvonne & La Marr (Salon Madrid) NYC, h.

### ASCAP SETS RATES

(Continued from page 4)

cent on a per-program license. Film houses pay anywhere from 10 to 25 cents per seat, depending on the size house. For example, the New York Roxy pays 20 cents per seat per year to ASCAP.

Scheduling of rate cards was approved by the ASCAP board of directors a few weeks back, and as seen in the trade it will probably not too greatly affect the income now coming into the Society from its mass of general licensees. It's believed that, although certain places will automatically pay less to the Society, other places will have to pay more for their license.

After the ASCAP field men try out the schedule of rates for six months, the figures will be made available to the public.

### SPECIAL SERVICES SHOW

(Continued from opposite page)

as crackjack comics. Kent was a pip in a specialty song, *Why Do They Call a Private a Private?*, in *Civilian Selective Service* and KP, blackouts, and his resume routine familiar to showfolks. Munshin scored with another specialty number, *Dogface*, and the *Sex Lecture* skit.

Other known quantities were Pvt. Vicente Gomez, concert guitarist, who did his specialty in the PX finale; Sgt. Walter Gross, CBS pianist and conductor, who batoned the pit crew; T/S Bob Lieb, of legit; Pvt. Leon Gray, last with Fred Waring, who sang a swell torcher, *First-Class Private Mary Brown*; Sgt. Lynn Durkin, of the niteries, who piped another ballad, *When He Comes Home*; Lieut. Tom Massey, who hoofed with Jo Ann Miller in the class hotels, and did a couple of specialties here. Likewise sharp in the professional savvy department were soldier songsmiths Pvt. Frank Loesser, Pvt. Hy Zaret, T/Sgt. Peter Lind Hayes, who did the music along with civilian cleffers, Jerry Livingston and Lou Singer.

The same accolade goes to Pvt. Arnold Auerbach, one-time Fred Allen scripter, who divided the skit chores with civilians Howard Harris and Sid Zelinka, Mort Lewis and Dave Schwartz, all w. k. radio writers.

T/Sgt. Frank Kramer did the lighting; Pvt. Lester Lewis was stage manager; WAC T/5 Jean Hahn, his assistant; T/5 Sol Rosinsky, Pfc. Ernest Scriver and Pfc. Paul Cunha were the stagehands; WAC Pvt. Rose Rubenstein conceived and made the costumes with the aid of American Red Cross volunteers. Sets were by Sgt. George Peed, ex-Walt Disney animator, and Sgt. Bob Majors, a prize-winning amateur artist.

George S. Kaufman, Abe Burroughs, scripter for Ed Gardner, and Corp. Harold Rome also lent a hand. Maj. Harry Salter, crack radio ork pilot, supervised the music and arrangements. Bob Gordon, who staged *Pins and Needles*, drew a deserved accolade from Camp Shanks for his expert staging and direction.

The material was all army from idea, to lingo, to motivations, and as such it tickled the risibilities of the soldier audience. From the opening, which ribbed army red tape, thru *Life in the Barracks*, which dealt with the non-existent sumptuous living quarters and maid service; *Civilian Selective Service*, which needled the draft boards; the aforementioned *Sex Lecture*, which was obviously hilarious; thru these and the KP blackout about the psychologists, thru all this and more it was first of all prime entertainment and smart showbiz. Secondly, and insofar as the army is concerned most important, it was excellent army fare and perfect for overseas presentation and production.

More howlings, laughs and wolf-calls—the latter especially when WAC T/4 Bonnie Vaughn sang *Gee, But It's Great To Be in the Army* and *The Lass With the Delicate Air*—this reviewer hasn't heard since the Marx Brothers were around.

Note: All the tunes are copyrighted by their writers, with the army having first call on their use. Commercial release sometime in the future.

Lou Frankel.

### Ice Shows

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.  
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.  
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.  
Skating Vanities (roller): (Madison Sq. Garden) NYC 3-11.

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## Kennedy to Adapt Amusement Machines to Educational Use

DETROIT, May 27.—A deal that will allow some of the most definite post-war planning in the music and Soundies field yet visualized has been consummated by Don Kennedy, head of Detroit Panoram, Inc., who has sold his machines to the newly formed Soundies Operating Company, Inc. The latter is a new subsidiary of Soundies Distributing Corporation, producers of the reels used in many of these machines.

Kennedy is retaining a small one-man route of 10 machines, which he will operate himself for the duration, changing the name of his company to Visual Engineering, Inc. He will do experimental work in the field, adapting this type of machine to educational use. Operations of the Soundies Operating Company, Inc., will be handled out of the present Detroit Panoram office. George Haskins, formerly of Piccadilly Theater, who has been associated with Soundies service here for some years, has been named general manager of the new company.

### Seeks Factory Locations

Kennedy's objective is to place machines in factories and schools, rather than in public locations such as restaurants and taverns. He is planning to take on a dealership or distributorship for one of the major manufacturing companies in this field. He plans to adapt such projection equipment so that it can be operated by remote control for automatic showing, or for standard projection.

Kennedy is developing a special container for the projection unit, approximately 26 inches by 30 inches, with a separately placed screen, not in the same unit as in the familiar type machine now seen. Screen will be about three feet by four, instead of the conventional 18 by 20 inch screen now used. It will be available for either translux or normal projection—that is, either for projection thru the screen as in usual Soundies installation, or upon it, as in the conventional theater installation.

### New Lower Priced Projectors

The development of this field will probably be spectacular after the war, Kennedy said, indicating that he is making plans to operate on a national scale. Various major manufacturers, including some not now in this field, are working on new types of sound projectors for 16mm. film which will be on the market in the post-war period, he said, and pre-

dicted that, unlike such a major field as the automotive, where prices are expected to increase, the projection field will see a drop in price to about \$250-\$300, from the pre-war level of \$400 for a good projector. Both competition and the factor of mass production will combine to make this possible, he predicts.

Present government-owned 16mm. equipment is not likely to be released in quantities to flood the market, Kennedy said. Controlled lease of surplus materials to avoid dislocating the market is believed to be a government policy. At the same time, much of the present equipment will be rendered obsolete by the new models which will be available after the war, and the older ones will be necessarily junked.

### Sees Boom in 16mm. Films

"There will be a big market for this type of installation in sales promotion work after the war," Kennedy summarized. "Without a doubt, the 16mm. field will grow very fast in the post-war period. Every indication points to that. Various educators and institutions have already reached that conclusion.

"Everything points to the logic of taking advantage of the great work and the expenditure the government has made in training men in mechanics and many other fields during the war. The training film has proved its value in the war effort.

"And the men who have had training in work with these films will be available after the war. The 16mm. field will probably grow in importance to exceed the 35mm. field now represented by theatrical projection.

"Men who have been making the government training films will not be satisfied with anything else but this type of work. The government has trained them to train others.

"Projectors of this type will be used in industry and in education. Instead of the average schoolhouse having one projector as at present, there will be a projector in every room in the building." Kennedy visualizes an important business field in the sales and servicing of projection equipment of this type in all types of industries and institutions, and is laying his sights carefully for post-war operation in this field.

His former partner, K. Harner, who was secretary-treasurer of the company, is now in the army, stationed at Camp Pickett, Va.

Kennedy, who is a veteran Detroit motion picture operator, is a brother of Roger M. Kennedy, international vice-president of the IATSE, also a Detroit.

## Battle for New Britain Theme of New WAC Film

NEW YORK, May 27.—One of the most dramatic combat reports yet produced by the War Department, titled *Attack! The Battle of New Britain*, will be presented to the public thru the War Activities Committee, in co-operation with the Office of War Information.

The film, a six-reel feature, will be free to all exhibitors, with 450 prints turned over to the WAC by the War Department to insure rapid maximum distribution. RKO will handle the distribution without cost, and will prepare a special press book, trailer and advertising accessories.

*Attack!* dealing with the landings on Arawa and Cape Gloucester in New Britain was photographed by the U. S. Army Signal Corps, with the addition of a series of unusual air shots made by air force photographers. The film shows the initial all-American operation in the South Pacific.

Release of the gratis film has been set by RKO, in collaboration with WAC officials, for June 12. It is expected that its scenes, actual combat scenes and not re-enactments, will spur bond sales during the Fifth War Loan.

BOOGIE-WOOGIE DREAM, released by Official Films, Inc. A musical in which singer Lena Horne makes her 16mm. debut. Supporting cast includes Ammons and Johnson, boogie pianists, and Teddy Wilson and His Cafe Society Orchestra. Running time, 14 minutes.

## REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

## Wilmington Big For Nelson Unit

SOUTH NORFOLK, Va., May 27.—Snookum Nelson's All-Star Minstrels pitched their tent theater here this week after three weeks in Wilmington, N. C., which, according to Owner-Manager Max Gelfman, gave the show capacity business each night.

The first and third weeks in Wilmington were played on the 12th and Castle streets lot, with the second week put in on the lot at Ninth and Nixon. It was the first show to play the latter lot in four years. Manager Gelfman has ordered a new top to add 40 more feet to the auditorium space.

In the cast are Snookum Nelson, producer and chorus director; Clarence (Hot Papa) Turner, M. L. Lloyd and Possum Baldwin, comedians; Walter Scruggs and Jack McDonaldson, straights and emcee; the Turner Sisters, specialties; Julia Pepper, featured femme; Sid Perrin, musical novelty, and eight girls in line. Nine-piece band is under the direction of H. C. Johnson.

Josie Nelson is on the front ticket box; Lottie Bell Johnson, reserved seats; Odessa Perrin, wardrobe mistress; Richard Scott, manager of personnel; Mrs. Louise Gelfman, secretary, and Albert (Yellow) Williams, boss canvasman.

The Nelson Minstrels travel on six trucks, a 30-passenger bus and two private cars. Showing week-stands, troupe will play up thru North Carolina toward Pennsylvania from here.

## Rep Ripples

BENNY WULLKOTTE, formerly for several seasons with the Bryant Showboat in Cincinnati, and later bass slapper with various orchestral combinations, is still a lieutenant (j. g.) serving with the maritime service in the Mediterranean area. Writing under date of April 19, Benny says: "Been over here shuttling between North Africa and Italy since February. Left the States January 3. Received a letter from Billy Bryant recently, stating that they had sold the showboat and that Billy was looking for a tent. Ye gods! What next? From carp to tarp!"

ELLE DEANE PALMER, veteran trouper, has been confined for more than a year in Building 1, State Hospital, Byberry, Pa., near Philadelphia, from where she reports that she is mending nicely. Her daughter, Queen, is on a ranch in Oregon with her children, Amelia, Gloria and Vicky Jr.

MEL HUMMIZACK is reported readying his minstrel trick for dates booked in the Sheboygan, Wis., territory.

ENULDRA'S SHOW, four-people dance and show trick, is playing halls under auspices in the Las Vegas, N. M., area.

JACK AND PEGGY TAYLOR are still located in Tulsa, where Jack is employed in a ladies' shoe store, while Peggy plays piano for most of the road shows making that territory and for

## Apply for Gas

SHOW PEOPLE who use trucks to transport property will be required to apply, not later than June 15, for mileage and motor fuel allotments for their operations for the calendar quarter beginning July 1, 1944, the Office of Defense Transportation has announced, and a story on requirements appears in the Carnival Department of this issue.

## Show and Dance

By E. F. Hannan

THE show and dance idea is nothing new but to carry on a night's entertainment, including dancing, with three people doing the carrying, is getting about as near streamlining showbiz as can be imagined.

This summer such shows will carry on in hall and tent from Washington and Oregon to Arizona and Texas. Some have a radio tie-up but others operate on their own, and if the natives find that they have what it takes they invariably establish a territory.

At least two of these tricks are doing shortened dramatic bills, and this makes an old-timer think back to the days of the Tom actor who doubled in brass. This is another of the many proofs that the days of the tent in the sticks is not over.

Opry of the open spaces will not consent to die.

the Hey Rubel soldier shows in the territory. . . . DE CLEO, magician and escape artist, is back in harness after two years off the road as the result of an injury sustained in one of his escape tricks. He's now on tour with Paul Brown's pic-vaude tenter touring West Virginia.

MONTE MONTROSE, whose mother passed away at her home in Shenandoah, Ia., May 12, has joined the Nell and Caroline Schaffner Players for the summer. Monte has been off the road since the fall of 1942, remaining at home to take care of his mother. This will mark his fourth season with the Schaffners. Montrose infers that Neil Schaffner has lined up a solid cast and a new rep of plays of his own writing, and will again play his established territory in Iowa, Missouri and Illinois.

F. F. DOBLE has a two-people trick playing halls in Eastern Nebraska until Washington and Oregon fairs open. . . . M. M. BAILEY has a three-people unit in the Tahoka section of Texas, using short-cast bills and dramatic sketches with vaude.

M. N. LA TENDRE has a small trick in the Valleyfield, Que., sector, playing under auspices of local merchants. He is using bills by E. F. Hannan, playing them in French.

## WANTED

Combination Billposter and Lithograph Man. 5 towns to bill each week. No Saturdays or Sundays. Must have car. Wire lowest salary.

### GEO. D. HAY

Care W. S. M. Grand Ole Opry NASHVILLE, TENN.

## ROE NERO WANTS

Bus Canvasman take charge and keep equipment in repair, drive truck-trailer. Now outfit, easy to handle. Also Workingmen, Agent with car; flat salary basis. Easy attraction to book and advertise. Show already routed. Popcorn and Banner Concession open. No tramps, bums or boozers. Mostly one-night stands. State lowest salary. No collect wires. Want to buy 16MM. also 35MM. Portable Sound Projectors, standard makes; also Theatre Veneer Seats.

ROE NERO, Virginia, Virginia

## FOR SALE

COMPLETE TENT SHOW OUTFIT 50x115 Top, Stage, Scenery, Light Plant, five Chet. Ton 1/2 Trucks, Air Calliope, Reserve and Blues, Kitchen Outfit, Bedding, etc. For quick sale, \$2,500.00. Phone 1167 or write

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SALARIES START AT \$30.00 AND UP TO \$60.00 A WEEK Write or wire at once, explain all you can and will do. Enlarging show, can place you at once. Can place useful people around Snow Ball, Popcorn, Custard Machines.

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**ALBAUGH**—William A., veteran concert booker and operator of a theater ticket agency, in Baltimore May 20. He was the nephew of the late John W. Albaugh, operator of Albaugh's Theater, Baltimore. Survived by a daughter and a son.

**BASCH**—Felix, 55, motion picture actor and director, in Hollywood. Born in Vienna, he became a director and producer in Berlin and later moved to Hollywood to appear in pictures. He had appeared in several war films. Services at Beth Olan Cemetery, Hollywood May 19. Survived by his widow, Greta, and a son, Peter, in the army.

**BLAKESLEE**—George M., 69, former circus acrobat, May 21 of a heart ailment. In recent years he operated a turtle farm at Drayton Plains, Mich. Interment at Walled Lake, Mich. Survived by a daughter.

**BLATZ**—Emil, 86, who donated the Blatz Temple of Music in Washington Park, Milwaukee, in that city May 15. Blatz Temple of Music is a \$100,000 bandshell and amphitheater where concerts are given for the people of Milwaukee. Survived by a sister.

**BROWN**—Clark, theatrical manager, in Ashtabula, O., May 5. He was an old-time press agent for the Ringling circus and later publicity man for late Walker Whiteside. He was also Canadian general manager of Keith Theaters after having been vaude agent for the circuit. Together with Jack Hynes, he operated the Paramount and Park theaters, Youngstown, O. Surviving are his widow and two daughters.

**BURTON**—Harry D., 70, theater manager, in New York May 18. For years he was manager of the Orpheum theaters in Des Moines and Seattle, and New York manager of the Proctor Circuit. At one time he was also a franchised agent for the Keith Circuit and for several seasons manager of the Bill Robinson road show. Services at Thomas Quinn Funeral Parlor, Long Island, N. Y. Survived by his widow, the former Virginia Rankin, singer.

**CHESTER**—Mrs. Nellie, 83, of Seattle, founder and owner of the Pollard Lilliputian Opera Company which toured for a quarter of a century before World War I, in Manhattan Beach, Calif., May 18. Born in Tasmania, she grew up in a theatrical family. After her father's death she founded the Lilliputian Opera Company, composed mostly of Australians, and toured the world with a repertoire of light opera, including Gilbert and Sullivan works, *Ranaway Girl* and *Belle of New York*. Survived by three sons, Ernest, Frank and William; a daughter, May, and a sister, Lillian Finley. Services in the Church of the Flowers, Forest Lawn Memorial Park, Glendale, Calif., May 22.

#### In Memory of Our Loving Father and Brother

### George T. Chestnut

Who Died May 30, 1943.

A precious one from us is gone,  
A voice we loved made still,  
A place is vacant in our home  
That never can be filled.  
Sadly Missed by His

Son, M/Sgt. Fred L. Chestnut;  
Sister and Brother, Mrs. Molly Long, Morris J. Chestnut.

**CHRISTENSEN**—Peter, known in carnival show business as Harry (Dad) Ward, in Pawling Sanitarium, Troy, N. Y., April 29. He was formerly with Prell's World Fair Shows and Endy Shows. Interment in Oakwood Cemetery, Troy, May 1.

**COLE**—Alexander T., 68, musician, May 18 at Port Huron, Mich.

**CONWAY**—James J., 71, former circus troupier, following a long illness at his home in London, Ont., May 21. He was with the original Barnum & Bailey Circus in Europe and Buffalo Bill's Wild West. Survived by his widow. Interment in Salem, Mass., his home city.

**DEVONSHIRE**—William, 60, connected with the motion picture industry in Eastern Pennsylvania for many years, May 18 at the Harrisburg (Pa.) Hospital after a long illness. He was long associated with the Peerless Picture Company, Philadelphia, and in recent years was a theater manager for the Rosshelm Circuit in Bethlehem, Pa. Services in Philadelphia, with interment there May 22.

**DONOHUE**—James S., 42, concessionaire, at St. Luke's Hospital, Bethlehem,

Pa., May 16. Burial in Brooklyn May 19. Survived by his widow.

**ELLIS**—Mrs. Elmer, mother of Lynn Ellis, filer in the Reynolds and Donegan roller-skating act with the Ringling circus, in St. Elizabeth Hospital, La Fayette, Ind., May 20. Services and interment in Francesville, Ind., May 22.

### JIMMY DONAHUE

Died May 16, 1944

We wish to express our deep appreciation to all our friends for the kind messages and floral pieces.

### LOLA DONAHUE

**FRANKLIN**—J. Allen, 53, for many years a department head at the Georgia State Fair and a traveling salesman for the Fair Publishing House, at a Macon (Ga.) hospital May 23 following several months' illness of heart disease. Survived by widow and a daughter. Services at Midville, Ga., May 25.

**FRIEDMAN**—Jack, 42, known professionally as Jack Freems, following a heart attack in New York May 14. He was formerly a vaude producer in New York but had been working in a war plant in Bridgeport, Conn. Survived by a brother, George, emcee with a USO unit. Burial in Scranton, Pa., May 15.

**GAISER**—Erwin, 44, former musician, recently following a collapse on the street in Milwaukee. He had worked the old Toy's restaurant and Gayety Theater, Milwaukee. Survived by his mother and two sisters.

**GRINDROD**—Mrs. Ida L., 89, mother of Monte Montrose, rep and stock player, at her home in Shenandoah, Ia., May 12. Montrose is with the Nell and Caroline Schaffner Players under canvas.

**HAGER**—Clyde, 58, vaudeville actor and songwriter, in Harrisburg, Pa., May 22 of a heart attack. He was stricken while on a tour of army camps as a member of the *Camel Caravan*. He developed an act parodying Pitchmen. He was featured in *Helzapoppin* and *Sons o' Fun* also at Billy Rose's Diamond Horseshoe, New York. Hager wrote the song *That Wonderful Mother of Mine*, originated a number of comedy expressions and was a member of the American Society of Composers and Producers. He was on the vaudeville stage for 17 years with his son-in-law, Edward Ows. Survived by his widow, Mrs. Alice N.; a son, Corporal Kenneth, Geneva, Neb.; two daughters, Mrs. Mary T. Hollingsworth and Mrs. Ows, and a grandson, Clyde Hager Ows, seaman second class in the navy in California. Services and interment in Los Angeles.

**RAINEY**—Ward, 63, formerly manager of various Detroit hotels and well known among showfolks, May 19 at Detroit. Survived by his widow, Lucille. Body was cremated and the ashes taken to La Fayette, Ind., Rainey's former home, for burial.

**HART**—Stanley Warde, 73, former showman, vaude and legit actor, in Los Angeles May 22.

**HETTLE**—J. O. (John), 70, former president of Saskatoon (Sask.) Industrial Exhibition, former president of Western Canada Pairs Association and chairman of Saskatoon Exhibition racing committee many years, May 18 in Saskatoon. His death followed that of his closest friend, Sid W. Johns, who was secretary-manager of the exhibition, by six months. Born at Teeswater, Ont., Hettle went to Saskatoon as a bank manager in 1910 and at time of death was manager of the motor license branch of the Provincial government. Survived by two sons, Fred, Saskatoon; Bruce, a lieutenant with the army in Italy; a daughter, Ellen, Los Angeles, and a sister in Winnipeg.

**HOWELL**—Ida (Mrs. Wally Hupel), 76, former dancing and singing comedienne, in Port Orchard, Wash., May 18. Survived by her husband, a former circus clown and animal trainer.

**HUGHES**—Frank W., 57, brother of Joe Hughes, treasurer of the National Showmen's Association, in New York May 17. Burial in Bay Shore, Long Island, N. Y., May 19. Survived by his brother.

**MCCORMICK**—John, orchestra leader, May 18 at St. Mary's Hospital, Philadelphia, following an attack. He led the band on the WDAS Irish radio program in Philadelphia for 17 years and was for many years a recording artist for Victor and Columbia.

**MORTIMER**—Edmund, 69, veteran actor and director, in Hollywood May 21.

Born in New York, he was connected with the motion picture industry in Hollywood for 27 years. His widow, Louise, survives. Services followed by interment in Forest Lawn Memorial Park, Glendale, Calif., May 24.

**PACINI**—Ralph, 53, manufacturer of novelty statuary, of a heart attack May 21 at Chicago. Pacini had supplied statuary to outdoor shows for many years. Survived by his widow, Cesira, and six children.

**ROSE**—Vincent, 63, composer of pop tunes, former band leader and director of music in hotels, at his home in Rockville Center, L. I., N. Y., May 20. Among his songs were *Linger Awhile*, *Avalon* and *Blueberry Hill*. He also composed for the Earl Carroll *Sketchbook* in 1929 and for the *Vanities*, Buddy de Sylva, Harry Owens, Dick Coburn and Larry Stock collaborated on the lyrics for many of his tunes. He retired in 1930 to devote his time to song writing. He was a member of ASCAP. Services at the Universal Chapel, New York, with interment in Holy Rood Cemetery, Westbury, L. I. Surviving are his widow, a daughter and a grandson.

#### In Fond Memory

of

### J. B. (NORTON RED) REDMAN

Who Passed on May 30, 1942

### BESSIE and MICKEY DALES

**SCHLESINGER**—Morris S., 65, former operator of the Shubert and Broad Street theaters, Newark, N. J., and recently manager of the Hollywood Theater, New York, at his home in Orange, N. J., May 23. He was also a co-producer of several plays, including *The Locked Door*, 1933, and *Strangers at Work*, 1934. Survived by two sisters and four brothers, one of whom is Leon Schlesinger, producer of *Merrie Melodies* and *Looney Tunes* for Warner Bros.

**SCOTT**—Charles D., 48, pioneer carnival operator and owner of the Scott Exposition Shows, in Colonial Hospital, Rochester, Minn., after an operation for lung cancer May 22. He entered the business in 1913 and had been an owner since 1915, when he opened the Atlanta Coast Shows in Tampa. Later he had the Dixie Exposition Shows and in more recent years he had operated the Scott Exposition Shows. He had been ill for a number of months and had gone to Rochester, accompanied by Mrs. Scott, for an operation. Survived by his widow, Blanche Shroyer Scott; his father, E. L. Scott, Covington, Va.; three sisters, Mrs. O. L. Crockett, Mrs. S. E. McNea and Mrs. Cecil Maupin, all of Roanoke, Va.; two brothers, Garrett, Scott, Roanoke, and Turner Scott, Orlando, Fla. Services were held May 25, the Rev. Lapsley, Presbyterian Church, officiating, and interment was in Evergreen Cemetery, Roanoke.

**SMITH**—George Perry Jr., 59, prominent in the outdoor amusement field, May 17 in Decatur, Ill., after an illness of three months. He was for many years general manager of the Philadelphia Toboggan Company, and he was in charge of the amusement area of the New York World's Fair. During the first World War he served as an official of Air Nitrates Corporation, a branch of the high explosives division of the Bureau of Ordnance, U. S. Army. For many years he was active in the National Association of Amusement Parks, Pools and Beaches, serving in many different capacities. He was personally responsible for the creation of the safety code for amusement parks, as representative of both the NAAPPB and American Society of Mechanical Engineers. He was a registered engineer in Pennsylvania and a member of the Masonic order at Jenkintown, Pa. Survived by his widow and two small children, Robert and David, Decatur, and two adult sons, Richard C. Smith, engineer for the Curtis Aeroplane and Engine Company, Buffalo, and Charles Pennypacker Smith, chief gas dispatcher, Pacific Gas & Electric

Company, San Francisco. Interment in Decatur.

**WARE**—Darrell, 38, scenarist, following a heart attack in Hollywood May 26. He helped script *A Yank in the RAF* and *My Gal Sal*.

**WRIGHT**—Harold Bell, 72, author of bronchial pneumonia in La Jolla (Calif.) Hospital May 24. Eight of his novels were made into movies. Among the most popular were *The Shepherd of the Hills*, *Winning of Barbara Worth*, *Eyes of the World* and *When a Man's a Man*. Survived by his widow and two sons, Norman and Gilbert.

**YOUMANS**—Mrs. Lucy G., 73, mother of Vincent Youmans, theatrical producer and composer, at her home in Larchmont, N. Y., May 21. Surviving, besides her son, are her husband, a daughter and a brother.

**ZIMMERMAN**—Oscar, 77, wigmaker and proprietor of a doll hospital, at his home in New York after a brief illness. Survived by a daughter.

**ZIMMERMAN**—L. W. (Zimmie), 44, business representative for the Hollywood office of the American Guild of Variety Artists, of a heart attack in Los Angeles May 22. Before joining the AGVA he managed acts and built units. He had been with AGVA 18 months. Services in Los Angeles May 24 followed by burial in Woodland, Calif., his home. Survived by his widow, the former Florine Merman, dancer, and his mother, Mrs. Mattie Zimmerman, Woodland.

## Marriages

**ABERCROMBIE-ALEXANDER**—Betty Alexander, Warner Bros.' starlet, to Lieut. Robert W. Abercrombie in Hollywood December 24, 1943.

**ENSLEY-CHENOWETH**—Jack Ensley, operator of the Showboat, dance spot just outside of Indianapolis, to Norma Chenoweth, nonpro, May 3 in Indianapolis.

**FREEMAN-PERKINS**—Lieut. Com. Young Frank Freeman Jr., U. S. N., son of Y. Frank Freeman, vice-president of Paramount Pictures, Inc., to Jean Perkins, nonpro.

**MEREDITH-GODDARD**—Capt. Burgess Meredith, actor, now in the army air forces, to Paulette Goddard, motion picture actress, in Beverly Hills, Calif., May 21.

**ROSS-LUCAS**—Stanley Ross, of the vaude act of Lowe, Hite and Stanley, to Evelyn Lucas, nonpro, in Chicago recently.

**WAGNER-JAFFKE**—Earl Wagner, concession owner with the K. G. Barkoot Shows, to Marie Jaffke, auditor of the Commodore Hotel, Toledo, May 20 at St. Lucas Lutheran Church, Toledo.

**WILLIAMS-CORIO**—Bob Williams, of the vaude act Bob Williams and Brick Dust, to Ann Corio, strip star, in Ensenada, Mex., recently.

## Births

A daughter, Tiny, to Mr. and Mrs. Nick Peres in Forrest Hills, Long Island, N. Y., April 29. Father is connected with Dinty Moore's restaurant, New York, and mother is the former Gypsy Nina, burlesque feature.

A daughter, Kathleen, to Mr. and Mrs. John Hackett May 16 at Nazareth Hospital, Philadelphia. Father is trombone player with Joe Frassetto's ork at Station WIP, that city.

Triplets, a son, Paul, and two daughters, Paula and Pauline, to Mr. and Mrs. Ralph (Jelly) Duke in Rockwell City, Ia., recently. Parents are the Aerial Dukes, free act.

A son to Mr. and Mrs. Conly George at St. Francis Hospital, Trenton, N. J., May 20. Father is assistant manager of Mayfair Theater, Trenton.

A son, Henry Norman Jr., to Mr. and Mrs. H. Norman Smith at Michele Meagher Hospital, Texarkana, Tex., May 3. Parents are motordrome riders. Mother is former Marlan Bowen, daughter of Mrs. Mary McClanahan, of Gold Medal Shows.

A daughter, Barbara Anne, to Rev. and Mrs. John Nicholls Booth, in Evanston (Ill.) Hospital May 10. Father is former magician and author on tomes on magic.

## Divorces

Etha Avaline Stallard, Station WKRC, Cincinnati singer, from James W. Stallard in Cincinnati May 26.

# ODT GAS DEADLINE JUNE 15

## Troupers To Ask for Certs

Itineraries are to be submitted to district managers—no new operations

WASHINGTON, May 27.—Carnival and circus performers and others who use trucks to transport property in connection with traveling shows will be required to apply, not later than June 15, for mileage and motor fuel allotments for their operations for the calendar quarter beginning July 1, 1944, the Office of Defense Transportation announced Wednesday. Its release reads:

"Applications for Certificates of War Necessity should be made to the nearest ODT district office in the area in which the applicants are appearing. The operators should furnish the ODT district managers with an itinerary showing the places they are scheduled to appear during the three-month period; the mileage they will operate their trucks between the various places; the mileage, if any, they will operate within each place; and the motor fuel that will be required to perform this operation.

"The ODT will issue a special type of Certificate of War Necessity which will certify the allotments determined by the district manager to be necessary to conduct the operation over the itinerary submitted. By arrangement with the OPA, these special certificates may be presented to any OPA War Price and Rationing Board, which will issue the motor fuel allotment called for on the certificate.

"By amendment to its general orders, the ODT prohibits truck operators, with- (See Gas Deadline June 15 on page 58)

## JJJ in Record Pittsburgh Start

PITTSBURGH, May 27.—Breaking all its previous early attendance records here, the Johnny J. Jones Exposition opened a two-week run, May 22, in Exposition Park, with business far beyond expectations, said E. Lawrence Phillips, general manager. After the best week the show ever had in Uniontown, Pa., the train came in ahead of schedule Sunday and shows, rides and concessions were laid out by Joe Redding, two gates being used.

Two rides and several shows and concessions were added here and crews directed by General Superintendent Bert Miner are relettering wagons and repairing and adding neon. The new rides, Chairplane and Tilt-a-Whirl, were purchased by the show. Bill Sorenson joined with dual fish ponds and John Rea came (See JJJ Ups Pittsburgh on page 58)

## Closing in Balto Heavy for C&W

GLOUCESTER, N. J., May 27.—Closing week of the Baltimore engagement of the Cetlin & Wilson Shows, May 15-20, gave heavy grosses for shows and rides. World's Circus Side Show, Paradise Revue, Miss America, Sultan's Harem and Dale Barron's Alligator were leaders, reported Ben Braunstein, general representative.

Dale Barron received two more large alligators for his show. Mickey Manson's Monkey Circus continues popular. Some members of the armed forces, former employees of the show, visited, as did Pvt. Victor Scovlak, former assistant in transportation; Pvt. Billy Otto, Pvt. Earl Swilytub, and Bench Bentum and Fred Beattie, of the Bench Bentum water act.



CHARLES D. SCOTT, carnival operator for 29 years, who died in Rochester, Minn., May 22 after a long illness, had had several organizations under various titles during his career. At the time of his death he was head of the Scott Exposition Shows. Details in the Final Curtain in this issue.

## Alamo Org Finally Beats Tough Going

BEAUMONT, Tex., May 27.—After losing two weeks at Port Arthur, Tex., then bucking more rain and a soft lot with all trucks bogging down, another week of loss, Alamo Exposition Shows arrived here May 21 to set up in another rain which kept up all day Monday. On Tuesday weather cleared and business has been fair with rides, shows and concessions, reported Ted Custer.

Mrs. Ruth Jones arrived with Corky and Jeannett Kay, her children, to remain with her husband, Owen Jones. Betty Jo Alcar was expected from school in San Antonio for the summer tour to operate her ball game. Rosemary Ruback returned from New York, where she visited two weeks. Ray Brewer and party were out on opening night here.

All equipment is being overhauled by Chief Mechanic McNeese after three weeks of tough going. Martha Rogers and Sophie Mullens called a meeting of the Optimistic Club for June 2 in Pelley, Tex., to make arrangements for the first picnic. Jack Ruback, Albert Wright and Benny Hyman spent several days in Houston buying equipment. Altho the season so far has been spotty, business continues a little better to date than last year's. Line-up has 20 rides, 10 shows, 45 concessions, and Leo (Suicide) Simon, high fire diver. Bill Tank continues to hold a full crew for the front and back arches.

## Cavalcade Crowds All-Time 10-Day Gate Mark on Crack Preem Location in St. Louis

First Saturday and Sunday Pull Over 40,000

ST. LOUIS, May 27.—When final is written tomorrow night on the 10-day engagement of the Cavalcade of Amusements on the Grand and LaCleda lot here, it appears that the organization will have established an all-time 10-day attendance record for this location. Last Saturday and Sunday over 40,000 visited the midway, despite a shower Saturday night and one Sunday afternoon which lasted for about an hour. Paid admissions thru the gates on the two days ran

## Strates in Elmira, Home Town, Chalks Upped Take of 20%

BINGHAMTON, N. Y., May 27.—Engagement of the James E. Strates Shows in Elmira, N. Y., home town of the org. May 15-20, ran grosses up 20 per cent over previous dates there, said Assistant Manager Dick O'Brien. Many residents recalled when the show made its initial bow there 22 years ago and consisted of a Merry-Go-Round and an Athletic Show and was called the Southern Tier Shows.

Press photographers were at the runs and made pictures showing unloading, hauling to the lot and erection of the show. Most of the personnel took time out to visit Richland Farms of Manager Strates and to view his herd of pedigree cattle. Mrs. Strates entertained visitors. Thursday night's get-together was well attended and everyone is looking forward to these weekly events. Thursday night fair boards of Bath, N. Y., and Elmira were guests of Manager Strates.

George Shaffer, of the midget show, who contracted pneumonia, is recovering in Elmira Hospital. New front for Pierson's Wildest Africa has been completed. It had been Manager Strates's intention to use free acts for the Elmira date, but they did not materialize and the gate spoke for itself. Keith Buckingham expected to be back for the Buffalo engagement.

## Buck Personnel Enlist in Drives

ONEONTA, N. Y., May 27.—O. C. Buck Shows opened at Wilcox Flats here Monday night in inclement weather. Tuesday night in a complete rain-out the show closed about 9 o'clock, after which the personnel held a benefit bingo for the relief fund of the National Showmen's Association and \$41.15 was turned over to President Buck. Several more games will be held for the fund, said Roy F. Peugh, publicity director. An NSA membership campaign is being conducted for men by Jimmy Hurd, Curly Boneburg and Larry Narcisso. Ladies' Auxiliary membership drive committee is headed by Mrs. Harry Schwartz, Mrs. Luke Seifker and Mrs. Toby Kneeland.

Owner Buck was awarded a certificate of merit by the Regular Veterans' Association of Albany, under whose auspices the show played in Colonie. Eddie Rahn, employed in Schenectady and a former general agent, visited in Colonie and said he anticipates returning to the road soon. Sydney Goodwaldt, cookhouse operator, has enlarged his place and is serving diners to show employees. Oneonta was well billed by George Lynch.

## Bantly's Hits Five Red Ones

Record grosses are registered in consecutive run of spots—much rain bucked

AMBRIDGE, Pa., May 27.—After successful winter engagements in Savannah, Ga., and Charleston, S. C., tour of the Bantly Shows continues to meet with large crowds, the last five consecutive spots being record breakers. Business in Clarksburg, W. Va., and Fairmont, W. Va., was ahead of the most optimistic expectations, despite frequent rain, said Walter D. Nealand, publicity director.

In Fairmont Saturday night a deluge came at 10:15 p.m. when over 10,000 paid admissions were on the lot. In Clarksburg Mrs. Herman Bantly was tendered a surprise birthday party by the personnel May 9. Refreshments were served and she was recipient of many handsome presents and flowers. Present were Mr. and Mrs. Al Palitz, Mr. and Mrs. Mason, Blackie O'Neill, Mr. and Mrs. Joe Kane, Louis Ross, Mr. and Mrs. Barney Abel, Mr. and Mrs. Jack Burke, Mr. and Mrs. Jack Herbert, George Kane, Nick B. Stepp, Mr. and Mrs. Blackie Hull, Mr. and Mrs. Smith, Mr. and Mrs. Sam Palitz, Mr. and Mrs. Saulsbury, Mr. and Mrs. Jack Ruff, Mr. and Mrs. Rosenkranz, Mr. and Mrs. Schmidz, Mr. and Mrs. Keller, Mr. and Mrs. F. Foley, Mr. and Mrs. Tony Barass, Mr. and Mrs. Mike Franks, Mr. and Mrs. MacCarthy, Mr. and Mrs. Paul Lane, Joe Payne, Mr. and Mrs. Al Wallace, B. L. Decker, Ben Gross, (See Red Ones for Bantly's on page 58)

## Worthy Org Set To Flying Start

LANCASTER, N. Y., May 27.—Altho not scheduled to open until May 22, the management made arrangements to open Saturday and Sunday and were greeted with two good days to set the Worthy Shows off to a flying start, said Fay Lewis. American Legion Post's rally Sunday, with several marching units from the city and towns, proved profitable to shows and concessions.

Show carries six office-owned rides and three shows. Bill Redmond's Girl Show and Side Show opened with all new canvas, did big biz, as did O'Neill's Wild Life Exhibit, also with a new top. Cookhouse, owned by the show, is managed by Gene Rosler, bingo by Al Barth and custard by Frank Nyburg. Lavona Smith has a devil's bowling alley; Cecil Swain, shooting gallery and penny pitch; Frank Capola, cat racks and games; Louis Black, cat racks and games; Louis Valenti, photo gallery and pitch-till-win; Edward Shenk, novelties; Benny Abend, grocery wheel; Roxy, popcorn concession; William Davenport, penny pitch; William McGregor, dollwheel.

Staff includes H. K. Leworthy, manager; Fay Lewis, business manager; Martin Smith, general agent; Mrs. Leworthy, office manager; Cecil Swain, electrician; R. K. Leworthy, maintenance; Fred Stumph, transportation; Walter Walters, front gate.

## Mustering - Out Fund Sweetened

CHICAGO, May 27.—Unfavorable weather and attendant difficulties hindered to some extent the plans many shows have inaugurated for the Servicemen's Mustering-Out Fund of the Showmen's League of America, but in spite of this the work is gradually getting under way. Encouraging letters have been received from a number of show owners (See Fund for Vets Grows on page 58)

# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, May 27.—Letters from President F. E. Gooding advise he is active in behalf of the Servicemen's Mustering-Out Fund. Acknowledgment cards are being printed and will be sent to all donors to the fund. At a special meeting of the board of governors in June all applications on hand will receive attention. Sick list includes Nate Hirsch, confined to his home; William J. Coultry in Alexian Hospital; Tom Vollmer at Soldiers' Home, La Fayette, Ind., and Jack Benjamin at Mayo Hospital, Rochester, Minn., for an operation.

The past week recorded the deaths of members Ralph Pacini, who died suddenly in Chicago, and C. D. Scott, head of the C. D. Scott Shows, who died after an operation at Mayo Hospital. The club has lost six members by death in the past five weeks. Nate Lewis stopped over en route to Fort Meade, Md. Maj. James Edgar in town on furlough. Smiley Daly completed his furlough and returned to camp. Ben Morrison, MSA, was a caller. Dave Cohen in from San Antonio. Dan Odom is still in Wesley Hospital. Lou Leonard, M. J. Doolan, Al Kaufman and Secretary Joseph Strelbich visited the Royal American Shows in Peoria. John P. Wulf left to take up residence on the West Coast. John Lempart advised he had been transferred to Fort Ord, Calif.

# Missouri Show Women's Club

Maryland Hotel  
St. Louis

ST. LOUIS, May 27.—Members held open house for the women on shows playing in this vicinity May 18. Buckeye State Shows were in Collinsville, Ill.; Dodson Shows in Alton, Ill., and Cavalcade of Amusements, Maher Shows, Francis Shows and Oliver Shows in St. Louis. At bingo in the afternoon awards went to Irish Camen, Tiny Zimmerman, Irene Burke, Hattie Wagner and Edna Aarons.

Guest of honor, Phoebe Carsky, president. (See MSWC on page 58)

## CLUB ACTIVITIES



# National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, May 27.—The executive secretary on his weekly round of shows, starting May 17, visited the World of Mirth Shows at Perth Amboy, N. J., had a chat with General Manager Max Linderman and said hello to Secretary Ralph Smith. In Baltimore on the Cetlin & Wilson Shows, Jack Wilson was host, with Issy Cetlin, Secretary Hartzman, Bill Cowan, members Messias, Murrel, Ben Cohn, Lulu Wagner (Reiben), Parker, Landrum and others. Over night in member Bill Glick's hotel. On Endy Bros.-Prell Shows in Newport News, Va., met Vice-President Dave B. Endy, Ralph N. Endy, life member Louis Rice, Sam, Joe and Abe Prell; Johnny Ressel, Phil Cook, Carl Lee, Joe Bellinger, Sammy Burd, Secretary Milton Paer, Weiss, Shoemaker, Shaw, McClure, Littlefield, Doc Garfield, Cash Miller, Kenneth Howard and others. Vice-President Dave Endy, chairman of the 1944-'45 NSA membership drive, reports he will reach the quota of 300.

At Seaside Park of the Lewis-Greenspoon interests at Virginia Beach caught Harry Illions leaving for Celoron Park, Jamestown, N. Y., which he operates. He has a couple of walk-thru shows at Seaside. Superintendent H. Bauscher has done a great job of rehabilitation. Met Jack and Mrs. Greenspoon, Eddie Owens, Fred Landers, Doc Britton, Carl Parsons and Miss Duquet, office secretary. At Ocean View Park, another Lewis-Greenspoon enterprise, Charles Lewis is manager. Met with Assistant Manager Green, Bill Cook, members Kaplan and Bloom and others. At Salisbury, Md., saw Rocco Masucci's Virginia Greater Shows and Agent Bill Murray, Happy Arnold, Homer Woods, Dave Fineman, E. Curtin and L. Augustine. Lou Riley's Dumont Shows were in Westville, N. J. Met Lou and the missus, Charles Sutton, John Sweeney, Whitey Pelley, Bill Nuss, Bucky Allen and electrician Williams.

Soldier letters have come from Pfc. Robert Balmann, who has been transferred to Syracuse, N. Y.; Pvt. Harry Koretsky, changed to Fort Eustis, Va., and Pfc. Joseph Bevans, transferred to Fort George G. Meade, Maryland. Sergeant Justin Wagner in town on furlough. (See NSA on page 58)

### New Members for Caravans

CHICAGO, May 27.—Regular meeting of Caravans, Inc., May 23, was the 80th, reported Alice Kady; President Pearl McGlynn presided and all other officers were present. Letters came from Alice Wilson, Ann Babel, Mrs. Ralph Clawson, Daisy Davis, Mrs. Harry Hennies and Billy Lou Bunyard, who sent in a donation. Edna Stenson, who returned from a visit with her sister, Mrs. Ben Blakely, on the Royal American Shows, and brought membership applications from Hazel Maddox, Marie Butler, Ann Everett, Pauline Meyers, Ruby James, Suzanne Walker, Evelyn Clain, Jean Davis, Margaret Ansher, and Pearl Vaught, who was sponsored by Mrs. Harry Hennies. Others are credited to Evelyn Blakely, Edna Stenson, Alice Wilson, Blanche Flowers and Betty Broderick. A message of sympathy was sent to member Blanche Scott on the death of her husband, C. D. Scott. Member Peggy Murray was rushed by plane to Chicago for medical attention, and members of Showfolks of America and Caravans, Inc., visited her during convalescence. Marianna Pope is visiting in the East. Emily Bailey was presented with a citation in appreciation of her work as chairman of the first birthday party. Bessie Mossman, chairman of the board of directors, donated a Silax set as an award. A rummage sale will be held June 10 and 11. Claire Sopenner, chairman of award books, reports much progress.

### FOR SALE

TENT STAKES, 54" high, 12" metal points, heavy band and ring, \$2.50 each. Army Pyramid Tents, \$12.00 up. Also Tent Flies, Etc.  
**PAUL TAVETIAN**  
81 Rutgers Street N. Y. C., N. Y.



# Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, May 27.—Monday's meeting had Past President Ed Walsh in the chair, subbing for President LeFors; Bill Hobday as scorekeeper and Past Secretary Frank Downie as emergency vice-president. A memorial service was held for Harry Hancock and Joe Donohue. Reggie Marlon was introduced as the member in attendance from the longest distance, having arrived from Trinidad, British West Indies. He was six weeks out of a 28-month hospital experience resulting from wounds received in action. He will return shortly to the Naval Air Station at Trinidad.

Sick list showed Charlie Page undergoing a major operation in Hollywood Hospital, condition favorable; LeRoy Neal, in San Bernardino County Hospital, recovering; Charlie Adams in Ward (See PCSA on page 58)

### Troupers Honor Newlyweds

LOS ANGELES, May 27.—Mora Bagby, Lucille King, Martha Levine and Nell Robideaux were hostesses on the night of May 23 when the Regular Associated Troupers honored the newlyweds, Mr. and Mrs. Jimmie Dunn. Irish Whalen and his bride of 24 hours came in, so it was made a double celebration. Applications for membership were approved from Amelia Earles, Leta Johns, J. H. and Mabel Haifley and Margaret Whalen and Louise Dunn. Babe Miller, president, came from San Diego to preside. As this was the last meeting in the old club-rooms, Joe Krug spoke on the new rooms and asked for donations of furniture. Irish Whalen, Joe Krug, Marie Korte, Mora Bagby and others made donations. Mel Smith, present for the first time, gave an interesting talk and others who spoke were Helen Smith, Amelia Earles, Frank Downie and Sam Dolman. Refreshments prepared by the hostesses was served. Next party will be held June 27, reported Helen Smith.



# Heart of America Showmen's Club

Reid Hotel  
Kansas City

KANSAS CITY, Mo., May 27.—Social life about the club has been hitting on high the past two weeks, with many shows in the vicinity. Mr. and Mrs. L. C. Reynolds and H. (Izzy) Wells, World of Today Shows, have been frequent visitors; also Art Signor, who is managing the Reynolds & Wells Shows. Mr. and Mrs. Noble C. Paitly have been about the club daily. Roy Marr, Reynolds & Wells Shows, purchased a trailer house car as a gift to Mrs. Marr. Morris Ventling and Jimmie Marshall are with Reynolds & Wells. Mr. and Mrs. L. K. Carter joined Midwest Amusement Company. R. M. Harvey, general agent for Dailey Bros. Circus, was here on business. Wayne Hale, owner of the Wayne Hale Shows, here on a business trip, said (See HASA on page 58)

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight 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 for... 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.

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## Carnival and Concession TENTS

Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
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# "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.



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MANUFACTURERS OF

## CANVAS GOODS

PHILADELPHIA, PA. CHICAGO, ILL.

## Colored Musicians and Performers Wanted

Enlarging our band to 14 pieces. Can place Piano, Trumpet, Sax, Electric Guitar and other instruments. Wire collect, state your instrument. Salary \$35 and up. Can place Comic, \$35. Chorus Girls, \$20. Berth and board to all. Al Gray, we don't have your address, please wire. Willie Too Sweet and Eight Rock White, wire Leon Claxton.

**ROYAL AMERICAN SHOWS**  
CEDAR RAPIDS, IOWA



**PENNY PITCH GAMES**  
 Size 48x48", Price \$30.00,  
 Size 48x48", 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.

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 Foreman for Whip, Ferris Wheel, Chairplane, \$50.00 per week and bonus. Also Second Men. Will book or buy Octopus for cash.

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**ISLAND MANOR SHOW**  
 128 Franklin St. ELMONT, N. Y.

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 Following Games Available:  
 Bingo Blowers and Water Fall Blowers—Roll Downs—Razzle Dazzles—Tracks—Skillos—Buckets—Chuck Logs—Largo Dice—Pan Joints, Wheels and Posts—Penny Pitches—Pea Pool Boards.

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 2907 W. Warren DETROIT 8, MICH.  
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**WANTED**  
 SHOWS, RIDES AND CONCESSIONS  
 For Big July 4th Celebration and Race Meet. Opening of New Track. Defense works and plenty of money here. Address:

**GEO. ANDERSON**  
 FAIRFIELD, ILL.

**WANTED**  
**ELECTRIC CANDY FLOSS AC MACHINE**  
 For immediate delivery. Must be in perfect condition.

**ARTHUR ANDERSEN**  
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**AT LIBERTY**  
 RIDES AND CONCESSIONS for Celebrations, Church Bazaars and any organization wanting attractions. Want to buy Chairplane. Must be in good condition. Can place Ride Help and Concessions that work for ten cents.

Write or Wire I. K. WALLACE  
 1316 Spruce Street, Philadelphia, Pa.  
 Tel. Pennypacker 0842

**MIDWAY CONFAB**  
 Communications to 25 Opera Place, Cincinnati 1, O.

**ALL clicking?**  
 NEIL HAMPTON, former Motordrome rider, is superintendent of Milford (Tex.) Crystal Corporation.

MR. AND MRS. JOHNNY CARUSO, concessionaires with the J. J. Page Shows, reported good business for opening week in Johnson City, Tenn.

MANY members of the Marks Shows attended a birthday party in Elizabeth City, N. C., May 19 for Marie Holzman, who received numerous gifts.

AFTER closing as manager of office concessions for Dick's Paramount Shows, James Baker reports from South River, N. J., that he purchased an office trailer and is building a string of concessions.

GRIFF, formerly of Griff and Hi, closed in Hattiesburg, Miss., May 20 after being with a Nat D. Rodgers unit for 25 weeks playing army camps in Mississippi and Louisiana.



JACK MILLER, TM 1/c, son of Mr. and Mrs. Cash (Gertie) Miller, of Endy Bros.-Prell Shows, and who was well known on numerous midways as "Jackie", has been in the navy four years. Having been made chief petty officer March 4 on his 22d birthday, he is in submarine service and has seen combat duty at Midway Island and other points in the Pacific. His wife and two daughters live in Baltic, Conn. He was home on leave in March after 13 months at sea.

WHAT we have never been able to figure out is why the expected 25 per cent of bad spring weather has to last 40 per cent of the summer.

BILL STARKEY left Cleveland to join the Virginia Rose Shows with popcorn, snowball and candy floss concessions. His wife and daughter, Annabelle, will join him later with his sister, Rose.

HARRY E. WILSON announced that he had changed his plans and would remain as assistant manager of the John H. Marks Shows instead of returning to the Gold Medal Shows.

AFTER being employed 19 months in a defense plant, Mr. and Mrs. F. O. Clark moved their Loop-o-Plane to Silver Beach Park, St. Joseph, Mich., where business has been excellent.

EDGAR T. NEVILLE, veteran office man of the Beckmann & Gerety Shows, who observed his 75th birthday April 20, was recipient of many gifts, cards and other messages. This makes his 25th year with the organization.

AFTER being with Harry Lewiston's Museum, Billie Burke joined the Johnny J. Jones Exposition at Uniontown, Pa., as emcee for Carl J. Lauther's Oddities, making his 10th season with Lauther and 11th with the Jones show.

WALTER D. NEALAND, who opened the season as publicity director of the Johnny J. Jones Exposition, left in Uniontown, Pa., to be special agent, publicity director and assistant manager to

HERMAN BANTLY on Bantly's All-American Shows.

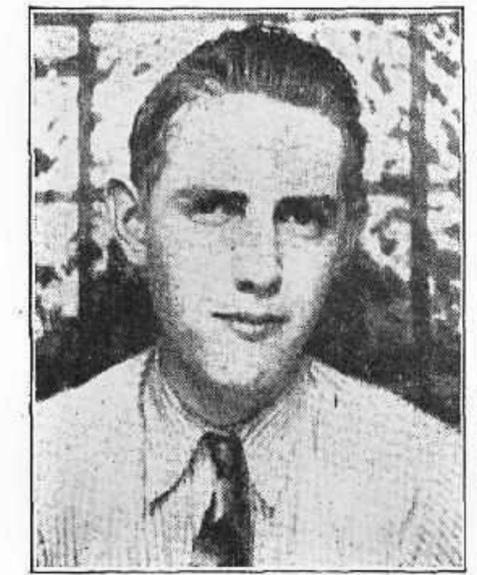
EARLY-DAY celebration ad: "A band will play almost continuously. There will be numerous parades, numerous concessions, a set of Flying Horses and homemade cake."

DESPITE bad weather, Thompson Bros.' Shows opened the season at Avis, Pa., to excellent business, reported R. W. Sharpe, formerly of the Steblar Greater Shows. James Thompson is general manager of the show, which carries three rides and six concessions.

CHARLES DRILL JR., son of the widely known concessionaire who has been with the C. D. Scott Shows, Kelle Grady Shows and the past two years presenting rides and concessions with Bill Franks in Macon, Ga., was a member of the class which graduated from Georgia Military College, Milledgeville, May 29.

FLOYD E. (WHITEY) NEWELL, former carnival press agent, now has charge of a new modernistic newsstand of the Union News Company in Chicago's Loop. Last week he sent out engraved invitations couched in best society style and ending with "R. S. V. P. Please attend formal."

MIKE KREKOS, manager of the West Coast Victory Shows, who has been



ALWAYS a laugh: The general agent who advises his committee that his show draws a better class of people than other shows do—then rents a lot in the burg's worst neighborhood.—Colonel Patch.

FRANK ZORDA JR., is considered the youngest side-show manager on the midways, as he manages the attraction of his father, makes openings and does some inside acts. The Zordas, who are on Frank West's All-American Exposition Shows, report excellent business so far this season.

busy around San Francisco boosting the new building fund campaign of the Pacific Coast Showmen's Association, declares that responses indicate sufficient funds will be pledged to insure a building for the PCSA shortly after the war ends.

EFFORTS of Henry Meyerhoff to force the city of Lethbridge, Alta., to grant a license for operation of the Crescent Shows was refused in Supreme Court chambers when he applied for a writ of mandamus. He was ordered to pay costs of the action, which sought to upset a ruling by the city council barring shows for the duration.

LEON LONG, magician of Lee's Minstrels, recently visited the Al Baysinger Shows, Henderson, Ky.; Wallace Bros.' Shows, Boonville, Ind.; L. J. Heth Shows, Owensboro, Ky.; Frank Owens, Central City, Ky.; Playland Shows, Springfield, Tenn.; F. H. Bee Shows, Franklin, Ky.; Reading Shows, Portland, Tenn.; Henries Bros.' Shows and C. D. Scott Shows in Nashville, Tenn.

OPENING in Berger, Tex., after a move from Duncan, Okla., Harry Craig Shows had good business under auspices of the

**Comebacks**  
 THOSE old boys you see strutting around lots are the old-timers who were advised that they were essential to the business.

Veterans of Foreign Wars Post, reported Lou Davis. C. W. Eyster, manager of the Oddities on View, joined the post, and Lou Davis celebrated a birthday. Charlie Vandervender supervised erection of rides. Bobby Garrity is emcee in Oddities on View.

AT the cookhouse a number of knockers were panning every one with it, from the boss down. Turning to a First-of-May, the spokesman asked him his opinion. "I haven't been in the biz long enough to hate or be jealous of anyone," was the reply.

CAPTAIN BILL, escape artist, and his wife, Marion, visited Edward C. Andrews on Mark Williams' Side Show with the Baysinger Shows during the Henderson, Ky., engagement. Bill, who has been off the road for the past two years, is working in a defense plant in Evansville, Ind., and has purchased a car and trailer, expecting to be back on the road next season. He and Andrews formerly worked together on numerous such shows.

MAX GRUBERG'S Famous Shows, now playing lots in Philadelphia, has had excellent business. Since weather has become settled the locations have held up well. The five rides are getting good grosses, especially a new Merry-Go-Round. Concessions are operated by the show under management of Mrs. Gruberg. Show will play the circus lot location during the Ringling engagement. Word from the A. & P. Shows, operating in the coal regions, and from the LaMarr Westfall Shows is that business is good.

AFTER fighting high winds, rain and mud, Capell Bros.' Shows opened in Perry, Okla., week ended May 20, to the first good weather since opening date. Crowds were large with good business, reported Mrs. Jack Del Mar. Show carries eight rides, four shows and 40 concessions. Free act features Bill Schaffer,

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 KIDDIE RIDES  
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 ALSO SCOOTER  
 OR ANY MAJOR RIDES  
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**JIMMIE CHANOS SHOWS**  
 WANT  
 All kinds of Legitimate Concessions, Bingo and Cookhouse. Ride Men for Merry-Go-Round, Ferris Wheel and Chair-o-Plane. No drunks need answer. I am open for 4th of July celebration. Answer.  
 JIMMIE CHANOS, Sidney, Ohio

**FOR SALE**  
 Light Plants—5000 watt with Le Rol 4 Cyl. Motor, Switch, Rheostat, direct, connected on skids. Price \$300.00. 600 Watt Home Lite Plant, small, compact, price \$175.00. Plants 110 volts, D.C.

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**WANT**  
 Operators for Tilt, Octopus, Rolloplane and Ferris Wheel. No tear downs. Good salary. Pay your own wires.

**J. W. LAUGHLIN**  
 Playland Park, Houston, Texas

**COOKHOUSE**  
 Want up-to-date Cookhouse or Sit Down Grab that can cater to showfolks. Must be neat and clean.

**WORLD OF PLEASURE SHOWS**  
 Muskegon, Mich., until June 3rd

high pole. Chalk Prescott added sno cones and candy floss to his concessions, and Mrs. Ann McLair has a new stock concession. Manager Capell purchased a new marquee and a Cadillac sedan. George Engesser, Hugo Bros.' Shows, visited.

**MATTHEW J. RILEY** Enterprises report successful business on lots in Philadelphia. First two weeks had bad weather, but since then trade has been exceptionally good. The five rides and the concessions are mostly operated by the management. Louis Kane has eating and grab concessions. Curley Ingram has ball game, pitch-till-win and popcorn, candy apples and lee floss. Mrs. Riley is superintending the concession department. Show will operate in Philadelphia until July, when it is expected to play outside of the city with an enlarged line-up.

AFTER several days of trout fishing Howard Morash returned to the Lynch Greater Exposition Shows in Halifax, N. S., and hosted a big fish fry. Jimmy Mott, cookhouse operator, was chef, assisted by Len Dryden, concessionaire. Waiters were Ralph Redden, Harold Green and Eldon Wilson, concessionaires. John Goldie and Bill Martin, concessionaires, served coffee. George Cavanaugh, assistant manager and mechanical superintendent, provided music with his steel guitar and sang old-time songs. Morash, public relations and legal adjuster for the Lynch show, has long been a fishing enthusiast.

**ENGAGEMENT** of the Happyland Shows at Royal Oak, Mich., was again a banner date, reported Paul D. Sprague. Show was open in record time Friday, with good weather, and rides and shows did near-capacity business from noon Saturday until after midnight. On Sunday lines of patrons were waiting when tickets were placed on sale at 1 p.m. Lot was jammed when a deluge at 9 p.m. ended one of the best days in the shows' history. Lot is two blocks from the heart of the business district. Show came from a two-week engagement in Mount Clemens, Mich., which, altho marred by some bad weather, proved highly suc-

cessful. Al Renton, who closed with the Mighty Sheesley Midway in Dayton, O., arrived with his side show. Week of June 1 the org will be enlarged by four additional shows and the Skyettes, free act.

**DURING** the run from Pine Bluff, Ark., to the Alton, Ill., engagement, May 17-27, the train of Dodson's World's Fair Shows encountered much water over trackage recently flooded, reported Paul Barron, publicity director. Among visitors in Alton were Mrs. At Wagner, Jack Baillie, A. J. Weiss, Arky Bradford, James (Whitey) Fullmer, Mr. and Mrs. Doc Hartwick, Milo Anthony and others of the Cavalcade of Amusements, members of the Buckeye State Shows and people from St. Louis. President M. G. Dodson was assisted in welcoming visitors by George Golden and William Starr, of the concession department and legal staff. Weekly meetings of the Victory Club find every member present. Forthcoming production to be presented by the club, and directed by Nellie Golden, promises plenty of talent and wardrobe. It is set to premiere in Springfield, Ill., with admission prices of from 55 cents to \$2.20.

**YEARS** ago a Midwest theatrical hotel was operated by a manager who was too lenient with his roomers. So lenient was he that he couldn't pay his rent and was given notice to give up his lease or get the money. Stopping one of his trouping roomers, the manager said: "You haven't paid any room rent in two years. How about some money on account?" "Huh!" snorted the other, "You've a lot of room to talk. You pay your rent and then I'll pay mine."

**BARKOOT SHOWS** had a good week's business at Lewis and Lasky roads, Toledo, under auspices of the Polish Central Committee, reported Dolly Young, business manager. New tops for Kiddie Auto Ride and Merry-Go-Round arrived from the Allan Herschell Company. Eddie Young visited Eastwood Park, Detroit. Mrs. Babe Barkoot spent several days at home in Detroit. Visitors included Joe End, New York, and Mr. and Mrs. R. J. Zouary, who are at Cedar Point, O., with their Bouquet of Life. Lillabell, daughter of Mrs. Babe Barkoot, has been ill with influenza. K. G. Barkoot, improved in health, is on the lot nightly. Ralph Conley, secretary, left for his home in Wheeling, W. Va. R. C. Cook's Mechanical City is to arrive from Columbus, O., where it was rebuilt. Dolly Young, who visited Cedar Point, renewed acquaintances with many showfolk and concessionaires. After the marriage of Earl Wagner, concession owner, and Marie Jaffke, auditor at the Commodore Perry Hotel, in St. Lucas Lutheran Church, supper for 24 guests was served in the hotel. Mrs. Charles Norwood visited her husband on Cole Bros.' Circus in Cincinnati.

**BUSINESS** for Moore's Modern Shows has been excellent, reported Ethel Bolis, mail and *The Billboard* sales agent, from Johnson City, Tenn. Show played two weeks in Malden, Mo., ending April 22. Week ending April 29 in Mound City, Ill., gave near-capacity business. Two weeks ending May 13 in Rosiclare, Ill., were the best of the season to date. William Brown and Mr. and Mrs. Johnny Parido joined with bingo, cookhouse and four concessions. Manager Jake Moore purchased canvas for the Girl Show, Gide Show, 15 concessions and a blue top for the Merry-Go-Round. Personnel includes Manager and Mrs. J. B. Moore; Harvey Moore, Kiddie ride; Bernard Moore, Wheel foreman; Peanuts Martin, Sky Clipper; Woody West, Merry-Go-Round; John Martin, Loop-o-Plane; Tex Conway, Girl Show; Shorty Brown, game; Mr. and Mrs. Eddie Malbin, two ball games; Jeff Nix, bottle concessions; Joan Nix, penny pitch; Esco Collins, pitch-till-you-win; Mr. and Mrs. Jimmy Nell, pan game and pea pool; Fritz and Ethel Bolis, photo gallery; Starkey, painter; Fritz Bolis, electrician and mechanic; Jerome Bryant, concessionaire; Mr. and Mrs. Everett Winrad, five concessions; Bill Roberts, concessionaire, and Tom Christo and family, palmistry.

## 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.

**PRIOR** to his induction into the coast guard, O. B. Barfield, E. M. 3/c, c/o FPO, San Francisco, was with the W. C. Kaus Shows.

**FORMERLY** with Byers Bros.' Shows were Sgt. Clifford Webb, APO 464, c/o Postmaster, New York, and Pfc. Leon Webb, APO 1, c/o Postmaster, New York.

**SGT. EUGENE SCHNEIDER** 39022111, better known as Jack Silver, is in the South Pacific. His address is APO 292, c/o Postmaster, San Francisco.

**BECAUSE** of an injured leg, Pvt. Johnny B. Watson, formerly with Glen Porter on the World of Mirth Shows, is in Station Hospital, Ward 32, Camp Davis, N. C.

**FORMER** second man on Roll-o-Plane with the World of Today Shows, Raymond F. Roland is a dental technician in the air force. His address is Pvt. Raymond F. Roland 37427761, Medical Detachment, L.A.A.F., Lemoore, Calif.

**PVT. JAMES (BENNY MALLON)** MALLWIN 35803744, former concession agent with the Beckmann & Gerety Shows and Rubin & Cherry Exposition, was recently transferred from Seattle to Camp Anza, Arlington, Calif.

**RUSSELL CADY**, son-in-law of Joseph L. Strelbich, secretary of the Showmen's League, who is serving with the U. S. Army in the South Pacific, reports that he recently ran across Robert H. (Bobby) Cohn, former carnival man, and learned that Cohn has been upped from lieutenant to captain.

