

The **Billboard**

MARCH 11, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

POLITICS UP A RADIO TREE



NAN BLAKSTONE
Bway May Get a Blakstone Bistro
(See page 4)

VAUDE

**Lush Broadway Musicals
Shrink Act Availability**

LEGIT

**'43-'44 Understudy Heaven
Along Main Stem**

MUSIC

MIDDLEBROW MUSIC BIG BIZ

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POLITICS UP A RADIO TREE

A New "Road Back"

WASHINGTON, March 4.—The government this week moved in to help get stranded tourists out of Florida and back home where—as the government broadly implied—they belonged.

The government action, which may spell the beginning of the end of the night club boom in Florida resort cities, consisted of authorizing the operation of two all-coaches daily from Florida to New York. The ride home will be bumpy, the government announced candidly, as the trains will be made up of old coaches borrowed from Northern roads, and that no modern equipment would be put into the emergency service.

The government also stuck in a footnote that should give Florida amusement ops an idea of what may be in store for them. The additional all-coaches will tote vacationists Northbound only, returning empty to Florida.

It's strictly the road back.

Legit Theaters Don't Gripe; They've Done Terrific Job, Says OCR Recreational Rep

Not One Manager Answered Questionnaire

WASHINGTON, March 4.—An official government-grown orchid was tossed to the legit theaters this week by John Eberson, consultant in the Office of Civilian Requirements, who declared that they had made a "noble effort" to keep the theater alive and operating in the face of severe material and man-power shortages.

"Legitimate theaters of this country have gotten along wonderfully on what little material they had on hand," Eberson said, "and there have been few if any complaints from them. They have been resourceful and have done a good job."

Eberson's assignment is to see that legit and movie houses in war-swollen areas are able to get sufficient materials to keep in repair and in operation. A consultant in the recreation unit of the Service Trade Division of OCR, his chief interest is to make sure that war workers in congested production centers have access to entertainment which theaters can afford.

Acknowledging that many legit operators must have faced serious problems in keeping the houses maintained and in operation, Eberson said that he has had virtually no complaints and only one request from legit. The single request, he said, came from the 44th Street Theater, New York, which now houses the air-force show, *Winged Victory*. This show, an all-soldier musical, has a tremendous cast and, looking ahead to summer, wanted a cooling system installed. An application has been filed with the regional office of the War Production Board for this equipment, and altho a regular cooling unit may not be available, the regional office is expected to approve the installation of blowers which would at least help. Eberson said that he favors the request and is seeking approval of the application.

In general, Eberson said, rope has been one of the most troublesome items for producers and operators to obtain, and so far as possible he is trying to get tech-
(See Legit's Swell Job on page 27)

Nets, Solidly Commercial, Plan Nix of '44 Election \$\$\$; Few Shows Will Be Canceled

One-Broadcast Chains and Indies Will Rake It In

By LOU FRANKEL

NEW YORK, March 4.—With radio riding the crest of a commercial tidal wave, the outlook for political broadcasting during the coming presidential campaign is far from clear. For the first time since radio became a factor in politics, vote-appeals will not have an automatic sesame to air time.

This holds true for cuffo as well as commercial politico airings. Already the networks have met with the chairmen of the Democratic and Republican national committees and established a schedule for airings from the conclaves. Instead of battling each other for programs, the nets are sharing equipment, personnel and pickups.

All nets will carry memos from conventions at 10:30-11:30 p.m. and 1-2 p.m. (EWT). As the conventions are in Chicago, this means the keynote speeches will be set for 9:30 p.m. in those parts. Likewise, when the time comes for nominating pitches the more important of these will be set at the aforementioned air times.

This will make for jockeying among the candidates at the conclaves, as every one will want the mike. But the problem is in the laps of each committee chairman and not on the shoulders of radio.

The same technique will probably be used during the actual campaign. Instead of clearing time at the request of any political group with the required coin, nets will go out of their way to protect the regular customers and audiences. No one will be nixed but the
(See POLITICS UP on page 6)

Don Barclay Cartoon-Bees Entertain G.I.'s

NEW YORK, March 4.—Twenty pounds lighter but still tipping the beam at a solid 180, Don Barclay, screen comic and cartoonist, hit town Wednesday (1) after an offshore 40,000 mile USO-Camp Shows hike that lasted four months, instead of a skedded two, and took him from the Caribbean to China, with stop-offs in Belem, Natal, West Africa and India.

The trek started in double harness with Joel McCrea, but when the latter turned back at Khartoum, Barclay soloed thru the installations in India and China. He was the first Hollywood entertainer to reach those spots.

Barclay estimated that he gave about 30 shows during the trip, together with what he described as 200 "drawing jam sessions." Shows were based on old comedy mindreading routine from
(See CARTOONS WOW GI's on page 4)



OCR Cites Fun-Shy Areas

Outdoor Ops Tipped Hints on War Centers

Prelim Survey Released

WASHINGTON, March 4.—The Office of Civilian Requirements this week disclosed a list of war production centers, now crowded with war workers and where insufficient recreational facilities exist, and indirectly suggested that operators look over these areas with a view of setting up amusement parks, pools, roller rinks or dance halls. It was also implied that circuses and carnivals might be routed thru the areas to give war workers some additional amusement.

Necessarily indirect and left-handed in approaching the subject, since the government cannot underwrite or endorse any particular venture in these areas, the OCR spokesman hinted broad-

ly that studies indicated these areas would yield good profit to operators.

Harry A. Ackley, OCR consultant on outdoor showbiz problems, emphasized that the list of areas did not represent any final judgment as to need for commercial recreation facilities but added that "it does represent the preliminary judgment of people who have had the opportunity to make inquiries as to the wartime needs of the several localities."

"An essential amount and variety of amusement facilities has been found es-

sential to war production," he asserted. "Families of war workers are living in crowded quarters, with no amusements or opportunity for relaxation. The very urgent nature of the circumstances presents an opportunity for experienced people to enter a promising field and at the same time to render an essential and patriotic service to war workers."

Prospective builders and operators interested in establishing facilities in these areas were urged to make their own
(See OPS GET TIP-OFF on page 56)

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Talent Unions and League Fight Attempt To Permit Increased Agents' Commissions in New York

Equity Leads Battle at Albany

NEW YORK, March 4.—Representatives of eight theatrical labor unions, two labor organizations and a managerial organization converged on Albany Thursday (2) to protest the agent-inspired bill which would (a) remove the present legal limitation of 5 per cent commission, (b) place the determination and policing of higher commissions in the hands of the mayor or license commissioner of any city, and (c) would make commissions payable on the full amount of money actually received for an engagement.

The bill, known as the Condon-Ostertag Bill, has already been reported out of committee in the House, but came up for hearing before a Senate Committee Thursday. The hearing served as the occasion for the union-delegation to Albany.

The fight against the bill is being led by Equity. Other unions joining the protest were the Screen Actors' Guild, American Federation of Radio Artists, American Federation of Musicians, American Guild of Variety Artists, Association of Theatrical Agents, and Managers, Treasurers and Ticket Sellers' Union, and the International Alliance of Theatrical Stage Employees. The other labor bodies represented were the Central Trades and Labor Council of New York and the New York American Federation of Labor.

An unusual factor in the delegation was the presence of an official of the League of New York Theaters, an organization of theatrical owners and producers.

The bone of contention is this: While the laws of New York for about 35 years have prohibited a payment of more than 5 per cent commission to employment agencies (including theatrical agents), in practice most theatrical unions have permitted their members to pay 10 per cent, and even more, to agents on the theory that these percenters were rendering special services to their clients. Equity, however, has not generally al-

lowed its members to pay more than 5 per cent commission for a maximum of 10 weeks. In certain cases, where an agent is performing special services in the judgment of Equity, 10 per cent is allowed.

The Condon-Ostertag Bill was set into motion by several agencies, including William Morris and MCA. In Albany, Thursday, were reps from these two offices, as well as NCAO, ARA and a member of the legal department of RKO. These representatives spoke in favor of the bill.

After hearing both sides the members of the Senate Committee adjourned the hearing with a suggestion that both parties confer and try to settle their differences. A meeting between agency spokesmen and Equity officials has been arranged for the early part of next week.

Showbiz DC Hopper

WASHINGTON, March 4.—The following sked lists status of pending bills of interest to showbiz:

Independent Offices Appropriation Bill; Providing, among other things, coin for operation of FCC next year.

Passed by House with funds for Radio Intelligence Division cut off. Now in Senate Appropriations Committee.

S. 1258;

To provide a method of voting in time of war by members of the armed forces. Deadlocked in conference.

H. R. 4317;

To make it unlawful to sell railroad, bus and plane tickets at prices in excess of published rates (thus freeing performers on the jump from paying scalpers' prices) to Judiciary Committee.

S. 1272;

To prohibit political contributions by labor organizations. (This applies to AGVA, AFRA, IA, AE and other showbiz unions.) Passed by Senate; now before House Judiciary Committee.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Ice-Capades of 1944 (Arena) Chicago 1-19.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Stars on Ice (Sonja Henle & Arthur Wirtz) (Center Theater) NYC.

Chi Wonders Just How Long Terrif Legit Biz Will Last

CHICAGO, March 4.—The Windy City's 3,500,000 persons, flush with wartime moola, are giving the amusement industry the greatest thrill it has ever experienced in the way of unbelievable grosses. Showbiz is hitting the ball as never before, and showmen are wondering how long it will last. Amusement-hungry thousands who used to be satisfied with a 30-cent movie are storming the legit shows, from the smash hit *Oklahoma* to the tawdry and mediocre *Unexpected Honeymoon*. The local season will wind up with the greatest gross in its history.

While the advent of Lent has cut into receipts to some extent, all shows are going at a lively clip. *Oklahoma*, sold out for weeks, is receiving mail orders far into the summer. There hasn't been a vacant seat in the house since the show

Boston Gets Its Irish Up; Apologies to Everyone Follows

BOSTON, March 4.—An alleged slur on the fair City of Boston by a radio program stirred up the ire of city council, which started throwing punches right and left this week. But they connected with the wrong party—so apologies have been made.

On the basis of information supplied by friends, Councilman Michael L. Kinsella waded in with both arms flying and aimed a haymaker at the Mutual Broadcasting System (local outlet, WNAC, of the Yankee Network). He introduced a resolution condemning the nationwide broadcast of *Radio Newsreel*, Monday, February 21, for having "insulted and castigated a large portion of the citizenry of Boston." The resolution further declared "abhorrence of such insult and castigation" and requested that the FCC "be informed of the lax control by the Mutual System of such programs." Several councilmen got hot, but when time came for a vote it was discovered that not enough members were present to form a quorum. And that was okay, as it turned out that neither the correct time, date, station nor network had been cited in the resolution.

The program which the haymaker should have been aimed at was *Words at War*, broadcast over NBC and WBZ here Tuesday, February 22. It consisted of a dramatization of Seldon Menefee's book, *Assignment U. S. A.*, from which quotes were taken criticizing a statement by Kinsella on isolationism as being typical of "the ignorant Irish in Boston."

Kinsella freely acknowledged that in his haste to put a complaint on record, he had not carefully checked his facts before introducing the resolution.

So letters of apology have been written to Linus Travers, v.-p. of the Yankee Network, and to the editors of *The Boston Daily Record* (Hearst), which gave the story a big spread.

"Gay '90s" SRO In Trenton; Howard And Leonard Tops

TRENTON, N. J., March 4.—John Curry, local impresario, brought Frank H. McMahon's *Gay '90s Radio Revue* to Trenton's War Memorial Building February 27 and knocked everybody, including himself, cold by being forced to hang out the SRO sign at both performances. Show grossed over \$5,000.

For 11 years the show has been on the air, and a week ago Monday started its fourth year under the sponsorship of Model Tobacco.

Featuring Joe Howard and Lillian Leonard, revue also has Joe Milekof's band, Frank H. McMahon, a trio billed as the Floradora Girls and comedians Al Shaw and Sam Lee. Dick Wentworth, Jack Leslie, Carl Nelson and Jim Phillips make up the *Gay '90s* quartet.

McMahon emcees and gets off to a fast start, working hard during entire performance. Only weak spot in show seems to be the quartet—no click. As to the comics, of all the characters that ever went on the stage to win fame and fortune—Shaw and Lee take the cake. To put it in their own words—they're simply nuts! But they have a way of putting over nuttiness that leaves the audience in spasms and crying for more. Their handshaking pantomime almost stopped the show. The girls, billed as

the Floradora Trio, scored heavily with their version of three old hens singing to the tune of *William Tell*.

Lillian Leonard, described by McMahon as "the Strawberry Blonde of Yesteryear," proved to be the show stopper. She sings a song unerringly—has poise, youth, beauty, personality plus and a graceful figure. If she changed her name to Lillian Leonard or something similar and posed as a refugee from Europe—she would most likely be hailed as sensation. Her repertoire included *The Band Played On*, *Danny Boy* and several others—but she stopped the show when she sang *The Jewel Aria* from *Faust*. McMahon brought Joe Howard on to close the show. He went over big with his cake-walk, and there were a few "bravos." He sang and had the audience join in the singing *I Wonder Who's Kissing Her Now*, *In the Good Old Summertime* and *Down by the Old Mill Stream*. His latest song, *We've Never, Never Lost a War*, and *We Never Never Will*, won him rounds of applause.

There is no question why the SRO sign is out—it's terrific!

Wendell Goodwin.

CARTOONS WOW GFS

(Continued from page 3)

comics Palace and *Vanities* days, with a stooge picked from among local G. I.'s. The cartoon-bees, however, were his major entertainment stock-in-trade. He would round up a couple of hundred lads in a hospital or mess hall and turn out as many as 112 three-minute caricatures in an afternoon. The ones that didn't get drawn stood around and kibitzed. The pencil and paper sessions proved a top-flight entertainment draw with the boys, he reported.

Naturally, he declared, he wanted to be the first of the Hollywood gang to get into India and China. Joe E. Brown, however, was nipping at his heels. He was well out in front, as he thought, when he suddenly picked up something the boys call the Karachi-Kruds or the Delhi-Belly. Either is an equally nasty type of dysentery. They clapped him into a hospital for a week. All that really worried him, said Barclay, was that Brown would pass him. However, when his nurse came in after the third day and said: "I'm sure you'll be glad to know that your friend, Mr. Brown, is in bed in the next room," he got well right away.

Barclay rated the entertainment for overseas as best supplied in the South American area, with Africa next, and India and China rating third and fourth on the list. More entertainers should make an effort to hit the last-named areas he thinks, as the boys in isolated spots are literally starved for it. In China and India, he often found it necessary to stay 10 days in one place, because flight missions made a lot of them miss his sessions and caused such keen disappointment that he'd had to stick around to cover them all.

Barclay returned to Hollywood Thursday (2). He will devote himself to pix chores until next fall. CSI skeds another offshore stint for him for early September.

NAN BLAKSTONE

Will B'way Get a Blakstone Bistro?

NAN BLAKSTONE'S ability to move an audience from laughter to tears is too well known to require retelling. She has been cheered in niferies from New York to Shanghai, and in almost every key city in the world. Cafe Society has come to feel that

a Blakstoneless season is something incomplete.

This season Nan hit another bull's-eye in the night club target when she literally took Washington by storm. She is the only artist in the top-money bracket to remain for three months at turnaway business in the nation's capital, and to leave

there with an ironclad agreement to return for a similar span within the next six months. In a city long known as a two-week stand for a Class A attraction, this is definitely a record.

Nan's future plans include an intimate night spot of her own in New York, and negotiations are in the works for making the desire a fact before many months pass.

Nan is personally managed, directed and presented by Ronald Aaron Gerard. She is a free-lance artist and books thru any recognized agency. In view of all that has been written about her, there is little else to add, except perhaps to remark: "She's terrific."

Currently at Kitty Davis's Airliner, Miami Beach, Fla.

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Five Rolls 3.00
Ten Rolls 5.00
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Double Price.

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8,000 6.91
10,000 7.15
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50,000 13.75
100,000 22.00
500,000 88.00
1,000,000 170.50
Double coupons, Double prices.

Roll or Machine

PUBLIC SERVICE THRU INCOME TAX

Garey & FCC Both Get DC Wordy-Words

NEW YORK, March 4. — Eugene L. Garey, counsel to the House Committee that has been probing the FCC, had the broadside he fired against the Lea group backfire during the past week in the form of a counter-barrage laid down by Rep. Edward Hart that overshadowed other attacks that centered on the FCC.

Hart declared that Garey was guilty of "an intemperateness which reflects his personal pique and a high degree of the puerility which he has imputed to the committee." Along the same lines he declared Garey's resignation on the basis that the WMCA probe was being held up, and announced that he himself was responsible for the delay.

FCC came in for its share of the "hot words" as emoted by Rep. Richard B. Wigglesworth and seconded by his colleague, Rep. Louis Miller. The former, who asked for and received 30 minutes in which to "give," denounced nearly everyone and everything from the White House down for sabotage in obstructing the work of the committee.

Blue Hopes RKO May Lead Studios' Air-Time Parade

HOLLYWOOD, March 4.—Blue Network is going after motion picture studio advertising, it was believed, after new series from RKO studios tee off this week. Don E. Gilman, network prexy, stated that he has long felt that film studios were missing a bet in passing up radio to advertise their product. He went on to say that this new RKO show, *Hollywood Star Time*, is another attempt by the Blue to interest daytime audiences in programs that are off trail and not included in usual formats for these hours.

For some time, Blue has been making a pitch for daytime listeners, using shows that are on a par with after-dark offerings, to wean them away from standardized programs. In speaking of the new RKO show, Gilman said: "This program, with the value of big star names and the daily surprise element of unannounced guests, should tie in with Hollywood glamour appeal."

New five-a-week series is being watched by other film factories to see how pic plugs go over with the public. B.-o. reaction is also being watched.

There is general feeling that if the new series clicks, other studios will ante radio coin and dream up program ideas that will get their stars before the public without the guest-star ballys that up to now have been the more important picture plugs. MGM has settled on a five-minute news series to plug its current releases, after trying out a number of ideas that flopped.

WJR Starts Shift To Normal Hours

DETROIT, March 4.—Developments of the war, which caused WJR, 50,000 watt station, to switch to a 24-hour program, have brought about a shift back to a 20-hour schedule, effective Tuesday (7). Station, which hits into both Michigan and Ohio, went fulltime right after Pearl Harbor, to permit coverage of the strategic Detroit area at any time of day or night.

With change of conditions from the time when a possible air raid on the city was anticipated daily and the further wartime problem of man-power shortage, plus tough maintenance, have forced the shift to the shorter schedule. Station will be off the air from 1 to 5 a.m., and until 8 a.m. on Sundays.

1-Way Open Door

NEW YORK, March 4. — At studio 3B at NBC, Mr. D. A. was in rehearsal. A hand reached out and placed a sign on the door-knob. It read in bold, black letters: "Auditions, do not disturb." Everyone looked at it, read it carefully, and was impressed.

Scarcely a dozen feet away, the twin doors of the alternate studio entrance were propped wide open and sign or other psychological impedimenta.

Ad Rationing Hits Nets as W-Tele Nixes Station Space

NEW YORK, March 4.—Local dailies are seriously considering nixing network and station advertising. First sheet to refuse this type of business is *The World-Telegram*, Scripps-Howard paper, which puts the new policy into effect next week.

Move is not anti-radio, as program sponsors will still be able to buy space to plug their shows. But with paper rationing has come, as everyone knows, advertising rationing, and the local rags are hard-pressed to handle their old customers without having to worry about newcomers, i. e., radio chains and stations.

Major casualties will be NBC and CBS, who have shelled out heavy dough for lusty space in the last six months. Policy shift is still confined to New York but may inspire similar moves in other towns.

WQXR-Times Transfer

WASHINGTON, March 4.—FCC this week received application from the Interstate Broadcasting Company, New York, to transfer 60 shares of WQXR and WQXQ from John V. L. Hogan to *The New York Times*. The 60 shares, which according to FCC is tantamount to transfer of control of the corporation, brought \$987,500.

G. L. K. Smith Hotel Meet Fails To Save Radio Neck of Rev. C. O. Stadsklev

MINNEAPOLIS, March 4.—Despite personal appeal by Gerald L. K. Smith to his America Firsters meeting at Leamington Hotel here, to phone WDGX, indie, and protest banning of Rev. C. O. Stadsklev from the air, the station received more calls commending it for its action than condemning it.

Lee Whiting, manager, said AFL and CIO unions, ministers, organizations and hundreds of listeners called him personally to compliment the station for barring Stadsklev, friend of "Lizzie" Dilling and mentioned in John Roy Carlson's *Under Cover* from ether after nearly eight years of broadcasting.

Smith's move in behalf of Stadsklev was payment in kind for latter's attempt to have Smith take his radio time a year ago when Smith was refused use of local public buildings.

At the Leamington meeting last week Smith appealed to his followers to call Whiting and protest the "persecution of Stadsklev."

A Pat (?) for Protesters

"To each of the Firsters who called, Whiting asked the pat question: "Did you buy any War Bonds this month?" "The majority," reported Whiting, "scuffed at the idea and said: 'Bonds aren't worth the paper they're printed on.' After that I just had nothing more

Road Map for New Taxpayers Broadcast By Detroit Station; All of Michigan Listens In

A Gong for Each Line in Form

DETROIT, March 4.—WRJ hit a new high in public service programing last Sunday, when it set to work to solve the country's No. 1 headache, the income tax. Classes in filling out blanks were worked out with the aid of Giles Kavanagh, Detroit collector of internal revenue, who originated the idea.

Income tax returns probably constitute a sorer spot in Detroit than anywhere, because of large, migrant population, most of whom never faced a tax. The fact that everyone is working, illiteracy of many workers, and the complication of transient population earning good money have combined to cause lines blocks long seeking advice at the internal revenue bureau and the mushrooming of "experts" in hamburger stands, beer gardens and drugstores.

Turn To Radio

Faced with a limited staff and necessity for reaching the greatest number of people quickly, Kavanagh turned to the air. Move, incidentally, is a minor triumph for radio over press, inasmuch as all local papers have devoted pages to detailed instructions on the tax maze.

Program went on for half hour at 12:30 p.m., Sunday, replacing *In Our Opinion*, with George Cushing, moderator of that show, as chairman. Around the mike were Gerald Evans, assistant to Kavanagh; William J. Coughlin, financial writer of *The Detroit Free Press*, and Terry Bannan, school principal and civic leader.

The simpler income tax form was taken up line by line. Full explanation of computations was made, and timing checked by an actual jury of taxpayers working out forms in studio. The program was unusual enough to draw the

interest of veteran radio execs who came to watch the broadcast.

Idea was plugged well in advance with 50 spot announcements, advising listeners to have the blanks, income figures, pencils and paper. Similar advice was given daily in *The Free Press*.

Ties Up Bureau Phone Board

Check of the success of the idea was the corps of the revenue staff on duty waiting to answer phone calls about individual complexities. The bureau phone number was given repeatedly during the broadcast. Lines, which included the main government switchboard for Detroit, were jammed before the program even started. A total of 3,139 calls was recorded.

Plan is being extended for next Sunday (5) on an even bigger scale. With all local press and radio giving the broadcast the publicity works, it is expected to draw a listening audience that will probably constitute the largest "classroom" ever organized. The broadcast will run an hour, and will take up the long tax form used for incomes over \$3,000 and other special classes. Great care is taken to keep listener's attention on the particular form and line under discussion to avoid confusion.

25 Michigan Key Cities Co-Op

The Toledo Blade is co-operating on the second broadcast. Internal revenue officers in Toledo, as well as in about 25 key cities in Michigan, will be stationed at phones in the cities named. To reach remoter sections of the revenue district, plans were being made to send platters up for airing by local indies in co-operation with local revenue office.

Kavanagh's reliance upon show business is second nature to him; he is the father of George Kavanagh, ork leader.

Nix Marx Repeat

HOLLYWOOD, March 4. — Consolidation of East-West broadcasts of Pabst *Blue Ribbon Town* will be in effect March 11, it was announced by CBS here this week. Groucho Marx alrer will hit the ether 5-5:30 p.m., PWT, on Saturdays, for one broadcast only. Relinquishing of choice Saturday night spot will leave slot open for new Lionel Barrymore show, *Mayor of the Town*, which hits the air on Coast repeat 7:15-7:45 p.m.

Every War Correspondent A News Broadcaster

PHILADELPHIA, March 4.—David Wittels, returned war correspondent, is being groomed as radio personality to dish out news. Covering war fronts for *The Philadelphia Record* and feature writer for *The Saturday Evening Post*. Wittels is one of the better known among local by-liners. Both WIP and WCAU huddling with the reporting ace, who has left the newspaper and is sticking to SEP.

Cy Peterman, foreign correspondent for the local *Inquirer*, was grabbed up by radio on his return, doing a commercial stint for Food Fair, supermarket food chain, on WCAU, until newspaper returned Peterman to the war fronts last month.

POLITICS UP A RADIO TREE

Nets, Solidly Commercial, Plan Nix of '44 Election \$\$; Few Shows Will Be Canceled

One-Broadcast Chains and Indies Will Rake It In

(Continued from page 3)

trend is to automatically sidetrack political nonentities anxious to harangue for their candidate by limiting actual network time to the talks by the candidates themselves.

Passing Up Heavy Coin

Everyone in radio has a wary eye on the lush dough that dropped into the till during the 1940 presidential race. The four nets racked up, for time alone, a total of \$1,638,910. The breakdown:

CBS	\$535,406
NBC	429,462
Blue (then part of NBC)...	380,144
MBS	293,898

Naturally, no one likes to kick around this kind of dough. But, reasons many a web exec, in 1940 there was plenty of open chain time, even at peak listening hours. Today the choice time is sold and there is little worth-while network time available. In many cases there is a waiting list for preferred hours. This is what fogs up the coming radio race for the presidency.

Will Cost More and Come Hard

The political pashas don't realize that the choice air time this campaign will cost more and come not quite so easy. The cost angle stems from the fact that the campaign-caliphs pay for talent as well as time of any commercial programs that are canceled to provide clearance for candidates. With all choice time sponsored, and choice program talent comes high as most advertisers vouch, the baby-kissers will have to dig deeper this year. During the last campaign they got many a choice slot for the time cost alone. That's out in 1944.

But that's only the intro to the situation, as the two major parties have always managed to dig up whatever specie was required to finance the essentials—including radio. The rub will come when they, the Dems and Reps, start asking for prime air time.

A fundamental of web operation, especially during a campaign for prez, is equal air time opportunity. Thus as soon as choice time is canceled for one party it's a cinch the opposition will want the same, or comparable time, the next day or as soon as possible.

This made no nevermind four years ago, as part of this time was sustaining. But now with solid commercial skeds, the audiences—and every choice comers has its fans—figure to squawk at any skein of speechmaking substitutes.

In 1940, the webs needed the dough and had the time. In 1944, they don't need the dough and haven't the time. So party potentates will get no opportunity to hog the air.

Once the candidates are nominated the webs will huddle with the campaign managers and party radio directors and set up a schedule designed to give everyone a fair break without adversely affecting the competitive situation between webs and sponsors. After all, even if a political-minded sponsor was willing to cancel his high-rated program for a number of weeks, the network would normally nix the deal to protect its audience appeal.

To make this theory stand up the net execs need a simple political campaign. Back in 1936, and to a degree in 1940, the networks were swamped with business from off-shoot and pseudo-party committees. These groups ostensibly operated independent of the GOP and New Deal, yet spent lucre loads airing talks for their pet candidates.

With a revival of this parade of party groups the chains might find themselves stymied anent protecting programs, clients and listeners. With a simple political grouping they can easily satisfy everyone including the candidates. As

mentioned before, a network, by planning to carry only the candidates and not their supporters, is primed to beat even this contingency.

Another web regulation will nix any political dramatizations. All party propaganda during the campaign will have to be in the form of straight speeches.

Networks to Order

Nevertheless, the mlkado-makers will manage to get all the network time they want. This will be done by setting up spot networks such as Stanley Boynton whipped up for the pro football finals. These link, with phone lines, the best available local station in each town desired; operate during the time of the broadcast, vanish afterwards. They're expensive and often far from perfect, but they're networks.

Another radio political outlet will naturally be the local indies. Here the power of the local political party machine will almost always deliver time, as neither the station nor the local advertiser want to tangle with an established party machine. Yet even here the candidates may have their problems. If a station does not sell to one nominee it need not sell to any.

However, local station operators strong enough mentally, morally and financially to withstand political pressure, especially golden pressure, are few in number. So it looks like lush times for locals, aches for webs and a bonanza for the phone company.

New AFRA WHN, WOR Deal

NEW YORK, March 4.—The latest meeting of AFRA's membership committee produced little in the way of new biz, with the announcement of two newly negotiated contracts featuring the matter on the agenda. Approval by the WLB of a pair of wage agreements with WHN and WOR, retroactive, respectively, to 14 and nine months, topped announcements at the get-together.

Republicans Expect More Air In '44 Presidential Campaign; Democrats Name Radio Flack

"Advertisers Don't Protest Cancellations Much," Says P. A.

WASHINGTON, March 4.—There will be more political time bought on radio during the coming Presidential campaign than in normal years, despite the fact that stations are crowded with advertising time and have little to sell, Wells Church, in charge of radio for Republican National Committee, predicted. Travel restrictions, he said, will cut down on stumping tours and will mean that radio will be used more than normally.

"If I were to make a prediction on this point," Church continued, "I would say that both parties will rely on radio a great deal more than in the past. If candidates can't travel they must have radio time" Church said that while he wouldn't speak for Democrats, he felt it possible that President Roosevelt—if nominated—may put off campaigning until the last month as he did in the last campaign.

Ax Buried on Air

MINNEAPOLIS, March 4.—Opening by KSTP-NBC of its new Radio City studios next Wednesday will draw a 15-minute salute from WCCO-CBS.

WCCO will air its tribute to KSTP from 6:45 to 7 p.m. Program, gabbed by Clellan Card, will include the WCCO orchestra, directed by Wally Olson, and the WCCO quartet.

Program will pay glowing tribute to KSTP management on its fine new studios and at the same time relate some of radio's achievements in the Twin Cities.

Thus any ax still floating about will be buried—in the air.

WAAT Sales Pitch Has 'Quick Quiz' Sock Finish

NEW YORK, March 4.—WAAT, bringing its recent sales campaign to a close, really supplied a socko ending when it issued a brochure replete with a "quick quiz" for the time buyer.

The "quick quiz" concisely answered the whys and wherefores for the prospective customer in straightforward, commercial manner, but with a definite eye-appealing style. It used every trick of the trade from the w. k. penny on the cover to telegram blank and pencil on the closing page.

Letter Series Pitch On "Tender Comrade"

PHILADELPHIA, March 4.—Instead of the usual spot announcements to bally local opening of a new movie show, RKO pix turned to radio here with a regular program series. Taking title and theme from the movie, WCAU is airing a twice-weekly *Tender Comrade*, started Thursday (2), for six weeks in advance of the Ginger Rogers' starrer opening. Program idea deemed a natural by station, and Stan Lee Broza, WCAU program chief, aims to keep *Tender Comrade* on the air even after RKO bows out of puffing.

Program dramatizes letters sent in by listeners of their loved ones in the armed forces. Different selected letters used for each program, woman submitting the missive being interviewed on program and given a corsage. At conclusion of series, all submitting selected letters will be guests of the pic at the opening.

KSTP Uses 24-Sheets To Sell New Facilities

Station Does Two-City Job

MINNEAPOLIS, March 4.—For the first time in local radio history a station here has gone to 24-sheets and car cards to plug its facilities, tying them in with regular air breaks during the day.

KSTP-NBC, to announce its removal to Radio City here, has plastered Minneapolis with the 24-sheets inviting visitors to the new studios, being opened officially March 8, to view radio and television broadcasts staged.

Augmenting the billboards are triple streetcar cards, about seven feet long, carrying the same message. Both car cards and 24-sheets are in five colors.

But while the new advertising is spread over all of Minneapolis, there is nary a sign in St. Paul. Station, which maintains double headquarters in both towns, doesn't want St. Paul to get idea, regardless how remote it may be, that it is pulling out of St. Paul. So to avoid it, trolleys running between Minneapolis and St. Paul are not included in budget for car cards.

The new Radio City facilities and the St. Paul office will give KSTP combined space greater than all other Twin Cities' stations combined.

Among the innovations installed by Sam Levitan, promotion chief, are three miniature stages, replete with curtains and all, to be used for merchandising. Stages are inset in walls and spotlighted and will contain full figure cut-outs in miniature of show being plugged, puppet fashion. Small cards on easels will tell the story of each set. Uniformed pages and three lovely receptionists will be on duty.

Cincy WSAI Winner Of Sardi Promotion

CINCINNATI, March 4.—WSAI, Cincinnati, has been judged winner of the Blue Network's recent interstation promotion for its *Breakfast at Sardi's* program. Miss Brett Howard, WSAI promotions director, was in charge of planning the local station's *Breakfast* program.

Originally scheduled for one day, December 6, in Cincinnati, the local outlet's show had to be repeated December 7 to accommodate more than 1,500 *Breakfast* fans who attended the two shows at Hotel Netherland Plaza's Hall of Mirrors.

Star of the show was Frazier Thomas, of WSAI, who acted as host for Tom Breneman on the local airing. Local broadcast followed *Breakfast at Sardi's* format, with orchids, roses and beauty kits going to those interviewed.

Following the air show, which replaced the regular network *Breakfast at Sardi's* on the two days, guests were entertained by an hour's variety show featuring WSAI talent.

FM Parade Marches On

WASHINGTON, March 4.—Ten applications for construction permits for FM broadcasting stations were received by FCC this week. The applications sought erection of FM stations at White Plains, N. Y.; Baltimore, Washington, Pittsburgh, Chicago; Riverside, Calif.; Cedar Rapids, Ia.; Indianapolis and Steubenville, O.

It's the Lisph

NEW YORK, March 4.—The board of directors of the itinerant wolves who haunt the third floor lounge of the NBC studios, were approached by a thesp who queried, "What's that agency again, Donahue & Cohen?"

HILDEGARDE

CURRENTLY BREAKING RECORDS

EMPIRE ROOM
PALMER HOUSE
CHICAGO

OPENING APRIL 10TH
CHASE HOTEL
ST. LOUIS

RETURNING END OF APRIL
PERSIAN ROOM
PLAZA HOTEL
NEW YORK

CURRENTLY STARRING ON
"BEAT THE BAND"
NBC—Wednesday Nights
for Brown and Williamson Company
Makers Of
RALEIGH CIGARETTES

EXCLUSIVE DECCA RECORDING ARTIST

Personal Management: ANNA SOSENKO
Exclusive Representative: JACK BERTELL,
MUSIC CORP. OF AMERICA.



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"
HOOPERATINGS
for evening programs

Vol. I. No. 8E

(REPORT DATED FEBRUARY 29, 1944)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
BOB HOPE	36.5	263	NBC 130	Romance—CBS R. G. Swing—BLUE Amer. Forum—MBS Sunny Skylar—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$301.37
FIBBER MCGEE AND MOLLY	36.3	386	NBC 131	Report to Nation—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE Amer. Forum—MBS	Needham, Louts & Brorby	S. J. Johnson (Floor Wax)	\$ 8,500	\$234.16
ALDRICH FAMILY	29.2	200	NBC 127	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$136.99
EDGAR BERGEN	28.3	300	NBC 132	Star & Story—CBS A. L. Alexander—MBS Greenfield Choir—BLUE	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$353.36
LUX RADIO THEATER	27.8	390	CBS 134	Tel. Hour—NBC Dr. I. Q.—NBC Counter Spy—BLUE Spotlight Bands—BLUE Coronet Story Teller—BLUE Heatter—MBS Bob Ripley—MBS Paul Winchell—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$359.72
WALTER WINCHELL	25.9	543	BLUE 161	R. Digest—CBS M-Go-Round—NBC Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$193.05
JOAN DAVIS-JACK HALEY	25.8	39	NBC 70	Dinah Shore—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE Treasure Hour of Song—MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$290.66
JACK BENNY	25.5	451	NBC 132	Shirer—CBS Como—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$784.31
ABBOTT AND COSTELLO	24.6	112	NBC 130	First Line—CBS R. G. Swing—BLUE News—MBS Carnegie—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$406.50
SCREEN GUILD THEATER	24.4	184	CBS 121	Contented Hour—NBC R. G. Swing—BLUE Out of Shadows—BLUE News—MBS Education for Freedom—MBS	Blow	Lady Esther (Face Powder, etc.)	\$10,000	\$409.84
MR. DISTRICT ATTORNEY	24.3	248	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Coronet Story Teller—BLUE Soldiers W. Wings—MBS	Pedlar, Ryan & Lusk	Bristol-Myers (Vitalis)	\$ 4,000	\$164.61
BING CROSBY	24.0	341	NBC 132	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS Bob Ripley—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$416.67
FRANK MORGAN-FANNIE BRICE	23.8	98	NBC 120	Suspense—CBS News—BLUE Lum and Abner—BLUE Oursler—MBS Confidentially Yours—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$399.16
TAKE IT OR LEAVE IT	22.9	301	CBS 121	H. of Charm—NBC G. Lawrence—BLUE Good Will H.—MBS Cedric Foster—MBS	Blow	Eversharp (Pens and Pencils)	\$ 2,500	\$109.17
KAY KYSER	20.1	307	NBC 127	Moments in Music—CBS R. G. Swing—BLUE Gunnison—MBS Arch Ward—MBS	Foote, Cone & Belding	American Tobacco (Lucky Strike)	\$ 8,000	\$398.01

Kay Kyser's rating, as you are by now undoubtedly tired of being reminded of, applies only to the first half of his program, as the last half airs after 10:30 p.m., EWT., and the CEH field staff ceases phoning anent the Hooperatings after that hour.

Hooperatings tapered off a bit this report without inflicting any casualties on the "First 15." With few shifts in numerical order, the shows that comprised the "First 15" last report are back again this time. Even the TCI had few changes in the "Best-Buy"

line. For full details see opposite page. Sponsored evening network hours were up a wee bit. This report, 82; last report, 81½; last year, 71. Average Hooperating was static. This report, 11.9; last report, 11; last year, 11.8.

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Hooperatings, TCI Repeat Standings

NEW YORK, March 4.—TCI this week is a straight reprint of mid-February report in so far as standings are concerned, with one exception. The one shift has the Crosby and Screen Guild programs changing places. The only major changes are in the cost-per-point-of-rating or TCI.

Take It or Leave It still holds the lead in the "Best Buys" groupings. In fact, the first six shows on the "BB" are all under previous TCI figures.

Then the shuffling starts, yet never enough to change the standings. Five programs have higher TCI's, one changed less than a dollar and so is regarded as even, and three more better their TCI figures.

The answer would seem to lie in the premise of major, minor and static swings. This thought was projected in the analysis of the last evening TCI.

It is based on the observation that the leaders on the "First 15" tend to vigorous rating changes which rarely materially affect their relative position; that the middle segment of the "First 15" tend to move gradually; that the lower third of the "First 15" move very little, if at all, in so far as their Hooperatings are concerned. They are either on or off the "First 15."

Applying this premise to the TCI, and it is applicable, as the average Hooperating is the same as it was on the last evening report, we see it in action; albeit with restrictions. The leaders lead decisively, the rest of the pack either stay in the groove or edge up.

One recurrent feature of the TCI is the influence of listening slots and the affinity of one program for its predecessor. When Lux goes up, so does Screen Guild—they follow each other on Monday evenings on CBS. When Lux improves its TCI standing, so does its shadow.

Another feature is the appeal or lack of appeal of the competition. This week The Aldrich Family takes a hefty jump in the Hooperatings. The answer is that Town Meeting, on the Blue, was off in audience appeal and Henry grabbed the transient listeners.

Proof of this pudding is that this surplus audience did not stay on the Thursday-NBC slot but returned to its own favorites on other stations at the end of the Aldrich program. Thus the programs following were up to their usual standards but did not jump up or down to any appreciable degree.

Local Spots Build Eversharp Net Show

NEW YORK, March 4.—Blow Agency uses spots on local stations to air announcements soliciting mail for the new Eversharp Blue show Let Yourself Go, with Milton Berle, which starts Tuesday (7). Program is an audience-participation, with the a. p. angle hinging on contents of letters from listeners.

Unusual hook is the use of local stations to solicit material for a network program. Usually the web getting the show does its own advance bally and solicitation.

Maybe Two Times Is Out

NEW YORK, March 4.—Secretary of the Treasury Henry Morgenthau Jr. was visiting NBC with Frederic March for a Treasury Department program.

Dayton Allen, a young thesp, approached with a \$1 bill and asked the Secretary to autograph it. Morgenthau smiled, shook his head, and said.

"Sorry, I only sign 'em once."

Platter Spinning Gets Production On Pacific Coast

HOLLYWOOD, March 4.—Peanut days of the once lowly disk jockey were believed over and the millenium reached when it was announced that Al Jarvis, long-time headman of the Make Believe Ballroom, would launch a new recorded program which would call for writer, producer and announcer. Production for jockeys started in the East at WNEW some months ago. In previous years, the jockeys gathered piles of records and thought up bright sayings and ad lib sponsor plugs. But with the Jarvis statement that full production crew would be on hand to launch his new show, it was felt that platter-spinners would next be playing to a live audience and have full rehearsals before hitting the air.

New Jarvis show will be bank-rolled by Union Oil Company and will be tagged, *Downbeat Derby*. Featuring a new guest star each week, Jarvis gives nod to Harry James on opener. Jarvis will produce; Carlton Kadel will announce, and Irvin Ashkenazy will do the script. Sponsor reaction will be gauged by letters from listeners, voting for the recording they feel is their all-time choice. Winning letter will be announced each week, the winners getting a \$25 War Bond.

AT&T Tap Stops Indies From Direct Invasion Reports

NEW YORK, March 4.—Local stations anxious to match, as best they can, the network coverage of the forthcoming invasion are burning about the AT&T monopoly of transatlantic communications. Several stations are set to send their name news commentators overseas to cover developments from London, with local sponsors set to foot the tab. But since the AT&T, by arrangement with the British post office, which handles communications, has an exclusive deal, these outlets will have to shell out \$500-plus per week for a quarter-hour program each Monday thru Friday. The indies claim 500 fish is okay for nets who spread the tariff over the full net. They, the locals, however, have to carry the full cost solo.

Press wireless will provide similar service for \$100 per week, a fee the local sponsors are willing to underwrite, yet cannot get permission to work out of London. Many an enterprising indie, therefore, will have to forego personal coverage of what figures to be the biggest story of this century.

"Best Buys"

This Report	TCI	Hooperating	Last Report	TCI	Hooperating
Take It	\$109.17	22.9	Take It	\$116.18	21.5
Aldrich Family ..	136.99	29.2	Aldrich Family ..	150.37	26.6
Mr. D. A.	164.61	24.3	Mr. D. A.	168.78	23.7
Winchell	193.05	25.9	Winchell	198.41	25.2
Pibber	234.16	36.3	Pibber	241.77	35.2
Davis-Haley	290.66	25.8	Davis-Haley	294.12	25.5
Bob Hope	301.37	36.5	Bob Hope	296.50	37.1
Edgar Bergen ...	353.36	28.3	Edgar Bergen ...	342.24	29.2
Lux Theater	359.72	27.8	Lux Theater	375.94	26.6
Kay Kyser	398.01	20.1	Kay Kyser	384.62	20.8
Morgan-Brice ...	399.16	23.8	Morgan-Brice ...	400.85	23.7
Abbott & Costello	406.50	24.6	Abbott & Costello	409.83	24.4
Screen Guild	409.84	24.4	Bing Crosby	413.22	24.2
Bing Crosby	416.67	24.0	Screen Guild	425.53	23.5
Jack Benny	784.31	25.5	Jack Benny	749.94	26.7

Check YOUR PROGRAM RATING SERVICE

against these 14 points

1. Sponsored network program ratings comparable with the past.*
2. Ratings on "open" time periods comparable with the past.*
3. "Sets-in-Use", "Share of Audience" during, preceding, and following each program and "open" period (a) released with the ratings (b) comparable with the past.*
4. Composition of radio program audiences — in each report.
5. Sponsor Identification Analysis — in each report.
6. Same cities used during each week surveyed — as in the past.*
7. Publication of two different "continuous" ratings on same program **avoided** — as in the past.*
8. City-by-City Ratings on your sponsored network program — comparable with the past.*
9. Network Ratings taken in cities of equal network opportunity — as in the past.*
10. Network Cross-Section Urban Ratings — properly balanced to reflect each network's facilities individually, published periodically under separate cover.
11. U. S. Cross-Section Urban Ratings — properly balanced to reflect total U. S. network and independent urban radio facilities collectively, published periodically under separate cover.
12. Program Audience Histories — comparative records of network program performance dating from 1934.
13. Basic Trend Chartbook—graphic comparative basic trend indexes.
14. Pocketpiece — Network Ratings condensed for your convenience, comparing current audiences with "last report" and with "year ago."



Check here

YES NO

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Radio Audience Measurements
Continuously by Coincidental Method
Since 1934

If you are a subscriber to "Network HOOPERINGS" your score is 14 "Yes."

C. E. HOOPER, INC.
NEW YORK • LOS ANGELES

*and future



Atlantic Refining Bank-Rolls Major League Baseball Again; Five Teams Collect in 1944

Five Spielers and 11 Stations Cut In On Gravy

PHILADELPHIA, March 4. — Continuing its radio sponsorship of athletic events as a gesture of good will, Atlantic Refining Company here will again bank-roll the play-by-play broadcasts of the major league baseball games in New England and the Middle Atlantic area. Radio budget set by Wally Orr, M. W. Ayer account exec in charge of the Atlantic Oil account, is as large as last year, said to be approximately a half million dollars.

Atlantic airing will embrace a regional network of 11 stations in the Eastern Pennsylvania area, nine stations in the Western part of the State, and the Yankee Network in New England. In addition, Orr expects to buy the games of the Baltimore Orioles.

WIBG here will again originate the games of the Athletics and Phillies, feeding them to WGAL, Lancaster; WEST, Easton; WAJL, Hazleton; WRAW, Reading, WORK, York; WKBO, Harrisburg; WSAN, Allentown; WILM, Wilmington, Del., and WPCG, Atlantic City.

WWSW will originate the Pittsburgh Pirates games in that city for eight other Western Pennsylvania stations, including WFBC, Altoona; WMBS, Uniontown; WJAC, Johnstown; WCED, Dubois; WJPA, Washington; WERC, Erie; WKST, New Castle, and WISR, Butler.

The Boston Red Sox and Boston Braves games will be originated by WNAO in that city for the Yankee Network, Atlantic Refining splitting the New England network on alternate days with another sponsor.

Announcing chores assigned to "Rosey"

Marshall Field To Take 2d Spin in Radio

Set To Buy All WJJD Stock

CHICAGO, March 4. — Marshall Field III, owner of *The Chicago Sun* and *PM*, New York, concluded negotiations Wednesday (1) for purchase of outstanding stock of WJJD, Inc., licensee of Station WJJD, according to a statement from the office of Ralph L. Atlas, president. Principal stockholders of WJJD, Inc., are Ralph L. Atlas, H. Leslie Atlas and Philip K. Wrigley. Contract of purchase is subject to approval of the FCC, and Atlas stated that an application for such approval will be filed within the next few weeks. Until approval is obtained, absolute control of the affairs of the station will remain with the sellers.

In his statement to the press, Atlas said: "Mr. Field stated that it was his purpose, if approval of this transfer is obtained, to continue the same type of operation as has existed in the past, that the station will be operated separately and apart from *The Sun*, and will continue to render the best possible radio service to the people of this community."

One of the reasons for the sale of WJJD was the FCC ruling last fall prohibiting dual ownership of standard broadcasting stations whose primary service areas overlap. Atlas has been head of both WJJD and WIND, the latter operating studios in Gary, Ind., and Chicago. Prior to its acquisition by Atlas, WJJD was owned by the Loyal Order of Moose. It operates from 4 a.m. to 8:30 p.m. on the frequency of 1,160 kilocycles, with a power of 20,000 watts.

In 1942, Field acquired a minority interest in WHP, operated at Hammond, Ind., by the Hammond-Calumet Broadcasting Company. Station operated until February 6, 1943, at which time it gave up its license because of operating losses.

Rosewell and Jack Craddock in Pittsburgh; Byrum Saam and Claude Haring in Philadelphia, and Tom Hussey in Boston.

For the first time, Atlantic Refining is skedding a *Sports Jamboree* program for the stations in the event a game is called off on account of the weather or when a particular station is unable to carry a night game because of previous time commitments. If the station is carrying no game for one reason or the other on a particular day, local oil company will pay the bill for a 50-minute *Jamboree* from 3:10 to 4 p.m., featuring sports news and recordings.

WNEW-W2XWV Set Time Exchange Deal

NEW YORK, March 4.—A swap of time, convenient to the interest of both parties concerned, has been engineered by WNEW and W2XWV, the experimental television station operated by the Allen B. DuMont Laboratories.

The deal calls for selected WNEW features to be televised. In return, W2XWV will air informal forum discussions on post-war audio-visual work along with dramatizations on the history of television on WNEW.

WNEW features to be televised include Paula Stone's *Hollywood Digest*; Martin Block's *Make-Believe Ballroom*; Spanish lessons and music, and several G. I. shows, the last named mainly with an eye toward recruiting. The telecasting is expected to begin soon after the completion of work on the new DuMont studios here in about four weeks.

Radio Turns to Cheesecake-Mags, Foreign-Language Press

NEW YORK, March 4.—Radio p. a.'s, stymied for a time by the decreasing amount of space available to them, are busily cultivating outlets, new and old, for their stuff. Among these are the foreign-language newspapers, once the private preserves of foreign-language stations; mags, trade journals, news and Broadway columns. All of the last mentioned have been the "stepchildren" of the publicists who gave them the cold shoulder B. P. R. (before paper rationing) and the introduction of cheesecake in various forms as a method of selling.

The intro of the latter occasioned no little surprise in view of the "holier than thou" attitude once prevalent among radio people toward their use. The "new deal," as evidenced by the latest cheesecake releases, lean toward the pin-up type, with plenty of chesty stuff rather than the usual run-of-the-mine "lady long legs" affairs, while a combo of both sneaks in ever so often.

Magazines have become cognizant of their new spot in the radio sun to the

Birth Notice

PHILADELPHIA, March 4.—WFIL announcer Edwin Rogers set the transcribed-jingle-happy listeners back on its ear the other day when he authoritatively announced, "A transcription," only to follow quickly with, "I beg your pardon, a real live announcement." Oh, what is so rare these days, mused Rogers, as a spot that's live?

Award Brings Contract To WHP Scriptor

NEW YORK, March 4.—Lisa Barrett Drew, until this week known as Mari Yanofsky, radio scriptor, has been signed by the Moe Gale Office. This is the first non-entertainer the band booker has taken under his wing.

Miss Drew hails from Harrisburg, Pa., where she was a staff writer on WHP. She recently received special mention by the National Conference of Christians and Jews for scripts she had written for the station.

This week her *The Candle and the Gun*, presented on CBS February 23, won the script-of-the-month award of the Writers' War Board.

Tomorrow (5), Frederic March will play the lead in her latest script, *Courage Is Their Badge*, on WEAF-NEC.

McCormack to KTBS

SHREVEPORT, La., March 4.—Effective May 1, John McCormack, manager of KTBS since 1931 and KWKH and that station jointly since 1935, has resigned to take up active management and part ownership of KTBS, Hot Springs. No successor has been named by John D. Ewing, president of the International Tri-State Broadcasting Companies, operators of the station.

School Sports Solid Pull for Parents, Too

MINNEAPOLIS, March 4.—"We did it first—way back five years ago, and every year since," says WMIN in answer to *The Billboard's* story about Hanover Shoe Company's pitch for kid biz thru broadcasts of high-school athletics.

The Twin Cities indie station has aired St. Paul football, basketball and hockey competition among the town's high schools since way back in 1939—and it has paid off big for the sponsors.

Last three years Cook's Men's Store, St. Paul, footed the bill for the grid broadcasts, and this year started to bank-roll the basketball games.

Grid games are broadcast nightly, Monday thru Friday, during the season. Court games are aired twice a week, with the best game of the night put over the ether. Hockey games were on for two seasons, but this year weather ruined the sport.

Championships Climax Season

The basketball season here has reached the stage where the St. Paul championship team meets the Minneapolis league's best squad for the Twin Cities title. From there it is but a short wait for the regional tournaments, climaxed by the State-wide tourney to be held in Minneapolis.

And WMIN, thru Cook's, will air all the games.

Commercials on the kid athletic broadcasts are slanted to include high schoolers and parents, too.

"After all," reasoned the advertiser, "the parents buy, too. So why not pitch to them as well as to their sons."

Cook's several years ago gave the idea the acid test. During one of the grid-game airings, it offered a shirt special. Next morning the place was mobbed and in short order the shirts sold out.

Cantor and Duffy Getting Benny-Itis

NEW YORK, March 4.—Jack Benny's success in shifting sponsors, so satisfying his yen for a corrective change, has released similar urges in other comedians with gripes. At the moment the stable most affected is Young & Rubicam, where Eddie Cantor and Ed (Duffy's Tavern) Gardner are reportedly on the prowl.

Cantor, on NBC Wednesday evenings at 9, is squawking for a release. The Cantor idea is to get another sponsor and a better air time, better, that is, for the comic, who feels unhappy unless he is high in the ratings, and he hasn't often been up in the "First Fifteen" during his present sponsor affiliation.

Gardner, also hi-rating happy, is hollering for a new network. Obviously the comic feels he could match rating points with Bob Hope, etc., if he were on NBC or CBS. Currently the Blue is making him that way Tuesday evenings at 8:30 p.m.

Both Cantor and Gardner are sponsored by Bristol-Myers.

"Missing as P. of W." New WOV Program Idea for Italians

NEW YORK, March 4.—WOV this week inaugurated a series of *Missing Persons* broadcasts but with a new wrinkle. Programs are aimed at Italian-Americans who have relatives interned in this country as prisoners of war.

Program announces the names and prison camp addresses of Italian internees so that their kin may contact them by mail. Station feels that the pro-American sentiment among the prisoners may be enhanced by correspondence with members of their families who are citizens.

Broadcasts in Italian are made at 3:55 p.m. daily and will be continued indefinitely.

A Tribute for a News Bureau

MINNEAPOLIS, March 4.—News bureau of WCCO-CBS this week received commendation out of the ordinary. It referred to the station's handling of a recent attack case involving a Negro and a Minneapolis white woman. The Negro, captured several days after the attack, pleaded guilty and was sentenced to 24 to 144 years in the State penitentiary.

The citation read: "Ames Lodge No. 106, IBPOEW, in regular session, approved unanimously a motion that your radio station be complimented on the handling of the recent Burnett Godman attack case. The lodge naturally regrets that any man of Negro ancestry would commit such a brutal act, but also realizes that crime knows no race and that the Negro race is no more responsible for a man of Godman's evident degeneracy than are the white people for an Adolph Hitler.

"We want to express the appreciation of our lodge, which is composed of men of Negro ancestry, for the splendid manner in which your station handled this entire matter."

Four-Way Pick-Up

NEW YORK, March 4.—Fred Utell emceeding take-off on *Truth or Consequences*, labeled *Stop, I Like It*, for Blue sustainer. Show may go Saturday 7 p.m. slot, with no opposition, or go into *Green Hornet* Saturday a.m. spot, with *Hornet* moving to 7 p.m. slot. . . . Bill Glasscock off Morton Downey coke show. George Lowther, who scripts it, temporarily takes over for D'Arcy Agency. . . . Harry S. Goodman Agency releasing 39 15-minute waxes packaged for *Time and Life*. Series, *The World and America*, directed by Frank Norris, has Jack Smart in lead—post-war stuff with historical angles. Mag's staff did scripting. Map gimmick for consumer come-on. . . . Luis Van Rooten okayed by army. . . . Joe Bell to Pedlar, Ryan & Lusk as staff stop-watcher.

"Finders Keepers," new audience participation musical quiz may be blue. . . . WPIC, Sharon, Pa., looking for spikers, any sex. . . . Peter Capell staff-directing for *Trans-American*. . . . Garry Moore signed for pix by Selznick. Durante-Moore show moves to Coast in April as result. . . . Al Trace's the ork on Eversharp Berle show. . . . Al Davidson Jr. tells the one about the ram who committed suicide. He heard Sinatra sing "There'll Never Be Another Ewe."

BBC auditioned wax glimpsed by American webs, Allstair Cooke emceeding this end of two-way broadcast, limed ditto for British end. Tagged *Transatlantic Quiz*, celebs quiz each other across ocean. . . . John Moore pinch-hitting for Karl Swenson as Mr. Miniver on CBS's *Mrs. Miniver*, while Swenson's on road with *Highland Fling*. . . . Harry Savoy comedy on *Campus Drugstore*. . . . George Baxter spelling commercial on *Grand Central Station*. . . . Sid Cassel doing English Chinese on *Mary Martin*.

Bill Williams, WAAT disk jock on graveyard shift, runs a Hit Parade of Retail Sales as compiled by The Billboard, "the Musician's Bible," to quote him. Williams's "GI Jive" comprised of servicemen's requests, he claims compares favorably to B. B. tabulations. . . . NBC guidette, Gloria Hoffpaul, makes NY radio bow as spinster in "On Stage, Everybody." . . . Charlotte Keane gets running part on "Goldbergs." . . . Fredric March visits Ed Sullivan for free March 13. . . . Jack Pepper, Bob Hope's cohort overseas, inked for Connie Boswell show with Paul Whiteman ark. Show coming East. . . . Bill Gray doing Joe Peterson on "Lorenzo Jones." . . . Irene Wicker back on "Dead-Line Dramas." . . . Lawson Zerbe recovering. Ditto Madge Tucker. . . . Sandy Bickart on "Big Town." . . . David Kerman playing Pat Patton on "Dick Tracy." . . . George Raft doing Revlon and Fred Allen before going to Coast.

CHICAGO, March 4.—Ted MacMurray, of the Blue's Central Division production staff, leaves Chicago next Saturday (11) to take over duties of Blue production manager, Hollywood division. . . . Edna O'Dell, Hoosier songbird, has returned to WGN and will be heard each Saturday in *Sew With Music*, sponsored by the Charles E. Zimmerman Company (raincoats). . . . Ann Russell pinch-hitting for Norma Jean Ross in NBC's *Backstage Wife*, while Norma Jean vacations with parents in Denver. . . . *First Nighter*, heard on WGN and Mutual, now heard over 120 stations, will go to 208 stations starting Wednesday (8). Show, sponsored by Campana, has been on the air 14 years.

Bill Thompson, formerly the Mr. Wimple, of "Fibber McGee and Molly," has just wound up recruit training at the Great Lakes (Ill.) Naval Training Station. . . . "Garden Gossip," new series for novice war gardeners, made its debut on WGN today, with Ben Mark-

land, Tribune garden editor, as conductor. . . . Baskett Mosse, NBC news editor, has been added to the faculty of Northwestern U.

Atlas Brewing Company has signed with WBBM to sponsor *Atlas Sports Reel*, which debuts Monday (6). Contract, placed thru the Meyerhoff Agency, is for 52 weeks. Writer-commentator will be "Studs" Terkel, who also scripts CBS's *We Deliver the Goods*.

HOLLYWOOD, March 4.—Barbara Thornburgh, daughter of CBS V.-P. Donald W. Thornburgh, back in town after sponsoring the launching of the Liberty ship, S. S. Joseph J. Kinyoun, at the Kaiser Shipyards in Richmond. . . . Nora Martin, thrush on the Cantor show, has been inked by Standard Radio for a series of transcriptions. . . . Announcer Wen Niles leaving Al Pearce show to go on tour with Bob Hope contingent. . . . Penny Singleton missed her date with the *Blondie* show due to flood which marooned her at her ranch. Florence Lake stepped in at the last minute to pinch hit.

Beryl Wallace, fem emsec of Spike Jones's "Furlough Fun," won't join the show in San Francisco next week because of doubling at the Earl Carroll Theater here. . . . Last week's storm kept Bob Burns up all night building levees to keep a newborn river away from his door. . . . Jane Powell signed for seven weeks with Edgar Bergen. . . . Mary Ellen Ryan, Don Lee traffic manager, married to Ensign Jack Cook, USNR. Honeymooning in San Francisco. . . . Glenn Hardy and Fred Shields taking bows for the 10th anniversary of the "Alka-Seltzer Newspaper of the Air."

Al Levy bows out of the James Saphier Agency to become business manager for Frank Sinatra. . . . George Edwards, formerly of *The San Francisco Chronicle*, has joined the CBS-KNX news bureau as news writer. . . . Anne Director, sales promotion manager of KQW, heading homeward after week in town. . . . Patti Clayton takes over warbling spot with Jack Duffy's orchestra on new Kellogg show over KHLJ. Tony La Frano will handle announcing chore. . . . "Cottonseed" Clark has just finished series of hillbilly and Western dramas for Decca's Jack Kapp, acting for World Broadcasting.

PHILADELPHIA, March 4.—Gertrude Flanagan, ad manager for Snellenburg's department store, joins Weiss & Geller Agency, New York. . . . Paul Krantz upped to night supervisor at WIBG. . . . Marvin Crane joins WPEN sales staff. . . . KYW issues new card rates March 15, increasing station breaks and Leroy Miller's *Musical Clock* platter show rates. . . . Joe Dillon, with two shows on WHAT and one on WPEN, marks his 15th year in local radio. . . . Robert Collins new manager and Thomas McDermott new business manager of N. W. Ayer's radio department. . . . Leonard MacClain, organist, doing the *Do-Re-Me* shows on WIP, with War Stamp giveaways for listeners stumping the musical expert.

Marion Mason, former vocalist for Johnny Warrington's WCAU band, moves to WFIL and Norman Black's band. . . . Don Frank takes over WPEN's "Night Club of the Air," sign-off platter show. . . . John F. Daly is the seventh used-car dealer buying spots on WFIL. . . . Morris Plan Bank, thru Philip Klein Agency, sponsoring Eric Wilkinson's organ programs nightly on WIBG. . . . Philadelphia & Reading Coal Company, thru McKee & Albright Agency, start new spot series on WFIL. . . . Mary Catherine Mears, new to radio, joins the WIP program department. . . . Radio Electronic Institute attracts pupils with Bing Crosby platters on WFIL.

Hager Re-Election; P. R. Manual Plans Set at NAB Meet

NEW YORK, March 4.—The re-election of Kolin Hager, WGY, Schenectady, N. Y., as director of District 2 of the NAB and plans for a public relations manual for NAB affiliates highlighted the district conclave concluded yesterday at Hotel Roosevelt.

The manual, to cover practically every phase of the industry, is the brainchild of Willard Egolf, NAB executive, and Mike Hanna, WFCU, Ithaca. Avenues of public relations will be pointed out in the first thesis to be issued, while the second part of same will deal with methods and case histories of p.-r. work.

Among topics discussed at the meeting were the man-power and legislative situations, war and post-war activities, as well as sales and engineering problems. It was reported that NAB membership is up to 585, with the addition of 18 stations and three associate members since January 31.

WLIB Execs Set Politically for '44

BROOKLYN, March 4.—Three executives of WLIB here are slated for active part in the forthcoming political campaign. They are Aaron L. Jacoby and William Weisman, v.-p. and treasurer, respectively, and Irwin Steingut, chairman of the board of directors.

The first-mentioned pair are delegates to the July Democratic National Convention, while Steingut, who is minority leader in the State Assembly, has no opposition to re-election to the Democratic State Committee.

From CBS To Bingo

PHILADELPHIA, March 4.—Talent will always out, says Lee Vines, former announcer of CBS and of WIP here, who furloughed here last week from his station at Camp Croft, S. C. When he was inducted into the army, Vines immediately applied for Special Service. He waited for months and nothing happened. The week previous, one of the heads of the canteen at Camp Croft approached Lee.

"I hear you are a former Columbia Broadcasting announcer," she said. Vines perked up and admitted the honor. "Well," said the canteen lady, "we are playing bingo at the canteen tonight and we'd like you to call out the numbers."

Another Award for 'Candle And the Gun' By War Board

NEW YORK, March 4.—CBS's drama, *The Candle and the Gun*, written by Mari Yanofsky, won the Writers' War Board Award as the "script of the month" for February.

The theme, pertaining to the advisability of like feelings among all races and creeds of Americans, was presented as a feature of Brotherhood Week over the Columbia network.

A Face-Lift for WCOL

COLUMBUS, O., March 4.—WCOL, Inc., Blue outlet here, has undergone a remodeling job that has entailed studio and personnel expansion. Kenneth B. Johnston, WCOL prexy since 1934, assumes the dual role of prexy and general manager in direct charge of all operations.

With the increased volume of business given as the reason for the face lifting, WCOL now has double its previous production space. The sales, engineering and auditing departments have all been moved to newly redecored offices on the eighth floor to complete the job.

Traveline "Correction"

NEW YORK, March 4.—Jay C. Flippen's *Correction, Please*, which airs Saturday nights 10:15-10:30, goes on the road with Flippen when he opens out of town in Lou Walters' revue, *Slap Happy*, sometime in April.

Back Door to Fame

NEW YORK, March 4.—NBC pagettes are in line for a publicity build-up on the advent of their cracking radio. The NBC press department is prepping a campaign lauding their histrionic abilities.

The gals in uniform who have clicked on the ether and are being plugged by web flackers are Anita Cohen, Gloria Hoffpaul, Norma Burton and Norma Hayes. Diana Chadwick, an ex-guidette now a thesp, is also in line for some sparking.

Before the war, NBC offered guides and pages the opportunity to become members of many net departments. The gals today seem mostly interested in the performing end of radio.

Fly Gets His Chance At Bat

WASHINGTON, March 4.—FCC Chairman James L. Fly will appear before Lea Committee investigating FCC next week and present agency's side of the controversy.

This will be the embattled agency's first opportunity to answer about 13 months of testimony. Chairman Lea, after executive session of committee Friday, announced that hearings will be resumed next week, at which time FCC would be permitted to reply. Hearings will be confined to charges previously made against FCC, he said.

Representative Hart, member of investigating committee, pointed out that hearings to date contain 1,800 printed pages and none of that testimony has yet been refuted by FCC because agency hasn't been given opportunity. Also announced that Harry S. Barger, chief investigator and attorney of committee, will serve as acting counsel, replacing Eugene L. Garey, who resigned in a huff last week.

R&R Tuttle To Coast

NEW YORK, March 4.—Wilson Tuttle, of Ruthrauff & Ryan radio staff, heads for the coast Monday (6). With the Jack Benny program preparing to move into the R&R fold, and Hagen Baylis due to return to New York, Tuttle will back-stop Nate Tufts, agency's coast v.-p. for radio.

Hearn's Sells on WOR Deane

NEW YORK, March 4.—Hearn's department store has finally succumbed to the blandishments of a big-time station, WOR. The Hearn commercials hereafter will be Martha Deane.



JAY BLACKTON
USES IT! Most big name Band Leaders use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus. Samples free.

1619 Broadway
TUNE-DEX
 NEW YORK 19

Burbelle's
 ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
 185 Church St., New York 7, N.Y.
 BAclay 7-5371

VIDEO ABRACADABRA SHOT IN ARM

Plenty 'Ifs' & 'Buts' in Trammell's And Goldsmith's Press Pitches; No Showbiz or Public Service

Alibi for "Insufficient" Tele Is Post-War Employment

NEW YORK, March 4.—Television this week got two injections of artificial adrenalin that had the press plumping and many in the trade crying for "pie in the sky." One shot was administered verbally by Dr. Alfred Goldsmith, of RCA and the Radio Technical Planning Board, at a luncheon meeting of the Television Press Club; the other by Niles Trammell, prez of NBC, in a lengthy and wordy statement to affiliates about the web's video plans.

Both based their actions on television's responsibility to humanity as an instrument for averting post-war depressions by providing a cushion for widespread unemployment. Superficially, this reasoning is commendable, yet even a modicum of scrutiny reveals its shallowness, wherein lies the danger of the entire premise.

Television's future lies in audience acceptance. Once this is established, sets can be sold in quantity and so provide the much mentioned "post-war cushion against unemployment and depression." But until such time as consumer-loyalty, and this means program service that will make video-looking prime entertainment, which is not now, is developed, any plans for sidetracking post-war unemployment with tele are fallacious. Unless the consumer wants a product, it cannot be sold in mass quantities.

Thus, reason several of the masterminds in the business, albeit they are not set makers, they well realize that the public can be pressured, by publicity, promotion and advertising, into buying a product, and point out that any such acceptance is artificial and liable to overnight collapse. And, they conclude, if this happens, television is behind the eight-ball for a long, long time, possibly forever as a mass medium.

Goldsmith Starts Drum Beating

Dr. Goldsmith started the drum beating with a call for a seven-year freeze of present video standards. This, Goldsmith reasoned, would carry the country over the dangerous post-war years and, as the public would be advised of the duration of the freeze they, the consumers, would willingly co-operate by buying television receivers.

Niles Trammell carried this thought to its obvious objective in a statement that genuflected to a video future as "a development of great economic and social significance to labor, industry and government," and then inferred that NBC is prepared to start three great regional television networks; one in the East, another in the Midwest and a third on the Pacific Coast, presumably linked by coaxial cable.

The NBC prez did not say when all this will happen, nor did he say it will happen; but he certainly infers, thanks to a propaganda-perfect presentation, that it is going to happen. And the press generally went whole-hog for this angle.

The NBC statement is apparently well documented. Yet even these documents are so larded with qualifications that what appears to be a definite plan is actually only a lot of "ifs," "ands" and "buts." Thus: (With the mebbes in caps).

Trammell Letter

Item: A letter dated February 24, 1944, from NBC to the American Telephone & Telegraph Company asking for a statement about "PLANS for the installation of and APPROXIMATE dates of availability of . . . interconnecting facilities for nationwide television service."

The National Broadcasting Company, during the next few weeks is holding a series of meetings thruout the country with the executives of its affiliated stations. It is the purpose of these meetings to discuss with them the current and post-war problems of broadcasting.

Among these many problems, television broadcasting and television network service are subjects of major importance. The National Broadcasting Company in recognizing this, proposes to issue a formal statement setting forth its policy and outlining its CONTEMPLATED plans for post-war television services. These

plans CONTEMPLATE, in the immediate post-war period, the establishment of a television network service between Washington and Boston which, we ANTICIPATE will expand into a nationwide service within the decade.

AT&T Letter

Item: Letter, dated February 29, 1944, from AT&T to NBC embodying a statement of plans:

As a part of its program to meet expected increasing demands for long-distance telephone service, the Bell System is PLANNING to construct within the next few years a large amount of coaxial cable. THE EXTENT OF THIS CONSTRUCTION WHEN AND WHERE IT WILL BE UNDERTAKEN, WILL DEPEND UPON THE REQUIREMENTS OF THE ARMED FORCES, GENERAL BUSINESS CONDITIONS, THE VOLUME AND DISTRIBUTION OF LONG-DISTANCE TELEPHONE MESSAGES, THE AVAILABILITY OF THE NECESSARY MANUFACTURED CABLE AND EQUIPMENT, AND OTHER FACTORS. TENTATIVELY, however, our plans call for between 6,000 and 7,000 route miles of coaxial cable in the next five or six years.

A map showing the routes over which coaxial facilities are BEING PLANNED in the present program is attached. . . . There is attached a table indicating APPROXIMATELY the dates on which we HOPE that television facilities over these routes COULD be made available.

While the plans discussed above are necessarily VERY TENTATIVE, I hope they will be helpful to you in the proposed discussions with your affiliates.

Item: Table mentioned in the AT&T letter.

Tentative program of coaxial cable routes:

Bell System

APPROXIMATE dates at which television transmission facilities MIGHT be made available, IF DEMAND JUSTIFIES their provision and manufactured cable and equipment CAN BE SECURED, in accordance with present TENTATIVE program for extension of principal coaxial cable or equivalent routes for telephone purposes.

1945—New York-Washington.
1946—New York-Boston; Washington-Charlotte; Chicago-Terre Haute-St. Louis; Los Angeles-Phoenix.

1947—Chicago-Toledo-Cleveland-Buffalo; Southern Transcontinental Route (a large part) will include Charlotte-Columbia-Atlanta-Birmingham-Jacksonville-Dallas-El Paso-Tucson-Phoenix.

1948-1950—Southern Transcontinental (complete); Washington-Pittsburgh-Cleveland; St. Louis-Memphis-New Orleans; Kansas City-Omaha; Des Moines-Minneapolis; Atlanta-Jacksonville-Miami; Los Angeles-San Francisco.

The routes indicated above are SUBJECT TO REVIEW just prior to the time construction would be started.

The list does not include additional sections which might be advanced into this period should important television requirements arise which would warrant routes or sections being installed well ahead of telephone requirements.

Item: Clipping from *London News Chronicle* of February 11, 1944.

Television network PLANNED for 85 per cent of Britain: sets at 25 pounds.

A SCHEME for television covering 85

We Aim To Please

"Just to keep your records straight, you might be interested to learn that this agency subscribes to the Co-Operative Analysis of Broadcasting reports as well as to the C. E. Hooper reports.

"Very truly yours,

"FRANK HAAS,

"Erwin, Wasey & Co., Inc."

March 2, 1944.

Philco Planning To Hold Down No. 1 Video Seat

PHILADELPHIA, March 4.—With television still a hush-hush proposition as far as Philco Radio & Television Corporation is concerned, the local company last week filed formal application with the FCC for permission to get started on its proposed post-war Philco television network. With its WPTZ here, Philco has applied for license to construct a commercial tele station in New York, using Channel 9, and another station in Washington, using Channel 4.

It is understood that Philco's applications coincide with similar steps being taken by NBC in petitioning the FCC to allow the setting up of commercial tele stations in Chicago, Denver, Los Angeles and San Francisco. Setting up of a tele network is deemed vital to Philco, as the local company figures on being one of the first to flood the market with video receiving sets. It knows that the market for tele receiving sets will be conditioned entirely by extent of station operation, and it wants to get in on the ground floor. Altho Philco has been one of the first radio set manufacturers, company gave broadcasting the go-by. There is a change of heart as far as television is concerned.

With all manufacturers plotting to be the first in the post-war period, Philco visualizes itself being the first with both receiving sets and a string of television stations, and figures that the association of its name with tele as a medium of entertainment will give the company a head start when it comes to selling the Philco receiving sets.

DuMont To Go 16mm.

NEW YORK, March 4.—W2XWV, the Allen B. DuMont Studios, is being equipped for 16mm. picture projection. At present only 35mm. film is used.

per cent of Britain's homes and which COULD operate nine months after the war, has been drawn up by the radio industry and put before the government committee on television.

IF the scheme goes thru it WOULD mean that, instead of one television diffusion station at Alexandra Palace there WOULD be about 13, each relaying programs from a BBC main station, to which they WOULD be linked wither by land line or radio.

Last night a member of the television commercial and development committee told me: "We AIM to give employment to all those in the industry and in the services who have been working on radio and television devices during the war."

"Developments due to war designs have shown the way to great improvements in technique. American designs are not ahead of ours.

"It is now possible to get in a small room PRACTICALLY the same impression as in the circle at a first-class cinema. There is no question of flicker now.

"The range will be the same, about 35 miles, but with re-diffusion stations it will be possible to get first-class reception practically anywhere in the country.

A member of the trade said: "The price we AIM at is APPROXIMATELY 25 pounds plus a further 8 pounds if ordinary radio reception is desired as well."

This entire injection, speeches, letters (See *Video Shot in Arm* on opp. page)

No Special Talent Needed for Tele, Say Bill Murray

NEW YORK, March 4.—An established entertainer doesn't need to learn a new technique to appear before a television camera. If he is good in one artistic medium, he will turn in the same performance on the stage, pic studio or telecast: That is the theory of Bill Murray, veteran head of the William Morris Agency's radio and recently set up tele departments.

Murray stated the Morris office would not spot its acts cuff. There is no reason, according to Murray, why first-rate singers, musicians and others should appear without being paid. "Tele is private enterprise, and if trained people perform for its benefit there should be a set scale of pay."

The rep is certain that a first-rate artist can be transferred from one field of entertainment to another without his performance let down. As an example, he pointed to Danny Kaye in his current film *Up in Arms*. Kaye didn't have to learn a new technique, he declared. A clever director, good script, proper lights, etc., can overcome an actor's lack of experience.

An artist is interchangeable in all branches of entertainment, and the idea of practicing before a tele camera is just so much nonsense to the Morris office. Murray is handling talent for tele, but any Morris big video push will wait till the medium is on a paying basis.

WOR-DuMont Television

Reviewed Tuesday (February 29), 8:15-9:15 p.m. Style—Variety and films. Sustaining on W2XWV (New York).

Helped by new cameras and a new 12-inch tube, WOR launched *Here's Looking at You* with a brother team at the helm. Keith Thompson, producer, and Hugh Thompson, emcee and singer, presented the program. It differed little from other variety offerings on the sick Tuesday-night hours.

The pic was clearer and in better focus than heretofore, but too little light often caused patches of white to block out the lower portion of the screen. Dark objects tend to absorb the light, and the faded appearance was more evident when the black piano was in the frame. With the exception of one or two instances of people walking between camera and performers and an occasional split-second disconnection when a studio wire was tramped on, the technical work was an improvement over previous weeks.

From a programing point of view, WOR has learned little. One singer, then another and another appeared, bowed on and off in the usual vaude manner. There must be some novel way of presenting a variety show. Dorothy Barton and Walter Stoker Jr. and Hugh Thompson and Mary Burnett were a double duo for duets. The latter couple sang *Bess, You Is My Woman Now*, while Stoker and Miss Barton delved into the semi-classics for an interesting medley.

Rosemae Lindau had pops on her sked. She's been better on other nights. Obviously nervous, the gal couldn't control her vocal chords and her face showed signs of strain.

Mary Burnett, charming and in fine voice, did a swell job of *Mighty Lak a Rose* and two other ballads.

A timely forum on the subject of leap year was a good idea, but Dorothy Barton, Walter Stoker Jr. and moderator Maurice Dreicer lacked the script and enough rehearsal.

Lucky Field cavorted thru a short and mildly amusing comedy skit, and Magician Weisbecker came on for five minutes. Bunny Harris sang *Smoke Gets in Your Eyes*, after being introduced by Cigaret-Puffing Emsee Thompson. Very subtle.

On *With the Dance*, a 35mm. pic, and more songs by Thompson rounded out the 60-minute offering.

Switching from the old electrostatic tube has added clarity and depth to the (WOR-DuMont Television on opp. page)

'Here's To Romance' E.T.s Two New Pipes; Dick Haymes Out

Singer Ad-Libbed Off Show

NEW YORK, March 4.—Dick Haymes, vocalist on the *Here's To Romance*, ad-libbed himself right off the program and out of a grand week with an unauthorized plug for his latest film, *Four Jills and a Jeep*. Sponsor had agreed to let the chirper use tunes from pic, but nixed Haymes's yen to air personal bouquets to producer, director, writer, etc., of the film.

As the Haymes portion of the program emanates from the Coast, the sponsor, Bourjois, and the agency, Foote, Cone & Belding, were surprised to hear the singer ad lib the "thank you's" after they had thumb-downed this portion of his script. So, effective Thursday (9), Harry Cool and Kay Armen will share vocals on the show.

Plan is to use the boy and girl combo, for wider audience appeal, as "guests," while mulling other guests and a definite replacement. In all probability the duo will stick if they click. Rest of show, Ray Bloch ork, Swing-Fourteen Choir and Jim Ameche, remain. Only change in format will be to use standard pop show tunes.

Relations between vocalist and sponsor and agency have been strained for some time, altho nothing too serious. Client felt they had gone along with Haymes, and his manager Bill Burton, for almost a year despite expensive differences. Now that he apparently thought more of his pix deal than his radio commercial, they paid him off. Payoff called for five weeks' salary to Haymes, four weeks' pay to Emil Newman, leader of Coast ork, and two weeks' scratch to the sidemen.

Coast Cost 2Gs

Coast segment of the program upped nut of the show by about \$2,000 per week. In addition, the singer had threatened to quit if sponsor went thru with plan to get away from bobby-socks by adding a gal singer to the show.

Cosmetic maker has been a steady radio user. They started on the air in 1928, were consistent till 1935, then faded until they returned on the Blue last year. Show then consisted of David Broeckman ork and Buddy Clark. With shift to CBS came Haymes and, after a few weeks of personality clashes between Haymes and Broeckman, the Ray Bloch aggregation.

Curtis Inst. Ork Goes Commercial; Kid Scale 10 Bucks

PHILADELPHIA, March 4.—Special dispensation was granted by AFM in making union members of the eight musicians comprising the Curtis Institute Orchestra, concert ensemble, in order that the unit might handle a sponsored program ensemble comprising 16 and 17-year-old youngsters studying at the local conservatory, many of them not residents of Philadelphia. Philadelphia Saving Fund Society has sought for some time to use the Curtis group for a radio show, and wrinkles were finally ironed out. James C. Petrillo, AFM chief, is reported to have had a hand in getting the group under the union's cloak.

The local bank will introduce the Curtis group for a 13-week Sunday series on KYW starting tomorrow (5), placing thru Gray & Rogers Agency here. Union scale set-up for the concert-minded musikers calls for each kid to draw \$10 per broadcast.

Decca "Poetry" Album

NEW YORK, March 4.—Garry Moore's poetry, which has proved its pulling power on the Camel radio program, has been recorded by Decca in an album soon to be released. The Moore recitations selected include the following:

- Elsie and the Glow Worm.*
- Hugh the Blue-Gnu.*
- Rondelay for a Rabbit*
- Ode to a Cow.*
- In the Good Old Summertime.*
- Little Red Riding Hood.*

"For Free" But Local Collects

PHILADELPHIA, March 4.—Roger Morehouse, local pianist who also conducts a piano studio, has found himself in the unique position where he will have to pay a stand-by fee to the musicians' union if he wants to Steinway on the air. Morehouse made deal with WIP to air a quarter-hour piano program, during which time he would publicize his school. Program would be a sustainer, with Morehouse swapping his talents for the plugs. However, music union considered the maneuver as a commercial approach regardless of the station deal. Accordingly, union declared that Morehouse would have to deposit \$11.25 for each quarter-hour on the air as a stand-by fee. It goes into the union's benevolent fund.

Bell Telephone Builds Electronic Symp Instrument

BOSTON, March 4.—Corp. Samuel Barber hit the Boston Symphony for another premiere this week (3-4) with his new symphony, *Dedicated To the Army Air Corps*. Besides being a distinguished piece which drew warm praise from Boston's musical reporters, the symphony is also notable for the employment of a new musical instrument.

This is a little black box containing electronic tubes and an amplifier which is operated by a telegraphic key. The instrument, constructed by Bell Telephone Laboratories, sounds a pure A (without overtones) above the treble staff. Its purpose is to simulate the sound of the radio beam which guides fliers in night operations. It appears mainly in the second movement where, after an introduction, it plays a simple rhythmic solo, later taken up by other instruments of the orchestra.

Heatherton's "Vacations"

NEW YORK, March 4.—Ray Heatherton and ork take their annual leave of absence from the Biltmore Hotel and open at Earle Theater, Philly, March 24. Deal set by GAC.

Ann Cornell Kirby's Thrush

NEW YORK, March 4.—John Kirby has signed Ann Cornell as his new vocalist. She will debut with the ork in Norfolk March 19, when it starts a tour of one-nighters thru the South.

Court Holds Local 802 Tax Result of Democratic Action

NEW YORK, March 4.—Musicians will continue to pay 1 per cent of their scale salaries into the general fund of Local 802, AFM. Legality of the assessment was questioned by rank-and-file Al Manuti in Supreme Court, and the local's action was upheld by Justice Hooley, whose decision was made known last week.

The tax, which has been levied since last April, is paid by both members and officers. It is computed on minimum or scale take of musicians and on the full salaries of officials and other employees of the org who are members of the local union.

Technicality Used

Manuti sought to have the assessment set aside and declared invalid on a technicality having to do with the date of the meeting at which the membership voted it into being. His contention was that such action should have been taken in September, when the local's by-laws meeting is held, rather than at its April price-list session.

When queried about the case, officials of the local indicated that this is probably the first of the usual number of legal controversies to be expected in an election year. New officers will be voted on in December. Members of the op-

Peace, It's Wonderful in Chi; Nets and AFM Set Three- Year Pact for House Bands

Petrillo Gets 20 More Men on Key Station Pay Rolls

CHICAGO, March 4.—Peace reigns again in the Chicago headquarters of the AFM and in the front offices of the Windy City's net outlets. An agreement has been reached in the controversy revolving around the demands of the AFM that all four Chicago net outlets increase their staff orchestras.

Controversy first began to hit the radio biz the first of the year, when the old contract between AFM and NBC, Blue, CBS and Mutual Chicago outlets expired. The contracts for 1943 stipulated that Blue, NBC and CBS should employ 35 musicians each, and that Mutual (WGN) should employ 20 staffers. It was mutually agreed, however, that the 1943 contract should continue in effect for the first month of 1944, or until it would be convenient for all persons concerned to negotiate.

Ella Mae Morse In Benny Goodman's Life? —In Pix Only!

NEW YORK, March 4.—Ella Mae Morse may play the femme lead in the story of Benny Goodman.

The glorified hillbilly singer, who's currently on the Coast cutting records for Capitol, was approached by pic scouts for the dramatic role before she left New York.

Doris Tauber To MPHIC

NEW YORK, March 4.—Doris Tauber, formerly with Irving Berlin, Inc., is switching her professional activities over to Music Publishers Holding Corporation, which comprises the firms of Harms, Witmark, Remick, Advanced and others. Miss Tauber's duties at MPH will be those of accompanist and vocal coach, new posish to take effect Monday (28).

WOR-DuMONT TELE

(Continued from opposite page)

DuMont pictures. With constantly technical developments, programing looks weaker and more amateurish. Until time and talent is expended, until performers of top-flight caliber are introduced to the medium apparently little more than half-hearted attempts at entertainment can be expected.

It would seem that set manufacturers should start spending some dough to improve programs as they do their equipment. Consumers won't buy an instrument, no matter how perfect, if it can't get programs on a par with stage, piz, niteries and radio. Wanda Marvin.

Ask Nets To Employ 20 to 30 New Men

Last week the AFM presented its new proposal. The union asked that Blue (WENR), NBC (WMAQ) and CBS (WBBM) each employ 30 additional musicians, and that Mutual take on 20 more. Immediately the boys of the nets got together with union officials in New York and Chicago to try to work out an agreement. In New York, James C. Petrillo, president of the AFM, confabbed with net chiefs. In Chicago, meetings were held between local union officials and Harry Kopf, NBC; Ed Borroff, Blue; Les Atlass, CBS, and Frank Schreiber, Mutual.

The union, it is reported, threatened a strike if its demands were not met. The net officials countered with the argument that Chicago is now a critical area in which the government says there is a man-power shortage. This, they said, precluded the possibility of their taking on the number of men the union demanded.

Settlement Peaceful

The planned strike never came off and negotiations were continued in an effort to bring about a peaceful settlement. The wires between Chicago and New York were kept humming. Finally, Petrillo, Chicago union officials, New York net chiefs and local net reps reached an agreement. Yesterday the terms of the agreement were set.

When Petrillo gets back to Chicago, the new contract, which looks like a victory for the nets, will be signed. This new contract, for a three-year period starting March 15, will call for the following for the first year—each net will increase its Chicago ork staff by five more men. There will be another increase of five men each in the second year. In the third year, there will be no increase.

Altho on the surface it appears that the nets gained a victory because they are getting away with hiring less men than the union demanded, it might be possible that it is just another in which Petrillo won a bluff. It might be that he gained an increase of five men in each orchestra by the old trick of demanding more than he ever expected.

VIDEO SHOT IN ARM

(Continued from opposite page)

and the *News Chronicle* clipping smack of a subtly underplayed pressure campaign by RCA. Dr. Goldsmith is an RCA exec, NBC is an RCA subsidiary, and the scheme mentioned in the London newspaper was "drawn up by the radio industry." In England, the term "radio industry" means set manufacturers, as the broadcasting part of the industry is government controlled and operated.

Notice also how the newspaper clipping talks of improvements in technique, image and the lack of flicker. Apparently the British set-makers, including an RCA affiliate, while also tub-thumping for post-war employment, realize that they must first produce something that will please the public, i.e., have audience and consumer appeal, before they can soundly market television sets.

