

# The **Billboard**

APRIL 1, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**GENERAL NEWS**

## **TIN PAN ALLEY SCARES PIX**



**ROY ACUFF**  
The Pay-Off Is Long and Green  
(See page 4)

**RADIO**

**Net Programs Get Works  
From Station Managers**

**LEGIT**

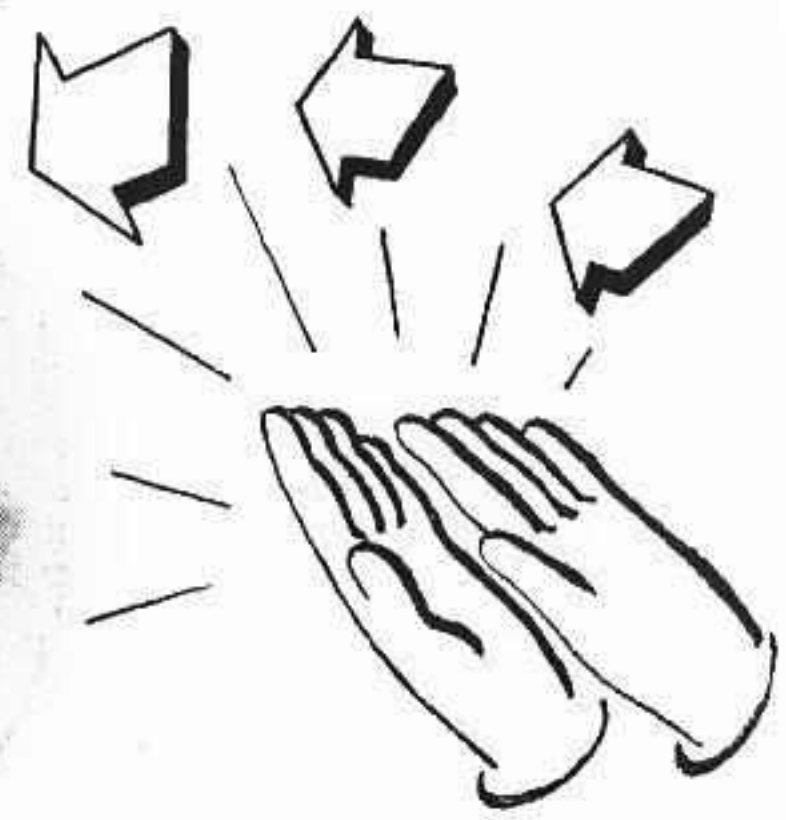
**Footlight Overdressing  
Makes Designers Shudder**

**RADIO**

## **SECTIONAL LISTENING HABITS**



PUBLIC and PRESS  
AGREE... SHE'S  
TERRIFIC!



# DOROTHY DONEGAN

AMERICA'S UNSURPASSED PIANO PERSONALITY  
ACCLAIMED BY TIME • LOOK • BILLBOARD • VARIETY • DOWN BEAT • CHICAGO TRIBUNE



Applauded excitedly  
by patrons of  
LATIN QUARTER  
Chicago  
ORIENTAL THEATER  
Chicago  
PARADISE THEATER  
Detroit  
ORCHESTRA HALL  
Chicago  
ORPHEUM THEATER  
Los Angeles  
TROCADERO  
Hollywood

Personal Management BERT GERVIS

AND MOST RECENTLY BY LOUELLA PARSONS WHO SAYS:

Dorothy Donegan is a sensation at the Troc. How that gal can play the piano and keep time with her feet simultaneously! Rita Quigley is in San Francisco. Arthur Goerner of the navy wed within the month. Milton co-author of "school" with A. also p...



Featured in  
"SENSATIONS OF 1944"  
An Andrew Stone Production for  
UNITED ARTISTS

EXCLUSIVE MANAGEMENT FREDERICK BROS. AGENCY, INC. NEW YORK • CHICAGO • HOLLYWOOD

# TIN PAN ALLEY SCARES PIX

## IRB Explains New Admish Tax Tap

WASHINGTON, March 25. — Internal Revenue Bureau this week explained the new tax rates on ticket sales by brokers. Effective April 1, taxes rise from 11 per cent to 20 per cent on ticket sales outside of the box office.

"If a ticket broker sells for \$4.50 a ticket or card of admission the regular or established price of which is \$3.50, plus 70 cents tax, the excess charge is not \$1, but 30 cents," internal revenue attorneys said. This was explained as follows:

Established price ..... \$ 3.50  
Admission tax ..... .70

Total ..... \$ 4.20  
Sale price ..... \$ 4.50  
Taxable excess charge ..... .30

Tax due at 20 per cent. .... .06  
The taxes to be collected and paid by the theater and broker in this case are as follows:

**Theater**  
Receives from broker:  
Established price (this it retains) \$ 3.50  
Admission tax (this it pay to collector) ..... .70  
Total ..... \$ 4.20

**Broker**  
Receives from customer:  
Established price (this he retains) \$ 3.50  
Additional charge (this he retains as reimbursement of admission tax paid to theater).... .70  
Excess charge (on this he must pay as tax to collector 16c).... .80  
Total ..... \$ 5.00

## Hub Head Cop Blackens City In Book Ban

BOSTON, March 25.—This city of faded glories has given itself another black eye because of bigoted censorship. Early this week Police Commissioner Thomas F. Sullivan, acting on a complaint given by telephone, caused the banning of *Strange Fruit*, Lillian Smith's best-selling, critically praised novel.

As usual with such activities in Boston this has caused an enormous increase in interest in the book. When castigated by local liberal organizations, college representatives and publishers, Sullivan denied that he had banned the book. It had been taken off the shelves of local book stores simply because he had brought objectionable passages to the attention of the Board of Trade of Boston book merchants, according to his statement.

This is another of many incidents thruout the years which have given Boston an unsavory rep. They include the recent censorship of Katherine Dunham's dance revue, public clamor against Igor Stravinsky's harmonization of the national anthem, the banning of *Strange Interlude* some years ago, and public, private (as in the cases of the Watch and Ward Society) and official measures taken against great works of art, literature and the theater.

## Admish Tax Table

WASHINGTON, March 25.—In case theater or other operators can't figure out the new admission taxes which go into effect April 1, the Bureau of Internal Revenue offers the following table:

Admission Charges (Inclusive)	Tax
\$0.01 to 0.02.....	\$0.00
0.03 to 0.07.....	.01
0.08 to 0.12.....	.03
0.13 to 0.17.....	.03
0.18 to 0.22.....	.04
0.23 to 0.27.....	.05
0.28 to 0.32.....	.06
0.33 to 0.37.....	.07
0.38 to 0.42.....	.08
0.43 to 0.47.....	.09
0.48 to 0.52.....	.10
And so on up.	

## Showbiz Needs Wait Upon Reconversion Which Waits For Invasion of Europe

### Whiteside Still Not Replaced

WASHINGTON, March 25.—There will be no general reconversion to production of civilian goods needed in showbiz operations until after the success of the invasion is assured, according to army, navy and War Production Board officials.

This holds true for any hoped-for increases in such items as public-address and loud-speaker systems, lighting equipment for theaters and night clubs, cooling equipment, canvas for circuses and carnivals and hundreds of other items badly needed by the amusement industry.

Quantities sufficient for maintenance and repair are being produced as far as war orders permit, officials have pointed out, but there will be no general loosening of controls until the European phase of the war is ended.

Several attempts have been made recently by WPB to step up the quantities of civilian items permitted, using manufacturing facilities released from war work, but in each instance the War Department has nixed the deal. Grounds given by the army for holding out on civilian replenishment is the fact that if the invasion goes badly, a change-over back to war production will be necessary.

Meanwhile, the job of chief spokesman for the civilians' needs remains empty following the resignation of Arthur D. Whiteside, director of the Office of Civilian Requirements. Reliable reports indicate that the job will be filled by Dr. William Y. Elliot, former college professor and now director of WPB's stock-piling and transportation division. His attitude toward show needs is unknown, a fact causing the trade some

## Pubs and Producers Won't Play in Each Other's Back Yards; Pic Tunes Miss H.P.

### MGM Trying To Break Ice

NEW YORK, March 25.—Hollywood is the stray tomcat in Tin Pan Alley. Instead of sitting down over a joint dish of moola milk, pic producers and music publishers arch their backs at every meeting. Both admit that lack of co-operation is hurting biz, but Hollywood's fear of the pubs keeps the two groups wide apart. Until the problem of simultaneous release is whipped, both pix and pubs will continue to lose dough. A striking example of this is "Shoo-Shoo Baby" coming out in eight films after the song is definitely on the wane.

Proper co-ordination hasn't been achieved for several reasons. The pic people are afraid to take a chance on a new song. But when it starts building toward the Hit Parade they want it. By that time the pub is not anxious to have it spotted in a film. He knows that when the pic finally appears, his song will be slipping. The pic would have been of great help on the way up, but nothing bolsters a sagging song for long. It is easier to push a song up than to hold it static or keep it from slipping.



Film execs alibi their reluctance to use already published songs with past sad experiences. They claim that they have often been interested in a number, and negotiations with the pub started. By the time all details were arranged, the song was on its way and receiving the usual ork, radio, record, sheet music and juke play. Pic promotion had to be dropped then, since its popularity in five or six months hence would not have justified a production number in a pic.

### It's a Pub Ache, Too

From the pub's point of view, such business is a first-class headache, too. He may have a good number and have (See TIN PAN ALLEY on page 12)

concern. Whiteside was known to be friendly to the trade, and established in OCR a unit known as Recreational Section of the Service Trades Division, the job of which was to handle showbiz problems.

## Smaller Cities Get Tax Cut In Mississippi

JACKSON, Miss., March 25.—The Mississippi Senate has approved legislation reducing the State tax on shows and entertainment where tickets are sold for an event in towns of a population of 5,000 or less. In cities from 2,500 to 5,000, rate is cut from 1 cent on each 10 cents admission, and under 2,500 population, from 1 cent to one-fourth cent. The tax rate in larger cities remains unchanged.

The Mississippi House Municipalities Committee has approved legislation legalizing Sunday shows and entertainment in cities with populations of 10,000 or more. "If service camps are located in the county or in an adjacent county." The bill provides that Sunday shows shall not be permitted if the majority of voters balloting in a referendum decide against it. The election can be held on petition of 20 per cent of qualified electors.

## Fox Hole Sign Of GI's Length Of Service

### More Years—More Depth

NEW YORK, March 25.—The first couple of air raids scare the hell out of a guy, but after that they get to be just an inconvenience, according to Jerry Shelton.

Shelton should know, after a five-month off-shore jaunt for USO-Camp Shows with Ella Logan and Edith Delaney. Trio played four war theaters, including Italy, North Africa, England, Scotland, Malta, Brazil, West Indies, Azores and Newfoundland.

Troupe's skedded two weeks in Italy spread to two months, during which time it hit practically every spot where American troops were located and showed as close as three miles from the front lines.

### In and Out Fast

As there were only three of them, they could get in and out fast. A show would be given on the top of a box, from the back of a truck or a plane trailer. Ella Logan sang. Edith Delaney tapped. Shelton accompanied and soloed on accordion and did comedy panto. Shows (See GI SERVICE SIGN on page 32)

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## Music and the Navy — Who, What, When & Why

Leonard Traube, Editor of The Billboard on Leave to the U.S. Navy (S2/C, UMS.N.R.), Writes Another Piece on His Favorite Subject in His Favorite Fighting Force

SAMPSON, N. Y., March 25.—Entertainment is an up-and-coming sinew of the world's fastest growing navy. Show business is comparatively new to the bluejacket time, and hence the set-up is subject to alteration and revamping in both procedure and personnel. Because the service is growing so rapidly it will take some time before "Welfare and Recreation" catch up with the parade. This is no tongue-in-cheek statement. What I am trying hard to say without being blunt and without getting myself slugged is that in another year or two—perhaps a good deal less—the navy will begin to challenge the army in showbiz superiority. The khaki crowd has the experience and the men, plus the fact that a land operation figures to be in a much better spot to do big things in a big way.

But on the blue's credit side is the fact that it is grabbing off some of the top-flight performers and specialists from civilian life (most of whom have hitherto been claimed by the sister service) in its march to the gargantuan job of producing an outfit that will outnumber and outshine the combined naval forces of the entire globe.

### Only Music Rates

At the moment navy showdom gives official "recognition" of a direct character only to music insofar as awarding a rate is concerned. For example, if you are an instrumentalist you have a good chance to start off with Mus. 3/c (Musical Third Class) and being fitted into the pursuit you followed in that ever-diminishing population seg called civilian life. But as a performer with no tootler talent you are just another gent called Joe, and if you are lucky you can get into the Welfare and Recreation Department and ply your trade. In that case you generally strike for your first stripe (Third Class) in "A." "A" means athletic.

You come under athletics because athletics (physical instruction) is under welfare and recreation, and the largest chunk of W&R is on the bounce and biceps side. You may be a wow as a crooner, emcee, dancer or comic, but you'll still have to flex your muscles, report for exercises about three times a week and keep yourself in shape. It comes under the heading of physical hardening.

It is hardly deleterious to keep the body beautiful bursting with energy, and while I'm no Fancy Dan myself when it comes to squatting, chinning, climbing ropes, ad infinitum, it's not such a bad idea, and it puts one in better voice, better front and better mind. Some of our leading entertainers, not to mention opera warblers and other long-hair troupers, make it a practice to keep themselves physically fit. They claim it helps them in their profession.

Show business could use more physical

### ROY ACUFF

#### The Pay-Off Is Long and Green

THE intelligentsia may give folk music the haughty thumb-down, but Roy Acuff can still give 'em belly laughs. Roy's mountain melodies may be corn, but the payoff is long and green.

Roy passed up an opportunity for a Big League career with the Yankees seven years ago to scrape a fiddle over WNOX, Knoxville. Today Acuff and His Smoky Mountain Boys and Gals air over 129 NBC stations via Prince Albert's "Grand Ole Opry" from Nashville's WSM on Saturday nights.

The listeners get their fave hillbilly fare, like "Wreck on the Highway," "Wabash Cannon Ball," "Great Speckled Bird" and "I'll Be Good," for free on the air, but they step right up with the nickles to get 'em again on the juke boxes. The Smoky Mountain Minstrel has over 2,000,000 Okch platters in circulation and he's been starred in five pix, including "Grand Ole Opry"; "Hi, Neighbor"; "Oh, My Darling Clementine," and "Cowboy Canteen."

Roy's homey, back-country chants have been clocked to bring him an annual take around 100C.

## Whipped Cream Teen-Age Club For Hartford

HARTFORD, Conn., March 25.—With a South American flavor in decoration and planned by a committee of Hartford's younger set, The Patio, a new drop-in lounge and dance spot in downtown Hartford, was opened this week with a floorshow featuring Arch Daly as master of ceremonies, and acts including Arthur Murray Dancers; Dick Landry, tap dancer, and Gilda Levin, thrush.

The Patio will be open every night from 7 to 11 o'clock, with floorshows at 8 and 10 p.m., and will be open free of charge to young civilians and young servicemen and servicewomen. The new drop-in club has come into being as a result of the need expressed by many young people in Hartford for an informal recreation spot where there can be dancing every night.

A snack bar is in operation, and there will be junior hostesses on duty. G. Fox & Company, Hartford, has done the decorations. A soft drink machine and juke box have been installed.

## Gahagan Victory Will Give Showbiz Strong D.C. Voice

WASHINGTON, March 25.—The likelihood of showbiz getting a representative elected to Congress to look out for its long-neglected welfare loomed more imminent this week than ever before with announcement that Helen Gahagan will run for Congress this fall in the California congressional elections.

Simultaneously, Representative Thomas Ford of the 14th Congressional District admitted here that he will withdraw from the race for re-election and throw his weight in support of the stage, radio and screen actress.

Queried by *The Billboard*, Representative Ford's office declared flatly that the California congressman is not a candidate for re-election. "The congressman is going to work for Miss Gahagan in the campaign," a secretary asserted, "and is going to give her his full support."

On many measures, a supporter for showbiz could have served the industry well. During early days of committee hearings, appearance of someone to plead the cause might have gotten a more favorable tax pattern for the trade. As it was, showbiz was left to shift pretty much for itself and ended up behind the eight-ball with two of the stiffest tax jumps in the book. Even those without interest in welfare of showbiz have remarked on the beating the industry has taken in recent legislation.

Insiders are giving Miss Gahagan good odds to grab the job, pointing to the ease with which Hollywood was able to oust Representative Leland Ford after his bitter attack on screen star Melvyn Douglas, who, incidentally, is Miss Gahagan's husband. If the radio and screen industries can replace Leland Ford with Representative Will Rogers Jr., they can also seat Miss Gahagan, it is reasoned here. The fact the present incumbent will support the actress is very much in her favor.

## Showbiz D.C. Hopper

By CASKIE STINNETT

WASHINGTON, March 25.—Following calendar lists bills now in congressional hopper which will have effect on showbiz:

**CANNON-MILLS BILL**—This measure would slice up a \$15,000,000 advertising melon among a number of newspapers plugging War Bonds but radio would get the empty palm. Radio interests are doing some active behind-the-scenes work but it looks too late for any good. Bill is now in Rules Committee awaiting a rule, which may come any time.

**WHITE-WHEELER BILL**—Members of the Senate Interstate Commerce Committee have been threatening to complete and introduce this bill of often in the past months. Now many are beginning to wonder what's the trouble. This week a member sings the old theme "we're still working on it." The measure—if there is one—would amend the Federal Communications Act of 1943, and radio is pretty eager to get a glimpse at the fine print.

**S. 1775**—The Senate Military Affairs Committee is likely to get around to this one any old year now. It would restore property acquired for military purposes to former owners, and presumably would toss the resort hotels back into operation together with their niteries, cocktail lounges and bars.

**H.R. 4462**—This would do the same as above, only it would enact legislation in the House of Representatives. Now reposing in the Committee on Public Buildings and Grounds.

**H.R. 4411**—This bill, which would exempt from the individual income tax income earned in certain taxable years following an individual's discharge from the armed forces, is in the House Ways and Means Committee where it'll likely remain for some time.

**H.R. 4428**—What effect this would have on showbiz is hard to predict, but you can bet showbiz is interested. It would restore Standard Time during months of January, February, November and December. Sent to the House Committee on Interstate and Foreign Commerce where it will probably be when November and December come around.

**INDEPENDENT OFFICES APPROPRIATION BILL**—This measure came to the floor this week, where FCC's appropriation took another beating despite efforts of several senators to get Senate to treat agency with mercy. At week's end bill was still being argued on floor. Now scheduled to go to conference, where FCC's friends—if any—can make their last effort to get agency's funds restored.

## Book Review

"Never Whistle in a Dressing Room," by Maurice Zolotow. E. P. Dutton—\$2.75.

Maurice Zolotow is an ex-Billboard staffer—so running true to form he has crowded everything into his first book but the proverbial kitchen sink.

The stuff crowded in is pretty much out of the top drawer of colorful personalities. They were interesting when we first read about them in *Satevepost*, and even if most of the scribbling hasn't been brought up-to-date (the *Broadway Rose* piece, for instance, talks of *Hellzapoppin* as tho it were still at the Winter Garden), the characters themselves stand up against the march of time.

The answer may be found in the fact that Zolotow has the happy faculty of liking the guys he's writing about. . . . and making the reader like them, too. That goes whether the profiled one is Louis the Peeler or Duke Ellington.

All of showbiz parades thru the pages of Zolotow. You could pick up any issue of *The Billboard*, check off each department and find it reflected in *Never Whistle in a Dressing Room*. There's *Woman's Woe Is Never Done* for radio (soap operas), and a spin with *Singing Sam* for a good measure. For music there are the stories of Ira Schuster and One-

## Gags Top Ad Stuff

NEW YORK, March 25.—Magazine and newspaper advertisers are following gag-conscious radio's lead in using comedy as background for advertising, a sure-fire selling angle that *The Billboard's* TCI for March 25 demonstrated when comedy segs rounded out a full year of leadership.

The Advertising Research Foundation announced that General Mills's Wheaties ads, which have coated their medicine with a sugar-coating of quality cartoons, snatched top spot in the ad index for the third consecutive time.

**Night Tour.** For night clubs-vaude there's *Boniface From Boston*, *How To Check a Hat* and *A Very Sensitive Palate*, to pick three. And so Zolotow runs thru *The Billboard* and finds something and somebody to write about in every department. He even mentions BB's Bill Sachs by name.

### STOCK TICKETS

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

ROLLS 2,000 EACH.  
Double Coupons.  
Double Price.

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

When you stop to think don't forget to start again. Buy 1 Bond, buy 2 Bonds, then buy all the Bonds you can.

### BUY TICKETS

Now and Let the Other Fellow Worry.  
THE TOLEDO TICKET CO.  
Toledo (Ticket City) 2, Ohio

**SPECIAL PRINTED**  
Cash with Order, Prices:  
2,000 . . . . . \$ 4.29  
4,000 . . . . . 4.83  
6,000 . . . . . 5.87  
8,000 . . . . . 6.91  
10,000 . . . . . 7.15  
30,000 . . . . . 10.45  
50,000 . . . . . 13.75  
100,000 . . . . . 22.00  
500,000 . . . . . 88.00  
1,000,000 . . . . . 170.50  
Double coupons, Double prices.

"Do you  
want to be  
a tiger?"

ran one famous ad.  
"The new race of  
Tiger Men win the  
battles of self and  
power in the mad,  
dizzy, jazzy mara-  
thon for personal  
success! . . ."



from THE  
MAIL-ORDER  
MUSCLE KING  
(Chapter VII)

Thus shouted Charles Atlas, urging the American male to try "Dynamic Tension" for building biceps. In this hilarious book, you'll meet such fabulous personalities as Duke Ellington, Lou Walters, Broadway Rose, and other denizens of backstage Broadway. More laughs than a musical comedy! It's a show in itself! \$2.75

### NEVER WHISTLE IN A DRESSING ROOM

By MAURICE  
ZOLOTOW

E. P.  
DUTTON  
& COMPANY  
NEW YORK  
N. Y.

# NET PROGRAMS GET CBS WORKS

## Interest Lags In Fly Quiz; Pot Shots Miss

WASHINGTON, March 25.—A roundelay of charges and countercharges, with a resultant lull in both interest and importance of happenings, marked the Lea Investigating Committee vs. FCC embroglio this week. FCC Chairman James L. Fly was the target once again, but he also did some sniping on his own hook. He blasted charges that FCC had interfered with army plans to set up small Alaskan stations wanted for morale purposes. Also he termed as "irresponsible" the blast leveled by Representative Louis Miller, FCC foe from Missouri, to the effect that "bungling" by FCC men had caused a navy task force to be trapped by the Japs in waters off the Alaskan coast.

Representative Miller charged that "amateur bunglers" of the FCC, assigned to monitoring chores in the Alaskan area, gave the navy assurance that a Japanese force had been located by radio beam in a certain area but that another lane was clear. He declared our force took the clear lane and was attacked, and that he (Miller) hoped to produce two sailors, one disabled in the action, to confirm his statement.

Fly, replying in a formal statement to Miller, said: "If Mr. Miller has any evidence that FCC men were responsible for any 'incident' as he hinted, he should bring his case into the open. This charge has been tossed at us at least five times during these hearings."

Fly also charged that the War and Navy Department of the Inter-Departmental Radio Advisory Committee blocked efforts to make IRAC an independent agency and that FCC had nothing to do with it. In regard to the latter charge Fly showed by reading from IRAC minutes that Rear Admiral Stanford C. Hooper and a representative of the War Department sought to postpone action on an executive order that would have placed IRAC directly under the President.

## WTAG Finds 'Em

WORCESTER, Mass., March 25.—WTAG, local CBS affiliate, and the Red Cross worked hand and hand recently, with the result that the service org ridded itself of several "missing person" cases thru delivery of messages to persons that had, until the station offered time, gone unlocated thru ordinary RC channels. The station devised the program and furnished all possible clues to the identity of the recipient of the message and, thanks to great listener response, all the cases on hand were disposed of.

## Aggravation!

NEW YORK, March 25.—So WHN thinks it has trouble! Marie Kartenhorn, who runs a record shop down, in Reading, Pa., will match her headaches with the New York indie any day. Leaking snow ruined WHN's ceilings. Well, her recording machines are out of commission. WHN's new projector may be injecting background noise that's not strictly in the script, but Miss Kartenhorn's oil-burner broke down, leaving her shivering like a stripper on the Russian front. Of course, WHN may have had its place smoked up by a burning elevator, but she's got the manpower shortage to contend with.

For that list of tribulations, M. K. gets *The Billboard* annual prize of two used razor blades and a gold-embossed pass to all the home games of the New York Chess Club.

## Fanfare for Food

CAMDEN, N. J., March 25.—In the wake of the elaborate radio presentations of the Army-Navy "E" Awards to industry, Campbell Soup Company here is the first to buy radio to receive the Army-Navy "A" Award for its achievements in food production. Purchased a half hour on WCAU, Philadelphia, Thursday (23), station feeding the program to WCAM here. Cast of Campbell's network show participated in the broadcast, with all the fanfare gotten up by the Ward Wheelock Agency, Philadelphia, handling the Campbell account.

## Gellard Cigarette Deal Tangles With John Law, \$500 Bail

NEW YORK, March 25.—Samuel Gellard, secretary and part-owner of WBYN, Brooklyn, is out on \$500 bail as a result of his second brush with the law this past week. Gellard, who was mixed up in a phony Defense Stamp deal and was snarled with the Treasury Department three years ago, was arrested in connection with a raid on the headquarters of Overseas Cigarette Service, Inc., at 226 W. 42d Street, Manhattan.

Before raiding the overseas office proper, detectives visited the offices of WBYN with orders to subpoena records there, and did not raid the station as reported in one of the dailies. Gellard was picked up at the 42d Street address and charged with soliciting and obtaining money under false pretenses. As yet there has been no action by the grand jury, and Gellard's case was adjourned until April 7 when he appeared yesterday. However, should the grand jury return an indictment against Gellard, his case would be tried before General Sessions Court.

## KMPC Added to Sights of Coast; Joins Radio Row

HOLLYWOOD, March 25.—Long-awaited move of KMPC from Beverly Hills to Radio Row has been completed, with staff taking over an old building with usual fanfare for such occasions. This gives tourists one more spot to ogle now that the station has come into town after 17 years in Beverly Hills. Next door neighbors include CBS, the Blue and NBC.

Station, owned by G. A. Richards since 1937, went on 10,000-watt power in 1942. Richards also owns WGAR, Cleveland, and WJR, Detroit.

## WTJS Now Mama's Best Cowboy

JACKSON, Miss., March 25.—Jack Hunt, formerly over KEAW, Dallas, has signed with WTJS here following recent discharge from army.

Billed as Cowboy Jack and His Mother's Best Cowboy, Hunt broadcasts daily under sponsorship of Nebraska Consolidated Mills.

## Races Back on Air

PHILADELPHIA, March 25.—Radio here is once again servicing the bangtail brigade, with WPEN taking on a daily quarter-hour *News and Sports* program blending the news flashes with all the final horse-racing results. Stanza, sponsored by Bill Diamond, local men's clothier, skedded for 13 weeks, thru Frank Wellman Agency here. Fred Darwin assigned to reveal the win-place-and-show goings on, with Don Frank reading the commercials.

## Web Puts Its Neck Out on Sustaining Segments; Also Gets Truth About Itself

### Something for Everybody in "Pork Chop" Survey

NEW YORK, March 25.—Late last year CBS set out to learn what managers of affiliated stations thought of the network's sustaining program service. From the answers came what appears to be the uninhibited round-up of radio execs' reactions to web programming.

The survey was handled by sending every station manager a small booklet containing 10 questions. Since the booklet was designed so "you could stick it in your inside coat pocket and fill it out the first time you found yourself waiting for a client, a haircut or, these days, even a pork chop," the quiz was dubbed "The Pork Chop Questionnaire."

Here are the questions and answers:

1. Which of the following program types do you believe are enjoyed by the audience to your station? Check only the ones you think a substantial part of your audience like. Leave the others blank.