**FORMERLY** with many shows and the son of Mr. and Mrs. Charles Fraker, who operate a Wid Life Exhibit, Pvt. Russell C. Fraker, 919215, USMCR, c/o FPO, San Francisco, arrived overseas recently. He trained at Parris Island, S. C.; Camp Lyenne, New River, N. C., and Camp El-Hott, San Diego, Calif.

**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

**WANTED**  
**SPECIAL AGENT**  
 ONE THAT CAN HANDLE  
 ADVANCE PRESS  
 Good opening for a reliable man that can qualify to handle advance details ahead of railroad show. Write or wire, giving particulars of past experience.  
**JOHNNY J. JONES**  
**EXPOSITION SHOWS**  
 PITTSBURGH, PENN.

**FOR SALE**  
**Yellowstone Shows**  
 My Show Will Be Sold at Flagstaff, Ariz., July 5. Will sell all or part of it. Can be seen operating at Gallup, New Mexico, May 30 to June 10; Winslow, Ariz., 12 to 19; then Flagstaff, Ariz., through until the 4th. Those who are interested write as per route. First deposit will hold any ride or truck.  
**W. S. NEAL**

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$5.00 Salesmen's Stock Trunks with Keys.  
 \$15.00 Up Wax Subjects.  
 \$16.00 Shelton Illusion with direction; good cond.  
 \$35.00 Professional Moving Pic. Camera, 35MM.  
**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia, Pa.

**AMUSEMENT DEVICES**  
 MODERN DESIGN—DISTINCTIVE APPEAL  
**Moon Rocket**  
**Sky Dive**  
**Carrousels**  
**Kiddie Auto Ride**  
**ALLAN HERSCHELL CO., Inc.**  
 NORTH TONAWANDA, N. Y.

**WANTED**  
 Bally Girls, Grinders and Lecturer on specimens.  
 Wire or write  
**DR. R. GARFIELD**  
 Hall of Science  
 Endy-Prell Shows, Wilmington, Del., this week.

**EARL LYONS**  
 Contact me at once,  
 Care Johnny J. Jones,  
**BOB LINDOP**

**WANT EXPERIENCED**  
**BINGO HELP**  
 ROBERT PRUYN, COME ON.  
 PLAYING COLUMBUS ONE MORE WEEK.  
**JOHN GALLAGAN**  
 541 EAST BECK ST. COLUMBUS, OHIO

**WANT TO BUY**  
 7-Car Tilt-a-Whirl, Moon Rocket and Chair-o-Plane for cash.  
**FOR SALE**  
 8-Car Double Seats Lindy Loop. Can be seen in operation. Practically new.  
**CHARLES GERARD**  
 300 Grand Concourse NEW YORK CITY

**WANT**  
 Sober, experienced Photo Operator; double booth, two cameras; man, lady or both. Good deal, salary or per cent. Other Agents needed. Wire  
**SUNFLOWER STATE SHOW**  
 Pratt, Kansas

**No Lullaby**  
 WITH 70,000 or more miles of railroad trackage, we often wonder why it is necessary to park a steam-spouting locomotive alongside berth cars and house trailers at night.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
 World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

**MATTHEW J. RILEY ENTERPRISES**  
**WANT** Chairplane Foreman and Ride Help. CONCESSIONS—10c Slum Stores, Fish Pond, Bowling Alley, Photo Gallery, etc. Grind Store. SHOWS OF MERIT. Long season. Agents for Ball Games and other 10c Grind Stores.  
**MATTHEW J. "SQUIRE" RILEY**  
 Clinton Hotel, 10th & Spruce Sts. PHILADELPHIA, PA.

**WASHINGTON, D. C.**  
 12 DAYS — JUNE 7-18TH — 2 SUNDAYS  
 ALEXANDRIA, VA., TO FOLLOW AND OTHER OUTSTANDING DATES IN THE EAST AND A ROUTE OF BONA FIDE SOUTHERN FAIRS.  
**MARKS SHOWS, INC.**  
**"THE MILE LONG PLEASURE TRAIL"**  
**CAN PLACE**  
 Grind Shows with or without Equipment. Rolloplano and Octopus With or Without Transportation. Concessions of All Kinds, Except Pc.  
**RIDE HELP**  
 Can Place Capable Ride Help At All Times.  
**WANT SECRETARY** Who Knows Carnival Routine. Top Salary to Capable Man.  
 ALL ADDRESS  
**MARKS SHOWS, INC., Richmond, Va., Week May 29th.**

## OETLIN & WILSON SHOWS

**CAN PLACE**—Young Attractive Girls for Posing Show. This attraction operated by the office.

**CAN PLACE**—Grind Shows with or without own equipment. Will finance anything worthwhile.

**CAN PLACE**—Want Octopus, Fly-a-Plane, 8-Car Whip or Spitfire with own transportation.

**CAN PLACE**—FOREMAN AND SECOND MAN FOR SMITH & SMITH CHAIRPLANE.

**CAN PLACE**—Cotton Candy, Photograph Gallery, String Game and other legitimate Concessions.

**CAN PLACE**—Useful skilled Carnival People in all departments.

All Address, This Week, GARFIELD, N. J.

## WORLD OF PLEASURE SHOWS

BATTLE CREEK, MICH., JUNE 5-10

Want—Grind Shows with neat frame-up. Capable man for Office Funhouse, 50-50. Can place Merchandise Concessions of all kinds, Cookhouse that can cater to showfolks.

JOHN QUINN, Mgr., Muskegon, Mich., May 29-June 3.

## LOOK—WM. T. COLLINS SHOWS—LOOK

18 BONA FIDE FAIRS—STARTING JUNE 22ND IN N. DAKOTA—18 BONA FIDE FAIRS. (Not Promotions)

Will pay cash for Tilt-a-Whirl, Octopus with transportation, or will book same on liberal percentage at once. Want Ride Help for all Rides. Don't write or wire, just come on. No boozers. Top wages, best of treatment and a big bonus at the end of the season. Want Concessions—Photo, Cookhouse, Darts, Scales, Root Beer, Custard or any joints that work for Stock. Want Shows. Have opening for 10-in-1, have top, transportation and Front Monkey Shows or any Show of merit, wire! (If you want money spots, come on.) No time to write, wire.

WM. T. COLLINS, Benson, Minn., this week, or per route.

## KEYSTONE EXPOSITION SHOWS

Playing the Cream of the Southern Spots.

Hartsville, So. Car., Heart of Town, May 29th to June 3rd.

Can place Cork Gallery, Duck Pond, Pitch Till You Win, Cigarette Pitch and all other Concessions that work for stock. Want capable Agents for Beat the Dealer, Pill Pool and Over and Under. Will sell X on Bingo and Pop Corn. This show has a good route of still dates and fair dates. J. R. Teter, come on.

Too Late To Write—KEYSTONE EXPOSITION SHOWS—Wire and Come On.

## HARRY P. FISHER SHOWS

WANT

RIDES — SHOWS — CONCESSIONS

A new organization playing the greatest industrial sections of the West Coast.

Address HARRY P. (POLISH) FISHER, General Agent-Manager  
50 Taylor Street San Francisco 2, Calif.

## WANT

Good Platform Stalling Act. Want all-around Talkers and Lecturers and fast Ticket Sellers that can Grind. Also can use 2 more Canvas Men.

PETER KORTES, Clyde Beatty and Russell Bros.' Circus  
as per route

## Stafford United Shows

RIDES: Will book Merry-Go-Round or Roll-o-Plane. CONCESSIONS: Pitch-Till-U-Win, Lead Gallery, Hoop-La, Duck Pond, String Joint, Bumper, Knife Rack, Jewelry, Popcorn and Cracker Jack, Snow Ball, Candy Floss, Candy Apples, Dart Game, Scales, Guess Your Age, High Striker, Novelty, Cigarette Gallery, Root Beer, Lemonade Shake Up. SHOWS: Will book Illusion, Snake, Glass, Mechanical. This show has four of the best Indiana Fairs, and we have a few open weeks. Fair Secretaries, get in touch with me at once.

RALPH STAFFORD, Brookville, Indiana, May 29 to June 3.

## FROM THE LOTS

### Buckeye State

Collinsville, Ill. Seven days ended May 21. Location, Collinsville Park. Sponsor, Odd Fellows' Social Club. Weather, some rain. Business, poor.

Long move from Paducah, Ky., with exception of three trucks was made before dark. Show did not all get into the air for a Monday opening, and a cloud-burst just before 7 o'clock put the lot in such condition that the show members had to stay off themselves and customers were not anticipated. The 600 carnival-goers in this stand were loyal to the show and came out each night the show was open, employees and patrons becoming very well acquainted. There was lots of visiting, especially on the rainy days, between Al Wagner's Cavalcade of Amusements and Dodson's World's Fair Shows. Mr. and Mrs. Homer Finley were on the lot several times. E. G. Campbell, Campbell Tent & Awning Company, was sketching designs for new canvas. Mr. and Mrs. Al Stringer, who were with the show earlier in the season in Little Rock, rejoined here. Blanche Heth, who was operated upon during the Paducah engagement, is reported convalescing in a Paducah hospital. Mr. and Mrs. Gailor Henderson joined with popcorn and he has taken over duties of lot superintendent. Eddie Barbour joined with a set of Bob Parker's diggers. Sailor Katzy put on another new grind show. His Strangest Show on Earth has been getting top money at each date. Cy Logsdon is to join with his concessions. Mrs. Rosen's cookhouse, with a good working crew, is popular with showfolks and towners.

H. B. SHIVE.

### John H. Marks

Elizabeth City, N. C. Week ended May 20. Auspices, Volunteer Fire Company. Location, old ball park. Weather, threatening, except Saturday. Business, good.

Monday, Ladies' Day, proved satisfactory, altho there was rain about 6 p.m. Rain about 7 p.m. Tuesday hurt attendance some. Threatening weather the remainder of the week, except Saturday, didn't appear to hurt business much. Radio, newspapers and city schools co-operated. Saturday's Children's Party, according to Bill Dawson, chairman of the committee, was the biggest kids' day here in 17 years. Elizabeth City High School Band, headed by "Father" Miles L. Clark and directed by Guy Hutchens, played a concert at the gate and paraded the midway as guests of John H. Marks. Gilbert Tracey, Rex Allen and the writer, who put on several acts for the Kiwanis Club, were well received. Carriers from newspapers were guests of President Marks Tuesday night, and members of the local radio station were guests at a steak dinner and round of the midway Wednesday night. At Saturday's matinee the Merry-Go-Round and Fly-o-Plane ran neck and neck for top honors. Committee, headed by Dawson, co-operated thoroly. General Agent W. R. (Red) Hicks will leave this week to take charge of his business in Rutherford, N. J.

HARRY E. WILSON.

### Fred Allen

Syracuse, N. Y. Week ended May 13. Location, Lemoyne Avenue and Dippold Street. Business, excellent. Weather, spotty.

In spite of showers and wind, the opening here showed a big increase in business over the same opening location last year. At 5 p.m., May 13, the personnel attended a surprise party in Harry Miller's bingo in honor of Dick Nugent Jr., who left for the navy May 15. A dinner and large cake were served to 64 guests, and a group picture was taken. Miller officiated in presenting the guest of honor with an engraved watch from the show members. Plans were made for more parties during the season.

R. NUGENT.

## EQUIPMENT CHESTS

RIDERMAN'S BINGO, ETC.

140 22x16x12"....\$3.98 ea.

200 22x14x16".... 4.48 ea.

160 34x25x12".... 5.98 ea.

Surplus army chests — olive drab green. Army cost three times above prices. Made of hardwood, reinforced corners with chest handles, hinges and hasps fitted on for all purposes, tools, etc.

Shipped from stock, f. o. b. Rochester, N. Y. Send Certified Check or Money Order.

## LYELL HARDWARE & LUMBER CO.

P. O. BOX 13, ROCHESTER 11, N. Y.

## WANT

Experienced Operators for Smith & Smith Chair-o-Plane and Kiddie Aeroplane Rides. Penny Arcade and Grind Shows. Write or wire

## AL BAYSINGER

DECATUR, ILL., This Week

## CARNIVAL

LEGION, RUNNEMEDE, N. J.

June 1 to 10

POTTSTOWN, PA.

June 14 to 24

Can place Shows, Bingo and legitimate Concessions. (Free Acts, write.)

D. VAN BILLIARD, North Wales, Pa.

Phone 589

## BOSWELL'S AMUSEMENTS

York & Cedar Sts., May 29th to June 10th.

Want RIDES, SHOWS, CONCESSIONS. No X.

Must work for stock, \$25.00. All wires!

THOMAS H. BOSWELL

5124 Chestnut St.

Philadelphia, Pa.

## GENTSCH & SPARKS SHOWS WANT

Snake Show, Illusion, Ten-in-One, Mechanical City. Will book or buy for cash Roll-o-Plane or Octopus. Want Diggers, Corn Game, Coca-Cola Bottles, High Striker. Earl McDonner wants Girls for his two Girl Shows. Can use capable Grind Store Agents. John Scott wants Man handle outside. Use Cook House Help. Bob Parker, wire Jack Oliver. Book or buy No. 5 Wheel.

AMERICAN LEGION CELEBRATION, Earlington, Kentucky, Week May 29; Henderson, Kentucky, Week June 5; Twelve Southern Fairs Booked Solid Till December 1.

## BEE'S OLD RELIABLE SHOWS, INC.

WANTS

WANTS

WANTS

RIDES—Want Ride Help on all Rides, top wages and good treatment. If you can't stay unless don't answer. Will book or buy any Ride we don't have. CONCESSIONS—Want Agents for office Concessions. Have Scales, Ball Games, Penny Pitch and Slam Stores of all kind. Also Coupon Agents. Join now if you want to be placed for Kentucky's largest fairs. SHOWS—Want any Show with own transportation and equipment. Frankfort, Ky., May 29 to June 3; Winchester, Ky., June 5 to 10; Greenup, Ky., July 3 to 8; Lawrenceburg, Ky., Fair, July 10 to 15; Lebanon, Ky., Fair, July 17 to 22; Harrodsburg, Ky., Fair, July 24 to 29; Russell Springs, Ky., Fair, July 31 to Aug. 5; Brodhead, Ky., Fair, Aug. 7 to 12; others following. Address:

BEE'S OLD RELIABLE SHOWS, INC., as per route.

**CIRCUS ACTS WANTED**

WEEK JULY 10  
**JR. CHAMBER COMMERCE CIRCUS**  
 LYNCHBURG, VIRGINIA

Can use Elephant, Triple Bar, Flying Act, Dog and Pony, Double and Single Trapeze, Bears, Rolling Globe, High Wire, Bicycle, Juggling, Troupes that can do two or three acts, Clowns. State if open for two weeks following Lynchburg. Address: **JR. CHAMBER OF COMMERCE, EDWIN N. WILLIAMS, Managing Director, Virginian Hotel.** (Will book acts for four weeks starting Aug. 14.)

**SOUTH COMMON MIDWAY**

LOWELL, MASS., FOR JULY 4th, 1944

Auction sale for choice of lots at South Common Midway, Lowell, Mass., for July 4th Celebration will be held at City Hall, Lowell, Mass., Monday, June 26, 1944, at 10 A.M.

**BOARD OF PARK COMMISSIONERS:**  
 John W. Kernan, Superintendent

**NOW BOOKING FIREMEN'S CARNIVAL**

Week June 19-July 1, Badger's Island, Killery, Maine.  
 First Show in Two Years.

Want Octopus, Ferris Wheel, Roll-o-Plane, Shows of all kinds. Good opportunity for Girl Show. Concessions of all kinds. Two High Acts. Biggest spot in east. Address all wires and mail to **JAMES YORK, 37 Lancaster St., Portland, Me.**

**CONCESSIONS WANTED**

July 1-2-3-4

for Tenth Annual  
**LIONS' CLUB CELEBRATION**

**ARLIE FALLER, Chairman**  
 Roachdale, Indiana

**CARNIVAL WANTED**

June or July - Springfield, Ohio  
 UAW-CIO will sponsor large show. Local and surrounding industrial territory along with membership assures good attendance. Show must have wide variety of Rides, Shows and Concessions. Contact **SALLY MYERS, Sec. Entertainment Committee, UAW-CIO No. 402, 2021 Lagonda Ave., Springfield, Ohio.**

**AMERICAN LEGION CELEBRATION**

Public Square, Paoli, Ind., July 17-22  
 Shows and Concessions Wanted.  
 Write  
**CARL M. BOYD, Chairman**

**WANTED**

For July Fourth  
 Small Carnival with Rides, Shows and some Concessions. Only celebration within wide territory. Also for Sunday, August 13th (15th annual BEAUTY-TALENT and DRUM MAJOR-MAJORETTE CONTEST). Statewide publicity.  
**DAVE LAMPHERE** Lynd, Minn.

**ONE BIG DAY**

AT IROQUOIS, ILL. — JULY 4

Want Free Acts, Concessions and Shows.  
 Write **V. C. BAKER**

**Wanted For CRAIG REUNION**

CRAIG, MO., JULY 27, 28, 29, 30  
 Free Acts and Concessions

**WANTED**

Riding Devices, Shows and Concessions for Big Annual 4th of July Celebration, Boonville, Indiana, starting Sunday, July 2, and ending July 4th. Always have enormous crowds.

**BIG BOONVILLE FAIR ASS'N**  
**ALBERT C. DERR, Sec'y.**

**WANTED**

Contact D. Louis Black Post #3421, Veterans of Foreign Wars, to sponsor engagement in Omaha, Nebr., when routed our way.

**JOE WILLIAMS**  
 3712 No. 23rd St. OMAHA, NEBR.  
 Phone: Kenwood 7260

**Geren's United**

Richmond, Ind. Week ended April 20.  
 Location, Athletic Park. Auspices, VFW Post 1108. Business, good.

Show was ready to open Monday night. There was a large attendance and business increased nightly, Saturday night being best of the season up to date. Newspapers and committee co-operated well. Capt. Billy Sells and his performing lions continue to draw. Saturday matinee brought out a large paid attendance and W. R. Geren was host to children from an orphanage. Show carries 7 rides, 6 shows and about 40 concessions. Mark Williams, who joined here with his Side Show, reports he is satisfied with business. Robert Pruyn, who joined with his Death Valley Show, also reports good business. Visitors have included Capt. John M. Sheesley and staff members; Mrs. Billy Sells, Dayton, O., and several Dayton officials, who were guests of Mr. and Mrs. Geren. Owner Geren returned from a trip in Ohio. Mr. and Mrs. Fred Haines purchased a new 26-foot house trailer here. Show staff: W. R. Geren, owner-manager; Mrs. W. R. Geren, treasurer; Mrs. Ethel Emmitt, secretary; Floyd McCarthy, advance; Howard Snyder, chief electrician; Lee Welsh, superintendent of transportation; Fred Haines, lot man.

ETHEL EMMITT.

**Hedrick's Gay-Way**

Mount Pleasant, N. C. Week ended May 20. Auspices, fire department. Weather, hot and dry. Business, fair.

This spot, which promised to be the worst of the season, turned out to be fair because of a heavy Saturday night play. In China Grove, N. C., May 22-27, business started big Monday night. There are now four rides, Phillips having joined with his Comet Train. Fifteen concessions are in the line-up, latest to join being Fred T. Harris, photo gallery; Pappas, two; E. Horne, one added; Jack Mason, one; Paul Burgess, one.

E. C. PARRIS.

**Great Sutton**

Pestus, Mo. Week ended May 20. Weather, fair. Business, good.

The long move from Sikeston, Mo., was made on schedule, altho some trouble was encountered with rolling stock. Altho attendance was light in the early part of the week, patrons spent freely and business was exceptionally good. Top money went to the Ten-in-One and Tilt-a-Whirl. Weather permitted nightly openings, and Saturday night when the midway was packed a storm hit. The Side Show front was torn down in less than 30 seconds but wreckage was cleared and the show reopened to a winning night. Manager F. M. Sutton and numerous show members visited the Cavalcade of Amusements in St. Louis. Lester L. Brown, co-owner of the Ten-in-One, went from here to New Orleans on business. Show will move into its established Illinois territory.

JACK WOODS.

NINTH Annual Old Home Week and Fair in Hiram, Mo., under auspices of Williams and Goodwin Post, American Legion, will have the Land of Pines Shows on the midway.

★  
**A battery of "SOLO-VUES" will make additional money for you!**  
 See our ad in Amusement Machine Section.  
 ★  
**GEORGE PONSER CO.**  
 DEPT. B  
 763 South 18th St., Newark, N. J.

**J. R. EDWARDS SHOWS**  
**WANTED WANTED**  
 Tilt-a-Whirl Foreman, Ferris Wheel Foreman, Chair Plane Foreman. Address all mail and wires to  
**J. R. EDWARDS, Fostoria, Ohio**

**WANTED—FOR TRUMBULL CO. FREE FAIR**

WARREN, OHIO — AUGUST 8-12 INCLUSIVE

Engraved Jewelry, Ice Cream, Apples and Floss, Peelers and other High Pitch Concessions. Shows of all kinds. Concessions and Shows must have State License. Largest Fair in Middle West. Great industrial center. Centrally located. Free gate.

**WANTED—FOR OLD HOME WEEK CELEBRATION**

PUNXSUTAWNEY, PA., JULY 3-8 — MAIN STREETS

Clean Entertaining Shows, particularly Chimpanzees, Monkeys, Monster and Side Show. Independent Midway. Best 4th of July date in Pennsylvania.

**WANTED—BROWNSTOWN, INDIANA, HOMECOMING**

JULY 24-29 INCLUSIVE — MAIN STREETS

Legitimate Concessions of all kinds except Bingo, Cookhouses, Popcorn, Photos, Snow Balls, Ice Cream and Cat Rack Ball Games, which have already been sold. Concessions which operated at Brownstown last year will be favored. Address all inquiries for above ads to:

**F. E. GOODING AMUSEMENT CO.**

1300 NORTON AVE., COLUMBUS 8, OHIO

**Marion Greater Shows Want**

Wheel Man, also Chair-o-Plane Foreman, also Concession Agents. Bob Alexander wants Agents—Fish Pond, Ball Games, Cigarette Gallery, Class Store, Snowball, Bumper. Will book, lease or buy Little Beauty Merry-Go-Round or any Flat Ride. Will book Shows of all kind with own transportation. Playing 3 blocks, main entrance Ft. Jackson, 10 days; then the best spots in North and South Carolina. Fair secretaries North and South Carolina, Virginia and Georgia, this show has few open dates. Will book Bingo or buy same. Tom Hale, Spot Basinger, Frank Popp, Whitie Davis, contact us.

**MARION H. SPILLERS, Owner; F. E. SPAIN, Business Manager, Columbia, S. C.**

<p><b>FOR SALE</b>                  20  <b>SIDE SHOW BANNERS</b></p>	<p><b>FAT GIRLS, LOOKEE!!!</b>                  Fat Girls' Bike Race . . . Fat Girls' Winter Work.  <b>SIDE SHOW PEOPLE . . .</b>                  If dissatisfied now—or later on—write me any time. Fat Girls for Bike Race new and Nile Club unit all winter. Also real Midget, Griddle and Cookhouse Boys, Bally Girls, Bally Freaks, Runts, etc.</p>	<p><b>MAN or WOMAN TALKER</b>                  to pitch on Whale Perfume. Good whale, good spot, good proposition.</p>
<p><b>FOR SALE</b>                  PARK                  (48 Seat)  <b>CHAIR-O-PLANE</b></p>	<p><b>ESTHER-LESTER, Write, Wire or Come On</b>  <b>W. J. O'BRIEN, Show Bldg.</b>  <b>REVERE BEACH, MASS.</b></p>	<p><b>FOR SALE</b>                  LE ROI                  2-CYL.                  GAS ENGINE</p>

**AL RENTON**  
 Wants for  
**HAPPYLAND SHOWS**  
 Side Show Acts of all kinds and Freaks. What say, Jack Winslow?  
 Royal Oak, Mich., opening June 1st; Port Huron, Mich., follows.

**DUMONT SHOWS**  
 WASHINGTON, N. J., MAY 29 TO JUNE 3  
 WANT Manager for Girl Shows. Want Side Show with own equipment. Want Bill Poster with car. Want String Game, Fish Pond, Hoop-La, Pitch Till Win. Want to buy Roll-o-Plane with or without transportation. Address: **LOU RILEY.**

**DEADWOOD, S. D., "DAYS OF '76" CELEBRATION**  
 ON THE STREETS OF DEADWOOD—AUGUST 4-5-6  
 WANTED—SHOWS AND CONCESSIONS. Rides sold. Want first-class Girl Show. No Grift joints wanted and only legitimate Concessions will work. No gambling on the streets will be allowed and prices on Concessions will be within reason. Write  
**CLAUDE LAVIER, Chairman Concessions, "Days of '76"**

# HOLD ON TO THAT ROPE!

## All There'll Be for Years

Is what showmen now have —WPB prescribes that tent lines be made of cotton

By Melvin D. Hildreth  
Past President, Circus Fans Association

WASHINGTON, May 27.—If it were ever true of any individual that his life hung by a thread it is now most certainly true of the outdoor showman—that his business life hangs by a fiber. In the booming days of the present, when the crowds surge thru the marquee or on the carnival lot fight for the privilege of riding on the Merry-Go-Round the showman is apt to forget that a trivial fiber, if neglected, may end his existence. The wise showman will hold on to his rope, because what he has is all

there is. There will be no more for years to come.

Prior to Pearl Harbor about 60 per cent of the fiber used in the production of rope came from the Philippines and the Dutch East Indies. Both of these areas are now occupied by the Japanese and, even if recovered, years would elapse before such fiber will again be available.

In the list of approved uses, as issued by the War Production Board, there are only two references to the outdoor show world. "Circus safety nets," defined as (See *Hold On To That Rope!* on page 56)

### H-M Opens Under Canvas

NEW YORK, May 27.—Hamid-Morton Circus, under canvas, made its debut Wednesday at Three Rivers, Que. Program is practically the same as at recent H-H indoor shows, featuring Robinson's elephants, Prose's tigers and Bernard Van Leer's horses. Howard Y. Bary is manager, and Joseph H. Hughes, treasurer. Bill Tumber has the side show and Roy Rogers the concert. Show plays a five-day run at Quebec beginning May 30.

### Turnaways for Bailey Bros.

PUNXSUTAWNEY, Pa., May 27.—Bailey Bros.' Circus business has been big, East Liverpool, O., and Ellwood City, Pa., being turnaways. Greenville, Pa., was lost due to floods in that section.

BILLY WARD, aerialist, who recently returned to the States after six years in Australia with Wirth's Circus, is taking boot training in the U. S. Marine Corps. His address is Pvt. William H. Ward, Pet. 566, RDMCB, San Diego, Calif. He is a nephew of Earl Shipley, former clown, and during the Chicago Stadium Circus engagement spent two weeks working on props while waiting his call to service.

## Apply for Gas

SHOW PEOPLE who use trucks to transport property will be required to apply, not later than June 15, for mileage and motor fuel allotments for their operations for the calendar quarter beginning July 1, 1944, the Office of Defense Transportation has announced, and a story on requirements appears in the Carnival Department of this issue.



CON COLLEANO, tight-wire performer, who was with the Ringling circus for a number of years, his last engagement there being season 1935, is this year with Cole Bros.' Circus, his first appearance with a big top since leaving the R-B show. He had played other engagements. While in Cincinnati he fell from the wire and injured his spleen, but is now back in the program. Photo by Harry A. Atwell.

## Business Picks Up At Detroit Olympia

DETROIT, May 27.—Attendance at the Barnes-Olympia circus, playing a 17-day stand here, closing tomorrow at Olympia Stadium, picked up at the beginning of its second week, and is running about equal to grosses scored a year ago.

Saturday and Sunday shows were reported very good. Attendance on other days, however, has been off, with a drop setting in again the past Monday.

Two injuries and a near miss and a menagerie tragedy enlivened the second week. William Todd, a groom, suffered rib injuries and was taken to Receiving Hospital when Silver, the Lone Ranger's horse, kicked him in the stall. John Mauldin, attendant, suffered hand injuries received from a chimpanzee.

Josephine Berosini, doing a high-wire number blindfolded and encased in a sack, fell, but was able to grab the wire, at the Saturday night show. Her brother, Otto, came out on the wire and pulled her up to safety, and she was able to continue.

Dolly, nine-year-old lioness which had been with the Terrell Jacobs' act for six years, died Wednesday night, giving birth to two, which also died. Jacob held up opening of the circus half an hour, endeavoring to save the lioness, which was named after his wife.

## WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold  
By Starr De Belle

Threadbare, Ky.  
May 27, 1944.

Dear Editor:

It has long been this show's policy to furnish entertainment to its patrons' liking. Our hillbilly performers that we have been featuring while playing in the Kentucky hills have been going over so big that, instead of helping the show, they have been hindering its progress. At Shoeless, Ky., we hauled the featured entertainers to a hill three miles from the burg, where they made the first echo broadcast and which resounded thru the mountains to big results by packing the top to the doors.

The crowd appreciated the circus acts to some extent, but they seemed to be in a tension while waiting for our hillbilly actors and their disharmony. When

## Ringling Hangs Up New High Marks in Long Garden Run; Bond Sales Net \$7,096,000

### No Slump Seen in Average Attendance

NEW YORK, May 27.—The Ringling circus in its run at Madison Square Garden, April 5-May 21, broke all records for attendance and length of local runs. Playing 93 performances in 47 days the show chalked gross attendance of 1,162,000, or an average of 12,494 at each show.

Buyers of War Bonds were given a total of 41,800 seats—the entire house at the premiere and 300 seats at each succeeding performance—which netted the Treasury Department \$7,096,000 in bond sales. In addition, 9,200 seats were given to men and women in the armed services.

These figures do not include attendance at the annual show for orphans and underprivileged children.

Deducting War Bonds and servicemen's ducats leaves net attendance of 1,111,000. Using \$2 as average price of seats gives the circus a gross take of \$2,222,000 for the run. Amount of paper given out reduces that figure, but in view of the seats allotted War Bond buyers and those in the armed forces, there was a stringent tightening on passes.

Gross attendance during the 37-day run (72 shows) last year was 987,000, or an average of 13,706 per show. Take for last year's run was estimated at \$1,100,000.

Hot weather has always proved a jinx to the Garden, and unseasonably hot weather during the last two weeks of the RB run cut matinee attendance markedly on several days. Apparently the added length of the run did not reduce average attendance.

## Arthur Show Has Good First Week In Portland, Ore.

PORTLAND, Ore., May 27.—Arthur Bros.' Circus, bucking punk weather and an unusually long booking for the size of the town, had a good first week considering all handicaps. Show opened May 15 for a 14-day run after having been rained out the day before at Oregon City. Biz was good, however, at Newberg on the 13th and at Salem the 12th.

Night crowds in Portland averaged about 75 per cent of capacity (5,000) but the matinees drew poorly. During the first week the show had light showers every day and Friday (19) was the first warm day of the week. Thursday night the tent was filled. Show had unusually good press in local newspapers, both in advance news stories and favorable re- (See *Arthur at Portland* on page 56)

### Lancaster Big for Wallace

LANCASTER, Pa., May 27.—Wallace Bros.' Circus has been packing 'em in Pennsylvania. Four performances were necessary here May 22, two matinees and two night shows to capacity, reported George Klentzle.

### Ringling 12 Days in Chi

CHICAGO, May 27.—The Ringling circus will open here two days earlier than last year for a 12-day run. Dates set are August 22 to September 2. There will be no evening performance on the closing day. Circus will show, as usual, on the lake front just south of Soldier Field.

## RB War Bond Opener Big in Boston Garden

Sales Total \$3,234,000

BOSTON, May 27.—About 13,500 paid \$3,234,000 in War Bonds to see the opening of the Ringling circus run of 13 days in Boston Garden Tuesday night. Business was off some at Wednesday's matinee, but started to grow by the evening performance, and the advance sale is a record-breaker.

Performance moves smoothly and is keeping strictly to the time-table set by Robert Ringling within three or four minutes running time. He is on the job directing operations.

Show has been fitted into the Garden and the connecting Exposition Hall far better than recently, and while dead-end crowding in the Side Show and menagerie, sharing space in the hall with the (See *RB Goes Big in Boston* on page 56)

### Reno Biz Continues Okay

PHOENIXVILLE, Pa., May 27.—Business continues excellent for Reo Bros.' Circus. Program features Watkins Troupe, teeterboard artists; Chief and Princess Tendehee, double traps and high wire; Big Salah, elephant; Barton Riding Act with Master Billy Barton; Sam Dock's trained animals; Two Esquires, hand-balancing and Risley act. Concert features Zeke Watkins and his hillbillies. Bob Russell is producing clown, assisted by Abner Alexander and Lou Watkins. Ed Davidson is boss canvasman and George Edwards director of transportation.

### Tribute to J. C. Donohue

LOS ANGELES, May 27.—Now it's Joe Donohue. He has made his last railroad contract and, as it is said in the big top, "It's all out and all over." Joe was a great fellow, a kind man, a good friend and loved by all who knew him. He will be missed, but he will join the five C's, of the Ringling circus—Charley Hutchinson, Bill Cook (Cookie), Chick Bell, Carl Hathaway and Clyde Ingalls.—J. ED BROWN. Materiale proietto da copyrig



# With the Circus Fans

By The Ringmaster

CFA

President THOMAS M. GREGORY 1014 Hardesty Blvd. Akron, O.  
 Secretary W. M. BUCKINGHAM P. O. Box 4 Gales Ferry, Conn.  
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

The entire membership of the Emmett Kelly Tent, Hagerstown, Md., attended Wallace Bros.' Circus in a body when it showed there May 16. The evening before, J. L. Harshman, tent secretary, was host to George Shope, 24-hour man. Before opening of the evening performance, President George W. Wireman read a welcome to the show over the public-address system and in addition, members had a display ad in the local paper welcoming the circus.

Dr. H. H. Conley, Park Ridge, Ill., reports that in one week he made circus talks before the following organizations: Park Ridge Kiwanis Club, Gold Coast Lions' Club of Chicago, Oakton Community Club and the Episcopal Young People's Club, and the doctor states that he still has time to practice medicine.

Pfc. Walter B. Hohenadel and wife caught Arthur Bros.' Circus several times during the show's stay in Portland, Ore.

Charles B. Kistler, CFA, Allentown, Pa., and wife attended Hunt's circus at Caldwell May 17. Kistler reports that the afternoon was capacity and night show packed to the ringbanks.

Mr. and Mrs. Frank H. Hartless, Chicago, are spending some time at French Lick, Ind.

Jay Gould, owner of Gould's Million-Dollar Circus, paid several visits to the office of White Tops while contracting the show in New Rochelle, June 5-6, under auspices of the Knights of Columbus. The show will open in Savannah, Ill., on June 1.

## Dressing Room Gossip

**COLE BROS.**—Unsung heroes of Cole folks who really work: Jack Biggers and his hard-working trainmen, Bobby DeLochte, Lorn Russell, Herbert Leeman, Noyelles Burkhardt, Cecil Labelle, Frank Orman, Eddy Grady, Yellow Burnett, Leo Parker, Frank (Dutch) Wise; Arthur Hoffman, side-show manager, and his help; Glen Garard, Bill Dwyer, Whitey Chevallier, prop department; Capt. Bill Curtis and his big-top hands; Frank (Dutch) Warner, Bill Bush, Ace Donovan, Bloomers English; Curley, chef; Gene Weeks, Arthur Stahlman, E. J. Rumbell, B. M. Neal, E. Watson, Homer Canter, William Shelford, Andy Anderson, Jimmie Wilson, Bernard Benson, George Wragan, H. Farrington, Sam Reppert, Oscar McIntyre, S. Taylor, Howard Vail, Henry Rose, Ed Dwyer, Don Pavel, Gilbert Gard, Al Parsons, J. C. Arnette, C. H. Cockran, Albert Smith, Carl Miller, Earl Warfield; ring stock, Alabama Campbell, John McGraw and their boys; Al Hoffmann, Karl Knudson, Joe Haworth, Bill Kellogg, Arky Eugene Scott, John E. Smiddy, Charles Luckey, Fred Walker, Bill Zastrow, Floyd Lee, Walter Rice, Harry Sittloh, W. A. Dykes, J. McCarron, George Davis, Madison Holston, David Larkin, Curley Reed, Duke Edwards, Tommy Tumkin, Sid Marvin, Circus Jack Smith, Preacher Lewis, Maggie Turner, Owen Prewitt, Rock Maxfield, Mother Jackson, Skipper Strandberg, Pee Wee Berard, Bert McKenna, Sitting Bull; Whitey Govro with all his hard work still seems to find time to massage the sick and ailing; Mrs. Harry McFarlan, Katie Luckey and our Florence Nightingale, Fritzie Partello.

Visitors—Don Howland, Stanley F. Dawson; Jack Wolf, who is working for Uncle Sam; Dan Moroz, Mr. and Mrs. Gus Sun Jr. and daughter. Nice letters from Bernard C. Harris, CFA, England; Ira Millette, Tam Gregory, Pvt. Raymond Poff, F. E. Sullivan; Sgt. Bob Cook, RAF, England. Note to Paul Jerome—Your walk-around is getting plenty of those things clowns thrive on; it has been loaned for the duration.—**FREDDIE FREEMAN.**

**BEATTY-RUSSELL**—Start of our 10th week and all are beginning to wonder about this Sunny California business. Crowds are swell, but we haven't seen the sun for a while. Curtiss Genders was five May 20 and he made the most of it. Curtiss decided he was going to be a clown, so the alley made him up and mama made him a clown suit. He made spec and the clown numbers and got all the laughs. (Brownie taught him how to be funny.) Presents galore and lots of cake and candy. The George Perkins Express had a three-alarm fire on the way to San Luis Obispo. The fire mystery was the fact that two of the firehouse fireman, Walt Mathie and Renee Thevon, were riding with George but were dozing at the time, and Walt's bedding and Renee's luggage were burned. Sancho Morales has been dubbed "The Shepherd of the Hills." His car broke down and while it was being fixed he and his performing dogs tended the sheep on the hillsides. Uncle Red Larkin is telling the stories over the mike to the customers and doing a bang-up job. Albert Fleet is back in action with his chimp act. Harriett Beatty is also back after a short illness. Esther Escalante Crouch is on the sick list and will be out indefinitely. Visitors—Walter, Ethel and Joan Jennier, on this show last year and now with Polack; Felix Morales; Jo Jo, San Francisco clown; Sgt. Ray Hubbard, from San Diego; Mr. and Mrs. Frank Walters, Houston, who have been visiting the Beattys ever since Los Angeles; Ella (Bobby) Williamson and sister-in-law; Dink Templeton, of the U. S. C. track and field squad. Letters from Hugh McGill, Dennis Stevens, Eddie Rathjen and Elmer Davis.

Hats Off Department—To George Werner, in charge of the big top; Buddy Richards and wife, Mike; the boys on the big-top crew; Bob Reynolds and his prop crew; Grace Killion, Edna Antes and others of the office crew; Harry Hammond and Jack Burslem for handling the laundry and getting it back on schedule.—**DICK LEWIS.**

**ARTHUR BROS.**—Everyone is enjoying the Portland (Ore.) engagement; fine weather and good business. On Saturday morning Mr. Arthur gave a show for the underprivileged children. All new

## Siegrist Showmen's Club Festival at Canton in June

CANTON, O., May 27.—Charles Siegrist Showmen's Club's annual summer festival, first held here in 10 years inside the corporate limits, is scheduled for June 12, with the F. E. Gooding Amusement Company, Columbus, providing the midway attractions. Crystal Park lot will be used. Proceeds will go to a fund to provide the club's members in the armed services with gift boxes.

Lester Rogers, with Cole Bros.' Circus, reports his business good. Dick Edwards has shovled off for Wildwood, N. J. Karl Calle, veteran concessionaire and cook-house operator, has taken over all eat and drink stands at Summit Beach Park, Akron. C. A. Klein, former booker, doing government work the past two years, is now supervising an industrial war job in Louisville. Nick Hing and wife, Virginia, are vacationing as guests of the Joe Hawthorns on the Cole show. Nick is the club's v.-p. P. V. Casper was successful in the recent primaries as Republican candidate for county commissioner. He headed Shrine Circus committees in recent years. Roy and Vivian Shrimplin, Alliance, are trouping again with the Black Horse Med show. Paul Kennedy is again on the high seas.

New members are Ralph J. Clawson, H. J. Deal, Harry B. Chipman, Harry Woodfield, Joe Selinsky, Thomas K. Buchannan, Ben Neuman and Karl Calle. Reported by Rex McConnell, secretary.

## Six More Join CHS

FARMINGTON, Mich., May 27.—Additional new members of CHS are Mrs. Ione Stevens, Coffeyville, Kan.; Clarence Cuddeback, Auburn, N. Y.; Ivan Meyers, Wheeling, W. Va.; Paul F. VanPool, Joplin, Mo.; Herbert Head, Detroit, and Ray Priesel, Pittsburgh. CHS Clarence Pfeiffer, now in the U. S. Army, visited Terrell Jacobs at the Olympia circus in Chicago. Clarence was formerly secretary of the CMBOA.

Visitors at the Barnes-Olympia circus in Detroit were Mr. and Mrs. Charles Jones, Mr. and Mrs. Joe Short, Mr. and Mrs. Walter Goodenough, Dick Clemens, Bill Woodcock and Tunis E. Stinson, all of Detroit. Goodenough, former clown with Sells-Floto and other shows, is with Ford Motor Company, and recently made appearances at Veterans' Hospital in Dearborn and Percy Jones Hospital, Battle Creek, Mich.

The writer, Don Smith, visited with Bob Stevens, Paul Lewis, Dorothy Herbert, Ernie Stewart, and Dick Clemens and wife, also Tim Mix, at opening stand of Bailey Bros.' Circus, and all posed for pictures. Show has all new canvas and side-show banners, and trucks are very flashy in red, white and blue color scheme.

poles were bought for the big top. Two new four-ton Diesel trucks, new pad-room, new uniforms for the ushers and elephant men were also purchased. Loretta La Pearl and her boxing dogs are a big attraction in the concert. Kenneth Waite has added some new clown walk-arounds.

Blackie and Lorena Escalante are moving into their new two-room trailer. Betty Stout is doing a fine job of singing for the aerial ballet number. Received letters from Dennis Stevens, of the Polack show, and F. H. Lohman, Richmond, Ind. Elmer Vorese was welcomed back after being on the sick list. He has the cookhouse looking spick and span. Cal Hicks, big show announcer, is sporting a new uniform. Most of the personnel have been taking in midnight picture shows in Portland.

Sorry to learn of the passing of E. E. Berger, owner of Flint Park, Flint, Mich. He liked circus acts and always treated them grand. Al Conners and Ethel Henry are now doing a double rolling act. Rudy Jacobi, manager of the Side Show, reports good business.

Two good show openers are Sonny Moore's dogs, followed by the Escalante five-people bar act, with Lalo and Blackie Escalante, Billy Temple, Fermin Oliva and Maurice Marmolejo. Oliva goes to town with his fly-overs. Visitors were Mrs. Fanny Otis, Mr. and Mrs. Louis Picchiani, Lou Berg, T. P. Lewis and Mr. and Mrs. Hohenadel.

**GRACIE HANNEFORD.**

TRAPEZE performer Don Dorsey joined Hamid-Morton Circus for the outdoor season at Three Rivers, Que.

LOS ANGELES  
JUNE 2 TO 11

AL MALAIKAH  
TEMPLE  
(13000 MEMBERS)  
PRESENTS



and WILD ANIMAL  
THRILL SHOW

BEYOND PREADVENTURE OF CHALLENGE  
THE MOST COLOSSAL CONSOLIDATION OF  
CIRCUS CHAMPIONS AND CELEBRITIES  
EVER CENTRALIZED IN CALIFORNIA FOR  
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### SEE FOR YOURSELF

In This Prodigious Program, the Roster of Which Is Truly Likened to the Blue-Book of Circusdom, embracing, as it does, naught but headliners, the relative position of names does not imply nor reflect the importance of the act, artiste or attraction.

- ★ POWERS ELEPHANTS
- ★ ZAVATTA-ZOPPE TROUPE
- ★ HUBERT CASTLE
- ★ PALLENBERG'S BEARS
- ★ TRUZZI
- ★ MISS ARDELT
- ★ FELIX MORALES
- ★ AERIELETTA
- ★ MEL HALL
- ★ CHESTER "BOBO" BARNETT
- ★ RAY WILBERT
- ★ WALTER JANNIER AND BUDDY
- ★ LA TERESITA
- ★ HARRY FROEBESS
- ★ THE BLACK HORSE TROUPE
- ★ CYSE O'DELL
- ★ THE MORALES TROUPE
- ★ DON CARLOS CARREON
- ★ PAPE AND CONCHITA
- ★ LUCY AND DANLO
- ★ MARCEL AND GEORGETTES

AND IN CLOWN ALLEY  
EUGENE RANDOW . . . ED RAYMOND . . .  
DOROTHY BARNETT . . . CHARLIE BATHE  
. . . FRANK PREVOST . . . JACK KLIPPEL  
. . . DENNIS STEVENS . . . JOE LA PLANTE.

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INDOOR CIRCUS IS THE MOST GIGANTIC  
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## UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

### RUNNING smoothly?

**GOLDIA HAMPTON** has a shoeshine parlor in Panama City, Fla.

**ED MURPHY**, formerly of the Beatty-Russell circus, joined the Arthur circus in an executive capacity.

**FLOYD KING'S** Wild Life show recently closed a 16-week run on the Pike in Long Beach, Calif.

**CHARLIE CAMPBELL**, circus fan, has contracted Billy Wehle's Jamboree for Sylva, N. C., June 15.

**ANYTHING** been said about making up your own berth this season?

**NOVELTY** man, Jake Jacobson, is still in the Goldwater Memorial Hospital, Welfare Island, Ward A 41, New York.

**MELVIN D. HILDRETH** visited the Big One in New York on the show's birthday May 19. The Ringling show is observing its 61st year.

**THE THUNDERBIRDS** are now with the Joe Berry DeLuxe Shows. Harry LaMa and Mary visited them at Willimansett, Mass.

**HEARD** on the lot: "Our cookhouse chef must have learned to cook while on Cook's Tour."

**THIS** will be Frank Portillo's fourth year as producing clown at Masonic Night of Thrills, Griffith Stadium, Washington, June 23.

**JACK McFARLAND**, formerly with Mills Bros. and other circuses, is with the Bud E. Anderson show and reports show doing very favorable business.

**COLONEL MAITLAND**, who trouped with Ray Brison on the Silver Bros.' Dog and Pony Show, is now doing promotions for firemen, furnishing tents and stands.

## WANTED

To add to Big Show—Clowns, Acts of all kinds, Dancing Girls. Best salary. Doc Edwards, Jess McBride, Doc Ogden, wire O. C. Cox. Herman Watts, wire Humpy Thoridge. Working Men, come on. L. L. Buchner, boss canvasman; Shorty Gelson, assistant.

## BAILEY BROS.' CIRCUS

As Per Route in The Billboard

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Various Sizes and Ages

GIANT ADULT and Some Fine Youngsters

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## Battle in N. O.

NEW ORLEANS, May 27.—Except when the Ringling circus stops over here, New Orleans has never before seen so many circuses acts brought into the city limits at one time. Battle of the Circuses begins tomorrow with a nine-day booking of the United Nations Thrill Circus at Pelican Baseball Stadium, while Manager Harry Batt, Pontchartrain Beach, books six new acts for free outdoor showing.

Promoted by Jack Knight, the United Nations circus lists a number of acts, including the Great Jansley, Bee Kyle, Flying Valentines and Flying Valentines; Fussner and his spiral globe; Great Blondin, Great Alfredo and Le Roy.

At Pontchartrain Beach, Batt brings in for the week, designated at the resort as Free Thrill Circus Week, Marvelous Marion, Sky-High Girl, Whirling Phil and Bonnie, Aerial Mathieus, Donohue and La Salle, La Blonde Trio and the Skyettes. Last named are held over from last week. After that, Batt says he will return to the old policy of double free acts weekly.

week of May 15. Show was directed by Edwin N. Williams in two rings and on stage. Williams has signed to again direct the show in 1945.

**WE** have stopped brushing off workmen with, "That's what makes trouping interesting," and are doing a little adjusting.

**MAUDE M. HAY**, of the trick cycling act of St. Claire Sisters and O'Day, is leaving after a third of a century in show business to become a medical technician in the WACS at close of her engagement with the Barnes-Olympia circus in Detroit.

**MRS. AL C. BECK**, formerly of the Beatty-Russell circus, has been dismissed from the Community Hospital, San Bernardino, Calif., after being rushed there from Riverside in fear of pneumonia. She rejoins her husband, now with Arthur Bros.' Circus.

**CHICK YALE** opened with Ray Bros.' Circus, New Orleans, May 27-June 4, with his table and barrel rock, with Birmingham and Knoxville to follow. Clowns are Zeke Lamont, Rube Curtis, Bozo Harrel, Charles Demelo, Jim Cogswell and H. Klippel.

**EVERETT BLANSHAN**, Kingston, N. Y., visited the Ringling show in New York, being guest of Chief John Brice and Herbert Duvall. Hunt Bros. was in Kingston May 28-30. RB will be in Albany, N. Y., July 11-12.

**OFTEN** wonder if the 24-hour men, who complain about their added duties, do so to impress those on the lot that they also work for a living.

**VISITING** Garden Bros.' Circus at Windsor, Ont., was Walter L. Main. He also saw Barnes-Olympia in Detroit, and Bailey Bros.' opening at Bowling Green, O. He met many folks that worked for the Main circus. So far he has attended six big tops this season.

**DICK LEWIS** and Walt Mathie are using a small tent for sleeping quarters on the Russell show. Mrs. Lewis is scouting for a home trailer in Los Angeles. If one is obtained, Mrs. Lewis and the three little Lewises will trek with the show.

**CONTRACTING** press agent, C. S. Primrose, of Cole Bros. and Frank Bowen, barber, Zanesville, O., held a reunion when first named was in that city recently. They first became acquainted in the early 1900's when they were with the Gentry show, Primrose was general agent, and Bowen played in the band.

**R. W. COULE**, wife and daughter, of Detroit, caught opening of Bailey Bros.' Circus at Bowling Green, O., May 16. Show is spic and span and all trucks are lettered and painted in red, white and blue. Big top is a new 80 with three 40's; side show a 40 by 60, with new banner-line. Played to almost a full house. They report good performance. (See Under the Marquee on page 57)

## The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

**RODEO** at Pincher Creek, Alta., will be a two-day event in August, with G. Sheline as manager. Prize money will be higher than last year, it is said.

**TEXAS** Cowboy Reunion will be held at Stamford, Tex., July 3-4. The celebration will include two full rodeo performances each day. New officers of the reunion association will be elected in the Will Rogers' memorial bunkhouse July 3.

**A WILD WEST** show will be feature attraction of the 9th annual St. Paul (Ore.) rodeo, July 2-4, said Ray Manegre, president of the association. The stock will come from Joseph, Ore., furnished by Harley Tucker, Manegre said.

**DATES** for the seventh annual rodeo at Coleman, Tex., are July 12 to 15. Earl Sellers, Del Rio, Tex., will furnish the livestock, Clyde Edens, rodeo association president, has announced. The rodeo was not presented last year because of war conditions, but civic organizations have asked that it be held this year.

**ANNUAL** Pecos (Tex.) rodeo will be presented July 1-4 with six performances scheduled. Events will include calf roping, Brahma bull riding, ribbon roping, bronk riding, girls' calf roping, team roping, bulldogging, cutting horse contest and special events, including the appearance of Weaver and Juanita Gray, Fort Worth, trick riders and ropers.

**SEVERAL** specialty acts have been signed for the Autry Rodeo, Shreveport, La., June 22-25, including Buff Brady, trick and fancy riding and roping; McLaughlin Brothers, Don and Gene, trick ropers; Tad and Mitzi Lucas, trick riding; Mary Her, trick riding; Jazbo Fulkeron, clown. Show will use its first-string stock. Prize money amounts to \$3,000 for five events; saddle bronk riding, bareback bronk riding, steer wrestling, bull riding and calf roping. Louis Brooks, present all-round champion, and several top ranking cowboys have advised they would compete in this show. Earl Lindsey, formerly with circuses, will handle publicity and promotion.

## Joseph C. Donohue, Others Natives of Madison, Ind.

**CHICAGO**, May 27.—The passing of Joseph C. Donohue, traffic manager of the Ringling show, reminds that several outdoor showmen came from the little Ohio River town of Madison, Ind. Donohue was born in Madison and lived there in his young days. John P. (Pat) Fagan, who for several years handled the rails for Ben Wallace and later for Barnum & Bailey, was a native of Madison and now rests in a cemetery at North Madison. Pete Sun, of Sun Bros.' Circus, and Tom Weideman married Madison girls.

**M. T. (Mike) Clark**, former carnival general agent, now retired and living in Indianapolis, also was a native of Madison.

## CIRCLE A RODEO

## AND THRILL CIRCUS

Opening Outdoor Season  
SIOUX CITY, IOWA,  
JULY 1, 2, 3, 4

Other near-by dates following. CAN USE outstanding Circus Ground and Aerial Acts, Cowboys, Cowgirls, Novelty Western Acts with or without stock.

**JOHN P. DAROS**  
134 N. La Salle St. CHICAGO, ILL.

## WANT WALLACE BROS.' CIRCUS

Prima Donna to sing with modern Circus Band on the road. Flo Tennison, wire Mike Guy; top salary. Also Boss Canvasman for animal top, Clowns and sober Help all departments. Wire **RALPH CLAWSON**, as per route.

# SASKATOON TILTS BUDGET

## Surplus Seen, Awards Upped

### Varsity prof will demonstrate farm machinery repairs—Conklins to come

SASKATOON, Sask., May 27.—A proposed budget for the 1944 Saskatoon Exhibition, estimating a substantial surplus, has been adopted. Notable among expenditures will be the \$8,000 for prizes and \$14,000 which the racing committee expects to have for purses.

With displays of farm machinery banned by the government during wartime, the board decided to sponsor a field demonstration of practical agriculture by Prof. E. A. Hardy, University of Saskatchewan, on one day of the fair. Farmers will be requested to bring in old equipment and he will demonstrate methods of repair.

Prize lists will be upped in Holstein and Jersey classes but other livestock premiums will be the same as last year's.

A letter from President J. W. (Patty) Conklin, Conklin Shows, said he hoped to travel in 15 railroad cars this year instead of 12 which the controller of transport allowed the show in 1943. Monday will be Children's Day; Tuesday, Old-Timers' Day; Wednesday, Citizens' Day; Thursday, Farmers' Day; Friday, Travelers' Day; Saturday, Everybody's Day, with special children's grandstand performance Saturday morning.

### Johns Trophy Offered

At suggestion of Prof. J. W. G. MacEwan, president and honorary manager of Saskatoon Industrial Exhibition board, it has established a Sid Johns Memorial Trophy for perpetual competition in the livestock section. The winner, who will hold the trophy one year, will be the livestock exhibitor who is judged to have made the best display in the annual livestock parade at the fair.

At a board meeting, Professor MacEwan commented upon the deaths of Sid W. Johns, secretary-manager, and J. O. Hettle, chairman of the racing committee. "For the second time in less than one year, the hand of death has removed a stalwart member of Saskatoon Exhibition board," he said. Of Mr. Hettle, he said: "He was a past president of this board and for more than a quarter of a century he served continually as a most dependable director."

### Minister Is Gratified

Professor MacEwan said when he returned from Ottawa recently that he had talked with J. G. Gardiner, Dominion minister of agriculture, and had been assured that the exhibition board was carrying out its responsibilities by going ahead to make the show as good as possible.

New and unforeseen problems in transportation, Mr. Gardiner had said, were the only factors which should be considered as capable of interfering with present plans, and he had been gratified to learn that the exhibition board could maintain the agricultural competitions, thus contributing in a substantial way to the improvement of agricultural production without interfering with the war effort.

the large acreage threshed last year, while soybean acreage threshed may increase 2 or 3 per cent. Reports indicate that farmers plan to plant about the same acreages of rice, sugar beets and sweet potatoes; probable changes will be less than 1 per cent.

### Civilian Food Supplies

Little change from 1943 in over-all food supplies available to civilians is expected for the year as a whole, altho the situation during the next few months may be more favorable than at the same time in 1943. This limited improvement is due to larger than usual seasonal increases in eggs, citrus fruits, winter truck crops, (See Agricultural Front on page 57)

## Mo. State Real "Must" In '45

SEDALIA, Mo., May 27.—No 1944 Missouri State Fair will be held here this year, said Commissioner of Agriculture John W. Ellis and Ernest W. Baker, secretary-manager. This will be the second successive year that the fair has been called off, due to local war conditions.

Ellis declared that a fair would have to be held in 1945, however, explaining that the State's title to the grounds requires a fair to be held at least once in every three years.

## Bill Hirsch "Camp" Host

SHREVEPORT, La., May 27.—William R. (Bill) Hirsch, secretary-manager of Louisiana State Fair here, has purchased a \$10,000 "camp," as he calls it, on Cross Lake, eight miles from the fairgrounds, and the past week entertained E. S. Gerety, Joseph S. Schollbo and Edgar Neville, of Fair Park and the Beckmann & Gerety Shows, and George Monsour, of a local bottling company, at a fishing party at the unique summer home fronting on the lake.

## Lunsford Heads New Set-Up

MONTGOMERY, Ala., May 27.—Newly organized Central Alabama State Fair here has L. J. Lunsford as president and general manager. New set-up has State and city sanction and 1944 dates have been set. Johnny J. Jones Exposition has been contracted to furnish the midway and concessions, he said. President Lunsford has operated Houston County Fair, Dothan, Ala., the past several years.

CHICAGO.—Ernie Young Agency has contracted grandstand shows for Calumet County Fair, Chilton, Wis., and Winnebago County Fair, Oshkosh, Wis., reported Ernie Young.

## NYWF Polish Tower Laid Low

NEW YORK, May 27.—Last of the foreign buildings of the New York World's Fair, the tall, lattice-work Polish Tower, has been razed by the park department, which is transforming the exposition site into a public park.

Another outdoor spot headed for oblivion is Madison Square Garden Bowl, big open-air boxing arena in Long Island City, which has been called a white elephant ever since its erection. Site, owned by the Pennsylvania Railroad, has been leased by the government, which has begun clearing the ground for construction of a huge temporary post office to handle overseas mail for the army.

## More Lined Up in New York

ALBANY, N. Y., May 27.—State department of agriculture and markets has announced a list of 41 county fairs which will be held in the State this year. The number scheduled compares with 28 in 1943 and 38 in 1942.

DES MOINES.—Eastern Iowa Racing Association has been changed to Hawkeye Racing Club, Manchester, with articles of incorporation filed with the secretary of state here. Lee Bebee, Anamosa, president; A. L. Bradley, Waterloo, vice-president; T. B. Armstrong, Manchester, secretary-treasurer. Corporation has listed \$5,000 capital stock of 200 shares at \$25 per share.

PENSACOLA, Fla.—George B. Flint, Boyle Woolfolk Agency, Chicago, and Mrs. Flint spent several days here visiting their grandson, Ensign Ben Briant, who is an instructor on flying boats in navy training here.

**AGRICULTURAL FRONT**

Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

FARMERS intend to plant some 374,000,000 acres this year, about 3 1/2 per cent more than the 361,000,000 acres actually planted in 1943. Because a good many farmers are concerned about labor and machinery difficulties they plan to shift to crops for which they now have enough equipment and for which they have sufficient family labor. Favorable prices and record income for various crops last year also influenced farmers' intentions for this year.

Principal acreage increases over last year are in prospect for vegetables, feed grains and spring wheat. This past winter's vegetable crop, estimated at a record 1,349,000 tons, is 36 per cent above 1943 production. Preliminary figures for spring season truck crops indicate a probable increase of 26 per cent over 1943. The large wheat supplies of the past two years no longer exist in the United States, a result of record high consumption. Over-all civilian food supplies for 1944 now appear to differ little from last year. New support prices for milk and dairy products raised the floor under returns to dairy producers, while support prices for live hogs now cover only good and choice barrows and gilts weighing from 200 to 270 pounds.

### Planting Intentions

Farmers thruout the nation plan this year to grow about a 3.6 per cent larger acreage of crops than in 1943. Total acreage will probably be about 374,000,000 acres if present intentions fully materialize. This compares with 361,000,000 in 1943, an average of 354,000,000 acres during the previous 10 years and the peak of 375,000,000 acres in 1932. Indications are that nearly all of the increases over plantings last year will be in grains, tobacco and certain vegetables. No report on cotton acreage is made at this time. Decreases are indicated for most of the other crops. Changes in prices

(particularly for cash crops), unusual weather or other causes may alter announced intentions before the actual planting time. In some areas, notably Kansas, Nebraska and Colorado, spring plantings of wheat will depend to a large extent on how well the winter wheat survived the dry fall.

Intended acreage of feed grains and sorghum represents an increase of 4,000,000 acres, or 2.3 per cent, over last year. Principal items are increases of 2.5 per cent for corn, 3 per cent for sorghums and 8 per cent for oats. Barley plantings will probably show a 13 per cent decrease. Total acreage for the four crops is almost 7 per cent above the 10-year average and higher than plantings in any past years except 1932 and 1933, but it is not large in proportion to the present livestock population. Farmers from Minnesota and Iowa eastward to New York appear to be planning increased acreages of grain crops, chiefly by shifting from hay, pasture and idle land. Acreage seeded to spring wheat is expected to be 15 per cent higher than last year. This, plus the nearly 26 per cent increase in winter wheat seedings, indicates a return to approximately an average acreage seeded to all wheat. A 17 per cent increase in tobacco acreage appears probable; this is 12 per cent above the 10-year average but still well under the acreage grown in some earlier years.

Principal acreage decreases now seem likely to be as follows: Flaxseed, 31 per cent; peanuts, 10 per cent; beans, peas and potatoes, 7 to 8 per cent, and tame hay, 2 per cent. Soybean planting intentions reveal a 1 per cent decrease, and acreage of cowpeas may be reduced 19 per cent, but a good deal of the decrease in these crops and in peanuts is likely to be in the portion cut for hay or left for livestock consumption. Acreage of peanuts picked or threshed may equal

## Apply for Gas

SHOW PEOPLE who use trucks to transport property will be required to apply, not later than June 15, for mileage and motor fuel allotments for their operations for the calendar quarter beginning July 1, 1944, the Office of Defense Transportation has announced, and a story on requirements appears in the Carnival Department of this issue.

## Around the Grounds

WONDA, Ia.—Grandstand on Pocahontas County Fairgrounds here was demolished and heavy damage done to other buildings in a tornado in West-Central Iowa on the night of May 18.

PICTOU, N. S.—Pictou Fair will be revived this year after a lapse of four years, with harness racing and vaude acts. Repairs will be made to buildings and a cash grant is being sought from the provincial government. Co-operation of other towns is being aimed at to broaden the fair's appeal.

BRIDGEWATER, N. S.—Extensive repairs will be made to the Bridgewater Fair plant and auto parking space will be enlarged. Dates for 1944 must be approved by directors. H. Wile was re-elected president, H. Craft was renamed vice-president, and W. J. Crouse again chosen secretary-treasurer.

CALGARY, Alta.—Student editors of the MacDougall School yearbook made a plea for freedom from school during the week of Calgary Exhibition and Stamp (See FAIR GROUNDS on page 57)

**WANTED:**

**CARNIVAL COMPANY**

For

**Vermillion County Fair**

August 22 to 25, Inclusive, Cayuga, Indiana. Contact V. N. ASBURY, Newport, Ind., or DR. J. E. BEARDSLEY, Cayuga, Ind., or we might be interested in Rides only, to operate with an independent midway.

**ATTENTION**

**FAIR SECRETARIES**

**FOR YOUR GRANDSTAND SHOW**

Contact

**ERNIE YOUNG**

155 N. CLARK CHICAGO

**CARNIVAL WANTED**

At Fair Grounds, July 4th; Also One Wanted to Play

**FARMERS' FAIR**

Sept. 7-8-9, 1944, at Clintwood, Dickinson Co., Va.

FARMER'S FAIR ASS'N.

LEONARD M. MULLINS, Sec.

**WANTED**

**CIRCUS AND CARNIVAL OR RODEO**

**WASECA CO. FAIR**

August 11, 12 and 13, 1944

LEON SEXTON, Sec., Waseca, Minn.

**WANTED**

Three or four Rides, also Independent Concessions, for

**TRI-COUNTY FAIR**

August 23, 24 and 25.

C. L. STICKLER, Sec., Petersburg, W. Va.

**WANT**

HIGH CLASS ACTS for JULY 4th week, also Acts for August and September Fairs: Troupes, Singles, Doubles. Contact quick.

**WILLIAMS & LEE**

464 Holly Ave. ST. PAUL, MINN.

**WANTED**

RIDES AND CONCESSIONS FOR

**Atchison County Free Fair**

Effingham, Kansas, August 22-25, 1944.

Write SECRETARY.

# Flood, Fire Take Heavy Toll

## Water Covers Des M. Spot

Riverview damage from levee break over \$200,000—operation doubtful

DES MOINES, May 27.—Riverview Park here was inundated by three to eight feet of water last week when a 100-foot break in a levee sent the muddy Des Moines River into the park. The break in the levee occurred while the river was on a rampage, the worst in the last 40 years.

Preliminary estimates on damage ranged from \$200,000 to \$300,000, and it was considered doubtful whether Riverside could still be repaired and reopened this year.

The flood waters first poured into the lagoon and raised the level until the bridge at the park entrance lifted off its piers. Only the tallest horses and giraffes on the Merry-Go-Round had their heads above water.

The maple floor of Riviera Ballroom was afloat atop three feet of water, and a new floor, installed only the day before, in Riverview Cafe was under six feet of water.