Station operators interested in expanding into video operators should start looking to their interests. Now is the time to make sure that television has a feasible future. Either that or forget about video.

No Case for Court

Justice Hooley's decision reads, in part: "There has been a democratic expression of the will of the membership of the union. There is nothing here that requires judicial intervention. The by-law in question is valid and enforceable. Plaintiff must comply therewith." The ruling, while permanently settling the 1 per cent tax question in the New York local will have more far-reaching effects.

Many other locals of the AFM, which have for the past eight years looked to 802 for a certain amount of guidance, have already adopted similar assessments. The validity of their actions were also at stake in this court dispute. Others, considering the levy tax, have held off, pending the outcome of the New York litigation.

Since 1935, when the present administration took office, would-be office holders have periodically contested various actions of the elected heads of the org. The local has yet to lose a case, either one adjudicated by the AFM or tried in Civil Court.

MIDDLE-BROW MUSIC BIG BIZ

Bobby Socks Still Cry Jump But \$\$ Have Started Trek To "It Seems Classical"

All Showbiz Fields Cut In On "Ballad" Stuff

NEW YORK, March 6.—It's the music that's neither too high nor too low that is bringing in the big profits for diskers, bands, legit and even the night spots. The day of the units that played jump and nothing but jump isn't over by far, but there's hardly a top name that isn't able to turn in a sweet session despite the fact that the bobby socks want to jump.

But the growth of the middle-brow field in music isn't restricted to the bands. With the exception of some jump in "Early to Bed," the Broadway revues, musical comedies and comedies with music all lean to the ballad lovers, the audiences who sport neither crewcuts nor violins.

And what's true of the Main Stem is twice as true on the road.

The *Gay '90s*, the Joe Howard unit based upon the cig radio show of the same name, is doing SRO wherever it plays. It is soft-peddling the turn-of-the-century shout stuff and laying on with Victor Herbert.

Mayor Gets Bids

When Billy Rose decided to do his *Carmen* tones straight without a jump, the wise ones said that he was crazy. They forgot to add—"like a fox." When New York's "Little Flower" said that the New York Civic Center should do opera for the masses, his committee was prepared to make up a deficit. There'll be no deficit, and three booking orgs are trying to talk turkey with the mayor. The Civic Opera is strictly longhair, but it's longhair that doesn't touch the shoulders. Of the first three songfests only *Tosca* might be called heavy. *Martha* is definitely on the middle-brow side, and *Carmen*, as witness *Carmen Jones*, has plenty of middle-brow appeal.

Booking agents who formerly wouldn't look at anything but strictly pop stuff are adding middle-brows to their list of attractions. The Boston "Pops" concerts have received offers that would enable them to travel for several weeks after their regular Hub concerts. As yet they've no'd the dough because most of the men play the regular Boston Symph season as well as the pops, and they can use a little summer rest.

Field Hard To Define

The line between strictly pop stuff and the middle-brow is not easy to define. Some attraction buyers will throw in *Holiday for Strings* as middle stuff. When they do they start an argument from Dixieland to Stokowski.

In Jukes, Too

The jukes, sacrosanct to the jitter

Speak No Evil

PHILADELPHIA, March 4.—Local musicians' union has found it necessary to invoke a long-standing AFM rule that it is unlawful to ridicule or speak ill of another member in good standing. Many complaints have been registered with the union by old-time tooters, who have been taking place of the war-bound youngsters in local bands. Young kids still carrying their horns around have been making disparaging remarks about old-timers, particularly when they are called upon to cut modern swing stuff. Old boys, who were formerly pit and symphony men with excellent musical schooling, point out they are not fugitives from 10 sax lessons.

Union served notice to the general membership that boys ridiculing the elders will be called up for hearing and subject to fine. Biggest peeve among the oldsters is the fact that the youngsters call 'em "corny."

when they're placed in cocktail lounges of class spots, find strange companions on the automatic changers. The 20 disks may find *Mairzy Doats* next to Frankie Carle playing the *Prelude in C Sharp Minor* from *Tales of Hoffman*, and *Shoo-Shoo Baby* right up against *Don Juan's Serenade*. The swingers phoo-phoo this as not indicative of any trend. They claim it's just an effort upon the part of the management to secure a Muzak-type of background music. The fact that there's a need of what they choose to call Muzak-type of music is an indication that there is an audience for it. (All disks played by Muzak over its wired music circuits to restaurants is in the sweet classification, and even the jumps are middle-browed down to a background dinner music.)

Swingsters Stand Pat

Few music-biz execs will admit that there's every indication that we're on the way back to a Victor Herbert, Oscar Straus-type of musical appreciation. They ignore this year's grosses of *Blossom Time*, say *Porgy and Bess* is an accident, and claim the ballet and its special middle-brow type of scoring is not a signpost of musical desires but is used only because the ballets danced demand it.

They can't dodge the coin that Sigmond Romberg's tour garnered. Even Rubinoff, who has passed his radio heyday, sets new grosses everytime he goes on tour.

Talent Reps Signing 'Em Up

There are other talent reps who are quietly signaturing everybody who hasn't a crew-cut or a collar-sweeping hair-do. Even the Vincent Youman revue that put down such an egg in Boston doesn't prove to the cash register checker-uppers that the middle-brow stuff isn't in. They simply state that it has to be good middle-brow stuff, and that all music can smell equally and flop just as completely as the golden mead in scales.

Factory Groups Being Conditioned

Factory groups, who are being fed "industrial music" and then surveyed, like the longhaired stuff to a limited extent. Almost 85 per cent voted in a special survey, made available exclusively to *The Billboard*, in favor of waltzes, ballads and the middle-brow type of music. These are the disk and band customers of the future. They're being conditioned by the type of music played during working hours—and the fast jump type of platter never gets on a music-to-work-by turntable.

Concert, lecture and lyceum bureaus are adding more and more middle-brow music to their offerings. It's replacing the strictly concert ensemble and symphonic sessions in many areas. Some clubs requesting attractions call the middle-brow music they want for their gatherings "sentimental," but when they're given *My Mother's Rosary* they write back to the bureau that they didn't request corn.

Disk Jockeys Use It, Too

No more trend reflecting segment of an industry can be found than the disk jockeys at stations. Theirs was the jump paradise for many a moon. It still is to a great degree. However, even

Columbia Scans Education Field For Post-War Biz

NEW YORK, March 4.—Goddard Lieberman, director of classical artists and repertoire for Columbia Records, has assumed charge of the educational and children's catalog. Additional duties were taken over Tuesday last month.

Columbia feels that the present system of shortened school courses, due to war conditions, will be a wide-open market for educational records after the war. Even now, to a small extent, schools are using the disk method of teaching, as pupils can have records at home to play over and over until the lessons are thoroly learned.

With this in mind, Lieberman intends making an all-out investigation of the educational and children's record field, musical and otherwise, so that Columbia will be fully prepared after the war to offer a broad service.

Few Rumba Orks North of Border, Says Carlos Molina

No Bandoneon—No Tango

NEW YORK, March 4.—There are few, if any, Latin orks in the U. S. that can honestly call themselves rumba or tango bands, according to Carlos Molina. In the true South American sense, the rumba leader insists, no musical aggregation would dare tag itself by either of the names unless at least one bandoneon were included in its instrumental make-up.

Practically none of the current crop of Latin-American rumba and tango orks use the bandoneon in this country. South American hepcats, says Molina, wouldn't listen to a rumba band that would attempt to perform sans a bandoneon. He feels that when North Americans realize what they're missing they'll be just as discriminating as their Southern brothers.

The instrument, in Molina's words, is "a cross between a concertina and an accordion, with a true tonal quality that is achieved by an intricate system of fingering buttons depressed either individually or in combination—qualified by the depth of the depression and timbered by the change in direction of the bellows' movement."

Molina features the bandoneon in his ork. Ramon Little, one of the rare instrument's 'masters, performs on the pliable box nightly at the 400 Club, the ork's current location.

Bonnie On Her Own

NEW YORK, March 4.—Bonnie Baker, after winding up a theater tour in the East, is at the Stevens Hotel, Chicago. Miss Baker stars in the floor-show and is accompanied by the Bernie Cummins ork. This is the former Orrin Tucker vocalist's first indie location stint.

Martin Bloch's listeners are noting the way a middle-brow disk slips on his turntables every now and again. And the jump station he serves has a middle-brow (some call him longhair) as program manager.

Of the 1,564 disk jockeys employed by the over 800 radio stations in the United States, 657 reported recently that they devoted at least one session to middle-brow music. The disks that they call middle-brow run the gamut. That's not important. What is important is that they, the jockeys, recognize that they have an audience that wants something besides the popular disks of the moment.

Middle-brow music within the next three years will do a gross of over \$10,000,000 in all the fields it touches. It's in—but always keep one thing in mind—not for the bobby socks.

Disk Promotion Takes Leaf From Pix Exploitation

NEW YORK, March 4.—The wartime renaissance of the road, with concert, show and name appearances cascading over the hinterlands, has inspired platters to cash in via the exploitation road torched by the movies.

Columbia, thru its newly formed artist tour promotion service, has climbed aboard the promotion bandwagon. Under their new over-all promotion plan, each Columbia distributor gets a bi-monthly mag with the org's disked attractions, which is followed up with a breakdown of each artist's bookings in the distributor's territory. All this is backed by special sales promotion material, suggested window, store and lobby displays, newspaper and air ads, personal appearances at dealers' stores, interviews, pix, etc. In short, it is a design to load the selling magazine with complete information on every Columbia artist the dealer sells on disks and have him set to make hay when one of them is within hailing distance of his territory.

Victor, thru its monthly *Record Review*, is also supplying a similar service. The pamph contains promotion notions for upping disk sales, and pix, news inserts, etc., are available to dealer on request.

The combined advertising material of the two companies now equals the amount of posters displays and pix currently distributed by the movie industry to its theaters. It's a smart move and where it has received intelligent use has resulted in a flock of newspaper space consumer interest and sharp increase in local platter sales.

Vogel Answers Fisher's Lawsuit By Counterclaim

NEW YORK, March 4.—Seeking to be adjudged an equal partner in the song rights of *Someone Thinks of Someone*, written by the late Ed Gardiner and J. Fred Helf, and requesting an accounting for his share of the profits, Jerry Vogel, of Jerry Vogel Music Company, filed answer and counterclaim against Fred Fisher Music Company, Inc. Fisher claims that the song was assigned to Helf & Hager, music publishers, in 1905, and when the copyright was renewed, Helf's widow assigned the song to Fred Hager, who turned it over to Fisher.

In seeking dismissal of the complaint, Vogel's counterclaim charges that in 1933, the last year of the copyright, Ed Gardiner died, and Leonor Dunn, next of kin, became entitled to half ownership of the song, and Fisher attempted to convert, for his own exclusive use, the renewal term, thus depriving Leonor Dunn of her legal share of royalties. He has filed notice for the examination March 14, of Anna Fisher, president, and Eli Oberstein, an employee, March 21.

Eight Shows a Day

CHICAGO, March 4.—Lou Breese, who recently signed a year's contract to front the Chicago Theater Orchestra, will meet himself coming and going, after his record-breaking stint of eight shows per day. Hours will mean nothing to this maestro, who has to be at the theater at 11 a.m., and after closing dash over to the Chez Paree, where he is concluding a 17-month engagement. He stays at CP until 4 a.m.

McArthur-No Gen. Wiends Baton in So. Pacific

NEW YORK, March 4.—There's a new McArthur in the South Pacific. Edwin McArthur (no relation to the general), young American symphonic and operatic conductor, has returned to that sector at the specific request of Lieut. Gen. George C. Kenney, commander of the Fifth Air Force.

McArthur has resumed the special musical assignment on which he spent six months in the South Pacific area prior to returning to this country. This mission, under the joint auspices of the War Department and USO-Camp Shows, is instituting musical activity programs and directing mass soldier sings for the boys.

The maestro was one-time concert accompanist for noted warblers like John Charles Thomas, Gladys Swarthout, Ezlo Pinza, and made his conducting debut in Australia about five years ago. Since then he has conducted performances for almost all of America's outstanding symphonic and operatic orgs, including the Met, Chicago and San Francisco operas, the New York Philharmonic, the NBC Symphony and the Les Concerts Symphoniques of Montreal.

With him on his overseas travels, McArthur carries a piano accordion, which he plays to lead group singing in remote places where pianos and other less portable instruments are not available. He has also taken along a number of orchestral scores by native American composers which will be given their first hearings under his direction.

Smiling Jack Takes Over His Old Ork

NEW YORK, March 4.—The Al Dexter ork, which busted up with a bang last week in Kokomo, Ind., is now fronted by "Smiling Jack" Woodford, former Dexter band manager.

Outfit opened a two-week engagement at the Bryant Bar here Wednesday (29), booked by MCA, and will play a series of location jobs in the East.

Ork uses its original name, Jack Woodford and His Lone Star Buckaroos, under which it was billed until Dexter took over. The group remains intact, Jack Havens, Eddie Howard, Joseph (Elmer) Lenzer and Lee Shippers deciding to stick with their former leader.

A recording contract with either Beacon or Deluxe will be set in a few days.

Ella's Pic "South of Dixie"

NEW YORK, March 4.—Ella Mae Morse started work this week on *South of Dixie* for Universal. She sings *Shoo-Shoo Baby* in the film. The jump singer is also skedded for *The Old Dark House*, Olsen and Johnson pic, which goes into production shortly. Her contract calls for \$25,000 for the two pics.

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Floyd Bean

(Reviewed at the Brass Rail, Chicago)

FLOYD BEAN, former pianist and arranger for Boyd Raeburn, has organized an excellent small band composed entirely of four-star performers. The band opened at the Brass Rail last week. It's Bean's first venture as a leader.

The quality of swing, enthusiasm and personality of this group is way out of proportion to its size. Bean, who is both top-notch pianist and arranger, has accomplished miracles by blending five superb soloists into a unit.

June Davis is an attractive red-haired vocalist who sings in the style of Billie Holiday, but is infinitely better in tone quality and delivery. With proper guidance and grooming she should be a sensation.

Another potential sensation is Harold Otvas, who doubles on violin and bass and plays hot fiddle like Stuff Smith and Joe Venuti. His sense of humor, his youthful enthusiasm and his technique hold the room spellbound. For contrast, he plays a beautiful concert-style violin.

Teddy Frangelo, one of the best tenor men in town, improvises with good taste. He plays with a great deal of feeling plus plenty of drive. Max Mariash is a capable drummer with a solid beat, and he's an inspiration to the others.

As soloists, and as a unit, Floyd Bean and his orchestra are an exciting group of musicians and entertainers. *Cons.*

Lawrence Welk

(Reviewed at the Trianon Ballroom, Chicago)

LAWRENCE WELK and orchestra is the only big-name band today built around an accordion. An accomplished squeeze-box artist, Welk started by playing polkas for Midwestern dances, and has built one of the most successful ballroom bands in the U. S.

Wrapped up in a smart musical package labeled *Champagne Music*, Welk's band is full of happy contradictions, including corn, old-style jazz and commercial dance music. For example, in a tune such as *Is My Baby Blue Tonight?* there is excellent piano work, a good vocal, nice rhythm style and a muted Henry Busse trumpet.

In Lawrence Welk's arrangement on *Listen, I'm Yours*, the band illustrates the fine choice of dance tempos which make the band so popular with ballroom dancers. The swing is light, brass well balanced, and a tenor man adds saxophone phrases reminiscent of Jimmy Dorsey.

Welk uses his violins very much like Clyde Lucas and Orrin Tucker, zipping them merrily in and around the melody. They furnish the sparkle for champagne music.

Jayne Walton does a job on vocals, while 17-year-old Bobby Beers makes plenty of friends for the band with his singing of pop arrangements like *Mairzy Doats*.

Welk's personality, friendly and engaging, is an asset to the band, both as leader and musician. *Cons.*

Buddy Franklin

(Reviewed at Casa Loma Ballroom, St. Louis)

BUDDY FRANKLIN is gaining more friends as time goes by and at the same time is achieving that musical smoothness he so earnestly desires. Months of one-nighters and location jobs thruout the Midwest have molded his ork into something exciting and pleasant to hear. Franklin has played several dates in this territory recently and at each performance has attained something new, intangible—which spells success.

The band's arrangements lean to the sweet, peppered with enough bounce to make bobby-socks happy. At all times music is smooth, library interesting and instrumentation different. There is versatility and expert musicianship. Franklin's violin is augmented by three fem violinists, and the effects are almost symphonic, yet every number retains enough essential rhythm to make dancing easy. Band does *Holiday for Strings* with a result that no other band can even approach. Besides the string sec-

tion, band includes three rhythm, three brass and three saxes.

Harriet Collins handles the majority of vocals refreshingly easy-to-understand. She aids the glamour department, too, and her pipes are better than okay.

Commercial possibilities of the band are unlimited. Ork is especially suited for hotel dining rooms and better-class clubs, but ballroom dancers, too, are enthusiastic about the music of Franklin. The maestro is ripe for the big-time and with some good air shots, a few right breaks will send the band on its way. *Wells.*

Gus Martel

(Reviewed Hotel Peabody, Memphis)

LEADING his band from the piano placed in the center of the stage, Gus Martel dishes out pleasantly quiet dinner music and not very much louder dance tempos, which find favor with the older crowd. He does a capable job with baton but makes little effort as an emcee. He lets his music sell itself, which it does plenty well when it can be heard over the clamor.

Thrush Gwen Cooper has a good pair of pipes and will probably do better after more experience in selling. She appears on the stand in the new short formal. Against the background of bandsmen in tails, given her build and gams, that's a sure-fire sale.

Larry Baulin, male vocalist, was not heard on night caught on account of laryngitis. Balance on the band is three violins, three tenors, two trumpets and three rhythm.

Library appears well stocked, with pleasant arrangement of recent tunes by Martel himself, Clyde Fowler and more recently Gene Gifford. *Johnson.*

Beacon Building Second 'Fats' Waller

Sign "Singing Sam," Too

NEW YORK, March 4.—Joe Davis, Beacon Records, signed two singers to dishing contracts this week, Kirby Walker and "Singing Sam" (Harry Frankel).

Walker, baritone and pianist, will wax two sides Monday (6), *Sugar Lips* and *Gabriel's Band*. Beacon intends to build him up as a second "Fats" Waller.

"Singing Sam" will record at the same time in Chicago. He will do *When We're All Back Together Again*, *Whenever I Think of You*, *Sleepy Time in Caroline* and *Uncle Sam is Calling you, Buckaroo*.

Fake 4-F Ache Haunts Moe Gale

NEW YORK, March 4.—Moe Gale is still waiting to hear from Wes Howard, his baritone "find" who came here from California, sang at the Famous Door and later returned to Hollywood with an MGM contract in his pocket.

The 22-year-old, who was being groomed for an acting career, was picked up by the FBI last week and charged with being AWOL for 11 months. He had told Gale he had drawn a 4-F rating. Next time the booker takes on a draft-age male he'll probably look at the draft card very carefully.

Evans Does 'Merry Widow' for Decca Album; 'Song' Next

NEW YORK, March 4.—Wilbur Evans, singing star of *Mexican Hayride*, recently recorded the *Merry Widow* score in album form for Decca.

Evans's follow-up assignment for Decca will be an album of the score from *The Desert Song*.

Molina Looking for Thrush

NEW YORK, March 4.—Carlos Molina has been auditioning thrushes all week but still hasn't found the outstanding Latin-type vocalist he needs. Kay Allen was, until recently, the ork's songbird.

Savoy Inks Airers To Boost Disk Biz

NEW YORK, March 4.—Savoy Record Company seems to have found a new approach to the recording biz insofar as assurance of steady plugs on the tunes waxed.

By-passing the more or less established practice of signing nationally known names for disk duty, altho some names were available due to the partial non-recording ban still on, Savoy is nabbing vocalists and bands who are currently on the air.

This is a smart move, a coin machine op points out, because consistent plugging by the recording artists of the tunes waxed will prove a sure kicker for sales of the disks.

Paul Martell ork, currently at Arcadia Ballroom, and Denny Beckner, at Park Central Hotel, are two bands with plenty of air shots to exploit tunes just cut for Savoy.

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J. L. FRANK, Personal Representative

Race Bands Save Philly From War Dough Ballroom Aches

PHILADELPHIA, March 4.—Altho the name bands still skip local dance spots in spite of the theatrical boom, knowing promoters catering to Harlem folk are the only ones making the wartime gold-rush. Race dances staged this winter have all been major events as far as b. o. is concerned, and outlook for spring is brighter than ever.

Reese DuPree, dean of race dance promoters, returned from a Western jaunt to start spring season with Jimmie Lunceford at Town Hall Thursday (2). Jimmie Adams was also on tap to make the dancing continuous. Next Friday (10) brings Earl Hines to same hoofery sponsored by Club Savoy. Season is expected to reach peak May 28, when local Negro Musicians' Union promotes a name bandfest, promising to crowd three bands into Town Hall.

Until this season, Town Hall, only large midtown dancery available for major shindigs, was a favorite stopping place for white bands. In recent months, septa attractions have predominated. DuPree, who used to confine his local promotions to a half-dozen dances a year, now stages them as often as he can get bands, averaging at least two name band dances a month. Race hoof-fests have proved so popular and profitable that Jimmie Gorham, local maestro, recently turned dance promoter.

Race sessions are kept almost exclu-

sively for color, promoters not depending on paleface band fans—even discouraging their patronage. Negro folk here are enjoying swollen pay checks at local war plants and shipyards. And with town being without a Negro vaude house for first time, appearance of Basie, Lunceford, Hampton or the like becomes a major event. Despite their frequency, promotions at Town Hall attract better than 4,000 hoofers, with gate scaled at \$1 and even a bit better, with no price differential between the chicks and cats.

Availability of Negro bands is also a major factor in the popularity of jump sessions. In fact, the proprietor of the town's largest ballroom, catering to small crowds with local bands on the stand, is seriously considering prospect of turning his dancery into a spot for the better paying, freer spending Negro population.

Bandmen Squawk; Bigger Relief Room Makes 'Em Smile

MINNEAPOLIS, March 4.—Byron Calhoun, manager of the Radisson Hotel here, was all a wonder one night last week when he walked into the hostelry's Flame Room and found it sans band.

Investigation disclosed that the musicians, headed by Joe Poretta, leader, were in a huddle with George Murk, Minneapolis Musicians' Union head, in one of the hotel's bars.

Calhoun eschewed all fol-de-rol and opened with the \$64 question, "What's this all about?"

Poretta and his mates looked at Murk. Murk looked at Calhoun. Calhoun, not to be outdone, looked right back at Murk. Murk spoke: "They're not working. They're off on my orders," he said.

Calhoun wanted to know why. Weren't the men getting paid? Oh, sure! Didn't they get their regular rest periods? You bet! They hadn't found a non-union bus boy in the joint, had they? Tsk, tsk, such thoughts! Well, what then?

Then the staggering answer came forth from Murk. The men didn't like their relief room. It was too small. Give them a bigger room or no work.

All was quiet. The question had been answered. Calhoun promised the boys a larger relief room. They went happily back to work.

Wage Dispute To WLB After Six-Month Stand-By

NEW YORK, March 4.—Wage dispute between the Hotel Association, the Cabaret Owners' Association and Local 802, AFM, was certified by the WLB this week.

The salary question has hung fire since last July when it was submitted. In the meantime, wages of hundreds of musicians have remained static.

Delay was attributed to the board of conciliation which held up certification pending formulation of a new policy by the WLB. Wheels of the board will undoubtedly begin to move now. The musicians have a considerable amount of retroactive wages at stake and expect to collect from Labor Day, 1943, when the new contracts were to have been signed.

Polly Jenkins' Song

THE KID WITH THE GUITAR

(HAS GOT HIMSELF A GUN)

A HIT IN OVER 500 CAMPS AS SUNG BY
TEXAS ROSE

SEND FOR PROF. COPIES.
REGULAR COPIES NOW READY 35c
POLLY JENKINS, 1 Main Street, Ilion, N. Y.

RETURNING TO AL REMLER'S
CLUB ROYALE
SAVANNAH, GA.

HAL WASSON

AND HIS
"MUSIC WITH A DIXIELAND ACCENT"
VOCALS BY
DON MORRISS --- ALICE NEWTON
OPENING MARCH 13



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

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

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

TITLE	PUBLISHER
A Lovely Way To Spend an Evening (F)	Crawford
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
By the River of the Roses	Shapiro-Bernstein
Don't Sweetheart Me	Advance
Don't Worry, Mom	Ford
Goodnight, Wherever You Are	Shapiro-Bernstein
Holiday for Strings	Bregman-Vocco-Conn
I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
I Love You (M)	Chappell
I'll Be Around	Morris
Is My Baby Blue Tonight?	Broadway
It's Love, Love, Love	Santly-Joy
I've Had This Feeling Before (F)	Santly-Joy
Mairzy Doats and Dozy Doats	Miller
Music Stopped (F)	Robbins
My Heart Tells Me (F)	Bregman-Vocco-Conn
My Ideal	Paramount
My Shining Hour (F)	Morris
No Love, No Nothin' (F)	Triangle
Now I Know (F)	Harms
Poinciana	Marks
San Fernando Valley	Morris
Shoo-Shoo Baby (F)	Leeds
So Goodnight (F)	BMI
Some Day I'll Meet You Again (F)	Witmark
Speak Low (M)	Chappell
When They Ask About You	Berlin
You're the Dream, I'm the Dreamer	ABC

Lucky Strike HIT PARADE

CBS, Saturday, March 4, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Besame Mucho	Peer International
2. Mairzy Doats	Miller
3. I Couldn't Sleep a Wink Last Night (F)	Crawford
4. Shoo-Shoo Baby	Leeds
5. My Heart Tells Me	Bregman-Vocco-Conn
6. No Love, No Nothin'	Triangle
7. When They Talk About You	Berlin
8. Poinciana	Marks
9. I Love You (M)	Chappell

And the Following Extras:
Rosalie
This Can't Be Love
St. Louis Blues
El Rancho Grande

ALL-TIME HIT PARADE

NBC, Friday, March 3, 8:30-9 p.m.

TITLE	PUBLISHER
Blow, Gabriel, Blow	Harms
Three Little Words	Harms
Brazil	Southern
Nobody's Sweetheart	Mills
Thou Swell	Harms
With Plenty of Money	Harms
Besame Mucho	Peer International
There's a Great Day Comin', Manana	Chappell
There's Something About a Soldier	Mills
There'll Be Some Changes Made	Marks
Lady in Red	Remick
Don't Sit Under the Apple Tree	Robbins
Goodbye Broadway, Hello France	Feist
Yankee Doodle Boy	Vogel

Music Popularity Chart Week Ending March 2, 1944

BEST SELLING SHEET MUSIC

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

NATIONAL

POSITION	Last Wk.	This Wk.	Title	Artist
1			1. Mairzy Doats	Miller
2			2. Besame Mucho	Peer International
3			3. Shoo-Shoo Baby	Leeds
8			4. No Love, No Nothin'	Triangle
5			5. When They Ask About You	Berlin
7			6. I Couldn't Sleep a Wink Last Night	Harms
4			7. My Heart Tells Me	Bregman-Vocco-Conn
13			8. A Lovely Way To Spend an Evening	Crawford
6			9. My Ideal	Paramount
9			10. Oh, What a Beautiful Morning	Crawford
12			11. Poinciana	Marks
—			12. Don't Sweetheart Me	Advance
—			13. For the First Time	Shapiro-Bernstein
—			14. Star Eyes	Feist
14			15. My Shining Hour	Morris

SECTIONAL

EAST COAST

POSITION	Last Wk.	This Wk.	Title
1			1. Mairzy Doats
2			2. Besame Mucho
7			3. No Love, No Nothin'
3			4. Shoo-Shoo Baby
6			5. When They Ask About You
10			6. A Lovely Way To Spend an Evening
—			7. Don't Sweetheart Me
5			8. I Couldn't Sleep a Wink Last Night
4			9. My Heart Tells Me
8			10. My Ideal
9			11. Poinciana
12			12. I Love You
—			13. For the First Time
—			14. It's Love, Love, Love
—			15. By the River of the Roses

MIDWEST

1			1. Mairzy Doats
3			2. My Heart Tells Me
4			3. Shoo-Shoo Baby
2			4. Besame Mucho
7			5. I Couldn't Sleep a Wink Last Night
8			6. When They Ask About You
5			7. No Love, No Nothin'
6			8. My Ideal
13			9. Star Eyes
10			10. My Shining Hour
9			11. Oh, What a Beautiful Morning
—			12. I Wish I Could Hide Inside This Letter
15			13. A Lovely Way To Spend an Evening
—			14. Candle Light and Wine
11			15. No Letter Today

SOUTH

POSITION	Last Wk.	This Wk.	Title
1			1. Mairzy Doats
4			2. Shoo-Shoo Baby
3			3. My Heart Tells Me
2			4. Besame Mucho
10			5. I Couldn't Sleep a Wink Last Night
8			6. No Love, No Nothin'
5			7. Oh, What a Beautiful Morning
6			8. When They Ask About You
—			9. Star Eyes
—			10. I'll Be Around
7			11. My Ideal
—			12. Poinciana
—			13. A Lovely Way To Spend an Evening
14			14. My Shining Hour
13			15. Paper Doll

WEST COAST

1			1. Mairzy Doats
2			2. Besame Mucho
9			3. Poinciana
10			4. I Couldn't Sleep a Wink Last Night
6			5. Oh, What a Beautiful Morning
—			6. No Love, No Nothin'
13			7. A Lovely Way To Spend an Evening
3			8. Shoo-Shoo Baby
12			9. My Ideal
—			10. For the First Time
8			11. When They Ask About You
—			12. Holiday for Strings
—			13. Don't Sweetheart Me
—			14. C I Jive
15			15. Take It Easy

"HARLEM" HIT PARADE

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

POSITION	Last Wk.	This Wk.	Title	Artist	Label
4			1. Solo Flight	Benny Goodman	Columbia 36684
7			2. Hurry, Hurry!	Benny Carter	Capitol 144
1			3. Do Nothin' Till You Hear From Me	Duke Ellington	Victor 20-1547
2			4. Main Stem	Duke Ellington	Victor 20-1556
5			5. Cow Cow Boogie	Ink Spots and Ella Fitzgerald	Decca 18587
—			6. I Learned a Lesson I'll Never Forget	Five Red Caps	Beacon 7120
6			7. Cherry	Erskine Hawkins	Bluebird 30-0819
—			8. Do Nothin' Till You Hear From Me	Woody Herman	Decca 18578
3			9. When My Man Comes Home	Buddy Johnson	Decca 8655
—			10. Sweet Slumber	Lucky Millinder	Decca 18569

ASK FOR DON MAYA'S LATEST

"YOU, ALWAYS YOU"

BEING FEATURED BY



BUDDY FRANKLIN



LOU BREESE



DEL COURTNEY



JIMMY JOY



LOU DIAMOND



NEIL BONDSHU



GAY CLARIDGE



RAN WILDE

WHO ALSO FEATURED

"SHE GAVE ME A ROSE"

DON MAYA, INCORPORATED

MUSIC PUBLISHERS

3740 LAKE SHORE DRIVE • CHICAGO 13



"HITTIN' ON ALL 10!"

VICTOR AND BLUEBIRD HITS!

- Mairzy Doats. The Four King Sisters (30-0822)
- Here We Go Again Glenn Miller (20-1563)
- I Couldn't Sleep a Wink Last Night
Dinah Shore (20-1562)
- All The Things You Are . . . Artie Shaw (20-1561)
- Johnny Come Lately . . . Duke Ellington (20-1556)
- Poinciana David Rose (20-1554)
- Another One of Them Things
Tommy Dorsey (20-1553)
- Country Boy Erskine Hawkins (30-0819)
- Have I Stayed Away Too Long?
Perry Como (20-1548)
- Just Wait and See . . . Carson Robison (33-0509)

TUNE IN!...RCA's great new radio show, every Saturday, 7:30 to 8 p.m., EWT, over the Blue Network

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

BUY WAR BONDS EVERY PAYDAY



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

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

NATIONAL

POSITION	Last Wk.	This Wk.	Record	Label
1		1	Besame Mucho	Jimmy Dorsey Decca 18574
3		2	Mairzy Doats	The Merry Macs Decca 18588
5		3	Shoo-Shoo Baby	Andrews Sisters Decca 18572
2		4	My Heart Tells Me	Glen Gray Decca 18567
7		5	Holiday for Strings	David Rose Victor 27853
4		6	Shoo-Shoo Baby	Ella Mae Morse Capitol 143
6		7	Star Eyes	Jimmy Dorsey Decca 18571
10		8	Speak Low	Guy Lombardo Decca 18573
—		9	Do Nothin' Till You Hear From Me	Woody Herman Decca 18587
—		10	Poinciana	Bing Crosby Decca 18586

SECTIONAL

EAST

POSITION	Last Wk.	This Wk.	Record
1		1	Besame Mucho (Jimmy Dorsey)
4		2	Mairzy Doats (The Merry Macs)
3		3	Mairzy Doats (Al Trace)
7		4	Holiday for Strings (David Rose)
2		5	My Heart Tells Me (Glen Gray)
5		6	Shoo-Shoo Baby (Ella Mae Morse)
10		7	Shoo-Shoo Baby (Andrews Sisters)
6		8	Star Eyes (Jimmy Dorsey)
—		9	Poinciana (Bing Crosby)
9		10	My Ideal (Jimmy Dorsey)

SOUTH

POSITION	Last Wk.	This Wk.	Record
6		1	Shoo-Shoo Baby (Andrews Sisters)
3		2	Besame Mucho (Jimmy Dorsey)
1		3	My Heart Tells Me (Glen Gray)
2		4	Mairzy Doats (The Merry Macs)
—		5	No Love, No Nothin' (Johnny Long)
10		6	Holiday for Strings (David Rose)
—		7	Speak Low (Guy Lombardo)
8		8	My Ideal (Jimmy Dorsey)
—		9	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
—		10	Paper Doll (Mills Brothers)

MIDWEST

POSITION	Last Wk.	This Wk.	Record
1		1	Mairzy Doats (The Merry Macs)
3		2	Besame Mucho (Jimmy Dorsey)
6		3	Holiday for Strings (David Rose)
8		4	Shoo-Shoo Baby (Andrews Sisters)
—		5	Speak Low (Guy Lombardo)
4		6	My Heart Tells Me (Glen Gray)
2		7	Shoo-Shoo Baby (Ella Mae Morse)
—		8	Poinciana (Bing Crosby)
—		9	G I Jive (Johnny Mercer)
—		10	Do Nothin' Till You Hear From Me (Woody Herman)

WEST COAST

POSITION	Last Wk.	This Wk.	Record
1		1	Besame Mucho (Jimmy Dorsey)
4		2	Poinciana (Benny Carter)
3		3	My Heart Tells Me (Glen Gray)
10		4	Paper Doll (Mills Brothers)
—		5	Do Nothin' Till You Hear From Me (Woody Herman)
2		6	Shoo-Shoo Baby (Andrews Sisters)
—		7	A Lovely Way To Spend an Evening (Ink Spots)
—		8	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
—		9	When They Ask About You (Jimmy Dorsey)
—		10	No Love, No Nothin' (Ella Mae Morse)

MOST PLAYED JUKE BOX FOLK RECORDS

(Hillbilly, Race, Cowboy Songs, Spirituals)

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

POSITION	Last Wk.	This Wk.	Record
3		1	Pistol Packin' Mama
			Bing Crosby-Andrews Sisters . . . Decca 23277
3		1	Rosalita
			Al Dexter Okeh 6708
1		2	Ration Blues
			Louis Jordan Decca 8654
—		3	So Long, Pal
			Al Dexter Okeh 6718
3		4	They Took the Stars Out of Heaven
			Floyd Tillman Decca 6090
4		4	I'm Thinking Tonight of My Blue Eyes
			Gene Autry Okeh 6648
—		4	Sweet Slumber
			Lucky Millinder . . . Decca 18569
—		4	Too Late To Worry
			Al Dexter Okeh 6718
—		4	When My Man Comes Home
			Buddy Johnson Decca 8655

Music Popularity Chart Week Ending March 2, 1944

MOST PLAYED JUKE BOX RECORDS Going Strong

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

1. SHOO-SHOO BABY... Andrews Sisters (Vic Schoen Ork)... Decca 18572
(10th Week)
2. BESAME MUCHO... Jimmy Dorsey (Bob Eberly and Kitty Kallen)
(7th Week)..... Decca 18574
3. MY HEART TELLS ME... Glen Gray (Eugenie Baird)... Decca 18567
(12 Week)
4. MAIRZY DOATS... The Merry Mats... Decca 18588
(3d Week)
5. SHOO-SHOO BABY... Ella Mae Morse (Dick Walters Ork)... Capitol 143
(10th Week)
6. PAPER DOLL... Mills Bros. Decca 18318
(27th Week)
- I COULDN'T SLEEP A
WINK LAST NIGHT... Frank Sinatra Columbia 36687
(3d Week)
7. POINCIANA... Bing Crosby (John Scott Trotter Ork)... Decca 18586
(2d Week)
8. STAR EYES... Jimmy Dorsey (Bob Eberly and Kitty Kallen)
(6th Week)..... Decca 18571
- MY IDEAL... Jimmy Dorsey (Bob Eberly)... Decca 18574
(8th Week)
9. NO LOVE, NO NOTHIN' Ella Mae Morse (Dick Walters Ork)... Capitol 143
(5th Week)
10. DO NOTHIN' TILL YOU
HEAR FROM ME... Duke Ellington... Victor 20-1547
(4th Week)
11. SPEAK LOW... Guy Lombardo (Billy Leach)... Decca 18573
(2d Week)
12. CHERRY... Harry James Columbia 36683
(6th Week)
13. NO LOVE, NO NOTHIN' Johnny Long (Patti Dugan)... Decca 4427
(5th Week)
14. MAIRZY DOATS... Al Trace... Hit 8079
(3d Week)
15. DO NOTHIN' TILL YOU
HEAR FROM ME... Woody Herman Decca 18587
(4th Week)

Coming Up

Reports received from The Billboard representatives last week, and based on information given them by leading juke box operators, show the records listed below are gaining in popularity all over the nation.

1. HOW SWEET YOU ARE Kay Armen (Balladiers)... Decca 18566
- SAN FERNANDO VALLEY Bing Crosby (John Scott Trotter Ork)... Decca 18586
2. HOLIDAY FOR STRINGS David Rose... Victor 27853
3. DON'T BELIEVE EVERY-
THING YOU DREAM... Ink Spots Decca 18583
4. COW-COW BOOGIE... Ink Spots-Ella Fitzgerald... Decca 18587

Territorial Favorites

- I'VE HAD THIS FEELING
BEFORE Johnny Long... Decca 4429
(San Francisco)
- HAVE I STAYED AWAY
TOO LONG! Perry Como... Victor 20-1548
(Omaha)
- WHEN MY SUGAR WALKS
DOWN THE STREET... Ella Fitzgerald... Decca 18587
(Cleveland)
- HURRY, HURRY! Benny Carter... Capitol 144
(Tulsa)

did you say another?



yeah man... another great artist has signed with Columbia... but exclusively!



anyone we know?



she's someone everybody knows... ask the whole world!



You don't mean...



GINNY SIMMS,
of course! That delectable, delicious, de-lovely singing dish of radio and six million Service men.



Hear
GINNY SIMMS'
terrific first recording for Columbia

SUDDENLY IT'S SPRING
from the film "Lady In The Dark"

IRRESISTIBLE YOU
sung by Ginny in her film hit "Broadway Rhythm" both on

COLUMBIA
RECORD NO. 36693

Top Tunes Now Available on
**OUTSTANDING E. T.'s AND
LEADING RECORD LABELS**

BESAME MUCHO

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

POINCIANA

PUBLISHER: Marks
RECORDS: Decca 4433; Decca 18586; Hit 7076;
Victor 27-888; Victor 20-1544; Capitol 144
E. T.'s: World; Standard; Associated; Lang-Worth

I'LL BE AROUND

PUBLISHER: Morris
RECORDS: Decca 10005; Hit 7073; Okeh 6717
E. T.'s: Thesaurus; Lang-Worth

DON'T WORRY, MOM

PUBLISHER: Ford
RECORDS: Hit 7074
E. T.'s: Thesaurus; Lang-Worth

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NEW YORK • CHICAGO • HOLLYWOOD

**STOP!
HOLD EVERYTHING**

We Have It

THE HIT EASTER TUNE

#135

'I'LL BE THINKING OF YOU EASTER SUNDAY'

Written by Buck Ram, the composer of
"I'll Be Home for Christmas"

Sung by ROSS LEONARD (the 1944 Russ Columbo)

COUPLED WITH

"HAPPY BIRTHDAY TO YOU"

A dual seasonal and year-round standard

RED RIVER DAVE

makes his Savoy debut with a smash hit—tear jerker

**"I'D LIKE TO GIVE MY
DOG TO UNCLE SAM"**

#130

Coupled with

"I'm Leavin' Cause There's Nothin' Left To Do"

Real Cowboy Music

WATCH THIS SPACE FOR MORE SAVOY HITS!

DEALERS, OPERATORS—Send for our release card—no order accepted for less than 25 of a number

WIRE!!

WRITE!!

TELEPHONE!!

Savoy Record Company

58 MARKET STREET

NEWARK 1, N. J.



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.

MAIRZY DOATS AND DOZY

DOATSThe Four King Sisters.... Bluebird 30-0822-A

A straight version of the current top nut-pop which should both outsell the novelty versions and make all the King girls' followers insist on hearing and owning it. The backing of the male chorus is forte enough to override surface and to contrast, as well as blend, with the quartet. (The other side, "It's Love, Love, Love" will get the disk a two-way play.

RAMBLIN' COWBOYCarson Robison Bluebird 33-0509-B

Since nearly anyone can stand at least one lone prairie per evening this Robison original that sounds like all of its ilk ought to get up in the real money class. The background of guitar and banjos is well balanced. Robison doesn't force. That's important when the boys begin to run to the maudlin, and want to ramble with the bo. It's backed with "Just Wait and See," which is okay folk-stuff, too.

BESAME MUCHOPhil Brito Musicraft 15017-A

This is a smooth handling of this number which is playing around the top of the hit parade and is expected to stay in there for some time. Brito does a nice job, as does Paul Lavalle and strings. It's smooth and a different Brito, and while he does nothing sensational that very fact is a plus for those disk buyers who want to hear the number itself without embellishment.

POPULAR RECORD RELEASES

(From March 2 thru March 9)

- Besame Mucho Phil Brito (Paul Lavalle Ork) Musicraft 15017
- Come Back to Sorrento Phil Brito (Paul Lavalle Ork) Musicraft 15017
- Don't Sweetheart Me Blue Barron Ork Hit 7080
- Easter Sunday With You Kenny Baker (Harry Sosnik Ork) Decca 18591
- Here We Go Again Glenn Miller (Marion Hutton) Victor 20-1563
- I'm Afraid of You Blue Barron Ork Hit 7080
- It's Love, Love, Love The Four King Sisters ... Bluebird 30-0822
- I Want To Live So God Can Use Me. Sister Rosetta Tharpe .. Decca 8657
- Just Wait and See Carson Robison .. Bluebird 33-0509
- Long Time No See, Baby Glenn Miller (Marion Hutton) Victor 20-1563
- Mairzy Doats The Four King Sisters Bluebird 30-0822
- Marianne Kenny Baker (Harry Sosnik Ork) Decca 18591
- Ramblin' Cowboy Carson Robison .. Bluebird 33-0509
- Sleep On, Darling Mother Sister Rosetta Tharpe .. Decca 8657

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop, Beverly Hills, Calif.: Martindales's, 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.: Dreihelbis Music Co. Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wurlitzer's. Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.; Wurlitzer's. Denver: Century Music Shop; The May Company; Record Shop; Charles E. Wells Music Co. Des Moines: Davidson Record Co.; Des Moines Music House. Fort Worth, Tex.: Kemble Bros.' Furniture Co. Hollywood: Music Shop; Music City; Hollywood House of Music. Jacksonville, Fla.: Butler's Record Shop. Los Angeles: The May Company. Louisville: Stewart Dry Goods Co. Miami: Richard's Store Co. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Music; Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Washington, D. C.: E. F. Droop & Sons Co.; George's Radio Co. Westwood, Calif.: Music Shop.

Music Popularity Chart Week Ending March 2, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

GLENN MILLER (Victor)

"Here We Go Again"—FT. "Long Time No See, Baby"—FT; VC.

Reports have it that Glenn Miller cut 75 sides for Victor before the Petrillo ban shuttered the studio. In any event, it appears as if Victor is well stocked with a Miller reserve, and this twosome offered up now is definitely on the plus side. In top order is Jerry ("String of Pearls") Cray's instrumental, "Here We Go Again." A 16-bar derivative of riff origination, the Miller men make it serve for swell jump music to keep the fans merry. Saxes introduce the theme, and after tenor sax and cornet have their say, the band continues to build it to block-busting proportions, taking it out in a blare of rhythmic glory. "Long Time No See, Baby" is a pleasant rhythmic ditty by Jack Lathrop which serves Marion Hutton's vocal talents well. Also etched out as a jump platter, the toe-tapping incentives are all there for the start and finish stanzas by the band ensemble with Miss Hutton ringing the lyrical bell for the bridging chorus.

Music ops can count on Glenn Miller to continue his lead in the phonos for the duration at least. In "Here We Go Again," it's jump music for the music machines that will keep the coins flowing steadily. And the loyal fans will not fall down in patronizing "Long Time No See, Baby," particularly with Marion Hutton in the lyrical limelight.

GUY LOMBARDO (Decca)

"It's Love, Love, Love"—FT; VC. "Can't You Do a Friend a Favor?"—FT; VC.

Chalk up another point for Guy Lombardo when it comes to picking the hit-potentials for his plattering. And while the vagaries of Tin Pan Alley are such that anything can happen to a tune, and probably will, fact remains that all the contagion that makes for a click were packed by Mack David, Joan Whitney and Alex Kramer in their "It's Love, Love, Love." And with Lombardo and his lads giving it their highly specialized and commercial setting, side should mean setting a spark to the rocket. Ditty itself represents the first attempt to place the Calypso style of song, always identified with the British West Indies, into the commercial category for American consumption. Applying the Calypso formula in both words and music, the trio of tunesmiths have chiseled a truly infectious chant in "It's Love, Love, Love," one that takes hold on first hearing. And in the bright fox-trot-rumba patterns applied by the Royal Canadians, gives the tune top treatment. Moreover, the designing ditty is also benefited by smooth vocal interpretation turned in by Skip Nelson with some assistance from the Lombardo Trio. Plattermate also holds much meaning, "Can't You Do a Friend a Favor?" ballad of romantic flavor, being a Rodger-Hart fashioning added to the modernized "A Connecticut Yankee" musical hit. Striking it out at a moderately slow tempo, the highly melodic ballad heightens its contagion with infectious beguine beats applied by Lombardo, particularly for the lyrical expressions ably expressed by Billy Leach.

Definitely headed for hitdom is "It's Love, Love, Love." Its refreshing and original approach at ditty designing should keep the flow of coins continuous, with Guy Lombardo's entry sure to get the song off to a fast start. Also stacking up as phono fare is the mated stagershow ballad, "Can't You Do a Friend a Favor?"

(See Pop. Record Reviews on page 62)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

CARSON ROBINSON (Bluebird)

"Just Wait and See"—FT; V. "Ramblin' Cowboy"—FT; V.

One of the better of the cowboy singers, Carson Robinson, is offered here for two of his own sentimental outdoor ballads, both sure to score high in popular appeal in the wide open spaces. "Just Wait and See" is a sentimental serenade to the girl who left him for the fair weather friends, Carson's baritone musically supported by guitars and banjos. A throat whistler for one of the choruses spaces Carson's singing, adding to the attractiveness of the side. "Ramblin' Cowboy," also taken at a moderately slow tempo, is the song of the nomadic cowboy with no place to call home save for the sky over his head. Robinson is joined by a male quartet for the chorus refrains, with the plectrum strings bridging the singing. Both sides are spanned in tip-top order and should count for much in the music boxes as well.

(See Folk Record Reviews on page 62)

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

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UNDERSTUDY HEAVEN ON B'WAY

Script-Holders On Nightly Instead of Standing in Wings Hoping the Star Breaks a Leg

The Billboard Showlog Gives Credit Each Week

By ROBERT FRANCIS

NEW YORK, March 4.—That old fave typewriter-symphony of the pulp and B pic scripters about the little unknown gal or guy who stood in the wings or danced in the line and waited for the star to break a leg has come true this season. Wartime does a lot of things to showbiz—good and bad—but to the lowly understudy, biting her or his nails for a crack at glory—it's all good.

The queer part of it is that a stand-in can hang around literally for years and never get a break. Names are notoriously healthy and actors have a yen for strutting their own stuff. The understudy can twiddle his thumbs in the alley or dance her feet off in the chorus and lump it.

It's All Different

Comes a war and it's all different. Just why is something for the medicos to explain. Perhaps war puts a peculiar nervous strain on actors. Perhaps the jamming of customers in communities begs for epidemics. The customers come to the theaters and likely the little bugs pop right over the foots and move in on the actors. The bugs are no respecters of names. Everybody looks alike to them.

Anyway, the actors get sick, and this season has been a wallop for lay-offs via grippe, flu and pneumonia, not to speak of a variety of twists and sprains. There is hardly a cast on the Stein that hasn't been hit at some time or another. And that, naturally, is where the understudy comes in, and this year has been his field-day.

A glance at the records of a few of the current shows proves the point. Perhaps singers and dancers are more susceptible, but the musicals have been the hardest hit. In *One Touch of Venus*, Jane Davies has had the thrill of taking over for Mary Martin, Jeffrey Warren for Kenny Baker, Jane Hoffman for Paula Lawrence and Johnny Stearns for Teddy Hart. Lelle Fisher and Pearl Land have split Soo Osato's dancing chores when the latter has been gripped out.

Pattern holds true for *Early To Bed*. Toni Stuart stepped out of the line to fill Jane Deering's dancing shoes. Tom Powers likewise has subbed for George Zoritch. Another chorus youngster, Elenor Boleyn, has taken over for Jane Kean, and still another, Dolores Milan, for Mary Small. Harold Cromer, page boy in the show, has had a chance to dupe the clowning of Bob Howard, and Earl MacVeigh has subbed for star, Richard Kollmar.

"Oklahoma" Stand-Ins Get Break, Too

Oklahoma has been pitching to the stand-ins, too. Harry Stockwell moved in for Alfred Drake, and hit the role so hard that he is the permanent Curley of Chi. Ditto for Evelyn Wyckoff in Joan Roberts's Laurey role. Bob Kennedy still subs here for Drake, and Virginia Oswald for Joan. Dorothea MacFarland has taken over for Celeste Holm, and Ellen Love for Betty Garde, when the latter had a long flu bout. Barry Kelly is currently filling Howard Da Sylva's boots, and Paul Shiers has danced Lee Dixon's routines.

An unknown line dancer in *Ziegfeld Follies*, Marian O'Brien, stepped to a lead in the *Doughgirls* touring company and thence into a fat movie contract when the show hit the Coast. Another in the troupe to get the breaks is Christine Ayres, a former burly stripper, who opened in the show with a dance spot when Iona Massey bowed out. Christine eased into several of the star spots and clicked. Result: Her name is up over the Winter Garden marquee. Even more pointed is the jump of Bob Copsey, a youngster in the chorus, who practiced

Jack Cole's routines on his own. When Cole went to Hollywood to direct dances for *Kismet*, there was no replacement. Copsey got the job.

It's the same all the way down the musical line. In the *Merry Widow*, Wilma Spence spelled Martha Eggerth on her time out, and did it well enough to get the job for good when the latter left to have a baby. Donald Gage steps in frequently for Jan Klepura. Bernard Hoffman has taken on Ralph Dumke's comic assignments. James Carroll stands in for Benny Baker in *Jackpot*, or Bob Garl takes over for John Cherry in *Connecticut Yankee*. Every week there's a chance somewhere for a fill-in.

Shakespeare, Too, Has Understudy Fever

And the dramas are right on the musical heels. Shakespeare bids for understudies, too. Martha Falconer was dropped into the middle of the *Desdemona* role when Uta Hagen took ill. Edith King stepped up from the humble Blanca to Margaret Webster's Emilia, and Timothy Lynn Kearse took over for Edith while she was on the other chore. Little Betty Caulfield got a break in *Kiss and Tell*, first with a one-night stand in for her sister, Joan, and last week to cover for Nancy Marquand, who is out with a bad appendix. Young Jacques Urbont currently is getting a shot at Dickie Van Patten's part in *Decision*, while Dickie makes up with his school books. A. H. VanBuren and Elaine Ivans have frequently stepped into the red wigs of Father and Mother Day when Howard Lindsey and Dorothy Stickney have had to take time out. Robert Emhardt replaces Rhys Williams as Helen Hayes's husband in *Harriet*, and Carmen Matthews pinch-hits for Jane Seymour in the same. In *Over 21*, Barbara Adams has gone on for Kay Aldridge, and Emily Ross for Jessie Busley. Mary Beurlimo has gone on for Edith Angold in *Tomorrow the World*, and in *Doughgirls*, Mary Stephenson has stepped in for Doris Nolan. The males of *Doughgirls* cast have a system of replacement all their own. Whoever gets sick, all the lower ranks move up one. As the show is lousy with admirals, generals, presidential messengers and such, nobody down to a lowly bellboy knows what his rating may be. It all depends on how many are stricken at once.

The list is far to long to attempt to get them all in, but the point is clear that wartime theater does get the understudy out from the tormenter. Practically all of them have made fine use of the opportunity, when it came. Whatever the causes for their uncovering, they represent a source of talent which is too often overlooked and passed over. It might be well for both radio and movie directors to keep a check on their appearances, as well as stem producers who have a much closer view of their abilities. *The Billboard* Broadway Showlog points out who stepped in and out each week—for a permanent record for the theater and all who live by it.

It's a field-day year for understudies and there ought to be a cashing in on

BROADWAY OPENINGS

THANK YOU, SVOBODA

(Opened Wednesday, March 1, 1944)

MANSFIELD THEATER

A drama by H. S. Kraft, adapted from John Pen's novel, "You Can't Do That To Svoboda." Staged by H. S. Kraft. Associate director, Moe Hack. Settings by Samuel Leve. Company manager, Harold C. Jacoby. Stage manager, Joan Norlander. Press representatives, Willard Keefe and Bert Stern. Presented by Milton Baron.

Colonel Fiala Arnold Korff
Mr. Vesley, His Friend Francis Compton
Josef, the Innkeeper Frank Tweddell
Doctor Burian John McGovern
The German Salesman William Malten
Svoboda Sam Jaffe
Mr. Novotny, the Lawyer Donald Keyes
Mr. Hanol, the Banker Len Menck
Mary, Svoboda's Sweetheart Adrienne Gessner
The Padre John Ravold
Hugo, the Engineer Whitford Kane
Sergeant Kurtz Ronald Telfer
Private Recht Louis Fabien
Private Schmatz Michael Strong
Private Langheld Dehl Berti

Back in January, 1942, there was a play about a fabulous 2nd Avenue Cafe and an equally fabulous waiter. The play was by H. S. Kraft and Sam Jaffee was the bus boy. The combo was a happy one. Last week they teamed again with *Thank You, Svoboda*, which Kraft adapted from John Pen's book, *You Can't Do That To Svoboda*, and Jaffee again is the star. The result isn't so happy this time.

Pen's theme of the gradual awakening of a dumb Czech porter to the horrors of Nazi domination is one which could have made a fine play. Kraft missed the boat. What finally gets to the stage is a wispy tale bound together with long stretches of talk. Except for a stimulating, momentary beating of a Nazi trooper, there is little of excitement in *Svoboda*, since practically everything that smacks of action takes place off-stage. In addition, what is on view lacks suspense and drive. Scenes which could be poignant and moving are either omitted or allowed to trail off in a dither of talk. A town is over-run by thieving Nazis, a couple of people are killed, everybody is pushed around, but nobody cares very much. *Svoboda* meanders effortlessly thru three acts. It is literate, but it doesn't get under the skin.

However, if Kraft's efforts have served any purpose, they have given Sam Jaffee another part he can really bite on. *Svoboda* is a Jaffee field-day. Whether he makes the dumb charman what the author of either the book or the play intended, is a question. What he does do is make *Svoboda* a winning guy in spite of his thick-skinned selfishness. Jaffee has planned his characterization carefully as usual, down to the last bit of business. It is a warm, colorful performance which deserves a sturdier background.

Second laurels go to Adrienne Gessner's Mary. *Svoboda's* junk-woman sweetheart. Miss Gessner's has been close to the Nazis herself in Vienna which may account for the fact that she apparently feels the implications of the play more than the others. There is an excellent portrait of a drunken engineer by Whitford Kane and a good bit of an indignant patriot from Arnold Korff. The lesser characters have emerged from the Kraft script too shadowy in form for any actor to do much with them.

In staging his own opus, Kraft has fallen into the same leisurely pitfalls as the writing. Even an ominous knock on a door lacks suspense. Samuel Leve's three sets bid for fine atmosphere — for better things than go on inside them.

The last scene, however, when Jaffee, Gessner and Kane are prepping a trainload of Nazis for a ride to Kingdom Come might be juiced into a radio playlet.

Otherwise, *Thank You, Svoboda* is wordy going. It may be remembered as *Thank You, Jaffee*. **Bob Francis.**

all sides. Showbiz can stand new faces, new voices and new talent. There are a lot of these stand-ins who have got all three to deliver.

MRS. KIMBALL PRESENTS

(Opened Tuesday, February 29, 1944)

48TH STREET THEATER

A comedy by Alonzo Price. Staged by the author. Settings by Cirker and Robbins. General manager, Clarence Taylor. Stage manager, Norman McCourt. Press Representatives, Fred Spooner and Harry Davies. Presented by Gerken and Chandler.

Dick Hastings Michael Ames
Jim Hall Shelton
Cynthia Lane Elizabeth Inglise
Babs Sloan Joan Cory
Ambrose J. Piel Jr. Bruce Evans
Harold L. Burton Arthur Margetson
J. C. McGuire Jesse White
Connie Kimball Vicki Cummings

Alonzo Price has concocted a yarn about a play and about actors. Price may know all about the inside workings of showbiz, but with *Mrs. Kimball Presents* he keeps it a dark secret. According to his opus, his widow-lady heroine puts on a hit show, and Price should have got her recipe. His own efforts along that line at the 48th Street lay a solid egg.

What Price has written is inept enough, but his additional role of director makes it even worse. He is never sure whether his typewriter has turned out a comedy or a broad farce, with the result that his actors bounce around all over the stage and are in and out of character a dozen times thruout the three acts. It is choppy and uneven, and if there is a scattered laugh or two in the proceedings, it has been successfully smothered in writing or staging. The combination adds up to a sore trial to the actors, most of whom are highly competent at their trade, but who seem faintly embarrassed at being mixed up in the whole affair.

For purposes of the record, if anybody cares, *Mrs. Kimball* concerns a curvaceous widow who promotes a play and is, in turn, promoted by the company's p. a. (quaintly referred to by the author as a "press man"), and a couple of actors, one of whom is a pin-up juve and the other a middle-ager doubling as his butler. There are a lot of other things involved; a bad check, a prop chicken, ersatz champagne, a nice girl from up the block who wants to marry the handsome guy, and an unbelievable character from Hollywood who everybody thinks is a cop. That's about all anybody needs to know about *Mrs. Kimball*, because the parts don't fit together and everybody, including the actors, will want to forget about it.

Arthur Margetson and Vicki Cummings are featured as the butler-actor and the gal producer. Neither seemed happy about it. Michael Ames, who showed that he can play a part when he gets one in the recent *Storm Operation*, was evidently somewhat allergic to the chore of the pin-up guy. Elizabeth Inglise is his heart interest with little to do, and Bruce Evans and Jesse White are, respectively, incredible press and movie agents.

Cirker and Robbins are responsible for a backstage dressing room interior which has authentic atmosphere, and a fancy penthouse which evidently cost *Mrs. Kimball's* backers considerable dough. The boys should have saved their coin. They can write *Mrs. Kimball* off as a leap-year mistake. **B. F.**

BRIGHT BOY

(Opened Thursday, March 2, 1944)

THE PLAYHOUSE

A comedy by Lt. John Boruff, U.S.N.R. Staged by Arthur J. Beckhard. Settings by Watson Barrett. Company manager, Michael Goldreyer. Stage manager, Henri Caubisens. Press representative, Frank Goodman. Presented by Arthur J. Beckhard and David Merrick.

Tittman (Shakespeare) Carleton Carpenter
Willie Barnes Beman Lord
Si Williams Frank Jacoby
Peterson (Pete) Jeff Brown
Prof. McGiffin Liam Dunn
David Bennett Charles Bowlby
Allen Carpenter Donald Buka
Stevens (Steve) John Cushman
John Wallace (Specs) Michael Dreyfuss
Watts (Sleepy) William McGuire
Pinky Jenks Eugene Ryan
Dr. Sewell Ivan Simpson
Margaret Joyce Franklin

Back in 1938 John Boruff co-authored a play about politics. *Washington Jitters*

scored badly and tabbed up only 24 performances. Now as Lieut. John Boruff, U. S. N. R., he comes back with a solo try. It's mostly about politics again. But *Bright Boy* features school-boy politics. It looks as if it might fare a lot better.

Boruff's plot is simple, a study of a brilliant, warped adolescent whose secret consciousness of inferiority drives him any lengths to build his ego. However, Boruff has caught more than just a good character study. He has managed a boys' school atmosphere on the stage that doesn't ring phoney. It is no easy job to create a dozen different types of modern prep kids and keep them reasonably true to life. Boruff has done that, and further he makes their trifling teen-age problems sufficiently interesting to hold attention thru three acts. He's done a pretty good job in getting current youth on paper and onto a stage.

Bright Boy is a lad who turns up at school with a chip on his shoulder. He is hard and smart and gets ducked by his classmates. He is smart enough not

to squeal on them and hard enough to embark on a campaign to win them over for a final revenge. Only his dumb and ingenuous roommate catches on to his secret—that his shell isn't as thick as it seems—and that underneath he's just a kicked-around, hurt kid who can't get untracked. There's a nice girl in it, too, who falls in love with the nice roommate, and an understanding headmaster and a professor who knows kids. So *Bright Boy* gets everything he aims at—the best fraternity, prey of his class—and finds out that what began as a gag has real meaning for him.

There is, of course, considerable schoolboy corn in *Bright Boy*, but juvenile melo-heroes are severely held in check. The touch is light for the most part, and there are sufficient bids for giggles and laughs. Above all, it is believable—and that's something.

There are excellent performances by some of the youngsters. Donald Buka turns in a fine piece of work as embittered young sophisticate. Charles Bowlby is right on his heels in the part of the

right guy, and Joyce Franklin scores nicely as the cute little trick who loves him. Ivan Simpson and Liam Dunn make a couple of likable masters. Others rating a special bow are Eugene Ryan, Michael Dreyfuss and Frank Jacoby.

Arthur Beckhard's direction for the most part is smooth and fluent. The two sets by Watson Barrett of a dorm interior and a hilltop near the school are not lavish but fill the bill nicely.

There should be good radio meat in "*Bright Boy*." There are several spots with possibilities for a build-up into a variety spot. Parlor listeners should be interested in those kids.

B. F.

BALTIMORE, March 4. — Return engagement of *Arsenic and Old Lace* at Ford's Theater, second of season, grossed a fine \$14,000, which compares with the \$17,000 grossed the season's opening week in September.

Bela Lugosi headed the cast. Last September Boris Karloff held the stellar role.

Civic's Kettering Looking for New Attractions

NEW YORK, March 4.—Ralph T. Kettering, lessee of Chicago's Civic Theater, is in town to arrange for a road attraction to fill in the time between now and June at the Civic.

John Golden's *Three Is a Family* closed a nine-week engagement there last Saturday (26). If he's unsuccessful in his search for a play in New York Kettering will produce a play called *The Spider Spins*, a Japanese mystery-horror.

For the summer season he plans to present *The Girl He Left Behind*, an intimate musical comedy written by Kettering, with music by Del Owen.

LEGIT'S SWELL JOB

(Continued from page 3)

nical crews to switch over to use of steel cable on drops.

Designers Not Hampered

Designers have not been hampered too greatly by material shortages, Eberson believes, and, in general, sets made under wartime restrictions are as good as those of peacetime. In many cases, carpenters and designers must re-use old frames because of the lumber shortage, although there is still a limited stock of white pine left. This grade of lumber is not sought by the army and navy, he explained, because of its quality.

Carpets, seats and other physical equipment have been subjected to unusually hard wear, thru additional matinees and performances to care for boom crowds, and replacements or repairs are now becoming necessary. All such requests will be handled with consideration, he said, and approvals will be granted within the limitations of the available materials.

Eberson revealed that he had just completed a survey of about 17,000 theaters in this country to determine their minimum requirements in all departments for the next 12 months. Most of these were movie houses, he said, for although he sought estimates from legiters, none responded. Despite this lack of response, he said, he estimated their needs as well as those of the movie houses, in order that an over-all materials estimate can be reached for the theatrical trade. This estimate will include everything necessary for operation of a theater, ranging from ticket choppers to display signs, from lights to mops.

Eberson said that he knew of no legit house that had been destroyed by fire, where it was necessary to apply for priorities for construction of an entire new building.

A theater architect, Eberson has been connected with the theater 42 years. He is a member of the firm of John and Drury Eberson, New York. He serves as an OCR consultant three days a week.

DRAMATIC AND MUSICAL

- Abie's Irish Rose (Belasco) Los Angeles.
- Abie's Irish Rose (Locust St.) Phila.
- Allah Be Praised (Forrest) Phila.
- Arsenic and Old Lace (War Memorial Aud.) Trenton, N. J., 8; (Playhouse) Wilmington, Del., 9-11.
- Ballet Russe (Boston O. H.) Boston.
- Blithe Spirit (Biltmore) Los Angeles.
- Blossom Time (Civic Aud.) Fresno, Calif., 9; (Memorial Aud.) Sacramento 10; (Pacific Aud.) Stockton 11.
- Blossom Time (Omaha) Omaha, Neb., 8; (Orpheum) Sioux City, Ia., 9; (Corn Palace) Mitchell, S. D., 10; (Coliseum) Sioux Falls, 11.
- Doughgirls (Hanna) Cleveland.
- Follow the Girls (Shubert) Boston.
- Good Night Ladies (Blackstone) Chi.
- Highland Fling (Wilbur) Boston.
- Jacobowsky and the Colonel (National) Washington.
- Janie (Shubert Lafayette) Detroit.
- Janie (Columbia) Boston.
- Junior Miss (Carolina) Charlotte, N. C., 8; (National) Greensboro 9; (Carolina) Durham 10; (State) Raleigh 11.
- Kiss and Tell (Harris) Chi.
- Kiss and Tell (Geary) San Francisco.
- Kiss and Tell (Cass) Detroit.
- Life With Father (Academy of Music) Roanoke, Va., 9; (Municipal Aud.) Charleston, W. Va., 11.
- Mrs. January and Mister X (Walnut) Phila.
- Oklahoma (Erlanger) Chi.
- Patriots, The (Studebaker) Chi.
- Rosalinda (Shubert) New Haven, Conn.
- Something for the Boys (Civic O. H.) Chi.
- Sons o' Fun (American) St. Louis.
- Student Prince (Auditorium) Rochester, N. Y., 8; (Shea) Jamestown 9; (Colonial) Akron, O., 10; (Park) Youngstown 11.
- Three's a Family (Nixon) Pittsburgh.
- Tobacco Road (Hartman) Columbus, O.
- Tomorrow the World (Selwyn) Chi.

BROADWAY SHOWLOG



Dramas

	Opened	Perfs.
Angel Street (Golden)...	12-5, '41	949
Arsenic and Old Lace ... (Hudson)	1-10, '41	1,325
Blaine Corder scripting mysteries for the pulps. Harland Briggs leaves Monday (6) to keep previous contract with Detroit Opera Company for "Show Boat." Will H. Philbrick replaces him.		
Bright Boy (Playhouse)...	3-2, '44	4
Scored 11 per cent by crix. Yes: Burton Rascoe (World-Telegram). No: Howard Barnes (Herald-Tribune), John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), Louis Kronenberger (PM), Ward Morehouse (Sun), Lewis Nichols (Times), Willella Waldorf (Post).		
Decision (Belasco)...	2-2, '44	38
Larry Hugo goes to draft board Monday (6). John DeShay takes over the part. Second company opens Shubert Theater, New Haven, April 7. Boston following week. No names set to date. Crossed close to 18Cs for this week.		
Doughgirls, The ...	12-30, '42	500
(Lyceum) Passed million gross mark Saturday (26). Max Gordon's office predicts another year.		
Harriet (Miller's)...	3-3, '43	345
Kiss and Tell (Biltmore)...	3-17, '43	411
Betty Caulfield will finish thru Saturday (4) as stand-in for Nancy Marquand. Nancy has made fast recovery from appendix operation and hopes to be back with the troupe Monday (6). Robert Keith has completed his comedy "Recreation." Several producers interested.		
Life With Father ...	11-8, '39	1,819
(Empire) Entire production, scenery and all, treks to Halloran General Hospital, Staten Island, to give performance for wounded shut-ins at the Recreation Center Sunday (5).		
Lovers and Friends ...	11-29, '43	110
(Plymouth) Henry Daniell will succeed Raymond Massey Monday (20) instead of Monday (27) as previously skedded. Arthur Margetson will move into Daniell's role.		
Mrs. Kimball Presents ...	2-29, '44	7
(48th Street) Received unanimous panning from crix. Yes: None. No: Howard Barnes (Herald-Tribune), John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), Louis Kronenberger (PM), Ward Morehouse (Sun), Lewis Nichols (Times), Burton Rascoe (World-Telegram), Willella Waldorf (Post).		
Othello (Shubert)...	10-19, '43	159
Tops the stem record for Shakespeare sweepstakes as of mat, Saturday (4), with 158 performances. Runners-up are Jane Cowl's "Romeo" and Orson Welles's "Caesar," which tabbed 157 each. Same date will see Jose Ferrer and Uta Hagen get equal billing with Paul Robeson. Edith King will replace Margaret Webster when latter vacates role of Emilia. Frances Tannehill is the likely candidate for the Bianca assignment which will be left open by the shift.		
Over 21 (Music Box)...	1-3, '44	73
Max Gordon back from Florida Tuesday (29). Still reading scripts. No decision on new production yet.		
Ramshackle Inn (Royale)...	1-5, '44	70
Right Next to Broadway ...	2-21, '44	15
(Bijou) Closes Saturday (4).		

Performances Thru March 4

	Opened	Perfs.
Thank You, Svoboda ...	3-1, '44	6
(Mansfield) Drew O in crix examination, altho Sam Jaffe received considerable personal kudos. The votes—Yes: None. No: Howard Barnes (Herald-Tribune), John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), Louis Kronenberger (PM), Ward Morehouse (Sun), Lewis Nichols (Times), Burton Rascoe (World-Telegram), Willella Waldorf (Post).		
Three's a Family ...	5-5, '43	352
(Longacre)		
Tomorrow the World ...	4-14, '43	375
(Barymore) Still strong. Week ran close to \$16,000. Skippy Homeier and Joyce Van Patten are each sporting a fox ferrier pup, gifts this week from admiring customer.		
Two Mrs. Carrolls, The ...	8-3, '43	248
(Booth) Mrs. Victor Jory is in town, visiting Victor, thereby debunking wise references to Reno. Paul Czinner has bought Vincent Lawrence's play, "The Overtons."		
Voice of the Turtle, The ...	12-8, '43	101
(Morosco) Elliott Nugent still commuting—Philadelphia this week—for finishing staging touches on "Mrs. January and Mr. X." Random House printing of "Turtle" script out Friday (10). Olivia de Havilland instead of Miriam Hopkins will have lead with Fanchot Tone in Chi edition. Plans still indefinite for rehearsal start.		
Wallflower (Cort)...	1-26, '44	45
Meyer Davis has left for Florida to huddle with a mysterious author.		
Winged Victory ...	11-20, '43	123
(44th Street)		

Musicals

Carmen Jones ...	12-2, '43	108
(Broadway) Army and Navy Screen Mag is including "Habanera" sequence in this week's newsreel issue. Muriel Rahn on WMCA Saturday (5) with "63 Club."		
Connecticut Yankee, A ...	11-17, '43	126
(Beck) Recruiting new singers and dancers for road tour which begins Monday (13). A lot of the ensemble don't want to leave town.		
Early to Bed ...	6-17, '43	301
(Broadhurst) George Zoritch crippled by strained back has been doing only his lines and omitting dancing since Monday (28). Partner Jane Deering doubles for gaps with solo dances. Mary Small started new series Sunday (27) over CBS. Half-hour seg, called "Mary Small Revue."		
Gilbert & Sullivan Rep. ...	2-11, '44	28
(Ambassador) Rep extended thru April 8.		
Jackpot (Alvin)...	1-13, '44	61
John Kearny out Tuesday (Feb. 29) to Thursday (2). Walter Monroe went on for him. Stage manager Bill Johnson out Thursday (2). Mumps suspected. Betty Garret on WINS Sunday (5), for "This Is Our Cause," preview of "Show of Shows" benefit. Alfred Drake and Joan Roberts of "Oklahoma" also on program. Jerry Lester, Allen Jones, Benny Baker and Betty also skedded to appear at the Garden in the real benefit Monday (13). Florence Lessing ailing again Tuesday (29), Virginia Barnes and Althea Elder split her numbers in show. Lessing back in Wednesday		

	Opened	Perfs.
(1). Don Liberto subbed in ballet for Peter Hamilton Sunday (27) for Stage Relief benefit. Hamilton and Lessing have concert commitments at Weidman Studios every Sunday.		
Mexican Hayride ...	1-28, '44	43
(Winter Garden) Harry Levant taken ill suddenly Friday (25). Charles Kunen conducted ork thru Saturday (26). Concertmaster Herman Saleski took over baton Monday (28) and will continue until Levant returns. Latter is in Polyclinic Hospital. Mike Todd returned from Chi Thursday (2). Went out to check "Something for the Boys" opening Tuesday (29).		
Oklahoma! (St. James)...	3-31, '43	399
Show will be looking for another ork leader shortly, Jay Blackton takes over baton on "What's New" air show Saturday (4). Added to other radio jobs work makes sked too heavy for pit leading. The Marc Platts have a leap-year baby, born Tuesday (29), weighing nine pounds. Joseph Cuneffs expected. Faye Elizabeth Smith recovered from operation and back in cast Thursday (3). Betty Jane Watson on CBS "Broadway Matinee" with Alfred Drake Friday (3). Lee Dixon out Monday (28), Paul Shiers subbed for him. Hush-hush rehearsals going on backstage for anniversary party March 31 when show will be one year old. University of Oklahoma basketball team guested by cast after Thursday (2) mat.		
One Touch of Venus ...	10-7, '43	173
(46th St.) Rose Marie Elliott leaves for Florida Saturday (4) to be with ailing parents. Diana Gray takes her place. Will Rollins also leaves to join her soprano mother, Dorothee Manski, in an opera series in Cincinnati. Marian Koehler replaces her. Teddy Hart on "Swing Frolic" Friday (3) over WJZ. Lorna Byron, understudy, has been signed for "Julie" in Detroit Civic Light Opera's "Show Boat," opening Tuesday (14). Paula Lawrence, Hart John Bole and Kenny Baker have also volunteered for "Show of Shows" benefit.		
Stars on Ice, 2d edition ...	6-24, '43	341
(Center) Caley Sisters, Dorothy and Hazel, rejoined cast Thursday (29).		
Ziegfeld Follies, The ...	4-1, '43	393
(Imperial) L. Shubert Lawrence replaced Phil Adler as company manager Monday (28). Gretchen Hauser has stepped into the specialty slot vacant since Gypsy Robert's departure for the Coast last December. Franklin Heller will stage Milton Berle's new production try, "Same Time Next Week." Cast still incomplete.		
(Revivals)		
Cherry Orchard, The ...	1-25, '44	48
(National) Ralph Dumke out with strained back Tuesday (29) to Friday (3). Bernard Hoffman filled in. Jan Kiepara out Thursday (2) mat. Donald Gage subbed. Gage also subbed for Bob Field Wednesday (1), when latter missed due to bruised arm.		
Merry Widow, The ...	8-4, '43	246
(Majestic) Engagement skedded to April 8. Monday (28) grossed \$30 over previous City Center opening. Tabbed nearly two C's for first night of return. Edward Matthews alternates with William Franklin in Porgy role. Decca is in the picture plattering score with Bing Crosby, Dinah Shore and Victor Young ork. Disks for exclusive distribution to overseas C's.		

Act Availability Shrinking

War, Films, USO and Niteries Flush With Shirt-Sleeve Dough, All Tap Source

B'way Musicals Take Greatest Number of Acts

NEW YORK, March 4.—Wallowing in the greatest flood of moola since the golden calf days of the '20s, the legit musical comedy industry is one of the most important reasons why there is a so-called "talent shortage" in the night club and vaudeville fields.

It's a sheer case of one man's meat being another's poison.

In actuality the term "talent shortage" is loosely used. It should be rephrased to express what it really covers—namely, a shortage of attractions, big names, headliners. True enough, the supply of lesser talent is also getting skimpy around the edges. But this situation has by no means reached the seriousness of the big-name drought. The attraction shortage,

of course, was not caused

by the musical show industry alone. The war has had a big share in the responsibility; so have films; so have the demands for entertainment from the USO and servicemen; so has the growth and development of a flourishing night-

life industry. But the supply of attractions might conceivably be ample, tho rationed, if it were not for the demands placed upon it by the musical show industry, which has been mushrooming both quantitatively and qualitatively.

It is sad, but there is just so much talent to go around. And with the musicals plunging in like a bull in a battered china shop, the already tight talent market simply blows up. The musicals get the names. They offer definite advantages — Broadway show prestige, big money, steady work, a showcase where it will do a lot of good, publicity.

The effect of this is that large numbers of attractions are tied up indefinitely. Even in those, by now, rare cases where a musical falls on its face, the performers are out of circulation for five weeks of rehearsal, two weeks to a month on the road, plus whatever time the turkey roasts on the Broadway boards.

50-60 Per Cent Ahead of '43

A check of the records reveals that like other war-hyped industries such as coal, steel, transportation and so forth, the "output" of the musical show industry this year is far ahead of last year. In fact, an average of 50 to 60 per cent ahead. For example:

In the week before Christmas, 1942, there were seven musical production of all types running in the Times Square sector. The week before Christmas, 1943, there were 11 such offerings, not counting *Winged Victory* which drew most of its talent from the army. This represents a rise of almost 60 per cent.

In the first week of January, 1943, there were seven musical presentations, as against 11 for the first week of January, 1944.

In the first week of February, 1943, playgoers in New York could choose from among seven musical shows, not counting the short-lived *For Your Pleasure* which was really a dance-recital. In the first week of February, 1944, there was a choice of 11 clefted items.

11 Musicals Current

At this writing there are 11 musical shows of all types on view here, while two more are getting their break-ins in New Haven and Philadelphia, and a whole flock of others are in the works.

Take a look at the talent now tied up in shows gracing the Broadway lanes, which might otherwise be available for night club and vaudeville appearances: *Jackpot*: Allan Jones, Jerry Lester, Benny Baker, Nanette Fabray and Betty Garrett.

Connecticut Yankee: Vivienne Segal, Dick Foran and Julie Warren.

Early to Bed: Muriel Angelus, Mary Small, Bob Howard, Jane Deering, Jeni

LeGon, Jane Kean, Eddie Mayehoff (replaced by Bernie West), Harger and Maye (now doubling into the Cotillion Room) and Ruth Webb.

One Touch of Venus: Mary Martin, Paula Laurence, Sono Osato, John Boles, Kenny Baker.

Ziegfeld Follies: Milton Berle, Senor Wences, Christine Ayres, Sara Ann McCabe, Nadine Gae, Tommy Wonder, Jack McCauley, Sue Ryan, Bill and Cora Baird, Imogen Carpenter, Roy Renard, the Rhythmaires.

Oklahoma: Alfred Drake, Joan Roberts, Celeste Holm (now doubling at the Persian Room).

Mexican Hayride: Bobby Clark, June Havoc, George Givot, Wilbur Evans, Luba Malina, Paul Haakon, Corinna Mura, Raul and Eva Reyes, Bobby Lane and Claire, Elinor Tennis, Marta Nita, Luisillo and Rosa.

This line-up does not take into account the performers working in *Carmen Jones* because there are so many newcomers in that show, in *Porgy and Bess* because many of this shows members are identified with this offering alone, the current Gilbert and Sullivan presentation and the *Merry Widow* because it is doubtful if the cast-members in these shows would ordinarily work in clubs or vaude.

Meanwhile *Follow the Girls* is trying out in New Haven and *Allah Be Praised* in Philly. Here is the bite put upon the talent supply by these two vehicles:

Follow the Girls: Gertrude Niessen, Frank Parker, Irina Baranova, Jackie Gleason, Buster West, Tim Herbert, the DiGatanos, Val Valentinnoff.

Allah Be Praised: Ned Sparks, Shirely Ross, Mary Jane Walsh, John Hoysratt, Anita Alvarez, the Kraft Sisters, Edward Roecker, Joyce Mathews, William Kent.

There's a lot good talent packed away in those lists, talent which, if it were to be released, would ease the parched programs in many a night club and vaude house thruout the country.

AGVA Starts Aligning Allies for Club Definition Fight

NEW YORK, March 4.—Taking a breather from his tour of key cities to contact agents, Matt Shelvey, national administrator of the American Guild of Variety Artists, last week swung into action on AGVA's plan to lead the fight for a liberal interpretation of the term "cabaret" as handed by the Treasury Department. (*The Billboard*, March 4.)

On Thursday (2) and Friday (3), Shelvey began contacting the leaders of labor and agent organizations affected by the new 30 per cent amusement tax on "cabarets" which goes into effect April 1 and by the Treasury Department's definition of what constitutes a "cabaret" (full text of this definition in *The Billboard*, issue of March 4). Shelvey conferred with officials of the waiters', bartenders'

The Show Goes On

NEW YORK, March 4.—Jack Edwards, staff member at Fredrick Bros.' Agency, goes into the navy next week. But the family income won't suffer because Ginger Harmon, his wife and recently a mother, is going to bat with a brace of night club appearances. She opens March 27 at the Club Aloha, Buffalo, for two weeks, then goes into the Shangri-La, Boston, on April 10.

Agent, Booker May Divvy as Desired, But--

NEW YORK, March 4.—Because "feeling is widespread and universal" among agents in opposition to the American Guild of Variety Artists' ban on fee-splitting in any other proportion than 10 per cent and 5, AGVA is definitely going to permit agents and bookers to split any way they like—but under certain conditions only.

Matt Shelvey, of AGVA, pausing in New York for a few days after a swing thru the Midwest to talk contract with various agents and agent organizations, reported that he found percenters in opposition to the 10-5 split where he went.

Hence AGVA is going to allow any kind of split the agents may wish to make with bookers, according to Shelvey. However, the AGVA official warned that acts will not be permitted to pay an extra 5 per cent (to make up a total of 15) except under these conditions:

(1) The booker must be an exclusive booker for a given spot, and he must have authorization in writing for this purpose; (2) the spot must be "Class A," or else it must be paying "Class A" net minimums (after all deductions and transportation are allowed) to the act or acts specifically involved in a demand for an extra 5 per cent commission to the booker.

Jackson Gets New Club

JACKSON, Miss., March 4.—New Heidelberg Roof opened February 28 at the Heidelberg Hotel here. J. H. Woodard is manager, with booking thru MCA. Eddy Dunsmoor and ork; Audrey Burg and Bea Faye, dancers; Roger Noble, soloist, and Mynell Allen, comedienne, comprise the show. Dunsmoor is emcee. Spot will be periodically aired thru WJDX.

Club Woes Pile Up--NY Papers Cut Ad Space

NEW YORK, March 4.—Night clubs and theaters here are beginning to feel the pinch of newsprint shortage, particularly the former who depend almost completely on ads in the dailies to pull in customers. Spot after spot accustomed to buying unlimited space has been told that pending new supplies of paper they must drop their advertising or cut it drastically. At least two of the more prosperous clubs have already begun to feel the lack of daily space.

The Mirror has eliminated all night club advertising for March and can't say if April will show any improvement. *The News* says it has instituted cuts but tries to give old advertisers approximately the same space they bought last year. One ad agency says it isn't so; *The News* has instituted a straight 40 per cent cut on night club advertising based on 1943 lineage. Paper denied it, and when asked why its competitor, *The Mirror*, dropped all n. c. ads for March replied, "*The Mirror* went out and grabbed everything in town. When the reckoning came it found itself with its pants down so had to cancel everything."

The Times says it has limited space to 28 lines, available only to hotel and restaurant classified advertisers, while space bought on a display basis to run anywhere in the paper is still unlimited. It admitted that space on its amusement pages is also limited. An advertising agency says this run-of-the-paper business is just another way for *The Times* to charge more. On the hotel and restaurant page charge is 90 cents a line. Throwing same ad into the amusement section or run-of-the-paper costs \$1.10 line.

The newspaper space shortage has brought up the question of using the radio for spot announcements, but one of the larger ad agencies which handles most of the night spot advertising says it is all wishful thinking.

The average night club just can't stand the expense. An advertising budget of \$300 to \$400 a week can't take in minute spots on the larger stations, where the cost is \$80 to \$150 per spot announcement. Time may be bought on some of the smaller stations for about \$25, but the agency pointed out, pulling power is small.

Among the ways used by agency to overcome the inability of dailies to sell space is thru the increased use of car cards and thru direct mail campaigns. Latter, agency claims, has been very successful to date.

Hollywood Papers Giving Club Ad Even Break

HOLLYWOOD, March 4.—Paper rationing is working no hardships on nitery advertising here except with the metropolitan dailies. Even there the night spots are given equal chance with the department stores.

In no case are the dailies omitting nitery advertising for a day or cutting it out of bulldog editions as is the case with some classified columns.

This town has many neighborhood papers, so the smaller clubs are finding that they can cover their immediate areas with the throwaways and weekly publications. Rationing has not hit the smaller papers.

the 30 per cent tax, preparatory to next Friday's meeting, Shelvey said.

Meanwhile, Mortimer S. Rosenthal, associate counsel of AGVA, has detoured himself from his key-city trip with Shelvey for a hop to Washington. The purpose of this jaunt is to obtain as full legal information as possible on the Treasury's Department's intentions, plus a copy of the text of the law authorizing the 30 per cent tap.

State, New York

(Reviewed Thursday Afternoon, March 2)

Current bill at the State is undistinguished. There are some entertainment values and some laughs scattered here and there, but the sum total leaves much to be desired.

Top billing goes to Blue Barron's ork (11), with Tommy Ryan directing. Tommy worked hard at show caught, but lack of sleep previous night plus the presence of five new men was evident in lack of smoothness on the rhythm stuff. Glee club effects lacked punch and seemed to run too long. Outfit's best sellers were *Don't Sweetheart Me* and *San Fernando Valley* on which the Three Blues did the vocals. There is a licorice stick ride which is cut too short on latter number. Entertainment value can be hypoed if ork drops *Arkansaw* which it didn't seem to do well and stretches other two tunes.

Folle Miller's soft taps were okay but drowned out frequently by ork. Terper's back flip ending in split got a good hand.

Harry Carrol and Polly Baker reaped a good mitt. Miss Baker's reminiscing of songwriter Carrol's hits of yesterday, *I'm Always Chasing Rainbows*, *Trail of the Lonesome Pine* and *By the Sea*, gave act nice zing. Gal's pipes aren't top drawer stuff but her comic turns give added oomph. Her imitations of a small-time emcee needs tightening—lots of tightening. Until then act would do better without the bit. Carrol's keyboarding stint is okay.

Al Gordon and his reluctant mutts doing the standard stint is still a good laugh-getter. Gordon bowed off to good applause.

Diamond Brothers came in for their share of the chuckles with their horse-play and pratt-falls. Act peddles corn with both hands, but customers go for it. Team's first bit about the WACS sells nicely here but may not pull so well in Middle West where WACS are more plentiful.

House full when caught. Pic was *Miracle of Morgan's Creek*. Bill Smith.

Olympia, Chicago

(Reviewed Wednesday Afternoon, March 1)

No sensational name acts on current bill, but it's a well-balanced and pleasing show.