Then followed 11 general program types. These were further divided into 32 comprehensive categories. The top five and the low five are:

- |                            |                                |
|----------------------------|--------------------------------|
| 1. Variety (Comedy)        | 28. Sports (Reviews)           |
| 2. Sports (Events)         | 29. Quiz (Specific Interest)   |
| 3. Kid (Entertainment)     | 30. Kid (Educational)          |
| 4. Quiz (General Interest) | 31. Public Speakers (Readings) |
| 5. Music (Popular Dance)   | 32. Drama                      |

Interestingly enough CBS had a special program study made late in 1941, which obviously enough influenced the web's program service. This forecast listed the top five programs as:

1. Variety (Comedy)
2. Quiz Programs
3. Dramatic Programs
4. News (Commentators)
5. Music (Popular Dance)

Presumably program analyses should be made oftener than at two-year intervals to keep pace with the thoughts of field execs and audiences; assuming, of course, that the station men correctly interpret listeners' tastes.

### Outstanding Programs Tabbed

2. What program—on any network or station, commercial or sustaining—do you think is the outstanding program of each type? In the blanks below please write in the name of the program you think is the best of each type. (Don't pull your punches.)

Then followed the same 32 classifications. As was to be expected CBS shows won 20 of the 32 mentions. The other programs were *Aldrich Family* (comedy drama), *One Man's Family* (drama serial), *National Barn Dance* (music—old-time), *Army Hour* (news—public and special events), *World Today* (news reports), *Raymond Gram Swing* (commentator), *Town Meeting* (forum), *Information, Please* (quiz—specific interest), *National Farm and Home Hour* (service program—farm), *Bill Stern* (sports reviews), *Bob Hope* (variety—comedy) and *Bing Crosby* (variety—musical).

### NBC's Bob Hope Tops

3. Please go back to your answers to Question 2 and tell us how good you think these specific programs are. Considering the all-time best show as "100" and "0" as the "poorest," write in your score or rating for each show you named. The top five and low five here were:

1. Bob Hope.
2. Ted Husing.
3. *Let's Pretend*.
4. *Take It or Leave It*.
5. Harry James.

32. *Judith Evelyn Reads*.
31. *Congress Speaks*.
30. *American School of the Air*.
29. *Information, Please*.
28. *Bill Stern*.

It must be noted that some of the highest ratings were obtained from the votes of only a few stations. In the absence of a complete breakdown it is not fair to judge since, for example, five

high ratings might conceivably outrank 10 medium ratings.

### 70% of Sustainers About Right

4. Among its sustaining programs—say, over the past six months—has Columbia been giving you "Too Many," "Too Few," or "About Enough" of each program type for the audience to your station?

Please check the proper box for each type before and after 6 p.m. your time. The boxes were labeled "Too Many," "Too Few" and "About Right." The box score for the 32 program types on the answers read:

	Daytime	Evening
"About Right".....	20	25
"Too Few".....	3	2
"Too Many".....	0	0
"Opinion Varied".....	9	5

Most stations answered that 70 per cent of Columbia's programming by types was "About Right."

Some thought they had "Too Few" Children's Entertainment, Variety-Comedy and Variety-Musical programs in the daytime. In the evening the only short-coming, according to the answers, was "Too Few" variety programs, both comedy and music.

CBS had evidently anticipated some of this criticism. Since October of last year they added three daytime variety programs, *Raymond Scott Show*, *Fun With Dunn* and *Sing Along*. In addition there is the *Broadway Melinee* setto sponsored by Illinois Glass.

5. Below is a list of CBS sustaining programs for the week of September 1-7 which were accepted by your station. Please indicate whether you think each program is "Excellent," "Good," "Fair" or "Poor" from the standpoint of interest to your audience. (We've crossed out the ones you did not carry this week.)

Out of 29 sustaining programs, 21 programs (72%) were rated as "Excellent" or "Good" by a majority of the stations. Eight programs were rated as "Fair" or "Poor."

### Five Out of Eight Off Air

Five of the eight programs which received negative "votes" are no longer broadcast. They are: *It's Maritime*, *God's Country*, *You Shall Have Music*, *Joe and Ethel Turp* and *Judith Evelyn Reads*.

Of the remaining programs which were rated "Fair" or "Poor," *Invitation to Learning* and *Country Journal* are primarily public service programs with a more limited appeal than straight entertainment programs.

Fourteen of the programs drew "Excellent" (See STATION EXECS on page 23)

## Southpaw Special

NEW YORK, March 25.—*Left Is Right* is the name of a new program being prepared by NCAC. Show will be a melange of everything and anything that is done by southpaws. Earl Sparling is doing the script, and the producer is going lefty trying to staff the program with crooked-arms from start to finish.

# SIGHT STUFF IS ALSO AIR HYPO

## Davis-Haley Show Proves Timing of Flesh Routine Gives Program Plus Laughs

Studio and Home Audiences Must Feel One

NEW YORK, March 25.—The Joan Davis-Jack Haley program, sponsored by Sealtest on NBC, has several of the local agency men and program execs studying the comedy delivery of the show. Setto is straight comedy, usually situation, but everyone on the chore, and particularly Davis and Haley, uses sight business to punch home and build laughs.

What interests the trade is the possibility of this deft use of sight technique being responsible for the strong and steady pace the program is setting on Hooperatings. Show has been up consistently.

And while use of sight business is not new in radio, Cantor and Hope, for example, use sight routines, the Davis-Haley session has been able to use this device without adversely affecting the radio audience. Normally, the comics revert to ad lib mugging, double-takes or gestures to pullmotor a gag that flops.

Thus, Bob Hope will use a take, or Cantor will mugg, to force a laugh, and sometimes a howl, when the desired audience reaction is lacking. This is okay with studio audience but is confusing to radio listeners.

### Everything Calculated

Sealtest show, on the other hand, uses sight tricks to hypo a weak gag or punchline, but always on a predetermined basis. Technique is to select the light laughs during preview show and decide what biz will be used to step up laugh reaction. And since the routine is set in advance, the laugh builds without a break. This is what keeps the listening audience interested; there is no break followed by a sudden burst of laughter, which is obviously the result of something not in the script.

Thus, what might be a snicker is built by Haley shoving Davis—and obviously this technique requires split-second timing—or by Davis lifting her leg, or by Haley dragging Davis away from the mike. Thus light lines are built into solid laughs. Even the stooges use the same delivery to hypo their bits; and, thanks to the timing, the increase in audience reaction is not abnormal.

### Time Out for Laughs

Likewise, the boffo laughs are treated with business to enable the audience, studio and listening, to take a full laugh. As Jack Haley puts it, "Radio audiences are short-laughers. It's a natural reaction to seeing the comic standing at the mike with a script. They are afraid to laugh all the way for fear of losing the next line. But if Joan Davis or I—using a standard vaude piece of business—turn, or travel, after the punchline, the audience lets go with a bellow, as they know that nothing will happen until we get back to the mike. And we time the return to the laugh. Naturally, the listeners, hearing the studio audience let go, also laugh all the way."

Same treatment is applied to the pre-airtime warm-up and the middle-of-the-show station break. As Tom McAvity, program producer, puts it: "We learned that no matter how much warm-up we did, the opening gag usually is light. We tested these gags later in the show, and when they clicked we figured there was something wrong with the timing. The reason for the lull was the 10-second wait just before airtime and the opening announcement. That 30 or 60 seconds of waiting cooled off the audience. So, now everyone in the cast gets down, including the stars, on their knees and salaams when the announcer mentions Joan Davis. This is strictly a sight laugh but a solid laugh, and so gets the customers back in the mood. Then when we get into the first comedy bit the build-up has already been accomplished and we don't have to throw away the first couple of lines."

### No Time for Let-Downs

These fundamental sight tricks are also used during the middle break when for 60 seconds nothing happens in the studio; announcers at each station on the

network are airing the local plugs. Instead of letting the studio audience chill, the cast does some simple bit like crossing and criss-crossing their legs, starting in unison and winding up in chaos. It's simple but effective, as the studio audience keeps laughing and the listeners come back, after the commercial, to a hot-sounding show.

There is even a bit of business for the returning radio audience. Thus, after the local breaks, the show will come back with music and Davis and Haley quipping about thanks for the dance. The listeners get a comedy sound effect, studio gets a prop dance step or some similar sight bit.

Obviously, the treatment requires expert troupers, skilled in comedy delivery. And just as obviously, Joan Davis and Jack Haley are crack craftsmen in this category.

## Leslie Joy Now Of Radio Age

PHILADELPHIA, March 25.—Leslie W. Joy, general manager of KYW, became "of age" last week in chalking up 21 years in radio. Did his first mike chore 21 years ago on WJZ, New York, as a concert singer, slotted against a singer on WEA, New York, who was none other than John McCormack, famous Irish tenor.

Following year, Joy joined the WEA announcing staff, and continued with NBC after WEA was absorbed in 1926—first in the program department and later in an exec capacity. Came to Philly in 1935 as liaison officer with NBC, which at that time operated KYW for Westinghouse, and a year later was made general manager of the local station.

## Fannie Brice Gets Own Show; A. K. Hit Parade in Benny Spot; Morgan on His Own

Maybe Kate Vs. Fannie for Awhile

NEW YORK, March 25.—Fannie Brice and Frank Morgan will split this summer, with General Foods giving Fannie her own show. Morgan will remain on the Maxwell House Hour.

In all probability the new Fannie Brice show will get the 8:30 Friday night NBC spot, as the All-Time Hit Parade, now on at that time, is scheduled to go into the Jack Benny slot on Sunday evenings.

Benny is supposed to go on for Pall Mall, which is an American Tobacco subsidiary. Apparently, George Washington Hill, still not set on the Benny deal, is switching the Hit Parade show over to

## Holiday's Son

MINNEAPOLIS, March 25.—Now that John T. MacKnight, production chief for WGGY, indie, is in the navy, you can bet your bottom buck the war will end on Easter Sunday or maybe the Fourth of July.

Here's why:

Last Thanksgiving MacKnight got word he was up for reclassification.

Christmas morning he was notified that he was classified 1-A.

He showed up for his pre-induction physical on his sixth wedding anniversary.

He goes into uniform April 1—his birthday—and you know what else.

## Hub "90s" B. O. Tips Radio Road Show Build-Up Need

BOSTON, March 25.—A barnstorming live radio show needs more promotion to draw decent grosses than its simple existence as a network feature. Like any other form of showbiz it has to have a pressure build-up before it hits town. It can't sit back on its airways laurels.

Proof of the pudding is the poor showing made here by Joe Howard's Gay '90s Review. In a two-night stand the sentiment singer grossed well short of capacity. First performance hit about \$2,800 out of a possible \$3,900, and the second fell off to about \$2,000. With smart selling it could have filled Symphony Hall both nights.

The show is a good example of the current trend of radio programs giving broadcast and rehearsal performances on the road. That idea is a money-maker has been proven by the same show's sell-out performances in Trenton, N. J., and other cities after intensive promotion.

## Listerine Follows Noxema

OMAHA, March 25.—Listerine Tooth Paste will sponsor Nebraska-Iowa quiz conducted every Sunday afternoon between Station WOW, Omaha, and Station WHO, Des Moines. The show has been sponsored in the past by the Noxema Chemical Company.

John J. Gillin Jr., president and manager of WOW, Inc., bought the rights for the show and sold it to Listerine. Thomson Holtz continues as Omaha quizmaster, with Berry Lake doing the questioning for WHO. The show uses cash awards, as do most of the two city slugs.

## FCC \$\$ Axed; RID Gets It In the Neck

WASHINGTON, March 25.—Ignoring warnings from friends of Federal Communications Commission that cuts in the agency's appropriations "may turn out to the benefit of our enemies," the Senate this week axed FCC funds to the tune of \$2,163,857.

The pruning included the \$1,654,857 previously carved out by the House of Representatives. The slash of \$509,000 was the Senate's own idea.

The cuts in FCC's appropriation will not directly affect its operations in connection with standard broadcasting, as most of the reduction fell on the agency's monitoring and counter-espionage activities. FCC's enemies have been sniping for weeks at RID (Radio Intelligence Division), and this last action represents a bird's-eye.

### Mead Shouted Down

Senator Mead of New York went to bat for FCC and urged restoration of the agency's full request, and when this was shouted down, agreed to compromise on partial restoration. That didn't catch on, and despite the efforts of a small bloc to salvage something for the embattled agency, the entire \$2,163,857 was trimmed off.

Also springing to defense of FCC was Majority Leader Barkley, who declared that he was not willing to "weigh dollars against lives." If FCC intelligence services were eliminated or greatly reduced, he declared, lives would be lost.

"The blind swinging of the appropriations ax may turn out to be to the benefit of our enemies rather than the taxpayers of the United States," warned Senator La Follette. The Wisconsin senator also contended that FCC's monitoring did not duplicate any services of the army or navy and described FCC as "the one agency in this country which has been carrying on this important work."

Voting on the measure was as follows: The Mead Amendment to restore \$1,654,857 trimmed by the House was defeated 38 to 22.

The Mead Amendment to put back \$500,000 for the Foreign Broadcast Intelligence Service was defeated 32 to 24.

The Mead Amendment to restore to FCC \$209,000 for "emergency wartime activities" was defeated by a voice vote.

## WGN Offers 10G's For Theater Plans

CHICAGO, March 25.—WGN this week announced a \$10,000 contest for designs for the 2,000-seat theater which will be included in the 10-story radio building to be built as soon as materials are available. Awards for the prize-winning designs will be: First prize, \$5,000; second prize, \$2,500; third prize, \$1,000, and 15 other prizes, \$100 each.

In addition to the main theater, which will be used for television as well as radio productions, the structure will contain two smaller theaters. All the studios of the station and the WGN and Mutual network Chicago offices will be housed in the building.

## Ruth Crane Shifts From Detroit to D. C.

DETROIT, March 25.—Mrs. Ruth Crane, conductor of Mrs. Page's Home Economics for 15 years on WJR, CBS outlet here, will become director of women's activities at WMAL, Blue's outlet in Washington, April 3. At WMAL, Mrs. Crane will conduct a new sponsor-participation program, *The Modern Woman*, which will be aired locally Monday thru Friday from 11:30 a.m. to 12 noon (EST).

# Sides Taken in Dies-WW Battle

## 'Leaders' Duck Headaches On 'Infringement' & 'Free Speech' & Commercial Issues

NEW YORK, March 25.—Radio this week ducked into its bomb shelters waiting to see which way things break before taking a stand on the Dies-Winchell setto. Only a baker's dozen out of 100-odd broadcasters, who were polled by *The Billboard*, were willing to take a stand for the record.

Most of the trade leaders vacated their responsibilities of leadership and ducked the issue with no comment or out-of-town answers. But the top execs that did answer went on record with pungent and cogent opinions.

Some saw the situation as a prime publicity stunt, others saw it as just retribution for the one-time gossip columnist. But almost everyone saw the element of danger to radio in the event. The answers to *The Billboard's* stand follow:

### Joscelyn (WCCO) Says "No"

MINNEAPOLIS, March 25.—"Believe that allowing free time for an individual ad agency or an association to answer comment made by a regular commentator analyst, newscaster or thru forum type of program, is a definite step in the wrong direction. Many independent broadcasters thruout the country are making every effort to handle controversial issues by giving equal time to both sides. If we now have to give free time to any who wish to deny statements made by stations, in their effort to give the public complete news on all subjects, it would be impossible to find enough hours in the day to take care of the requests. As we well know we cannot please all the people all the time, but I do think that our duty is to report news as completely and accurately as possible."  
A. F. JOSCELYN.

### Elias (WWNC) for "Fairness"

ASHEVILLE, N. C., March 25.—"I think it is the essence of the freedom of speech or freedom of the press that both sides of controversial subjects be presented if one is. If a person is attacked it is only common decency and fairness that he be afforded an opportunity to reply. In other words, I consider freedom of fairness is important along with the other freedoms. Personally I think it is pervasive programing in radio to permit anyone to go on the air with slurs. Misrepresentative half truths and gossip of questionable authenticity as the basic format of the show but, if others think differently, they should at least give the attacked a time at bat."  
DON S. ELIAS.

### Smith (WWSW) Expects Top Audiences for Battle

PITTSBURGH, March 25.—"Winchell-Dies feud broadcast, scheduled for Blue Sunday night, should hit all-time high audience rating for commercial programs. Jergens and Blue should be happy about the incident. Some Winchell statements may be considered controversial or even libelous. The Winchell save-the-nation-type of broadcast is acceptable if statements can be supported. Radio interests should be happy if the Sunday broadcast settles the issue. Whatever the decision, I do not believe our security will be jeopardized. We are still in the war. Let's get on with it and continue the Winchell-Dies feud in the post-war period."  
FRANK R. SMITH.

### ACLU Says Jergens Move In Direction of Free Air

NEW YORK, March 25.—"The Civil Liberties Union has long held that all sides of public controversy should be given equal facilities on radio. That is now the established practice on sustain-

ing time. When commentators or newscasters on commercial time violate the principles, the other side should be given equal facilities to reply. In our judgment, Blue Network was correct in so doing in Winchell's case, and that policy should be more generally applied. Networks and sponsors are strong enough to resist unreasonable private or political pressures and, of course, should be sole judges of what constitutes fair treatment of controversy."

THOMAS R. CHASKADAN,  
Chairman Radio Committee.  
ROGER M. BALDWIN, Director,  
American Civil Liberties Union,

### Gillen (WOW) Cynical

OMAHA, March 25.—"It's all right with me if Jergens Company uses Martin Dies as its 'talent' on its own commercial program."  
JOHN J. GILLEN JR.

### "It's Encroachment on Commercials," Says WPAD Lackey

PADUCAH, Ky., March 25.—"No question but that demands of Dies Committee for free radio time represents beginning of premediated plan of encroachment on commercial prerogative of radio. While this does not constitute my approval of some of Winchell methods of verbal attack, still liable courts are maintained for redress, while opponents on controversial subjects have equal opportunities to expound their views at own expense. Radio is a public service, but it is questionable in my mind if a service is actually rendered by remitting factional arguments without compensation."  
PIERCE E. LACKEY.

### Woodruff (WRBL) Says It's No Attack on Radio

COLUMBUS, Ga., March 25.—"I disagree with your thought that the Dies-Winchell episode is an attack on all radio. Inferentially, in the eyes of public, yes—but directly at Winchellism. Pressure by government is unwelcome, unwanted and unhealthy. I regret that the volun-

## N. Y. Post Presents Its Idea Of the Dies-Walter Winchell "Dangerous Air Precedent"

NEW YORK, March 25.—*The New York Evening Post* today presented its version of the Dies-Walter Winchell story as follows: "Contradicting previous reports, G. W. Johnstone, news and special features director of the Blue Network, said today that Walter Winchell had not been forbidden to mention Representative Dies, chairman of the House Committee on Un-American Affairs, on the air next Sunday night. Johnstone added that Winchell's script had not yet been censored."

"Winchell's regular weekly broadcast, at 9 p.m. on WJZ, will be followed by a 15-minute talk by Representative Dies, in which the congressman is being given an opportunity to answer Winchell's broadcast charges of isolation and obstructionism by the Dies Committee."

"Lou Frankel, radio editor of the trade magazine *Billboard*, protested the arrangement to the American Civil Liberties Union today, contending that 'high-

### The Billboard's Statement on Winchell-Dies

We feel that the current attack by Representative Dies and other congressmen on Walter Winchell is an attack on all radio. Today it affects the Blue Network, the stations carrying the program, the advertiser, the advertising agency. Tomorrow it may affect everyone in radio since mud does not care to whom it adheres. Unless radio rallies to the support of its own in this battle and refuses to let this mud stick then any of the mud that is being slung at Winchell, Jergens, Blue, Lennen & Mitchell also sticks, by inference, to the rest of radio.

Whether or not we agree with Winchell we feel that highpressuring the network and advertiser into free time for Representative Dies sets a dangerous precedent. Now any elected official can use the Winchell-Dies incident to support a claim for free time to answer anything a commentator or newscaster may say. Next step may be similar requests from appointed officials and then perhaps also candidates for office. Obvious conclusion is radio either cancels all news, comment and forum programs or else schedules extra time for these programs to handle the requests for free time.

tary action of the radio industry has not been sufficiently forceful in all cases to insure maximum fairness on the air. Limited scope of the broadcasting band and clock hours should command careful and responsible use of inflections, and commentaries should be clearly defined as to personal opinion and factual news—particularly during wartime."  
J. W. WOODRUFF JR.

### Radio No "Soap Box," Says KOIN Myers of Oregon

PORTLAND, Ore., March 25.—"Radio is no 'soap box.' Two much reference to 'free speech' is based upon comparison with the soap-box-type of oratory by which anyone may speak his mind to any who will listen. When the facilities of a nationwide network, which reaches millions, are involved, suitable consideration should be given to the material originally broadcast as well as the answer thereto. Freedom of speech does not necessarily mean the privilege of malignment and counter malignment. When such becomes unfortunately involved even the courts cannot undo the harm of two wrongs which still fail to make a right."  
C. W. MEYERS.

### It's Broadcasters' Job to Decide Issues, Says (WMT) Quarton

CEDAR RAPIDS, Ia., March 25.—"Under the American system of free radio, all issues involving freedom of speech must be settled by the broadcaster, not outside pressure groups. The broadcasters license to operate charges him with the responsi-

bility of deciding such issues according to his judgment as to what constitutes 'public interest,' convenience and necessity. That judgment should be exercised courageously and mainly on broad principles. Not on the basis of a specific answer to every question raised."  
WILLIAM B. QUARTON, chairman NAB Code Committee.

### O'Fallon (KFEL) Points To Possible Sponsor Nix

DENVER, March 25.—"Greatly fear possible abuse by officeholders if permitted free time for rebuttal of commentators. Recent instance of Fulton Lewis Jr. voluntarily turning over complete program to Wright Patman after Miller McClintock had refused Patman's demands for free time, resulted in our sponsor refusing to pay for broadcast because he considered it a political speech rather than proper rebuttal of disputed matter. This indicates free time demands may be used for political propaganda instead of solving problems which properly belong to courts if redress is warranted. Let's not overlook the fact that the political campaign is already swinging into full stride, even tho it may technically still be a 'controversial issue' under the provisions of the NAB code."  
GENE O'FALLON, KFEL-MBS.

### Gifford 100% Opposed

HICKORY, N. C., March 25.—"We of Station WHKY are entirely opposed to any concessions by which Representative Dies or any other government official is permitted to high-pressure radio networks or any advertiser into giving free time on the air for replies to news commentators. Sponsoring of news commentators by national advertisers is a great public service to the American people. Like newspaper editorials these contribute to stimulate people thinking which is vital to the perpetuation of democratic government. Capitulation to the demands of Representative Dies in according him free time over the air will cause withdrawal of many such news programs as that of Walter Winchell. The public will suffer irreparable loss if politicians succeed in suppressing free expression of legitimate opinion in such broadcasts."  
L. C. CLIFFORD.

### Bell (WKY) Nixes Commercial Air Editorialism

OKLAHOMA CITY, March 25.—"WKY on record as favoring time each week for handling controversial subjects. We believe precedent, being established by Jergens, Blue and Lennen-Mitchell, detrimental and dangerous. Further convinced that Winchell-type of sensational programing may be likened to yellow (See *DIES W. W. FIGHT* on page 10)

WATCH FOR  
**★ ★ THE SWOON SONG ★ ★**  
 ASSOCIATED COMPOSERS, INC.  
 265 West 54th St., New York 19, N. Y.

# FIVE MONTH SECTIONAL STANDINGS

BASED UPON THE EVENING "FIRST FIFTEEN" AS OF MARCH 15, 1944,  
AND THE "FIRST TEN," MARCH, 1944, DAYTIME HOOPERATINGS

NIGHTTIME	HOOPERATING (32 CITY AVER.)		EAST	NORTH CENTRAL	SOUTH	MOUNTAIN	PACIFIC
BOB HOPE	34.7	32.7	26.9	38.5	36.3	37.2	37.2
FIBBER McGEE AND MOLLY	34.1	32.4	29.6	36.8	35.4	33.0	30.0
CHARLIE McCARTHY	26.2	28.8	29.2	32.1	27.4	26.9	22.9
RADIO THEATER (see below)	26.0	23.6 25.3	22.9 24.4	27.3 29.8	24.9 25.1	20.4 25.1	19.3 19.5
WALTER WINCHELL	24.5	16.3*	17.5*	15.8*	18.0*	13.1*	11.2*
DAVIS-HALEY	24.1	23.5	23.5	26.5	24.9	20.2	16.8
MR. DISTRICT ATTORNEY	23.2	23.4	21.5	25.1	30.3	21.4	18.3
SCREEN GUILD PLAYERS	23.1	21.4	19.4	26.6	22.3	19.8	18.4
JACK BENNY	22.6	24.0	25.7	26.2	21.4	18.6	18.7
ABBOTT AND COSTELLO	22.3	22.0	20.0	25.0	22.6	27.9	19.9
ALDRICH FAMILY	22.2	25.1	24.9	26.4	24.8	24.9	24.7***
TAKE IT OR LEAVE IT	21.2	19.5	17.0	23.9	21.1	20.5	18.6
FRANK MORGAN-FANNY BRICE	20.6	22.2	23.7	23.6	18.6	20.7	24.5***
FRED ALLEN	19.7	13.8	13.4	16.1	13.3	13.3	12.2
BING CROSBY	19.6	22.2	23.5	25.7	21.6	21.9	11.9
DAYTIME							
MA PERKINS (CBS)	8.7	7.2	6.5	8.5	7.1	9.6	6.7
WHEN A GIRL MARRIES	8.4	8.6	7.7	7.9	14.3	4.6	7.7
BREAKFAST AT SARDI'S (Kellogg)	7.9	5.9	4.7	6.8	9.2	12.5	1.8**
KATE SMITH SPEAKS	7.8	7.9	8.3	8.8	7.2	7.1	5.3
BREAKFAST AT SARDI'S (P & G)	7.7	5.1	4.5	6.0	8.3	6.7	1.5**
STELLA DALLAS	7.6	7.5	6.2	7.8	12.1	8.3	6.4
YOUNG WIDDER BROWN	7.6	8.0	7.3	7.5	12.2	6.9	6.6
BIG SISTER	7.4	7.8	7.5	8.5	7.8	8.9	6.9
OUR GAL SUNDAY	7.3	7.0	6.9	8.2	6.9	7.8	5.0
LIFE CAN BE BEAUTIFUL	7.3	6.8	6.0	8.3	6.8	7.6	6.1

The first column of figures in the above chart are the latest Hooperatings for these, the First Fifteen evening and the Top Ten daytime programs.

The second column is a five-month average Hooperating for the 32 cities wherein the C. E. Hooper organization operates.

For a definition of the sectional areas see the map on adjoining page.

These figures cover the five months of October, 1943, thru February, 1944. Thus the Fred Allen figures only go back to December 15, 1943, and the Abbott and Costello data to November 1, 1943. Reason: Both these programs got started late last season.

\*These sectional Hooperatings are based on time segment surveys, not on program surveys. Thus the daytime shows are covered in 15-minute units whereas the evening programs are treated in half-hour segments. So the Walter Winchell figure actually applies to Winchell plus the first quarter hour of Basin Street; i.e., Blue Network from 9-9:30 p.m. EWT. Naturally, therefore, there are two half-hour ratings for "Radio Theater," since it is an hour show.

\*\*Since "Breakfast at Sardi's" is not heard on enough Coast outlets to provide a comparable rating, the Pacific figure for this program is a time segment rating.

\*\*\*Morgan-Brice and "Aldrich Family" programs are heard twice on the West Coast, once as part of the regular network broadcast, the second time via transcriptions.

The network airtime is late afternoon, 5-5:30 and 5:30-6. The rebroadcast time is later in the evening, 8-8:30 and 8:30-9. The Pacific figures used above are for the rebroadcast. Comparable figures for the actual network broadcast are 4.3 and 4.2.

The Davis-Haley program is on a limited network and not heard in all of the 32 cities covered by this report. The figures for the East (E) are complete. In the North Central (NC) this program is heard in four cities, not heard in three. In the South (S) it makes three cities, misses four. It is not heard at all in the Mountain (M) and airs in only one of the Pacific (P) cities. Since this data, as mentioned above, is for time segments, not programs, the sectional breakdowns for this, the Davis-Haley program, actually apply only in the East.



# EAST NOT LEADING IN LISTENING

## Hooperated Cities and Sections



Section	Number of Cities	% Radio Homes	% of Hooper Sample
Eastern	12 cities	46.4	45.2
North Central	7 cities	25.1	23.8
Southern	7 cities	15.8	16.7
Mountain	2 cities	3.1	4.8
Pacific	4 cities	9.6	9.5
		100.0 %	100.0 %

Number based on 1940 census—NAB projection of radio families published August, 1942.

Total of homes called as accumulated for the publication of this report—1,636,750.