It was necessary to travel by boat to reach any point in the park.

## Batt Bucks Circus With 6 Free Acts; Biz Continues Tops

NEW ORLEANS, May 27.—Manager Harry Batt, of Pontchartrain Beach, refuses to be outdone, and so New Orleans next week will see the Battle of Circuses.

When Promoter Jack Knight brought in a 60-act booking for nine days at Pelican Baseball Stadium under name of United Nations Thrill Circus, Batt stretched out too and booked up six feature outdoor free acts for the beach, including Marvelous Marion, high pole breakaway; Sky High Girl, trapeze; Whirling Phil and Bonnie, high perch; the Aerial Mathews, double trapeze; Donohue and La Salle, barrel jumpers; the La Blonde Trio, bar comedians, and Skyettes, acrobats.

Following the competition against the stadium show, the beach will go back to usual weekly booking of double acts.

Pontchartrain Beach continues to draw better than any previous season, with thousands of soldiers and sailors from abutting camps, hospitals and air stations taking advantage of half fares on weekdays.

## Balto Pools Bow To Corking Biz

BALTIMORE, May 27.—Hot weather, with temperatures ranging up to 90 degrees, proved timely last week-end in giving local swim pool operators an auspicious opening. Record-breaking attendance featured the opening sessions. Lifting of the pleasure-driving ban helped swell the attendance.

Lakewood Pool, one of Baltimore's finest swim resorts, attracted thousands in making its seasonal debut, and Olympic Pool, at Carlin's Park, attracted another record-breaking crowd to enjoy its greatly expanded swimming facilities, including a simulated beach arrangement.

The official seasonal opening of Meadowbrook Pool was delayed by virtue of fire the previous Sunday, which destroyed equipment, lockers and some of the buildings, tho the pool itself had not been damaged.

Other swim pools in the area are scheduled to crack the season Decoration Day.

## Huedepohl Whips Three Handicaps At Jantzen Beach

PORTLAND, Ore., May 27.—Business at Jantzen Beach Park, despite the triple-threat handicap of bad weather, lack of help and gas shortage, promises to build up a profitable season, says Paul Huedepohl, managing director.

"As a matter of fact it has rained on all but two days since the park opening April 8," Huedepohl said. "Even so, every Sunday we have had 1942 Fourth of July crowds."

Shortage of man power has been another headache for Huedepohl, with insufficient help in all departments.

The transportation situation, too, has added to his worries, as gasoline is limited to two gallons a week for motorists. The traction company runs busses to the park only at evening, so the only other public conveyance is the war-crowded Vanport City bus, serving the government war-worker settlement.

Huedepohl opened four swimming pools—two for adults and two for children—Sunday (14) on cold and rainy day, but had a good crowd in spite of the weather.

## Ind'p'lis Funspot Bows to Largest Crowd in Years

INDIANAPOLIS, May 27.—Riverside Park, oldest and largest amusement resort here, opened Sunday (21) to the largest attendance in many years. More than 40,000 persons took in the opener, and cash register recordings were excellent, according to Hurshel Parker, general manager. Beginning tonight Riverside will be on its full-week operating schedule, opening evenings (except Mondays) at 7:30 o'clock and Sundays at 1 p.m.

Management continues its practice of providing free admission, free parking space, free checking service and free picnic facilities thruout the season.

Riverside has 24 major attractions, including five more kiddie rides added this season.

J. L. Coleman is president; H. E. Parker, general manager, and Frank L. Holmes, charge of picnics.

## Boat Service to Benefit Playland

RYE, N. Y., May 27.—Playland opened today, a week later than usual. With blackouts a thing of the past in this area, night crowds are expected to swell considerably. Playland makes an attractive appearance with its masses of flower beds.

Regular steamer service between Jersey City and New York and Playland begins Decoration Day, with the steamer Americana making a round trip daily.

Playland has been hard hit by gas rationing and fuel regulations, as it depends almost entirely on trade brought by auto, bus and excursion boats. Park dropped its free circus policy and reduced its staff last season. Playland is owned and operated by Westchester County.

The same executives will be in charge this season, namely: Messrs. Currier, Brown and Vogel, with Henry Corridio as maintenance chief; Dick Kuhner, chief electrician; Don Lucente, in charge of gardens; Jack Cliff, in charge of recordings in the Music Tower.

The Airoplane Coaster has lost "Jonesy," who died recently, and Joe Socony will probably take his place.

SPRINGFIELD, Mass.—Admission at Riverside Park-In Theater two nights last week was a gift for the War Prisoners' Aid drive, Edward J. Carroll, owner-manager said.

## Central Loses Bldgs., Rides

Flames deal heavy damage at Allentown resort—sixth fire there in 12 years

ALLENTOWN, Pa., May 27.—In a spectacular fire at Central Park last Thursday (18) three concessions were destroyed, three other buildings razed and two rides damaged so badly that they were ordered closed by city authorities until proper repairs are made. A. G. Nahban, operator of the park since 1939, said it would be impossible to estimate the amount of damage until a survey is made. George H. Slenker, city building inspector, visited the park while the fire was being fought and said neither the Skyclone or Sleigh Ride could be operated until repairs were made. Woodwork on both rides was badly damaged by the flames.

The fire apparently started in the bowling alley and billiard parlor operated by Ervin Rabenold and spread quickly to the rolldown and balloon and peg game concessions operated by R. W. Spaeth. Spaeth said his loss would be at least \$1,000. The framework of the shooting gallery as well as two lavatories were also destroyed. Firemen were faced with a difficult problem in getting water to the blaze.

The fire was the sixth costly blaze at Central Park in the last 12 years. Damage estimated at \$50,000 was done on May 15, 1932, and another \$50,000 loss was reported due to fire September 14, 1935, when the Skyclone ride was nearly destroyed. On June 10, 1940, damage of \$9,000 was done when the Dodgem ride went into flames and near-by buildings were threatened. The park skating rink was razed by a fire April 7, 1941, which caused damage estimated between \$12,000 and \$15,000.

## Guenther's Olympic Cracks Season With Plenty To Pull 'Em

IRVINGTON, N. J., May 27.—Henry A. Guenther's Olympic Park here opened its season last Saturday (20), with attendance light in the afternoon but heavy at night.

Park caters to family trade, for which it is ideally fitted, and draws patronage from Newark and near-by factory towns, with plenty of war-work spending money. Olympic is served by bus lines and has large parking lot.

Rides, about 30 in all, range from kiddie rides to the large Coaster. There are only two shows, a new illusion spec, *Cavalcade of Wonders*, and Ethel Purtle's motordrome, featuring auto-riding lions. There are also several funhouses, a Penny Arcade, pony track, goat carts, games, concessions and refreshment stands.

Drawing cards are the daily band concerts, the spacious swim pool, free circus performances and the large roller-skating rink. Joe Basile's band, booked for the season, plays twice daily on the bandstand and for the circus sessions. Circus acts, booked thru the Hamid office, appear twice daily on the open-air platform. Two large bleachers offer free seating, with a large covered grandstand and chairs in front of arena providing reserved-seat space.

Circus acts at opening were Tanit Ikao, fakir; Rosemary King, xylophonist; Miss Louise, trapeze, and the Dashington Dogs.

S. W. THOMSON, who has the Motordrome in Riverview Park, Chicago, has an all-girl contingent of drome riders this season, including Goldie Restall, Jane Kearney, Neta Coburn and Freda Watring. Bill Snyder is talker on the front.

## Radio Talent Gets Big Play in Dela.

WILMINGTON, Del., May 27.—Park season in this State got under way this week, with opening programs at Radio Park, seven miles from Wilmington, toward West Chester, conducted by Cousin Lee. The initial offering includes 10 stagelights, with afternoon and evening performances. Featured are the Sleepy Hollow Gang, Billy James and His Horn, and Hardart Children's-Hour Graduates, with Danny Desandrio as emcee, and Smiling Dave and His Rhythm Rangers. Cousin Lee and his radio group are also on the program.

Riverview Beach Park, at the New Jersey end of the New Castle-Pennsville ferry, officially opens its season today. Beginning June 14 a dance will be held each Wednesday night in the roller rink, with music by Kan Janney's orchestra. Roller skating every afternoon from 1:30 to 5 and every night from 9 until 11 except Wednesdays. Victor Caille will be at the organ. Every Monday and Friday will be Kiddies' Day.

Attractions at Riverview Beach Park this season include a spacious 75 by 150-foot swim pool, a free pool for the kiddies, two Roller Coasters, Tumble Bug, Laughing Castle, donkey ride, Flying Scooters, Merry-Go-Round, Whip, miniature railroad and Skee-Ball.

## Ed Carroll Estimates His Opener as 40% Ahead of 1943 Mark

SPRINGFIELD, Mass., May 27.—A winning combination of ideal weather, a special Mother's Day promotion and first outing of the season gave Ed Carroll's Riverside Park, Agawam, a record-breaking Sunday, May 14. Carroll estimated business 40 per cent over the corresponding Sunday last year. Attendance was estimated at 20,000.

Mother's Day stunt was the third annual. Gag was originated by Harry Storin, park publicity head, three years ago and has been building annually.

Carroll is making a strong bid this season for increased ballroom biz, and opened the name band policy with Mal Hallett. Joe Marsala, Bob Pooley, Teddy Powell, Frankie Carle and Count Basie have been booked for successive weeks. Ray Sparrow, regular house band, will play Saturday dates. New policy is being backed with strong ad and publicity campaign.

Outing biz is strongest in the five years of operation, according to Storin, who heads special events. Practically all major industrial plants in the territory have already reserved dates for the summer.

Softball is the latest promotional venture by the management. A league has been set up and a diamond constructed near the Connecticut River. Eight teams are in the league, including one representing the park. League games will be played Sundays, with special out-of-town teams competing during the week.

Albert Gowans opened his new pony and goat ride the past week, adding another feature to the kiddie attractions.

## Milwaukee Spots Gets Going

MILWAUKEE, May 27.—Season got under way at State Fair Park last Saturday (20), with free rides on the midway between 12 noon and 3 p.m. for all children under 12. With 17 rides all set for the opening, there was an added attraction in the Sky-High Girl, free act. Steve Sweedish's ork works the dances in Modernistic Ballroom.

PHILADELPHIA, May 27.—Woodside Park, which went into its full summer schedule last week, has opened its Crystal Pool, with Pat Delany as manager. Night swimming under floodlights will be featured every evening, with reduced rates going into effect after 6 p.m. weekdays.

# Cincy's Coney Gets Off Okay

**Rain crabs preview attendance but spending's up 20%—name bands stick**

CINCINNATI, May 27.—Coney Island, Cincinnati's model outdoor amusement plant of which Edward L. Schott is managing director, previewed the season last Saturday and Sunday (20-21), with the opening night dropping some 400 under last season in attendance, but Sunday bidding fair to set a new preview crowd mark until a heavy rain in the evening slackened the whirl of the turnstiles.

Spending for both days, however, showed a 20 per cent increase over the corresponding days last year. Sixty per cent of the preview biz was ballroom play, according to Ruby Benson, publicity director, Richard Himber's ork pulling 2,300 into Moonlight Gardens Saturday night at \$1.10, and another 400 Sunday night in the rain. Coney inaugurated its regular daily sked tonight, with Phil Davis's WLW ork and Norman Ruvell on vocals the ballroom feature.

Name bands will again be booked as one-night attractions at Moonlight Gardens this season. Jerry Wald is set for June 9; Vaughn Monroe, June 16, with Georgie Auld and Woody Herman following shortly thereafter. Jimmy Ault's ork has begun its third season on Coney's steamer, Island Queen.

Coney pool also gets under way today. Lieut. (j.g.) Jane Blinckley, officer in charge of recruiting for the coast guard in Ohio, Kentucky and Indiana, has completed arrangements with Manager Schott for the use of the Coney pool twice a week thru the summer for swimming and life-saving courses for the SPARS.

Managing Director Schott, who is also park president, this week announced Coney's executive staff as follows: Fred E. Wesselmann, vice-pres and chairman of the board; Leo Schott, comptroller; Amy L. Beushausen, secretary to the president; Ralph G. Wachs, secretary-treasurer and park manager; Shirley Watkins, superintendent; Ernst A. Meyer, promotion manager; Freeman H. Wipper, field representative; A. W. Hutchinson, swim pool manager; Al Behrman, chief electrician; William Devore, manager of refreshment department; Ward Devore, assistant; Mrs. Garnet Devore, manager of service and refreshments in Moonlight Gardens; Wilbur Harmon, office manager; Arnold (Posey) Fox, superintendent of maintenance; Henry Schwab, head gardener; Michael Psaris, clubhouse service manager; Tony Mancini, head chef; Martin Paley, parking manager; Gus Lacalley, chief of police; Edward J. Norton, outdoor advertising manager, and Rudolph Benson, director of advertising and publicity.

## Franks Sets Church Outings For Playland, Macon Ga.

MACON, Ga., May 27.—Playland Park, now in the seventh week of the new season, continues to experience good business, Manager W. E. Franks reports.

To help afternoon business he has lined up a series of church outings which start the first week of June. A total of nine is set for the month.

Charles Drill, owner of the Ferris Wheel and Chairplane, is ill at Macon Hospital, where he was taken after a heart attack early this week.

## Herring Leaves Galveston

GALVESTON, Tex., May 27.—L. B. Herring Jr., manager of Galveston's new \$1,500,000 recreation pier recently dedicated, has resigned and no successor has been named. Herring, for many years manager of the South Texas State Fair Association, has returned to Beaumont.

# The Pool Whirl San Antone Victory Way Ahead of 1943; Ride List Augmented

By Nat A. Tor

All Communications to Nat A. Tor, Care New York Office, The Billboard

The Water Safety Service of the American Red Cross this year is celebrating its 30th anniversary of its founding. In the past three decades the Water Safety Service has taught more than 3,000,000 individuals how to swim, how to save their own lives and the lives of others, and has been largely instrumental in reducing the nation's drowning rate by 50 per cent. It is now training Americans, in uniform and mufti, at a mounting rate of more than 30,000 per month.

Armies thruout the centuries have contended with water obstacles in fighting terrain. Not until the present amphibious war, however, has training in water safety become so integral a part of the soldier's equipment, as essential to him as knowing how to handle a gun. Sailors, fliers and marines likewise have paramount need for this knowledge, now that there is no element of security on land, on sea or in the air. The American Red Cross for the past three decades has been laying foundations for its present large-scale program of water safety. Primarily a peacetime project, it now fills an exigent military need.

## Swimming Saves Fighters' Lives

This year's 30th anniversary of the founding of the water safety program by the Red Cross sees its gratifying results in many other parts of the world. Wherever the armed forces are in action there is evidence of some bit of Red Cross swimming lore having saved the lives of our fighters. Some of the men acquired these skills in civil life; others received the instruction in training camps; still others have had it after a close brush with death. Long before Pearl Harbor, staff members of the Red Cross Water Safety Service were in the training centers working with wise military leadership which anticipated the need to fit America's fighting men for the new combat conditions.

Nearly two years were devoted to this task while the country came ever nearer to the brink of war. Profiting by the lessons learned overseas, the service secured information about every kind of aquatic situation likely to be encountered in modern combat. Out of this laboratory emerged the new kind of swimming to be taught to our troops, and before the end of 1941 the formally named Functional Swimming and Water Safety Training Course was off to a good start in carefully selected training centers. Picked army and navy personnel were trained by Red Cross field men to act as instructors, and they in turn trained thousands of their comrades-at-arms in a new kind of swimming they had never seen.

## 15,000 Volunteer Instructors

By March, 1943, the Functional Swimming training was extended to include the part of the civilian population liable to military service. For this undertaking—one of the largest home-front assignments of the war—15,000 volunteer civilian instructors trained by the Water Safety Service were available. Planned primarily to reach the country's youth of pre-induction age, this phase of the program has been, and will continue to be, conducted by Red Cross chapters in co-operation with schools, clubs, industrial organizations and civic groups.

But this Functional Swimming, whether taught to civilians or the military, is realistically based upon the demonstrated needs of modern warfare in which our fighting men are sometimes obliged to swim considerable distances or remain afloat for long periods of time and are frequently called upon to negotiate bodies of water with full equipment. They also need to know and are taught how to abandon ship in full equipment, to swim safely thru burning surface oil, to swim silently, to swim the wounded, to save others in danger of drowning.

While this contribution to the war effort is the brightest achievement of the service's present-day program, there have been other constellations in its firmament across the years. Now, as in the days of its founding in 1914, its procedure is the same: Determine the need; set up a sound pattern of operation; train instructors; pass the training on to others; get the job done.

In the summer of 1913, just before the service was born, the war clouds were hovering over Europe. But in

SAN ANTONIO, May 27.—A. (Booby) Obadal, owner of Victory Park here, returned Wednesday (24) from a trip thru the East, where he purchased several riding devices to be installed at his local funspot. Business at the park has been running nearly double that of the corresponding weeks last year, Obadal says.

Whitey Jacobs, formerly of Beckmann & Gerety Shows, has built several new buildings to house his concessions, adding a bear hoop-la, penny pitch, pan game and cigarette pitch to his string. Bill Pitzer has the guess-your-age and weight concession, and Mrs. Billy Pitzer is in with the high striker and horoscopes. Dave Stevens has darts, coke bottles, cane rack, Hitler ball game, skill ball, rolldowns, jewelry hoop-la; Blackie McLamore has balloons, cigarette gallery, fishpond and bowling alleys. Mr. and Mrs. Jessie Williams have popcorn, peanuts, candy apples and ice cream concessions, and Mr. and Mrs. John Graves, food and drink concessions.

Whitey Beloit is manager of the Moon Rocket, which is getting top money among the rides. R. Fisher is building a new Funhouse and glasshouse.

Manager Obadal states that he has spent over \$5,000 for neon on the rides, shows and concessions, and a new victory arch, costing approximately \$3,000, all in lights, faces Broadway where 25,000 cars pass daily. Victory Park is in the 2600 block on Broadway, adjoining Breckenridge Park, city owned with a large zoo which attracts a large attendance each Sunday. Free gate prevails at Victory, and a free act is presented nightly. The Flying Silvers are current. Soldier patronage here is heavy.

## Pennsy Dorney Gets Going

ALLEN TOWN, Pa., May 27.—Dorney Park, one of the largest outdoor amusement centers in Eastern Pennsylvania, opened last Saturday (20) for its 60th year. Opening attractions included Les Saunders and ork in the Castle Garden Ballroom, and Deane Carroll heading a large cast for the free shows in the open-air theater.

America people were still dancing and dining and flocking to the beaches in the imagined security of an ocean-protected isolationism.

The horseless carriage had come into its own, and while it was looked upon as a highway peril, more people were drowning then at the beaches, unprotected pools and swimming holes than were killed in automobiles five years later.

(Continued next week)

# Atlantic City

By Maurie Orodener

ATLANTIC CITY, May 27.—With the summer season about to get under way, order was issued to local police to clamp the lid on all barking along the Boardwalk. Director of Public Safety Cuthbert says that barking or ballyhooing are no go this season. This includes loud-speakers and radio.

Mayor Altman has confirmed the report that the proposed leasing of the Garden Pier Theater by the Shubert theatrical interests had "fallen thru" as a result of court action instituted to have the pier torn down and the property made part of the public beach. However, Altman declared that the city, which acquired the pier property on tax foreclosure, is working on another proposition, "but we have not reached the stage where negotiations are actually under way."

Altman declared that the Shuberts would have gone thru with the three-year lease of the pier provided the city would agree to return \$12,000—representing two years' rental, and which would have been part of \$18,000 to be spent for repairs—if the court action necessitated the termination of the agreement. The city declined to make such an agreement, however, because no money was actually being received for the theater except a share in the profits of operation.

At the request of the army, which still occupies Convention Hall, the city has notified occupants of six stores on the side of the auditorium that the premises would have to be vacated. Stores on the Boardwalk side of Convention Hall, occupied by private tenants, were not shut out.

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# Ops Viewing Confab Results As Healthy Factors in New Era of Building and Policies

## Further Aims Against Juve Delinquency

CINCINNATI, May 27.—Delegates to the recent annual conventions and championships report, after looking at the sessions in retrospect upon their return home, that never before have the confabs been so replete with valuable discussion of vital topics and certainly post-war prospects, as well as the immediate future of the industry, have never appeared brighter. They point out the certain progress made in skill, as evidenced by the contestants, and the undercurrent of "bigness" that prevailed in all talk of future rink construction and policies of operation.

Members of the Amateur Roller Skating Association are gratified with results of their conclave in Chicago May 1-5 and the election unanimously of Oscar A. Morgan, New York, as president. That important fresh money is coming into the construction phase of rink operation they appear to have no doubt. There

were rumors, especially as affecting the East, of plans in the making for a number of huge new rinks, some of which doubtless will be units of new chain operation. It is said that funds are in readiness for an unprecedented boom in building and that some veteran operators are interested, as well as names now new to the industry.

### Construction Talk Rife

The elder organization, the Roller Skating Rink Operators' Association of the United States, had at its seventh annual convention and championships May 1-6 in Detroit not only a 25 per cent increase in registration over that of 1943 but a turnout of moguls of the game who came with definite ideas as to what the course of the organization and of all progressive rinksters should be from here out and particularly when the problems that are bound to pop up after the war

begin to appear. Big construction talk also was rife at the Detroit meet and was engaged in by some of the org's officers as well as pioneer ops.

There appears to be a trend in the RSROA to enlist the younger blood in its administration, if possible, as some of the seasoned impresarios who founded it and have carried on for half a dozen years believe they are entitled to seats more or less on the sidelines but where they can be called in for advice and counsel. The past presidents' list carries several names from the eastern sector and, as the association since its inception has had a membership representative of spots from Coast to Coast, presidential honors, probably were considered geographically when William T. (Pop) Brown, Southgate Roller-drome, Seattle, was elected to succeed Fred H. Freeman, Boston, who was prexy three and a half years.

### Two-Org Problem Seen

Members feel that much was accomplished in talks regarding rules for judging, status of amateurs and professionals, music and other shop subjects. There were speakers who deplored the existence of two national associations, but it appears that there is yet to come to light any concrete moves that may remove this situation, some of the more realistic in the field falling back upon the philosophy of the survival of the fittest.

Operators feel that the modern industry has been a valuable factor in preventing and in ameliorating juvenile delinquency, knowing that present-day rink rules of conduct will bear the closest scrutiny of parents, guardians and officialdom and that even more salutary support will be given by operators in upholding the best measures that may be adopted generally in combating evil tendencies. Many instances are indicated in which enforcement officers have acknowledged the healthy influence of rinks and where hasty action has been taken, only to be followed by admissions that overly officious persons had been misguided, misinformed or had proceeded in entire ignorance of the new era into which roller skating had emerged.

## Waterloo Sets New License Fee—Lighting Facilities

WATERLOO, Ia., May 27.—Under a curfew ordinance passed by city council, rinks will be required to pay a license fee of \$10 a month or \$50 a year and required to have a male police officer on duty during hours of operation. The curfew requires all children 15 years or younger to be off the streets by 10 p.m. except Friday and Saturday nights, when it is 11 p.m. The regulations for rinks require that the chief of police select the officers for patrol duty at the rinks, but the operators pay their salaries for the work.

In addition, minimum lighting requirements are established not only for the rink interior but for adjacent property, streets and alleys. The ordinance bars presence of intoxicated persons, profane language and indecent conduct and makes rinks subject to approval by sanitary, fire and building inspectors.

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### Buckeye Rinksters To Meet

COLUMBUS, O., May 27.—Ohio State Roller Skating Rink Operators' Association will meet here June 12 on the call of George Anagnot, operator of Greystone Rink, Columbus. Purpose of the meeting is to discuss better working conditions for the operators and plan for complete co-operation when RSROA shows are held in rinks thruout the State. Many matters that will be of benefit to the national organization will also be discussed.

A digest of the activities at the recent national RSROA meeting in Detroit is scheduled. Operators will also discuss the equipment situation. Ideas for modernization of some of the older rinks and other improvements will be outlined.

LIEUT. ARTHUR KENNEDY, former employee of Mineola (N. Y.) Rink, is reported to be a German prisoner.

MR. AND MRS. FANCIS LE MAIRE are the recently added pros in St. Nicholas Arena, New York.

MORRIS TRAUB, one of the owners of the Park Circle Rink, New York, has authored *Roller Skating Thru the Years*, a book that deals with the history of the sport and is well-illustrated.

BOB AND LONIE RILEY, who are teaching exclusively in Mount Vernon (N. Y.) Arena, formerly were at St. Nicholas in New York, and the Mount Vernon Rink.

SEVEN first places in figure and dance divisions of the recent U. S. national amateur roller championships conducted in Chicago by the Amateur Roller Skating Association, went to members of the Earl Van Horn Dance and Figure Skating Club, of Mineola (N. Y.) Rink. The fifth consecutive national title went to Walter Bickmeyer in the senior men's event.

BOBBY RYAN, former U. S. senior men's figure champion now in the army, was a visitor at the Sefferino Roller- (See RINKS on page 58)

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LETTER LIST

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen!

The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

- Main body of the letter list containing names and addresses of subscribers, such as Crowley, G. C., Donlevy, John W., FAIRCLOTH, James Robt., etc.

WANTED - POSTAGE STAMP MACHINES. Write full details. Squires, 2439 Guilford Ave., Baltimore 18, Md.

WANTED - A SET MUSICAL TONED COW-Bells; also other Novelty Instruments. Jack Bland, 1239 Douglass St., Reading, Pa.

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

AT LIBERTY BANDS AND ORCHESTRAS

DOO COOK'S NBC ORCHESTRA - NEW JERSEY territory only. 338 Stockton St., Perth Amboy, N. J.

JUNE 1 - NINE OR TEN PIECE BAND. HIGH school students. Not good as name band. Prefer Ozarks. Hotels considered. E. J. Griffin, Lamar, Mo. je10

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY - COMPLETE WILD WEST Show. Rodeo Stock, Bucking Horses, Brahma Bulls, Saddle Horses, Roping Calves, Ponies and Pony Mules. P.A. systems, committee, trick and stock saddles, rodeo arena, 2 1/2' stock rack, trucks, 24' stock semi. All or part with drivers and handlers. Open for engagements. Wm. Barker, Greencastle, Ind.

AT LIBERTY - A-1 MECHANIC. FORTY years old, sober, reliable; twenty-three years' experience any make truck, ride motor. Like to contact reliable carnivals. Prefer long season. State all first letter. References exchanged. Frank Madden, 2408 W. Michigan St., Indianapolis 8, Ind.

"CHARLOTTE" - HALF AND HALF. SIDE show annex. A-1 wardrobe, drapes, blow-ups, spots. Clever act, intelligent lecture. Managers with acts, answer. Charles Hunter Jr., 1910 Luzerne Ave., Silver Springs, Md. Disappointment cause for ad.

AT LIBERTY MAGICIANS

ATTENTION, MANAGERS - MAGICIAN WITH complete Spook Show for road or will consider steady summer location. 902 Spruce, Philadelphia, Pa.

ATTENTION, THEATER MANAGERS - "BRAINSTORM the Mindreader," a gross buster. For booking wire or write Manager, Del-Komek, Temple Room, 415 N. Washington, Wichita, Kan. je10

FEATURE MENTAL-MAGIC ACT - BUSINESS builder for theatres, night clubs, hotels. Readings if desired. Yose, 518 Arch, Pittsburgh 12, Pa.

"LA-MAR," THE MAGICIAN - LADY ASSISTANT. One-hour show. For club floor shows, lodges, entertainments. Myers, 519 Wheeling Ave., Cambridge, O. je10

AT LIBERTY MISCELLANEOUS

VERY IMPRESSIVE ATTRACTION. 6 SMALL birds trained to open door of miniature temple, pick surprise message and deliver direct to party. Work for 10c, can earn \$15-\$25 an hour. Will work on percentage basis. J. Jordano, 1672 70th Street, Brooklyn, N. Y. je8

WELL-KNOWN LADY ATHLETE DESIRES TO change type of work. Acrobatic or aerialist work preferred. Free to travel. Five years' experience in show business. Gladys Gillem, 2910 Clairmont Ave., Birmingham, Ala. je10

AT LIBERTY MUSICIANS

DRUMMER - 4-F, RELIABLE, EXPERIENCED. New equipment. Good appearance. Large band preferred. Travel or location. Mike Ballish, 657 Franklin, Grand Rapids 7, Mich. je10

DRUMMER - AGE 17, UNION, EXPERIENCED show and dance. Can travel. Have played the best spots in the East. Will close here June 10. Write or wire full details to Drummer, 2125 Wheaton Ave., Millville, N. J. je10

DRUMMER, VIBRAHARPISIT, XYLOPHONIST. Solid Drums with plenty of lift; sweet and swing Vib; Xylophone all styles, including solo work. Read on all instruments. Army discharge, young, sober, reliable. Dance, radio, recording experience. Photo, records sent on request. Prefer location in California; small combo or real band. Carl Dean, 815 W. California St., Oklahoma City.

DRUMMER AVAILABLE - CLEVELAND AREA preferred. Excellent references. Edwin Leo Meloy, Box 278, Garrettsville, O. Phone 234. je10

DRUMMER AVAILABLE IMMEDIATELY - Experience, read, fake. Good equipment. Good taste. Age 28, 4-F. Glenn Savage, Greenwich Apt. 8, Scottsbluff, Neb. je10

DRUMMER - EXPERIENCED BALLROOM, club, cut floor shows. Prefer jump band, organized. Minimum, \$75.00. Good heat and can ride. Best equipment. Must give 2 weeks' notice. Wire, write Musician, 2723 Nebraska, Detroit, Mich. Phone: Tyler 4-1109.

EXPERIENCED MODERN DANCE DRUMMER. 4-F, union. Read, jam, solid rhythm; 4 beat, plenty of lift, plenty smooth. Feature chorus, cut shows. Sober, reliable. Modern drums. Best of reference; go anywhere immediately. Minimum, \$75.00. Jack Arnold, 79 Rutland St., Boston, Mass.

HAMMOND ORGANIST - UNION, 4-F. LARGE library. Sweet, swing. Double entente. Prefer cocktail lounge or taproom. Write details, salary. Box C-67, Billboard, Cincinnati 1, O.

HAMMOND ORGANIST WITH ORGAN - AVAILABLE about July first. Experienced all lines. Prefer hotel or lake job. Address Organist, 1215 W. Third Ave., Flint 4, Mich. je10

LEAD TRUMPET - BIG TONE, CONSISTANT. Age 28, 4-F, married. Top flight hotel bands write, stating best salary. Must give notice. Musician, Box C-68, Billboard, Cincinnati 1, O. je10

RINK ORGANIST - EMPLOYED AT PRESENT, desires change. Prefer West or South. Bess Eubanks, 609 Woodrow Ave., Fort Worth, Tex.

ROLLER SKATING RINK ORGANIST, WELL known, thirteen successful years in the same location. Pipe or Hammond Organ. Available immediately. Draft classification, 1-A-H. Write, stating location, full details and top salary. Box C-63 Billboard, Cincinnati 1, O. je3x

TRUMPET - AGE 17, UNION, EXPERIENCED. Accept only 2d or 3d chair in jump band. Location or travel. Prefer Midwest. Available immediately. Dave Joel, 902 Barrs St., Jacksonville, Fla.

TRUMPETER - 17, SPLIT LEAD. ARRANGE copy. Road experience. Minimum, \$60.00. Large bands only. Ty Prolund, 240 Shields Rd., Youngstown, O.

YOUNG TROMBONE MAN AVAILABLE IMMEDIATELY. Good qualifications. Union. Not subject to draft until December. Contact Guy Beckman, 115 S. 7 St., Paducah, Ky., before June 1.

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E. R. GRAY ATTRACTIONS - SENSATIONAL Spiral Tower, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Harding and Keck, Evansville, Ind. je24

OUTSTANDING PLATFORM TRAPEZE ACT - Available fairs, celebrations, etc. Attractive equipment. Real act. Literature, particulars. Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Ind.

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THE GUTHRIES - FOUR DIFFERENT FRED Attractions. Tight Wire, Balancing, Trapeze Iron Jaw, Butterfly and Double Trapeze. Reasonable. 220 W. 9th, Cincinnati 2. je3

THRILLING AND SENSATIONAL HIGH Aerial Act. Write today for publicity matter. Box C-57, Billboard, Cincinnati 1, O. je3

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PIANIST - AVAILABLE JUNE 7. READ OR Jan. Play fill-in or solid lead. Age 28, union, draft exempt. Plenty experience with good bands. Do vocals, double Trumpet. Tommy Lavin, 617 S. Pine, Hope, Ark.

PIANO MAN - AGE 24, 4-F. RELIABLE, union. Read, fake. Experienced both large, small combos. Free to travel. Prefer California location. Bob Ferguson, 4117 Delmar, St. Louis 8, Mo.

POSITION WANTED - 2 GIRL PIANO TEAM. Salary, room and board. Resort preferred. Write Box #463, St. Cloud, Minn., stating particulars. je10

AT LIBERTY SINGERS

ROMANTIC BARTONE VOCALIST - PLAYS Trombone. Age 19. Status, 4-F. Invites offers. William S. Waymire, 214 1/2 East Third Street, Marion, Ind. je3

AT LIBERTY VAUDEVILLE ARTISTS

VAUDEVILLE TEAM WOULD LIKE TO connect with tent picture show in Southern Missouri or Arkansas. Car and trailer. Jimmie Burke, Box 295, Hoxie, Ark.

# OPA Exemptions May Show Trend

## Minor Items On New List

Dollar and cents plan is acceptable to the trade—violations are now checked

CHICAGO, May 27.—When the seventh amendment to Supplementary Order No. 45 was received here it aroused new interest in what may be the policy trends of the Office of Price Administration. New new amendment exempts about 14 specialty items of a minor nature and is chiefly important because it suggests that OPA may consider further exemptions of specialty items from price control. There have been arguments since the beginning of price control that a lot of luxury goods could be well exempt and not vitally affect conditions that produce inflation. OPA officials have generally taken the attitude, however, that to exempt luxury items would create a wave of contention and pressure methods to exempt many lines of mer- (See OPA EXEMPTIONS, on page 53)

## MERCHANDISE TRENDS

CHICAGO, May 27.—Good weather was a factor mentioned in all reports of trade in retail outlets for the second week in May and reports followed the same trend during the third week. A demand for summer merchandise boosted trade in practically all types of stores during the past two weeks. Jewelry was emphasized in one report, indicating that a seasonal demand for wedding gifts was already being felt. Items for Victory Gardens were mentioned in most reports. The specialty merchandise field did not seem to develop any particular items for this trade this year. A few items for Victory Gardens were placed on the market in 1943. Official government reports said that department stores had a trade gain of about 31 per cent for the second week in May, which was a continuation of gains that had lasted for four weeks straight. Reports mentioned that wholesale circles had increased business, that buyers were grabbing all summer merchandise they could get and also were placing orders for autumn trade. The Southwest continued to mark up the biggest gains in retail trade.

### Plan for Jobs

At a recent conference of organizations representing small business in New York,

plans were made to furnish jobs to about 12,000,000 people in small firms after the war. Organizations represented at the conference were said to represent a total of more than 3,000,000 small business firms. Pledges were taken on future prospective employment. Those attending the meeting said they felt the plans had possibilities, much depending on whether small firms got a full share of raw materials at the end of the war

### Radio Manufacturers

The recent announcement that Westinghouse would make radio sets for the home after the war shows a widespread trend of firms to enter this field. It assures the wholesale and retail trade there will be plenty of sets on the market when they can be made. Westinghouse discontinued making home sets in 1928 and the announcement the firm would enter the field again attracted wide attention. Westinghouse has been making radio equipment for war use and hence has decided to continue making radio sets. Officials of the firm announced that many improvements in radio equipment made for war use would be available in home sets after the war.

### Less Nickel

Restrictions on the use of nickel in popular merchandise items were increased in a recent amended form of M-6-b by the War Production Board. Among the merchandise items listed under the restricting order are jewelry, toilet articles, souvenirs, novelties, games, toys, art objects, photographic goods and many other home necessities. Preference ratings were assigned in order to get nickel. Specialty merchandise firms said the order would not add any more hardships since they had already been using other metals for a long time.

### Swiss Watches Held

The OPA recently obtained an injunction against a Mexican firm and its New York agent to hold a shipment of watches, which OPA charged were being offered at prices above the ceiling. The move by OPA was intended to enforce wholesale ceiling prices on the watches. The watches had been imported from Switzerland via Lisbon. OPA charged that the two firms had failed to apply

## Leaders See Shortage of Paperboard

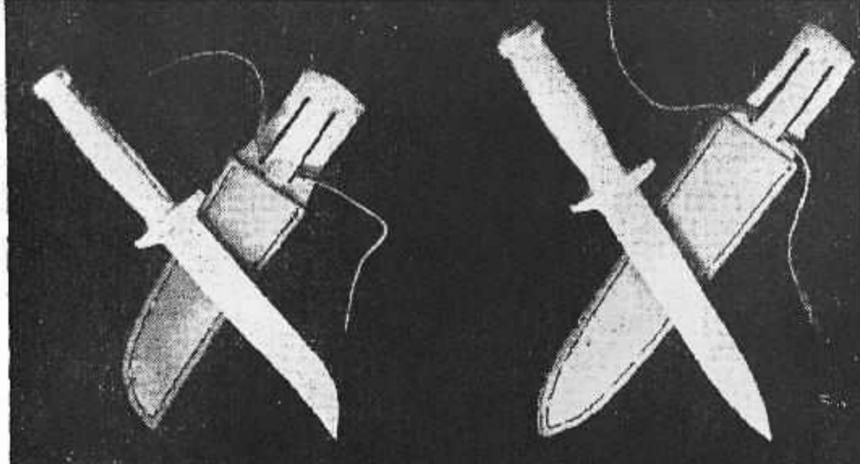
Civilian supplies decrease as war needs rise—asked to salvage paper

NEW YORK, May 27.—Reports from the paper industry here indicate a better outlook in the raw material supply for making paper and paperboard. Official reports also show that the production of paper, newsprint and paperboard increased some during March as compared with the two previous months. Firms in the paper field say that the increased production in March may have been due to the greater number of working days. They are not optimistic about maintaining the increased rate. Most recent reports did suggest that the March rate of production was maintained practically thru April. Leaders in the paper industry say that supplies for civilian use will continue to decrease regardless of any increased output that may happen for the next several months. This warning is made by reliable firms in the industry and it is confirmed by government reports. The warning to the public is made by trade leaders who say that even if military requirements do not increase there is still no early prospect for allotting more paper and paperboard for civilian uses.

The paper industry and government officials are urging business firms to join in the campaign to salvage waste paper. Schools and civic organizations have recovered a lot of paper, but trade leaders say business firms will have to get in the campaign in order to recover sufficient quantities of waste paper to assure needed supplies of new paper.

for approval on the ceiling price which the OPA had fixed at \$14. The watches were being offered at \$22 wholesale. The (See Merchandise Trends on page 52)

**COMMANDO KNIVES HUNTING**



Both types are popular sellers now—the Commando to boys about to go over seas and the Hunting to Sportsmen. Commando Knives have double edge blade, 7 1/2"x1 1/4", fine steel with aluminum handle, 4 1/2". Hunting is single edge, 6"x1", same type handle. Both encased in fine leather scabbard, stitched and steel stapled.

**SAMPLE—COMMANDO—\$3.50 EACH. DOZEN—\$37.50**  
**SAMPLE—HUNTING —\$3.00 EACH. DOZEN—\$33.00**

Samples; Cash With Order; Dozen Lots; 20% With Order, Balance C. O. D.

**BIRMINGHAM KNIFE COMPANY**

1425 Elizabeth Avenue Birmingham 7, Ala.  
 OR HAMMER BROS., 114 PARK ROW, NEW YORK, N. Y.



**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—12K Gold-filled Identification Bracelet. Heavy oblong plate and 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.**

**NO MORE WAITING IMMEDIATE DELIVERY**

**TOOL OR TACKLE BOX**

**HEAVY GAUGE STEEL**

Single cantilever tray, steel handle, durable baked enamel, wrinkle finish, rigid construction. COLORS—Olive Green or Maroon. A \$5.95 retail value.

No. 16-S—Size 16"x7"x7"—Wt. 8 Lbs. Packed 6 to a shipping carton, ind. packed. Weight per carton 48 lbs.



No. 16-S  
**SPECIAL \$3.25**  
EACH LOTS OF 6

**DEALERS**

We are headquarters for tackle boxes. Be sure to write for our complete circular of other models in tool and tackle boxes.

TERMS: Net cash, 1/3 deposit with order, balance C. O. D., F. O. B. Chicago—Specify Freight, Truck, Express.

**JOHN BAKER CO.**

542 SO. DEARBORN ST. CHICAGO 5, ILL.

## NEW PLASTIC CANTEEN

**used by Armed Forces  
used by Civilians in**

FACTORIES, FARMS, SCHOOLS,  
SPORTS, HOME and TRAVELING.

● ● ●

**Ideal for BOY and GIRL Scouts**  
WILL NOT BREAK WHEN DROPPED.  
Leak-proof screw top.



Height 7 1/2 inches  
Width 4 inches  
Depth 2 1/2 in.

Weight  
6 oz.

**Holds  
Quart**

**PRICES:**

Lots of 100 or More ..... \$1.15 Each  
Lots of 50 ..... 1.20 Each  
Lots of 25 ..... 1.25 Each  
Lots of 12 ..... 1.30 Each  
Lots of 6 ..... 1.35 Each

SAMPLES \$2.25 each postpaid.  
Deposit with all orders.  
Sold for premium and prize use only.

**A. N. S. CO.**  
812 Carroll Street ELMIRA, N. Y.

## POPULAR ITEMS

### Music for Kiddies

The phonograph has won adults to its music in the last few years and now a miniature model for the small child is available. Colorgraphic, Inc., Chicago, offers a model that will handle records up to even the standard 10-inch disk. The device is marketed under the trade name of Twirl-a-Tune and the child gets real music from the article by turning a little hand crank. Thus the child gets the benefit of producing music in tempo as desired. The article is decorated in red and white to appeal to children.

during the outdoor season are well adapted to demonstration in many places. Wilson Walkles, Crestline, O., offers a line of 10 different models of these toys. They include clowns, sailors, nurses, penguins, rabbits and so on. The makers say there are no gadgets or springs about the toys to get out of order. The summer season is an ideal time to show these toys and the maker states that orders are also being placed for holiday trade later in the year.

### New Light Bulb Story

Something new in light bulbs attracts attention in these times when people have become so accustomed to the incandescent bulb as a standard item. The Save Electric Corporation, Toledo, has been telling its story of the new Verd-Ray lamp for some time now and the public is gradually beginning to realize that something new is offered. The new light bulbs have a real scientific background and lots of material for sales propaganda. And they bring customers back.

★

**If you missed the  
"Summer Special,"  
write today for our  
new price list of  
Luminous Religious  
Figures and Flowers  
as it appeared in  
that issue.**

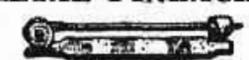
★

**NITE GLOW PRODUCTS CO.**  
106 W. 46th St., New York 19, N. Y.  
Medallion 3-5794

### A Mirror for Laughs

You have laughed at yourself in the distorting mirrors seen at arcades and amusement parks. A miniature mirror of this type is offered the trade by Herbert George Company, Chicago. The article has a mirror on two sides, offering both concave and convex surfaces. This provides variety in distortions and adults enjoy the fun as well as children. The makers recommend it as something special for the trade.

### METAL PINBACKS



Regular Heavy Weight—No Tin-Can Pins.  
#2 1-inch with Holes or Prongs .. \$3.00 Gross  
#3 1 1/2 inch with Holes or Prongs .. 3.50 Gross  
Minimum order 2 gross. No C. O. D.  
We pay postage—money-back guarantee.  
Special price in large quantity.  
Also Safety Catch Pins.

**H. MALINA**  
81 E. Market St. Wilkes-Barre, Pa.

### Action in Walking Toys

The miniature toys, in the shape of people and animals, that walk without benefit of springs, gets the trade. They are always popular wherever shown and

### 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.

## CARNIVAL AND PARK MERCHANDISE FOR IMMEDIATE DELIVERY

ALL ITEMS MADE IN U. S. A.

101	Jumbo Fur Dog, Ea.	.. \$3.25
108	21" Dutch Doll, Ea.	.. 2.00
1028	30" Chenille Doll, Ea.	.. 1.75
1029	36" Boudoir Doll, Ea.	.. 3.25
1031	Large Sleeping Eye Baby, Ea.	.. 1.50
1032	Medium Sleeping Eye Baby, Ea.	.. 1.00
1040	36" U. S. A. Doll, Ea.	.. 2.75
1041	Col. Wrap Pugle Doll, Ea.	.. 1.00
1042	27" Jr. Deb. Boudoir Doll, Ea.	.. 2.50
201	Ind. Boxed Vanity Pictures, Doz.	.. 6.00
203	3 Po. Silk Lined Box Military Set, Ea.	.. 1.75
205	Fibre Lunch Boxes, Ea.	.. .45
208	Ass't Animal Vase Flower Pots, Doz.	.. 2.25
2010	12" Canvas Bathing Bag, Ea.	.. .80
2011	Flashy Carded Opilino Earrings, Gr.	.. 9.00
302	18" Cotton Stuffed Plush Bear, Ea.	.. 1.75
304	34" Plush & Velour Bear, Ea.	.. 3.25
307	27" Standing Plush Bear, Ea.	.. 2.75
3012	23" Moving Eye & Wig Doll, Ea.	.. 3.00
401	15" Full Composition Dressed Doll, Ea.	.. 1.10
402	12" Composition Diaper Dolls, Doz.	.. 4.75
405	8" Rag Dolls, Doz.	.. 6.00
4015	26" Cotton Stuffed Jumbo Elephant, Ea.	.. 2.00
4016	26" Cotton Stuffed Jumbo Bear, Ea.	.. 2.00

### OUTSTANDING PLASTER ITEMS

601	Plaster Dog & Chair, Gr.	\$12.00
602	6" Plaster Terrier Head Plaques, Gr.	.. 12.00
603	Plaster Baby Face Plaques, Boxed, Gr.	.. 18.00
604	4" Plaster Pigs, Gr.	.. 12.00
605	5¢ Assorted Plaster, Gr.	.. 1.25
607	10¢ Assorted Plaster, Gr.	.. 2.50
608	Plaster Angel Child, Gr.	.. 12.00
6011	Plaster Novelty Picture Frames, Pr.	.. .25
6012	15¢ Plaster Figures, Gr.	.. 7.20

701	Blankets, Col. Wrap, & Boxed, Ea.	.. \$2.00
703	Wig Warm Blankets, Ea.	.. 2.00
7012	Boxed Cotton Stuffed Satin Quills, Ea.	.. 7.50
7014	Chenille Robes, Ea.	.. 2.65
7015	Bath Mat, Col. Wrap & Boxed, Ea.	.. 1.60
7016	Chenille Spread, Col. Wrap, & Boxed, Ea.	.. 2.50
7017	Towel Set, Boxed, Ea.	.. 1.00
7023	Col. Boxed Shag Bath Mat, Ea.	.. 1.75
801	2 Oz. Whiskey Glasses, Gr.	.. 2.25
901	3 Po. Dresser Set, Ea.	.. .55
902	3 Po. De Luxe Dresser Set, Ea.	.. 2.25
903	14" Leatherette Case, Ea.	.. .30
908	Bath Sals Set, Col. Wrap, Doz.	.. 2.25
9014	Wallets, Ind. Boxed, Doz.	.. 3.00
9015	Ass't Wood Dice, Gr.	.. .90
9016	Comic Metal Lapel Carded Buttons, Gr.	.. 1.40
9017	Novelty Rayon Handkerchiefs, Gr.	.. 7.20
9018	Plastic Springtop Cigarette Cases, Doz.	.. 2.75
9019	7 Pc. Men's Tourist Set, Ea.	.. 2.00
9020	7 Pc. Leather Tourist Set, Ea.	.. 3.25
9022	8 Pc. Black Grain Tourist Set, Ea.	.. 1.35
9029	5 Pc. Dresser Set, Bulk Packed, Ea.	.. 1.85
9034	Desk Fountain Set, Ea.	.. .65
9038	8 Pc. Lucite Dresser Set, Silk Lined, Boxed, Ea.	.. 6.50
9040	3 Po. Set, same as above, Ea.	.. 3.75
9043	8 Ft. Carpet Runner, Fringed Ends, Ea.	.. 1.25
9044	1" Hawaiian Loils, Gr.	.. 3.25
9045	2" Hawaiian Loils, Gr.	.. 7.20
1004	Glassbake Double Boiler, Ea.	.. 1.75
1005	Glassbake Saucepan, Ea.	.. 1.25
1006	Glassbake Sizzler Frying Pan, Ea.	.. .80
1007	Glassbake Tea Kettle, Ea.	.. 1.25
10018	7 Po. Demitasse Set, Wood Rack, Ea.	.. 1.25
10015	Flashy Boudoir Lamps, Ea.	.. 2.25
10017	Flashy Large Table Lamps, Ea.	.. 3.25
10027	Flashy Heat Resistant Bridge Table, Ea.	.. 3.25
10031	5 Po. Metal Carving Set, Ea.	.. .80
10032	12" Wooden Lunch Boxes, Ea.	.. 1.00
10033	Flashy Wood & Glass Serving Tray, Ea.	.. 2.35
10038	Glass Ash Trays, Gr.	.. 6.00
10037	Engraved Wedding Rings, Gr.	.. 1.00
11016	21" Silk Coat Doll, Ea.	.. 3.00
11017	21" Organdy Dress Doll, Ea.	.. 2.00
11019	13" Organdy Dress Doll, Ea.	.. 1.00

**ORDER BY NUMBER**  
Save This Ad—All Prices F.O.B. N. Y. C.  
25% Deposit—Balance C. O. D.

**USUAL ONE DAY SERVICE  
MONEY REFUNDED MERCHANDISE NOT SATISFACTORY.**

**JERRY GOTTLIEB, INC.**  
303 FOURTH AVENUE  
NEW YORK 10, N. Y.

### IT'S A KNOCK-OUT!



This handsome Horse-Shoe Ring, hand made, hand engraved, is a **KNOCKOUT!** Shoe and shank of everlasting Monel Metal is **GUARANTEED 20 YEARS.** Inlaid with simulated pearl. Price only \$24.00 per dozen. Sample \$2.40, excise tax included. Jobbers—write for full details.

**UNITED JEWELRY CO.**  
BOX 358 WHEELING, W. VA.

## 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.

### PLASTIC CHARMS

for your Slum Prizes

Buy them direct from us

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk — \$4.00 per thousand  
Charms on Gift Cards — \$5.50 per thousand  
F.O.B. New York

\$1.00 deposit with order — balance C.O.D.  
Made in U.S.A. by

**SAMUEL EPPY & CO.**  
333 HUDSON ST. NEW YORK 13, N. Y.

### MAGIC RACES

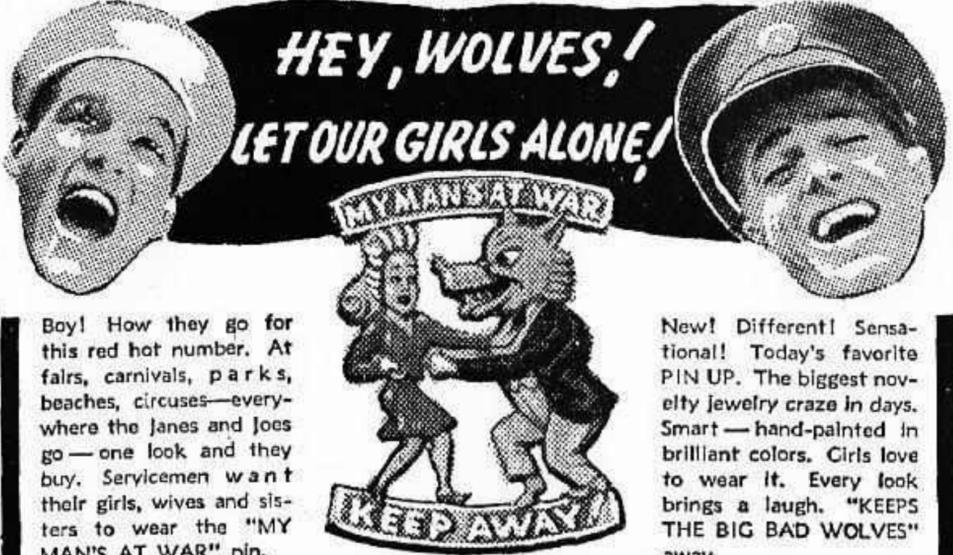
At cigarette touch 8 horses are off. See them run to post.

**BIG PROFITS**

Fast seller. 40 Races, \$1.00. Low quantity prices. Sample free.

**BARKLEY COMPANY**  
Green Hill Place Dryden 8, Va.

## HEY, WOLVES! LET OUR GIRLS ALONE!



Boy! How they go for this red hot number. At fairs, carnivals, parks, beaches, circuses—everywhere the Janes and Joes go—one look and they buy. Servicemen want their girls, wives and sisters to wear the "MY MAN'S AT WAR" pin.

New! Different! Sensational! Today's favorite PIN UP. The biggest novelty jewelry craze in days. Smart—hand-painted in brilliant colors. Girls love to wear it. Every look brings a laugh. "KEEPS THE BIG BAD WOLVES" away.

(Illustration shows about two-thirds actual size.)

### BIGGEST DOLLAR VALUE IN AGES

Each pin comes in a neat gift box. Standard package of one dozen in assorted color combinations. Every one jamful of eye appeal—the kind of costume jewelry the girls are crazy about. Wholesale price, \$7.20 per dozen, F. O. B. Chicago. Send 25% Deposit, Balance C. O. D. ORDER TODAY! Samples, \$1.00 postpaid.

**LEVORE CO., 130 N. Wells, Dept. BB, Chicago 6, Ill.**

### LUCITE DRESSER SETS

Genuine Lucite Frames on Brush and Mirror—All Lucite Comb, Glass Tray and Powder Jar. Fancy Cloth Lined Box. Complete. **\$5.60**

Same Set (Comb, Brush and Mirror Only). In plain box. **\$2.85**

#### OTHER FAST MOVING SETS

#328—Set of Lucite Comb, Brush and Mirror With Fancy Flower Design Cut into Mirror Backs ..... \$3.50

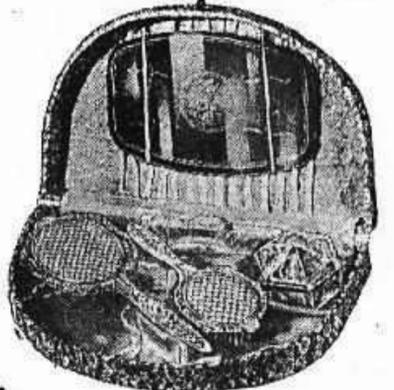
#C71—3-Piece Dresser Set With Floral or Quilted Design Backs ..... 2.50

#322—Genuine Lucite Double Mirror, 3-Piece Set ..... 2.95

1/3 Dep.; Bal. C. O. D., F. O. B. N. Y.

Send for descriptive literature of other gorgeous Lucite Items!

**ARDE MIDELL**  
1133 Broadway, New York, N. Y.



# RINGS

**WHITE STONE  
ENGAGEMENT,  
WEDDING  
AND NOVELTY**

A display of these rings has sparkle and class. Immediate delivery. Best assortment of the most common sizes in each dozen ordered. Be sure to order by number, enclosing 1/3 DEPOSIT. We ship BALANCE C. O. D.



1/30 14K. \$2.75 Dz. R. G. P. Wedding Band, No. W43BN.



Whitestone Sterling Silver or 1/30, 14K. R. G. P. \$7.50 Dz.



No. 148H Whitestone Sterling Silver or 1/30 14K. R.G.P. \$9.50 Dz.



No. WSS61R. Sterling Silver Whitestone Wedding Ring. Stones set clear around band.

\$12.00 Doz.



No. 30RW Wedding Ring—1/30, 14K. R.G.P. Floral Design. \$3.25 Dz.



Silver, Sterling Heart, Inlaid Mother of Pearl. No. P68S. \$4.50 Dz.



No. 628S Sterling Silver, Side Stones, Large Center Stone. \$12.00 Dz.

## PENDANT HEART

Sterling Silver "Friendship" Ring.



Two dangling hearts attached to an extra wide, sterling silver band. Delicate "forget-me-not" design.

\$10.50 Doz. Order No. A-645

Sterling Silver Clasp Hands Ring—An emblem of friendship. Nationally advertised at \$2.95. Very popular. Supply limited.



2 Hands Clasp and Unclasp. No. TF265 \$1.50 Ea.

**MID CONTINENT  
Jewelry Company**  
405-NORTH LOCUST  
JEFFERSON, IOWA



**HARD TO GET  
NECESSITIES**  
—ALSO—  
MILITARY  
PATRIOTIC  
ITEMS

Priced below competition in 192-page Wholesale Catalog, FREE. Write Today! 28 Years of Values!

**MILLS SALES CO.**  
Our Only Mailing Address OF NEW YORK, INC.  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST-PRICED WHOLESALE

## FINE WATCHES

MEN'S & LADIES'  
And Novelty Jewelry. Wholesale Only.  
**MARLENE SALES**  
105 N. Clark St. Chicago 2, Ill.

## MERCHANDISE TRENDS

(Continued from page 50)

hearing on the injunction plea was held May 26.

### Catalog Prospects

The 176-page booklet on summer goods recently issued by Sears, Roebuck & Company hints that the firm feels more civilian goods are in prospect. The special sales catalog is said to contain a higher percentage of new items than usual, and a lot of price cuts on merchandise were found in the catalog. Because the mail-order firms must look ahead farther than smaller merchandise firms, the catalog has attracted special attention because of the price cuts and also the new merchandise items listed. Business pages of newspapers paid considerable attention to the catalog and analyzed some of the trends shown in the booklet.

### Ban on Remington

The WPB, in the Boston district, recently prohibited Remington-Rand, Inc., from producing any repair parts or parts for new or rebuilt electric razors until it reduces its inventory. The WPB charges that in 1942 the firm manufactured \$573,000 worth of electric razors in excess of its authorized quota. The board also charges that in 1943 the firm exceeded its quota in repair parts.

### Family Changes

Experts are still trying to interpret what effects the war changes are having on the buying habits of the people. Surveys are being made again to determine whether people that have gone into war production will return to former localities and habits when the war is over. A

survey by a labor union indicates that 86 per cent of the women now in war plants wish to continue working after the war. This may have decided effects on buying habits. Trade reports suggest that workers in war plants buy many more luxury items than formerly. Increased employment of women has also increased buying gadgets of all kinds for the home. One of the biggest changes the war has brought about in buying habits is the big increase in shopping services in and near industrial plants. These new merchandise outlets may have a big influence on future sales plans.

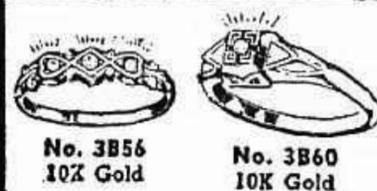
### Store Rents

In its surveys of retail trade, the Department of Commerce recently reported that at least one-half of the retail stores in the country rent their quarters. A similar check also showed that two-thirds of the wholesale firms operate their business from rented quarters. Among the wholesalers, the jewelry firms rank at the top among the renters.

### Silver Shortage

Earlier in the war, it was felt that silver metal would make up for shortages in other lines. On May 15, the War Production Board issued an amended form of M-199. Several changes are made in the order, some of them apparently important. Among the changes are definitions of terms included under the general classification of silver. The amendment makes the classification of silver to include all metal combinations such as rolled gold plate or gold filled stock containing more than one half of 1 per cent of silver by weight. The amended form of the order has been issued because "the supply of silver for defense" has shown a shortage.

## "Chip-Diamond" Rings in 10K and 14K Gold Mountings Unlimited Quantities



No. 3B56 10K Gold

No. 3B60 10K Gold



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.

**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



## Flatware Specials

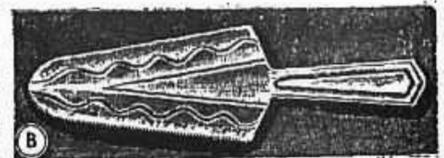
**SILVER PLATED ON STEEL BASE**

	GROSS	DOZEN
B65S123—Tea Spoons	\$16.80	\$1.45
B65S124—Soup Spoons	26.30	2.25
B65S125—Forks	24.70	2.15

**CHROME-PLATED ON STEEL BASE**

B65S126—Tea Spoons	\$14.75	\$1.25
B65S127—Soup Spoons	26.50	2.25
B65S128—Forks	26.50	2.25

Teaspoons Not Sold Separately



## VOLUME SELLERS IN PLASTIC

White Opaque  
A—Serrated-edged plastic Slicing Knife. Cuts like a razor without crumbling. Won't buckle in cutting. Size 11 3/4" long. 1 dz. to carton. No. B25N129—Per Doz. \$1.55; Gross \$17.50.  
B—Two-edged Plastic and Cake Server. One side a keen-cutting edge; other serrated. Available in clear red or white. Size 10x2 3/8". 1 dz. to carton. B25N128—Doz. \$2.25; Gross \$24.00.  
As above, crystal plastic with deep-cutting teeth. B25N141—Doz. \$1.98.  
25% Deposit Required on C. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

**Hagen** JOSEPH HAGEN COMPANY  
WHOLESALE DISTRIBUTORS SINCE 1911  
217-223 WEST MADISON ST., CHICAGO 6

**WOOD JEWELRY**

Lapel Gadgets • Pendants • Pins • Photo Lockets • Gold Wire Mother-Hearts

Send \$10.00 For Sample Assortment

Or Write for No. 43

**New Catalogue**  
Charles Demee  
WOOD PRODUCTS  
PHONE C116 E. WALNUT ST.  
LOCUST 3913 MILWAUKEE, WIS.

**CANTILEVER**

**TWO TRAY, HEAVY STEEL, COMBINATION TOOL, FISHING TACKLE, UTILITY CHEST**

21"x7 1/2" size of chest with double folding tray. Especially priced at **\$4.25 Each**

Lots of 6 only. Packed individually 6 to a master carton. Shipping weight (6 chests)—60 lbs. Also made up with summer candy deals. Hot item for summer—delicious dainties in ribboned baskets. Sold separately and deals. Write for details.

Mirrored cedar chests, 2# summer pack—new mirror Vanities—summer pack—**\$2.85 Each**

The finest varieties of summer pack candy deals in the country. Write for our new circular. Also can be bought with summer candy deals.

**GOLD SEAL NOVELTY COMPANY**  
809 W. MADISON STREET CHICAGO, ILL.

Now! You Can Tell The Weather 24 Hours in Advance

Swiss Windmill Weather Forecaster

**Be Your Own Weather Man 50c**

Your customers are sure to want this item. Handsome carved-style Barwood representing a Swiss Windmill. Beautifully hand-painted in Four Colors. Thermometer accurate from 120° to 20° below zero. Amazing storm glass predicts weather up to 24 hours in advance—tells if will rain, snow or shine. Nothing to get out of order. Proven fast seller. You'll "go to town" with it. Retail for \$1.00. Your cost only 50¢ per dozen, beautifully boxed. Send 25% deposit, balance C. O. D., plus few cents postage.

Rush your order to  
**ILLINOIS MERCHANDISE MART**  
Dept. AL19, 500 N. Dearborn St., Chicago 10, Ill.

**BINGO**

SPECIALS ★ CARDS ★ SEE-THRU MARKERS ★ CAGES

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

**OPA EXEMPTIONS**

(Continued from page 50)

chandise. They have followed the policy that it is better to exercise control over all sales rather than try to draw lines of distinction as to which should be under control and which should not.

The list of exemptions in the new amendment are as follows:

1. Section 1305.59 (a) (1) is amended to include the following additional commodity:  
Wood hair curlers.

2. Section 1305.59 (a) (2) is amended to read as follows:

(2) The following items in the household accessories category:

Bookends, portable doorstops and paperweights,  
Reading racks, but not including typewriter copyholders.

Mirror table plateaus,  
Beverage coasters,  
Dinner bells and chimes.

Wood carved figures and animals,  
Novelties made of butterfly wings, sea shells and gourds.

Music boxes,  
Birdhouses.

Table decorations consisting of artificial flowers, artificial fruit or leaves only.

Artificial stem flowers for decorative household use, including artificial petals and leaves.

Place card holders.

Figurines and ornamental statuary designed for purely ornamental use, but not including articles which may be used for any other purpose whatsoever altho they are in the shape of figurines.

Novelty wall plaques, masks and decorations designed for purely ornamental use, but not including framed pictures or articles which may be used for any purpose whatsoever other than ornamentation.

Novelty glass ice balls for "chilling without diluting" food and beverages.

Miniature size novelties made of glass, china, wood, plaster, etc., who have no tableware use and are made for collectors' purposes only, including miniature size decorative glass bottles other than perfume bottles.

Self-feeding baby bottle holders,  
Incense burners.

3. Section 1305.59 (a) (3) is amended to include the following additional commodities:

Toy tops, kites, jump ropes and yo-yo's when sold to wholesalers for 5 cents or less, or when sold to retailers for 6 cents or less, or to consumers for 10 cents or less.

Artificial flowers, leaves and foods for store display purposes.

Bee feeders,  
Dog and cat beds, diners and other accessories for dogs and cats.

This amendment shall become effective on the 23d day of May, 1944.

**Other Trends**

Other trends relating to price control in recent months have been of direct interest to the specialty merchandise field. It is only in recent months that OPA has been issuing dollars-and-cents price ceilings for a number of lines of consumer goods, including pens and pencils. The dollars-and-cents plan has been reported to be very acceptable to the trade. In fact, many advisory committees that confer with OPA officials seem to advocate this form of pricing system.