Happy Felton sings and gags his way thru as emcee and, with a pleasing personality, makes good.

G. Ray Terrell offers feats in magic and proves adept with several interesting and baffling sleight-of-hand tricks. Got a nice hand.

Smith and Hart feature a whacky femme in a session of nonsense which draws plenty of laughs. They add a little hoofing to the fun and it pleases.

Attractive Judy Starr, back from a USO journey in Africa, left the audience asking for more. Sang several numbers, and for an encore used *Shoo-Shoo Baby*. Very good act.

Anthony and Allyn, swell dancing duo, close with adagio dancing that's much better than that offered by the usual run of acts. Pleased.

Film, *Rookies in Burma*. Biz good. L. T. Berliner.

VAUDEVILLE REVIEWS

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, March 1)

Bill headlines Jan Rubini, violinist, and includes Hector and His Pals, Terry and Walker, Walter Nilsson, and the Herzogs. Shaw is in for six days, as Orpheum switches to a Tuesday instead of a Wednesday opening next week.

Al Lyons and orchestra do the usual good job on show accompaniment. Lyons again emsees.

Opening are Hector and His Pals, with Marian. Hector has a dozen or more dogs that run hither and thither, giving the impression of being untrained. Half way thru the turn, he regiments them to do two-legged walks, jumps and flips. Marian, a looker, furnishes cues for the dogs with her turns and backward somersaults. Hector keeps up a good brand of patter.

Terry and Walker, hokem comedy and knockabout dance team, fail to register high on the amusement meter. Miss Terry mugs plenty, Walker in a "I-learned-it-last-night" tone has a few lines to say. Comedy dancing is nothing out of the ordinary.

Walter Nilsson offers a variety of unicycles ranging from the standard model to one with a wooden wheel about three inches in diameter. His "unicycles" also include a pair of walking wooden legs on a sprocket and a wooden disc. Nilsson sells his material well and puts plenty of suspense into this turn. Chatter is an asset to the act.

Jan Rubini, spotted next to closing, does the show up brown with his violin work. Starter is *Roses of Picardy*, warming up the crowd. Giving out on a symphonic introduction, Rubini goes into a fast version of *Pistol Packin' Mama*. His *St. Patrick's Day Fantasy*, with its double pizzicato and artificial harmonics, hits a high in entertainment. Rubini is called back by Lyons to play *Night and Day*, with Lyons taking the wood-sawing parts and Rubini the real melody. Even with the clowning it is a good bit of fiddling.

Finishing off a good show in fine style are the Herzogs with their three trapezes and web. Opening as foursome, girls offer principally swings, but good costuming and equipment flash up the act nicely. Web roll-downs by two of them gets plenty of applause. Action and clever comedy starts when the fifth Herzog planted in the audience responds to the invitation to come on the stage and try it. Plying catches and a kneehold finish off the turn with all on. Plenty of action by a group of lookers that know their show business.

Pic, *The Fighting Seabees*. Three-quarter house at the opener despite rain. Sam Abbott.

Oriental, Chicago

(Reviewed Friday Afternoon, March 3)

Jive lovers and record buyers should be pleased with this fast-moving show that features Bob Chester and his ork, and Helen Forest, Harry James's singer.

Bill opens with ork swinging out with pop tunes in fast tempo. Band is well balanced and includes seven brass, drums, four reeds, piano and bass. Boys are sharp musicians, and Chester gives them the opportunity of displaying their individual talents in the special arrangements of *Rollo*, *Get With It* and *Maine to California*.

Wilkie and Dare offer a slapstick routine that gets whistles from the bobby-sock crowd. Team does fast tumbling and scores with its zany balancing numbers and knockabout capers. Lad also does a neat bit of rapid hoofing.

Betty Bradley, band canary, follows. Has a good pair of pipes and dishes out *Russia Is her Name* and *Do It Again* in a rich, low tempo. Has lots of personality and makes a smart appearance. Mitting was great, and she was called out for two encores.

Pat Henning gives sparkle to the bill with his fast comedy and impersonations. His act is different from the general run of imitators.

The introduction of Helen Forest created a furor with the Harry James fans. Received tremendous hand-slapping for her vocalization of *Besame Mucho*, *I Had the Craziest Dream* and *No Love, No Nothing*. Works hard and makes every effort to please. Voice has a rich quality, her appearance is smart and she shows all the qualifications of a seasoned performer.

Pic, *Nine Girls*. Jack Baker.

Chicago, Chicago

(Reviewed Friday Afternoon, March 3)

Lou Breese, who has just finished 17 months at the Chez Paree here, makes his debut as house leader here in a sparkling show that headlines Patricia Morison, film beauty.

Curtain raises with ork giving out on a sweet arrangement of *Put Your Arms Around Me*, and leads into a fast-stepping production number featuring the 16 lovelies smartly attired in jitterbug costumes. Pace continues with Le Brac and Bernice, clever unicycle team. Male partner carries the act and performs difficult feats that smack of originality. Lad gets a terrific hand with his amazing stunt of spinning 12 hoops while perched on the wheel. Gal furnishes the orb-filling atmosphere.

Patricia Morison starts her routine in typical Hollywood style by chatting with Breese; then surprises with her beautiful soprano voice. Stage appearance is smart and refined, and she sways the crowd with her well-selected repertoire of *Begin the Beguine*, *People Will Say* and medleys from *Oklahoma*. Took plenty of mitting and three encores.

Gene Sheldon, panto-banjoist, reached a high in comedy and instrumentaling. Has plenty on the ball and gives the show 15 minutes of solid comedy. His panto is clever and unique.

Luis Gomez and Beatrice, in a beautiful production number, *Holiday for Strings*, featuring the dancing ensemble, with Kent Edwards doing the vocals, closed and show-stopped. From the production number they go into their own dance interpretations and hold the spotlight continually with their gracefulness and distinctive style. Duo is smartly attired. Their suaveness and polished appearance rates them high-class.

Pic, *What a Woman*. J. B.

Music Hall, New York

(Reviewed Thursday Evening, March 2)

It's mostly to the eye that the new bill appeals, but the eye satisfaction is plentiful, diversified and rates.

Offering is built around a magazine-cover layout. Show items are introed by focusing spotlight on mag titles. Opener is a *Girl on the Cover* number, featuring five lookers among the Rockettes and Robert Merrill. While baritone warbles a so-so special tune, the flashies strut out of their covers and around the stage. Makes an effective ice-breaker and garners a fair hand.

In the *Physical Culture* department Renald and Rudy follow with an okay slow acro routine. Pair of adonises lift, turn and balance each other with agonizing skill in snail-pace tempo, pull plenty of spontaneous mitting, and finish with a spectacular one-hand lift from a prostrate position. Strong item earning strong applause.

Under the *Coronet* label (just why is hard to say) a *Dryad* number featuring Patricia Bowman is offered next. Opens with line, beautifully garbed on an excellent set, for some ballet hoofing in which Nicholas Daks as a faun does a swell individual job that segues into Miss Bowman and Rudolf Kroeller in a love-story dance. Choreography is routine and prepared with an eye to the lowest common denominator in balletomania, but is well done and gathers a good reception. Finish brings on the line for some more prancing.

For the *Comics* division there is Ben Dova with his rib-tickling combo drunk and balancing act. Digs the biggest hand in the show and plenty of laughs, and closes big on top of his swaying lamp-post.

Finale is a *Life* stanza, involving a

Earle, Philadelphia

(Reviewed Friday Afternoon, March 3)

The sweet trumpet of Charlie Spivak and his stellar aggregation of instrumentalists make for a major asset at the Earle. A prime fave with the band fans, Spivak dishes out a toothsome musical menu, with emphasis on the righteous rhythms relished most at this citadel. Save for *Besame Mucho*, featuring the honeyed tones of his trumpet, the maestro and his men heap their horns for *I Know That You Know*; *Swing Low, Sweet Chariot*; *The General Jumped at Dawn* and *One o'Clock Jump*. That's plenty of music and all in high order.

Apart from its musicianship, the Spivak gang is also plenty strong on the vocal side, particularly so in the romance lyricizing of Jimmy Saunders who recently joined the band. And being a local lad with a large following hereabouts, Saunders has no trouble making them swoon as he pours out the pot-vallant confessions in song for *I Couldn't Sleep a Wink Last Night, My Ideal and Where or When?*

Blonde Irene Day is also on the distaff side as adding a bright rhythmic lift to the lyrics as she gives out in good order for *Have I Stayed Away Too Long?*, *Cuddle Up a Little Closer* and *Tess's Torch Song*.

Two supporting acts are also top drawer in their respective departments. Dick Buckley, new in this village, brings a refreshing interlude comedy that makes for one long laugh. It is not so much what he does as the way he does it. Brings up folk from the audience to pantomime his Amos 'n' Andy radio voices to hilarious returns, polishing off with a hat-changing routine with one of the pew-holders.

Winnick and Mae, boy and belle combination, open with an eye-filling and tuneful turn of rhythm and ballet tapology in tip-top order. Show runs fast for the solid hour, house packed when caught at late afternoon stanza. *Gangway for Tomorrow* on screen. Maurie Orodnenker.

Half of Old Show Gets Walters Share In Carroll Set-Up

NEW YORK, March 4.—Lou Walters has taken a half interest in the Earl Carroll legter skedded to open shortly in Detroit. Interest was acquired by Walters thru supplying Carroll with half of the costumes and scenery left over from his folded *Artists and Models* musical.

The J. C. Flippen *Slap Happy* which Walters is producing in New York has no Carroll money in it, it is understood. Cast for latter already signed includes Chico Marx, Beatrice Kay, Renè DeMarco, Jean Sheldon, Pat Rooney, Eddie Henley and the Radio Aces.

Slap Happy, to run on a two-a-day basis, will break in in Detroit on April 7. It is due in New York three weeks later.

huge street scene set plus Merrill, George Young, the Rockettes and the choral ensemble. Merrill does a neat job in purveying *Arms for the Love of America*, and Young a good bit of recitative about the contribution made by America's workmen. Ensemble and line take it from there in song and a well-done jitterbug dance routine. Number as a whole has a warm, heartening quality and makes a satisfying clincher. Picture is *Up in Arms*. House comfortably filled when caught. Paul Ross.

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Talent policy: Dance band and floorshows at 8, 10, 12 and 2. Owner-operator, Leon Enken; publicity, Dorothy Gulman. Prices: \$3.50-\$4 minimums.

New show caught Tuesday (29) is a fast moving set-up that keeps the visiting firemen happy and yelling for more. Joey Adams, who omsees, is a sharply improved chatterer. His ad libs with the mob had the mob yelling. Adams has learned how to punch a line and delivers socko performance.

Evelyn Brooks with a block-buster set of pipes sells her torcheroos to good applause. Miss Brooks can give out nicely with the blue tunes but doesn't do so well with ballads. Her hand-wacking number had the customers coming in with gusto. Canary's *Glendale Bus* was a solid seller but lost punch when number segued into a production bit. Gal's voice and selling is good enough by itself and doesn't need backing of any girlie line.

Lazare's and Castellano's primitive terps with L. A. overtones were well done and nicely received. Team is smooth tho its best work is done as a double. Single routines can stand lot of improvement.

Tammie O'Hara does her standard peel act in a blue spot to a nice hand. Madcaps of Melody (6), a corn ork combo, make with kazoo and washboard plus standard instruments. Their routine goes over with the lcky mob early in evening but does only so-so with hep crowd at late shows.

Canzoneri, who comes on with Adams, is a fair act that becomes a top laugh-getter when Adams starts sending 'em across. Comic's you-can't-hit-me-lts-in-the-contract routine laid them in the aisles. Lou Martin's two orks continue holding down dance spots. *Bill Smith.*

NIGHT CLUB REVIEWS

Cafe Society Downtown, New York

Talent policy: Dance band and floorshows at 9, 12 and 2. Owner-operator, Barney Josephson; host, Josh Levin; publicity, Ivan Black. Prices: \$2-\$2.50 minimums.

Barney Josephson opened his show Tuesday (29) with Virginia Hope on tap, added to the old bill consisting of Josh White, Mary Lou Williams, Cliff Jackson and Eddie Haywood's ork.

Miss Hope, a slim attractive sepien, is currently being flacked as the new Lena Horne-Hazel Scott. From what she showed when caught she's a long way from approaching either.

Gal's first number was *Summertime* which she gave out in a reedy soprano. Her second number was *Happiness Is Guy Called Joe*, delivered with vocal pyrotechnics to a dinner mob unimpressed with thrush's job. She bowed out to a weak hand.

Josh White, a long-term holdover, is still working to beg-offs. His *Walls of Jericho* seguing into *Wait 'Till We Open That Second Front* raised the roof.

Mary Lou Williams, another long-term here, still one of the best fem keyboard artists around. But the gal lacks showmanship. Good handling could put her on top where she belongs.

Eddie Haywood's ork (8) is a solid outfit that punches out with skill and vigor on the rhythm. Cliff Jackson's pianistics between shows is okay. *B. S.*

Casino Quintandinha, Petropolis, Rio de Janeiro

Talent policy: Show and dance bands; floorshow at 12:30. Management: Jacquin Rolla, managing director; George Boronski, artistic director; A. D. A. Ltda, publicity.

Situated high in the mountains near the city of Petropolis, about one hour drive from Rio, this costly project started back in 1940 when tourist trade was at its peak. Teed off February 12, opening its grillroom, casino and gambling rooms and a portion of the huge hotel. The numerous other amusement and sport attractions will be inaugurated when readied.

A special train carrying the who's who of Rio's official and social life into Petropolis jam-packed the 2,500-seat grill. Another couple hundred standees lined the walls. A half-hour pyrotechnic display on the hotel's artificial lake preceded the opening.

Management has brought in George Boronski from Buenos Aires to stage the shows. Heavy dinheiro has been spent on costumes, production backgrounds and the score. There is a huge array of talent on tap, much of it lost during the proceedings.

Jan Clayton from the MGM lot in Hollywood and the Ray Ventura Parisian band are co-featured.

The show, titled *Vogues of 1944* is run off in revue form and deals with the gentler sex from the time of Eve to the present day. It moves along at snail's pace and a bit of editing, which no doubt will be done, would be of benefit. The line of 36 has as its main chores the sporting of costly costumes, creating atmosphere and pictorial backgrounds.

Flores and de Cordoba, U. S. dance duo, who have set themselves nicely with the Carlocans since opening in the Casino Urca in August, 1942, offered a single Spanish routine that got them some fine applause.

Jan Clayton, youthful and easy on the eyes, fared not so well in her first two numbers, her failing to use the mike in this large room. When she took over the mike for *As Time Goes By* customers could hear what it was all about and she drew good palm pounding.

Madeleine Rosay, from the Municipal Ballet, garbed in a gorgeous La Pompadour outfit, turned in some neat toe work, backed by the ballet section of the line.

Imma Summack, Peruvian soprano, fell by the wayside in her lone number. Gal has an excellent voice, an unusual range and could have been spotted to better advantage.

Don and Dolores, U. S. dance turn are on first. Pair came up with a swell adagio routine. The boy's handling of the gal makes the difficult tricks appear easy. Garnered some well merited applause.

Comedy relief supplied by Principe Maluco (Crazy Prince) and Grand Otelo, colored comic, working with Gloria Thomas, singer.

Margo Dowling's oriental dance and a fashion parade sponsored by one of Rio's leading stores completed the program.

On the bandstands are the Carlos Machado and Gao bands, both outfits moving in from Rios Casino Urca. Leo Albano does a straight emsee job and handles some of the vocals during the evening. *James C. McLean.*

La Martinique, New York

Talent policy: Dance bands continuous, floorshows 8, 12 and 2. Owner-operator-host, Dario; publicity, Ed Dukoff. Prices: \$2.50-\$3.50 minimums.

Two new acts debuted in this spot Wednesday (1) while two old acts and the line held over.

The first act was the preem of Tommy Raye who used to be known as Henry Nadell at the Old Roumanian before he went into the army.

Unfortunately, his material was not in keeping with his new handle. Allowing for opening night nervousness, all Tommy showed was one laugh-provoking routine—the 1-Aer who pretends a nervous breakdown to get out of the classification. But this bit worked in a sitting down position can only be seen by ringsiders. The rest of the customers

Hotel Netherland Plaza, The Patio, Cincinnati

Talent policy: Show and dance band; floorshows at 7:15 and 11:30 (extra show at 1 a.m. Saturdays); no Sundays. Management: Max Schulman, hotel manager; Oscar Kline, room manager; Amy V. Pace, publicity; booker, Jane Fowler, local GAC office. Prices: Dinners from 90 cents; drinks from 25 cents.

With its play coming from the middle-class family trade, this basement bistro continues to pull phenomenal business with its three-act policy and popular prices. From all indications, however, its show goose is cooked with the forthcoming 30 per cent tax on joy joints. The trade here isn't the kind that can stand that sort of tariff; so the only solution is to drop the acts. Nothing definite on that score yet, but that's the view from here.

With its talent budget set at \$450 per week for three acts, the Patio has been getting some really palatable shows at that figure. They vary, of course, from good to bad, but what can one expect for that kind of dough? Current layout hits pretty well on the average.

Virginia Rae, a vivacious, personable miss, fares okay with her dancing, but could score heaps better with the proper routines. Her first is an acro fan dance, in evening gown, featuring an assortment of smooth calisthenics that gets the show away okay. Her second routine is neither here nor there, a meaningless thing that fails to jell. She should peel to soubret attire and sock 'em with a fast tap or something similar for her second number. Girl has looks, a figure and possibilities.

Dorothy and David Paige, warblers of the semi-classics, tote solid pipes, but would fit better in a class hotel room than in this family-trade spot. Open with *Love Is So Sweet*, take a solo spot apiece, and blow off with the *Drinking Song* from *La Traviata*, but fail to attract the attention or applause that they deserve. The lad is the better voice of the two, the fem sounding a bit harsh in the higher ranges, due largely thru her working too close to the mike.

Paul Stadelman, magician and vent, a new face to niteries is right at home in that atmosphere. At this look-in he did his magic, reserving his setto with his "partner," Windy Higgins, for the 11:15 session. Sells his miracles in top-notch style, holding attention from the gun, and has a knack for getting the customers to aid in putting over his stuff. Has a novel style and a good line of accompanying chatter. Did the six-card trick, with a corking finish; a variation of the 20th Century Silks, using the Judah bag; a skunk vanish, employing a method of his own creation, the Egg-Laying Rooster, and the Topsy-Turvy Bottles, with a girl from the audience for the sucker effect. Well received.

Johnny Bowman, the Cincy Symphony fiddler, does a fair job of emseing, and steers his five-man crew capably on the show chores and dance tempos.

Bill Sachs.

might as well be listening on a radio.

The lad shows enough promise, however, that given the right material he could develop into a good comic. But one thing writers can't give him is speed. He opens too slowly and his punches take a long time coming.

Second new act in the spot is the return of Frances Faye. Miss Faye is a socko performer but after all these years in the biz she still peddles the same routine. Her only new bit is *Shoo-Shoo, Baby* on which she does only a fair job. The rest of her material, as caught, was strictly old hat. Crowd liked it, however, and gal played to a beg-off.

The stand-out of new bill is the hold-over, Barbara Blaine, who does two singles and is in the production number. Her clean-looking appearance, her skill on taps and ballet stuff plus a figure she can do tricks with, make her a natural for a Broadway musical. The line is the same.

Maximillian Bergere's ork (8) does a fine job of show-cutting. *B. S.*

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The Nation Reports

NEW YORK, March 4.—The stompin' jitters have taken hold of night club ops thruout the country over the forthcoming 30 per cent amusement tax.

Reports gathered by correspondents of *The Billboard* in key cities thru the land preponderantly show gloom and misery over the prospects, as viewed by the owners on the spot.

There seems to be little doubt that singers, as a group, will take a very heavy blow. And it looks like curtains for many dancing-privileges, combos of all kinds and regular entertainment set-ups.

ST. LOUIS

ST. LOUIS, March 6.—Niterly owners and operators in this area are acutely aware of the new 30 per cent cabaret tax but are sporting a slightly dubious look as to what the ruling's effect will be on their cash registers.

Despite the exclusion of juke box lounges and restaurants, most of the operators do not contemplate changing to mechanical music for purposes of evading the tax.

Joe Kegan, manager of the 400 Club, swanky all-night bistro, said: "It is a tax we cannot absorb. We are going to get plenty of squawks."

George Graff, owner of the 400, was more emphatic. "It will put us out of business," he said.

Ray Carr, assistant manager of the Hotel Melbourne's Piccadilly Room, was optimistic. "The class of people we have will keep right on coming and paying the extra 30 per cent."

An official of one of the big downtown hotels said, "In other words, if I have to charge my customers 30 per cent more to hear my girl vocalist sing, the vocalist goes."

HOLLYWOOD

HOLLYWOOD, March 6.—Swan song for talent in all niteries, save top bracket spots, was believed result of the new 30 per cent tax.

General opinion is that spots primarily selling shows, such as Earl Carroll's and the Florentine Gardens, will not be affected, but that niteries using talent incidental to peddling food and drink will have to ditch their entertainers.

Spokesman for one booking office stated that hardest hit will be singers in cocktail lounges. Already many spots are giving warblers their notice and either ditching bands or putting in juke boxes.

Authoritative sources predict that between 50 and 75 night spots will be affected in this area by either dropping live talent or folding up altogether. There is feeling that many of the smaller spots will not be able to operate at all with the new liquor tax and the added 30 per cent bite.

AGVA spokesman claimed, "New tax is going to smack the performer right out of business."

BOSTON

BOSTON, March 6.—Confusion marks the present stand of Boston niteries operators and talent agents with respect to the 30 per cent tax on cabaret tabs.

Very few operators plan to cut out entertainment to escape the tax. Some will divide their spots into rooms with entertainment, where the tax will be levied and into bars where there will be only piped, juke box or instrumental music without vocalists.

Other spots will continue with present policy, operating as cocktail lounges with vocalists and other entertainers whatever the cost.

Altho not corroborated, it is rumored that the Music Box, strictly a cocktail lounge with entertainment, has given notice to some of its singers.

The Al Martin office, biggest talent agent hereabouts, reports that a number of lounges will cut out entertainment, especially in the smaller cities, and that the tax will hit singers the hardest. The general opinion is that the volume of business everywhere will be reduced. Perhaps the checks will be as large, but

the number of drinks will be smaller. Regular niterly patrons will pay thru the nose, but spots which cater to family trade will be hurt the most.

CHICAGO

CHICAGO, March 6.—Consensus of opinion here is that the 30 per cent tax bill may affect the closing of several of the outlying cocktail lounges and the cancellation of entertainment in the spots which will be affected by the new law.

Acts seem to be disturbed, especially vocalists, but as yet they haven't received any notices of cancellations.

Most of the operators are of the opinion that the public will absorb the increase without complaint, altho there may be a lull in business for the first few weeks. Only one spot has declared that they will resort to instrumental music, eliminating their floorshows and dancing.

AGVA office, here, states that they will not tolerate cancellations or short notices to acts that are booked for indefinite engagements.

CLEVELAND

CLEVELAND, March 6.—Cleveland niteries are planning "business as usual" despite federal action in hiking cabaret tax to 30 per cent.

Club owners think that war workers' coin is so free that additional tax levies will not hamper the boys and girls out seeking a good time.

Leading spots of the town are not planning to cut their entertainment budgets.

Marty Cain, agent, believes that heftier tax might even increase talent bookings, since operators will add to shows, to give bigger values and to gain bigger share of the competitive dollar. Small spots may eliminate single acts, but most of these aren't worrying either.

MIAMI

MIAMI, March 6.—There will be no cancellations of floorshows in the Miami area as a result of the new 30 per cent tax on cabarets. On the contrary, several night club operators are planning increased and better acts in the near future.

Money is flowing like water and visitors flock to niteries. Cost is no object and tax or no tax they are going to have it.

Sid White, leading Miami Beach booker, stated that the demand for acts will continue. White has booked some new shows to open soon, and operators are besieging him for acts daily.

MEMPHIS

MEMPHIS, March 6.—No changes in amusement policy of Memphis niteries will occur immediately as a result of the 30 per cent cabaret tax.

Col. Frank Scutt, general manager of Hotel Peabody, whose Skyway is the Midsouth's largest night club, voiced the unanimous opinion of all other operators affected that "the public will pay the tax because our prices are much lower than they can secure same entertainment for anywhere in the community."

Scutt's opinion was supported by S. J. Stewart, whose Ballinese Room prices are substantially the same as that of the Peabody.

Using local bands only on Saturday night, Mr. and Mrs. W. A. Clark, operators of the Bon Air and Cottage Inn, also expect to continue policies unchanged.

Amy Cox, owner of the Amy Cox Theatrical Agency, reports that her largest spots intend to continue operation without change of policy.

OMAHA

OMAHA, March 6.—Local niterly operators generally haven't kept a weather eye on the tax bill, but a survey revealed plenty of discouragement.

R. D. Goldberg, who probably lays out the most for top acts at his Beachcomber, said he is contemplating several drastic actions.

Charley Rosso, who usually has three to four live acts besides a six-piece band at his Blossom O Club, echoes the sentiments of most operators in "What can we do?"

Ray Vanberry can't see any way out for his Trocadero Club either. The same goes for the Cave Under the Hill (hotel), where Deb Lyon's band has played the past four years.

RICHMOND

RICHMOND, Va., March 6.—Jimmie Speranza, manager of the Westwood Club, predicts a 50 per cent drop in business and feels it is possible there will be a continuance of the 30 per cent tax after the war. Leonard Baber, manager of the Richmond Hotel, does not see that new tax will materially curtail his crowd except for occasional private affairs.

One leading agent seems pessimistic regarding entire business and is looking forward to undue employment among entertainers.

Leading juke box operators are fearful regarding some of their best roadside locations.

Consensus of opinion locally and in Tidewater Virginia is that spots frequented by transients and upper-bracket patronage will be unaffected, but that locations with mostly a neighborhood crowd will be cut.

PHILADELPHIA

PHILADELPHIA, March 6.—The 30 per cent federal tax on cabaret checks presents a most serious problem here because of the existence of a local amusement tax which would bring the nick up to 34 per cent.

Nonetheless, operators of the better clubs thruout the city opine that the tax will not alter present policy in entertainment. With the city enjoying a theatrical war boom, war industries providing padded pay rolls, it is felt that after-dark patrons will voice little objection to the added taxes as long as wide publicity to the tax is given by the press and the public is made to realize that the levy goes toward financing the war and not to enrich the niteries.

Operators of the musical bars are in a quandary. Until now such spots have been absorbing the city and federal amusement tax. But with a 30 per cent levy, it will have to be passed on to the patrons. Operators realize that dropping the musical entertainment means virtually going out of business.

DETROIT

DETROIT, March 6.—The new 30 per cent tax brought different reactions:

Cocktail lounge operators, realizing that the tax will affect them most seriously, are generally jittery and so are booking agents specializing in this field.

At the opposite end of the scale Frank Barbaro, manager of The Bowery, accepts the tax philosophically as a patriotic duty and comments that "No tax ever hurt a spot too much as long as it provided good entertainment."

Lowell Bernhardt, manager of the Blue

Lantern, predicted that most spots, such as his own, would have to drop shows and go to a straight eating and drinking policy, possibly with a band but no dancing.

The authoritative consensus of operators' views was expressed by Eddy Shepherd, president of Metropolitan Cabaret Owners' Association. He said that patrons that will spend just the same as before for amusement, but more will go to the government and less for the food, drink and incidentals. Pointed out that the move, by probably causing an end of show bar policies, should help the spots with regular floorshows in over-all patronage.

SAN FRANCISCO

SAN FRANCISCO, March 6.—Night club operators here say they face a serious threat to their existence as the result of the "cover charge" of 30 per cent amusement tax on all night spots. They say it is inviting a shutdown of 90 per cent of the spots in town.

There is also a feeling among some club owners that they have already been up against blackout restrictions, curfews and gasoline shortage and may be able to survive another blow.

Clubs here are not entirely dependent on the native trade. In this respect, town is one of the most fortunate in the country. Spots are generally crowded with military and naval personnel, but even so, according to Frank Martinelli, who, with Tom Gerun, operates the Bal Tabarin, there is not enough traffic to encourage many clubs to remain open. "The increased tariff will be just too stiff," Martinelli declared.

AGVA offices here say they have been (See *The Nation Reports* on page 28)



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OPA Will Eye Drink Prices After 30% Tax Gets Going

NEW YORK, March 4.—In anticipation of the 30 per cent law taking effect April 1, the OPA is mulling a warning to be sent to all operators who come under the classification of cabarets, not to raise their prices in order to make their book-keeping easier.

It is understood that some operators expecting difficulty in the change-making department plan to round out odd figures on tabs, which will be common with the 30 per cent tax, by adding a few pennies to the total.

For example, a drink selling for 75 cents would, under the new law, come to 97 cents. Some night spot ops feel that in such cases making the tab an even dollar would not arouse customer's beefs, would make adding receipts easier and would not conflict with OPA rulings.

While the first two reasons may apply, the OPA, according to authoritative spokesmen in the bureau, has no intention of allowing the last reason to be waived. They say a ceiling price is a ceiling price and no amount of new taxes can change it unless an official ruling to that effect is handed down from Washington.

In some cases, the OPA said, the addition of a few pennies may be permitted, legally, but in those cases the customer must get more for his money—an added pat of butter, an extra cup of coffee or a little more Scotch in the glass. But even then official OPA permission must be obtained.

In New Jersey, where the OPA rides herd on restaurant and night club ceiling prices, it is understood a spot check will be taken early next week and warning will be given to operators advising them

not to charge more than ceiling plus the new tax.

In the New York area no new spot check is planned, but the OPA warns that no violations of ceilings will be tolerated no matter how small the over-charge may be.

It cites a situation in Brooklyn where storekeepers selling articles for 89 and 99 cents found a shortage of pennies and asked OPA permission to raise prices to 90 and \$1, respectively, to overcome it. Storekeepers' pleas were turned down and, the OPA says, they see no reason to make an exception where night clubs and restaurants are concerned.

Two CSI Units To Play Army Hospitals

NEW YORK, March 4.—Ed Wynn and Gene Kelly will head two revue-type shows which will be sent out by Camp Shows, Inc., to play the largest army hospitals in the country, beginning next week.

Both revues will start out from the Coast but will cover the whole country. Each unit will work about a month.

The Ed Wynn unit will include Winnie Shaw, Diane Lure, Paul LaVarre and brother, Michael Olivier, and one act to fill. The Gene Kelly combo will include Kay Vernon, Charlie Stuart, Charlotte Payne, Sid Tischer and one more act. Both outfits will be self contained and able to work either in hospital auditoriums or in ward rooms.

Abe Lastfogel, head of CSI, described these two units as merely two shows which his organization is able to make available to army hospitals at this time. He refused to confirm reports that CSI is readying a set-up which will cover hospitals only, leaving other service spots to other divisions of CSI. Lastfogel's only word on this matter was "It's not finalized."

Walters Warns Club Using Name of 'Latin Quarter'

WASHINGTON, March 4.—A final warning to stop using the name Latin Quarter was sent by registered mail to the Old New Orleans Restaurant Corporation here by Lou Walters's lawyers Friday (3). The corporation has been using the Latin Quarter handle for a spot it operates here.

Failure to obey this letter will be followed by legal action in Washington District Court, according to Martin Desmond, attorney for Walters.

Location, which has no connection with Walters or the other places of the Latin Quarter name, opened around Christmas, and other local ops watched situation with interest, wondering how long before Walters would step in and protest the christening. Walters recently bought space in local papers giving notice on use of name, and this was generally taken as the forerunner to a suit.

Philly Unit Clicks; Lynch Books Another

PHILADELPHIA, March 4.—Unit shows introduced by Jack Lynch at his Hotel Walton Roof proved such a big click that the nitery op figures on making the tab shows the room's regular policy.

Until *Fun for Your Money* came here, Lynch specialized in name-studded production extravaganzas. Comedy revue did handsomely, staying on for three months.

For the following attraction Lynch has closed a deal for Benny Meroff to bring in his *Funzaftre* unit on March 23.

CALIFORNIA WHIRLWINDS, skating act, opened February 28 at Club 509, downtown Detroit.

Talent-Shortage Note

NEW YORK, March 4.—Anybody who wants to see if what they say about Chinese night club shows is true, will have an opportunity to do so in about three weeks. The Glass Hat, here, is booking an all-Oriental bill for the end of March. GAC is finding the talent.

Howard Hughes Mulling Chain Of Vaudefilmers

DETROIT, March 4.—The possible development of a circuit of major vaudeville theaters reminiscent of "the good old days" is seen in plans of Howard Hughes, who has had his fingers in other show ventures for years.

Plans, which were learned here this week, at present center around the closed Downtown Theater here.

Hughes took over the Downtown some months ago and is currently spending around \$60,000 to revamp the house for opening of his own film production, *The Outlaw*, which long had difficulty in getting a Legion of Decency okay and has never been released here as in most major cities. His policy, as reported in *The Billboard* at the time, was to follow up with stageshows.

Dickering for String

Current disclosure is that he is dickering for string of major theaters in six or eight other cities, which would be centralized around the Midwest, with Detroit as operating headquarters. Policy of these houses would be vaudeville plus first-run pictures. George McCall, who is Hughes's personal representative here, has been inspecting available houses in some cities within the past two weeks. At least two deals are pending, but none have definitely been closed.

Hughes's plans extend to the possibility of a nationwide chain, tho they are still in a nebulous stage. With his more than adequate financial backing, Hughes is believed to be in a position to swing a deal of this size without difficulty.

What makes the circuit idea timely is the fact that existing circuits affiliated with the major film producers are under considerable government pressure to divest themselves of some of their theater holdings, in view of the basic anti-trust suit against the majors which is again up for a turn in court.

Hughes's entry into the field offers them a chance to get rid of some of the major houses in various cities to a buyer able to handle them, but still retain other first-run houses in the same towns. Hughes's policy is set against acquiring more than one theater in one town. But disposing of one of the top houses where affiliated circuits operate others would restore a definite measure of competition to the theater situation that might answer the present governmental objections to "affiliation."

Riobamba Deal Cooking on Front Burner

NEW YORK, March 4.—That Riobamba deal is cooking again. East side spot has been "sold" to a dozen people time and again in the past month. But up to now only one group has showed up with enough dough to make sense. The combo talking with more than words consists of Ralph Maurice, B. J. Jay and Harry Edelman.

Same outfit placed a \$3,000 deposit on the Casablanca two weeks ago as part of a price to be \$20,000. But either the present owners of Casablanca are unable to deliver or have gotten a better nibble some place else. It is not true that Harry Finkelstein, of the 51 Club, has bought the spot, as was reported.

In any case outfit, tired of being left hanging on the Casablanca ropes, has turned to the Riobamba.

THE NATION REPORTS

(Continued from page 27)
swamped by inquiries from performers regarding job outlook. Hotels, too, are watching the situation.

ALBANY

ALBANY, N. Y., March 6.—The general opinion here is that the Treasury Department ruling on "cabarets" will mean the closing of many niteries and the confining of entertainment in the rest to instrumentalists only.

Here are the comments of the proprietors of the two outstanding spots here.

Robert Murphy, Rainbo Room of the New Kenmore Hotel: "We can't charge our patrons anything like what the government sets up for tax alone. If the government makes floorshows prohibitive, why we'll just provide an orchestra to play while our patrons are eating."

Charles Fine, Town House: "It looks as tho it will practically mean the end of show business in night spots."

DALLAS

DALLAS, March 6.—Texas cabaret and night club owners in the smaller cities will be hardest hit by the new 30 per cent tax on cabaret checks.

Because Texas liquor laws do not permit the sale of mixed drinks in public amusement or eateries, some Texas nitery operators in these smaller cities will face a loss of patronage when the new levy becomes operative.

A local booker in close touch with night club owners of the Southwest reports that owners of small clubs have already canceled or will cancel their acts and band bookings before the new cabaret tax goes into effect.

Owners of clubs in the larger cities will fare better. They are looking to the traffic to stand the extra tax bite with practically no loss in weekly grosses. All Dallas club operators using bands and acts will continue their same entertainment policies after the tax starts April 1. In fact, many local owners whose capacity has been overtaxed on week-ends are hoping that the added tariff will result in a "leveling off."

Editor's Note: There is a 25 per cent amusement tax in Canada, levied by the Dominion (federal) Government. In the Province of Quebec an additional 5 per cent amusement tax for hospital purposes has been collected for several years. In the city of Montreal there is also a municipal amusement tax of 12 to 18 cents per dollar. However, amusement places absorb this tax themselves.

MONTREAL

MONTREAL, March 6.—On July 1, 1942, the shudders and shivers attacked every night club operator in the Dominion.

It was the day the new federal amusement tax of 20 per cent went into effect. The day of reckoning had come and the public would stay away from the drink and dine places in large numbers.

Nothing of the sort happened. After the first few weeks when a drop in attendance did occur, business returned to normal and everyone was happy, including the tax collectors.

In fact, the government men liked it so much that on March 3, 1943, they upped the tax by 5 per cent to 25 per cent. This time the owners met the new challenge without a quiver and the same can be said for the customers today.

The situation in Canada is this: A tax of 25 per cent applies on the face value of all checks for food, liquor and all other services appearing on the bill. This is paid in all establishments where any two of the following occur together: Dancing, entertainment by paid performers or serving of alcoholic drinks. An orchestra in a dining room, for instance, is not considered "paid entertainment."

PORTLAND

PORTLAND, Ore., March 6.—Night club opinion on the fatality of the new tax, ranging from "no change of policy" on part of biggest operators to "there'll be no business" in the smaller spots.

Some are hopeful that the OPA might (See THE NATION REPORTS on page 32)

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CHICAGO—The two vaude-pic houses here held their own last week, with both doing good business. Woody Herman and 'ork, with Lenny Gale, impersonator, as the added attraction, helped to bring the Chicago Theater (4,000) a good \$55,000.

Current bill, featuring the first appearance of Lou Breese as house ork leader, and Patricia Morison, movie star, as the headline attraction, plus the pic *What a Woman*, started slowly and house is expected to slide back to \$50,000 for the week.

The Oriental (3,200) did better-than-average business, with Dante and his troupe of mystifiers responsible for a good \$27,000. Current week started off at a good pace and house should hit \$28,000, with Bob Chester and ork and Helen Forrest, Harry James's featured singer, plus the pic *Nine Girls*.

Hot 35G in Hub For Spivak; 2d Only to Sinatra

BOSTON, March 4.—Charlie Spivak's band and RKO screen starlet Marcy McGuire hit the RKO-Boston at just the right time.

The bobby sock brigade was on vacation and everything was ripe for a big take. Opening (February 24) was the biggest on record, excepting only Sinatra, and the stanza built up to a thunderous \$35,000 (3,200 seats, top 99 cents).

Featured with the band were vocalists Irene Daye and Jimmy Saunders. Variety acts included Ben Dova and the Wesson Brothers. Flicker was *Phantom Lady*.

Jan Garber and Beatrice Kay billed on top of bill opening March 2, with Ben Carter and Manton Moreland and Wally Boag also in the unit. Duke Ellington opens March 9.

"Latin Quarter" OK \$20,800 in Philly

PHILADELPHIA — Marking a radical departure in skipping a week without a band attraction, Earle Theater (seating capacity, 3,000; house average, \$20,000) fared well for the week ended Thursday (2) with the *Latin Quarter Revue*. Considering the start of the Lenten season, \$20,800 was plenty satisfactory.

Unit, which called it quits here, featured Dave Apollon, Bobby May; Harris, Claire and Shannon; Arnaut Brothers, Billy Wells and the Four Fays, and the Fontaines, June Gruwel, Wally Wangers Girls, and the Mme. Kamarova Ballet. Screen has *Rookies in Burma*.

"Vanities" \$14,200 Louisville Mark

LOUISVILLE.—Drawing the top gross since the National (2,200 seats) has been under present management, Earl Carroll's *Vanities* put \$14,200 in the till for week ended Thursday (2). Extra show was added Saturday and Sunday to take care of the mobs. Record crowds were drawn daily, except Monday, when heavy rain washed out attendance.

Vanities acts were the Three Sailors, Seiler and Seibold, Barney Grant, Costello Twins, Barbara La Rene, Barbara and Dardy Moffett, Burt Jason, Harry Blue and Bob Robson. Screen, *Find the Blackmailer*.

House grossed \$10,700 preceding week with "Smiley" Burnett, Judy Starr, Roberts Sisters and White, Jimmie Rae and Lennie Gale. Pic, *Career Girl*.

Week of February 11 saw Pinky Tomlin show put \$11,600 into the till. With the composer were Lischeron and Adams; Jean, Jack and Judy; Phil D'Rey and the Briants. On screen, *Women in Bondage*.

L. A. Orph 18G

LOS ANGELES. — Orpheum Theater (2,200 seats) drew a neat \$18,000 despite three days of rain, with pic, *Drums of Fu Manchu*, and a vaude bill including the Great Maurice, Ade Duval and Company, Saul Grauman's Stairstone, Rex Weber and Dr. Silkini's *Asylum of Horrors*. Top tariff is 75 cents.

Cab 34G in S. F.

SAN FRANCISCO.—Golden Gate (2,850 seats) grossed a neat \$34,000 week ended March 1. Bill had Cab Calloway's orchestra, with Avis Andrews, the Three Chocolateers, Dotty Saulters, J. C. Heard, the Cab-Jivers and Jonas Jones. Pic, *Rookies in Burma*.

Balto Hipp \$21,400

BALTIMORE.—Hippodrome grossed an exceptionally fine \$21,400 week ended March 1, with bill including Jean Carroll, Burton and Janet, the Glens, Senor Carlos, and Deane Carroll. Pic, *Tender Courage*.

BURLESQUE NOTES

NEW YORK:

BUD LASHER, vocalist, filled two spot bookings at the Casino, Pittsburgh, and Lyric, Allentown, Pa., thru the Phil Rosenberg agency. Returned to the Gaiety, Norfolk, February 25. . . .

JOSEPHINE PHILLIPS, principal, and Marty Knoff, out-front exec at the Hudson, Union City, N. Y., celebrated birthdays February 22. . . . BILLY LEWIS, suffering from acute asthma, is convalescing at the Victory Annex Hotel, Detroit.

ALMA MONTAGUE, former burly feature, now driving a bus at the Naval Ammunition Depot in Hawthorne, Nev. . . . AL PAGE and Company (Ernestine, radium dancer, and Oscar, the dove), magic act from vaude and niteries, are debuting in burly on the Hirst Wheel. . . . CHARLES W. LEVINE, comic on the Hirst Wheel until last season and now in Pennsylvania niteries, mourning the loss of his wife, last with the dance act of LaDeaux and Macchia. . . . LARRY RAYMOND, of the Dawn Brothers, opened last week at the Latin Quarter, Boston, for two weeks.

HOWARD AND RENCIE LESLIE, of the Hirst Wheel, celebrated 21st wedding anniversary February 24 in their Riverside Drive apartment, with June St. Clair, Helen Celby, Connie Fanslau, Dick Richards, Al Page and Ernestine as the guests. . . . JOE FREED, featured comic, left a Hirst unit in Boston March 4 for a mid-season vacation. . . . DAVE A. HOFFMAN, ex-burly comic and songwriter, recuperating at Veterans' Facility Barracks, Bay Pines, Fla., has just had his newest song, *Veteran*, released. . . . One of Hoffman's many burly shows was Charles Barton's *Frolics of 1917*, in which he was co-starred with the late Arthur (Irish) Connelly. . . . ARTHUR BRYSON is booking Zorita's three Greenwich Village niteries, the 806, Cobra and Caravan. . . . LEON ODEON, comic, opening at the Harlem Apollo March 24.

Par Skyrockets Up to 146G While Rest of Stem Sags

NEW YORK, March 4.—The big grosser of the week, with weather in favor of attendance, was the Paramount. Grinding 'em out on six a day, Saturdays seven, cash register take was no surprise. Other houses on Stem with holdovers, some in their last week, slid down from previous week's take.

Paramount (3,664 seats, house average \$62,575) ended its first week with Cugat's ork, Dean Murphy and *Lady in the Dark* registering \$146,000 for an eight-day period. On a seven-day week figure comes to \$130,000.

Radio City Music Hall (6,200 seats, house average \$101,141) in third and last week of Sharkey the Seal, Paul Winchell and *Jane Eyre* took in \$85,000. First two weeks bill brought in \$104,000 and \$110,000. New bill opened Thursday (2) is Patricia Bowman, Ben Dova, Renald and Rudy, Robert Merrill and *Up in Arms*.

Roxy (5,835 seats, house average

\$79,612) finished third week of Martha Raye, Rosario and Antonio and *The Sullivans* with \$61,000 as against \$80,500 for the opener and \$75,000 for second week.

Capitol (4,627 seats, house average \$59,010) ended third and last week of Lionel Hampton ork, Mills Brothers and *Song of Russia* with \$50,000. First week bill got \$73,000; second week, \$68,000. New bill, opened Thursday (2), has Will Osborne ork, Larry Adler, Johnny Morgan, Four King Sisters, Three Samuels and *Bridge of San Luis Rey*.

Strand (2,758 seats, house average \$42,092) ended third week of Ina Ray Hutton ork, Georgia Gibbs, Condos Brothers and *In Our Time* with \$42,000. First week program attracted \$55,000; second week, \$54,000.

Loew's State (3,237 seats, house average \$28,036), with Benny Carter ork, Savannah Churchill, Carr Brothers and *Guy Named Joe*, took in \$36,000 as against \$32,000 last week. Current bill is Blue Barron's ork, Diamond Brothers, Carroll and Baker, Al Gordon and *Miracle of Morgan's Creek*.

MAGIC

By BILL SACHS

MAGI NATION-WIDE are profoundly interested in the report which emanated from New York last week, via Winchell's column, to the effect that Richard Himber, name ork leader and keen magic enthusiast, is taking over the Barbizon Theater, New York, March 19, to demonstrate to the world at large that he, or any other magician with equal talent, can duplicate the "uncanny" magic feats as performed by Joe Dunninger on the air and in theaters. According to the Winchell flash, Himber also offers \$1,000 to any charity if Dunninger can prove that he actually reads minds. If Himber succeeds only half way in his challenge, and chances are he'll do better than that, it may prove a serious blow to Dunninger's booming radio career. To the uninitiated it may seem to be a case of sour grapes; it may seem that Ork Leader Himber is out to get himself a mess of cheap publicity. But that isn't it; there's more behind it than that. Dunninger, no slouch at the magic game himself, has long played the lone wolf, the super-duper with little or no use for the rest of the fraternity. Dunninger isn't super-natural; he's just a mentalist, considerably above the average, perhaps, thanks to a grand gift of showmanship, but just another mentalist, nevertheless. But magicians long have felt that Dunninger has gone out of his way to antagonize magicians, not only privately (See *MAGIC* on page 31)

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Lounges Query Treasury --- Are They Cabarets, and Why

NEW YORK, March 4. — Scores of lounges, taverns and small night clubs in New York and New Jersey are deluging the Treasury Department with requests for individual rulings on whether they are operating "cabarets," according to bookers and agents here.

The letter-writers, say the agents, are describing their premises and talent policies, and are asking whether or not they will come in under the 30 per cent tax, their cases being what they are.

Many spots want to know, for example, whether they are "cabarets" if they use talent for week-ends only. And if they are "cabarets," they ask, how is the tax money to be figured—on week-end business only, or on the weekly gross.

Lots of places are asking about the kind of prices they are to charge, if they are 30-per-cent-taxers—are they to collect on drinks in round figures or are they to lose a lot of time monkeying with pennies. And if they charge round-figure prices,

what will the OPA do about it? Others want to know about dancing privileges—when to operate them, or whether to operate them at all.

Enduro Tosses Out Acts —Anticipating Tax

NEW YORK, March 4.—The first local spot to begin shaving its entertainment budget in anticipation of the 30 per cent bite is the Enduro in Brooklyn.

Beginning the middle of this month the place will eliminate all vocalists and limit entertainment to music. Since the place never had dancing that feature doesn't enter the picture.

DAVE BENNETT, singing accordionist, in his 10th month in the Terrace Room of Dixie Hotel, New York.

LARRY LEVERENZ, organist, in his fourth month at Huck's Redford Inn, Detroit.

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REVIEWS

Nina, Mata and Ginger

(Reviewed at Last Word, Los Angeles)

Nina Russell was an organist around Chicago; Mata Roy, pianist with Jimmy Noone, and Ginger Smock played fiddle locally with groups. Combining their talents they make an unusual crew of Hammond organ, piano, and violin. Set up is uncommon, and with a seplan group featuring this instrumentation, it commands attention.

Miss Russell is an organist of ability and with Miss Roy at the piano, these instruments are blended well on sweet tunes. Their scope, however, is not limited to slower tempos, for on boogie-woogie with Miss Roy's piano being featured, Miss Russell affords good background and accompaniment.

Fronting the trio is Ginger Smock, whose jazz fiddle is an asset to the crew. Adept at pizzicato on such numbers as *Holiday for Strings*, she shows ability in handling scores in the upper brackets. As a hot fiddler she carries the fast tempos well and her boogie-woogie interpretation is out of this world. She is one of the most versatile violinists to hit these parts.

Miss Roy is assigned torchy vocals with Miss Russell handling the ballads. Miss Smock takes torchies and novelties. Vocalling is not on par with their instrumental assignments, but highly satisfactory.

Trio makes good appearance and library is up-to-date. Fans display fine brand of showmanship.

A sure-hot for the class spots using seplan talent. Upholstered lounges appealing to moderns can use group to advantage. *Sam Abbott.*

Billy Blair

(Reviewed at Helzing's Downtown Lounge, Chicago)

This four-piece combo, organized only a few weeks ago by Billy Blair, rotund bass comedian of Griff Williams's ork, has already created considerable musical excitement hereabouts.

Blair, whose 300 pounds shake with pep, enthusiasm and rhythm, holds the center of the stage, and his nimble fingers pound out a bass profundo that sways the audience. His forte are his clever comical antics and the distinctive way he delivers his vocals.

Tommy Summers, drummer, also formerly with Williams, hits the skins in showmanly fashion. Jack Gardner, sax, has a good style and keeps his tones smooth and soft.

Library is loaded with good swing numbers interspersed with old favorites.

Their versatility and increasing popularity has earned them a six-month extension of their original eight-week option. *Jack Baker.*

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Radio Review

"New World A-Coming"

Reviewed Sunday, 3-3:30 p.m. Style—Documentary. Sustaining over WMCA (New York).

When Nathan Straus purchased WMCA some months ago he said in substance, "Radio is a challenge to my civic spirit. I don't need the money that is to be made in radio. I want to use the station as a positive instrument for good in the community." Mr. Straus meant what he said; this program—designed to create a better understanding of the Negroes contribution to America—is evidence thereto.

Racial intolerance, like religious intolerance, is something that most of us think, but do little, about. Radio, with few exceptions like WBT, Charlotte, N. C., and the CBS program anent the Detroit race riot, does little to strengthen this weak link in the chain of democracy.

As everyone knows New York has had race riots, the most recent not very long before Straus took control of WMCA. Reasoning that better conditions between Negro and white in this community would be reflected in an over-all lessening of intolerance the station tackled the Negro problem.

The objective was a series that would show the Negroes as they are, as human beings, as people, not as oddities. First move was to endow a city-wide citizens' committee on Harlem. Then the title of Roi Ottley's book was purchased. Time, talent and facilities were provided, and this program is the result.

It's a powerful and important program for several reasons. It's the first venture of its kind, it does not mince words, it's true to life and it's honest. But even more important it tells the story without inciting to riot or depressing to despair. It is a factual rendition that is played straight, sans gloss or polish, therefore will stay with the listener.

The device is familiar—a narrator, true

incidents, and background music. But the production is different.

The current criteria of dramatic radio are the programs of the network writers and producers—the Corwins, Obolers and Robesons. They do shows with a fine dramatic touch that sweeps, weeps and pounds. They use realism, impressionism and every high-powered trick in the trade. They weave script, voices, situations and background music into one potent pattern.

New World A-Coming is different. It is about the Negro, yet not once is there any feeling of Uncle Tom, any innuendo of Sugar Hill, any resort to zoot suits or jive. In other words, the Negro is like the rest of us and anyone tuning this program after its start would not know many of the cast were colored.

The entire thought, in script, music, tempo and performance was reality. So it moved unevenly, even abruptly; it moved as any ordinary person would think and talk about these things. This was its strength, this was the device that permitted the telling without affecting the passions.

And some of the telling was, as might be expected, potent. Consider the story of how Mrs. W. C. Handy, wife of the composer, died because the hospital would not admit Negroes. Consider the story of the church that would not admit a Negro; it was for whites only. Consider the story of the Negro soldier who was ordered to report to a hotel and beaten by the MP's because the hotel was for whites only.

The subject matter is, as has been said, dynamite. But aside from the treatment there is another device that stresses reality. Bad is antidoted by good. Thus the first soldier scene is followed by another scene of a Negro soldier that stresses Democracy in action. And the final scene is about a skilled Negro research chemist who is hired by an apprehensive employer and makes good.

As the script says, this program is no wailing wall. It uses stories you don't read in your newspaper to tell where Democracy has failed and perhaps why. Mitchell Grayson did a fine and understanding job as director and producer. He kept his cast, Negroes and whites, playing people and not acting parts. He used seconds of silence to punch points, always dangerous in radio, and did it deftly.

Jon Gart was just as expert with the music. He scored Duke Ellington's piano concerto, inspired by and named for Roi Ottley's book and performed at Carnegie Hall not so long ago, and for the show. Using a dozen musicians he matched the music to the mood of the performance.

Canada Lee did the narration, and fine, too. A prime performer, he managed to sound like anything but an actor at work. The same is true rest of the cast, including Jim Backus, Maurice Ellis, Sam Bonnell and Randolph Echols.

Roi Ottley's script, his first stint for radio, was unusually good. What was bad was the spot announcements before and after the program. Such fungi sap the strength of the strongest trees.

Lou Frankel.

MAGIC

(Continued from page 29)

but in front of the public as well, as a means of boosting his own stock. They feel that his actions have been detrimental to magic and absolutely uncalled for. They can't figure why Dunninger, America's best known mentalist, and possibly the most capable, should resort to such petty tactics. During his recent engagement in New Orleans, for instance, Dunninger allegedly cast aspersions at magicians in general, burning to a crisp those local magi who witnessed his performance. As a result, one of the local lads, a newspaperman, gave vent to the feelings of the New Orleans magi with a blast against Dunninger in his paper on the following morning. It would seem that Dunninger, gifted with the mental powers that he is generally credited with, could see that magicians, once aroused to a fighting mood, could harm him a great deal more than he could ever hurt the magic fraternity. And, so, Richard

Himber's reported challenge becomes doubly interesting. No matter what the outcome, it can do nothing but harm Dunninger's radio career.

JACK HERBERT began his fourth week Monday (6) at the Cotton Club, Houston. . . . DELL O'DELL has drawn a holdover until June 25 at Sciolla's Cafe, Philadelphia. . . . THE MAGINIS have taken their bag of tricks into Hotel Philadelphia, Philly. . . . DR. GIOVANNI, pickpocket magish, in his ninth week at the Bowery Cafe, Detroit, from whence he doubles on major organization and industrial parties as well. . . . DAVE ROBBINS, of D. Robbins & Company, is marketing a booklet containing 102 magic tricks for the layman. All tricks are illustrated. Booklet retails for 15 cents. . . . FRED BECKMAN, Montreal magicker, and his assistant, Mademoiselle Marie, forward an autographed photo for our recollection. . . . VISITORS at the Magic Desk during the past week included George Marquis, en route to Indiana

dates with his spooker; Paul Stadelman, now in his second week at the Hotel Netherland Plaza's Patio, Cincy, with two more to go; Bob Nelson, of Nelson Enterprises, Columbus, O., en route back home after a visit with his WAC daughter in New Orleans, and Jack and Ann Gwynne, now in their third week at Glenn Rendezvous, Newport, Ky. . . . DR. HARLAN TARBELL recently played for the Junior League at El Paso, Tex., his two-hour performance grossing over \$2,500. D. M. Mishel, who sent us the report, states: "I have lived in El Paso 25 years and I've never seen as big a crowd at a magic show here. His show was great." . . . BILL NEFF, now at home in Indiana, Pa., enlarging and improving his spook opry, is slated to hit the road at an early date. . . . HARRISON KING AND ZERITA, mentalists, now playing the Wometco chain of theaters in Miami, info that magic and mentalism is going great guns in that sector. Burling (Volta) Hull, Boscart and Martell caught their performance recently, and they also recently bumped into H. (Cowboy) Hobgood, the Western-style magician.

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ACTS-UNITS-ATTRACTIONS ROUTES

Explanation of Symbols: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; cl-cocktail lounge; h-hotel; nc-night club; pa-amusement park; ro-roadhouse; re-restaurant; t-theater; NYC-New York City; Phila-Philadelphia; Chi-Chicago.

- A
Abraham Sisters (Don Julio's) NYC, nc.
Adams, Joey (Leon & Eddie's) NYC, nc.
Akin's, Bill, Continental Four (Hollywood) Rochester, Minn., cl.

- Da Prow, Harry (Bismarck) Chi, h.
Durante, Jimmy (Copacabana) NYC, nc.

- B
Bailey, Mildred (Cafe Society Uptown) NYC, nc.
Baker, Bonnie (Stevens) Chi, h.

- F
Fanchon (Louise's Monte Carlo) NYC, nc.
Faulkner, Helen (Swing Club) NYC, nc.

★ THE ANGIE BOND TRIO ★
AMERICA'S FINEST Girl Instrumental-Vocal Act.

- G
Galante & Leonarda (Statler) Detroit, h.
Gale, Lenny (Michigan) Detroit, t.

- Blondell, Mae (Music Hall) NYC, t.
Boag, Wally (RKO-Boston) Boston, t.
Bordoni, Irene (La Vie Parisienne) NYC, nc.

CURRENTLY BOWERY, DETROIT MARJORIE GARRETSON

- D
Dainty, Francis (Post St.) Seattle, Wash., 10-12, t; (Fox) Spokane 15, t; Walla Walla 16-17, t.

- Glen, Lou (Hollenden) Cleveland, h.
Gobey, Roy (Club Ball) NYC, nc.

- H
Hall, Bob (Diamond Horseshoe) NYC, nc.
Harding, Becky (Yacht Club) NYC, nc.

- I
Ink Spots (Riverside) Milwaukee, t.

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Write Wire Phone Walnut 4677 Walnut 9451 JOLLY JOYCE Earle Theater Bldg. PHILADELPHIA, PA.

- J
Judson, Ann, Jr. (Edgewater Beach) Chi, h.
Jules & Webb (Mayflower) Akron, O., h.

- K
Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.

- L
Latrd, Horace (Shrine Circus) Chi 6-12; (Shrine Circus) Columbus, O., 15-22.

- Lane, Muriel (Hipp) Baltimore, t.
LaPearl's, Harry, Revue (Tonapah) Tonapah, Nev., 6-9, nc; (Forty & Eight) Boise, Idaho, 13-19, nc.

NICK LUCAS
Now Playing RADDISON HOTEL Minneapolis, Minn.

- LeShones, The (400 Club) NYC, re.
Leslie, Dick (Brown Derby) Chi, nc.

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- Miller, Folie (State) NYC, t.
Mildred & Maurice (Bradford) Boston, h.

- Nash, Marie (Earle) Washington, t.
Nicholas, Harold (Zanzibar) NYC, nc.

- O
Oliver, Ted, Trio (The Cove) Phila, nc.
Owens, Lou (Apollo) NYC, 1-10, t.

- R
Rae, Virginia (Patlo) Cincinnati, nc.
Raines, Patsy Lou (Greenwich Village Inn) NYC, nc.

- Scott, Hazel (Cafe Society Uptown) NYC, nc.
Scott, Shannon (Louise's Monte Carlo) NYC, nc.

- T
Tapps, Georgia (Rio Cabana) Chi, nc.
Terrell, G. Ray (Kitty Davis Airliner) Miami, nc.

- Wahl, Walter Dare (Paramount) NYC, t.
Wallis, Ruth (Essex House) NYC, h.

- Yerro, Vincent (Club Flamingo) Chi, nc.
Youngman, Henny (Center) Norfolk, Va., t.

THE NATION REPORTS
(Continued from page 28)
permit a price boost, but all shudder at adding 30 per cent to patrons' checks.

BUFFALO

BUFFALO, N. Y., March 6.—The general opinion among Buffalo nitery ops concerning the new 30 per cent amusement tax on "cabarets" is, with few exceptions, that it will hurt business badly after a short time.

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- Savo, Jimmy (Cafe Society Uptown) NYC, nc.

The Final Curtain

BABBITT—Elwin J., 78, music professor and inventor of the 84-string harp, at his home in Los Angeles February 26. He first introduced his harp at the Boston New England Conservatory of Music. Services in Los Angeles March 2. Survived by his widow, Johannah.

BOETTCHER—Otto, 72, musician, February 23 at his Milwaukee residence. In the 45 years of his musical career in Milwaukee he played in everything from burlesque bands to symphonies and grand operas. Survived by his widow, Mary, and two daughters, Mrs. Clara Guequierre and Hermine Boettcher.

CAHILL—Frank E. Sr., father of Maj. Frank E. Cahill Jr., head of Warner Bros. Theaters sound department and now on active duty, in New York February 22.

CANNON—Mrs. John, wife of the operator of the Grand Theater, New Haven, Conn., at St. Raphael's Hospital, that city, February 13 following a heart attack. She assisted in the operation of the theater for 20 years. Survived by her husband and a son, John Jr.

CARR—George Herbert, 58, musician, following a brief illness at his home in Cincinnati February 26. A native of Cincinnati, Carr was well known in musical circles. He had played with the Cincinnati Symphony Orchestra, the Tiemeyer band, Smittie's band, Frank Simon's ARMO band, the former John C. Weber Prize Band, Pillmore's band and was a regular member of the Cox and Taft theater orchestras in Cincinnati. He had been on the faculty of the College of Music and the Conservatory of Music since 1921. Survived by his widow, Mrs. Freda Schroth Carr; a sister, Mrs. Frank Agness, and a brother, Charles, of Chicago. Masonic services at the Clarence Baizer Funeral Home, Cincinnati, with interment in Spring Grove Cemetery there March 1.

CAYLOR—Myra Jefferson, rep player, in Omaha recently. She toured with her husband, John Caylor, for many years thru Minnesota. In recent years they were with the Aulger Bros. in Louisville and Omaha hotels.

CONNOLLY—Bobby, 49, dance director, at his home in Encino, Calif., February 29 of a heart attack. He was a native of Boston and attended the Massachusetts Institute of Technology. For years he was associated with Ned Wayburn, and later staged *Ziegfeld Follies* editions, *Moonlight and Pretzels*, at Universal Pictures, was his first film assignment in 1933. He was with Warner Bros., and later with Metro, directing dances for such productions as *Wizard of Oz*, *Honolulu* and others. Leaving MGM several months ago, he was set to start *Atlantic City* for Republic at the time of his death. He leaves his widow, Blanche, two sons and a daughter.

DOBBS—Capt. Hugh Barrett (Captain Dobbsie), 59, radio artist at KOMO-KJR, Seattle, the past three years, in that city February 20. He began his radio career 20 years ago, and for nine years headed the Coast radio program, *Ship of Joy*, which was occasionally broadcast ship-to-shore from the S.S. Malolo on her Hawaiian cruises. Before entering radio he had toured Alaska selling phonograph records and player pianos. He also sold films in Seattle at one time. Survived by a daughter, a son and a sister.

John T. McCaslin

John T. McCaslin, 67, veteran Baltimore promoter, park operator and booking agent, at the home of his daughter in Glen Ridge, N. J., February 27. He had been in ill health for several years.

Known as "John T. the Fixer," he operated the Baltimore Theatrical Exchange for the past 50 years.

His career began as a boy baritone, and he toured with carnivals and circuses and as a med showman. He was one of the pioneers in the development of Baltimore amusement parks. He managed Carlin's Park, Baltimore, and the Midway for the Maryland State Fair and many smaller fairs for many years.

Survived by his daughters, Mrs. Lillian Hawkins, Glen Ridge, N. J., and Mrs. Nellie H. Bittorf, Baltimore, who were in vaude several years ago under the name of McCaslin Sisters. Services at the home of his daughter in Baltimore, with interment in Baltimore Cemetery March 1.

DURWOOD—Mrs. Celia Taxman, wife of Edward D. Durwood, general manager of Dubinsky-Durwood chain of theaters, in Kansas City, Mo., February 24. Surviving, besides her husband, are a daughter, two sons and three brothers.

ENGLISH—J. Albert, colored, former theater manager and vaude performer, in Hale Hospital, Montgomery, Ala., February 20, after a long illness. He was formerly manager of the Pekin Theater, Montgomery, and prior to that toured in vaude with his wife, Mamie Streety, as English and English, hoop rollers. Act was with Williams and Walker, Black Paddy, Silas Green and E. S. Winstead shows. Survived by his widow and a daughter. Interment in Lincoln Cemetery, Montgomery.

FELLERS—H. B., 66, vice-president and secretary of K. L. King Music Publishers, Fort Dodge, Ia., in that city February 24. Interment in North Lawn Cemetery there.

GASSAWAY—E. G. (Doc), 82, former blackface comedian and med show operator, in Fort Worth recently. Survived by three brothers, Hunter, Will and Henry, and three sisters.

HARTZ—F. Frederick, 81, an associate in the Detroit Properties Association, syndicate which built the Michigan and United Artists theaters, major downtown Detroit houses, at his home here February 28. He was a member of the Players Club. Survived by his widow and two children.

HARVEY—Mrs. Ethel, wife of A. J. (Al) Harvey, carnival concessionaire, in Blankstone, Va., February 13.

HEWITT—Harold J. (Harry), 62, former vaude actor, following a year's illness at his home on Beadle Lake near Detroit, March 1. He toured with his wife in a novelty act and with Joe E. Brown in *Jim Jam Jems*. Survived by his widow, Emma G., and two sisters, Mrs. J. J. Carroll Sr., Milford, Conn., and Mrs. George K. Green, San Francisco.

JARVIS—William Henry, 65, well known in the amusement field thru his long association with the Danbury Agricultural Society which operates the Danbury Fair and Danbury Speedways, Inc., a local midget-racing project, February 29 in the Danbury (Conn.) Hospital where he had been under treatment following a heart attack. He had been identified with public entertainment enterprises for nearly 50 years. His initial venture in that field was as operator of Kenosia Amusement Park, a popular local resort which he conducted until its properties, including a large outdoor theater, were destroyed by fire about 18 years ago. He was past exalted ruler of Danbury Elks' Lodge. Survived by a son, Charles Irving Jarvis, who is superintendent of races of the Danbury Agricultural Society. Services and interment in Danbury March 3.

JOHNSON—William Edward, 59, concert singer and voice teacher, at his home in Scarsdale, N. Y., February 29. He was on the opening program of the Roxy Theater, New York. Survived by his widow, a son, two daughters and four brothers.

KELLERHOUSE—John, 75, father of Lee Smith, circus policeman, at a Newark (N. J.) hospital February 27 following a long illness. Services and interment in East Newark Cemetery.

LAWRENCE—Maurice E., 55, composer and musical director, in Hollywood February 16. He was recently connected with Columbia but before that had supervised music at Paramount for 20 years, until 1940, when he resigned. He had written musical scores for numerous motion pictures, including *When Knighthood Was in Flower*, and was also musical director of the Million-Dollar Theater, Los Angeles, under Sid Grauman at one time.

LAWSON—Thomas, pioneer rancher of Hussar, Alta., and former Calgary Stampede judge, at Drumheller, Alta., February 18.

LELY—Durward (James Durward Lyaall), 93, creator of many of the tenor roles in Gilbert and Sullivan operettas, in Glasgow March 1. Having joined the D'Oyle Carte Opera Company in the late 70's, among the roles he created were Nanki Poo in *The Mikado*, the Duke in *Patience*, Richard Dauntless in *Ruddigore*, the Earl Tolloller in *Iolanthe* and Cyril in *Princess Ida*. He retired 30 years ago.

LEWIS SR.—Fulton, 74, Washington attorney and father of Fulton Lewis Jr., Mutual radio commentator, in Washington March 1 after a long illness.

Survived by his widow, two sons and a daughter.

MCCAW—Abraham Shaw, 68, vaude musician, of pneumonia at Receiving Hospital, Detroit, February 7. He played in many theater bands and with his brother, Archie, toured in vaude in a musical. Later he was with the Thomas Saxotette and Archie Nicholson Trio on world tours. Survived by his brother, Archie McCaw (Nicholson), Woodstock, N. Y., and sister, Dorothy, Fort Francis, Ont. Masonic services in Detroit.

MCCROSSIN—William J., musician, February 20 in St. John, N. B., following an illness of several weeks. He had been a member of bands and orchestras for about 35 years. Survived by his widow, four sons and two daughters.

McKAY—Frederick, 73, retired theatrical executive and former drama critic on the old *New York Evening Mail*, at Bar Beach Nursing Home, Port Washington, L. I., N. Y., February 29. He began his newspaper career in 1885 as a reporter of theater news for the old *Dramatic Mirror*, and later was reporter and drama critic on the old *Dramatic News*, the old *Mail and Express* and *The Morning Telegraph*, all of New York. In 1896 his book, *Famous American Actors of Today*, was published. He became business manager and press representative for the Charles Frohman and Charles Dillingham productions around the turn of the century, and later was also business manager for Blanche Ring, Katharine Cornell, Holbrook Blinn, Helen Hayes and other stars. From 1931 until his retirement five years ago he was company manager for Gilbert Miller. Services at the Walter B. Cooke Chapel, New York, March 3.

MATTHEWS—Bruce, 26, radio actor, in the studio of National Broadcasting Company, New York, February 23. He had gone to the studio to audition for a dramatic role on the *Green Hornet* radio program.

NOONAN—Felix, 40, singer, at his home in Cleveland February 29 after a long illness. A member of Chorus Equity, he was with the Aborn Opera Company and St. Louis Municipal Opera company, appearing in *Chocolate Soldier*, *Flying High* and other productions. He was also in vaude with Lester Cole and in a skit *Pirate Queen*. Survived by his widow and his parents.

NUNES—Leonard, 69, musical instrument manufacturer, recently in Los Angeles. He was native of Portugal and had resided in Los Angeles 31 years. Services February 28.

PAYTON—Edgar L., 60, showman, in his home in Salsville, O., February 16. Survived by his widow, Mrs. Olive Payton, and adopted daughter, Mrs. Olive Lindner. Interment in City Hospital, Lancaster, Mo.

PURCELL—Arthur J., 48, radio script writer and composer, in Hollywood February 24. He was found dead at the wheel of his car due to a blood clot in the heart. Requiem High Mass in the Immaculate Conception Church, Los Angeles, February 29, followed by naval ceremonies at the Sawtelle (Calif.) Military Cemetery.

RAVELL—Kay, 33, burly dancer, in New York February 14 from typhoid fever and pneumonia. Survived by her mother of New York. Interment in Detroit.

ROSE—John K., 41, a trustee of the Cincinnati Zoological Society, suddenly at Christ Hospital, Cincinnati, February 28. He also was secretary of the Cincinnati Board of Park Commissioners since 1927. Survived by his widow, Helen; two sons, Donald and John K. Jr.; his mother, and a brother, George, Jackson, Mich. Services at W. Mack Johnson Funeral Home, Cincinnati, March 1.

SHELDON—Mrs. Marion W., 58, motion picture and stage actress, in Hollywood February 28. She was on the stage in the East before moving to the West Coast in 1917. Survived by two daughters, Mrs. Virginia Kenny, Hollywood, and Mrs. Palmer Edwards, wife of Brig. Gen. Palmer Edwards, Washington. Services in Hollywood March 1.

SIMMS—Charles A., 34, theater operator, February 27 of a heart ailment at his home in Detroit. He formerly owned the Arc Theater, Detroit, and was at various times manager of the United Artists and Granada theaters there, as well as the Punch and Judy in Grosse Pointe, Mich. Survived by his widow and two children. Interment in Holy Sepulchre Cemetery, Detroit.

SLACK—Henry Clay, 76, who took part in the original Pecos (Tex.) rodeo

in 1893, in a Fort Worth hospital March 2.

STUART—Donald, 46, screen and radio actor, in Hollywood February 23 after a heart attack.

WAGNER—Nicholas C., 74, member of Pacific Coast Showmen's Association and at the time of his death a film checker for Warner Bros. Pictures, in General Hospital, Los Angeles, February 29. Before moving to Los Angeles 14 years ago he was the road agent for dramatic shows. He also had been associated with outdoor attractions in the Los Angeles territory. He was a native of Independence, Mo. Services at Immaculate Conception Church, Los Angeles, March 3. He leaves his widow, Mrs. Georgia E. Wagner, Los Angeles.

WEISS—Ferd, 68, musician, at his home in Cincinnati March 1 after a long illness. He had been with the Cincinnati Symphony Orchestra since its inception 49 years ago and for the past 12 years was both librarian and member of the trumpet section. He was first trumpeter for 16 years. He also played with the John C. Weber band and was leader of the former Standard Theater, old Cincy burlesque house. He was a member of AFM, Local No. 1, for 50 years. Survived by his widow, Mrs. Otilia Weiss, and two daughters, Mrs. James Fisher, Elizabeth City, N. C., and Rosalind Weiss. Masonic services at the Busse & Borgmann Funeral Home, Cincinnati, with interment in Spring Grove Cemetery there March 4.

WHALEN—J. A. (Pat), 56, a director and superintendent of speed of the Brown County Fair, De Pere, Wis., for the last eight years, of a heart attack February 13. His connection with the Brown County Fair began in 1935. Last year he was a judge at Wisconsin State Fair race meet. Survived by his widow and two sisters.

ZIEROLD—Paul C., 64, well-known Atlantic City musician, February 26 in the Atlantic City Hospital after a long illness. Survived by his widow, Martha; a son, a daughter and a sister. Services in Atlantic City, with interment in Galloway Township Cemetery there February 29.

Correction

The report in last week's Final Curtain of the death of Albert Caro, known professionally as Albert-Alberta, was "grossly exaggerated." No better source than Caro himself is the supplier of this amended information. *The Billboard* apologizes to the performer for any embarrassment which may have been caused by announcement of his "death."

Marriages

CHIPMAN-KENNEDY—Harry B. Chipman, who had been press agent with Cole Bros.' Circus before entering the army over a year ago, to Marge Kennedy, formerly with the White City Shows, February 27 in Tia Juana, Mex.

CLARK-WOOTEN—Henry (Hank) Clark, bass player with the Five Kings, Philadelphia cocktail combo, to Virginia Wooten, vocalist with the unit, in Cleveland February 20.

GOLDBERG-BAIDER—Seaman Frederick H. Goldberg, nonpro, to Eleanor Balder, former actress with the German-town Players, Philadelphia, in Cohise, Ariz., February 24.

JONES-STREET—Lieut. Robert Maby Jones, nonpro, just returned from two years' duty overseas, to Jimmie Lee Street, daughter of Mr. and Mrs. E. R. Street, owners of the Reagon Bros.' Show, at Bronwood, Ga., February 12.

KELEY-LIPE—Pfc. Loyd Kelley, with the Army Air Force at Miami Beach, Fla., and formerly of Great Sutton Shows, to Imogene Lipe, formerly of Sol's Liberty Shows, in Miami February 4.

LALA-USHER—Johnny Lala, with Joe Frassetto's orchestra at Station WIP, Philadelphia, and Jean Usher, of the service staff of Frank Palumbo's Cafe, Philadelphia, in that city February 6.

MAYNE-HAY—Pvt. Alphonse J. Mayne, formerly with Zapple Zavatta Troupe, to Mary M. Hay, known professionally as Mary St. Claire, of St. Claire Sisters and O'Day, at Columbia, S. C., December 23.

MOORE-GREENO—Harvey (Fronchy) Moore, concessionaire on Wallace Bros.' Circus, to Emily (Sunny) Greeno, dancer, in Hot Springs February 8.

MUNN-SANTOS—Sgt. Bernard (Buddy) Munn, formerly with Golden Belt and Byers Bros.' shows, to Pfc. Celia Santos, nonpro, at Our Lady of Sorrows Church, McAllen, Tex., February 9.

PHILLIPS-GORDON—Arthur Phillips, booker with the Tony Phillips Agency, Philadelphia, and Anne Gordon, of the (See MARRIAGES on page 55)

UPPED COSTS IN REV ACT

Overhead New Factor With Contracts

Major Fraction Aid

By MAX COHEN
General Counsel, American Carnivals Association, Inc.

ROCHESTER, N. Y., March 4.—The Revenue Act which was pending in Congress since last year was passed after reference to a conference committee of both houses, was vetoed by the President and then passed over the President's veto. Although early indications were that the bill would become law without the President's approval, it has become law in spite of his disapproval. Some of the more important changes effected by the new law and their relationship to the outdoor amusement industry, are:

Admission Taxes

As of April 1, 1944, the tax on admissions is increased from 1 cent for each 10 cents or fraction thereof to 1 cent for each 5 cents or major fraction thereof. Originally the proposal was to make the increase 2 cents for each 10 cents and it was also proposed to make it a flat 20 per cent tax. There was considerable sentiment for exempting tickets selling for less than 15 cents, but in the final analysis the rate is 1 cent for each 5 cents of admission charged or major fraction of 5 cents. The latter provision as to major fraction will be extremely helpful to shows in arriving at total sales prices of tickets, including the tax charged therein, in figures which make for easy computation and rapid change making.

The increases in postage rates made effective by the new tax law go into (See REV ACT UPS COSTS on page 39)

Jones Expo Staff Takes on Additions

AUGUSTA, Ga., March 4.—An added force is in Johnny J. Jones Exposition quarters here, and Louis Rosenberg, advertising agent, will report March 10 to bill Augusta for the opening March 25, reported Walter D. Nealand. Staff additions include W. A. (Bob) Hallock; Ted Cope, concession secretary; Hal Elfort, Lancaster, O., who will be assistant to Ralph G. Lockett, secretary-treasurer. Among recent arrivals are Harvey and Marguerite Wilson, readying their new Noah's Ark Funhouse; Fred Sawyer, assembling the minstrel show cast; Charles Knoller, talker, and B. A. Stephens Sr. and B. A. Stephens Jr., carpentry department.

Bill Sterling, contracting agent for West's World's Wonder Shows, was a visitor, and Harry Ross stopped off to visit Co-Owner Morris Lipsky. E. Lee Thompson, Alken, S. C., arrived with his crew to take charge of the dining car. Danny Boyd, steward, is serving meals in the quarters cookhouse. Joe Johnson, concessionaire, and crew are here. Most of the show fronts have been erected on the Exchange Club Fairgrounds for repainting. Mike Padden joined the paint crew, assisting Jack Synaxe, artist.

Fun Hungry Areas

AMUSEMENT needs in some production centers now crowded with war workers and where insufficient fun facilities exist are listed by the Office of Civilian Requirements of the WPB in a survey beginning on page 3 of this issue.



A \$50,000 SMILE. Ted LeFors (left), president of the Pacific Coast Showmen's Association, Los Angeles, has reason to smile. He is viewing a report showing that the PCSA members bought \$50,000 worth of War Bonds during the first week of a 30-day drive to sell \$75,000 in War Bonds necessary to have a bomber named for the club. Presenting LeFors with the check is Joe Glacy, who heads the War Bond drive for the PCSA.

Hyalite Will Debut At Fete in Bonham

BONHAM, Tex., March 4.—The Hyalite Midway will open its season in uptown Bonham at the Lion's Spring Festival March 15. This is the first time that the show wintered here and this location will be followed by dates going into the Dakotas for July 4. Members are coming in daily. Curley Akers, of cane-rack note, arrived from Kansas City, Mo., with Donald Cassity, and they are readying their concessions.

General Agent H. M. Doebber, Tulsa, is setting a few more dates before coming into quarters. Jack Rose, show mechanic, is putting finishing touches on rolling stock. G. W. Burton, Wheel foreman, will come from Harlingen, Tex. Mr. and Mrs. Harold Colean, San Antonio, are preparing their concessions.

A letter from the Giffords, builders of the Little Mechanical Farm Show, advised that they may not go out this year because of the health of Gifford, who has been bedridden most of the winter. They closed with the show at De Queen (Ark.) Fair last year and returned to their home in Denver. His brother, Jack Gifford, will have his show out; also Ben Roweth. Some equipment purchased from Claude Bremer has been added.

Dodsonites Do All Right at GW Laredo Cele; Rally in Quarters

BEAUMONT, Tex., March 4.—Attractions which went from quarters of Dodson's World's Fair Shows here to the George Washington Celebration in Laredo, Tex., report success, said Paul Barron. Charles Goss, with his Fly-o-Plans, and Ray Cramer, with Dodson's World's Fair Oddities and Circus Side Show, had gratifying business and, although hampered by weather at the opening, later days were productive.

Work on canvas here under "Dutch" Schneider, entering his 12th year with the shows, has resulted in complete repairs in addition to nine tops acquired during winter. George (Pinkey) Eggars and crew are finishing work on the new wagon front for the minstrel show, Louisiana Lou. Work is now to start on the last front to be built, one for Dodson's Fire, Water and Electricity spectacle, to be featured and utilizing a canopy for presentation. Mrs. Ella Dod-

Deluge Holds Bowen's Over

EL MONTE, Calif., March 4.—Bowen's Joyland Shows opened the season February 19 at Five Points here in showers that fell all day and ended in a deluge that lasted four days. The show did not reopen till February 23 between showers. On the next two days weather cleared, was followed by rain Saturday and Sunday.

No show property was damaged and on operating days business was excellent. It was decided to remain here an additional week, reported Walton de Pellaton.

Line-up: Tilt-a-Whirl, Virgil Grovenburg, Robert Ellis; Octopus, Robert Seaton, Don Hauser; Ferris Wheel, Louis Pittaurl, Jack Bright; Merry-Go-Round, Maxwell Taylor, Thomas McClendon; ticket takers, Jacqueline Barker, Marrel Woods, Robert Zilko, R. D. Kincaid. Jungledand Show is operated by Mr. and Mrs. Virgil Grovenburg and Dog Show by Professor Woody.

Concessionaires include Harry H. McClellan, popcorn, peanuts, candy floss and candy apples; Calvin Enfield, two ball games, penny pitch, hoop-la and darts; Joseph Blash Jr., cigarette shooting gallery and jingle board; Sammy Koomas, watch-la and darts; Dan Dix, grab. More rides, concessions and shows will be added, the management said. As special attraction for this spot, the miniature train of Jim Smith was added. Lots around Los Angeles and Southern (See Deluge Hits Bowen's on page 39)

Some G. & S. Rides Will Stay at Biloxi

BILOXI, Miss., March 4.—Gentsch & Sparks Shows get good business with several rides and concessions on the beach here, reported Jack Oliver, who returned with J. A. Gentsch from a booking tour in Kentucky, Indiana and Mississippi. A few rides will remain in Biloxi, with George Cain in charge, when the show opens in Natchez, Miss., March 6.

There has been much rebuilding and there will be new canvas for the Minstrel Show and marquee. Pat Brown, who completed a new office for the show, is building show fronts. Minstrel and Posing Show fronts were purchased from the Royal American Shows, the management said. Mrs. Sparks entertained several relatives recently. Mrs. Gentsch is recovering from an illness.

Hennies To Play Ionia

CHICAGO, March 4.—J. C. McCaffery, general agent of Hennies Bros.' Shows, announced today that the show had been booked to play Ionia (Mich.) Free Fair.

Canvas and Rope

ESTIMATES of canvas and rope to be required by carnivals and circuses during the year beginning next June 30 have been submitted to the War Production Board by the Office of Civilian Requirements in Washington. Story on first page of the Circus Department in this issue.

GG Trouping Okay in Calif.

SANTA ANA, Calif., March 4.—Golden Gate Exposition Shows, which have been playing this winter in Central and Southern California, have lost only two show days because of weather, reported Secretary Lou W. Johnson. He said transport difficulties and labor shortage had been overcome, and that the show carried about 70 people with four rides, three shows and about 17 concessions, and Capt. Eric Van der Wall's re-enactment of Daniel in the Lion's Den as free attraction.

With the engagement here the Orlo Wach's Sparton Bros.' Trained Animal Shows were expected to join, giving a circus performance as free attraction, with five additional shows and a pony ride for the midway. Show moves on trucks and trailers, with sleeper accommodations for employees. Executive department: J. J. (Jack) Dillon, manager; R. W. (St. Louis) Brown, superintendent of privileges; Whitey Aldrich, lot superintendent; James Stewart, transportation; Fred Brozzell, electrician; Phyllis Dillon, treasurer; Lou W. Johnson, secretary; Dan J. Meggs, general agent. Roy Jack Brooks on the front entrance and Tom Bailey is press agent back with the show.

Concessions: Arthur Anderson, 2; Vic Davis, Whitey Sears, Doc Gilligan, Sam Shaffer, Ray Gordon, Danny Callahan; R. S. Brown, 4; Louis Baker, Benny Fox, Robert Lee Bells, John L. Lorman, Tom Tellis, Monte Stephens, Bill Herdle, Tom Bailey, 2; Finis Coggins; Blackie White, cookhouse, cats and slum; Mrs. Ray Gordon, candy apples.

Smith Is Finishing Work in Cumberland

CUMBERLAND, Md., March 4.—Clyde Smith Shows, owned and operated by George Clyde Smith, in quarters here, have finished work on equipment under direction of Pop Seitz, reported Bobby Kork. Owner Smith, back from a booking trip, said he had contracted 10 fairs, 10 celebrations and all still dates.

Staff is the same as last season: Prince Omwah, secretary; Sam Collier, sound system; Clarence E. Seitz, mail and The Billboard sales agent. Attractions: Splicey Copeland's Brown Skin Models; Peggy Ewell's Gay Nineties, Jimmy Dugan on front; Doc Thomas's Artist and Models Girlske Revue; Neoma's African Python, Major Fox, manager; Dave Gorman's Circus Side Show; Congo's Burma Slave Market, Albert Brown, manager.

Prince Omwah is here in the office and supervising details for the opening in Altoona, Pa., April 15. Mr. and Mrs. Hiram Beal, in Cleveland, are working out some innovations for their concessions. Jack and Dorothy Rockway will come from Griffin, Ga., to construct a new bingo. Mike Bosco will have five concessions. Mary Lee and Dolores Mae Smith have framed two modernistic booths. Gus Rogakos will operate the cookhouse for the tenth consecutive season.

ing in quarters, awaiting arrival of Richards to begin some changes on the swing. Mr. and Mrs. Anton Pugel returned from Milwaukee. Mr. and Mrs. Harry Suss arrived from New Orleans; he is revamping his Truth-About-Life (See IN DODSON QUARTERS on page 39)

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, March 4.—At a meeting of the finance committee February 29, attended by Chairman Clem Schmitz, Jerry Gottlieb, Ross Manning and Auditor Herb Levens, some reforms were instituted and business shortcuts suggested. Sale of tickets for the Barn Dance on the night of March 10 assures success, reported Chairman Jimmy Davenport. There will be no charge for the St. Patrick's Party in the clubrooms, sponsored by the Auxillary.

William Judkins Hewitt is in Metropolitan Hospital, Welfare Island, New York, with a dislocated hip. "Bibs" Malang was discharged from Veterans' Hospital, the Bronx, after a two-week rest and check-up. Frank Schillizzi, also there, is recovering from a serious operation. Robert Newman is in Coney Island Hospital. Pfc. Eddie Kalin is in Station Hospital, Ward A, Syracuse, air base.

Al Baker in from his Baltimore cabaret for a few days. Al McKee, superintendent of Lewis-Greenspoon interests, Virginia Beach, Va., sustained an injured hip. Harry and Edward Finnegan in from Atlantic Highlands, N. J. Past President Art Lewis returned to Norfolk, Va., after a short visit. President Oscar Bueck is back in Troy (N. Y.) winter quarters. William R. (Red) Hicks back from the south. Tommy Pell had as guests sailors Ray Benedictus and Joe Greenwood. Sailor John F. King has recovered from a recent illness. Sid Goodwalt entertained Corp. Ed Ettinger from Camp Howard, Texas. Pfc. Bill Moore has been transferred to Camp McCain, Miss. Louis Candee is reported ill. Mrs. Dwight Bazinet, St. Paul, was here making purchases for the Bazinet Shows and Harriet Island Park, St. Paul. Her husband is in the quartermaster's department, operating in Iran.