## Cuffo Nixing Means Solid Newspaper Air Shows Instead Of Fillers, Plugs and Disks

### Chi's Herald-American Spends \$\$ for Program and Time

CHICAGO, March 25.—An indication of what newspaper radio programs will be like now that stations and papers in most radio centers have discontinued free mutual advertising deals was seen here last week when The Chicago Herald-American completed plans for a revamped show it is presenting on WMAQ. In the past, The Herald-American and WMAQ have carried out reciprocal trade deals by which the station was able to advertise its programs for nix in the paper, and the paper had air time without a financial payoff to the station. Now, however, the paper's program will be paid for and the show will be geared up to compete with other airings. The nixing of reciprocal trade deals is being carried out here and in other cities because of newsprint shortage. Back in the good old days the stations grabbed themselves free advertising by giving some of their unsold time to newspapers. Now, with advertisers crying for space and time, both put cash on the line.

The cuffo type of deal used in the past had both media using almost anything as copy, as long as it provided room for plugs praising the sheets or the station. Local circles feel that with the papers paying for their time they will have to present something solid enough to capture an audience commensurate with the cost. The H-A show, it is felt, constitutes an example of this new trend.

James Pease, promotion manager for The Herald-American, said that the paper's old show was not too hot. With the new one, to be titled *Radio Peach Edition*, he hopes to do a job that will make his increased expenditure worth while.

#### H-A Show Gets Real Productions

Whereas in the past the paper has used only a commentator and recorded music, it's now going to have a format more apt to hold an audience. Columnists from the paper and important persons in the news will be interviewed on each show. In addition, there will be dramatized news stories. The way the show is planned now, it will undoubtedly be a combination *March of Time* and *Radio Reader's Digest*. But whatever the plan

is, the show, it can be seen, will be an improvement. Pease has admitted that his new stanza will cost about four times that of the old.

Altho so far no other papers here have made plans to improve their airings, it is felt by those in the know that it won't be long before they all follow in the H-A's footsteps. The only way an advertiser can obtain returns in radio is to snare an audience.

### Cedric Foster Adds 40 Outlets

BOSTON, March 25.—Cedric Foster, New England's most active news commentator, has recently widened his coverage to take in 40 radio stations in 19 States over Mutual.

His main program originates at WNAC here Monday thru Friday at 2 p.m. and is heard thruout New England over the Yankee Network at 1:45, under sponsorship of the Loose-Wiles Biscuit Company.

On Sunday nights at 10 p.m., Foster goes out over a special nationwide MBS hook-up, which reaches 187 stations, one of the biggest hook-ups in radio. Employers group insurance companies of Boston have this one.

## Sectional Likes and Dislikes Prove Plus Dialers Are in South and North Central

### Hinterlands Love Laughs

By LOU FRANKEL

NEW YORK, March 25.—Sectional likes and listener availability are spotlighted by this analysis of the just released summary of sectional Hooperatings for the five months from October, 1943, thru February, 1944. Discounting the incomparable programs, i.e., those that started late, are not heard in all cities, or where the figures are intermingled, it would seem that the South (S) and North Central (NC) zones are best listeners.

Almost always these two zones have larger Hooperatings than the East (E). And to a lesser degree they also top the Mountain (M) and Pacific (P) areas.

Using the current First Fifteen Evening and Top Ten Daytime Hooperatings as guinea pigs the breakdown shows the NC as the top audience area for evening shows by a wide margin. For the daytime programs the (S) leads with the (NC) and (M) tied for second place.

Leaving Winchell, Davis-Haley and Fred Allen out of the figuring, for reasons explained in the chart on the opposite page, the (NC) leads on 11 programs. The South shows its desire for script programs by grabbing Mr. D. A., the (M) is first with listeners for Abbott and Costello and the (P) is ahead at Morgan-Brice time.

The South yen for drama is also pinpointed by the daytime programs. They go for *When a Gal Marries*, *Stella Dallas* and *Widder Brown* by thumping majorities. Psychologists and educators will find in this (S) taste for drama evidence to substantiate their claims anent lack of education facilities and opportunities in the areas below the Mason and Dixon line.

Among the daytime strip shows the programs with the evenest appeal, i.e., the least fluctuation among sectional audience ratings are *Kate Smith Speaks*, *Big Sister* and the CBS session of *Mu Perkins*. On the evening list the even appeal programs are *Aldrich Family*, *Luz Radio Theater* and Bing Crosby.

The sectional analyses will also raise hob with some preconceived notions of comedy appeal. A slow gander of the

comedy program ratings shows the so-called hinterlands well up in laugh appreciation. Thus Bob Hope gets his lowest rating in the (E), his highest in the (NC), the (M) and (P) are tied for third place. The (S) is a close fourth. Again *Fibber McGee and Molly* get a big edge from (NC) audience; the (S) is a close second, followed by the (M), (P) and (E). Even Fred Allen, classed by the cognoscenti as a smart comic, has his biggest audience in the (NC).

One obvious thought that stems from this look-see. "Is the East blase, sated or are there too many other attractions competing for audiences?"

... It could be ... either one!

## Radio Editors Like I-Col. Action Shots Over Cheesecake

NEW YORK, March 25.—Action photos, particularly one-column prints, are coming back as the most popular pic with radio editors. Network flacks, who have been keeping a close tab on the newspaper pulse since space restrictions took effect, are getting more requests and space with this type of print.

Not so long ago the photo leader was either a straight pic or a version of the old cheesecake layout. Today the preference is for action prints, which in itself is a throwback to the photo heyday of four or five years back.

If the trend sticks to the past performance charts the next yen should be for candid pic. But no matter the preference, the one-column limitation is an unwritten must.

### Sensation of the Nation



of  
**RADIO  
SCREEN  
RECORDS**

## ERNEST TUBB

Star of Republic Picture  
"JAMBOREE"

Heard Every Saturday Night  
**WSM GRAND OLE OPRY  
NASHVILLE**

Also on  
**DECCA RECORDS**

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

**AMERICAN MUSIC, Inc.**

Exclusively  
**NEW YORK—CHICAGO—HOLLYWOOD**

J. L. FRANK, Personal Representative

## Fibber Ill; Future Of Show in Doubt

HOLLYWOOD, March 25.—Fibber McGee, James Jordan off the mike, was hospitalized this week with pneumonia. His condition was serious but not critical, and at press time "he was coming along nicely," according to the medicos.

The program, sponsored by Johnson Floor Wax on NBC, was up in the air. Moot problem was whether to do the show around Fibber, with Molly, Mrs. Jordan, staying in action, or to junk the show for the duration of Fibber's illness and bring in replacement.

If the show continues with Don Quinn writing around Fibber there is a chance that Hal (Gildersleeve) Peary, who started with *Fibber McGee and Molly* as a stooge, may double from his own program.

WATCH FOR

## ★ THE SWOON SONG ★

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.

# Dies-W. W. Fight Page One News as Stations Take Sides on Time Chisel

(Continued from page 7)

journalism, and such copy should be made to conform to ethical reporting. Entire program has drifted into sensational name calling, and seems advertiser is attempting to profit from audience built of sensationalism. He should accept full responsibility for results. Newspapers use editorial page for policy, news columns for objective reporting, forum page for controversial discussions. Neither appear in advertising columns. Radio networks and radio stations should protect themselves from biased opinionated commentators of this type, and where reports stray from strict reporting of news it is doubtful whether interpretations, comments and opinions should be sponsored commercially. Advertisers should not be allowed to use their time for programs that reflect upon the fairness and good management of radio properties which may destroy public confidence in the high ethics with which radio stations are endeavoring to operate."

EDGAR T. BELL.

## Weiss (Don Lee) Fears Demagogic Dog Fights

HOLLYWOOD, March 25.—"Concur completely with the viewpoint expressed in your wire of March 22 anent threat to radio inherent in proposal of Representative Dies and some other congressmen. While I do not admire Walter Winchell or subscribe to many of his intemperate utterances, I am violently opposed to any action or legislation designed to punish Winchell at the expense and to the dangerous detriment of the whole principle of free speech. There are adequate remedies at law for an individual or group who can prove that they have been libelled by any radio commentator. Free time on the air to answer such alleged charges, however, could only result in prolonged demagogic dog fights, with the public paying the penalty thru the deterioration of our program structure that would inevitably follow. Appreciate your valiant opposition to the abortive attempt to dominate the air with such personal and political controversies."

LEWIS ALLEN WEISS.

## Levy (WCAU) Says No Controversy No Aches

PHILADELPHIA, March 25.—"The problem you present about Winchell and Dies never faces us and won't under our policy. We do not sell time for controversy nor do we permit regular commentators to broadcast their personal views on controversial subjects. I believe in this policy and therefore prefer not to express an opinion about a broadcast that is contrary to this."

LEON LEVY.

## Gimbel (WIP) Says "There's Recourse in Courts"

PHILADELPHIA, March 25.—"Fully convinced that anyone who considers himself libelled by a commentator or news newscaster should seek recourse in court. Fearful current attack on Winchell will set precedent jeopardizing freedom of commentators to report accurately news of interest where names of public figures are mentioned."

BENEDICT GIMBEL.

## "Stations Must Control the Air," Says Way (KVOO)

TULSA, Okla., March 25.—"Who's mad? Winchell revels in the Stork Club with his publicity. Dies's future depends entirely on the now brightly glowing public spotlight; Jergens scores more sales, and Lennen & Mitchell's publicity department must be happy. So, who's mad? The two most interested parties to the controversy have been overlooked—the station owner, who is holder of a

federal license, and the dear public. Under his license the station operator holds the sack, and it is his to tighten or loosen the strings, dependent upon his prediction of his respective area's public reaction. These controversies will continue to arise just as long as the station operator, the representative of the public, does not have a voice as to what shall or shall not go over the microphone to his listeners. The right of free speech is not nearly so paramount in this controversy as the right of any man to malign or defame others over facilities dedicated to public interest, convenience and necessity and without the prejudged approval of the station owner and operator."

WILLIAM B. WAY.

## Kesten Repeats CBS Stand

NEW YORK, March 25.—"Winchell-Dies controversy regrettable and agree radio endangered by this situation. However, believe development inevitable in view of Winchell's repeated editorializing on regularly scheduled news commentary programs. Columbia's policy has always been that any commentator or news analyst should be free from editorial bias and that questions of public controversy should be handled by spokesmen for opposing viewpoints under no commercial sponsorship and that opposing views should be fairly balanced. We have consistently maintained that radio should never allow its facilities to be used for the exclusive or preponderant expression of a single point of view."

PAUL W. KESTEN.

## Hubbard (KSTP) Nixes W. W.

ST. PAUL, March 25.—"Believe Winchell and his type has no place on air. However, cannot throw rocks at Blue and Winchell when they are in trouble so, accordingly, cannot give you any statement at this time."

STANLEY E. HUBBARD.

## Problem Not Solved Yet, Says WLW's Shouse

CINCINNATI, March 25.—"I am afraid that any comment that I might make on the Winchell matter would only serve to further confuse an issue which already appears to be more than adequately confused at present. I can only say that there appears to be something wrong with a system of broadcasting that provides the right of reply to a congressman, who has been repeatedly attacked only thru the graciousness of an advertiser who has sponsored the original program which provided the attack. I think that the right of reply should revolve around the judgment of the licensee and that if the right of reply as a general principle is permitted to revolve around the judgment of the advertiser or his agency, stations, as licensees, are evading a proper assumption of their responsibility to the public."

I am not in any way critical of the Andrew Jergens Company who are perhaps doing the only thing they could do under the circumstances, but I am concerned with the general principle involved and I do not think that as an industry we would be wise to assume that this temporary solution of the Winchell-Dies controversy projects a proper pattern for the ultimate solution of the over-all problem."

J. D. SHOUSE.

Aside from the station execs both the senior and junior networks ducked the issue. Mutual said it had nothing to say. And NBC, feeling that this was primarily something between the Blue and Dies, did not think it proper for it to become involved. However, NBC did point out that its code covering controversial topics did give both sides a chance to be heard.

## Wallen to Mutual

NEW YORK, March 25.—J. E. Wallen, formerly comptroller of Federal Telephone & Radio Corporation, I T. & T. subsidiary, moves to Mutual, effective Monday (27), as comptroller and financial director. Wallen's most recent connection was with WPB as industrial advisor.

# Six-Way Pick-Up

NEW YORK, March 25.—Robert Stevens resigns Blue Network to join Kenyon & Eckhardt. . . . Fred Allen show may be replaced with summer musical. . . . *Arthur Hopkins Presents* date changed to April 19. . . . Ted Bates Agency auditioned new daytime show, titled *This Changing World*, last week. . . . Tom Hutchinson left Ruthrauff & Ryan as television director last week to free lance. . . . Al Schacht recently signed for Gillette baseball series may be re-assigned by War Department to tour camps overseas. . . . Blue Network is clearing time, 12-12:30 noon, across the board, for Procter & Gamble. Only P&G biz now on web is Crisco's sponsorship of *Breakfast at Sardi's* via Compton Agency.

John Tillman, CBS staff announcer, and Bob Kania, an assistant director, don GI garments, former army, latter marines. . . . McCann-Erickson, Inc., taking John Wilson, another ex-director at CBS, on staff. . . . Helen Hayes, Cornelia Otis Skinner and Roland Young guest-star on "Silver Theater," first-named April 9, latter pair following week. . . . Ethel Merman heading for long run on "Stage Door Canteen." . . . Bartlett Robinson, lead in "Perry Mason," screen-tested this week. . . . Claire Nelson, featured on CBS's "Who Who Dream" Friday nights, interesting 20th Century-Fox and may be Hollywood bound.

Dinah Shore makes 29th appearance on *Command Performance* this week. . . . With Maj. Ed Byron moving to another assignment, Jerry Divine, writer and producer of *Mr. District Attorney*, resumes directing *Army Service Forces Present*. . . . Bary Jerry Wayne making a series of transcriptions for Gulf Oil. . . . Cameras start grinding this week on the film version of Phil Baker's *Take It or Leave It*.

Ken Roberts, announcer on Milton Berle's "Let Yourself Go," describes Berle as "Ziegfeld's Biggest Folly." . . . George Sachs, Blue's assistant announcing supervisor, into army April 1. . . . Lyndall Wilson, also of Blue, assistant to Co-Operative Program Manager Stanley Florsheim, convalescing from major operation at Memorial Hospital.

Alice Reinheart now playing Ann Williams on *Flash-Gun Casey* on CBS, replaced Jone Allison. . . . Charlotte Keane plays Dora Mayer in *The Goldbergs*. . . . Glenn Miller Singers on *Kate Smith* show indefinitely. . . . Allan Kahn, of CBS, and Patty Sears, of Warner Bros., publicity, join Buchanan's radio and television department.

CHICAGO, March 25.—Pat Buttram, comedian-conductor of Blue's *Pat Buttram Show*, has received a citation from the Veterans of Foreign Wars for "outstanding citizenship and patriotic services to the community, State and nation." Marvin Mueller, whose Chi announcing chores *The Guiding Light* and *Beat the Band* will be the new spicler on *Draft Star* WGN producer, working on *Abe Playhouse*. . . . Sherman Dryer, Lincoln dramatic series, which will be beamed in Spanish to Latin America. . . . Spanish section of NBC's International Division will broadcast Chicago Symphony series to countries south of the border.

Earl Mullin, Blue New York press chief, in town for a couple days. . . . Also in the city is Sam Kaufmann, NBC N. Y. music editor, with Samuel Chotzinoff for opening of new NBC concert series. . . . Ed Allen, of NBC mike staff, classified 4F. . . . Helaine Stone added to WJJD staff as assistant continuity chief. . . . Dan Ryan, former WGN producer, recently commissioned second lieutenant in AAF administration. . . . Fibber McGee and Molly orchestra losing men fast. Bob Goodrich, trumpet player, into service last week; Perry Botkin, guitarist, and two more scheduled for gun-carrying.

. . . Libby, McNeill & Libby will sponsor "My True Story" on Blue starting April 17.

Eddie Simmons, *Quiz Kids* producer, inducted into army last week. Eddie Freckman takes over. . . . Chicago, Burlington & Quincy Railroad will sponsor one-timer from Lincoln, Neb., on Blue April 10. Industry and government big shots will be on hand to celebrate 10th anniversary of roads Zephyr streamliner.

PHILADELPHIA, March 25.—Loew's, Inc., thru Donahue & Coe, set weekly spot for 52 weeks on WFIL to plug MGM pic. . . . Brait's Stores, men's furnishing chain, using air time for first time in slotting Carroll D. Alcott, WCAU news commentator, for a Sunday *Hero of the Week*, placed thru Murray Vernik. . . . City Business Club honored Roger W. Clipp, WFIL prexy, at a luncheon for his active participation in community affairs. . . . Ruth Welles, KYW commentator, tagged as fem-sew for the annual meet of Master Ladies' Hairdressers in New York. . . . Harriett Elliott, secretary to Ben Gimbel, WIP prez, voted membership in the Philly Club for Advertising Women.

Alan Gans, from WCAO, Baltimore, joins KYW announcers. . . . Al Taylor, WCAU mikeman, leaves to join the merchant marine, with Mark Gregory getting Cooper Beer news shot. . . . Lee Stafford newest addition to WPEN spiclers staff. . . . William Windle, formerly with The Evening Bulletin here, joins the WCAU newsroom staff. . . . Arf Hinctt, KYW organist, takes two-month leave of absence to tour the nitery belt with his own trio.

HOLLYWOOD, March 25.—Hal Rorke, who formerly presided over the press department at CBS here, now a lieutenant colonel. . . . Judy Canova doing double duty, with her air show on the Blue and the new Columbia film, *Louisiana Hayride*. . . . Sid Goodwin bowing out of KFI and signing pay roll on the Blue. . . . *A Song Is Born*, NBC's pitch to the amateur clefters, gets dough on the line from Langendorf Bakeries. Sponsor signed for Coast release only.

MINNEAPOLIS, March 25.—Proceeds of the Annual Columnists and Broadcasters Ball March 15 at the Marigold Ballroom, directed by Hale Byers of WCCO-CBS, went to the American Red Cross. Net was \$1,235.48, paid by 2,100 patrons. Byers now newscaster with BBD&O, Minneapolis office, and station looking for new newscaster. . . . Sam Kaufman, WCCO flack, nixed by army because of bad eyes. . . . Dick Day becomes production chief and program director of WDGY April 1, when John MacKnight leaves for the navy.

Charles Sarjeant, of Saginaw, Mich., is WCCO newsroom replacement for Franklin (Front Page) Paige, now with The St. Paul Dispatch. . . . Wally Rudd, WDCY music director, and Shirley Ellis, of Minneapolis, exchanged vows at Trinity Lutheran Church March 10. . . . Rolf Hertsgaard, WCCO announcer, and his wife, Phyllis Moudry, of that station's Two Boys and Two Girls Quartet, have gone to Denver, where he became gabber for KOA. . . . Max Karl, WCCO educational director, is teaching six-week course, entitled "Bases of Public Opinion" at Hennepin M. E. Church University of Life.

BOSTON, March 25.—Charles F. Pekar, of CBS Press Information Bureau, in Hub this week. . . . O. W. (Spuddy) Stone beginning his 19th year as engineer with WNAC. Ben Hadfield, dean of Yankee Network announcers, entering his 18th at the same station. . . . Arthur Feldman, former WBZ special events man, broadcast thru his home station from BBC in London recently. . . . New scripter at WNAC is Ann Kalafatas.

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## Chi Agencies Set Group To Plan Video Sked

CHICAGO, March 25.—Chicago Radio Management Club this week appointed a committee to work out plans for local ad agencies to put on live programs at television Station WBKB. Members of the committee, appointed by Harlow Roberts, vice-president of the club, are Harry Gillman (chairman), radio director of Erwin Wasey; Mark Smith, of Presba, Fellers & Presba, and Hildred Sanders, radio director of Mitchell-Faust.

The committee is to work with Helen Carson, WBKB manager, in the planning of a sked to be put on by agency staffs. The Balaban & Katz video outlet will give agency men a full course of instruction in video technique before they put on their own shows.

## Kaufman Play Feature of DuMont Video

NEW YORK, March 25.—Newell-Emmett Agency presents George S. Kaufman's *If Men Played Cards As Women Do* on DuMont's W2XWV Tuesday (28). The 30-minute drama, with a cast of six, has been revamped to carry commercial plugs inserted into the script. Procter's post-war flatiron exploited.

Rand Darnell directing the one-acter. He has set an all-time rehearsal record for DuMont shows (four practice work-outs and a final dress rehearsal).

WOR's *Video Varieties* have been shifted from the 8:15 p.m. slot to 8:45 p.m. to accommodate the agency newcomer whose shows may become a regular feature on the tele outlet.

## New School Sets Video Lectures

NEW YORK, March 25.—The new School for Social Research will begin a series of five television lectures April 6 as part of its dramatic workshop. The speakers, all top men in the field, will include Clarence Menser, NBC v.-p., in charge of programs, who opens the series; William Sayer, electronics engineer; William B. DuMont Laboratories, who follows Menser April 13; Tom Riley, television head of William Esty, Inc., April 20; Dick Hubbell, editor *Television Review*, April 27, while the concluding speaker May 4 will be Gilbert Seldes, director of television, CBS.

## NBC Application Puts FCC on Spot Re Video Policy

WASHINGTON, March 25.—NBC's application for a chain of video stations across the nation has put FCC on the spot. The question of multiple ownership among other policy questions will have to be settled before FCC acts on the application, a spokesman said this week. Niles Trammel, NBC prexy, announced previously that Hollywood, Denver, Chicago, Cleveland and San Francisco would be parts of the chain.

## FTC Cites Dad's on Root Beer Air Ads

CHICAGO, March 25.—Dad's Root Beer Company, Chicago firm which sponsors spot announcements on more than 50 stations in 18 States, next week will file its answer to the Federal Trade Commission complaint that fair trade codes are being violated when the root beer company calls its product a "draft" beverage.

For a year and a half the government has been investigating the Dad's company radio and periodical advertising. Last January the FTC issued a formal complaint saying that Dad's ought to change its advertising because "the root beer is not sold from a keg and because it does not have the flavor usually associated with draft root beer."

## DuMont Television

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

A point-by-point reckoning of the programs of the three agencies participating in tonight's show puts Charles M. Storm first, Ruthrauff & Ryan second, with Joseph Reiss in third place. From an advertising slant, however, none came thru with a first-class commercial. Storm presented good entertainment but no product exploitation; R&R touched lightly on Lifebuoy plugs, while Reiss tediously talked ties in overlong commercial script.

The over-all entertainment picture was better than some recent Wednesday night shows. Storm pulled the score up with its carefully directed, nicely costumed *Gay '90s*. Singers, in solo and group numbers, contributed seven vocal acts. Show was a little heavy on the warbling side, but an excellent set, consisting of a painted backdrop and realistic props, helped considerably.

Ruthrauff & Ryan's *Lever Bros.* half hour completely changed its format with Paul Wing's *Words On the Wing*, a spelling bee. A team of WAVES competed with a trio of sailors in a rather dull program. Imaginative script and a more colorful emcee might make the idea worth repeating. By keeping his eyes glued to his script, Wing never missed a cue; neither did he make much of a tele appearance. Commercial plugs were limited to revolving boxes of Lifebuoy soap and a clarification of its spelling during the contest.

Reiss's *Interesting People* had a femme singer, a child actress, and Guy Kibbee. The last named did the 15-minute monolog he has been doing for servicemen. Directly wisely kept Kibbee in close-up most of the time to capitalize on his gestures and facial expression.

The Ben Pulitzer tie commercials need revision. Dick Bradley and Marie Howard will have to have better material to keep the plugs from being unconvincing. Reflection from chrome tie-rack cut a swath of light across the screen. Fixtures should be dulled.

Four British shorts, interspersed between agency shows, dragged into an uninteresting half hour. Station spokesman promises that when W2XWV's 16mm. projection equipment is installed, pix will improve due to larger selection in this range. *Wanda Marion.*

## Twin Cities Set for Video; 200 Coaxial Cable Miles Tested and Ready for Vision

MINNEAPOLIS, March 25.—This city expects to be in the forefront of chain television broadcasting when post-war video becomes a reality.

All because of a cable—a coaxial telephone cable which stretches east from Minneapolis 200 miles.

The cable, say the experts, is required for transmitting television program from one tele studio to another. And there are only two such cables in commercial use in the country today. One is between New York and Philadelphia. The other is from Minneapolis to Stevens Point, Wis.

Placed in operation by American Telephone & Telegraph Company in June, 1941, the Minneapolis coaxial now handles the war-inflated load of long-distance phone calls over this section of the important Northern Transcontinental wire.

### Secret Video Test

Minneapolis-St. Paul cable already has been used successfully for transmitting television images. In a test secretly conducted before its opening for commercial telephone use, the coaxial cables made up of the four tube-like pipes were hooked together to form a double loop between Minneapolis and Stevens Point.

## Westinghouse's WBZ Plans Hub Video Station With Primary 50-City Coverage

### Ideal Theater-Studio Set-Up Available

BOSTON, March 25.—Jumping on the post-war television planning boat, Westinghouse (WBZ here) has filed application with FCC for permission to construct and operate a television station in Boston.

At the same time Westinghouse announces the filing of applications for Philadelphia, home office of the parent company, and for Pittsburgh. But it is very likely that Boston will be the first to begin operations.

Only preliminary discussions have been held between WBZ and the contemplated Westinghouse video chain and no reports have yet been made to the home office. The chain has at its disposal one of Boston's finest legit theater plants, an ideal set-up for the production of television shows and the televising of movies. This is only in the idea stage, and has not been widely discussed between Westinghouse and theater officials.

## Roche To Direct 'Duffy's Tavern' For Coast Y&R

NEW YORK, March 25.—John F. Roche, N. W. Ayer producer on *Hook 'n Ladder Follies* and *Guess Who?*, has resigned to join Young & Rubicam as staff producer. He will produce *Duffy's Tavern* on the Coast.

Lou Fulton will arrive from the Coast April 1 to take over the N. W. Ayer vacancy. He has been writing the Horace Heidt show for Ayer.

## Broadcasting Vital In Iowa Schools

DES MOINES, March 25.—The increased importance of radio and broadcasting in public schools is shown in a report made by Jessie M. Parker, superintendent of public instruction for Iowa.

Out of 511 high school districts reporting, a total of 252 stationary radios and 731 portable sets were in use, while 150 districts stated the pupils were being given actual broadcasting experience.

In 124 other districts they practice in preparation for broadcasting activities. A total of 15 schools in the State have radio clubs.

## West Va. Net Sets Own D.C. News Office

WASHINGTON, March 25.—The West Virginia network became the first net in the country outside the four major nets to have a Washington bureau when it opened same this week.

Ray Henle, veteran capital newspaperman and radio commentator, will head the staff.

Bureau will cover doings of State's congressional delegation and dig up news of especial interest to West Virginians.

## Plastics Take a Plunge in Video

NEW YORK, March 25.—Durez Plastics & Chemical Company, North Tonawanda, N. Y., will sponsor a new television show beginning April 16 over W2XWV. Format of the show, titled *Your World Tomorrow*, will feature professional talent plus top industrial designers, including Norman Bel Geddes, Walter Teague and Raymond Loewy. Irwin Shane will produce.

## MBS Leases Forrest For Theater Studio

NEW YORK, March 25.—Mutual Broadcasting System has leased the Forrest Theater, local legit house, for a theater studio. Deal is for one year. New coop goes on air April 2 with *Green Valley U.S.A.*

Mutual now uses Amsterdam Theater Roof, Barbizon-Plaza Hotel Auditorium and Guild Theater. However, all these are actually WOR, local MBS outlet, properties. Pact for Forrest Theater is first MBS studio lease.

# TIN PAN ALLEY SCARES PIX

## Pubs and Producers Won't Play in Each Other's Back Yards; Pic Tunes Miss H.P.

### MGM Trying To Break Ice

(Continued from page 3)

laid out the entire exploitation campaign. Several leaders will be having the song arranged for their particular use. Others will have it on their sked or are already playing it. Along comes a film company with an offer for the tune. The pub knows that placing it in a pic will greatly enhance the chances of building it to a big-dough pull, but he is also aware that if he has to pull it back till a month before pic release, it may be stillborn. The knowledge that leaders may be hot for a song today after a high-powered selling job has been done on them, but undoubtedly will have cooled after the lapse of several months, has to be taken into consideration.

A pub in such a spot will usually prolong negotiations with hedging and indecision, and the pic people may withdraw the offer. Deals of this type have soured Hollywood on doing business with pubs and have widened the gap between the two Coasts.