Another trend in OPA actions that is of concern to the novelty field is the policy of checking on wholesalers and jobbers in the various merchandising lines. OPA announced a policy of checking on violators in the manufacturing and wholesaling field early in the year, and is still following that policy. The agency took action against about 30 wholesalers in the furniture field about a month ago and is making checks on a number of other types of business. No reports have been made of action in the novelty field yet, since the novelty trade would not be considered as important as the furniture trade.

**Watch Records**

Wholesalers in the specialty field should take warning, however, that OPA officials are checking especially on their records of sales which have been kept by jobbers and manufacturers. Officials insist that one of the first points for checking is that of records of sales. If the firm has not kept proper records, OPA officials frequently take action within two weeks after checking on a firm. If proper records are kept, firms are often given a chance to correct any discrepancies in their price ceilings. Officials report many firms have violated the price ceilings thru misunderstanding of many of the regulations.

OPA is still working on its general plan of retail pricing which would take place of the general maximum price order issued in 1942. Many conferences have been held with business and merchandise leaders in order to work out a more practical set of regulations for pricing retail goods. Most recent reports indicate that the new plan may be ready by June.

**CARNIVAL AND PARK SPECIALS**

Our buyers have scoured the markets for merchandise

CARNIVAL SPECIALS		U. S. MADE SLUM	
	Per Gross		Per Gross
Hawaiian leis, Med. Size	\$ 3.75	Paper Flag Bows	\$ .90
Medium Size Plaster Dogs, Etc.	6.50	Felt Wisecrack Pennants	.95
Red, White and Blue Tissue Shakers	6.00	Comic Paper Masks	1.00
Spotted Tails with Comic Cards, Per 100	4.00	Engraved Wedding Rings	1.00
Jumbo Fox Tails with Comic Cards, Per 100	23.00	Muslin Flags on Sticks	1.15
White or Blue Yacht Caps, Doz.	1.90	Plaster Dogs, Ducks, Etc.	1.25
Animal Shaped Glass Liquor Bottles, Per Case (36)	9.00	Plastic Thimbles	1.20
U. S. Weighted Darts, Doz.	1.20	Cloth Flag Bows	1.35
4 to 7 Inch Hoop-La Hoops, Doz.	.55	Lead Pencils	1.85
8 Inch Hoop-La Hoops, Doz.	.65	Humorous Mirror Folders	2.95
Knife Rack Rings, Per 100	2.50	Mirror Memo Books	4.50
Varnished Cane Rack Rings, Per 100	2.25	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. 4.50  
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.**



#136—AMERICAN FLAG, COTTON, IN PRINTED STARS, 2 METAL EYELETS, FAST COLORS, 3x5, IN LOTS OF 10... \$7.00 IN LOTS OF 100 OR MORE... \$62.50



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



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

**ROHDE-SPENCER CO.**

223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

**LOCKETS**



Gold finish Locket with chains and safety clasp. Locket has snaplock and has two spaces on inside for pictures.

Approximately one inch in diameter. Very popular. 1/8 cash deposit with order, balance C.O.D. \$10.80 Dz.

MID-CONTINENT JEWELRY CO. 405 Locust St. Jefferson, Iowa

**HEATAB "COOKITS" HEATAB**

Uses:  
Heat-Fry  
Boil Foods  
Liquids  
Start Fires  
Picnics  
For Doctors  
Hunters  
Fishermen  
Emergency

SELLS ON SIGHT. WRITE FOR PRICES. NEW DIFFERENT A SURE SELLER

5631. Heatab Cookits "Stove" with 24 Heatabs. List Price, Each \$1.55.  
5630. Shielded Stove with 15 Heatabs. List Price, Each \$1.00.  
Heatabs only put up in various sizes. Write for Discounts.

Will Send Samples at List Price. Postage Paid. Pitchmen-Hustlers, a Natural.

**WISCONSIN DELUXE CO.** 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

**Sensational Vest Pocket Size ADDING MACHINE**

**ABSOLUTELY ACCURATE**

Sure-Fire Fast Seller At **\$2.50 EA.**

Weights Only 5 Ounces

NOT only adds, but can also be used to subtract, multiply and divide. Useful to business men, accountants, students, everyone. Wonderful for taking inventory, checking books, etc. Can be conveniently carried in pocket or purse as well as used in office, school, shop or home. Worked with a touch of the finger.

**LEE'S SPECIALTY CO.** 1616 NO. OGDEN AVE. DEPT. BB-1, CHICAGO 14, ILL.

**Your Prices**  
1 Doz. .... \$12.00  
5 Doz. .... 10.00 Doz.  
25 Doz. .... 8.50 Doz.  
F.O.B. Chicago.  
25% Deposit, Bal. C.O.D.  
Sample \$1.50.  
TWO-COLOR DISPLAY CARDS FURNISHED.

**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. Stix, 4 Pkg. Bitter Cigarettes, 6 Pkg. Medium and 18 Pkg. Loud Cigarette Loads, 6 Books Snake Matches.

Special Price **\$1.75 PER CARD** Limited Quantity  
**EXPLOSIVE MATCHES \$4.75 PER GROSS** Shipped by Express Only

**STUART NOVELTY COMPANY** 166 E. Jefferson Ave. Detroit 26, Michigan

### COSTUME JEWELRY

Buy Latest Styles at Factory Prices  
Direct From Manufacturer

**WHITE NECKLACES** \$6.75 per doz.  
Summer Styles, Bone & Galalith, Choker Length, Assortm't, #108  
30 In. Length, Assortm't, #109

**METAL EARRINGS** \$6.75 per doz.  
24 Karat Gold Plated, Button Styles, Assortm't, #105  
Hoop Styles, Assortm't, #108  
Dangle Styles, Assortm't, #107

**CHARMS** \$6.75 per doz.  
Handmade, Sterling Silver, Over 40 Different Styles.

**EARRINGS** \$12.00 per doz. to \$30.00 per doz.  
Sterling Silver, Assorted Button, Hoop and Dangle Styles.

**LAPEL PINS** \$18.00 per doz. to \$90.00 per doz.  
Sterling Silver, Some Set with Stones.

**BRACELETS** \$7.50 per doz. to \$90.00 per doz.  
24 Karat Gold Plated, 20 Styles.  
Immediate Shipment Guaranteed. One-Third Deposit—Balance C. O. D.

**DANELLE COMPANY**  
307 Fifth Avenue NEW YORK 18, N. Y.

### Deals

By Ben Smith

Have you ever tried to offer an additional premium to the worker of a card in order to get him to complete a card within a definite period. It's an old gag, but a good one and operators have found it valuable in getting faster action and an assured collection. Very often the worker will make up the differential on the deal out of his own pocket if the deal is not completed when the operator calls. Cost of the extra item is determined by the size and take of the deal involved.

Remember the 20-item "legit" deal? If you were a member of the operating fraternity several years ago you were probably one of hundreds who thought they were going to make a killing with one or another of the deals which hit the market at the time, and just as probably you were one of the many who were sadly disillusioned when the excitement was over.

The boys couldn't be blamed much for believing they really had something in this deal. It looked like a natural for a quick turnover and all indications pointed to a long and profitable life. Card had only 20 holes and an item was distributed with each purchase. It apparently could be placed everywhere with chances good for constant repeats. But despite the fact that it had all the earmarks of a winner a basic weakness finally killed it.

Because 20 items had to be distributed on a small take operators were forced to keep merchandise costs down to an absolute minimum. And as the deals were operated on a 1 to 30-cent take more often than not the player found he received an item worth as much and in many cases less at retail than he paid to win it. This, probably more than anything else, finally caused John Public to desist. The greatest appeal of the

salescard is the chance it offers the player to win an item worth much more than what he pays to play. When it fails to do this a deal will last only as long as it takes the customers to get wise. That's what happened to the "legit" deal and that's what will happen to every deal that has the same basic fault.

HAPPY LANDING.

### Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

ART PHAYE... is joining Ed Sherico, his old partner, who is working vitamins on Maxwell Street, Chicago, to big geedus. He only pays 10 per cent and has a good spot.

SOME MEMBERS of the pitch fraternity believe co-operation means opposition.

BIG AL WILSON... with astrology and handwriting at McCrory's, Dayton, O., reports buying two race horses from the Wheaton Stables in Hamilton, O., and expects to start them at River Downs, Cincinnati, which opened Saturday (27). Glen Hosburg recently wrote Big Al from Australia that everything was going okay with him.

BEN STONE... "the Los Angeles Kid," pencils from Columbus, O., that he has made his home for the past 13 years in the Pacific Coast city but recently made a trek eastward to visit and cut up jackpots with some of his old pals. He met up with Ben (Horseback) Meyers, who is now with airship balloons; Andy Polack Day, Joe Blow Perry, C. V. (Bones) Collins and lots of come-latelies who were plenty

LITHOGRAPHED IN BEAUTIFUL COLORS!

U. S. A. and Foreign WAR PLANE PICTURES



Retall Price 25¢ for 24 Assorted Pictures Size 4x8 Inches.

**BIG PROFIT FOR JOBBERS**

Over 2 million boys are building model planes today. Thousands of service men are learning to fly planes. They ALL want a set of these colorful pictures of the planes that are now making history! A complete description of the plane is printed on back of each picture, also identification instructions. Packed 24 pictures in an attractive "self mailer" envelope and two dozen envelopes in a counter display box as illustrated.

PRICE TO STORES, \$3.60 PER BOX PREPAID!

ATTENTION! JOBBERS & DISTRIBUTORS! Rush 25¢ for sample package and quantity prices TODAY. This item is a fast seller and big money maker.

**D. B. ROBBINS & CO.**  
152 W. 42nd St. NEW YORK 18, N. Y.

### JOBBER WANTED!



**SLAM THE AXIS POST CARDS**  
A LAUGH IN EVERY CARD!

The FUNNIEST Post Cards ever printed! High gloss photographic finish. Look like 5¢ value. Six different subjects.

Special Prices for Immediate Orders.

- 1000 Assorted ..... \$ 3.75 Prepaid
- 5000 Assorted ..... 15.00 Prepaid

Send full remittance with order. No C. O. D. Prompt shipment guaranteed.

**D. B. ROBBINS & CO.**  
152 W. 42nd St. NEW YORK 18, N. Y.

### PITCHMEN—ATTENTION

## "The Skyglider"

Sensation of the age. A four-foot captive aeroplane that actually flies. Stays in the air for hours.

75c to \$1.00 SELLER ON THE ROAD.  
\$3.00 PER DOZEN F. O. B.  
Sent C. O. D.—25% Deposit.

**MARTIN ENGINEERING CO.**  
P. O. Box 1501 MOBILE, ALA.

### STERLING PENDANTS



Army, Navy, Medical, Infantry, WAAG, Air, Artillery, Engineers, Quartermaster, Etc.

**WHILE 60 DOZEN LAST: \$9.00 DOZ.**

Latest Jewelry and General Merchandise Catalog now ready. Send for yours today!

**SCHREIBER MERCHANDISE CO.**  
1001-3 Broadway KANSAS CITY 8, MO.

### For Immediate Delivery—Order From This CONCESSIONAIRE'S STOCK PRICE LIST

American-Made Slum

Paper Flag Bow Pin	.....	\$ .90
Rayon Bow Pin	.....	1.50
Plastic Thimbles	.....	1.20
Lead Pencils, Full Length	.....	1.44
Bean Blower, 10 In.	.....	1.00
Jitter Beans, 200 Pack, Box	.....	1.70
White Metal Wedding Ring	.....	1.00
Plastic Charms with Tassels	.....	1.10
Transfer Pictures	.....	.90
Comic Hat Bands, Per 100	.....	2.00
Comic Pennants, 1 1/4 x 2 1/2 In.	.....	.75
1 1/4" Pat. Buttons, Per 100	.....	2.25
2" Pat. Buttons, Per 100	.....	4.00
3" Paper Squawkers, Per 100	.....	1.50
Mirror Memo, Books	.....	4.50
Monkey Mirror, 2 1/2 x 3 1/2 In.	.....	2.95
Pat. Badges, Carded, Per 100	.....	.90
Colored Tin Clips, Per 100	.....	.60
27" Blk. Laces, Banded	.....	1.00

Ball Game Merchandise Gro.

- 10" Car Tails w/ Comic Card, Per 100 \$4.50
- 9/12" Fox Tails w/ Ribbon Ties, Per 100 10.75
- 12/15" Fox Tails w/ Ribbon Ties, Per 100 12.75
- 16/18" Fox Tails, Per 100 16.00
- R., W., B. Leis, 1x40" 3.50
- R., W., B. Leis, 1 1/4 x 40" 7.50
- Yacht Caps, Junior Sizes 24.00
- Tyrolia Hat w/ Comic Sayings, Per Gross 12.00

Bingo Merchandise Each

- Wood Frame Glass Tray, 9x17" .80
- Stoneware Casserole, 6 Pack Ctn. 2.16
- Stoneware Cookie Jar, 6 Pack Ctn. 2.40
- Gold Frame Mirror, 11x14 In. 1.35
- Wood Mag. Rack, Walnut or Maple 1.15
- Vacuum Type Glass Coffee Maker .98
- Drip Type Glass Coffee Maker .95
- Fiesta, 4-Piece Ref. Set 1.10
- Colored Pictures, Wood Frame, 16x20" 1.10

Prices F. O. B. Terre Haute, C. O. D. Orders Must Be Accompanied by 25% Deposit. Hundreds of Other Articles of "Wanted Merchandise" Are Shown on Our Latest Price Lists—Write for Your Copy Today.

### PILLOW TOPS

Beautiful assortment of colors and designs. Satin fronts and backs with fringes. All packed in individual boxes for mailing. We have them in the following verses: Sweetheart, Mother, Sister, Wife, Mother and Dad, Friendship, Remember Me, Per Dozen, \$3.50. Sample order of one-half dozen, \$2.00 assorted.

**ALLIED DISTRIBUTING COMPANY**  
121 S. 7th St. Louisville 2, Kentucky

### FAST SELLING JEWELRY



FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE! Latest styles of Lockets, Identification Bracelets, Anklets, Signet Rings, Earrings, Etc.

Send \$10.00 or \$20.00 for Samples.

**MAJESTIC BEAD & NOV. CO.**  
307 Fifth Avenue NEW YORK 18, N. Y.

### TELESCOPES

8 Power, 3 Section Telescopes. Each packed in carrying case and boxed. Supply very limited. Hurry. 1/3 cash deposit with order, bal. C.O.D.

**EACH 80c DOZEN \$7.50**

**MID-CONTINENT JEWELRY CO.**  
405 Locust St. Jefferson, Iowa

**LEVIN BROS. Terre Haute, Indiana**

### METAL SOCIAL SECURITY PLATES

Red, White and Blue Colors. Eagle Design. Limited Quantities. Send 15¢ for Sample and Price List.

**CHARMS & CAIN**  
Wholesale Dept.  
407 South Dearborn St., CHICAGO 8, ILL.

### "ZOMBIES" "THE LUCKY MONKEY"

Exquisitely carved and beaded Lapel Novelty. Three dozen to display. \$3.50 Doz. \$38.00 Gross. IMMEDIATE DELIVERY. AGENTS WANTED.

**INDIAN & WESTERN DISTRIBUTORS**  
522 N. Main St. PUEBLO, COLORADO

### LADIES' FULL FASHION HOSE

45 Gauge 75 Denier Real Sheer, seconds of a very high-grade Rayon Silk Hose, sizes 8 1/2 to 10 1/2; 1/2 Doz. packing. Latest shades. \$5.20 per Dozen Pair; for Sample Dozen add 25¢ postage.

**FALLS CITY MERC. CO.**  
BOX 305 NEW ALBANY, IND.

## SALESCARDS

You can get any style, size, type or shape of Salescard from us. We are the largest Salescard MANUFACTURERS and carry the biggest stock in the world. You can get fine cards, fast service and lowest prices from us always. And you can also get special cards made to your own special design. Just tell us what.

**FUND-RAISING TYPE DIE-CUT CARDS NOW AVAILABLE FOR FRATERNAL AND CAMPAIGN DRIVES**

Special: 600-Hole Big Display Cards with 6 Colored Sections only 14¢. You save plenty by using them instead of boards during paper shortage. Get our free catalog listing hundreds of cards. Get it today. Write right now to

**W. H. BRADY COMPANY**  
Manufacturers  
EAU CLAIRE - - - WISCONSIN  
Salescards, Push Cards, Jackpot Cards, Fraternal Fund Raising Cards

### PEARL NECKLACES

For Jobbers and Wholesalers. Inexpensive and Better Grade. All Boxed.

**Ralph C. Kahn Pearl Corp.**  
55 West 47th St. New York 19, N. Y.

### THE BIGGEST 5 GO-GETTERS!!!

HELPS FOR SERVICE MEN in and out of ranks —27th YEAR. Snappy breathing illustrations. Wit and Humor. Sell at sight. One man sells 4,000 per month at \$600 profit. One crew sells 40,000 monthly. Samples 10¢. Full protecting laws free. Lawyers everywhere.

AMERICAN CITIZEN devoted exclusively to service men's helps. Subscriptions on 35 per cent basis. Get aboard summer boom.

**Service Men's Magazine**  
169 Duane Street N. Y. 13, N. Y.

### BOBBY PINS

Finest Quality

18 Pins in Fancy Pkg. ..\$11.20 Gr. (144 Pkgs.)  
12 Pins on Card ..... 10.20 Gr. (144 Cards)

**ERNIE'S ENTERPRISES**  
725 PINE ST. ST. LOUIS 1, MO.

### CATALOG NOW READY

WRITE FOR YOUR COPY

Be sure and mention what Concessions you are operating so that we can list you properly. Also give name of Show that you are on. Thank You!

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

### MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salvo, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Product Liability Insurance Carried.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacologists  
487 E. Spring St. Columbus, Ohio  
BUY WAR BONDS FOR VICTORY

**SPECIAL VALUES**

- Jungle Berry Necklace, 30 Inches. Doz. ....\$ .75
- Jungle Berry Necklace, 60 Inches. Doz. ....1.50
- Natural Pink Rose Petal Lea, 30 Inches. Doz. .... 2.40
- Assorted Pearl Finish Shell Cluster Earrings. Doz. .... 2.75
- Assorted Pearl Finish Shell Cluster Brooch. Doz. .... 2.75
- Fast Selling Shell Ash Trays. Doz. ....\$2.40, 3.00
- Everlasting Straw Flowers in Shell Vase. Doz. .... 1.80
- Star Fish Curio. Doz. .... 2.40
- Beach Mix Multi Color for Diggers. Gal. .... 1.00
- Straw Flowers, Assf. Colors. Per Pound .... 3.50
- Assorted 20 In. Chocker Neck-lace, Multi Color & Natural. Doz. 3.00
- Complete stock of Findings, Ear Screws, Brooch Pin Backs, Foundations for Brooches and Earrings, Plastic Chain. Complete Price List on request. 50% cash with orders, balance C. O. D.

**J. A. WHYTE & SON**

Manufacturers  
LITTLE RIVER MIAMI, FLA.

smart. He asks for lines here from the three Schwartz brothers, Jack, Harry and Almee, originators of the rodeo novelty pitch.

**YOU WON'T** get a thin dime unless you plug your stuff.

**SAMUEL B. POCKAR** ... sent a copy of *The Providence Evening Bulletin* in which a special article on pitchers appeared on the editorial page. It was titled "In Perspective" and had the subhead, Pitchman. The last paragraph stated: "Whatever else may come and go, you can set it down as a certainty that there will always be a pitcher. For there is no end to the people who make his occupation profitable."

**M. H. O'KEEFE** ... cards from Los Angeles that he saw F. L. Sullivan's recent pipe asking lines from the old-timers and this is his. He states that Jack Walter and George Harris are driving taxis in Los Angeles, and have been for the past two years.

**MR. AND MRS. SAM LEVY** ... closed with jewelry in a Knoxville store after 14 weeks of geedus getting and have started on celebration dates, with Harrison, O., the first stand. They were desk visitors recently.

**St. Louis**

ST. LOUIS, May 27.—Frank Sutton, Great Sutton Shows, with F. J. Doyt and Bob Houssells was among other visitors to *The Billboard* office Tuesday, driving from Litchfield, Ill. E. L. Wiprood, for several months with the Midway of Mirth Shows, joined Moore's Modern Shows at Johnson City, Ill. Cavalcade of Amusements at Grand and LaCleda has drawn members from all near-by shows, making the trek to see the Al Wagner enterprise. John Francis Shows, Oliver Amusement Company, Mound City Shows and Barlow Big City Shows are still playing lots here.

Elmer and Curtis Velare will operate their Skyride, Scooter, Merry-Go-Round and several other rides, with concessions, on the Grand and LaCleda lot after the Cavalcade of Amusements closes there tomorrow night. Sam Gluskin will be in charge. Mr. and Mrs. Gluskin celebrated their 24th wedding anniversary May 24. Mrs. Gluskin came from Chicago to spend several weeks. Ida Cohen, insurance broker, has been visiting shows in the vicinity. Sunny Bernet and Mike Shepherd, Globe Poster Corporation, are here. S. T. Jessup, United States Tent & Awning Company, was here Tuesday on business. As president of the National Canvas Association, he said conditions looked favorable for early relief from the canvas shortage. Ernie Campbell, Campbell Tent & Awning Company, brought news that his brother and sister-in-law had died several days before as result of an automobile accident in Indiana two weeks ago. His brother operated the Campbell Tent Company, Springfield, Ill.

H. Frank Fellows, president of Ozark Empire District Fair, Springfield, Mo., is in the city with Mrs. Fellows, visiting friends. Mr. and Mrs. Paul Van Pool, Joplin, Mo., were here Wednesday on business. He is a director of Joplin Spring Fiesta, a choice spring date prior to the war. A (Booby) Obada, owner of Victory Park, San Antonio, passed thru en route from Chicago to his home. Mr. and Mrs. Mel Vaught, until recently with Hennies Bros. Shows, are here. Mrs. Jim Schneck, wife of the general agent, passed thru en route from Chicago to Abilene, Tex., where she is engaged in a commercial venture. L. M. (Pete) Brophy and brother, John, executives of the former D. D. Murphy Shows, were nightly visitors to the Cavalcade of Amusements, as was Gus Signer, many years with the Ringling circus in the concession department and who is not on the road this year.

Mrs. Floyd Hesse and Mrs. William Carsky, who was here from Chicago, visited shows in this section. L. B. (Barney) Lamb, with Rogers Greater Shows, was on a buying mission this week. Elmer Brown, general agent and promoter, here last week, reported several promotions scheduled. L. S. (Larry) Rohter here several days, returned to his home in Memphis Tuesday. George (Waxo) Thompson, of the Ray Marsh Brydon units, visited relatives, returning to Riverview Park, Chicago. Bob Heth, concessionaire with the Buckeye State Shows, left Thursday for Paducah, Ky., to bring home Mrs. Heth, who underwent an operation in Riverside Hospital there several weeks ago. John Prendergast, novelty concessionaire, who has been ill at his home here several weeks, is recovering.

**WANTED**

Experienced Press Agent  
for  
**ARTHUR BROS.' CIRCUS**  
Wire or Phone  
**N. EDWARD BECK,**  
Olympic Hotel, Seattle, Wash.

**FRANKS PLAYLAND PARK**  
**WANTS**

Whip Foreman, top salary, no ups and downs. Have two excellent locations for Merchandise Grind Stores. Doc Myers wants Agents for Short Range Lead Gallery and Grind Store. Chas. Drill wants Wheels and Chairplane Foreman. Agents for Ball Game, Penny Pitch and Grind Store. Wire, don't write. **PLAYLAND PARK, P. O. Box 443, Macon, Ga.**

**FERNBROOK PARK**

One Million Drawing. Heart of Coal Region.  
Plenty Money.  
**WANTS**

Non-conflicting Rides, Pony or Kiddie Rides. A few choice Concessions open. Novelty, Scales, S. T., Pitch-to-Win, Photos, High Striker, anything not conflicting. Help on Roller Coaster. We feature leading name bands. Want Free Acts. Will finance any worth-while attraction. Answer by telephone.

**MICKEY PERCELL, Mgr., Dallas, Pa.**

**BUFFALO SHOWS**

Will buy, book or lease major Rides not conflicting. Will book Slum Stores, Pitch-Til-Win, Shooting Galleries, Hoop-La, String Game, Waffles, etc. Want Ride Men and Lot Workmen. Top salaries.

This week, Corfu, New York.

**WANTED ELECTRICIAN**

who understands gasoline generator, also can assist in laying out lot. Must be reliable, no drunkards. Do not misrepresent. Salary \$60.00 per week and \$1.00 cut in for each concession. Year around job. Playing city lots until November.

**Address Box D-214**

Billboard Cincinnati 1, Ohio

**WANT FERRIS WHEEL FOREMAN**

Top salary. Short jumps in and around Washington, D. C. Bob Hill, answer at once or come on. Can also use Capt. Rank Salesman for all new outfit. Wire, write

**JOHN HAYES, JR.**

Mount Ranier, Maryland

**FIDLER UNITED SHOWS**

WANT GENERAL AGENT WHO KNOWS ILLINOIS AND INDIANA. WANT FOREMEN AND RIDE HELP WHO CAN DRIVE SEMIS FOR TILT-A-WHIRL AND FERRIS WHEEL. CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. Address:

Calumet City, Ill., this week; Harvey, Ill., next.

**WANTED USEFUL RIDE MEN**

In all departments, especially Tilt-a-Whirl and Octopus Foremen. Top salary to the right people; year round work. Must be sober and congenial. We have high-class Rides.

All Address: **JOHN B. DAVIS, MANAGER**

**SOUTHERN STATES SHOWS**  
ARCADIA, FLA., THIS WEEK

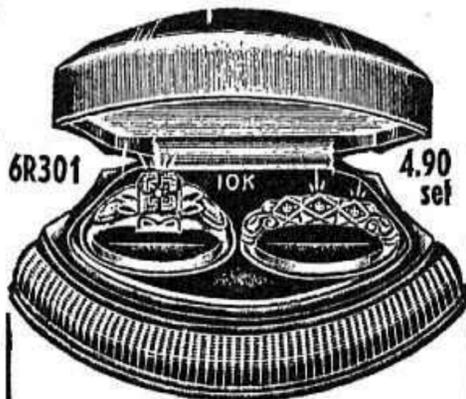
**Events for Two Weeks**

May 29-June 3

- ARK.—Fort Smith. Rodeo, 3-7.
- IND.—Fort Wayne. Dog Show, 4.
- IA.—Davenport. Dog Show, 3-4.
- MASS.—Framingham. Dog Show, 2-4.
- NEB.—Omaha. Shrine Circus, 31-June 7.
- N. M.—Clovis. Rodeo, 2-3.
- ORE.—Union. Livestock Show, 3-4.
- TENN.—Memphis. Dog Show, 4.

June 5-10

- ALA.—Birmingham. Police Thrill Circus, 6-10.
- CALIF.—Livermore. Rodeo, 10-11.
- Ventura. Dog Show, 11.
- COLO.—Canon City. Rodeo Celebration, 10-11.
- IA.—Des Moines. Dog Show, 11.
- KY.—Louisville. Dog Show, 10-11.
- N. Y.—Rye. Dog Show, 10-11.
- O.—Harrison. Firemen's Carnival, 5-10.
- S. D.—DeSmet. Old Settlers' Picnic, 10.



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**LEO KAUL**

IMPORTING AGENCY, Inc.

HOLD ON TO THAT ROPE!

(Continued from page 40)

"the nets suspended below trapeze and other circus performers," are permitted, but the type of fiber is not even designated. Tent rope, defined as "soft-laid, long-jawed, thread rope used in tying down or securing tents," is permitted to be made "from cotton only!"

Stock Piles Are Low

No manila fiber has come to the United States from the Philippine Islands since just before Pearl Harbor. A small amount is coming from some of the South American countries but the production is limited and, because of the time required to produce abaca plants, only a small amount of fiber will be available for months. Stock piles are critically low.

The showman swears by manila because in his experience this type of rope has always proved to be his trusted friend in time of storm. However, very little attention is paid to rare manila, judging from the carelessness with which it is used and stored. If the showman could understand that the rope he possesses is all that enables him to remain in business, he would regard it as his most precious possession.

Manila comes from the abaca plant, or musa testilis, as the scientists would say. It is produced mainly in the islands of Luzon and Mindanao of the Philippines. It belongs to the banana family, the fiber being derived from the stock of the trunk. Using a rope three and one-quarter inches in circumference, manila displayed remarkable tensile strength, withstanding a test of 4,669 pounds as against 3,888 for hemp. It is a strange fact that only in the Philippines is found the type of fiber so desirable for rope requiring strength. Manila has been used in the United States for rope for more than 100 years, and as early as 1840 importations totaled 8,000 tons. The plant must be about four years old before the fiber is suitable, and thus, because of the destruction of vast growing areas in the Philippines, it will be several years after the war before this fiber is again available.

Sisal Is About All

Lacking manila, the showman must turn to sisal. Java sisal, which came originally from the Dutch East Indies and is known as agave sisalana, ceased also about the time of Pearl Harbor. However, African sisal is now being imported in fair quantities and also some from Haiti. It is about all we now have for rope. In strength comparisons, one should figure manila as 100 per cent and sisal as 75 per cent. Therefore the groove of the blocks would have to be increased to accommodate the additional diameter required if the showman is to secure the same approximate strength.

The sisal hemp bush resembles the century plant, but the first cuttings for fiber cannot be made until about five years from the date of setting out in the field. Sisal is a native of Yucatan, which furnishes the bulk of the world's supply. In that country extensive plantations have been developed for its production. However, the world need is so great in the war effort that there is very little left for civilian purposes. In fact the

total supply of hemp available for ropemaking purposes in the United States this year will amount to only 75,000,000 pounds. The demand, of course, is far in excess of supply.

It takes 34,000 feet of rope to outfit a 10,000-ton light cruiser. Destroyers require 11,000 feet of rope. Hundreds of thousands of feet are required for the army and navy and air corps. If every piece of rope now in use were made to last only 10 per cent longer, thru better care and handling, that would be the same, according to War Production Board, as adding approximately 20,000,000 pounds of fiber to our stock pile.

Care Is Explained

The Rope Conservation Committee of the War Production Board has prepared a booklet, which is available to all showmen, on the proper care of rope. It emphasizes that rope should be properly removed from coils, properly stored, properly dried, kept clean and free from chemicals, avoid kinks and overloading, slack guys to prevent overstrain, avoid sharp angles, proper sheaving, periodical reverse of ends, avoid lubrication and, above all, avoid unnecessary wear and abrasion. The latter is most important, as on every show rope is dragged over the grounds, picking up sand, grit or other abrasive articles which work into the rope and cut the fibers.

As this article is read, rope is today supporting the tents of all circuses and carnivals. At the crossroads the rep shows prepares to reveal the tragic end of Jesse James or the comic adventures of Silas Green. Tonight millions of persons will be enjoying the outdoor show, but behind it all remains the lowly rope. Without it no tent would greet the sky, no pole would carry its load, no canvas would shelter patrons from sudden storm.

The showman without rope is a showman without a show. His talent may be of the best, his moving equipment the finest, his sets and paraphernalia all new, but without rope he has no show. His tents remains on the ground, his talent idle and his equipment so much lumber.

Remember, Mr. Showman, as you watch the throngs that daily pack your lot, that without rope you have no business. If you want to carry on—hold on to that rope!

ARTHUR AT PORTLAND

(Continued from page 40)

views of the acts. The town was well plastered with paper. Press relations were handled by a newcomer to the show, Ed Beck, for 10 years with MGM in Hollywood and formerly a newspaperman in the amusement and automobile fields.

The show bought two new trucks here for a total outlay of \$13,000, one to be used for a chair car, and the other for tent poles. The band was built up to 15 pieces. Equipment added here were a new cookhouse and new menagerie. Theo Forstall, treasurer, left here to join the Ringling circus, and was succeeded by Al Beck, from Russell.

RB GOES BIG IN BOSTON

(Continued from page 40)

bull line and horse and camel herds, cannot be entirely avoided it has been cut to a minimum.

At the opening a near-miss occurred with the featured act of Victoria and Torrence over Ring No. 1 when, half way thru the routine, the high-flying perch used snapped inside the taping. Torrence signaled for his descending gear and after three tries got it. He then lowered himself and Victoria to the platform a number of feet below. George Brinton Beal served in his usual capacity as honorary assistant to Fred Bradna, a long established local custom on opening night.

Donohue Duties to Hopper

President Ringling announced the appointment of Arthur Hopper as general agent in charge of both outdoor advertising and railroad contracting, adding to his former job, that of the late Joe Donohue.

Contracting Press Agent Bernie Head did the preliminary newspaper work, followed by Allen Lester, who is handling the press here this year as he did last. The show will be in Boston on Memorial Day for the first time in history. Paper is up all over town, and the dailies have been giving considerable picture space. Roland Butler, head of the press department, went directly to Philadelphia from New York to cover arrival of the canvas end.

LETTER LIST

(Continued from page 49)

- MEEKLING, Chas. Karl; MEEHAN, Mervin B.; MEJIA, Mervin B.; MELLON, C. Floyd; MENARD, Edward; MERRIFIELD, Howard Wm.; MERRITT, D. L.; METSCHER, R. L.; MEYERS, Bill; MEYERS, Earl F.; MEYER, Wm. M.; MICHELS, Marty; MIGHTY MONARCH Show; MILAN, Alfred J.; MILLER, Bee; MILLER, Chris H.; MILLER, F. W.; MILLER, Gen. & Miller Marks; MILLER, Rudy; MINNEAR, Carl; MITCHELL, Leo C.; MITCHELL, Mike H.; MITCHELL, Nick J.; MIX, Tim; MOLIN, John; MONAHAN, Edward; MONAHAN, John; MONROE, Geo. Elmer; MONROE, Jack; MOONEYHAM, Thomas; MOORE, Mrs. Irene; MOORE, John R.; MOORE, Mike; MOORE, Walter F.; MORGAN, Bud; MORISE, Roy; MORRIS, Allen; MORRISON, Kokomo; MORRISON, Milton; MORRISON, Fred; MORRISON, Robt. Paul; MORRISON'S Carnival, Ben; MORSE, John; MOSER, Mrs. Elsie H.; MOSHER, Wm.; MOUNTAIN, Mrs. V. L.; MUEHLSTEFF, Christian Wm.; MULLINS, Mary E.; MURPHY, Edward Benedict; MURPHY, Walter; MURRAY, James O.; MURRAY, R. E.; MURRAY, R. G.; MURRAY, Wm. T.; MYERS Sr., Earl; NABOR, Bert; NAPOLION, Lewis; NATHANSON, Pat; NAUGLE, Michael Andy; NAVARRO, Monte; NEIKENHOU, Chas. M.; NEWHAM, Gordon M.; NEWTON, Jack; NICHOLAS, John; NOE, Edwin L.; NOFF, Maxie; NOLAN, Mrs. Eileen; NOLAN, James; NORTON, Clyde A.; NORTON, Ralph Jas.; NOTHSTEIN, Elmer E.; NORRIS Brothers; NOYES, Robt.; NUNNEY, Clifton; NUNNEY, Bill S.; NUNSKIND, Louis; O'BRIAN, Geo.; O'BRIEN, Michael; O'CONNOR, Jimmie D.; O'DAY, Betty; O'HARA, Boots; O'MALLEY, Danny; O'STEEN, James Lee; O'BRIAN, Michael; OLENICK, John; ORWIG, C. W.; OSBORNE, J. L.; OSENBAUGH, L. A.; OSTERBERG, Ruth; OWENS, H. M. Tex; OWENS, Herman Max; OWING, Sam E.; OWN, George; PAGE, Wm. B.; PAIGE, Geo. Wm.; PAINTER, Wm.; PALMERINO, Leroy; PAN AMER. Train Show; PAPER, Allen; PARDEE, Eugene; PARKER, Bill; PARKERSON, Uile; PARKS Bros.; PASULLO, Dominick; PARTICE, Howard; PAUL, Donald; PAUL, R. J. Bob; PAULET, Albert; PECK, Kenneth L.; PENTS, Frank; PERHAM, Mrs. Gwen; PERKINS, Sam; PEROTTA, James; PERRY, Frank; PERRY, John; PETRACCA, Dorothy; PETRIE, Roy Allen; PERRY, Leonard; PHILLIPS, Jimmie D.; PHILLIPS, W. C.; PILOT, Alexander; PIERCE, Pearl; PINKLEY, Robert Dale; PINGITORE, Angilo B.; PISARA, Joe; POCONO, Rajahia; POLITTE, L. J.; PORACKI, Jos.; POREL, Jake; PORTER, Pvt. Glen; POUNDERS, Andrew; POWELL, Elizabeth; PRESLEY, Arthur; PRESTON, Jas. Thomas; PUTINTE, Theodore Thos.; QUALLS, Knox; RAE, Ramona; RAGANIS, Jos.; RAGLAND, Phillips Thos.; RAMSEY, Lena; RANDOLPH, Mrs. Grace; RANDOLPH, Mrs. J. Y.; RAVELLO, Ray & Rosalio; RE, John Joseph; REA, John T.; REED, Miss Billie; REED, James L.; REESE, Elmer Calvin; REEVES, Jas. Leland; REID, Albert; REID, Capt. Billy; REID, Ezra Matthew; REMY, Archie Elmer; REYNOLDS, Betty Naomi; REYNOLDS, Otto E.; RHEE, John Wayne; RICHARDS, George; RICHARDS, Jas. R.; RICHARDSON, Cal Eugene; RICHARDSON, Joe O.; RILEY, Mark Jackson; RILEY, R.; RILEY, Wm. Allen; RILLO, Lee Arthur; RINEHART, Odie; RING, Ruby; RIVERS, Curley; RIVERS, Ralph; ROBERTSON JR., Burton B.; ROBERTS, Chas. Evans; ROBERTSON, Fred; ROBINSON, Evelyn; ROBINSON, Fred D.; ROBINSON, Ralph James; ROBINSON, Wm. S.; ROCK, Randall; RODEN, Thos. Russell; ROGERS, Jas. Edw.; ROGERS, Robt. E.; ROSER, Sue; ROSE, Wesley; ROSEN, Sheik; ROTH, John Y.; ROWE, Manley; RUEB, Milton B.; RUSSELL, Jos. Henry; RYAN, Patrick; SAKOBIE, Geo. Shir; SAKOBIE, James; SAUL, Frank; SCANLON, Wm. J.; SCHMIDT, Daniel H.; SCHMITT, Mrs. Edna; SCHOFFIELD, Clifford Marion; SCHOMBURG, Vaughn; SCHULTZ, Mrs. Frances; SCOTT, Dorothy; SCOTT, James; SCOTT, John Harry; SCELLEY, Clyde H.; SELLO Bros., Circus; SENDT, Marjorie; SETTLES, Raymond S.; SHAMSAK, Nick; SHARPE, Robert; SHAW, Wm. Milton; SHEA, Wm. Walter; SHIMKUNAS JR., James A.; SHOEMAKER, Joe; SHORE, Louis; SHORT, J. E.; SHULL, Stanley John; SIGREST, Charlie; SINGARES, Danny John; SIROA, Bill; SISK, Carl Grady; SKEGGS, Martin; SKELMAN, Jas. Jos. S.; SLAY, Howard; SLOVER, B. A.; SMART, Frank; SMITH, David; SMITH, Frank Carl; SMITH, George; SMITH, Mrs. E. N.; SMITH, John; SMITH, John; SMITH, Lester A.; SMITH, Mel August; SMITH, Mose; SMITH, Miss Pat; SMITH, Wm. Monroe; SMITHLY, John; SNANDER, Elmer; SNYDER, Charles; SNYDER, & GAYNELL; SNYDER, Dawson Ernest; SOLLER, Stanley; SORDELET Sr., Henry; SORSEN, Asger; SPAULDING, Warren Wilkes; SPEAR, Barney Ben; SPEARS, George; SPELLMAN, Ernest Albert; SPITZER, Harry; SPIVEY, Chas. M.; SPYROPOULOS, Harry A.; ST. CLAIR & DURANT; ST. LEON, A. George; STACK, Richard; STANCLIL, Needham E.; STANLEY, Charles; STANSBERRY, Merrill Robt.; STAPLES, Norman Ray; STARBUCK, Harry; STATZEL, Skip; STEARL, Jas. Francis; STERENS, George; STEVENS, J. 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Edward; WHITE, Guy; WILKE, Thomas Joseph; WILKERSON, George; WILKINS, True & Trudy; WILLIAMS, Bob Hambro; WILLIAMS, Danmie; WILLIAMS, Henry Legs; WILLIAMS, Mrs. Minnie; WILLIAMS, Miss Pat; WILLIAMS, O. H.; WILLIAMS, John M.; WILLIAMS, Clarence; WILLIS Jr., Geo. Burl; WILSON, Mrs. Bethel; WILSON, Lloyd Mickey; WILSON, Harry John; WILSON, Robt. Earl; WILSON, Ted; WINNIMAN, Sully; WINNING, Chas. James; WINSLOW, Colleen; WINTERS, Fitts; WISE, Benny; WITHERS, Howard; WYONCK, Chas. T.; WOODRUM, Thomas; WOODS, Johnnie; WOODS Jr., Larry; WOODS, Mrs. Marion; WOODWARD, Mrs. Winona; WRIGHT, C. H.; WYCKOFF, Wm.; WANT, Freda; YONKON, Douyon; YOUNG, Max Bryon; YOUNG, Mrs. Willard B.; YOUNGQUIST, Lawrence Calvin; ZELL, Bob; ZIMMER, Florence; ZIMMERMAN, Hubert E.; ZSCHILLE, Fred; Adams, Nick; ANDERS, James; BAKER, James; CARLTON, Denise; CAVELL, Marie; CLANTER, Geo. 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NIP BUTTS, Box 372, Lawton, Okla.

**WON, HORSE & UPP**

(Continued from page 40)

sidewall dropped and the quarter poles loaded. Still they danced on. Finally we dropped the top onto their heads. Headed by our band they crawled out from under the flat canvas and started all over again. When the show pulled off of the lot at daybreak they were still going at fever heat.

After losing the hillbilly part of our show the office decided to switch the untameable lion act from the side show to the big show to give the program a feature. At Squirrel Gun, Ky., the new feature appeared. Altho our King of Beasts was suffering with melancholia, eczema and falling arches (he wasn't what one would call robust), he still had a lot of fight in him.

Following the announcement regarding the many former trainers that the lion had killed, our principal wild-beast subjugator, Rerae Naturae, rushed into the den with pistol banging. Suddenly a shot rang out and our lion dropped dead in the middle of the hair-raising act. It was then that we learned that our daring trainer had been recognized by a patriarch of the hills as his daughter, Zymosis Waddle, who had been raised only three miles away at Home Consumption, Ky. The loss of the lion was bad, but to lose our trainer (who was our only annex dancer), should her pappy decide to take her back home, was worse.

Finally Manager Upp decided to join him out and propositioned him to sit under the marquee as flash to square our window lithos, which depict a man with a long, gray beard and under which are the cut lines that read: "Wager (Currycomb) Upp, Founder of This Famous Circus. 75th Annual Tour." Also the founder's dying words: "Let My Show Go On!"

P. S.: Word just reached the press department that our founder blowed the show without notice. Claimed that he was too old to carry seat planks.

MAJOR PRIVILEGE.

**UNDER THE MARQUEE**

(Continued from page 42)

with Lewis Bros.' stock the mainstay of show, with dogs, ponies mules, high school and Liberty horses. Capt. Dick Clemens and his cat act was the feature. The Coules also saw Garden Bros. in Windsor, Ont., and Barnes Bros.-Olympia in Detroit.

**FAIR GROUNDS**

(Continued from page 43)

pede. Schools close officially on the second last day of the event. Says the editorial: "What is the use of Calgary Stampede if there are no children present? Everyone knows that a parade needs children and not many parents go, unless to take a child." They suggested schools be closed for two days of the Stampede.

**AGRICULTURAL FRONT**

(Continued from page 43)

meat, butter and lard, together with large stocks of the three latter commodities. These increases, plus the quantities of home-preserved food on hand, are expected to make up for reduced civilian supplies of commercially canned fruits and vegetables during the next few months.

**WANTED**

**GUESS AGE-WEIGHT OPERATORS**

Man and Wife preferred. Dir season. Plenty of people to work to. Excellent location. Chas. Engels and wife, contact.

**DICK EDWARDS**

Casino Arcade Park WILDWOOD, N. J.

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Want Foreman and Second Men that drive on Little Beauty Merry-Go-Round, Smith Mixup, Single Loop. Salary or per cent. Join on wire. Will place all carnival people. Want to book any Ride except Wheel with or without transportation for the best route west of 81 Hwy from North Kansas to the Mexican border. Close Christmas Day. Will sell exclusive on Popcorn, Candy, Snow. For Sale—20 by 40 Top. Wire C. A. GOREE, Pratt, Kans.

**FOR SALE**

One Baby Q Parker Merry-Go-Round, new top and side wall, Tonawanda organ with drums, Le Roi power unit. This ride is newly painted and in power unit. Smith & Smith Chairplane, V-belt A-1 condition. Smith & Smith Chairplane, V-belt drives, V-8 power unit. Ride is in A-1 condition. Have 10 KVA AC Light Plant. These rides can be seen in operation Jackson, Miss. (Washington addition). Take five thousand dollars for outfit.

MRS. O. J. BEATY, Jackson, Miss.

**EXPOSITION AT HOME SHOWS**

CAN PLACE FOR

**B. P. O. ELKS' WAR FUND**

JUNE 5-10  
PHILLIPSBURG, N. J.

Concessions—Bumper, Darts, Ball Games, Photos, Bowling Alley, Pop Corn, Custard, Mitt or any Grind Store. Will exchange Ferris Wheel in perfect shape for Flat Ride, Octopus or Tilt. Shows—Will book any show not conflicting and has something new and novel. Want Animal Show Man. Can always use Ride Help. Want Show Builder and Painter. We have 8 big Celebrations booked, with a long string of fairs starting early in August. Can place Dog Act for Sideshow. Address:

ROX GATTO, Mgr., Emmaus, Pa., this week; next week, Phillipsburg, N. J.

**HELLER ACME SHOWS WANT**

Big New York and New Jersey Firemen's Convention, July 10-15. First carnival in 15 years, City Stadium, East Rutherford, N. J.

Diggers, Bingo, Pea Pool, Duck Pond, Pitches, Grind Stores, Popcorn and Candy Apples. No Coupons or Gees. Want Shows, Ride Help, Ferris Wheel Foreman, Girls for Revue. Want Man to manage Fun House, Chair-o-Plane Foreman. Want Truck Mechanic, Electrician, Chalroplane Foreman. All address:

HARRY HELLER, this week, Ramsey, N. J., for 10 days; Rivardale, N. J., June 12-17.

**WANTED**

Man to handle Monkeys and Chimp. Also Grinder for Animal Show, Girls for Posing Show. Top salaries. Want to buy two Monkeys that are broke and work, small Shetland Pony, Female Cub Bear. Wire or write Brownie.

**O. C. BUCK SHOWS**

Newburgh, N. Y., this week

**B AND V SHOWS WANT**

Popcorn and Candy Apple, Grind Stores and Grind Shows, Ride Help, Foreman for Merry-Go-Round. Newton, N. J., May 29-June 3; Hawley, Pa., June 5.

**BRIGHT LIGHTS EXPOSITION SHOWS**

Johnstown, Pa., Firemen's Celebration, Week June 5th

Want 10-cent Grind Concessions, Photo Gallery, Bingo open. Have complete outfit for Half and Half, beautiful panel front. Want Chairplane Foreman, top salary. Shows with or without outfits. Ben Herman and Sam Levy want Agents, also Dealers. Frank Murphy wants Help for Roll-o-Plane and Octopus, Help in all departments. All celebrations and fairs to follow thru best territory in Pennsylvania.

Write or Wire JOHN GECOMA, Gen. Mgr., Frostburg, Md., this week.

**WASHINGTON, PENNA.**

WEEK JUNE 5

Want Side Show, Motordrome and Snake Show; Working Men in all departments. Al Wallace wants experienced Candy Apple Man, Waiter or Griddle Man. Clarence Clayton wants for Follies: Girls, Ticket Sellers. All people who worked for me before, Margie, Jo-Ann, Marie and Donna Rogers, answer.

**BANTLY'S ALL AMERICAN SHOWS**

CHARLEROI, PA., THIS WEEK

**BUCKEYE STATE SHOWS**

SHOWS: WILL BOOK ANY GOOD GRIND SHOWS. (Will furnish tops for same.) CONCESSION AGENTS WANTED FOR GRIND STORES AND MERCHANDISE WHEELS. WILL BOOK ANY CONCESSIONS NOT CONFLICTING. CAN ALWAYS USE EXPERIENCED RIDE HELP. Have a splendid route of Still Dates and Fairs.

All Address: MIKE ROSEN, Mgr., Hannibal, Mo., this week.

**KAUS EXPO SHOWS WANT**

Shows not conflicting with own transportation. Will buy or book Roll-o-Plane. Want Arcade and Custard, Concessions of all kinds. No X except Popcorn, Cookhouse and Bingo. Grind Store Agents, also Caller and Bingo Help. Bob Bloom, Harry Flood, Geo. Shaw and wife, wire. Dick Harris, Jewel and Jack Mosier, wire Delores Kaus. We play nothing but defense and army camp cities. Short moves. This week and next, Rockingham, N. C.

A. J. KAUS, MANAGER.

**J. C. WEER SHOWS**

WANT TO BOOK OCTOPUS AND CHAIR-O-PLANE (will furnish wagons). WILL PLACE CLASS HOUSE, FAT SHOW, MIDGET SHOW OR ANY 10c SHOWS. CAN PLACE 10c MERCHANDISE CONCESSIONS. CHARLES JOHNSON WANTS GIRLS FOR FOLLIES AND POSING SHOWS. SLIM KELLY CAN PLACE FREAKS AND SIDE SHOW ATTRACTIONS. WANT RIDE HELP OF ALL KINDS (Top Salaries Paid).

Address: J. C. WEER, Mgr., McKees Rocks, Pa., this week.

**FOR SALE COMPLETE GOING SHOW FOR SALE**

Consisting of Show Fronts, Glass House, Fun House, Motordrome, Merry-Go-Round, Octopus, Ferris Wheel, Dodgem, Loop-o-Plane, Dangler, Scooter, 3 Kiddie Rides. Tops of all sizes, Concession Tents, Trucks, Trailers, Transformers, Corn Game, Concessions, etc.; in fact, a complete going show with good route if you want to play the route we have booked. Among the equipment is much brand-new canvas. Address: BOX 377, Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

**GAS DEADLINE JUNE 15**

(Continued from page 34)

out prior ODT approval, from inaugurating or extending motor carrier service in a territory or over routes not served by such persons as motor carriers on or before October 25, 1943.

"Persons who have not operated trucks in connection with traveling shows in the past should not ask for approval to institute new operations at this time. Persons who have engaged in such truck operations in the past should confine them this season, in so far as possible, to the routes and territories served by them during the 1943 season, and their total allotments of mileage and motor fuel for the 1944 season should not exceed in any substantial degree the allotments granted to them for 1943."

**JJJ UPS PITTSBURGH**

(Continued from page 34)

on with a Life Show and Mystery Animal Show, both of which have been grossing well. Wednesday marked the annual Seck Hawkins Night, an organization of junior reporter youth of *The Pittsburgh Post-Gazette*, who were entertained by the Jones staff. The youths assembled downtown and paraded to the grounds.

**JACK FISHER**

Better known as Doc Fisher, also Gabe Corbitt. Important—Get in touch with CHUCK on Marks Shows at once.  
Richmond, Va., week 29th.

**REYNOLDS & WELLS SHOWS**

WANT FOR OUR CIRCUIT OF MINNESOTA FAIRS,  
STARTING AT ADA, JUNE 29

SLUM CONCESSIONS OF ALL KINDS. CAN USE ONE MORE MAJOR RIDE.  
SHOWS OF ALL TYPES, ACTS FOR SIDE SHOW. COOKHOUSE HELP.  
All address H. WELLS, Owner, or ART SIGNOR, Mgr., Boone, Iowa, this week.

**Want Experienced Bingo Operator**

To Handle Bingo for Show. Best Territory in North America

Address FRANK R. CONKLIN

**CONKLIN SHOWS**

BOX 31, BRANTFORD, ONT., CANADA

**VICTORY SHOWS, INC.**

Playing Long Island, where the largest defense plants in the world are located. Can place Custard, Penny Arcade, Shooting Gallery, etc. Agents for Grind Stores and Ball Games wanted. Will book or buy one major Rjde.

BILLY GIROUD and JACK CARR

50 Salisbury Ave., Stewart Manor, L. I., N. Y.  
Phone Floral Ph 6344

**AMERICAN MODEL SHOWS WANT**

OPENING JULY 1, COLUMBUS, GA.

Ride Foreman for Eli Wheel, Little Beauty Merry-Go-Round and Chair-o-Plane. Stock Concessions. Bob Stutzman, come on. Shows with own transportation playing Georgia, Alabama and Florida winter fairs. Man to take charge of nicely framed Monkey Show; good proposition. Walter Jiggs, write.

BILL BROWNS, Mgr.; NEAL MASSARO, Con. Mgr., Columbus, Georgia.

**WALLACE BROS.' SHOWS**

CAN PLACE

Concessions—Concession Agents. Shows, Rides. Frozen Custard, Snow Ball, Scales, Cork Gallery. Mack Hoge, Pat McCarthy, come on. Bingo open.

WALLACE BROS.' SHOWS, Bedford, Ind., This Week.

Mrs. Hody Jones added several girls to the cast of *Follies of 1944* which has been doing near capacity. A new top for the *Follies* was waiting here, and was erected by boss canvasman Al Achorn and crew. Recent visitors and guests included Ida M. Cohen, R. C. McCarter, Ben Braunstein, L. C. (Ted) Miller, Bert Rosenberger, Frank J. Lee, Jean Allen, Jake Shapiro and city and county officials. Bill Hammond is now assistant manager of the lot, and J. C. Makin, Johnstown, Pa., joined there to assist Morris Lipsky, co-owner of the show, and assume secretarial duties.

**CAVALCADE GATE SOARS**

(Continued from page 34)

Arky Bradford, trainmaster; R. Davis, billposter. Caterpillars are in charge of R. Detwiler. Electrical department has Bill Kain, Leo Hout, principal electricians; Morris Huck, in charge of neon; Joe Huff, in charge of light towers. Blacksmith, Ben Wilkinson; carpenter, Sam Hankins; artist, Eddie Marconi; painters, Jack E. and Laren Allen; mail and *The Billboard* sales agent, Mrs. Anna Detwiler; builder, Tom Sharkey.

Shows and rides: Merry-Go-Round, Lucky Myers; Roll-o-Planes (2), Allen Benton, Pat Duncan; Octopus, Eulom Shook; Tilt-a-Whirl, Elmer Dial; Silver Streak, T. Sheldon; Caterpillar, Charles Brown; Fly-o-Plane, Bert Britt; Blue Goose, Sam Scott; Scooter, Bill Anderson; pony track, P. M. Stover; Penny Arcade, Harry Wagner; Funhouse, Tom Bush; Glasshouse, Mrs. Tom Bush; Side Show, Milo Anthony; Gay Paree, Johnny Scortino; New Orleans, Doc Hart-

wick; "Stella," Mrs. Doc Hartwick; Midgets, R. L. Lohmar; Japanese Torture Exhibit, William Vino; Posing Unit, Mrs. Ortinos; Marineland, Robert Randi; Wild Life, R. W. Hardwick.

Concessions: Bowling alley, Mel Lewis; fishpond, Archie Gilbert; cigarette shooting gallery, John Wetherick; palmistry, Mrs. Milton Morris; cigarettes, Bo Borchett; toys, Arthur Hunt; gift shop, Jake Fisher; razzle dazzle, James Bybee; darts, C. R. Wright; skillo, W. L. Iseley; bowling alleys, Mark Ellman; big bears, Milwaukee (Red) Young; string game, Irish Murphy; clothespins, Archie Brumley; ball games, Mrs. J. Yeager; diggers, Jack Neal; under seven, Archie Wagner; wonder bar, Ben Gibson; cigarette pitch, Mrs. M. Morris; frozen custard, George Golding; pan game, Mrs. A. J. Weiss; popcorn, Mrs. T. Scott; pet shop, Benny Fields; blower, Sparky Bellew; chenille spreads, Jerry O'Reilly; carmelcorn, Mrs. Curtis Velare; pill pool, Mickey Kinche-loc; nall game, Herman Pluda; skittles, Blacky Jacobson; ball games, Mrs. E. Ferguson; palmistry No. 2, Mrs. Curtis Velare; bumper skate, Irish Gaughan; basketball, Bill Martin; auction, Nat Golden; swinger, Sam Glick; cookhouse and grab stands, Mrs. Al Wagner, owner; Jack Ballie, manager.

For the St. Louis engagement only: The Sky Ride (first time on any carnival midway); Toyland and Giant Scooter, all owned and operated by Curtis and Elmer Velare.

**FUND FOR VETS GROWS**

(Continued from page 34)

who are anxious to do their bit for this cause. It is probable that some shows will adopt a plan similar to that inaugurated by Floyd E. Gooding on his units—setting aside one day a week on which 5 per cent of gross receipts from rides, shows and concessions will go to the fund. Others may adopt plans which they feel are better suited to their organizations.

Secretary Joseph L. Strelbich received a letter from President Gooding Friday, inclosing a check for \$420.84, amount collected from the first two Wednesdays on the two Gooding units now operating. President Gooding said that both Wednesdays were rainy, in view of which the amount collected was very good.

**RED ONES FOR BANTLY'S**

(Continued from page 34)

Mr. and Mrs. Joe Sorenson, Art Gray, Carl Holzapple, Roy Harder, Mr. and Mrs. Kelly, Mr. and Mrs. Frank Sheppard, Ted Miller, Dot Carlson and others.

Show moved from Fairmont to Ambridge May 21 in excellent time but lost opening night because of failure of baggage cars to arrive on time. Tuesday opening was big, in spite of rain. Harry Copping visited on opening night with Mr. and Mrs. Bantly. L. C. (Ted) Miller said the season was booked, including 12 Southern fairs.

Nick B. Stepp is secretary and treasurer. Harry Faith is ride superintendent and Frank Sheppard is chief electrician and lot boss. Joe Payne is business manager in charge of concessions. Three new tops arrived at this stand and several attractions will augment the midway next week. Dot Carlson's Fat Girl Show had a heavy play in Fairmont. Twin Ferris Wheels and Rollo-o-Plane took top money among rides. Al Wallace has the cookhouse and Esther Wallace popcorn and peanut stands, their ninth season with the show. Visits were exchanged with personnel of the J. C. Weer Shows playing near by. W. A. (Bob) Hallock, general agent Johnny J. Jones Exposition, visited opening night.

**PCSA**

(Continued from page 35)

20, Wentworth Hospital, West Los Angeles, and Frank Beaumont in Ward 24 in serious condition. Frank Murphy and Plain Dave Morris, in the National Military Home, Sawtelle, constitute themselves as a visiting committee for members Adams and Beaumont.

Candy Moore told of destruction of a Tilt-a-Whirl and truck on the Larry Ferris Shows in a right-of-way argument with a Pacific Electric train at Temple City. Ben Beno cabled from Italy "safe and well."

Frank Downie, who served as secretary under the administrations of Fink, Brown and Cronin, gave an interesting review of conditions in the formulative period of the club and presented an American flag for the rostrum. J. Ed Brown said preparations for the George Hines 87th birthday party were practically complete for the event on June 5, when there will

be open house for the personnel of Irv Polack's Shrine Circus and members of the Cronin Circus. May bulletin went out under first-class postage last week as well as liberal consignments to road shows which could be reached.

**NSA**

(Continued from page 35)

ough after attending his father's funeral. Ike Weinberg sent in a membership application for Frank A. Mulholland. Condition of William (Bibs) Malang, in Veterans' Hospital, Newington, Conn., is much improved.

**Ladies' Auxiliary**

President Edna Lasures, in town several days, with Past Presidents Midge Cohen and Dorothy Packman and Treasurer Ruth Gottlieb paid a visit to Dick's Paramount Shows, where they visited with members Rose Lange, Marietta Ware and Fay Gilsdorf in Bridgeport, Conn. She was also part of a group to visit Palisades (N. J.) Park on May 24. In the party were also Vice-President Ethel Shapiro, recently returned from a vacation with her husband, Sam, at Hot Springs; auxiliary hostess Julia Taffet, Magnolia Hamid, Minnie Taffet and Dorothy Packman. Vi Lawrence came in from the Dumont Shows for a few days. Past Treasurer Anna Halpin has been ill with influenza. Word came that member Marie Simpson underwent a major operation in Birmingham. Bess Hamid's son, Lieut. George A. Hamid Jr., is at home on leave after a long absence on ship duty in the Pacific.

**HASC**

(Continued from page 35)

the show would open in Lenox, Ia., May 28. Mrs. Rube Gillihan was reported ill in Trinity Lutheran Hospital.

Grover C. Kemp is a new member of the HASC. Ladies' auxiliary will hold open house for members of shows playing this vicinity May 26. Decoration Day services will be held in Showmen's Rest, Memorial Park Cemetery, and graves will be decorated. President C. P. (Doc) Zeiger is meeting favorable response in his drive for the cemetery fund.

**MSWC**

(Continued from page 35)

dent of the Ladies' Auxiliary, SLA, donated several prizes, among them a red and white kitchen set, which went to Irish Camen. Norma Lang donated a handmade hat, which went to Hattie Wagner. New members are Mrs. Ida Israel, Mrs. George Henderson and Tiny Zimmerman. Lunch and refreshments were served early. Among those present were Phoebe Carsky, Hattie Wagner, Mary Foster, Alice Liebrez, Anne Detwiler, Tiny Zimmerman, Irene Burke, Adele Voelker, Ethel Hess, Norma and Gertrude Lang; Pauline Lipsky and daughter, Sheila; Iris Camen, Edna Aarons and Kathleen Gawle.

**RINKS**

(Continued from page 46)

drome, Cincinnati, during his induction period at Fort Thomas, Ky. (across from Cincinnati). He was helpful in analyzing the faults of Cincinnati competitive skaters, C. V. (Cap) Sefferino said. Sefferino Roller-drome has closed for the season and William Sefferino leaves for his annual fishing vacation at Lake o' the Woods, Ont., June 10. He will return late in August to prepare for the re-opening in September. This has been an excellent season for the Sefferino Roller-drome, according to the skating Izzak Walton.

FAY MARCOVIE is the pro teacher in Skateland, Denver. She was a student at both New York and Detroit pro schools.

AMERICA-on-Wheels State champions took 11 national titles during the U. S. roller championships in the Chicago Roller Bowl, May 1-5. This meet was presented by the Amateur Roller Skating Association.

HARLEY CROSS, veteran organist, who has been playing the Hammond electric organ for the past eight years and who played pipe organs for 20 years in the theaters during the old "silent picture days," has returned to the Mammoth Garden, Denver. Cross played for the "rollers" at the Mammoth from 1939 to 1941. He is a native of Milwaukee, where he studied music and had many years of theatrical organ work.

**Lieut. Hamid Rejoins Ship**  
 NEW YORK, May 27.—Lieut. George A. Hamid Jr., United States Navy, has been visiting his parents on a surprise 10-day leave. Coming via plane from the West Coast, he was able to accompany his father on a round of Atlantic Coast spots before leaving on Thursday to rejoin his ship.