Ladies' Auxiliary

After a brief business session February 23 members adjourned to the men's meeting room, where the second box lunch party was held. Orest Devany was auctioneer and the contest was lively. Net was \$164 for the iron lung fund. On March 1 the annual Secret Pal Party was attended by about 50, arranged by Past (See NSA on page 40)

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Club Activities

Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, March 4.—President Ted LeFors presided at the Monday night meeting, with Vice-Presidents H. A. (Pop) Ludwig and Hunter Farmer; Bill Hobday, secretary, and Eddie Tait, treasurer on the dais. Staff Sgt. Roy Clark and Capt. E. J. Kelley were in honorary chairs. A letter expressing appreciation of PCSA tributes to the late Lew Hoffman at Santa Ana was signed by Otto Needlehoffer, Lena Hesick and Sophia Dugan. Pvt. Albert J. Olson sent a letter thanking the club for the War Bond drive of \$45,000. Joe Krug read a letter from Pvt. Jimmie Lynch in Ireland. Charles McCarthy applied for membership and Charles (Shorty) Wrightsman for reinstatement.

President LeFors turned over the gavel to Vice-President Hunter Farmer in the latter part of the meeting. Farmer is leaving soon for opening of the West Coast Shows. The "Two Jimmies," Dunn and Gallagher, sick and relief committee, (See PCSA on page 40)

Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, March 4.—Meeting February 28 had President Harry Stahl presiding, with 72 present. Communications came from the Showmen's League of America, Red Cross campaign headquarters and Ray Marsh Brydon, who sent a \$5 donation to the judge's fine box. President Stahl assessed members \$1 fines for failing to applaud the donation. Weekly proceeds from the fine box are turned over to the service fund.

On motion of First Vice-President Jack Gallagher the board of directors will study the club's charitable activities and prepare a 1944 budget. Discussion revealed that the MSA is now contributing to 21 charitable enterprises and that the list is growing.

Service committee read letters from Jack Fletcher, RCAF; Pvts. Niese Sobel, Irving Rubin, Harry Levine, Joe Eule, C. J. (Olson) Olszewski and Corp. George Schroeder. Donation of a \$25 War Bond by Hymie Sobel was acknowledged. Committee's policy of addressing and stamping envelopes and pinning them around the writing desk has greatly increased correspondence to servicemen. Herman Aarons and Eddie Carton have arrived from Boston. "Cap" Seymour still in Grace Hospital, Hymie Stone at home and Joe Vernick in Veterans' Hospital, Rutland, Vt.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, March 4.—Another big attendance was out February 24, with President John H. Maher, Secretary Francis L. Deane and Treasurer Leo Lang in the chairs. Committee headed by John Sweeney on arrangements for the St. Patrick's party and dance in the clubrooms March 18 reported details completed with the committee of the Missouri Show Women's Club. There will be a dance orchestra and specialty acts.

Membership drive is going strong, and elected to membership were C. R. Frank, Harold G. Taylor, Edward Malbin and John Calto. Prospects are that President Maher will be donor of numerous \$25 War Bonds, as he told members upon taking office that he would donate a War Bond to very member who brought in 10 or more new members in the drive. Lunch and refreshments were served.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., March 4.—At the meeting February 25, with Vice-President Clay Weber, Secretary G. C. McGinnis and Treasurer Harry Aitshuler in the chairs, Starr De Belle, Peter Korties, W. H. Meyer and C. Wrightman were voted into membership, President C. F. (Doc) Zeiger having sent in applications of the three last named. Kangaroo court was held on L. K. Carter, after which members retired to the Reid Hotel buffet for lunch and beverages in honor of Harold (Whitey) Elliott, on furlough from Camp Polk, La.

During the meeting President E. Walter Evans and Claude R. Ellis, outdoor editor, of *The Billboard*, were elected to honorary life memberships. Chester and Ruth Ann Levin returned from a month's vacation and a visit with their son, Leo, who is in the armed forces, stationed in California. Banquet and Ball and Silver Jubilee committees will soon begin exploiting a gala week celebration, to start December 25 and be climaxed with the banquet and ball New Year's Eve in one of the leading hotels.

Ladies' Auxiliary

The auxiliary's 24th anniversary was observed at a social night February 25, when 39 members met in the corridor of the Hotel President and to the strains of *The Stars and Stripes Forever*, played by Trixie Clark, marched into the Aztec Room. Tables were decorated in red and white, club colors, with candlesticks, each holding two lighted candles, on a large red mat. Around the tables large red hearts were on the lower edges. Centerpiece, a birthday cake with 24 candles, was on a small table in front of the speakers' table, with a large basket of flowers from the men's club as background. Invocation was by Chaplain Mae Wilson. Beside each place card were a gardenia, gift from Stat's Flower Shop, and club favors, a red-and-white linen handkerchief in a red-and-white heart box.

After a delicious dinner Myrtle Duncan, first vice-president, welcomed members and introduced Bird Brainerd as (See HASC on page 40)

Miami Showmen's Association

236 West Flagler Street
Miami

MIAMI, March 4.—Presiding at a special meeting of directors on the afternoon of March 20 was President David B. Endy. Invited guests were Max Linderman and William (Bill) Block, of the National Showmen's Association. Board voted a substantial donation to the Community War Chest Fund. New members elected are James Finnegan, James R. Casey, Richard Kyle Fox, Carl G. Sisk Jr., Louis Condell, Pete Christian, Francis P. Kelly, Charles E. Day and Bennie Boswell; in armed forces, Douglas Covington, Sgt. James Welch, Frank L. Darrezzl, Michael Pappas and Moe Winniman.

House committee, Lefty Garber, chairman, reported new installations for the restaurant had been completed. A rising vote of thanks was given John McCarthy, active on the house committee. Speakers at the last meeting were J. C. McCaffery, past president Showmen's League, and Max Linderman, past president National Showmen's Association.

Among visitors have been Mrs. J. C. Weer, James E. States; Manny Brown, vice-president Michigan Showmen's Association; J. C. McCaffery, Max Linderman; Pete Christian, Circus Saints and Sinners, Richmond, Va.; Eddie Yeager and Phil Isser. Matthew J. (Squire) Riley left for Philadelphia to ready for the season. Ben Weiss left for Jacksonville to open with the West Shows. Jack Gilbert left for winter quarters, Richmond, Va.

Showmen's League of America



Sherman Hotel
Chicago

Ladies' Auxiliary

At the meeting on the night of February 24 in the Hotel Sherman on the rostrum were Mrs. William Carsky, president; Mrs. Michael Doolan, first vice-president; Mrs. George Rollo, second vice-president; Mrs. Nate Hirsch, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was by Chaplain Bessie Mossman. Members gave silent prayer for member Elma Koss, who died in Tampa February 21, remains being sent to Chicago for interment in Milwaukee. Sick list includes Marie Brown, Anna Jane Bunting, Mrs. Al Miller and Viola Blake.

Letters came from Viola Blake, Elma Koss Killips, Blanche M. Scott; E. Lenore Freshman, secretary Women's Auxiliary, American Hospital; Patricia Buchanan and Pvt. Peter E. Foyer, in the South Pacific. Social on the night of March 2 had Nan Rankine as hostess, assisted by Elsie Miller, secretary. Mrs. Lew Keller, past president, is vacationing in Philadelphia. Letter came from Lee Gluskin, who is in Tampa.

Rocky Mountain Showmen's Club

Fraternal Building, 14th and Glenarm
Denver

DENVER, March 4.—At the February 29 meeting these new members were elected: Mr. and Mrs. Max Levin, Alex Risoli, Pearl Beary, Alva and Belle Gifford, Karl J. Johnson, Mrs. Harry Seifer, James J. Wells, George and Emma Wildermeir; Pete, Ben and Everett Suttle; W. H. Fisher and Orville L. Rose. First an-

(See RMSO on page 40)

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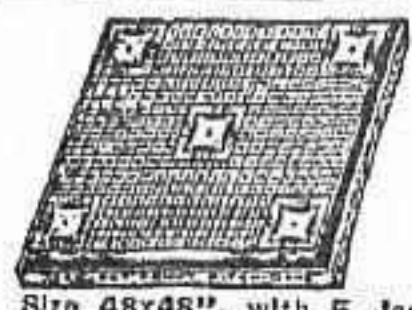
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Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

EARLY openings!

LON RAMSDELL, who will be assistant manager of the O. C. Buck Shows this season, was in Cincinnati last week doing exploitation for United Artists.

MR. AND MRS. W. J. (BILLIE) ROSE will leave Birmingham April 1 for Seattle and the Girl Show on the American United Shows.

OLD-TIME trouper, Arthur (Slim) Mitchell, also known as Tropical Slim, is in Cowlitz County Hospital, Kelso, Wash.

BERTHA BERT, formerly with Al Renton and Mighty Sheesley Midway, will open with the Bancroft Side Show on the John R. Ward Shows in Baton Rouge, La.

EDWARD C. ANDREWS, side-show man, reported from Ward 6, Veterans' Hospital, Dayton, O., that he was recovering from an operation.

SOME indulge in pleasures forbidden to their help.

E. T. RAMSEY AND JIM STUTZ, formerly of the W. C. Kaus Shows, who



CARL HAGAAR, who was with Sam Fidler's United Shows in 1941 and who operated his own side shows on carnivals for a number of years, is stationed at the Los Angeles port of embarkation on military police duty.

have wintered in Charlotte, N. C., will soon take to the road.

CAPT. DAVID (DOC) BARNETT, of whale-show note, has joined the staff of the Los Angeles ostrich farm, near Selig's Zoo, as lecturer.

L. J. TROUTMAN, formerly with Henries Bros.' Shows and Buckeye State Shows, will not be on the road this season.

GEORGE A. LAMONT, who sustained serious spinal and internal injuries, is at his home in Aransas Pass, Tex., reported Charles Dobbins.

MADAME MARGURITTE, mentalist, formerly with the Royal American Shows, who is playing night clubs, reports excellent business, being current at the Club Belvedere, Utica, N. Y.

MRS. HERMAN WEINER penned from Miami that her husband, who has been stationed in Kodiak, Alaska, for the past year, was expected home on a 15-day furlough.

REMEMBER when workmen didn't make enough money to get into trouble?

MRS. HELEN BENNETT, wife of H. E. Bennett, entered Baptist Hospital, Little Rock, March 1 to undergo a major operation. Both have been in the Jacksonville (Ark.) ordnance plant.

MRS. JACK RUBACK returned to her home in San Antonio last week after three weeks in Phoenix, Ariz., where she visited her brother, a lieutenant in the army and stationed there.

ALBERT WRIGHT arrived in San

Antonio last week to prepare for opening of the Alamo Exposition Shows in Austin, Tex., March 11. He is secretary and assistant manager.

MR. AND MRS. F. C. YAGALA, who returned to Los Angeles from Oakland, Calif., after a brief vacation in Southern California, will leave to join the Archie Clark show.

H. R. MARTENEY, general agent of Capell Bros.' Shows, and his wife were callers at Cincy offices of *The Billboard* March 2 en route to Haskell, Okla., quarters of the show, which will open there March 18.

AT THE annual meeting of Wisconsin Association of Fairs in Milwaukee, reported William R. Dyer, Dyer's Greater Shows, he contracted fairs in Ladysmith, Nellsville, Medford, Mineral Point, Ellsworth and Lancaster.

IF a customer knew the opinion that some booth agents had of him, he'd start apologizing for being a customer.

FORMERLY with Johnny J. Bejano, Georgie Spears Jr. will have the Georgia Swamp Girl, annex attraction in Joe Slanpel's 10-in-1 on the Bill Hames Shows. Mabel Slanpel will lecture and Bob Bobette will conduct sales.

AL (RABBIT) REID and family, formerly with Bantly's All-American Shows, reported from Riviera Beach, Fla., that they booked their cookhouse, popcorn,



PFC. DANIEL ROBICHEAU (Danny Deveau), ASN, 31,204,270, Med. Det., AAFIS (I. P.), Byron Field, Texas, formerly with A. J. Budd's Freaks on Parade, Bantly's Shows, Ted Metz, Carl J. Lauther, Hymie Wagner and at Coney Island, N. Y.

ball games and hoop-la with the O. J. Bach Shows.

ROBERTA-ROBERTS (Homer R. Sharar) has contracted to appear with the Johnny J. Bejano Side Show as annex attraction on the World of Today Shows, leaving Beaver Dam, Wis., for Muskogee, Okla., about the middle of March.

AFTER playing army camps, Jerris Jackson reported from Nashville that his Hep Cats are playing theaters to excellent business. Last show in Nashville will be March 26 before joining the J. C. Weer Shows. John H. Jarrette is home on a leave from the navy.

TEXAS TOMMY (Tommy Henderson), wife of John Henderson, reported from Rensselaer, Ind., that she and her husband plan to operate a Ferris Wheel again this season. Last season they operated the ride on the World of Mirth Shows.

WORKING for a moneyed towner who starts his own show may have some disadvantages—but we feel more comfortable.

DOROTHY LEWIS, whose Monkey Show and Trained Animal Show has been on Wallace Bros.' Shows of Canada the past four seasons, returned to her winter quarters in Jackson, Mich., after a trip

to New York. She will be with the Wallace shows.

FLORENCE AND LLOYD LUSBY entertained Mr. and Mrs. Jack Lee and Mrs. Rush P. Green at the Lusby home in Los Angeles February 25, occasion being the departure of the Lees to join West Coast Victory Shows. There was a spaghetti dinner and cards.

AFTER being with Capell Bros.' Shows, Mr. and Mrs. Fount P. Duston, who have been operating a clock repair shop in Stillwater, Okla., to excellent business, report they purchased several concessions and a Kiddle Aeroplane, which they plan to take out.

RAY McQUIRE, carnival and circus electrician, wrote from Evansville, Ind., that he was working in the electrical department of a shipyard. Last season he was in a shipyard on the West Coast and doesn't believe he will be back on the road until after the war. In 1941 he was with the Johnny J. Jones Exposition.

TWO of the oldest showmen in America are seen daily on streets of San Francisco, Louis Fladel, pioneer carnival operator who has been retired a number of years and who was last active in the Hawaiian Islands, and Charles (Butch) Geggus, veteran circus and outdoor show operator, Arthur Craner reports.

Sgt. Hymie Ruback returned to March Field, Calif., where he is stationed, February 18 after a 15-day furlough in San Antonio where he visited his brother, Jack, owner of Alamo Exposition Shows, and in Kansas City, Mo., where his mother and a brother reside. He was formerly with the shows.

"REASON why I gave up my hotel room office," remarked a manager, "is that the fair booking season is over and it has served its purpose."

LEAVING Mobile, Ala., where they wintered, Bertha Bert, Bud Valler and Danny McNamee left for early openings. Valler, who had returned to Mobile after the death of his father in Wisconsin, completed plans for the Oriental Sahara Rose Show. Bert and McNamee were among numerous show people employed at the Alabama shipyards.

ALYNE POTTER MORENCY, putting up lots of paper for the new Campbell Hotel clubrooms of the Ladies'

Mel Dodson's Crying Committee Already Functioning

BEAUMONT, Tex., March 4.—M. G. Dodson, head of Dodson's World's Fair Shows, announced appointment of a Crying Committee to function in winter quarters here and on the road and to hear and render decisions on all grievances and complaints that may come from the show personnel. He feels that with formation of the committee he will have much more time to devote to matters of far greater importance.

With the placing each Monday of a crying post and towel in the center of the midway, those inclined to accept their use will find not only ample space but perhaps sympathy(?) from friends and associates. And by these mediums it is believed the executive committee of the "crying" organization can glean ideas of the true essence and value of divers complaints.

Heading the committee is Charles Clark; co-members are Anton Pugel, Howard Percy, Cecil Hudson, Fred (Jo-Jo) Lyle, Henry Gamble and Carl Safford. Post of arbitration member has been placed in General Manager Dodson's lap. First employee to seek aid of the committee was "Dutch" Schneider, whose "crying" bemoaned the misplacing (as was later ascertained after investigation by the committee) of a sewing needle and palm. Suffice to say, prompt action upon the part of the committee and the finding of the misplaced equipment were evidences of the functioning of the committee as a whole.

Auxiliary, Lone Star Showmen's League, Dallas, opines that she will not join her husband, F. Percy, secretary of the James E. Strates Shows, on the road, but will remain at their Dallas home with the garden, flowers and chickens.

ART CONVERSE and Mrs. (Lady Crystal) Converse, of side-show note, who have been playing night clubs with their mental act this winter, played two engagements in Cincinnati last week before going to their Indiana home to prep for again joining the Johnny J. Jones Exposition to ready the Wild Life Show in quarters in Augusta, Ga.

AN APPRECIATIVE tribute to Charles G. Ziegler, who died February 10 in Detroit, as "A Carnival Man," was published in *The Crusader*, official organ of Detroit Council, No. 305, Knights of Columbus, under date of February 24. James J. O'Brien, who forwarded a marked copy, observed: "This will give an idea of how carnival men are rated by the K. of C."

WHEN we don't hear about some high-powered promoter for a time, we wonder whether he has folded or is just getting up steam for another whirl.

ARTHUR CRANER, outdoor showman of San Francisco and Los Angeles, reports he has been a frequent visitor at the State Capitol, Sacramento, during the past two months. A former attache of the State Senate and familiar with legislative proceedings, he is said to have played an important role in drafting of a recently passed penal reform bill and is working with State officials on an inquiry into ramifications of overlapping and contradictory laws.

L. E. ROBA AND GLADYS COLLINS, formerly with the W. S. Curl Shows five years, visited John Francis and Captain Barnes, high fire diver, in quarters of the John Francis Shows, and also visited Al Wagner's Cavalcade of Amusements quarters in East St. Louis, Ill. They report that Corporal Griggs, former con-

Legend

A HICK TOWN is a place where, when a show goes broke, nobody there has any sympathy for it because it was "taking all the money out of town."

cessionaire and ride operator, is now stationed at near-by Jefferson Barracks. Mr. and Mrs. Collins have been working in St. Louis defense plants nearly a year.

MRS. J. R. GREENE, Connersville, Ind., recently in Cincinnati on business, and her husband had popcorn and caramel corn last year with Baker's United Attractions, and they will again be with that org this season, starting about April 29 and playing in Indiana. At the end of the school term their son, John Richard Jr., will join them. She reported that Jack L. Smith, lead gallery concessionaire on World of Pleasure Shows last season, was also in Cincy on business.

R. G. GONZALES, Side-Show manager on Crafts 20 Big Shows, reported this line-up: Mrs. Edna Gonzales, secretary and first opener; Doc Chamberlain, formerly of Russell Bros.' Circus, second opener; Ralph Banscom, first ticket box; Whitey St. John, second ticket box; Headless Lady Illusion; Mary Singleton, Burning of She; Ralph Page, fire blower; Jean Walters, magnetic neon girl; Betty, performing monkey; Jane Godfrey's two-headed baby; Professor Ishoo, magic; Marlo, mentalist; Bessie Bessette, annex attraction, and Russian Enigma.

AFTER storing his four concessions and renting his trucks, Cliff Bammel, for 25 years connected with circuses and carnivals, has taken the management of concessions for nine theaters in Los Angeles. He reported that he met a number of showfolk, including Murray Fein, Russell Johnson, Dave Fineman; Albina Shea, whose husband, Johnny, is with the armed forces; Ruby Frazier and daughter, Darlene; Mr. and Mrs. Russell (Punk) Ewing, employed in a defense plant, and Bill Carsky, Casey Concession Company, while at the Blitmore Hotel, Los Angeles.

NOTES from Cetlin & Wilson Shows quarters, Petersburg, Va., by General Representative Ben Braunstein: Preparations are on for opening in Petersburg and workmen are coming in daily. In the cookhouse excellent meals are being served. Mr. and Mrs. Jack W. Wilson and Mrs. Margie Cetlin returned from vacations in Miami. New designs on the paper will be used. Visitors have included George Harms, who has concessions on the show; Porter Van Ault and R. Willard Eanes, secretary of Southside Virginia Fair. A new 80-foot front that has been completed will be used for a new unit to join at the opening.

McARDELL'S Midway of Fun, contracted to operate in uptown Brainerd, Minn., will feature bathing beauty contests, style shows, public weddings, sports events and amateur shows, giving War Bonds to winners, and a thrill free act will be used thruout the season, reported Manager E. J. McArdeLL. Construction of a novel 70-foot front and elevated stage was contracted while he was recently in Brainerd completing details with city officials. The Red Cross again this year will get a check donated each week. Globe Poster Corporation is making up special paper. There will be radio spot announcements of special events. Opening is set for May 20.

MRS. J. GEORGE LOOS gave an afternoon dinner party to 14 women at the Cadillac Bar, Neuvo Laredo, Mex., February 25. Centerpiece was a large basket of field flowers, each place was trimmed with favors and each guest was given a gardenia bouquet. Dinner was toasted to a start with cocktails and topped with imported wine. Among those attending were Lina Hill, Kitty Rowlings, Mrs. B. Brundage, Mrs. E. G. Cohn, Mrs. Alta Johnson, Mrs. Harry Beach, Mrs. Helyn Cramer, Mrs. R. H. Ward, Mrs.

"First Things First"

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.



POWERS & CO.

MANUFACTURERS OF

CANVAS GOODS

PHILADELPHIA, PA.

CHICAGO, ILL.

WANTED—GLENN PORTER—WANTED

Can Place People for the Following Shows — Long Season — Top Salaries Every Week — Opening April With Largest Railroad Shows in the East

WORLD OF MIRTH SHOWS

SIDE SHOW: Freaks, Oddities of Merit, Fat Girl, Midgets, Giant, Strange People, Ticket Sellers, etc. Frank Lentini, Grace McDaniels, Christine and Carl Holley, Shackles, Walter Shelton. All people with me before, write here.

ILLUSION SHOW: Manager who knows Illusions, good opportunity; Talker, Magician, Lecturer, Girls to work Illusions and Bally.

BIG SNAKES: Will pay cash now for Pythons or Boas.

All Replies: GLENN PORTER, Gen. Del., Blackstone, Virginia.

GENTSCH & SPARKS SHOWS

WANT

Shows with or without transportation, such as Big Snake, Illusion, Mechanical City or any money-making Show. Want Ride Help on all Rides, first-class Mechanic. Will book or buy for cash Tilt-a-Whirl or Roll-o-Plane, also two Kiddie Rides; will furnish transportation if needed. Want Photo Gallery, Bingo, Frozen Custard. Will book one more Wheel and Grab Joint. Can use a few more Agents for Grind Stores. We positively hold contracts for Evansville, Ind., auspices V. F. W.; Owensburg, Ky., Triplett St. lot; Morganfield, Henderson, Paducah, auspices I. O. O. F.; Fulton, Ky., Fair; Mayfield, Ky., auspices Recreation Association by all the civic organizations; Jackson, Tenn.; Cleveland, Miss., Fair; Vicksburg, Indianola and Belzoni, Miss., Fairs, and several other choice fairs and still dates. Direct all wires to Natchez, Miss., March 6th to 11th; Port Gibson Stock Shows, 13th to 18th; Hattiesburg State Stock Shows, March 20 to 25. Shows and Rides, answer J. A. GENTSCH or FRANK SPARKS. Concessions, wire JACK OLIVER, Legal Adjuster. P.S.: Dick Hyland, I wired you to come on. Telegram Slim, wire.

W. G. WADE SHOWS

OPEN FRIDAY, MAY 5

Our opening location is in the heart of Port Huron, Michigan, under the auspices of the A. F. of L., Local #156. This will be a nine-day set, including Sunday. Other large manufacturing cities to follow.

WANTED—Side Show, Penny Arcade, Fun House; large, flashy Girl Show, and any other Shows that do not conflict. CONCESSIONS—Cookhouse and several others still open. Our fair season opens the last week in July and extends until October 14th.

Notice to all those holding contracts with us—We will soon be opening several Rides on the Detroit lots, but this will be for Rides only, as Shows and Concessions do not operate in Detroit. We will have ample room at our Detroit winter quarters for those wishing to come in early to build and repair.

W. G. WADE SHOWS

19199 Woodingham Dr. Phone University 4-0055 Detroit 21, Michigan

WANT-EXPOSITION-AT-HOME-SHOWS-WANT

OPEN APRIL 15-29, ELKTON, MD.

WANT CONCESSIONS — Frozen Custard, Candy Floss, Potato Chips, Pitch-Till-U-Win, Hoop-La, High Striker, Balloon Darts, String Game, Fish Pond, Duck Pond, Devils Bowling Alley, Photo Gallery, American Palmistry, Penny Arcade.

WANT SHOWS — With or without outfits. John McIntyre and Bull Martin want Freaks and Midgets for Ten-In-One; also Girls for Girl Show.

WANT RIDES — Rollo-Plane, Octopus, 7-Car Tilt, Kiddie Auto Ride. Will book or buy. WANT RIDE HELP — Also Semi-Truck Drivers. Address:

ROX GATTO, Manager, 300 Huntley Rd., Upper Darby, Pa.

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

MAE HANDEL WANTS

FOR THIRTY WEEKS' WORK, INCLUDING 12 OR 14 FAIRS AMERICAN PALMISTRY READERS

Address Communications to

MAE HANDEL

Catherine Apartments 760 Jefferson Avenue, Miami Beach, Florida

SIDE SHOW ACTS WANTED

Half and Half, Outstanding Freaks and Bally Acts, Milt Camp and Tattooer. Open April 15 for O. C. Buck Shows.

Write or Wire

JIMMIE HURD

355 West 51st Street. NEW YORK CITY

WANTED TO BUY

FERRIS WHEEL, KID RIDE, CHAIRPLANE. Trucks to move same, cable, Junction Boxes and other Carnival Equipment.

C. N. AYOTTE

908 BIRCH ST. SAGINAW, MICH.

EYERLY RIDE OPERATORS

Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE

World's Most Popular Rides

- Operate Slowly
- Operate Carefully
- Keep Well Oiled
- Keep Nuts and Bolts Tight

EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON

1944 CONKLIN SHOWS 1944

"The World's Finest"

OPENING DATE—Brantford, Ont., June 10.

CLOSING DATE—Leamington, Ont., Sept. 30.

FURNISHING ALL MIDWAY ATTRACTIONS AT THE FOLLOWING EXHIBITIONS:

Brandon, Man.
Calgary, Alta.
Regina, Sask.
Saskatoon, Sask.
Fort William and
Port Arthur, Ont.

Sherbrooke, Que.
Quebec City, Que.
Lindsay
Belleville
Leamington

Other Important Dates—To Be Announced Later

Will consider Attractions that have merit. Showmen with new and novel ideas, contact us.

We are interested in strictly legitimate Science and Skill and Stock Concessions, also Merchandise Wheels. Can place Concession Agents who have ability and can stand prosperity and are not afraid of work.

Can place Ride Foremen and Ride Men to travel with the show on the road, also for permanent parks in Montreal and Toronto.

Canadian Showmen, Concessionaires and Ride Help given preference.

All address—

J. W. "PATTY" CONKLIN

P. O. Box 31, Brantford, Ont., Canada.

MARKS' SHOWS, Inc.

OPENING FIRST OF APRIL!

Will book any Show or Ride not conflicting. Wonderful opportunity for MONKEY SHOW. We furnish everything except animals.

Can place Ride Help on all Rides.

Want Attractive Girls for REVUE. Salaries paid out of office.

Colored Musicians and Performers. A-1 Trumpet, Trombone and Piano Players that double Bass Drum or Brass. Chorus Girls, Blues Singer. Eat and sleep on lot. Not a percentage show. Office pays salaries.

Address JOHN H. MARKS, P. O. Box 771, Richmond, Virginia

Wanted—WORLD OF MIRTH SHOWS, Inc.—Wanted

Girls—Top salaries paid out of office to attractive Girls, Line and Specialty Dancers, good Blues Singer, Novelty Acts that click. Will teach Girls willing to learn for large Girl Revue. Also want glamour Girls for new idea in Posing Show, no experience necessary. Want 3 or 4-piece Carnival Orchestra. Those that have worked for Jean Walker or me, write at once. Working Men, Canvasmen, come in now to winter quarters. Season opens in April.

All Address at Once

MABELLE KIDDER

(FOLLIES)

WORLD OF MIRTH SHOWS, RICHMOND, VA.

KID RIDE OWNERS, ATTENTION!

Keep operating your auto rides. I have a compound that will positively keep air in your tires. 5 gallons will take care of 40 cars. Price, \$10 per gallon or 5 gallons for \$40. Cash with order.

CHARLES WATSON

6033 S. KEDZIE AVENUE

CHICAGO 29, ILL.

P.S.: Truck and Car Owners, a life-saver for your tires.

KAUS EXPOSITION SHOWS

Want for early spring opening all parties contracted and engaged to report to quarters not later than March 25th. Can place Frozen Custard, Photos, Striker, Scales, Stock Wheels or any legitimate Grind Concession, Bingo. Can place any Show with own transportation except Girl Show, 25% gross. Sam Applebaum, Ruth Osterburg, Joe Williams, Hammer, get in touch with us. Dick Harris has been contracted in executive capacity. Want Tilt, Octopus, Ferris Wheel Foremen, salaries \$50.00 a week, no hold backs; also other Ride Help and Semi Drivers. Bonus at end of season. Will buy Roll-plane. Will book Shooting Gallery and Bingo. Artheson, get in touch. Quarters now open. All Replies to A. J. KAUS, MGR., BOX 1107, NEW BERN, N. C.

Julienne Ward, Hazel Harris, Mrs. Maple Williams, Mrs. Grace Goss and Mrs. George A. Golden. One of the highlights was when a small Mexican boy, who mentioned to Mrs. Loos that the quail "sure looked good," was given a place at the table, where he ate heartily and then asked the guests when they would return.

R. L. OVERSTREET, secretary, types from quarters of the J. F. Sparks Shows, Ensley, Ala.: Fronts have been completed for the Side Show and Wild Life Show. Trailer for the callope is in final stages. Newly lettered billposters' truck will leave quarters this week. Bill Dollar, special agent, left for the opening stand. Several performers of the Cotton Club arrived, including George Harris, who will produce. New top and banners have been ordered for Lee Houston's Wild Life Show. New banners have also been ordered for the Side Show. I. Firesides booked his cookhouse to open in Forest. Hughey Waters did artistic lettering and pictorial work on rolling stock and other equipment. C. A. Kirkland, who booked his guess-your-age, is expected for the opening. S. G. Jackson booked scales. Dime Wilson and family arrived at quarters of Lee Houston. By the time this is in print the ride unit will be on the Birmingham lot ready for opening. Remainder of equipment will combine with the unit in Forest for the opening March 20.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

BILL CAPPS (Twisto), formerly with Cash Miller's Side Show, is stationed at Camp Wolters, Tex. His address is William H. Capps, Co. A, 66 Inf. Trng. Bn., Camp Wolters, Tex.

CORP. EARL T. ARNOLD, formerly with concessions on the Cetlin & Wilson Shows, Ideal Exposition, Art Lewis Shows and others in the East, who returned to Camp Crowder, Mo., after a short stay in Los Angeles, is assigned to the 7th Signal Photo Unit, making stills and movies.

SGT. EARL DOWELL, former concession operator and carnival manager, is at Camp Springs Army Air Field, Washington, D. C. He has been with carnivals and circuses since he was 12 years old.



STAFF SGT. DANNIE LaROUECH JR., flanked here on his left and right by Mr. and Mrs. Rex Howe, stopped over for a five-hour visit with the Howes when he passed thru St. Louis en route to Officers' Training School, Biloxi, Miss. He enlisted in March, 1941, and in the South Pacific has been in four battles. He was born when Howe worked for LaRouech Sr., on the George W. Westerman Shows, and it was the first time Howe had seen young LaRouech in six years.

Very Private

WHATEVER it is that an agent tells his boss after he has muffed a contract that the boss has had in the bag is something that we have never been able to listen in on.

His address is Sgt. Earl Dowell, 35688760, 535th Fighter Squadron, Camp Springs, Washington 20, D. C.

EXCERPT of a letter from Sgt. M. A. Sober, stationed in England: "Sunday, February 13, I attended a concert of Felix Mendelssohn's Hawaiian Serenaders at Colston Hall, Bristol. Among features was the Pula Moe Trio, of which Mrs. Louisa Moe is star. I discovered that Pula Moe formerly was with Plymer Forsythe's father in Honolulu. Plymer and I were formerly with Bill Holt's Hawaiians." His address is Sgt. M. A. Sober, 20326106, APO 230, c/o Postmaster, New York, N. Y.

FORMERLY with Clark's Greater Shows, Douglas Greater Shows and Craft's 20 Big Shows and others with his wife, Louis C. Ricks has been with the SeaBees since October. His address is Louis C. Ricks, M. M. 2/c NCBTC Co. 3, Hut 5, Camp Pendleton, Oceanside, Calif. His wife, who is employed in defense work, is living in Glendale, Calif., and their son, Frank B. (Benny) Burnett, is back in the States after 15 months overseas. He is stationed at Foster General Hospital, Ward 41, Jackson, Miss.

AMUSEMENT DEVICES

MODERN DESIGN—DISTINCTIVE APPEAL

Moon Rocket

Sky Dive

Carousels

Kiddie Auto Ride

ALLAN HERSHELL CO., Inc.

NORTH TONAWANDA, N. Y.

Pike Amusement Shows

Opening Glenwood, Ark., March 18. Two Saturdays.

Want Ferris Wheel Foreman and Second Man. Help for Mix-Up and Kiddie Ride. Agents for Ball Games and Percentage. Shows with own transportation. Concessions. Tim Murphy and Bob Steele, answer. Address: BILL PIKE, 201 N. 6th St., Ft. Smith, Ark., till March 10th; then Glenwood, Ark.

CONCESSION MANAGER

WANTED

One who has worked around Flashers at summer resort near metropolitan area. State past experience, references and age.

BOX 572

Care Billboard
1564 Broadway New York 19, N. Y.

COLEMAN BROS.' SHOWS

Opening Early in April.

Want Shows—Monkey, Ice, Midget, Fat Girls, Penny Arcade, any New or Novel Show, Pit or Platform; have outfit for same. Foremen for Rides, Drivers for Semis, Help in all departments. Long season, good wages.

Thos. J. Coleman

508 Main St. MIDDLETOWN, CONN.

Opening in St. Louis Area Early in April. BARLOW'S BIG CITY R. R. SHOWS

Want Ride Help, Concessions, Outfits open for shows. Would like to hear from Johnnie Johnson, Howard Goodlett, Bob McPherson, Frank (Sunny Boy) Allen, Frank Gregg, Fritz Hollis, Leo Miltons, Frank Randall, Ed Blain, Fingers Scott, Jay Mangel, Corney L. Wade, J. C. Admira. Write HAROLD BARLOW, 529 N. 52 St., East St. Louis, Ill.

Bowen's Joyland Shows

WANT

10 Car Baby Auto Ride, factory built and in good condition. Will pay cash. Concessions: Photo Strip Machine. Can furnish plenty of paper for same. Short and Long Range Shooting Gallery, Sling Shot, Scales, Fish Pond or any other legitimate Concession. Will buy for cash 75 K. W. Convertible Transformer. Show now en route playing 40 weeks in the best defense locations in Southern California. Address:

HUGH C. BOWEN
119 No. Sunset St. Temple City, California

Opening Uplown Bonham, Texas, March 15

Show Goes North

WANTED—Free Act because of disappointment. Operator for Kiddie Auto, Lady to operate Snow-Cone. Give good proposition to capable Electrician who can work Concession. Want seven more Concession Agents for legitimate joints. Have one 20x40 and one 30x60 Top. What have you to put in them? Must be clean. Will buy War Show for good steady Operator. Also pay cash for Penny Arcade. Man with Monks for Monkey Speedway, write.

HYALITE MIDWAY

FOR SALE

Complete Penny Arcade without truck. 87 Machines, all mechanically perfect. Plenty Spare Parts and Slots. Fronts, Tent, Poles, Stakes, Light Wire, Cashier's Booth, Money Changer. All complete, some latest machines.

L. I. THOMAS
Dew Hotel, Nelsonville, Ohio

WANTED

Double Loop-o-Plane, good condition, reasonably priced; also Kiddie Rides of all kinds, in good shape, for cash. Not too great distance from Mobile. Submit offer by letter to

MARIE K. SMUCKLER
P. O. Box 392, Zone 3 MOBILE, ALA.

HERMAN LIST WANTS

Concession Agents for Ball Games, Pitch-Till-You-Win, Penny Pitches, Hoopla; also Pan Game Agents. Will open March 18th around Atlanta. Will be with Jones Greater Shows, opening last week in April near Charleston, W. Va. People connected with me last year, get in touch with me at once or come to Atlanta, Ga.

WANTED .22 LONGS AND SHORTS

Wire Prices

LEO SUGGS

P. O. Box 431 NORFOLK, VA.

WANTED TO BUY

Concessions—Devil's Bowling Alley, Fish Pond, good String Game, Concession Tops and Frame. Will buy complete Concessions. Do not misrepresent. State lowest cash price. Also all Show People who worked for me in former years, get in touch with me. Show opens first week in April.

Howard (Whitey) Wagner
BOX 72 BRIDGETON, N. C.

SAM LIEBERWITZ WANTS

CORN GAME AGENTS. Good salaries. Wire. Bill Hollis, come on. Address:
SAM LIEBERWITZ
Care World of Today Shows Muskogee, Okla.

EXPOSITION PARK

Ninety-Five Apartment Hotel, Swimming Pool (largest in the country). All Rides have been sold and the new owner, Orville P. Fox, N. Aurora, Ill., will contact Carnivals and Circuses any size, with own power plant, on fine well-drained lots on the C. B. & Q. R. R. and the C. & N. W. R. R. State Highway Route 31, thickly populated defense area, plenty our own water, public toilets.

J. F. SPARKS SHOWS WANT

Outstanding Free Act to open March 20th, Forest, Mississippi. All replies: J. F. SPARKS, 311 West-over Drive, Birmingham, Alabama.

IN DODSON QUARTERS

(Continued from page 34)

exhibit. Joseph S. Scholibo, late of the Beckmann & Gerety Shows and now with Gene Autry's Rodeo, was a visitor while setting the Autry org in Beaumont for three days. Dan Fast, former electrician on the Beckmann & Gerety Shows, now in shipbuilding, visits for chats with Henry (Fats) McCaulley, shows' Diesel engineer. Harold Kilpatrick, shows' billing agent, wintering in Gastonia, N. C., will arrive shortly to supervise changes in his billing truck.

DELUGE HITS BOWEN'S

(Continued from page 34)

California annual Spanish and Portuguese fiestas will be played. Personnel: Hugh C. Bowen, owner; Ed Harris, manager; Walton de Pellaton, secretary-treasurer; Nellie Bowen, auditor; Chester Barker, electrician; Virgil Grovenburg, ride foreman; Louis Pittauri, watchman; Lucille King, general agent. Tattoo studios of Hugh and Nellie Bowen in San Diego, including two additional ones opened recently, have a staff of eight operators working to heavy patronage. Mr. and Mrs. Bowen will remain in San Diego, while Harris and De Pellaton carry on with the show. Lucille King, who will continue with her concession at Mission Beach, will commute to and from the show.

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REV ACT UPS COSTS

(Continued from page 34)

effect March 26, at which time local postage rates are increased from 2 to 3 cents and air-mail rates from 6 to 8 cents per ounce. There are other less important increases also provided with reference to registered and insured mail.

Social Security Deductions

Both employers and employees in the outdoor amusement industry should be interested to know that the new Revenue Act "freezes" last year's rate of deductions for Social Security purposes. If the law had not gone into effect, the deduction rate would automatically have increased from 1 to 2 per cent as of March 1, 1944. The act provides that the 1 per cent deduction continues in effect for the remainder of 1944.

Individual Income Taxes

Altho the changes in the act relative to individual incomes are of relatively lesser importance than the remainder of the act, it is our opinion that they will tend to increase somewhat the amount of taxes to be paid by individuals. Present credits for personal exemption and dependents, as well as the present 6 per cent normal tax rate and surtax rates remain the same. The Victory Tax rate is reduced from 5 to 3 per cent but the credit feature of the Victory Tax is eliminated. For married persons having dependents, this will increase the amount of their Victory Tax by 2 per cent for each dependent. The new act also eliminates the 10 per cent earned income credit, which up to now has been allowed. This will have the effect of increasing the normal income tax amount by 10 per cent for taxpayers whose income is entirely from earnings, and to other taxpayers by an amount somewhat less, depending upon the ratio of earned income to other income. Likewise slight increases will be effected as the result of the elimination of various deductions for federal excise taxes and other purposes which have up to now been permitted.

Corporation Taxes

Shows operating as corporations should note that the new act increases from 90 to 95 per cent taxes for excess profits, altho a larger leeway before excess profits taxes apply has been permitted. The present allowance of \$5,000 is now increased to \$10,000.

Excise Taxes

Numerous increases in various excise taxes have been put into effect. All of these will become operative April 1, 1944.

The tax on passenger transportation is increased from 10 to 15 per cent. Electric light bulbs formerly taxable at 5 per cent are now to be taxed at 20 per cent of the manufacturer's price. Long-distance telephone calls costing over 24 cents are to be taxed at 25 per cent, an increase from the former tax of 20 per cent. Telegrams, under the new law, are to be taxed at 25 per cent instead of 15 per cent as heretofore. Local telephone service tax is increased from 10 to 15 per cent. The tax on night club charges is increased from 10 to 30 per cent. The tax on wine is increased from 10 to 15

cents a gallon and from 40 to 60 cents a gallon and from \$1 to \$2 a gallon, depending on the type. The tax on beer is increased from \$7 to \$8 a barrel. The tax on jewelry is increased from 10 to 20 per cent except as to watches selling for not more than \$65 and clocks selling for not more than \$5, on which items the tax remains 10 per cent.

The act provides that the rates shall be effective only for the duration of the war and for six months thereafter, at which time the former rates automatically go back into effect without further act of Congress.

The outdoor amusement industry is urged to give careful consideration to

these tax increases which, for the most part, will become effective simultaneously with the opening of the 1944 season. In our opinion, the changes will add considerably to operating overhead, and shows in the industry should take the increases into consideration in making contracts for engagements.

Necessarily, this digest of the new Revenue Act is sketchy and more detailed information can be secured from the association by any member requesting more specific data.

WATCH THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.



CALL! OPENING AUGUSTA, GA. SATURDAY, MARCH 25TH

Followed by Charleston, S. C.!!

MONKEY SHOW WANTED — Real opportunity for first-class Monkey Show that can meet our standard. Limited opening for one good Grind Show of merit.

ORGANIZED MINSTREL SHOW WANTED—Have nice outfit with first-class sleeping car accommodations. Best Minstrel Show route in the country. Can place Second Men on Rides and General Canvas Help. Opening for two reliable and dependable Sleeping Car Porters, Train Help and useful Carnival People in all departments. Top salaries, good accommodations and no semis to drive. Can place attractive Girls for our Girl Show, Line Girls, Specialty Dancers and Rhumba Team. Will Book or Buy—Octopus, Roll-O-Plane and Fly-O-Plane.

Johnny J. Jones Exposition

P. O. BOX 878

AUGUSTA, GEORGIA

REYNOLDS & WELLS SHOWS

All Contracted Please Notice Opening Date, APRIL 1, 1944, WICHITA, KAN.

LAST CALL LAST CALL LAST CALL

WANTED—Concessions. Good, clean Cookhouse that enters to Show People, Custard, Scales, Floss, Snow, Penny Arcade.

WANTED—Help. ELECTRICIAN, Tower Man, Combination Builder and Painter, 2nd and 3rd Men for Wheel. Jay Brazille wants 2nd and 3rd Men for Tilt, 3 Men to work around office. Truck drivers preferred. Good wages and BONUS with best of treatment and long season.

WANTED—Shows. Have complete frame-up for Athletic Show, Snake Show. Have good route for independent showmen.

WANTED—Rides. Will book two more not conflicting with what we have. Help that want work now, come in—quarters open now; we can use you. ALL MAIL ANSWERED.

H. WELLS, Owner. BOX 591, ARKANSAS CITY, KANSAS. ART SIGNOR, Mgr.

WANT

RIDE FOREMEN AND RIDE HELP THAT DRIVE TRUCKS
Want Cooks, Waiters, Griddle Men, Counter Help for Cook House. Want Second Agent to drive sound truck and post paper. Want real capable Showmen, Talkers, etc., that can produce. Few Concessions open. Girls for Dancing and Posing Show, write Jack Jaeger here. Will book Shows with or without transportation. Furnish outfits.
Want to book or buy Octopus, Spiffire, Rolloplane, Flyoplane.
Show Leaves Here March 25th for Opening at Paris, Tennessee.

ADDRESS NOW ROGERS GREATER SHOWS
HUNTINGDON, TENNESSEE

WANT Million Dollar Pay Roll Monthly BLUE RIBBON SHOWS Million Dollar Pay Roll Monthly

Opening Saturday, March 25, Columbus, Ga.
Ride Help with semi-trailer driving experience. ELECTRICIAN with Diesel Light Plant experience. EXPERIENCED Truck and Ride Motor Mechanic. Ten-cent Grind Stores, also useful Show People and Concession Agents. Will furnish complete outfits to reliable Show Folks.

For permanent location at Jacksonville Beach on the Boardwalk. Ride Help and useful Show People. No tear downs, no set-ups. Will place a few Stock Stores and Bingo. Geo. White, Scrags, Lawrence Burgess, Sailor Evans, Pat Brady, let's hear from you.

Address: L. ED ROTH, BOX 1601, COLUMBUS, GA.

Alamo Exposition Shows

Can place Athletic Showman. Have complete outfit. Also want Penny Arcade and Side Show Attractions. Wonderful opportunity for Cookhouse (either flat or percentage). All address

JACK RUBACK, Alamo Exposition Shows, Austin, Tex., Until March 25.

FIDLER UNITED SHOWS

NOW SHOWING ST. LOUIS, MO.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS. FOREMEN AND SECOND MEN WHO DRIVE SEMIS FOR TILT-A-WHIRL, FERRIS WHEEL AND OCTOPUS. Long Season—Good Treatment—Top Salaries. Address:

SAM FIDLER, MGR., 4217 N. FLORISSANT, ST. LOUIS, MO.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M.
Box of 25,000 Black Strip Card Markers . . . 1.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

WANT

First and Second Man on Ferris Wheel, First and Second Man on Merry-Go-Round. Will book Photo Gallery, small Cookhouse, Candy Floss and Pop Corn and small Grind Show. Will book one or two Baby Rides.

PACIFIC COAST SHOWS
BOX 481 MONROE, WASH.

WANTED

Help or Mechanic that can drive truck or semi-trailer; long season.

FEARLESS GREGGS

Plymouth, Wisconsin

ELITE EXPOSITION SHOWS

OPENING EARLY IN APRIL IN PITTSBURG, KAN.

Will book any Shows except Girl Show that have their own outfit and transportation for 15%, and I will pay the insurance. Will buy or book Octopus at 25%. Have all the Ride Help I need except a WHEEL FOREMAN, and to a good man will pay good wages or per cent. Get in touch with me at once. FOR SALE—LOOP-O-PLANE. No dead men, five-horse motor, fence, ticket box, electric arch, etc., \$400.00.

All address CHAS. ROTOLO, Mgr., Arma, Kan.

STAFFORD'S UNITED SHOWS

OPEN APRIL 14 AT INDIANAPOLIS

Rides—Will book Merry-Go-Round or Tilt for the season, 15%. Shows—Will book Shows or will furnish Shows for show people. Mrs. Spaulding and Jerry and Kay, answer at once. Concessions—Penny Arcade, Cigarette Gallery, Lead Gallery, Dart, Candy Apples, Floss, String Game, Watch-La, Pitch-Til-U-Win, Hoop-La, Slum Joints. Wanted—First and Second Man on Wheel. First on Chairplane, also Agents for Stands. Note: This Show has Lloyd's Reliable Rides. Free Act: Capt. George Higgins, The High Sky Man. All replies to
RALPH STAFFORD, 1435 W. 26th St., Indianapolis 8, Ind.

Opening April 27 Utica, N. Y. **O. J. BACH SHOWS, INC.** Opening April 27 Utica, N. Y.

Want Octopus, Roll-o-Plane, Arcade, Bingo, Pony Ride, Palmistry, Waffles and Apples, Photos, Scales. A few choice Grind Stores open. Capable Operator for Girl Show, have complete outfit. One real Grind Store. Ride Foreman, Second Man and Helpers; top salary and best treatment. Also Free Act and Sound Car. Address:

O. J. BACH BOX 222, ORMOND, FLA. O. M. BECKER 414 S. MAIN ST., ELMIRA, N. Y.

HAVE EXCELLENT LOCATION FOR

FERRIS WHEEL & ONE OTHER RIDE

or any two Rides that do not conflict with the following: Coaster, Tilt, Carousel, Scooter, Pretzel, Miniature R. R., Ponies and Kiddie Rides. For Season 1944 in one of Ohio's best parks. Free gate and bus line to entrance of park. Only reliable parties wanted or will lease or buy for cash. For particulars write

AMUSEMENT INDUSTRIES, P. O. Box No. 2, Dayton 1, Ohio

CHARLESTON, S. C., MARCH 10th-25th

Will place ORGANIZED COLORED REVUE. Have complete outfit and will furnish transportation. Monkey, Wild Life and Grind Shows. Want smart Girl Show Operator with Girls, Motordrome, Concessions—Penny Arcade, String Game, Hi Striker, Floss, Balloon Dart, Pitch-Til-Win, Stock Bowling Alley and Shooting Gallery. Ride Help in all departments, come on.

BANTLY'S ALL AMERICAN SHOWS

CHARLESTON, S. C.

WORLD'S LARGEST MUSEUM

BREAKING ALL RECORDS—UNPRECEDENTED BUSINESS. WANT OUTSTANDING ODDITIES AND A-1 NOVELTY ATTRACTIONS. CAN ALSO USE FIRST-CLASS LECTURER. IF YOU ARE LOOKING FOR WORK THE YEAR AROUND WRITE

KORTES WORLD'S FAIR MUSEUM

725 S. Hill St. Los Angeles, Calif.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 4.—The Office of Defense Transportation having approved operations by the industry for the coming year, it is planned by the association to take up with the War Production Board facilitation of issuance of priorities for such materials as may be required by the industry for its operation during this year, particularly of things required in the interests of public safety. Within the next few days the writer proposes to go to Washington to confer with George W. McMurry, chief of the WPB Recreation Section, and Harry A. Ackley, consultant in the same office, on the matter of securing for members such priorities as they may properly require.

It has also been suggested that bond selling activities by the industry should be co-ordinated, and we shall endeavor to discuss this matter with the proper department. Elsewhere in this issue of *The Billboard* will be found a digest of the new provisions of the Federal Revenue Act and their application to the industry for this year.

Motorized shows should be interested in the further activity in Congress relative to the \$3,000,000,000 federal highway program, and the ACA offices have on file a copy of a report by the Massachusetts Commission on Interstate Co-Operation opposing, in part, some of the provisions of the program.

The ODT having requested the cancellation of conventions, trade meetings and other conferences that necessitate travel for the remainder of the war, unless the purpose of the meetings is connected with the war effort, it is

pointed out that ODT can only request such action and that cancellation must be voluntary on the part of organizations involved, since the right of assembly is provided for and protected by the United States constitution.

PCSA

(Continued from page 35)

were given a vote of thanks. Reported ill were Henry Clayton, County Hospital, San Diego; Nick Wagner, General Hospital; Sam Miller, Los Amigos Hospital, Los Angeles; Frank Beaumont, Veterans' Hospital, Sawtelle, Calif., and Charles Adams, Motion Picture Rest Home, Ventura Boulevard.

Librarian William H. Scott gave a \$25 War Bond to the building fund. Harry Rawlins reported the fund to be about \$3,000.

Ladies' Auxiliary

Party with bingo and cards held February 16 by committee chairmen, Edith Bullock, Peggy Forstall, Nina Rogers, Wilma White, Betty Coe, Rose Rosard, Dolly Kay, Mora Bagby and Mother Minnie Fisher, was declared a huge success. Door prizes were awarded. The party was for members and friends and visitors included Ruth Ann Levin, Kansas City, Mo.; Lillian Schwartz and Mary Feldman, Los Angeles, and Peggy Rasmussen and Francis Burla.

HASC

(Continued from page 35)

toastmistress. Six charter members and eight past presidents gave short talks. Mrs. Louise Parker, past president and club mother, and Gertrude Allep, first president, gave resumes of activities thru the years. Congratulatory letters came from President Clara Zeiger, Blanche Francis, Lucile Hemingway and Viola Fairly. The toastmistress conducted a round table, during which members related some outstanding birthday happenings. Upon returning to the clubrooms cards were played. Secretary Lettie White was reported too ill to be present.

At the speakers' table were Hattie Howk, Mrs. Parker, Mae Wilson, Bird Brainerd, Myrtle Duncan, Nellie Weber and Ruth Martone. Others present were Margaret Haney, Dorothy Hugo, Mrs. Willet, Bille Grimes, Jerry McDonald, Mike Noble, Millie Ross, E. Pennington, Margaret Pennington, Velma Chandler, Francis Adams, Florence Mace, Gertrude Allen, Ruth Ann Levin, Tillie Johnson, Gene Garrison, Rosa Lee Elliot, Lorreta Ryan, Ann Bowen, Verna Bauman, Leola Campbell, Dorothy Morpheu, Grace McBain, Nina Adams, Esther Ray, Ann Carter, Margaret Ausher, Harriet Calhoun, Ann Callender, Mae McNeese, Boots Marr and Trixie Clark.

NSA

(Continued from page 35)

Presidents Midge Cohen and Dorothy Packman, who deserved the vote of thanks given. Clubroom was artistically decorated in the national colors and multi-colored balloons. Tables were set around the room and in the center was a three-tiered serving table, beautifully equipped, and a complete smorgasbrod buffet meal was displayed. Joe McKee was thanked in person for his beverage donation.

Two members who get into the clubrooms only seldom were greeted by the two chairmen for the evening. Mollie Decker came from Poughkeepsie, N. Y., and Irene Greene Moore from Philadelphia. Paying the club her first visit was member Hattie Wagner, who said she was out to earn a gold life membership card this year. Names for Secret Pals for the next year were drawn amid much hilarity and mystery. Report came that members Mary Thieman and Mary Korytko became mothers of boys on Washington's Birthday.

RMSC

(Continued from page 35)

nual auction gave a tidy sum for the activities fund. John Oxford, who had been on a hunting trip, donated a large elk steak that caused spirited bidding.

House committee, Tom Beary, Fred Haliburton and Sam Gates, have the rooms in excellent condition, with a spick and span kitchen. Buffet lunch was served. Harry Selfer gave a new coffee urn. Entertainment committee has bingo planned for the next meeting. Onye Lee, treasurer, reported rent on clubrooms paid until next October and a good balance in bank.

Sick committee visited and took flowers to Mrs. Bob Vreeland and Alva Gifford.

Jack Levinson and J. E. and Marie Williams also were elected to membership. Max Levin made an interesting talk, having returned from Eastern markets, and gave a donation to the general fund. Among first to get away for the new season will be Ben Roweth, Larry and Madlin Nolan, Tony Martello, Charles Brock and the six Vreelands, all with the M. A. Srader Shows. Enough will remain near by to keep the club active thru summer. Membership goal has been set at 200.

AMHERST (N. S.) Branch, Canadian Legion, will hold its 1944 Motor Show. Despite war conditions, the show has not been suspended for one season since it was established about 14 years ago. F. J. Elliott, who promoted it and has been manager since, is in charge. He was recently re-elected president of the Legion branch. The show will continue to present acts.

Ride Men for Parks

Have good year around proposition for reliable man in Park, Flint, Mich., and Dayton, Ohio. No tear down, no truck to drive. Top salaries. Tilt-a-Whirl, Roll-o-Plane, Ferris Wheel, Loop-o-Plane, Kid Auto, Kid Ferris Wheel. Can also use Ride Operator in Riverside Amus. Park, Indianapolis. Will operate Rides on the road after war is over. All men with me before write. Red Campbell, Tex Fetta, Sailor Evans, Bill Evans, write.

CLIFF THOMAS

2447 E. Washington St. Indianapolis, Ind.

WANTED

Rides, Shows and Concessions for rich textile section of Pennsylvania, between Ephrata and Reading.

FRITZTOWN FIRE CO.

Write OLLIE RITZMAN, Pres. R. #2, Wernersville, Penna.

NOTICE

I will have all of the Eating and Refreshment Stands at Seaside Park, Virginia Beach, Va., for season of 1944. Would like to hear from Richard Coleman, Kent Johnson, Joseph Dixon or anyone who worked for me on the Jones Show or Rubin-Cherry Show. Can place Griddle Men, Counter Men, Stock Men; good treatment, good salaries, pleasant season. Address:

CARL F. PARSONS

Box 116A, R.F.D. 2 Branchville, South Carolina

H. E. Bridges Concessions

WANT

Agents for Ball Games, Cook House, Slum Stores, Penny Pitches, etc. Also want 3 good Dealers able and willing to cut it. Can use several couples in my Photo Galleries in permanent locations thruout the Carolinas; 50% after small nut. This should interest couples that really wish to get ahead. No experience necessary. Wire or write

517 East Lane St., Raleigh, N. C.

WANT

Operators for Tilt-a-Whirl, Roll-o-Plane, Octopus and Ferris Wheel. No tear downs. Come on, don't write. Long season.

J. W. LAUGHLIN—PLAYLAND PARK

9201 S. Main Street HOUSTON, TEXAS

RICHIE MARASCO

WANTS

NAIL AND BUCKET AGENTS For Alamo Exposition Shows. MAN AND WIFE for 2 Slum Stores. Good proposition. Playing New Territory this year. Jimmy Collins, write.

Open Austin, Texas, March 11th. Write or Wire: Eagle Pass, Texas, until March 8; Then Austin, Texas.

Special Printed TICKETS

Roll—Folded. 100,000—\$18.50. Cash With Orders

DALY TICKET CO.

COLLINSVILLE, ILL.

WANTED AGENTS

(Opening April 1st)

for String Game, Fish Pond, Pan Game, Pea Ball, Ball Games, Over-Under, Clothes Pin, Coke Bottle, Penny Pitch, Dart Game, Hoopla. Former Agents, write.

HAROLD EUTAH, Box 685, Joplin, Mo.

1944 WAR APPEAL



Keep your Red Cross at his side!

New Tax Law

A BRIEF DIGEST of some provisions in the new Revenue Act passed by Congress and of especial interest to the industry appears on the first page of the Carnival Department in this issue.

Low Bids on Spokane Plant Give Rise to Revival Talk

SPOKANE, March 4.—Sale of the old Interstate Fairgrounds by the city was postponed last week when the council rejected four bids. The 60 acres, once the site of the largest fair in the Pacific Northwest, have been divided into a baseball park and a plot with a half-mile track, grand-stand, stables, exhibit buildings and what formerly was a mid-way.

The plant is valued at over \$112,000 by the city, but the highest bid was \$75,000. Spokane County Fair Association, thru Secretary Lionel Wolff, bid \$5,000, excluding the ball park. He explained that citizens would welcome return of the Interstate Fair and said the property should be maintained for that purpose. The association has held fairs in the Spokane Valley, east of the city, for the past five years.

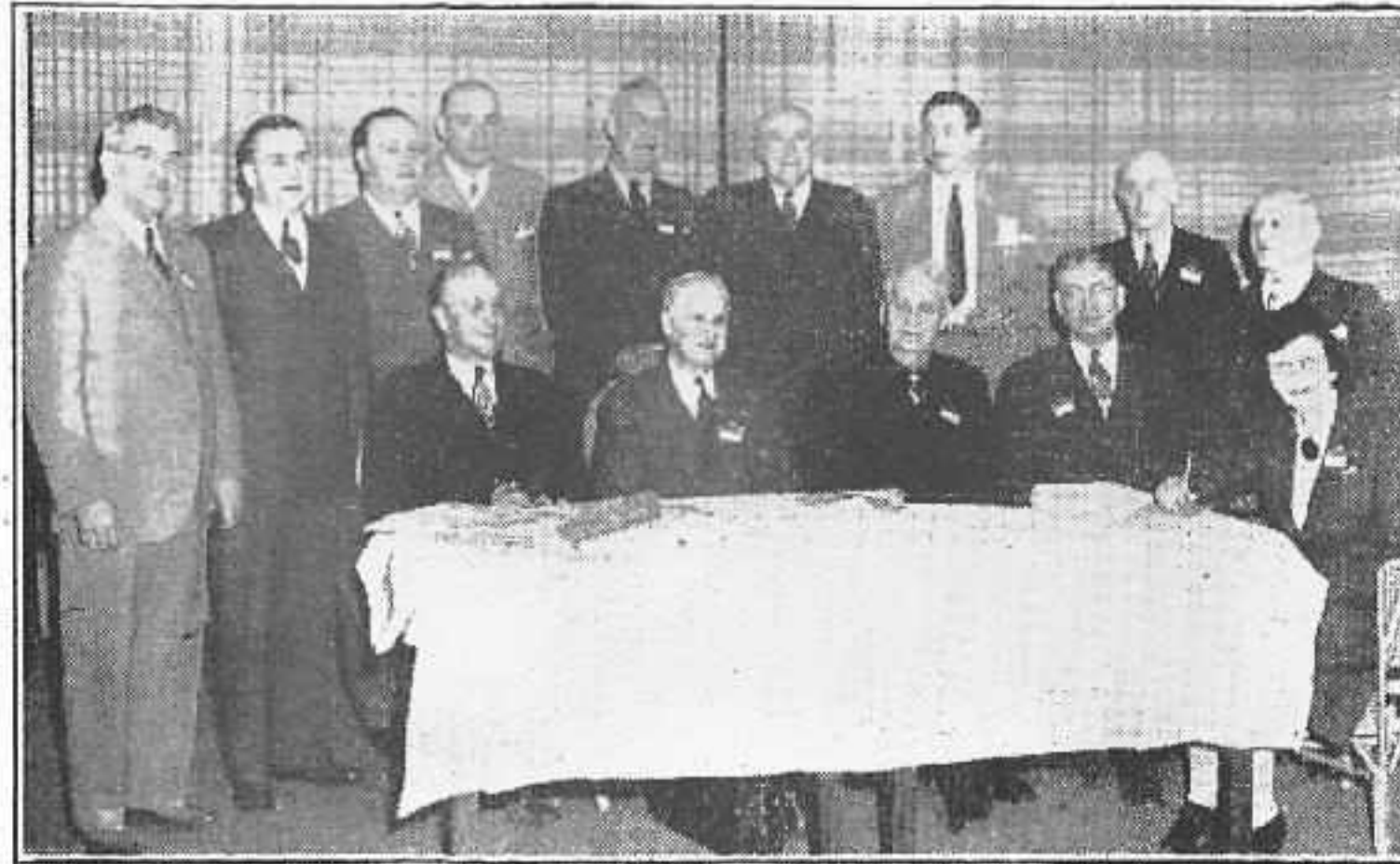
Other bidders were interested in the site for race meets only. Grounds were purchased by the city some years ago from the association for far less than actual value when association officers disposed of the property in an attempt to settle debts.

Bureau Opposed in Stockton

STOCKTON, Calif., March 4.—Executive committee of San Joaquin County Farm Bureau went on record this week as opposed to resumption of San Joaquin County Fair here for the duration. Action followed announcement by E. G. Vollman, fair secretary-manager, at the annual meeting of Western Fairs Association in Santa Barbara that the fair might resume this year. San Joaquin County was allotted a date for a fair or racing program.

DES MOINES. — Irving H. Grossman, Western representative of the Gus Sun Agency, reported Hoaglan's Hippodrome had been booked for Canadian Lakeland Exhibition, Fort William, Ont., and Tri-State Fair, Superior, Wis. *Hail To Victory* revue and acts for Luxemburg and Shawano, Wis., and acts and WLS Barn Dance, with Graham's Riders, in Galesville, Wis.

Fairdom Sets Scenes



PROMINENT AT THE ANNUAL MEETING of Western Fairs Association in Santa Barbara, Calif., February 16 and 17 were these execs. Left to right, seated: Jess Chambers, vice-president; E. G. Vollman, president; A. H. Lea, A. E. Bartell; Rose Link, recording secretary. Standing: C. B. (Jack) Afflerbaugh, Tom Dodge, Ralph Brown, Milton Taylor, D. V. Stewart, Fred Bixby; Tevis Paine, secretary-treasurer; Joseph Hindley; Sam Kramer, host to the delegates during the sessions.

Barnes Will Produce Three Large Revues

CHICAGO, March 4.—M. H. Barnes, head of Barnes-Carruthers Fair Booking Association here, advised that the firm's bookings at the annual meeting of Wisconsin Association of Fairs in Milwaukee broke all previous records. Business in general was very good, he said, bookings to date being 90 per cent ahead of the same date in 1943.

The B-C office will produce three large revues this year. In normal years four are produced. Last season Barnes had two and this year he is upping it by one because of the increased demand for shows. The three will be titled *State Fair Revue of 1944*, *Let Freedom Ring and On to Victory*. First fair to play one of the large shows will be Ionia (Mich.) Free Fair.

While material for scenery and costumes is scarce and some items are unobtainable, Barnes said that his firm was fortunate in having on hand everything needed for its revues.

Great Falls Will Resume; Gov't Gives Back Plant

GREAT FALLS, Mont., March 4.—North Montana State Fair will resume here this season after lapse of a year, during which the plant has been occupied by Army Air Forces. Resumption of operations was assured February 22, when the government's lease expired and grounds were returned to Cascade County.

The board has held numerous meetings, contracts have been signed for a night show with Barnes-Carruthers and Robert L. Lohmar, representing the Cavalcade of Amusements, contracted for the carnival, said Secretary Dan P. Thurber.

The fair will include agricultural and livestock exhibits, night show, fireworks, rodeo, midway and seven days of running races. Plans are on for having a big military parade and war show. Full cooperation has been voted by Great Falls Merchants' Association and Great Falls Chamber of Commerce.

Kochman Show Has 18,621 in Tampa

TAMPA, March 4. — Jack Kochman's Cavalcade of Thrills, featuring Hollywood Hell Drivers, had 18,621 at three performances February 26 and 27 at Phillips Field Stadium here, said Kochman. It was the first 1944 appearance of the troupe, who operate stock model cars without use of gasoline or rubber tires, he said.

Six stunt men, who rolled and smashed cars, were "Suicide" Bobby Ward, Eddie Randolph, Chet Gibbons, "Lucky" Kelly, "Smiley" Beeley and Roscoe Hough. Motorcycles and cars were powered with a synthetic fuel and special wheels. Kochman brought for a series of Florida bookings the troupe, with several newcomers, that played fairs in the East and South last fall with his show.

Velare brothers, operators of the amusement area on the stadium grounds, and Sam Gluskin promoted the event, aided by Charles Wagner, Kochman publicity agent. The promoters used spot announcements, with recordings and voice announcements, on WFAL and WDAE here, and WPTB, St. Petersburg. *The Tampa Times* and *The Tribune* used several picture layouts and daily ads were inserted. Paroff Trio, high ladder, and Madame La Valina and Her Canine Circus, were added acts.

California Aims

By JULIAN A. McPHEE

Chief of State Bureau of Agricultural Education and president of California State Polytechnic told Western Fairs Association in Santa Barbara February 16 and 17 his version of reasons why fairs in the State should be resumed.

(Continued from last week)

Wherever possible the fair should be combined with a sale. If a Future Farmer or 4-H Club member has a pig ready to market there is no particular reason why he cannot show the pig at a county fair and then turn it over at a reasonable price to a buyer. The pig would have had to have been transported to market or to a shipping center anyway. However, let's remember that we must have sanitary, sheltered pen facilities and a reasonably short haul—otherwise we're going to expose that pig to shipping fever, cold, bruises and other injury which will make it worthless as a food product. Such a condition would certainly be a bad practice during wartime.

The exhibition of breeding stock (See CALIFORNIA AIMS on page 49)

KANSAS CITY, Mo., March 4.—A good turnout of delegates is expected at the meeting here in the Hotel Muehlebach March 15 at 10 a.m. of the Middle-West Fair Circuit, announced by President Mrs. Ethel Murray Simonds from her home in Muskogee, Okla.

Stock Show Gets LR Lease

LITTLE ROCK, March 4.—A 22-acre site in Fair Park here is to be leased by the city to Arkansas Livestock Show Association for a year, with option to renew for an additional year in spite of extended controversies over merits of the lease. Period of the lease is sort of a compromise to public objections to leasing any part of the park. Show has been without permanent quarters since its plant was destroyed by fire several years ago. After being held under canvas, the show was held last year in Pine Bluff, Ark., when citizens voted financial backing.

ASSINIBOIA, Sask.—Assiniboia Agricultural Society elected: President, Edwin Lumb; vice-presidents, W. N. Batty, Neil Sinclair; secretary-treasurer, Walter McMorine.

THIS 35 Ft. SWAYING HANDSTAND ALWAYS GETS 'EM!

AH! OH-OH

WHEW—I'D RATHER WORK FOR A LIVING!

WRITE OR WIRE

Selden THE STRATOSPHERE MAN

TRADE MARK

WORLD'S HIGHEST AERIAL ACT!

PERMANENT ADDRESS

Care of The Billboard, Cincinnati 1, O.

WANTED SHOWS AND RIDES

Week of August 20-25 for Southern Indiana's Largest Fair at Corydon, Ind.

Write L. B. WOLFE, Sec.

ATTENTION FAIR SECRETARIES

Contact ERNIE YOUNG
155 N. CLARK CHICAGO
FOR YOUR GRANDSTAND SHOW.

NORTH MONTANA STATE FAIR

Resumes Its Annual Exposition
AUGUST 7 TO 12, 1944
GREAT FALLS, MONTANA



DAN P. THURBER, secretary-manager of North Montana State Fair, Great Falls, has started plans for resumption of the annual this year after a lapse in 1943, the plant having been occupied by army air forces. The government lease expired February 22 and grounds went back to Cascade County. Manager Thurber took over the post in 1941, having been connected with agricultural phases of the fair since its inception.

OCR Lists Circ Needs

Canvas, Rope Estimates Set For 12 Mos.

Figures by Ackley

WASHINGTON, March 4.—Office of Civilian Requirements of the War Production Board has submitted estimates of canvas and rope which will be required by the nation's circuses and carnivals for 12 months beginning June 30. The estimates, which will provide these highly essential requirements for outdoor showbiz for a large part of this season as well as the winter repair season, were sent by OCR to the Textile, Clothing and Leather Division of WPB for approval and allocation.

Harry A. Ackley, consultant to OCR on outdoor showbiz problems, prepared the estimates and sent them to the Textile, Clothing and Leather Division. This division will include the requirements in making up its total estimates for these materials for the year.

The estimates, which cover one Class A circus, four Class B circuses, 15 Class C circuses and 100 traveling carnivals, are as follows: Rope: 20,000 pounds of manila rope, 2½ inches in diameter; 35,000 pounds of sisal rope, 1½ inches in diameter; 70,000 pounds of jute rope, 1 inch in diameter. Canvas: 200,000 yards of lightweight canvas.

HM Breaks All Former Records In Milwaukee

MILWAUKEE, March 4.—This city, formerly known as the "worst two weeks in show business," no longer has that handle, if attendance at the Tripoli Shrine sponsored Hamid-Morton Circus that played at the Auditorium here February 21-27 is a criterion. Advance ticket sales were the largest ever made here, with a 40 per cent increase registered over advance sales in 1943. Program sales showed a 40 per cent increase over those of last year. Sales of banners that were hung in the Auditorium around the arena were up 50 per cent over last year and, according to Auditorium officials (See *HM Milwaukee Tops* on page 57)

Dayton Date Looming Big for Polack Bros.

DAYTON, O., March 4.—Mr. and Mrs. A. E. Waltrip are again handling the promotion of Polack Bros.' Circus local date, Shrine auspices, dates being March 23-April 1. So far they are ahead of last year in all departments, reports Waltrip. There is a 30 per cent increase in membership ticket sales, to date, over last year.

Sunday, March 26, will be out so far as the Shrine is concerned. However, Waltrip has sold the open Sunday outright to Patterson Field Welfare Association for \$3,000 flat, as he did last (See *Dayton Looming Big* on page 57)

New Tax Law

A BRIEF DIGEST of some provisions in the new Revenue Act passed by Congress and of especial interest to the industry appears on the first page of the Carnival Department in this issue.



OGLIE ZAVATTA, of the Zoppe Zavatta Family now touring with Polack Bros.' Circus, who was recently discharged from the Armed Forces, became an American citizen on the same day. Another citizen in the family is Yolanda Tosca Zoppe, born March 25 last year in Rochester, Ind.

Republic Pics Enjoins Sunbrock

CHICAGO, March 4.—An injunction temporarily restraining the Sunbrock Shows, Inc., from presenting an act billed as "Rogers King Cowboy" was issued Tuesday by Federal Judge Michael L. Igoe.

Injunction was asked by Attorney Jacob Schwartz, representative of Republic Pictures, Inc., and the firm's star, Roy Rogers, who is known as "King of Cowboys." A hearing on the order is slated for today. Last week the Sunbrock show was enjoined from using "The Lone Ranger" in its advertising.

Extra Shows for Wirth

NEW YORK, March 4.—Frank Wirth's Victory Circus, at the 4th Regiment Armory in Jamaica, closed last Saturday night after a very successful week. Three shows were given on Washington's Birthday and on Saturday—two shows on remaining days. Special rates to school children packed the Armory at the matinees. Leroy Austin, an assistant in the Snyder bear act, was severely clawed by one during last Saturday's matinee performance.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Palsy, Ga.
March 4, 1944.

Dear Editor:

After making a long day and night drive to get away from the grading camp and construction company that had held us in bondage for moving the show south, Won, Horse & Upp Circus arrived over the Georgia-Alabama line with no plans for the future. The hectic boat tour left all equipment in such run-down shape that tramping the show without closing to repair it was out of the question. The wagon train stalled along Georgia highways for three days, gambling on finding a suitable quarters spot. Had our agent been sent ahead to look for a location he probably would have found one that would require two weeks of road travel to reach it.

Last Thursday noon upon our arrival here, Manager Upp gave orders to halt and feed both his stock and personnel. After pulling onto a vacant lot to make camp, the boss and his steward rushed to the main drag to purchase feed and groceries. You can imagine their surprise when they learned that all three

Percherons To Be Featured In RB Program

SARASOTA, Fla., March 4.—Percherons will play a double role with the Ringling circus this season. The big dapple grey draft horses that have been made an institution by the Big Show and such commercial concerns as the Anheuser-Busch breweries, are undergoing rigid training for exploitation in the performing ring, as well as in the work harness when pulling wagons to and from the lot.

Artur Konyot, horse trainer for the show, has selected eight Percherons and is training them for public presentation as a Liberty act. This type horse act has been left entirely to the Tartarean stallion and Kentucky purebreds, but now Konyot will pull these big ones off the (See *RB Trains Percherons* on page 57)

Mills Opening April 22

ASHLAND, O., March 4.—Mills Bros.' Circus will open here April 22. The big top is being gone over by a tent company. Several artists from a sign company will repaint the entire show. There will be a tournament and closing spec will be patriotic. Wild West will be headed by Clyde Widener. The elephant, horses, dogs and ponies will be in Fort Knox, Ky., week of March 6, performing for soldiers. Arthur Leonard, in charge of lights, will leave Miami middle of March for quarters. Pat O'Brien's wife will do an elephant head-carry on hippodrome track this season. Mr. and Mrs. Jerry Burrell are daily visitors at quarters. They are playing night clubs around Ashland.

Polack Buys Power's Bulls

CHICAGO, March 4.—When Polack Bros.' Circus opened here Friday (3) for the Shrine the three Power's elephants were added to the performance. Polack purchased the elephants from Mrs. Power last week and they were trucked to Chicago.

Two bulls owned by Polack have been sold to Camp Campbell, Ky., where they are being used in the camp shows.

Primrose Again With Cole

OAK PARK, Ill., March 4.—C. S. Primrose will again be with Cole Bros.' Circus as contracting press agent, his third season with the show.

Fun Hungry Areas

AMUSEMENT needs in some production centers now crowded with war workers and where insufficient fun facilities exist are listed by the Office of Civilian Requirements of the WPB in a survey beginning on page 3 of this issue.

60,000 on Hand For Ray in N. O.

NEW ORLEANS, March 4.—Ray Bros.' Circus had a successful engagement at the Municipal Auditorium February 22-27, attendance being 60,000. Wednesday night (24) and Sunday matinee (27) many had to be turned away. They literally strawed 'em down at several performances. Jack Knight, of Dalley Bros.' Circus, was general manager and equestrian director.

Terrell Jacobs scored with his lion and tiger act, also Dolly Jacobs with her number. Night of February 26 she was presented with a large bouquet from soldiers from the local army air base, who were the guests of the circus, and were led by circus owner James M. Cole, himself on duty at the base and (See *Ray Show Big in N. O.* on page 57)

Sunbrock Is Off To Good Chi Start

CHICAGO, March 4.—Larry Sunbrock's Rodeo and Hollywood Thrill Circus opened a 16-day engagement at the Coliseum last Saturday (26), playing to \$20,228 Saturday and Sunday. Sunday matinee was a turnaway, night house about two-thirds; Monday night a full house, but mostly newsboys. Attendance was light Tuesday and only fair Wednesday, last show caught before press time.

Sunbrock has some excellent circus talent, but the indiscriminate way in which it is put together makes a draggy per- (See *Sunbrock's Chi Start* on page 47)

Bloomington Again To Be Performers' Mecca

CHICAGO, March 4.—With the demand for all kinds of acts soaring, there is evidence of a lot of renewed activity among acrobatic acts this spring, and it looks as if Bloomington, Ill., once the center of such acts, will again become the mecca for performers. Calling of most of the younger performers to the army, navy and air forces has brought a number of the older, draft exempt men back into the game, and next season many acts undoubtedly will appear with new personnel.

Normal University at Bloomington has made arrangements to allow performers (See *PERFORMERS' MECCA* on page 57)

Paul M. Lewis Buys Stock

JACKSON, Mich., March 4.—Paul M. Lewis, Lewis Bros.' Circus, states that he has leased some equipment and stock to Bailey Bros.' Circus for a period of time this summer, not sold, as stated last week, after which Lewis will furnish some animal acts for fairs. Lewis recently bought horses and mules from Joe Greer, also a trained comedy four-mule act from W. C. Harper. With this purchase the Lewis show has 50 head of stock in quarters here. Lewis adds that his equipment is in good shape and that he will again be on the road when conditions warrant.

Wants Axis Postmarks

YORK, S. C., March 4.—John A. Fox, manager of Wallace Bros.' Circus, wintering here, announced he would give a \$100 War Bond to the first service man or woman who sends him a letter or post card from Germany; also that a \$25 War Bond would be given for the first letter or card sent from Germany by a war prisoner. He said that the same offer applied to Tokyo.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

OPENING date set?

COLE Bros.' Circus is scheduled to be in Cincinnati May 11-14.

OTTO A. ZANGE, McKees Rocks, Pa., saw the Davenport Grotto show in Cleveland.

FOOT juggler, Willie C. Clark, appeared at the Rotary Club Circus, Galveston, Tex., and also in the New Orleans show.

TO be an A-1 24-hour man one has to be an obliging chap.

FOSTER BELL, who is ahead of *Skating Vanities*, was a business caller in Chicago last week.

ATTENDING a performance of Ray Bros.' Circus in New Orleans was Wyatt Davies.

FRENCH horn player William Sperlberg, of Karl L. King's band, Fort Dodge,

La., will again be with the Merle Evans band on the Big One.

REMEMBER when "How Dry I Am!" was considered harmony on a steam calliope?

EARL WRIGHT and partners, four fox terriers, booked for the Shrine Circus, Minneapolis, will play for the Gus Sun office from May 30 to November 15.

BILL CHIPMAN, former circus publicity man, now on a New York newspaper, spent a couple of days in Chicago last week.

CECIL EDDINGTON, Milwaukee Joey, will play the St. Paul Shrine Circus, after which he will join Cole Bros.' Circus for the season.

POOR pusher is one who tells his help what to do and then does it himself.

TEENY AND TINY, the midgets handled by Nate Eagle on the Polack show, are receiving many compliments on their excellent performance.

FORMERLY in the Ringling personnel department, Dewey La Ba, on his way to California, stopped off in Cincinnati and visited *The Billboard* offices.

CLOWN Bill Nippo, last season with the Ringling circus, is now able to walk without aid of a cane since his last operation. He will be able to troupe about June 1.

EARLY-DAY argument: What boss canvasman had the fastest crew on the road?

HARRY B. CHIPMAN, who was married to Marge Kennedy in Tijuana, Mex. (see Marriage column), left for a trip "up North" after which they will return to Los Angeles.

JOSEPH B. MARTIN, a circus rigger, was described as a "first-class draft dodger" on being given a four-year penitentiary sentence for draft act violations by Federal Judge George A. Welsh in U. S. District Court in Philadelphia. He had claimed he was a minister of Je- (See Under the Marquee on page 57)

Stevens Leases Lewis Quarters at Jackson, Mich.

CHICAGO, March 4.—Bob Stevens, operator of Bailey Bros.' Circus, new show going out this spring, advises that in leasing the Lewis Bros.' equipment he also has leased the Lewis winter quarters at Jackson, Mich. Quarters will be opened April 10 to put equipment in shape. Stevens states he has bought the canvas of the James M. Cole show. James A. Beach will be general agent and O. C. Cox legal adjuster. Show opens May 16.

Stevens says the big top will have 15 sections of 10-high starback seats and 16 sections of 10-high blues.

15th Annual for Hartford

HARTFORD, Conn., March 4.—The 15th annual Shrine Circus will be held in the State Armory week of April 17. Potentate Richards M. Libby has appointed this executive committee: Ralph Thompson and Jeffrey O. Phelps, chairmen; Harry W. Hatsing, chairman of acts; Henry Read, secretary; George H. Gabb, treasurer. Hamid-Morton, who produced the show in 1941, will again present the circus.

MAIL FOR YOU AT THE BILLBOARD IS ADVERTISED ONLY ONE TIME. LOOK IN THE LETTER LIST EACH WEEK.

7th ANNUAL OUTDOOR ATTRACTIONS SECTION

ACTS AND ATTRACTIONS

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With the Circus Fans

By THE RINGMASTER

President FRANK H. HARTLESS, 2930 W. Lake St., Chicago
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 members of the Ernestine Clarke Tent No. 39 held its first meeting of the winter season February 19 as guests of Mr. and Mrs. Wallace G. Winter, Bellingham, Wash. They first met in Hotel Leopold for dinner and afterward the evening was spent at the home of the Winters. The evening was spent reviewing the tent activities and of the members during the past season. Plans for outdoor season were discussed. A part of the evening was devoted to Winters' collection of autographed photos of circus folks. In attendance were Mr. and Mrs. Harold J. Rumbaugh, Mr. and Mrs. Ezra L. Fortune, Everett, Wash., and Sgt. Kenneth R. Ikirt, Fort Lawton, Wash.

Lillian Leitzel Tent No. 33, New Orleans, had a busy week while Ray Bros.' Circus was showing at the Municipal Auditorium, February 22-27. The CFA were represented each day, and on Saturday night attended in a body, with the exception of CFA Harry J. Batt Jr., who was in Atlanta on business. Those present were Frank J. Herman, president; J. A. Leighton, secretary-treasurer; G. Emmett Jones and his guest, Mrs. M. Trask; Henry E. Alfortish, water boy; August Gassiot Jr., mascot, and Elroy Alfortish, a young guest of the tent. The annual meeting of the tent will be held within a week or two, at which time the offices of president, vice-president and secretary-treasurer will be filled for another year. The tent has three members in the armed forces: Vice-President George A. Jarabica, CFA J. Raymond Manson (navy) and Staff Sergeant John D. Leighton (army).

THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

TIM McCOY, movie actor, former circus operator and Thermopolis, Wyo., rancher, has been promoted to the rank of full colonel at the Barksdale, La., Army Air Base, friends at Cheyenne, Wyo., have been advised.

POSSIBILITY of an accident insurance scheme being put into effect to cover all cowboys taking part in Canadian stampedes this year was indicated when the Canadian Stampede Managers' Association at its annual meeting in Calgary set up a committee to investigate the subject. Officers are: Walter Birnie, president; Irving Hansen and Dick Cosgrave, vice-presidents; J. Charles Yule, secretary-treasurer.

PLANS to set up a rodeo circuit that will attract the top riders and also for co-operative purchase of equipment are being laid by the newly formed Saskatchewan Rodeo Association. General aim of the group is to have Maple Creek, Swift Current, Eastend and Murraydale rodeo organizations, and others that may wish to join, working together. Dates of the shows will be arranged in close order. Each show is a member of the Canadian Stampede Managers' Association, with headquarters at Calgary. It is planned to operate all under the rules of this association. Saskatchewan organization officers are: Ralph G. Desbrisay, Swift Current, president; F. Hensman and Dave Perrin, vice-presidents; C. L. Powley, Swift Current, secretary-treasurer; Fred Bradford and Frank Leboldus, property committee; Mel Bascom and George Carson, executive members.

DeBarrie To Manage Unit

ST. LOUIS, March 4.—William E. DeBarrie, of cockatoo act fame, has contracted with the Park Amusement Company, Chicago, to manage its Palace of Wonders unit, which will open April 9 at Eastwood Park, Detroit. He was with Russell Bros.' Circus the past two years and prior to that with the Sparks Circus.



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TO MY FRIENDS AND FORMER EMPLOYEES

I have just been engaged to manage the unit of the Park Amusement Co., Inc., opening Easter Sunday, April 9, at Eastwood Park, Detroit, Mich.

Will be happy to place all my former acts. Contact me at 3629 Shady Court, Ft. Wayne, Ind.

WM. E. DE BARRIE

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Electricians, Band Master with Sleeper. Mechanic for Chevrolet Trucks. Wild Animal Act, Family Acts. Workingmen, \$12.00 week; \$3.00 extra driving trucks.

Bob Stevens, Mgr.
BAILEY BROS.' CIRCUS

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MONROE BROS.' CIRCUS WANT

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Address: DREXEL, MO.

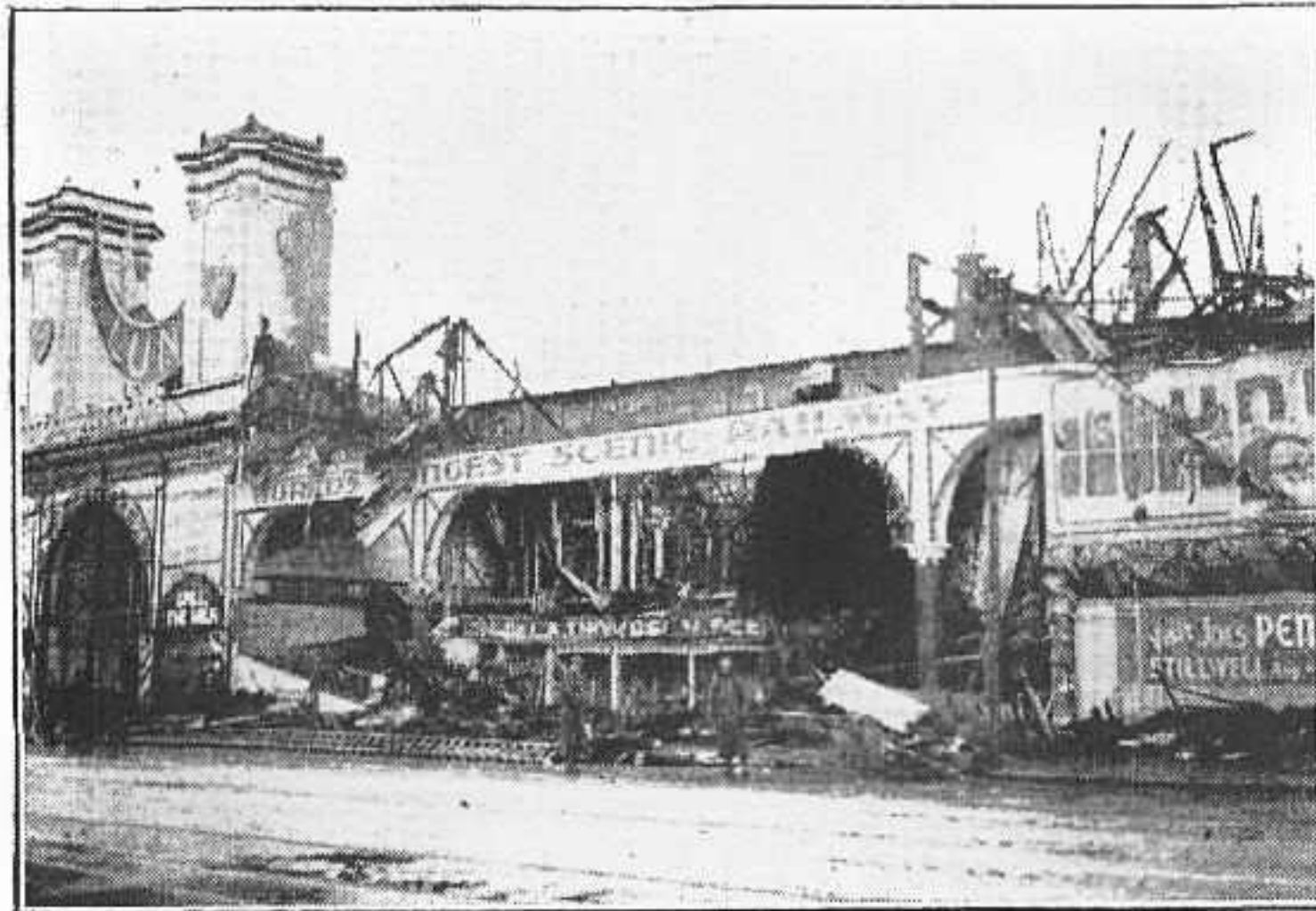
65G Blaze at Pontchartrain

Batt Says Fire Won't Hamper Spot's Opening

NEW ORLEANS, March 4.—In spite of a serious fire which for a time threatened entire Pontchartrain Beach here, one of the country's largest pleasure resorts, last Saturday night (26), Manager Harry Batt announces that spot will be ready for season's opening on April 30.