### MGM Makes Break

MGM, dissatisfied with their own pub's sterility in wet nursing hits, has taken the step that may change the music outlook considerably. (*The Billboard*, March 25.) They now hope to see new songs, preferably before publication, so that they may have first crack at them before promotion starts. Pubs submitting their virgin music to this studio, and others who may follow Leo's lead, may hear a lot more Tin Pan Alley songs featured in pic.

Unless the movie moguls are willing to take a gambler's chance on untried songs, however, the situation still will not be altered. An idea of the long-shots taken by pubs can be garnered from looking at some music figures. Of the 90,000 songs copyrighted each year, 84,000 probably will never see the light of day. The remaining 6,000 distributed between the 156 publishers (average of about 40 per pub, but the big boys got out between 50 and 75), may produce between 150 and 200 hits. If a pub has three song sensations a year he is every lucky. He can still make a good profit at the end of the year if he strikes a song lode on two numbers. Until film folk are willing to use a solid number of songs in the chance of snagging as many hits, Tin Pan Alley music won't be heard on the screen.

### Coast Fears New Ideas

Hollywood's fear of Tin Pan Alley may lie in its own refusal to try anything new. It knows the pubs want to do things their own way and they, in turn, hold out for their own method. To achieve successful song exploitation, the two minds must meet and their promo-

tion departments work closely together. If they don't, the greatest publicity medium for tunes will continue to go to waste.

Because of pic producers' attitude toward pubs, most song hits in the past five years have been written by a tight little group of tunesmiths in Hollywood. It's the output of these topflight songwriters—mostly tailor-made tunes, that enjoy double plugging. The songs suffer in quality because the producers must have the music molded to the mood of a scrip instead of a scenario being shaped to suit a song.

The movie industry, by this music monopoly, threatens to stifle the growth of new American music, according to some quarters. It has typed composers as it types actors, in the opinion of most pubs. Being satisfied with a half dozen writing teams and spotting their output in films, they point out, narrows the field down considerably and prevents other writers from having their music heard. The throwing open of MGM's doors to all new music may be the wedge that tunesmiths have dreamed of.

### Pic Hits Pay Off

If MGM is successful in its song search and brings new composers to the film fore, pubs will still benefit. A number that makes the Hit Parade thru the joint co-operation of the pic company and the pub pays off whether its author works under Hollywood contract or free-lances in Tin Pan Alley.

One pub advances the theory that the film industry is due for a change in its music set-up because of the large number of musicals under way and in blueprint. The songwriting teams of Burke and Van Husen, Harry Warren and Mack Gordon, Jimmy McHugh and Harold Adamson, Johnny Mercer and Harold Arlen, Leo Robin and Jimmy Monaco and Julie Syne and Sammy Kahn are kept constantly busy. Where producers would not take a chance in the past on unknown tunesters, it may be that they are actually being forced to do so now.

Other pic companies indicate that they will watch the MGM experiment carefully. If the plan of going into the open market for music works, they will not hesitate to follow suit, they say. Some venture the opinion that studios may discover new songsters and put them under contract to write specific music for specific situations. This would make matters worse instead of alleviating the music monopoly.

### Pubs Negative

Pubs feel that despite the results of Hollywood's new song search, their relationship with the studios will not change. The pubs who have Hollywood affiliation will continue to publish and exploit music of pic origin. They will still dig into their past successes for songs of another era, and the revivals will probably make money. They will, however, have to submit their virgin songs to the Coast and await rejection before planning promotion.

A number of publishers believe that the hiring of additional tunesmiths and the use of hitherto unknown songwriters' material by Hollywood would be a good thing. They feel that the output of the topflight music writers now on the Coast is circumscribed by pic requirements, and such a change might give them an opportunity to compose independently.

In the meantime, the entire music biz industry is looking for trends that may develop in the trade and will copy any plan that proves profitable . . . even if they have to kiss and make up with Hollywood.

## Monkey Keyboard

PHILADELPHIA, March 25.—Ben Greenblatt, popular piano stylist, has played for every kind of society party, but this week marked the first time that his audience consisted of monkeys. He "gave" at the Philadelphia Zoological Gardens just to see how the chimpanzees would react to his Steinway. He has taught folks in all walks of life to knuckle the keyboard, and he's now trying his tutoring talents on Kip and Percy, the zoo's versatile performing monks.

Checking upon the reaction of animals to music has been tried periodically ever since the zoo opened its gates 70 years ago. Once an elephant nearly sprayed a jazz band with a trunkful of water, and on another occasion Tommy Dorsey nearly lost his trombone when an inquisitive chimpanzee tried to take it apart to see what made it tick.

## Graystone Hoofery Fights Ad-Nix On Det's 'Main St.'

### Mr. Whisker's 'Owns' Ave.

DETROIT, March 25.—Revival of display for showbiz on Woodward Avenue, Detroit's "Main Street," is a possibility as the result of litigation initiated by the Graystone Ballroom. For about seven years, the city has ruled that no protruding signs could be placed on the avenue. Marquee advertising also was to be rigidly restricted, following a process of street widening.

One theater, the Fox, removed a 10-story sign and substituted a 100-foot tower atop the building, and nearly all have undergone considerable facial changes as a result of the ordinance.

The Graystone's attorneys contend that the federal government never deeded off the street itself, and so it still belongs to Uncle Sam and not the local government. Consequently, the city has no right to restrict advertising on the street.

A dozen theaters, half a dozen ballrooms and two skating rinks are among the major showbiz interests which may be affected.

## Ted Straeter Band Building Solid Unit

BOSTON, March 25.—The build-up of a band can be seen in the activities of Ted Straeter's outfit, which opened the new Hotel Statler Terrace Room here October 28, and has been sitting in the good graces of Boston ever since.

During past months the band has journeyed to Springfield, Mass., and New Haven, Conn., on Sundays (when the Terrace Room is closed) to play theater dates. While playing here, Straeter has had opportunities to experiment with special arrangements which have gone over well. The band remains at the Statler until May 1, when two weeks will be taken off for rehearsal of an augmented outfit which will then go thru another four-or-five-month build-up in niteries and hotel. Good possibility of returning here in the fall.

## Berle Not Fooling

NEW YORK, March 25.—Milton Berle has written *You're Not Fooling Anyone But Yourself* with Don Reid and Henry Tobias. Grand Music Company is publishing.

They are also releasing *I Don't Do Nothin' for No One No More*, by Justin Stone and Don George.

## Cats Kept In At Night With Live Jive

MILWAUKEE, March 25.—Four weeks ago the Milwaukee School Board granted a request by R. G. Chamberlin, principal of Rufus King High School, that the school be opened on the social center plan as a much-needed recreation spot for boys and girls of the North Side.

Three weeks ago 1,000 Rufus King students signed as participants. An 11-piece combo led by Jank (John Carpenter) Windsor sent the dancers at the first dance March 4. Sidemen of the ork are from Country Day, Whitefish Bay, Shorewood High.

Starting out with sweet stuff, the ragcutters stayed off the floor, in favor of teachers and chaperons, until *Drum Boogie* changed the tempo. In no time the gym was a flutter of swirling pleated skirts and jive gyrations.

"We should go to taverns and stuff when this is all ours?", a boy in a two-colored coat, breathing a bit hard from his exertions, looked incredulously at the question, "that's a dreary idea."

That's one answer to the juvenile delinquency problem, say local parents. Give the cats what they want in music, and they won't go to taverns.

## Eddy Cramer Plans Fiddler's Band For Bismarck Spot

CHICAGO, March 25.—Eddy Cramer, violinist and formerly key music-maker for Universal, Columbia and Warners' West Coast studios, has resigned from those duties to organize his own eight-piece ork.

Band, which is strictly strings, will make its bow at the Bismarck Hotel's Tavern Room starting April 7.

## Waller Salute Carnegie Sellout

NEW YORK, March 25.—*Salute to Fats Waller*, skedded for Carnegie Hall April 2, is a complete sellout, according to American Youth for Democracy, which is sponsoring the affair. With tickets scaled from \$2.20 to \$8.30, the org stands to clean up on the concert.

Credit for the speedy sellout (ducats were put up a week ago) is said to be due the imposing aggregation of top-flight entertainers lined up for the evening. Group includes Count Basie and ork, the Teddy Wilson band, Mildred Bailey, Hazel Scott, Billie Holiday, Baby Hines, Al Casey Trio, Xavier Cugat, Josh White, Willie (the Lion) Smith, Mary Lou Williams, Paul Draper, Muriel Rah and Howard Da Silva.

Feature of the *Salute* that probably brought the sock-sillies to the box office is a jam session composed of Art Hodes, Mezz Mezzrow, Ben Webster, Frankie Newton, Slick Jones, Erskine Hawkins, Sidney Catlett, Hot Lips Page, Cozy Cole, Al Hall, Oscar Pettiford, Trummy Young and George (Pops) Foster.

## Vogel-Fisher Case Adjourned Along

NEW YORK, March 25.—Jerry Vogel Music Company's motion to examine Anna Fisher and Eli Oberstein in support of its claim that it be declared half partner in the song rights to *Someone Thinks of Someone* was adjourned to April 14 for Miss Fisher's examination and April 21 for Oberstein. Vogel's move was part of a counter-claim against the Fred Fisher Music Company after the latter charged that Vogel had infringed on the rights to the song.

## Masters With a Red Face

DES MOINES, March 25.—Frankie Masters didn't realize it until it was too late, but about 15 German WP (war prisoners) had it rubbed in during a recent coke broadcast from Camp Hood.

Masters reported that the prisoners helped set up the instruments when the band arrived and were just leaving when the first number was struck up. It was *What Do We Do in the Infantry? We March*, etc. When the part about marching into Berlin came out, the Germans just stood in amazement.

## Ice Show Almost Minus Music in Twin City Return

MINNEAPOLIS, March 25.—With an advance sale of \$208,000, Shipstad-Johnson Ice Follies came home to the Arena here Tuesday for a run and almost had to go on without music.

All grew out of musicians' union demand several months ago for 30 per cent hike in salary from Arena director. Musicians now get \$90 weekly scale during three-week run.

After some dickering, management and union agreed on 15 per cent boost. Proposal was sent to War Labor Board, which promptly nixed it.

"No increase, no music," was union ultimatum.

And as Shipstad and Johnson led their troupe into town to get set for opening there was the impasse.

But the *Ice Follies* is a big thing in Minneapolis, and musicians probably realized it. So the musikers finally agreed to take the stand at old scale.

The Minneapolis engagement is the last for Michael Kirby, 17-year-old Irish-Canadian principal of the cast, who stars with Norah McCarthy in the opening production. From here Kirby jumps to Hollywood, where he has signed a movie contract with MGM. His first role will be that of a lover rather than a skater.

## AFM-Local 802 To Seek 30% Tax Clarification

NEW YORK, March 25.—Local 802, AFM, acknowledged the economic pressure of the 30 per cent amusement tax this week when a number of employers came around and gave notice of intention to release orks. As a result the union wrote the Internal Revenue Department in New York asking for a clarification of the tax in relation to band vocalists. Reply was received yesterday in the form of four mimeographed sheets that left the issue just where it started.

Musicians stand to lose heavily if the law is interpreted literally, and Local 802 will undoubtedly seek an out. Most of the panicked employers are small operators, but they are a rich source of revenue to hundreds of instrumentalists.

Officials of Local 802 and heads of the AFM were in a huddle late Friday (24) from which some plan of action on the matter is expected to evolve.

## Kellar To Front Stan Philipps Band; CBO Sets Deal

CHICAGO, March 25.—Central Booking Office here, which recently signed Tiny Hill under a personal-managership contract with Freddy Williamson, partner of Al Borde, engineered another fast ork deal with the signing of Leonard Kellar, swing violinist, to front Stan Philipps's hot swing band. Unusual pact of the deal was in swinging Philipps, who originally organized the group, to relinquish his leadership in favor of Kellar.

New leader, who gained considerable recognition here while leading his own sweet-swing band at the Walnut Room, Bismarck Hotel, has kept the ork intact, strictly adhering to hot swing music. Group continues under the management of Stan Philipps, who has taken over the ivories for their extended engagement at the Band Box here.

## No Infringement

NEW YORK, March 25.—Samuel Brodsky's copyright suit against Warner Bros., charging that the movie company had copied the song *Prelude in A Major* for use in the film *Badlands of Dakota*, was dismissed after a two-day trial in the New York Federal Court Wednesday (22). Judge Alfred C. Cox ruled that there had been no infringement.

## Baron Quits Wm. Morris

NEW YORK, March 25.—Paul Baron terminated his contract with the William Morris Agency last week. Baron, a staff band leader for CBS, will not affiliate with another booker at the present time.

## RFD Song Plug

NEW YORK, March 25.—The contactmen's union is dictating a petition to the President. Johnny O'Connor sees rack and ruin ahead of him. Rocco Vooco is going loco in his coco. Joney Tapps expects to go into the pencil-selling dodge.

The cause of all these rumbings in the capitalistic system is a mild little guy named George E. Banbury, who thought of the "stupendous" idea of selling ork leaders and disk jockeys on his song, *The Regimental Polka*, with penny post cards. And the hoary thing, gawd 'elp the contact men, is working.

The monumental idea is going so well that his publisher, George F. Breigel, may invest four or five bucks and plug all his songs that way.

"Neither rain, nor sleet, nor dark of night ....."

## Arcadia Mon. Hoof Promotions Pay Off In Press and B. O.

NEW YORK, March 25.—The Main Stem's Arcadia Ballroom is devoting its Monday nights to servicemen's dance jamborees that give GI's a chance to gather in an okay atmosphere.

The dances have been giving the Arcadia plenty of free newspaper space, which should pay off. No charge is made for the boys or the 1,000 hand-picked gals who are invited. An article in *The Billboard*, March 4, gave the impression that the gals had to pay their way in.

Could be, however, that gals come back other nights as cash-on-the-line customers . . . with the same GI with whom they danced for free.

## Disk-Renting Formula Set; Motor City Library 23-Year Record Holds Most Answers

### San Francisco Set-Up Pans Out Commercially

DETROIT, March 25.—Plan to start a national org of record libraries, first tabbed in *The Billboard* March 4, is no visionary pipe dream but has a proven, successful, Motor City case history of disk sales, promotion and library management to back up the New York facts presented. For 23 years the Detroit Public Library has been renting out music (pop and longhair), dramatics and literary platters. For the year 1942-'43, the Auto Town's culture-vultures and jive fans borrowed a total of 10,589 records, and would have taken more if they hadn't been war-job dizzy.

Some of them have been spending as high as five bucks a week at the library, and will become record buyers as well as renters because of the taste cultivated at the library.

The West Coast got its first look at commercial record libraries when Dick Wilson opened his record library of San Francisco, now doing biz in a big way. San Francisco platter bugs are taking them home by the armful, and Wilson has developed a solid mail-order biz as well.

### Hot Jazz Rents

Detroit reports that hot jazz of the Eddie Condon-Meadlux Lewis variety gets a big play, as does high-brow, pop, folk and race music. Poetry and dramatic readings, speeches, language lessons, dance instruction and kids' records are all called out frequently.

The Motor City library charges 3 cents a day per record and, while the gross isn't too large, customers show a willingness to pay more, indicating that the dough potentiality of a net of commercial

## Met Opera Pit Men Firings Said To Be Disrupting Ork; 27 Out at Season's End

### First Men Nixing Means Expensive Rehearsals

NEW YORK, March 25.—Metropolitan Opera orchestra faces a 1944-'45 season of unprecedented upheaval. Of 88 present members of the ork, 27 will be absent at the beginning of the forthcoming season. There have been 10 dismissals in the last couple of weeks, and eight men have resigned.

Most of the resignations, including that of the ork personnel manager, Simone Mantia, were said to have been handed in as a protest to the firings. Others still on the future pay roll feel that with six first fiddles, one each of first men on viola, cello, flute, oboe and horn removed by pink slips, the ork will be exceedingly tough to shape up next year.

There are conflicting theories about the reason behind the Met's action, but the men feel that the housecleaning has nothing to do with ability. As proof that the Met has not left itself entirely out on a limb in the event it changes its mind, they explain that when notice was given to several of the men there were hints of possible re-engagement later. To the half-promise, however, was attached the warning that all would be reconditioned prior to rehiring.

### Audition Aches?

Men who have played in a group for a few years often freeze when asked to demonstrate their ability in a solo stint. Wounded pride, say musicians, often plays a part in the mental stoppage that occurs when an ensemble performer is asked to do his stuff single. They maintain that an artist's record should be established and not questioned as long as he is in his playing prime.

A breakdown of age and years of service of the ex-Met pit men reveals an

average of 46 years of age and an average of 13 years with the Met ork. Mantia will have completed 37 consecutive opera seasons at the end of this year. His stint, however, is the exception rather than the rule.

### Met Turmoil

For the last two months the men are said to have been in a turmoil over a series of incidents that were climaxed when a conductor, George Szell, was hauled up before the trial board of Local 802, AFM. A committee from the ork had brought charges against him for punching the concertmaster, Hugo Kolberg, in the stomach when he refused to shake hands after a performance of *Rheingold*. Szell was reprimanded but the situation is reported not to have changed.

Several musicians believe that the dismissals were precipitated by the trial, as the head of the committee was one of the first to be pink-slipped. Others go as far as to say that they expect to be replaced by former members of the Vienna Opera orchestra, and name those they believe to be responsible for the switch to continentals.

### No Slip Proof

As proof that those fired were not slipping professionally, they point out that conductors Sir Thomas Beecham, Wilfred Pelelejer, Bruno Walter, Caesar Sodero and Paul Breisach, who batoned during the past season, made no complaints either against the ork as a whole or even against a single individual musician.

Met officials would make no comment on the situation, nor would spokesmen for the musicians' union express an opinion. The union did say, however, that the opera association had complied with the terms of their joint agreement by giving five weeks' notice prior to the close of the season.

The musicians have made no formal plea to their union to intercede in their behalf, and Local 802 would not indicate what its stand might be in the event it is called into the fuss. However, some pointed out that the situation is very much like that which faced the Philharmonic at the end of 1943 season when wholesale firings brought that ork almost to the brink of a smash-up. In the case of the Symphonic group the union went to bat for the men. Most of the fiddlers, however, finally quit and it has taken almost the entire season to bring the group to its usual smoothness.

## Mills To Republish Billy James Oldies

PHILADELPHIA, March 25.—Three yesteryear hits by localite Billy James have been taken up by Mills Music, New York, for republication and revival.

Hits back in 1915 and 1916, and originally published by the Wilsky Music Company here, the oldies include *What's the Use of Dreaming* and *Darlin' O' Mine*, by James and Dave A. Hoffman, along with the latter's *Everyone Loves Someone*.

James, writer of many an old-timer, including *Carolina Mammy* and *Cut Yourself a Piece of Cake*, both Felst publications, has been serving as musical director of the H. & H. Children's Hour on WCAU here for the past 15 years. Hoffman, also a vet tunesmith, has placed his newest, *Veterans*, with Handy Bros. Music Company, New York.

## New Boston Agency

BOSTON, March 25.—Mildred Stuart and Henry Rooney, formerly with Cy Shribman, local ork booker and ballroom operator, and George S. Fuller, wealthy Fuller Lumber Company owner, are operating a new Boston concert and orchestra agency. Understood Fuller is backing. Recent bookings include Alec Templeton and Duke Ellington at Symphony Hall, coming concert by Lionel Hampton April 2.

**memo** TO: OPERATORS  
 RE: The Andrews Sisters recording of SHOO-SHOO BABY --  
 TURN IT OVER! ... and you'll find another terrific hit ...  
**DOWN IN THE VALLEY**  
 (DECCA 18572)

---

**memo** TO: COCKTAIL UNITS  
 RE: LEEDS' SPECIAL MATERIAL --  
 We really have it! Some terrific examples may be found in TWO NEW song folios ...  
**HERE COMES MR. LOUIS JORDAN PREACHIN' THE BLUES**  
 including "WHAT'S THE USE OF GETTING SOBER", "DO YOU CALL THAT A BUDDY?", "RUSTY DUSTY BLUES", and 17 others equally good!  
**ELLA MAE MORSE "THE COW-COW BOOGIE GIRL" SINGS**  
 "AIN'T THAT JUST LIKE A MAN", "GET ON BOARD LITTLE CHILDREN", "PIG FOOT PETE", "SEE SEE RIDER", and 14 others!

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**TRADE SERVICE FEATURE** **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 Journey to a Star (F)	Triangle
A Lovely Way To Spend an Evening (F)	Crawford
And So Little Time	Lincoln
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
By the River of the Roses	Shapiro-Bernstein
Don't Sweetheart Me	Advance
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
I'll Get By (F)	Berlin
Is My Baby Blue Tonight?	Broadway
It's Love, Love, Love	Santly-Joy
I Wish That I Could Hide Inside This Letter	Shapiro-Bernstein
Long Ago and Far Away	Crawford
Mairzy Doats and Doxy Doats	Miller
Marianne	Remick
My Heart Tells Me (F)	Bregman-Vocco-Conn
My Ideal	Paramount
No Love, No Nothin' (F)	Triangle
Now I Know (F)	Harms
Poinciana	Marks
San Fernando Valley	Morris
So Goodnight (F)	BMI
Spring Will Be a Little Late This Year (F)	Saunders
Take It Easy (F)	Santly-Joy
When They Ask About You	Berlin
You're the Dream, I'm the Dreamer	ABC

**Lucky Strike HIT PARADE**

CBS, Saturday, March 25, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Besame Mucho	Peer International
2. Poinciana	Marks
3. Mairzy Doats	Miller
4. When They Ask About You	Berlin
5. I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
6. I Love You (M)	Chappell
7. A Lovely Way To Spend an Evening (F)	Crawford
8. Don't Sweetheart Me	Advance
9. Shoo-Shoo Baby	Leeds

And the Following Extras:  
 I Found a Million-Dollar Baby  
 You're Gonna Lose Your Gal  
 Army Air Corps  
 Smiles

**ALL-TIME HIT PARADE**

NBC, Friday, March 24, 8:30-9 p.m.

TITLE	PUBLISHER
Smile, Darn Ya, Smile	Crawford
Singin' in the Rain	Robbins
There's a Rainbow Round My Shoulder	Berlin
This Is the Army, Mr. Jones	Berlin
Rise and Shine	Harms
I Couldn't Sleep a Wink Last Night	T. B. Harms
Limehouse Blues	Harms
Chattanooga Choo-Choo	Feist
Varsity Drag	Crawford
Oh, You Beautiful Doll	Remick
Pack Up Your Troubles	Chappell
Wintergreen for President	Harms

# Music Popularity Chart Week Ending March 23, 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.)

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

POSITION		EAST COAST		SECTIONAL		SOUTH	
Last Wk.	This Wk.			Last Wk.	This Wk.	Last Wk.	This Wk.
2	1	Mairzy Doats		1	1	1	1
4	2	It's Love, Love, Love		2	2	2	2
1	3	Besame Mucho		3	3	3	3
6	4	I Love You		4	4	4	4
5	5	I Couldn't Sleep a Wink Last Night		5	5	5	5
3	6	When They Ask About You		7	6	6	6
11	7	Poinciana		15	7	7	7
9	8	By the River of the Roses		—	8	8	8
8	9	A Lovely Way To Spend an Evening		—	9	9	9
7	10	Don't Sweetheart Me		11	10	10	10
14	11	I Wish That I Could Hide Inside This Letter		9	11	11	11
12	12	Shoo-Shoo Baby		13	12	12	12
—	13	I'll Be Around		14	13	13	13
—	14	San Fernando Valley		6	14	14	14
—	15	My Heart Tells Me		—	15	15	15

MIDWEST		WEST COAST			
Last Wk.	This Wk.	Last Wk.	This Wk.		
1	1	Mairzy Doats	2	1	Besame Mucho
2	2	Besame Mucho	1	2	Mairzy Doats
4	3	I Couldn't Sleep a Wink Last Night	3	3	I Couldn't Sleep a Wink Last Night
3	4	When They Ask About You	7	4	When They Ask About You
—	5	It's Love, Love, Love	—	5	It's Love, Love, Love
12	6	I Love You	5	6	I Love You
11	7	A Lovely Way To Spend an Evening	8	7	A Lovely Way To Spend an Evening
6	8	No Love, No Nothin'	4	8	Poinciana
14	9	Don't Sweetheart Me	—	9	Holiday for Strings
5	10	My Heart Tells Me	6	10	No Love, No Nothin'
8	11	I Wish That I Could Hide Inside This Letter	14	11	By the River of the Roses
13	12	Oh, What a Beautiful Morning	15	12	Take It Easy
—	13	I'll Get By	13	13	My Heart Tells Me
9	14	Poinciana	—	14	Do Nothin' Till You Hear From Me
10	15	Shoo-Shoo Baby	—	15	G.I. Jive

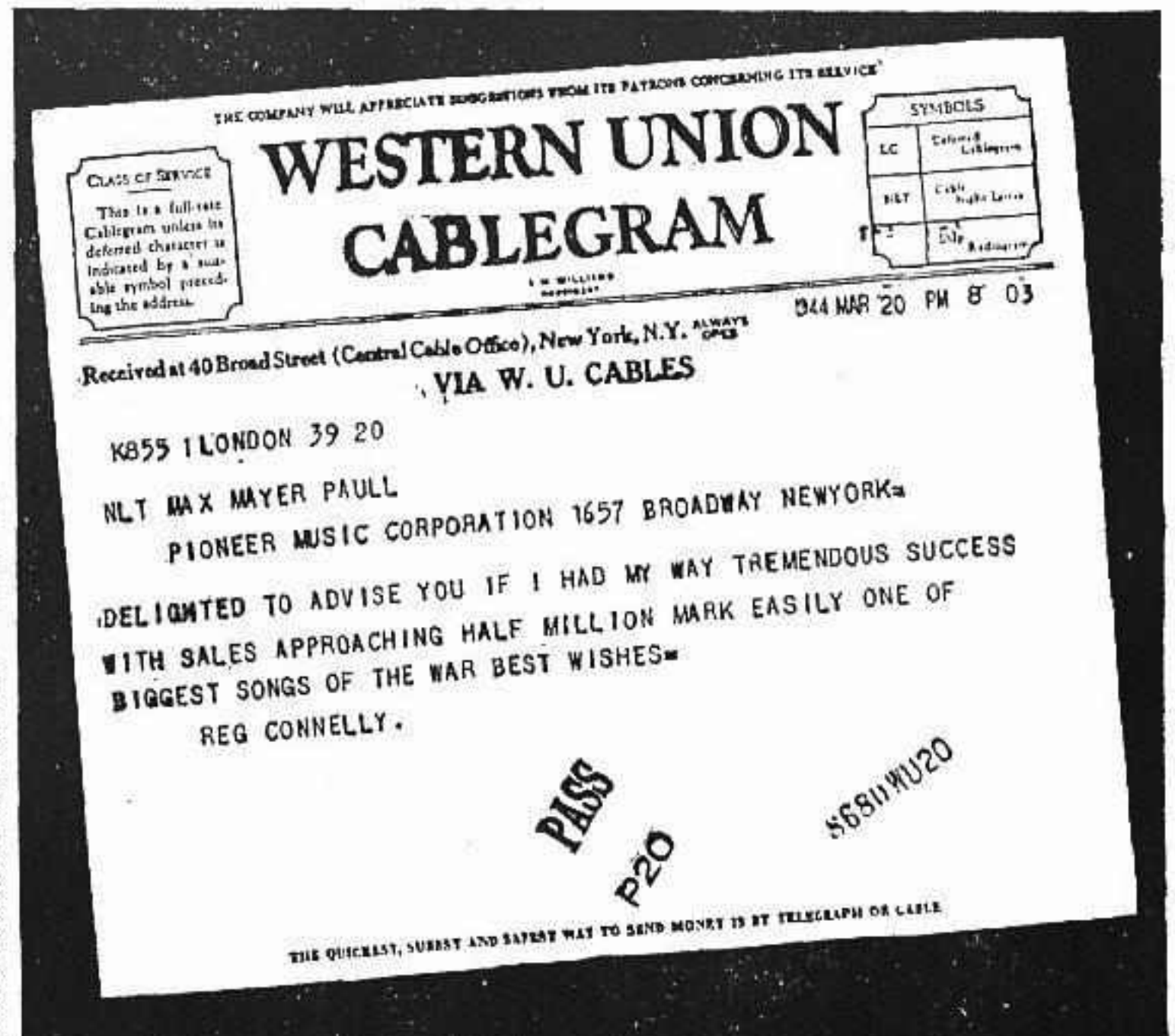
## "HARLEM" HIT PARADE

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.		
3	1	Main Stem	Duke Ellington ... Victor 20-1556
4	2	When My Man Comes Home	Buddy Johnson ... Decca 8655
2	3	Do Nothin' Till You Hear From Me	Duke Ellington ... Victor 20-1547
8	4	I Learned a Lesson I'll Never Forget	Five Red Caps ... Beacon 7120
7	5	Sometimes I'm Happy	Lester Young Quartet ... Keynote 604
—	6	Solo Flight	Benny Goodman ... Columbia 36684
1	7	Cow Cow Boogie	Ink Spots and Ella Fitzgerald ... Decca 18587
—	8	Do Nothin' Till You Hear From Me	Stan Kenton ... Capitol 145
—	9	Don't Believe Everything You Dream	Ink Spots ... Decca 18583
—	10	Salty Papa Blues	Lionel Hampton ... Keynote 606

# Congratulations REG CONNELLY!

On the terrific news contained in your cable as follows:



And thanks again to Jimmy Kendis and Lou Klein, the writers of our great song,

## "IF I HAD MY WAY"

which remains a reigning favorite with Americans, as shown by its many recent network broadcasts, plus its various recordings, such as Bing Crosby, Decca #2448; Ray Noble, Columbia #35577; Glen Gray, Decca #2437; and not forgetting the brand-new release by Kate Smith, Columbia #36686, and others.