## Carnival Routes

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

A.M.P.: Wyoming, Pa.; Luzerns 29-June 4.  
 Alamo: Pelly, Tex.  
 All American Expo.: Owensboro, Ky.  
 Allen, Fred: Newark, N. Y.  
 Allen & Nickerson: Huntington, Ind.  
 American Beauty: Lexington, Mo.  
 American Expo.: Weirton, W. Va.; Struthers, O., 5-10.  
 Arcade: Brownwood (Uptown), Tex.  
 B. & V.: Newton, N. J.; Hawley, Pa., 5-10.  
 Bach, O. J.: Oneida, N. Y.  
 Badger State: (Capitol Drive) Milwaukee, Wis.  
 Baker United: Elwood, Ind.; Jonesboro 5-10.  
 Bantley's All-American: Charleroi, Pa.  
 Barkoot Bros.: Toledo, O., 29-June 11.  
 Baysinger, Al: Decatur, Ill.  
 Beauty's Rides: Jackson, Miss., 29-June 10.  
 Bee's Old Reliable: Frankfort, Ky.; Winchester 5-10.  
 Berryhill: Calhoun, Ga.; Dalton 5-10.  
 Bistany's Greater: De Land, Fla.; Gainesville 5-17.  
 Boswell Am.: (York & Cedar Sts.) Philadelphia 29-June 10.  
 Bowen's Joyland: Monterey Park, Calif.  
 Bright Lights Expo.: Frostburg, Md.  
 Buck, O. C.: Newburgh, N. Y.  
 Buckeye State: Hannibal, Mo.  
 Buffalo: Corfu, N. Y.  
 Bunting: Canton, Ill.  
 Bushay Am. Co.: Fitchburg, Mass.  
 Byers Bros.: Waco, Tex.  
 C. & L.: Olay Center, Kan.  
 California: Livermore, Calif.  
 Cavalcade of Amusements: Champaign, Ill.  
 Cetin & Wilson: Garfield, N. J.  
 Chano, Jimmie: Sidney, O.  
 Coleman Bros.: New Britain, Conn.  
 Colley, J. J.: Sapulpa, Okla.  
 Collins, Wm. T.: Benson, Minn.  
 Cunningham's Expo.: Cambridge, O.  
 Continental: Gloversville, N. Y.  
 Crafts 20 Big: Santa Clara, Calif.  
 Craig, Harry: Amarillo, Tex.  
 Crescent Am. Co.: Newton, N. C., Lenoir 5-10.  
 Cumberland Valley: Manchester, Tenn.  
 Curl, W. S.: Piqua, O.; Xenia 5-10.  
 Dick's Paramount: Pawtucket, R. I.  
 Dixie Belle: Livermore, Ky.  
 Dobson's United: Mahtomedi, Minn., 2-4; Stillwater 5-11.  
 Dudley, D. S.: Perryton, Tex.  
 Dumont: Washington, N. J.  
 Dyer's Greater: Leadwood, Mo.  
 Eddie's Expo.: Vandergrift, Pa.; Jeannette 5-8.  
 Edwards, J. R.: Postoria, O.; Mansfield 5-10.  
 Elite Expo.: Junction City, Kan., 29-June 11.  
 Ellman: Cudahy, Wis., 29-June 4; (16th and Cleveland) Milwaukee 5-11.  
 Empire State: Frankfort, N. Y.  
 Endy Bros. & Prell: Wilmington, Del.  
 Expo. at Home: Emmaus, Pa.  
 Fidler United: Calumet City, Ill.; Harvey 5-10.  
 Fleming, Mad Cody: Butler, Ga.; Milledgeville 5-10.  
 Garden State: Trenton, N. J.; Wharton 5-10.  
 Gentsch & Sparks: Earlinton, Ky.; Henderson 5-10.  
 Geren's United: Connersville, Ind.  
 Gold Medal: Bloomington, Ill.  
 Golden Gate: Fordsville, Ky.  
 Golden West: Foley, Minn., 5-10.  
 Gooding Greater: Charleston, W. Va., 29-June 10.  
 Gooding, F. E., Am. Co., No. 1: Cannonsburg, Pa.; Steubenville, O., 5-10; No. 2: (Cleveland Ave. at 17th) Columbus, O.; (S. Parsons Ave.) Columbus 5-11; No. 3: (W. Broad at Powell) Columbus, O.; Newark 5-10.  
 Great Sutton: East Alton, Ill.  
 Greater United: Amarillo, Tex., 29-June 10.  
 Groff United: San Luis Obispo, Calif.; Santa Maria 5-10.  
 Groves Greater: Natchitoches, La., 29-June 10.  
 Gruberg's Famous: Playing Philadelphia lots.  
 Hannum: Mount Holly, N. J.  
 Happy Attrs.: Newcomertown, O.; Gloucester 5-10.  
 Happyland: Royal Oak, Mich., 30; Fort Huron 1-11.  
 Hedrick's Gay-Way: Kannapolis, N. C.; Coolemees 5-10.  
 Heller's Acme: Ramsey, N. J., 1-10.  
 Hennes Bros.: Terre Haute, Ind.  
 Henry, Law: Rides: Olifant Forge, Va.  
 Heth, L. J.: Morganfield, Ky.  
 Hyalite Midway: Gothenburg, Neb., 29-June 8; Alliance 9-18.  
 Jones, Johnny J., Expo.: (Expo. Park) Pittsburgh, Pa.  
 Jones Greater: Oak Hill, W. Va.  
 Joyland Midway: Oxford, Mich.; Monroe 5-10.  
 Kaus Expo.: Rockingham, N. C., 29-June 10.  
 Kaus, W. C.: Fairlawn, N. J.  
 Keystone Expo.: Hartsville, S. C.

Kirkwood, Joseph J.: Athens, Pa.  
 Lagasse Am. Co., No. 1: Woonsocket, R. I.; Brockton, Mass., 5-10; No. 2: Ludlow, Mass.; Spencer 5-10.  
 LaMar West Falls: Coatesville, Pa., 29-June 10.  
 Lawrence Greater: Perth Amboy, N. J.  
 Lee United: Mount Clemens, Mich., 30-June 4.  
 McKee, John: Vandalia, Mo.  
 Magic Empire: Hoxie, Ark.; Jonesboro 5-10.  
 Marion Greater: Columbia, S. C.  
 Marks: Richmond, Va.; Washington, D. C., 7-18.  
 Midway of Mirth: Highland, Ill.  
 Moore's Modern: Zeigler, Ill.  
 Omark: Russellville, Ark.  
 Page, J. J.: Cumberland, Ky.; Middlesboro 5-10.  
 Pike Am. Co.: Caruthersville, Mo.  
 Reading's: Gallatin, Tenn.; Nashville 5-10.  
 Reynolds & Wells: Boone, Ia.  
 Reid, King: Roine, N. Y.  
 Rogers Bros.: Hankinson, N. D., 1-3; Oakes 5-7; Lisbon 8-10.  
 Rogers Greater: Kokomo, Ind.  
 Rogers & Powell: Grenada, Miss.  
 Royal American: Cedar Rapids, Ia.  
 Royal Am. Co.: Asheboro, N. C.  
 Scott Expo.: Nashville, Tenn.  
 Sheesley Midway: E. Liverpool, O.; Lima 5-10.  
 Slebrand: Salt Lake City, Utah.  
 Skerbeck: Gladstone, Mich.; Gwin 5-10.  
 Smith, George Clyde: Houtzdale, Pa.; Blairsville 5-10.  
 Snapp Greater: Jefferson City, Mo.; Columbia, Mo., 5-10.  
 Southern States: Arcadia, Fla.  
 Sparks, J. P.: Lawrenceburg, Ind.  
 Strader, M. A.: Wichita, Kan.  
 Stafford's United: Brookville, Ind.  
 Steblar's Greater: Clarksburg, W. Va., 2-10.  
 Stephens: Hedrick, Ia.  
 Strates, James E.: Buffalo, N. Y.  
 Stumbo: Huntsville, Ala.  
 Sunflower State: Pratt, Kan., 29-June 10.  
 Snyers Am. Co.: Leavenworth, Kan.; Clarinda, Ia., 5-10.  
 Texas: Weslaco, Tex.  
 Tidwell, T. J.: Tucumcari, N. M.; Dalhart, Tex., 5-10.  
 Tivoli Expo.: Harrisonville, Mo.  
 Turner Bros.: Streator, Ill.  
 Victory United: Roscos, S. D., 1-3; Moberly 5-10.  
 Wade, W. G.: Pontiac, Mich.  
 Wallace, I. K.: Dover, N. J.  
 Wallace Bros.: Bedford, Ind.  
 Ward, John R.: Pascagoula, Miss.  
 Weir, J. C.: McKees Rocks, Pa.  
 West Coast Victory: Marysville, Calif., 30-June 7; (Goode) Livermore 8-11.  
 Weydt Am. Co.: Sparta, Wis., 29-June 4; Oshkosh 6-14.  
 Wolfe Am. Co.: Augusta, Ga.  
 Worthy: Buffalo, N. Y.  
 World of Mirth: Plainfield, N. J.  
 World of Pleasure: Muskegon, Mich.; Battle Creek 5-10.  
 World of Today: Omaha, Neb.  
 Yellowstone: Gallup, N. M., 30-June 10.  
 Zacchini: Boothwyn, Pa.  
 Zeiger, C. F.: Pueblo, Colo., 29-June 24.

## Circus Routes

Arthur Bros.: Vancouver, Wash., 30; Longview 31; Chehalis, June 1; Olympia 2; Aberdeen 3; Shelton 4; Port Orchard 5; Bremerton 6-7; Seattle 8-13.  
 Bailey Bros.: Clearfield, Pa., June 1; Philipsburg 2; Tyrone 3; Bellefonte 4; Lock Haven 5; Milton 6.  
 Beatty, Clyde-Russell Bros.: Redwood City, Calif., 30; San Mateo 31; Hayward, June 1; Richmond 2-3; Vallejo 4; San Rafael 5; Petaluma 6; Santa Rosa 7; Napa 8; Pittsburg 9; Stockton 10.  
 Cole Bros.: Wilkes-Barre, Pa., 30; Scranton 31; Binghamton, N. Y., June 1; Elmira 2; Niagara Falls 3; Erie, Pa., 5; Jamestown, N. Y., 6; Meadville, Pa., 7; Youngstown, O., 8; Canton 9; Kron 10-11.  
 Globe Bros.: Anadarko, Okla., 30; Lawton 31-June 1.  
 Hamid-Morton: Quebec City, Que., Can., 30-June 3.  
 Hugo Bros.: Sand Springs, Okla., 30; Skiatook 31; Claremore, June 1; Okemsa 2; Nowata 3.  
 Hunt Bros.: Poughkeepsie, N. Y., 1-2; Beacon 3.  
 Kelly, Al G.-Miller Bros.: Wellington, Kan., 30; Anthony 31; Kingman, June 1; Greensburg 2; Kinsley 3.  
 Mills Bros.: Warsaw, Ind., 30; Peru 31; Wabash, June 1; Elwood 2; Marion 3; Alexandria 4; Tipton 5; Frankfort 7; Sheridan 8; Flora 9; Monticello 10.  
 Polack Bros.: Los Angeles, Calif., 2-11.  
 Ray Bros.: New Orleans, La., 29-June 4.  
 Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston, Mass., 29-June 4; Philadelphia, Pa., 6-17.  
 Wallace Bros.: Reading, Pa., 31; Pottsville June 1; Shamokin 2; Shenandoah 3; Hazleton 5.

## Misc. Routes

By-Gosh Tent Show: Surgoinville, Tenn., 29-June 3.  
 Cogswell, James (Ray Bros.' Circus) New Orleans 29-June 4.  
 Curtis, Rube: New Orleans, La., 29-June 4; Birmingham, Ala., 6-10.  
 DeCleo, Harry (Brownie's Tent Show) Mason-town, W. Va., 29-June 3.  
 Lippincott: Chesterfield, S. C., 29-June 3; Lyons, Ga., 5; Hinesville 6; Glennville 7; Soperton 8; Abbeville 10.  
 Long, Leon: Henderson, Ky., 1-3; Evansville, Ind., 4-8.  
 Montague, Duke: Kearney, Neb., 29-June 3.  
 Radion's Dogs: Winchester, Tenn., 29-June 3.  
 Sadler, Harley, Show: Stamford, Tex., 1-3; Haskell 5-7; Seymour 8-10.  
 Slout, L. Verne, Players: Albion, Mich., 29-June 3; Charlotte 5-10.  
 Van Cleve's Tent Show, with Wm. C. Turtle, Portland, Ore., 29-June 3.

## Continental

Write for these items

- SLUM**  
 #432—Blowouts (IMP) ... \$1.75 Gr.  
 537—Comio Straw Hats (IMP) ... 1.75 Gr.  
 540—Min. Uncle Sam Hats (IMP) ... 1.75 Gr.  
 1518—Mirrors, 2x3 ... 4.00 Gr.  
 1698—Comio Feathers ... .95 C  
 1974—Amer. Muslin Flag, 2 1/4 x 3 ... .85 Gr.  
 1985—Flag, 3 1/2 x 6 ... 1.45 Gr.  
 2123—White Por. Statues (IMP) ... 1.50 Gr.  
 2418—Garded Tie Holders ... 4.25 Gr.  
 87102—Wedding Rings ... 1.10 Gr.  
 2300—Plaster Animals ... 1.50 Gr.  
 1898—Comio Hat Bands ... 1.75 C  
 2206—Cricket-Tin (IMP) ... 1.75 Gr.  
 2287—Jitterbeans ... 1.25 Gr.
- GLASS**  
 #3803—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 ... 6.40 Gr.



- #38024—Cut Glass Tumbler, Pk. 6 Dz. ... .55 Dz.  
 38004—5 Oz. Juice Glass ... 3.90 Gr.  
 7888—Bottle Shaker, Pk. 2 Gr. ... 3.60 Gr.  
 7882—Whiskey ... 3.00 Gr.  
 3812—S&P Shakers ... 3.25 Gr.  
 3013—Toy Mug ... 3.50 Gr.  
 3914—Bottle S&P ... 3.75 Gr.  
 3829—Tumbler, Pk. 6 Dz. ... 4.20 Gr.  
 38025—Cut Glass Tumbler, Pk. 6 Dz. ... .60 Dz.

- NOVELTIES**  
 #8002—Plastic Combs, 7" ... \$6.50 Gr.  
 93000—Cellophane Lids ... 4.50 C  
 2774—50 Ligne Comio Buttons 22.50 M  
 2768—70 Ligne Comio Buttons 4.50 C  
 1697—Comio Felt Yodler Hats with Feathers ... 12.00 Gr.  
 8600—Felt Robin Hood Hats with Feathers ... 12.50 Gr.  
 1627—Felt Spanish Hats ... 28.00 Gr.  
 390—Hawaiian Lids (10 Gr. Lids, \$3.50 Gr.) ... 3.75 Gr.  
 1623—White Sailor Hats ... 10.00 Gr.  
 9438—Cardboard Carnival Horns ... 8.00 Gr.  
 1677—Blue Yacht Hats ... 2.25 Dz.  
 24.00 Gr.  
 493—Blowouts (IMP) ... 4.50 Gr.  
 1638—Felt Baseball Caps with Plastic Military Brooch Ass't. ... 10.80 Gr.  
 1513—Plastic Whistles ... 6.00 Gr.  
 1958—Red, White and Blue Cans ... 3.75 C  
 35.00 M

- BINGO ITEMS**  
 #8884—Lamps, Boudoir, with Shade ... \$1.85 Ea.

## Continental Distributing Co.

822 N. THIRD ST. MILWAUKEE 3, WIS.

## Will Book, Buy or Lease

No. 5 Eli Wheel, Chairplane, Super Rolloplane, small Merry-Go-Round with or without transportation. Answer BOX NY-61, The Billboard, 1564 Broadway, New York.

## WANTED

Could use Freaks, Platform and Pit Attraction, Code Mind Reading Act. Good spot. Joe Collins, Glass Blower, have place for you. Wire

**J. J. BEJANO**  
 Care World of Today Shows  
 Omaha, Neb.

## HENNES BROS.' SHOWS

**WANT**  
 Girl Drome Riders, top salaries. Long season. Vonnice Wilson, wire. George Meeker, come on.  
 Terre Haute, Ind.

**CAPABLE TALKER**  
 for Midget Show, also Piano Player or Hammond Organist with own organ. Torbert, answer. Capable Man to operate office-owned Bingo. Mrs. Wagner can place Griddle Man.

**Cavalcade of Amusements**  
 Champaign, Ill., May 29-June 3; Milwaukee, Wis., June 5-10.

**WANT TO BUY**  
 3 LUSSE AUTO SCOOTER CARS  
**WANT HELP**  
 FOR SCOOTER. Salary no object if you are reliable and can drive new International Trucks and 30 Ft. Trailers. Heading for Michigan from here. Address:  
 Harry Beach, care Greater United Shows  
 Amarillo, Texas, until June 10th

**WANTED**  
 Duck Pond, High Striker, Candy Floss, Ball Games except Milk Bottles, Cigarette Pitch, Spot the Spot, Hoop-La, Bowling Alley, Penny Arcade. Want Merry-Go-Round, Loop-o-Plane, Tilt-a-Whirl. Want War Show, Crime Show, Jig Show, Girl Show. Write or wire  
**George Clyde Smith Shows**  
 Houtzdale, Pa., this week; Blairsville, Pa., week of June 5th; Nantyglo, Pa., week of June 12th.

**AT LIBERTY**  
**LEGAL ADJUSTER**  
 Will assist with the booking if it be necessary.  
 Write or Wire  
 N. L. WHITE, Baton Rouge, La.

**HELP WANTED**  
 ON ALL RIDES. Top Salaries. Don't Write—Come On. Will Buy 100 K.W. Transformer.  
**TURNER BROS.' SHOWS**  
 Stretor, Ill., this week.

**WANT**  
 Eli Wheel and Merry-Go-Round Operator. Bill Walsh, wire again. Address:  
**M. A. SRADER SHOWS**  
 Broadway at Franklin Rd., Wichita, Kansas, week May 29.

**WANT RIDE HELP**  
 ESPECIALLY FERRIS WHEEL MAN. Top Salaries to Good Ride Men. CONCESSIONS, ALSO CLEAN SHOWS WITH OWN OUTFITS.  
**JOHN FRANCIS SHOWS**  
 STAUNTON, ILL., this week

**D. S. DUDLEY SHOWS**  
 Want Foreman for Ferris Wheel. Will book Concessions. Want Agents for Bingo, Shooting Gallery, Ball Games and Grind Stores.  
 Perryton, Texas, May 29 to June 3.

## PAN AMERICAN SHOWS

**RIVERSIDE PARK, ANDERSON, INDIANA**  
 Want to book, lease or buy Octopus Ride. Want Pony Track or any Ride that don't conflict. Can place sober, experienced Ride Operators for Jimney, Loop-o-Plane and others; top pay and \$1.00 per hour for all time over 35 hours' operating time weekly. Want sober, capable Man who can manage Grab and Juice. Must be able to buy and know Gasoline Burners. Have good proposition for Corn Game Man who can buy and manage. Want sober, experienced Agents for Slum and Skill Games, also Girls for Ball Games. Can place for season Photos, Floss, Jewelry and Archery. Will book any Slum or Skill Games that don't conflict. This is a seven-day spot in a shady city-owned park in the heart of the city where plenty of people with plenty of money visit daily. Address:  
 J. R. STRAYER, Mgr., Riverside Park, Anderson, Indiana

## Wanted for Playland

Jewelry Engraver; high-class Custard with real flash, will do over a thousand dollars per week. City out of Ice Cream every day. Will give you twenty-foot front window. Can also handle Hot Dog and Drinks if not afraid of work. You will clean up. Have best location in town, only arcade and amusement center in Mobile. Population 800,000; big defense center; plenty soldiers and sailors. Can use A-1 Arcade Mechanic. Must know Ray Guns. Salary all you are worth. Pitchman-Demonstrator, have real corner window for you if you have something worth while. Want all kinds used Arcade Machines.  
 L. B. HOLTkamp, MGR., PLAYLAND.

## ENDY BROS.-PRELL SHOWS

—America's Largest Truck Show—

CAN PLACE—Penny Arcade. Good opening for One-Ring Circus.  
WANT—Foreman for Rocket Ride. Top salary. Must be sober.  
PLACE—Second Man for Ferris Wheels, Chairplane and Whip.  
WANT—Canvasman and Semi-Drivers.

Presenting the Greatest Route in the East With

**AMERICA'S FINEST MIDWAY**

ALL ANSWER WILMINGTON, DELA., THIS WEEK.

## OPENING SATURDAY, JUNE 3 FUNLAND PARK

JACKSONVILLE, NORTH CAROLINA  
In the Heart of the Marine Base

Want Foreman for Ferris Wheel, Chairplane, Dodgem. Help on other Rides. Will book Duck Pond, Hoopla, Pitch-Till-You-Win, High Striker, Cigarette Shooting Gallery, Stock Wheels. Will book Skating Rink, Roll-o-Plane. Good proposition. Concession Agents who can stand prosperity. No floaters. Wire

JOE KAUS, General Manager, Jacksonville, North Carolina

## WANT—BODART'S RIDES AND SHOWS—WANT

Opening Sunday, June 4, at Downtown Location

Ride Help and Foremen for six Major Rides. Will guarantee \$50 per week for Tilt, Wheel, Merry-Go-Round and Octopus Foremen. Benny Applegate and Tony Stratton, contact Sam Golde. Want Shows with own equipment and transportation. Merchandise Concessions of all kinds for proven money spots. Also eight bona fide fairs. Will sell ex on photos, Custard and Erie Diggers. All replies to

DAN ELLIS, Bilmay Hotel, Shawano, Wisconsin.

## Scott Exposition Shows

—WANT—

Manager for Minstrel Show, Life Show with or without own outfit, Shows that don't conflict. Have Minstrel, Side Show, Animal, Girl; others wire. Nashville, Tenn., next two weeks, downtown lots. Also Agents for Razzle Dazzle, Roll-down, Slum Skillo, Wheel, Swinger; also General Help around Concessions. Everyone with me before, come on. Happy Chapman for Concessions.

SCOTT EXPOSITION SHOWS, Mrs. B. M. (Babe) Scott, Manager.

## NOW SELLING SPACE

PLAYING DAY AND DATE WITH RINGLING-BARNUM CIRCUS  
1 ST. AND ERIE AVE., JUNE 5 TO 17, PHILADELPHIA, PA.

WANT CONCESSIONS—Legitimate Grind Stores of all kinds. No exclusive. Ball Games, Pitch-Till-Win, Spot the Spot, Fish Pond, Bowling Alley, Cookhouse, Grab, Custard, Scales, Jewelry, Novelties, etc. WANT one more Ride, Tilt Whirl, Octopus, Ridee-O.  
WANT MANAGER to manage Concessions who can do repair work and make himself generally useful. Big salary.

BIGGEST TWO WEEKS IN PHILADELPHIA THIS SEASON—DAY AND NIGHT  
MAX GRUBERG, P. O. Box 101, Philadelphia Pa.

Showing this week, Richmond and Orthodox Sts., Philadelphia, Pa.

## WANT A REAL FREAK TO FEATURE

With the world's most copied Side Show. Kelley's sixteenth annual tour and still tops in salaries, treatment and equipment. Can place A-No. 1 Pin Cushion, Tattooer, Edema, come on. Don't need drunks. Have the best crew in years. Address:

**T. W. KELLEY**

Care J. C. WEER SHOWS

McKEES ROCKS, PA.

## WILL BOOK, BUY OR LEASE

No. 5 Ferris Wheel. Will book Kiddie Ride for balance of season. Real proposition. Want Shows—Unborn, good Pit Shows. Have Tops and want capable Girl Show with talent. Will book legitimate Concessions, small Bingo, Hoop-La, Cane Rack, Duck Pond, Fish Pond, etc. Positively no Cees or Flat Stores. This show playing proven territory. All address:

**BRUNO ZACCHINI, Gen. Mgr. ZACCHINI SHOWS**

BOOTHWYN, PA., THIS WEEK

## —A. M. P. SHOWS—

"Juggy"

This week, Wyoming, Pa.; next week, Luzerne, Pa.

WANT Foreman for Chairplane. Second Man for Merry-Go-Round. WANT SHOWS that do not conflict. WANT Bingo, Guess Your Age, Devil's Bowling Alley. All Side Show People, come on. All address: A. M. PODSOBINSKI.

## CRESCENT AMUSEMENT CO. WANTS

Firemen's 10th Annual 4th July Celebration, Galax, Va., week July 3—  
Fireworks, Free Acts, Bands, Parades and \$50 War Bond Given Away  
Nightly — Biggest 4th July Date in South

WANT FREE ACTS—Strong, sensational High Act, join at once. Consider Cannon, Spiral Tower, Casting. Must be good. Salary no object if you have the act. Will give season's contract. Can place two more High Acts for Galax, Va., week July 3rd.

RIDE HELP—First class Ferris Wheel Foreman, handle two No. 12 Eli Wheels. Must be first class and able open Mondays, drive semi and willing operate clutch. If you hoose don't answer. \$75 week. Long season, good treatment for reliable man. No collect wires or money advanced. Other Ride Help that can drive, come on.

CONCESSIONS—Exclusive CUSTARD, Ice Cream, Lead Gallery, Slum Concessions. Roy T. Johnson wants Agents for Swinger and Skillo that will grind for stock. Gypsies, save your money, we will not answer your telegram or book you.

RIDES—Will book one more Ride with own transportation. Roll-o-Plane, Loop-o-Plane, 7-Car Tilt-a-Whirl or 8-Car Whip, or will pay cash for above rides with or without transportation.

SHOWS with own equipment. One more strong Show to feature, Side Show, Big Unborn, Snake, Wildlife; anything that can get money. No Girl Shows wanted.

COLORED Musicians and Performers; best Colored Band in South; new wardrobe. Want Trumpet, Sax, Tuba; salary \$25 week, paid by office. Wire Doc Anderson, band leader. Want hot Specialty Team, Colored Dancers and Slingers with wardrobe and ability. Salary no object if you have the acts. Pay own wires. Will furnish tickets, no cash advanced. Good treatment, all winter's work. Address L. C. McHENRY, Mgr., Crescent Amusement Co., Newton, N. C., this week; Lenor, N. C., week June 5th.

## WANTED

### ALLIANCE, NEBRASKA, RODEO

June 9 to 18 on Street in Center of Iowa's Big Army Camp. One Flat Ride, Tilt or Octopus. Have twenty by forty Top with Banner Line for good Animal Circus, Big Snake or any clean Show. Can use Grab Joint or Sit Down Joint, Candied Apples, Photo, Ice Cream, Guess Your Weight, Novelties, Fish Pond or any clean Merchandise Store not conflicting. Curley Akers can use Snow Cone Agent, Hoop-La and Bingo Man, and Bumper Store Agent. No gypsies, no racket, no booze or dope fiends. Biggest 4th in South Dakota to follow.

### HYALITE MIDWAY

GOTHENBURG, NEBR., TO JUNE 6TH; THEN ALLIANCE.

## GROVES GREATER SHOWS WANT

Agent for Clothes Pins, Penny Pitch, Man and Wife to Manage Country Store Wheel. Want Help on Merry-Go-Round, Ferris Wheel. Top salaries. Have six Diggers mounted on trailer for sale. Will book on show. Want to hear from J. Bill Carneer, Curry, Willoughby, Paul Miller, J. W. Smith. All replies ED GROVES, Natchitoches, La., May 29-June 10.

## CRAFTS 20 BIG SHOWS

Want Merry-Go-Round and Ferris Wheel Foremen at once. Ride Help for other Major Rides—Fly-o-Planes, Spitfire, Auto Skooter, Tilt, Kiddyland, others. SALARY \$60.00 weekly Foremen, \$50.00 weekly Helpers, plus 7 and 10 cents per mile extra if you can drive Truck or Semis. WIVES CAN WORK AS TICKET CASHIER—\$25.00 WEEKLY.

Can place other useful Carnival People, Dancing Girls, Boxers, Wrestlers, legitimate Concession Agents. Want Readers for Palmistry Booth. Must be clean workers. 40 WEEKS SUNNY CALIFORNIA. PROVEN TERRITORY AND DEFENSE TOWNS. ALL NEON MIDWAY "TOPS IN THE WEST."

ADDRESS ROY E. LUDINGTON, GEN. MGR.  
Santa Clara, Calif., week May 30th

## WANTED

Capable, sober Secretary that understands tax deduction, social security, etc. Want Ride Foreman and Second Men. Top salaries in cash. Will buy or book Roll-o-Plane and furnish wagon for same. For Sale—One #5 Eli Wheel in perfect condition. Johnny Williams, write or wire. Can use Plant Show Performers and Musicians, Canvas Men and Talkers. Will book Glass House or Fun House. Useful Side Show People, write Frank Zorda. Can use Train Help, Polers, Chalkers, etc.

### ALL AMERICAN EXPOSITION

OWENSBORO, KY.

## FITZIE BROWN WANTS

Bingo Caller and Clerks, Agent for Six Cats, Lady Ball Game Workers. Buddy Spain, get in touch with me immediately. Can place sober, reliable Stock Man. Can place Criddle Man and fast-stepping Waiters. Those who have worked for me before, come on. Will give you preference. Fitzie Brown, concession manager.

HENNIES BROS.' SHOWS, as per route in Billboard.

Can place capable Reader for American Palmistry.

## BUNTING SHOWS WANT

SHOWS: Will book one more Grind Show with own outfit. Especially want Mechanical, Illusion, Funhouse or any clean Show capable of getting money.  
CONCESSIONS: Can place String Game, Bumper and Bowling Alley. All must work for Stock. No coupons.

RIDES: Good proposition for Roll-o-Plane. Also want flashy, clean Pony Ride. Ride Help for Tilt and other Rides. Top salary.

Matt Gorden wants Agents for Stock Stores, also Front Men for Shows. Ronnie Carlyle, wire.  
Address: BUNTING SHOWS, Canton, Illinois, this week.

## ROYAL AMUSEMENT CO.

Asheboro this week, with Mt. Airy and Elkin, All N. C., to Follow. Uptown Locations.

Want legitimate Concessions of all kinds. Will sell exclusive on Photos, Scales, Snow, High Striker. Mr. Hammer and Blackie Henry, come on to Asheboro now. Want Concession Agents and capable Bingo Help. All address: MANAGER, Asheboro, N. C.

P.S.: Will book or buy Tilt, Single or Double Loop-o-Plane with or without transportation. Will book Kid Ride.

# EXPORT BIZ BOOM AFTER WAR

## American Coin Machines to Dominate Foreign Markets

Trends reviewed which will influence expansion of export business by coin machine firms—reciprocal trade pacts will bring increased imports from foreign countries

By Walter W. Hurd

CHICAGO, May 27.—American industry observed National Wartime Foreign Trade Week May 21-27. Because so many firms were engaged in war production, the week passed quietly, without any unusual events to observe the special week. Trade journals and business sections of newspapers gave attention to the idea of emphasizing post-war prospects for foreign trade. Manufacturers in the coin machine industry were too busy with war work to take part in observance of the special week. The industry gained some attention, however, because the well-known firm of S. H. Lynch & Company, Inc., of Dallas, has just opened the first of nine regional offices to handle British goods in this country.

This event may be significant because the Texas firm has long been prominent in the coin machine industry both as a distributor and also, at times, as a manufacturer of devices. The fact that this coin machine firm is the first to open a regional office for distributing British merchandise items in this country not only gains attention for the industry but it also indicates that trade with other nations in the future will be a two-way process.

### New Emphasis on Imports

The plan, of which the S. H. Lynch firm is a part, involves the import of British merchandise in the United States such as linens, chinaware, gifts and specialty merchandise. The plan is being fostered by a British banking firm, and other regional offices will be in Los Angeles, Chicago, Detroit and other cities. Whether other coin machine firms will enter into the plan is not known at the present time. The news report does suggest that many enterprising coin machine firms may, in the future, not only export coin machines to other countries, but may also engage in importing specialties of various kinds to sell in the United States. It may be an indication of a new trend in which foreign trade assumes greater importance than ever to member firms of the coin machine industry. It also will serve to stimulate early interest in post-war plans for the export market.

Only recently the RCA-Victor Corporation released a news report on how specially designed tokens had helped to boost the use of American-made juke boxes in Brazil. This idea was reported to the trade, and it aroused considerable attention and leaders in the industry have commented pro and con on the idea. Since it has already been tried successfully in Brazil, it now seems a certainty that other firms will try the idea when machines can be manufactured again. For many years the export of coin machines was held in check by problems of coinage in many countries. Many distributors hesitated to export the coin machines because they did not want to undertake the difficulties and costs of adjusting coin chutes to handle the coins used in other nations. Only the larger firms who could export in volume would undertake the trouble necessary to ship machines abroad.

The present interest being aroused in the matter of exports will mean that more firms than ever will study the subject and will make preparations for future trade. The Rudolph Wurlitzer Company probably enjoyed a greater export trade than any other single firm in the coin machine industry. This firm reported that the export market had been very successful for them and plans have been carefully developed for greatly increasing their export trade in the post-war period. The example of the Wurlitzer firm, no doubt, will encourage

(See Export Biz to Boom on page 69)

## Can Trade Cure Coinage Ills With "International Tokens?"

CHICAGO, May 27.—When an American engineer, stationed in Brazil, developed a special juke box token as a promotion stunt, he produced not only a successful formula for stimulating music patronage, but may have uncorked a trick for unravelling difficult coinage problems in many other foreign countries which would boost the popularity of American made coin machines.

The RCA-Victor Division of Radio Corporation of America, which exports Wurlitzer phonographs, recently issued a press release announcing that South American juke box fans were jamming the machines full of slugs, and that no one cared in the least. The slugs are special RCA tokens, developed by an RCA-Victor engineer, and exchanged two-for-one for native cruzeros, approximately equivalent to our 5-cent piece. Play on juke boxes is reported to have increased and customers purchase the tokens in quantities from locations.

At the factory, 500 of the special tokens were packed with each phonograph destined for Brazil.

Since coinage problems have often proved a factor of limitation in exporting and introducing American machines in many foreign countries, any move in the direction of uniform coinage is of interest to manufacturers and exporters of coin-operated machines. The success which greeted use of special-sized RCA tokens in Brazil encourages speculation as to whether special tokens may offer the solution to complex variations of world coinage.

Universal coinage, the Utopian answer

not only to coin chute problems but to complicated and expensive money exchange rates between different countries, could be realized only by surmounting almost impossible obstacles. This, despite reports that 34 nations have already approved a money stabilization plan.

### Prospects for Universal Coinage

Limited research and surveys by *The Billboard* reveal the following factors which will retard adoption of any system of universal coinage by all nations of the world:

1. Agreement between nations as to what system of coinage will replace all those now in existence. Which nations will be asked to scrap their coinage systems?
2. What country has an ideal coinage system, or nearest to the ideal plan?
3. Problems of melting old coins and re-issuing new ones.
4. Revisions of statutes now governing coinage—content, size and standards on which coinage is based.
5. Resistance by some countries which may be benefiting from varying rates of exchange.
6. Varying standards of living in different countries which might cause even the same coins to have different values in different countries.

These and other factors cause most observers to regard universal coinage as "just a dream." However, with most of the Allied nations now in general agreement that some plan of money stabilization should be adopted, an Allied victory might represent the one chance in centuries to achieve universal coinage.

But while the world waits for the ideal of standardized coinage, a number of trade members have suggested that possibly the coin machine industry, which stands to benefit most from a universal system, might consider the RCA-Victor token idea as a means of introducing an "International" coin in other countries via coin machines.

### Idea a Natural!—Keevil

*The Billboard* obtained opinions from token and coin chute authorities which provide a pro and con discussion of the subject.

At W. W. Wilcox Manufacturing Company, world's largest producers of tokens, Manager A. J. Keevil pronounced the idea "a natural!" While he frankly admitted that an "International token" might offer opportunities for his own firm, (See CAN TRADE CURE on page 68)

## Australia Looms As Juke Bonanza

PHILADELPHIA, May 27.—There's an Australian bride of an American sailor in Philadelphia with her own post-war plans. But Mrs. Howard R. Wells, wife of a shipfitter first class, who's back from 14 battle engagements in the South Pacific, is reconciled to losing the great chance she sees in post-war Australia.

It is her belief there will be a lot of money made in Australia by the person who can induce the government to permit installation of juke boxes on a mass scale. Mrs. Wells won't be that person, because, she said, she loves America and never wants to leave it.

However, Mrs. Wells, who saw how the Australians went for the juke box music since the start of the war, is sure a fortune in that field awaits an enterprising music machine operator. An Australian war bride, Mrs. Wells arrived here last month.

## Coin-Telegraph Is Coming, Says Head Of Western Union

NEW YORK, May 27.—A coin-operated telegraph office, no larger than a mailbox, is in prospect, into which you may be able to drop your message and a coin and have a facsimile whiskered over the wires to its destination.

According to A. N. Williams, president of Western Union, the "Telefax" has already been developed and perfected for eventual public use. This device is non-

(See Coin-Telegraph Coming on page 67)

### Editorial

## New Angles Added

By Walter W. Hurd

TEEN-AGE clubs have added new angles to the question of framing city ordinances to regulate juke boxes. This was clearly illustrated in Minneapolis recently when the city council held a public hearing on its proposed juke box ordinance.

The existence of teen-age clubs in the city was brought to the attention of the council and compelled the rewriting of the proposed ordinance and also delayed a final vote on the question. It also brought churches and schools before the council to present special pleas in behalf of the teen-age club. All this must have a wholesome effect on city councils considering regulations on juke boxes and will naturally compel them to respect the music machines more.

The Minneapolis proposal had in it a provision which would ban juke boxes within 300 feet of schools and churches. It was discovered that one of the leading churches in the city had a teen-age club known as "Teen Town" in its basement and the club was using a juke box for music, hence the ordinance would deprive the club of its chief source of entertainment.

Another provision being considered was the matter of noise. War workers had complained that juke boxes in many locations were played too loud and they could not sleep. This was an important consideration and juke box operators readily agreed to a provision for reducing the noise. The existence of the teen-age clubs brought further con-

sideration on this point and also the matter of a curfew. The ordinance had a provision which would stop all juke boxes in the city at 11 p.m.

It will be important in framing juke box regulations to fully consider the existence of teen-age clubs. Operators should keep this fact in mind and whenever proposed ordinances are up for consideration, be sure to bring the attention of teen-age movement to the city council. If clubs are already organized in the city they should certainly be heard before the city council and full consideration given to their special needs. If no clubs exist in the city at the present time and a regulatory ordinance is proposed, operators should certainly call the attention of the council to the fact that teen-age clubs are spreading over the country fast and that the city might have one in the near future, hence all regulations from now on should be drawn with the special needs of teen-age clubs kept in mind.

Altho many good movements have a tendency to lose their momentum soon after starting, it still holds true that the teen-age club movement is going right ahead. City after city continues to hold youth conferences and discuss the problem of juvenile delinquency. Chicago recently held another big meeting on the subject, and a number of Southern cities are going right ahead with plans for organization and also in completing previous plans. These teen-age clubs need juke boxes and in return they may have a beneficial effect on future juke box regulations.

## COINMEN YOU KNOW

### Los Angeles:

William Happel Jr., of Badger Sales Company, to San Francisco on business. While there he contacted Lou Wolcher and others. Reports that he made some good deals while out of the city. . . . Ed Mape, of E. T. Mape Music Company, in town last week. Vance Mape with Mrs. Mape in the city for sunshine (which didn't appear) this week. L. B. McCreary, who circulates the territories for Mape, in the city to confer with Bert Beutler, manager of the local branch. . . . Mike Goff, music machine operator in Templeton, Calif., in the city and looking around for music machine equipment. . . . E. T. Mape Music Company entering the manufacturing field and soon to offer some hard-to-get parts for phonograph operators. . . . John Patrick in the city from his bailiwick, Santa Maria.

### Trevillian in States

Fred Trevillian has arrived from Honolulu. He will remain in this country for an indefinite stay. His brother and partner, Ollie, is taking off for a much needed rest. . . . Stanley Tracy in the city from Kingman, Ariz., to buy. . . . Percy Shields, now with E. T. Mape Music Company, back in the city following a business trip thru the San Joaquin Valley. . . . Walter E. Gaunt, brother of Fred Gaunt, of General Music Company, is one coin machine operator who finds time to serve in other capacities in addition to coin machine operation. He is on two ration boards. Not content with serving here, Walter Gaunt is the secretary of the chamber of commerce at Twenty-nine Palms, Calif., and also president of his Lions Club. That is quite a record. . . . Archie Freeman, music and games operator, in the city from Ocean-side.

### A Busy Man

F. P. Carter, of the Nickabob Company, is really working these days making fast trips between his two arcades in Los Angeles and his recently purchased operation in Visalia. In addition to operating the arcades and the Visalia spot, he has a large scale and music business here that has to be given attention. Carter is a firm believer in women for route work, having added two more during the recent week along with a woman bookkeeper. Carter finds time to edge in hours for the Coast Guard Patrol Auxiliary in which he is an officer. A fellow operator said of him recently, "Carter is an excellent representative of the West Coast coin machine men. He is a college man and in the coin machine business in a sound way." . . . Jack Gardner, of Watsonville, in the city on a buying trip from Watsonville.

### Along Pico Row

Paul Johnson, local operator, making the rounds in quest for equipment. . . . Ted Lawrence, of Long Beach, up from that city to see what is clicking in the music machine business. . . . Milton Lang, Glendale music operator, came over the Pass to visit with jobbers. . . . A. Alexes, of Bakersfield, a visitor. . . . Allen Anderson here from Shafter, where he has music and games in operation. . . . Harry Anger, Hawthorne music operator, seen along the row. . . . M. B. Abrams, who operates the Fremont Arcade, made a trip here from Las Vegas, Nev. . . . Ben Breier, a local operator, making the jobbing rounds. . . . Mrs. P. A. Barnes buying for her music route in Hawthorne. . . . Ted Brown down from Bakersfield. . . . Clyde Baerresen, of Los Angeles County, noted along Pico looking over stock. . . . Ken Wolfe from San Diego a buyer. . . . Jerry Cooper in from

Riverside in the interest of his music equipment and games.

### Bloomer Adds Route

Ted Bloomer, of Mojave, has bought the music and games operation in Tehachapi, Calif., from Harry Perrine, of P. & M. Sales Company. Perrine plans to enter defense work. . . . Bill Wolf, of California Amusement Company, in San Diego to attend to his operations there. . . . Art Narath, of Anaheim, on the visitors' list. . . . H. A. Presher up from his home plate, San Diego. . . . Ray Ressel in from Riverside. . . . Roy Smith breezed in from Lancaster, Calif., where he has music and games. . . . M. H. Stearns, a San Luis Obispo music and games operator, making the rounds of Los Angeles in the interest of equipment and parts.

### New Jersey:

Sam Lerner, Philadelphia pinball and music op, in Wildwood, N. J., getting his Stanley Amusement Arcade on the Boardwalk there ready for the season. With the dim-out lifted at the resort, Lerner is installing a new front for the arcade, along with new lighting effects; also redecorating his arcade and providing for the introduction of several new machines.

### More Alleys

Joe Dorsey, who operates the Bowlette Arcade in Atlantic City at Hamid's Million-Dollar Pier, is installing a second set of coin-operated alleys. When the new alleys are completed there will be 30 machines in operation. This new game, now featured in Atlantic City, will spread out after the war, and franchises will be given in all cities where the arcade operator is accepted by the parent company.

### Philadelphia:

William K. Rodstein, president of the Philadelphia Amusement Machines Association, will be tendered a testimonial dinner by the association at the Benjamin Franklin Hotel. . . . Sid Chalfin is leaving the Berlo Vending Company, candy venders, to act as local representative for the Revlon concern. . . . Jack Beresin, head of the Berlo Vending Company, is serving as chairman of the amusement industry division for the Allied Jewish Appeal now under way.

### Chicago:

Wounded servicemen of World War II at Vaughn General Hospital here will be shooting for fun only when they play amusement machines provided by Coin Machine Industries, Inc. Learning that General P. J. Carroll, commanding officer at the hospital, recently returned from Bataan and Australia, wanted games and juke boxes to amuse the wounded men and speed their recovery, a CMI committee visited the hospital and arranged to deliver up to 60 games, target machines and juke boxes. This number will permit one machine in each ward of 30 patients, and a group of machines in the Red Cross Center.

Various manufacturers will furnish a quota of reconditioned equipment, said Dave Gottlieb, CMI president and chairman of the committee. Also on the Games Committee were George Jenkins, of Bally, and John Chrest, of Exhibit Supply Company.

### Pioneer Open House

An industry gay spot on May 20 was the "open house" party given by Charles Lucenti, president of Pioneer Manufacturing Company. The all-day affair brought a stream of friends, customers and leading personalities of the sales-



RECENT GRAND OPENING of Puget Sound Novelty Company's greatly enlarged quarters in Seattle brought coinmen, wives and friends from a wide area. Scene shows a group of well-wishers in front of the bar in one of the showrooms. George E. Schnabel, general manager, is at extreme right.

board and coin machine industry who had an opportunity to inspect the new factory, display rooms and offices at 2352 W. Cermak Road. Mrs. Lucenti graciously greeted visitors and shared her husband's pride and enthusiasm.

### Pride in Precision

Harry Marcus, whose firm is a leading supplier of coin machine parts, is proud of the precision work being accomplished in their machine shop. Devoted 100 per cent to war work, the shop is turning out Radar parts with tolerances limited to one-ten thousandths of an inch.

This week the home office was visited by Murray Kirshbaum, sales manager, whose home is in Minneapolis. Kirshbaum reported that the firm expects big changes in the coin machine industry and they will gear their facilities to post-war developments.

### Tags for the Navy

W. W. Wilcox Manufacturing Company is devoting their entire token manufacturing facilities to producing key tags for the navy, according to Manager A. J. Keevil. With one fiber tag to each key, Wilcox production figures indicate that things are pretty well locked up on board U. S. warships.

### Detroit:

Cecil Price, amplifier specialist, has joined the staff of Atlas Automatic Music Company, where he will handle servicing and repair of all types of amplifiers for the trade.

### Add Toys and Novelties

Allied Music Sales Company is extending their field of operation with the formation of a subsidiary, Allied Sales Company, which will handle a general wholesale line of toys and novelties, according to Max Lipin, head of the company.

### Buys New Route

Brilliant Music Company has just purchased a route of 50 music machines at Muskegon, Mich., from the Automatic Instrument Company, of Grand Rapids, Mich., and is reconditioning the units now.

### Record Demand High

A. R. (Jack) Morey, head of the major appliance department of Buhl Sons Company, reports the demand for records in this area running high enough to absorb several times the present monthly area quota.

## Record Coinage At Denver Mint

DENVER, May 27.—The Denver mint is now breaking all records for the number of coins turned out each day. Moses Smith, director of the mint, said he could not release exact figures on the number of coins being made, but more were minted during the first four months of this year than were produced in the first six months last year—and last year broke all records up to that time.

The mint now is making pennies, nickels, dimes, quarters and half-dollars. It is no longer making silver dollars, as many millions of dollars are stored in Treasury vaults at this time.

The old-style copper pennies, however, again are being produced.

## Amusement Men Honor Rodstein

PHILADELPHIA, May 27.—For the first time in the history of the local coin machine trade, a testimonial dinner was staged in honor of William K. Rodstein, president of the Amusement Machines Association of Philadelphia, representing the pinball operators.

In recognition of his leadership and ceaseless efforts in behalf of the pinball industry, serving as association president for four years, the board of directors of the association honored Rodstein in staging the testimonial dinner Tuesday (23) at the Benjamin Franklin Hotel.

More than 100 members of the industry, including many in associated branches, jobbers and distributors, and even some who have dropped out of the field because of situations brought about by war conditions, turned out at the dinner to pay tribute to Rodstein.

As a token of appreciation the association presented Rodstein with a traveling bag. The presentation was made by Bob Stein, treasurer of the association and a former business associate of Rodstein. Dedication of the evening was made by Jack Brandt, who has served the association faithfully as secretary for the past 15 years.

Among those paying tribute to Rodstein by their presence at the testimonial were Jack Cade, business manager of the local music machine operators' association; Archie Berger, a pre-war distributor; Sam Klein and Irv Newman, Philadelphia's first amusement machine operators who paved the way for the industry here 20 years ago, and Charlie Cedar, president of the Lambskin Club, a Masonic fraternity club. Also among the guests present were S. Sgt. Rudy Widetsky, just returned from overseas after completing 27 missions over Germany; Jim Priestley and Nick Nickelson, local war plant executives, and Maurie Orodener, *The Billboard*.

### Member Spirit Praised

Rodstein, in acknowledging the honors showered upon him, paid tribute to the membership of the association, and particularly its board of directors, and to Joseph Silverman, business manager of the association.

Rodstein told of the trying days of the association and the industry itself during his four administrative years, thanking the men for sticking together and working with him when the days were the darkest. He stressed the fact that his work was only a reflection of the fine spirit of co-operation displayed by the membership in seeing the emergency thru together. He paid particular tribute to Business Manager Silverstein, who so ably carried the ball for the association when the going was the toughest, and his fine work in making the local association a real force in the entire industry.

He also praised the spirit that motivated the association in its work, both for itself and for others—both in and out of the industry. In that respect, he emphasized the work being done by the local association in helping the pinball operators in far-off Milwaukee to get on their feet again. And for its activities outside the industry, lauded the work of the association's Civic Club, which has been sending cigarettes and candy to the men in the armed forces, and co-operating in all war and charity drives.

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NEARER VICTORY!**

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*Wm Rabkin*

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# 5,000 New Locations Foreseen In Kaiser's Airfield Program

NEW YORK, May 27.—The possibility of establishing 5,000 new coin machine locations from Coast-to-Coast in the six months immediately after the war are visualized in the post-war planning of Henry J. Kaiser for building a chain of airfields to service the needs of an air-minded populace.

Provisions are being made in these plans for the employment of 4,500,000 persons and a large percentage of these will be given the task of maintaining and operating trade centers, all of which will provide opportunity for shops, arcades and other places of amusement. Besides the necessary personnel to service the sale and repair of aircraft and parts as well as automobiles, sale of gasoline and oil, over-night lodging and operation of flying schools, thousands are to be employed for the dispensing of food, refreshments and entertainment. Without coin-operated venders and amusement devices, it is felt that the needs of the air travelers could not be served adequately.

## Key Highway Locations

Kaiser's plan calls for the creation of a non-profit corporation for the establishment of 3,000 to 5,000 terminals for personal airplane operations, at the cost of \$150,000,000 for the smaller number. The air strips and terminals will be situated near key highways which in turn will open avenues of opportunity for location of still more coin machine centers in thousands of communities which will spring up soon after building is commenced.

The 1,000-odd terminals of various classes are each intended to be run as separate businesses under the supervision of a large managing or operating company, and the 2,000 to 4,000 air strips that will link the country with "hops" of 25 to 50 miles also will become local enterprises. It is known that the number of coin machines that the market can absorb depends greatly on the num-

ber of retail establishments provided for their use. Thus, with the opening of thousands of retail outlets in the terminals as well as in the near-by communities, there will also be new locations for automatic music, amusement arcades and venders.

Various means of financing the establishment of these terminals are suggested by Kaiser and among them is the proposal of government loans thru the Reconstruction Finance Corporation. Likewise, many of the concessions and retail ventures, which of necessity would be on a large scale, could be realized thru the same financial channels.

Companies ambitiously planning the wholesale manufacture of private airplanes are of the opinion that exploitation of the private airplane field will depend largely on the establishment of adequate servicing facilities.

Westinghouse Electric has planned to supply "packaged" airport facilities for delivery anywhere in the world 60 hours after orders are entered. Their plan will provide administration buildings, hangers, radio, telephone and other equipment, for airports of four different sizes from small feeder installations up to those with 12,000-foot runways for the largest of the transport craft.

## Contract Early

The plans thus far are considered so immense that the financing of all facilities will depend largely on the advance requests for location facilities. The revenue which would come from the operators of concessions are depended upon to pay off much of the financing necessary for the establishment of many of the air-terminals.

It is generally felt by the post-war planners that the establishment of airfields not only thruout the country but in other strategic spots of the world will do much to broaden the scope of retail outlets. It will be up to coin machine operators to make the air traveler coin machine conscious.

The Civil Aeronautics Authority and the directors of the National Aeronautic Association have announced that they are working on plans to advise and consult future terminal builders in all phases of future operation. A joint airport users conference will be called by the National Aeronautic Association to bring all interested groups into concert in planning large scale development of these aircraft landing facilities thruout the United States. All organizations representing the public interest, which includes those in the coin machine industry, may be invited to join in establishing a co-ordinated program of planning and action.

## Shipping Container Shortage

WASHINGTON, May 27.—Members of the glass container manufacturers' industry, at a recent meeting with War Production Board officials, said the shipping container shortage is the most pressing problem for their industry at present.

## Tobacco Advisory Committee

WASHINGTON, May 27.—Formation of a burley tobacco industry advisory committee, representing 250,000 growers, 225 warehouse men, 47 dealers and 167 cigarette and tobacco manufacturers has been announced by the Office of Price Administration.

# Rationing Hits All Cig Brands

CHICAGO, May 27.—Chesterfield and Lucky Strike cigarettes have joined the parade of rationed cigarettes, operators learned this week. All major brands of cigarettes are now rationed to dealers. Camels, Phillip Morris and Old Golds have been on the rationed list for several months.

Manufacturers, noting that demand for the armed forces now is outrunning what they estimate as current consumption, believe a stockpile is being built abroad. This may mean reduced army orders and a bigger supply for civilians later.

The industry's method of rationing dealers is to limit weekly deliveries to a specified percentage of the amount received each week in a certain base period. These rations are:

- Camels—60 per cent of April 16-June 15, 1943.
- Chesterfields—110 per cent of March-April, 1944.
- Lucky Strike—100 per cent of January 1-March 31, 1944 (a new base period is planned, however).
- Old Golds—90 per cent of July-September, 1943.
- Phillip Morris—90 per cent of July-August, 1943.

# Chicago Families To Determine Tastiness Of Dehydrated Foods

WASHINGTON, May 27.—Tests are being made on 450 Chicago families to determine whether the public will accept some of the new dehydrated foods being shipped abroad in great quantities.

The bureau of agricultural economics of the Department of Agriculture enlisted the co-operation of these typical families to find out how the average American family would like dehydrated eggs, carrots and other foods, and if American consumers might be likely to purchase them after the war is over. The families were given the food packages and suggested recipes.

The foods were distributed late in April. Later federal experts called back to ask how the families liked the foods, if there were any difficulties in preparing them, what their objections were, and if they might like to use such foods regularly. The results are now being tabulated.

The bureau will weigh the results and present its data to the industry. On the basis of the answers, decisions may be reached as to whether or not a post-war educational campaign to promote dehydrated foods might be undertaken.

## Cup Sales Increase 10%

NEW YORK, May 27.—Lily-Tulip Cup Corporation's volume of business in the first quarter of this year was 10 per cent above that of the same period in 1943. Walter J. Bergman, executive vice-president, told stockholders at the annual meeting. This increase, he said, reflects greater plant production, all of which goes to the war effort, directly or indirectly. The man-power situation, while still tight, he added, has improved recently by a reduction in turnover and in absenteeism. He declared that the company's products have been more widely accepted during the war and said he expects this trend to continue after the war.



FOUR-STAR EVENT at new home of Mr. and Mrs. Henry C. Lemke (center) of Detroit was celebrated with month-long open house. It was their 25th wedding anniversary, 25th year in coin machine business, Mr. Lemke's birthday and dedication of \$30,000 home.

**MUSIC—LIKE NEW**

Seeb'g Vogue \$350.00	Seeb'g Plaza \$350.00
Seeburg 8800,	Seeburg 8800,
RCES . . . . . 700.00	ES . . . . . 700.00
Commandos . . . 700.00	Seeburg Gem 300.00
Wurlitzer Victory, 24 . . 500.00	Mills Throne 250.00

**PIN GAMES—LIKE NEW**

Bandwagon . . \$75.00	Dudo Ranches \$75.00
Big Chief . . . 50.00	Leaders . . . . . 50.00
Spot Pools . . . 80.00	Texas Mustang 80.00
Haldovers . . . 50.00	Boom Town . . 50.00
Skylines . . . . 50.00	Champ, Old . . 50.00
Dixie . . . . . 50.00	Argentine . . . 100.00
Star Attraction 100.00	Hi-Hat . . . . . 100.00

**GUNS—LIKE NEW**

Sky Fighters \$400.00	Chicken Sams \$150.00
Rapid Fires . . 250.00	Jalbirds . . . . . 150.00
Tokyo Raider . . 400.00	Bally Defender 400.00
Sky Battle . . . 400.00	Tom Mix . . . . . 100.00
Tommy Gun . . . 200.00	Ray-o-Lite . . . 100.00
Bally Bulls . . . 100.00	Bulls, Con-
Western Base-	verted Hitler 150.00
ball DeLuxe . 125.00	Texas Loaguer. 50.00

**CONSOLES—LIKE NEW**

Watling Big Game, F.P. \$100.00	Watling Big Game, P.O. \$150.00
Hi Hands, Comb. . . . . 200.00	Big Tops, F.P. 150.00
Jumbo Parades, F.P. . . . . 100.00	Jumbo Parades, P.O. . . . . 125.00
Stanco Bells . 100.00	Bally Bells . 100.00
Pace Reels . . 175.00	Fast Time, F.P. . . . . 100.00
Bobtail, F.P. 125.00	Jungle Camps, F.P. . . . . 100.00

**RADIO TUBES**

25ZQ	2A4	79	57	39	6L6
12SC7	5U4	26	30	46	605
6SK7	5Y4	27	31	807	608
6SR7	6K5	41	32	6R7	6J5
2051	6F5	42	37	6N7	6S17
6F5	78	56	38	6L7	305
2A3					6F8

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**MUSIC SUPPLIES ACCESSORIES PHONOGRAPHS**

**SEEBURG**

1 8200, E.S.R.C. . . . .	Each \$675.00
1 Cadet, E.S., Acme Remodeled	375.00
1 Major . . . . .	325.00
1 Vogue . . . . .	325.00
1 Regal . . . . .	290.00
3 Gems . . . . .	250.00
1 Concert Grand . . . . .	295.00
1 Cadet, Remodeled . . . . .	325.00
1 Rex . . . . .	195.00

**ROCK-OLA**

2 Commando . . . . .	\$595.00
5 12's . . . . .	75.00

**WURLITZER**

5-412 . . . . .	\$ 90.00
1 50 . . . . .	70.00
3 Twin 12's . . . . .	125.00
1 312 . . . . .	90.00

**MILLS**

5 Panoramas . . . . .	\$365.00
4 "Solo-Vues" . . . . .	450.00
2 Dance Masters . . . . .	55.00

**ACCESSORIES**

Seeburg Brackets . . . . .	\$ 1.75
4 Seeburg Transmitters . . . . .	22.50
6 Rock-Ola 5-10-25c Bar Boxes, Latest, Like New . . . . .	49.50

**WALL BOXES**

10 Seeburg Selectomatics . . . . .	\$ 8.50
20 Buckley Boxes (Chrome) . . . . .	8.50
16 Kenney Boxes . . . . .	3.50
2 Seeburg 3-Wire Baromatics . . . . .	39.50
25 Seeburg Wireless Wallomatics, Late (covers slightly cracked, can be used) . . . . .	25.00
1 Wurlitzer #300 Box . . . . .	22.50
10 Buckley Lite-Up, Chrome . . . . .	18.50

**MISCELLANEOUS**

2 Brown Anti Aircraft . . . . .	\$ 65.00
1 Black Anti Aircraft . . . . .	59.50
1 Sky Fighter . . . . .	325.00
3 Chicken Sam . . . . .	120.00

50% Certified Dep., Bal. C. O. D. or Sight Draft.

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**WILL PAY \$85.00 for Wurlitzer 616**  
Highest Cash Price Paid for  
**WURLITZER** (24, 600, 700, 750E, 850)  
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24-HOUR SERVICE—WRITE FOR CATALOG.  
Holes Name Profit Price  
1000 5¢ Nickel Charley . . . . . Def. \$17.00 \$ .88  
1000 5¢ Double Fin . . . . . Def. 24.50 .88  
1000 25¢ J.P. Charley . . . . . Arv. 52.00 1.24  
600 5¢ J.P. Rabbit Foot . . . . . 15.10 1.41  
600 5¢ J.P. Over the Fence . . . . . 14.50 1.41  
800 5¢ J.P. Seven Eleven . . . . . 19.75 1.80  
800 5¢ J.P. Ballboy, Thick X . . . . . 20.40 1.84  
1000 25¢ J.P. Charley, Thick . . . . . 52.00 1.51  
1000 5¢ J.P. Home Run . . . . . 27.50 1.82  
1000 5¢ J.P. Swing High . . . . . 27.00 1.88  
Announcing 25 New 5¢ J.P. Boards.  
**DELUXE SALES CO.**  
BLUE EARTH, MINN.

**RADIO TUBES**  
Copyrighted booklet listing 100 directly-interchangeable tubes. Substitutes for 1H5, 35L6, 50L6, 35Z5, etc. No rewiring. Just plug in substitute. Price 25c.  
**THE TYPEWRITER CLINIC**  
FREDERICK, OKLAHOMA

**FOR SALE**  
3 Photomatics, Completely Overhauled, Good Appearance, Outside Lighting, Preheater, \$775.00 Each.  
2 Supreme "Tokyo Raider" Guns, Practically New, \$250.00 Each.  
2 Seeburg Wall-O-Matic, 5-10-25c Boxes, Model WS-102, \$50.00 Each.  
1 "Old Glory" Singing Picture Complete With Speaker, \$25.00  
TERMS: 1/2 Cash With Order, Balance C. O. D. F. O. B. Washington, D. C.  
**MARLIN EQUIPMENT COMPANY**  
1355 Randolph St., N. W., Washington, D. C.

# Hi-Schoolers Dance to Disks

## Jukes, Phonographs and Radio Reproduce Platters

The Billboard's high school poll shows radio programs tops in introducing records to bobby soxers, but jukes also widely used

NEW YORK, May 27.—The bobby soxers at high schools dance to the music of their own school fiddlers and records, according to the first annual high school band and music poll just completed by *The Billboard*. Students of secondary schools throught the United States report that only for special events and proms do they call on territorial bands and name aggregations, and in the latter cases they usually leave the school campus and take themselves downtown to local hotels at prices as high as \$10 a bid.

The "live" ork dances are the more important ones of the school year, but at the regular weekly sessions records are used. Here the juke box assumes a position of importance. In the school and class dances, where records furnish the music, juke boxes are used in 30 per cent of cases. One quarter of the record dances are tripped to the strains coming from ordinary phonographs and 45 per cent of the dances use amplifying systems owned and operated by the schools.

### Disk Jockeys Intro Records

Disk jockeys on radio stations are listed as the important source of hearing new records, 176 votes being tallied for broadcasts as the chief means of checking new releases, with juke boxes and home-owned phonographs practically tied with 125 and 122 respectively.

(Full details of the bands and singers preferred by the high-school students covered by this poll, querying more than 400 schools, will be found in the music section of this issue of *The Billboard*, page 12.)

### Favor Juke Favorites

The selection of Bing Crosby as the most popular male artist shows the students not far from general taste as shown by *The Billboard's* weekly tabulation of records most played in juke boxes, where

## Wife Hears the Sour Notes in Juke Boxes Operated by Husband

PHILADELPHIA, May 27.—The music box business conducted by Mr. and Mrs. Harry H. Elkins, of the Royal Distributing Company, has gone sadly out of tune, it was revealed in a bill of equity filed last week in the Philadelphia Common Pleas Court No. 7. It was filed by Mrs. Elkins, who wants an accounting of the music machine business, said to be worth between \$150,000 and \$200,000 and half the assets.

She claims that two years after their marriage in 1936 they started the business, under an agreement whereby she put up funds to operate it and was to receive half the profits. Last July, her petition charges, her husband took over the bank accounts, other assets and the books, and failed to give her an accounting of the business or any share of the profits. The partnership, she said, was orally agreed upon and asked the court to appoint a receiver for the business.

Mrs. Elkins's attorney, Joseph Ominsky, said their relationship is "far from harmonious," and that details probably will come up when a hearing is held. Elkins will be permitted to file an answer before the proceedings start.

### Coinmen Produce Movies

HOLLYWOOD, May 27.—The King Bros., well known in coin machine circles, have started shooting on a picture at Monogram studios here. Titled *I Married a Stranger*, the film is directed by William Castle. Paul Kelly is starred.

Crosby records have been at or near the top for months.

A variant in taste from previous conceptions of youthful interest is shown, however, in the leaning toward sweet music in preference to swing, perhaps most strongly emphasized by the selection of *Holiday for Strings* as the outstanding favorite record of the year. (A list of 20 records most liked by high-school students appears in the music section this week also.)

### Records Influence Music Likes

The influence of records on musical taste was also shown in the selection of Helen Forrest as "most popular female singer with a band." Miss Forrest left Harry James's orchestra a year ago, but her records are still being played by the bobby soxers.

The preponderance of selections showing an inclination to judge by performances on records rather than present-day air or ballroom activities gives emphasis to the theory that juke boxes and home records are of major importance in building a following among the students.

Details as to preference in sheet music and knowledge of record labels and music buying habits of high-school students will be discussed in the next issue of *The Billboard*.

## Juke License Developments In 4 Cities Watched by Ops

CHICAGO, May 27.—The juke box industry had four important license situations facing it as the week came to an end. Probably the most crucial was the situation in Chicago itself, in which the city moved to collect the high license fee which had been delayed by court action. The Chicago license fee went into effect January 1, but operators and locations had instituted court proceedings against the tax and the city agreed not to attempt collection of the fees until a court decision had been reached. Some weeks ago the Circuit Court upheld the city ordinance assessing the fee and then steps were taken for an appeal before the State Supreme Court and a hearing is indicated, probably in August, but the city began making plans for collecting the tax and this week the topic got into the newspapers. The city had estimated a total of about 7,000 juke boxes in the city subject to license. Newspaper reports this week said that the fee had been paid on about 3,000 machines, leaving the tax still unpaid on about 4,000 machines. The license court accordingly issued the warning that the fee must be paid. The Chicago ordinance makes the location responsible for payment of the tax.

### Minneapolis Proposal

An interesting situation developed in Minneapolis, where the city council is also considering a juke box license proposal. When a public hearing was held last week, representatives of teen-age clubs appeared before the council and asked for important changes in the proposed ordinance. This presented an en-

### Folk Song Data

Anyone interested in the folk songs of America will find a lot of useful data in *A Treasury of American Folklore*, edited by Dr. E. A. Botkin, president of the American Folklore Society and in charge of the archive of American folk song of the Library of Congress. Words, snatches of the music and brief bits of information about some 65 songs are included in the volume—mountain, Negro, hobo and jailhouse songs, etc. While no pretense to completeness is claimed, there are enough of the various songs to give one an excellent idea of American folk tunes. Besides the songs, there are stories, legends, tall tales, traditions and other interesting folklore material. We would have liked to see some of the better known folk songs, such as *Down the Ohio*, *Yellow Rose of Texas*, *Billy Killed de Debbil* and *Swinging in the Lane* included, but the volume as it stands is well worth perusing. It is issued by Crown Publishers, New York.

### Tunester Tattle

Tex Owens, still recuperating on his Perris (Calif.) ranch from last winter's flu attack, recently made a guest appearance on Bob Wills's program on KMTR, Hollywood, singing his popular *Cattle Call*. While in Hollywood Tex visited his daughter, Laura Lee, who is vocalist with Bob Wills's band and is appearing in Bob's new Warner Bros. picture, *Bob Wills's Musical Specialty*.