Twenty-two Scooters and eight Fly-o-Plane cars, as well as about 200 pieces of coin-operated devices used in the Penny Arcade at the beach, were destroyed when the fire gutted the arcade, three midway concessions booths and a storage warehouse, covering in all 90 by 100 feet. Batt estimated the damage at \$25,000 to the building, and \$40,000 to equipment contained therein. Cause of the blaze was undetermined.

Batt says that much of the equipment lost may be replaced in time for the opening, especially coin-operated machines and paraphernalia used in operation of the arcade. The beach's office, just to the rear of the arcade, was saved (See Pontchartrain Fire on page 58)



SOME OF THE DAMAGE INFLICTED BY THE \$75,000 FIRE which partially destroyed the popular L. A. Thompson Scenic Roller Coaster at Luna Park, Coney Island, N. Y. This great Coaster, built by the L. A. Thompson Company in 1901, was one of the longest rides of its kind in America (3,200 feet) and was one of the first big amusement features to follow the building of Luna Park. Its main entrance, shown above, for a number of years was virtually within the entrance to Luna on Seaside Avenue. The ride's annual take is estimated at \$80,000. Joseph Bonsignore, present owner, is one of the biggest ride operators at Coney Island.

Fun Hungry Areas

AMUSEMENT needs in some production centers now crowded with war workers and where insufficient fun facilities exist are listed by the Office of Civilian Requirements of the WPB in a survey beginning on page 3 of this issue.

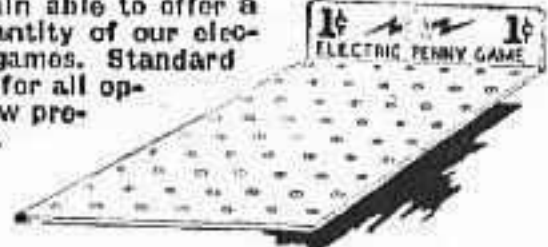
American Recreational Equipment Association

By R. S. UZZELL

Coney Island, New York, had another big fire, as yet of undetermined origin, which destroyed part of the L. A. Thompson Scenic Railway built in 1901. Beneath the railway is the Turmel of Love, damaged to some extent but not beyond repair in time for spring opening. Total damage approximates \$75,000, only partially insured. Joseph Bonsignore, the (See AREA on page 58)

Looking For A New Game!

We are again able to offer a limited quantity of our electric penny games. Standard equipment for all operators. Low pre-war prices.



Write today.
King Manufacturing Co.
30 Fessenden St., Mt. Clemens, Mich.

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Six "Philadelphia Coaster Cars," underneath friction. In good condition. A good buy.

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Men Operators for Ferris Wheel, Tilt-a-Whirl and Roll-o-Plane, \$40.00 per week. Set-up all summer in one location. If interested write

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TUMBLE BUG RIDE

Complete With 4 10-H.P. Motors
VERY GOOD CONDITION

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Mangels Kiddie Whip with 8 cars, complete. Kiddie Boat Ride with 6 boats, complete. Both in good condition.

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FOR SALE! SACRIFICE!

Illions Park Carousel, complete, first-class condition, electric driving, 48 hand-carved jumping horses, 2 double chariots, 65 beveled mirrors. Can be seen in operation until March 15th. Cost \$25,000.00 new. **B. MERSON, 1233 Glenmore Ave., Brooklyn 8, N. Y. Ap. 7-7283.**

Herring Pilots Galveston Pier

GALVESTON, Tex., March 4.—L. B. Herring Jr. has been named general manager of Galveston's \$1,500,000 recreation pier which will be operated by a special board of managers effective this spring. The pier was recently leased by the army for a short duration and the first event was a special war show in the huge convention hall last week-end.

Herring's appointment is effective March 1 but he will not take active charge until mid-March. For the past two years he has been employed as an executive co-ordinator of a joint labor-management committee in an Orange (Tex.) shipyard. He managed the South Texas State Fair for about 17 years.

The pier extends 1,500 feet into the Gulf of Mexico and contains full concession facilities, a dance hall, a movie house, restaurant, convention hall and other departments. W. J. Aicklen, utility company manager of Galveston, is chairman of the board of managers.



JOHN T. McCASLIN, nationally known promoter who pioneered the amusement park development in Baltimore, passed on February 27 at the home of a daughter in Glen Ridge, N. J., at the age of 67. Known to intimates as "John T. the Fixer," McCaslin spent 50 years in show business as magician, high-wire walker, promoter, amusement park operator and booking agent.

Sgt. Ross, Ackley On N. E. Meet Card

SPRINGFIELD, Mass., March 4.—Sgt. Barney Ross, marine hero and former world champion welterweight, will be the special guest of the New England section, NAAPPB, at its 16th convention at the Parker House here March 22. Ross, now making a series of personal appearances thruout the country under government sponsorship, will be main speaker at the banquet. The Boston date was arranged thru Ed Carroll, president of the group, who is a good friend of the former fighter.

Secretary Fred Markey has reported a (See Ross, Ackley to Speak on page 58)

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FIVE RIDES, ROLLER SKATING RINK AND TWENTY CONCESSIONS FOR

FUNLAND PARK

Goldsboro, North Carolina

Opening April 15th for Five Months.

Grounds, lights and license furnished. Rides and Rink will work on percentage. Grounds in site of Government training camp. Wire

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GREENSBORO, N. C., AMUSEMENT PARK

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Located Greensboro Fair Grounds, to open May 13th and operate until Labor Day. Greensboro has population of 75,000 outside of large Army Camp. Park did good business in 1943. Park will be operated by us exclusively and we handle all negotiations. 10 modern Rides and 3 Kiddie Rides. Portable Skating Rink and Bowling Alleys. Ball Games, Fish Pond, Photo, Peanut Concession and other legitimate Concessions. This is your opportunity. Write quick.

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For Sale — 3 Tents (no Side Walls), 2 20x30, 1 30x50, need patching, good for season, \$35.00 each.
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Fans Turn Out In Capacity for Chi State Meet

CHICAGO, March 4.—Illinois State roller figure skating championship meet was held Wednesday, Thursday and Friday in Arcadia Rink here with about 100 skaters competing.

The meet, which was open to the public without charge, attracted capacity crowds of roller-skating fans.

Winners in the junior class Wednesday were Lorraine Mazzuca and Ted Rose-dahl, of the Arcadia Club. Novice events were held Thursday and senior title competition Friday. Results will be announced next week.

NEWSREELS are carrying the recent RSROA Madison Square Garden (N. Y.) Infantile Paralysis Benefit Show.

ROY AND HELEN (Mr. and Mrs.) Kinney, new professionals in Lexington Rink, Pittsburgh, formerly were in Harrisburg, Pa.

PARK CIRCLE Rink, Brooklyn, will hold the RSROA New York State championships April 3 and 4, with a program of all events, including fours. No arrangements for speed championships have been made.

BROADWAY Palace, Joliet, Ill., had capacity attendance at its second annual show February 20, reported H. W.

Fun Hungry Areas

AMUSEMENT needs in some production centers now crowded with war workers and where insufficient fun facilities exist are listed by the Office of Civilian Requirements of the WPB in a survey beginning on page 3 of this issue.

Price, manager. Lillian Shields was featured and Delores Kezerke, J. C. Stanley and Junior Hassig had specialties.

SKATELAND, Denver, operated by J. W. Norcross, will be host to regional Wyoming-Colorado championships in dance, figures and pairs events April 10, under RSROA sanction. Full speed program for the two States will be held in Rainbow Rink, Cheyenne, Wyo., operated by Norcross and R. L. Hudson, April 17.

LEBNADROME Rink, Lebanon, Pa., holds parties under sponsorship of USO, with Mrs. Edna Mae Winkler in charge. Affairs are for soldiers at near-by Indiantown Gap (Pa.) Military Reservation and are held bi-weekly, said Mack Edwards, manager of the rink, who reported they have proved great sport and morale builders for the men.

RSROA AMATEUR State championship meets of Pennsylvania and West Virginia will be held in Lexington Rink, Pittsburgh, March 19 and 20. Roller dance, figure and pair champs will be crowned. Entrants must be citizens of the United States and have resided in either State for at least six months prior to entering, said H. B. Ruhlman, manager of Lexington Rink.

RECORD turnouts are reported by the rinks co-operating with *The Philadelphia Daily News* in its sponsorship of the sixth annual roller championship. With many winners of the past classics in all branches of the armed service, places at the top are vacant and a grand rush has been on to fill them. Competitions for graceful skaters and waltz division are contested at each of the seven participating rinks, with only one staging held at a time. Crystal Palace staged the first of eliminations.

HARRY A. ILLIONS, president of Celoron Park, on Chautauqua Lake, Jamestown, N. Y., reports biz in Skateland there ahead of last year's. Personnel of the rink, which remains open thruout the year: O. H. Zimmer, manager; W. Rounds, doorman; Ozella Zimmerman, organist; Ruth Barkman, check-room; Manley Mills, skateroom; Junior Tellingheisen, skate boy; Edson Mason, refreshments; Jerry Scott, Bob Ellis, door attendants.

AT the organization meeting of St. John (N. B.) Skating Club, formed to encourage roller and ice skating by participation in both sports regularly, G. G. Fuller, U. S. consul there, was elected its first president. He was active as a figure skater and in promotion of figure skating and dancing on skates for about 10 years in Winnipeg while U. S. consul, before being transferred to St. John several months ago. Members are to meet three nights weekly for skating parties.

LEAP YEAR came into its own in Hartford (Conn.) Skating Palace and Conrose's Rink there February 29. According to Syd Conn, of Conrose's, "Opportunity knocks but once every four years for the girls," so it was their night. Soldiers stationed near by were guests at both parties, with a "mock" marriage as the attraction. Music for parties was supplied by Mildred O'Brien in the Palace and by Harold LaChappelle in Conrose's. Jim O'Hara, organist in Conrose's Rink, is on his way back to Hartford from the West.

English Contests

By BILLY WATSON

LEEDS, England.—While the policy of the National Skating Association of Great Britain is to hold withdrawn all British championship skating events for the duration, the roller figure and dance committee of the association still offers for competition in the non-championship

class the Devonshire Park Bowl for figure skating. In the dance skating section there are the Kent Coastal Bowl, the Burrows Cup and the Balfour Cup. All these events have been very keenly contested each year since their inception.

Schedules for the competitions to be held in England this season have been issued. Balfour Cup (present holders—L. Sharrocks and Miss I. Morris, of Manchester) has the "Tenstep," "Staircase Waltz," "Tango" and the "Three Serpentine," with two and a half minutes of (See RINKS on page 58)

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For Health's Sake

WILL LIVE LONG AFTER HITLER'S DEAD AND GONE

FOR VICTORY BUY UNITED STATES WAR BONDS AND STAMPS

ROLLER SKATE



The First Best Skate



QUALITY

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WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY. STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

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WANTED TO BUY USED CHICAGO ROLLER SKATES

ROBERT HAMILTON

3131 Sunnyside Ave. BURLINGTON, IOWA

New Tax Law

A BRIEF DIGEST of some provisions in the new Revenue Act passed by Congress and of especial interest to the industry appears on the first page of the Carnival Department in this issue.

HYDE'S NEW ROLLER "RAINBOWS"

Color them to match any Ensemble

Sensationally new

Now they can be dyed to match any ensemble or costume color scheme. Now you can give your skaters something new full of life and color.

Dye them for them or they can take them to their nearest shoe store and there are 160 different shades on the color chart.

A handsome white outfit or a brightly colored flashing pair of roller shoes for special occasions.

Write today for the new catalog of Roller "Rainbows". The shoes, the idea, the new uppers on the same fine lasts will make a hit.

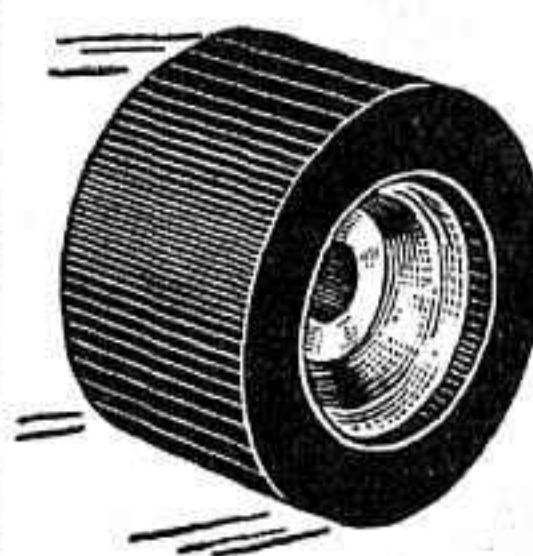
White upper leather may be "out for the duration" but not fine roller shoes. We're making them now with unbleached white duck uppers and white leather trimmed. Actually they're superior in wear to all leather. The same fine shoe craftsmanship and all white ready to wear or color for any occasion.

HYDE

HYDE ATHLETIC SHOE COMPANY

Manufacturers of those famous "Betty Lytle" Shoes

CAMBRIDGE, MASSACHUSETTS



WHEELS OF FIBER

Built for Hard Wear by Master Craftsmen

- WILL NOT MAR OR MARK
- GREATER GRIPPING SURFACE
- IMPROVED BUSHINGS
- IMMEDIATE SHIPMENT

Dependable Roller Skate Accessories

WHEEL PRODUCTS CO.

OMAHA, NEB.

42ND STREET AT JONES

Communications to 155 North Clark Street, Chicago 1, Ill.

Senator Slams Shooting Pix For Small Fry

WASHINGTON, March 4.—"Pistol-packing pictures" were assailed last week by Senator Andrews of Florida in a session of a Senate subcommittee, which he heads, in an investigation into juvenile delinquency.

"Heroes," remarked the Senator, "in pistol-packing pictures shoot the man down and the blood runs until a boy thinks he won't amount to anything unless he gets two pistols and shoots somebody."

A witness appearing before the investigating committee stressed "money-crazy parents," who prefer to work rather than stay home and take care of the kids, as a fundamental cause of the present alarming rate of juvenile delinquency rather than any influence of motion pictures or blood-curdling radio programs.

In all the many investigations and reports by social agencies, newspapers and youth clubs, the influence of motion pictures of any kind has rarely been credited as a negative factor on kids' behavior. Roadshowmen who have been showing action-packed shoot-'em-up pix for years could testify that the youngsters are more inclined to yell out their excitement during the showings rather than shoot it out later.

INVESTIGATION of reports that among the overstocked items the army is disposing of were 16mm. movie projectors proved that the projectors were silent with 40-watt lamp for 16mm. negatives. The items are stored at the air corps material headquarters at Memphis.

DUAL UNIT-16 MM

Two 24B Victor Sound Projectors with regular speakers, also—two 15" Woffert Tweeder Speakers, Relay Box and Pre-Amplifier for mike and pick-up. Perfect guaranteed.

Large Lists of SOUND ON FILM FEATURES—Good Condition. Also 1600 foot Cans and Reels. CHEAP.

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16MM. SOUND PROJECTORS
35MM. PROJECTORS

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25% ON SCREENS AND FILM RENTALS
RELIGIOUS NEWS FEATURES

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16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.
OTTO MARBACH, 630 Ninth Ave., N. Y. City

WANTED

People all lines doubling instruments for radio dance show, 1 hour show, 2 hour dance. No Sundays. Short jumps, steady work.

CHICK BOYES PLAYERS

216 W. 26th KEARNEY, NEBR.

FOR SALE 16mm. SOUND AND SILENT PROJECTORS

Features and Short Subjects Available at Bargain Prices.
ZENITH 308 West 44th St. NEW YORK CITY

SOS PORTABLE SOUND! HIGHEST PRICES PAID FOR 16MM. Sound Projectors. Any Make. Wire Us Collect Today—Cash Waiting.
440 WEST 42ND STREET, NEW YORK

"At His Side"

CHICAGO, March 4.—For use during the Red Cross War Fund Drive, a new nine-minute short, called *The Red Cross at His Side*, is available in 16mm. sound.

The pic shows the Red Cross in action both on the battlefields and on the home front, with scenes of its activities at Guadalcanal, Tarawa, Attu and many other beachhead invasion operations. The work of collecting blood plasma, supplying the boys at the front with items of home comfort, aiding prisoners of war and soldiers in isolated outposts is also shown.

Shots of Maj. Gen. Jimmy Doolittle and Lieut. Gen. Mark W. Clark testifying to the wonderful work the Red Cross is carrying on are included in the film.

See the Red Cross chapter in your nearest big city for prints of the film.

Commission To Study Pix Needs in Schools

WASHINGTON, March 4.—Active interest in the use of motion pictures in educational work was boosted recently with the formation of a commission to study the needs of schools and colleges for film material. Dr. George F. Zook, president of the American Council on Education, announced that the new commission will plan the production of new films with special attention at first to a series on post-war reconstruction. Eight major motion picture companies will support the new work.

Members of the commission are: Mary A. May, director of the Institute of Human Relations, Yale University, chairman; George S. Counts, director of the Division of Foundations of Education, Teachers College, Columbia University; Edmund E. Day, president, Cornell University; Willard E. Givens, executive secretary, National Education Association; Monsignor George Johnson, general secretary, National Catholic Education Association, and ex officio, Mr. Zook.

CUTTING IT SHORT

By THE ROADSHOWMAN

NEW TAX BILL passed by Congress over the President's veto hikes the excise on general admissions. The law, effective April 1, puts a 1-cent tax on each 5 cents or major fraction thereof, instead of the 1-cent charge on each 10-cent admission or fraction.

WPB IS EXPECTED to decide soon on the number of projectors, sound systems and other new items which may be manufactured for civilian use during the third quarter of this year. Office of Civilian Requirements officials and chiefs of industry advisory committees presented their case for a production quota higher than the 100 sets permitted for the first two quarters of 1944 to WPB authorities last week.

A HARD-BOILED picture story, called *War Department Report*, dealing with the strength of the Axis and what it will take to crush them, is available thru the Industrial Services Division of the War Department. The film runs 43 minutes and is especially good for war-worker audiences.

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REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Slout Lauds Schaffner Bill; Asks for Dope on Old 'Toms'

En Route.

Editors *The Billboard*:

You will remember over a year ago when the OWI wanted plays with propaganda material used in the rep shows. At that time there was really no play that was suitable, and the material rep managers and playwright supplied was not slanted right for rep consumption.

However, Neil Schaffner has just turned out a play that is not only timely but packs a good patriotic wallop. He calls it *Toby Goes To Washington*. It is a well written type of Toby show with a sensible plot, well developed situations and a strong patriotic appeal. I think it is something that the government would be thankful to have every repertoire manager use. We intend to use it on our tent show this summer.

One more thing; E. F. Hannah had an interesting item on "Tom" shows in last week's issue. I would welcome a series of incidents and accounts of happenings on the "Tom" shows of the past. I think it's a bit of our past show history that is full of color of another decade. I wonder if any of the readers know who wrote the song telling the story of the *Uncle Tom's Cabin* show.

L. VERNE SLOUT.

Rep Ripples

BENNY WULLKOTTE, formerly for several seasons with the Bryant Showboat in Cincinnati and later bass fiddler with several of the leading musical aggregations around the Queen City, is now Lieut. (j. g.) B. A. Wullkotte of the U. S. Maritime Service. Writing under date of February 12, Benny says, in part: "Gosh, I'm really beginning to miss old Cincy—we're so damned far from nowhere. Our first port of call after leaving the States was on the Eastern Coast of Italy, and we've really been around since. I have some five more months of it staring me in the face. Don't get me wrong, I love it but sometimes I get very anxious to stroll around Cincy's Fountain Square. Tell the boys and gals to write me to the following address: care S. S. Josiah Bartlett, Eastern S. S. Lines, Inc., Pier 25, New York." . . . M. N. BALL, who opened his school and hall show recently at Hye, Tex., plans to take the trick under canvas in a few weeks. . . . MR. AND MRS. J. J. BRUMMETT, who have been in Sarasota, Fla., since last fall, have hopped to Dallas to ready their two-people novelty act for halls. Brummett is an old-time rep performer. . . . RALPH FARRAR, for 30 years pianist with Midwestern reps, is doorman at the Wichita Theater, Wichita, Kan. . . . HARRY S. WARNER, formerly leading man with leading Midwestern stocks and reps, has been associated for the last five years with the Gulf Brewing Company, Houston.

MRS. ARLIE CHOATE, of Choate's Comedians, who have been off the road since 1941, infos that she and her husband now operate the Wayne Theater in Wayne City, Ill., but promises that once the war is over the Choate repper will again hit the road. W. C. (Pop) Choate, Arlie's dad, is nearing 82, but says he'll be ready to beat the bass drum in the

band when the show resumes its trekking. When Choate's Comedians failed to take to the road in 1942-'43, it was the first time they had missed in 34 years. The Choate's eldest son, Wilby, and his family also reside in Wayne City, where he is engaged in war work. Their youngest son, Billy Charles, is a corporal with an anti-aircraft division at Fort Eustis, Va. Mrs. Choate also shoots us the following news on other repsters. . . . DICK LANHAM, with the Choates in 1940-'41, recently paid them a visit. His wife, Midge, and daughter, Peggy, are in St. Louis. . . . AUDRA HARDESTY and wife, Virginia, are also in the Mount City, engaged in war work. . . . CHIC AND ESTELLE PELLETTE are in Mobile, Ala. . . . PEARL AND ROBERT LA THEY are located in Texarkana, Tex. . . . DICK AND HAZEL BUTLER and daughter, Bernice, are making their home in Indianapolis. . . . JIMMIE REYNOLDS is sojourning in Los Angeles. . . . LUCILLE LOCKTEE is settled in Pismo Beach, Calif. Her son, Ollie, is in the navy, stationed at San Diego, Calif. . . . THE SHANKLINS, Lane and Mayme, have a cafe in Mount Vernon, Ill.

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ALLEN, Billie Chatwell, Jimmie
ALLEN & Lee (1722) Leo
Allen, Dianne Chevanne, Mrs. James
Allen, E. R. Cicich, Geo.
ALLISON, Arthur Clark, Billie
McKinley Clark, Carl
Amsden, Cruise Clark, Chas. A.
ANDERSON, Clark, Harry
Eltner Richard Cochran, Frank Jos.
Anderson, Harry J. Cole, Hollis Wesley
Anderson, Sadie Cole, Johnnie
Andrews, Paul Coleman, Max
Andrews Sisters Collier, Jos.
Applebaum, Sammy Aloysius
Apples, Henry Collins, Harry
Aquino, Pvt. Ralph Collins, Harvey
A. Colvin, Mrs. Midge
CANNOR, Frank G.
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Arhardt, Terrance Hale, Mrs. Frances
Arnett, James Edw. J.
Arnott, Jack
Avery, Jos. R.
AYCOCK, Douglas Cortelyou, Burt
BACKUS, Joe Coryell, James D.
Cestello, Larry Jan
Cestley, Horace
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Cox, O. C.
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Balfew, Cecil Thos. Crane, Cloise A.
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Dolo
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Bennett, Dorothy Carl
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Berryhill, James L.
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BLED SOE, Robt. Dawn, Lili
Dawson, Clifford
Atley
Bluth, Billy Dayton, Betty
Boaz, Howard DeMitt, Herbert
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Decker, Jos
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Delaney, Merry
BOSWELL, Wm. Gladys
Dell, Myrna
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Boyle, Duke DEMETRO, John
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Brooks, Prof. A. Brockmiller, Leroy
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Brown, Kenneth P. Danobue, Ann Tex
Dwire, Dink
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Burto, L. A.
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Edw. Feilds, Mrs. Benny
Butler, W. H. Fenstermaker, Robt.
(Harry) W.
Bybee, James Ferris Wheel Scotty
BYRD, Wm. Ferteib, Geo. M.
Edgar Fields, Fern
Byrnes, Frank A. Fields, Jackie
Caldwell, Sammie Leo
Fields, Todd
Calkins, Bob FINN, Jos. Leo
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A.
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Carver, Ella Frederick, James B.
CARTER, Paul Allen Frette, Arthur
CASPEN, John FREE, Wm. Byrd

- FREEMAN, Morris
Freidrichsen, Knud
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Fullmer, Howard
Chas.
Gallagher, Orville L.
Gardiner, Ed M.
GARDNER, Orville
GARLAND, Albert C.
Garrett, Penny
GEE, Robt. Henry
Geraghty, Wm.
Gilbert, Jack
GILLISPIE, Girtus
Golden, Geo.
Goody, Ray
Gordon, Era (Miss)
Gordon, John R.
Gordon, Robt. A.
Gory, Tom
GRANT, Clard
Grant, Harry
GRAVINS, ROY
Gray, Elmer
"Tony"
Gray, Sunny
Green, Clifford
Greer, Jack E.
GWARA, Felix P.
Hackman, Otis
Hale, Arthur V.
Hale, Mrs. Frances
J.
Haley, Marshall
Halin, Hymie
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Halligan, James
Hamilton, Whitey
Hammes, Arnold
Hangsterfer, Allan
Harden, Geo.
Harper, Ray & Fay
Harris, Harry B.
Harrison, Hubert
Hamilton
Hart, Roy Ooro
HART, Wayne
Hartban, Henry
Hartley, Charlie W.
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Bernard
HAYES, Kay
Haynes, James
Bernard
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HECK, Wm.
Hedgar, Irene
HEGGINS, Pat
Helton, Jean
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Hendrix, Gladys Inez
HENDRIX, Eugene Webb
Hendrix, Weldon
HENNESSY, Frank Wm.
Hester, G. A.
Beth, Louis E.
Hickerson, Clarence
HIER, James F.
HIL, Robt. (Slim)
HIL, Tiny
HILL, Wilbur Jos.
HIXON, Edw.
James
HOLT, Theodore
Holt, Thos.
(Horty)
HOPPER, Jos.
Gleen
Housner, Mrs. Ruth
Houston, Lee
HOWER, Geo. W.
Hubbard, R. E.
Skoots
Hughes, Jack
Hulseman, Frank
Hunt, A. E.
"Popeye"
Hunt, Arthur
HUNT, Mrs. Geneva
HUNT, Gilbert
Earl
HUNTER, Ray
Eckford
Hunting, O.
ISON, Earl E.
RAYMOND
IVERS, Raymond
Jack's Side Show
(Munroe)
JACKSON, Herbert
JACKSON, Riley
Mark
JACKSON, Robt.
Jackson, Willie
James, C. W.
Jimmie, The Lush
John, Betty
JOHN, Gus
JOHNSON, Jessie
James
Johnson, Larry
JOHNSON, Louis
Johns, John
Jobuson, Mary A.
Nicholas
JOHNSON, Walter
Augustine
Johnston, Thos. L.
Jones, Edw. Francis
Jones, Lewis
JONES, Roger Lee
JORDEN, Lester
JOSEPH, Frank
Joshua, Maxie
JULIE, Eddie
Kane, Jos
Karnes, Walter W.
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Kayoch, John
Kaener, Lee
Kellen, Mrs. Cile
Kellen, Mrs. Powell
KELLER, Earl
Francis
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Kennedy, H. D.
KENNEDY, James
A.
KENYON, Howard
Kid, Melvin
KILGORE, Rolland
Earl
Kimball, Dude
Kindle, Ray
KING, Henry
Thadus
KING, Ward Earle
Kline, Chas. F.
KNIGHT, Durwood
Andrew



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.

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Ladd, Chas. Henry
Lamar, Toney
MONROE, Geo.
Elmer
LAMB, Buddy
LAMB, Herman A.
Lenders, Wm.
LANE, Lacey Louis
LANE, Lacey Louis
LAPEZ, Jas. Bud
Lawson, Marshall
Lawson, Willie
Layton Dog Act
LEDBETTER, Fred
Geo. Edwin
Leo, Paul
Leo, Ivan
Lepora, Mattio
LEWIS, James
Albert
LEWIS, Wm.
Carlita
Little, Mrs. C. W.
Little, Little
Frankie
Livingston, Faith
Lloyd, Capt. Jack
Lockwell, Lolla
Logan, Robt.
Luther
Logsdon, Marcus
Logston, Billie
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Delbert
LOVITT, Manley
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Lyree, Tom
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Oliver
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McComb, Ernest
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Carrie
McCREADY, Claude M.
McDaniels, Lenard
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Ernest
McGIRE, Richmond
McGuire, E. L.
Irish
McHENRY, Gilbert
McKESSON, John
Reis
McMillian, Bettu
McNeely, Nora
McPeck, James C.
McRae, M. W.
McROBERTS, Robt. Chas.
McSHAIN, Eugene
Edw.
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Magrum, Clement
F.
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Ray
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P.
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Martin, Judy E.
MARTIN, Malcolm
O.
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Duke
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MILLER, Leo
Albert
Miller, Rudy
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J.
Mitchell, Shark
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- Sutherland, Joseph
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SYNAK, Leonard S.
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Tarbes, Max M.
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Taylor, James
TAYLOR, John
TAYLOR, Major
Lee
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Charles
Terry, Glenn I.
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Theawette, Mrs.
Leona
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Geo.
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THOMAS, Willie
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Eugene
Thursh, William
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Murphy
TIPTON, Fred
James
Tom, Walter
Travers, George
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Ed
TRUSTEE, Lou
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UNDERWOOD, Ralph Neal
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Jos.
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Hatfield
VAUGHN, Hamp
Sylvester
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Allen
Walkmir, G. A.
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Carol
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WEBER, Frederick
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Ernst
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Lawrence
Weinstein, Fred W.
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WELLS, Jos.
Samuel
WESTERN, Geo.
J.
Western, J. W.
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Chick
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WILLIAMS, Daniel
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Wilson, J. D.
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Thos.
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Wrink, Mrs. Helen
Wycoring Duo
Yates, Pto. Richard
S.
Young, Mrs. Dolly
Young, Greeney
YOUNG, Max
Bryon
ZIMMERMAN, Hubert E.
Zumpano, August

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Jefferson
Brown, Lester
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Clair, I.
Dely, Bill
Diaz, Senor Don
Louis
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KROLL, Herman
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Lyons, Bayne
Mamos, Harry
Manning, Ross
McLaughlin, Andrew
Mulemans, Charles
MHALOW, Andrew
Miller, Sadia D.
MURPHY, James
J.
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O'Rourke, Texas
Pearl, Sylvia
Reese, Leon
Reid, Billy
Renay
RUSSELL, Lewis
Sauer, Louis E.
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CIRCUS
Simon, Mrs. G.
Sloan, Larry
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SMITH JR., Ira
Spitzer, John
Thomson, Walter
Trevor, Madeline
Valdemar, Odette
Walker, Buddy
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J.

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Creer, Florence D.
Daniels, Billy
Dossay, Miss D.
Lana (Mrs. D.
Kanska)
HOLT JR., Theodore
Horn, Rudy
King, Harrison
Dwane
Allen, Glen
Arnold, Woodrow
(Joe-Mae)
Bacon, William
Calkins, Bob
DeViera, Genevieve
M.
Fuller, Clarence
Gould, Max
HICE, Ellsworth
Luko
Howard, John
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Mehl, Thomas
Morgan, Jack
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Pilger, E. L.
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Slin, Texas
Sungra, Mrs. Eppie
Southern, Pat
STANLEY, Sam
Vinson, Jack E.
VEASEY, Russell
Conwell
Voxles, E. D.
Walton, W. E.
Wasburn, Nelson
J.
Whyte, Carl
WILLIAMS, Herbert
Wilson, Mrs. Louise
YOUNG, Harry
James

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ST. LOUIS OFFICE

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(Joe-Mae)
Bacon, William
Calkins, Bob
DeViera, Genevieve
M.
Fuller, Clarence
Gould, Max
HICE, Ellsworth
Luko
Howard, John
Kelly, James J.
Mehl, Thomas
Morgan, Jack
MONTGOMERY, Paul
NIXON, James
Pilger, E. L.
ROBERTS, Maxwell Aldria
Slin, Texas
Sungra, Mrs. Eppie
Southern, Pat
STANLEY, Sam
Vinson, Jack E.
VEASEY, Russell
Conwell
Voxles, E. D.
Walton, W. E.
Wasburn, Nelson
J.
Whyte, Carl
WILLIAMS, Herbert
Wilson, Mrs. Louise
YOUNG, Harry
James

SUNBROCK'S CHI START

(Continued from page 42)
formance. Nevertheless, the people appeared to like it.
Late last week Sunbrock pulled a clever promotion stunt when he made a tie-up with the fourth war loan drive, blocked off State Street from Washington to Monroe streets, two of the busiest Loop blocks, from 12 noon to 1:30 p.m., staged a parade of cowboys and cowgirls, with covered wagon and band, and staged an auto crash at Madison and State, world's busiest corner, before thousands of onlookers. In addition to newspaper ads and outdoor billing, he is using time on 12 Chicago and out-of-town radio stations.
Rodeo features include the usual bronk riding, bulldogging, calf roping, etc., also the cowboy and cowgirl quadrille, the covered wagon number and the desert scene. Half a dozen clowns go thru their stock routines. Otto Griebing joined Sunday but is more or less lost in the conglomeration, having little chance to demonstrate his clever pantomime. Happy Maxwell is featured in several clown stunts. Interspersed among the rodeo numbers are acts and clown numbers. Acts include Liberty horses (four), worked by Senor Escalante. Flash, motion picture horse, with Tex Allen,

trainer. Marlon Linwood, high-pole act, concluding with spectacular breakaway. Miss Linwood, graceful and attractive, sells her act superbly. Motorcycle board-wall crash by Andy Anderson. Jitterbug horse, worked by John Smith, veteran trainer. Aerial ballet, Cyse O'Dell, Ayleen Page, Annetts Riddle and Louise Atterbury, web. Miss O'Dell also does a series of one-arm planges that wins applause. Rose Steele's dogs, an outstanding canine act. Eight well-trained fox terriers that go thru an amazingly clever routine of tricks. The Great Gregoresko, man who hangs himself. Spectacular act in which he leaps from the top of the auditorium with a noose about his neck. Holst and Milady, a classy and entertaining bar act, with Jack Holst, Olympic champion of the horizontal bars, assisted by Milady. Selden, the Stratosphere Man, high-swaying pole and wire slide. A flashy act which loses something of its effectiveness because of the low ceiling of the auditorium, which does not allow the wide sway that is the sensational feature of the act. Bud Decker in leap over a bus in an auto. Cole Bros.' elephants, worked by Jean Allen. Funny Ford, piloted by "Jolly" Duke. Trick and fancy rlding, in which 10 cowboys and cowgirls take part.

LEARN METASCIENCE — REMARKABLE drugless healing. No manipulation. No apparatus. Unbelievable simplicity and results. Inexpensive correspondence course. Write Metascience, De Land, Fla. mh11x

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30¢. Write Nelson Enterprises, 339 S. High St., Columbus, O. ap8x

MISCELLANEOUS

FOR SALE! — 50 LBS. NAMEPLATE TAPE. Used in Roovers Nameplate Machine. \$2.00 per lb. 1/3 deposit, balance C. O. D. George Paterson, 6 W. 190th, Bronx, N. Y.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS — NEW AND USED. ALL styles and makes. Buy and sell. Request catalogue. American Accordion Hdq., 31 S. Cicero, Chicago. mh11

PERSONALS

COMICS, MO'SI — "CLUB" STUFF SLAUGHTERS any audience; \$5.00 brings your collection return mail. Kleinman, 25-31 30th Rd., Long Island City 2, N. Y. mh11

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL OUR OLD CUSTOMERS — EK DIRECTPOS Rolls, Cntsheets, Chemicals at EK ceiling prices; also some 1 1/2" machines. Wabash Photo Supply, Terre Haute, Ind. mh11

EASTMAN DIRECT POSITIVE PAPER — Latest dating. 100 rolls 1 1/2" at \$5.00 per; 28 rolls 2" at \$6.00 per; 26 rolls 2 1/2" at \$8.00 per; 23 rolls 3" at \$10.00 per; 4 rolls 3 1/2" at \$11.00 per; 7 rolls 3 3/4" at \$13.00 per; 20 gross 5x7 at \$8.00 per. 10% discount on orders above \$50.00. 1/3 deposit. George Paterson, 6 W. 190th, Bronx, New York.

FOLDERS — PATRIOTIC AND REGULAR DESIGNS. Prices per 100. For 1 1/2x2 Photos, \$1.75; for 2x3, \$1.85; for 3x4, \$2.75; for 3x5, \$2.85; for 4x6, \$4.00; for 5x7, \$4.25. Flat Mounts assorted for 1 1/2x2, 60¢; for 2x3, 75¢. Comic Post Cards for 1 1/2x2 Photos, \$2.00 per 100. Immediate shipments. Miller Supplies, 1535 Franklin Ave., St. Louis, Mo. mh25x

FOR SALE — COMPLETE RECORDING STUDIO. Portable. Sound Proof Booth. Recording Machine, Playback and Public Address. About three hundred Recording Blanks. Will sell for two hundred dollars. Wire deposit. Palace Photo Shop, 923 Congress Ave., Austin, Tex.

MADE TO ORDER — COMPLETE DIRECT POSITIVE 1 1/2" Camera, Lens and Portable Booth, 8x6x3, heavy lumber, \$375.00. Eastman D.P.P. and Cutfilms prices quoted. Box 45, Sta. A, Brooklyn, N. Y. mh25

NEW MARFOL AND EASTMAN DIRECT POSITIVE Paper — All sizes in sheets and rolls. Send us a trial order on the New 1944 Marfol Emulsion. It's tops. Marks & Fuller, Inc., Dept. B1, 60-72 34th St., Rochester 4, N. Y. mh25x

PHOTO MOUNTS FOR DIRECT POSITIVE studios, Easel and book types. For best price and quick deliveries write to International Sales Co., 3902 Garrison Blvd., Baltimore, Md. mh11x

WANTED TO ORDER — DIRECT POSITIVE CAMERA, 2, 2 1/2 or 3 inches, with lens. Will also buy Booth. What have you? W. F. Danieley, 120 Race St., Raleigh, N. C.

WE CAN KEEP YOU SUPPLIED WITH EASTMAN Direct Positive Paper at lowest price obtainable anywhere. Fresh stock. Latest dating. All sizes. Write, wire Box 571, Billboard, 1564 Broadway, New York 19.

PRINTING

A BIG PACKET OF COMIC CARDS, 25¢; 100 Letterheads, 100 Envelopes, postpaid, \$1.00. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. mh18

100 8 1/2x11 LETTERHEADS, 100 ENVELOPES. \$1.00; Plateless Engraved, \$1.50 postpaid. General printing. Yankee Printing Co., 4701 Sheridan, Chicago, Ill. mh18

100 LETTERHEADS (HEAVY WEIGHT), 100 Envelopes, \$1.25 cash; 250 each, \$2.50. Limited order now. American Press, Box 391, Charlotte, N. C.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago, Ill. mh11

SIDE SHOW BANNERS FOR CIRCUSES AND carnivals. Write for estimates. 5918 Cermak Rd., Cicero, Ill.

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines. Will pay \$15.00 for Blondie, Powerhouse, Formation. Mac Postal, 6750 N. Ashland Ave., Chicago, Ill. ap1

GLASS SLUM FOR GLASS-BLOWING CONCESSION in gross quantities. Any suitable solid or blown glass ornaments. Joe A. Collins, Seibold Hotel, Fort Worth, Tex.

JUGGLING APPARATUS OF ALL KINDS — Single items or complete collections. Roger, Box 711, Tulsa 1, Okla.

PORTABLE SKATING RINK FLOOR, APPROXIMATELY 80x110, in good shape. Also 300 or 400 pairs Chicago Skates, good condition. (Articles from South preferred.) Box C-159, Billboard, Cincinnati 1, Ohio. mh11

ROLLER SKATES WANTED — NEW OR USED. Will pay top prices. E. Bergman, Rm. 204, 803 Hennepin, Minneapolis, Minn. mh18

WANT 16MM. FILM FEATURES, COMEDIES. Selling DeVry Sound Projector, straight feed, 2,000 ft. reels. Bargain. Don Garrison, Hapeville, Ga.

WANT TO BUY ANYTHING PERTAINING TO Jungle Folks, Cannibals, Headhunters; also Freaks, Mummies, Curiosities. Write Tate's Curiosity Shop, Safford, Ariz. ap8

WANTED — RHINESTONES, ANY SIZE, LARGE or small quantities. Harry Kiltzner Co., 433 Westminster St., Providence, R. I. mh11

WANTED — ANY TYPE AMPLIFIERS, TONE Arms, Motors, Speakers, Record Players, Fans. Any condition. Tell us what you have in first letter. Cash waiting. Mills Music Service, 503 Pittsburgh St., Springdale, Pa. mh11

WANTED — 22 AMMUNITION, 22 SHORTS and Longs, Winchester Rifles, Model 74 and 62, new or used. Any quantity. Vernon Stewart, 100 1/2 High St., Portsmouth, Va. mh18

10 CAR KIDDIE AUTO, KIDDIE MERRY-GO-Round, Kiddie Drive Yourself Cars, Pitch-Tilt-Win complete; no junk. Cash price. Geo. Rockwell, 1949 Wisconsin, Beloit, Wis.

16MM. SOUND PROJECTORS, FILMS, TURNABLES, Microphones, 1500 Watt AC Light Plant. Describe fully. Roadshow, 2532 Highland Ave., Apt. #8, Cincinnati 19, O. mh11

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

AT LIBERTY ACROBATS

LADY AERIALIST WISHES TO JOIN RECORDED aerial act. Will work any height. Have done traps, rings, perch and teeth slide. Box C-3, Billboard, Cincinnati 1, O.

AT LIBERTY AGENTS AND MANAGERS

ACCOUNT DISAPPOINTMENT — A-1 AGENT for novelty attraction suitable for schools. Hold contracts for 10 weeks. All in South Carolina; 90% assembly programs. Can furnish car and gas if necessary. Good proposition to right attraction. Marionette, musical novelty or others. No magicians. N. P. Patton, P. O. Box 503, Hendersonville, N. C.

A-1 ADVANCE AGENT, BUSINESS AND PERSONAL Manager, Expert Contractor, Booker, Publicity, etc., available for high class name attraction. Musical stage show unit, name band or organized all girl orchestra, or would like to hear from exotic attractive girl band leader. Capable organizing girl orchestra for theatres, hotels, ballrooms, clubs, motion pictures, radio, etc. Write full details, send photos, best offer first letter. Box 2698, Hollywood 28, Calif. mh18

AT LIBERTY BANDS AND ORCHESTRAS

"THE FOUR MOODS" — ONE OF NEW YORK'S biggest little Dance Bands, featuring three boys and girl, available for immediate bookings. Union. Write, wire for photos, open dates. Charlie Walters, 119 Audubon Ave., New York City.

AT LIBERTY CIRCUS AND CARNIVAL

BARKER, MANAGER, ADVANCE MAN OR what have you. Sixteen years newspaper manager, editor, radio announcer, news reel narrator. Free about April 20. Wants a good carnival connection for year's travel. Best character references. Good car. Navy reject. Age 39. Can sell or promote anything. National recognition for publicity work. Best offer takes him. Address "Yankee," Box 106, Clairton, Pa.

AT LIBERTY MISCELLANEOUS

GAG WRITER WOULD LIKE TO TEAM UP with a good Cartoonist or Radio Comic. Francis C. Merson, P. O. Box 572, Bridgeport 1, Conn.

AT LIBERTY MUSICIANS

ACCORDION PLAYER — WELL EXPERIENCED, single, reliable, 20 years of age. Prefer a good hotel type of band. 4-F. Prefer to travel; can leave immediately. Don't read music. Write or wire George Columbus, 3529 Lincoln Blvd., Marion, Ind.

A-1 STRING BASS — 4-F, NAME, SEMI-NAME experience. Thoroughly experienced, fully rounded. Available March 14. State salary. H. T. Paustentbach, 1230 St. Paul, Baltimore, Md. mh11

A-1 VIOLINIST OF BEST BANDS INVITES TOP offers, preferably New York. Notice required. Union. Box CH-79, Billboard, Ashland Bldg., Chicago 1.

A-1 CLARINETIST — READ, FAKE, DO COMEDY. Prefer novelty outfit. Play Sax, some Fiddle; instruments stolen. Colms, Laclede Hotel, St. Louis, Mo.

AT LIBERTY — UNION TRAP DRUMMER. Circus, all offers considered. Read, fake. Sober, reliable. State all. Fred Franklin, 564 1/2 Poplar, Macon, Ga. mh18

AT LIBERTY — RHYTHM DRUMMER: 14 years' experience. Solid, no nickers. Draft exempt, sober and reliable. Location preferred. Wire E. P. Lee, Hotel Adelphia, Mansfield, O.

BAND LEADER — 4-H. MUNICIPAL ELKS, shipyards. Experienced concert, radio, dance. Prefer Northwest. Band Leader, Redwood City, Calif. mh11

DRUMMER — 4-F. UNION, 14 YEARS' EXPERIENCE, dependable. Semi-imp band or small combo (saxet). "Mickey" and "Boogie" bands out. Clubs only; \$70.00 minimum. Write or wire Carl S. Sanders, 127 Hobson Ave., Hot Springs, Ark.

BAND DIRECTOR — FLORIDA CHAMPIONSHIP American Legion Band, Paris, France, convention, 1927; Cape Girardeau, Missouri Municipal Band, 1928-'29-'30; Selma Grotto Band (Masonic), 1924-'25; Missouri State Championship, Veterans Foreign Wars Band (St. Louis, Mo.), 1939. Last four years high school bands. Desires location start in May. Thomas A. Danks Jr., Billboard, Cincinnati 1, O.

DRUMMER — SWING VIBRAHARP, XYLOPHONE; all styles, including solo work. Solid drums. Read on all instruments. Dance, radio, recording experience. Photo and records sent on request. Young, sober, reliable. Army discharge. Would like location in California with ambitious small combo or good band. Carl Dean, 815 W. California St., Oklahoma City, Okla.

DRUMMER — ARMY HONORABLE DISCHARGE. Semi-name experience; minimum \$75.00 week. Available March 6. "Bill" Shartzler, Windsor Hotel, Kansas City 8, Mo.

DRUMMER — UNION, SOBER, DRAFT EXEMPT. Good outfit. Hotel location wanted. For photos, information write Box C-6, Billboard, Cincinnati 1, O.

DRUMMER — SEMI NAME EXPERIENCE, 21, 4-F. Beautiful equipment. Dependable, fine appearance. Travel, location. Norman Cogan, 4509 10th St., Sunnyside, N. Y. mh18

HAMMOND ORGANIST — OWN ORGAN, Concert Model E (floor space 5'x4'), DXR 20 tone cabinet. Background: Conservatory, radio, theatre, vaudeville, hotel dining rooms, cocktail lounges. Draft exempt. Minimum \$150.00. Available March 23. Fifty mile radius Times Square. Box 573, Billboard, 1564 Broadway, New York 19. mh25

MUSICIAN — PLAY TRUMPET AND SING. Union, will travel. Howard Moore, 6254 Glenwood Ave., Sheldrake 3779, Chicago, Ill.

SOLID SECTION TRUMPET — ALSO ARRANGES. Name and semi-name hands. Thoroughly experienced and fully rounded. Young, 4-F. Available now. Please state salary first wire or air mail. Sylvan H. Stein, 1230 St. Paul St., Baltimore, Md. mh11

TRUMPET — ARRANGER, DOUBLES VIOLIN, Trombone, Sax, Flute. Employed, wants job in Southeast. Northwestern University graduate. Fifteen years' experience radio, concert and dance. Sober. Musician, 25 Earl Place, Montgomery, Ala.

VOCALIST AND ALTO-CLARINET — BOTH 4-F and experienced. Jobs must be together. Will not separate. Baritone Vocalist. Alto lead and section. Take off Clarinet. Box 579, care Billboard, Ashland Bldg., Chicago 1.

AT LIBERTY PARKS AND FAIRS

E. R. GRAY ATTRACTIONS — TRIPLE BAR, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Harding and Keck, Evansville, Ind. mh11

EDDIE AND EDNA DOREY — PRODUCING Clowns and Stiltwalker for all events. Broadway Hotel, Salt Lake City 1, Utah. mh18

AT LIBERTY PIANO PLAYERS

PIANIST — EXPERIENCED, UNION, DRAFT exempt, reliable. Sweet or swing. Available at once. Write or wire now. Don't misrepresent. Dan O'Brien, 106 E. 6th St., Metropolis, Ill.

CALIFORNIA AIMS

(Continued from page 41) should also be combined with the sales idea, whether or not an auction sale of animals is actually held at the fair. For example, a farmer interested in buying or adding to some Jersey cattle may be able to see representative stock from half a dozen herds in the county at the county fair. This is definitely a wartime contribution, for it may reduce his necessary travel by a great many miles. He may strike a bargain at the fair or determine on a type and quality which will permit him to go right to the one farm later and make his purchases. In some instances auction sales can well be considered as a part of the fair activities. Breeding stock should be shown in more nearly their "working condition" than in the highly fitted style of peacetime.

The governing board of the California Agriculture Teachers' Association at its mid-year meeting last month in Fresno voted for a resumption of short community or county fairs, especially for juniors. They were opposed to fairs which would encourage breeders to travel long distances and urged that attention be centered on the educational value of the agricultural exhibits. The teachers and boys, on the other hand, are not urging the revival of junior fairs if they interfere in any way with the war effort.

These are just a few suggestions. I do not have in mind the re-establishment at this time of all the fairs we had when war broke out or of any particular fairs. I am sure that a sudden rebirth of all the fairs would be undesirable. I am equally convinced that practically no fairs at all is equally undesirable. Somewhere between these extremes, under the guidance of individuals who really know productive agriculture and at the same time recognize the one major job of winning the war, we will find the ideal situation.

BUYERS CROWD DALLAS SHOWS

400 Exhibitors Display Mdse. At Two Hotels

Record registration taxes city; buyers stand in line to see goods and place orders

DALLAS, March 4.—The two semi-annual Gift Shows, the Allied Gift and Jewelry Show and the Dallas Spring Gift Show, closed here last Friday (25) with five successful days of artistic exhibits and the biggest merchandising event since the inauguration of the local gift shows. Sponsored by the Dallas Manu-

facturers and Wholesalers' Association, the shows had by far the largest list of merchants and manufacturers ever to exhibit here. More than 225 exhibitors held forth at the Allied Gift & Jewelry Show housed at the Adolphus Hotel. The exhibits were so extensive that they occupied all the ballroom floor and the entire 7th, 8th and 17th floors. The Dallas Spring Gift Show at the Baker Hotel had 175 exhibitors and filled three entire floors and the Peacock Terrace.

Registrations for both shows were larger than in any previous year. Hotels were taxed to capacity with eager buyers who came in two days ahead of the shows' openings and crowded exhibits the entire five days.

The merchandise showings were typical of wartime America. Many of the former standard items made of metal were artfully duplicated in plastic, ceramics, wood, leather and lucite. Extensive lines were shown in costume jewelry, diamonds, military jewelry, glassware and jewelry novelties. Other prominently displayed lines were pictures, picture frames, glass giftware and chinaware. Imported and domestic lines of chinaware were well represented in showings by S. H. Lynch & Company, Dallas; Theodore Havaland & Company, Inc., New York; Lenox, Inc., Trenton, N. J., and Worcester Royal Porcelain Company, Inc., of Worcester, England, and New York.

Included in the more than 25,000 items displayed were pottery, games, leather novelties, candles, linens, toiletries, cosmetic items, army and navy gift sets, handkerchiefs, pillow tops, bridge sets, pressed and blown glassware, art pottery, florist ware, animated toys, hand decorated figurines and statuary, bent glass, smokers' accessories, bar accessories, playing cards, billfolds, fountain pens, watch sets, diamonds, candle holders, cigarette boxes, whisky sets, glass animals, china miniature and many imports from for-

(See Buyers Crowd Shows on page 52)

Merchandise Trends . .

By CAROLINE ASPRAY

CHICAGO, March 4.—With increased excises going into effect April 1, retailers can switch headaches from income tax computations to the problem of how to handle new taxes. Will merchants list the taxes as separate items or include them in the price quoted to customer? Would a "tax included" note in advertisements be sufficient or should the buyer be informed that one-sixth of his purchase price is going to Uncle Sam? What to do where the stiff tax levy pierces retail ceiling prices? What about luggage stocks, on which dealers have paid the manufacturers' 10 per cent tax, now terminated by the new retailers' excise that goes direct to the Treasury? The same merchandise without the manufacturers' tax will undersell previous stocks where the new tax is figured on factory price plus the 10 per cent. All these questions and more have been put before OPA for rulings. No official statement has been issued up to this writing, but it is understood that OPA feels some mention of the tax must be made along with the price quoted to customers.

New Excise Taxes for Mdse. Trade

Communications:

- (A) Toll service 25 per cent of charge.
- (B) Telegraph, etc. 25 per cent of charge.
- Domestic
- (C) Leased wires, etc. 25 per cent of charge.
- (D) Wire and equipment services 8 per cent of charge.

Local telephone service 15 per cent of charge.

Jewelry 20 per cent of retail price; except watches retailing for not more than \$65 and alarm clocks retailing for not more than \$5, 10 per cent; silver-plated flatware exempted.

Furs and fur-trimmed articles 20 per cent of retail price.
Luggage, handbags, wallets, etc. 20 per cent of retail price.
Toilet preparations 20 per cent of retail price.
Electric light bulbs and tubes 20 per cent of manufacturers' sales price.

Postal Rates:

- First class, local 3 cents per ounce.
- Air mail 8 cents per ounce.
- Fourth class Rate increased by 3 per cent, or 1 cent, whichever is greater.
- Registered mail 20 cents to \$1.35 per article.
- Insured mail 10 to 70 cents per article.
- C. O. D. mail 24 to 90 cents per article.
- Money orders 10 to 37 cents per article.

New postal rates are effective March 26; all others April 1

TOKEN TIP—Retailers are already selling ration book holders with zipper or snap pockets for the OPA tokens which went into general use last week. Housewives are buying durable leather ration wallets to stand up under constant use, and the chances are they'll be getting (See Merchandise Trends on page 53)

CANDY!! SALLY FAMOUS ALLEN

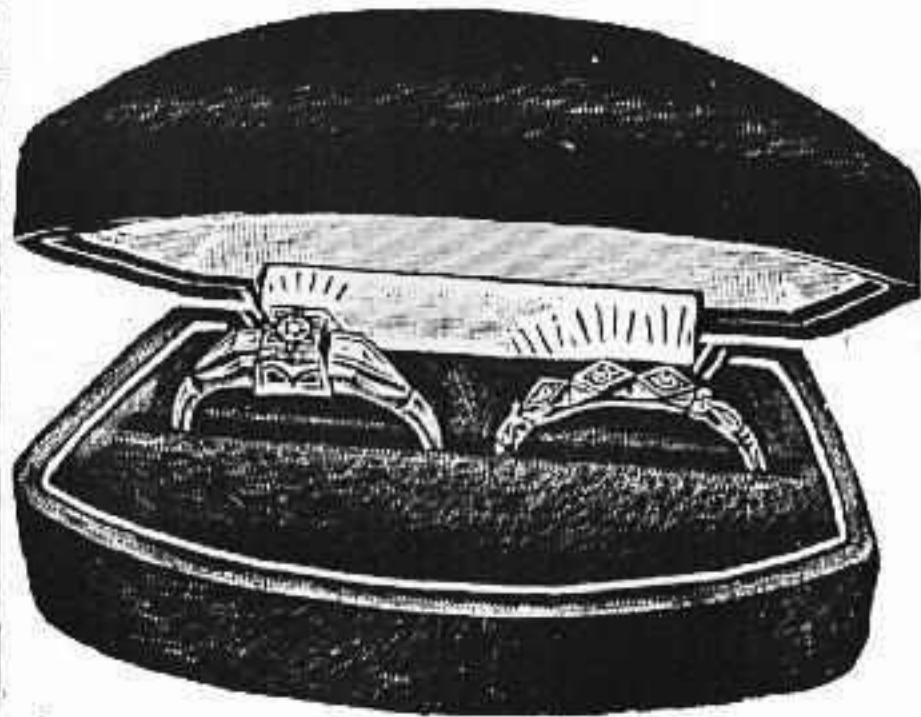
high quality covered chocolates

22 One (1) Pound Boxes Candy in connection with 1000 H. B. at 5¢ per sale takes in \$50.00. Jobber's cost \$19.95 per deal; 10 deals or more, \$19.50 per deal. Rush orders now, as this famous candy is offered on Sales Board for the first time.

IMMEDIATE DELIVERY EASTER BANDS
1/3 Deposit With Orders, Balance C.O.D.

H & H NOVELTY CO.

5713 Euclid Avenue CLEVELAND, OHIO



BEAUTIFUL PEARL PENDANT. Boxed, with Mother, Sweetheart or Sister wirework. Insignia for all branches of service. M1263—Per Doz. \$6.00.

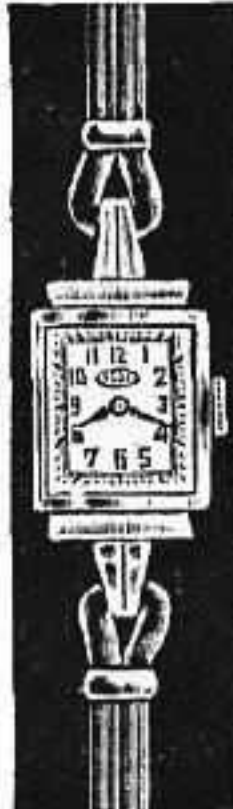
10K GOLD 4-DIAMOND SET. Beautifully boxed. M1518—Set, \$4.90. Per Doz. Sets, \$57.00.



LADIES' 10K GOLD RINGS. Assorted stones. Two diamonds. M1562—Ea. \$7.00 Same in 14K, no diamonds. M1563—Ea. \$5.50



MEN'S 10K GOLD RINGS. Six assorted stone colors. M1217—Ea. \$6.25. Per. Doz. \$72.00. Same as above, with two diamonds. M1218—Ea. \$9.00.



MEN'S 4-JEWEL PIN LEVER WATCHES M5501—9¾ and 10½ Ligne. Ea. . . \$7.26

LADIES' 4-JEWEL PIN LEVER WATCHES M5502—6x8 and 5¼ Ligne. Ea. . . \$8.06

Terms: 10% Deposit, Balance C. O. D. 10% Excise Taxes will be applied unless a listed merchant.

TUCKER-LOWENTHAL

5 SOUTH WABASH CHICAGO 3, ILLINOIS

HERE'S A HOT ITEM!
FOR JEWELRY STORES, ENGRAVERS, CONCESSIONAIRES, PX STORES, NOVELTY & SOUVENIR STORES. Retail at \$3.98.

Smash

LIMITED QUANTITY

GOLD PLATED LOCKETS

Beautifully Engraved
With Chain

Each in Velvet Pad Box and Cellophaned, Space Inside for 2 Photos
First Come—First Served

ACTUAL SIZE

\$10.80 PER DOZ.

PHONE—WRITE—WIRE
25% DEPOSIT, BALANCE C. O. D. SAMPLE PREPAID \$1.00.

ADELE, INC.

1554 Broadway
NEW YORK 19, N. Y.

ALSO A LIMITED QUANTITY OF GOLD PLATED LOCKETS HEART SHAPED \$12 PER DOZ. While They Last

9 1/4 by 5 1/4
by 3 1/2



Available in Tan or Mahogany

UTILITY KIT

Made of high quality leather. It is dust-proof, has a waterproof lining and a Talon zipper. Full capacity opening, with a stiff wire frame at top which holds it rigid when open. It closes snug and compact. Used by both men and women.

BB103 Ea. \$2.10
In Lots of 10..\$20.00



"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

SPECIAL VALUE
Glass Coasters, 4 in. round ... **2 1/4 ea.**
(Gro. \$3.24. Ship. Wt. 34 Lbs. No Less Sold.)

Other Big Values in Our New Lists of
GLASSWARE
U. S. SLUM
CHINA NOVELTIES
BALL GAME SUPPLIES
BINGO MERCHANDISE

Ask for lists by name and state line of business. C. O. D. orders shipped same day if accompanied by 25% deposit.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

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.



NOVELTY PANTS

PRINT ANY NAME OF CAMP OR CITY

VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders. balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.
1083-1085 Mission St., San Francisco 3, Calif.

Popular Items
Vest Pocket Adding Machine

What with tax payments, estimates, point problems, pay-roll deductions, etc., the compact little adding machine that handles totals to \$9,999,999.99 should be sensational. Weighing only five ounces, compact enough for vest pocket or purse, the machine is sturdily constructed with metal front and back. Lee's Specialty Company, Chicago, says the machine which adds, subtracts, multiples and divides, is absolutely accurate. It comes with a leatherette case.

Sewing Boxes

Good for prizes or premiums are the sewing cabinets put out by Ermet Products Company, Indianapolis. These are made of non-critical materials, available in three finishes which look like costly inlaid veneers. They come in flat cartons and are quickly assembled by you or your customers. Patching and knitting being so patriotic now, sewing cabinets occupy a permanent position in the family living room, and these will take over the place of honor.

Musical Stationery Box

Decatur Industries are offering a wooden chest filled with fine writing paper which has a Swiss musical unit that plays assorted tunes. The combination of stationery and a music box is bound to be sure fire, and the chest is appealing all by itself.



Flatware Specials
SILVER PLATED ON STEEL BASE

B658123—Tea Spoons	GROSS \$18.80	DOZEN \$1.45
B658124—Soup Spoons	26.30	2.25
B658125—Forks	24.70	2.15

CHROME-PLATED ON STEEL BASE

B658126—Tea Spoons	\$14.75	\$1.25
B658127—Soup Spoons	26.50	2.25
B658128—Forks	26.50	2.25

SOLID STAINLESS STEEL

B228218—Tea Spoons	Dozen \$3.30
B228219—Soup Spoons	Dozen 4.30
B228216—Forks	Dozen 4.30
B228217—Dinner Knives	Dozen 5.65

Teaspoons Not Sold Separately.

Hagan JOSEPH HAGN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

WRITE FOR 4 COLOR EASTER RABBIT FOLDER
You'll Find It Very Profitable
IT'S FREE

JERRY GOTTLIEB
303 Fourth Ave., New York City



FUR COATS
JACKETS—CHUBBIES

LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. b-3), New York 1, N.Y.



NANCO
INCORPORATED
Established 1918

SPECIAL OFFERINGS



Mother Sweetheart Wife



\$6 A Dozen in 1 Doz. Lots

\$64.80 A Gross in Gross Lots

NO ORDER FOR LESS THAN A DOZEN

25% CASH, BALANCE C. O. D.

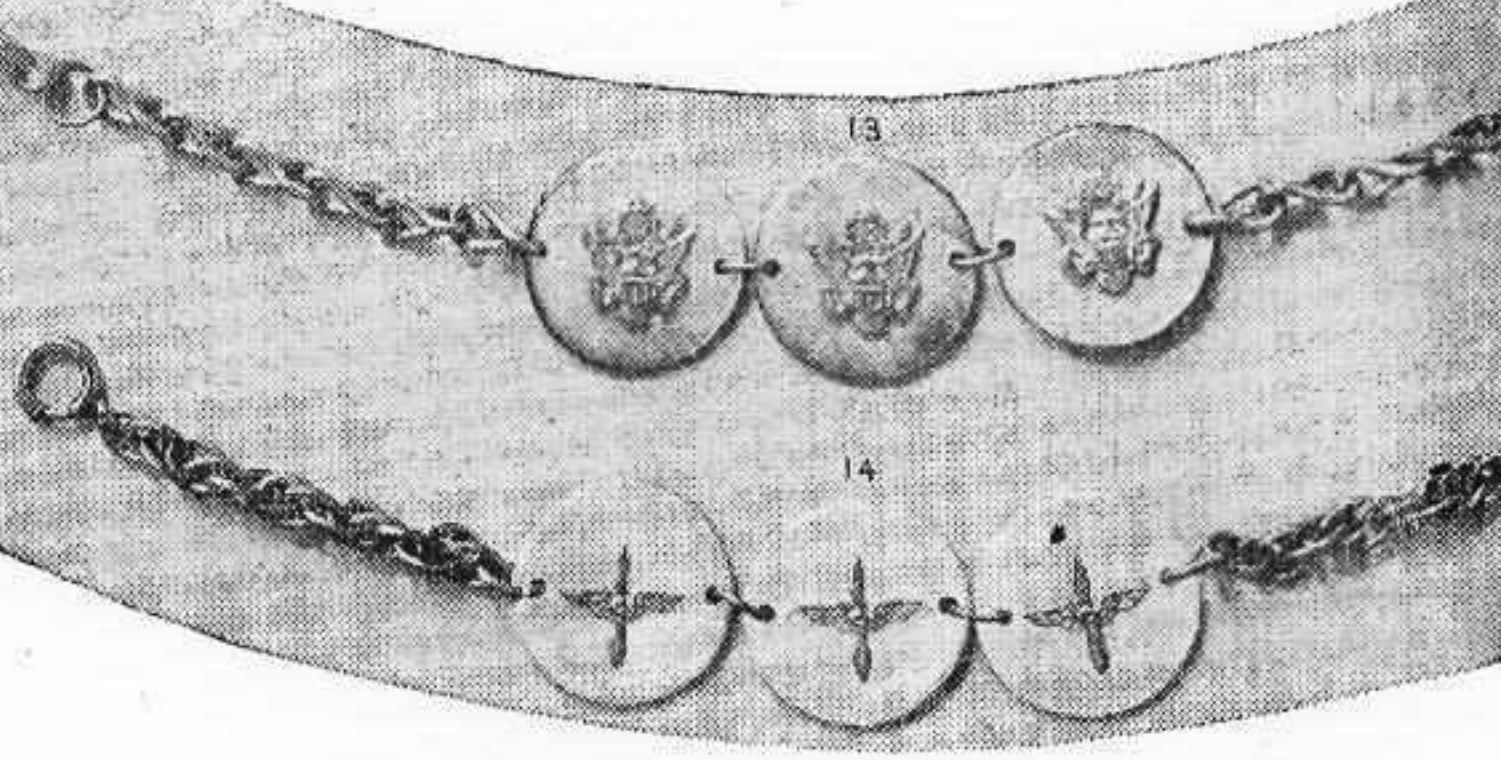
10 KT. GOLD ON STERLING SILVER

MOTHER OF PEARL SWEETHEART PINS
MOTHER • WIFE • SWEETHEART • SISTER

In 10 Kt. Gold Plated on Sterling Script. Beautifully Boxed.

Finely Detailed Insignia for All Services

Navy	Army	Infantry	Cavalry
Navy Wing	Army Wing	Coast Artillery	Tanks
Coast Guard	Ordnance	Engineer	Medical
Marine	Quartermaster	Signal Corps	Air Force Wing & Prop
Navy Officer's Crest			



13. Three Army Insignia on Round Pearl Plaque.
14. Wing and Prop Insignia on Round Pearl Plaque.

GENUINE MOTHER OF PEARL CHAIN BRACELET
13. Three Army Insignia on Round Pearl Plaque. **90c**
14. Wing and Prop Insignia on Round Pearl Plaque.

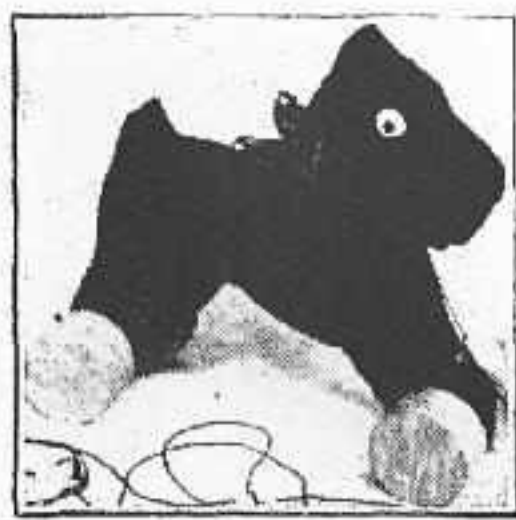
ALSO OBTAINABLE IN ALL SERVICES LISTED ABOVE.
25% Cash With Order Balance C. O. D.
Send for our 25th Anniversary Catalogue Listing 126 Bargain Offerings Now Available

NANCO, INC.
221 FOURTH AVENUE NEW YORK 3, NEW YORK

ATTENTION: CONCESSIONAIRES, PARK, CARNIVAL, BALL GAME, SCALE AND BINGO OPERATORS.



SWAGGER STICKS
 \$10.50 Per Gross
 (5 Gross Minimum)
 Various Assorted Colors,
 34" High Overall.



FUZZY WUZZY TOYS
 \$8.75 Per Dozen

Assorted Colors.
 Scotties, Rabbits,
 Horses, Ducks, Etc.



BINGO SPECIAL SMOKING STAND
 \$15.00 Per Dozen

(Packed 1 Doz. to Carton)
 Mahogany-Walnut-Oak Finish.
 22" High.



BROWN Big League SPECIAL BASEBALL BAT
 \$9.00 Per Dozen Regulation Size

Terms: 25% Deposit with Orders, Balance C. O. D. Orders shipped direct from factory. Allow 10 days to receive shipments due to transportation difficulties.
BROWN CONCESSION CO. 155 NORTH CLARK ST. CHICAGO, ILL.

BUYERS CROWD SHOWS

(Continued from page 50)

eign countries. The quality of most merchandise was on a par with pre-wartime. Wartime trends reflected in merchandise shown were the substitution of plastic and lucite for metals in a wide variety of such items as beads, picture frames, candle holders, cigarette boxes, whatnots and perfume sets. Increasing numbers of games, toys and children's furniture were shown made from wood. Other wooden ware items were salad bowls, serving trays and jewelry boxes.

A very excellent exhibit was presented by the House of Paper, Los Angeles, with its showing of personalized papers, cocktail napkins, wedding napkins, banquet napkins, coasters, place mats and guest towels.

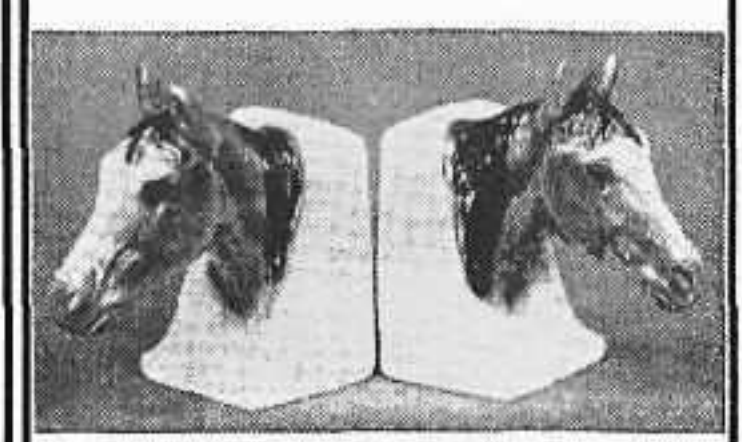
On the Baker Peacock Terrace the Mackenzie Company, McAllen, Tex., had a beautiful display of sculptured art-ware, vases, mother-of-pearl lustreware, decorative ink and cologne bottles, ruby red and crystal glass items, Mexican silver jewelry and an outstanding line of 18K gold tea sets and miniature items.

Interesting exhibits of foreign and imported lines were shown by Ignaz Straus & Company, of New York, with their showing of Mexican chairs and novelties. Also imports of pottery, glassware, tin trays, sisal bags and other novelties from West Indies and South America were shown by this same firm. A wide variety of Mexican imports was shown by the Popular Mexican Mart, of San Antonio, and by the Gall Novelty Company, Dallas.

Business for exhibitors was brisk, with merchants coming in from all parts of the Southwestern trade area and all of them willing and ready to buy whatever was in sight or to be had. Buyers stood in line while waiting to see exhibits and to place their orders. Exhibitors were short of clerks and sales people and sent out a rush appeal to the Dallas Career Girls Corps for sales help.

H. W. Johnson, chairman of the Allied Gift & Jewelry Show, and Fred Sands, executive secretary of the Dallas Gift Show, both reported all exhibits for the fall gift show were booked 100 per cent. Definite dates for the fall show have not been set, but the show is tentatively scheduled for the last week in July.

BEAUTIFUL AND ARTISTIC BOOKENDS
 From 5 to 6 1/2 Inches High
 WORKS OF ART IN EVERY DETAIL



Made of terra cotta composition, in such lifelike finish that the animals look as if they were living.
\$18.00 Per Doz. Pairs
 #4088 K Horseheads
 #4099 K Collies
 #4100 K Scotties
 #4101 K Police Dogs
 #4102 K Boston Bulls
 #4103 K Weifhounds
 Packed 1/6 doz. pairs of a number in carton, 1 doz. pairs single designs or assorted, smallest quantity sold. No C.O.D. shipments without 25% deposit.
 We carry a large assortment of GIFT GOODS from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists mailed to any re-seller on application.
 115-119 K South Market St., Chicago 6, Ill.

LEO KAUL IMPORTING AGENCY, Inc.

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 \$2.20, excise tax included. Jobbers—write for full details.
UNITED JEWELRY CO.
 BOX 388 WHEELING, W. VA.

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 \$6 per dozen, beautifully boxed. Send 25% deposit, balance C. O. D., plus few cents postage. Rush your order to
ILLINOIS MERCHANDISE MART
 Dept. AL-7, 500 N. Dearborn St., Chicago 10, Ill.

BOB PINS (Made in U. S. A.) Finest quality, attractive. (144 Card). Gr. \$10.40
EXPLODING MATCHES. Gr. 6.10
SMOKERS FUN SHOP. Card. 1.75
 Complete Line COMIC GREETING CARDS. Send money order or certified check.
ERNIE'S ENTERPRISES
 "The Midwest's Fastest Growing Novelty House"
 725 PINE STREET ST. LOUIS 1, MO.

BINGO
 SUPPLIES—CARDS—PLASTIC MARKERS
 Write for Bulletin
 AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

1944 TREND CREATOR!

Here's one of the best numbers in our line of "1944 Trend Creators." You can't appreciate the profit producing possibilities of this particular locket without seeing it. Get started with our new line NOW!

#812—Circular Gold Plated Locket, Genuine Ocean Mother of Pearl Top with Insignia and Wire Work Feb. \$12.00 Doz.

Item is shown in actual size. Order now! Immediate delivery guaranteed! Send for catalog of complete line!

1/3 Deposit, Balance C. O. D., F. O. B. New York.

SEND \$1.00 FOR SAMPLE!

TREND CREATORS 1265 BROADWAY NEW YORK, N. Y.



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

Special: 600-Hole Big Display Push 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

Salecards, Push Cards, Jackpot Cards, Bookboards
BUY WAR BONDS AND HELP SPEED VICTORY

STUFFED TOYS

LARGE RABBITS — DOGS — BEARS

An outstanding line in various price ranges. Made up in Plush—Fur—Lamb Skin—Chenille. Beautifully made and priced right.

WRITE FOR SAMPLES OR PRICE LIST

WISCONSIN DELUXE CO. 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

WE WILL HAVE A COMPLETE NEW PREMIUM CATALOG FOR 1944

READY ABOUT MAY 1

In the meantime send us a list of your requirements and we will answer at once. Thank you. (We Buy Used Cork Guns, Pocket Knives, Clocks, Lamps—Pay Top Prices.)

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

PRICES SLASHED!!!

We have been fortunate enough to contract with manufacturers at new low prices and are passing the savings on to our customers on our Beautiful New

CEDAR CHESTS

New Model, Oval Top, with Etched Mirror Inside Lid. Packed with 1 Pound Box of Mixed Chocolates or Attractive Stationery.



Price List

Quantity Ordered	Filled with Chocolates Ea.	Filled with Stationery Ea.	Empty Dozen
1 Gross	\$2.00	\$1.50	\$16.50
1/2 Gross	2.15	1.65	18.00
3 to 6 Doz.	2.25	1.75	20.00
1 to 3 Doz.	2.35	1.85	21.00
Sample	2.50	2.15	2.00 Ea.

BEAUTIFUL MIRRORED VANITY CHESTS with 1 Lb. of Chocolates. In Dozen Lots, \$2.85 Each.

Prices F. O. B. Detroit; 25% with Order, Balance C. O. D.

NOVELTY CHEST AND SALES CO.

3750 Rochester St. DETROIT 6, MICH.

LUMINOUS RELIGIOUS FIGURES & FLOWERS
 By Nile Glow

Write for Complete List
NITE GLOW PROD. CO.
 105 W. 47th St., N. Y. C.
 ME 3-5794

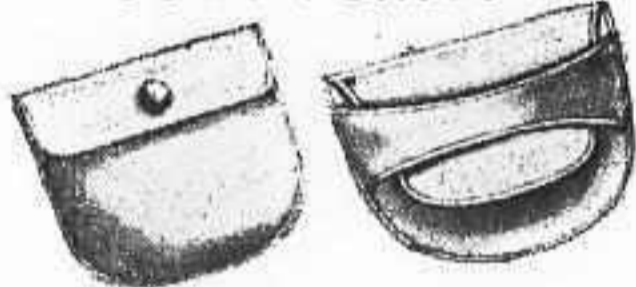
3 "BEST SELLERS"

GENUINE LEATHER IDENTIFICATION TAGS



Come in assorted colors: Black, Brown, and Beige. 12 tags are mounted on a two color display card.

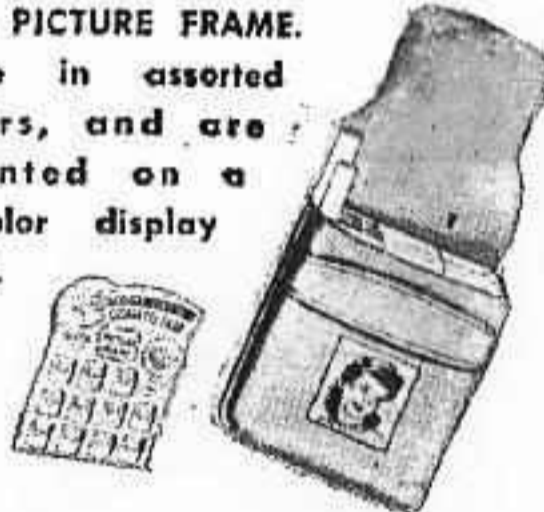
GENUINE LEATHER COIN PURSES



Will be in great demand for ration tokens. They come in assorted colors.

GENUINE LEATHER CIGARETTE CASES

with PICTURE FRAME. Come in assorted colors, and are mounted on a 2 color display cards.



R. A. GUTHMAN & CO.
600 W. JACKSON BLVD. CHICAGO 6, ILL.

MERCHANDISE TRENDS

(Continued from page 50)
thems before the excise tax on luggage goes thru. So far, it looks as if the luggage section of the tax bill covers such items.

CAMPAIGN BUTTONS—Will 1944 elections provide opportunity for button sales similar to the record business done during the last presidential campaign? Manufacturers are sounding out both political parties, investigating possibilities of sufficient steel, and keeping close tab on stand-out candidates. WPB is being coy about priorities for the necessary mill-end black-plate steel, and there's the chance, too, the Democrats may abolish campaign buttons, which action would almost force the Republicans to do the same or be liable to the charge of unpatriotism for using essential materials unnecessarily. The only sure bet right now is that button prices will be a good 15 per cent higher than in 1940.

LAMPS AND LIGHTS—About the time WPB discussed an easing of restrictions on fluorescent fixtures with that industry committee, Westinghouse announced plans to make a new instant-starting 40-watt fluorescent lamp. Allbright Electric Company has a new waterproof plastic flashlight with a right angle light and fewer metal parts than any other flashlight on the market. How soon this flash will be ready for the civilian market is not known.

CATALOG JEWELERS OUT?—Landers, Frary & Clark, electrical dealers, announced last week that when civilian production is again resumed they will no longer sell jewelry catalog houses and that on special merchandise offered to department stores, the specialty dealer will be protected on margins. The plan was reported to be related to the New York State fair trade bill now being considered by the legislature. Last year a similar bill was killed by the State Senate; large department stores thruout New York are backing the present proposal.

CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise to take care of our show and park trade. Many customers have already purchased their requirements. Order at once from this ad. Much of this goods cannot be replaced when present stock is gone.

EQUIPMENT

Covered Base Balls, Doz.	\$ 2.25
U. S. Weighted Darts, Doz.	1.20
4 to 7 Inch Hoop-La Hoops, Doz.	.55
8 Inch Hoop-La Hoops, Doz.	.65
Cane Rack Rings, Per 100	2.00
Knife Rack Rings, Per 100	2.00
Shooting Corks, Per 1000	2.25
Professional Bingo Cards, Per 100	3.50
Per 1000	32.50
3/8 Inch Plastic Bingo Markers, Per 1000	3.00
Wood Pint Milk Bottles, Each	.50
Safety Matches, Per Pkg. (120 Boxes)	.85
Single Admission Tickets	.50
Double Admission Tickets	1.00

Paper Paddles for All Wheels.
Prices on Request.

U. S. MADE SLUM

Paper Flag Bows	Per Gross \$.90
Felt Wisecrack Pennants	.95
Comic Paper Masks	1.00
Engraved Wedding Rings	1.15
Shoe Laces	1.15
Muslin Flags on Sticks	1.15
Plaster Dogs, Ducks, Etc.	1.25
Plastic Thimbles	1.35
Cloth Flag Bows	1.35
Lead Pencils	1.85
Humorous Mirror Folders	2.95
Whiskey Glasses	3.00
Glass Tumblers	4.00
Glass Ash Trays	4.50
Mirror Memo Books	4.50
Jitter Beans, Per Box (240)	1.70
Puzzle Pictures, Per Bale (250)	1.50
Comic Buttons, Per 100	2.25
Motto Buttons, Per 100	1.25
Powder Puffs	3.00

CARNIVAL SPECIALS

Hawaiian leis	Per Gross \$ 3.25
Hawaiian leis, Med. Size	3.75
Hawaiian leis, Lge. Size	6.75
Swaggers	10.00
Bamboo Canes	13.50
Jr. Chesterfield Canes	12.00
Straight Heavy Maple Canes	24.00
Medium Size Plaster Dogs, Etc.	6.50
Straight Wood Canes, Per 100	6.50
Animal Shaped Glass Liquor Bottles, Per Case (36)	9.00
White Yacht Caps, Doz.	2.00
Khaki Soldier Caps, Doz.	2.00

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.

BINGO SPECIALS

Lunch Kits, Each	\$.85
8 Pc. Fire Fire King Cooking Set, Each	.85
7 Pc. Whiskey Set, Each	1.25
Glass Coffee Maker, Each	1.50
3 Pc. Carving Set, Each	1.35
7 Pc. Carbon Steel Knife Set, Each	3.50
Jumbo Straw Horse and Rider, Doz.	6.75
3 Pc. Fire King Mixing Bowl Set, Each	.40
Canvas Bag, Each	1.10
Liquor Bottle Filled with Bath Salts and Cologne, Doz.	8.40
Crystal Boudoir Lamps, Each	2.50

THEY'RE SMART
OUR NEW FOTO-GLOSS POST CARDS
COMIC CARDS
Including Exclusive Hollywood Subjects
ONLY \$20.00 PER 1000
FAST 5c SELLERS

MOVIE STAR "Pin-Ups"
10 Glamorous Pictures, 8x10 (in color cover)
Retail 35c—\$17 Per 100 Sets
Sample 25c

ALSO AIRPLANE PICTURE PACKS
30 Army... Navy... 8 1/2 x 11
Retail 50c - Sample 25c
(Direct from manufacturer)

M. B. LIBMAN CO.
Box BD 7833
Del Valle Sta., Los Angeles
You'll take no chance ordering "sight unseen." Send check with order and we'll pay postage.

IT STARTS YOU IN BUSINESS-SELL TIES

Send 25% deposit, Balance C.O.D. Write for FREE wholesale catalog featuring complete line of ties and novelties.

Custom Made Ties, Sample Tie 25c Doz. \$2.40
Hand Tailored Ties, Sample 40c Doz. 4.20
Slyde-on-Ties, Sample 40c Doz. 4.20
DeLuxe Ties, Sample 60c Doz. 7.00
Superb Ties, Sample 80c Doz. 9.00

PHILIP'S NECKWEAR
20 West 22nd St., Dept. B-45, New York, 10, N. Y.

JUST OUT! New Book of "102 Magic Tricks"

102 MAGIC TRICKS ONLY 15c

All tricks illustrated and described in detail. No special apparatus required. Big profits for Jobbers, Retailers and Distributors. Rush 15c for sample copy and quantity prices.

D. ROBBINS & CO., Newsweek Bldg., N. Y. C.

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 416 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

PIN-UP EYEFULS

30 Gorgeous Gals in Full Color

Now... thrilling, glamorous, gorgeous, breath-taking girl beauties in life-like, cozy, full-color pictures—PIN-UP EYEFULS for your den or barracks. Size 4x3 to 5x8.

FREE PICTURE CATALOG
Just send \$1 for 30 PIN-UP EYEFULS, postpaid with PICTURE CATALOG listing (300 full-color reproductions of original paintings by well known artists for framing) included free of extra cost. A gorgeous offering of girls, babies, floral and religious pictures for envelope Tuck-ins and Pin-Ups.

FRANK MATTHEWS
111 W. Washington, Dept. 42-A, Chicago 2, Ill.

MAGIC RACES

Don't Pass This By If You Want Something Hot That Sells Fast At **BIG PROFITS**

Touched with cigarette 6 horses are off. 40 Races \$1, quantity prices, sample free.

BARKLEY
1316 Arch, Philadelphia 7, Pa.

LADIES' FULL FASHION HOSE!

42 & 39 Gauge Sheers, Rayon Silk Hose. "Thirds." They run beautiful, latest shades, sizes 8 1/2 to 10 1/2. 1/2 dozen packing, \$3.25 per dozen pair. For sample dozen add 25c postage. Cash with order.

FALLS CITY MERC. CO.
BOX 805 NEW ALBANY, IND.

MILITARY INSIGNIA LOCKET!

We've just completed a gorgeous line of Mother of Pearl and Gold Filled Locket. Illustrated is one of these exquisitely designed and expertly finished pieces.

Send for Complete Catalog!
#620—1/20 10-Karat Gold Filled on Sterling Silver Locket and Gold Plated on Sterling Silver Neck Chain, Mother of Pearl center and choice of any Service insignia. Individually packaged, in beautiful Velvet Lined boxes. **Order today!**
\$32.50 Per Dozen. (Send \$3.00 for Sample.)

1/3 deposit, balance C. O. D., F. O. B. N. Y.

SOLD FOR RESALE ONLY!
MURRAY SIMON 109 So. 5th Street Brooklyn, N. Y.