And, Reg, we are also proud to have you introduce to the British public our present No. 1 hit,

## "THE SAME LITTLE WORDS"

By Stanley Adams, Jack Rosenberg, Ira Schuster

We wish you the same great success with it that you have won with "If I Had My Way." And that's plenty!

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President, Paull-Pioneer Music Corp.

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(Other Side—"THE HONEYSONG")  
Both Vocals With Instrumental Accompaniment Featuring  
"TEX" GRANDE and his "RANGE RIDERS" **49¢**

### OTHER "DE LUXE" TOP TUNES!

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#5001 "NO LETTER TODAY" ("Don't Wait Too Long To Forgive")  
#5000 "PISTOL PACKIN' MAMA" ("Put Your Arms Around Me, Honey") **49¢**  
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THE  
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I'll Be Seeing You . . . Tommy Dorsey (20-1574)

Good-For-Nothin' Joe . . . . . Lena Horne with  
Charlie Barnet's Orch. (30-0823)

Sittin' by the Old Corral  
Montana Slim (33-0510)

I Love You . . . . . Perry Como (20-1569)

Easter Parade . . . . . Sammy Kaye (20-1568)

I'll Get By . . . . . Four King Sisters (30-0821)

I Laid My Cards on the Table  
Washboard Sam (34-0710)

Here We Go Again . . . Glenn Miller (20-1563)

It's Love, Love, Love . . King Sisters (30-0822)

I Couldn't Sleep a Wink Last Night  
Dinah Shore (20-1562)



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RECORDS!**



BUY  
WAR BONDS  
EVERY  
PAYDAY



**PART 2—The Billboard**

**BEST SELLING RETAIL RECORDS**

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

**NATIONAL**

POSITION	Last Wk.	This Wk.	Artist	Label
1		1	Besame Mucho . . . . . Jimmy Dorsey	Decca 18574
2		2	Mairzy Doats . . . . . The Merry Macs	Decca 18588
4		3	Shoo-Shoo Baby . . . . . Andrews Sisters	Decca 18572
3		4	Holiday for Strings . . . . . David Rose	Victor 27853
7		5	I Couldn't Sleep a Wink Last Night . . . . . Frank Sinatra	Columbia 36687
6		6	Speak Low . . . . . Guy Lombardo	Decca 18573
10		7	Star Eyes . . . . . Jimmy Dorsey	Decca 18571
—		8	When They Ask About You . . . . . Jimmy Dorsey	Decca 18582
8		9	My Heart Tells Me . . . . . Glen Gray	Decca 18567
—		10	Do Nothin' Till You Hear From Me . . . . . Stan Kenton	Capitol 145

**SECTIONAL**

**EAST**

POSITION	Last Wk.	This Wk.	Artist
1		1	Besame Mucho (Jimmy Dorsey)
4		2	Shoo-Shoo Baby (Andrews Sisters)
2		3	Holiday for Strings (David Rose)
3		4	Poinciana (Bing Crosby)
8		5	Mairzy Doats (The Merry Macs)
7		6	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
5		7	Star Eyes (Jimmy Dorsey)
6		8	Mairzy Doats (Al Trace)
10		9	When They Ask About You (Jimmy Dorsey)
—		10	Take It Easy (Guy Lombardo)

**SOUTH**

POSITION	Last Wk.	This Wk.	Artist
3		1	Shoo-Shoo Baby (Andrews Sisters)
1		2	Besame Mucho (Jimmy Dorsey)
2		3	Mairzy Doats (The Merry Macs)
4		4	Holiday for Strings (David Rose)
5		5	My Heart Tells Me (Glen Gray)
—		6	When They Ask About You (Jimmy Dorsey)
—		7	No Love, No Nothin' (Johnny Long)
7		8	Speak Low (Guy Lombardo)
—		9	Cow Cow Boogie (Ink Spots and Ella Fitzgerald)
—		10	Ration Blues (Louis Jordan)

**MIDWEST**

POSITION	Last Wk.	This Wk.	Artist
1		1	Besame Mucho (Jimmy Dorsey)
2		2	Holiday for Strings (David Rose)
3		3	Mairzy Doats (The Merry Macs)
7		4	Shoo-Shoo Baby (Andrews Sisters)
6		5	Speak Low (Guy Lombardo)
5		6	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
—		7	Mairzy Doats (Lawrence Welk)
—		8	Take It Easy (Guy Lombardo)
—		9	When They Ask About You (Jimmy Dorsey)
—		10	Do Nothin' Till You Hear From Me (Woody Herman)

**WEST COAST**

POSITION	Last Wk.	This Wk.	Artist
1		1	Mairzy Doats (The Merry Macs)
7		2	Do Nothin' Till You Hear From Me (Stan Kenton)
—		3	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
8		4	Star Eyes (Jimmy Dorsey)
6		5	No Love, No Nothin' (Ella Mae Morse)
4		6	Shoo-Shoo Baby (Ella Mae Morse)
—		7	My Heart Tells Me (Glen Gray)
3		8	Speak Low (Guy Lombardo)
9		9	Poinciana (Bing Crosby)
—		10	When They Ask About You (Jimmy Dorsey)

**MOST PLAYED JUKE BOX FOLK RECORDS**

(Hillbilly, Race, Cowboy Songs, Spirituals)

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

POSITION	Last Wk.	This Wk.	Artist	Label
3		1	Too Late To Worry . . . . . Al Dexter	Okeh 6718
1		2	So Long, Pal . . . . . Al Dexter	Okeh 6718
—		2	Hurry, Hurry! . . . . . Benny Carter	Capitol 144
—		3	Ration Blues . . . . . Louis Jordan	Decca 8654
3		4	Rosalita . . . . . Al Dexter	Okeh 6708
—		4	They Took the Stars Out of Heaven . . . . . Floyd Tillman	Decca 6090



# Music Popularity Chart Week Ending March 23, 1944

## MOST PLAYED JUKE BOX RECORDS

### Going Strong

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

1. MAIRZY DOATS.....The Merry Macs.....Decca 18588  
(6th Week)
2. BESAME MUCHO.....Jimmy Dorsey (Bob Eberly and Kitty Kallen)  
(10th Week).....Decca 18574
3. SHOO-SHOO BABY....Andrews Sisters (Vic Schoen Ork)..Decca 18572  
(13th Week)
4. I COULDN'T SLEEP A  
WINK LAST NIGHT....Frank Sinatra.....Columbia 36687  
(6th Week)
5. POINCIANA.....Bing Crosby (John Scott Trotter Ork).Decca 18586  
(5th Week)
6. MY HEART TELLS ME..Glen Gray (Eugenie Baird).....Decca 18567  
(14th Week)
7. SAN FERNANDO VALLEY.Bing Crosby (John Scott Trotter Ork).Decca 18586  
(2d Week)
8. NO LOVE, NO NOTHIN'..Johnny Long (Patti Dugan).....Decca 4427  
(8th Week)
- WHEN THEY ASK  
ABOUT YOU.....Jimmy Dorsey (Kitty Kallen).....Decca 18582  
(2d Week)
9. HOLIDAY FOR STRINGS.David Rose.....Victor 27853  
(3d Week)
- SHOO-SHOO BABY....Ella Mae Morse (Dick Walters Ork).Capitol 143  
(13th Week)
10. DO NOTHIN' TILL YOU  
HEAR FROM ME.....Woody Herman.....Decca 18587  
(7th Week)
11. IT'S LOVE, LOVE, LOVE.Guy Lombardo (Skip Nelson and Lombardo  
(2d Week) Trio).....Decca 18589
- TAKE IT EASY.....Guy Lombardo (Lombardo Trio)...Decca 18573  
(1st Week)
- NO LOVE, NO NOTHIN'..Ella Mae Morse (Dick Walters Ork).Capitol 143  
(8th Week)
12. MAIRZY DOATS.....Al Trace.....Hit 8079  
(6th Week)
13. COW-COW BOOGIE...Ink Spots-Ella Fitzgerald.....Decca 18587  
(2d Week)
14. DO NOTHIN' TILL YOU  
HEAR FROM ME.....Duke Ellington.....Victor 20-1547  
(6th 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. DON'T SWEETHEART ME.Lawrence Welk (Wayne Marsh)... Decca 4434
2. MAIRZY DOATS.....Lawrence Welk (Bobby Beers)... Decca 4434
3. DON'T BELIEVE EVERY-  
THING YOU DREAM...Ink Spots.....Decca 18583

### Territorial Favorites

- TOO LATE TO WORRY.....Al Dexter.....Okeh 6718  
(Bridgeport)
- BACK BEAT BOOGIE.....Harry James.....Columbia 35456  
(Buffalo)
- HERE WE GO AGAIN.....Glenn Miller.....Victor 20-1563  
(Erie)
- SUDDENLY IT'S SPRING...Hildegard.....Decca 23297  
(Jacksonville)



# -PLAYED MOST OFTEN ON JUKE BOXES

Get these into every location!

- |       |   |   |     |
|-------|---|---|-----|
| 18595 | I LOVE YOU -VOCAL<br>I'LL BE SEEING YOU -VOCAL  | BING CROSBY                                       | 50¢ |
| 18574 | MY IDEAL -FT, VC<br>BESAME MUCHO -FT, VC  | JIMMY DORSEY ORCH.                                | 50¢ |
| 4434  | MAIRZY DOATS -FT, VC<br>DON'T SWEETHEART ME -FT, VC                                   | LAWRENCE WELK ORCH.                               | 35¢ |
| 18588 | MAIRZY DOATS -VOCAL<br>I GOT TEN BUCKS & TWENTY-<br>FOUR HOURS' LEAVE                 | THE MERRY MACS                                    | 50¢ |
| 18589 | IT'S LOVE, LOVE, LOVE<br>-FT, RUMBA, VC.<br>CAN'T YOU DO A FRIEND A<br>FAVOR? -FT, VC | LOMBARDO ORCH.                                    | 50¢ |
| 18577 | THE MUSIC STOPPED -FT, VC<br>I COULDN'T SLEEP A<br>WINK LAST NIGHT                    | WOODY HERMAN ORCH.                                | 50¢ |
| 18583 | DON'T BELIEVE EVERYTHING<br>YOU DREAM -VOCAL<br>A LOVELY WAY TO SPEND<br>AN EVENING   | INK SPOTS   | 50¢ |
| 4431  | SHOO-SHOO BABY -FT, VC<br>CRAZY BLUES -BLUES, FT, VC                                  | JERRY WALD ORCH.                                  | 35¢ |
| 18572 | SHOO-SHOO BABY -VOCAL<br>DOWN IN THE VALLEY -VOCAL                                    | ANDREWS SISTERS                                   | 50¢ |
| 18593 | HOLIDAY FOR STRINGS -INST.<br>OHIO -FT, VC  | JIMMY DORSEY ORCH.                                | 50¢ |
| 23311 | HOLIDAY FOR STRINGS<br>JALOUSIE   | FRED WARING CONCERT VOCESTRA ORCHESTRA AND VOICES | 75¢ |

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

**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

**BESAME MUCHO**

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

**SO GOODNIGHT**

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

**I'LL BE AROUND**

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

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**RENEE DARST AND HER SWINGETTES**



DEAR FOLKS:—

May have to pro-  
long my visit here,  
as last night I was  
hit between my  
musical eyes with  
six lovely girls  
who really do

something with  
dance music,  
vocals and a brass  
choir. It isn't  
often you find  
such a combina-  
tion.

Regards,  
JOHN Q. PUBLIC.

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Seven clever musicians and a lovely girl vocalist offer-  
ing smartly paced dance rhythms, vocals and novelties.



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**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.

**BACK DOOR STUFF . . . . . Jimmie Lunceford and His Orchestra . . . . . Decca 18594-A**

This is Lunceford nearly at his best. It might be even called his best—except for the fact that he'll more than likely be topping it with a new "best" before too long. His smooth brass, his handling of the melody and rhythm is an object lesson for students of easy swing. Both sides of this, they're called Part One and Part Two are due to be played and played and played—in the home and on the jukes. If this isn't No. 1 in The Billboard pop charts very soon it'll only be because the disks aren't available. Middlebrows as well as crew cuts will be putting their cash in the slots and on the counters for "Back Door Stuff."

**HOLIDAY FOR STRINGS . . . . . Jimmy Dorsey and His Orchestra . Decca 18593-A**

J. D. has taken this Dave Rose number and given it one of his top drawer treatments. It still isn't toe tickling, but it's something extra in the sit-and-listen disk group. The interesting way Dorsey's arranger has translated this semi-long hair selection into almost pop is something to note. Jukes may be afraid to put this on the tables, but it won't be long before the nickels will be proving the hesitating op is wrong. This is on the way in.

**FRANKIE CARLE AND HIS GIRL FRIENDS . . . . . Frankie Carle . . . . . Columbia Set C-97**

This album is selling out as soon as it is placed on the shelves of disk departments and dealers, and since the platters are available to juke ops individually they too are getting a strong call. The way the bobby socks stop talking to listen to Carle's fast fingers is something to note when Carle jukes. It's the same thing at his live dates. His pianistics bring out the adoring stand-by-the-bandstanders who flocked to licorice sticking of Benny Goodman, the trumpet of Spivak and the satchmo of Armstrong. It's one of the few times that a piano-playing maestro makes them goggle-eyed.

**POPULAR RECORD RELEASES**

(From March 23 thru March 30)

- Holiday for Strings . . . . . Fred Waring . . . . . Decca 23311
- I Love You . . . . . Bing Crosby (John Scott Trotter Ork) . . . . . Decca 18595
- I'll Be Seeing You . . . . . Bing Crosby (John Scott Trotter Ork) . . . . . Decca 18595
- I'll Walk Alone . . . . . Louis Prima . . . . . Hit 7083
- I'm Sending X's to a Girl From Texas. Tex Grande and His Range Riders . . . . . Deluxe 5003
- Jalousie . . . . . Fred Waring . . . . . Decca 23311
- Robin Hood . . . . . Louis Prima . . . . . Hit 7083
- She Never Said a Word . . . . . Denver Darling and His Texas Cowhands . . . . . Decca 6097
- Smoke Rings Album . . . . . Victor P-147
- All the Things You Are . . . . . Artie Shaw (Helen Forrest) . . . . . Victor 20-1559
- I Got It Bad and That Ain't Good . . . . . Duke Ellington (Ivie Anderson) . . . . . Victor 20-1560
- Intermezzo . . . . . Freddy Martin (Clyde Rogers) . . . . . Victor 20-1559
- My Reverie . . . . . Larry Clinton (Bea Wain) . . . . . Victor 20-1558
- Moon Love . . . . . Sammy Kaye (Clyde Burke) . . . . . Victor 20-1557
- That Old Black Magic . . . . . Glenn Miller (Skip Nelson and the Modernaires) . . . . . Victor 20-1560
- These Foolish Things Remind Me of Benny Goodman (Helen You) . . . . . Ward) . . . . . Victor 20-1557
- The Honey Song . . . . . Denver Darling and His Texas Cowhands . . . . . Decca 6097
- The Honey Song . . . . . Tex Grande and His Range Riders . . . . . Deluxe 5003

**NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:**  
Atlanta: Cox Prescription Shop, Beverly Hills, Calif.: Martindale'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.: Dreibelbis Music Co. Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wurlitzer's. Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.; Wurlitzer's. Denver: Century Music Shop; The May Company; Record Shop; Charles E. Wells Music Co. Des Moines: Davidson Record Co.; Des Moines Music House. Fort Worth, Tex.: Kemble Bros.' Furniture Co. Hollywood: Music Shop; Music City; Hollywood House of Music. Jacksonville, Fla.: Butler's Record Shop. Los Angeles: The May Company. Louisville: Stewart Dry Goods Co. Miami: Richard's Store Co. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Music; Melody Shop. Philadelphia: Downton Record Shop; Alex A. Getilin; 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 23, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### JIMMY DORSEY (Decca)

"Ohio"—FT; VC. "Holiday for Strings"—FT.

Not to be confused with "O-HI-O" of an earlier annum, Jimmy Dorsey introduces here a more modern exposition of that State in an up-to-the-minute jump and jive setting. This "Ohio" is by Jimmy McHugh and Harold Adamson and is Dorsey's big number in his new picture, "Four Jills and a Jeep." A bright rhythmic ditty, with a bit of the maestro's own alto sax improvisations bridging the vocal chants of Gladys Tell, the band's newest canary and by far the best when it comes to vocal qualities and lyrical projection. Moreover, side has the ensemble cutting it sharply and sock for the opening stanza to give the song good all-around coverage in the spinning. Plattermate is David Rose's "Holiday for Strings" in which the strings really take a holiday, with the saxes pecking away at the part usually taken by the pizzicati fiddles. No attempt is made to present the opus as a dance disk. Instead, the band all but smothers the delightful melody with the arrangers throwing in everything but the kitchen sink, and it all spins as a weak sister to Toscanini.

For the music boxes, operators should keep "Ohio" on order. Apart from its bright rhythmic appeal, the picture association should go a long way in sparking the play.

### JOHNNY LONG (Decca)

"Someday I'll Meet You Again"—FT; VC. "San Fernando Valley"—FT; VC.

Augmenting his band to nine reeds, seven brasses and four rhythm, Johnny Long sets a new style in dishing. There is plenty reason for Long and many of his fellow musimakers, who have to go along with scanty set-ups because of the man-power problem, to perk up the personnel for such permanent a record as the phonograph record. With colorful and striking scores arranged by Julian Work and George Williams, maestro Long makes a most impressive showing in the ballad treatment accorded "Someday I'll Meet You Again." Written by Max Steiner and Ned Washington, the ballad stems from the "Passage to Marseilles" movie. Apart from the color harmonies in the band scoring, side gets strong lyrical expression in the romancy singing of Gene Williams. The singer, however, is not as effective for the more whimsical "San Fernando Valley," failing to catch the spirit of the song in his straightforward voicing. Williams carries virtually the entire side, with the band showing little sparkle in its short inning.

The Johnny Long band on the records is going to surprise the phono fans, stacking up strong for the music boxes as "Someday I'll Meet You Again" gains wider circulation with the help of its important picture association.

(See Pop. Record Reviews on page 68)

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

### SONS OF THE PIONEERS (Decca)

"Home in San Antone"—FT; V. "I Hang My Head and Cry"—FT; V.

One of the most popular of the singing troupes among the Western performers, the Sons of the Pioneers offer up two of the more popular hillbilly tunes of the day. The male quartet and solo voices singing in a most convincing manner, with fiddles and guitars providing an adequate instrumental background, the Pioneers carry the torch for Texas, telling you that you can have your mansions and they'll take their "Home in San Antone." The Chamber of Commerce chant was earlier waxed by Bob Wills on the Okeh label and should enjoy another popularity fling on the strength of the Pioneers and their wide following among the hillbilly and Western movie fans. "I Hang My Head and Cry" is one of Gene Autry's standards, written and recorded by the famous cowboy star at an earlier date. Taking it at a lively tempo, the Pioneers are plenty potent as well for the lyrical requirements of this 16-bar torch tune which typifies the Western school of song.

(See Folk Record Reviews on page 68)

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

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

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and  
**I'LL BE SEEING YOU**  
By Louis Prima and His Orchestra

★ ★ ★

7083  
**I'LL WALK ALONE**  
and  
**ROBBIN HOOD**  
By Louis Prima and His Orchestra

**CLASSIC RECORD CO.**  
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EVERY HIT IS ON CLASSIC RECORDS!

# Music and the Navy --- Who, What, When & Why

(Continued from page 4)

But pull up a chair and let's go back to music. As a musician, what usually happens to you is one of three things. Probably the least alluring, but in the majority of cases the most necessary, not only to the service but to the person involved, is a six-year hitch in the Navy School of Music at Washington. The six-year stretch is without regard to the emergency, so that if the war ended tomorrow, the brass, reed, percussion and string boys would still be at work on their musical hickory stick.

To be recommended for the Navy School of Music in the Capital, a musician must be able to read at sight, know elementary theory and have band or orchestra experience. The phrase generally used is "military band experience," but if you substitute the word "concert" for "military" you'll have no trouble understanding naval usage and nomenclature, which is often befuddling to the newcomer or recruit.

For those with previous musical experience who are rusty because they have been working in war plants or at some other job far removed from their true inspiration, the destination is the school at San Diego, Calif., where the course lasts from three to six months, by which time, if you are really what the auditioners think you stack up to be, you emerge as Mus. 3/c, provided you secure an assignment, which you usually do.

The best spot comes when you are recognized as an accomplished or finished tootler either by civilian reputation or via brief audition. The requisites are exceptional or above-average sight-reading ability, experience in all types of concert bands, preference being given to those who double. For this group the rate is given right at the naval station after qualifying, and following recommendation to the Recruit Training Examining Board, some of the boys think they're pretty hot stuff. But when an expert like Station Bandmaster L. E. L. Jones, USN, and his staff get thru with a lot of them they are deflated—all in a nice palatable way, of course—and ready to start from scratch, unlearn some of the things they thought were substantial and elementary, and get themselves into position to amount to something in navy music. Thru all of it they have to keep up with their regular duties: in short, they have to be "squared away" at all times.

(Incidentally, when and if you're headed for a naval training station, better bring your instrument with you.)

An idea of Sampson's ever-increasing musical strength will be gleaned from even a cursory inspection of the present personnel from jive-jam to swing-sweet. It will be noted that the symphonic contingents are well represented. Here are the boys (with their navy names) and who they were attached to before Uncle Sam reached out for them:

William Dewey—With Joe Reichman, Ted Straeter, Vaughn Monroe.

John Costello—B. S. Rolfe, Vincent Lopez, Mark Warnow, Leith Stevens, D'Artega, Harold Stern, Josef Cherniavsky.

Lester Vidoms—Carl Ravazza, Arturo Arturos, Bob Knight, Desi Arnez, Vincent Brigale.

Joseph Camilleri—Tony Pastor, Isham Jones, NYA ork under Morton Gould.

Murry Gottfried—Bunny Berigan, Vido Musso, Dick Rogers, Ray Kinney.

Kenneth Karpf—Ben Cutler, Roy Fox.

George Popa Jr.—McFarland Twins, Mitch Ayres.

Howard Abernathy—Frankie Masters, Will Bradley.

Bobby Cardilla—Frankie Masters; also arranged for Jimmy Lunceford.

Rudy Hermann—Manny Praeger, Little Jack Little, B. A. Rolfe, George Olsen, Eric Madriguera, Rubinoff, Victor Young, Reggie Childs, Don Alfonso, D'Artega.

Eddie Jarosz—Bill Bardo.

Victor Chape—Sonny Dunham, Joe Haymes, Freddie Bergen.

Sal Accurso—Sonny Dunham, Reggie Childs, Jack Coffey, McFarland Twins, Josef Cherniavsky.

Sid Lener—Muggsy Spanier, Dick Stabile, Enoch Light, Alvino Rey.

Arthur Harbi—Arturo Arturos, Will Bradley, Bob Astor.

Bob Moran—Detroit Symphony, Victor Caravan (Alfred Newman, conductor).

Herb Sherry—Herb Sherrym.

Sal Calandra—Will Bradley, Bobby Byrne.

Sid Isaacs—National Symphony Orchestra of New York.

I. D. Deuel—John Philip Sousa, Art Landry.

Forrest Dudley—Long Island Symphony.

Tex Hurst—Sig Romberg, Ferde Grofe, George Gershwin, Henry Busse, B. A. Rolfe.

Steve Garberino—Leo Reismann; solo piano at Essex House, New York; appearances with Benny Davis's *Stardust Revue*, and Station WIP, Philadelphia.

George Campbell—Columbus Symphony (Izler Solomon, conductor).

William Bilenko—All-American Youth Orchestra, Ballet Russe, Radio City Music Hall (Erno Rappe), Berkshire Festival (Koussevitsky), Morton Gould, Artie Shaw.

Howard Leess—Jerry Wald.

R. E. Kann—Meyer Davis, Fred Waring.

Joseph Labrie—Fenton Brothers.

Jerry Holston—Jan Garber.

Louis Mastericola—Radio City (Rapee).

Brooklyn Symphony Orchestra, St. Louis

## Beers Upset Coca-Cola

CHICAGO, March 25.—Bobby Beers, 17-year-old vocalist with Lawrence Welk's ork, upset the appletart on the Coca-Cola broadcast from Fort Snelling, Minn., last week when he received a hurry call to report to the West Coast for a screen test. Beer's quick departure left the band without a male singer and caused considerable excitement in a last-minute clearance of new numbers.

If the lad's test is successful he will remain on the Coast for 10 days, returning to the band after his pic assignment. Welk, who is skedded to go into the Oriental Theater here April 28 and the Stanley Theater, Pittsburgh, May 5, has made arrangements to give the lad a leave of absence whenever he is called for a pic commitment. Times being what they are, band leaders go to extremes to hold even parts of men—or else.

## Columbia Promotion To Build Good Will; Sign Top Longhairs

NEW YORK, March 25.—Columbia disks are out to beat the field with plush anticipatory promotion to hook longhair biz in the post-ban era and sign prestige-conscious artists. The masterworks outfit has started to issue a series of class booklets eulogizing recently signed performers. They are expected to develop good will and land ego-caressing musicians who can get the same dough but not the same build-up from other companies.

First inflation is for Helen Traubel, chesty Wagnerian soprano. The next will be for Ezio Pinzo, recently signed Met basso.

So far Columbia is first waxworks to what what it expects to be greatly increased highbrow disk appetites.

around the G-clef bases—and still does after about seven months in the navy.

### Tough Assignment

Jones's assignment is tough. He starts from scratch almost daily, not knowing who or how many he has to begin with and rehearsing the pants off them in between "musts" of the trainees. Sometimes he will find a few of his key sidemen missing because they are on guard duty or obliged to participate in one of the numerous routines on the skeds of their companies or regiments. He tries to get alternates for given instruments, but it isn't always easy. Moreover, the training period is for a few weeks, and then Jones has to go scouting all over again for new faces.

One would think that under these conditions the outfit would sound like a pick-up, and while I'm not saying they're a sensation, it so happens they're a helluva swell show and dance unit, for which Jones reserves most of the credit. One of Jones's boys is Junie Mays. Junie was pianist with Johnny Long's ork. I am not expert enough to know how he does with the band as a whole, but when it comes to boogie solo, where you can pick up every note, Junie is by way of being a wallop.

There are a couple of things I wanted to say about how musicians are worked into the naval scheme, how regimental bands are put together, what they consist of and also how band units function at sea and on shore. This treatment will have to wait on the hook for another issue.

Symphony, New Friends of Music.

Joseph Holmes—Mal Hallett.

Harvey Garber—Minneapolis Symphony, Duluth Symphony, St. Paul Pops.

Edward McGough—Minneapolis Symphony.

Richard Landon—Ted Lewis, Vincent Lopez, Paul Ash, Rubinoff, Sousa, Victor Young.

Jack Fascinato—Garry Moore; staff arranger for Paramount Pictures; *Barn Dance* program.

Fred Conaway Jr.—Russ Morgan.

Max Chamitov—Ray Noble and Hickory House, New York.