Sgt. Al Palmieri, stationed at Kearns, Utah, has written a tune titled *Gadabout* which has had several network shots on army air corps programs.

The Cactus Cowboys, recently with Roy Rogers on the Texas Rodeo, played with Smiley Burnette at his Providence (R. I.) date. They also were signed for the rodeos at New Haven and Hartford, Conn.

tirely new angle in the matter of framing city ordinances to regulate juke boxes. The teen-age groups objected to the provision in the Minneapolis ordinance which would ban juke boxes within 300 yards of schools and churches. It so happened that at least one teen-age club met in the basement of a prominent church and used a juke box for music. Church leaders objected to the proposed ordinance because it would have banned the juke box from this teen-age club. The result was a delay in passing the ordinance and also instructions to the city attorney to rewrite the proposal.

### Denver Hearing

The city council in Denver has also been considering a proposal to increase the license fee on juke boxes for some weeks. At the latest hearing the council spent 15 minutes in discussing the subject and was unable to agree on the proposed increase. So the decision was to keep the bill in committee at least another week, hoping that in the meantime they may reach an agreement. Reports say that not a single member of the committee that has been considering the new proposal is in favor of the excessively high fee that was originally suggested. This indicates that a compromise will eventually be reached. Operators are still making strong efforts to prevent an increase in the license fee. The present fee in Denver is \$5 per year. Operators also say that they will appeal to the courts if the council increases the present fee.

No recent reports have been received here of further action on the juke box license proposal in Detroit.

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

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

Rogers returned to the West Coast to make a picture.

Chuck Bardin and band, currently at San Francisco's Chez Paree, report successful introduction of *Was Our Love a Tear?*, by Ida Lee.

Cliff Japhet has taken leave of absence from WSNY, Schenectady, N. Y., for a two or three weeks' sojourn in a hospital. Nothing serious, he says, and he'll be back on the production line shortly.

### Scotty Recuperating

Scotty Wiseman, husband and partner of Lulu Belle, of *National Barn Dance*, is recuperating from an appendectomy at a Chicago hospital. Scotty and Lulu Belle were both born in North Carolina, just 40 miles from each other, but it (See *American Folk Tunes* on opp. page)

## War Workers' Music Periods

CAMDEN, N. J., May 20.—Bing Crosby's crooning is more popular than the swoon tunes of "The Voice," and the strains of the waltz are ever balm to the ears, according to Mrs. Doris Hess, "music-maker" for the R. M. Hollingshead Company, who dishes up recorded music five times a day for 1,000 employees here.

The music is sent thruout the Hollingshead plant by means of a central broadcasting system. The workers begin their chores in the morning and call it day to the strains of stirring marches. Sentimental numbers flow from the loudspeakers at 10 a.m. and 2 p.m., while noontime is when the hepcats get going. Each musical period is 20 minutes in length. Realizing that many of her listeners do not "like it hot," especially during the noon hour when the jitterbugs take over, she changes the tempo just enough to afford a breather.

Mrs. Hess believes in "rationing" the most popular recordings so that the disks won't succumb prematurely to wear and tear. She recalls what happened to *Pistol Packin' Mama*, which wore out too soon, due to the fact that it was played until the weary ridges collapsed.

Classical music finds small favor, Mrs. Hess admits. Such offerings are apt to be followed by irate phone calls.

A card index and cross-filing system keeps track of the hundreds of recordings on hand. Mrs. Hess often will suit the program to the occasion. She may choose a program designed for those with loved ones in the armed services. She knows just what pieces to choose because she herself is a war wife. Her husband, Ernest Hess, is a corporal, and her brother, Pfc. Russell Boone, is also in the army.

### Former Athletic Club Will Serve as Juke-Box Center

ALHAMBRA, Calif., May 27.—Students of Alhambra and Mark Keppel high schools have requested the city commissioners to convert the Story Park clubhouse into a youth center for the summer months. Clubhouse is now used as an adult recreation center.

Clubhouse was formerly a private athletic club and was taken over by the city during the depression.

Eight student representatives appeared before the commission and told this body that the conversion of the clubhouse into a youth center would greatly curb juvenile delinquency. Facilities suggested by the youths included a gym, table games, a juke box, soft drinks and hot-dog stand. Dancing would be held two nights a week.

Several adults appeared at the same time and expressed themselves as being in accord with the changeover.

# Hamel's Juke Box Biz Given Publicity Break in Concord

CONCORD, N. H., May 27.—Post-war juke boxes will be even more spectacular than the current models, in the opinion of Wilfred P. Hamel, Concord coin machine distributor. He hopes, however, that the designers will not encourage superstitions as when they featured a peacock on the front of a model, with changing lights producing colorful effects. He explained that several such models were placed in a theatrical district—where the vain bird is an omen of ill luck. The stage people who patronized the place insisted that either the peacock leave or they would. The juke boxes were replaced by models without plumage.

Hamel's views on juke boxes and allied topics were set forth in a column-long story appearing in *The Concord Daily Monitor and New Hampshire Patriot*.

More than 2,000 records a week are shipped by the firm to operators in New Hampshire, Vermont and parts of Massachusetts, Maine and Northern New York.

Juke boxes, Hamel says, provide a good share of a serviceman's entertainment. They are installed in service centers and post exchanges, usually attracting a crowd at all off-duty hours. Whether a G.I. is hep to the jive or a hillbilly addict, the music boxes contain rhythm that makes his feet forget the martial tempo. Longhairs who prefer Liszt or Bach are at a disadvantage, since they are definitely in the minority. Classical selections simply aren't to be found on juke boxes, unless they are modern adaptations or arrangements.

## "Great Morale Builders"

Post exchanges get the same percentage that any location receives, Hamel stated. Among the camps where his firm has installed juke boxes are Forts Devens and Ethan Allen and Grenier Field. "They're great morale builders," Hamel says. New records are added weekly, and soldier preferences are followed as far as possible. Soldiers' tastes are just about the same as civilians. Hot jazz, sweet

swing, dreamy ballads, mountain music and novelty songs all have their partisans.

Despite the many complaints heard on the subject of supplies, Hamel says he receives about 80 per cent of the records he did in 1941.

This distributor believes firmly that juke boxes make a tune. "If a number goes over on the machines, it's bound to be plugged on the air and to be popular at music counters. The ban on recordings, still in effect for two of the larger manufacturers, has resulted in the re-pressing of many old tunes, snatching several of them from near-oblivion and putting them on the hit parade," he declared.

There are about 25 juke box locations in Concord and Penacook, according to Hamel. Portsmouth is the best spot in New Hampshire for juke boxes he says, and Manchester, with 75, is rated a close second.

The recently enacted 30 per cent tax has had little effect on New Hampshire, but elsewhere location owners have moved in more tables to cover the dance floor and have posted "no dancing" signs. Hamel thinks the law may work out to the benefit of juke box operators, as some places have decided—with bands depleted and dancers taxed—that coin-in-a-slot music is more practical. These new locations are getting secondhand machines, since no new ones are available.

## AMERICAN FOLK TUNES

(Continued from opposite page) was not until they came to WLS, Chicago, that they met. First night they met, Scotty was programmed to sing *I've Come To Marry You*—and he did.

## "My Heart" Stepping Along

*My Heart Is Keeping Time*, Enterprise Publications' prize Quincke - Grestick number, is stepping right along. Following airings by hillbilly bands during the last few weeks, word comes from Dick Charles, of the Blue production department, New York, that the tune will receive performances from various sustaining bands in the New York studios as soon as orchestrations are received, as it has the earmarks of a hit.

## Another Rising "Heart" Song

With Foy Willing's Riders of the Purple Sage's recent CBS airing (Hollywood Barn Dance) of the Ike Cargill-Foy Willing number, *My Heart's in This Letter*, and Duke Martin's reporting the number nearing the top on his Western Hit Parade, other name bands on cowboydom have started programing the tune nationally. Foy and the Riders have the song skedded for their next Capitol session and several other diskers plan to follow suit.

## Overcomes Handicap

Joan Whisnant, Bob Ripley's "wonder girl" of the San Francisco world's fair, credits M. F. Morgan, director of the Tulsa Institute of Music, with having taught her to play the steel guitar with her toes. The little Tulsa girl overcame what to most people would seem an insurmountable handicap—being born without arms. Currently appearing in Detroit, Joan favors Western, hillbilly and Hawaiian numbers.

## Packing the Drive-Ins

Jim Boyd and His Texans are packing Dallas and Fort Worth Interstate drive-in theaters nightly. Located within close range of the cities, the "A" card drivers are taking advantage of a simulated outing while enjoying the show. Boyd's transcripts are getting a good play on the new Corpus Christi (Tex.) 50-watt Station KWBU.

## Playing Parks and Theaters

Mao McGuire and His Harmony Rangers go under the personal management of James M. Tyson, Philadelphia band agent. McGuire was formerly known as Bob Patrick, and under his new name will continue broadcasting on WCAU, Philadelphia, for the Sun Shipbuilding Corporation of Chester, Pa. Under Tyson management, McGuire will originate his broadcast every Saturday night before an audience, doing the show before the servicemen at the out-

door USO-Labor Canteen. Also McGuire and His Harmony Rangers will play the parks and theaters in the territory, making their first stand May 28 at Sleepy Holly Park, Quakertown, Pa., and on June 11 at Woodside Park in Philadelphia. The reorganized Rangers, comprising a singing and instrumental unit of eight, now feature Prairie Maid Norma and Jenny, yodeling and singing sister team, and Drifty Western, comic.

## FOLKS RECORD REVIEWS

(Continued from page 19)

**LONNIE JOHNSON (Bluebird)** "Lonesome Road"—FT; V. "Baby, Remember Me"—FT; V.

The restrained blues shouting of Lonnie Johnson, accompanied by piano, guitar and bass, serves the purposes of this platter exceedingly well. Both original race blues, there is timely appeal in his *Baby, Remember Me*. A slow blues, Johnson sings to his loved one that he'll be coming back after keeping a rendezvous with the Japs. *Lonesome Road*, also a slow blues, follows the race pattern in lyrical content as well, singing of the lonesome and muddy road that leads to his home. Music operators servicing the race locations have a pair of winners in these two sides.

**TEX GRANDE AND HIS RANGE RIDERS (DeLuxe)**

"Don't Sweetheart Me" and "Too Late To Worry"

A pair of tunes ideal for the juke, the *Sweetheart* ditty having just the proper lilt, and the other a not too lugubrious sentimentality. Excellent harmonizing in both numbers, but effectiveness of the recording is lessened, from a hillbilly standpoint, by the tricked up instrumental arrangements. Would be more acceptable if played straight. There's no place for a hot trumpet in a hillbilly tune.

**AL DEXTER (Okeh)**

"Too Late To Worry" and "So Long, Pal"

Both sides have the haunting sentimentality that goes big with the "jukers." They're the sort of thing Dexter handles best, and the instrumental background gives admirable support. *Too Late To Worry* is in appropriately slow tempo, while in *So Long, Pal* the action is stepped up and along with a nostalgic touch there is a brightness that gives the tune a decided lift. These two sides should get a heavy play.

5 Wurlitzer 2-Wire 5¢ Boxes, Ea.	\$22.00
11 Packard Wall Boxes, Ea.	30.00
10 Buckley Light-Up Boxes, Chrome Plated, Ea.	25.00
1 Wurlitzer Mechanism in Steel Cab. with Buckley Adapter, Complete	150.00
1 Twin 12 Wurlitzer with Packard Adapter, Complete, in Steel Cab.	100.00
2 Brand New Double Steel Cabinets, Ea.	25.00
1 Twin 18 Wurlitzer, Buckley Adapter, in Steel Cabinet, Complete	100.00
1 Rock-Ola Mechanism, Packard Adapter, in Steel Cabinet	95.00
1 Seeburg Mechanism, with Packard Adapter	125.00
Packard Aluminum Brackets	3.00
Kooney Adjustable Brackets	3.25

All Makes of Packard Adapters, New; Also All Sizes of Packard Speakers. Write for Prices.

Above Items Completely Checked and Like New.

1/3 Down, Balance C. O. D.

**ANGOTT SALES CO., INC.**  
2616 Puritan Ave. DETROIT 21, MICH.

WE WILL PAY \$550 FOR 750 E's AND \$575 FOR 850's; F. O. B. BALTIMORE.

FOR SALE CONVERTED PANORAM \$425.00



140 W. MT. ROYAL AVE.

## MUSIC ROUTES

FOR SALE FROM 50 TO 600 PIECES

Write or Wire for Information **WOLF SALES COMPANY**

1932 Broadway, Denver, Colorado

You'll be singing "DON'T CRY NOW" • THE NEW HILLBILLY BALLAD •

## FOR SALE—FOR CASH A-1 PHONOGRAPH ROUTE

Absolutely the best in the entire U. S., consisting of 300 of all the latest phonos, strollers, etc. This route is located in a large Midwestern city of nearly 1,000,000 population and all close in. Will sell complete, no pieces. Don't waste your or my time if not financially able to talk "turkey."

Address: BOX D-218 Care The Billboard Cincinnati 1, Ohio

## SEND US YOUR PHONOGRAPH AMPLIFIERS FOR REPAIR

We repair for \$5.00 plus parts. Don't ship tubes and pack in good box, as we ship back in same container.

## PIONEER RADIO CO.

2858 No. Clark Street CHICAGO, ILL.

## WANTED

Rockola Standard Phonographs. Must be A-1 as to cabinet and mechanism and ready to operate. Quote prices.

## A. B. C. Novelty Company

2508 S. Presa St. San Antonio 4, Tex.

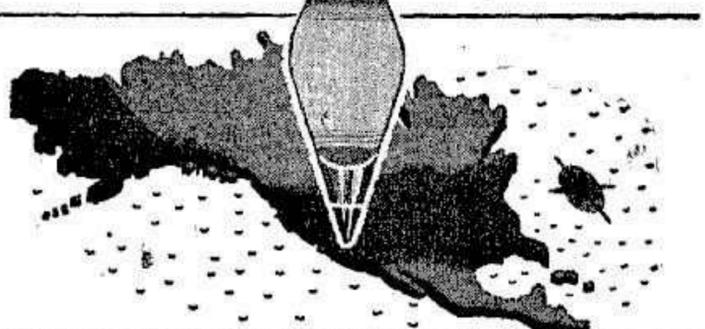
## RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots 5.

## HUGO JOERIS

3208 Jackson St. AMARILLO, TEXAS

# PERMO POINT



The favorite needle of coin phonograph operators everywhere!

**PERMO, INCORPORATED** 6415 RAVENSWOOD AVE. CHICAGO 26, ILLINOIS

## WURLITZERS FOR SALE

READY FOR SHIPMENT—ALL IN A-1 CONDITION

1 #850E	\$725.00	6 #700	\$525.00
5 #800	575.00	3 #500	375.00
2 #750E	625.00	6 #600K	350.00
1 #750M	625.00	6 Victory #24	425.00

## Victory Amusement Company

88 ST. STEPHEN STREET Tel. No. Commonwealth 0120 BOSTON 15, MASS.

# More Sugar Going to Soft Drinks; Candy Quota Stands

CHICAGO, May 27.—More soft drinks and ice cream, but no more candy will result from the Office of Price Administration's action in increasing sugar allotments to 80 per cent of 1941 use, Chicago manufacturers of these products report.

The first quarter allotment of 80 per cent of use in the corresponding period in 1941 was cut to 70 per cent in the present quarter, but the restoral order was made retroactive to April 1.

Candy manufacturers, as hard hit by

lack of corn sirup as by the cut in sugar, said the 10 per cent increase would principally provide a "stretch" in corn sirup supplies thru varying the candy formulas, rather than bringing an increase in candy production.

"The sugar increase came at a favorable time, as the public's present demand for soft drinks is about double that in the winter months," was the comment of Arthur Hardgrave, president of General Bottlers, Inc. "The supply of bottles and caps is more abundant this year, and labor shortages are our chief problem."

One beverage manufacturer reported the sugar increase would enable his plant to increase production by 180,000 cases or more than 4,000,000 bottles.

The purchasing agent for one of the large ice-cream firms said the sugar increases coupled with a recent boost in allotment of milk solids will raise ice-cream production almost to pre-war levels.

The purchasing director for one candy manufacturer said the order would not mean much more candy for civilians, and added that production increases will not (See MOR ESUGAR on opposite page)

## New Franchise Plan May Stabilize Candy Sales, Distribution

BALTIMORE, May 27.—In an effort to stabilize candy distribution, improve methods of merchandising and effect greater co-operation between candy manufacturers and distributors, a "Baltimore Plan," calling for a franchise agreement between manufacturers and distributors was presented at a conference held by the Maryland Wholesale Confectioners' Association.

The question of extending this franchise to candy vending machine operators resulted in a decision to modify the plan to such an extent that operators would be covered by it. It was agreed that candy vending thru machines is an important factor in candy merchandising (See New Franchise Plan on page 72)

## Farmers, Weather Hold Key To Freeze Order on Corn

WASHINGTON, May 27.—The government's corn "freeze" order in 125 Midwest counties may be suspended within a week if warm weather aids the current crop and if farmers continue to sell corn to processors, according to N. E. Dodd, chief of the Agricultural Adjustment Administration.

The order, beginning April 24 and effective for 60 days, provided that corn in the designated area could be sold only to the government. It was designed (See Farmers Hold Key on opposite page)

## Askins Vending Company Joins Charlotte C. of C.

CHARLOTTE, N. C., May 27.—The Askins Confection Vending Company has been admitted to membership in the Charlotte Chamber of Commerce.

## Special Candy Rations Are Now Issued to U. S. Airmen

LONDON, May 27.—Because it has been proved that they enable fliers to fight off fatigue and bitter cold temperatures at high altitudes, specially prepared rations of hard candy, gumdrops and chewing gum are being issued to United States airmen before they take off on long flights over Europe.

The fliers' protective heated gloves are too bulky to allow them to handle sandwiches or chocolate bars, and there is always the possibility that such foods would freeze. Therefore, Brig. Gen. Malcolm C. Grow, chief surgeon of the Air Service Command, hit on the idea of concentrated energy in a form that would not freeze and something that fliers could easily grasp. Airmen now get a greased cardboard package containing 10 hard candies, 10 gumdrops, three pieces of toffee and eight sticks of chewing gum.

General Grow explained that carbohydrate content is easily assimilated into the blood stream and the result is increase in blood sugar.

## Tax Collection Data Upsets Former Ideas On Rationing of Cigs

COLUMBUS, O., May 27.—Dire predictions of a few months ago that the cigarette supply was diminishing rapidly and that rationing might become necessary to insure smokers for everyone aren't borne out by tax figures.

State cigarette tax stamp sales for April were \$28,520 greater than in April, 1943, and for the first four months of 1944 the cigarette tax has produced \$91,922 more than it did during the first four months of 1943, the monthly report of the cigarette tax division shows.

During 1943, proceeds from the State's 2-cents-a-pack tax went more than \$1,500,000 over budget estimates, and the way people are smoking this year the 1944 income probably will be \$200,000 more than the 1943 income.

## Maryland Tobacco Growers Win Higher Price Ceiling

BALTIMORE, May 27.—Maryland tobacco growers declared their willingness to sell their 1943 crop, withdrawn from the market last week, if they could get the actual ceiling price set by the Office of Price Administration. OPA granted the new ceiling price which is 10 cents higher than the old one. The new ceiling price for Maryland cigarette tobacco is an absolute maximum of 62 cents a pound.

Last week when markets were scheduled to open for sale of the 1943 crop the growers withdrew their tobacco, stating the method of applying the old ceiling price would not permit them to meet their production costs.

In an official announcement the OPA said its action should not be interpreted as a move to provide a higher market price for the season. It is, instead, a new pricing technique to enable purchasers of cigarette tobacco to obtain their supplies up to 62 cents a pound maximum without having to buy lower quality tobacco. The OPA action now permits users to buy the best grades of tobacco or "tops" exclusively.

# OPA Survey of Cigarette Trade

NEW YORK, May 27.—George Seeman, of Rowe Cigarette Service Company, Inc., was expected to represent vending machine interests at the May 24 meeting of a tentative executive committee appointed recently by the Office of Price Administration to survey the cigarette trade at all levels.

Joseph Kolodny, executive secretary of the National Association of Tobacco Distributors, was named chairman of the tentative committee. It was Kolodny who instituted the vending machine round-tables at the annual conventions of tobacco distributors.

The committee was appointed following a conference of representative jobbers and retailers in Washington. When the group meet at the Waldorf-Astoria Hotel here this week, a permanent chairman and members were to be selected. Following this, the procedure for conducting the OPA cigarette survey were to be outlined.

**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.

**Reconditioned SILVER KINGS**

A proven money-maker, low price—less parts. Vends everything: nuts, candy, toys, etc. Hammerloid finish.

**Standard Finish, \$6.00 Each**

**Introductory Offer 5 Silver Kings and 30 Lbs. Salted Peanuts. \$36.30**



**RECONDITIONED MODEL Vs**

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only, \$7.50 Each, Porcelain Finish, 50c Extra.

**Introductory Offer 5 Standard Mod. Vs, 30 Lbs. Peanuts. \$43.80**

**Large Selection of New and Used Vendors, Parts & Accessories in Stock. Send for Complete List. BULK MERCHANDISE FOR REFILLS**

Spanish Peanuts, 30 Lb. Ctns., Per Lb., 21¢  
 Jumbo Peanuts, 30 Lb. Ctns., Per Lb., 26¢  
 Indian Nuts, 50 Lb. Ctns., Per Lb., 48¢  
 Indian Nuts, 5 Lb. Bags, Per Lb., 49¢  
 Squash Seeds, 20 Lb. Ctns., Per Lb., 29¢  
 Peanut Hearts, Bulk Candy, 50 Lb. Ctns., Per Lb., 22¢

**FULL CASH WITH ALL MDSE. ORDERS**

**1/3 deposit required with order. Bal. C. O. D. Full payment must accompany all orders under \$10.00.**

**RAKE COIN MACHINE EXCHANGE**  
 2014 Market Street  
 PHILADELPHIA 3, PA.

**WHILE THEY LAST 38**

All Metal Pre-War



**Northwestern BOX MATCH VENDERS**

27 Box Capacity. Vends 1 Box for 1c.

**\$7.00 Each**

Cash with order. F.O.B. Factory. Subject to prior sale.

**NORTHWESTERN, MORRIS, ILL.**

**MERCHANDISE MART**

**Lemon Oil Imports**

Supplies of lemon oil, widely used by confectioners and bottlers, are no more plentiful than they have been, but it is hoped that imports from Sicily may help the situation.

No one seems to know how much oil may be obtainable abroad. Officials of either the Allied Military Government or the Foreign Economic Administration will negotiate the purchase of oil.

It is hoped the Combined Food Board will agree to assign the Italian product to other Allied countries, permitting the release of an equivalent amount of American oil earmarked for shipment abroad. This would then be allocated to American dealers for distribution to industries requiring lemon oil. This arrangement would be beneficial to American users, since it is now believed the American oil is definitely superior to the Italian product.

No immediate action is expected, since it is anticipated that it will take not less than 30 days to clear the transaction and in all likelihood it will be 60 days or more before the oils are released to American purchasers.

**Brewed Beverage Sales Up**

Despite reduced malt supplies, labor shortages, truck and other distribution problems, and extreme difficulty in securing replacements for worn-out equipment, sales of brewed beverages are 15 per cent above last year's, according to a Department of Commerce report.

Areas easily within reach of the home plants are supplied by the brewers themselves. Distribution beyond these areas is said to suffer. This year's production (See Merchandise Mart on page 72)

**Turn Losses Into Profits**

**Brand New—Mechanically Perfect PENNY MATCH VENDOR**

- Vends Either Book or Box Matches
- Insures Daily Profits!
- Sturdily Built!
- Beautifully Finished in Assorted Colors!
- Requires Little Space!

**LIMITED QUANTITY AT ONLY \$4.95 Each**

1/2 Cash, Bal. C.O.D., F.O.B. Factory.

**TORR 2047 A - SO. 68 PHILA. 42, PA.**

**PLASTIC CHARMS**

for your Vending Machines

*Buy them direct from us*

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk—\$4.00 per thousand  
 Charms with Strings—\$5.50 per thousand  
 F.O.B. New York

\$1.00 deposit with order—balance C.O.D.  
 Made in U.S.A. by

**SAMUEL EPPY & CO.**  
 333 HUDSON ST. NEW YORK 13, N. Y.

**CIGARETTE & CANDY VENDING MACHINES**

Ready For Location

National 8-30	.....\$67.50
National 6-30	..... 22.50
National 6-28 (No Stand)	..... 15.00
Du Grenier Model "8"	..... 30.00
Du Grenier "Candyman"	..... 35.00

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

Also Unedapak Candy and "500's," Stoners, Rows, Nationals, etc. WRITE FOR COMPLETE PRICE LIST.

**WE RECONDITION, REPAINT AND REPAIR ALL TYPES AND MAKES OF MERCHANDISE VENDING MACHINES.**

**NATIONAL VENDING SERVICE CO.**  
 250 West 54th Street, New York 19, N. Y.

**POSTAGE STAMP VENDORS**

- ★ Dispenses from a standard roll of 500 stamps!
- ★ Three 3c stamps for 10c
- ★ Small in Size!
- ★ Neat in Appearance!
- ★ Compact in Design!

**Rush your order!**

**\$35.00 Each**

1/2 Deposit, Balance C.O.D. F.O.B. Newark



**ASCO, 140 ASTOR ST., NEWARK, N. J.**

# Advertising Is Arcade Biz Aid

Former operator, distributor gets publicity breaks due to steady advertising

CHESTER, Pa., May 27.—Overwhelmingly "hep" to the coin machine business is Seymour Piltch, who grew up in it and now operates Joyland, popular arcade located in Chester, Pa. A co-owner of the spot, Piltch anticipates a great growth for the biz in the post-war era.

Piltch first became interested in the field when pinball devices and kindred gadgets were fledglings. He stayed on to take an active part in practically every phase from route managing, thru jobbing and distribution to arcade bossing.

Joyland's opening in Chester came when Piltch left wholesaling and selling of amusement machines at the outbreak of the war.

Piltch's spot received a hefty impetus thru several publicity breaks given it thru the columns of *The Chester Times*. He has been a consistent advertiser in the newspaper since his opening announcement, having used sizable plugs both on the amusement and business review pages weekly.

Joyland's popular head paints a rosy picture of post-war development in the game. One advancement, in particular, promises to open up an entirely new field for automatic music machines, according to Piltch. The interest that industrial plants have evidenced in music for speeding the output of their workers is expected to spread, and the majority of manufacturing firms may be expected to utilize them as the manufacture of juke boxes is resumed. He also looks forward to sharp increases in popularity of automatic movie machines.

Manufacturing plants, which are studded with venders of all sorts, will quite probably amplify their use to include other items besides cigarettes, candy and soft drinks. Some of the new items will include fruit, sandwiches, stamps and handkerchiefs.

Piltch has proven he has an adept touch at pleasing Joyland's patrons. He carried over into the operating end the same gentility which won him so many friends while in the distribution business.

# Reformers Cause Closing of Canada's Chief Penny Arcade

TORONTO, May 27.—Canada's largest Penny Arcade will not operate this season at Sunnyside Beach. The police commission canceled the license of Don Fielding, biggie coin op in the Dominion, after a deputation of church leaders appeared before the law condemning the arcade as a bad influence on young people. A miniature indoor golf course will take its place.

Fielding now has over 200 machines to place this summer.

# Will Service Cig Venders

NEW YORK, May 27.—Arrangements have been completed by Cameo Vending Service to provide a parts and repair service for operators of U-Need-a-Pak cigarette vending machines, according to Edward W. Barnett, head of the firm.

# McFalls Has Rides And Games at Pier

FORT WORTH, May 27.—Lloyd McFalls, operator of the Fun Palace, a popular downtown arcade, has been granted the ride and game concession for the new \$2,000,000 pleasure pier at Galveston, Tex.

# FARMERS HOLD KEY

(Continued from opposite page) to draw 80,000,000 bushels out of the commercial corn counties for use in processing plants, some of which had closed for lack of corn. Several companies supplying corn sirup to candy and soft-drink manufacturers had been threatened with shut-downs because of the shortage of sirup.

Dodd said the corn order will be rescinded just as soon as there are sufficient supplies to keep war manufacturers going until next fall.

Meanwhile, from New York, came a report that production of corn sirup and corn products of other types in all plants in the United States decreased 5 per cent during January and February, 20 per cent in March and 60 per cent in April, according to a statement issued by D. W. Dyer & Company, sugar economist and broker.

The recent increase in the ceiling price of corn in the Midwestern "freeze" area by a carting and shelling subsidy is bringing substantial quantities of corn to market.

Processors probably will get enough corn for about 85 per cent of the 1943 level of operations for a couple of months. However, the entire reduction in operations probably will be borne by reduced production of corn sirup and dextrose for civilians, not starch and sirup production for war-exempt industries, Dyer predicts.

"Thus, only a limited improvement in civilian supplies of corn sirup and dextrose appears likely before the new corn crop is harvested October 1. Limited quantities of other unrationed sweeteners are available, however, for spot and future contracts," the report said.

# COIN-TELEGRAPH COMING

(Continued from page 61) coin operated. You just press a button and deposit your message. The rest is automatic.

"We are working on a coin box to combine with this 'Telefax' so that you can pay for your telegram the moment you send it," Williams said at the dedication of Morse Study Hall at New York University.

# MORE SUGAR

(Continued from opposite page) be felt until the sirup situation eases. Phillip Gatt, president of the National Confectioners' Association, declared, "The government has increased its purchases of candy for the military, and such additional candy as becomes available will go to war workers."

# Conflicting Report

The report that the increased sugar allotment would mean more soft drinks for civilians is in sharp contrast to a story appearing this week in a leading New York financial paper. According to that source, the soft drink supply this summer probably will be the smallest since the war began.

Highlights of the story are as follows: Sugar, citric acid, crowns, containers and trucks are all headaches to bottlers. Sugar, raised last week from 70 per cent to 80 per cent of 1941 use, is still not plentiful enough to fill manufacturers' demands. In addition, corn sirup, wartime sweetening supplement, has become extremely scarce due to the shortage of

# Downtown Site For New Arcade

DETROIT, May 27.—Opening of the Playland Amusement Center at 520 Woodward Avenue, will give Detroit its first arcade in the lower downtown district in about 10 years. Spot is just above the former Windsor Ferry dock site, where a number of arcades were located for years, and just a couple of blocks below Monroe Avenue, home of other arcades now only a memory. In recent years, the only arcades downtown, have been on Woodward Avenue above Grand Circus Park, and on Michigan Avenue beyond the three-quarter-mile circle.

The new spot is being opened by Verne L. Huntoon Jr., who has been a coin machine operator here for many years, and Arthur Slade, his partner. Unusual operating plans are being made for this spot, which will, contrary to usual arcade practice, not rely upon mass display of machines to stimulate play. Merchandising, instead, will be upon the principle of "selective display," which is seen in many other retail lines today, with only a relatively few machines—the best money-makers. Quality rather than quantity is the objective.

# Concessions Featured

Secondly, the arcade is being designed to have the maximum number of concessions. These will be operated on a rental or percentage basis, as individual arrangements permit, and include a novelty stand; a tattoo booth, to be operated by tattooist Bill Dewey, a headline printing machine, and others.

Among the featured coin machines, Huntoon reports, will be a photograph machine, recording device and one of the old, familiar Evans "Batter-Ups," which has proved a solid arcade draw.

With fewer machines in the arcade, Huntoon plans to have a larger space for customers, and adequate room for them to watch each machine and to move around. At the same time, the presence of fewer competing attractions is expected to draw more play and bring larger crowds around those that are located there.

The site chosen has been operated for the past couple of years by various traveling museums, including the one which just closed there, under the management of Ray Marsh Brydon. It has proved an excellent repeat location for this type of specialized amusement attraction, and only became available for use as an arcade when Brydon closed his museum here to take his attractions to his other operations at Eastwood Park and in other cities.

Huntoon, who originally operated phonographs under his own name, and subsequently as the Acme Music Company, has changed his operating name to the B & J Music Company, forming a partnership with Edward Stein, another established operator. Some time ago they bought out the music route, centering in the suburb of East Detroit, formerly operated by Harry Stahl.

corn. And the Office of Price Administration has largely halted the importation of sugar-containing sirups from Cuba and Mexico.

Citric acid, which provides tartness in soft drinks, is now allocated at 40 per cent of 1941 use. Only three months ago the allocation was 100 per cent. Phosphoric and tartaric acids, which can be substituted for citric acid, are equally scarce.

Cork for crown linings has become increasingly scarce since a substantial part of the Portuguese fleet has been diverted to the run to Argentina, to bring much-needed wheat to Portugal. Metal for bottle caps, however, is much more plentiful.

Bottles are short, but an industry campaign to insure returns is largely offsetting this. Wooden shipping containers are carefully guarded and repaired since new ones are unobtainable.

Trucks are one of the most serious problems. Delivery vehicles are a year older, and those that wear out cannot be replaced.

Soft-drink officials, while recognizing these problems, refuse to be greatly depressed by them. They point to sales records of 16,000,000,000 bottles in 1943, compared to 17,700,000,000 bottles in 1941 and claim they've been able to overcome some pretty big wartime obstacles so far. And they have every hope of repeating this summer.

# Arcade Equipment

- 1 30-Second Exhibit's Punching Bag .. \$200.00
- 1 Exhibit Chinning Rings .. 175.00
- 1 Exhibit Vibrating Chair .. 100.00
- 2 Exhibit Cook-Eyed Circus on Base .. 139.50
- 1 Exhibit Latest Foot Ease .. 90.00
- 2 Western Super Grips, No Bases. Each .. 29.50
- 1 Mills 12 Slot Horoscope .. 79.50
- 1 Mills Large Floor Shocker .. 129.50
- 4 Exh. Drop Picture Floor Models. Ea. .. 39.50
- 3 Tom Mix Ray Guns. Each .. 79.50
- 3 Bally Eagle Eye Ray Guns. Each .. 99.50
- 1 Muto. World's Fair Card Vonder .. 30.00
- 1 Tin Can Ray Gun .. 59.50
- 1 3-Way Lifter .. 75.00
- 1 Bang a Deer with 27 Lbs. of Shells .. 150.00
- 1 New Change Booth
- 1 4 Changer
- 1 5 1/2 Changer

50% Deposit. Crating Extra. Discount If All Lot Is Taken.  
**WANTED**  
PHOTOMATIC, BAKER SKY PILOT, 1942 MUTO. DROP PICTURE MACHINES, MUTO. BANG A WAY, K. O. FIGHTER.  
**ASSID**  
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**WANTED**  
.22 SHORTS AND LONGS  
**FOR SALE**  
40 Arcade Machines—2 Popcorn Machines. All or any part.  
**LEO SUGGS**  
BOX 431 NORFOLK, VA.

**GLAMOUR GIRL**  
**2 FOR 5c CARD VENDOR**  
ACCURATE—SIMPLE—STURDY CONSTRUCTION



(Counter Model Only)  
**29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE.**  
Choose any 8 series of Mutoscope Cards to sell through this Vendor, insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesman" Mutoscopes ever sold!  
**ONLY A FEW LEFT!** DEAL NO. 1—1 Vendor, with 1000 each All-American Girl, Glorified Glamour Girls and Yankee Doodle Girl cards. Vendor cost only \$60! 8000 cards FREE bring in \$75 selling at 2 for 5c.  
1/3 Deposit, Balance C. O. D.  
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GRANDMOTHER PREDICTION CARDS, LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS, WIZARD PEN CARDS, etc. . . STEREOSCOPIC VIEWS, VIEW-A-SCOPE FILMS, etc. . .  
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# Press Garbles "Earnings" Facts

## Confuses "Profits" With "Income" in Trial Report

**Pin game earnings highlight Milwaukee Injunction Hearing—subject a favorite topic of several Wisconsin papers—State income tax makes data available**

MILWAUKEE, May 27.—The pinball situation in Milwaukee was further enlivened by references to the earnings on pinball games in an injunction plea in court here this week. The present plea is an aftermath following the unfavorable State Supreme Court decision of a few weeks ago. Most of the pinball games in the city have been removed from locations and only a few remain which comply with the terms of the State Court opinion. A few games have been left in operation ostensibly for the purpose of starting another test case.

In the court testimony here this week the prosecution asked for a report on the gross income of one operating firm. The defense attorney objected and prolonged arguments on the subject ensued. From income tax reports the information was available that the firm in the past 22 months had showed losses for some months, but that the monthly average income was \$365 on about 250 pinball games in operation. Newspapers reported this as \$365 per month profit. The tax records indicated the sum as net income.

### Favorite News Topic

Earnings on coin machines have been discussed more freely in Wisconsin newspapers perhaps than any other city or section of the United States. During the past several years it seems that newspapers here and in Madison, the State capitol, have specialized in agitating the public on the earnings of coin machines of various types, chiefly pinball games and slot machines.

Newspapers have access to important materials on this subject because Wisconsin has a State income tax which makes official data available on reported incomes. A Milwaukee paper has also conducted some investigations of its own and in times past has published reports of earnings which on the face of it were greatly exaggerated. In other reports the Milwaukee newspaper has published some of the most reasonable estimates on the earnings and operating costs of men in the coin machine business of any newspaper in the country. Some of these reports have actually been a strong defense of men in the business.

### Confuse Income and Profits

Some newspapers in the State have published income tax data of prominent operators in bold-faced type, using the tax data evidently for political agitation. A frequent error in some of these newspaper reports is confusing the gross earnings of the operator with actual profits. The error may be due in some cases to the fact that many operators do not keep accurate records of their business and hence their reports are not in accordance with strict accounting systems. There is evidence, also, that some newspapers deliberately confuse the matter of gross intake with profits in order to create agitation against the business. Because coin machines take in cash, it is easy to confuse the gross intake of the machines with the actual profits in the minds of the public.

Evidently this is what happened here this week when newspapers reported \$365 profit per month on 250 pin games when the tax records cited in the injunction hearing indicated the sum as net income.

MILWAUKEE, May 27.—A petition was placed before the Circuit Court here following the injunction hearing to ascertain the validity of using State income tax records as evidence in court proceedings involving the legality of pin games, etc.

## Charity Pledge by Philly Group Near Goal in First Week

PHILADELPHIA, May 27.—The Allied Jewish Appeal drive, which got under way here last week finds the coin machine group taking its place with other industries—and setting a mark for others to shoot at. For the first time, local coinmen made a pledge in advance of the opening of the drive. And from the start made this past week, will go way over the top.

Realizing that the need is even greater this year, a committee of industry leaders took a chance and pledged \$10,000 as the coin machine industry's contribution to the appeal. That sum represented more than the aggregate contributions made by industry members last year, which was then less than \$8,000.

All fears that the local industry would fall short of the high goal set, were dispelled following the initial call made by the Amusement Machines Association, representing the pinball operators. According to Joe Silverman, business manager of the association, the members responded beyond expectations. And the first call, directed to the pinball men only, resulted in the collection of \$7,725. Since all of the members were unable to attend the meeting, some being out of town and others working the evening hours in defense industries, Silverman is confident that the pinball branch will alone reach the \$10,000 goal originally set for the entire industry.

The cigarette association and the music machine operators' association, many of whom are also members of the pinball group, will be called upon to respond to the appeal at meetings next week. With the \$7,725 already in, with more to come from the pinball corner, the industry is sure to roll up an impressive total. The total contribution will be entered in the name of the entire coin machine industry itself, said Silverman, and will show business and industry in Philadelphia that the coinmen as a group are aware of its responsibility to the community and ever ready to share the burden in all community efforts. In fact, he added, the initial response made to the appeal shows that the trade is ready to do even more than its share.

The industry has contributed generously to the American Red Cross and Salvation Army drives in recent months, said Silverman, and the response being shown to the Allied Jewish Appeal is still another indication that local members are making history for the industry at large in all its work in behalf of the war effort.

### Pulpwood Imports Rise

WASHINGTON, May 27.—The War Production Board reports that pulpwood receipts by United States mills during the first quarter of 1944 totaled 4,285,000 rough cords, including 3,865 cords of domestic production, for an increase over the same period of 1943 of 824,000 cords, or 24 per cent.

## Can Trade Cure Coinage Ills With "International Tokens?"

particularly since the new federal law "blacked out" manufacture of tokens or slugs similar in shape and size to standard coins, thus destroying a major part of their business, he cited opportunities which such a standard token for use in foreign countries would offer to the industry in general:

### How Industry Would Benefit

1. Manufacturers would not need to design a different coin chute to accommodate the coins of each individual country.
2. The coinage systems of different countries would not be disturbed.
3. Agreement by various nations would be unnecessary since the tokens would not be considered as coins. Introduction in other countries could be effected in the same manner as RCA tokens were employed in Brazil—issued only by operators to the locations who would exchange them for native coins.
4. No objections on the part of foreign governments are anticipated since the tokens would be used only in coin machines.
5. All machines shipped to foreign countries could be used, permitting re-sale, barter and exchange in used equipment between different countries, if coin chutes were designed to accommodate only the "International tokens."
6. Universal coinage, in so far as the coin machine trade is concerned, could become an accomplished fact by simply getting manufacturers to agree on the token sizes to be adopted.
7. By designing the "International token" or tokens, (two or three might be needed to serve the various types of machines and provide different monetary values) of a size different from standard U. S. coins, the tokens would not operate machines in this country even should they find their way back from foreign countries.
8. "International tokens" would afford an easy system of balancing monetary values in different countries. Operators and locations would simply decide on how many tokens were to be exchanged for native coins.

### Tratsch Hates Slugs

Walter A. Tratsch, president of A. B. T. Manufacturing Company, designer and manufacturer of most of the industry's coin chutes, and a recognized authority on coinage problems as they relate to coin machines, gave the subject of "International tokens" long and thoughtful consideration which led him to take a dissenting stand.

While enthusiastic about any movement that would simplify and standardize the world's coinage which has piled knotty problems on his desk for more than a score of years, Tratsch is unalterably opposed to slugs in any shape, manner or form, even if they held prospects of curing all coin chute headaches imposed by foreign coins.

"To encourage the use of tokens or slugs would be to reverse the direction we have been traveling," Tratsch declared. "The industry has finally won its fight against slugs thru passage of the new federal law making their manufacture illegal.

### Cites Chicago Slug Plan

"Not so many years ago," said Tratsch, "a leading Chicago newspaper introduced a telephone token which would enable folks to keep a few on hand for emergencies when a nickel was not available. Most all phones were operated with nickels, even in homes and apartments. It was an advertising promotion. The idea proved popular and the practice spread, finally resulting in use of commercial slugs in all public phones. It was a nuisance for storekeepers, especially when

it became necessary for locations to adopt their own particular kind of slugs. Today, Chicago is the only city which finds it necessary to use slugs instead of coins in telephones, and the reason is that it was the only way of controlling slugs once the general public got the idea that phones could be cheated by using cheap slugs instead of legitimate coins.

"This is what may happen in foreign countries if the use of tokens or slugs is encouraged. People will find out that they can obtain stampings or metal pieces which, with a little tinkering, will operate machines. I shudder to think what would happen in Egypt where people have so much time on their hands. Why, some of the natives there would find it profitable to turn out even a handful of slugs in a day, if they would operate machines," he stated.

The subject of coinage is one which Tratsch finds interesting, even though the variation of foreign coins and coinage systems has posed some perplexing problems in designing coin chutes. Neatly filed away in drawers at his factory, are the coins of the world. He asked assistants to bring him coins of Italy, Egypt, France, England and Germany, and pointed out interesting facts about them.

### U. S. Coins Ideal

"The ideal coinage system is our own," declared Tratsch. "We have the decimal system which is by far the most flexible and the most simple. Any plan of universal coinage should be based on a decimal system. Germany used the decimal plan, for the most part, before the war. Next to American coins, Germany seems to have the next best coinage for use in coin machines.

"The oldest and one of the most awkward systems of coinage, is that of England. Here, coins range from heavy and bulky pennies which wear holes in your pockets, to the midget 3-pence silver coins which slip thru the holes," said Tratsch.

"In Italy, there are coins which look almost alike and of the same size which have far different values. Tourists have lots of trouble with their coins, especially at night," said the industry's master craftsman as he exhibited and compared Italian coins from the box on his desk.

"Counterfeiting is rife in Egypt," Tratsch declared. He told of Egyptian storekeepers who keep special stones on the counter on which they bounce all coins tendered. There the crude coins are often the same color and dimensions as counterfeit coins and the bounce test is the only reliable way to tell them apart.

The head of A. B. T. Manufacturing Company has visited practically all of the major countries of the world, and coinage always represents one of his chief interests.

He agrees that "International tokens" would offer advantages and be easier to achieve than universal coinage which he thinks will never come. He pointed out that every country takes a traditional pride in its own system of coinage and all would be reluctant to replace it.

Yet the term "token" means slugs to Walter Tratsch and his vote on any industry proposal to encourage their use is "no."

## Amended Ordinance Enables All Taverns To Have Pin Games

ST. LOUIS, May 27.—Approximately 1,700 additional taverns are being equipped with free-play amusement machines following final approval of the amendment to the city ordinance permitting locations dispensing 3.2 beer to share the benefits of these machines. Previously, the games were confined to taverns with full liquor licenses.

# Small Operator Buys New Home; Likes Stamp Vending Business

SANTA BARBARA, Calif., May 27.—W. J. (Bill) Sparrow, local coin machine operator, is seriously considering expansion in the stamp vending field following the war. "I've got 25 of these machines now. They are making money and I like to think what a fellow with a larger number of them could do," Sparrow said when interviewed at the new home into which he and Mrs. Sparrow recently moved. He doesn't believe that when a man gets a lot of stamp machines that his headaches in the business are over. There are migraines in that division just as there are in others. "I don't believe there are as many," Sparrow added with a smile.

Bill Sparrow considers himself a "small operator." His list of equipment includes in addition to the stamp machines, five phonographs and 25 marble machines. On the face of the equipment list, that would be equipment for a small operator. But Sparrow does the entire job. He gets locations, makes collections, and services his machines. He did have a serviceman, Tommy Middleton, but Uncle Sam got him. Middleton was at Dutch Harbor during one of those Jap visits. However, Sparrow gets along with the route. He walks with a limp, the hangover from the 10 years when he hobbled on crutches and suddenly discovered that he didn't need them.

### Miscellaneous Experience

This operator started in the coin machine business nine years ago. He likes it and intends to stay and expand after the war. Before getting into the business he had various jobs. Born in Chicago, he moved to Tucson, Ariz., where he carried the mail. Feeling that he had "rung twice" long enough, he entered the poolroom and barbershop business. The war came and there was a shifting of population and he went broke in this business. "I had a pool hall and barbershop on my hands and no money. It was just one of those things," he said. He talks about his experience altho it was not too good. Considering his success in the coin machine business, his rise shows conclusively that many coinmen do not come up in this business to immediate success like some would like people to believe.

Following the adventure in Arizona when his bank roll hit the rocks, Sparrow moved to Los Angeles, where he had a job driving a bread truck on a route that took him over all the Southern California territory. He'd start out early, drive as fast as possible, and work late in order to take care of the bread customers. Then he would attend to his few machines that he had scattered about. Most of the machines he had then were candy machines.

Getting into the coin business and doing away with crutches happened nearly all at once, he tells.

"One day I went to Big Bear and had been relaxing and eating on some sort of a schedule. This was something I hadn't done before. After I had finished shaving, I started to hobble across the room to get my crutches. I suddenly discovered that I didn't need a cane. I haven't used one since." He admits he doesn't know how the cure came about—but he's just thankful that it came.

### Learns the Hard Way

"I'm surprised at my success in the coin machine business," Sparrow continued after telling of his nearly miraculous cure. "I had no one to show me. One time I had a machine on which the bumper wouldn't work. I fooled with it for a long time trying to get a wire soldered in the cone. I couldn't see how on earth it would be possible to get a soldering iron in there. After I worked and worked on it, the solution finally came to light. Reaching that wire with a hot iron was easy."

"How do you operate your business?"

"Well, frankly, I operate it the best I can." That wasn't the expected answer but the question was fully taken care of.

"One thing," he continued, "is that I try to make my collections on the same day of each week and as near the same

time as possible." He held up his hand and started pulling down fingers with the other hand to denote the points he was covering. "If I am due there at a certain time and the location owner needs change, he will say 'Bill will be here any minute now and he'll give us all the change we need.' That's true. Then, too, I try to keep my machines in good working order. Any operator tries to do this."

While he doesn't have any too much time, he never wastes what he has. When he is around the house resting, Sparrow makes use of the time by putting stamps in folders for his Shipman stamp vendors. "They're good machines," he added with sincerity.

"When it comes time for post-war planning and I hope it is soon, I'm going to add more stamp machines. When you talk money, they don't sound big. But they are good money-makers. I like the stamp machine business," Sparrow said, slanting his eyes upward from the current issue of *The Billboard*.

## EXPORT BIZ TO BOOM

(Continued from page 61)

others in the industry to investigate the possibilities of selling machines abroad.

### Reciprocal Trade Coming

It is well understood in the United States that export trade in the future may be on a different basis than before the war. There will be a much stronger trend toward reciprocal trade. If American goods are sold abroad it also means the United States must buy more goods from other countries in exchange. In the pre-war period, the favorable trade balance was all on this side of the water and it created many world problems. In all of the discussions for future trade plans ideas are being considered for promoting trade that will work both ways. If present ideas succeed in the future each nation is likely to have allotments for export of goods or manufactured products it can make best and cheapest.

If such a policy prevails, the American coin machine industry will easily take first rank for the quality of its machines. It is a matter of record, however, that before the war, German and English manufacturers were able to turn out better vending machines (except cigarette vendors) than were made in the United States. But music and amusement machines of American manufacture were of such superior quality that markets of the world opened up to the machines made in this country. In the post-war period there is no question but what American manufacturers will be able to produce better amusement and music machines than any other country. Plans have also been made by American manufacturers to produce much better vending machines in the future than were produced in former years. There are no indications that the American coin machine industry may specialize in the development and production of vending machines in the future. Some leaders think that vending machines may become the chief product of the industry in the home market in the post-war period.

It is not possible to predict at the present time what will happen to vending machines in England and Germany after the war. It is highly probable that German industry will be handicapped for many years after the war. British manufacturers may be able to resume the making of high-grade vending machines at an early date, and if so, their developments should boost the making of better machines in the United States. Manufacturers of cigarette vendors have led the vending machine parade in this country and they are ready to start as soon as machines may be made again. The newer developments promise great progress in machines for vending soft drinks and probably food and concentrates.

### Commerce Dept. Co-Operates

The U. S. Department of Commerce is expected to renew its interest in the sale of coin machines abroad when they can

be made again. This government agency did much constructive work before the war to promote the sale of machines. Before the war started in Europe, the department was issuing monthly reports on the total sales of machines in various countries. Its counsellor agents in all parts of the world made special investigations of markets for coin machines and this information was made available to members of the industry. Before the war started *The Billboard* was also increasing its circulation in all parts of the world and was issuing an annual special number covering the coin machine markets abroad. The last export special of *The Billboard* was dated September 30, 1939. In that number was a brief news report from London, dated September 11, which said, "The declaration of war brought the coin machine industry here to a standstill, but there are some prospects that arcades may be able to operate in a limited way."

The future export of coin machines, like the export of all other lines of merchandise, will depend much on the political happenings in the future. Foreign trade will be much in the plans when peace negotiations take place and there will be much bargaining among the nations for trade advantages. Government agencies here are already making plans for world trade in the future and the same holds true of all other governments. Even the subject of money has been widely discussed in government circles.

All of this news has its reactions on the coin machine trade and the future prospects for the export business. Thus the industry will be compelled to watch all these developments and hope that the final agreements among the nations of the world will encourage trade. The coin machine industry is made up of many aggressive firms that are already planning for export business in the future.

The welfare of the industry may, to a large degree, depend on the success of exports in the future. It is well understood that the manufacturing industry has greatly increased its production capacity, which means that the home market may be saturated all too early unless export trade is resumed as soon as possible. It is also well understood that the coin machine trade will be revived in other nations as soon as conditions permit. Special interest will center in Mexico and South America because shipments to these countries may begin before shipments across the ocean may be possible. Recent business reports say that South American nations are building up good trade plans, which means they will be in a good position to buy specialties on the markets in the United States. They are just as anxious to trade as we are in the United States. All these signs and many others suggest that foreign trade in the post-war era is likely to be a big part of the coin machine industry.

A.B.T. Rifle Range (Six Guns) with 50,000 Pellets & 10,000 Cartridges	\$3,500.00
Jennings Telephone Music, 15 Turntable Units and 12 Floor Cabinets	2,750.00
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Keeney Wall Boxes, First-Class Condition, Each	3.50
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Buckley Boxes (New), Each	35.00
Model 125 Wurlitzer Boxes, Slightly Used, A-1 Condition, Each	27.50
Model 145 Impulse Steppers, Each	40.00
30 Penny Phonette Boxes, Each	2.00
Chandler Speaker, Aluminum, New, Ea.	14.50
Chandler Speaker, Gold Finish, Used, Each	11.50
International Mutoscope Punching Bag, Latest Model	275.00

Extra Bag and Bladder for Mutoscope Punching Bag	\$ 20.00
Keeney Submarine	225.00
Mutoscope Ace Bomber	379.50
Super Bomber	397.50
Drivemobile	379.50
Solar Horoscope—Fortune Teller	110.00
Foot Ease Vibrator	62.50
7 Exhibit Card Vendors (No Stands), with 29000 Cards	150.00
2 Mills Drop Picture Machines, New Paint and Displays, Each	30.00
4 Exhibit Streamline Card Vendors with Stands, Each	40.00
2 Picture Machines on Stands (Like Now)	150.00
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Daval Bumper Bowling, Good Condition	29.50
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1 Rock-Ola Masters	325.00	5 Seeburg 30-Wire Selectomatics \$20-1Z	8.00
3 Rock-Ola Standards	300.00	6 Seeburg 5¢ Wallomatic, 24 Selections, Wireless	32.50
2 Seeburg Classics	335.00	6 5¢ Wallomatics, 20 Selections, Wireless, Metal Covers	37.50
4 Wurlitzer 500	350.00	4 Wurlitzer #304 Steppers	18.00
2 Wurlitzer 500, Aome Remod.	395.00	4 Wurlitzer #300 Adaptors, Complete	25.00
1 Wurlitzer 600-R	325.00	2 Twin-Sixteen Buckley Systems with Adaptors	195.00
3 Wurlitzer 600-K	340.00	15 Buckley 32 Selection Boxes	19.50
6 Wurlitzer 616, Repainted, Leather Sides	139.50	7 Buckley 24 Selection Boxes, Late Model	19.50
4 Wurlitzer #42 800 Victory	525.00	1 Twin-Twelve Wurl. Buckley Adaptor	125.00
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## THE MAY-BELL

A Console for Your Better Locations

Now 90% Mechanical

Note These Plays — 3 Nickels and a Quarter — 2 Nickels and 2 Quarters — 2 Nickels, a Quarter and a Half — or 4 Straight Nickels.  
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**STANDARD AJAX STAPLES**

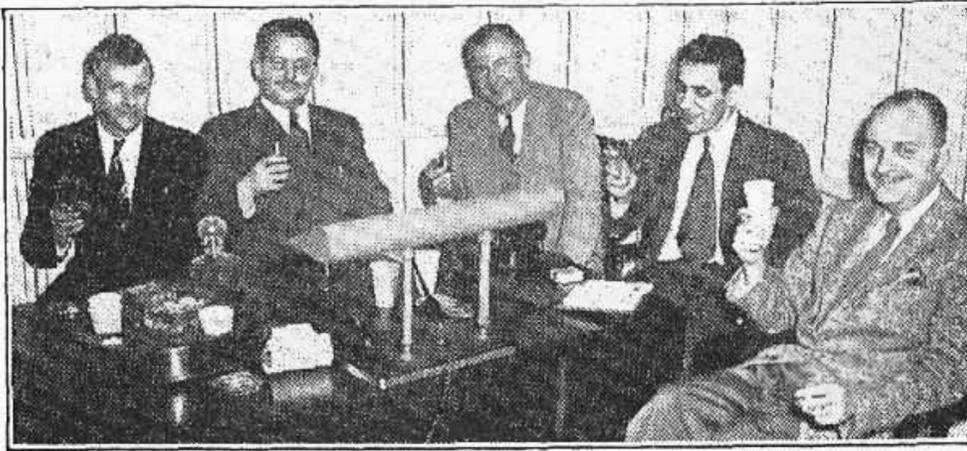
for use in Ace, Hotchkiss, Bostich, Star, Swingline and similar staplers. Box of 5M, \$1.75. 20 Box Lots, \$1.50; 100 Box Lots, \$1.30; 200 Box Lots, \$1.25; 400 Box Lots, \$1.20; 500 Box Lots, \$1.15.

**UNIVERSAL JAR-O'-DO**

Red, white & blue machine, folded and taped, no sewing. Lowest prices. Size 1990s, per set, \$1.75 in gross lots; 3 dozen lots, \$1.90 per set. Other sizes available, write for prices. (For stapled in groups of five add 60c per pack.) 1/3 deposit with order required, balance C. O. D. 2% discount allowed when full remittance comes with order.

**F. R. W. B. Specialties**

P. O. Box 72 MANITOWOC, WIS. Phone 4343



PROMINENT WEST COAST COINMEN enjoy refreshments in George Schnabel's office at grand opening of Puget Sound Novelty Company, Seattle. Left to right, Verne Preston, Schnabel, Lonnie Logsdon of Oregon City, Ore.; George Trambitas and Budge Wright of Western Distributors, Portland, Ore.

**5 Ball Free Play Games Offered for Quick Cash Sale**

- 2 Sky Chief. Each ..... \$160.00
  - 2 Gott. Liberty. Each ..... 145.00
  - 2 Gott. Keep 'Em Flying. Each ..... 135.00
  - 1 Gott. 5-10-20. Each ..... 110.00
  - 1 Big Parade. Each ..... 105.00
  - 1 Knock Out. Each ..... 105.00
  - 1 Sky Blazer. Each ..... 80.00
  - 1 Bosco. Each ..... 75.00
  - 1 Rebuilt Cadillac (with Large Plastic Bumpers, Like New). Each ..... 60.00
  - 17 Penny Red Dot Cigarette Jar Games (Never Used). Entire Lot ..... 15.00
- All Machines Are Properly Packed. Will Ship Upon Receipt of Cash in Full.

**MRS. A. N. RICE**

Apt. 406, Shirkmore WICHITA, KANS.

**WANTED—CASH WAITING!**  
**PHOTOMATICS & PHOTOMATONS**  
State price and condition  
in first letter

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Buokminster 4-8100

**SEATTLE COIN MACHINE CO.**

3225 Western Ave. Seattle, Wash.

**CLY NEWTON FOR SALE**

- Four Bells
- Jockey Clubs
- Pimlico
- Club Trophy
- Three Bells
- Turf Kings
- '41 Derbys

**SLOTS**

Mills Club Bells Blue Front, 50¢  
5-10-25

Write Us.

**Vacation Business To Swamp Resorts; Operators Are Ready**

CHICAGO, May 27.—Resort owners thruout the country are being swamped with reservations from war-workers intent on spending their vacations away from home, despite travel restrictions. Most of these resort centers are preparing for the avalanche of tourists during the coming summer months by getting all venders and coin amusement devices in shape and on location well in advance of the first arrivals.

Government officials have come out with a statement condoning the taking of vacations this year by all war workers, who they feel are in need of rest and recreation from the rigors of intense war work concentration. It is the government's advice for individuals to stagger vacations, keep them short and travel short distances.

Most hotel and resort operators report their reservations taken to the end of the season already and anticipate a boom year for all services directed toward the amusement of the vacationer who is coming with only one intent in mind, namely: to spend his money and have fun.

Trains and buses will be the principal mode of travel, with a smaller percentage using automobiles. Most States are still restricting pleasure driving and thus resorts closest to the main highways upon which the bus lines are routed and those

situated near railroads are receiving most of the reservations.

The trend seems to run towards a request for higher-priced accommodations in hotels and resorts in California and this is indicative of the vacationer's desire to ease his war-nerves by forgetting about the high cost of living so prevalent during wartime by spending his money freely. Many reservation clerks tell of accommodations being made for rooms, including meals, rather than for cabins where friend husband fishes all day while the wife prepares meals for the gang. The entire family intends to spend most of their leisure moments taking advantage of the many amusement devices provided on the premises of these resorts. Resort operators look forward to an increase in revenue from all coin machine devices over last year's business.

Within 300 miles of San Francisco and Los Angeles, a heavy influx of vacationers is expected to all resorts where facilities are available. Many service men and women will take advantage of weekend furloughs by going to the closest resort spot rather than stay within the crowded confines of the bigger cities.

**Ops Ready for Season**

The Midwest States anticipate as large a business in resort trade as they did last year despite the restrictions on travel and gas rationing. Coin machine operators in these States realized the value of preparing early last year and already they have swung in line again and most of the amusement arcades and resort locations are equipped and ready to run. The shortage of summer resort labor has been alleviated by the installation of venders in many resort retail establishments.

Massachusetts, New York, Connecticut, Maine and New Jersey resort operators also report record reservation ledgers and many are filled until well past August. A majority of these vacationers are coming by train and bus and intend to stay their entire vacation period without benefit of auto transportation and be content to just stay put until it is time to go home.

Inquiries for summer home accommodations by vacationers are normally about one third the demand now being made and this situation is the same wherever resorts are operating this year.

Hotel and resort operators in some West Coast areas are having no fear of a loss of business thru the new excise tax on dancing and entertainment in their establishments as they feel the war-weary fun-seeker will spend freely despite the added tax burden.

**For PARTS and MACHINES—AUTOMATIC COIN**

- Club Handles for Mills ..... \$4.50
- Main Clock Gears with Attachments ..... 3.50
- Jackpot Glasses ..... 1.25
- Reel Classes ..... .50
- Escalator Glasses ..... .50
- Award Cards, 3-5 or 2-5 ..... .25
- Reel Strips for Mills 1-Cherry Pay, Set of 3 ..... .50
- Set of 5 Classes for Four Bells ..... 12.50
- Standard Handles for Mills Slots ..... 2.00
- Coin Chutes for Vest Pocket Bells ..... 3.50
- New Lock for Pin Balls ..... .65
- Spring Kits (55 Springs) for Mills Slots ..... 9.75

- |   |  |   |
|---|--|---|
| Mills 1-2-3, P.O., Bally Unit, Fact. Reblt. ... \$89.50 | Gott. Gold Star .... \$49.50               | Stratolliner (Jap Conversion) ..... \$49.50 |
| Keeney Sky Ray .... 49.50                               | Gott. Paradise .... 49.50                  | 7-Up (Jap Conversion) ..... 49.50           |
| Genco Big Chief .... 54.50                              | Keeney Twin Six .... 64.50                 | Keeney Skylark ..... 229.50                 |
| Stoner Three Up .... 44.50                              | Gott. Spot Pool .... 69.50                 |   |
|   | Genco 10 Spot (Jap Conversion) ..... 59.50 |   |

**CONSOLES**

- |                              |   |   |
|------------------------------|---|---|
| Evans Lucky Lucro . \$299.50 | Page 5¢ Reel Sr. ... \$129.50               | Evans '41 Gallop. Dominoes ..... \$475.00 |
| Jenn. 5¢ Fastime ... 84.50   | Evans Roletto Jr. ... 89.50                 | Brand-New Bally Sun Ray, F.P. .... 259.50 |
| Jenn. 5¢ Harvest Moon 84.50  | Mills Square Bell, Fact. Reblt. .... 129.50 |   |
| Page 5¢ Reel Jr. ... 129.50  |   |   |

**BRAND NEW ABT BIG GAME HUNTER \$47.50**

**WRITE FOR LIST OF MILLS, WATLING, JENNINGS SLOTS.**

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. TERMS: 1/3 Deposit With Order, Balance C. O. D.

**WILL PAY SPOT CASH**

for Phonographs, Mills Golf Ball Vendors, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coin Machines.

**IRVING OVITZ SERVING THE NATION'S OPERATORS! OSCAR SCHULTZ**

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**Announcing**  
A new and Improved  
**RED, WHITE & BLUE**

**PICK-WIN**

TAB STYLE (2100) TICKETS  
MACHINE MADE  
MACHINE COUNTED

Guaranteed 100% Perfect

SEND FOR  
FREE SAMPLES

**TRIANGLE MFG. CO.**

Division of Universal Mfg. Co.

417 Hennepin Ave.,  
Minneapolis 1, Minn.



1000 Hole J.P. Charley, 25¢ Play, 30 Hole Jackpot.  
Lots of 200 or More ..... \$1.10 Each  
Lots of 100 ..... 1.15 Each  
Lots of 50 ..... 1.20 Each  
Less than 50 ..... 1.25 Each  
Deposit With All Orders.

**A. N. S. CO.**

312 Carroll St. ELMIRA, N. Y.

**SUMMER SALE PRICED LOW**

- 15 Imps ..... \$ 2.50
  - 3 View-a-Scopes ..... 17.50
  - 5 Seeburg Wireless Speak Organs .. 45.00
  - 1 20 Record Packard Adapter ... 30.00
  - 2 Pikes Peaks ..... 10.00
  - 2 A.B.T. Target Skill ..... 15.00
  - 2 Mills 1-2-3 (Late Model) ..... 85.00
- Terms: 1/3 Deposit, Balance C. O. D.