Girls Want These CELLULOID HAND MIRRORS

Round shaped celluloid hand mirrors that combine serviceability and beauty! Come in assorted feminine colors. Overall length 10 1/4". Diameter of mirror glass 4 1/2". Packed one dozen to carton. Ship. wt. 5 lbs. B610H49—Doz. \$2.95—Gross Lots, Doz. \$2.75.

Send 25% deposit with order, balance C. O. D.

Hagn JOSEPH HAGN COMPANY

WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

INTRODUCTORY LISTINGS Covering All Items Still Available **NOW READY**

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.

1-day Service **ACME PREMIUM SUPPLY CORP.**
3333 LINDELL BLVD., ST. LOUIS 3, MO.

Continental

Write for these Items

GLASS
 #3893—Glass Coaster Ash Tray \$3.50 Gr.
 #7899—Sq. Glass Ash Tray 3.90 Gr.
 #3871—Footed Glass Nappy. 4.32 Gr.

SLUM
 #2300—Plaster Animals \$1.50 Gr.
 #1698—Comic Hat Bands 1.75 C
 16.00 M

NOVELTIES
 #2771—50 Ligne Comic Buttons \$22.50 M
 #2768—70 Ligne Comic Buttons 4.50 C
 40.00 M
 #1697—Comic Felt Yodler Hats with Feathers 12.00 Gr.
 #8600—Felt Robin Hood Hats with Feathers 12.50 Gr.
 #1627—Felt Spanish Hats 27.00 Gr.
 #1675—Pin Wheels 9.50 Gr.
 #390—Hawaiian Lels 3.75 Gr.
 (10 Gr. Lots, \$3.50 Gr.)

LAMPS
 #6864—Crystal Boudoir Lamp with Shade \$1.85 Ea.

Continental

Distributing Co.
 822 N. THIRD ST.
 MILWAUKEE 3, WIS.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

New blood is the life blood of business and we are always happy to answer questions sent by newcomers to the salesboard field. Questions raised concern type of items to use, size of card or board, profit, locations, location men, collectors and many more. The following is a brief summary of answers to some of these questions.

Any item which has flash and consumer appeal, which can instill in the prospect a desire for possession, will go well on a card or board. The premium offered does not necessarily have to be new, tho if it is new and timely, so much the better. Size of board to be used is determined by the cost of the item distributed and the amount of profit the operator would like to clear. When 100 or more sales are necessary a board is used; for less than 100 sales, as a rule, a card is used. The smart operator does not attempt to make too much on each card placed but looks for his big money on volume turnover. To illustrate: Merchandise which costs about \$6 may be offered on a deal which takes in about \$12, a take that permits the operator to pay a location man \$2.50 for each card that completes. The operator's net return on the deal and the placement man's cut is adequate, for if the deal is right, both can clean up, the deal being small enough to turn over rapidly. As the deal grows in size proportionate return to the operator and placement should be larger to compensate for extra time needed to complete the larger card. As a rule, the individual who clears the card on location does not receive a cash return. Instead the operator gives him

one of the major awards distributed on the deal.

Deals can be placed most anywhere, with locations in war production areas the best possible bets today. Successful operators work on the principle that the harder it is to get a location the better it is likely to be. Of course, to get the better spots, an operator must be able to sell and must not be plagued with an inferiority complex. If he can't sell and has an inferiority complex he will never be a real producer.

HAPPY LANDING.

PIPES

FOR PITCHMEN & BILL BAKER

Communications to

25 Opera Place, Cincinnati 1, Ohio

BERT C. (PAPPY) JORDAN . . . is in Veterans' Hospital, Dayton, O. He asks for lines from friends.

DOES YOUR product measure up to expectations?

GEORGE L. HALL . . . who takes the moniker of Melliso, comedy magus, and Norman Mears are preparing for the warm days and will again operate their merchandise show around Indianapolis.

CORP. LEO L. KAIMAN . . . seeking info on watches from his Inglewood (Calif.) camp. Evidently he does not want the boys to be AWOL after furlough.

ARE YOU doubling in a war plant? Let us know about it.

J. E. HILL . . . jewelry concessionaire in Dayton, O., going strong for Mexican imports as the result of reading ads in *The Billboard* Popular Items column.

HARRY MAIERS . . . info from Birmingham that he had a shake from State and county after working there for three years. He urges all the boys to buy bonds. "Lots of boys leaving here on account of rain and temperature of 72," he adds.

HAVE YOU seen the newspaper cartoon with Flatop and the cleaner pitchman?

JOE A. COLLINS . . . down Fort Worth way, asks info on new popular items listed in *The Billboard*.

DOROTHY DICKSTEIN . . . opening with oil in Columbus, O., following a four-week take to bundles of folding lettuce in Kresge's in downtown Cincinnati.

TAKES MORE change these days, what with so many having big folding geedus.

JACK (BOTTLES) STOVER . . . cards from the town of Harrisonburg, Va., in the Shenandoah Valley, that the knights of the road are getting set to hit out again. They include Fred and Blackie Shifflet, Willie McDorman, Col. C. A. Maitland, Judge H. L. Patterson, Jimmy Paradise, Pat Malone and Bottles. Nick Benny and son, Ralph, and Dot Reedy are still with it at the Dixie Bar there.

THE TIP is not always as green as the St. Patrick goods some of the boys and girls sell.

HARRY DEMPSEY . . . giving out with vitamins in Boston Store, Chicago, after a brief time in Cincinnati.

NEVER INSULT people if they leave while you are talking. Some have to get seats on trains and busses which do not wait for anyone.

Pitchdom Five Years Ago

Joe Hess reported his marriage to Elizabeth Haas, of Philadelphia, in lines from Tampa where the wedding took place. . . Stanley Naldrett was in Louisville with his juice for a two-week stay. . . Toby Adams reported his Funmakers still clicking in Ridgely, Tenn. . . V. W. Tate infoed from Anderson, Ind., that he had collected material for a book that

would be valuable to show people. . . Cliff Askins shot from Pascagoula, Miss., that readers were \$1 per day and big good. . . Jack Owen, Dainty Madaline Daly and Chief Running Elk were setting up a med store in Montgomery, Ala. . . James A. Taylor gave up pitching and was in a veterans' CCC camp in Lumpkin, Ga. . . Pat England and brother Benny, and Al Yerden and John Sullivan were carrying cages of animals in Battle Creek, Mich. . . Goldie E. Brown with jewelry and Bob Posey had needles in stores in Battle Creek, Mich.

Engravers Attention!

No. 5R81

Sterling Friendship Ring

Heart Dangles

Ideal For Engraving

Big Seller! Wide embossed sterling silver friendship ring with two sterling silver heart dangles. Ideal for engraving initials on hearts. All rings stamped "sterling." Priced for volume selling. Available in sizes from 4 to 9.

Other - Big - Sellers!

Available for immediate delivery! Better sterling silver identification jewelry. Also, a complete line of military and costume jewelry for better business and bigger profit.

(State Your Business)

Harry Pakula & Co.

5 N. Wabash Ave., Chicago 2, Ill.

ZOMBIES

MONKEY LAPEL PIN!

Hand-carved Monkeys dressed in bright colored Indian Beads. Sample Dozen \$3.50 postpaid. Indian Beaded and Hand-Tooled Western Belts—immediate delivery.

INDIAN & WESTERN DISTRIBUTORS
 522 N. Main Street PUEBLO, COLORADO
 Phone 6804

MEN—Build a Wholesale Route

GET INTO A Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

WORLD'S PRODUCTS CO., Dept. 8-R, Spencer, Ind.

MAKE Extra MONEY FAST

Sell Illustrated Comic Booklets (vost pocket size) and other novelties. 10 different sample booklets sent for 50¢ or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C.O.D. orders. Send cash or money order. No stamps.

GRAYKO, Dept. 219 Box 520, G. P. O., New York.

CANDY BROKER

DISTRIBUTOR OF BULK CANDY SPECIALTIES

Quantity users, write for quotations and price list. Tell us your needs. No bar goods available.

BOX 580
 Care The Billboard
 155 N. Clark CHICAGO 1, ILL.

"EASTER SPECIALS"—"PRICED RIGHT"

RABBITS — CHOCOLATES — CHESTS — FRUITS

Beautiful Large Rabbits, plush heads, movable eyes; one Lb. Chocolates in attractive Easter Boxes, delicious 3-Lb. Box Assorted Stuffed Fruits, Mirrored Cedar Chests filled with 2-Lb. Box Chocolates.

WRITE TODAY FOR CIRCULAR AND PRICE LIST

PREMIUM SALES CO.

10118 Adams Ave., Cleveland 8, Ohio

Wood Jewelry

PITCHMEN • DEMONSTRATORS
 STORE WORKERS • ENGRAVERS

12 large, beautiful numbers, \$1.60 per doz.
 Send \$1.50 for sample line of 12 Numbers.

ROYAL PRODUCTS CO.

1216 SO. MICHIGAN CHICAGO, ILL.

AFTER VICTORY

OAK-HYTEX TOY BALLOONS

WE'LL BE SELLING YOU

The OAK RUBBER Co.

RAVENNA, OHIO

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.

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 5, ILL.

CHewing GUM SORRY!

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP.

4th and Mt. Pleasant Ave. NEWARK 4, N. J.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacists
 137 E. Spring St. Columbus, Ohio
 BUY WAR BONDS FOR VICTORY

... Jack Mills was in Omaha and reported it a \$2.50 town with two corners open. ... Carl Herron tipped from New York that the World's Fair was not drawing many pitchmen to the Atlantic Coast. ... Madaline E. Ragan reporting from Jacksonville, Tex., that Texas Tommy and Bill Cody were in Houston. ... Dr. J. A. Speagle sent jeweler's report of the value of his diamonds from Raleigh, N. C., and was still agitated over L. F. West's reference to them as white stones. ... That's all.

Insignia Output Shows No Spurt Under New Law

CHICAGO, March 4.—Recent talk of more copper for certain items is not expected to arouse any big interest in insignia manufacture. The President signed a bill last December 23 which became Public Law No. 216 and Section 305 of the act on official insignia reinstated manufacturers' certificates and also retailers' permits. The official permits had previously been canceled by the Adjutant General's Office June 21.

Trade reports at that time indicated manufacturers did not rush to the production of insignia because stocks were said to be sufficient for the time being.

What Section 305 actually does is prohibit the War Department from using any funds, past or present, for "the purpose of the cancellation of existing certificates of authority with respect to the manufacture and distribution of army insignia."

The section was effective as of March 1, 1943. That means that the status quo of March 1 is returned, and the Adjutant General's action of June 21 is nullified.

According to Dave Robbins, of D. Robbins & Company, the ordinary layman can now also become a magician and the life of the party. Dave, whose hobby is magic, has written a book containing 102 magic tricks which according to the author makes it possible for anyone to become a magician by just following simple directions. No special apparatus is required as each of the 102 tricks can be performed with articles found in most homes, such as: Cards, coins, watches, cigarettes, etc. All the tricks are illustrated. The book retails for 15 cents and is now being sold at newsstands, book stores, etc.

MARRIAGES

(Continued from page 33)
service staff of Club Ball, Philadelphia, in that city February 17.

REID-WILSON—Robert Duncan Reid, fireman in the navy, to Lois Georgia Wilson, assistant to her parents in operation of Wilson's Famous Shows, recently.

RICE NELSON—Al Rice, of the WLS continuity department and former member of the Maple City Four, WLS quartet, to Marian Nelson of the Chicago office of Leo Burnett Advertising Agency, February 23 in Chicago.

RILEY-CONSTANTINE—Jack Riley, pianist at the Rhapsody in Los Angeles, to Mary Ann Constantine, nonpro, in Los Angeles February 20.

BYRNE-HAMMERSTEIN—Michael J. Byrne, aviation radioman, USN, to Alice Hammerstein, daughter of Oscar Hammerstein, author and lyric writer of the play *Oklahoma*, February 21 in New York.

SCOTT-STILLMAN—Randolph Scott, screen actor, to Marie Patricia Stillman, nonpro, in Riverside, Calif., March 3.

STONE-LONDON—Lieut. (j. g.) James Stone, U.S.N., to Phar. Mate 3/c Sulamitha London in Detroit, February 25. Bride is former assistant manager of the Center Theater, Detroit, and daughter of William A. London, theater circuit owner.

WILLIAMS-GEORGE—Halbon Williams, nonpro, to Lessie George, Hollywood actress, in Reno, Nev., November 30.

YOUNG-TIBBETT—Donald M. Young, Hollywood radio engineer, to Mrs. Grace MacKay Tibbetts, former wife of opera singer Lawrence Tibbett, in Palm Springs, Calif., February 27.

ZANDER-MARSHALL—Nicholas Zander, nonpro, Vladivostok, Siberia, to Sylvia Marshall, concert singer, Newark, N. J., on board a steamer anchored in Halifax, N. S., harbor January 29.

Births

A daughter to Mr. and Mrs. Jacques Barry February 20 at Jefferson Hospital, Philadelphia. Father is singer at the Shangri-La, Philly night club, and mother is Colleen Barry, singer.

A son to Mr. and Mrs. Anthony Gange-mis February 25 at Hahnemann Hospital, Philadelphia. Father is a theatrical booker in that city known as Tony Spaggs, and mother is a dancer known professionally as June Van.

A son to Mr. and Mrs. Lalor Joyce February 19 in Pottsville, Pa. Father is

manager of the Hippodrome Theater, that city.

A daughter, Janet Ruth, to Mr. and Mrs. Ray McGuire at Benton, Ill., January 30. Father is a carnival and circus electrician.

A daughter, Victoria, to Mr. and Mrs. Harry James in Hollywood March 3. Father is band leader, and mother, movie star Betty Grable.

A son, David Edwin, to Mr. and Mrs. Homer Courchene February 19 at Chicago. Father is chief engineer of Station WLS transmitter.

A daughter, Bernina, to Corp. and Mrs. Bernard Lichtenstein in Baltimore recently. Father is known as Corporal Bernie Lit and mother is Evelyn King.

A son, Murn, to Elaine and Bill Nippo, both of the Ringling circus, at Beth Israel Hospital, New York.

A son to Mr. and Mrs. Bob Wesson February 26 in San Francisco. Father is promotion and publicity manager of Station KGO, that city.

A daughter, Darlene Kay, to Pvt. and Mrs. Bruce Harlan in Whitman Hospital, Lebanon, Ind., February 29. Father is son of Doc Matt and Maxine Harlan, med show operators.

A son to Mr. and Mrs. Harry Lansing at Hillcrest Hospital, Waco, Tex., February 19. Mother was formerly with Zarrington Sisters, acro and juggling act, and father is projectionist with army at Camp Lewis, Wash.

Twins to Mr. and Mrs. Eddie Kinley February 9 in Philadelphia. Father is emcee at Kallner's Little Rathskeller, that city.

A son to Mr. and Mrs. Lloyd H. Bridham, Dover, N. H. Father owns the Broadway Theater there.

A son to Mr. and Mrs. Louis Leonard February 11 at Chicago. The father is a well-known concessionaire.

A daughter, Susan Lee, to Mr. and Mrs. John Trotter in Philadelphia. Mrs. Trotter is the daughter of Mrs. Sue Campbell, sister of Mrs. John W. Wilson, of the Cebelin & Wilson Shows.

A son, King Richard, to Mr. and Mrs. Hugh Keough, Chicago. Father is the son of Ez Keough, local booker.

A daughter to Mr. and Mrs. Sidney Swirsky, February 3 at New Haven (Conn.) Hospital. Father is booker for Columbia Pictures in New Haven.

A daughter, Carol Darleen, to St. Clair and Durand, dance team, in Cleveland February 16.

A daughter to Mr. and Mrs. Ken Darby at Hollywood Hospital, Hollywood, February 18. Father is member of singing group, King's Men, heard on Fibber McGee and Molly radio show.

A daughter, Marliou Mildred, to Mr.

and Mrs. D. Forrest Kuhns, magicians, in Wesley Hospital, Wichita, Kan., February 2.

Divorces

Joan Castle, stage and screen actress, from William Post, actor, in Los Angeles February 28.

Renee B. Caldwell, actress, from Albert Cardwell, army flier, in Hollywood February 28.

Ink

By E. F. HANNAN

NOW and then there's an item that sells well, in mail-order and other branches of selling, that pitchmen have overlooked. One of these is the various ink products, particularly tablets and powder. Canvassers have plugged these products but I have noted only one demonstrator in the past two years pushing such products. I watched this worker with the tablet form of this item make fast pass-outs in a department store. Two tablets, a quart of water, presto—a quart of good ink. I say good, because I tried it, and found it worked well both for ordinary pen use and in fountain pens.

The shipping of ink in glass containers has always been a problem, and if all powders and tablets work like the one I refer to, then it is a product that is right up the pitchman's alley.

There may be pitchmen and demonstrators working on ink products over the country, but if so, they haven't appeared anywhere in the territory I have visited the past two years.

TRADE SERVICE FEATURE
Events for Two Weeks

March 6-11

- CALIF.—Oakland. Dog Show, 11-12.
- GA.—Macon. Cattle Show, 6-7.
- KAN.—Wichita. Police Circus, 7-12.
- MASS.—Boston. Gift Show, 8-14.
- MISS.—Forest. Livestock Show, 6-8.
- N. D.—Valley City. Winter Show, 6-10.
- O.—Cincinnati. Dog Show, 11-12.
- R. I.—Providence. Dog Show, 12.
- TEX.—Ablilene. Livestock Show, 7-9.

March 13-18

- GA.—Moultrie. Cattle Show, 15-16.
- MINN.—Minneapolis. Shrine Circus, 13-18.
- St. Paul. Shrine Circus, 13-18.
- MISS.—Port Gibson. Livestock Show, 15-17.
- MO.—St. Louis. Dog Show, 19.
- TEX.—Fort Worth. Stock Show-Rodeo, 10-19.

Clearing House

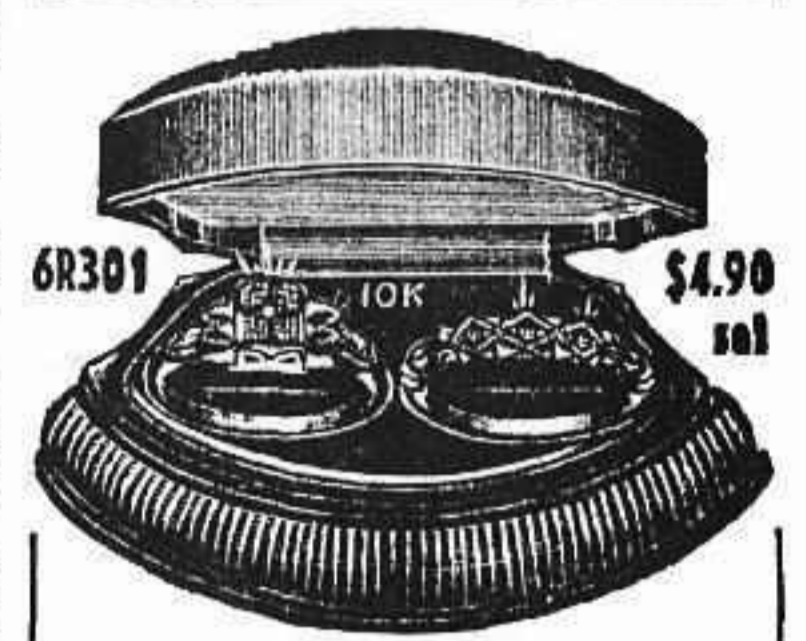
NEW YORK, March 4.—With more than a hundred registrations of ceramists designers and sculptors, Ceramicenter, Inc., here is established as a clearing house for members of the ceramic industry. The center is working to promote the ceramic industry in American, for recognition of resources and talents of native craftsmen and to this purpose will find markets for the artists and work with manufacturers on design and price problems. Information is also available to buyers as to sources and laboratory service on finishes, decoration and form for specific needs.

Postpone Summer Show

CHICAGO, March 4.—The summer furniture and home furnishings markets in Chicago will be held July 6 to 15 instead of June 1 to 10 as previously announced, according to a joint report issued by the board of governors of the American Furniture Mart and officials of the Merchandise Mart, where the semi-annual markets are held.

PHILADELPHIA, March 4.—Samuel Mickelberg, trading as Exhibit Sales Company here, has been ordered by the Federal Trade Commission to cease and desist from selling or otherwise disposing of radios or any other merchandise by means of a game of chance, gift enterprise or lottery scheme.

The respondent is directed to discontinue supplying others with, or shipping or mailing to wholesalers, jobbers or retailers, punch boards or other devices which are to be used or may be used in the sale or distribution of merchandise to the public by means of a game of chance, gift enterprise or lottery scheme.



DIAMOND RING SETS

10K Gold Mountings

- 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding RingSet \$4.90
- 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding RingSet 6.40
- 6R302—3 Diamond Engagement Ring and 5 Diamond Wedding RingSet 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

BIELER-LEVINE

37 South Wabash CHICAGO 8

CEDAR CHESTS

AND NOVELTY BOXES
Packed with 2 lbs. of
ASSORTED CHOCOLATES


Easter and Mother's Day Bands
Jobbers—Operators! Write for illustrated circular and price lists.

Goldwyn Co. Established 1931

Fine Chocolates, Cedar Chests and Novelties
542 S. DEARBORN CHICAGO 5

Let's Give

RED CROSS
WAR FUND



CHAIRS

Many Styles
PROMPT SHIPMENT
We Can Still Ship,
But Don't Delay.

ADIRONDACK CHAIR CO.
1140 Broadway NEW YORK, N. Y.
Dept. 5 Corner 26th St.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, March 4.—Past President Sam J. Levy presided March 2 and Past President J. C. McCaffery presided for the board of governors. With them at the table were Treasurer M. J. Doolan, Secretary Joe Streiblich and Past Presidents Edward A. Hock and Ernie A. Young. Ways and means committee announced a donation of \$1,000 to the servicemen's fund by M. J. Doolan and \$10 from Val Coogan. Chairman J. C. McCaffery and Co-Chairman Mike Wright started the 1944 Red Cross War Relief drive with strong co-operation.

Ben Orloff was elected to membership. Welfare committee reported Nate Hirsch still in a serious condition and Hymie Stone and William J. Coutry still confined to their rooms. Action was taken to hold the annual spring party in Bal Tabarin, Hotel Sherman, on the night of March 31. Bernie Mendelson and Eph Glosser will be the next members to enter armed service, both to leave soon.

HM Circus Given Initial KC Turnaway

KANSAS CITY, Mo., March 4.—Drawing the largest crowd ever to assemble in the Municipal Auditorium here, Hamid-Morton Circus, sponsored by the Police Charity Fund, played to 11,900 last night, with an estimated 4,000 turned away. The matinee had capacity. Extra seats for 3,500 were placed in the arena, and with hundreds of circus-hungry people deciding to sit on shavings and props, the crowd was a mass of applauding people from the ring curbs to the top tier of the house.

Because of heavy advance sales and attendance on opening night being far above any previous year, the circus management and committeemen predicted this as the top engagement here from the first night. Because of the big ticket sales it became necessary Thursday to announce a third performance for today. Newspapers and radio stations advertised the additional performance yesterday. Two performances were announced for Sunday unless business should warrant a third.

SLA Spring Party Set for March 31

CHICAGO, March 4.—Annual spring party of the Showmen's League of America will be held on the night of March 31 in the Bal Tabarin, Hotel Sherman. Decision to switch the day and place was made Thursday by the League's board of governors after several weeks' consideration. In recent years the party has been held in the Panther Room on Monday nights, with the hotel furnishing the band and the Panther Room show. This year the room is not operating Monday nights and no other night could be reserved for the League.

Admission price this year has been set at \$2.50, plus tax. There will be entertainment and dancing, and food will be served a la carte.

Committee in charge is Ernie A. Young, chairman; William Carsky, co-chairman; George Terry, George B. Flint, Charlie Zemater, Toby Wells, David P. O'Malley, Edgar I. Schooley, Nat S. Green, Sunny Bernet, Art Frasier, Edward S. Hartman, Tommy Sacco, Hogan Hancock, Jack Klein, George R. Ferguson, Joe Coyle, Orval Harris and Sam Bloom.

Storm Hits Polack Opener in Chi

CHICAGO, March 4.—Polack Bros.' Circus opened yesterday at Medinah Temple with a light matinee and better than a two-thirds house at night, despite rain.

A snowstorm of blizzard proportions today hurt prospects for week-end business. The show is better than last year's and was well received.

KM Suffers Loss in Storm

HUGO, Okla., March 4.—In a tornado last night, nearly all animals of the Al G. Kelly-Miller Bros.' Circus, wintering here, escaped and considerable damage was done to equipment. It was reported that seven trucks and trailers were destroyed.

OPS GET TIP-OFF

(Continued from page 3)

investigations. If conditions are found to be favorable from the standpoint of local need and investment opportunity, OCR officials explained, an application should be submitted to WPB on WPB Form 617. Prospective applicants can facilitate action on such applications by furnishing complete information with maps and other data. Preliminary assistance in making up an application may be obtained from any WPB field office or from the recreation unit, Service Trades Division, Office of Civilian Requirements, in Washington.

OCR officials explained the procedure to be followed by prospective applicants. After looking over the location and securing a site or building, it was said, the operator should have plans and estimates prepared and file an application (WPB-617). These forms can be had at local WPB offices.

Types of facilities, such as swimming pools, dance pavilions, etc., need only to establish the need of the proposed facility as an aid to the war effort in the locality selected. The following table lists the areas in which OCR feels additional amusement facilities are needed, as well as the type of facility needed:

Place	Pool	Theater	Bowling	Rink	Dance
MICHIGAN—					
Allen Park					X
Belleville		X	X	X	X
Chelsea	X				
Dearborn				X	X
East Detroit	X				
Farmington			X		
Ferndale	X		X	X	X
Highland Park	X				
Lincoln Park	X				
Northville	X			X	X
River Rouge	X				
Royal Oak					X
Wayne	X	X	X		X
Wyandotte	X	X	X	X	
Ypsilanti	X	XX(2)	XX(2)	X	X
Inkster	X	X	X		
Garden City	X	X			
South Lyon		X			
Warren Township	X				
Holland					X (recently burned)
Kalamazoo					X (bldgs. available)
Battle Creek					X
Pontiac					X
Saginaw					X
Adrian					X
OKLAHOMA—					
Oklahoma City		X	X		
Midwest City		X	X		
Tulsa		X			
McAllister		X	X		
(Negro)					
LOUISIANA—					
New Orleans					X
Alexandria				X	X
Baton Rouge				X	X
Lake Charles	X (bathhouse on lake)	X	X	X	X
Maplewood	X	X	X		
Leesville			X		
Bossier City			X		
Monroe					X
Ruston			X		
Shreveport			X		
TEXAS—					
Sweeney		X			
Pasadena		X	X		
Dallas		X	X		
Grand Prairie		X	X		X
Fort Worth		X	X		
Borger (Amarillo)		X	X		X
San Antonio		X	X		
Waco			X		
Commerce			X		
Coriscana					X
Gladewater			X		
Mexia		X			
Paris		X			X
Beaumont		X			

x—Denotes type of amusement facilities needed.

YELLOWSTONE SHOWS

WANT

Cook House, Iron Claws, any Merchandise Concession. Shows with own transportation. Make your proposition. Can place Help on all Rides. Top salary; no meal tickets. Also Grind Store Agents. Bill Tompkins, Johnnie Martin, write. Open first of April. Will manage my own show.

Write or wire

W. S. NEAL, Albuquerque, New Mexico

MOTORIZED SHOW FOR SALE QUICK COMPLETE

4 RIDES—Good as new. Merry-Go-Round Top, never been used. 37 1/2 K.W. Transformer in box body, truck, switches and wire. Plenty of Electric Lights. Minstrel Show, complete. Concession Taps, Ball Game Hoods, Cats and Bottles, Silver Dome House Trailer, Office Wagon with Cabinets. Also plenty of Tickets on hand. Address:

C. W. NAIL

703 South 3rd Street MONROE, LA.
P.S.: Title goes back to 1910 without once having to change it. Must be seen to be appreciated. Anyone wanting to go in business, here is the opportunity.

WANT

Trombone, Bass and Double Drummer for Robbins Bros.' Circus, opening Valdosta, Georgia, April 1st. \$25.00 and berth, plus \$1.50 a day for meals.

L. CLAUDE MEYERS

4007 West Pine ST. LOUIS, MO.

A. M. P. SHOWS

"JUGGY"

Now booking. What have you? All persons previously interviewed, write. Opening the week of April 24th.

A. M. PODSOBINSKI

514 High Street Phoenixville, Penna.

WANT FOREMEN

Salary \$50.00, for Merry-Go-Round, Ferris Wheel, Chairplane and Whip. Want to buy Aluminum Pop Corn Kettle. Donald, write or phone.

ISLAND MANOR SHOWS

L. Tamargo
128 Franklin St. Elmont, N. Y.

GARDEN STATE SHOWS

Opening April 29 Industrial Territory. Want Custard, Penny Arcade; J. Eck, write. Want Grind Stores of all kinds; B. Ibberson, write. Can place 2 English Palustrics, Seales and Age. Want Wheel Foreman and 1st Foreman; highest salaries to men that can produce. R. Howell, Pete Coleman, C. Kinetop, contact. Winter quarters open April 1st. Can place Shows of all kinds with own outfits, lowest P. O. T. Fallon, contact. All personnel, please write. Can place one more outstanding Free Act. Send full details. Address: R. H. MINER JR., 101 Chamber St., Phillipsburg, N. J.

FRANKS PLAYLAND PARK

Heart of Macon, Ga.
Opening March 25
Wants Ride Men for Tilt-a-Whirl and Whip. Top salaries. Year-round work. Short hours. No ups or downs. All wire:
BILL FRANKS, Macon, Ga.

GLOBE BROS.' CIRCUS

WANTS
Dog and Pony or Riding Act. Family Act doing two or more. Acts for Side Show. Also Calliope Player. For Big Show opening March 22.
All Address: 122 S. Main St., Ft. Worth, Tex.

J. B. "JAKE" HERLONG

WIRE ME
ALSO WANT CAPABLE STRING GAME AGENT.
JAMES H. DREW, JR.
Toccoa, Ga., until March 27th.

GOLDEN GATE SHOWS

Will Open April 15, Pembroke, Ky. Want Ride Help on Wheel and Chair-o-Plane, Merry-Go-Round. Have outfits for good Jig Show, also Girl Show, Geek Show or any Show that can get money. Want Concessions—Pop Corn, Mug Gallery, Ball Games, Mitt Camps, John Miller, wire. Will book any kind of Stock Concession, also Penny Pitcher. Want Banner Man, Cook House, Corn Game. All wires and mail: FRANK OWENS, Mgr., P. O. Box 625, Pembroke, Ky.

ROGERS AND POWELL

LAST NOTICE
Opening Vicksburg, Mississippi, March 13. All people holding contract, be there; all people wanting to place Shows and Concessions with a good spring route, come on.
Vicksburg, March 13; Yazoo City until date.

BOSWELL AMUSEMENTS

Opening May 1st in Virginia. Will book any Ride or Show with own transportation, 25%. Concessions—One and two of kind only, must work for 10 cents; no gift. Those with me before, please answer this ad. Need Ride Help, 25% of gross. Useful Showmen and Concession Agents always welcome. All wires: THOMAS H. BOSWELL, 5124 Chestnut St., Philadelphia, Pa. P.S.: If the worst comes, have permanent location, Newport News, Va.

NOW BOOKING

CONCESSION AGENTS, Working Men, Mechanic, etc. Will book Photos, Custard, Eats, Drinks. Ride Help. Shows with or without equipment. Opening April 1. Concession People, reply: ROY GOLDSTONE, 2502 Central, Hot Springs, Ark. Show and Ride People, reply: A. SPHEERIS, Mgr., P. O. Box 372, Hot Springs, Ark.

WANTED TO BUY AMMUNITION

22

SHORTS
LONGS
LONG RIFLE

CENT AMUSEMENT CORP.
1173 6th Ave., New York City
Phone: Columbus 5-2264

New Members in Troupers

LOS ANGELES, March 4.—Now members inducted at meetings of the board of governors and the Regular Associated Troupers in the clubrooms, Walker Building, February 22 are Jack and Hazel Christensen, West Coast Shows, Oakland; Pete and Marie Kortes, Kortes Museum, now in Los Angeles; Doris Helen and Lou George Miller, and Louis Baker, Golden State Shows. Due to the four-day storm, President Babe Miller was unable to attend and the First Vice-President Joe Krug officiated, with Secretaries-Treasurers Vera Downie and Walton De Pellaton in attendance. Bank award went to Ethel Krug and door prize to Vera Downie. Refreshments were served by Lillabelle Lear, Jennie Reigel, Marge Kennedy, Frank Yagla and Mario LeFors.

HM MILWAUKEE TOPS

(Continued from page 42)

cial, were the greatest in number ever displayed there.

On this, the fifth appearance of the HM show here, advance ticket sales mounted to over four times the amount brought in the first year. On Washington's Birthday, heavy snow did not keep the attendance down, and rain later in the week did not cut into sellouts on Thursday, Friday, Saturday and Sunday at all performances. Auditorium seating capacity is about 6,000.

About 4,000 persons, most of them orphans or underprivileged children from five local institutions and organizations, attended the opening performance Monday afternoon. Half of the net proceeds is donated by the Shrine to war relief charities and agencies for crippled and underprivileged children.

RB TRAINS PERCHERONS

(Continued from page 42)

back lot, change collars and tugs for spangles and put them thru the same routine as their more slim brethren. Roland Butler said that it was to be one of the feature attractions.

Charles Sparks is here conferring with Ringling executives. Neither show officials nor Sparks would give any indication as to the ramifications of the meeting, nor would they give any hint as to Sparks' future with the show, or any other show.

In the barns, Bill Yeske, wagon shop foreman, has completed a new cage for Chester, hippo, that was recently shipped from Peru, Ind. According to Butler, for the first time in several seasons, the menagerie will carry two hippos, Lotus and Chester.

Winter quarters visitors are really blinking. The new "Ringling Red" splashed thruout the show, on all wagons and coaches; the flats, canary yellow, and stocks red and yellow, make a bright galaxy of colors.

WON, HORSE & UPP

(Continued from page 42)

their own home town. We found the blacksmith shop well stocked with horse-shoes, iron and coal. The hotel equipment was intact, but the grocer who was a believer in "The American note-holder likes to be fooled" was a natural born showman. He had used up the contents of the canned goods and had neatly arranged the empty cans on the shelves, which served in the same capacity as do some banners on some side shows. Not being storekeepers, the bosses decided to lease the place to one and take out the rent in trade.

Today the equipment is stored in a

big warehouse. Our people are sitting before fireplaces in their hotel rooms watching pine knots crackle while enjoying their much-needed rests. Our horses are being pastured and fed by a stockman, who has long yearned to be a bareback rider. Fresh vegetables and smoked meats are being furnished by a farmer who wants to be a clown. We are happy that Ford Axle Annie worked only the town and left the surrounding territory open.

Run the following ad: "Won, Horse & Upp Circus can use useless people in all lines. State what you raise or sell in your first letter." MAJOR PRIVILEGE.

DAYTON LOOMING BIG

(Continued from page 42)

year. The association, composed of 12,000 workers at the field, will entertain the membership free, with payment of federal and State tax only at the two performances. In 1943 the show had a six-day run here.

At this time, sales of program advertising space, banners and underprivileged children's tickets, is very large. Over 28,000 children's tickets have already been disposed of.

PEFORMERS' MECCA

(Continued from page 42)

the use of the university gym for practice next fall and winter. This is expected to attract a number of troupes to Bloomington.

Many former circus people are located in Bloomington. Bert and Agnes Doss, both former aerialists, have lived there since their retirement. They operate a roller rink at Circus Park. Gene Enos has lived in the town for years and is employed in a war plant. Clyde Noble, former aerialist, has a jewelry store. J. J. Bedoe, former carnival man, operates the 51 Club on Highway 51.

Recent visitors to Bloomington included Harry Lamar, Mary Stevens and James Crocker, of the Flying Lamars; Mickey King, Sgt. Milo Linwood, of the Army Air Corps; Marion Linwood (Sensational Marion), high-pole act; Roy Valentine, and the Flying Romas.

RAY SHOW BIG IN N. O.

(Continued from page 42)

who was host each night to an average of 28 soldiers. Remainder of program appeared in last week's issue in story of the Galveston circus. The band was led by Joe Rossi.

February 26 Jacobs and his staff visited Audubon Park, as guests of Park Superintendent George Douglass.

The staff: Charles (Butch) Cohn, secretary-treasurer; Vera Newton, auditor; Frank Whalen, superintendent; Henry Rohlsing, in charge of props; Doc Ernest Johnston, back door; Arky Williams, front door; Gene Williams, prima donna; Jim O'Dell, superintendent of elephants; Jerry Edwards, in charge of promotion and advance work; Raymond Preidogel, superintendent of ring stock.

The circus had splendid co-operation from *The Times-Picayne*, *The New Orleans States* and *The New Orleans Item*. The auditorium has been contracted by the show for next winter.

UNDER THE MARQUEE

(Continued from page 43)

hovah's Witnesses, but held for failure to report a change of address and failing to report for induction. Federal agents also said he had a forged naval discharge that he had found in New York.

WORKING novelties at the Navy Yard, Portsmouth, N. H., is Leonard Randall, who expects to remain there for the duration. He has his stand outside the entrance.

PASSING thru Atlanta on his way to Texas, Jimmie Powell saw Charlie Forrest, bar performer, who was recently discharged from a hospital there. Forrest expects to be back with a circus.

IT'S a tendency among troupers to exaggerate the words their manager used when firing a staff member.

ROY ROLLER, former circus and minstrel performer before joining the office staff of Station WIP, Philadelphia, is recuperating at his home from a serious illness.

WILLIAM X. F. RENO, with circuses many years, has been serving in the quartermasters' corps during the last

year but is temporarily out of the service and is looking forward to a busy season.

ON WAY from West Coast to Cincinnati Charles and Virginia Tiffany visited the Cole quarters in Louisville. They will be with the show. Her father, John Markham, former drummer, recently died of a heart attack.

AN old-time circus owner told an up-and-coming young manager: "Scheme as big as you like, but always allow for the shrinkage."

CHESTER (BO-BO) BARNETT, featured clown with Polack Bros.' Circus, appeared on Don McNeill's *Breakfast Club* program on the Blue Network, from WENE, Chicago, last February 29 and gave some interesting sidelights on the circus, incidentally including a nice plug for *The Billboard*.

IT TAKES the outdoor boys to get the locations. Gardner Wilson, agent for *Something for the Boys* and formerly with Ringling-Barnum, got a terrific hit in Chicago's Loop at an intersection of two heavy traffic routes. Ned Alvord, another former outdoor agent, had the spot earlier for *Sons o' Fun*.

JUNIOR CIRCUS FANS and Moose Bros.' Miniature Circus, Austin, Tex., has appeared at a number of spots. American Red Cross sponsored it at near-by Camp Swift for entertainment of men who are recuperating there. Several dates were played under canvas in city recreation department parks and one at the University Junior High School gym, where \$100 in War Bonds was sold. Leland Antes Jr. is director.

PUSHERS always look forward to the day when a group of First-of Mays will learn enough to do their work without being pushed.

AFTER an absence of over two years from outdoor show business, James F. Baker will return to Mills Bros.' Circus. He has been discharged from the army, due to being over age. Baker had been with Downie Bros., Seils-Sterling, Russell Bros. and Mills circuses and agent for Jimmie Lynch Death Dodgers. His son is an air student at Western Reserve University, Cleveland. Young Baker was visited by his parents and while in Cleveland they visited the Grotto Circus.

HAVE YOU LOOKED IN THE LETTER LIST? REMEMBER, MAIL IS ADVERTISED ONLY ONE TIME.

CALL—JAMES E. STRATES SHOWS, INC.—CALL

SHOWS OPENS WASHINGTON, D. C., APRIL 5

FAIR SEASON opens early in August, with the following Class A Fairs included: Cortland, Batavia, Hamburg, New York State; Bloomsburg and York, Pennsylvania; Danville, Virginia; Spartanburg, Greenville, Anderson, Orangeburg and Charleston, South Carolina.

Can place WILD LIFE SHOW, MIDGET SHOW, PONY RIDE. ANY OTHER MERITORIOUS ATTRACTION not conflicting with what we have. WALTER MARKS wants Lady and Men DROME RIDERS. Al Tomiami wants young, small Girls for Illusion Show. Have openings for several Tickets Sellers and Canvasmen. Steve Gekas wants six Counter Men and Griddle Men for Cookhouse. Louis Strates can place two Countermen for Grab Joint. Want Hawaiian Musicians, also Spitfire Foreman.

TOP SALARIES PAID FOR THE FOLLOWING: FERRIS WHEEL FOREMAN, capable of handling three Wheels; Second Men on Wheels, OCTOPUS FOREMAN, Ride Help on all Rides. FOR OUR TRAIN: Asst. Trainmaster, Polers, Chalkers, Porters and other Train Help. FOR OUR ELECTRICAL AND MECHANICAL DEPARTMENTS: Diesel Plant Men, Assistant Electricians, Tractor and Caterpillar Mechanics and Drivers.

Notice—O. L. Southern, Whitey Davis, Edward (Red) Clifford, we sent you transportation as per your requests.

WE CARRY BERTH, STATEROOM AND DINING CARS ON OUR TRAIN, so you don't have to worry about gas rationing and rubber shortage.

Address: JAMES E. STRATES, Gen. Mgr., Mullins, S. C.

SHOWTRAIN LEAVES MULLINS MARCH 29 FOR WASHINGTON, D. C.

Scott Exposition Shows

OPENS MARCH 27, ATLANTA, GA.

Want men with people to take charge of Shows. Beautiful new Life Show, Girl Show, Side Show. Musicians and Performers for Colored Minstrel Show, address E. H. Rucker. Salaries from office. Ride Help and Foreman that Drive Trucks; Lawrence Burress, answer. Legitimate Concessions. Office Secretary that understands government records and reports; Second Man with car that can put out paper; Concession Agents, communicate. Will buy No. 5 Wheel and Octopus for cash. Will book Rolloplane.

C. D. SCOTT, P. O. Box 1562, or South Eastern Fair Grounds, Atlanta, Ga.

HELLER'S ACME SHOWS

Open April 15th—3 Saturdays, 3 Sundays—Paterson, N. J. Location Island Market. 5 Big Wright Airplane Factories. Pay Day Every Day.

Want Concessions—Bingo, American Palmistry, Diggers, Wheels, no Gees, legitimate Concessions of all kinds, no Coupons. Want Shows—Side Show, Plantation (Sol Speigh, answer), Motor Drome, Dog-Ponies (Capt. Irwin, write), Fun House, Monkey Show, Snake Show, with or without transportation or outfits. Want Ride Help for ten Rides, Foreman for Merry-Go-Round, Ferris Wheels, Chair-o-Plane, Whip, Lindy Loop, Spitfire, Loop-o-Plane, Kiddy Rides. Harry Lindstrom, please write. Want Billposter. Winter quarters open now.

All Address: HARRY HELLER, 9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447.

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.

WILLIAM W. BARLOW, who has been in the navy for past 15 months, is in the Welfare and Recreation Department, S-29, Camp Endicott, R. I. He was formerly known as Billy Powell, of the Powell Troupe, and Case, of Case Brothers and Marie, wire acts.

WORD comes from England that Sgt. John Yanchar, formerly of the Blondin-Rellim Troupe, is resting in England after participating in the Sicilian campaign.

WANT WANT KELLIE GRADY SHOWS

Foreman for Little Beauty Merry-Go-Round, Octopus. Will pay top salary if you are sober and drive truck. Will book a limited number of ten-cent Concessions. Need several Concession Agents that can stand to make money. Can use several Ride Men that drive trucks. Can use Ride Men's Wives on Ticket Boxes. Edward Sanders, can use you and wife; wire me at once. Phil Roce, wire. Mrs. Grady can use Ball Game and Penny Pitch Agents. This Show makes short mares, have plenty gas and tires. Eddie Harris, wire. Show opens April 1st in Florence, Ala., for two weeks. Hank Stukin, wire; have good proposition for you.

KELLIE GRADY SHOWS
122 Royal Avenue Florence, Ala.

DYER'S GREATER SHOWS

Want Octopus and Big Eli Wheel Foremen. Percentage proposition. Good equipment, good route Fairs and Celebrations; contact immediately. Shows with own outfits, 25%. Will furnish Semi for transportation if desired. FOR SALE—4 LAUGHING MIRRORS, STEEL CRATED, \$25.00. BOX 197, GREENWOOD, MISS.

ALL AMERICAN SHOWS

Can place Man and Wife for Corn Game, Ball Game Workers, Concession Agents; also Ride Help. Permanently located, no set-ups or tear downs. Salary no object. Address:

NIP BUTTS
BOX 372 LAWTON, OKLA.

UNITED LIBERTY SHOWS

Opening April 29

WANT

American Palmistry, Custard, Lead Gallery, Balloon Dart, Hoopla, Cigaret Pitch, Floss and Joints that work in the lineup. Shows: Girl, Motor Drome, Minstrel or any Show of merit. Ride Help on Tilt, Merry-Go-Round and Wheel. THIS SHOW IS BOOKED SOLD ON ILLINOIS STATE AID FAIRS FROM JULY 1 TILL OCTOBER 1. Write KEN MURRAY, Box 264, Bloomington, Illinois.

WANTED

Drome Operator; have complete outfit, also transportation. Wire or write

O. C. BUCK SHOWS
Troy Hotel, Troy, N. Y.

ROYAL AMUSEMENT CO.

Brand new show backed by years of experience, plenty capital, showing proven money-making spots.

SHOW OPENING NORTH CAROLINA SATURDAY, APRIL 8

WANT THE FOLLOWING CONCESSIONS—Bingo, Custard, Cookhouse and Grab, String, Fish and Duck Pond, Bowling Alley, Dart, Photo Gallery, Scales, Guess Your Weight and any other Grind Stores. Cannot use Flat or Coupon Stores.

SHOWS—Capable Show Managers with or without outfit. Wild Life, Midget, Monkey or any other Grind Shows. Motordrome Manager and Riders will offer very attractive proposition. Have complete outfit with transportation. Have 5 Major Rides; can use few more. What have you? Want Ride Help, First and Second Men and other Useful People. Address

ROYAL AMUSEMENT CO., General Offices, 743 Seybold Bldg., Miami, Fla.

WANTED

WANTED

WORLD OF MIRTH SHOWS FOR "BROWN BOMBSHELLS"

Colored Performers, Musicians, Chorus Girls (pony size), Comedies, Dancing Team, Singer, Novelty Act, Musicians, Ticket Sellers, Canvas Help, a reliable Cook. Furnish Pullman car for sleeping and two meals a day. Long season. Salary guaranteed by the office, and you get it every week. Show opens about the 24th April; rehearsals start 17th April.

P.S.: Every one must furnish their own ration books. The following people, get in touch: Johnny Woodard, 1/0 Page, Alex Atkins, Essemena Thomas, Will Freeman. All replies write, don't wire.

BOB BUFFINGTON, 2021 CHAMBERLAYNE AVE., RICHMOND, VA.

DUMONT SHOWS

OPENING SUMTER, S. C., MARCH 13

Have opening for 1 or 2 Wheels; Danny Ellis, wire. Johnnie Reddich wants Musicians and Performers, Chorus Girls, Blues Singers. Salary and P. C. Wire. Want Nail Joint Agents. Want Carnival Billposter with car. Joe Liberty, Miles Detrick, Arthur Johnson, get in touch with Barney Williams at once. Address until March 11, P. O. Box 776, Columbia, S. C.

O. C. BUCK SHOWS

OPENING APRIL 15

Playing best defense cities in New England. 8 outstanding New York and New England Fairs. WILL BUY or book Roll-o-Plane, CAN PLACE any new or novel Show with or without own outfit; also Monkey or Circus, Wild Life. CAN PLACE Help on 8 Major Rides, some Foremen, Canvas Man, Ticket Sellers, Talkers, Drome Riders. CAN PLACE Girls for Revue and Posing Show; also Side Show Acts. WANTED—Billposter.

Address WINTER QUARTERS, 1115 5th Ave., Troy, New York

AL BAYSINGER SHOWS

Opening in Poplar Bluff March 30. Have 8 Fairs in Wisconsin, Starting July 1, Then South, Giving You a Long Season.

WANT

WANT

WANT

Second Man with car. Billposter, prefer one with transportation. Secretary who can handle present-day tax problems. Ride Help for Wheel and Tilt-a-Whirl. Man for Aeroplane Kiddie Ride. Extra Men that drive Semis for front gate and lot. Good Shows of any kind. Have Fronts and Tops. Opening for one more Girl Show. Corn Game open. Harold Dittmor, write. Good proposition to those with own transportation. Address: AL BAYSINGER, POPLAR BLUFF, MO.

WANTED—COLORED MINSTREL SHOW PEOPLE—WANTED

Colored Performers, Singers, Dancers, fast-stepping Dancing Girls, Five-Piece Band, Comedians, Specialty Acts and Musicians

FOR GAY NEW ORLEANS REVUE

With America's Outstanding Midway

CAVALCADE OF AMUSEMENTS

Harry Clark and Lillian, Jerry Jackson, James Evans, Stella Johnson, Jack Jackson, Pee Wee Cheatem, Lee Cockran, James Green, James King, Cliff, Pocket Book Harris, James and all people who worked for me before and all others, get in touch with me. Top salaries paid out of office. Pullman accommodations, meals and the best of treatment, so why go with anyone else. All address: DOC H. D. HARTWICK, GEN. DEL., VALDOSTA, GA.

LAST CALL

ALLEN & NICKERSON SHOWS

OPENING EVANSVILLE APRIL 10TH

Can place Agents for Concessions. Will book anything we do not have. Want capable Secretary. Will book or buy Octopus, Roll-o-Plane, Whip or Spitfire. Will book any Shows 25 per cent. We will open with six Rides, four Shows, twenty-five Concessions and Free Acts. All Address: J. J. (CHICK) ALLEN or S. W. (NICK) NICKERSON, Box 94, Evansville, Indiana. P.S.: Winter quarters now open.

RINKS

(Continued from page 45)

pair free skating to follow. In the Burrows Cup (holders—R. H. Brogden and Miss D. Metcalf, of Burnley) the dances are "Tango," "Fox Trot," "Mohawk Waltz" and "Promenade," while in the Kent Coastal Bowl (holders—K. Byrne and Miss J. Phebean, of Manchester) the dances are, "Fox Trot," "Spread-Waltz" and a "Two-Step" which will be drawn on the day of the event.

These three dance skating competitions have, during the past few years, drawn into their entry lists an ever increasing number of contestants—a very healthy sign in view of the prevailing difficulties regarding traveling from rink to rink.

Devonshire Park Bowl (holder—Miss R. Peel, of Leeds) is the oldest figure skating competition for rollers in England. During the war years this event has maintained its popularity to the full among figure skaters. The standard of skating required today to carry off the Devonshire Bowl is, in the opinion of this writer, little short of championship class. Certainly the performance which has been put up in the winning of this award during the past three years has been of very high quality, both in figure and free skating. Devonshire Bowl schedule this season includes Brackets, Counters, Threes and the One-Foot Figure Eight.

The competitive skating fraternity over here, in spite of the difficulties experienced in affording sufficient time for practice, is looking forward very keenly to this season's events, and I trust that in due course I shall be able to report upon these competitions in the pages of *The Billboard*.

PONTCHARTRAIN FIRE

(Continued from page 44)

by heroic work by servicemen attached to near-by navy and army air units, who carried hose to the scene many minutes before the city's regular fire equipment could reach the fire.

The beach will be opened April 29 after Batt had tried a pre-season week-end operation last year for the first time. This year the full schedule will begin at once, with another season of free outdoor acts.

ROSS, ACKLEY TO SPEAK

(Continued from page 44)

heavy early registration. It is anticipated that more than 200 will be on hand for the proceedings. Program chairman, Henry Bowen, reports that the complete convention program will be announced by next week.

WASHINGTON, March 4. — Harry A. Ackley, consultant to the Office of Civilian Requirements, will attend the NAAPPB meeting in Boston March 22. Ackley will serve as a government representative.

AREA

(Continued from page 44)

present owner, will recover about \$25,000 from insurance, it is said.

It will be difficult to renew the trains lost in the fire because of the out-of-date type of construction. Used cars of present-day construction cannot be used unless they are completely rebuilt. The rain-soaked roofs of adjacent buildings and absence of a wind from the ocean saved the great playground from a conflagration. Luna Park escaped with slight damage, and much praise is due the New York Fire Department. The fire fighters had sufficient equipment and men to cover neighboring roofs and prevent sparks from igniting them.

The railway was the pride of the L. A. Thompson Scenic Railway Company when the concern was the leader of us all, and it was the last property it disposed of after it fell into its sad decline. In season and thru all depressions, with the advent of the wild, jazz, coasters in competition, it held its own. For years it was the largest and longest coaster in the world.

Bonsignore was in Florida when the fire occurred, and arrived at Coney Island two days later. He is one of Coney's large operators. After buying the Thompson property, realty and all, he moved onto it the Flying Turns from New York's World's Fair.

A fire is a double calamity these days when rebuilding is so difficult and when earnings are likely to be large in 1944.

Montreal has an island in the St. Lawrence River known as St. Helen's Island. Once it was reached only by boat. When the million-dollar bridge was built to

connect St. Lambert and Montreal a ramp was provided to permit traffic to reach the island, making the Coney Island of Canada more easily accessible to pleasure seekers. For army use the island has been compelled to exclude the public and the new bathing beach has been allowed to deteriorate. Now the island will again be opened to the public and plans are complete for a rehabilitation of the place. It will see a rapid development beyond anything the place has yet known.

The spot will be under the control of the city of Montreal, from which concessionaires will get their contracts. No admission can be charged to the island, so amusements will have to care for the Dominion and Provincial amusement taxes. Heretofore, no long leases were granted, so no substantial improvements were made by concessionaires which accounts for the crude appearances of former years. It is the only amusement resort in Canada containing a cemetery, and in all probability it cannot be moved.

DON'T FORGET TO LOOK FOR YOUR NAME IN THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.

ACCOUNT OF DISAPPOINTMENT

Have good opening for Side Show.

Address

JOHN H. MARKS
Box 771 Richmond, Va.

Attention SHOW MANAGERS

On account of change in plans would like to book one or two clean Grind Stores, Ball Games; also have Penny Pitches. Will consider buying on percentage. No Show is too large, as I have nice equipment and capable Help. Will consider any good territory. In answering give full details of proposition, will do business with office. AGENTS: Have opening for a few capable Agents for above stores, male or female. All answer: SHOWMAN, Senator Hotel, New Orleans, La.

WANTED CONTRACTING AGENT

For
O. J. BACH SHOWS

Write, Wire or Call.
334 PIERCE AVE., DAYTONA BEACH, FLA.

B. & H. Amusement Co.

Want Chair-o-Plane Foreman, top salary and per cent of gross; also Agents for Pan Game, Penny Pitch, Ball Game and Pitch To Win.

Meggott, S. C., this week; then Port Royal.

SECOND-HAND SHOW PROPERTY FOR SALE
\$25.00 Hand Organ, Playing Condition. Bargain.
\$5.00 Electric Peanut Warmer, Working Order.
\$85.00 Tent, 12x20 Feet, with Side Walls.
15¢ Each, Pennant Flags on Streamers.
We have Hobby Horses and Camels.

WEIL'S CURIOSITY SHOP
12 Strawberry St. PHILADELPHIA, PA.

WANT

ROLL-O-PLANE FOREMAN, MERRY-GO-ROUND FOREMAN, FERRIS WHEEL FOREMAN, RIDE HELP OF ALL KINDS; ALSO CONCESSIONS.

MOUND CITY SHOWS

1417 Grattan St. ST. LOUIS 4, MO.

BUFF HOTTLE SHOWS

HAVE FOR SALE:

Stranded Single 0 Cable and No. 6 Solid Wire—used one time. 24¢ per pound. Also Sound Truck and Evans High Striker. 14x28 Corn Game Top.
P. O. BOX 1025, NEW ORLEANS, LA.

LONE STAR SHOWS

Opening March 30, Indianapolis, Indiana. Now booking Shows, Rides and Concessions. Want Ride Help for all Rides. Can place Secretary, Bookkeeper.

1552 CLARA AVE., LOUISVILLE 8, KY.

Midway of Mirth Shows

Open March 8th, playing city lots. Want Ell Foreman, Top salary. Can place few Stock Concessions. Contact

3117 Cherokee ESTHER SPERONI St. Louis, Mo.

Red Cross Drive Of League Is Off To Healthy Start

CHICAGO, March 4.—Coincident with the Red Cross War Fund general drive inaugurated March 1, the Showmen's League of America, representing the outdoor amusement section of the amusement and recreation division of the drive, started its campaign for funds at the League's meeting last Thursday and met with a generous response from showmen. J. C. McCaffery, chairman, announced that more than \$3,500 was



INSURANCE

CHAS. A. LENZ

"The Showman's Insurance Man"

**A1338 INSURANCE EXCHANGE
CHICAGO, ILL.**

obtained at the League meeting, giving the drive a splendid start.

Mail solicitation for the drive will be made to League members thruout the country. In addition to Chairman McCaffery, the drive committee includes G. L. Wright, co-chairman; M. J. Doolan, William Carsky, Floyd E. Gooding and Nat S. Green.

Contributions received at the Thursday meeting were as follows:

Showmen's League of America.....	\$2,000
M. J. Doolan	1,000
J. C. McCaffery	100
Max Goodman	100
Globe Poster Corporation	100
The Atwell Luncheon Club.....	64
G. L. Wright	50
Jack Thomas	25
Louis Leonard	20
Harry Martin	10
Ted Shulman	10
A. L. Rossman	10
John W. Gallagan	10
Mr. and Mrs. A. W. Lancaster.....	10
Sam Menchin	5
R. R. Troutman	5
Harry F. Logan	5
John Wolf	5
J. C. (Tommy) Thomas.....	5
Nat S. Green	5
M. L. Reuter	5
Charlie Zemater	5
Joe Coyle	5
Art Frask	5
Harry Ferris	4
John Klippel	2
Ed Conners	2
Misc. from League members.....	4

Total\$3,571

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Austin, Tex., 11-25.
- Arcade: Raymondville, Tex.
- B. & H.: Meggett, S. C.
- Bantly's All-American: Charleston, S. C., 10-25.
- Berryhill United: Sylvania, Ga.
- Bowen's Joyland: Rosemead, Calif., 7-12.
- Buckeye State: (9th & Spring Sts.) Little Rock, Ark., 6-20.
- Chatham Am. Co.: Bamberg, S. C., 6-18.
- Crafts 20 Big: San Bernardino, Calif., 10-19.
- Craig, Harry: Brownwood, Tex.
- Endy Bros.-Prell Combined: Port Lauderdale, Fla., 8-18.
- Fay's Silver Derby: Moultrie, Ga.; Tifton 13-18.
- Fidler's United: St. Louis, Mo.
- Francis, John: St. Louis, Mo., 15-18.
- Gay Way: Crestview, Fla.
- Gentsch & Sparks: Natchez, Miss.; Port Gibson 13-18.
- Greater United: Eagle Pass, Tex.
- Groves Greater: Church Point, La., 6-12.
- Hames, Bill: Port Worth, Tex., 10-18.
- Hottle, Buff: New Orleans, La.
- Hyalite Midway: Bonham, Tex., 13-25.
- North State: Mt. Airy, N. C.
- Peppers All-State: Selma, Ala., 10-18.
- Sheesley Midway: Pensacola, Fla., 11-18.
- Siebrand: Phoenix, Ariz., 6-18.
- Sieblar's Greater: (Washington & Assembly Sts.) Columbia, S. C.
- Sparks, J. F.: Birmingham, Ala., 11-18.
- Texas: San Benito, Tex.
- Tower Am. Co.: Lexington, S. C.; Newberry 13-18.
- United Expo.: Leesville, La.
- Victory Expo.: Mission, Tex., 6-12.
- West Coast Am. Co.: Emeryville, Calif., 8-22.
- West's World's Wonder: Jacksonville, Fla.
- Wonder City: Gretna, La.

CIRCUS

- Davenport, Orrin: St. Paul, Minn., 13-18.
- Hamid-Morton: Wichita, Kan., 6-11; Altoona, Pa., 13-18.
- Polack Bros.: Chicago, Ill., 7-12; Columbus, O., 15-21.

MISCELLANEOUS

- Barrett, Roy (Shrine Circus) St. Paul, Minn., 13-18.
- Basile, Joe, Band: Wichita, Kan., 7-12; Altoona, Pa., 15-19.
- Bertin, Doc P.: Merrimac, Mass., 6-11.
- Birch: San Benito, Tex., 8; Weslaco 9; Mercedes 10; McAllen 13; Mission 14; Edinburg 15.
- Campbell, Loring: Norwood, Minn., 8; Chaska 9; Minneapolis 10-16; Princeton 17.
- Couden, Doug & Lola: School Assemblies, Puyallup, Wash.
- Daniel, B. A.: Valparaiso, Ind., 6-8; Indianapolis 10-14.
- Lippincott: Hattiesburg, Miss., 6-11; Atmore, Ala., 13; Brewton 14; Florida 15; Andalusia 16; Evergreen 17; Greenville 18.
- Long, Leon, with Lee's Minstrels: Pensacola, Fla., 6-8; Panama City 9-10.
- Overman, Wally (Lyric) Salt Lake City, Utah, 8-15.
- Ricton's Dogs: Fayetteville, Tenn., 6-11.
- Rock & Dean (Auburn) Auburn, Me., 6-11.
- Schultz Sisters (Algeo Hotel) Detroit 6-12.
- Slout, L. Verne, Theater Workshop: Elizabeth, Ill., 8; Pearl City 9; Sterling 10.
- Texas Cattle King, George M. Bragg's: Cove City, N. C., 6-11.
- Turtle, Wm. C. (Children's Play Halls) Portland, Ore., 6-11.

IT'S ONLY ADVERTISED ONE TIME NOW — LOOK IN THE LETTER LIST EVERY WEEK.

LAST CALL

LAST CALL

World of Today Shows

Leaving Winter Quarters March 20; Opening Oklahoma City, March 25.
All people contracted report winter quarters not later than March 13.

Can place account disappointment complete Girl Revue and Hawaiian Show. Have tops and fronts for Single Pit Attractions or any first-class Grind Shows with or without own transportation. Can place Mechanical Show. Can place organized Minstrel Show, Singles or Teams for Office Show. Have opening for a few more Slum Concessions. Sam Lieb wants Callers and Counter Men for Bingo. Can place Foremen, First and Second Men on Rides; also Working Men in all departments. Tony Crescio, what is wrong? Organ still waiting on you.

All Mail: WORLD OF TODAY SHOWS, Winter Quarters, Box 782, Muskogee, Okla.

R. & S. AMUSEMENTS

Opening Saturday, March 18, Southport, N. C., Wilmington, N. C., March 27; Holly Ridge, N. C., Camp Davis, April 3.

Can place Chairplane Foreman and Second Men, top salaries. All people contracted, kindly acknowledge. Want Showmen for newly framed Girl and Posing Show, Side Show and any Grind Show capable of getting money; have complete outfits and transportation for same. Want Concessions—Photos, Popcorn or any legitimate Concession. Leon Randall, Lewis Long, come on; Ed Buxbaum, wire. Will book or buy Roll-o-Plane. All address:

JAS. M. RAFTERY, BOX 1047, WILMINGTON, N. C.

J. J. PAGE SHOWS

OPENING SATURDAY, APRIL 22, IN JOHNSON CITY, TENN.

WANT legitimate Concessions of all kinds except Corn Game, Cookhouse and Grab. Opening for Photos, Penny Arcade and all other legitimate Concessions. Want experienced Ride Help for Chair-o-Plane, Ferris Wheel, Merry-Go-Round, Loop-o-Plane and Ride-o. Also Operator for Kid Rides. Have complete outfits for Girl Show and Athletic Show. Good opening for Big Snake Show. Want Musicians, Performers and Chorus Girls for Colored Minstrel Show. Can place money-getting Shows of all kinds with or without own outfits. Jack King wants Working Acts for Side Show. All those with us last year, write at once. Bud Valler, answer. Opening for useful Carnival People in all lines. Everybody address:

J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN.

P.S.: Can use high Aerial Free Act at reasonable price.

PLAYLAND AMUSEMENTS, INC.

OPENS COLUMBUS, GA., MARCH 20

WANT Foreman for Ride-o and Second Man who drives for all Rides. Cliff Trantham, wire. WANT Agents for Ball Games, Penny Pitch and other 10c Grind Stores. Con Cunningham wants Help for Cook House. All wire, no time to write. Will pay cash for all-electric Custard Machine on Truck or Trailer. All address:

SHAN WILCOX, Gen. Mgr., 607 E. Broadway, Maryville, Tenn.

WANTED FOR ARCADE

Legitimate Concessions of all kinds, especially Jewelry and Mug Joint, or will pay cash for up-to-date Mug Joint, Custard, Electric Popcorn Machine, Snow Comb or anything suitable for an Arcade. The only one in town. Building 80x100, in the heart of the city. Can use Concession Agents at all times. Also will pay cash for any kind of Arcade Machine—no junk. Also first-class Arcade Mechanic. Salary all you are worth. Other useful Concession and Arcade People, write. Year-round work. No putting up or taking down. Nothing but money here. City over 300,000 population. Can place high-class Girls for Girl Show, \$50.00 per week, or will book first-class Girl Show Manager on per cent with Girls.

L. B. "Doc" Holtkamp, Manager Playland
300 DAUPHIN STREET MOBILE, ALABAMA

WALLACE BROS.' SHOWS

Opening Camp McCain, Grenada, Miss.

70,000 SOLDIERS — PAY DAY WEEK

WANT

Ball Games, Fish Pond, Bumper, Coca-Cola, Jingle Board, String Game, Scales, Guess Your Age, Cotton Candy, Slum Bowling Alley, Candy Apple. Can place Agents for Ball Games, Penny Pitch, Roll Downs, Slum Stores. Want Minstrel Performer, Musicians for Minstrel Show, Ride Help, useful Show People in all lines, Cook House Help. Help for Marquee. Leo Aradungoe, write Walter Fox at once. Want to hear from the following people: Eddie Rhodes, Sid Crane, Harry Lotridge, Vic Miller, Buster Hayes, L. H. Hardin. Want to hear from party that can handle lot; must be experienced.

WALLACE BROS.' SHOWS, BOX 1184, JACKSON, MISS.

WANT FOR MOST BEAUTIFUL SIDE SHOW ON THE ROAD

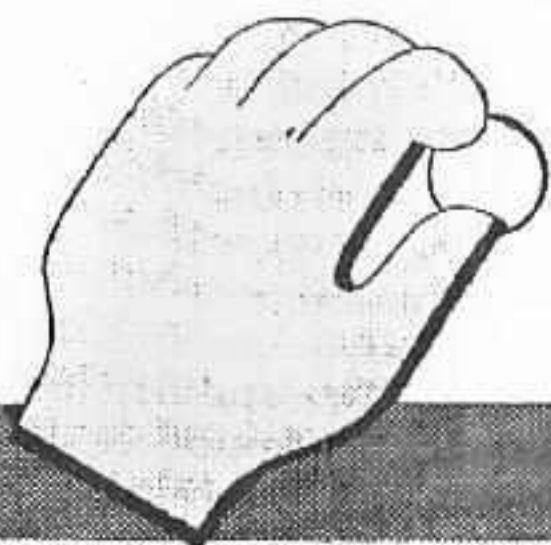
Attractive Girl who has wardrobe and who can work and lecture on Big Snakes (with or without Snakes). Eva LaFour, answer. Magician who can get money with Pitch and capable of lecturing in high-class Side Show. Good Novelty Act. Will consider 2 or 3-piece Scotch Band. Good Impale-ment Act with plenty of flash. Indian with wardrobe who has good act. Any good Novelty Act or Bally Attraction. Carl and Gene Stone, write. Can use Man and Wife—Wife to work illusions. Man for Ticket Box. ALWAYS INTERESTED IN OUTSTANDING ATTRACTIONS, ESPECIALLY BREAKS. This is an office-owned show. Salaries paid out of office. State all in first letter or wire. Time is short! Just closed 40-week season. Will open April 1st. All address:

RAY CRAMER, DODSON WORLD'S FAIR SHOW, BOX 216, BEAUMONT, TEXAS
P.S.: Lee Hinkleley, get in touch with me at once.

FOR SALE—Stored near Rochester, N. Y.—FOR SALE

Loop with truck, Kid Ride, 75 K.W. Transformer mounted on truck, 2000 Ft. of No. 00 4 & 6 Wire; Corn Game, complete, ready to operate; 10-in-1, complete inside and outside in 20x60 top; Girl Show, 30x50 panel front; Athletic Show, 20x40 ring, also complete; Snake Show, 18x24 pits and panel front. All Shows ready to operate. 250 ft. of extra Side Wall, 700 ft. of Snow Fence with Stakes, 20x40 Blue and Orange Entrance with 12 ft. Wall; Office Top, 8x10; Table Desk, etc. Also plenty of useful Show Extras. Will sell complete for \$3,500.00.

M. N. COLEGROVE, 515 Meigs St., Rochester, N. Y., or FRANK X. VOGT, 637 N. W. 5th Ave., Miami, Fla.



Coin Machines

AMUSEMENT · · · MUSIC · · · VENDING · · · SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

Address Coin Machine Department, The Billboard, 155 N. Clark St., Chicago 1, Ill.

WALTER W. HURD, Director
C. E. VETTERICK, Editor

Post-War Planning—8

LOCATIONS

All constructive plans for the post-war period must give due consideration to the "other half" of the coin machine industry. The trade is accustomed to speaking of retail establishments where coin machines are placed as locations. These retail establishments are a very important part of the industry altho they are ordinarily not considered as such. It must be kept in mind that there would be no coin machine industry if it were not for the existence of locations and that the industry itself does not build these locations.

Much has been said in the past decade about the problem of locations and the part they have in the reputation and conduct of the industry. It must be continually kept in mind in planning for the future that there are good and bad locations. In many cases public criticism of the coin machine trade is really due to the ill repute of the location in which machines are placed. Hence the good name of the trade involves co-operation with retail proprietors in maintaining such business practices as will win public good will.

Much has been said in the past about educating the operator in how to conduct his business. The same should apply to location owners also, because many of them need educating not only in retail ethics but also in how to help protect the good name of the coin machine industry. Retail establishments derive a good profit from coin machines without making any investment, and hence they are directly concerned in the reputation of the industry. The coin machine industry will have to do some real planning in the future in order to improve the value of locations to the trade, but it can be done. A good example is seen in the gradual disappearance of the old bogey of locations buying their own machines. The average retailer today has learned enough about coin machines so that he knows it is not wise for him to own the machines himself. This has been accomplished by a gradual education of merchants in facts concerning the machines and public reaction to them.

In planning for the future it is apparent that manufacturers should take the lead in forming programs to co-operate with locations. A few manufacturers in the past decade have taken locations into their edu-

cational plans, but much constructive work still needs to be done. The manufacturer is just as much concerned in preventing locations from buying their own machines as is the operator, if he wishes to help make the manufacturing industry permanent. Probably manufacturers could do more than any other group in the industry in giving locations the facts about how coin machines and the operating profession can help retail establishments.

While there are unscrupulous distributors who sell machines to locations, it holds true that distributors as a group have less to do with location plans than do manufacturers or operators, unless it is assumed that distributors are the logical leaders of the trade in their territories.

Operators and their service staffs are the ones who come directly into contact with location owners and hence they are the front line forces that must help improve relationships with retailers in the future. Many operators have acquired a good deal of experience in the past and are well prepared to deal with locations in such a way as to promote the best interests of the industry as well as their own personal business. A lot of educational work still needs to be done among operators so that they can pass the good word along to locations.

Any constructive work with locations is a matter of organization. It requires organization within the industry for that purpose, and it will also require organized programs among retailers. A few coin machine organizations have accomplished outstanding work in co-operating with locations. These results are so outstanding as to suggest what can be done in the future. Most retail trades are already well organized, and the job is to have the coin machine trade so organized that it can approach these retail organizations and work out co-operative programs with them. Notable programs of co-operation have been worked out with trade associations in the drug and tavern industries. Business leaders say that many changes will take place in the retail field after the war, and the coin machine industry must be alive to these changes and prepare to capitalize on them.

JUKES ESCAPE CABARET TAXES



CANDID SHOT OF THE PARTY in progress that celebrated the dedication of Mayflower Distributing Company's new Des Moines quarters.

Alert Ops May Inform All Locations on Application Of New 30 Per Cent Tax

Coins played in jukes not subject to tax—locations permitting dancing or providing entertainment features must pay the tax

CHICAGO, March 4.—Juke box collections are not subject to the new 30 per cent tax imposed on amounts spent for "admission, refreshment, service or merchandise in night clubs, roof gardens, cabarets or similar places."

Tax Discussion Features Ass'n. Meeting in L.A.

LOS ANGELES, March 4.—Matter of the Associated Operators of Los Angeles County, Inc., securing a sympathetic interpretation of its tax situations is by no means a dead issue, Curley Robinson, association's managing director, told the membership at a special meeting here recently. Meeting was high-lighted by a discussion of tax matters with Robinson also giving information on tax stickers, juvenile delinquency and sounding a warning to the members against political commitments.

Backing Robinson in his statement that it was still possible for the association to secure some tax relief in Washington on the special excise tax on coin-operated machines, Arthur Mohr, AOLAC counsellor, said, "That we bring the matter before the House again in the spring has been suggested. When the matter was discussed there before, the committee had before it a number of emergency matters, which, by necessity, had to be given priority over our plea for tax relief."

Juke box locations are not affected by the tax if they do not provide floor space for dancing nor furnish any "performance for profit."

Referred to as the "cabaret tax," formerly 5 per cent, this form of "luxury" taxation was boosted to 30 per cent in the new revenue act adopted by Congress and is scheduled to become effective April 1.

General application and interpretations have not been changed. *The Billboard*, however, has requested new interpretations of the tax as it may apply to amounts spent by servicemen in locations affected by the tax, and as to possible effect on teen-age clubs. Furthermore, the amusement world has asked for liberal interpretations of the tax application since vocalists and other entertainers are likely to be forced out of work if night spots discard entertainment features in order to avoid the tax.

When full information is available from offices of the Bureau of Internal Revenue, *The Billboard* will revise its "Cabaret Tax Bulletin" and make it available to interested coinmen.

Effects of Higher Tax

The higher "cabaret" tax will affect music operators to the extent that juke box locations which formerly provided facilities for dancing at the 5 per cent rate, either assuming the tax or passing it on to the customers, may now consider discontinuance of dancing privileges. Operators generally enjoyed higher collections from locations permitting dancing than from those displaying the sign "No Dancing Allowed."

Some locations may not be familiar with application of the "cabaret" tax and, for that reason, music operators should be equipped with fullest information.

Here are some of the salient facts on (See **JUKES ESCAPE TAXES** on page 65)

Contract With Location Benefits All Concerned

Signed agreements held essential in operator's post-war planning—will help stabilize business and eliminate former "chiseling" practices

By CHARLES FLEISCHMANN

BALTIMORE, March 4.—Correct timing is essential in everything. A home run when the bases are full drives in four runs. When nobody is on base a home run is still good, but just results in one run. Now is the time to hit a home run with locations by obtaining signed legal agreements.

Most business men are already thinking of post-war problems and opportunities. The coin machine industry has tremendous post-war potentialities. War conditions have proved the value of automatic coin-operated devices in alleviating the man-power shortage, in making more convenient the sale of countless items, in keeping up the morale and providing entertainment for millions of our citizens.

Many types of new machines were in the experimental stage when the war started, like beverage, ice cream and other vending machines, and the movie machines. There is no question but that after the war these are going to "go places."

Will Stabilize Competition

Manufacturers have learned much from their war production experience and will in all probability have new and improved equipment on the market when this war is won.

Operators must be prepared to purchase these new models and also to depreciate the value of their present equipment. They must plan now so that the transition period will be as profitable as possible, and at the same time plan to eradicate the "chiseling" and "dog eat dog" attitude which plagued operators in the past.

A standard agreement form can do much in this direction by enabling operators to take advantage of present conditions when machines are scarce and locations are reluctant to change operators. Such agreement forms enable them to sign up their locations for one or two years.

Location contracts should be used for the following reasons:

It is easier now to revise established and old-fashioned methods of securing locations.

A written, legal, fair, signed agreement for every machine placed will build (See **Contract a Benefit** on page 73)

A Glimpse of Tomorrow . . .

Coin machine firms, now engaged in total war work, reveal thoughts and plans for the post-war period. A series.

EDITOR'S NOTE: The following article is one of a series of Post-War Plans and discussions. Manufacturers are invited to submit additional information as the series continues, and opinions of all trade members will be welcome in this department.

JENNINGS

By O. D. Jennings

CHICAGO, March 4.—Here are a few general thoughts on the future of the coin machine industry which will probably appear over-optimistic to some members of the trade but which I am ready to back up with our facilities, reputation and financial resources when our part in war production and victory is completed:

If you will take the coin machine industry's biggest year and multiply it by five, you will get some idea of what I think of post-war opportunities in terms of production and sale of equipment.

In terms of operating profits, I have reason to predict an increase of at least 50 per cent per unit in the vending and amusement fields from standard types of equipment thru use of a plan which has already been developed and which will be offered following the war. Add

to this the opportunities afforded by totally new models and types of equipment in music, vending, amusement and service divisions of the industry, plus the expansion which thousands of new locations will provide, and the operating picture appears nothing short of brilliant.

Reasons for Optimism

Why am I so enthusiastic about the future of the coin machine industry? Why do I think it will be a much bigger business?

First of all, the production facilities of all established manufacturers have been brought sharply up to date in terms of equipment, efficiency, capacity and organization in order to meet accelerating war production schedules. Mass production of machines and parts, even precision fittings, will take the place of slower hand operations of the past.

Secondly, major coin manufacturers will resume production of coin-operated equipment with healthy financial reserves which will afford faster and more (See **JENNINGS** on page 70)



POINTERS on maintenance are given by Mechanics Holland and Hammond at the George Ponsler Company. Units shown are projectors which have been overhauled prior to installation in converted Solovue equipment.

DELUXE "MIDGET SKEE BALL"

SIX FEET LONG

Made by the designers of the original "Midget Skee Ball."

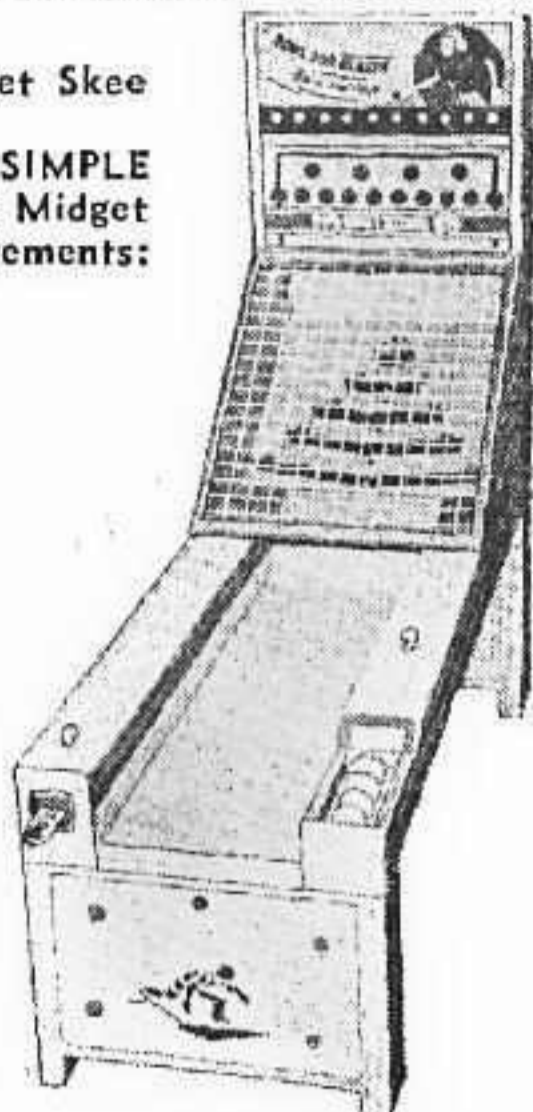
In addition to ADJUSTABLE PLAYING FIELD, SIMPLE MECHANISM and EASY SERVICING, "Deluxe Midget Skee Ball" has these outstanding improvements:

- ★ Improved appearance, including a new colorful backboard.
- ★ Ball counter.
- ★ Large cash box entirely separate from mechanism.
- ★ Cabinet sturdily constructed of hard wood, blonde maple finish.
- ★ Legs very easily removed to facilitate transportation.
- ★ Fits any location anywhere.
- ★ Legal—Opens closed territory!

\$249.50 1/3 Certified Deposit.
Balance C.O.D., F.O.B. N. Y.

Rush Your Order Today—
Immediate Delivery!

AMUSEMENT SPECIALTIES, Inc.
593 10th Avenue, New York, N. Y.
Longacre 3-4820



Trade Loses Earl Holland, Seeburg District Manager

CHICAGO, March 4.—Earl Holland, 65, Seeburg district manager, died March 1 at Presbyterian Hospital, Chicago, following a weakened condition which had persisted for many months. Holland had remained active, however, until just preceding his death.



EARL HOLLAND

Continuing, McKelvy said: "Earl Holland had a lovable personality which endeared him to all who knew him. His devotion to the music industry, together with his loyalty to the J. P. Seeburg Corporation, is reflected thru his host of friends throughout the country."

"Holland devoted his life to the music business, entering the field in the early piano days as an outside salesman for a retail piano store. He later became associated with the A. B. Chase Piano Company, of Norwalk, O. After serving the piano industry for many years, Holland and a group of fellow employees bought the Melville Clark organization which later became the Q. R. S. Music Roll Company. Holland served as vice-president and sales manager of that organization until he joined the Seeburg firm in 1933 as district manager covering the Southeastern States. More recently he supervised sales in the Middle West.

"Earl leaves a daughter, Margaret Jane, to whom we all extend our deepest sympathy in her hour of bereavement."

popular love ballad in both English and Spanish. *You're the Dream, I'm the Dreamer* is also tailored for such vocal talents, the love ballad embracing a gorgeous melodic line blending expertly with the lyrics. Russell listens as an expert vocal dreamer for the two stanzas, the plush fiddle banks provided by Sack's instrumentalists heightening the romantic aspirations of both song and singer.

Andy Russell promises a voice that should mean much for the phonos, with the gals particularly digging down to their last nickels to enjoy a listen. And with "Besame Mucho" already riding high in popularity circles, Russell's entry means added attraction for the song in such setting. Moreover, his singing for "You're the Dream, I'm the Dreamer" is the kind of stuff that makes for stuffing the music machines with currency.

INK SPOTS-ELLA FITZGERALD (Decca) "Cow-Cow Boogie"—FT; V. "When My Sugar Walks Down the Street"—FT; VC.

The combination of Ella Fitzgerald and The Ink Spots for the classic *Cow-Cow Boogie* stacks up as a natural on label. But in the actual spinning, it's mostly a good intention that was never meant to be. Comparisons with Ella Mae Morse, who skyrocketed with the boogie-woogie Western and carried the Capitol record label along with it, are odious. Both singers are highly individualized stylists, and both at the head of their own respective classes. For that matter, so are the Ink Spots. But in pairing Miss Ella with the foursome, the mixture falls to jell, save for the fact that such a blend must have immediate sales appeal, particularly among the Harlem folk. Miss Ella is quite at home in singing the song, but the support from the Ink Spots is not ample to frame her sultry pipes. Plattermate dates back to the days when Miss Fitzgerald hit out with a band of her own, and the musical accompaniment provided here by her own orchestra for *When My Baby Walks Down the Street*, hit ditty of a generation ago, makes it easier to understand why Miss Ella junked the band career, and why the record company saw fit not to issue the side originally.

In spite of any musical or vocal shortcomings, the combination of The Ink Spots and Ella Fitzgerald can only count for coinage in the music machines, particularly at the race locations. And with "Cow-Cow Boogie" as the song title, it makes for even a stronger coin magnet.

FOLK RECORD REVIEWS

(Continued from page 21)

SULA'S MUSETTE ORCHESTRA (Continental) "Mairzy Doats"—FT; V. "Honeysuckle Polka"—FT.

The Continental record label, ordinarily devoted to the international and foreign language diskings, is quick to capitalize on the tidal wave of popularity attending *Mairzy Doats*. And for its clientele it has Sula's Musette Orchestra, the musette accordion sparking the small band, offer up the zany novelty as a polka-schottish, ringing is Don Baker for the singing of the wacky wordage. Plattermate is *Honeysuckle Polka*, the composition of Mart Fryberg, makes for a gay and lively dance polka played in the accepted manner by Sula's music men. Again, both sides are naturals for music machine operators making much of the polka platters, particularly the *Mairzy Doats* side.

POP. RECORD REVIEWS

(Continued from page 21)

ANDY RUSSELL (Capitol) "Besame Mucho"—FT; V. "You're the Dream, I'm the Dreamer"—FT; V.

Newest entry in the swoon sweepstakes is Andy Russell, youthful baritone whose Blue network airing originates in Hollywood. The impression he makes for his platter bow on the Capitol label seems to indicate that the lad means to make his "voice" heard. His are the pipes that brush against fem ears just the right way. As his voice, via the waxes, widens its listening range, there's bound to be a deepening wave of enthusiasm for this youthful singer. For his disk debut, Capitol has given the lad excellent song material. On par with his own vocal accomplishments is the soft and velvety musical weavings in the background by an orchestra directed by Al Sack, musical conductor for the Blue network in the movie colony. Already in the hit register, Russell makes the exciting romantic troubadour for *Besame Mucho*, singing the

I. F. Webb Starts Distributing Firm

CHICAGO, March 4.—Webb Distributing Company, a new firm headed by I. F. Webb, has been organized here. Offices will be at 612 North Michigan Avenue.



I. F. WEBB

Webb said the company will concentrate on a few quality items. The first product chosen is the Acropoint needle. For the past nine years Webb has been a sales executive for one of the large coin-operated phonograph manufacturing firms.

FOR SALE

Top gun holding castings for Keeney Anti-Aircraft, hand made, unbreakable, nice job, perfect fit. While they last, \$5 each C.O.D.

A. L. ROBERTS
287 BANK ST. NORFOLK, VA.

PHONOGRAPHS

ALL MACHINES CLEAN AND IN PERFECT WORKING CONDITION

Wurlitzer 412's	\$ 65.00	Mills 5¢ Blue Fronts, clean, good condition.	\$150.00	Four Roses	\$40.00
Wurlitzer 412's with Illuminated Grills ..	75.00	Mills 5¢ Blue Fronts, looks like new and operates perfect, factory reconditioned with club handles	200.00	Four Diamonds	45.00
Wurlitzer 412's with Illum, Dames, Grills & Sides, Marble Glowed ..	100.00	Mills 5¢ Bonus Bell, almost like new	235.00	Gun Club	65.00
Wurlitzer 312's	65.00	Mills 5¢ Futurly, condition good	100.00	Gold Star	40.00
Wurlitzer 316's	90.00	Mills 5¢ QT, green, perfect condition	90.00	Fleet	20.00
Wurlitzer 400's	65.00	Vest Pocket Bell, B.&G. ..	50.00	Hi Stepper	50.00
Wurlitzer 616's	90.00	Watling 5¢ Rollatop, clean, and in perfect cond. ..	90.00	Head Liner	20.00
Wurlitzer 616's, Illum. Sides and Grill	110.00	Mills 5¢ Goose Necks	65.00	Jungle	60.00
Wurlitzer 616's, with tall plastic Dome, Grill and Sides; this is a very beautiful machine, plastic thickness of a 25¢ coin, also marble-glowed	160.00	Mills 25¢ Goose Necks	75.00	Knock Out	115.00
Wurlitzer 616 with Adapter & 5 nickel plated Buckley Wall Boxes	200.00	5-BALL FREE PLAY GAMES Clean and in Good Condition		Metro	35.00
Wurlitzer 800's	Write	Annabelle	\$35.00	Lead Off	35.00
Wurlitzer 500's	Write	Broadcast	40.00	Monicker	80.00
Wurlitzer 800's	Write	Boom Town	40.00	Mystic	30.00
Mills Empress	\$225.00	Big Time	35.00	Mascot	25.00
Mills Empress with new Packard Adapter	275.00	Band Wagon	30.00	Polo	25.00
Mills Throne of Music	200.00	Big Chief	30.00	Play Ball	40.00
Seeburg 20, Model K	160.00	Berder Town	30.00	Pan American	35.00
Wurlitzer 320, two wire nickel plated wall boxes	25.00	Buckaroo	15.00	Red, White & Blue	30.00
Wurlitzer Counter Model 61's	75.00	Crystal	25.00	Roxy	15.00
Thifty Wire Cable, new. Write		Captain Kid	60.00	Sport Parade	35.00
		Clover	85.00	Spot Pool	50.00
		Crossline	35.00	Silver Spray	40.00
		Congo	30.00	Speed Ball	65.00
		Double Feature	25.00	Silver Skates	35.00
		Double Play	70.00	Show Boat	50.00
				Sky Ray	35.00
				Super Charger	30.00
				Speed Demon	25.00
				Super Six	40.00
				Target Skill	35.00
				Ton Spot	40.00
				Variety	25.00
				Super Chubbie	40.00
				Glamour	20.00
				Twin Six	30.00
				Vonus	70.00

1/3 Deposit, Balance Cash.