Al Singer and R. F. Clemson—Station WCAU, Philadelphia.

Joe Alessi—Radio City.

Ed Bernstein—Earle Theater, Philadelphia.

J. H. Downing—Dick Stabile.

Joe Gordon—Bob Astor, composer of *Have You Changed?*, etc.

Harry Levinson (Lee Harold)—Gray Gordon, Jack Teagarden, Art Jarrett.

There are a lot more as, for instance, Tito Isgro, who was tenor saxist for Teddy Powell, and Harry Raderman, known to all and sundry by virtue of the fact that he was on the floor of the union as old call boy of Local 802, AFM. But to shoot the works would not add up with newspaper rationing, and I am also thinking of when I was in the saddle on the Sixth Floor of the Palace Theater Building and screaming "cut it down" to the boys and girls who helped me, with little help from the selfsame me, put together the sheet week in and week out for *The Billboard's* fastidious public.

### Professional Irisher

Nevertheless I cannot resist the temptation to sound off about Johnny Redmond, the professional Irisher—and the composer who used to draw tunes out of a hat and make them click with the sheet music and disk congregation of U. S. A. Johnny, now past the corner of 38 and in blues for more than a year, is one of the able participants in and producers of Sampson's *Happy Hour* shows, which are staged for the benefit of recruits with talent composed largely of recruits themselves. At the *Happy Hour* in one of the regimental shows last week (St. Patrick's Day), Johnny knocked them dead, first in a sing-song made up of *My Wild Irish Rose* (naturally), *Mairzy Doats*, *Touch of Sampson* and *Anchor's Aweigh*, and again, toward the finish of the bill, appearing in character as composer, chirping and leading his own *Gaucho Serenade*, *Man With a Mandolin*, *I Let a Song Go Out of My Heart*, *You'll Never Be Blue in a Blue Uniform*, and *You're a Sap, Mr. Jap*, with the guitar assistance of Eddie Mack, another welfare and recreation producer and performer who was with Tommy Dorsey.

Responsibility for this particular show was in the hands of Joe Fills (professional name Roy Davis), ex-pro singer, emcee and handyman around stage, who kept the layout moving at a fast clip. In one number down about the middle, Fills was the butt for a corking heckling routine with Royal (legit) Raymond and George (singer-comic) Marvin, also of W&R, who sent their torpedoes from audience seats. They could have laid 'em in the aisles in towns from Chisel Switch to the Big Time, and, of course, the recruits were wet with laughter.

The music was by the station's recruit band, batoned by Billy Jones, the Scrantonite, who in civvie life knew his way

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# DESIGNERS NIX OVERDRESSING

## BROADWAY OPENING

### THE HOUSE IN PARIS

(Opened Monday, March 20, 1944)

#### FULTON THEATER

A drama by E. Mawby Green and Edward Allen Feilbert based on a novel by Elizabeth Bowen. Staged by Clarence Derwent. Setting by Stewart Chaney. Company manager, Joseph Roth. Stage manager, Ralph Simone. Press representatives, Charles Washburn and Maurice Turet. Presented by H. Clay Blaney, Naomi Fisher, Cavada Humphrey Henrietta, Pauline Robinson Leopold, Alastair Boyd Kyle Two American Girls, Marguerite Lewis, Penelope Sack Madame Fisher, Ludmilla Pitoeff Max Ebhart, Michael Ingram Karen Michaels, Lorraine Clewes Ray Forrester, Isham Constable

Elizabeth Bowen's novel about a Parisian ménage with the head of the table occupied by a female octopus was one of mood. Possibly a Reginald Denham or an Emlyn Williams might have caught the sinisterly selfish qualities of Madame Fisher and twisted them into something suspenseful and even goose-pimpling for the stage.

Perhaps the Bowen book can't be translated into drama. At all events, the typewriters of E. Mawby Green and Edward Allen Feilbert have succeeded parenting something which might be termed a chin-musical, since there is more dull talk per square foot of acting space than has afflicted the Stem in a long time. The only mood it projects is one of protracted boredom—for the auditor.

The worst of the current stage-crafting of *Paris* is that it engenders a mild dislike of all its characters. They are stuffy, weak or just plain tiresome, a sadly muddled crew as animated by Messrs. Green and Feilbert. There isn't one in the lot worth the waste of an honest emotion. They add up to a tedious tale of a purportedly hell-cat mama who loses her lover to a ninny-hammer daughter, only to have the weak heel take a week-end with one of mama's ex-lady-boards. The heel eventually knocks himself off with a penknife—the only really exhilarating moment in the play. However, an offspring is left behind, a by-blow of the affair. He is 10 years old for purposes of a prolog and epilog, but holds forth with the arrogance of 20. Perhaps a mild dislike is an understatement for little Leopold. The authors have succeeded admirably in creating a detestable little stinker.

For the record, *Paris* can be chalked up as having introed Ludmilla Pitoeff to Broadway. The Russian-born Pitoeff comes with quite a pre-war Continental reputation. *Paris*, unfortunately, will not enhance it. Madame Pitoeff gives the impression of knowing a lot of mysterious things about the character of Madame Fisher. However, she manages to keep them from the audience thruout the three acts. She endows the part with sparrow-like neck twistings and fussy gestures and shrugs. Her accent is heavily underscored and her delivery has a singing quality which is irritating to sustained listening. She seemed to enjoy *Paris*, however, even to the extent of giving the customers a profound double-take on almost every exit. Perhaps she may do better with another play and when more used to our ways.

Some of the other participants manage to be more credible in spite of obvious stilted direction by Clarence Derwent. Cavada Humphrey, who evidently can act when permitted, does the best she can with the droopy daughter. Likewise, Lorraine Clewes would do better in a different setting. Michael Ingram puts up a gallant, if bruising, battle with the role of tortured artist, and young Alastair Boyd Kyle makes the brat something nauseous to be remembered.

There is nothing in "Paris" to attract the air-waves. Even ether-scripped to the bone, any scene presents a cascade of words which would lull the average armchair listener to sleep.

Stewart Chaney has devised an elegantly gloomy Victorian parlor, but from all that goes on within it the management might just as well shut the door to *The House in Paris* and throw away the key. The authors never found it, anyway.

Bob Francis.

## Producers Still Yearn for Spangles as Costumers Beg For Good Color and Line

### Miles White and Paul DuPont Anti-Commercial Houses

NEW YORK, March 25.—Wartime restrictions or not, musicals are hot. And when something is hot on Broadway, managerial human-nature asserts itself. Every producer wants to top his competitor. And one of the first spots in focus of the managerial eye when a new song-and-dancer is processing is the clothes department. All of them know that the most guileful musical can get a fast razoo from crix and costumers if it's not dressed-up pretty. On the other hand some pretty dusty book-shows and revues have gone over strong on the basis of handsome rags on the gals and boys. Consequently, the finger is on the designer of the costume pretties. He's got to keep dreaming them up more lavish—or else.

It is a situation viewed with mild alarm by some members of the sketch-box-thread-and-needle fraternity, who have a yen for simplicity in materials and design. There seems to be no limit in overdressing, according to Miles White. White, who got his first real Stem recognition two years ago for his dressing of *The Pirate*, currently has three song-and-dancers cavorting in his creations, *Early To Bed*, *Oklahoma* and *Ziegfeld Follies*. At the moment he is up to the elbows in sequins for Richard Kolmar's *Dream With Music* and Billy Rose's new *Diamond Horseshoe* opus.



*Oklahoma* and *Ziegfeld Follies*. At the moment he is up to the elbows in sequins for Richard Kolmar's *Dream With Music* and Billy Rose's new *Diamond Horseshoe* opus.

#### Color Not Glitter

Real costuming he believes should depend for its effectiveness on synchronized color and not glitter, which is the goal he is aiming at in *Dream With Music*. *The Pirate*, he says, gave less trouble than anything else. It was created entirely in cottons. Presenting no material problems, its eye-pull stemmed solely from brilliant color. Nowadays, when rayons or acetates made from skim milk must be substituted for impossible silks, the problem gets tougher. The easy out is to overlay with fake jewelry which seems to have attracted the production eye toward the current trend.

However, he admits that if he believed in material limitations, he would be sunk. He designs hoping for everything—and then sets the shoppers to scouring for the necessary gewgaws. The proceedings begin in a huddle with the producer and the scene-designer. Subsequently, he submits designs, the specifications for which are typed and sent to costumers for bids. Still later the producer and half-a-dozen business managers steam over these—and White slips out of town. Eventually, the smoke blows away and they all agree. White comes back and goes to work.

#### Nixes Commercial Houses

Another tendency which he thumbs down emphatically is the growing participation by couturiers and commercial dress houses in musical productions. Their collaboration in a strictly legit show may be right in the grove. But where the chirp-and-tappers are concerned, while it is doubtless a magnificently smart play for personal build-up and advertising, the fashion designer only succeeds in throwing the proceedings off key. He tricks out one star and doesn't attack the show as a whole. "Can you imagine?" White suggests, "Celeste Holm breaking out in a Hattie Carnegie original in the middle of *Oklahoma*?" The trouble with a commercial designer is that he has his eye fixed on a portrait. The show designer is filling in a landscape."

#### Detail Is Out

Designer Paul Du Pont, who has 30-odd shows to his credit, beside the current *One Touch of Venus*, *Stars on Ice* and *Porgy and Bess*, agrees substantially with his confere that there should be a turn toward simplicity from the competitive lavish garishness. Due perhaps to the fact that he is general supervisor for Eaves and buyer of materials for cutting and dying, etc., for all big shows and therefore closer to material finding headaches, his approach to a designing problem is somewhat different from White's.

First, says Du Pont, he gets an overall picture of the script and works out general color scheme scene by scene. Then he goes to find out what materials are available. If the job calls for spangles and embroideries, he sets about checking on what the WPB hasn't already eaten. "It is much more interesting," he says, "when a designer is actually governed by know limitations. It forces ingenuity."

#### Du Pont Agrees

Du Pont thinks along precisely the same lines as White in regard to encroachment of commercial fashioners on showbiz. He is even more emphatic about it. The couturier has no place in the theater, he states, because the commercial point of view is too close. Its value lies in detail. That is lost behind the foots, where the approach must be from a different springboard, exaggerated to carry over. Also, he is of the opinion that the commercial designer creates for his or her own ego. Katharine Cornell dressed by Valentina is Valentina and Helen Hayes turned out by Valentina is likewise Valentina, according to the Du Pont eye.

Du Pont has a very definite notion that a costume play should be dressed by a member of USA 829, of which theatrical costumers are an auxiliary. Legit shows, he admits, may be a moot question, but he sees no reason why a non-union house should be permitted to design for the stage. There are at least 50 or 60 stage costumers in good standing. The average big musical pays no more than a \$1,000 to \$1,500 to the clothes designer, which means that there is barely a living for a few toppers in the business at best. There should not, he believes, be any chiseling in from the outside.

The trend toward overdressing, he thinks, is perhaps caused by producers attempts to find an anti-toxin for war, medication via spangles, feathers and lace. They have come to a point of trying to "out-bird-of-paradise one another." However, with choreographers coming into the theater due to the current rise in ballet popularity he believes that there will grow a healthy demand for simplicity in line, form and texture in costuming. Frou-frou, he prays, is on the downbeat.

### Back to Home and Khaki

PHILADELPHIA, March 25.—Opening of *I'll Be Secin' You* at the Walnut Street Theater last Monday (20) was a legit swan song for a while of the new comedy's author and director, George Seaton and Richard Whorf. Fathers in their near 30s, they expect to be inducted into the army when they return to their homes in Hollywood. It's the first stage play for Seaton, who has been penning screen stories in Hollywood for nine years. Whorf has been an actor and scenic designer, but this is the first play that he has directed for Broadway production and probably his last for the duration.

## "Girls" Still Tops Hub With 2 31G Weeks

BOSTON, March 25.—Legit contenders in the Hub ring have been throwing hefty punches the past two weeks. Dave Wolper's smash, *Follow the Girls*, has been banging away at the top, with other attractions doing well despite a heavy storm the early part of the week.

*Mrs. January* and *Mr. Ex* made a mild beginning Monday (13), coming in for two weeks from Philly. Notices here pale. *Chicken Every Sunday* has done fine after a good set of reviews.

*Girls* hit the gong both weeks at the Shubert, playing to capacity and \$31,000. Moves to the Opera House Monday (27), with a \$15,000 advance rung up in three days, presaging a \$40,000-gross for the single frame.

At Bloomingdale's *Allah Be Praised* debuts at the Shubert Wednesday (29). Next booking here is Richard Kolmar's *Dream With Music* set for April 17.

*Chicken*, a new play without names, did most of its hefty \$13,000 on the basis of the notices. Nothing else in sight for the Plymouth. *Mrs. January* drew \$12,000 at the Wilbur for the first stanza (ended March 18), a fall down from Philly's \$17,000 in a slightly larger house. Second week was better at \$13,000. Stella Adler and Sidney Blackmer, returning from the films, open here Tuesday (28) in *Pretty Little Parlor*.

*Jante* wound up a three-week run at the Colonial (18) with \$11,000 in the till. *Arsenic and Old Lace*, in same house for a fourth Boston visit, played to a fair \$10,000. *Shoppes*, Somerset Maugham's comedy, with Edmund Gwenn and Barbara Everest, opens April 10, with *Connecticut Yankee* skedded for April 17.

The uptown Copley, dark since Maurice Schwartz played there a couple of months ago, will relight with the second company of *Decision* coming April 10.

## Detroit Middlebrows Push Light Opera To 420G's Take

DETROIT, March 25.—Detroit Civic Light Opera Association closed a first 10-week season with a grand take of \$420,000 and tops average grosses for any legit show in history of the city. Probably sets an all-time record for light opera with \$69,000 grossed on the final week with *Showboat*.

Total attendance for the 10 weeks was 207,000. This still allows room for improvement of better than 50 per cent audience pull. Figuring on capacity of 4,600, the Masonic Auditorium would take care of 322,000 customers in 70 performances.

Continuance in 1945 is assured by the financial success of the enterprise, headed by Leo J. FitzPatrick, manager of WJR. Season made \$75,000 net.

# Out-of-Town Opening CHICKEN EVERY SUNDAY

(Opened Monday, March 20, 1944)

PLYMOUTH THEATER, BOSTON

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

Mrs. Lawson ..... Ethel Remy  
Jeffrey Lawson ..... Hugh Thomas  
Miss Gilley ..... Diana Rivers  
Mr. Willard ..... Austin Coghlan

Emily Blachman ..... Mary Philips  
Erie May ..... Viola Dean  
Jake ..... Roy Fant  
Eagle ..... Martin Skapik  
Oliver Blachman ..... Guy Stockwell  
Ruthie Blachman ..... Carolyn Hummel  
Carlos ..... Tino Valenti  
Rosemary Blachman ..... Jean Gillespie  
Clem ..... Raymond Van Sickle  
Mrs. Lynch (Miss Sally) ..... Katherine Squire  
Jim Blachman ..... Rhys Williams  
Mr. Robinson ..... Fleming Ward  
Rita Kirby ..... Jean Dale  
George Kirby ..... Frank M. Thomas  
Harold ..... David McKay  
Rev. Wilson ..... Wyrley Birch  
Milly Moon ..... Hope Emerson

Julius and Philip Epstein have been seeing too many movies, probably of their own devising. From the Joe Miller book of flicker script writing they have culled

every corny gag and situation to stuff their play upon Rosemary Taylor's book. Their framework is weak character comedy on which they have festooned all the old chestnuts deriving from farce. Yet the result is one of the funniest charades of the season.

The confusion of mediums—of character, comedy and farce—has not done *Chicken Every Sunday* a great deal of harm. It combos a variety of indestructible high school high jinks which can take a lot of beatings. Its gaudy gags and absolute improbability are sham, and its only vestige of reality is found in a period atmosphere.

You can't begin to unravel the devious, tangled plot lines of *Chicken*. They dart madly here and there, sometimes with a purpose, but more often with no more reason than laughter. In Tucson, Ariz., about 1916, there lived the Blachman

family: three children, of whom Rosemary had reached the age where spring set her fancies awork, and their handsome, patient and practical, but occasionally fiery mother, Emily, and father, Jim.

Jim was a promoter whose sometimes shaky business enterprises embraced the local laundry, street railway, bank and embryo real estate developments, as well as many of the town's lassies. But few of these were more than names because Jim's wife had to keep an odd assortment of boarders to prime the family income. Thru her house passed a divorcee (twice married to the same man); her ex-vaudevillian mother; a tobacco-spitting prospector; a streetcar conductor; a schoolteacher and a male boarder who crept up to her room every night; a willy-nilly scatterbrain and a young man whose mother wanted him to be a poet. Mix them all up in domestic quarrels, parties, engagements, real estate promotions, spy hunts and other antics and you have *Chicken Every Sunday*.

Mary Philips is absolutely swell as Emily Blachman, a human, warm woman. Rhys Williams performs skillfully and loudly as the likable husband. The two carry most of the weight with ease. Special mention belongs to Ray Fant for his prospector, a stock but hilarious character, and to Hope Emerson's boozy ex-vaudevillian. In matters of production, *Chicken* is old-fashioned. Lester Vail's staging consists mainly of having actors run wildly up and down stairs. On opening the show ran 15 minutes after 11 and will have to be drastically cut. Yet interest was well sustained. Howard Bay has designed a 1916 living room that is both homely and comfortable, while Rose Bogdanoff's costumes are unpretentious but right. Put this down as a cockeyed, energetic farce, good for a season's run.

"Chicken" is a weak sister for radio. Considerable of its fun depends upon mildly bawdy improvisations on that well-known theme (sex). Its action is better suited to the films.

Bill Riley.

## BROADWAY SHOWLOG

Performances Thru March 25

### Dramas

Opened	Perfs.	Notes
Angel Street (Golden)	12-5, '41	973 Leo G. Carroll has been signed by Harry Oshrin to direct "Question of Time," psycho-thriller which latter skeds for fall production.
Arsenic and Old Lace	1-10, '41	1,349 (Hudson)
Decision (Belasco)	2-2, '44	63 C. Albert Smith and Paul Anderson will have the father and son roles and Russel Morrison will be stage manager of the touring company. Dickie Van Patten has made up his school work and returns to cast in fortnight. Meanwhile, he goes back into the "Aldrich Family" air show Thursday (30). Troupe gave performance for Stage Relief Fund Monday (20).
Doughgirls, The	12-30, '42	524 (Lyceum) New York troupe gives show at Halloran General Hospital, Staten Island, Sunday (26). Chi company headed for Washington stop next week, via one-nighters thru Pennsylvania. Single at Harrisburg, Tuesday (21), drew \$3,950, and following night in Williamsport grossed \$2,800. Chi troupe, headed by Taylor Holmes, Lenore Ulric and Leila Ernst, is third "Doughgirls" cast to hit the capital. Show originally opened there.
Harriet (Miller's)	3-3, '43	369 Closes April 1.
House in Paris, The	3-20, '44	8 Scored 11 per cent on crux tab. No: Lewis Nichols (Times), Robert Coleman (Mirror), Howard Barnes (Herald-Tribune), Willella Waldorf (Post), Louis Kronenberger (PM), John Chapman (News), Ward Morehouse (Sun), Robert Garland (Journal-American). Yes: Burton Rascoe (World-Telegram). Future looks bleak, but management skeds to keep going at least to April 1.
Jacobowsky and the Colonel (Martin Beck)	3-14, '44	15 Still going at top speed. Should come close to \$22,000 for the week. Anabella guested on Mary Margaret McBride and Adrienne Ames programs. Oscar Karlweiss likewise on Bessie Beattie's seg. Harold Vermilea playing with taped back from nasty-Nazi fall he takes nightly in last act.
Kiss and Tell (Biltmore)	3-17, '43	435 Nancy Marquand out of show Thursday (23). Her doctor advises additional rest after recent appendectomy. Betty Caulfield fills in again for her.
Life With Father	11-8, '39	1,843 (Empire) Pamel Gillespie skeds to join New York troupe April 10 as understudy for ingenue lead. Will double in first and last maid roles. David Anderson joins up at same time for part of "Harlan Day. Will alternate every other week with Jackie Diamond in the part.
Lovers and Friends	11-29, '43	134 (Plymouth) Closes April 22. Reopens Boston, April 24, for two weeks' stand. Follows with fortnight in Philadelphia and one week in Washington. Route thereafter not set, but show skeds for Chi as soon as booking permits.
Othello (Shubert)	10-19, '43	183 William Woodson joins Canada Lee, John Ireland and Kathie MacGigeror in scenes from "Othello" to demonstrate John Cassner's Shakespeare lecture at New School for Social Research Sunday (26). Philip Huston and Helen Waren will play the leads in a condensed version of "Macbeth."
Over 21 (Music Box)	1-3, '44	97 USO-Camp Shows confirmed report Friday (24) that Philip Ober and Vivian Vance will head "slightly streamlined" production of show for trek to overseas G. I. installations. Agreement has been reached with both author and producer. New York company will give a performance for the shut-ins at Halloran General Hospital,

Opened	Perfs.	Notes
Staten Island	April 30	Loring Smith expects to go back on air this summer, this time as emcee for a replacement variety show on the Blue net. Smith is currently reading scripts, pending close of deal. Columbia Pix has won bidding bee for "Over 21" flicker rights. Max Gordon confirmed sale Wednesday (22) at 350Gs.
Ramshackle Inn (Royale)	1-5, '44	94 William Nunn replaces Will Philbrick April 2.
Three's a Family	5-5, '43	376 (Longacre) House will be turned over on off-night, Monday, April 17, to players of American Negro Theater, who will perform the play for the benefit of the Negro Boys' Town Project. Negro actors have already given some 40 performances of the show at the Library in Harlem. Benefit is sponsored by weekly Negro newspaper, The Amsterdam News.
Tomorrow the World	4-14, '43	399 (Barrymore) Shirley Booth back on the job Tuesday (21). Mary Benrimo has been filling in.
Two Mrs. Carrolls, The	8-3, '43	272 (Booth) Victor Jory began two weeks double Monday (20) in Bronx "Maxime's." Reason for uptown stray is that actor is indebted to cafe's prop. Latter gave Jory a lift years ago, when he needed it. This is a pay-off.
Voice of the Turtle, The	12-8, '43	125 (Morosco) Alfred de Lagre has put a price of 300Gs on the "basic copyright" to comedy. As well as screen rights, buyer would op Broadway production and any other contemplated productions here an abroad. Beginning June 25, last week of New York run before lay-off, company skeds a week of free shows for servicemen. Players will donate salaries, author his royalties, theater manager the rent, and producer will put up salaries of stagehands, electricians and ushers.
Wallflower (Cort)	1-25, '44	70 Sunny O'Dea out Friday (17) to Tuesday (21). Understudy, Yvonne Mann, filled in for her.
Winged Victory	11-20, '43	148 (44th Street) Pvt. George Rowland, released 45 days ago to make training film at Culver City, returned to cast Monday (20). Lt. Irving Lazar left for Coast Thursday (23) to arrange billeting for cast during lensing of "Victory." A special mat of "Yellow Jack" will be given by troupe members April 1, for servicemen only. Staging is by Pvt. Marty Riff. Sgt. Harry Horner has designed the set. Sgt. George Reeves, Pvt. Philip Bourneuf, Pvt. Alfred Ryder and Olive Deering head "Jack" cast. Joo Hyman, civilian business manager, returns from Florida vacation April 1.

### Musicals

Carman Jones	12-2, '43	133 (Broadway)
Early to Bed	6-17, '43	325 (Broadhurst) Eddie Mayhoff returned to cast Tuesday (21). Bernie West, who has been doing Mayhoff stint, is now spotted in the second act for his own specialty. Showgals, Toni Stuart and Dolores Nielan, have left for jobs in "Dream With Music." May Block has been added to line.
Gilbert & Sullivan Rep...	2-11, '44	52 (Ambassador) Leaves for Newark and road tour Sunday (2). Comedienne Marjorie Hayward has been signed for femme lead in "Student Prince." Left for Midwest Monday (20) to join touring company.
Mexican Hayride	1-28, '44	67 (Winter Garden) Bobby Clark handicapped with water on knee. Keeps up with chores. Doris Blake has given two-week notice. Leaves to take over second lead in

Opened	Perfs.	Notes
forthcoming "Helen Goes to Troy"		Flamenco dancers, Luisillo and Rosa, leave show April 1. Hermanos Williams Trio return to their old spot April 3. June Havoc, Bobby Lane and Claire, Raul and Eva Reyes, Sergio De Karlo and others entertained at Stage Door Canteen Friday (24). Bob Downing, stage manager, emceed. Wilbur Evans guests at the Dutch Treat Club Tuesday (28). James Coligan, Harry Bloomfield and Harriet Kaplan, of Todd office, prepping Elsa Shelley melo, formerly titled "Elizabeth Versus You and Me" but now called "Pick-Up Girl." Roy Hargrave will direct, and Edith Fellowes and Pamela Rivers are a toss-up for lead. Skeds for rehearsals Wednesday (29). Current advance sale on "Hayride" 385Gs.
Oklahoma! (St. James)	3-31, '43	423 Betty Garde out since Saturday (18). She is in Flower Hospital with gastro neuritis. Will be out of show at least two weeks, perhaps longer. Helen Love is filling the "Aunt Eller" spot. Plans for show's first birthday party feverishly underway backstage. Date is April 1. Guild is considering lens record of De Mille dances. Dancers in pic will receive three days' pay for each day's work. Leading terpers will get a week's pay for the same time chore.
One Touch of Venus	10-7, '43	199 (46th St.) Sono Osato out with injured knee Monday (20). Nellie Fisher and Pearl Lang divided her dancing chores. Ray Harrison took over for Peter Birch Monday (20). Latter left for "Dream With Music." Sam Bonnell guested on "True Story Program" Friday (17) over Blue net. Teddy Hart, Harry Clark, Ben Cutler and Jeffrey Warren will sing "Barbershop Quartet" for Police Gazette's 99th anniversary party at the Waldorf - Astoria. Paula Laurence, Sono Osato, Ruth Bond, Beatrice Hudson and Jane Davies will also be guested. Fred Spooner joins Jean Dalrymple p. a. forces to front "Rebecca." Starts April 13 at Cincinnati.
Stars on Ice, 2d edition	6-24, '43	369 (Center) Closes April 16. Two weeks of San Carlo Opera follows, beginning April 26. William H. Burke, general manager of "Stars" org, back in town Monday (20) getting mechanics ironed out for an all-new 3d edition, skedded for June opening.
Ziegfeld Follies, The	4-1, '43	417 (Imperial) Also rates a first birthday party as of April 1. No special celebration planned.
(Revivals)		
Cherry Orchard, The	1-25, '44	82 (National) Margaret Webster takes over Eva Le Gallienne role April 2 when latter leaves company to undergo a long-delayed operation. Philip Gordon replaced Stanley Phillips Friday (24). Phillips has suffered a return of an old spinal injury. Gordon slated to double shortly as "Sammy" on "The Goldbergs" over CBS.
Merry Widow, The	8-4, '43	272 (Majestic) Melville Cooper has been signed to direct dialog for "Helen Goes to Troy." Will not interfere with comic "Widow" chores. Jan Klepura out for Thursday (23). Donald Gage subbed, Ralph Dumke has been bid to emcee "Truth or Consequences" air show over NBC. He is hesitating as it would cut into Saturday night showtime at the "Widow." Goodyear has recently assumed sponsorship for Dumke's Saturday morning airing, "Hook and Ladder Follies." Cast gives benefit performance for Stage Relief Fund, Sunday, April 2.
Porgy and Bess	2-28, '44	32 (City Center) William Franklin guest artist at Brooklyn Orphan Asylum Charity Ball, Hotel St. George, Saturday (25).

## Swingshift Senders Give for Hub GI's

BOSTON, March 25.—There is something of the turnabout angle to the festivities at the Stage Door Canteen here tonight, what with war workers entertaining the soldier boys.

Up in Springfield, Vt., at the Fellows Gear Shaper Company, Billy B. Van, vaudevillian of long standing, has one of wartimes' most curious and useful jobs. He is human relations manager for the plant. Under his guidance, a 14-piece dance band has been organized, called the Blue Serenaders.

Tonight the band comes down to Boston to play for the evening at the local Stage Door Canteen. And the Fellows Gear Shaper Company is paying all expenses for the 30 members of the troupe.