**W.B. NOVELTY CO., INC.**

1903 Washington Blvd. ST. LOUIS, MO.  
Phone: Central 9292

**WANT TO BUY KEENEY SUPER BELLS MILLS EMPRESS**

**WIRE—PHONE**

Will also buy Pin Games, Consoles, Etc., Etc. Send us your list. We pay best prices!

**ATLAS NOVELTY CO.**

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CHICAGO 47, ILLINOIS  
Phone: ARMitage 5005

**WILL BUY**

WURLITZER SKEEBALLS, GENCO BANKROLLS, KING PINS & KEENEY BOWLETTES.

WILL SELL 3 BALLY ROLLS, 14 ft.; 2 ROCK-OLAS, 14 ft.; 1 ROCK-OLA, 9 ft.

**WILL PAY TOP PRICES**

**Triangle Amusement Co.**

14007 Woodrow Wilson Ave., Detroit 6, Mich.  
Phone: Townsend 8-8549

**WE WILL PAY**

\$50.00 for 412 Wurlitzer; \$90.00 for 616 Wurlitzer; \$125.00 for 24A Wurlitzer; \$250.00 for 500 or 600; also Seeburgs and Rockolas; \$13.50 for A.B.T. Target Skills. Also want Arcades, Slots and others. Give details in your first letter.

**MICAL'S AMUSEMENT SERVICE**  
27 Stroud St., Wilmington 2, Del.

**WANTED**

Experienced Music and Pin Game Mechanic. Must be sober and reliable. Give age, experience, references and phone number in reply. Do not apply unless thoroughly experienced. Will pay transportation to Western New York area if acceptable. Salary \$75.00 per week with opportunity to make more.

**BOX D-218**

THE BILLBOARD CINCINNATI 1, O.

## FOR SALE

### PHONOGRAPH EQUIPMENT

3 Seeburg Speaker Organs .....\$28.50 Ea.  
 6 Seeburg Melody Selectors  
 (Without Covers) ..... 12.00 Ea.  
 2 #332 Wurlitzer Bar Boxes, Used. 15.00 Ea.  
 1 #111 Wurlitzer Bar Box, New. 22.50  
 1 Model 304 Stepper, With Model  
 200 Adaptor and Relay Box,  
 Used; for lot ..... 50.00  
 1 Model 100 Wurlitzer Wall Box. 18.50  
 5 Model 320 Wurlitzer Wall Boxes 20.00 Ea.  
 1 #145 Wurlitzer Stepper, Red  
 With Model #300 Adaptor and  
 Relay Box; For Lot ..... 50.00  
 1 Seeburg Transmitter ..... 20.00

### ARCADE EQUIPMENT

100 Penny Flippers, Excellent  
 Arcade Item, New .....\$ 5.50 Ea.

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4 RCA 6 Watt Amplifiers, With  
 Tubes .....\$34.50 Ea.  
 1 RCA 15 Watt Amplifiers, With  
 Tubes ..... 57.50  
 7 RCA Crystal Microphones,  
 New ..... 13.00 Ea.  
 5 Chicago Sound Trumpet Speak-  
 ers for Communication, 6" ..... 10.00 Ea.  
 1 Newmade Filmwinder, #1 Bench  
 Type, New ..... 8.50  
 1 Tok-Fon Inter-Communication  
 for 10 Sub-Stations or Less. 29.50  
 1 Communicall Inter-Communica-  
 tion System for 10 Sub-Sta. 28.50  
 2 Communicall Inter-Communica-  
 tion System for 5 Sub-Sta. 25.50 Ea.  
 10 Sub-Stations ..... 4.50 Ea.  
 1 Set of Two Tok-Fon Wireless  
 Communications; for Set. 40.00

## FIVE STAR AMUSEMENT CO.

3634 Market St., Youngstown 7, O.

## BARGAINS

Deposit 5% if Full Cash Accompanies Order,  
 Otherwise 1/2 Deposit, Balance O. O. D.  
**PIN GAMES**

2 Exhibit Double Plays .....\$89.50 Each  
 1 Exhibit Sun Beam ..... 69.50  
 1 Exhibit West Wind ..... 69.50  
 1 Bally Silver Skates ..... 54.50  
 1 A.B.O. Bowler ..... 54.50  
 1 New Champ ..... 59.50

**MISCELLANEOUS**

1 5¢ Paces Races (Brown Cabinet) .....\$139.50  
 5 Buckley Chrome Boxes (Used 2 Weeks) 21.50  
 1 25¢ Mills Goose Neck, Slot, J.P. .... 39.50  
 1 1¢ Paces Comet, J.P. .... 29.50  
 1 Pace Mirror Scale, Red ('41 Model) . 69.50  
 1 Mills Scale (High Mirror, Latest  
 Model 1941) ..... 69.50  
 1 Mills Scale (Health Chart) ..... 49.50  
 1 Walling New Guesser Scale ('41, Needs  
 Front Glass, Small Enamel Chip) 109.50  
 1 Walling Deluxe Fortune Teller Scale  
 (High Mirror) ..... 99.50

## Enterprise Novelty Co.

511 N. Perry St. Albion, Michigan

## WANT TO BUY PIN GAMES CONSOLES PHONOGRAPHS ETC.

WRITE—WIRE—PHONE  
WILL PAY HIGHEST PRICES!  
Send Us Your List.

## Standard Automatic Coin Machine Co.

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## SPECIAL

Walling Roll-a-Top Bell, O.P.O., 5¢ Play,  
 3-5 P.O. Each .....\$89.50  
 Jennings Chief Bell, O.P.O., 10¢ Play,  
 3-5 P.O. Each ..... 120.00  
 Mills Jumbo Bell, O.P.O., No. 1 Condi-  
 tion- Each ..... 120.00

### COUNTER MACHINES

Reel 21, Like New. Each .....\$ 4.95  
 Wurlitzer Motors. Each ..... 15.00  
 Amplifiers with Tubes. Each ..... 25.00

Send Certified Check With Order.

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Phone 1086-M

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Original WITH Original  
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**BOX O' DO DEALS!**

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IN CANDY BOX  
 Baseball Symbol Tickets  
 Takes In 1260 Tickets @ 5¢ .....\$89.00  
 Pays Out (Average) ..... 33.98  
 Profit (Average) .....\$29.02

### "BINGO BASEBALL"



IN CANDY BOX  
 Takes In 1600 Tickets @ 5¢ .....\$80.00  
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 SEE WHAT WE HAVE TO OFFER.  
 THEN—USE YOUR OWN JUDGMENT!!  
 THESE BOX O' DO DEALS ARE A FAST  
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 LOW EASY PRICES—TO INDUCE EASY  
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**ATTENTION!! TOBACCO, CANDY AND  
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 THESE BOX DEALS CAN BE CON-  
 VENIENTLY CARRIED RIGHT IN YOUR  
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 AGED AND AN INDISPENSABLE  
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 RENT BASEBALL SEASON!! HAVE  
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 RED, WHITE, BLUE!

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 719 Virginia St., Seattle 1, Wash., who is exclusive distributor in these States for  
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## ORIGINAL JAR-O-DO ORIGINAL JAR-O-DO

# AUTOMATIC PHONOGRAPH USED PARTS

Guaranteed—A-1 Condition

### WURLITZER

Amplifier with Tubes, Works 412, 616,  
 24, 500, 600 .....\$27.50  
 Coin Chutes, 10-25¢ ..... 1.75  
 Coin Chute Assembly, 5-10-25¢,  
 Any Model ..... 9.50  
 Slides ..... .85  
 25 Volt Transformers ..... 1.50  
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 RC Complete with Cell-a-Noid Drum &  
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 Cell-a-Noid Drum for 24 with Relay-Box  
 Supply ..... 20.00  
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 61 Counter Model Cabinet, Complete  
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Wurlitzer Parts, Counter Models, 616,  
 24, 500, 600 ..... Write

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Speakers for Wurlitzer, Seeburg, Rock-  
 Ola, Like New, All Models.  
 Drive Motors for Wurlitzer, Seeburg,  
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Trays .....\$ .40  
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### NEW ACCESSORIES

OHM Ohmite Dividohm, 2500 OHM, .90  
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 OHM Resistors, 10 W., Any Size ..... .55  
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 16 MF. Cond., C.D. Can., 450 V. .... 1.85  
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## WILL PAY \$100 FOR WURLITZER AND BANK ROLL SKEE BALLS

### 20,000 MUTOSCOPE PHOTO FRAMES REGULAR PRICE

3 Club Trophies	.....\$335.00
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2 Pimlicos	..... 425.00
2 '41 Derbies	..... 349.50
8 Knock Outs	..... 125.00
4 Big Parades	..... 125.00
11 Victorias	..... 110.00
1 5-10-20	..... 130.00
1 Air Circus	..... 135.00
8 Monickers	..... 115.00
1 Keep 'Em Flying	..... 140.00
1 Captain Kidd	..... 70.00
1 New Champ	..... 70.00
3 Texas Mustangs	..... 85.00
1 Gun Club	..... 75.00
2 Spot Pools	..... 70.00
1 Snappy	..... 65.00
1 Zig Zag	..... 75.00
3 Silver Skates	..... 55.00
1 Attention	..... 50.00
1 Show Boat	..... 60.00
1 Horoscope	..... 65.00
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1 Slugger	..... 65.00
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10 ABT Guns, Streamlined	..... 24.50
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1/2 Deposit With Order, Balance  
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1 Set Exhibit Wheels of Love, with Base, Cabinet Damaged	..... 90.00
1 Set Exhibit Whazis	..... 75.00
1 Mutoscope Grandmother Fortune Teller	..... 200.00
1 Mutoscope Love Teller	..... 225.00
2 Exhibit Picture Machines on Base	..... 120.00
1 Atlas Baseball, Needs Minor Re- pairs, as is	..... 40.00
1 Strikette 3-Way Fist Striker, Needs Minor Repairs	..... 25.00
Brand New Pre-War 1¢ or 5¢ Slots, Each	..... 3.50
1 Texas Leaguer	..... 30.00
1 Exhibit Vitalizer	..... 60.00
1 Chester Pollard Football	..... 100.00
2 Exhibit Ask Me Another	..... Set 80.00
Challengers	..... Each 20.00
Ten Strike	..... 40.00
2 Selector Mutoscope Movie Machines	..... Each 200.00
Bang Away by Mutoscope, 2 (1¢) Pistol Gallery	..... Each 175.00
Exhibit and Mutoscope Card Ma- chine, Late Models	..... Each 15.00

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 Our SELECT MERCHANDISE DEAL is a  
 PROVEN WINNER.  
 Many Operators are buying 10 to 25 Deals  
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**REMEMBER** You have all to gain and  
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## I WILL PAY \$50.00 FOR HIGH DIVES

Certified Check With Order  
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50 Columbus, Model A, 1¢ Peanut Machine, \$3.50  
 each; 15 Vendits Peanut, 1¢, \$2.00 each; 2 North-  
 western Booth, \$2.00 each; 3 Leg Cabin Duplex,  
 \$4.00 each; 2 Blue Cabinet A.B.T Model F Targets,  
 \$12.00 each; 4 Model F Guns, \$5.00 each; 1 Single  
 Gripper, \$3.00; 1 Advance Shocker, \$3.00. All  
 machines good condition and appearance. 1/2 deposit  
 with order. FRED W. GROUT, Box 435, Bemidji,  
 Minn.

**SPECIAL! NEW, IN ORIGINAL CRATE—PLANATELLUS, 10c CHUTE, PRICE \$239.50**

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS	
NEW SUPREME GUN.....	\$330.00
616 WITH ADAPTER & 4 BOXES.	129.50
KICKER & CATCHER.....	22.50
GOTT. 3-WAY GRIPPER.....	17.50
A. B. T. CHALLENGER.....	29.50
KEENEY TEXAS LEAGUER DELUXE..	54.50
EXH. RACER, Perfect.....	119.50
EXH. DOME-TOP DIGGERS.....	69.50
PIKES PEAKS.....	19.50
BAFFLE BALL.....	29.50
MILLS MAIN CLOCK GEARS.....	2.50
MUTO, HURDLE HOP.....	79.50
NEW 1c BULLDOG COIN CHUTES..	2.75
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2c A. B. T. COIN CHUTES.....	7.50
LATEST VIEWSCOPE—NEW.....	47.50
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TEN STRIKE—Hi Dial.....	69.50
EXH. ROTARY, Pusher.....	195.00
BUCKLEY TREASURE ISLAND DIGGER	69.50
JAP CONVERTED CHICKEN SAM...	149.50
A. B. T. BIG GAME HUNTER.....	37.50
CARD VENDERS, Floor Size Lite Up	24.50
BALLY RAPID FIRES—Perfect...	229.50
NEW 5c F. P. COIN CHUTES.....	3.75

SLOTS — ONE BALLS — CONSOLES	
LATEST JENN. GOLFAROLA.....	\$124.50
SAFE STANDS—MILLS.....	20.00
1941 1-2-3 F. P.....	94.50
5c GOLD CHROME, #474-139....	375.00
SPORT SPECIAL.....	169.50
CLUB TROPHY.....	350.00
'41 DERBY.....	375.00
LONG ACRES.....	595.00
MILLS OWL.....	89.50
5c COLUMBIA CIG. REELS.....	\$ 49.50
JENN. BOBTAIL—F. P.....	119.50
1939 1-2-3 F. P.....	34.50
DARK HORSE.....	184.50
RECORD TIMES.....	179.50
BLUE GRASS.....	189.50
PIMLICO.....	445.00
BALLY EUREKA.....	59.50
KEENEY CONTEST.....	125.00

PIN GAMES — NEW AND USED			
Air Circus.....	\$129.50	All American.....	\$ 44.50
Attention.....	49.50	Belle Hop.....	64.50
Big Parade.....	129.50	Bolaway.....	72.50
Broadcast.....	49.50	Eagle Squadron, New	149.50
Hi Dive.....	74.50	Jeep.....	129.50
Gun Club.....	72.50	'41 Majors.....	49.50
Miami Beach.....	64.50	Monloker.....	89.50
Bally Play Ball.....	44.50	Sea Hawk.....	44.50
Stratoliner.....	42.50	South Paw.....	64.50
Spot Pool.....	74.50	Ten Spot.....	57.50
Topic.....	89.50	Towers.....	89.50
Genoa Victory.....	94.50	Wild Fire.....	44.50
Three Up.....	69.50	Horoscopa.....	49.50
Jungle.....	64.50	Invasion, New.....	169.50
Midway, New.....	209.50		
Shangri La, Reb. Mr. Chips.....	\$149.50	Argentina.....	79.50
Big Chief.....	44.50	Bosco.....	89.50
5-10-20.....	129.50	Second Front.....	129.50
Metro.....	44.50	Champs.....	54.50
Show Boat.....	59.50	Sport Parade.....	44.50
Texas Mustang.....	79.50	'42 Home Run.....	109.50
Wow.....	39.50	Double Feature.....	34.50
Pin Up Girl.....	209.50		

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!

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.  
**EMPIRE COIN MACHINE EXCHANGE**  
 2812 W. NORTH AVE.  
 CHICAGO 47, ILLINOIS  
 Phone: Humboldt 6288

**WANTED TO BUY**  
 BY PRIVATE PARTY  
 Large or Small Going Route in Either Wisconsin or Minnesota  
 Cash Deal — Replies Held Strictly Confidential. Answer.  
**BOX #592**  
 The Billboard, 155 N. Clark St., Chicago, Ill.

**CASH WAITING**  
**5-BALL PIN GAMES—ANY QUANTITY**  
 EXHIBIT SUN BEAMS, DOUBLE PLAYS, WEST WINDS, DO RE MI and STARS, BALLY FLICKERS and GOTTLIER FIVE & TEN.  
 PHONOGRAPHS  
 ROCK-OLA STANDARDS, DELUXES, SUPERS, SPECTRAVOX and PLAYMASTER OOMB. PLAYMASTERS alone.  
 WURLITZER 500's, ROTARY OR KEYBOARD and 71 COUNTER MODELS WITH STANDS.  
 CONSOLES  
 BALLY CLUB BELLS, HIGH HANDS, BIG TOPS—KEENEY SUPER BELLS.  
 GIVE QUANTITY AND ALL PARTICULARS IN YOUR FIRST LETTER!  
**MAIN CLOCK GEARS WITH ALL ATTACHMENTS FOR MILLS SLOT MACHINES, \$3.50 Ea. in Lots of 25 or More.**  
**MAIN CLOCK GEARS WITH ALL ATTACHMENTS FOR MILLS SLOT MACHINES, \$3.50 Ea. in Lots of 25 or More.**  
**B. D. LAZAR COMPANY**  
 1635 FIFTH AVE. (PHONE: GRant 7818) PITTSBURGH 19, PA.

**WANTED FOR CASH**  
 Phonographs, late Pin Games, Arcade Equipment, Scales and Guns. Write what you have, describing condition, quantity and cash price. NOTICE, Florida West Coast Operators: Don't let good equipment lay up because it needs repairs. We will buy for cash, trade or give quick, dependable service on repairs or overhaul work. Write or visit us and let us know what you have to sell or what you need.  
**TAMPA AMUSEMENT CO.**  
 113 WILLOW STREET TAMPA 6, FLA.

**FOR IMMEDIATE DELIVERY—5 BALL FREE PLAY GAMES**

1 KNOCK OUT.....	\$104.50	2 SEA HAWK.....	\$44.50	1 SEVEN UP.....	\$62.50
3 ZIG ZAG.....	68.50	1 SILVER SKATE.....	46.50	1 BOSCO.....	84.50
3 MONICKER.....	82.50	2 CROSS LINE.....	38.50	1 MERRY-GO-ROUND.....	29.50
1 TOPIC.....	82.50	1 GUN CLUB.....	84.50	1 WINGS.....	24.50
1 AIR FORCE.....	80.50	1 JUNGLE.....	64.50	1 LANDSLIDE.....	24.50
1 FLICKER.....	35.50	1 CAPTAIN KIDD.....	62.50	1 MAJOR '41.....	64.50
2 SCHOOL DAYS.....	44.50	1 ARGENTINE.....	66.50	1 SILVER SPRAY.....	39.50
4 FOUR ROSES.....	38.50	2 PARADISE.....	38.50	1 GOLD STAR.....	39.50
1 WILD FIRE.....	44.50	1 SPEED BALL.....	34.50	1 BIG CHIEF.....	44.50
2 TEN SPOT.....	46.50	1 DEFENSE BACKER.....	32.50	1 BIG TIME.....	31.50

Zephyr Novelty Co., 2041 So. Muskego Ave., Milwaukee 4, Wis.

**NEW FRANCHISE PLAN**

(Continued from page 66)  
 and something that the industry must consider in any future plans.  
 The franchise agreement, which was termed a "skeleton plan," has features which make it applicable to all markets, altho some modifications may be needed to meet particular market needs. It was pointed out that there is no desire to restrict outside membership. All companies complying with the franchise agreement will be acceptable. Furthermore, the intent of the plan is not to enter into any exclusive agreements.  
 The plan presented by the association was heartily endorsed by the conference. It was agreed that the plan would be submitted to the companies represented by the conferees and that they would later make known their decision.

**MERCHANDISE MART**

(Continued from page 66)  
 and sales are expected to show still greater increases.

**Corn Processing Increases**

With all plants again operating, the corn refining industry is working at about 80 per cent of capacity, the highest since early this year.  
 Operations of mills are limited by the government to 80 per cent of capacity, but some plants are turning out more than that as a result of a recent order permitting them to exceed that level in any three-week period to offset the output lost during the recent shutdowns.  
 Refiners don't know how long the present satisfactory condition will prevail, but they feel that if the government is successful in getting the 72,000,000 bushels of corn it is seeking, the industry should be able to continue the 80 per cent operation until the new crop comes in. Up to the present time, more than 50,000,000 bushels of corn have been purchased by the government.

**Bottle Shortage Possible**

Altho production of glass containers may be adequate to meet essential needs this year, further inroads into technical personnel may tighten the supply sharply. C. L. Lightfoot, of the Anchor Hocking Glass Corporation, warned at a recent meeting of the Flavoring Extract Manufacturers' Association.  
 There should be a sufficient supply of closures for all essential products, he stated.  
 Production of containers for non-essential products has been cut down and this has helped materially to provide glass for food jars, drugs and other essential products. "Basically, raw materials used in glass are non-critical and plentiful. The available supply of soda ash, principal ingredient of glass, has been running quite close and there are no indications of a change in this situation at the moment," he said. He pointed out, however, that the problem of man power is critical and if and when production lags, the underlying cause will probably be traced to the shortage of experienced man power.

**Notes for the Trade**

Only a wartime falling off in demand has prevented a drastic vanilla shortage, according to a report made at the annual meeting of the Flavoring Extract Manufacturers' Association. Only two direct import shipments from Madagascar, formerly the source of 60 per cent of our imports, have arrived during the past three years. . . . Maple sugar and sirup production in the United States this spring was slightly larger than a year ago, according to the crop reporting service of the Wisconsin and United States Department of Agriculture. . . . The War Production Board has announced that 3,000,000 proof gallons of aged rums, three years old or more, will be admitted from the French West Indies in 1944. . . . New Yorkers are coming across "Made in Soviet Union" labels on many boxes of matches.

**MAIN CLOCK GEARS**  
 (COMPLETE)  
**JENNINGS MILLS PACE** \$3.50 Ea. SPECIFY  
**Standard Automafic Amusement Co.**  
 2217 5th Ave., Pittsburgh 19, Pa.  
 Phone GRant 1705

PREPARE FOR THE DURATION!  
**STILL AVAILABLE**  
**COLUMBIA**  
**GOLD AWARD BELLS**  
 In Original Shipping Boxes  
**THE ONLY BRAND NEW**  
**QUARTER PLAY**  
**SLOT MACHINES**  
**IN EXISTENCE!**  
 CAN BE CONVERTED TO PENNY, NICKEL, DIME OR QUARTER PLAY IN THREE MINUTES' TIME! ABSOLUTELY SLUG PROOF!  
 Adjustable Value of  
**GOLD AWARD**  
 Takes Place of Jackpot.  
**WHILE THEY LAST**  
**\$147.50 Each**  
 Slightly Used Guaranteed Demonstrators, \$122.50 Each.  
**WHY PAY HIGH PRICES FOR USED MACHINES WHEN YOU CAN HAVE THE BEST AT THIS LOW PRICE!**  
**SATISFACTION GUARANTEED OR MONEY REFUNDED!**  
 MAIL, WIRE OR PHONE YOUR ORDER TODAY!  
**BAKER NOVELTY CO.**  
 1700 WASHINGTON BLVD.  
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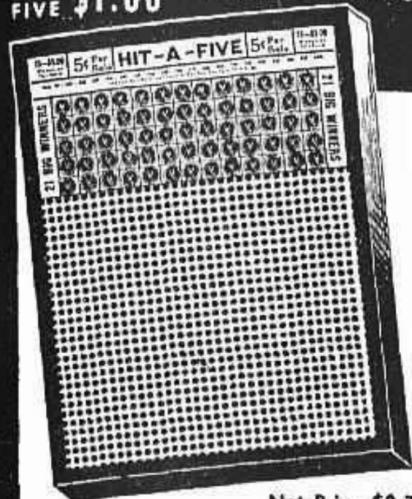
**ARCADE MACHINES**  
**Pokerenos** ..... Write  
 Midget Skee Ball.....\$249.50  
 Periscope..... 395.00  
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 Cupid's Wheel..... 245.00  
**Factory Rebuilt—Look Like New!**  
 "Solo-Vue," Complete Panoram Machine Converted.....\$495.00  
 "Trap the Jap," Munves Chicken Sam Conversion..... 169.50  
 Keeneey Submarine..... 200.00  
 Chicago Coin Hockey..... 210.00  
 Bally Rapid Fire..... 245.00  
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 Magic Finger..... 125.00  
 Open Door..... 125.00  
**1/3 dep., bal. C. O. D., F. O. B. New York.**  
**500 Various Arcade Machines Ready for Delivery. Write for Complete List of Machines or Supplies!**  
**MIKE MUNVES**  
 510-514 W. 34th St. NEW YORK (2 Blocks From Penn. Station)

**WANTED**  
**MAN FOR PUBLIC RELATIONS AND PROMOTION POSITION. MUST KNOW COIN MACHINE BUSINESS AND HAVE NEWS WRITING AND REPORTING EXPERIENCE. STATE QUALIFICATIONS AND SALARY DESIRED.**  
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**MILLS SLOTS**  
 Write, wire or phone us  
**SOUTHERN VENDING MACHINE CO.**  
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★ Quick Sellout Means  
**VOLUME PROFITS**  
TEN \$5.00 WINNERS  
FIFTY \$1.00



Net Price \$2.78

This board a SUPER THICK with 65 sewed seals

1184 Holes—Average Profit \$25.60

Write for COMPLETE PRICE ON FULL LINE OF FASTEST SELLING BOARDS TIP BOOKS—JAR GAMES

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855 PEARL STREET  
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### FOR IMMEDIATE DELIVERY!

RADIO RIFLES (Coinomatic),  
5c Play, Each .....\$119.50

DIME PHOTO OUTFIT, 1 1/2"x2", complete. Includes Portable Dark Room, fully wired with lower and upper lights; Camera containing Steinheil Munchen Cassar 1-3.5 F-7.5 lens; Enlarger Visualizer, 4 Trays and Stool. Ready for immediate shipment .....\$450.00

2 SOLO-VUES, Complete Panoram Machine Conversion, Each ....\$425.00

#### ARCADE

1 Keeney Air Raider .....\$225.00  
1 Keeney Submarine ..... 195.00  
2 Ten Strikes, L.D., Each ..... 30.00  
2 Bally Alleys, Each ..... 35.00  
1 Skeeballotto ..... 47.50  
2 Anti-Aircraft (Brown) ..... 72.50

#### PIN GAMES

1 Clover .....\$84.50  
1 Thumbs Up ..... 69.50  
1 Yanks ..... 95.00  
1 Twin Six ..... 39.50  
1 Red, White & Blue ..... 30.00  
1 Band Wagon ..... 32.50

NATIONAL AMUSEMENTS  
325 So. Warren St. SYRACUSE, N. Y.

### ORIGINAL JAR-O-DO RED—WHITE—BLUE

(#2040—2100 or 2170)  
**\$2.00 PER SET**

120 TICKET TIP BOOKS  
(On Book—Not Tabs)  
**\$25.50 PER GROSS**

Bingo, Combination Tickets, Baseball, Daily and Weekly. If it is not listed here—write. No catalogs. Please state your requirements.

25% Deposit, Balance C. O. D.  
**WILNER SALES CO.**

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5-10-20 .....\$124.50  
TOPIC ..... 84.50  
TEXAS MUSTANG ..... 79.50  
BALLY AIR FORCE ..... 72.50  
NEW OHAMP ..... 69.50

1/3 Cash, Balance C. O. D.  
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### HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES

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# RADIO TUBES

for the  
**COIN MACHINE TRADE**

(Tubes Offered to Consumer Market Only) (OPA May 20 Retail Prices)

Tube	Net Price	Max. num per order	Tube	Net Price	Max. num per order	Tube	Net Price	Max. num per order	Tube	Net Price	Max. num per order
01A	\$ .85	40	5X4G	\$1.10	1	6SA7GT	\$1.10	2	14A7	\$1.95	5
024	1.60	10	5Y3GT	.70	1	6SF5	1.00	2	22	2.35	15
1A5GT	1.10	2	5Y4G	.75	1	6SJ7GT	1.10	40	24A	.90	1
1B5/258	1.30	1	6Z3	1.10	10	6SK7GT	1.10	10	25L6GT	1.10	1
1C5GT	1.30	15	6A4	1.60	40	6SL7GT	1.55	15	28	.75	40
1C6	1.30	20	6A6	1.60	40	6SQ7GT	1.10	1	27	.70	1
1D7G	1.60	1	6A7	1.00	1	6SR7	1.10	1	30 Special	1.00	10
1D8GT	1.95	2	6A8GT	1.00	1	6US/6G5	1.30	40	31	1.00	40
1F5G	1.30	15	6AD7G	1.60	40	6U7G	1.00	15	32	1.30	40
1F8	1.60	20	6B5	1.95	2	6V6GT	1.10	10	33	1.30	40
1G8GT	1.60	40	6B7	1.30	20	6X5G	1.10	3	34	1.30	25
1H4G	1.00	7	6B8G	1.30	40	6Z5	2.35	25	37	.85	40
1H5GT	1.10	1	6C5GT	1.00	15	7A4	1.30	40	38	1.10	40
1H8G	1.30	10	6C8	1.00	5	7A5	1.30	15	39/44	1.00	25
1LA4	2.35	25	6C8G	1.60	15	7A7	1.30	20	41	.85	40
1LE3	1.95	15	6D6	1.00	20	7A7	1.30	40	42	.85	10
1LH4	2.35	15	6F5GT	1.00	4	7B4	1.30	10	45	.80	2
1LN5	2.35	5	6FGG	.90	2	7B5	1.30	15	50L6GT	1.10	1
1N8G	1.30	15	6F7	1.60	40	7B8	1.30	40	56	.80	3
1Q5G	1.60	20	6F8G	1.30	40	7B9	1.30	40	57	.90	25
1R5	1.60	5	6H8GT	1.10	2	7C5	1.30	40	78	.90	40
1S5	1.60	15	6J5GT	.90	2	7C8	1.30	40	77	.90	40
1T4	1.60	40	6J7GT	1.10	2	7C7	1.30	10	78	.90	40
1V	1.00	40	6K6GT	1.00	1	7F7	1.60	40	79	1.60	40
2A3	1.60	2	6K7GT	1.00	5	7G7	1.95	40	80	.70	1
2A4G	2.35	5	6K8GT	1.30	10	7Q7	1.30	10	83	1.30	3
2A6	1.00	40	6L6G	1.95	40	12K8	1.90	3	84/8Z4	1.10	40
3A8GT	2.35	1	6L7G	1.60	5	12SA7GT	1.30	1	227	.70	40
3Q5GT	1.60	25	6N7GT	1.60	5	12SF5GT	1.10	10	450	2.35	40
3S4	1.60	20	6P5G	.85	20	12SJ7GT	1.10	1	2051	3.00	40
5U4G	1.00	5	6P7G	2.30	20	12SQ7GT	1.10	1	XXD	1.60	25
6V4G	1.60	5	6R7G	1.10	25	12Z3	1.00	2	XXL	1.60	25

Above list effective until June 10—Write for our twice monthly tube inventory release

### IMPORTANT INSTRUCTIONS

- Send no deposit with your order—shipment will go forward express C. O. D. for full amount.
- Minimum order filled is for 25 tubes, each type within rationed limits shown above.
- Do not phone or wire for tubes—shipment cannot go forward until receipt of Supplier's Certificate.
- Tear out, sign and attach to your order the Supplier's Certificate at bottom of this advertisement.
- If you personally cannot use the minimum shipment of 25 tubes, contact another operator and place a single order including your friend's needs.

### FEATURES OF OUR SERVICE

All tubes are in individual cartons. Shipment goes forward within 48 hours after receipt of your order. An Airmail copy of invoice reaches you at least 24 hours ahead of shipment. We never substitute types, but will forward G's or GT's for the Metals you order. We've operated 17 years, and know your machine problems. Our list of tubes is revised every 15 days and we are filling over 95% of orders completely which are placed in compliance with current lists.

## W. R. BURTT

(The Coin Tube Man)

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I hereby certify that I am entitled to purchase the items specified above under the provisions of Limitation Order L-265, with the terms of which I am familiar.

Name (In Ink) .....

## CONVERT TO WHIRLAWAY AND DUST WHIRLS

### DUST WHIRLS

A NEW ONE BALL FREE PLAY

is now being converted from Club Trophys with all the very latest features plus an additional hold-over feature which makes this game another success. Hundreds of Operators are making big money with

### WHIRLAWAY

converted from SPORT SPECIAL, DARK HORSE AND BLUE GRASS.  
Ship us these games prepaid. No machines to sell outright.

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### ★★★ KING PIN SPECIALS ★★★

FREE PLAYS	ARCADE	SLOTS
All Out .....\$59.50	Bang-a-Deer .....\$ 75.00	5c Pace Comet .....\$65.00
Boontown ..... 39.50	Rapid Fire ..... 225.00	5c Pace Kitty ..... 85.00
Crystal (Mystic) ..... 39.50	Smiling Sam ..... 150.00	5c Watling Rol-a-Tops ..... 95.00
Gun Club ..... 69.50	Blue Blazer ..... 35.00	5c Watling Treasury ..... 65.00
Landslide ..... 39.50	Exhibit Vitalizer ..... 59.50	5c Mills Gooseneck ..... 35.00
Lognonnaire ..... 49.50	Success Night Bomber ..... 375.00	10c Pace Bantam ..... 37.50
Majors, '41 ..... 49.50	Chicken Sam, Jap Conv. ..... 135.00	10c Mills Extraordinary ..... 89.50
Star Attraction ..... 59.50	R.-O. Ten Pins, H.D. .... 69.50	1c Mills Q.T. (Blue) ..... 49.50
Sea Hawk ..... 47.50	Kicker & Catcher ..... 22.50	25c Jennings Gooseneck ..... 35.00
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Sport Parade ..... 39.50	A.B.T. Target Skill ..... 15.00	
Sara Suzy ..... 29.50	1c Defense Gun (no Batteries) ..... 10.00	
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Wow ..... 34.50		
Victory ..... 89.50		

SPECIAL  
1 MILLS THRONE, Needs New Paint, Otherwise O.K. \$199.50.

### KING PIN GAMES COMPANY

826 MILLS STREET (J. R. "PETE" PIETERS) KALAMAZOO 21, MICHIGAN

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All in Good Condition

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Each  
6 700 .....@ \$549.50  
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SLOTS  
2 Mills Mint Vendors, Free Play .....@ \$ 79.50  
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PIN GAMES  
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6 Sky Chiefs .....@ \$189.50  
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2 Monickers .....@ 119.50  
1 Defense, Gonco .....@ 119.50  
1 Home Run, '42 .....@ 109.50  
1 Home Run, '41 .....@ 89.50  
1 High Stepper .....@ 89.50  
1 Zig Zag .....@ 89.50  
1 Miami Beach .....@ 89.50  
1 Defense, Baker .....@ 69.50  
2 Sunbeams .....@ 69.50  
8 Venus .....@ 69.50  
2 Victories .....@ 99.50  
1 Bombardier .....@ 110.00  
10 West Winds .....@ 89.50  
2 Jungles .....@ 79.50  
2 Bosco .....@ 89.50  
1 Texas Mustang .....@ 89.50  
2 Polo .....@ 39.50  
3 O'Boys .....@ 39.50  
1 Congo .....@ 49.50  
2 Band Wagons .....@ 49.50  
1 Bolaway .....@ 69.50  
1 Lucky Strike .....@ 49.50  
1 Mystic .....@ 79.50  
1 Star .....@ 89.50  
1 Knockout .....@ 139.50  
2 Champs .....@ 79.50  
1 Cross-Line .....@ 59.50  
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2 Yanks .....@ 109.50

Send One-Half Deposit With Order, Bal. C.O.D.

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Ready For Operation!

JUMBO PARADES  
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KEENEY'S WINNING  
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\$134.50

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11 COCA-COLA VENDORS (BALLY) .....\$450.00  
2 CARBONATORS (10 & 15 GAL.) .....\$250.00

EXTRA DISPENSING BBLs., SIGNS AND 6 MONTHS' SUPPLY OF CUPS, COLA, ROOT BEER AND ORANGE SYRUPS; ALSO STOCK OF ESSENTIAL PARTS  
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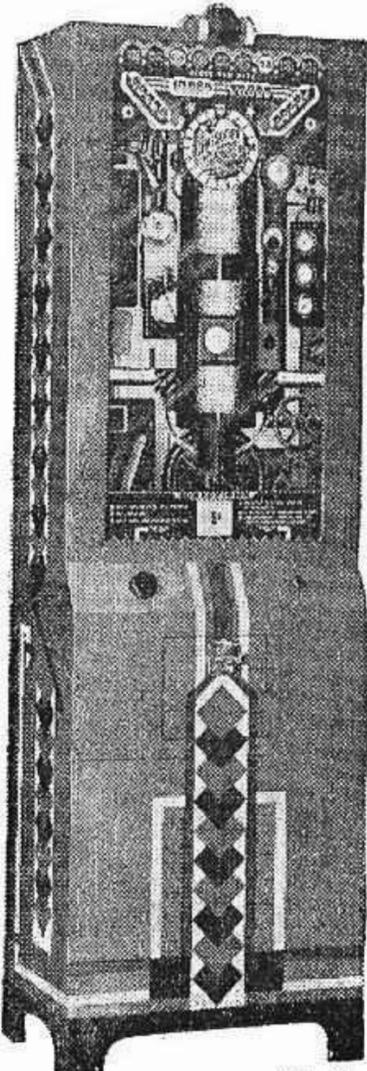
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**What a Battle Game!  
What Player Appeal!**

You're in the money when PERISCOPE is on your BOWLING ALLEY, ARCADE and all other locations. Top choice of leading operators because it has the ACTION that gets the PLAY!

Thrilling Submarine Illusion—High Score for Marksmanship Registers on Shot Dial—95 Shots—Bell Rings, Glass Flashes Red on Direct Hits—Colorful Glass Panel Reproduction of Submarine Interior—Periscope sights on moving Jap and Nazi Ship Targets. Third Dimensional View—Range Finder for aiming—Fire-Control Button, Adjustable. Shoots Bursts or Single Shots—SOUND EFFECTS—ONE PIECE UNIT—Guaranteed Mechanically Perfect! Size: 7 ft. high, 16" deep, 25" wide. Crated weight, 225 lbs.

Designed by Harry Williams

5c PLAY **\$395** IMMEDIATE DELIVERY PRICE

1/3 Dep., Bal. C. O. D. or Sight Draft

All Types Coin Machines Accepted in Trade

CIRCULAR ON REQUEST

Exclusive National Distributor

**MONARCH COIN MACHINE CO.**

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

## Beer Reduction Seen for West

ATLANTIC CITY, N. J., May 27.—Only the 10 States which produce 80 per cent of the nation's beer will have plentiful supplies this summer, according to R. H. Hopkins, of Chicago, executive manager of the National Beer Wholesalers' Association.

The 10 States, which in the first 10 months of 1943 brewed 47,496,963 gallons of beer, are Illinois, Wisconsin, Michigan, Indiana, Ohio, Missouri, New York, New Jersey, Pennsylvania and California.

Distributors outside a 300-mile area of the 10-State "plentiful zone" may expect a cut in beer, and the West Coast can expect less beer from the East, and perhaps a total shut-off of supplies. Hopkins said this would depend upon the tempo of the Pacific war and a predicted stepping up of railroad congestion from east to west.

## Income Payments Rise for 46th Consecutive Month

WASHINGTON, May 20.—Income payments to individuals in February set a new high record for the month, according to figures compiled by the Department of Commerce. The monthly income index rose to 230.4 per cent of the 1935-'39 average.

Altho income to individuals for the month totaled only \$12,410,000,000, the index rose after being adjusted to take account of normal seasonal variations. This was the 46th consecutive month the individual income payments index has shown a rise.

Retail sales, as estimated by the department, the above those of February, 1943, took up only about 40 per cent of the total income payments, compared with a February average of about 60 per cent during the 1935-'39 period.

## CLEVELAND COIN OFFERS:

### MAY-BELLE 4 COIN CONSOLES

(Similar to Three and Four Bells)  
This is a post-war re-engineered machine—90% mechanical—Switches and Relays have been eliminated, assuring the operator care-free performance and cutting service to a minimum. Now available in four nickel play—three nickel and one quarter—two nickel and two quarters—two nickel—one quarter and one-half dollar. Contact us for rock bottom prices.

### MUSIC

- 1 Wurlitzer Victory Model 600A, Rotary ..... \$550.00
- 1 Wurlitzer Twin 12 with Packard Adaptor ..... 135.00
- 1 Wurlitzer 51, Counter Model... 75.00
- 1 Wurlitzer 61, Counter Model... 90.00
- 1 Wurlitzer 24 Hideaway in Original Cabinet with Seeburg 30 Wire Adaptor and 8 Seeburg Boxes .. 385.00
- 1 Seeburg Hi Tone ..... 535.00
- 3 Very Clean Panorams, Each ..... 350.00
- 10 Seeburg Speaker Organs, Each ..... 35.00

### DRINK VENDORS

- 2 WELLS-GARDNER VENDORS, fully selective, completely refrigerated, up to 12 selections, 8 case capacity, \$495.00 Each.

### SLOTS

- 1 5c Jennings Chrome Bell ..... \$225.00
- 2 5c Watling Rotatops, 3/5, Ea. ... 95.00
- 1 5c Watling Cherry Front ..... 95.00
- 2 10c Pace Comets, Each ..... 125.00
- 2 25c Mills Blue Fronts, C.H., Each . 310.00
- 1 5c Mills Melon Bell, C.H. .... 225.00
- 2 5c & 1 25c Mills Hand Load Chrome Bells, Each ..... 395.00

### ARCADE EQUIPMENT

- NEW Selecterscope ..... \$375.00
- NEW Periscope ..... 395.00
- 5 Ten Strikes, H.D., Each ..... 60.00
- 5 Assorted Electric Diggers, Each .. 65.00
- 1 Mystograph Fortuno Teller ..... 75.00
- 1 Tommy Gun ..... 135.00
- 1 Shoot the Bull ..... 100.00
- 1 Color of Eyes Card Vendor ..... 50.00
- 2 Anti Aircraft Guns, Each ..... 85.00
- 5 Home Run, Counter Games, Each . 15.00
- 1 Advance Shocker ..... 12.00
- 1 Bally Racer ..... 95.00
- 1 Sky Fighter ..... 350.00
- 1 Toklo Gunner, Slightly Used .... 245.00

### PHOTOMATIC FRAMES

60,000 Paper Frames, genuine Mutoscope, 1250 to a case at \$23.00 per thousand. 20,000 NEWLY MANUFACTURED METAL FRAMES—WRITE.

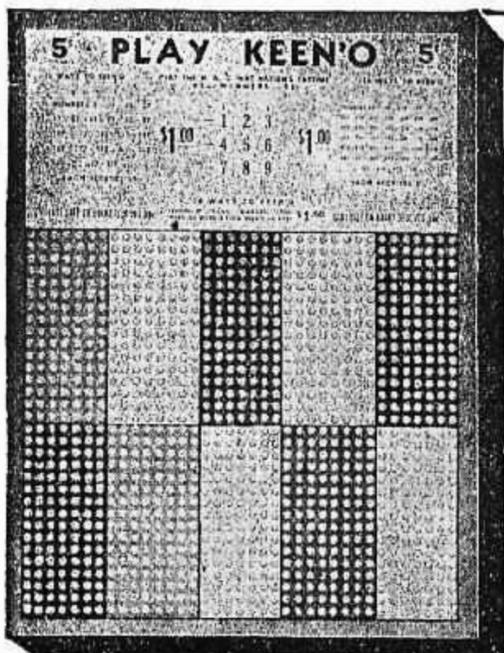
### CONSOLES

- 6 Bally Club Bells, 5c Comb., Each \$250.00
- 2 Watling Big Games, F.P., Each .. 110.00
- 3 Beulah Parks, Each ..... 110.00
- 15 '38 Track Times, Each ..... 125.00
- 2 Big Tops, P.O., Each ..... 95.00
- 1 Saratoga P.O. .... 125.00
- 1 Mills Four Bells ..... 575.00

WANTED TO BUY: WURLITZER SKEE BALLS \* EXHIBIT ROTARIES \* MUSIC MACHINES AND LATE PIN GAMES.

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 PROSPECT AVE., CLEVELAND 15, O.  
Phone: PRospect 6316-7



## PLAY KEEN'O

1184-HOLE JUMBO BOARD  
5¢ Sale—Definite Profit ... \$ 20.30  
10¢ Sale—Definite Profit ... 40.60  
25¢ Sale—Definite Profit ... 145.00

PRICE \$1.95 EACH

RED, WHITE AND BLUE TICKETS  
At Very Attractive Prices

JAR TICKETS OF ALL KINDS

120 TIP TICKETS  
\$14.50 Per Gross.

SALESBOARDS OF ALL DESCRIPTIONS

A 25% DEPOSIT IS REQUIRED WITH ALL ORDERS. WRITE FOR YOUR 1944 CATALOGUE.

**Mid West Novelty Co.**

6409 N. Bell Avenue  
Chicago 45, Ill.

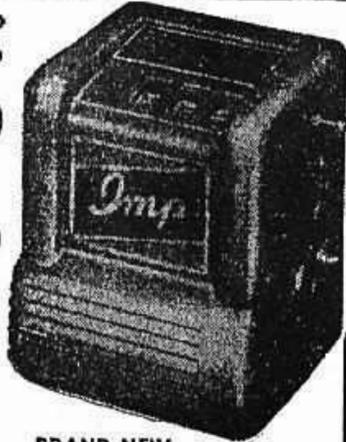
Over 75,000 Now Giving Trouble-Free Service!

**IMP**

BRAND NEW

\$9.90

WHILE THEY LAST!  
Regular Price \$12.50.



BRAND NEW

- Wings ..... \$11.50 | Yankees ... \$11.50
- Sparks, 1¢ Cig. .... 29.50
- Cent & Pak ..... 8.80
- Ten Strike, H.S., F.P. .... 275.00
- Ten Strike, H.S. .... 235.00

- Liberty Bell, Cig., Floor Sample ..... \$ 11.50
- Mercury, Cig., Floor Sample ..... 11.50
- Zephyr ..... 8.90
- Champion ..... 14.90
- Vitalizer ..... 69.50
- Evans Playball ..... 195.00
- Love Testers ..... 149.50
- Exh. Rotary Merchandisers ..... 179.50
- Exh. Merchandisers ..... 49.50
- Fan Front Mutoscope Diggers ..... 79.50

READY FOR IMMEDIATE DELIVERY

- TOKYO RAIDER CONVERSION FOR DRIVEMOBILE ..... \$16.75
- KLIP-A-NIP CONVERSION FOR SKYFIGHTER ..... 16.75

1/8 Deposit With Order.

**GERBER & GLASS**

914 DIVERSEY, CHICAGO 14, ILL.

## FOR SALE

One Hundred Music Machines, Sixty Late; Forty Pin Games, Nine Jap Guns, Scales, Etc.

**AUTOMATIC MUSIC CO.**

Box 958 Pecos, Texas  
Phone 380

## FOR SALE

One Blue Streak Digger, one Crystal Palace Digger. Both have roll chute fronts. Both built by Exhib. Used 7 weeks and in good condition.

**DALE LEE**

12757 Chestnut St., Wyandotte, Mich.

## SUCCESSFUL DISTRIBUTORS!

We are the Eastern Pennsylvania and New Jersey distributors of  
★ Rock-Ola Phonographs      ★ Pfanstiehl Needles  
★ Ken-Rad Tubes & Lamps    ★ Frigidrink Beverage Vendors  
★ Aeropoint Needles

For distribution in our market, contact us now!

SAM STERN

**SCOTT CROSSE CO.** (Formerly Keystone Vending Co.)

1423 SPRING GARDEN STREET

PHILADELPHIA 30, PA.



## 120 GEM TIP TICKETS

CARDBOARD STYLE WITH INSERTS  
SINGLE GROSS \$15.00

WRITE FOR QUANTITY PRICES

**ELUM SALES COMPANY**

P. O. BOX 56, MASSILLON, OHIO

## WANT TO BUY

MONEY COUNTERS, SORTERS AND WRAPPERS

Give Complete Details First Letter.

**BILL FREY, INC.**

P. O. Box 4141, Miami 25, Fla.

# KEEP 'EM ACTIVE WITH GENERAL PRODUCTS CONVERSIONS

**TOKYO  
RAIDER**

For Your  
DRIVEMOBILE  
**16.75**

F. O. B. SACRAMENTO

**KLIP-A-  
NIP**

For Your  
SKYFIGHTER  
**16.75**

F. O. B. SACRAMENTO

**BLISTER  
GUNNER**

For Your  
AIRRAIDER  
**12.50**

F. O. B. SACRAMENTO

Operators report that every one of these GENERAL PRODUCTS conversions are bringing new machine play appeal and quick pick up in profits. Get yours NOW! Each comes complete with everything furnished. No complicated changes. Takes only a few minutes to install.

SEE YOUR DISTRIBUTOR TODAY

**GENERAL PRODUCTS COMPANY**

1220 KAY ST., SACRAMENTO 14, CALIF.

Write for Prices—Factory Rebuilt and Refinished  
ALL MILLS SLOTS DRILLPROOF WITH KNEE ACTION AND CLUB  
HANDLES, CASTINGS AND CABINETS LIKE NEW —  
MECHANISMS GUARANTEED PERFECT

**BLUE FRONTS**      **BROWN FRONTS**      **CLUB BELLS**  
5¢, \$250.00; 10¢, \$275.00;    5¢, \$275.00; 10¢, \$300.00;    5¢, \$400.00; 10¢, \$450.00;  
25¢, \$325.00.                      25¢, \$350.00.                      25¢, \$500.00.

**MILLS BUYS**

5¢ Copper Chrome, #471871 .....	\$425.00	5¢ Vest Pocket, Blue & Gold .....	\$ 49.50
5¢ Gold Chrome, #473791 .....	425.00	5¢ Vest Pocket, Chrome .....	60.00
5¢ Original Gold Giltter Q.T. ....	125.00	5¢ Bonus, K.A.C.H. ....	275.00
1¢ Refinished Gold Giltter Q.T. ....	39.50	10¢ Bonus, 3-5, K.A.C.H. ....	325.00
25¢ Blue Front, K.A.C.H. Drillproof,		25¢ Cherry Bell, Drillproof, O.H.K.A. ..	425.00
Oval Card .....	400.00		

**JENNINGS CHIEFS**

1¢ Four Star .....	\$ 80.00	5¢ Century, 2-4 ...	\$ 60.00	5¢ Club Console ..	\$175.00
5¢ Four Star .....	150.00	10¢ Century, 2-4 ...	70.00	5¢ Silver .....	175.00
10¢ Four Star .....	175.00	25¢ 1941 Silver Moon		10¢ Silver .....	225.00
One Dollar Chief ...	Write	Chief .....	400.00	5¢ Redskin .....	175.00

**WATLING ROLA-TOPS**      **PACE COMETS**      **3-5 PAYOUTS**  
5¢ 3-5 Payout .....
 \$ 85.00 | 5¢ Deluxe, S.P. ... | \$ 99.50 | 5¢ All Star ..... | \$ 85.00 || 10¢ 3-5 Payout ..... | 95.00 | 5¢ Rocket, S.J. ... | 125.00 | 10¢ All Star ..... | 95.00 |
| 25¢ 3-5 Payout ..... | 175.00 | 10¢ Rocket, S.J. ... | 150.00 | 25¢ All Star ..... | 175.00 |

**CAILLE**

5¢ D.J. 3-5 Payout .. \$50.00 | 10¢ D.J. 3-5 Payout .. \$80.00 | 25¢ D.J. 3-5 Payout .. \$75.00

**CONSOLES—PAY TABLES—ACCESSORIES**

Turf King .....	\$550.00	Paces Races, Black ..	\$ 85.00	Paces Reels, Rails ..	\$135.00
Santa Anita .....	345.00	Paces Races, Lt. Oak ..	100.00	New Q.T. Box Stands ..	19.50
Race King .....	275.00	Royal Draw .....	125.00	Refin. Slot Box Stands,	
Jennings Goodluck ..	69.50	Four Bell .....	95.00	Blue or Brown ...	15.00
Saratoga Automatlo		Bobtail Auto. Payout	135.00	Wallomatic, Large Type	12.50
Payout .....	85.00	Galloping Dominoe, Late		5¢-10¢-25¢ Baromatic	47.50
'38 Track Time .....	75.00	Head .....	150.00	Wurlitzer 30 Wire Box,	
'38 Skill Time .....	75.00	Luoky Luore, Late Hd.	275.00	New .....	29.50
'39 Bangtalls, Late Hd.	149.50	Saratoga Rails and		Packard Box .....	32.50
		Skillfields .....	135.00		

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. WRITE, WIRE, TELEPHONE TODAY.

**TWIN PORTS SALES COMPANY**

230 LAKE AVENUE SO.      DULUTH 2, MINN.

## MUSIC ACCESSORIES

50 Packard Boxes .....	Each \$32.50	500 Buckley Bar Brackets .....	Each \$ 1.50
2 Seeburg 5c 24 Record Wireless		100 Bar Brackets for Packard and	
Boxes .....	29.50	Keeney Boxes .....	3.50
20 Seeburg 30 Wire Boxes .....	7.95	100 Pedestals for Buckley Boxes ..	3.00
5 Mills Adaptors .....	24.50	25 Metal Cabinets for Twin Twelve	
50 Twin Twelve & Twin Sixteen		Units .....	12.50
Buckley Adaptors .....	24.50	10 Wurlitzer #304 Steppers .....	18.50
25 Wurlitzer 616 Buckley Adaptors.	15.50	20 Atlas Organettes Baffles .....	8.50
25 24 Rec. Buckley Adaptors .....	24.50	10 Chandeller Baffles, Like New, for	
50 24 Rec. Keeney Adaptors .....	15.50	12" or 15" Speakers .....	12.50
140 Buckley Boxes, Lite-Up Sides,		10 Seeburg Wireless Organ Speakers,	
Like New .....	19.50	Complete .....	29.50
200 Buckley Boxes .....	7.50		

Ray Gun Lamps, #1489, 90c Each; in Lots of 25 or More ..... \$ .79 Each  
Pilot Bulbs, 40, 44, 46, 50, 51, 55, 63, Box of 10 ..... .55

7 1/2 Watt Bulbs, Case of 120 ..... \$10.75  
50 Boxes 12" Lumilines, Per Box of 24 ..... 19.20

1/2 deposit, balance C. O. D., F. O. B. Newark

**RUNYON SALES CO.** 123 W. RUNYON STREET  
NEWARK, N. J.

## CLEAN UP WITH THESE VALUES!

**ONE BALLS**  
Fortuna Convertible to  
Free Play or Payout. Write  
Skylark .....
 Write || Thistle-down ..... | \$65.00 |
Fairgrounds .....	29.50
Preakness .....	29.50
Gold Cup .....	49.50
Sport Special .....	149.50
Late 1939 Mills 1-2-3, Free Play, completely reconditioned and over- hauled by Mills, in original crates, animal reels .....	79.50
1939 1-2-3, Payout .....	39.50
Gold Medal .....	49.50
Track Record, Gottlieb, Free Play .....	89.50
Grand Prize .....	49.50
Bally Stables .....	39.50
Jennings Flicker .....	39.50

**FIVE BALLS**  
ABC Bowler .....
 \$44.50 || Air Circus ..... | 119.50 |
Attention .....	59.50
Barrage .....	34.50
Big Six .....	19.50
Bolaway .....	69.50
Crossline .....	39.50
Crystal .....	24.50
Defense (Baker) .....	39.50
Double Play .....	64.50
Entry .....	29.50
Doughboy .....	29.50
Fifty Grand .....	29.50
Five, Ten & Twenty, Like New .....	129.50
Four Aces .....	129.50
Four Diamonds .....	39.50
Gold Star .....	34.50
Hi Stepper .....	44.50
Knockout .....	109.50
Monicker .....	84.50
New Champs .....	59.50
Paradise .....	39.50
Pursuit .....	49.50
Salute .....	39.50
School Days .....	49.50
Score Champ .....	19.50
Super Six .....	19.50
Sky Ray .....	39.50
Sparky .....	29.50
Speedway .....	19.50
Super Six .....	19.50
Fishin' .....	69.50
Target Skill .....	34.50
Texas Mustang .....	69.50
Three Up .....	29.50
Torpedo Patrol .....	89.50
Ump .....	29.50
West Wind .....	64.50
Wild Fire .....	39.50
Zig Zag .....	69.50

**CONSOLES**  
Overhauled, Checked and Cleaned  
Jennings Liberty Bell, Flat Top .....
 \$17.50 || Slant Top ..... | 27.50 |
Derby Day, Flat Top .....	17.50
Slant Top .....	27.50
Keeney Kentucky Club .....	69.50
1 Keeney Kentucky Skill Time, 7 Coin Head, Excellent Condition, New Glass .....	89.50
2 Keeney Track Times, 7 Coin Head .....	69.50
Bally Long Champ (Large) .....	34.50
Bally Sciltaire Flicker .....	34.50
Stoner's Zippers, Payout .....	29.50
Club Bell, Bally, Convertible .....	249.50
Jumbo Parade, Free Play .....	79.50
Parlay Races, 7 Coin Late Head, Slant Top .....	79.50
Plok 'Em, 7 Coin Late Head, Slant Top .....	79.50
Roletta Jr. .....	64.50
Galloping Domino, Rebuilt 7 Coin Slant Type, New Hd. ....	149.50
Bally Skill Field, with Daily Double Feature, 7 Coin Hd. ....	69.50
Jennings Fasttime, Free Play or Payout .....	89.50
Paces Reels, Payout .....	94.50
Bally Ray's Track .....	89.50
Silver Moons .....	124.50
Big Game .....	89.50
Pace Saratoga .....	84.50

**SLOTS**

Q.T.'s, Reconditioned &  
Repainted, 5¢ .....
 \$79.50 || 10¢ ..... | 84.50 |
Columbias, Gold Award, Cig. Reels, Convertible to 1, 5, 10 & 25¢, Cannot Be Told From New .....	69.50
Pace Comets .....	
5¢ .....	84.50
10¢ .....	94.50
25¢ .....	Write
Pace Rockets, Sluggproof .....	
5¢ .....	148.50
10¢ .....	159.50
Pace Deluxe, Sluggproof .....	
5¢ .....	109.50
10¢ .....	129.50
Callie Playboy or Com- mander, 5¢ .....	59.50
Callie Deluxe Console, 5¢ .....	Write
10¢ .....	Write

Jennings Silver Moon  
Club, '41 Model, 10¢ Write  
We also have completely re-  
conditioned War Eagles, done over  
in the original Mills Copper  
Chrome Finish, with new cabi-  
nets, club handles, new reel  
strips, new wooden cabinets,  
exceptionally attractive, 5, 10  
& 25¢ play .....
 Write || Mills Vest Pockets, Blue & Gold ..... | \$52.50 |
Jennings Silver Chief .....	
5¢ Play .....	149.50
Bally Reliance (Dice Game) .....	39.50
Mills Dice Game, 25¢ play, complete with stand .....	79.50
Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes, 4 Bells, etc.	

**MUSIC**

Twin 12 Wurlitzer in Metal Plamor Cabinet, good condi-  
tion, complete with adaptor .....
 \$149.50 || 1 Wurlitzer Model 24, Buried Job, Complete with Packard Adaptor ..... | 194.50 |
| 1941 Singing Tower, 20 Selection, excellent condition, complete with adaptor, wire and 3 boxes ..... | 495.00 |
| Seeburg Playboys, used ..... | 29.50 |

1/3 Deposit—Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories  
Please Address Mail to Milwaukee 8, Wis.

**Milwaukee COIN MACHINE COMPANY**  
3130 W. Lisbon Avenue • Milwaukee, Wis.

## PLASTIC WALL BOX COVERS

Only  
**\$3.50**

Repaired as Good as New

Complete

Ship us your broken or cracked plastic covers, less glass and hardware  
(packed carefully); include the broken pieces. Missing pieces replaced  
with cast plastic.

We will return your own plastic cover (postage prepaid, \$3.50 C.O.D.)  
completely repaired and reinforced.  
Surface marks, knicks and bruises filled. Covers refinished in beautiful  
metallic tan with semi-mat effect.

All repairs made with the same plastic material as your plastic wall box  
cover. Plastic is the only repair material we use . . . no screws,  
bolts or metal plates.

**SUPREME PLASTICS CO.**

1112 45TH STREET  
BROOKLYN, N. Y.

Phone: Wi. 7-1208

## SPECIAL FOR REBUILDERS AND CONVERTORS

1 SET OF DISCS      1 SET OF STARS      COMPLETE  
(not drilled)      (not drilled)

1 SET OF STRIPS and 1 AWARD CARD (Washable)  
\$1.50 Extra Per Set for Drilling

WE CONVERT AND REBUILD ALL MILLS ESCALATOR SLOTS

**OPERATORS Service.**

1624 S. Muskego Ave.  
Milwaukee 4, Wis.

## JAR TICKETS

## TIP BOOKS

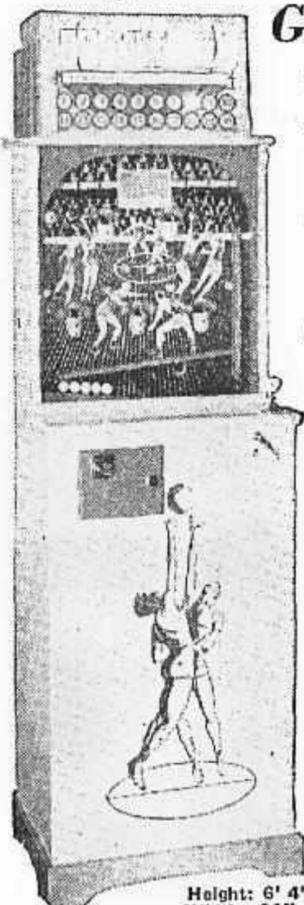
We Manufacture a Complete Line  
RED, WHITE AND BLUE, COMBINATION, AND BINGO TICKETS  
WRITE US FOR PRICES

**MUNCIE NOVELTY CO.**

2704 S. Walnut St.,

Muncie, Ind.

Going Fast!



Get in Under the Wire!

LIMITED QUANTITY!

BASEBALL AND BASKETBALL

BRAND NEW—IN ORIGINAL CARTONS!

NEW GAMES! NEW PARTS! PRE-WAR MATERIALS

Act fast and act now! Here's an opportunity for wide-awake operators to increase the earning power of their routes or arcades by purchasing these beautiful, sensational light-up action games! Here is the best buy in the coin machine business today—these games were in great demand when production was stopped because of the war.

Exact Pre-War Price! \$139.50 Each

Send 1/3 deposit with order, balance C. O. D. in nearby territory—1/2 deposit on orders from points 500 miles or more away.

Specify 5c or 1c Coin Chutes!

Height: 6' 4"  
Width: 21"  
Depth: 13"

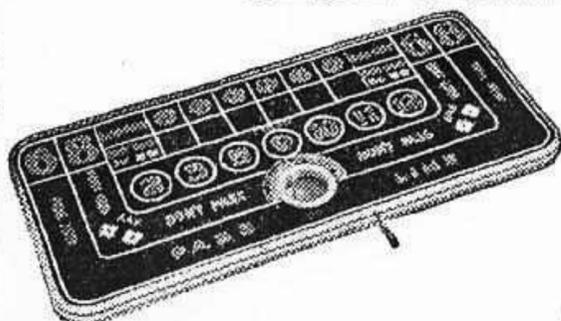
SPECIAL! GUN LAMPS FOR SEEBURG & BALLY GUNS, ORIGINAL. 60c ea. Min. Order 10

COIN-O-MATIC SALES CO.

615 10TH AVENUE NEW YORK 19, N. Y.

PHONES: BRYANT 9-3295-3296

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.

Chrome finish. Beautiful 5-color plate glass top. Perfect dice under glass. Sealed agitator affords perfect protection for location! Game size: 16"x36"x2".

Write for Free descriptive folder in full color

H. C. EVANS & CO.,

a VICTORY suggestion—

KNOCK-OUT THE JAPS

NO. 1 ON AMERICA'S HIT PARADE OF PIN GAME CONVERSIONS

Makes a Complete New Game Out of Your Old Knock-Out. Try this conversion today and watch the players fight to Knock-Out the Japs, Battleships and Bombers. The come-on appeal is amazing, cash box collections enormous.

Get Started Now on the Road to Higher Earnings. Rush Your Order Today.

Your Price Only \$9.50 EACH. Cash With Order. F.O.B. Chicago, Ill.

Each Conversion Contains a NEW 12 COLOR BACK GLASS, NEW TWO-TONE BUMPER CAPS SHOWING JAP'S FACES IN COLOR and NEW INSTRUCTION and SCORE CARDS.

Write for Illustrated Circular of Other Conversions.

VICTORY GAMES

2140-44 SOUTHPORT AVE. CHICAGO 14, ILLINOIS

AMERICA'S CONVERSION HEADQUARTERS

SALESBOARDS:

Buy while the Price War is on. Minimum order \$25.00. Order from this ad.

Name	No. Holes	Per Sale	Takes In	Maximum Profit	Each
Victory Cigarette Boards	432	24	\$ 8.64	\$ 4.04	33¢
Victory Dollar Game	432	5¢	21.60	8.80	33¢
Victory Jackpot Charley Jr.	462	5¢	21.60	9.70	63¢
Victory Jackpot Charley	432	25¢	108.00	38.00	63¢

TEXAS WHOLESALE NOVELTY HOUSE

P. O. BOX 4186

DALLAS, TEXAS

Ten Years Ago

"Pin games brought practices and methods which helped to crystallize the trade into a national industry," stated Silver Sam in the weekly editorial. "An era of open and generous news publicity and advertising came in with the spread of pin games. It was a breaking away from the secrecy that had been maintained with many types of devices up to that time. While trade members of the old school still argued for secrecy, the skill games were using too much material from other industries and giving employment to too many people to be kept secret."

The first licenses were issued to New York storekeepers covering the operation of pin games. In most cases, operators purchased the licenses for location owners. The annual fee per game was \$3.

Huber Coin Machine Sales planned 20 displays featuring all devices made by 20 different manufacturers.

The number of operators was estimated to have multiplied five times over a period of two years in some States, following the success of pin games.