McKENZIE MUSIC CO.

DILLON, S. C.

RUNYON RADIO TUBES

FOR THE COIN MACHINE TRADE

All prices net as shown in this ad

1B5	\$1.45	8B5	\$2.00	6K7	\$1.15	68Q7	\$1.15	76	\$.95
1H5	1.80	8B8Q	1.35	6K8	1.35	6V6Q	1.15	7795
1N5	1.85	6C5	1.05	6K7G	1.15	6X5	1.05	7895
2A3	2.00	6C8	1.05	6L8	1.90	30	1.45	8095
2A4Q	Write	6D8	1.05	6N7	1.55	3790	83	1.35
3Q5	1.95	6D9	1.65	6SC7	1.85	38	1.15	70L7	2.85
5U4G	1.05	6F8	1.25	6SL7 (Replaces 6SC7) — No change in Socket — Reverse #1 & #9 Wires	\$1.75	4190	2051	2.60
5Y3	1.00	6H6G	1.15			45	1.20	25Z5	1.25
6Z3	1.60	6J5	1.20			4680	25Z6	1.35
6A6	1.95	6J7	1.35			7590	117Z6	2.35
6A8	1.35	6K6	1.15						

RAY GUN LAMPS, 79¢ EA. IN LOTS OF 25 OR MORE

FOR "CHICKEN SAM," "JAPS," "CHUTES"—A-1 QUALITY

Photo Cells for "Sams," "Japs," "Chutes," Etc. (#OE-23), Each 2.50 |

Rubber Balls for Pektinos, 2 1/4" Inflated \$1.95 Ea. (Minimum Order 25 Balls) |

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L205 with the terms of which I am familiar.

SIGNATURE

DATE

RUNYON SALES CO. 123 W. RUNYON STREET NEWARK, N. J.

READY FOR LOCATION—IN A-1 CONDITION!

2 Wurlitzer 600 Keyboard, Each	\$299.50	1 Keeney Submarine	\$189.50
1 Wurlitzer Victory Model '42 600	549.50	1 Keeney Air Raider	215.00
1 Wurlitzer Victory Model '42 500	559.50	3 Watling Tom Thumbs, Each	64.50
2 Wurlitzer 750, Clean, Each	595.00	1 Drivemobile	355.00
1 Wurlitzer 61 Counter Model	74.50	1 Western Baseball, '39	79.50
1 Rock-Ola Commando, Like New	585.00	1 Chicago Coin Hockey	205.00
1 Rock-Ola Standard	225.00	1 Texas League Deluxe	42.50
1 Seeburg 8800, RCES, Hi Tone	549.50	1 Presto K20 Voice Recorder	350.00
1 Seeburg Regal	225.00	2 Wurlitzer 145 Steppers, Each	27.50
3 Seeburg Classics, Each	289.50	15 Deluxe 3-Wire Select-o-Matics, #D8201Z, Each	28.50
1 Mills Throne of Music	189.50		

1/3 deposit, balance C. O. D., F. O. B. New York.

Wholesale Only

DAVE LOWY 594 10th Avenue, New York City. Longacre 5-9495 "Let's Trade Together, Even If It's Ideas"

New Jennings Executive

CHICAGO, March 4.—E. A. Terhune, a former division sales manager of Servel, Inc., has been named vice-president and assistant to the president of O. D. Jennings & Company, it is announced by O. D. Jennings.



E. A. TERHUNE

Associated with the refrigeration industry for a period of 17 years, Terhune served as sales manager of the Servel electric refrigeration and air-conditioning division for the past 10 years. Previous to that he established a sales agency in Boston and became one of the country's largest distributors of refrigeration equipment and similar appliances.

A bomber pilot in World War I and awarded "wings" by the Italian government, Terhune has two sons in the service, one in Iceland and one attending air

corps school in Wisconsin. The well known to manufacturers of refrigerated vending equipment, Terhune is new to the coin machine industry generally. Said Terhune: "The spirit of this man Jennings is contagious; it accounts for a good share of the firm's success during the past 38 years and it is the big key to tomorrow's plans."

Gift of Music Boxes to Cheer Men Overseas

CINCINNATI, March 4.—A letter of thanks from the army athletic and recreation service has been received by the Automatic Phonograph Owners' Association, which recently donated seven machines, records and needles to be sent to overseas posts. Members of the committee in charge of the drive were Ray Bigner, Louis Foltzer, Charles Kanter, Phil Ostand and Joe Weinberger.

The letter from the War Department follows:
Automatic Phonograph Owners' Association,
Cincinnati, O.

Gentlemen:
This will acknowledge your two letters of 31 January, 1944, relative to the shipment of seven phonographs together with records and needles to the Special Service Supply Division, New York Port of Embarkation, Brooklyn, N. Y. Your letters are being forward to that office, calling their attention to the matter of distribution of needles.

We again wish to thank you for this very generous donation and assure you that this equipment will be placed where it will be used to the greatest advantage by enlisted men overseas.

This evidence of your interest in the armed forces is greatly appreciated.

For the Chief, Army Athletic and Recreation Service,
E. A. LIEBMAN,
Lt. Colonel, AUS,
Chief, Distribution Section.

Unionization of Operator Help--Some Pro and Con

PHILADELPHIA, March 4.—While no objections would be raised by local operators or their respective associations if all their help were unionized, they fail to see what benefits could be derived either by themselves or their help. Both the music and pinball associations here have long flirted with the idea of unionization and some of the men are already organized. But unless a union is set up for the betterment of the industry itself and to further its interests, there is hardly any need for such a trade unit here at least.

There is certainly no question of wages and hours. It is pointed out that employees are paid exceedingly high wages and the operator, of necessity, must continue to pay such high wages because of labor competition on the outside. Moreover, working conditions must be most satisfactory to the men because they are remaining at their jobs. It is reminded that the men are for the most part skilled mechanics, and that local war industries offer exceedingly high and attractive wages for such workers. Certainly, reason the operators, if the men were not completely satisfied with their wages and working conditions, they would leave in one-second flat. And in view of the labor shortage here, certainly not the fear of being without a job is keeping the men on the job for the operators.

To Continue High Wages

Nor are these high wages being paid servicemen solely as a wartime emergency. Operators see no reason why they won't be able to continue to pay present wages even after the war. Collection indexes today, say the operators, are no better or no worse than they had been even before the war. Moreover, pay roll is one of the smaller items in operational costs. Operations claim that the replacement of records represents the biggest expense with pay rolls down at the bottom of the list. It is hoped, of

Good Labor Relations

Such a union, as visualized by the associations here, would then be of actual benefit to the industry. Moreover, the operator members have no objections of being unionized themselves in such a labor organization. Thus, in a showdown with other unions, such as the American Federation of Musicians, it would no longer be union vs. industry, but union vs. union. In fact, any labor organization reaching into the industry that would set itself up as union vs. industry would unquestionably be fought tooth and nail by both the as-

sociations and operator members.

Many operators further point out that the coin machine industry is one of the few in the country that has a clean slate as far as labor relations are concerned. Never in the history of the local industry at least, has there been a single instance where the place of business of an operator was picketed, or that workers walked off the job in lockout. Accordingly, any union within the industry would have to be one that would provide mutual benefits for the industry itself.

Disk Distrib. Awarded Larger Sales Territory

BALTIMORE, March 4.—In a realignment of its distributing system, the

makers of Hit records have given Nelson & Company, Inc., local distributors, a much larger territory, extending as far south as Florida.

Headed by Arthur L. Nelson, the firm was one of 60 original Hit record distributors in the country. At first the company served Maryland alone, then Virginia and Washington were added.

When lack of materials forced curtailment of production, the Hit makers cut the number of distributors to 30. Nelson & Company's territory was expanded to include States bordering on Maryland, Virginia and the District of Columbia.

Recently the total number of Hit distributors thruout the country was cut to 10, with the Nelson company being given greatly extended territory.

ATTENTION DIRECT POSITIVE OPERATORS



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Direct Positive Paper, Super-Speed

THIS dependably fine paper is now available from your regular source of supply in standard rolls or cut sheets.

The temporary shortage was due to the pressing needs of our government and armed forces for this particular paper stock. That situation has now been largely relieved.

Your regular dealer can again supply you with Kodak Direct Positive Paper. Order now.

EASTMAN KODAK COMPANY, Rochester, N. Y.

GENUINE A. B. T. PELLETS FOR GUNS (GUARANTEED)

100,000	\$2.50 per 1,000	NEW MAPLE BALLS for SKEE ALLEYS AND PLAY BALLS
50,000	2.75 per 1,000	For 14 Ft. Skee Alley, 3 1/8, 10, \$5.50; 100
25,000	3.00 per 1,000	\$52.00
GENUINE KEENEY SUBMARINE PELLETS	\$32.50 per 1,000—\$4.00 per 100	For 9 Ft. Skee Alley, 2 3/4, 10, \$5.50; 100
STEEL PELLETS FOR CHALLENGER TEXAS LEAGUE	\$5.00 per 100—\$40.00 per 1,000.	52.00
		For Play Balls and Roll in the Barrel, 10, \$4.25; 100
		38.50

TERMS: 1/3 Deposit With Order, Balance C. O. D.

WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

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ANOTHER WEEK NEARER VICTORY!

— HELP BRING IT CLOSER—BUY MORE WAR BONDS

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INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
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PHONOS LEAD IN WAR PLANTS

Music Operators Hold Edge Over Games, Vending Units

Juke box music found essential in stepping up production, reducing absenteeism and boosting morale of nation's war workers

CHICAGO, March 4.—The use of music in war plants to stimulate production and combat absenteeism has grown amazingly in the past year. Both management and workers heartily endorse this addition to the working scene.

No statistics are available as to the number of plants using some form of industrial music. In the recent trade survey conducted by The Billboard, however, 77 out of 500 operators reported they had installed juke boxes in war plants. No attempt was made to learn how many units each operator had in such plants. This figure is even more impressive when compared with other types of coin machines operated in war plants. Forty-two operators reported they had venders in war plants and 38 said they operated games in those locations.

Several different methods of furnishing music during the various shifts are in use. One of the most common plans is to provide a juke box for dancing during lunch or rest periods. This is done more for the recreation and relaxation of employees than as a means of increasing production, altho greater output usually follows such periods.

Another system utilizing juke boxes has them connected with sound systems. Different records are used for morning and afternoon musical programs. The person in charge of the program presses a button and the scheduled program is on. Requests are the nucleus of such programs, altho discretion must be used. Music suitable for dancing in the company cafeteria won't work as a stimulus to production.

"Wired Music"

"Wired music" is sent to plants by way of leased telephone wires. Muzak, a pioneer in this field, provides music for plants within nine metropolitan areas.

A studio within each plant is another plan in wide use. Radio Corporation of America has such studios "packaged" and also delivers additional new records to keep programs up to date.

Latest official endorsement of the value of industrial music as a means of combating absenteeism comes from the war problems' service of the Chicago Association of Commerce. In a bulletin (See Phonos Lead in Plants on page 69)

Op Re-Christens Disk by Crosby, Nickels Pour In

MEMPHIS, March 4.—A. R. Orgill, of the OR-Matt Distributing Company, noticed that his Bing Crosby record, *San Fernando Valley*, was drawing almost no nickels in locations where the groaner is ordinarily popular. On a hunch, he changed a couple of the labels to *I'm Packing My Grip*.

The nickels poured in. Now *San Fernando Valley* has almost entirely disappeared from the labels on his juke boxes.

The Billboard's regular survey of dealers for the week revealed that OR-Matt listed this as their top producing record for the week while it was not even mentioned by other dealers. These latter, however, did mention as good *Poinciana*, which is also by Crosby and on the reverse of *San Fernando Valley*.

Ops Hope Andrews Trio Will Make "Mairzy Doats"

BALTIMORE, March 4.—Local music box operators are disappointed that the Andrews Sisters have not been chosen to record the new hit, *Mairzy Doats*.

They have nothing against the Merry Macs, who recorded the tune for Decca, but they claim this tune would be a natural for the trio, who are under contract to the same firm.

Operators say both the Decca and Hit versions, the latter by Al Trace and his orchestra, are bringing in a gratifying number of nickels.

Not More Records, But More Hits, Is Forecast

CLEVELAND, March 4.—El Oberstein, head of the Hit Record Company, visited the Phonograph Merchants' Association Tuesday (15) in Cleveland. He addressed the group and stated that even with the increase in shellac allotted to manufacturers there will be no more records than present allotment for the duration, but that there will be more hits.

He suggested that the operators keep (See More Hits Is Forecast on page 69)

MUSIC IN THE NEWS

By MARGARET S. WELLS

PRISON CAMP BAND.—The hottest dance band Shanghai has ever known is composed of American hep-cats who were in that city at the time of the Pearl Harbor attack, *The Milwaukee Journal* reports. The men are now in the Japanese prison camp known as the Potung assembly camp.

Among members of the band are five men who were orchestra leaders and Henry Francis Parks, a former assistant

conductor of the Chicago Symphony Orchestra. Parks was the first leader of the prison band but was deposed by popular demand.

Tommy Missman is currently leading the band. He is a loyal American, but is in the good graces of the Japanese, not only because he has a Japanese wife but also because he has a fairly fluent command of that highly complicated language. Before he was interned he led the dance band at the New Winter Garden, Shanghai.

Another bandman is Henry B. Nathan, for many years leader of the band at the Cathay Hotel ballroom. The Cathay Hotel was the swankiest spot in Asia.

The band is credited with partial responsibility for the high morale of the internees, despite the fact that the camp is the worst of all Jap prison camps in China or anywhere else, according to this report. The band usually plays every evening.

FLASH!—Weeks ago we noted that *Pistol Packin' Mama* had been interred, but, to paraphrase one of Gracie Fields' songs, "She's dead but she won't lie down!"

At any rate, *The V. F. W. Foreign Service* says that with undisguised glee, a Japanese radio announcer flashed the following news bulletin to his Nippon audience:

"American women staging big revolution. Everybody in America begging pistol packing mamas to lay pistol down."

FOUR STRIKES.—Maria Winn, in her column, "Front Views and Profiles," in *The Chicago Tribune*, tells the sad story of a man who was much upset because his wife just left him. His sister, thinking to console him, went into a music shop and ordered four records. "Four good ones," she told the clerk. "He's very fond of popular music."

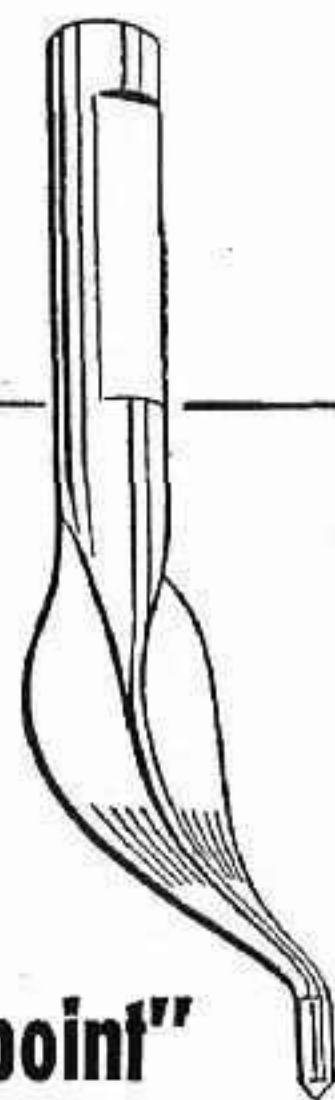
The sister's motives were noble, but she didn't bother to look at the song titles. Her brother did, tho, and found these selections: *Pistol Packin' Mama*, *What's Going to Happen to Me?*, *Be*

(See Music in the News on page 69)

"Jitters" Growing Over Tube Supply

BALTIMORE, March 4.—Shortage of tubes is one of the major problems of music box operators of this market. So far, they have managed to obtain enough of these from various sources to keep their units in operating condition. They are hopeful they may continue to manage to get enough for necessary replacements, otherwise they may find it necessary to place phonographs in storage until the

(See Tube Supply on page 70)



"Aeropoint"

PRE-WAR QUALITY NEEDLE

Introducing Aeropoint — the finest long life phonograph needle you can buy today! The needle that beats the best pre-war quality. Curved spring design. Electronium alloy tip. Formerly sold only to the public through leading music stores. Now offered nationally to operators for the first time.

So we can get together quick . . . pin a dollar bill to your letterhead for two tryout samples. You'll want a quantity at once, for sure!

"It has what you want in a needle today" . . . I. F. Webb.

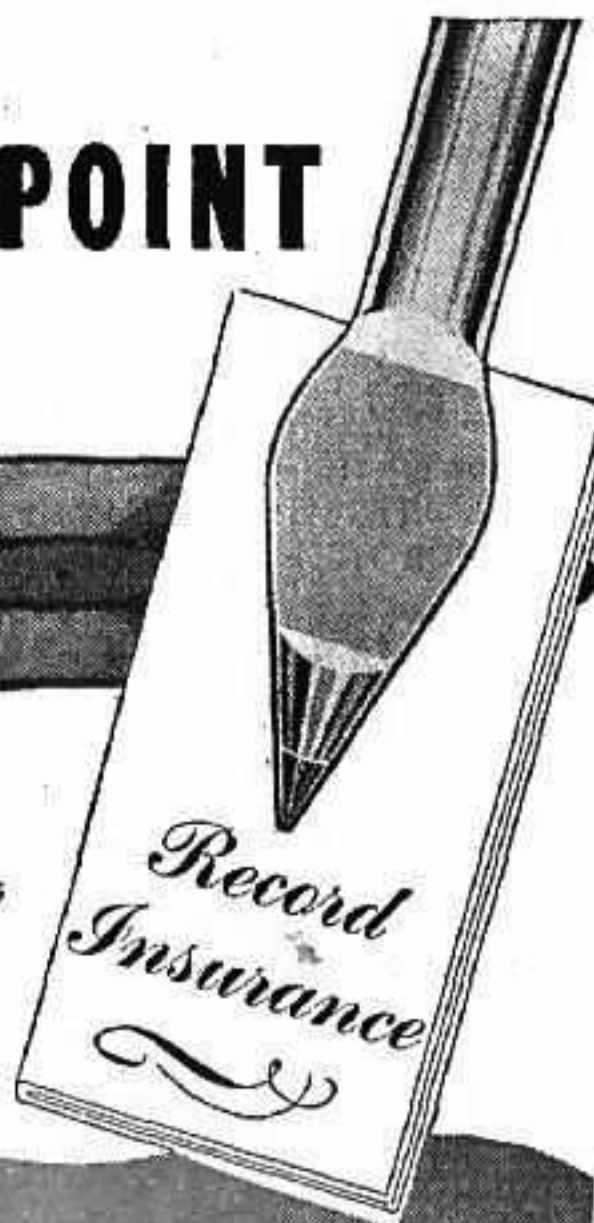
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PERMO POINT

The choice of coin phonograph operators everywhere

The satin-smooth, precision ground Permometal tip on Permo Point Needles insures kindness to records, more plays from each disc.



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MILLS EMPRESS

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Phone N-6281

Teen-Age Clubs in Small Towns Helpful to Cities

Los Angeles official believes problems of juvenile delinquency in city areas will be reduced by growth of small town youth organizations

HOLLYWOOD, March 4.—The teen-age club movement is spreading to the smaller towns. Gardena, Calif., located 15 miles from here, is one of the latest to form a "youth night club." The spot is to be called Club Mohican, with a membership at the start of 200. Project is the result of a long campaign by Mrs. Roslyn Baer, Gardena newspaperwoman. A graduate of the Gardena High School, Mrs. Baer organized the club to afford recreation for the students. Club Mohican has its own "coke bar" and plenty of room for games and dancing. In addition to Mrs. Baer, serving on the advisory board will be Mrs. James Gates and five students. Club will be open from 3 to 10 p.m. daily with the exception of Sundays and Mondays. Student members are given a free hand in carrying out the club decorations.

Leighton McDonald, editor of *The Natchez* (Miss.) Press, has taken up the fight for a club in his city. McDonald bases his activity upon a paragraph which appeared in *Echoes*, high school publication in the form of a classified ad. The ad read:

"WANTED: Unsettled teen-age couple want place to go on a date and mingle with friends after school hours. Want to know if there is such a place."

McDonald points out editorially that the request is from "your own sons and daughters and it has great significance."

"If we can afford to spend money to entertain visiting soldiers, build airports,

maintain the community chest, donate to the USO and many other organizations, we certainly shouldn't shirk from the responsibility of our own children," McDonald wrote.

"These students have been asked to sell War Bonds, collect scrap iron, bring in scrap paper and many other things for the war effort. We don't hesitate to ask them to do these things, and they do a grand job of it, too. So, how about US? Can we refuse this couple that request? No. Now is the time for us to establish a first class recreation place for these children. They deserve it."

A spokesman for the juvenile department of Los Angeles said that the organization of teen-age clubs in the smaller municipalities would have an effect on juvenile delinquency in the city. "We pick up quite a number of curfew violators and school youngsters who are attracted by the nuisance places here. Any time there is a move to supervise youngsters, it will cut down on juvenile delinquency in that area as well as in cities drawing from that particular section."

On the basis of this argument it is believed that supervision of youngsters in the smaller towns will stem delinquency in cities. It is from the small communities that a number of cases are fed into the city juvenile delinquency hoppers.

JUKES ESCAPE TAXES

(Continued from page 61)

application of the tax and interpretations which are considered valid at this time:

The tax does not apply to beer parlors, taverns, restaurants or other places where juke boxes constitute the only entertainment and where dancing is not permitted.

Collections Not Affected

Coins deposited by patrons in a mechanical music machine (phonograph or juke box) do not constitute amounts paid for admission, refreshment, service or merchandise and are not subject to the tax, even when located in night clubs or other spots where the "cabaret" tax applies.

In locations which provide space for dancing only at certain hours of the evening, and where the dance floor is covered with tables or rugs at all other times, the tax does not apply to refreshment, service or merchandise purchased prior to the time the floor is cleared for dancing, unless the patrons are still present when dancing is permitted.

Since dancing to juke box music constitutes "furnishing a public performance for profit," the total amounts paid for admission, refreshment, service and merchandise by all patrons who are present during any part of such entertainment, are subject to the tax, including those patrons who enter before the entertainment (dancing) begins. The tax must be computed on all amounts paid by such patrons, including amounts paid by them prior to the time the entertainment (dancing) began.

Amounts paid for refreshment, service and merchandise by patrons who enter and leave before any part of the entertainment (dancing) begins and are, therefore, not present during any part of the entertainment (dancing), are not subject to the tax.

If the location provides a space for dancing to juke box music at all times, the amounts paid for refreshment, service or merchandise are subject to the tax even though the establishment has a permit for dancing only on Saturday night when music is furnished by an orchestra.

Definition of Cabaret

The Bureau of Internal Revenue has defined the type of "luxury" night clubs

which the tax is designed to cover as follows:

"A roof garden or cabaret shall include any room in any hotel, restaurant, hall or other public place where music or dancing privileges or any other entertainment, except instrumental or mechanical music alone, is afforded the patrons in connection with the serving or selling of food, refreshments or merchandise."

Spots Not Taxed

Locations where amounts spent for refreshment, service or merchandise are not subject to the tax include the following:

1. Beer parlors and taverns or other spots using juke box music exclusively,

without space for dancing.

2. Restaurants with juke boxes or piped music, without dancing.

3. All locations having instrumental live music only, no dancing.

Where Tax Applies

Locations where expenditures for refreshment, service or merchandise are subject to the tax include:

1. All spots with singing, live acts of any kind and any type of general entertainment.

2. Those providing specialty events, such as fashion shows, etc.

3. Any commercial location providing space for dancing whether the music is furnished by the management or obtained by the patrons from juke boxes.

NYLON STOCKINGS and PERMANENT NEEDLES

Nylon stockings disappeared from the shapely legs of American girls and gave way to rayon. Nylon is needed in parachutes to win the war.

The makers of TONEDART would feel very guilty indeed if they used the strategic material in the needle tips that now goes into precision instruments needed by our men in the armed forces.

We admit frankly that we have to use "rayon" instead. Only eight months ago we could guarantee 2800 plays, and many of our TONEDART operators reported as many as 5-6000 plays. Today we must feel lucky that we still have access to some precious metals not used in the war effort. As shown in the tests below made with 1944 TONEDART by Bill Hutter, its inventor, TONEDART, with its exclusive dart shape, still gives plenty of wear for satisfactory use. You still do not have to turn the needle once inserted.

We also admit that in spite of production geared to full capacity our output will stay below normal for the duration. It is impossible to cope with the heavy demand. Wise operators place standing orders with TONEDART distributors to secure a steady flow of needles, assuring their monthly quota.

The net price to the operator is \$40.00 per 100 TONEDARTS.

1944 TONEDART Life Tests

THESE TESTS WERE RUN UNDER IDENTICAL FIELD OPERATING CONDITIONS THE OPERATOR HAS TO CONTENT WITH. THEY ARE NOT ACCELERATED LABORATORY TESTS. ALL RECORDS USED IN THESE TESTS WERE MIXED HIT TUNES OF POP MAKES.

Weight of Pickup Used In Ounces	Condition of Records Used	Total Number of Plays Up to When Tone Distorts
3 oz.	New	1038
3 oz.	87 Plays Per Record	697
4 oz.	New	587
4 oz.	49 Plays Per Record	398
4 1/2 oz.	New	212

IT IS OBVIOUS THAT LIGHT WEIGHT PICK UPS AND NEW RECORDS PAY DIVIDENDS IN LONG WEAR

We recommend the use of the Tonedart Tone Arm Pocket Scale, \$1.00.

Order from your nearest distributor (list below) or from the

TONEDART COMPANY

(J. F. BARD, SALES MANAGER)

414 South Franklin St.

Chicago 7, Illinois

ASK THE MAN WHO IS USING TONEDART

Important Distributors Who Stock TONEDART Needles in the U. S. A.

BUFFALO, N. Y..... MILLS AMUSEMENT CO., 1669 Main St.
CHICAGO, ILL..... J. F. BARD, 414 S. Franklin St., Chicago 7

ATLAS NOVELTY CO., 2200 N. Western Ave.
RCA VICTOR DISTRIBUTING CO.,

445 N. Lake Shore Dr.

CLEVELAND, OHIO..... CONTINENTAL RECORD DISTR. CO.,

1408 W. Ninth St.

JACKSONVILLE, FLA..... T. B. HOLLIDAY CO., 3927 Main St.

KANSAS CITY, MO..... RCA VICTOR DISTRIBUTING CO.,

708 E. 18th St.

LADOGA, IND..... C. W. HUGHES & CO., 336 E. Main St.

LA CROSSE, WIS..... TERRY'S MUSIC STORE

NASHVILLE, TENN..... HERMITAGE MUSIC CO., 416-A Broad St.

PITTSBURGH, PA..... B. D. LAZAR CO., 1635 Fifth Ave.

SAN FRANCISCO, CALIF.. M. A. POLLARD & CO., 725 Larkin St.

In Canada

MONTREAL, QUE.. ROXY SPECIALTY CORP., 703 Notre Dame St., West

WANTED

MUSIC ROUTES OR INDIVIDUAL MUSIC BOXES



FOR SALE

30 Betty Teletone Wall Boxes (wired music) with improved Coin Switches.

20 Adapters and Line Amplifiers for Teletones.

100 Isolation 500/500 Ohm Line Transformers.

BRUCK RADIO SERVICE

201 Walnut Street HAMILTON, O.

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

We will pay \$122.00 F.O.B. your city for

WURLITZER 24's

If in original cabinets. Ship C. O. D. or wire or write for deposit.

MAY GAMES CO.

977 Golden Gate Ave. San Francisco 2, Calif.

Wurlitzer Bar Boxes, Style 125
Wurlitzer Bar Boxes, Style 332
Wurlitzer Slow Speed Steppers, Style 304
Wurlitzer Adapters, Style 300
Seeburg Wall Boxes and Stepper
Jansen Converters, 250 Watt

Advance Phonograph Corp.

4665 Page Blvd. ST. LOUIS, MO.

WANTED

Professional Disc Recorder, 10-inch dual speed overhead reversible type cutting head. Give full particulars in first letter.

BRUCK RADIO SERVICE

201 WALNUT ST. HAMILTON, O.



to MIRACLE POINT Needles

Made of Pre-War Materials

The precious metal tips of MIRACLE POINT are still made of pre-war material. That's why even wartime-produced records give you longer service with Miracle Point Needles. Order from your record jobber . . . only 20c each in 100 lots. Or write direct.

M. A. GERETT CORPORATION

722-724 WEST WINNEBAGO ST. • MILWAUKEE 5, WISCONSIN

OPS REDUCE SERVICE MILEAGE

ODT Restrictions Met By Using War Plant Lockers

By storing vending supplies in war plant lockers, fewer deliveries are necessary—war plant operators get high quotas.

BALTIMORE, March 4.—Operators of vending machines are solving problems imposed by Office of Defense Transportation restrictions on service and delivery of supplies. By establishing locker space in the war plants served, operators of cigarette venders, candy bar machines and bottled beverage dispensers are able to draw on supplies cached in these locations. This reduces the number of deliveries made to war plants. Candy vending operations are holding up satisfactorily in view of conditions. The larger operators who enjoy the patronage of workers at war plants are sharing much better in the candy allotments than are other operators, and for that reason their intakes have shaped up well. However, in some instances a full, necessary supply of candies has not been possible, and in those instances items akin to confections are employed.

Candy operators who serve "civilian" spots are feeling the candy shortage and do not get anywhere near the necessary supply. Other kindred items, such as "cakes" or "cookies," are used to fill the vending compartments.

Soft-drink dispensing operations are holding up very well. Operators have been fortunate enough to get their full supply or near full supply of the beverages served. This has been true in the case of operators of both bottle venders and bulk units.

Machines Limit Operations

It is to be noted that beverage operations are limited to the number of units

available. Even if more beverages were possible, operators could not serve more, first, because the number of units now in operation is limited, as no new units are available, and secondly, ODT service or supply deliveries are limited to twice a week for each location and limited to mileage use of trucks.

Cigarette vending machine operators are experiencing good business in keeping with the number of vending units available and ODT regulations as to service or supplies.

Operators report they are getting enough cigarettes to date. Operators serving war plants are getting necessary supplies of all brands, including those on allocation.

Major War Plant Area

Despite reports of spotty business by some operators of vending machines, the majority voiced their belief that if business continues along the same lines during the entire current year they will be thankful and satisfied. But they add, what the future holds is anyone's guess. The fortunes of war, especially the outcome of the much heralded invasion in the European theater, will decide just how business in coin machine operations as well as other businesses will shape up this year.

Baltimore continues to be a major factor in war production. This means that the weekly pay roll will continue along the high levels it has maintained for the past two or more years. This will provide the people with an appreciable amount of money for circulation, which should help those engaged in the coin machine business.

The large Glenn L. Martin aircraft plant announced during January that it will employ 6,000 more workers. This is a good sign, in view of the anticipated reconversion program that is slated to get under way later.

Per Acre Tobacco Value Jumps to New Figures

PHILADELPHIA, March 4.—Tobacco usually leads all other Pennsylvania field crops in value per acre and the 1943 crop was no exception, leading all acre values with an average of \$213.41, which was slightly more than \$43 over the acre value for 1942. The Pennsylvania tobacco price situation has centered attention on a report on State tobacco production for the past two years, made available by the Federal-State Crop Reporting Service.

Total production for 1943 was estimated at 39,715,000 pounds, which was 2,400,000 pounds less than 1942 production, but 750,000 pounds over the average production of the 10 years from 1932 to 1941. At the average rate of 17 cents per pound, the 1943 tobacco crop is valued at \$6,767,000. For 1942, the average price was 13.7 cents per pound, or a total value of \$5,775,000.

The 1943 tobacco crop was grown on 31,700 acres compared with 33,900 acres the year previous and 28,400 acres for the 10-year average. Production per acre this year was 1,253 pounds, which was 11 pounds higher than the previous year, but 117 pounds under the 10-year average.

The Peanut Situation

RICHMOND, Va., March 4.—Very few sales of farmers' stock peanuts were reported thruout the peanut producing sections last month. In the Virginia-North Carolina section a few mills are buying limited offerings mostly at prices ranging from \$10 to \$20 per ton above the CCC schedule of minimum prices. In this section the present top on best grade farmers' stock Virginias seems to be around \$160 per ton.

In the Southeastern section, however, the few sales reported were at the CCC schedule of minimum prices. A number of shellers in this section report an excessive production of No. 2's from stocks being currently shelled. This will further reduce the quantities of No. 1's available for the balance of the season. Practically no No. 1's are being offered for current sale, altho a few small lot sales of No. 1's have been reported in mixed cars loaded heavily to No. 2's.

In the Southwestern section a large proportion of the stocks remaining in farmers' hands, other than those quantities being held for seed, are unfit for shelling, with many being of poor quality for crushing. Most of the No. 1's in the hands of both growers and shellers in this section are being held for planting purposes.

The demand for No. 2 stock has improved greatly in all sections due to the scarcity of No. 1's. Some quantities of peanuts originally purchased for crushing purposes are being transferred to edible use.

The output of peanut meal is decreasing in both the Southeast and Southwest. In the Southeast many mills are cleaning up remaining supplies of farmers' stocks on hands. A few mills are shelling nuts for the edible trade instead of crushing for oil.

Demand for peanut oil continues active and far in excess of available supplies.

Florida Cigarette Tax Far Exceeds Original Estimate

TALLASASSEE, Fla., March 4.—Florida has collected almost as much revenue from its cigarette tax in seven months as its backers estimated it would yield in a full year. January collections of \$504,464 from the three-cent-a-package tax brought the total receipts to \$3,430,546 since it became effective July 1.

When the cigarette bill was before the legislature, advocates said it would produce about \$3,500,000 annually.

January beer, wine and whisky tax collections were \$700,340, which was 12.8 per cent above the \$620,886 collected in January, 1943.

Mexican Cigarettes Are Among World's Cheapest

MEXICO CITY, March 4.—Despite taxes and rising production costs, Mexican cigarettes are among the cheapest in the world. One brand of miniature cigarettes is sold for 7 centavos (less than 2 cents in United States currency) for a package of 24. Other brands range from 7 centavos for a package of 14 to 20 centavos for 20 cigarettes and up to 50 centavos (a dime) for luxury makes. Because of duties, American-made cigarettes cost at least twice their United States price in Mexico.

Mexican cigarette sales represent about 68,000,000 pesos (approximately \$14,000,000) annually. One-half the selling price goes to the government for taxes.

The cigarette industry has adjusted itself to war emergencies, but still continues to make more than 50 brands to satisfy smokers. A single plant may manufacture a score of different kinds. One reason for this is the wide range of climatic conditions in Mexico, varying from mountainous sections of 10,000 feet altitude to tropics.

Cigarette Supply Problem Grows

Manufacturers face using greener tobacco or rationing customers as stocks dwindle

NEW YORK, March 4.—On the basis of a survey of leading cigarette manufacturers, *The Wall Street Journal* predicts that Americans, with some assistance from the Department of Agriculture, are slowly but surely smoking themselves out of their favorite cigarette blends and, quite possibly, into tobacco rationing.

To meet demand last year, cigarette makers dug into their shrinking stocks of aged leaf for between 270,000,000 and 300,000,000 more pounds of tobacco than they were able to buy. In terms of cigarettes, this spells a deficit of between 86,000,000,000 and 90,000,000,000 smokes.

The government has allowed a 20 per cent increase in tobacco production this year, but the Department of Agriculture frankly says it doesn't think farmers will be able to grow as much as they are allowed because food crops are now competing for both land and labor.

There are only two possible results to this problem, says the *Journal*:

The blend and quality of cigarettes, as the Bureau of Agricultural Economics warned recently, may change as makers are forced to use greener and greener tobacco, or manufacturers will limit output to the levels permitted by their stocks of properly aged tobaccos, rationing their customers. Two manufacturers have already adopted this plan.

Answering *The Journal's* survey, the Reynolds Company, makers of Camels, predicted that "because of the government's too close limitation of leaf tobacco production there is a possibility of a real shortage of cigarettes developing . . . in the next six to 12 months, if we assume that the requirements of the armed forces continue to increase."

Phillip Morris and Company replied that, (See Cigarette Supply on opposite page)

IMPS NEW . . . \$9.95
USED . . . \$5.50

WINGS NEW . . . \$11.50
USED . . . \$6.95

VICTOR'S FAMOUS MODEL V



Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each.

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

TORR 2047 A-SO. 68 PHILA. PA.

Northwestern 1c-5c Standard
Porcelain Finish Reconditioned!

\$7.95 LOTS OF FIVE each

SAMPLE . . . \$8.50

Vends Peanuts, Confections, etc. Load capacity 6 Lbs.

SPECIAL!

1¢ 2 Col. Stick Gum . . . \$3.95
1¢ Northwest 33 Jr. . . 3.95
5¢ Ideal Peanut, 8 Lbs. 7.95
1¢ 2 Col. Cig., New . . . 9.95
1¢-5¢ Northwestern Del. . . 9.95
1¢ Northwest 33 Bell, New . . . 9.95

1/2 Dep., Bal. C.O.D., F.O.B. Newark. Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.

MAKE MONEY WITH A ROUTE OF NUT VENDERS

Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

SPECIAL SPECIAL
300 factory reconditioned Mod. 33 Nut Venders with Vice Grip Locks.

GET STARTED DEALS
5 Model 33 30 Lbs. Peanuts **\$33.50**
Sample . . \$5.75

5 or More, \$5.50 Each
SILVER KINGS

A proven money-maker, low price—less parts. Vends everything; nuts, candy, toys, etc. Hammerloid finish.

Introductory Offer
5 Silver Kings and 30 Lbs. Salted Peanuts or Candy Peanut Hearts. **\$45.75**

Sample \$7.95
10 or More \$7.50 Ea. (Porcelain Finish \$1.00 Extra)

1/3 deposit required with order, balance C.O.D. Large selection of New and Used Venders in stock. Send for complete list of New and Used Machines. Rush Your Order.

RAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

Cut Industrial Sugar Quotas

Vender operators will find supplies scarcer as result of 10% reduction

WASHINGTON, March 4.—Bad news for operators of confectionery and beverage vending machines is OPA's decision to cut industrial sugar users' rations, effective April 1. The reduction, generally expected to amount to 10 per cent, will bring the quota back to the 70 per cent of 1941 use, which was in effect until August, 1943, when the quota was increased to 80 per cent. An additional bonus of 10 per cent was granted for November and December.

Sugar allocations for civilians this year will fall 6 per cent below last year's consumption, the War Food Administration has announced. Reason for this cut is the increased use of sugar cane molasses for industrial alcohol, expanded military and Allied needs and war shipping conditions. The cut in industrial quotas was made to avoid further limitations on sugar for home use.

Since sugar rationing began, the soft drink and candy industries have been bolstering their sugar supplies thru the use of substitutes, such as honey or corn sirups, as well as the importation of quota-free flavored or processed sirups from Mexico and Cuba. After May 1, however, such imports will be banned as a result of an OPA order extending the scope of the sugar rationing program to bring the use of imported products containing sugar under control.

Operators of candy vending machines have been complaining since the start of sugar rationing that candy bars, at least the most popular brands, have been virtually unobtainable. Complaints about the scarcity of soft drinks have been fewer, but during warm weather they, too, are frequently hard to get in the quantities desired. A cut in sugar allocations, therefore, is bound to affect seriously the volume of business for both types of operators.

The Candy Column

By JACK GOLDBERG

A new type of peanut butter sandwiches that fit all vending machines is being packed by a peanut firm in Conshohocken, Pa.

Labor, not materials shortages, is one reason so many candy manufacturers are unable to fill orders. Another reason is that the government is taking such large amounts of candy and confectionery items for the armed services. One factory reports 95 per cent of its products goes to the government, and this amount requires every employee in the factory. With the labor situation what it is, confectionery manufacture is listed as essential with government employment services.

A lot of people will remember Frank Klopp, at one time amateur roller skating champion of the United States. He is now in Reading, Pa., where he operates the Klopp Novelty Company, catering to bingo operators, carnivals and other concessions, the candy jobbing trade and salesboard operators.

The shortage of 5-cent bars still prevails, labor being the big headache. It looks as tho there will again be a shortage of Easter candies altho there will be a lot of bonbon-type Easter eggs, permissible because they are not chocolate covered.

Metro hard candy fruit drops are an ideal package for most vending machine operators, since the colorful box will fit almost any type of machine.

If you have any inquiries about products I will be glad to answer them as quickly as possible. Write me c/o The Billboard, 155 North Clark Street, Chicago 1.

MERCHANDISE MART

HEAVY COCOA ARRIVALS.—Cocoa arrivals at Atlantic Coast and Gulf ports for the week ending February 26 promise to set a new high record for the year to date. The arrival of 62,000 bags from Brazil brought the total close to the 170,000 bag mark as compared with 58,000 a week earlier. Cumulative February cocoa imports to the 26th were 305,753 bags, or more than double the amount reported for the same period last year.

BOTTLE DEVELOPMENT.—Lighter, stronger and less likely to break bottles probably will be the glass industry's answer to the challenge of metal, paper and plastic containers in the post-war period, one technologist thinks.

He said that the glass container industry will have to educate food packers and bottlers to discard "whimsical notions" of design and adopt glass containers of sound engineering principles. Prejudices of the glass industry against the re-use of containers must be discarded, too. The glass industry has been working against its own best interests in promoting the no-return bottle, since re-use is the bottle's unique advantage, impossible for competitive containers to match.

PEANUT PROSPECTS.—Farmers in the peanut belt doubt they will be able to equal last year's record-breaking harvest.

One reason is the shortage of labor—estimated at only 60 per cent of last year's supply. The farm machinery situation is bad, since there isn't enough machinery available to replace the lost man power.

Plowing is well under way now, but of scores of farmers questioned, none would predict equalling last year's production.

In Washington, meanwhile, peanut growers and members of Congress from the peanut belt have asked the War Food Administration to raise the support price of goobers to \$197.80 a ton. WFA had already drawn up a tentative program calling for a support price of \$150 a ton, an increase of \$10 over last year's figure.

Greatly increased costs of labor were given as the reason for the requested increase.

POPULARITY NOTE.—Johannesburg, South Africa, recently had gum for sale for the first time in two years, and the longest queue ever seen in that city lined up to get the two sticks allowed each person.

One American who was sick even left his bed to get his allotment, and some enterprising children managed to double back into line to get more.

SYNTHETIC MENTHOL.—A new synthetic menthol used in numerous foods, cosmetics and medicines is reported. Natural menthol is found mainly in the Orient, now cut off by war. The menthol, developed by two Purdue University chemists, has the same taste and odor as natural menthol. It is made from thymol, which is found in oil of thyme, but which is also made artificially.

ICE CREAM PRICES.—Maximum prices now in effect for ice cream and ice cream mixes will remain in effect until May 23, the Office of Price Administration announces.

SOFT DRINK SALES.—The quantity of soft drinks sold thru retail stores for consumption in homes has doubled during the past 10 years and now constitutes 40 per cent of the carbonated beverage industry's total production, according to John J. Riley, secretary of the American Bottlers of Carbonated Beverages. He reported that 31 per cent is consumed in drugstores, restaurants and other retail outlets, 13 per cent by the armed forces, 14 per cent by industrial workers and 2 per cent in hospitals.

PEANUT PUBLICITY.—Planters Peanuts Company is launching an extensive advertising campaign to make its product protein king to meat-famished Westerners. Plan is to put the peanut over as an important ingredient in cookery. Not only will the once lowly legume be plugged as a tasty, nutritious food item, but there will be a special accent on its virtues as a meat substitute and stretcher.

The campaign will be spread over 11 Western States, using newspapers in metropolitan centers, as well as nine radio programs.

FLAVORING SIRUPS IN DEMAND.—With the ban on imports of flavored sugar sirups going into effect May 1 demand for this product is very brisk. Up to May 1 these

sirups may be imported without the surrender of sugar rationing coupons. After May 1 coupons must be surrendered, except that shipments actually in transit may be accepted without this surrender. Sirups in the possession of an industrial user on May 1 may be used without the necessity of charging them against sugar allotments. It is expected that when the new order goes into effect importation of such sirup will virtually cease.

CIGAR REPORT.—Demand for cigars continues to exceed supplies, the Cigar Institute of America reports. Increasing government requirements for overseas servicemen and the tightening manpower situation have made it impossible to meet the unprecedented demand.

In January sales to United States wholesalers amounted to 365,918,681 compared with 436,744,005 in January, 1943, a decline of 16 per cent. These figures include only sales for the home front and not the tax-free government purchases for foreign fronts. If tax-free purchases were reflected, recorded sales for this year would be closer to 1943's level. This is inevitable, since government purchases were higher this year.

Authorities in the field predict that if the man-power situation does not improve fewer cigars will be produced in 1944 than in the previous year.

CIGARETTE SUPPLY

(Continued from opposite page)

"All evidence points to a continued increase in demand for tobacco products and as long as replacements of raw materials are not sufficient to offset their disappearance, the situation becomes progressively more dangerous. . . . The main thing is not to let it get out of hand by waiting too long to institute corrective measures."

In an industry as fiercely competitive as cigarettes, Reynolds' and Philip Morris' decision to ration sales took courage. Reynolds' shipments are limited to 60 per cent of a base period to customers other than the armed forces. The question of cutting this quota, the company says, will depend largely on the volume of future orders from the services.

Present sales quotas reflect both demand from the armed forces and the company's refusal to change its blend and use greener tobacco, it was said.

Civilian outlets are allowed 90 per cent of their former purchases of Philip Morris brand, based on July-August, 1943 figures. The company is unable to predict whether there will be any change in this quota, pointing out that tobacco stocks have declined and that the size of orders from the armed forces is an unknown factor.

Chesterfield sales are not limited, according to that firm, and there is no intention of rationing the brand "in the absence of unforeseen developments." Neither will there be any change in the blend, it was reported. It is known, however, that this company's stocks of tobacco dropped during 1943 and maintenance of current production obviously will mean a further drain on stocks.

F. Lorillard and Company, makers of Old Golds, is giving its dealers the amounts of cigarettes they were getting in July, August and September. No one, the company emphasized, is getting more than that amount, and the firm believes it can continue on that basis.

Lucky Strike Sales Gain

American Tobacco Company, makers of Lucky Strike cigarettes, refused to discuss its position or policies. The Journal reports, however, that its regular monthly spot check of representative tobacco retailers in all sections of the country indicate that Lucky Strike has picked up some of the business which other companies lost by imposing sales quotas. Whether the company's inventories will be able to stand this expanded business for an indefinite period is a matter of guesswork. However, American's stocks of tobacco over the past three years have shown the largest expansion in dollar value, indicating that the company is possibly in a better supply position than some of its competitors.

While actual cigarette sales figures for individual brands are the most closely guarded of trade secrets, retailer reports indicate that Lucky Strikes are the nation's biggest sellers in the civilian market. It is believed that Chesterfields, if not already in second position, are at least closely pressing the rigidly rationed Camels. Despite sales quotas, Philip

Rameses Blend for Venders Is Coming

PHILADELPHIA, March 4.—Stephano Brothers, local cigarette manufacturers, announced that it will introduce a new version of its well-known Rameses cigarette brand in key markets next month. The new Rameses Blended will be in standard size and will be in the "popular" field, thus making it possible for vending machine operators to make use of the new brand.

At the same time, local vending operators hailed the announcement that the Axton-Fisher Tobacco Company of Louisville, will introduce its new All-American brand of cigarettes in the local markets. Also put up in standard size, the All-American will be priced in the "popular" field and go a long way in helping operators and dealers make up for deficiencies in supplies of the popular brands.

The new Rameses Blended, representing a new blend of domestic, Greek and Turkish tobaccos, will take the place of the Stephano company's Aristocrat Rameses, which sold higher than the popular brands and slightly larger in size. The new number in the Rameses line will maintain traditional quality.

Promotional plans for the new Blended Rameses include national distribution in accordance with a planned schedule of development. First distribution will take place in the Middle West and in selected Eastern markets.

Thievery, Vandalism Big Problem to Canadian Ops

ST. JOHN, N. B., March 4.—Thru the Eastern Provinces and Newfoundland, demand for coin machines of all kinds continues much greater than the supply. With insufficient machines to fill the demand, thievery and vandalism have complicated the situation. Thieves and vandals continue to damage or even completely wreck machines, either to get the money in them or just to satisfy a craving to destroy. Halifax has been particularly plagued with such occurrences, altho all the Provinces are reporting the same kind of trouble.

Servicemen are scarce, mainly because of the high wages available at war plants and the docks.

Coin machine distributors have been making trips to leading centers in Canada and the United States, attempting to buy used machines. There is such a big demand for pinballs and juke boxes in public places that some distributors will no longer rent home jukeboxes to private individuals, dance halls, rinks, etc., insisting on long term contracts with operators only. At least 50 per cent more jukeboxes and pinballs could be placed, if they were available, and the same condition applies to venders, with the exception of cigarette machines. Most cigarettes are still sold over the counter in the Dominion.

Morris holds a good fourth place, probably followed by Old Golds, whose sales gained considerably last year. No statistics are available on sales outside the country, including the enormous market of soldiers and sailors serving abroad.

Last year, total cigarette production probably ran around 290,000,000,000, of which close to 258,000,000,000 were sold in the domestic market. This is by far the largest production on record, far more than double the 1929 totals. For 37 consecutive months, production has exceeded output in the comparable month of any preceding year.

American tobacco growers came nowhere near producing enough leaf in 1943 to match use. For cigarette, pipe tobacco, chewing tobacco and snuff, manufacturers in the United States were allowed to buy but 856,213,000 pounds of leaf. Consumption for cigarettes alone amounted to an estimated 830,000,000 pounds. Use for snuff, chewing and smoking tobacco ran around 310,000,000 pounds.



MUSIC SUPPLIES ACCESSORIES ARCADE—SLOTS

MUSIC

- 3 Wurf. Victory Model 24, Ea. \$455.00
- 8 500 Wurlitzer, Each 350.00
- 3 600 Wurlitzer, Each 285.00
- 3 Seeburg Commander, ES, Ea. 340.00
- 1 Seeburg Commander, ESRC . . . 375.00
- 1 Seeburg Classic 335.00
- 2 Seeburg Vogue, Each 335.00
- 1 Seeburg K-15 90.00
- 4 Seeburg 12 Record, Each 65.00
- 3 Mills Do Re Mi, Each 50.00
- 5 Deluxe Danco Masters, Each . . . 50.00

WALL BOXES

- 8 Brand New Packard Boxes, Each \$46.50
- 2 Brand New Seeburg Wall-Boxes (Metal Covers), Ea. 59.50
- 70 Buckley Boxes, Each 6.50
- 25 Keeney Boxes, Each 3.00

SPECIAL—THIS WEEK ONLY!

- 50 Seeburg Wireless Wall Boxes, Lute, Each . . . \$31.50
- 50 Seeburg Brackets, Ea. 1.75

ACCESSORIES

- 3 Seeburg Playbox, Each \$20.00
- 3 Seeburg Wireless Speak Organ, Each 29.50
- 5 Seeburg Transmitter, Each 22.50
- 3 Wurlitzer #304 Steppers, Each 24.50

ARCADE

- 1 Skyfligher \$325.00
- 3 Batting Practices, Each 99.50
- 3 Air Ralder, Each 225.00

TUBES

- 100 6L6G, Each \$1.65
- 200 6U4G, Each90

MISCELLANEOUS

- 1 Bally Hi Hand \$135.00
- 1 Keeney Contest 125.00
- 50% Certified Dep., Bal. C. O. D. or Sight Draft.

AMERICAN

COIN MACHINE COMPANY
437 Elizabeth Ave., NEWARK, N. J.
Phone: Waverly 3-1500

BRAND NEW MACHINES NEVER BEEN UNCRATED

- Wattling Big Game, F.P. \$125.00
- Wattling Rol-a-Tops 199.50

USED MACHINES IN GOOD CONDITION

- Exhibit's Longchamps, Automatic . . . \$ 49.50
- Jennings Liberty Bell 39.50
- Jennings Silver Chief, 25¢ Play Write
- Jennings Silver Chief, 5¢ Play Write
- Mills Brown Front, 5¢ Play Write
- Mills Cherry Bell, 5¢ Play Write
- Jumbo Automatics 119.50
- Wattling Big Games, Auto. 109.50
- Jennings Longshot, Practically New . . 199.50
- Jennings Fast Time, Free Play 69.50

J. B. WOOD
EL DORADO, ARK.

WILL BUY

Any Quantity of
EXHIBIT MERRY-GO-ROUND, SHORT
STOP, LANDSLIDE, DUPLEX, LONE STAR
with Plastic Bumpers.

Any Condition

Will Pay Top Price for
EXHIBIT DO-RE-MI, SUNBEAM, DOUBLE
PLAY, WEST WIND.

Must Be Good Condition

Write or Phone for Prices.

Monarch Coin Mach. Co.

1545 N. Fairfield CHICAGO, 22

FOR GUARANTEED
JENNINGS EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

COINMEN YOU KNOW

Atlas Reopens Its Branch in Detroit

DETROIT, March 4.—Atlas Novelty Company, of Chicago, is reopening its Detroit branch office under the former name of Atlas Automatic Music Company. Site of the new office has not been definitely decided upon, but temporary operations are being started at once.

Barney Greenberg will be in charge of merchandise and Ben Newmark in charge of sales. Both were with the organization before the office here was closed. The company will handle a general jobbing line of all types of coin machines and will also be distributors for Seeburg in the territory.

Michael A. Angott, who formerly headed the Angott Sales Company here, has returned to Florida, where he started operation of an auto court at Fort Lauderdale, just before the war.

Max Lipin, manager of Allied Music & Sales Company, is back from a two-week business trip to New York.

Marvin A. Schanfarber, formerly with the Neisner chain-store organization as a manager, has joined the sales staff of Allied Music & Sales Company, covering the West Side of the city.

Cleveland

Ensign Ernest Marcus is training at the naval aviation school in Sanford, Fla. His brother, Archie, is back at Markepp Company as a result of a medical discharge after 18 months of service.

Sam Krause has been elected president of Modern Automatic and is in complete charge of all buying and selling of coin machines.

Harrison Dandridge, shipping clerk, is celebrating completion of 15 years with Markepp.

"Tex" O'Brien Gets This Off His Chest

CHICAGO, March 4. — The usually quiet and suave Frank O'Brien during his visit in this coin machine capital warned all and sundry against the promiscuous sending of deposits to "unknowns" in the industry. "It's getting to be a banker's holiday or something in this business," he said. "You send a deposit for equipment, then you wait a couple of weeks. You write a letter, then wait a couple more weeks. You send a wire, then wait some more. Finally you get your deposit back just as you are trying to make reservations to go and see the guy. This means that someone is using your money to finance

buying trips. Maybe he finds the machines he promised you, but usually he sells them to someone else at a higher price than he quoted to you if he does find them."

O'Brien was also steamed up over the matter of rebuilding and refinishing of slot machines. But he used display space to mention some of his views, so we can let it go at that.

Walter Tratsch didn't reveal just how he did it, but he booked passage somehow from Florida and is back at the friendly office on Kedzie Avenue and wearing a beautiful sun tan.

O. D. Jennings has some "angles" on post-war coin machines, judging from the unsaid implications in his statement in this issue. In naming E. A. Terhune, former Servel sales manager to the post of vice-president, he shows his hand in the matter of refrigerated vending equipment. Terhune, a pilot in World War I, was the first man on record to enjoy "an airplane honeymoon." He has a home in Boston, another in Evansville and is now establishing one in Chicago. That would seem to call for some air commuting, except that he intends to liquidate the others and call Chicago his home town from here on.

A. E. Gebert, retired general manager of Advance Machine Company, is a frequent "downtowner." Gebert says Hitler may be crazy, but that astrology has its good points. Formerly his hobby, astrology is now the "life work" of the young Professor Gebert. While this reporter has no interest whatever in astrology, he intends to take in one of Gebert's lectures on the subject some time soon, just for the hell of it.

I. F. (Effulgent) Webb is now the proud owner of a distributing business. Since he spent many years with Rock-Ola, Webb's interests are chiefly in the music field. Here's a small bet that he goes places.

Thank you, thank you and thank you again, George Jenkins. At this date your letter regarding the "In-print" issue still rates first prize.

Sooo hhh—it seems that if you want a pre-war camera, which *The Billboard* does, you first have to find one and you next have to pay about double the NEW price. But if you want a used coin machine, that is something else again. Thanks to OPA, there isn't a gouge in a carload.

Los Angeles Called Coast Coin Machine Market

LOS ANGELES, March 4.—This city is fast becoming the coin machine market of the West Coast. This statement is based upon the fact that operators up

and down the Coast are looking to this city to supply their needs. W. M. Rucle, music operator of Stockton, used to buy in San Francisco, but he has recently switched his buying to Los Angeles. He's looking forward to the San Joaquin County Fair that will be held in Stockton in September, the first time since the war. . . . Bill Copeland, buyer for the S. & A. Novelty Company in San Bernardino, in town for equipment, parts and information. . . . Chris Torrez, music operator from Westmoreland, in the Imperial Valley, breezed into town looking for phonographs, records and other things pertinent to his business. . . . George Wheelock, cigarette operator, up from San Diego. . . . Lloyd Wall, from near-by Maywood, here to see if he can coax equipment from his favorite jobbers. . . . Bert Beutler, of E. T. Mape Music Company, was stationed in the Siberian territory when he was with the navy during World War No. 1. If you are afraid of cold weather, ask Beutler how cold it gets there. The answer will freeze you.

Operator Mourned

The many friends in the coin machine field were saddened this week to hear of the death of A. C. Woodward, popular music and cigarette machine operator, in Visalia. . . . Tex McMahan, of San Jacinto, to town for a look-see. . . . Wes Middleton to Los Angeles from over the mountains in Glendale. . . . Tommy Mason, of San Ysidro, near the Mexican border, brought a truckload of equipment to town to sell. Was he a welcomed visitor? . . . H. E. Murphy, of Palm Springs, to Los Angeles. . . . Ray Russell reporting that things are good in the Riverside area. . . . Joe Richarme, of Long Beach, in the city. Joe has two sons in the army with the third and last soon to go. Richarme, a native of New Orleans, wishes he was back there this time of the year—providing they were having Mardi Gras. There's nothing that beats those doughnuts and coffee at midnight at the Morning Call in French Market, Joe contends. . . . Roy Smith, of Lancaster, here.

Sammy Ricklin, of California Music, has received his "Greetings" and expects to enter the army in about 30 days. . . . Henry Klein, of Sioux Falls, S. D., was in the city and purchased quite a bit of equipment from Fred Gaunt, of General Music. The equipment is being shipped to the Northern State. . . . William Happel Jr., of Badger Sales Company, returned from a trip to the Southern tip of the State. . . . Jobbers along West Pico and other Coin Rows have been warned to be on the lookout for a stolen phonograph. It was removed from a location that Jim Alle had. Full particulars have been filed with the jobbers

First Come—First Served!

CASH PAYOUT CONSOLES

- 1 Wattling Big Game, P.O. . . . \$119.50
- 3 Jumbo Parade, Blue and Gold Cabinet, P.O., Each 129.50
- 10 Jumbo Parade, Brown Cabinet, P.O., Each 115.00
- 3 '39 Galloping Dominos, J.P., Each 335.00
- 2 '40 Galloping Dominos, J.P., Each 399.50
- 1 '41 Galloping Dominos, J.P. 449.50
- 1 '41 Galloping Dominos 399.50
- 8 Keeney Super Track Time, Serial Numbers: 7691, 7637, 7715, 7592, 7594, 7738, Each 335.00
- 1 Mills 4 Bells, Serial No. 1910 610.00
- 4 Mills 4 Bells, Serial Nos.: 2390, 2310, 2056, 2438, Each 639.50
- 1 Mills 4 Bells, Serial No. 3074-LH 659.50 (All Mills 4 Bells in Original Cabinets)

ONE-BALL FREE PLAY

- 2 Bally Record Time, Each . . . \$159.50
- 1 Bally Blue Grass 179.50
- 1 Mills 1-2-3 69.50

ONE-BALL PAYOUT

- 2 Bally Fair Grounds, Each . . . \$ 65.00
- 1 Bally Grand Stand 79.50
- 1 Bally Grand National 79.50

1/2 deposit, bal. C. O. D.

SID MITTLEMAN Care DAVE STERN

409 NORTH BROAD STREET
ELIZABETH, N. J.
PHONE ELIZABETH 3-1776



WURLITZER OFFICIALS attended open house ceremonies at the Des Moines branch of Mayflower Distributing Company. Shown left to right are: R. S. Connor, advertising manager; Larry Cooper, district manager, Chicago; M. G. Hammergeren, general sales manager; Irving Sandler, Des Moines manager of Mayflower and host at the open house; Spence Reese, assistant sales manager, Wurlitzer, and Herman Paster, general sales manager, Mayflower Distributing Company, St. Paul.

and Alle has hopes that it will eventually show up with the proper party or parties being apprehended.

U. S. Lucre in Mexico

Frank Navarro, popular music machine operator here and in Mexico City, returned here recently from a trip South of the Border. He reports that things are clicking it off in that section. There is plenty of American money there and priorities do not offer any serious problem, he reveals. . . . Whitey Ludden, Los Angeles music operator, making the rounds to get equipment. . . . Fred Gaunt and his wife, Bennie, left here this week-end for Palm Springs via Riverside, Beaumont (Calif.), Brawley, Banning, 29 Palms and other towns in the area on a buying trip no less. . . . Jack Breler, Los Angeles music operator, visiting the jobbing houses. . . . Mitchell (Mike) Gouff, of Templeton, Calif., in the San Luis Obispo region, reporting that business is on the up and up in that section. . . . J. Bullock, of Los Angeles, making the rounds for equipment. . . . Arch Eddell, of Harmony Hostess, in Pasadena, where he also has cigarette machines, here for one of his none-too-many visits. . . . Al Cooper, of Los Angeles, buying what he can in the music machine line. . . . Representing Parker, Ariz., in the city during the week was W. T. Culley, who made a quick visit to West Pico. . . . Matt Pratt, former E. T. Mape Music Company employee, has been heard from. He is stationed at the Presidio near Monterey, Calif. He's in the army. . . . William Sparrow, of Santa Barbara, Calif., that town noted for its historical background and horse shows put on by Sammy Kramer, in town on a buying trip. Santa Barbara is getting good week-end play. Cafes and taverns close not one day there but sometimes two a week. . . . Kenny Wolfe in Los Angeles from San Diego. E. J. Baehr, of San Diego, in town in the interest of his music and games. . . . Art Narath up from Orange County. Orange County has the reputation of being one of the richest counties in the United States. It not only has a rich citrus growing activity but also claims one of the largest air corps units in the nation. . . . Roy Garrison here from Phoenix, Ariz. The warm weather is soon to hit that area but, because of the army, things look good for a banner season. . . . Charlie Peverly in town from Oxnard. . . . Jim Cameron, of Seville Distributing Company, has been heard from by way of his partner, Stewart Trimble. Cameron is with the army in Texas. Trimble continues to operate the business in Huntington Park, Calif.

Gutshall Plans Surprise

Jack Gutshall, of Jack Gutshall Distributing Company, has something up that sport shirt sleeve. He is getting set to have a showing of something entirely new in the coin machine field. "Don't come until I call you," Gutshall said to his friends. It better be good after that advice. . . . Bob Cardiff, of San Miguel, in the city. . . . J. B. Collins, popular arcade operator in Long Beach, here on a buying trip and picking up quite a few good items. . . . Ray Eberts in Los Angeles and reported not planning any immediate trips. He recently returned from the East. . . . Slim Ewing in from Bakersfield. . . . Ray Faust, of Santa Ana, a visitor. . . . Homer Gillespie continues to lead the arcade field and keeps scouting around for equipment. . . . Frank Hardy, of Oxnard, made a surprise visit during the week. Jobbers don't see much of this operator and wish he'd come down more often. . . . Danny Jackson in town and, believe it or not, secured the equipment he wanted. It is being shipped to him. . . . J. M. Holmes, of Glendale, came across the Pass to visit jobbers. . . . Hilton Hodges has an arcade on the Craft Shows and is letting no grass grow under his feet. He is making plenty visits to Coin Row to get new equipment. "The only way to get it," says Hodges, "is to be there when it comes in." Brother, he's right. . . . Roy Jones down for a visit from Visalia. . . . Floyd N. Knudsen, of Fresno, in town on a shopping tour. . . . Ted Lawrence, of Long Beach, drove up to Los Angeles on a business deal. . . . Bill Nathanson out of the arcade business and now devoting his time to manufacturing.

PHONOS LEAD IN PLANTS

(Continued from page 64)

called "How To Reduce Absenteeism" the association suggests that employers use music over public-address systems to spur production and to reduce strain. Such physical causes as fatigue and

strain are listed as among the main causes of absenteeism in the bulletin.

To promote regular attendance the bulletin suggests that companies give an occasional party for employees and give personal rewards to employees for attendance, production records, suggestions, etc., at such meetings.

MORE HITS IS FORECAST

(Continued from page 64)

their eyes on the following tunes which Oberstein believes will be big hits. Cole Porter's *I Love You*, he says, will be as big as *Begin the Beguine*, and *Tess's Torch Song* by Cootie Williams will be another great novelty number. He urges the ops to order *I'll Get By* by Jan Garber, and recommends *Leave Us Face It* by Hildegard on Decca, and also *San Fernando Valley* by Bing Crosby.

MUSIC IN THE NEWS

(Continued from page 64)

Honest With Me and *Take Me Back in Your Arms*.

A TUNE WELL BE GLAD TO HEAR!—Robert Stolz, Viennese composer of such successes as *Two Hearts in Three-Quarter Time*, has written one composition which has never been played. And, according to *The St. Louis Globe-Democrat*, it is the one he is most anxious to hear—"at the proper time." The unplayed composition is a funeral dirge for Adolph Hitler, which Stolz describes as "a very merry satire, on the theme of the Horst Wessel and all the other silly Nazi songs."

MUSICAL "MEDICINE"—From two widely separated points come reports of the therapeutic value of music. Both *The Birmingham News* and *The Milwaukee Journal* recently ran articles on the work being done by the National Institute of Musical Therapy.

American servicemen who are brought home maimed or sick, are being helped to more rapid recovery by good music, whose tone and tempo are carefully regulated. The institute does not claim music heals the men; it "brings a re-awakening of the spirit," according to Harriet Ayer Seymour, founder of the institute.

Definite types of music are prescribed for specific ailments. Mental cases get soft music, with the best possible tone and with gradually increasing crescendo and tempo, and repetition when a reaction is noticed. Music suggesting the outdoor is prescribed for tuberculosis patients.

Surgical cases get soothing music without "shocking high notes," and a medical case is given songs by one voice, with a violin-cello-piano accompaniment. A patient who has just been given a sedative hears soft music, while one who has just wakened gets livelier stuff. "Drawing room music"—light operatic numbers and gay waltzes—is played for convalescents.

The institute even has prescriptions for minor ailments occurring in the home. Soft, soothing music is recommended for toothaches, and for such ailments as lumbago, snappy pieces, "to stir the circulation" are helpful.

Under the plan, doctors "put in orders" for bedside concerts. Some 200 musicians bring musical relief to both service and civilian hospitals daily without pay. Branches are being established in many cities in addition to those already organized in New York, Boston, Philadelphia and Seattle.

SERVICEMEN MUSICIANS.—The army doesn't promise to make maestro of its men, but it can teach them to play a musical instrument in 10 minutes, we learn from an item in *The Christian Science Monitor*.

The army has for some time been supplying simple musical instruments—harmonicas, ukuleles, ocarinas and tonettes—to men stationed at remote places. The tonette, in case you're wondering, is a novel midget clarinet which has become a favorite with United States troops all over the world.

With the instruments go simple instruction sheets, and "hit kits," containing words and music of popular selections, which are distributed monthly. Music is taught by individual instruction and by numbers. The holes in the tonette, for example, are numbered. The same numbers are written in a certain arrangement on a blackboard and when followed, make up a simple musical selection.

Dance orchestras, military bands, glee clubs and even barbershop quartets have been organized in the Arctic and other distant places.

Music has been found to be the best morale-bulder in areas lacking almost all forms of diversion, the army declares.

Wall Boxes Prove To Be "Clinchers" For Holding Spots

BALTIMORE, March 4.—Use of wall boxes has now assumed a new importance in the operation of music boxes, according to local operators. When wall boxes were first introduced a number of years ago some operators looked upon them with skepticism. They looked upon their introduction as but another means of manufacturers to boost their sales for new or additional equipment.

While it is true installation of wall boxes does increase the operating cost to operators, it does enhance the services of the music box operator.

The lack of new equipment has made wall boxes assume new importance in eliminating from the restaurant, tavern or other location the steadily growing shabby appearance of the aging music box. Thru installation of wall boxes, the aging machine can easily be removed to a basement spot or back-room location outside the view of patrons.

Locations with wall box installations serve to provide more convenient use of the machines by patrons. But most significant of all is the fact that the owner or management of a location equipped with wall boxes is more hesitant about changing operators. The owner or manager will think twice before requesting an operator to remove all his equipment in order to have another operator enter the location. This fact, it has been pointed out, virtually gives assurance to the operator that his operation at definite locations will be continued, unless something very radically wrong or distasteful occurs.

While wall box installation may represent an added investment, it is proving to be one that pays dividends.

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Golden Gate 15.00	Yacht Club 25.00
Gun Club 65.00	Zeta 18.50

CONSOLES

Bobtall Totalizer, A-1	\$102.50
Jockey Club, Pay Out Model	87.50
Tanforan, Pay Out Model	25.00

ARCADES

Evans Ten Strikes, L.D.	\$37.50
Evans Ten Strikes, H.D.	57.50
Keeney Anti-Aircraft, Br.	97.50

SLOTS

5c Mills Q.T., Fruit Reels	\$72.50
10c Mills Q.T.	82.50
5c Mills Q.T., F.P.	62.50
5c Mills Gooseneck Front Vendor	32.50
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5c Pace Comet Front Vendor	67.50
5c Columbia Fruit Reels	55.00
25c Jennings Golf Ball, F.V.	125.00

TERMS: 1/2 Deposit with all orders, Balance C. O. D.

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EXPERT REPAIRING BY FACTORY TRAINED MECHANICS, SPECIALISTS ON SLOTS - CONSOLES - ONE BALLS - PHONOGRAPHS. FROM A MINOR REPAIR TO A COMPLETE OVERHAUL JOB.

SPECIAL ANY MAKE SLOT MACHINE COMPLETELY OVERHAULED AND FINISHED IN GLITTER GOLD. \$89.50

Send Your Machines Prepaid—We Return Them C. O. D.

MILLS PARTS: War Eagle Castings, top or lower, finished Natural or Glitter Gold, \$17.50 Ea. Shatter Proof Glass for Jackpot, \$1.00 Ea.; \$10.00 Doz. Escalator Glass, 50c Each; \$5.00 Doz. Reel Glass Set (3), \$1.00; Doz. Sets, \$10.00. Clock Gears, \$2.50; C. S. P., \$3.50. Aluminum Jackpot Inserts, \$2.00 Ea. Gims, \$1.00 Ea.

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No. 1200—New Service Kit . . . \$14.50

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ARCADE NEWS

Interest in Outdoor Arcades Is Sure Harbinger of Spring

BALTIMORE, March 4.—There is a tone of optimism among the operators who plan to operate arcades this spring and summer. In the first place, they point out, they look for a much better season than was had last year. As a matter of fact, some did not operate their spots last season because of the gasoline situation and the ban on pleasure driving.

Now that the ban is no longer in effect, the operators look for a good season. It is pointed out the large number of war workers that have steadily drifted into

the city or near-by points are expected to make up for former patrons now in the armed services. Workers and their friends seek relaxation from their daily grind in the war plants, and they are expected to patronize the arcades heavily.

Distributors report they have been selling an appreciable amount of movie machines, said to be ideal for outdoor arcades. One distributor recently received an appreciable shipment of these units and reports they have all been sold. Other available arcade equipment also has

figured prominently in the current preparatory activities among arcade operators. They view the prospects for the outdoor season optimistically.

JENNINGS

(Continued from page 61)

thorough engineering, expansion of production facilities, employment of highest type of personnel, expansion of factory and field organizations, extensive use of field testing of equipment and, best of all, better equipment representing even greater value per dollar of cost than ever before.



O. D. JENNINGS

The vending machine division is certain to exceed even my most optimistic predictions. I doubt if anyone has the imagination to encompass eventual developments in this field.

Sees Huge Export Sales

The export market, which in past years has approximated some 40 per cent of some manufacturers' total production, can be expected at least to equal the total home market in the post-war period.

Manufacturers of standard merchandise and of new products to come cannot overlook automatic equipment in terms of wider distribution. And retailers and other locations cannot overlook the opportunity offered by vending machines to make a profit on scores of "convenience" articles they may now be handling at a loss.

A tobacco salesman was surprised when he learned that one of his drugstore accounts did not accept delivery of a box of three-for-a-half cigars. He was more surprised when the druggist explained that he had had only one customer for this brand of expensive cigars—the clerk who had worked for him who was now in the army. Well this does not prove that this particular clerk had been "helping himself" to those fancy smokes, but there are few stores that will not deny losses from pilfering, leakage or shrinkage of inventory.

Venders in All Groceries?

The owner of a large serve-yourself grocery store recently inquired about equipment to handle candy bars, cigarettes, chewing gum and other "convenience" items. From the things this man told me I believe there are hundreds of other store owners who are about to decide that they will discontinue stocking such items unless some way is provided for them to make a profit on them. Vending machines offer this opportunity. Labor saving, reduced overhead, cash-only sales, additional sales volume, actual profit per transaction, strict sanitation, insurance against pilfering—these are some of the solid benefits which vending machines offer to manufacturers and distributors of merchandise and to locations.

And finally, automatic equipment in the merchandising field will be so much better mechanically and so much more attractive in appearance that new interest and new capital will be attracted to them.

Wholesale replacement of equipment following the war can be expected in all divisions of the industry, with every piece of quality equipment sold representing greater income for the operator. But in terms of wholesale expansion, vending machines should lead them all.

New Copper Coins End All Penny Shortages

PHILADELPHIA, March 4.—The penny shortage, which for months kept the U. S. Mint here working on a 24-hour schedule to keep up with the demand, has officially ended, it was declared this week by bank officials. Public response to the request that accumulated coins be returned to circulation, and the purchase of War Bonds with hoarded pennies during the recent drive, were termed contributing factors in relieving a situation annoying to banks and to thousands of business houses.

Arthur Pritchard, in charge of the money department at the Federal Reserve Bank here, said that the situation here was so good that shipments of the new copper pennies minted since January 1 had been shipped to New York and the other shortage areas, and that none of the new coins had been placed in circulation in Philadelphia. A six-month period during which no pennies were minted in the country, as the U. S. Treasury sought to conserve copper, was the principal reason for the shortage.

Detroit

Joseph Nichols, of the record division of Sears, Roebuck & Company at Saginaw, probably the largest record distributor in Central Michigan, was in town last week and reported a heavy demand for all popular records, with distributors unable to get enough disks to supply all the needs of operators.

Mrs. Eileen Thompson, who has been office manager of the Angott Sales Company, starts off this week to double as route "man" for the organization, doing double duty outside as well, as a result of the man-power shortage.

Gebhart M. Patton, better known as "Pat" Patton, has formally registered the Pat's Music Company, music operators with new headquarters at 7750 Woodward Avenue, about three blocks from their old location, with himself as sole owner.

TUBE SUPPLY

(Continued from page 64)

necessary tubes become available.

Asked about re-conversions, or use of adaptors, operators declare they are definitely out. They point out some attempts have been made on re-conversions and use of adaptors, but they have found these devices "just will not jell."

Operators point out they never before realized how important and valuable tubes were to the operation of their music boxes. Heretofore, whenever they needed a tube they simply stopped at a jobbing house or called up and they would immediately be forthcoming.

Of course, the tube situation is not something new, as the shortage has been steadily growing more serious and the operators are faced with the possibility of having to do without them.

Local music box distributors, however, report they have been, to date, able to take care of their tube requirements due to their foresightedness. They all stocked up on tubes, including critical numbers, when they saw the way the wind was blowing at the outset of the war. They now have found it necessary to use up their "surplus" stock of tubes and are fearful of what may happen if the shortage on tubes is not relieved.

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ALL MINIATURE BULBS:

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| <ul style="list-style-type: none"> 1 Photomatio. Just completely overhauled by Mutoscope, 1250 frames—extra camera and other parts, also large supply pure rubber hose. Like new condition. 1 Batting Practice 2 Major League Baseball (latest models) 1 Electric Bull's Eye 1 Submarine 1 Basketball (2 Players), Floor Model 11 Exhibit Latest Card Machines. Lite Up Floor Models. With 200,000 Selected Cards. 1 Mutoscope New 2 for 5¢ Card Vender, with about 6000 cards 1 Hand Hockey (2 Players) 6 Ray Guns with Slots on Leather Covered Counter. Shooting Gallery effect. Each gun with different conversion. Shoot the Chute, Bally Bull, 3 different Jap conversions, Hitler-Mussolini. | <ul style="list-style-type: none"> 1 Rapid Fire, practically new 1 Pace Fortune Scale, mirror top, large supply cards. 1 Floor Model 3-Way Strength Tester 1 Floor Model Lift 1 Sky Fighter, practically new 1 Love Meter 2 Home Runs with case of gum 2 Target Skills 1 Big Game Hunter 1 Dutch Pool 1 Kicker and Catcher 1 Miniature Baseball 4 Air Raiders, perfect, clean 1 New Shoot Your Way to Tokyo Gun 1 Electric Chicago Coin Hockey 1 Candid Camera 1 Junior Basketball (2players) 1 Scientific Baseball, floor model 1 Scientific Basketball, floor model 1 Skill Flip, floor model 1 Flip Skill, floor model | <ul style="list-style-type: none"> 1 Fist Striker, Exhibit, latest model 1 Champion Bowling Alley 1 World's Series (Rockolis) 1 Poker and Joker (new) 1 Grip Tease 1 Selectaview, 5c, 3 selections 1 Casino Golf 1 Ask Me About Love 2 Universal Grips on Stands 2 Zooms 1 Rubber Ball Game on Stand 1 Skillerette 1 Poison Hitler 2 Pikes Peak 2 Electric Shockers 1 Gun Shocker 2 Peanut Machines, chrome trimmed, 3 compartments each, 1¢ and 5¢ slots. 1 Wizard Fortune, floor model 1 Moving Target Gun 2 Hit Hitler Guns 2 Poison the Japs 1 Cashier's Booth with glass, lights, etc. |
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There are a few other machines I have stored that need some work done on them that will be thrown into the deal. There are thousands of extras ready to go to the buyer that are a premium today . . . a five compartment Change Machine, new Coils, Gun Lamps, Time Clocks, Fish Bulbs for Photomatio, Stands for Machines, Springs, Resistors, Condensers, new Points, all sizes Motors, Coin Slots (1¢-2¢-5¢), thousands of different sizes small Bulbs still in original cartons. Large Neon Sign for outside. In fact, you have a complete Arcade, including all the supplies you can think of, ready to open and start operation. Nothing else to buy.

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CURRENT TRADE REPORTS

Birmingham

Operators Seek To Modify Alabama Liquor-Music Ban

BIRMINGHAM, March 4.—Alabama coin machine operators are still stified by the ruling of the Alabama Alcoholic Control Board which prevents music in places where beer or whisky is served. This limits locations pretty severely. Efforts to have this ruling modified have been unavailing so far. However, despite this limitation, operators and distributors are getting along. Phonograph machines are used in a number of drug-stores and drinking and eating places where liquor is not served or dancing allowed. Machines are also rented out for home parties and the like.

At least one teen-age club in Birmingham uses a juke box which it obtained from a local distributor.

So far women have not been used to any extent in servicing machines, but more and more men are being taken into the service. Keeping up machines is becoming a bigger job as they become older. The gas shortage is also pinching more.

Arcades are thriving in three or four Alabama cities which have a good soldier population. No material shortage of coins of any type is reported. The idea seems to be that these arcades will decline after the war when there will not be the floating population of soldiers and defense workers looking for after-hour entertainment.

Fort Worth

Reduced Employment Causes Slight Drop in Collections

FORT WORTH, March 4.—A very slight decline in business is reported by coin machine operators in this section of Texas. The drop is compared to 1943, which means that it is still up 30 to 50 per cent above 1942.

Several reasons were given for the de-

cline in business which was felt more sharply by taverns, night clubs and cafes. First, there has been a heavy drain on the pocketbook because of the War Bond drive. Second, several big plants have reduced their staffs in a sort of weeding-out process. When the labor shortage was the greatest, most any person was accepted for most any job. Now the big concerns are culling out their employees.

The result is that many persons have gone back to their jobs in laundries or in smaller factories. Their income has been naturally cut, and so has the intake at the night spots and taverns.

The three downtown arcades continue to do a top business. Men in uniform, passing thru here for a few hours, patronize these places heavily. The men often do not have time for a movie, so the arcades fill in fine.

"The people apparently are well pleased with the recordings being offered now," said Jack Maloney, owner of the Panther Distributing Company. "Business is good, too."

Payment of income taxes contributed to the minor decline in business, some operators said. Many people who were well paid in 1943 paid no income tax during 1942 and therefore had to pay for the first six months of '43 when the withholding tax was not in effect.

Los Angeles

Draft Now Taking Heads Of Coin Machine Firms

LOS ANGELES, March 4.—Both operators and jobbers are resigned to their fate of income tax, and that is taking up much of their time and energy. What most of them have to say about it is censored, so that doesn't give much space.

Distributor business continues along the lines of "selling it if you have it." The jobber today in this section isn't worried about where he can sell it, but where he can buy it. If the buying problem works itself out the jobber has pretty easy sailing. No sooner does he get it, it is gone again. When it is gone, the next piece of equipment that he

secures will be harder to get, for the odds are against him. The buying field has been dry for some time, but today the jobber is wringing it "drier," if such a thing is possible.

The draft has been weeding out servicemen and route men for a long time, but it is beginning to hit into the "executive" ranks, if such a term can be used. While the men are definitely executives, for they own the business and map its policies, they seem to think that they are not quite up to that category. But what is meant here is that the people who own businesses are now beginning to feel the pinch of the Selective Service. This is due to the fact that most of the jobbers are married men with families, and until now they haven't been too much in the draft boards' attention. There are men over 38 being returned to civilian life in this area, but there is still a shortage of men. From now on the top-ranking officers of jobbing and operating firms will be in line for the draft. What effect this will have cannot be ascertained at this point. It is possible that their wives will take over when they are drafted. This has been done before and has worked out nicely. If the age is increased beyond 38, it will remove quite a few more from the head of firms.

Spokane

Lack of Experienced Help Is Biggest Trade Problem

SPOKANE, March 4.—Despite fewer days February was considered a "good" month by most Spokane coin machine operators. While the transfer of a large number of soldiers from this area has affected business considerably, the city is drawing plenty of trade from Farragut naval training station and the Gelger Field engineers' school.

"If we just had recordings of *Matry Dots* we'd be happy," remarked one juke box operator, who experienced a banner year in 1943 and is looking forward to even better business now that the music union feud is over and the government has released more materials to records owners.

In general, machine operators' major complaint remains the lack of experienced help. They are reluctant to employ women for service because of the training required. Many location owners complain of lack of service, but operators claim they can do nothing about it. The establishment of two arcades here a few months ago has cut down play in some locations, particularly on payout machines.

There appears to be no relief in sight for the vending machine men both in the candy and cigarette lines.

Tokens Work Best For Food, But Ops Keep Fingers X'd

AUSTIN, Tex., March 4.—As for the use of ration tokens in coin machines, Louise Major, staff writer for *The San Antonio Light*, sums it up with this: "They won't work."

Whether or not they will jam coin selectors may be the bigger question for operators who greeted the distribution of 2,000,000,000 midget-size ration tokens on February 27 with undisguised dismay and alarm.

Says Miss Major: "Altho the OPA has been telling the public ration tokens weren't going to be an open sesame to juke boxes, cigarette, slot or chewing gum machines, we jumped the gun Friday and went to work to prove it for ourselves.

"The new tokens, which went into general use as ration "change" February 27, are made of plastic and are not quite as large as a dime. They can be broken fairly easily.

"Nix" in Slots

"As a result of a two-hour investigation of coin machines with a red and blue token, we have decided the person who would rather play the juke box than purchase food with the tokens is out of luck. Tokens alone are too light and too small to work in any dime machine. Wrapped in tin or lead foil, they become too bulky for most slots.

"Tokens even covered with foil are flops as reasonable facsimiles of street-



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The Skee Ball Alley That Has Everything!

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- 7' Long, 24" Wide—has the "feel" of any large alley.
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"Victory Roll" is the finest constructed alley ever released! It's designed to make big profits because it attracts big play! Order today!

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Mills Dewey Console Type Slot Machine, 5¢ Play 145.00

THEY OPERATE—AUTOMATIC PAYOUT CONSOLES—REFINISHED

Mills Four Bells, Late Head, 3-5¢ & 1-25¢ \$975.00	Evans '41 Bangtails \$425.00
Mills Four Bells In New Cabinets 750.00	Evans '43 Victory Model Galloping 495.00
Mills Jumbo Parade, Hi-Head, Red & Blue Cab. 145.00	Evans '38 Bangtails 195.00
Mills Three Bell 975.00	Evans '37 Rollette 150.00
Mills Jumbo Parade, F.P. & P.O. 185.00	Evans '37 Dominoes 95.00
Baker Pacer 325.00	Evans Lucky Lucie 375.00
Mills Jumbo Parade 95.00	Bally Royal Draw 95.00
Baker Pacer, D.D.J.P. 375.00	Keeney Triple Entry 145.00
Keeney Super Track Time 325.00	Keeney Pastime 195.00
Jenn. Derby Day 39.50	Keeney 4-Way Bells 650.00
Bally Balls, 5¢ & 25¢ 95.00	Keeney 4-Way Bells, 3-5¢ & 1-25¢ 725.00
Exh. Tanforan 40.00	Keeney Twin Super Bell, 5¢ & 25¢ 550.00
Buckley Track Odds, Ser. over 10,000, D.D.J.P. 675.00	Keeney Twin Super Bell, F.P. & P.O., 5¢ & 25¢ 400.00
Buckley Flashing Ivories 295.00	Keeney Super Bell, F.P. & P.O., 25¢ 595.00
Buckley Track Odds 315.00	Keeney Super Bell, 5¢ 275.00
Evans '41 Dominoes, J.P. 475.00	Watl. Big Game 150.00
Evans '41 Bangtails, J.P. 525.00	Jenn. Silver Moon 150.00

BUY SLOTS WITH CONFIDENCE

Mills Factory Rebuilt Club Bell Consoles; Nickel, \$445.00; Dime \$495.00
Mills Factory Rebuilt 5¢ Blue & Gold Vest Pocket Bell, \$50.00; Metered 52.50
Mills Factory Rebuilt 5¢ Chrome Vest Pocket Bell, \$62.50; Metered 65.00
Mills Brand New Glitter Gold Q.T. Penny, Original Cartons 85.00
Mills Factory Rebuilt 5¢ Glitter Gold Q.T. 125.00
Mills New Dime Glitter Gold Q.T., Complete with New Stand 165.00
Mills Factory Rebuilt Dime Late Model Blue Q.T. 125.00
Mills Factory Rebuilt Penny Late Model Blue Q.T. 50.00
Mills Factory Rebuilt Nickel Late Model Blue Q.T. 75.00
Jennings Victory Chiefs, Factory Rebuilt, 5¢, \$350.00; 10¢, \$410.00; 25¢ 465.00
Jennings Silver Chief, 5¢ \$245.00 Jenn. Chief Console, 5¢, \$250.00; 10¢ 275.00

WE REBUILD AND REFINISH MILLS AND JENNINGS SLOT MACHINES

ONE BALL AUTOMATIC PAYOUT TABLES

Keeney Fortune, F.P. & P.O. \$325.00	Gott. Multiple Races \$ 55.00
Keeney Skylark, F.P. & P.O. 275.00	Three Up 45.00
Keeney Winning Ticket 150.00	Bally Pacemaker 135.00
Mills 1-2-3 59.50	Bally Grand National 135.00
Mills Spinning Reel 125.00	Bally Hawthorne 105.00
Across the Board 45.00	Bally Gold Medal 75.00
	Gott. Daily Races 40.00

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

MILLS PACE SLOTS JENNINGS CAILLE CONVERTED AND REBUILT 10 DAY SERVICE

1 OR 2 CHERRY 3-5 ORIGINAL OR BONUS PAYOUTS

Ask about new added feature on

MELON POT or GOLD AWARD "NEW SOUNDPROOFING"

Gold Chrome or Original Factory Finishes

SHIP ALL MACHINES PREPAID—RETURNED C. O. D.