## DRAMATIC AND MUSICAL

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

Able's Irish Rose (Studebaker) Chi.  
Able's Irish Rose (Belasco) Los Angeles.  
Allah Be Praised (Shubert) Boston.  
Arsenic and Old Lace (Colonial) Boston.  
Blithe Spirit (Metropolitan) Seattle.  
Blossom Time (Curran) San Francisco.  
Blossom Time (Bijou) Battle Creek, Mich., 29;  
(State) Kalamazoo 30; (Keith) Grand Rapids 31.  
Chicken Every Sunday (Plymouth) Boston.  
Connecticut Yankee (Ford) Baltimore.  
Dante (Shubert Lafayette) Detroit.  
Doughgirls (National) Washington.  
Follow the Girls (Boston O. H.) Boston.  
Good Night Ladies (American) St. Louis.  
Gilbert & Sullivan Operas (Shrine Mosque) Newark, N. J.  
I'll Be Seeing You (Walnut) Phila.  
Janie (Bushnell Aud.) Hartford, Conn., 29;  
(Shubert) New Haven 30-April 1.  
Janie (Royal Alexandra) Toronto.  
Junior Miss (Locust St.) Phila.  
Kiss and Tell (Geary) San Francisco.  
Kiss and Tell (Harris) Chi.  
Kiss and Tell (Cass) Detroit.  
Life With Father (Shrine Aud.) Oklahoma City, 29; (Melba) Dallas 30-31; (Majestic) Fort Worth April 1.  
Oklahoma (Erlanger) Chi.  
Pretty Little Parlor (Wilbur) Boston.  
Roselinda (Forrest) Phila.  
San Carlo Opera Co. (Liberty Hall) El Paso, Tex., 30; (Municipal Aud.) San Antonio April 1-2; (Baylor Aud.) Waco 3; (State Fair Aud.) Dallas 4-8.  
Searching Wind (Playhouse) Wilmington, Del., 30-April 1.  
Sheppy (Bushnell Aud.) Hartford, Conn., 1.  
Sons o' Fun (Biltmore) Los Angeles.  
Something for the Boys (Civic O. H.) Chi.  
Student Prince (Pueblo Aud.) Pueblo, Colo., 29; (Auditorium) Denver 30-31.  
Three's a Family (Hanna) Cleveland.  
Tobacco Road (Erlanger) Buffalo.  
Tomorrow the World (Selwyn) Chi.

# Adams Stays; WCCO Wins In Caster Tug

MINNEAPOLIS, March 25.—The once-a-year rumor that Cedric Adams, *Minneapolis Star-Journal* columnist and for 12 years newscaster for WCCM, would switch to KSTP was hotter than a fire-cracker this week, then fizzled out 24 hours later.

Adams told *The Billboard* that he had been approached to switch stations, effective next September. The change also meant a new sponsor line-up. Adams said the offer to move included a substantial pay hike, "somewhat under a \$1,000 a week." Generally understood he gets about \$400 a week at WCCO.

Switch meant Adams would do a noon-time news shot and his 10 p.m. nightly slot daily, just as he does at WCCO, where he also emcees the *WCCO Open House* on Saturdays. Present sponsors are Butternut Coffee at noon and Purity Bakeries at night.

Adams made it plain it was "only an offer" and that he hadn't made up his mind whether or not to accept. Indications were he was to give his answer before leaving for London April 20.

*The Billboard* checked with KSTP to learn that the deal was "hot." At WCCO there was no comment.

Twenty-four hours later Stanley Hubbard, KSTP proxy, said: "No deal has been made with Adams and we don't expect to."

Thus, what was hot one day was cold the next.

Meanwhile, it was learned A. E. Koscelyn, WCCO manager, talked to Adams about the situation. Koscelyn and Adams, it was understood, arrived at a "gentleman's agreement."

Adams is by far the best piece of local radio property. His radio-column audience is the most loyal in the Northwest, and any switch would naturally be advantageous to the winning station.

## Wished Into GI

MINNEAPOLIS, March 25.—Sgt. James A. Thomas and Pvt. George Barton Jr., producers of the Fort Snelling army show, *G. I. Joe*, were sitting around the other day wondering where they could get more talent for their production.

"Say," spoke up Barton, "I wonder how Randy Merriman stands with the draft. He'd be a bit of all right for us."

Several days later Merriman, emcee for KSTP's overseas special broadcast nightly, got his greetings from Uncle Sam.

The wishful Kiss of Death.

## Selling Ads Top Inspirational Pitch

NEW YORK, March 25.—Institutional advertising and the post-war dreams of visionary copywriters are in for a sharp drop in listener interest, according to indications in a survey report issued here by the Association of National Advertisers. Radio-listener reactions will probably follow the curve of magazine readers who are giving their attention to product-selling and giving the go-by to so-called "inspirational" copy.

The ANA analyzed a total of 17,638 ads covering the period from October, 1942, to September, 1943, and found that product ads led their closest competitor, products with a war slant, by 13.75 per cent.

## Show for Spieler

HOLLYWOOD, March 25.—Plans are afoot to give Bill Goodwin, former tooth-paste salesman for Bob Hope, a show of his own. J. Walter Thompson Agency, working up a new format for the oft-changed *Old Gold*, is considering giving Goodwin the spotlight.

# Station Execs Sometimes Nix Web Ideas of What's What in Net Programming

(Continued from page 5)

cellent" ratings. These were *Suspense*, *Sing Along*, *Salt Lake Tabernacle Choir*; *Chips Davis, Commando*; *Wings Over Jordan*, *Broadway Bandbox*, *Raymond Scott Orchestra, Passport for Adams, People's Platform*, *Youth on Parade*, *Romance*, *Jerry Lester Show*, *Are You a Genius?* and *Eileen Farrell*.

6. The programs listed below which are not crossed out are the ones you did not carry for the week of September 1-7. Will you please tell us, by checking each one, why you did not carry the program.

The answer boxes were marked "Commercial Conflict," "Other Local Commitment," "Not Suitable to My Audience," "Too Many Shows Like It" and "If Other, Please Describe."

Nine out of 10 of the reasons for not carrying a CBS sustaining program were "Commercial Conflict" or "Other Local Commitments." Only 5 per cent, covering 19 programs, of the reasons for refusal were in the "Not Suitable to My Audience" category.

### "Not Suitable" Programs

The following five programs were the only ones checked "Not Suitable to My Audience" by 10 per cent or more of the stations: *Invitation To Learning*, 16 per cent; *Joe and Ethel Turp*, 14 per cent; *Wings Over Jordan*, 14 per cent; *Judith Evelyn Reads*, 11 per cent, and *Columbia's Country Journal*, 10 per cent.

Of these programs two have been removed from the sked—*Joe and Ethel Turp* and *Judith Evelyn Reads*.

The three remaining programs continue because CBS thinks they fill a definite public service. The web recognizes, however, that they are not necessarily pertinent to the program needs of every station.

7. What is your reaction to Columbia's new system cue—"This is CBS, the Columbia Broadcasting System?"

"Like it very much," 44 per cent; "It's okay," 38 per cent; "No reaction one way or other," 9 per cent; "Not so hot," 5 per cent, and "I dislike it very much," 2 per cent. (100 per cent equals 111 station manager replies.)

Since more than eight out of 10 stations approved the new system cue it was adopted for all programs, sustaining as well as commercial, effective February 7, 1944.

### Sustaining Revivals Desired

8. Are there any CBS sustaining programs not now available that you feel should be brought back?

Sixty per cent answered "yes" to this query, and 25 per cent answered "no." Sixty-nine different CBS programs were mentioned by 66 stations. Twenty-eight managers felt there was no CBS sustainer, now broadcast, which should be back on the air. Ten programs drew more than two votes. They were: *Columbia Workshop*, 15; *Matinee at Meadowbrook*, 11; *Arabesque*, 9; *Broadway Bandbox*, 5; *Corliss Archer*, 5; *Saturday Night Swing Session*, 4; *Are You a Genius?*, 4; *Chips Davis, Commando*, 3; *So You Think You Know Music?*, 3; *Mercury Theater*, 3.

### Top CBS Sustainers Get Nod

9. In your opinion what is the best sustaining program CBS has on the air today?

A total of 29 CBS programs were named by 99 station managers. *Suspense* won hands down with an edge of almost three to one. Programs getting more than four votes were *Suspense*, 40; *Sing Along*, 15; *Passport for Adams*, 14; *Broadway Bandbox*, 12; *Jerry Lester Show*, 12, and *Transatlantic Call*, 6.

10. What is the best sustaining program CBS ever put on the air?

There were 37 different programs mentioned by 82 stations. The *New York Philharmonic Symphony*, one of the network's oldest sustainers, tied with *Man Behind the Gun*, one of the most recent. Those receiving five or more votes were *New York Philharmonic Symphony*, 9; *The Man Behind the Gun*, 9; *Mercury Theater*, 8; *26 By Corwin*, 6; *Forecast*, 6; *Columbia Workshop*, 6 and *Arabesque*, 5.

### Hair Down Session

Finally CBS asked its station managers to take their hair down on comments. Out of 111 answers 93 sounded off. The

six most numerous comments, together with the network's answers follow:

1. CBS needs more popular music in the daytime—particularly in the late afternoon. This was the comment of approximately one out of five respondents (22 stations).

Currently CBS has 20 quarter hours of popular music and variety following the *Across the Board*, half-hour *Broadway Matinee* sponsored program.

2. Approximately one out of five (20 stations) said CBS is "weak" in top-rating comedy and musical-variety programs.

Here CBS noted the addition of the Fred Allen, Durante-Moore and Frank Sinatra programs to its sked since last September. However, to improve its position in this field still further, CBS is taking three more steps:

A. Development of variety programs as possible replacement for current CBS commercials.

B. Increasing the number of auditions for promising talent and ideas.

C. Using of the 11:30-12 midnight period to "showcase" promising variety programs.

3. Slightly less than one out of six (18 stations) complimented CBS on the quality of its sustaining service and said it was outstanding.

The return of Corwin to the air, the broadcasts of the Philadelphia Symphony, the new Perry Como program, said CBS, are all efforts to increase this percentage.

4. Slightly less than one out of six (18 stations) protested strongly against frequent time-period shifts of major sustainers.

### 13-Week Sustaining Skeds

Effective immediately, all CBS major sustaining programs will be scheduled in 13-week cycles and will not be moved unless the time is sold or an important event occurs. CBS stations will be advised of each new sustaining series by special mailing pieces. These will contain complete information concerning the new programs, so that each station will have a clear and promotable picture of the new features.

5. One out of seven (16 stations) said that CBS was "weak" in its early-morning program structure. Most of these suggested an informal variety-musical type program.

On February 14, 1944, CBS scheduled *Coffee Club*. This variety-musical program is broadcast 8:30-9 a.m. EWT, Monday thru Friday.

6. About one out of 10 (11 stations) felt that CBS sustaining programs tended to be too sophisticated, "long-haired."

It is difficult, answered CBS, to program for special interest groups, to lead in the field of experimental radio programming without having some of this work draw the criticism of "too sophisticated." In short, it is impossible to please everyone.

# Agency Men Prowl Coast Searching For Increased Biz

HOLLYWOOD, March 25.—This town is currently the mecca of agency men on the prowl for customers. With the war going good a flock of account and new business execs are in town.

No one knows what they're after, as in many instances neither they nor their agencies have programs on the Coast. But they're in town and making all the fashionable spots and columns.

Answer seems to be, at least the local side-liners so feel, that the agency biz is laying its lines for some of the lush local war-baby industries. And, obviously, before making any pitch for business it's best to gander the local layout, which is what these newcomers are doing.

### NBC Personnel Shifts

NEW YORK, March 25.—Wynn Wright, Eastern program manager of NBC, has assumed the duties of national production manager. Other personnel change sees Ray Kelly, ex-Eastern production chief, now manager of production facilities for television.

## Follow-Up Radio Reviews

### Norman Corwin

(CBS, Tuesday, 10-10:30 p.m.)

Week (21) Corwin did the new cantata, *Lonesome Train*, by Earl Robinson and Millard Lampell, latter now a corporal in the army. This one, a follow-up to Robinson's *Ballad for Americans*, was about the train carrying the body of Abraham Lincoln to Springfield, Ill.

With Raymond Massey playing Lincoln, Burt Ives doing the musical narration, the Jeff Alexander Choir, and Lyn Murray's music, this was a powerful third show in the Corwin series. And as Norman didn't write this, his direction and production were, as might be expected, even better than his previous highs.

The yarn was themed by a chorus that went, *Lonesome Train on a Lonesome Track; Seven Coaches Painted Black*. With wonderfully dignified and poignant yet expressive words and music, it told of the train's trip thru the country, the people's reactions to the cortege and the Copperheads exuberance at Lincoln's death. In the contrast between the common person's grief and sense of loss, and the anti-Lincolinites relief and pleasure, there was a powerful analogy to the situation that prevails today.

For relief from the power and impact of the basic story, i.e., how many were sorry at Lincoln's assassination and how a few were ghoully happy, the plot uses the old folktale that claimed Lincoln never died, that his body was not in the coffin, that he was not on the train. Instead, he was either sitting in the rear of a church in the South watching and listening to the Negro congregation sing spirituals; that he was at a Kansas husking bee; that he was comforting a wounded soldier in a hospital; that he was back home swapping homespun humor and philosophy with his neighbors.

It was this deft transition from the contrast of simple sorrow and blind hate to typical Lincolniana that gave *Lonesome Train* its appeal. This and, of course, the playing of the cast and the musicians and the skill of the writers and the director.

There is one wonderful thought that

### Kate Smith Show

(CBS, Friday, 8-9 p.m.)

This program, which in the past has successfully sent hopeful talent into the big money, showcased Count Basie, who is already there in the name department, as a solo artist of top-notch caliber.

Basie guested with a piano performance, away from his current duties of leading his band at the Roxy Theater. As a pioneer exponent of boogie-woogie and the finer art of jazzology, the maestro dashed off *Kansas City Keys* and *Blues Boogie*, which had form, size, melody and wide versatility. He lent good contrast to the smooth proceedings and it was good programming on a stanza like this. Basie should extend his own activities as a soloist, much as Benny Goodman did.

Akim Tamiroff, on a jaunt to the East from filmville, was featured in a playlet, *The Quality of Mercy*, and gave a fine performance to a neat job of scripting. Skit was built around a Jewish doctor (Tamiroff) who is called in to operate and save the life of Hitler. It was excellently assisted by Hester Sondergaard, Dwight Weist, Howard Smith, Jack Lloyd and Roland Winters.

A naval aviation hero, Lt. (j. g.) Jim Lansing, just back from the battle zones, was interviewed by Kate Smith and Ted Collins. In between songs were done by the Modernaires. Jack Miller's band provided effective background music for the entire show.

Kate's performance generally is too well known for superfluties. She was, as usual, effective, graceful and in good voice.

Lou Frankel.

comes to this reviewer after having listened to the first three Corwin programs — if everyone could hear these shows, and by everyone we mean servicemen and women as well as civilian and politician — if everyone could hear these then no one would need worry about the outcome of this war. We'd all know what were fighting for and the sort of peace we needed.

Lou Frankel.

# PATRONS CAN NIX 30% BITE

## Owners Lack Police Power, Declares BIR

NEW YORK, March 25.—Just to add another twinge to the headaches already afflicting the night club owner, here's a new angle—the patron is NOT obligated to pay the 30 per cent amusement tax.

If a customer chooses, he can refuse to ante up the bite, whether it appears as a separate item on his bill or is disguised thru addition to the regular tab. And there is nothing the owner can do about it.

The *Billboard* has been checking this interesting—and heretofore neglected—question for a few days with Treasury officials both here and in Washington. Here is what they say:

### Can't Force 'Em

a. Washington officials state that there is nothing in the law which forces a customer to pay the tax. The tax is levied on the proprietor and whether or not he is reimbursed by his customers is a matter to be settled between themselves. "We get it from the proprietor," Treasury officials declared, "and if he wants to do so he can take it from his own pocket."

b. The Washington officials also said that the owner has no right to cite the tax law to coerce a customer who wishes to escape payment. "We don't object to the operator passing it on to the customer," one official said, "but we don't tell him that he has to tax."

c. Officials of the New York Bureau of Internal Revenue confirmed the Washington attitude. They declared that "it's an implied buyer-seller agreement in which the government has no part." They pointed out that in this case the operator is not an agent of the government for tax-collecting purposes and hence cannot use the police power of the government to force tax payment.

d. New York BIR officials also stated that should a customer escape payment and the owner wishes to collect, the operator has recourse only to civil action in court—that refusal to pay in this case is not a crime.

### Operators Warned

e. To operators who are toying with the notion of disguising the tax bite by simply adding the tariff to the regular tab and then deducting the 30 per cent tax themselves, local BIR officials issued a word of warning. Operators who do this may become liable for the entire gross collected, as shown in their checks (which must be preserved for six months). Any operator who tries deducting the tax himself from round-up checks may find himself in the position of paying 30 per cent tax on the 30 per cent as figured into his general-total tabs, they said.

## Air Name Units Set for Vaude

NEW YORK, March 25.—Radio *Cavalcade*, unit made up of name performers from air shows, will begin a road tour of vaude houses April 8, playing week-ends in each town. Opener is in Trenton, and rest of sked set so far calls for Baltimore, Camden and Philadelphia. Acts will work on a guarantee plus percentage.

The first edition of the *Cavalcade* comprises the following acts: Howard and Shelton, Gus Van, Joan Brooks, Jack Pepper, Deep River Boys, Denver Darling, and John Feeney. Second unit will have the Borrah Minevitch Rascals. Arrangements made by Consolidated Radio Artists.

GEORGE GEDDIS AND ROWDY held a third week at Ranch Club, Houston, closing March 28.

## Riobamba Ops Planning Big Name Policy

NEW YORK, March 25.—The Riobamba, shuttered for many months, has finally gotten an interested group acceptable to the landlords.

The new operators, one an out of town ex-city official and the other a manufacturer, represented by Avrum Black, attorney, plan to open in the near future with a big name policy.

Talent budget will run \$8,000 to \$10,000 a week, with Harry Gourfain, Capitol manager, acting in a booking-advisory capacity. When Gourfain leaves for the Coast on May 1, Herman Flalkoff will take over.

New combo will put aside \$12,000 to \$13,000 for the opening, and plan to reserve an additional \$25,000 to \$27,000 for contingencies. They figure to sell the cloakroom concession for about \$7,500 to \$10,000 tho Abe Ellis will be involved in the deal, according to Black.

Ellis and Arthur Ganger own some of the equipment in the spot which the new operators may buy, but that will be the extent of the deal in which these two will participate.

## Something New Added to Basie's Pay; \$500 Bonus

NEW YORK, March 25.—Count Basie, currently heading the Roxy bill, just got himself a \$500 bonus from the theater as reward for his work.

After Basie finishes at the theater he is due for an eight-week stand at the Lincoln Hotel, where he follows Boyd Raeburn. The Count is set for a repeat at the Roxy later in the year.

## Philly Ops in Position To Claim S. S. Tax Jackpot

PHILADELPHIA, March 25.—Niteries ops here will have a claim for some \$325,000 refund of money which they shelled out for entertainers' Social Security and unemployment insurance if the recent temporary Internal Revenue Bureau ruling classifying performers as individual contractors is made permanent and retroactive.

With this as a possibility, Ben Donolow, AGVA attorney here, is lining up the niterie bosses with the actors, whose refund would be about \$400,000.

## OPA Permits Price Increase On Hard Stuff To Balance Increased April 1 Taxes

WASHINGTON, March 25.—Hard stuff sold by the drink in niteries and cocktail lounges will be taxed from 1 to 4 cents more beginning April 1, OPA has announced, adding that niteries and bars may add the tax to their present maximum prices.

The ruling will bring sigh of relief to many ops who faced gloomy prospects of paying difference out of receipts. This, plus fact that hard stuff is getting scarcer and scarcer, was adding to operating woes. OPA action also throws net new tax on cocktails and drinks on patrons of hotels,

## AGVA To Gun For Houses on 36-Show Sked

NEW YORK, March 25.—The temporarily putting away its aim to bring a six-day week into the night club and vaude industry, the national office of AGVA is planning to begin a strong campaign to impose a 30-show-per-week standard on about a dozen independent vaude houses thruout the country which are giving more than that number of performances.

According to Matt Shelvey, head of AGVA, most vaude houses around the land already operate on a 30-show schedule. The only exceptions are the theaters in Greater New York and about 12 scattered indies.

The vaude houses in Greater New York go on a 36-show-per-week basis by virtue of a special agreement signed with AGVA four years ago which permits this practice. The agreement still has a year to run, and hence 36-show schedules will remain the rule here for that length of time.

Elsewhere, however, AGVA is going to crack down. Shelvey pointed out that his union has had a long-standing ban on more than 30 performances weekly, and feels it is time to bring the violators to this provision into line.

Actually the move is part of the union's long-range plan to set up a six-day week for performers in the industry. Until the 30 per cent amusement tax crisis developed, AGVA was just about ready to begin maneuvering for this. However, Shelvey now feels that the amusement tax is enough a problem for the industry to absorb at this time.

## Kilby Brings 'Em Back Alive

NEW YORK, March 25.—That much-discussed Chinese night club which opens early next month in the Glass Hat has gotten itself a bill of entertainment thru GAC. The cast comprises Peter Chan, singer; Kim, magician; the Mel-Lings, dancers; the Wong Sisters, more hoofers; Katherine Lee Chang, warbler, and a Chinese chorus of seven.

Harry Kilby, who booked the show, claimed he had to go all the way to Montreal for two of the chorines.

## Drake to Frederick Bros.

NEW YORK, March 25.—Harry Drake, former Boston indie agent, has joined the cafe and hotel department of Frederick Bros. here. He will share the department chores with Bobby Moran. However, Moran is being considered for a uniform by Uncle Sam. Drake ran his own percentage business for 10 years before coming here.

## Night Club at Stock Show Lassoos 15G

FORT WORTH, March 25.—Playing matinees and evenings, plus three special shows, the *Pioneer Palace Gaities*, night club offering of Southwestern Exposition and Fat Stock Show which closed Sunday (19), grossed \$15,400. Saturday night shows and dancing had an admission average of \$2. Other nights were \$1.50, and matinees were 85 cents.

Freddie Shaffer's all-girl band furnished the music. Floorshow acts included Lew Hoffman, juggler; a line of Dorothy Byton girls; Maya Keila, dancer, and Jack Shea, booked as "the Mad Auctioneer."

Pioneer Palace was built under direction of Billy Rose when he produced *Frontier Fiesta* in 1936, Texas Centennial Year. The stage for the floorshow is above a 75-foot-long bar.

## All Act-Axing Spots May Be Rated 'Class A'

NEW YORK, March 25.—The national office of AGVA may put a "Class A" rating on all clubs which toss out performers to escape the 30 per cent tax.

Indications of this possibility were given yesterday (24) by Matt Shelvey, national administrator of AGVA, when he declared that he is "inclined" to support the action of Jack Irving, head of the Chicago AGVA office, who last week issued an edict putting act-dispensing night clubs in the Windy City in "Class A."

Irving's action means that if spots bent on sacrificing their talent should later change their minds they will have to pay the "Class A" minimums and meet other working conditions expected of places in that bracket.

Shelvey said yesterday that he had received a full explanation from Irving for the Chicagoan's move. Irving, said Shelvey, made two chief points in stating his case. These are, according to the AGVA administrator, that: (a) "Class B" spots in Chicago are now paying "Class A" scales, and hence the Irving edict will not work hardship on them; and (b) that Irving detected an inclination in Chicago to smash AGVA standards—and possibly AGVA itself—by throwing out entertainment and thus forcing a glut to performers on the market.

Because he feels that Irving's reasoning is sound, because he wants to "beat chisellers to the punch" and because he wants to protect the AGVA membership, Shelvey said, he is seriously considering a directive to all AGVA offices ordering them to copy Irving's action in their jurisdictions.

## Floor-Space Rule Dropped; Halifax Clubs Jam Up

HALIFAX, N. S., March 25.—The 15 square feet per dancer edict which curtailed nocturnal entertainment here appears to be off the books for keeps.

Even tho the restriction was applied softly by the provincial fire marshal, it handicapped night spot operators greatly for it compelled them to limit their ticket sale to one ducat per 15 square feet of dancing space.

Since the collapse of the restriction, the dance halls have been jammed far above capacity, with dancers lined up waiting to terp in turns.



**Loew's State, New York**

(Reviewed Thursday Afternoon, Mar. 23)  
Will Osborne's ork, finishing at the Capitol last week, opened and heads the bill here this week. Outfit tries hard enough and at times almost makes the grade, but only in one number, *Poinciana*, does it approach anything like its past performances.

Osborne's milking routine of pulling in the theme tunes of band leaders in the service doesn't get anywhere. The Glenn Miller bit gives Joe Adams a chance at the licorice stick for a nice hand. The Gene Krupa number permits Flip, ork's skin-beater, to do some sending. But as a group the outfit shows little.

Show-stopper was Jean Carroll, doing a single for the first time. Gal's routine, taken from her partnership days, tho plenty corny, got the yocks. Miss Carroll sang one number straight, showing a nice voice. Rest of the songs were comic, or pseudo-comic. More singing and less mugging, particularly to emphasize punch lines, would help the act.

Senor Carlos and male partners (2) do some nifty mouth organ work. Combo's *Paper Doll* was solid all the way. Carlo's horsing around draws laughs galore.

Harry Cool, a curly-headed big guy, gives out with *Shoo-Shoo, Baby; Besame Mucho* and *Temptation*. On first number the ork almost drowned him out. On the rest the warbler showed a good voice but no showmanship. Could have gotten a better hand if *Temptation* were left out. Number was too slow and the mob became restive.

Marianne, ork canary, sold *GI Jive* and *No Love, No Nothing* capably. Pic, *Whistling In Brooklyn*. House three quarters full when caught. Bill Smith.

**Capitol, New York**

(Reviewed Thursday Evening, March 23)

This is Jimmy Durante's show all the way, even tho he appears last. Comic does so much and is on so long that anything previous acts do is almost forgotten. Coming on with his own drummer, plus Eddie Jackson, Durante opens with his standard heckling routine familiar to nitery customers. In this case house staff and seat-seekers get the business—and die laughing.

Durante's ad-libs stretch the show way out. His throwing a board at his stooge and hitting the Steinway must have given the management heart failure. His cocktail-time bit (he pulls it twice) convulsed not only the customers but the band as well.

Sonny Dunham's crew (15) open the proceedings with some solid stuff. The brass section and the rhythm do a sock version of *Holiday for Strings*. Trombones join the trumpets and get the tune over with a terrific zing. Dunham's trumpet and slide horn work get big mits.

Rays and Naldi are the same old ball-roomology smoothies. Their spins and whirls earn them a juicy hand.

Bonita Granville, of the films, has been well coached. Unlike most Hollywood celebs who think a p.a. is enough for the customers, she has material and knows what to do with it. In a fair voice she warbles *Too Young or Too Old*, with the lyrics describing her difficulties in getting movie parts. Her *Mary Brown Letter* gave her a chance to emote to the tear jerk section. Gal worked to a beg-off she handled nicely.

Windy Cook, a kid in a sailor suit, drew pleasant applause with his imitations of airplanes, motorboats and animals. The youngster, he doesn't look more than 15, handles himself well and the customers took to his friendly style almost from his entrance. The boy's thank-you speech was good showmanship.

Pat Cameron, Dunham's canary, does a capable job of *GI Jive*. Later in show she appears in bit with Durante. Gal, however, is no comic. Pic is *Heavenly Body*. Crowds jamming lobby when caught. Bill Smith.

**VAUDEVILLE REVIEWS**

**Orpheum, Los Angeles**

(Reviewed Tuesday Afternoon, March 21)

On deck this week are three names that have a draw here—Benny Rubin; Nora Martin, Eddie Cantor's songstress, and Johnnie Johnston, Paramount singing star and Capitol recording artist. Other acts on the bill are the Three Kings, and Bob Williams with Red Dust. Augmenting acts pack a wallop and are equally as responsible as the headliners for putting the show high in the entertainment brackets.

With vocalizing featured, Al Lyons has added three strings to his ork, making 14 in all. *You'll Never Know* sounds off for the opener, with *Mairzy Doats* following. Lyons turns the emceeing over to Rubin, who cracks a few stories between acts and in his turn next to closing. Most of the stuff is good.

The Kings, two gals and a lad, acrobatic act, provide good entertainment. Fast hand-to-hand stuff is child's play with them, with the foot-balancing, two-high, bringing down the house. Wind-up is King's balancing of one of the girls, 135 pounds, atop a six-foot pole on his teeth. Had to beg off.