Leo J. Kelly was named sales manager of Pacific Amusement Distributing Company, of Chicago, to direct sale of Contact games.

"Do not use premium items larger than the delivery chute of your digger machine," operators were advised by William Rabkin, president of International Mutoscope, who declared the practice aroused much resentment among players.

New NRA Code Eagles replaced the original Blue Eagles and were issued to coin machine manufacturers operating under approved codes for the industry.

N. Marshall Seeburg returned to work after a long absence occasioned by injuries sustained in a serious automobile accident.

Meyer Wolf, Philadelphia distributor for Exhibit Supply Company, announced that a new digger type machine, the Novelty Merchantman, had been pronounced a game of skill by a jury in Washington. The jury deliberated only 30 minutes in the test case brought by the federal district attorney.

Giant pin games were removed from the lobby of Hotel Sherman during the convention of the Illinois Federation of Women's Clubs.

MILLS 5c, 10c, 25c SLOTS FOR IMMEDIATE DELIVERY

- 6 25c BLUE FRONTS Q. T.'s
- 4 25c GOLD GLITTERED Q. T.'s
- 8 5c BLUE FRONT Q. T.'s
- 4 10c GOLD GLITTERED Q. T.'s
- 8 1c GOLD GLITTERED Q. T.'s
- 6 MILLS 25c BROWN FRONTS, Drillproof, Knee Action, C.H.
- 4 MILLS 10c BROWN FRONTS, Drillproof, Knee Action, C.H.
- 2 MILLS 5c BROWN FRONTS, Drillproof, Knee Action, C.H.
- 4 MILLS FOUR BELLS, High Serials
- 10 MILLS JUMBO PARADES, F. P.
- 4 MILLS JUMBO PARADES, Cash
- 2 MILLS JUMBO PARADES, Comb., with Mint Venders
- 8 MILLS BLUE & GOLD V. POCKETS
- 3 JENNINGS 5c CHIEFS
- 1 JENNINGS 5c S. CHIEF, S. P.
- 7 JENN. 5c TRIPLE JAK
- 6 COLUMBIAS 5c GOLD AWARD
- 15 SHEFFLER LOBOY SCALES
- 1 MILLS LOBOY SCALES
- 1 WATLING SCALE
- 1 PACES RACES, Black Cab.
- 1 PACES RACES RED ARROW
- 1 BALLY CLUB BELL
- 2 BALLY GOLD CUPS, F. P.
- 2 JENNINGS FAST TIMES
- 2 RAPID FIRE GUNS
- PHONOGRAPHS
- 1 '39 ROCK-OLA DELUXE
- 1 ROCK-OLA STANDARD
- 1 SEEBURG MAJOR Wireless
- 1 SEEBURG CASINO
- 3 WURLITZER VICTORY MODELS
- 1 WUR. TWIN TWELVE ROLLAWAYS, In Metal Ca., with Keesey Adpt.
- 5 MILLS THRONES OF MUSIC

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. "WE ARE WHOLESALERS AND SELL FOR RESALE."

PARTS—SUPPLIES

- 6 7/8 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. .... 3.50
- 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
- 103 6SC7 to 6SL7
- 110 5Z3 to 5U4G
- 125 80 to 5T4, 5V4G, 5Y3 or 5Z4
- 126 83 to 5U4G or 5X4
- \$1.50 Each
- #205 2A4G to 2051 (Seeburg Guns)
- 210 2A4G to 2051 (Seeburg Music)
- 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.

International Features:

MUSIC  
8 Wurlitzer 412's & 2 416's, some motors bad, some tubes missing, complete with Amplifiers, Pickup Arms and Mechanism. Priced uncrated for the lot. \$850.00  
3 Mills Empress, very clean. Each. 279.50  
3 Wurlitzer 616's, equipped with Packard Adaptors & 1 Packard Wall Box. Ea. 189.50

ARCADE EQUIPMENT  
1 Jennings Roll in the Barrel ..... \$150.00  
1 Midget Ski Roll ..... 195.00  
3 Mills Punching Bags. Each ..... 135.00  
1 Watling Tom Thumb Scale ..... 85.00  
1 Batting Practice ..... 110.00

CONSOLES  
2 Bally Club Bells, Combinations, Ea. \$235.00  
2 Jumbo Parades, G/P, late heads, Ea. 109.50  
1 Jennings Totalizer, Free Play ..... 110.00

SLOTS  
1 25¢ Callie 2/4 ..... \$ 75.00  
1 25¢ Callie 3/5 ..... 100.00  
1 10¢ Mills Blue Front, S.J. .... 220.00

POPOMATICS  
5 POPOMATIC POPOCORN MACHINES, Very Clean — \$95.00 Each

PIN GAMES  
50 Free Play Pin Games, Consisting of SPOTTEMS \* VARIETIES \* TRIUMPHS \* PICK 'EMS \* ETC. FOR SALE AS ONE LOT ONLY! WRITE OR WIRE US FOR PRICE!!!

WANTED FOR EXPORT  
MUSIC MACHINES \* SLOTS \* PIN GAMES  
Any Quantity.

FOREIGN INQUIRIES INVITED.  
1/2 Deposit With All Orders, Balance C. O. D.  
LEO GREEN, Sales Manager

International Coin Machine Distributors  
2115 PROSPECT AVE., CLEVELAND 15, O.  
Phone: Main 5769

FOR SALE

- 5¢ Pace ... \$79.50
- 10¢ Pace ... 89.50
- 5¢ Callie ... \$69.50
- 10¢ Callie ... 79.50

All in beautiful guaranteed condition. Ready to go. For 12 years Jennings Wisconsin distributor.

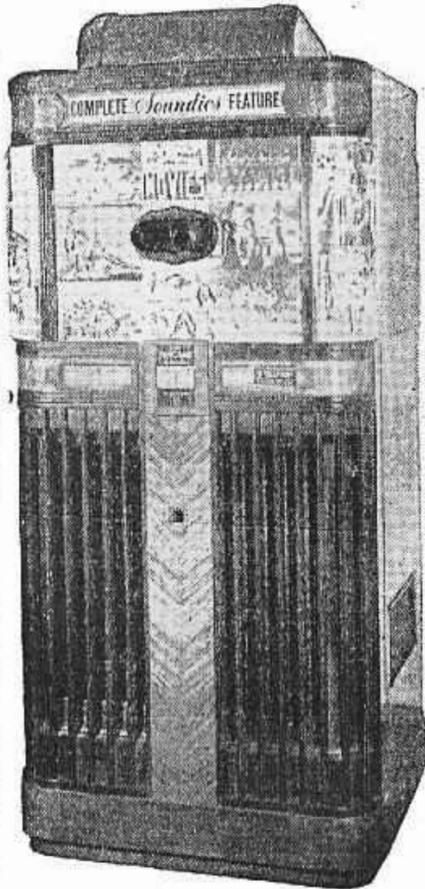
General Novelty Co.  
521 N. 16th St. MILWAUKEE 3, WIS.

Are You Interested in Additional Income?

START YOUR OWN ROUTE OF COIN OPERATED

"SOLO-VUE"

Moving Picture Machines Full or Spare Time!



PRICE ONLY \$495.00

Write for Complete Information!

GEORGE PONSER CO. DEPT. B, 763 S. 18TH STREET NEWARK, N. J.

## COIN MACHINE VALUES

A.B.C. Bowler . . . . . \$49.50	High Stepper . . . . . \$57.50	Score Champ . . . . . \$27.50
Alert . . . . . 79.50	Hit the Jap (Gold Star) . . . . . 59.50	Sea Hawk . . . . . 49.50
All American . . . . . 44.50	Home Run, '40 . . . . . 29.50	Seven Up . . . . . 54.50
Attention . . . . . 39.50	Horsoscope . . . . . 54.50	Sink the Jap (7 Up) . . . . . 59.50
Big Time . . . . . 29.50	Landslide . . . . . 29.50	Sky Line . . . . . 37.50
Boom Town . . . . . 44.50	Leader . . . . . 49.50	Sky Ray . . . . . 44.50
Brite Spot . . . . . 29.50	League Leader . . . . . 39.50	Slap the Jap (Strat) . . . . . 59.50
Champ . . . . . 54.50	Legionnaire . . . . . 44.50	Smack the Jap (10 Spot) . . . . . 59.50
Defonse (Baker) . . . . . 39.50	Line Up . . . . . 29.50	Sport Parade . . . . . 42.50
Dixie . . . . . 29.50	Majors, '41 . . . . . 47.50	Stratoliner . . . . . 39.50
Easy Pickin' . . . . . 57.50	Redheads . . . . . 57.50	Target Skill . . . . . 34.50
Fan Dancer . . . . . 57.50	Repeater . . . . . 29.50	Ten Spot . . . . . 49.50
Flicker . . . . . 54.50	Sailorette . . . . . 57.50	Three Up . . . . . 29.50
Four Diamonds . . . . . 44.50	Salute . . . . . 34.50	Ump . . . . . 27.50
Gold Star . . . . . 37.50	School Days . . . . . 44.50	Velvet . . . . . 49.50
Gun Club (Genco) . . . . . 69.50	Score a Line . . . . . 29.50	Zig Zag . . . . . 54.50
High Diver . . . . . 59.50		

### -BIG SPECIALS-

#### \$25.00 EACH

Bordertown	Lime Light	Sports
Congo	Lucky	Sporty
Convention	Oh Boy	SuperCharger
Doughboy	Pick 'Em	Super Six
Flagship	Polo	Top Notcher
Fleet	Roller Derby	Topper
Jolly	Roxy	Variety
Lancer	Scoop	Wings
Lead Off	Short Stop	Yacht Club

#### \$20.00 EACH

All Baba	Flash	Railroad
Avalon	4-5-6	Rebound
Baf. Supreme	Hold Over	Red Hat
Baseball	Hold Tight	Rotation
Big Show	Lite o Card	Side Kick
Big Six	Lone Star	Sparky
Champion	Lot o Fun	Speed Demon
Chubbie	Nippy	Spottem
Commodore	Ocean Park	Summertime
Contact	Oh Johnny	Three Score
Cowboy	On Deck	Thriller
Dbl. Feature	Paramount	Triumph
Drum Major	Play Mate	Zip

Large variety of back Glasses for Pin Ball Machines—\$4.00 EACH.

We carry a complete line of Super Bell Parts.

WANTED—All types of Coin-Operated Machines. Highest cash prices paid.

## COIN MACHINE DISTRIBUTING COMPANY

5746 BAUM BLVD. HILAND 7000 PITTSBURGH 6, PA.

### PARTS FOR MILLS SLOTS

Large Gears, Complete with Brackets and Springs . . . . .	Each	\$3.00;	In Lots of 25 or More \$2.75
Reel Strips, 3-5 or 1 Cherry Payout . . . . .	Per Set	.55;	.50
Reward Cards, 2-5 or 3-5 . . . . .	Each	.20;	.15
Club Handles, Painted and Chromed . . . . .	Each	4.50;	4.00
Payout Disco, 1 Cherry Payout . . . . .	Per Set	7.50;	6.75
Disco Plugs . . . . .	Per Set	.25;	.20
Oval Frames to Use Paper Reward Card on Brown Front . . . . .	Each	2.00;	
Payout Tubes, 25¢ Size (with Hopper) . . . . .	Each	3.75;	
Bottom Main Slide, 5¢-10¢-25¢ . . . . .	Each	4.25;	
Large Gear Comp. with Brackets & Springs for Jennings Slots . . . . .	Each	4.25;	3.75

We Have All Types of Springs and Other Parts for Mills Slots.

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

### RECONDITIONED SLOT MACHINES

- 6 5c Mills Blue Front, Sgl. J.P. \$225.00 Ea.
- 3 5c Mills Blue Front, Dbl. J.P. 185.00 Ea.
- 2 5c Mills Blue Front, Dbl. J.P., Gold Award . . . . . 185.00 Ea.
- 5 5c Mills Cherry Bell, 3-5 P.O. 225.00 Ea.
- 1 25c Mills Cherry Bell, 3-10 P.O. 285.00
- 1 10c Mills Q.T. . . . . 95.00
- 1 5c Jenn. Silver Chief, 1 Cherry P.O. . . . . 275.00
- 2 5c Jenn. Silver Moon Club, 1 Cherry P.O. . . . . 350.00 Ea.
- 4 Columbia . . . . . 85.00 Ea.

Terms: 1/3 Deposit, Balance C. O. D.

### AUTOMATIC COIN MACHINE CORP.

338 Chestnut St. SPRINGFIELD, MASS. Phone 4-1109 Between 12M and 1 P.M.

### ONE ONLY—MILLS 5c GOLD CHROME BELL

Looks and operates like new. Price \$349.50. Will ship subject to inspection.

J. E. GROVES Shadyside, Ohio

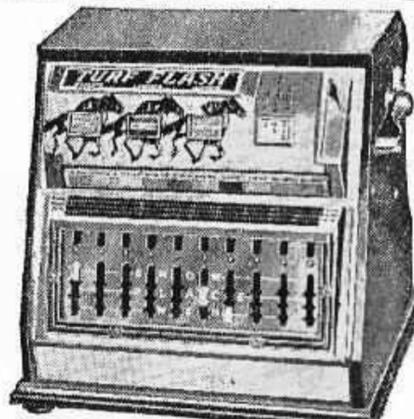
### BRAND NEW - - - - \$39.50

#### TURF FLASH RACE HORSE MACHINE IN ORIGINAL CARTONS

There are ten horses on the board, and for each horse there are three drop coin chutes . . . win, place and show. Players can deposit any coin, penny to a quarter. Pull handle and race starts. Three reels spin to decide three winning horses. Special reel at right flashes win, place and show odds. Every coin bet is visible in special windows at bottom, showing exact horse and whether win, place or show . . . Separate coin chute controls handle, can be set for pennies and nickels, although for greatest earnings we recommend you set handle for free play (simple adjustment). Beautiful design. Multitude of colors. Precision metal, pre-war construction, absolutely brand new and guaranteed. Size 12x18 in., 14 in. high. Weight 36 lbs. Send \$10.00 Deposit, Balance C. O. D. While They Last, \$39.50.

#### COSMOPOLITAN COIN MACHINES

612 North Michigan Ave. CHICAGO 11, ILL.



## WE WILL PAY \$450.00

FOR LONGACRES or THOROBRED, F. P., IN A-1 CONDITION.

### Southern Amusement Co.

CORPUS CHRISTI, TEXAS

### WANT TO BUY

Keeney Twin Play Super Bells 5 5c or 5 25c Convertibles (Free Play or Cash P. O.)

### BILL FREY, INC.

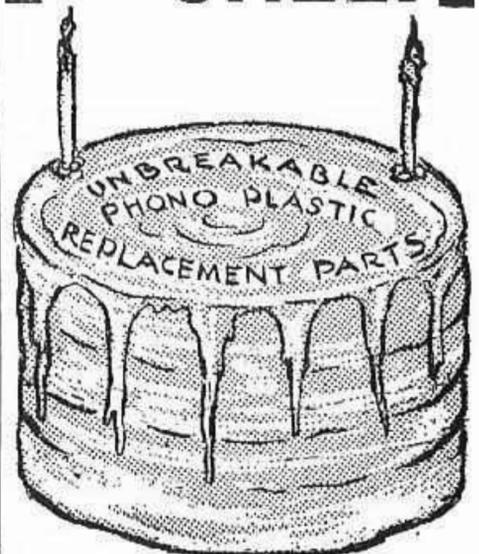
P. O. Box 4141, Miami 25, Fla.

## SIMON SALES

A.B.T. COIN CHUTES, 2c, SIDE BY SIDE, NEW . . . . . \$6.50 EACH 1/3 deposit, balance C. O. D., F. O. B. New York WE MAY HAVE THE ARCADE EQUIPMENT YOU NEED! WRITE! 152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

Second Anniversary

# SALE!



For Limited Time Only!

## ORDER NOW!

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

### WURLITZER PLASTICS

750 Top Corners . . . . .	Each \$7.75
750 Bottom Corners . . . . .	7.75
850 Top Corners . . . . .	8.50
850 Bottom Corners . . . . .	7.75
950 Side Plastics . . . . .	9.00

### ROCK-OLA PLASTICS TOP CORNERS

Models DeLuxe, Standard, Master, Super, Ea. . . . \$10.50

### LOWER SIDES

Models DeLuxe, Standard, Master, Super, Ea. . . . \$10.50

Above available in solid red, yellow or green.

### SEEBURG PLASTIC BOTTOM CORNERS

Model Hi-Tone, 9800, 8800, 8200, Ea. . . . \$12.50

Available in solid red, yellow or green.

### SHEET PLASTIC

60 Gauge, Red or Yellow (thickness of a new half dollar), per sheet . . . \$11.50



Terms: 1/3 deposit with order. Remit full payment and save C. O. D. charges. Checks acceptable! All orders subject to allotment.

ORDER DIRECT OR FROM YOUR NEAREST JOBBER!

WE HAVE A COMPLETE LINE OF PLASTIC PARTS FOR ALL PHONOGRAPHS. WRITE FOR LIST!

ACME SALES CO. 505 W. 42nd St. NEW YORK 18, N.Y. LONGACRE 3-4138

**FAIRMONT**  
Player Appeal

**LONGACRE**  
Player Appeal

**KNOCK-OUT**  
Player Appeal

NOW BEING REBUILT INTO

**ROCKINGHAM**  
from  
**GRAND NATIONAL**  
and  
**GRAND STAND**

**SPORTSMAN**  
from  
**SPORT SPECIAL**  
**BLUE GRASS**  
**DARK HORSE**

**PIN-UP GIRL**  
from  
**SILVER SKATES**

FACTORY RECONDITIONED GAMES

ABC Bowlers \$65.00	Four Roses \$70.00	Monicker \$135.00	Snappy \$65.00
All American 50.00	Fox Hunt 45.00	Mystic 45.00	South Paw 70.00
Argentine 80.00	Glamour 45.00	O'Boy 35.00	Sparky 35.00
Attention 65.00	Gun Club 95.00	Pan American 55.00	Speedball 65.00
Bandwagon 50.00	Headliner 30.00	Paradise 65.00	Sport Parade 55.00
Belle Hop 65.00	Hi Stepper 65.00	Play Ball 55.00	Sports 30.00
Big Chief 60.00	Horoscope 70.00	Pursuit 50.00	Sporty 30.00
Big Parade 125.00	Jolly 35.00	Roller Derby 35.00	Spot a Card 75.00
Bosco 95.00	Jungle 85.00	Rotation 35.00	Spot Pool 85.00
Brite Spot 35.00			Star Attr. 75.00
Broadcast 55.00			Stratoliner 80.00
Cadillac 35.00			Sunbeam 75.00
Captain Kidd 80.00			Tex. Mustang 95.00
Champ 80.00			Top Notcher 30.00
New Champ 75.00			Topper 30.00
Crossline 45.00			Trailway 55.00
Dixie 45.00			Gen. Victory 140.00
Do Re Mi 85.00			Yacht Club 80.00
Duet 60.00			Zig Zag 80.00
Fire & Ten 145.00			
Flagship 35.00			
Fleet 85.00			
Flickers 55.00			
Four Aces 140.00			

**SPECIAL—NEW SERVICE!!!**  
One Ball Free Plays and Payouts RE-MODELED—REBUILT—RECONDITIONED—REPAINTED to look like new. Write for full particulars.

**LUCKY STRIKE**  
Bowling Games,  
\$85.00 Ea.

**SPECIAL—9 BALLY BEVERAGE VENDERS AND 1 CARBONATOR.** Some parts missing. Total lot as is. \$1750.00

BALLY FAIRMONT. Write	Sport Page \$65.00	Ray's Tracks \$ 95.00
Jockey Club \$85.00	Mills 1-2-3 45.00	Rapid Fires 225.00
Hawthorne \$85.00	Groot. Sugar King 50.00	West. B. Balls 125.00
Reliance Dice Game 25.00	Bally Parlay 65.00	Thistledowns 35.00

**HALF DOLLAR BLUE OR BROWN FRONTS.** FACTORY RECONDITIONED WITH NEW CABINET, 3-5 PAY-OUT, CLUB HANDLE. WRITE FOR PRICES.

BACKBOARD GLASSES FOR BALLY 1-BALLS, \$5.00 AND UP.  
All Games Listed Subject to Prior Sale.

**BELL PRODUCTS CO.**  
2646 W. NORTH AVE. CHICAGO 47, ILL.

**Next Year May Bring Extra Regional Gas, Tires for Everybody**

WASHINGTON, May 27. — Colmen who have been worrying over tires rapidly wearing out and the necessity for using as little gasoline as possible will be cheered by an announcement that new tires probably will be available for everybody next year and that "B" gasoline rations may be increased in the East and in the Midwest some time after July 1.

The good news came from officials in the Office of the Rubber Director and from Charles A. Phillips, new rationing chief of the Office of Price Administration. Phillips said new tires would be given to "A" card motorists whenever production of synthetic tires, now at 1,400,000 a month, passed the 2,000,000 mark. From the ORD it was learned that production is expected to reach this level in October, November or December.

There is no indication that gasoline rations will be increased before July 1, Phillips said, but after that date increases can be made by saving within the quota assigned by the petroleum administration.

Saving 15,000 barrels a day would permit increased rations in the East, and the saving of an additional 60,000 barrels a day, within the allocation, would mean that the present "B" quotas in the Midwest might be raised from the present 47 1/2 miles a month to 720 miles.

**MILLS O.T.'S AND VEST POCKETS**

- 15 5c Q.T.'s, Originally Blue Made Gold Glitter \$89.50
- 8 10c Q.T.'s, Same As Above 99.50
- 22 5c VEST POCKETS, Blue and Gold 54.50

**SICKING, INC.**  
1401 Central Parkway, Cincinnati 14, O.

**MARKEPP VALUES**

**SLOTS AND CONSOLES**

50c Mills Blue Front, Now Cabinet, Single Jack, C.H., K.A., D.P., 3/5, Liko New	Write
50c War Eagle, Mills, Now Cabinet, Glitter Gold Finish, Single Jack, C.H., D.P., K.A., 3/5, Beautiful	Write
5c Mills Original Chrome, Serial 457, 754, K.A., C.H., D.P., 3/5, Nice Appearance	Write
Lucky Lucre, Walnut, A-1	\$325.00
5c Mills Extraordinary, Refinished, 3/5	175.00
5c Mills Extraordinary, Refinished, 2/4	110.00
5c Mills Roman Head, Refinished, 3/5, C.H.	189.50
5c Grootchen Columbia Fruit Reels, Late 3/5	79.50
5c Mills Goose Neck	35.00
5c Pace Bantam Bell	44.50
1c Mills Blue Front	79.50
Derby Day Slant	27.50
Tanforan	45.00
1 Four Bells, Serial #1183, A-1 Condition	Write
1 Kentucky Club, A-1 Condition	\$109.50
Royal Flush, A-1 Condition	79.50
Parlay Races, A-1 Condition	69.50
Blue and Gold Vest Pockets	55.00
Green Vest Pockets	42.50
Chicago Metal Stand, Double Moh. Sofas Double Doors	79.50
Steel Slot Stands	17.50

**PHONOGRAPHS AND WALL BOXES**

Mills Throne of Music	\$265.00
Mills Empress	325.00
Rockola Imperial, 20 Record	150.00
Seeburg Wireless Remote Speaker Organ	39.50
Seeburg Wallomatic, Metal Cabinet, W.S., 1, Z	15.00

**ARCADE EQUIPMENT**

Keaney Submarine Gun	\$199.50
Scientific Batting Practice	115.00
Chicoin All Star Hockey	225.00
Seeburg Slap the Jap	135.00
Mills Late Modern Scales	49.50
Callio Modern Scales	49.50
Royal Lobby Scales	49.50

**FIVE BALL PIN GAMES**

Zombie \$59.50	Four Diamonds \$42.50
Band Wagon 44.50	Wild Fire 49.50
ABC Bowler 69.50	Contest 150.00
Major '41 49.50	Horoscope 69.00
New Champ 69.50	Moniker 89.50
Pan American 39.50	Play Ball 45.00
Sport Parade 47.50	Stratoliner 49.50
Boom Town 47.50	BallySpottem 19.50

All equipment thoroughly checked and cleaned before shipping. 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**

Established 1928  
3908 Carnegie Ave. Cleveland 15, O.  
(Henderson 1043)

**BARGAINS**

<b>FIVE BALL FREE PLAY</b>	
Attention	\$35.00
Wow	44.50
Repeater	30.00
<b>CIGARETTE MACHINES</b>	
9 "A" National	\$120.00
7 Column Du Grenier	29.50
<b>COUNTER MACHINES</b>	
Imp	\$ 7.75
Snyder Three-Reel Cigarette, 1c	7.00
Norris Ball Gum Target Gun	18.75
Three-Way Grip Machines	5.75
Ball Gum, 1c	5.75
<b>CANDY SALESBOARD DEAL</b>	
Twelve One Pound, Twelve One-Half Pound, One Two Pound, Last Punch; Delicious Assorted Chocolates, Cost \$23.00, 1000 Hole 5c Board, Takes \$50.00, Profit \$27.00.	
1/3 Cash, Balance C. O. D.	
<b>CANDY CIGARETTE SERVICE CO.</b>	
1675 King Ave. COLUMBUS, OHIO	

**BIG SPLASH ... HITS THE CASH**

To the Tune of a Neat \$28.70 PROFIT

This "Ideas-oloker" is a real work of art—an eye opener in sales-board design with plenty of play-appeal and flash. Has \$25.00 top.

1000 holes @ 5c play ..... \$50.00  
Pays out ..... 21.30

WRITE FOR LIST NO. 438-B

**GARDNER & CO.**  
2309 ARCHER • CHICAGO

There is no substitute for Quality  
Quality Products Will Last for the Duration  
**D. GOTTLIEB & CO.**  
CHICAGO

**WANT TO BUY**  
MILLS SQUARE BELLS — MILLS FLASHERS  
MILLS HI-BOYS — MILLS TEN GRANDS  
MILLS JUMBO PARADES, C.P.  
ALL TYPES MILLS ESCALATOR SLOTS

Will buy any of the above in any condition as long as all parts are intact. Please state condition. Quote your lowest price in first letter and do not ask for bids, as we make no bids on equipment.

**JONES SALES COMPANY**  
31-33-35 Moore St., Bristol, Va.-Tenn.  
Telephone 1654

**WANT TO BUY FOR CASH**  
300 FREE PLAY PIN BALL GAMES  
WURLITZER 700's, 750's, 800's and 850's; Also SEEBURG CASINOS

**FOR SALE**  
1 BALLY RACE KING (1 Ball P. O.) \$299.50, or will trade on Music.

**WE BUY, SELL AND EXCHANGE**  
3147 Locust St.  
ST. LOUIS, MO. **CALL NOVELTY CO.**

**"—SUPER—" I**  
Location Tested and Proven

A New 5c Multiple Fruit Reel Console, Proven Mechanism and Pay Out Unit. Low Price. Write for Descriptive Folder and Operator's Statement as to the Earning Power of This Money Getter.

**HAMMER & BRAGG**  
853 North Flores San Antonio (1) Texas

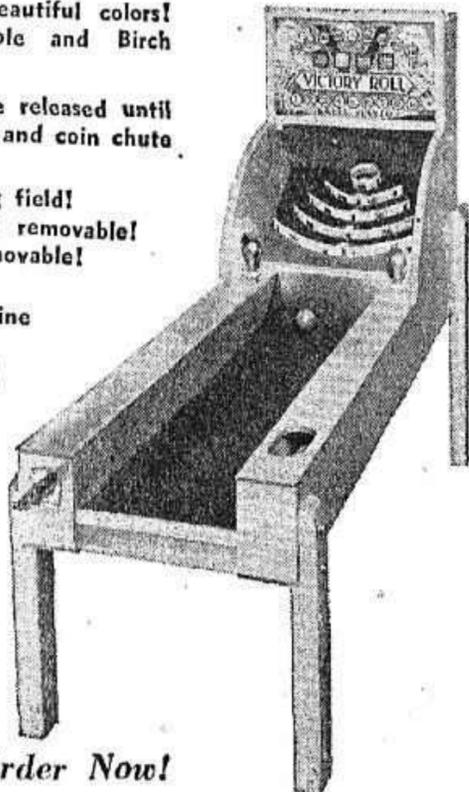
**WANT TO BUY**  
Evans Ten Striker (Low Dial), Bally Pickem, Scoop, Varioty, C. O. D. Condition of cabinet not important, but must have all parts. E. LARSON, 151 N. Illinois St., Indianapolis, Indiana.

# "VICTORY ROLL"

LOCATION TESTED 7' 2" ALLEY

Sturdily constructed, including the best money-making features, for steady play and speedy servicing!

- ★ Backboard lights up in 12 beautiful colors!
- ★ Cabinet constructed of Maple and Birch natural wood!
- ★ Cheat Proof—balls will not be released until coin is dropped into cash box and coin chute back in normal position!
- ★ Lights on both sides of playing field!
- ★ Mechanism unit in backboard removable!
- ★ Ball Pocket Unit in back removable!
- ★ Ball Track removable!
- ★ Leg Casters to adjust machine evenly!
- ★ Legs removable for shipping!
- ★ Metal Cash Box!
- ★ Ball Register!



**\$325.00** F. O. B. New York

1/3 Deposit, Balance C. O. D.

**JOBBER AND DISTRIBUTORS!**  
Write for Special Deal!

Immediate Delivery! Order Now!

## PAN COAST AMUSEMENT CO.

SHOWROOM AND OFFICE  
501 W. 42ND STREET NEW YORK 18, N. Y.  
PHONE LONGACRE 5-5353

### NEW MACHINES WITH SPECIAL DISCS AND REELS

WRITE FOR PRICES

ALL MERCHANDISE OFFERED IS FOR RESALE ONLY

5¢ Gold Chromes	10¢ Brown Fronts	5¢ Mills Mystery Bonus
10¢ Gold Chromes	25¢ Brown Fronts	10¢ Mills Mystery Bonus
25¢ Gold Chromes	5¢ Cherry Bells, Blue	50¢ Mills Brown Fronts
5¢ Copper Chromes	5¢ War Eagles	Super Track Time
10¢ Copper Chromes	5¢ Mills Consoles	5¢ Super Bells
25¢ Copper Chromes	10¢ Mills Consoles	Galloping Dominoes, J.P.
5¢ Regular Chromes	25¢ Mills Console	5¢ Jumbo Parade, Cash
10¢ Regular Chromes	5¢ Handload, Emerald	5¢ Jumbo Parade, Conv.
25¢ Regular Chromes	Columbia Bell, GA Rear Pay	Mint Vendor
5¢ Brown Fronts	Evans Vest Pocket Domino	25¢ Paces Race Red Arrow

#### FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED

11 5¢ Brown Fronts \$250.00	19 Galloping Dominoes, Cash, '39, Dark Cab. \$325.00	1 Club Trophy Write
6 5¢ Melon 225.00	8 Galloping Dominoes, Ch. Sep., Dark Cab. 335.00	1 Kentucky Write
4 5¢ Cherry 225.00	9 Galloping Dominoes, Cash, Light Cab. 475.00	1 Santa Anita Write
6 5¢ Blue Fronts 225.00	13 Galloping Dominoes, Ch. Sep., Light Cab. 485.00	5 Fortunes, Like New \$350.00
1 5¢ War Eagle 125.00	1 Mills Four Bell, 5-5-5, Old Style Hd., New Cabinet Write	1 Mills 1-2-3, Cash 65.00
2 5¢ Front Vendors, Gooseneck 75.00	1 Mills Four Bell, 5-5-5, Old Style Hd. Write	<b>FIVE BALL AMUSEMENT AND ARCADE MACHINES</b>
1 5¢ Gooseneck, No. J.P. 80.00	2 Mills Four Bell, 5-5-5-25 Write	39 Mystics \$39.50
1 5¢ Jennings Victoria 49.50	9 5¢ Mills Jumbo Parade, Free Play. 99.50	4 Yanks 95.00
1 5¢ Watling Twin JP Front Vender 49.50	2 5¢ Paces Races, Bik. Cab, Painted Brown 99.50	1 Commander 75.00
1 5¢ Watling Rotatop 150.00	1 5¢ Paces Races, JP, Brown Cab., #5986 300.00	4 Spotisms 25.00
1 1¢ Watling Twin JP 75.00	3 5¢ Paces Races, Brown Cabinet, #6088-5695 190.00	2 Pick 'Em 29.50
1 1¢ Mills Regular 75.00	2 25¢ Paces Races, Red Arrow, #6550-6583 275.00	1 Victory 69.50
1 1¢ Mills Gooseneck 60.00	4 '41 Derbys Write	1 Sport Parade 49.50
1 10¢ Melon 235.00	1 Midget Skee Ball, Late Model, Like New \$425.00	1 Flicker 49.50
4 10¢ Orig. Chrome. Write		1 Vacation 39.50
1 10¢ Blub Front 235.00		1 Yacht Club 39.50
4 50¢ Gold Chromes. Write		1 Ten Spot 59.50
1 50¢ Blue Front Write		2 Jennings Cigarettes, Comb. 5/10¢ 105.00
1 5¢ Pace Console \$150.00		1 Submarine 250.00
1 25¢ Pace Console 200.00		2 Air Raiders, Like New 325.00
1 10¢ Callie Cadet 75.00		1 Chicken Sam 139.50
18 Columbia Bells, Ch. Sep. \$75.00		1 Sheet-the-Jap, F.S. 179.50
1 Columbia Bell, Chrome 75.00		2 Supreme Gun Shoot-Your-Way-to-Tokyo, Floor Sample 330.00
5 Pastimes 250.00		1 Foot Ease 109.50
5 Kentucky Clubs 160.00		1 Kicker & Catcher 32.50
1 Midget Skee Ball, Late Model, Like New \$425.00		

#### PHONOGRAPHS

2 Panorams, Latest Model \$425.00  
Slot Machine Jackpot Glass, Per Doz. \$13.50—Mills Four Bells, Cabinet New \$92.50  
**FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS OR TELEGRAPH MONEY ORDER.**

If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.

**MOSELEY VENDING MACHINE EX., INC.**

80 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 5-5328.

### WILL PAY CASH FOR

#### PHONOGRAPHS

ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES

WURLITZER 500 600 — 750E 800 — 850

#### 5-BALL FREE PLAY

STARS SUNBEAM WEST WIND DO RE MI DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES!

#### PHONOGRAPHS

Rock-Ola '40 Super with Adapter & 2 Bar Boxes \$450.00  
Wurlitzer P-12 \$79.50  
Wurl. Victory Model 495.00  
Rock-Ola Imperial 20, Remote \$150.00

#### 5-BALL FREE PLAYS

Monicker \$99.50	Hi Stepper \$62.50	Broadcast \$48.50
Bosco 87.50	Legionnaire 59.50	Metro 49.50
Gun Club 82.50	School Days 57.50	Sport Parade 49.50
Spot Pool 79.50	Four Roses 57.50	Leader 49.50
Spot a Card 72.50	7 Up 57.50	Dixie 42.50
Hi Dive 72.50	Belle Hop 57.50	Bandwagon 42.50
New Champ 72.50	Saa Hawk 57.50	Gold Star 42.50
Sluggo 69.50	Attention 57.50	Twin Six 39.50
Zig Zag 69.50	Velvet 57.50	Double Feature 32.50
Bally Liberty 64.50	Champ 57.50	Polo 32.50
Star Attraction 64.50	Horoscope 54.50	Scoraline 32.50
Majors, '41 64.50	Paradise 52.50	Anabel 32.50
Ten Spot 64.50	Big Chief 52.50	Speedway 32.50

#### CONSOLES AND 1-BALL FREE PLAYS

Keeney Ky. Club \$115.00	Blue Grass \$185.00	Sport Special \$165.00
Galloping Dominoe 100.00	Club Trophy 350.00	Thoroughbred 575.00
Record Time 169.00	Pimlico 415.00	Sport King, P.O. 375.00
'41 Derby 375.00	Sport Event 165.00	Sport Page, P.O. 65.00

#### COUNTER GAMES

ABT Target \$27.50	Gott. Triple Grip \$18.50	Ginger \$12.50
Challenger 27.50	American Eagle, 1¢ 12.50	Kicker & Catcher 27.50
Pikes Peak 19.50	Mercury, 1¢ 12.50	

Texas League \$39.50 | Watling Horoscope Scale \$155.00  
25 LINCOLN LOW BOY SCALES \$34.50 EA.  
Curved Glass Ten Strike \$2.75  
Laval Marvulous Cleaner for Pin Ball Games and Phonographs. Gal. 2.00

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

BACK THE ATTACK WITH WAR BONDS!

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1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

## WE WILL BUY YOUR ROUTE OF PHONOGRAPHS FOR CASH

REGARDLESS OF QUANTITY

### BIRMINGHAM VENDING COMPANY

2117 Third Avenue No., Birmingham 3, Ala. Phone 3-5183.

### RED, WHITE AND BLUE—2160 BREAK TAB CARDBOARD TICKETS, JAR DEAL TICKETS

All tickets when sold at 5c make \$36.00 profit; when sold at 10c, \$72.00 profit. Send for FREE SAMPLE of our ticket.

\$1.40 each 100 LOTS  
\$1.60 each DOZEN LOTS  
Less than dozen lots, \$1.75 each.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

## "SACRIFICE"

AT

## QUICK SALE

Penny Arcade Route, World of Today Shows, 85 Money Getting Machines, including 10 Diggers, one 2 1/2 Ton Semi, one 1 1/2 Ton Stake Body, 80x24 Top, 40 Ft. Neon Front, Wiring and lots extra parts.

WRITE—PHONE—WIRE

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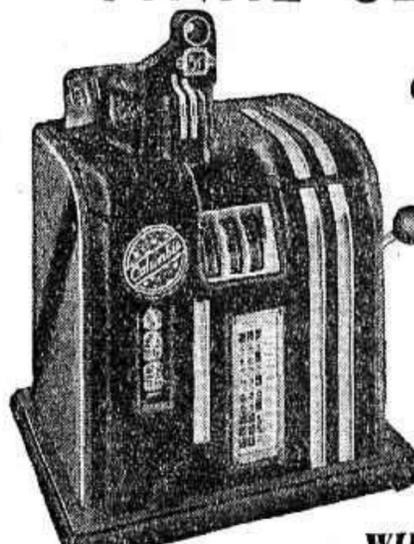
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## ATLAS MEN IN SERVICE

## FINAL CLOSEOUT!

### BRAND NEW 25c COLUMBIA BELLS GOLD AWARD



Wide Fruit Reels, Gold Award on Jackpot Combination, Concealed Rear Payout, Easily Convertible to Front Payout, Separate Cash Box for Operator, Slug Proof. Complete with Parts for Conversion to 1¢ 5¢ 10¢ or 25¢ Play.. **\$127.50**

Lots of 5, \$122.50

Lots of 10, 119.50

NO JACKPOTS AVAILABLE

1/3 Deposit, Balance C. O. D.

#### WIRE ORDER AND DEPOSIT

### PANORAM \$395.00

(Completely Reconditioned)  
Ready for Immediate Shipment.

Chgo. Coin Hockey \$239.50
Bally Hi Hand 164.50
Ex. Bicycle 129.50
Jenn. Cigarolla, Model XVV 129.50
Jumbo Parade 129.50
Slap the Jap 159.50
Western Baseball 109.50

### ATLAS MASTER PARTS KIT - \$7.75

MILLS MAIN CLOCK GEAR, Complete \$3.50  
JENN. CLOCK GEARS, Complete 3.25

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.

# ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARMitage 5005 CHICAGO 47

Assoc. (ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 19  
Offices (ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19

FRIENDLY PERSONAL SERVICE



# GRAND CANYON

CONVERTED FROM  
**DOUBLE PLAY**



WE ARE ALSO REVAMPING  
**STREAMLINER**  
from STARS

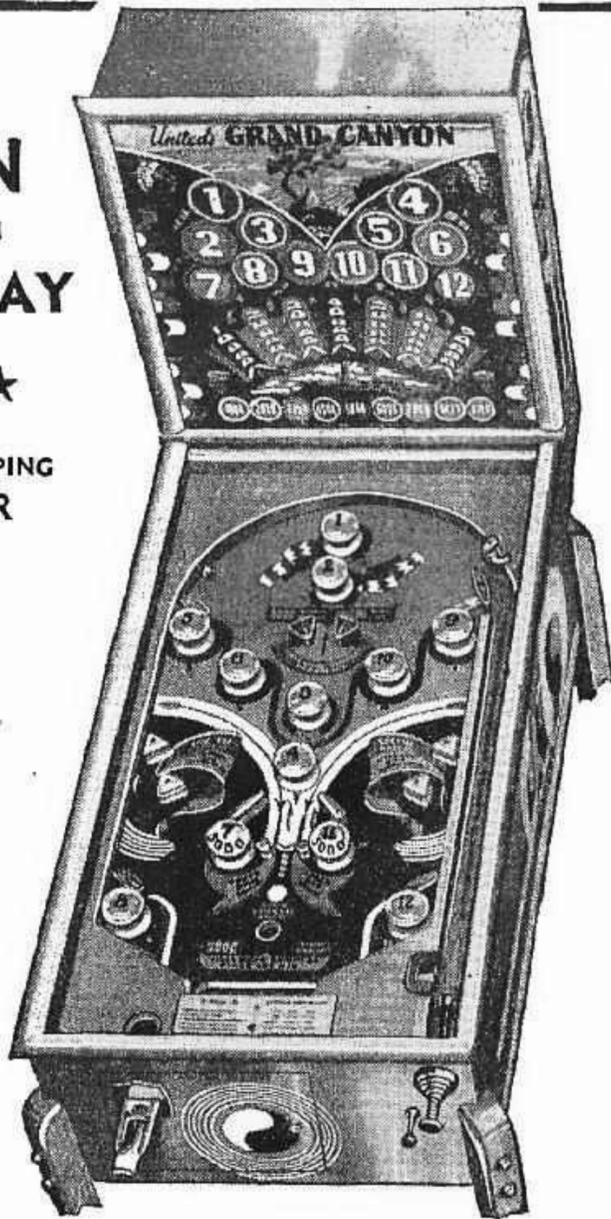
**SANTA FE**  
from WEST WIND

**ARIZONA**  
from SUN BEAM

**MIDWAY**  
from ZOMBIE

**BRAZIL**  
from DO-RE-MI

You'll Get and  
Hold the Play  
With Games Revamped  
the UNITED Way!



SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

## UNITED MANUFACTURING COMPANY

6123-25 N. WESTERN AVENUE CHICAGO

# RED HOT FOR PROFITS

## CALIENTE

No. 11878 1056 Holes  
TAKES IN \$52.80. Av. Payout \$24.80

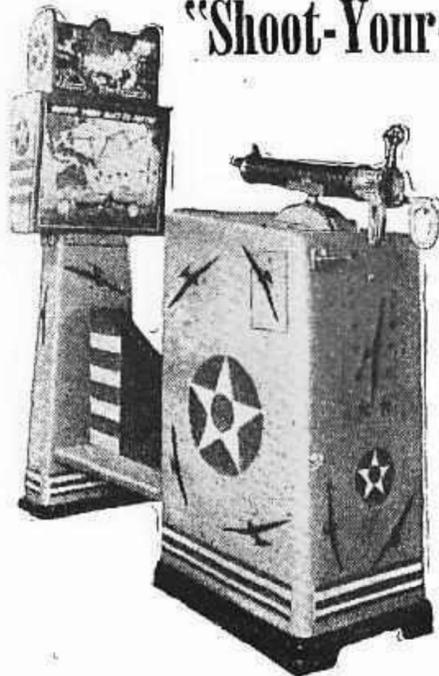
**GROSS PROFIT \$28.00**  
**ONLY \$3.12 NET**

Write, today, for our new circular  
describing 59 new, fast HARLICH  
profit-makers. Ask for NC-441.

**HARLICH MFG. CO.**  
1413 W. Jackson Blvd.  
CHICAGO 7, ILLINOIS

# THE "SUPREME" GUN

## "Shoot-Your-Way-To-Tokio"



The proven money  
maker you need on  
your locations for  
this summer season!



NOT MANY LEFT

ORDER NOW

BEFORE THEY'RE

ALL GONE!

Write! Wire! Phone!

## SUPREME ENTERPRISES

557 ROGERS AVE.,  
BROOKLYN, N. Y.  
All Phones:  
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## CONVERT TO WHIRLAWAY AND DUST WHIRLS

### One Balls—Cash and Free Play

'41 Derby, Base . . . \$375.00	Seven Flashes . . . . \$ 75.00	War Admiral . . . . \$150.00
'41 Derby, Leg Model 350.00	Jockey Club . . . . . 450.00	Raco King . . . . . 150.00
Contest . . . . . 150.00	Challenger . . . . . 150.00	

### Consoles—Cash and Free Play

Keeney 4-Way, 5-25 \$600.00	Mills 4 Bells, 5-5 . . . \$650.00	Jennings Fast Time . \$ 75.00
Keeney Super Track Time . . . . . 425.00	Jumbo, Late . . . . . 175.00	Saratoga Reels . . . . 100.00
Keeney Triple Entry. 175.00	Domino, '36 . . . . . 75.00	Mills Dice Mach., 25c 100.00
Keeney '38 TrackTime 100.00	Domino, '40 . . . . . 375.00	
	Domino, '41, J.P. . . . 475.00	

### Arcade Equipment

Chicken Sac (Con.) . \$150.00	Chester Pollard Play	Bally Rapid Fire . . . \$200.00
Parachute Gun . . . 135.00	Base Ball . . . . . \$ 75.00	Trap the Jap Gun . . . 150.00
		Sky Fighter . . . . . 350.00

### Miscellaneous

Cigarola, 5c or 15c . \$100.00	Back Glasses, Bally	Mills Q.T., 1c . . . . \$45.00
Texas Leaguer . . . . 32.50	One Ball . . . . . \$ 5.00	Playing Field Glasses,
	Watling Rotatop, 5c . 90.00	Bally One Ball . . . . 2.25

WANTED SHOP MECHANICS—GOOD SALARY and WORKING CONDITIONS

WILL BUY ANY MACHINE, PIN BALL, SLOT, MUSIC—COMPLETE ROUTES OF ANY SIZE, ANY PLACE

**ROY MCGINNIS COMPANY** 2011 Maryland Ave., Baltimore, Maryland

- 5 Tailgunners, New Floor Samples. Each . . . . . \$249.50
- 1 Midget Skee Ball, New Floor Sample . . . . . 149.50
- Keeney Submarine Gun . . . . . 159.50
- 2 Sets Twin Twelve Wurlitzer, in Steel Cabinets With  
Speaker, Keeney Adapter and Six Keeney Boxes.  
Per Set . . . . . 149.50

# B & B NOVELTY CO.

621 W. Main Street

Louisville, Ky.

# MAIN GEARS

For

## WURLITZER AND SEEBURG PHONOGRAPHS

Now available for immediate shipment . . . brand new fibre main gears . . . less steel hub . . . for Wurlitzer and Seeburg Phonographs . . . all models . . . factory guaranteed against defective workmanship and material.

**ONLY \$6.50**

Quantity prices to distributors and jobbers. Write or wire—do not delay—place your order now—terms as usual. One-third deposit, balance C. O. D., shipment F. O. B. Los Angeles.

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(Manufacturing Division)

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### 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.

**LOS ANGELES SEE BILL HAPPEL** **BADGER'S BARGAINS** **MILWAUKEE SEE CARL HAPPEL**  
 "OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

**MILLS PANORAMS SOUNDIES**  
 COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. BEAUTIFULLY CONVERTED FOR ARCADES. PRICE ONLY \$450.00.

**WURLITZER VICTORY MODELS**  
 MODERNIZED CABINETS WITH RECONDITIONED MODEL 24 MECHANISM. PRICE \$495.00.

**NEW PHONOGRAPH MECHANISM CABINETS**  
 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. HIDE-A-WAY WITH ADAPTOR. Special Price, \$59.50.

- RECONDITIONED SLOTS AND CONSOLES**
- |                               |                                       |  |
|-------------------------------|---------------------------------------|--|
| 6 Mills Gold Chromes, 5¢      | 18 Mills Blue Fronts, 5¢              | 4 Mills Four Bells, Rebuilt New Cabinets   |
| 2 Mills Gold Chrome, 10¢      | 12 Mills Blue Fronts, 10¢             | 4 Mills Three Bells                        |
| 4 Mills Gold Chrome, 25¢      | 10 Mills Blue Fronts, 25¢             | 2 Keeney Super 4-Ways, Cash                |
| 4 Mills Regular Chrome, 5¢    | 2 Mills Blue Fronts, 50¢              | 8 Keeney Super (Comb.)                     |
| 1 Mills Regular Chrome, 10¢   | 4 Jennings Silver Chief, 5¢           | 12 Mills Jumbo (Comb.)                     |
| 4 Mills Regular Chrome, 25¢   | 1 Jennings Silver Chief, 25¢          | 1 Evans Dominoes, Late '41                 |
| 3 Mills Brown Fronts, 5¢      | 6 Jennings Chiefs, 5¢                 | 5 Bally Club Bells                         |
| 2 Mills Brown Fronts, 10¢     | 1 Jennings Chief, 10¢                 | 1 Pace Racer, 25¢ Brown                    |
| 10 Mills Brown Fronts, 25¢    | 2 Jennings Chiefs, 25¢                | 7 Pace Saratogas, '41, Late 5¢             |
| 6 Blue Crackle Q.T., 5¢       | 1 Pace Royal Twin Slot, 5¢ & 25¢ Play | 16 Mills Jumbo, Late High Head, Refinished |
| 1 Giltter Gold Q.T., 1¢       | 2 Mills V.P. Chrome, 5¢               | 8 Evans Lucky Stars                        |
| 12 Mills V.P. Blue & Gold, 5¢ | 1 Mills Gold Award, 5¢                | 1 Pace Saratoga, 25¢                       |
| 1 Mills Bonus, 5¢             | 1 Mills Gold Award, 10¢               | 8 Evans Lucky Lucros, 5¢                   |
| 1 Grotchen Chrome, 25¢        | 2 Mills Gold Award, 25¢               |  |
| 1 Jennings Chief, 50¢         |                                       |  |

**BAKER'S PACERS DAILY DOUBLE \$299.50**  
 LATE MODEL JACK-POT FEATURE, ALL REBUILT AND REFINISHED LIKE NEW.

- NEW and RECONDITIONED ARCADE EQUIPMENT**
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|--|---|
| New "Shoot Your Way to Tokyo" . . . \$330.00 | New "Periscope," New and Different . . . \$395.00 |
| New Tokyo Ralder . . . 895.00                | New Jap Sky Fighter . . . 895.00                  |
| (Drivemobile Conversion)                     | (Sky Fighter Conversion)                          |
| Test Pilot, Refinished . . . 295.00          | Evans Tommy Gun (Late) . . . 249.50               |
| Seeburg Shoot-the-Chutes (Refin.) . \$179.50 | New Axis Rats, Chicken Sam, Refinished.           |
| Keeney Submarine . . . 225.00                | New Rock-a-Lite . . . \$179.50                    |
| Casino Golf . . . 39.50                      | Scientific Batting Practice . . . 129.50          |
| Scientific Upright Baseball . . . 129.50     | Evans Play Ball . . . 225.00                      |
| Gottlieb 3-Way Gripper . . . 16.50           | Genco Play Ball (Late Model) . . . 209.50         |
| Bally Rapid Fire . . . 249.00                | New 2c A.B.T. Coin Slots . . . 3.95               |
| New "Selectorscope" Fortune Teller 375.00    | Jennings Roll-in-the-Barrel . . . 169.50          |

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.  
**BADGER SALES COMPANY** 1812 WEST PICO BLVD. LOS ANGELES 15, CALIF.  
**BADGER NOVELTY COMPANY** 2548 NORTH 30TH STREET MILWAUKEE 10, WISCONSIN

**EAGLE PHONOGRAPH REPLACEMENT PLASTICS available at "RIGHT" PRICES!**

**THICKEST—  
 STRONGEST—  
 TOUGHEST—  
 NON-INFLAMMABLE  
 A QUALITY PRODUCT  
 WORTHY OF YOUR EXPENSIVE INSTRUMENT**

**WURLITZER**

800 top corners . . . . .	\$16.50 Each
800 lower sides . . . . .	13.50 "
800 top centers (right and left red) . . . . .	8.00 "
750 top corners . . . . .	8.75 "
750 lower sides . . . . .	8.75 "
750 top center . . . . .	4.25 "
850 top corners . . . . .	9.50 "
850 lower sides . . . . .	8.75 "
850 top center . . . . .	11.00 "
850 peacock glasses . . . . .	3.50 "
(no less than 3 shipped)	
950 side plastics . . . . .	10.50 "
700 top corners . . . . .	7.50 "
700 lower sides . . . . .	9.50 "
500 and 600 top corners . . . . .	4.00 "
500 and 600 lower sides . . . . .	4.85 "

**ROCKOLA**  
 Standard, Masters, Deluxe or Supers  
 top corners . . . . . \$12.75 Each  
 lower sides . . . . . 12.75 "

**SEEBURG HI-TONE**  
 Model 9800, 8800 or 8200 lower sides, . . . \$14.50 Each

**SHEET PLASTICS**  
 50 gauge (thickness of a new penny)  
 20 x 50" (red only) . . . 12.50

**TERMS:** One-third deposit with order, balance C.O.D., F.O.B. Chicago, Ill. Or remit in full to save C.O.D. charge.

Prices Subject to Change Without Notice

"Now You Can Read" through  
**Clear Transparent Plastic Windows for your Wurlitzer 850 Program Holder \$5.00 per set**



BUY FROM YOUR NEAREST DISTRIBUTOR!

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**GUARDIAN**

**SERVICE KIT FOR PIN GAME OPERATORS**  
 The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

**BEWARE OF IMITATIONS**  
 Buy Guardian and You Won't Come to Grief  
**No. 1200—New Service Kit . . \$14.50**  
 This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool, Value \$2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$4.00, Plus 144 EXTRA Assorted Silver Contact Points, Value \$8.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known #450 Guardian Contact Kit, \$7.50.

**MILLS CLOCK GEARS**  
 COMPLETE WITH DOGS AND SPRINGS AS ILLUSTRATED. **\$3.50 EACH**  
 QUANTITY LIMITED!  
 RUSH YOUR ORDER!

**BLOCK MARBLE CO.** 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.  
**GET IT FROM BLOCK—THEY HAVE IT IN STOCK!**

**JENNINGS'**  
 Symbol of Service  
 CONTACT US ON ANY COIN MACHINE SUBJECT  
 37 Years' Experience  
**O. D. JENNINGS & CO.,** 4309 W. Lake Street, Chicago, Illinois.

**ARCADE EQUIPMENT FOR SALE**

Lost our lease June 1. Must sell everything as a lot or by the piece. This was one of the best equipped Arcades in the country, which included the following:

A. B. T. Complete Rifle Sport Shooting Gallery, 18-Ft. Counter, 4 Sections of Targets, 10 Guns, Compressor, Piping and all Accessories. Three Photomatics with plenty of Frames and Chemicals. Over 125 Machines of all kinds, Rayolite Guns, etc. We must sell out everything. Send for List and Prices.

**BISON NOVELTY CO.** 628 MONTGOMERY ST., SYRACUSE, N. Y.

**C. & P. SALES CO.**

407 MADISON AVE. Phone 5-4576 MEMPHIS, TENN.

**FOR SERVICE THAT SATISFIES**

**CONSOLES**

Paces Saratoga, Late Model . . . \$159.50	Columbia, Front and Back Pay . . . \$ 79.50
Paces Spinning Reels, Late Mod. 159.50	Jennings Multiple Slot Liberty Bell . . 79.50
Mills Jumbo Parade, C.P. . . . . 99.50 & Up	Jennings Multiple Racers . . . . . 89.50
Mills Jumbo Parades, F.P. . . . . 89.50 & Up	Keeney's Kentucky Club . . . . . 89.50
Watling Big Game, F.P. . . . . 89.50	Jennings Silver Moon, 5c . . . . . 189.50
Jennings Fast Time, F.P. . . . . 99.50	Jennings Bobtail, F.P. . . . . 169.50
Galloping Dominoes . . . . . 425.00 & Up	Lucky Lucre . . . . . 297.50
	Columbia, Jackpot . . . . . 89.50

**SLOTS**

25c Cherry Bell . . . . . Write	10c Mills Blue Front . . . . . \$229.50 & Up
25c Mills Extraordinary, 3/5 . . . \$239.50	25c Mills Blue Front . . . . . 269.50 & Up
25c Futurity . . . . . 269.50	5c Mills Vest Pocket, Chromo. . . . 55.00
5c Jennings Chief, Late Model . . . 149.50	5c Watling Treasury, 3/5 . . . . . 59.50
5c Watling Rotatop . . . . . 107.50	Mills Q.T., 5c Blue . . . . . 79.50
10c Watling Rotatop . . . . . 149.50	Folding Stands . . . . . 6.50
5c Mills Blue Front . . . . . \$139.50 & Up	All Typas Counter Games . . . . . Write

All above slots have been refinished and reworked  
**SLOTS OVERHAULED AND REFINISHED FOR \$45.00 EACH**  
 1/3 Cash Deposit With Order, Balance C. O. D.

**MILLS**  
 for coin machine information  
 VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

**MILLS NOVELTY COMPANY** 4100 Fullerton Ave., Chicago, Ill.

**ORIGINAL JAR-O'DO RED, WHITE & BLUE**

2100—\$33.00 Profit or 2170—\$36.50 Profit  
**\$2.00 PER SET IN 3 DOZ. LOTS**  
**\$2.25 PER SET IN LESS THAN 3 DOZ. LOTS**  
 Stapled in groups of five, 75c per set extra.

**JOHN GLASSPIEGEL CO.** 534 N. WATER STREET MILWAUKEE 2, WIS.

*Fight by his side!*



**BUY EXTRA WAR BONDS**

**DURING 5<sup>TH</sup> WAR LOAN**

**JUNE 12 TO JULY 8**



BALLY MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME FAMOUS *Bally* GAMES AND VENDERS

\*Distributed by Bally Manufacturing Company

**WANTED FOR CASH**  
**200 EVANS TEN STRIKES**

WILL PAY

**\$40.00 HIGH SCORE — \$30.00 LOW SCORE**

MACHINES MUST BE COMPLETE WITH ALL PARTS BUT NOT NECESSARILY IN GOOD WORKING CONDITION. MANIKIN MUST NOT BE CRACKED.

**ALSO WANTED**

**SEEBURG'S**  
**"CHICKEN SAM'S"**  
**"JAIL BIRDS"** **\$85.00**

MACHINES MUST BE COMPLETE WITH AMPLIFIERS AND ALL PARTS BUT NOT NECESSARILY IN GOOD WORKING CONDITION. \$15.00 LESS WITHOUT BASES.

WILL ACCEPT SHIPMENTS C. O. D. OR SIGHT DRAFT.

ADVISE DESCRIPTION AND QUANTITY BEFORE SHIPPING.

**WE** RE-BUILD— RE-CONDITION— RE-FINISH— Your old run down "CHICKEN SAM'S" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

for **\$59.50** F. O. B. Chicago

**Chicago Novelty Company, Inc.**

1348 Newport Avenue

Chicago, Ill.

**REBUILDING AND REFINISHING**  
**ALL TYPES OF MILLS SLOTS**

**\$95.00**

**SEND US YOUR MACHINES**  
**10-DAY SERVICE**

**SPECIALS—FOR SALE**

Complete Arcade — Will Sell in One Lot or Separately — Write for List.

**NEW EQUIPMENT**

Supreme Tokyo Gun .....\$330.00 | Cupid's Wheel .....\$295.00  
Selector Scope Fortune Teller .... 375.00 | New Supreme Skee-Roll ..... 317.50

**WILL PAY CASH**

**COMPLETE ROUTES OR THE INDIVIDUAL MACHINES**  
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Keeney Contest ..... 135.00 | Thistledown ..... 75.00

**MUSIC EQUIPMENT**

Buckley Boxes, New .....\$ 35.00 | Seeburg 16-Record .....\$10.00  
Buckley Boxes, Rebuilt ..... 25.00 | Keeney Boxes ..... 5.50  
Wurlitzer Model 100 ..... 25.00 | Perforated Program Sheets, Per 1000 4.50

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REBUILT TREASURE ISLAND .....\$55.00 | REBUILT DE LUXE .....\$100.00

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Mills — Jennings — Watling — Caille — Pace Slug Proof — Pace Console.  
Tell us your requirements.  
Write for Special Prices on Mills Vest Pocket Bells.

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Melink Double Machine Safe ..... 62.50 | Chicken Sam ..... 108.00  
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Shoot-the-Chutes ..... 150.00

**CONSOLES**

Jumbo Parade (Payout) .....\$115.00 | Paces Saratoga .....\$175.00  
Keeney Kentucky Club ..... 90.00 | Paces Races ..... 290.00  
Keeney Skill Time ..... 90.00 | Mills Four Bells ..... Write  
New Paces Reels Sr. .... 260.00 | Jennings Fast Time, F.P. .... 80.00  
New Paces F.P. Reels ..... 260.00 | Jennings Bob Tail, F.P. .... 108.00  
New Saratoga Jr. .... 250.00 | Caille Console ..... 95.00  
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Paces Reels Jr. .... 175.00

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WITH CONVERSION, \$40.00 More

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5c JENNINGS SILVER CHIEF, A-1, 3/5 P. O..... 199.50  
10c JENNINGS CLUB SPECIAL CHIEF, 3/5 P. O..... 199.50  
10c JENNINGS 4-BAR CHIEF, 3/5 P. O..... 169.50  
5c & 10c JENNINGS CLUB CONSOLE CHIEFS, Set..... 475.00  
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1 DOUBLE SAFE, Heavy, Comb. Lock..... 79.50  
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5c JENNINGS GRANDSTANDS, Cig. Reels, Ck. P. O..... 29.50

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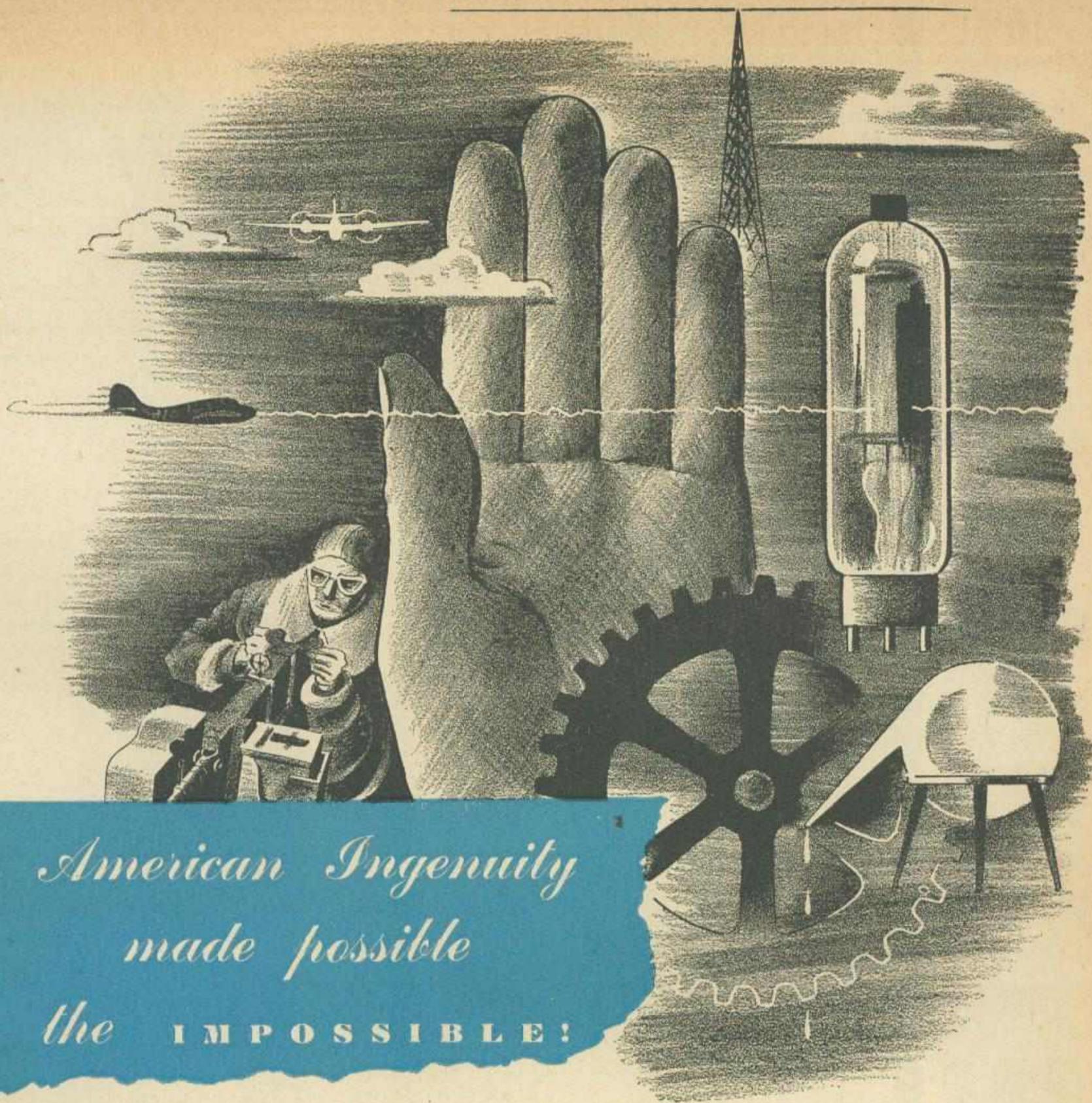
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