We also have Mills Blue Fronts, War Eagles and Goose Neck Mach. at Reasonable Price.

WRITE, PHONE OR WIRE.

OPERATORS Service

ORchard 7622 624 S. Muskego Ave. ORchard 7622 Milwaukee 4, Wis.

FOR SALE

3 Rockola Monarchs with Buckley Adaptors \$175.00	17 Buckley Wall Boxes, New Style \$ 17.50	2 Mills 1-2-3, F.P. or P.O. \$ 45.00
15 Buckley Wall Boxes, Old Style 7.50	1 Fairmount 750.00	3 Bally Ray's Track 95.00
4 Record Time 165.00	3 A.B.T. Targets 22.50	1 Sport King 375.00
	1 Hawthorne 65.00	3 Sport Pages 65.00
	2 Bally Parlays 75.00	1 Thistledown 75.00

Terms: 1/3 Deposit With Order, Balance C. O. D.

CENTRAL VENDING CO.

310 S. 24TH STREET OMAHA, NEB.

ARE YOU GOING INTO THE ARMY?

If you are, a responsible party will run your route on either a percentage basis or will buy into your route. No phony deals! Everything on the up and up!

References: Leading jobbers and distributors. Will gladly come out to see you. Box No. 574, The Billboard, 1564 Broadway, New York 19, N. Y.

INFORMATION CORNER

Phonograph Operators' Union Seeks Favorable Decisions

To the Editor: Under separate cover I am sending you the proposed new city ordinance. At the hearing on it February 7 the supervisors decided to postpone action because all the city departments interested had not had a chance to peruse it.

The Phonograph Operators' Union, Local 1245, I. B. E. W., and the Northern California Music Operators' Association were at the hearing and are rejoicing over the postponement. The executive committee of the POU, Local 1245, has commissioned me to obtain from *The Billboard* files a number of favorable court decisions pertaining to the operation and licensing of phonographs.

The present city ordinance calls for a license of \$24 per year for a permit to operate phonographs and \$12 per year for each machine. All fees to be paid before the expiration of each calendar quarter or a 200 per cent penalty is imposed.

MARVIN JACOBS, San Francisco.

Dear Marvin:

Your recent letter asks for a number of favorable court decisions pertaining to operation and licensing of phonographs. We presume that you want decisions which are against city taxes on phonographs or proposed high taxes.

Unfortunately very few decisions on phonograph taxes have been rendered, but there are some important ones pending now. We are awaiting a decision of the Tennessee Supreme Court on the Memphis juke box tax, and, as you know, the trade is awaiting the final decision of the Oregon Supreme Court on juke box taxes in that State. The Oklahoma High Court killed the Oklahoma tax on juke boxes. We are enclosing a copy of the Oklahoma court order, which may be of some help.

If the Tennessee and Oregon high courts should decide favorably to the juke box trade, then we will have some good ammunition. Otherwise there is not much favorable material now. Attorneys argue against these city taxes on juke boxes as discriminatory because home juke boxes and radio sets are exempt. That seems to be about the only legal argument at present.

We will wire you in case we should get a report of a favorable decision by the Tennessee court.

INFORMATION SERVICE.

Location Ownership Plagues Operators in Alaska

To the Editor: I have noted with interest some of the recent articles in *The Billboard* regarding operators selling machines to locations. Over 50 per cent of the machines in this city are owned by locations; in Alaska, as a whole, locations own around 75 per cent of all coin-operated machines. Ex-Chicago coinmen, now in the army, have flooded the country with refinished 16-record phonographs represented as "new war models."

West Coast distributors sell freely to Alaskan locations, with one wholesale grocery concern selling coin machines, and the local radio shop can supply anyone. Salesmen make regular trips thru the country selling any type of machine to anyone on credit, time payment or part of the take until the machine is paid for. An Alaskan operator couldn't buy a little strip on credit.

Some locations buy records from distributors and get needles wholesale. At present a 16-record phonograph is worth more money than any other machine because the public thinks they are "war models."

An operator here has to repair machines owned by locations and sell machines to stay in business. In the long run they'll put him out of business anyway. An operator can expect to see his machines pushed over to the side and the location's machine in its place at any time. We all know it is going to happen sooner or later.

The coin business in Alaska is out of control and if something isn't done about it the condition may spread to the States. After what an Alaskan operator has to put up with, there are not many of us who would hesitate to sell our stuff to locations in the States. The freight on phonographs from here to a West Coast port is only about \$20.

No doubt this letter sounds like a "crank," but these are the true conditions here and I can prove it. If there

is any way an operator can stay in business under these conditions, I'd like to hear of it. FRANK W. DONALSON, Juneau, Alaska.

Dear Mr. Donaldson:

It is always something special to get a letter from an operator in Alaska.

We see by the report, and also your letter, that the operators in Alaska have pretty much the same troubles we have in the States, only machine prices are still higher there.

INFORMATION SERVICE.

Most New York Rulings Unfavorable to Pinball

We are about to have a test case here on pinball games without free games as to their legality. Any information that pertains to New York State rulings will be greatly appreciated.

Your co-operation on the above is of utmost importance to us.

D. R. CHARLES, Binghamton Amusement Company, New York.

Dear Mr. Charles:

We are sorry that we do not have much material from courts in your State to help you on pinball cases. Most of the cases in your State have gone unfavorably. However, under separate cover we are sending you a batch of material which we have published on pinball games from which we are sure your attorney may get some ideas.

We suggest that your attorneys write to us if they have any special questions on points of law relating to pinball games. Whatever information we have is gratis. We are also enclosing a bulletin of legal citations which have been used in various cases involving pinball games. This one bulletin should be of great help to any attorneys.

Please let us know the developments in your case. INFORMATION SERVICE.

Favorable Opinions on Free-Play Pin Games

To the Editor: I would greatly appreciate your sending me an up-to-date list of the favorable opinions on free-play marble games.

We are interested in doing some work in two or three of the cities in this territory. I am especially interested in getting a copy of the opinion from St. Louis and the one from Philadelphia, Pa.

SI REDD, Redd Distributing Company, Massachusetts.

Dear Mr. Redd:

We are enclosing copies of the legal material which will be helpful to you. We have the three lists you ask for and the list of legal references relating to pinball will be helpful to any attorney.

Be sure to let us know any favorable developments in your territory. INFORMATION SERVICE.

Cleveland

CLEVELAND, March 4.—Sanford Levine, of Atlas Music Company, is taking a flying trip to Florida to visit his mother.

Joe Valenti is working a full shift in a war plant but is still available to help service his machines (and others, too). . . . leave a message for him at Mar-kopp Company if you need help. . . . Lots of credit to the Milinko's Cafe, 7901 St. Clair, for raising \$42 of the Phono Association March of Dimes total in one collection box. Proves what can be done. . . . Paul Puner, of the Muscraft Record Company, spent a few days with Paul Reiner, discussing Phil Brito, the new singing sensation now on Muscraft. . . .

Judge James Connell spoke to the Cleveland operators on behalf of the St. John's Cathedral Canteen, and Sam Abrams will manage a show at Public Hall next month featuring Bob Hope's troupe for the Stage Door Canteen.

Serve on Cleveland Board

Chosen to serve on the board of directors of the Phonograph Merchants' Association of Cleveland for three months are James Burke, Joseph Valenti and Isador Fink.

To Hold Annual Banquet

At the last State board meeting it was decided that the association hold a banquet at the annual meeting in April. The affair will be held in Cleveland and will be comparable to the banquets held annually except for last year. The 1942 affair featured entertainment by Alvino Rey, the King Sisters, Gertrude Nilssen and Jerry Leiter. Jack Cohen was chosen chairman and his committee consists of Harry Lief, Leo Dixon, Peter Tobrik and George De Frieze.

CONTRACT A BENEFIT

(Continued from page 62)

confidence and prestige for the entire industry.

Operators will respect each other's

SLOT MACHINES

A-1 Condition

- 2 Watling 5c Rolatop, 3/5, PO. Each \$100.00
1 Watling 10c Rolatop, 2/4, PO. 129.00
1 Watling 25c Rolatop, 3/5, PO. 149.00
8 Groetchen 5c Columbia Cig. Reels, G. A. Each. 72.50
2 Mills Q. T. Stands, all steel, Each. 15.00

FRIENDLY NOVELTY CO.

302 N. Sandusky Ave. BUCYRUS, OHIO

agreements and be able to devote their entire time to developing new locations after the war.

Competition will be stabilized on a fair and more equitable profit basis for everyone.

Operators will be in a better financial condition and better able to expand operations. Manufacturers and jobbers naturally prefer to deal with responsible individuals who can meet their obligations.

A definite arrangement can also be made now as to how present and future taxes will be paid.

The use of agreements will tend to develop co-operation among operators and aid in forming new associations as well as strengthen established associations.

Operators, manufacturers and distributors must do their own post-war planning to build a foundation for a sound, progressive future. This industry will continue to prosper only as the operators prosper, for the latter are actually the consumers.

Location agreements represent a time-tested idea which have helped many operators stabilize their business. While agreement forms have been developed and placed on the market, many operators and associations have worked out special forms for their own use.

FOR SALE

- KNOCK-OUT \$109.50
VICTORY 84.50
GLICK 84.50
'42 HOME RUN 74.50
SPOT POOL 64.50
5-10-20 124.50

FORD VENDING MACHINES

319 Long Beach Road Oceanside, L. I., N. Y.

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED IF NOT SATISFIED RETURN WITHIN 10 DAYS, MONEY WILL BE REFUNDED

- ARCADE: Mutoscope Poker Rolls \$ 80.00, Mutoscope Lift-o-Graph 189.00, Mutoscope Sky Fighters Write, Exhibit Mystic Eye 145.00, Exhibit Smiling Sam 125.00, Exhibit Striking Power 120.00, Exhibit 1c Card Vendors 35.00, Evans Ten Strikes 65.00, Genco Play Balls 190.00, Keeney Submarine 225.00, Keeney Anti-Aircraft 75.00, Bally Bull 95.00, Bally Rapid Fire 225.00, Bally Alley 35.00, Rockola Ten Pins 60.00, Rockola World Series 100.00, Warner Voice Recorder 595.00, Radio Rifle 75.00, Chicken Sam 125.00, Western Baseball 85.00, Mountain Climber 140.00, Mills Try Your Strength 75.00, Mills Grip & Lung Tester 75.00, Texas Leaguer 50.00, Pop Corn Machine 70.00, Gottlieb Skee Ballotte 85.00, Voice Recorder 400.00
SLOT MACHINES: MILLS: 5c Blue Front \$185.00, 10c Blue Front 220.00, 25c Blue Front 300.00, 5c Bonuses Write, 5c Roman Head 190.00, 10c Roman Head 220.00, 25c Roman Head 270.00, 5c Front Vendor 95.00, 5c War Eagle 150.00, 10c War Eagle 200.00, 25c War Eagle 275.00, 5c Dial 125.00, 5c Lion Head 60.00, 10c Lion Head 80.00, 5c Melon Bells 175.00, 1c Rebuilt Arrow Vendor 45.00
SLOT MACHINES: ONE BALL, F. P.: Bally Eureka \$ 30.00, Bally Gold Cup 49.50
ONE BALL PAYOUTS: Bally Preckness \$ 30.00, Bally Santa Anita 285.00, Bally Grand National 85.00, Bally Thistle Downs 80.00, Bally Fair Grounds 35.00, Bally Fleet Woods 30.00, Bally Stables 60.00, Keeney Velvet 32.50, Keeney Pot Shot 90.00, Keeney Winning Ticket 90.00, Western March Grass 70.00, Western Derby King 80.00, Gottlieb Zipper 85.00, Gottlieb Derby Day 25.00, Mills Spinning Reels 125.00
COUNTER GAMES: ABT Target Pistols \$ 25.00, Pikes Peak 25.00, Hitler Target Pistol 25.00, Bally Reliance Dice 35.00, Marvel Daval, F.P. 20.00, 5c American Eagle 20.00, Peanut Vendors 12.00, Skillrater 30.00, I O U 12.00, Major Sires 17.00, Little Whirlwind 9.00, Pick-a-Pack 12.00, 10c Gitter, Like New 130.00, Columbia Fruit Reel 80.00, Columbia Bell Cigarette Reel 80.00, King Six 19.00, Shipman Stamp Machine, New 30.00, Vest Pocket, Green 30.00, 1, 2, 5c Coin Chutes Ray Gun Lamps 30 Wire Cable, Used and 500 Other Machines Not Listed, Crating Charge of \$7.00 extra for each machine.
CONSOLES: Keeney Dark Horse \$ 90.00, Keeney 2 Way, 5 & 25c Write Keeney Tracktime, Red Head 125.00, Mills 4 Bells Write, Mills Jumbo Parades 175.00, Jennings Silver Moon 150.00, Jennings Liberty Bell 25.00, Jennings Bob Tall 93.00, Evans Galloping Dominoes, '38 70.00, Evans Galloping Dominoes, Late Head 275.00, Evans Rollette Jr., Late Head 250.00, Bally High Hand 195.00, Bally Big Top, F.P. 125.00, Bally Race Track 75.00, Exhibit Tan Foran 30.00, Exhibit Chuok-a-Lette 30.00, Pace Saratoga 180.00, Pace Races, Brown 180.00

STEWART NOVELTY COMPANY

250 SOUTH STATE Phone 3-5055 SALT LAKE CITY, UTAH

PARTS—SUPPLIES—MACHINES

- 6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred \$5.40
3AG Fuses Per Hundred: 1/2 Amp. \$9.00, 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 (with Red Border): 1000 \$5.00, 5000 Per M 4.00, 10,000 Per M 3.50, 25,000 Per M 3.00
6SC7—5J3—80—83—2A4G—70L7 Tubes are almost impossible to secure, but we have adapters for making the changeover that require no change in the amplifier.
#100—6SC7 to 7F7 #205—2A4G to 2051 (Seeburg Guns)
#103—6SC7 to 6SL7 #210—2A4G to 2051 (Seeburg Music)
#110—5Z3 to 5U4G #215—701 to 7A4-7A5
#125—80 to 5T4, 5V4G, 5Y3 or 5Z4
#126—83 to 5U4G or 5X4
Price \$1.50 Each Price \$3.50

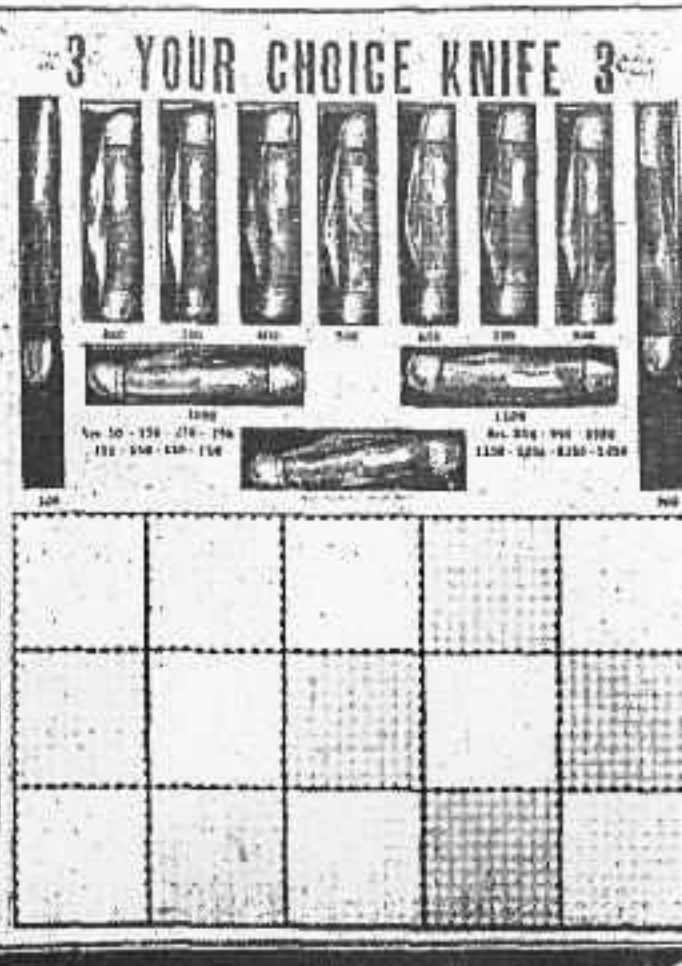
HERMITAGE MUSIC CO.

416-A Broad Street Nashville 3, Tenn.

WANTED TO BUY—BALLY ONE BALL FREE PLAY

- Sport Special \$100.00 Blue Grass \$125.00 '41 Derby \$275.00
Sport Event \$100.00 Record Time \$ 80.00 Longacres \$400.00
Dark Horse \$125.00 Club Trophy \$250.00 Pimlico \$275.00

ALL 5 BALL GAMES OR COMPLETE ROUTES ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.



KNIVES

for Everlasting Popularity

HERE IS A DEAL consisting of ten 2-blade high grade knives and two large one-blade knives, mounted on a 1500-hole 3c board. Each knife is in a separate compartment, covered with celluloid. The deal takes in \$45.00 and pays out 30 packages of cigarettes. If a larger margin of profit is necessary, we can put 5c sale sticker on the board. The deal will then take in \$75.00 and the cost to you will be the same.

\$12.95 Per Deal

LIMITED QUANTITY—ORDER NOW!



RED, WHITE & BLUE TICKETS

When sold at 5c a ticket definite profit \$36.00; when sold at 10c a ticket definite profit \$72.00.

- B.T.-2160 R., W. & B. Tickets—Break-Tab Card Board \$1.50 Ea.
S1-1-2160 R., W. & B. Tickets—Stitched Single 1.75 Ea.
S5-1-2160 R., W. & B. Tickets—Stitched 5 in One . . . 1.75 Ea.
S5-5-2160 R., W. & B. Tickets—Stitched Single and Sewed Five Together . . . 2.00 Ea.

Above quoted prices are for gross lots. In dozen lots 25c extra each for each deal.

120 Tip Tickets—Break Tab and Seal Card . . \$14.50 Per Gross Salesboards of Every Description—Priced Right.

25% Deposit Required With Each Order, Balance C. O. D.

WRITE FOR 1944 CATALOGUE

MIDWEST NOVELTY CO.

6409 N. Bell Ave. Chicago 45, Ill.

WANTED SKEEBALLS

WILL PAY CASH

S & W COIN MACHINE EXCHANGE

FOR SALE

- 1 Exhibit Bike \$ 89.50
1 Seeburg Plaza Phone 224.50
1 Seeburg Crown Phone 234.50
1 Mutoscope Skyfighter 360.00

2416 Grand River Ave. DETROIT 1, MICH.

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

EQUIPMENT

PANORAM \$385.00 (Completely Reconditioned)

- New Midway \$179.50
New 4 Bell Cabinet 27.50
Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend. 149.50
Wurlitzer 71 159.50
Greetch, Columbia, GA 82.50
Keeney Submarine 200.50
West. Baseball 109.50
Jumbo F.P., Late Head 94.50
Gottlieb SkeeBallotte 129.50
Jumbo P.O., Late Hd. 159.50
Seeb. Shoot Chutes 159.50
Jenn. Bobtail, P.O. 129.50
Keeney Super Bell 239.50
Hi Hand 154.50

ATLAS SALUTES



Apprentice Seaman. WALTER PROKOP United States Navy

- Page Reels, 5c, P.O. \$132.50
Page Reels, 10c, P.O. 179.50
Bally Club Bell 239.50
Mills Owl, F.P. 89.50

PARTS: Phone, Condensers . . . Write, Complete Stock of Miniature Bulbs . . . Write

REBUILT BY MILLS 5c-10c-25c CLUB BELLS—FOUR BELLS WRITE

MILLS MAIN CLOCK GEAR, Complete \$3.50

SLOT CLOCKS, Rebuilt Like New. Send Yours for Repair.

3000 Ohm Variable Resistor for Chicken Sam, Jail Bird, Chutes \$2.25 Immediate Delivery.

Panoram Projector Bulbs \$4.75, Exciter Lamp .65, Mills Escalator Glasses .75, Mills Reel Glasses .50, Mills J.P. Glasses 1.25

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A Thousand and One Items on Our Simplified Forms! Send Check in Full on Orders Under \$10. 1/3 Deposit on Orders Over \$10. ADDRESS MAIL TO CHICAGO 47 PHONE ARMitage 5005 Home of Personal Service Since 1931

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2200 N. WESTERN AVE., CHICAGO, ILL. ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT OFFICES ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



No—You Didn't See Our Ad Last Week!

Because Paper Is Scarce, Every Means of Conservation Must Be Used. Occasional Omission of an Ad Is Part of This War Effort in Which We Cheerfully Participate.

YOU'RE AHEAD with AUTOMATIC HEADLINE BUYS!

SLOTS
Blue Fronts, 5¢-10¢-25¢
Brown Fronts, 25¢
Handload
War Eagles, 5¢-25¢
Original Chromes, 10¢-25¢
Gold Chromes, 10¢-25¢
Bonus Bells, 5¢-10¢-25¢
(Sold Only As Set)
WRITE FOR QUOTATIONS

PANORAM
LATE SERIALS
\$389.50
Completely Reconditioned and Refinished

CONSOLES
Jumbo P.O., Late Head \$129.50
Pace Reels, Jr. 129.50
Pace Saratoga (Skillfield) 129.50
1938 Track Time 125.00
Watt. Big Game, P.O. 109.50
Mills Square Bell, Factory Rebuilt 129.50
Bally Royal Draw 119.50
Stancor Bell 89.50
Jenn. Silver Moon, F.P. 119.50
Mills 4 Bells, Completely reconditioned 675.00

Blue and Gold
VEST POCKETS
With Special Jackpot Attachment - \$79.50

ARCADE
Exh. Valtizer, Factory Rebuilt \$ 89.50
Air Raider 249.50
Sky Fighter 369.50

MAIN CLOCK GEARS COMPLETE
\$3.50

SUPER VALUES! COUNTER GAMES
Grotchen Klux } 3
Lucky Smokes } for American Flags } \$17.50
1c Liberty, Cig. \$12.50
1c Mercury, Cig. 9.50
1c Sparks, Cig. 12.50
1c Zephyr, Cig. 7.50
Brand New Daval X-Ray (Vis. Token Payout) 14.95

1-BALL AND 5-BALL
Sport Special \$165.00
Skylark, F.P. & P.O. 279.50
Bally Eureka 109.50
Spot Pool — Hi-Dive — Sea Hawk — Paradise — Attention, Many Others. Write for Prices.

JACKPOT GLASSES \$1.25
Escalator Glasses50
Reel Glasses50
6L6 Tubes 1.85
6SK7 Tubes90
2A3 Tubes 1.85
New Locks65
Turf King Back Glass 8.75
6V-18V-20V Miniature Bulbs in Stock, Bayonet and Screw Base.
A.B.T. Reg. & F. P. Coin Chutes, Ea. 3.95
Complete Set Mills Slot Springs 8.75
Write for Quantity Prices!

PHONOGRAPHS
Seeburg 9800
Seeburg Cadet
Mills Thru
Wurl. 600, Rotary
WRITE
All Machines Reconditioned and Refinished by Experts!

4-Bell Glass, Set of 5 \$12.50
3-Bell Glasses, Ea. 7.50
WE REPAIR SLOT CLOCKS.

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

Automatic Coin MACHINES & SUPPLY CO.
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

INDUSTRY MENTIONS

CONVERSION—Reconversion to civilian production is the topic of discussions begun between the War Production Board and representatives of individual industries. Donald M. Nelson, WPB chairman, in announcing these meetings, said the board was examining with leaders of various consumer goods trades the problems that will arise when the time comes for transition back to peacetime production.

Three general policies governing the reconversion discussions were laid down by Nelson:

1. There can be no immediate general resumption of the manufacture of consumer goods, because military programs still have first call on the nation's resources and neither man power, manufacturing facilities nor component parts for large scale consumer goods production are now available.

2. Nevertheless, it is essential to make plans now so that when the proper time does come the transition from a war economy to peacetime production is as smooth, as rapid and as fair as possible.

3. Collection of facts and full, frank discussion with industry and labor of the difficult problems involved is a necessary part of such planning.

NEW SYNTHETIC—Goodyear Tire & Rubber Company's research laboratory has announced the development of a new synthetic rubber, said to have some properties lacking in the GR-S type now making up the bulk of synthetic produced in the United States.

The new synthetic may result in better tires than can be made from GR-S rubber because of greater energy resilience and higher resistance to cut and tear tendencies, according to Dr. L. B. Sebrell, director of the laboratory. He cautioned, however, that it has not yet been developed to a point where it will show high tensile strength at high temperatures, and added that one of its ingredients is expensive to make.

Test tires are now being manufactured and will be given road tests as quickly as possible.

A new packaging material, utilizing a base of plastic resin, having important current and post-war possibilities has also been announced by Goodyear. It has been given the name of V-Film. Altho not a substitute, V-Film is an alternative in some of the packaging applications for phtofilm.

MORE CIVILIAN METAL—For the first time since the United States went to war, supplies of steel, copper and aluminum now are meeting all essential production demands, WPB's requirements committee said in announcing second-quarter allocations of these restricted metals.

The Office of Civilian Requirements was allotted 3 per cent of the total steel allocation, the 210,000,000 tons granted representing an increase of 35 per cent over the 155,000 tons allowed for the current quarter. WPB said the increased allotments of copper and aluminum to

civilian agencies were in about the same proportions as that of steel.

ALIEN PATENTS—The alien property office has setzed control of property valued at \$375,000,000, plus 1,000 patents and patent applications, Leo T. Crowley, custodian, has announced. His report covers the period from March 11, 1942, to June 30, 1943.

About 100 of the 318 enterprises taken over by the custodian are being con-

SLOT MACHINES AND PARTS
Machines Reconditioned Like New. Rebuffed and Repainted.

1 25c Mills Golf Ball Vendor	\$200.00
2 10c Mills Skyscrapers, 2-4 P. O. Ea.	100.00
1 5c Mills Skyscraper, 2-4 P. O.	75.00
2 5c Mills Dragon Head, Ea.	100.00
2 5c Mills Brown Fronts, Ea.	250.00
1 25c Mills Blue Front	300.00
1 5c Mills Melon Bell	225.00
5 5c Mills Blue Front, Single J. P. Ea.	225.00
5 10c Mills Blue Front, Single J. P.	265.00
2 10c Mills Blue Front, Double J. P.	225.00
3 10c Jennings Big Chief, Ea.	165.00
2 5c Jennings Silver Chief	225.00

Slot Machine Cabinets in Knockdown: Best Quality of Oak. Unpainted.

Bases	\$ 6.75
Sides, Ea.	2.50
Complete Wooden Part	11.75
Mills Clock Springs with Tapered Ends, Ea.	.90
Escalator, Ea.	.40
Jennings Clock Springs, Ea.	.50

1/3 Deposit, Balance C. O. D.
WANTED TO BUY—BALLY HIGH HAND, FREE PLAY, SERIAL OVER 2500.
Phone 4-1109 between 12 M. and 1 P.M. Eastern War Time.

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\$25.00 OR \$5.00
3-BAR JACKPOT PAYS \$10.00 \$5.00 \$4.3.2.1
LAST PUNCH IN EACH LARGE COLORED SECTION BEATS PUNCH IN 3-BAR JACKPOT

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CALIENTE
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TAKES IN \$52.80. Av. Payout \$24.80
GROSS PROFIT \$28.00 ONLY \$3.12 NET
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IMP BRAND NEW \$9.90
WHILE THEY LAST! Regular Price \$12.50. 1/3 deposit with order.



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WINGS YANKEES \$11.50 Ea.
Floor Samples
LIBERTY BELL \$11.50 Ea.
MERCURY
CENT-A-PAK—New... \$9.90
CHAMPION—Used... \$14.90
ROCK-OLA WORLD SERIES \$79.50
RAY-O-LITE \$79.50
1/3 Deposit With Order.
GERBER & GLASS
914 DIVERSEY, CHICAGO 14, ILL.

TUBES & ACCESSORIES FOR COIN-OPERATED PHONOGRAPHS

1B5	\$1.35	68Q7	\$1.15
2A3	1.75	6H5	1.25
5V4G	1.40	6X6	1.10
5W4G	1.00	2051	2.60
5Y3	1.00	30	1.10
5Z3	1.80	33	1.05
6U4G	1.00	38	.95
6A4	1.50	41	.90
6A6	1.40	45	1.20
6C5	1.05	47	1.55
6B5	1.90	58	.70
6F5	1.10	57	.85
6F6	1.00	75	1.00
6F8	1.20	78	.85
6H6	1.15	77	.85
6J5	1.00	79	1.15
6J7	1.20	80	1.00
6K7	1.10	83	1.20
6L8	1.75	70L7	2.85
6N7	1.40	25Z5	1.25
6V8	1.40	25Z8	1.25
68C7	1.85	2A4G	3.25

We have many other Tubes too numerous to mention!

OHM Ohmite Dividohm, 2500 OHM, 25 W.	\$.90
OHM Resistors, 10 Watt, Any Size	.35
OHM Resistors, 20 Watt, All Sizes	.55
16 MF. Condensers, C.D., 450 V., Metal	1.85
16 MF. Condensers, C.D., 450 V.	.85
Box 100 Carbon Resistors	3.00
In Put Transformers	2.50
Power Transformers, All Models	6.00
Chokes	1.25
Elec. Soldering Irons	1.75
P.M. Speakers, 8"	5.00
P.M. Speakers, 10"	8.00
P.M. Speakers, 12"	12.75
Rubber Cov. Zip Cord, Per Ft.	.05
81 Counter Model Cabinets, complete, A-1 condition, with Junction Box	15.00
Tone Arms for Counter Model 61-71	9.50
Parts for Wurlitzer, Rock-Ola, Etc.	

1/2 dep. with order, balance C. O. D., F. O. B. New York

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587 10TH AVENUE, N. Y. C.
LONGACRE 5-8334

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We Will Pay the Following Prices for the Following Machines:
Zomba \$40.00 West Wind \$50.00 Wurlitzer 24 \$125.00
Double Play 50.00 Do-Re-Mi 50.00 Chester-Pollard Football Game 75.00
Stars 50.00 Sunbeam 50.00
IDEAL NOVELTY CO. Phone: Franklin 5544
2823 Locust St. St. Louis, Mo.

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Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.
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Seeburg ROYAL, in '43 Cab. Write
 Seeburg VOGUE, ESRIQ \$399.50
 Seeburg WALLOMATICS, Wireless 39.50
 Seeburg BAROMATICS, 5-10-25¢,
 Wireless 49.50
 Seeburg ORGAN SPEAKER 15.00
 Rockola COUNTER MODEL, A-1 99.50

SLOTS

25c Mills CLUB BELL
 COUNCIL, Knee Action,
 Rebuilt at Factory, over
 400,000 series..... \$595.00

25c Mills CLUB BELL
 COUNCIL, Rebuilt, A-1. 495.00

5¢ Original GOLD CHROME,
 474,449, Knee Action, C.H.,
 Drill Proof, LIKE NEW Write
 5¢ Original Mills BROWN
 FRONT, A-1 219.50,
 5¢ Walling ROLATOPS, 3/5 P.O. 79.50
 Grootchen COLUMBIAS, Fruit
 Reels, 3/5 Payout 79.50

ARCADE EQUIPMENT

Seeburg SLAP THE JAP \$199.50
 Seeburg SHOOT THE CHUTES .. 139.50
 Chicola ALL STAR HOCKEYS .. 209.50
 Scientific BATTING PRACTICE .. 115.00
 DeLuxe WESTERN BASEBALLS. 94.50
 1939 WESTERN BASEBALL ... 69.50
 Bally RAPID FIRES 215.00
 Navco PENNY SCALES 49.50
 Jennings ROLL IN A BARREL .. 129.50
 1¢ POISON THIS RAT 20.00

PIN GAMES

Four Diamonds \$54.50 | Play Balls \$ 44.50
 Four Roses .. 49.50 | Air Circus .. 134.50
 Flickers 39.50 | Snappy 44.50
 Pan Americans 47.50 | Barrages 59.50
 Sport Parades. 47.50 | 60 Bally Spot-
 Wild Fires .. 49.50 | terns, Ea. . 19.50

**ALL PIN GAMES THOROUGHLY
 CHECKED AND CLEANED**
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 With MY Money**

I'll pay cash in anything in Coin
 Operated Machines.

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The Markepp Company

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 (Henderson 1043)

tinued, with Americanized management. These will be sold to private interests thru competitive bids.

Many of these concerns are important to the war program, Crowley said. They manufacture such things as machine tools, pharmaceuticals, electrical equipment, dyestuffs, optical instruments and photographic equipment.

The patents taken over were preponderantly German. The largest number in any one classification was 1,998 in the field of radiant energy.

METAL STOCKPILES — *The Wall Street Journal*, in discussing supplies of metal, says, "The problem of growing surpluses of metals and other minerals is now a live issue in both Washington and industry. The surpluses exist in many metals, including copper, lead, zinc, aluminum and magnesium. An opinion seems to be crystallizing that government-owned stockpiles in most cases have reached or even passed their peak and that such reserves should be 'sterilized' so that they cannot be dumped on the market after the war. Responsible government officials are on record in favor of keeping the stockpiles so 'sterilized' as a reserve for future emergencies. Industry opinion is in agreement, but there remain the problems of dealing with huge post-war supplies of scrap materials and the large amounts of metals that will be 'in-process' at manufacturing plants at the end of the war."

HITS PLANNING—Secretary of Commerce Jesse Jones feels there is entirely too much planning and talking about the post-war world when the war isn't won yet. He made this complaint while testifying to the House Banking Committee on a proposal to set up a surplus property disposal board.

Asked to give some of his views on the post-war situation, with especial reference to the property which the government has acquired, Jones said he favored giving small business men preferential treatment as to opportunity to acquire surplus materials, since these men are "the backbone of the country."

Agencies under Jones's jurisdiction are drafting special regulations to facilitate loans to help former servicemen get started in business.

Stockpiles, the secretary said, should be retained by the government, except those which might deteriorate.

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All in A-1 Operating Condition
7-COL. STEWART-McGUIRE, MODEL "8"
 (15¢ Operation Only)
 \$18.00 Each in Lots of 10
 (Plus \$2.00 Each for Packing)
 Single Machines \$15.00, plus \$2.00 for Packing.

(15¢ and 20¢ Operation)
 \$16.00 Each in Lots of 10
 (Plus \$2.00 Each for Packing)
 Single Machines \$18.00, Plus \$2.00 for Packing.
 On the above, with Double Shift Container, to be installed by you, add \$10.00 for Each Machine.

6-COL. ROWE IMPERIALS,
 \$20.00 Each in Lots of 10.
 Single Machines \$22.50 Each.

8-COL. ROWE IMPERIALS,
 \$25.00 Each in Lots of 10.
 Single Machines \$27.50 Each.

1/3 Deposit, Money Order or Cashier's Check.
 Balance C. O. D., F. O. B. St. Louis.

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HIGHEST CASH PRICES PAID FOR

STANDARDS, MASTERS, ROCKOLAS, 500,
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 CLASSICS AND LATE MODEL SEEBURGS.

ALSO LATE PINBALLS, SLOTS, CONSOLES
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Will buy one or a hundred.

Write Condition and Quantity in First Letter.

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Used in Roovers Nameplate Machine.
 \$2.00 Per Lb. 1/3 Dep., Bal. C. O. D.

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25¢ 1000 Hole Thick J.P. Charley Board \$1.40
 10¢ 1000 Hole 90% Percenter Board .. 1.39
 5¢ 1440 Hole Lulu's Card Deal 1.29
 25¢ 980 Hole J.P. Charley Card Deal .. 1.28
 25¢ 1000 Hole J.P. Charley Thin Board 1.41
 5¢ 600 Lulu Thick Board 1.17
 DeLuxe Boards Will Make & Save You \$\$\$.
 25% Dep. Immediate Delivery. Write for List.

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It will pay you to send us your list. State price and condition of merchandise. We need Phonographs, Wall Boxes, Auxiliary Speakers, Pin Games, Consoles, etc.

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Yes Sir! A prize winning stake, and "believe it or not" without rationing points. Board takes in 1024 holes at 5c. \$51²⁰ Pays out \$24⁰⁰. Average profit \$27¹¹.

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 THIS WEEK
 CONSOLES**

BAKER'S PACES (Daily Double)
 Serials 6818-6933-7841 Each \$275.00
 1938 TRACKTIME Each 125.00
 BONUS BELL, 5c Each 250.00

**RED, WHITE AND BLUE
 TICKET DEALS**
 Rush Your Orders.
 \$250.00 Per Gross, or \$2.25 Each
 Deal in Less Than Gross Lots.

Terms: 1/3 Dep. With Orders, Bal. C.O.D.
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 Until March 25**

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 Also on furnishing Parts.

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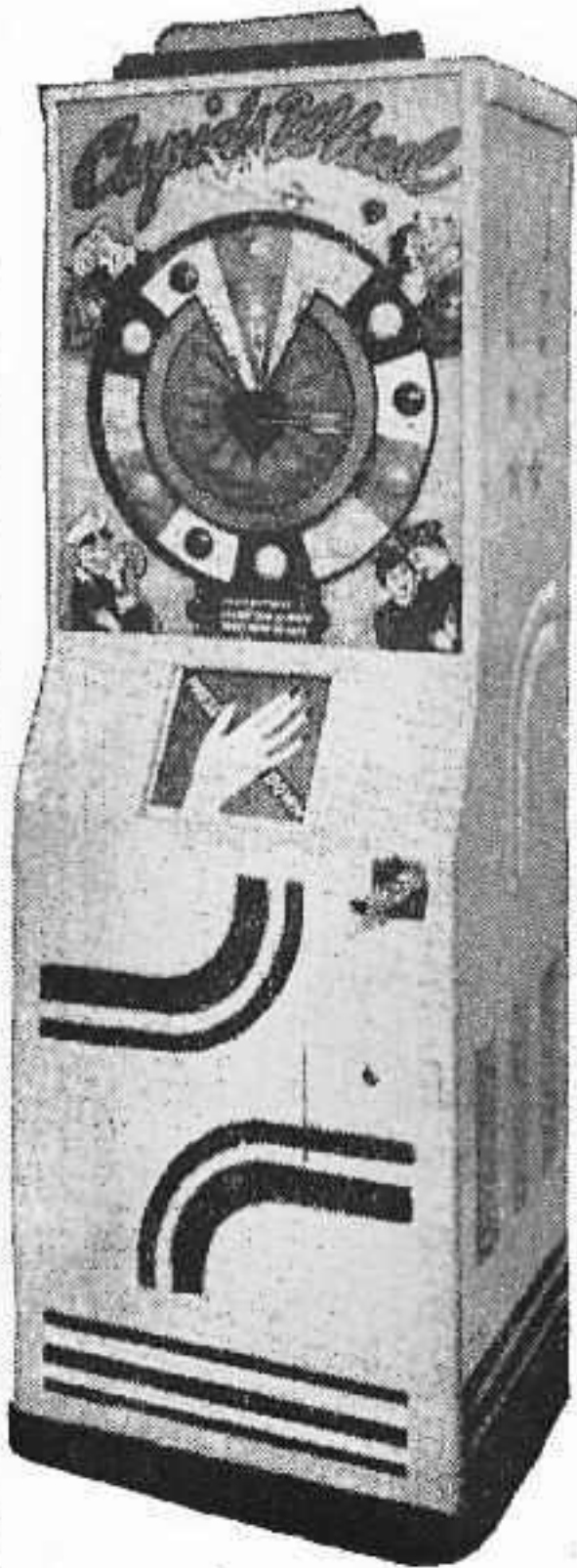
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 NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

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**In The Billboard
Ten Years Ago**

The March 3, 1934, issue of *The Billboard* described the record-breaking 1934 Coin Machine Exposition held at the Hotel Sherman, Chicago. Total attendance was estimated at 10,000 to 12,000 persons. The newest in coin machines and equipment was displayed in a total of 135 exhibits. A greater number of foreign representatives were present than had attended any previous coin machine show. The annual coin machine banquet registered nearly 1,400 tickets sold, by far the largest banquet ever sponsored by the trade.

Organization and committee meetings were a marked feature of the 1934 convention, the influence of the National Recovery program being felt in various ways. The formation of a temporary national association for operators, jobbers and distributors was reported. Manufacturers held annual conferences and reported the selection of a code authority to administer the code recently approved. The new operators association formed a code during the convention. Distributors and jobbers were active in the convention program, holding a number of sessions and conferences.

Lee S. Jones, president, and J. O. Huber, secretary of the Coin Machine Manufacturers' Association, received congratulations from trade members on the management of the exposition.

Here are the 18 members, selected at the 1934 Coin Machine Show, to constitute the board of directors of the new

GUARANTEED BARGAINS

ONE-BALL PAYOUTS
Bally Jockey Clubs\$465.00
Bally Pace Maker 69.50

CONSOLES
Mills Three Bells\$875.00
Buckley Track Odds 295.00
Evans '41 Bangtail, J.P. 475.00
Jennings Cubes (4 Mul.) 34.50
Bally 9-Coin Favorite 24.50
Keeney Kentucky Club 59.50

SLOTS
Mills Futurity, 5c\$119.50
Mills War Eagle, 2-4, 25c 99.50
Jennings Triplex 99.50
Jennings Chiefs, 5c 59.50
Jennings Chiefs, 10c 69.50
Mills Q.T., Blue Front, 1c 44.50
Mills Q.T., Light Cabinet, 1c 25.00
Mills Q.T., Dark Cabinet, 1c 19.50
Columbia J.P., Large Fruit 69.50
Columbia G.A., Fruit 39.50
Folding Stands 2.50

ARCADE
Chicken Sams\$120.00
Ten Strikes 60.00

MISCELLANEOUS
32 V. Phono. Motors with Jeanette Converters, Set\$ 29.50
110 V.D.C. Motors with Converters, Set 29.50
New Wurlitzer Model 305, Remote Control Impulse Rec. ... 25.00

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1215 Lincoln Ave., Detroit Lakes, Minn.

WHAT HAVE YOU TO TRADE OR SELL?

Panoram, Late	\$349.50
Rockola '39	225.00
Wurlitzer 24	150.00
Rockola 20 Imperial	109.50
Sky Chief	164.50
Midway, New	169.50
Streamliner, New	194.50
Bowlaway	64.50
Jungle	57.50
Zig Zag	54.50
Star Attraction	49.50
Hit the Jap	49.50
Sink the Jap	49.50
Legionnaire	47.50
Snappy	45.00
Champ	45.00
Sea Hawk	45.00
A.B.C. Bowler	45.00
Majors of '41	42.50
Track Meet	159.50
Brown Paces Races	149.50
Track Time	109.50
Silver Moon Totalizer, F.P.	99.50
Bob Tail Totalizer, F.P.	99.50
Big Game	79.50
Cigarolla XV	79.50
5c Brown Front, Rebuilt	199.50
5c War Eagles, 3-5, Refinished	129.50
5c Rollatop, 3-5	54.50
5c Pace Rocket	109.50
Bally Defender	295.00
Chicken Sam, Refinished	129.50
Genco Bank Rolls	145.00

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9 FOOT ALLEY SENSATION

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Animated Backboard
Simple Mechanism
Streamline Design
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9 BALLS 5c

Cabinet built by the finest Bar and Fixture Manufacturer in America.

New Type Legs that will not split.

Immediate Delivery

Order Now

\$325.00 — 1/3 Deposit

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VICTORY IN '44

No new games will be made for the duration, but you can keep your old games up to date with attractive and colorful

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Your Total Cost Per Game Is Only \$9.50 F. O. B. Chicago, Ill.

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Now Ready for Immediate Shipment—

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SMACK THE JAPS for Ten Spot
HIT THE JAPS for Gold Star

BOMBARDIER for Victory
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WORLD SERIES for Seven-Up
MISS AMERICA for All American

WRITE, WIRE OR PHONE YOUR ORDER TODAY.

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America's foremost manufacturers of Pin Game Conversions
Eastern Distributor: LEADER SALES CO., 131 W. Fifth Street, Reading, Penn.

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600	5c	Big Bucks	\$30.00	\$21.00	\$ 9.00	\$1.80
600	5c	Tropics	30.00	16.00	14.00	1.80
600	5c	The Ship	30.00	15.00	15.00	1.80
600	5c	50 Winners	30.00	10.00	20.00	1.80
1000	5c	Big Five	50.00	30.00	20.00	2.30
1000	5c	Hit the Barrel	50.00	23.00	27.00	2.30
1000 Step Up	25c	Jack Pot Charley	250.00	193.35	56.65	2.90

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Leading distributing firm needs men thoroughly experienced on Music (especially Seeburg Wireless), Pin Balls and Consoles for shop work and reconditioning; also experienced Operators for Music Routes. Excellent pay, permanent connections and real opportunity now and after the war. Must be fully experienced and able to work efficiently on their own without instruction. Write in confidence, giving age, marital and draft status, experience, etc.

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Another distributor says,
"A MIGHTY FINE MACHINE"

Still a third distributor says,
"YOU'VE GOT SOMETHING, JOE"

And you'll agree with all three
—and hundreds more—that it's
"THE MOST FASCINATING OF
ALL ARCADE MACHINES"

A few states are still available
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WRITE OR WIRE NOW AND
REALLY GET IN ON THE "CUPID'S
WHEEL" BANDWAGON!

Write today for beautiful new
2-color descriptive circular.

Operators \$ 295 1/3 deposit
Price Balance C.O.D.

Immediate Delivery
Available 1c or 5c Play

"You Can Always Depend on
Joe Ash—All-Ways"

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900 NORTH FRANKLIN STREET
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PHONE: MARKET 2656

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- 4 5c Mills Brown Fronts, C.H., Ea. \$210.00
- 3 5c Mills Blue Fronts, C.H., Each. 175.00
- 1 10c Mills Blue Front, C.H. 200.00
- 1 25c Mills Blue Front, C.H. 275.00
- 6 5c Columbias, G.A., Each 65.00
- 1 5c Caille Deluxe, 3/5 65.00
- 2 5c Mills Cherry Bells, C.H., Each 195.00
- 6 5c Mills Q.T.'s, Each 85.00
- 2 Jenn. 5c Cigarollas XV Models, Ea. 85.00
- 4 5c Jennings Four Star Chiefs, Each 110.00
- 1 5c Mills Special Mystery Bell with Eight Jack Pot Comb., Drill Proof Cabinet, No Bounce Reels 185.00
- 1 5c Mills Skyscraper, 3/5 135.00
- 10 Mills Slot Box Stands, Newly Painted, Each 18.00
- 12 Single Slot Safes, Each 35.00

MUSIC

- 1 '40 Rockola Super with RCES & 4 Wall or Bar Boxes \$395.00
- 1 Rockola Twin Twelve in attractive wood hideaway Cabinet, RC, with beautiful Spectrovox type floor model lite-up speaker and Buckley Wall Box, plus four extra Buckley Wall or Bar Boxes 275.00
- 1 Seeburg 8200, ES, newly refinished 545.00
- 1 Rockola Imperial 20 135.00

PHOTOMATIC

- 1 ONE EARLY SERIES PHOTOMATIC, in good shape—newly refinished—complete at \$875.00.
- 25,000 METAL FRAMES—Write or Wire for SPECIAL LOW PRICE.

ARCADE

- 2 Chicago Coin Hockeys, Each \$195.00
- 2 Keeney Submarine Guns, Each 200.00
- 1 Shoot the Bull 125.00
- 1 Hurdle Hop 65.00
- 1 5c Skill Jump 50.00
- 2 Skeeballettes, Each 85.00
- 3 Ten Strikes, Each 60.00
- 3 Western Baseballs, Each 95.00
- 1 Madame Neville Gypsy Fortune Teller 150.00
- 1 Tommy Gun 150.00
- 1 Vibro Foot Ease 65.00
- 1 Mills Punching Bag, Refinished 150.00
- 2 Exhibit Rotary Claws, Each 150.00
- 1 Planafellus 125.00
- 1 Poker & Joker 110.00
- 1 Casino Golf 45.00
- 3 Buckley Treasure Islands, Each 75.00
- 3 Buckley Deluxe Diggers, Each 85.00
- 3 Assorted Electric Diggers, Each 50.00

CONSOLES

- 4-5c Beulah Parks, Each \$110.00
- 1 Big Top, P.O. 95.00
- 1 Kentucky Club 95.00
- 1 Royal Draw 145.00
- 1 Mills Square Bell 95.00
- 1 Late Serial FOUR BELLS 550.00

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

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Following are the names of some of the outstanding games displayed at the 1934 Coin Machine Show:

Autocount, by A. B. T. Manufacturing Company; Sharpshooter, a new shooting game which provided a target record to each player, also by A. B. T.; Automat, Airway, Rocket, Pennant, Crusader and Blue Ribbon by Bally Manufacturing Company; Silvercup and 42d Street by Genco, Inc.; Register, a pintable with dial register at top of board, by D. Gottlieb & Company; Pok-o-Reel by Groetchen Tool & Manufacturing Company; In-a-Bag Vender by the In-the-Bag Company, of Milwaukee; a new electric traveling crane, International Microscope Reel Company; Sportsman, automatic pay-out pin game, O. D. Jennings & Company; Select-o-Phone Phonograph, J. P. Seeburg Corporation; six giant pin game models by Shyvers Coin Automatic Company; Electro-Hoist, crane type machine, Star Machine Manufacturers; Jig-Saw and World Series, Rock-Ola Manufacturing Company; Saratoga Sweepstakes, H. C. Evans & Company.

The late Tom Watling, "the daddy of them all," bought 150 banquet tickets. At the banquet, Watling addressed coinmen as follows: "After you have lived as long as I have, I hope you will feel as young as I do at this minute."

MILLS SLOTS

RECONDITIONED—Guaranteed
By Our 48 Years of Experience

WRITE FOR PRICES

- 1 50c GOLD WAR EAGLES
- 2 5c GOLD WAR EAGLES
- 4 10c GOLD WAR EAGLES
- 3 25c GOLD WAR EAGLES
- 5 5c GOLD CHROMES
- 4 10c GOLD CHROMES
- 6 25c GOLD CHROMES
- 4 5c SILVER CHROMES
- 5 10c SILVER CHROMES
- 6 25c SILVER CHROMES
- 4 25c BROWN FRONTS
- 6 5c BLUE FRONTS
- 3 10c BLUE FRONTS
- 7 25c BLUE FRONTS
- 10 5c Q.T.'s Originally Blue Made Gold Glitter... \$89.50
- 4 10c Q.T.'s. Same as Above 99.50
- 10 5c VEST POCKET, Blue and Gold..... 54.50

All Machines have Knee Action, Drill Proof, Club Handles and are fully guaranteed.
We have all types of Coin Machines. Tell us what you want.

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 - Attention
 - 7-Up
 - Cadillac
 - Big Chief
 - Nippy
 - Sports
 - Ump
 - Punch
 - 2 Big Shows
 - Drum Major
 - High Stepper
 - Double Feature
 - Evans Ten Strike, L.D.
 - 1 Mills Track King
 - 1 Pikes Peak
 - 1 Cub
 - 1 Imp
 - 1 Penny Pack

- SLOTS
- 1 5c Blue Front, Serial 383302
 - 1 5c Blue Front, Serial 394232
 - 1 5c Blue Front, Serial 406590
 - 1 10c Blue Front, Serial 400861
 - 1 5c Watling Treasury, Serial 87918
 - 1 5c Pace Comet, Serial 23675
 - 1 5c Q.T., Serial 21128
 - 1 Mills Wolf Head, Serial 403778
 - 1 Columbia, Serial 3859
 - 1 5c Jennings Chief, Serial 132726
 - 1 Jennings Chief, Serial 127933
 - 1 Jennings Cigarola

PALACE AMUSEMENT CO.

73 Eighth Street WELLSBURG, W. VA.

FOR GUARANTEED

PACE EQUIPMENT BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

NOW DISTRIBUTING SPORTSMAN—SIMILAR TO THOROBRED—\$450.00

INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00

SPECIAL! NEW SUPREME GUN. PRICE \$330.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

- | | |
|--------------------------------------|---|
| EXH. RACES—Perfect..... \$119.50 | EXH. ROTARY—Pusher..... \$209.50 |
| 1 MUTO. CARD VENDER, 2c CHUTES 54.50 | KICKER & CATCHER..... 24.50 |
| ANTI-AIRCRAFT..... 79.50 | WESTERN—39 DELUXE..... 114.50 |
| SEEBURG REGAL..... 249.50 | TOTALIZER—Counter Arcade Game 24.50 |
| NAME IN HEADLINES-PR. PRESS.. 295.00 | GOTT. 3-WAY GRIPPER..... 17.50 |
| SHOOT THE CHUTES..... 139.50 | PIKES PEAKS..... 19.50 |
| 5c AMERICAN EAGLES..... 17.50 | SKY FIGHTERS, Perfect..... 365.00 |
| MT. CLIMBER, GROETCHEN, A-1.. 159.50 | KEENEY SUBMARINE..... 179.50 |
| BALLY RAPID FIRES, A-1..... 225.00 | BATTING PRACTICE, Latest..... 129.50 |
| MUTOSCOPE CARD VENDERS, Late. 45.00 | CARD VENDER, Floor Size Life-Up. 24.50 |
| BALLY CONVOY..... 295.00 | #1489 GUN BULBS..... 1.00 |
| BACK GLASS FOR BALLY ONE BALLS 6.00 | ANTI-AIRCRAFT SCREENS, New... 9.50 |
| JAP CONVERTED CHICKEN SAMS.. 149.50 | NEW 5c F. P. COIN CHUTES..... 4.25 |
| CHICAGO HOCKEYS..... 234.50 | EXHIBIT COUNTER STANDS..... 10.00 |
| PHOTO CELLS—Seeburg & Bally.. 3.50 | ABT MODEL F & CHALLENGER.... 24.50 |
| WATL. TOM THUMB JR. SCALE... 79.50 | WATL. HOROSCOPE Ticket Scale, F.S. 159.50 |
| WATL. TOM THUMB FORTUNE... 99.50 | MILLS MAIN CLOCK GEARS..... 2.50 |

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

SLOTS — ONE BALLS — CONSOLES

- | | |
|--|-------------------------------------|
| SUPER BELL, 3-5c, 1-25c..... \$695.00 | 1940 GAL. DOMINOES..... \$145.00 |
| FAC. REB. WATL. BIG GAME, P.O. 125.00 | KEENEY SKYLARK COMBINATION.. 225.00 |
| JENN. BOBTAILS, C.P.O..... 119.50 | EX. RACES—7 COIN CONSOLE... 79.50 |
| JENN. SILVER MOON, F. P., A-1.. 119.50 | BALLY CLUB TROPHY..... 345.00 |
| RECORD TIMES..... 175.00 | KEENEY POT SHOT, F. P..... 54.50 |
| LONGACRES..... 545.00 | PIMLICO..... 445.00 |
| DARK HORSE..... 175.00 | USED SARATOGAS COMB..... 139.50 |

PIN GAMES—NEW AND USED

- | | | |
|-------------------------|-------------------------|--------------------------|
| STAR ATTRACTION \$49.50 | SHORT STOP..... \$29.50 | AIR CIRCUS..... \$119.50 |
| SEA HAWK..... 44.50 | '41 MAJORS..... 49.50 | '42 HOME RUN... 109.50 |
| KNOCK OUT..... 114.50 | PAN AMERICAN... 39.50 | FLEET..... 24.50 |
| YACHT CLUB..... 24.50 | BOOM TOWN..... 34.50 | 5-10-20..... 124.50 |
| SHOW BOAT..... 49.50 | BANDWAGON..... 42.50 | FOUR DIAMONDS... 49.50 |
| MIDWAY, New..... 175.00 | PARADISE..... 44.50 | STREAMLINER, New 195.00 |
| MIAMI BEACH..... 49.50 | TOPIC..... 84.50 | BIG PARADE..... 117.50 |
| NEW CHAMPS..... 54.50 | BELLE HOP..... 54.50 | GLAMOUR..... 27.50 |
| SPOT-O-CARD..... 69.50 | SCHOOL DAYS..... 39.50 | TEXAS MUSTANG. 69.50 |
| CHAMPS..... 47.50 | SPORT PARADE... 39.50 | HOROSCOPE..... 47.50 |
| LEGIONNAIRE..... 49.50 | SNAPPY..... 49.50 | MYSTIC..... 37.50 |
| WOW..... 37.50 | JUNGLE..... 59.50 | BIG TIME..... 42.50 |
| SOUTH PAW..... 54.50 | FOX HUNT..... 39.50 | DUDE RANCH... 39.50 |
| HI HAT..... 49.50 | SPOT POOL..... 59.50 | ALL AMERICAN... 39.50 |
| DIXIE..... 39.50 | BOSCO..... 72.50 | STRATOLINER... 39.50 |
| METRO..... 39.50 | FLICKER..... 39.50 | FOUR ROSES..... 49.50 |

WILL PAY \$45.00 EACH FOR EXH. WEST WINDS, SUN BEAMS, DO-RE-MI, STARS AND DOUBLE PLAY. \$35.00 FOR ZOMBIES.

SEND FULL CASH FOR ORDERS UNDER \$25.00.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

EMPIRE COIN MACHINE EXCHANGE

2812 W. NORTH AVE.
CHICAGO 47, ILLINOIS
Phone: Humboldt 6288

GLOBE'S HIT PARADE

PIN-UP GIRL

Die-Cut, Removable PIN-UP Picture.

Profit \$23.46

Another new "Glo-Board" creation in the modern manner! Scanty-panty girl in stand-out mounting! Double stepper. Slot symbols, thick board, protected winners. 940 holes. Average profit \$23.46.

MORE & MORE PROFITS IN '44

GLOBE PRINTING CO.

1023-25-27 RACE STREET
PHILADELPHIA, 7, PA.

Ready for Immediate Delivery

DELUXE MODEL

"MIDGET SKEE BALL"

\$249.50

32 POKERENOS,
ready for operation. Each..... \$110.00

Rubber Balls for POKERENOS. Each... 75c

Get set for Spring! Write for complete price lists of Arcade Machines or Parts.

MIKE MUNVES

610-514 W. 34th St., NEW YORK
(2 Blocks From Penn. Station)

MECHANIC WANTED

On Free Play Consoles and Games. No Sundays or nights. Good wages.

A. ABEL

188 Cooke Street Waterbury 25, Conn.

JAR DEAL TICKETS

1836 Tip Combination
2050 and 1950 Red-White-Blue

Standard Printing—Protected Numbers—Banded With Tape.
Distributors and Operators, write for special prices.

A B C NOVELTY COMPANY

Manufacturers
310 N. Walnut St. Phone No. 2-6118 Muncie, Indiana

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 5c BLUE FRONTS, over 400,000, orig., C. H. \$199.50
 - 10c BLUE FRONTS, rebuilt, knees, C. H. 199.50
 - 25c BLUE FRONTS, original, over 400,000, C. H. 275.00
 - 5c BROWN FRONTS, 3/5, A-1, knees, C. H. 249.50
 - 5c CHERRY BELLS, 3/10, A-1, knees, C. H. 249.50
 - 10c CHERRY BELLS, 3/10, A-1, knees, C. H. 269.50
 - 25c CHERRY BELLS, 3/5, A-1, knees, C. H. 299.50
 - 5c & 10c CHROME BELLS, 1 Cherry P. O. WRITE
 - 5c CHROME BELL, 3/5 P. O., same as new. WRITE
 - 5c & 10c JENNINGS CLUB CONSOLE CHIEFS, set. 500.00
 - 5c Q. T. GLITTER GOLD. 115.00
 - 5c COLUMBIAS, cig. or fruit reels. 55.00
 - 5c JENNINGS GRANDSTANDS, cig. reels, check P. O. 29.50
 - 1c Q. T. BLUE FRONTS. 49.50
 - 5c JENNINGS CHIEF 4-STAR, A-1. 119.50
 - 3 DOUBLE SAFES, heavy, A-1 shape. 69.50
 - 200 CLUB HANDLES, new. Each. 5.00
 - 150 LARGE GEARS for Mills Clocks. Ea. 2.50
 - 4 DOUBLE SAFES, brand new, revolve-arounds. 175.00
- CONSOLES**
- 5 BALLY HIGH HANDS, late serials. \$149.50
 - 5 SUPER BELLS, comb., F. P., like new. 269.50
 - 1 25c SUPER BELL, comb. F. P. & C. P., like new. 345.00
 - 10 JUMBO PARADES, F. P., A-1. 89.50
 - 5 JUMBO PARADES, C. P., late models. 119.50
 - 15 SILVER MOON TOTALIZERS, like new. 109.50
 - 5 BOBTAIL TOTALIZERS, A-1. 109.50
 - 5 WATLING BIG GAMES, C. P., A-1. 109.50
 - 1 JENNINGS FASTIME, F. P., A-1. 89.50
 - 1 EVANS JUNGLE CAMP, F. P., A-1. 89.50
 - 2 FOUR BELLS, serials over 1800. WRITE
- NEW—BOWL-A-BOMB 9 FT. SKEE ROLL. \$300.00**
- 1 2-WAY SUPERBELL, 5c & 5c, like new. 399.50
 - 1 KENTUCKY CLUB, A-1. 89.50
 - 2 BALLY BIG TOPS, F. P., A-1. 89.50



Woolf Solomon

- CHICAGO COIN HOCKEY** \$209.50
- BATTING PRACTICES** \$119.50
- BALLY RAPID FIRES** \$239.50
- KEENEY AIR RAIDERS** \$249.50
- KEENEY SUBMARINE GUNS** \$199.50
- WESTERN BASEBALL DELUXE** \$129.50
- 2 WURLITZER 71s WITH BASE, A-1** \$159.50 Each
- SKY FIGHTER, A-1** \$350.00
- GENCO PLAY BALL, A-1** \$169.50

- | | | |
|---------------------------|--------------------------|---------------------------|
| A.B.C. BOWLER ... \$48.50 | SCHOOL DAYS ... \$ 45.00 | SPOT-A-CARD ... \$72.50 |
| DIXIE ... 32.50 | INVASION ... 105.00 | REPEATER ... 39.50 |
| GUN CLUB ... 59.50 | MYSTIC ... 32.50 | STAR ATTRACTION ... 52.50 |
| HOROSCOPE ... 48.50 | METRO ... 39.50 | STRATOLINER ... 39.50 |
| 1-2-3, 1940 ... 85.00 | PAN AMERICAN ... 45.00 | SPORT PARADE ... 45.00 |
| WILD FIRE ... 39.50 | POLO ... 29.50 | SPARKY ... 39.50 |
| SPOT POOL ... 69.50 | SEA HAWK ... 45.00 | TRAILWAYS ... 39.50 |
| BOLAWAY ... 79.50 | SILVER SPRAY ... 39.50 | WOW ... 32.50 |
- 1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

OVER 500 WHIRLWAYS NOW ON LOCATIONS!

CONVERTED FROM
BLUE GRASS, DARK HORSE AND SPORT SPECIAL

Whirlaway has all the features of Longacre with beautiful new cabinet design.
SHIP US YOUR OBSOLETE GAME TODAY!!

ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

SALESBOARDS

OUR PRICES REDUCED CONSIDERABLY—IMMEDIATE DELIVERIES
1000-Hole Jackpot Charley 30-Hole Jackpot, 25c. Thin \$1.25, Semi Thick \$1.40, Jumbo Thick \$1.65. 1000-Hole CHARLEY BOARD 25c. Thin 96c, Semi Thick \$1.16.
150-Hole 5c Cigarette Boards, 27 Pk., P. O. 39c Each
1000-Hole Nickel Special Cigarette Board 86c Each
Lots of other BOARDS AT REAL LOW-DOWN PRICES.

WRITE FOR CATALOGUE
Deposit required with all orders
A. N. S. CO.

312 Carroll St. Elmira, N. Y.

JENNINGS'
Symbol of Service
CONTACT US ON ANY
COIN MACHINE SUBJECT
37 Years' Experience
O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

Annual Coin Testing Is Begun at Philly Mint

PHILADELPHIA, March 4.—The yearly "Trial of the Coins" at the Philadelphia Mint was completed last week by an assay commission appointed by President Roosevelt. An annual event since 1792, the trial consists of sampling and testing silver coins, selected at random, to assure that the money is being maintained at established standards of fineness and weight. Gold coins were also tested while they were in use. Five-cent and one-cent pieces are also included now in the assay.

This year, the task of the assay commission was greater due to the tremendous increase in the number of all types of coins produced during 1943. A total of 2,023,898,270 coins were minted in the three establishments here, in San Francisco and in Denver for a total monetary value of \$136,237,136.70.

The top production was in the U. S. Mint here, where 1,300,393,870 coins were produced in the last year, with a valuation of \$91,095,536.70. The break-down as to coins minted here was 53,190,000 half-dollars; 99,700,000 quarter-dollars; 191,710,000 dimes; 271,165,000 five-cent pieces, and 684,628,670 one-cent pieces.

MILLS 5c, 10c, 25c SLOTS FOR IMMEDIATE DELIVERY

- | | |
|---|----------|
| | Each |
| 1 Mills 25c Brown Front, C. H. | \$310.00 |
| 2 Mills 5c Brown Fronts, C. H. | 225.00 |
| 3 Mills 5c Blue Fronts, C. H. | 179.50 |
| 1 Mills 25c Extraordinary. | 225.00 |
| 1 Mills 25c Roman Head Escalator. | 190.00 |
| 1 Mills 5c Wolfhead Gooseneck. | 95.00 |
| 3 Mills 10c Yellow Fronts. | 159.50 |
| 1 Mills F. O. K. 5c Escalator. | 98.00 |
| 3 Mills 5c New Q. T. Glitter Gold. | 149.50 |
| 2 Mills 5c Q. T. Blue Samples. | 97.50 |
| 1 Caille 5c-7 Slot, Latest Model. | 165.00 |
| 1 Mills 5c V. P. Blue Gold. | 57.50 |
| 20 Folding Slot Stands. | 15.50 |
| 3 Mills (Complete Futurity Fronts) | 39.50 |

- CONSOLES AND PHONOGRAPHS**
- 1 Exhibit Longchamp, 5c. \$ 67.50
 - 1 Exhibit Domineffe, 5c. 67.50
 - 1 Genco 9 Ft. Bowling Alley. 89.50
 - 1 Wurlitzer 61 Counter Model. 75.00
 - 1 Mills Throne Phonograph. 150.00
 - 1 Rock-Ola 20 Record-Keeney Adpt. & Ten Keeney Wall Boxes 150.00
 - 1 Organ Type Speaker, Large Size 58.50

- PIN BALL—FREE PLAY**
- | | |
|------------------------|-----------------------------|
| Eureka ... \$42.50 | Pan American \$42.50 |
| Triumph ... 22.50 | Speed Demon, P.B. ... 49.50 |
| Crystal ... 49.50 | Landlidd ... 28.50 |
| Slap Japs ... 59.50 | Entry ... 65.00 |
| Fleet, P.B. ... 42.50 | Gun Club ... 65.00 |
| League Leader. 34.50 | Target Skill ... 65.00 |
| Velvet ... 44.50 | Short Stop, P.B. 49.50 |
| Crossline ... 39.50 | Bally Reserve 50.00 |
| Stratolliner ... 49.50 | Home Run ... 49.50 |
| Barrage ... 34.50 | Scorecard ... 79.50 |
| Boomtown ... 39.50 | Big Town ... 39.50 |
| Scorechamp ... 39.50 | Majors, '41 ... 52.50 |
| Speedway, P.B. 42.50 | Supercharger ... 29.50 |
| Big League ... 32.50 | Dude Ranch ... 42.50 |
| Doughboy, P.B. 69.50 | Sport Parade ... 44.50 |
| Playball ... 39.50 | Red Hot ... 27.50 |
| Mascot ... 29.50 | Venus ... 95.50 |
- 1/2 Deposit, Balance C. O. D.

BUSINESS STIMULATORS

- 4912 E. Washington St., Indianapolis, Ind.
- 1 Panoram, Late Series ... \$339.50
 - 1 Panoram Solovue ... 425.00
 - 4 Wurlitzer 950, Like New. Each ... 625.00
 - 1 Wurlitzer 24 in '42 Victory Cabinet 445.00
 - 1 Bally Bull Gun, 25 Shots ... 79.50
 - 1 Bally Bull Gun Converted to Target 25 Shots ... 79.50
- Above Machines clean and ready for location, substantially crated. Send 1/3 deposit.

Cheaha Amusement Co.
23 West 10th St. Anniston, Alabama

MECHANIC AT LIBERTY
Just sold my personal route that I operated and serviced for 11 years. Can service and repair the following: Mills 3 and 4 Bells, all Bally Payout Games, all Slot Machines, Wurlitzer and Rockola Phonos (except Remote Control). Had some experience on all other Games that were ever manufactured, but prefer the above. Go anywhere on beat offer. Prefer a route. Write
BOX D-185, Care Billboard, Cincinnati 1, O.

MILLS 5c, 10c, 25c SLOTS FOR IMMEDIATE DELIVERY

- 3 MILLS 25c GOLD CHROMES, 2-5
- 5 MILLS 25c BROWN FRONTS, Drillproof, C. H., Knee Action
- 2 MILLS 10c BROWN FRONTS, Drillproof, C. H., Knee Action
- 8 MILLS 5c BROWN FRONTS, Drillproof, C. H., Knee Action
- 7 MILLS 25c BLUE FRONTS, S. J., Drillproof, C. H., Knee Action
- 3 MILLS 10c BLUE FRONTS, S. J., Drillproof, C. H., Knee Action
- 8 MILLS 5c BLUE FRONTS, S. J., Drillproof, C. H., Knee Action
- 10 MILLS 25c GOLD CHROMED WAR EAGLES Drillpr't, 3-5, C. H., Knee Action
- 6 MILLS 10c GOLD CHROMED WAR EAGLES Drillpr't, 3-5, C. H., Knee Action
- 8 MILLS 5c GOLD CHROMED WAR EAGLES Drillpr't, 3-5, C. H., Knee Action
- 5 MILLS FOUR BELLS, High Serials
- 8 KEENEY SUPER BELLS
- 12 MILLS JUMBO PARADES, F. P.
- 3 MILLS 5c GOLD Q. T.
- 2 MILLS 5c BLUE Q. T.
- 2 MILLS 1c GOLD Q. T.
- 3 MILLS 1c BLUE FRONT Q. T.
- 14 MILLS B & G VEST POCKETS

PHONOGRAPHS

- 2 WURLITZER VICTORY MODELS
- 1 MILLS THRONE OF MUSIC
- 3 WURLITZER ROLAWAYS
- 2 WURLITZER 24s
- 2 WURLITZER 61s
- 2 WURLITZER 412
- 1 BALLY RAPID FIRE GUN
- 1 KEENEY SUPREME GUN

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.
Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.
669-671 S. Broadway, Lexington 20, Ky.
"WE ARE WHOLESALERS AND SELL FOR RESALE."

OPERATORS!

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DURO TEST
One Year Guaranteed - 2,000 Hour Lamps - Complete Line to Fill Your Needs
Send for Catalog S

DURO TEST CORPORATION
NORTH BERGEN, NEW JERSEY
FEWER BURNOUTS MEAN REDUCED MAINTENANCE COSTS!

EASTMAN DIRECT POSITIVE PAPER
Latest Dating!

- 100 Rolls, 1 1/2", at \$5.00 Per.
- 28 Rolls, 2", at \$6.00 Per.
- 26 Rolls, 2 1/2", at \$8.00 Per.
- 23 Rolls, 3", at \$10.00 Per.
- 4 Rolls, 3 1/4", at \$11.00 Per.
- 7 Rolls, 3 1/2", at \$13.00 Per.
- 20 Gross, 5x7, at \$8.00 Per.

10% Discount on Orders Above \$50.00. 1/3 Deposit.
GEORGE PATERSON
6 West 190th St. BRONX, N. Y.

FOR SALE!
BRAND NEW "DUMP THE LADY"—Double Bed, 4 Targets, Complete With Balls ... \$500.00
2 Bangadeers (Without Bullets), Each ... 75.00
1/3 Dep., Bal. C.O.D. F.O.B. Syracuse
NATIONAL AMUSEMENTS
325 South Warren St., Syracuse, N. Y.

SPECIALS

ONE BALLS

Just Off Location—in Excellent Condition!
 Club Trophy Write
 Fortune Write
 Skylark Write
 Thistle-down \$ 65.00
 Fairgrounds 28.50
 Freakness 29.50
 Gold Cup 49.50
 Late 1939 Mills 1-2-3, Completely
 Overhauled by Mills 89.50
 Mills Owl, Like New 84.50
 Mills Owl, Brand New in Orig. Crates 149.50

FIVE BALLS

ABO Bowler \$44.50
 Big Six 14.50
 Dude Ranch 29.50
 Entry 29.50
 Five & Ten 129.50
 4 Diamonds 34.50
 Legnaire 49.50
 Majors '41 39.50
 Metro 34.50
 Miami Beach \$44.50
 New Champs 59.50
 Pylon 24.50
 Repeater 39.50
 Sparky 29.50
 Sport Parade 44.50
 Target Skill 34.50
 Ten Spot 39.50
 Twin Six 39.50

COUNTER GAMES

Liberty, 1¢ \$ 6.95
 American Eagles, Like New, 1¢ 9.95
 Lucky Smokes (New) 9.95

SLOTS

O.T.'s, Reconditioned & Repainted,
 5¢ \$ 85.00
 10¢ 125.00
COLUMBIAS, Gold Award, Cig.
 Reels, Convertible to 1¢, 5¢, 10¢
 & 25¢, Cannot Be Told From New 89.50
JENNINGS TRIPLEX 95.00
PAGE COMETS, 5¢ 89.50
 10¢ 99.50
CALLE PLAYBOY, 5¢ 59.50
 We also have completely reconditioned War
 Eagles done over in the original Mills Copper
 Chrome Finish, with new cabinets, club
 handles, new reel strips, new wooden cabi-
 nets, exceptionally attractive Write
 We Also Have 1 Hand Load Watling,
 5¢ Play Write
CALLE CLUB CONSOLE, 10¢ Write
PAGE CLUB CONSOLE, 1-5¢ Write
 1-10¢, 1-25¢ Write
JENNINGS CONSOLE, 1-5¢ Write
 1-10¢, 1-25¢ Write
 Write for our attractive prices on late Slots,
 Blue Fronts, Brown Fronts, Copper Chrome,
 Silver Chromes. Also 3 Balls and 4 Balls.
METAL SLOT STANDS, Some
 Crackle Finish, Some Smooth,
 Original Mills as well as Chicago
 Metal Stand, in Excellent Cond. . . Write
 2 New Metal Playmore Cabinets To
 Use on Buried Music Job \$ 89.50

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 79.50
 1 Keeney Kentucky Skill Time, 7
 Coin Head, excellent condition,
 new glass 89.50
 2 Keeney Track Times, 7 Coin Head 79.50
 Exhibit Tanforan 29.50
 Bally Ray's Track, Serial over 4300 84.50
 Bally Long Champ (Large) 89.50
 Bally Solitaire Floker 89.50
 Stoner's Zippers 34.50
 Bally "The Favorite," 8-Coin Head 89.50
 Pace Saratoga, Convertible to Free
 Play or Pay Out 149.50
 Late Jumbo Parades, Like New, Con-
 vertible to Free Play or Payout 179.50

1/3 Deposit — Balance C. O. D.
 State Distributor for Seeburg
 Phonographs and Accessories

BACK THE ATTACK WITH WAR BONDS!
 Please address mail to Milwaukee 8, Wis.

Milwaukee
COIN MACHINE CO.
 3130 W. Lisbon Ave., Milwaukee, Wis.

LOOK THIS OVER
 RED, WHITE, BLUE JAR DEALS
 (Single, Five Fold, Stapled)
 COMBINATION TICKET DEALS
 (Definite or With Jackpot Cards)
 NUMERAL TICKETS—BINGO
 JACKPOT BINGO—TIP BOOKS
 TRADE CARDS—SALESBOARDS
 If item you want is not listed write. No cat-
 alogs. Write for new low prices. Please state
 your business and requirements.
WILNER SALES CO.
 P. O. BOX 613 MUNCIE, INDIANA

WANT AMMUNITION
 .22 SHORT OR LONG
 Any Amount—Immediate Cash
 Will Pay Highest Prices!
PEERLESS VENDING MACHINE CO.
 220 W. 42nd St. NEW YORK, N. Y.
 Wisconsin 7-8173

FOR GUARANTEED
BAKERS PACERS
 PACES RACES and SERVICE
BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

**City Official Says
 Pfennig in Parking
 Meter Is Sabotage**

SPOKANE, March 4.—City Treasurer H. F. Tabb called it sabotage when a Ger-
 man pfennig was taken from a city park-
 ing meter. The pfennig, similar to the
 American penny, was coined in 1938 and
 bore the Nazi swastika.

Tabb doesn't mind a few slugs and
 foreign coins now and then, however, as
 losses from them are made up by the
 number of dimes put into the penny ma-
 chine. A thick dime allows the motor-
 ist 12 minutes parking, the same as a
 penny. A thin dime, however, is clear
 profit, as it slips into the coin box with-
 out affecting the timing device. Tabb
 said the average take in dimes is \$7 to
 \$10 a week.

**Older Men Helping To
 Solve Labor Problem**

BALTIMORE, March 4.—Some opera-
 tors are solving their labor problems by
 hiring older men who are draft-exempt.
 This is proving satisfactory and is en-
 abling the concerns to carry on under
 almost normal conditions.

Many of these so-called older men for-
 merly were small operators and are
 thoroly familiar with their jobs. The
 main problem is finding enough of them
 to fill the vacancies caused by the draft.

FOR SALE!
 50 Cases of Photomatic
 Frames (1250 Frames
 in Case). Per Case. \$42.50
 50 Rolls 1 1/2" Direx
 Photomaton Films in
 500 and 1000 foot
 rolls. Late Datings.
 Per 1000 Feet. . . . 30.00
 200 2051 Tubes. Each 1.95
 2 Standard-Johnson
 Coin Counters for all
 size coins. Recon-
 ditioned by factory
 like new. Each . . . 225.00
 Gun Lamps. Each 90c
 Gun Lamps. in lots of 100.
 Each 80c
 1/3 dep., balance C. O. D.,
 F. O. B. New York.
PHIL GOULD
 710 AVENUE O
 BROOKLYN 30, N. Y.
 ESPLANADE 5-5338

**McCALL'S
 SPECIAL SALE**
 All Equipment Is Thoroughly A-1 Recondi-
 tioned Before Shipping.
CONSOLES
 BAKER'S PACERS, D.D. . . . \$285.00
 PACE'S RACES (Brown Cabinet) 165.00
 KEENEY 1938 TRACKTIMES .. 115.00
 BALLY ROLL-EMS (Payout) .. 169.50
 MILLS JUMBO (Payout) 95.00
 BALLY RACE KING (1 Ball P.O.) 325.00
 1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
 3147 Locust St.
 ST. LOUIS, MO. **McCALL NOVELTY CO.**

*There is no substitute
 for Quality*
 Quality Products Will
 Last for the Duration
D. GOTTLIEB & CO.
 CHICAGO

Announcing
STREAMLINER
 CONVERTED FROM
 STARS



Streamliner, United's latest conversion, is
 sweeping the nation. Send in your obsolete
 STARS today.

**WE ARE ALSO REVAMPING
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 from DOUBLE PLAY

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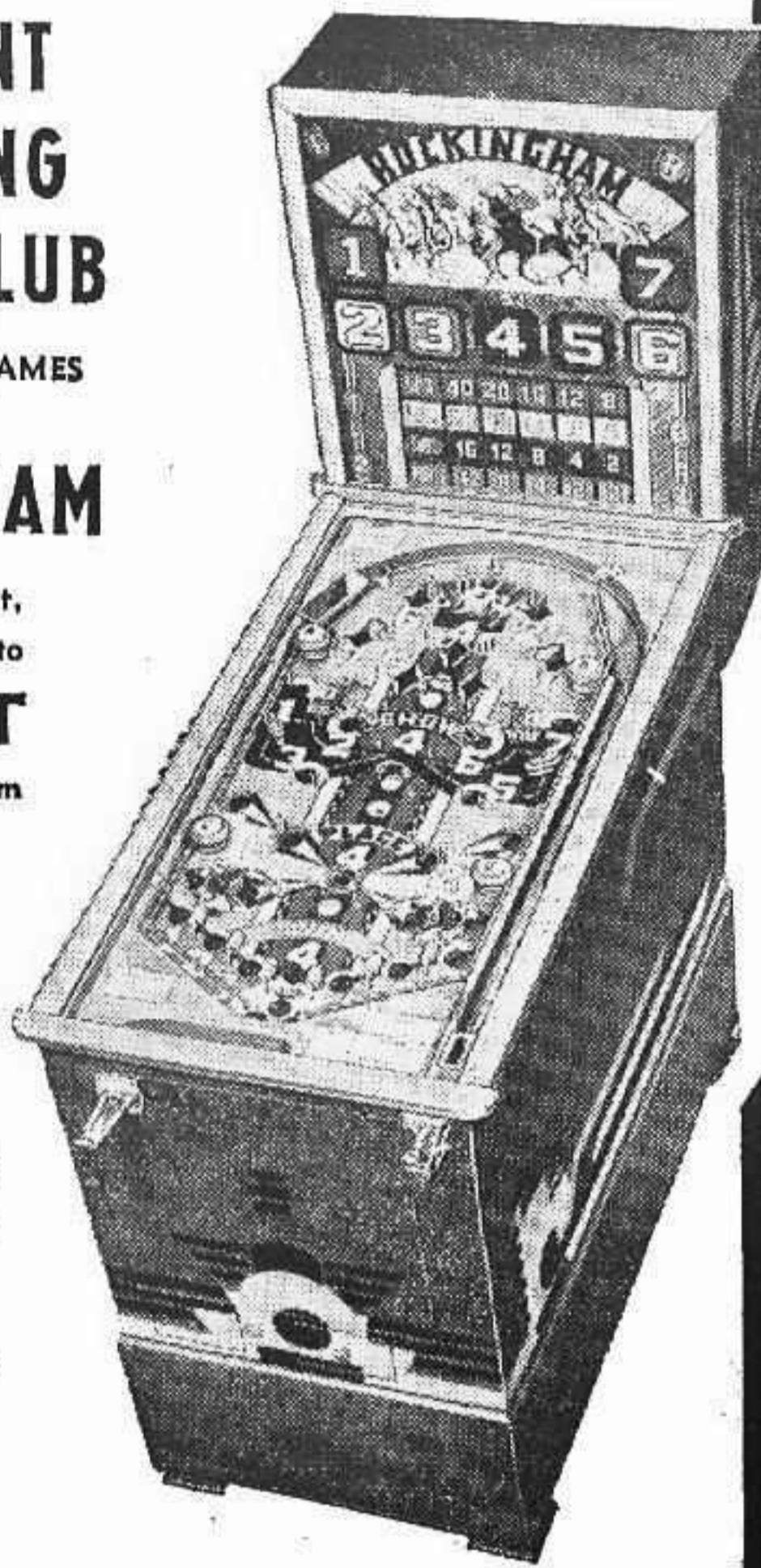
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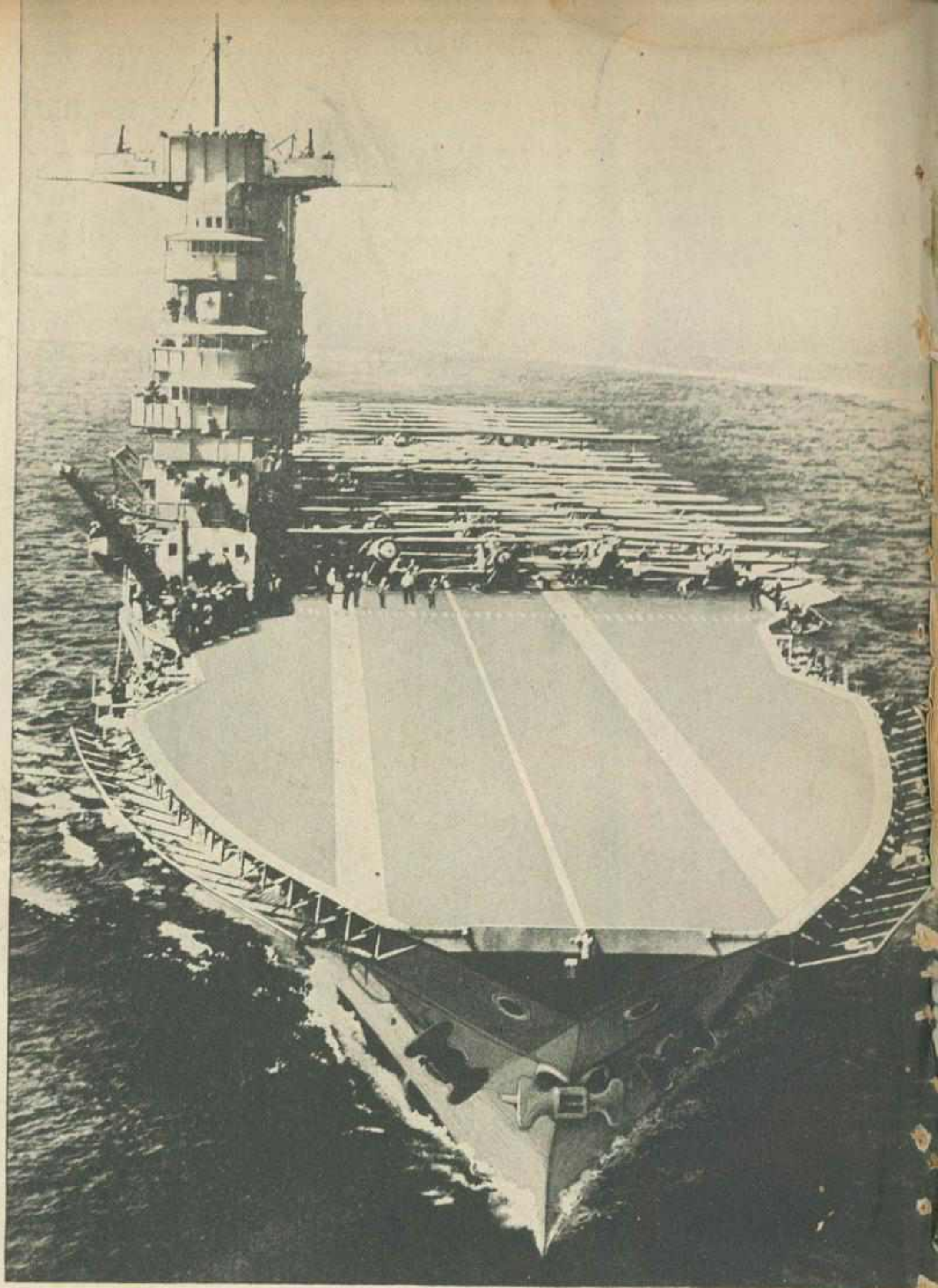
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