Nora Martin has yet to get stage technique, but this is no barrier to her fine vocalizing. Looking fresh in a white gown, she warms up with *Rambling Cowboy in the Moon*, going into *I Couldn't Sleep a Wink Last Night* and a catchy novelty, *Deacon Jones*. While Deacon is not exactly her style, the job here is on a par with the others. A medley is encored, with *Swiss Yodel Song* effectively displaying Miss Martin's talents. *No Love, No Nothin'* tapers off, with the crowds yelling for more.

Bob Williams has a time with Red Dust, but his incessant banter is good for laughs. Fact that Red Dust ignores all except the right cues displays excellent training. Bending and folding of the dog into all sorts of contortionistic patterns hit the mark. Williams leaves the tricks such as flips to a white pooch that performs well, while Red looks on rather jealously.

Johnnie Johnston closes with four songs. *Besame Mucho* and *Black Magic* are in the groove, but *G. I. Jive*, which should have been, isn't. Outstanding vocalizing job is done on the oldie, *I Don't Want To Walk Without You, Baby*, with Johnston playing his own guitar accompaniment. Makes nice appearance, but his selling is far below his tonal quality.

Pix, *Crime Doctor's Strangest Case* and *The Return of the Vampire*. Good house for the opener. Sam Abbott.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, March 25)

A highly diverting show, rich in song and comedy. For the band draw it's Ray Heatherton first-timing it in this town and making this his last stand before entering the marines. Band is fashioned along smooth lines, confining its efforts to a Vincent Youman medley to start the proceedings. The maestro and engaging front has his inning singing an original soldier song, *I'm Coming Home*, and is joined by Ann Warren, band canary, pleasant in pipes and looks, for *Leave Us Face It*. Well received on both counts. Miss Warren makes the fetching chanteuse for *Summertime* and *Mairzy Doats*.

Hal Chase, dead-pan comic singer out of the band's sax section, scores high on the laugh register. Steps out for *Paper Doll*, and joins Miss Warren to provide set of French lyrics for the *Mairzy* loony.

Drand Sisters, comprising the fiddle section of the band, and two gals among a dozen men, take the spotlight in fine fashion for an ear-pleasing *Intermezzo* solo.

Hollywood's Jane Withers, sharing the marquee with the maestro, is the personality plus kid. Making her mugging count for much in the song-solling, Miss Withers wins 'em over handily with an *Oklahoma* medley, a humorous *Pin-Up Girl* novelty and *Shoo-Shoo Baby*, winding up with a lick of jitterbugging antics in which Sax Man Chase joins in.

Also in the running, and figuring prominently, is Steve Evans, whose mimicry makes for good, wholesome guffaws no end.

Show runs fast and smoothly for almost an hour. House fairly well filled at first show of the day caught. *Nine Girls* on screen. Maurie Orodener.

**Oriental, Chicago**

(Reviewed Friday Afternoon, March 24)

Its entertainment plus at the Oriental this week, with Frankie Masters and Virginia Weidler, juve movie star, sharing headline billing.

Masters warms 'em up with his familiar theme phrase, *Hello, Hello, Hello*, followed by a sharp arrangement of *What Do You Do in the Infantry?*, with the leader doing the vocals accompanied by Phyllis Myles, orb-filling cutie in a well-designed party gown. Ork followed with a sweet arrangement of *Stomp at the Savoy*, featuring muted trumpets on smooth rhythm, backed by the reed and trombone sections. Phyllis Myles returns, singing *Put Your Arms Around Me* in swing style. Encore brought a duet bit with Masters (See *Oriental, Chicago* on page 28)

**Chicago, Chicago**

(Reviewed Friday Afternoon, March 24)

Current bill is one of the slowest paced layouts seen here in some time.

Tommy Tucker carries the load, but he didn't seem to get a sparkle from the first show audience. Whatever was lacking was not Tucker's fault. Good showmanship and smarter production would have given the bill its badly needed sparkle.

Show opened with a clever introduction of Tucker's theme song, with the ork appearing behind a cuckoo clock screen. Band started off with a fast pace of pop medleys, but from then on it started to slide. *Stardust, Jump-Jump Jive* and *Couldn't Sleep a Wink Last Night* were played in good swing fashion.

The Three Two-Timers, attractive gal trio, gave out with a fine rhythmic arrangement of *Easter Parade*, *Summer-* (See *Chicago, Chicago* on page 28)

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**Louise's Monte Carlo, New York**

Talent policy: Dance bands and floorshows 8:30, 11:30 and 1:30. Produced by Joe Crosby. Owner-host: Louise Reid. Publicity, Al Mernit. Prices: \$1-\$3.50.

Two youngsters with socko larynx boxes were unveiled here Wednesday (22) night. The first is a tall, slim lad, Frank Melton, who's done some singing on the Coast and had the lead in the *Abie's Irish Rose* road company. This is his first shot on the Main Stem. Judging from the way the lad warbles he won't remain unknown for long.

The second is Mona Talley, a little bit of a thing about this high. Coming on, she wore a white dress, the sort worn by kids graduating from school or being confirmed. But when she opened up she had the customers in her palm. Her opener, *Put Your Arms Around Me* was delivered in a big voice with plenty of oomph. Her *Couldn't Sleep a Wink Last Night* was terrific. This is the gal's first nitery job and obviously she's not used to a mike. On the high notes she blasted 'em out of their chairs, but stepping back a few feet should correct that. Canary is about six months away from the big time, and with proper training she might get there sooner. For radio she's a natural.

Tobey Brodell, Gae Foster grad from the Roxy, in her preem as a single

**NIGHT CLUB REVIEWS**

**Stevens Hotel, Boulevard Room, Chicago**

Talent policy: Band, show and dancing; shows at 9 and 11:45. Management: Joseph McDonnell; Fred Joyce, entertainment and publicity director; Camille Dupel, headwaiter. Prices: \$2.50-\$3 minimums.

George Olsen and His Music of Tomorrow coupled with the talents of a finely organized group and showmanly specialties, gives fine entertainment to this class spot.

Olsen's dynamic personality and polished style adds to his performance. The maestro, who has been absent from this city's night spots for the past several seasons, unpacks a load of novelties, sweet music and comedy situations.

Show opens with a clever introduction on "the show must go on." Sidemen (See STEVENS HOTEL on opposite page)

does nicely with clean fast taps. Lucille Kemp, makes with blue songs and the piano to a reasonably good hand. The Monte Carlettes (8) do a fair routine. Jack Rossello's ork plays well for the show. The Melody Trio relieves.

Bill Smith.

**Swan Club, Philadelphia**

Talent policy: Dance and show band, floorshows at 11 and 1. Management: Joe Toll, proprietor-manager. Prices: \$1.50-\$2 minimums.

While this uptown boite has long established its wide following on the strength of sock shows, the impending 30 per cent tariff on checks finds bossman Joe Toll seeking the answer to every nitery op's dilemma by upping the talent budget. Toll's show and business acumen was manifested on the opening night of his new spring revue. While Monday nights are traditional off in after-dark circles here, show on tap found a packed house for this bow in.

The spotlight is set on Alan Gale, youthful comic groomed locally. An indefatigable worker, Gale gives out with a seemingly endless stream of funny stories and comic impressions, and hits hard in the belly belt all the way. Moreover, with the added advantage of a keen sense of timing and a suave delivery, Gale's act puts him handily in the top drawer among laugh-provokers.

Sharing the honors is Hilde Simmons, for whom this stand also marks a homecoming. Gal has a dynamite delivery in chanting hot hymnals to the accompaniment of her own eight-to-the-bar brand of Steinwaying, selling her chants and keyboarding like a million and all on the sold jive and groovy side. And for added measure, shows face and figure that blends expertly with the ringsider's optical range. On for six selections and had to beg off.

The Six Grays, standard vaude act now sporting six sisters, add plenty of body to the revue with their dance routines, interspersed with solo singing and solo stepping. Gals open with a sprightly rhythm routine, return later for a military tap and kiltie turn, with a rousing cowgirl melange to round out the show.

Making it an all-fem supporting cast for Gale, the Darrell Twins complete the running. Identical twins devoted to rhythm harmony singing, with one of the pair at the piano, they warble pleasantly enough with a medley of pop tunes, and take in Latin lullabies.

Giving the show excellent musical support all the way is Harry Dobbs, at the piano, and his ork. Maurie Orodanker.

**Kitty Davis, Miami Beach, Florida**

Talent policy: Dance band and floorshows at 8:30 and 11:30. Management: Kitty and Danny Davis. Prices: From \$2.

Kitty Davis has done it again as they say here in the Deep South.

The new spring show at the Airliner is a wow, headlined by the one and only Nan Blakstone. Competition for biz is terrific in this area, and this production tops most of the programs.

Nan Blakstone has been around a long time and knows what the customers want. She has a wealth of songs, naughty but nice, and dishes them out in a manner all her own. Tickers the ivories as her own accompanist and is a swell dresser. Begged off at the opener, both shows, and opened to a capacity house. Should remain here a long time.

Johnny Cahill is emcee. He has a style with his impersonations that stamps him a comer. His take-offs on Tommy Riggs and Betty Lou, Laurel and Hardy, Lou Costello and other highlights kept the audience in stitches. Has a good singing voice.

G. Ray Terrell is a magician far above the regular run. Deceives the guests with a series of tricks that surely proves the hand is quicker than the eye.

Honey Murray, a hooper, rounds out a grand show being forced to work until completely exhausted, and then the folks asked for more. Does swell imitations of Eleanor Powell, Pat Rooney and other terpers.

Dancing Starlets, in gorgeous costumes, give out some swell numbers and are hard workers. Mel Mann and ork continue to please.

L. T. Berliner.

**Paris Qui Chante, New York**

Talent policy: No dancing; floorshows 8:30 and 11:30 p.m. Owners-operators: A. Demilly and I. Berthet; host, I. Berthet; publicity, Max Hecht. Prices: \$2.50-\$3.50.

The show that opened here Tuesday (22) belongs to the sepien June Hawkins of *Carmen Jones*.

Coming on last, she wraps the whole thing up with her smooth lyric soprano, easy delivery and show-socking ability. Standing perfectly at ease, head cocked to one side and leaning one elbow on the piano, Miss Hawkins, refusing a mike, opened with a *Carmen Jones* medley, seguing into *Temptation* and *Tess's Torch Song*. That the canary knows how to sell was attested to by the yells of "bravo" from the customers, who wouldn't let her off. Her *Besame Mucho*, delivered with a slight jump instead of the customary L. A. beat, brought down the house. Gal's last number, *Embraceable You*, sung straight with a bit of swing on the last few bars, wowed them all over again.

Irene Hilda, a redheaded thrush, does okay on the French pops but only so-so on the American ditties. Miss Hilda should learn that to leave 'em wanting more is good showmanship. As it is she becomes a stage wait singing to a group of friends while the rest of the mob lost interest. Cutting her stint to half would sharpen her work and bring her a hand that doesn't depend on claque.

Bob Maurice, a Sinatra type, carries the comic part with no distinction. His *Melody in 4F* and hat number are too long. Lad has possibilities but needs better material.

Leo Pleskow, violinist, and Eric Asken, pianist, do all right. Myrette Ponselle, accordionist, opens to fair reception.

Bill Smith.

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**Latin Quarter, Miami Beach**

Talent policy: Dance band and floor-shows at 8 and 11; Saturdays, 7:15, 10:15 and 12:15. Management: Lou Walters. Prices: From \$2.50.

The spring show at this Palm Island beauty spot stars Harry Richman. Current offering is shorter than usual but makes up in quality what it lacks in quantity.

A crowded house greeted the opener and biz has been capacity ever since. Richman as always has a self-assurance about him that puts him across from the start. Material is new and original, with an oldie creeping in now and then. Customers demanded all the old favorites, and he sang them, and proved a show-stopper, something unusual at Latin Quarter.

Jerry and Turk, terp act with plenty of eccentric comedy thrown in, were well liked here, as was Bobby May, a juggler far better than the usual run, who proved himself an artist at tossing balls, dumbbells and the like.

Harold and Lola Barnes are holdovers from the former production, and they perform their popular Cobra dance. The act is a sensation and they earn the applause bestowed.

Marjorie Nobel, local femme, also continues from the former show with her dancing which is tops. June Kane's songs were well received.

Chorus is good to look at and hard workers, opening the show with swell boudoir routine and later return as Tahitian swing beauties and skating dolls. A well-trained and gorgeously dressed ensemble that adds much to a fine show.

L. T. Bertner.

**STEVENS HOTEL**

(Continued from opposite page)

play the important characters in the funny number, dishing out everything from smart lyrics, Irish ballads, magic and an imitation of Harry James to an amusing circus bit. Other specialties include a comedy version of Uncle Tom and Little Eva, featuring Make and Harry Page, band members; a political farce, Olsen for president.

Instrumentation is sweet, consisting of three fiddles, piano, four brass, four reeds, drums and bass. Hal Klaus, violinist, commands attention with his fine instrumentation of *Holiday for Strings*. Lad's stringing is terrific. Ork's tempos are sweet and rhythmic and keep the feet swaying.

Vocals are handled by Judith Blair and Marshall Gill. Miss Blair, attired in a gorgeous salmon-colored gown, is an orb-filler. Has a wide-range soprano voice and got plenty of mitting for her warbling of *Ain't Misbehavin'*, *Great American Home* and *Silver Wings in the Moonlight*. Marshall Gill, baritone, has a powerful set of pipes and sells well. Drew plenty of applause with *Desert Song*, *One Alone* and *Prisoner of Love*. Begged off after two encores.

Jack Baker.

**Small Gets Bigger With Two Tishmans**

NEW YORK, March 25.—Paul Small, agent and quondam stage producer, last week concluded a deal with the Tishman brothers, Sam and Irving, of Chicago, to enter his agency firm.

Irving Tishman will manage the newly opened Small office on the Coast, and Sam Tishman will operate the local outlet.

Meanwhile, Small says, the firm is readying two new shows, a revue to be called *Startime* and a comedy-drama, dubbed *Halls of Montezuma*.

Small returned here from the Coast last week. He said his legiters will be produced in San Francisco, and declared that he has the two top legit houses, the Curran and Geary, in that city under long-term contract.

**In Time of Need**

They always tell you that show business is "dirty"—that everybody in it has the knife out for everybody else.

Well, in one instance at least, that has proved untrue. We refer to the swell united-front that has grown behind AGVA in its fight to obtain a fair break for the night club industry in the 30 per cent amusement tax situation.

There are important people and important organizations in this united-front—people and groups who are every-day competitors. But they are showing that in time of need they can get together for mutual benefit. Read the list on these pages and see for yourself.

**AGVA, Agents, Ops To Hit D. C. Thursday (30) on Tax**

NEW YORK, March 25.—It's set. The night club industry will go to Washington next Thursday (30) to ask the Bureau of Internal Revenue for an "all-or-nothing-at-all" application of the 30 per cent amusement tax.

Under AGVA leadership the industry will ask that patrons be forced to pay the tax wherever they go (except juke spots alone). It is believed that if the bite is collected in all night places then the ordinary laws of competition will once again come into operation—and the non-tax spots will be unable to benefit at the expense of the tax-paying places.

During the week past a real united-front of the industry came into being for the purpose. The Cafe Owners' Guild of New York—represented by Noah Braunstein, COG counsel—came forward with a definite pledge of support for the pitch to be made to the BIR. In addition, Dave Segal, top official of the Joint Culinary Workers' Union, promised to join the Washington delegation and contribute the weight of his organization to the effort.

**New Forces**

Thus two new forces were added to the total support gathered by Matt Shelvey, national administrator of AGVA, for the "all-or-nothing-at-all" plan. At a meeting held in his office two weeks ago about 15 reps of big-time agencies, agent organizations and night clubs pledged adherence to the fight and helped to formulate the "all-or-nothing-at-all" attack. Included were spokesmen for the Artists Representatives' Association, the Entertainment Managers' Association, Music Corporation of America, the William Morris office; Joe Glaser, Inc.; Consolidated Radio Artists, the Nat Abramson office, Leon & Eddie's, Club 18 and the Iceland Restaurant.

Last week the Associated Agents of America also entered the picture thru its president, Hymie Goldstein, who promised to join any concerted move

which gave promise of preserving the night club business.

The American Federation of Musicians, which logically belongs in any united-front (See *Tax Meet Thursday on page 31*)

**Free Show Snarl Settled in Hub**

BOSTON, March 25.—With the setting up of an Allied Crafts' Committee to act as a clearing house for servicemen's shows thruout New England, the first steps have been taken toward unscrambling a serious situation which threatened for a time to prevent all entertainers from giving their services gratis to soldier and sailor shows.

In two meetings held this month Matt Shelvey, national administrator of AGVA; Fred Nerret, AGVA head here, and theater union, nitery and other professional reps, as well as several citizens' (See *Free Shows in Hub on page 31*)

**Miami Night Spots Expect Short Slump When AAF Leaves**

MIAMI, March 25.—Night spot and theater biz here is expected to take a brief nose dive when all Army Air Force training activities are plucked out of Miami and transferred to San Antonio April 15. Operators are pulling long faces about the grosses they don't expect during the spring and summer.

Next winter, tho, the ops see increased biz with an influx, ODT permitting, of heavy-sugared tourists out for a good time and more G.I.'s with long furloughs from the rehabilitation centers that are being set up.

**IN SHORT**

**New York:**

SAMMY KAYE ork for the Capitol this summer. . . . AMY ARNELL opens at the Bradford Roof, Boston, March 30 for two and two option. . . . CROSS AND DUNN and Bernice Parks go into the Chez Paree, Chicago, April 7. . . . The Troika, Washington, is dickered for HARRY RICHMAN after he's thru at the Roxy. . . . "FUN'S A FIRE" unit set for 10 weeks on a guarantee basis by William Morris at Jack Lynch's Roof, Philly. . . . MYRUS now doing a hotel tour that will take him to St. Louis in the summer. . . . BILL ROBINSON and the De Artega ork open at the Adams, Newark, April 6. . . . MAZZONE ABBOTT Apaches will head west next June to go into pictures. . . . PAMELA BRITTON signed by MGM. . . . FLORENCE HIN LOWE supplies niteries with special platform weighing 200 pounds where no raised floors exist. Gimmick is collapsible. . . . WHITSON BROTHERS open at the Steel Pier, Atlantic City, April 8 for two-day stand. . . . NOEL WESLEY organizing musical unit with Hardeen.

**Chicago:**

MANUEL VIERA, animal act, has been inked for the Riverside Theater, Milwaukee, starting April 14, as well as an engagement at the Oriental Theater, Chicago, April 21. . . . JACK HERBERT is rounding out his sixth week at the Cot-

ton Club, Houston. . . . VAL IRVING, emcee-comic, and LATHROP AND LEE have had their options renewed at the Latin Quarter, Chicago. . . . TOY SISTERS, Chinese dancers, are at the Blackhawk, Chicago. . . . CROSS AND DUNN; Bernice Parks, singer; Harris and Shore, dancers, are skedded for the new show at Chez Paree, Chicago. . . . SOPHIE TUCKER goes into the same spot starting May 5.

JUNIE MARCH, dancer, is appearing at the Brown Derby, Chicago. . . . CLIFF WINEHILL, emcee, inked for the 5100 Club, Chicago, starting May 1. . . . DICK MAGUINNESS goes into the Baker Lounge, Detroit, April 4. . . . FRANK PAYNE, back from off-shore, is now at the Riverside Theater, Milwaukee.

**Philadelphia:**

THE PASTINES added starters at Hotel Philadelphia. . . . EDDIE KINLEY takes over emcee spot at Sciolla's. . . . LEW MARTIN, of the Martin and Lee dance duo, has gone the navy way. . . . LEE WARWICK topping the new all-gal show at the 820 Club. . . . FLASH LANE off to Baker's Skyway Club, Jacksonville, Fla. . . . LONNIE DAY and BILLY WILLIAMS leave the local scene for Montreal's Esquire Club. . . . RALPH LEWIS, new emcee at Club Bali, filling for Jack Pepper, who canceled because of radio commitments. . . . BARBARY (See *In Short on page 31*)

**Sigh of Relief In Order Now-- Casablanca Sold**

NEW YORK, March 25.—The Casablanca which has been "sold" a score of times in past few weeks has finally got itself a buyer. The team of Joe Jacobs and Joe Bond at long last signed the papers Wednesday (23) and will reopen the place in about three weeks.

Spot will be known as Leonello's Harlequin Room and an attempt will be made to give it a show-case build-up. Opening talent will be Dale Belmont and Irving Conn's ork. Newcomers to show biz will be encouraged to work at the new spot, according to Bond, who will do the booking.

The combo, to be known as the Bond-Jacobs Enterprises, put up \$20,000 with Leonello getting a piece for free.

A nightly wire (WMCA) has been contracted for and firm is dickered for a network hook-up.

**Mpls. Vaude Hotel Sold**

MINNEAPOLIS, March 25.—Elgin Hotel, for years home of vaudeurs playing this city, has been sold to Ralph Dealing, Minneapolis hotel man, for a reported price of \$100,000 for the six-story building. Hotel had been owned by Eastern interests.

LARRY LEVERENZ set on a steady guest-date diet at Tropical Club, Sarasota, Fla.

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## Lent Jinx Still Holds Up, But Stem Grosses Don't

NEW YORK.—Bad weather, Lent and the same old tax headaches took another sock at last week's vaudeville grosses.

Capitol (4,627 seats; house average, \$59,000), for the third and final week of Will Osborne's ork, Larry Adler, King Sisters and *Chip of the Old Block*, pulled \$41,000. For bill's first week take was \$50,000; second week, \$36,000. Gross for run was \$127,000.

Paramount (3,664 seats; house average, \$63,000) bill with Cugat's ork, Dean Murphy and *Lady in the Dark* in its fourth week, grossed \$89,000 against \$95,000 for last week. First week's figure was \$130,000; second week, \$110,000.

Radio City Music Hall (6,200 seats; house average, \$101,000), for its third week of Patricia Bowman, Robert Merrill, Ben Dova and *Up in Arms*, pulled \$93,000. First week's show attracted \$117,000, but second week it dropped to \$92,000.

Roxy (5,835 seats; house average, \$79,000), with Count Basie ork, Zero Mostel, Carol Bruce, Berry Brothers and *Purple Heart*, took in \$80,000 for the second week. First week's income was \$90,000.

Strand (2,758 seats; house average, \$42,000), in second week with Russ Morgan's ork, Barbara Blaine, Borrah Minevitch Rascals and *Shine On Harvest Moon*,

counted \$48,000 as compared with \$54,500 for the opener.

Loew's State (3,237 seats; house average, \$28,000) got \$22,000 for Molly Picon, Stardusters, Gene Baylos and *Riding High*. Current bill is Will Osborne ork, Joan Carroll, Harry Cool, Senor Carlos and *Whistling in Brooklyn*. Last week's take was \$26,000.

## Jan Garber, 31G's; Glen Grey Hits 51G's; Tucker Gets Plenty

CHICAGO.—Good show weather plus good attractions were responsible for a box-office flourish at the two vaude-pic houses here last week.

Jan Garber, in his first theater appearance here in two years, aided by Jackie Green, local favorite, garnered a good \$31,000 for the *Oriental* (3,200). Pic, *Frisco Kid*, a rissue, helped swell receipts. Current show looks like another winner, with Frankie Masters and Virginia Weidler, movie star, sharing top billing.

Glen Gray, with Ladd Lyon, Three Hearts and Arno and Ames as the added attractions, put \$51,000 thru the windows at the Chicago Theater (4,000). New bill with Tommy Tucker, the Colstons, and Billy Rayes, plus the pic, *Lost Angel*, opened well and should hit a good \$52,000.

## Kirk 22½G in LA

LOS ANGELES, March 25.—Stageshow headed by Andy Kirk and His Clouds of Joy knocked off a neat \$22,500 for seven days at the Orpheum Theater (2,200) here. On the bill with Kirk were his vocalists, June Richmond and Tony Jenkins; the Douglas Brothers, Dorothy Donegan, and the Golden Gate Quartet. Pic, *The Saint Meets the Tiger*. Spot charges 75 cents tops.

## ORIENTAL, CHICAGO

(Continued from page 25)

on the novelty number, *Deacon Jones*. Gal has a lot of personality, good pair of pipes, and knows how to put over a song. Frank Cook, new member of the band, show-stopped with his harmonica-guitar instrumentation of *Lady Be Good*. Does a great job on both instruments. Took two encores, begging off after a sweet arrangement of *Swanee River*.

Radcliff and Jenkins, sepla piano comedy duo, have quick delivery loaded with punchy gags. Comedy antics and chatter are secondary, as their versatility is unlimited. Gal plays a terrific piano, swinging out with a hot boogie-woogie style. Male partner gives the vocal touch with a full-range voice, from a deep bass to soprano. Proved a show-stopper.

Three Gaylor Sisters, attractive brunettes with the band, have good harmonizing qualities. Gals click with their warbling of *Don't Sweetheart Me* and *San Fernando Valley*.

Virginia Weidler, pert movie star, has a knack of knowing how to entertain. A vibrant personality supports her versatility and she clicks well with the jivesters. Repertory includes a smart line of chatter and a clever imitation of Virginia O'Brien. Had to beg off.

Ork, which consists of bass, piano, drums, guitar, five brass and five reeds, is a combination sweet swing and jive group that closes the bill with a hot novelty arrangement of *Have I Stayed Too Long?*, with vocals by Masters, Phyllis Myles and Frank Cook. Pic, *Russian Girl*. Jack Baker.

## Copley-Plaza Bounces Whole Publicity Staff

BOSTON, March 25.—Copley-Plaza, swank Hub hotel and member of the Henderson chain, has let out its three-man publicity staff.

According to reports, the high cost of advertising, promotion and publicity (estimated at \$100,000 a year) moved the main office of the chain to insist upon economy.

Chauncey Depew Steele, general manager, declared: "I do most of the work, so why have a publicity staff?"

## Barron Band Okay \$21,800 in Philly

PHILADELPHIA.—In spite of snow and rain for the opening week-end days, Earle Theater (seating capacity, 3,000; house average, \$20,000) went over the top for week ended Thursday (23).

A far cry from the swing bands usually holding the spotlight, fine business attended the sweater music expounded by Blue Barron's orch, now directed by Tommy Ryan, and the gate added up to a satisfactory \$21,800. Hollywood's Mary Beth Hughes and Jack Durant in support, along with Mert Curtis, Cliff Grass and the Three Blue Notes out of the band, Screen showed *Phantom Lady*.

## Tucker in Minn. Pulls Neat 20G

MINNEAPOLIS.—Tommy Tucker and ork drew a neat \$20,000 for week ended March 16 at Mort H. Singer's Orpheum Theater. This despite competition all week long from Shrine Circus, which drew enormous crowds. Pic, *The Lodger*.

Next stage offering brings in Sammy Kaye and ork week of April 14.

## CHICAGO, CHICAGO

(Continued from page 25)

time, *Shine On Harvest Moon* and *Walking in a Winter Wonderland*. Harmonizing was good, but when they dished out the solos they seemed to lack tonal quality. Trio sang only one number. Should have done more.

Billy Rayes, comic juggler, has a good delivery and gets plenty of laughs with his clever chatter. Tops, however, is his funny presentation of how Garbo, Karloff, Laughton and Gypsy Rose Lee would do his act. Has a good flash finish, juggling three plates while doing a fast tap routine.

Don Brown, baritone with the band, did some good warbling of *How Sweet You Are* and *My Ideal*. Has a rich voice, lots of personality and makes a good appearance. Fans liked his style, and the boy deserved a better break from the audience who seemed to be sitting on their hands.

The Colstons, knockabout comedy pair, have a clever routine, their comedy antics scoring a hit with the crowd. Gal did most of the funny situations, giving the bill its badly needed comedy flare. Took plenty of mitting for their fancy one-hand whirling and acro stunts.

Kerwin Sommerville, sax player, gave out with a low-down arrangement of *Dig It Up*. Show closed with a hot swing bit, *Boogie-Woogie Woo*, best musical bit of the library.

Tucker's ork is well-balanced, consisting of five reeds, six brass, electric guitar, piano and drums. Sidemen have plenty of talent and are responsible for holding the entertaining spotlight. Pic, *Lost Angel*. Jack Baker.

## Olympia, Miami

(Reviewed Wednesday Afternoon, March 22)

Show is tops this week, with every act a winner.

Barbara Belmore opens with a dance in gorgeous costume, including two huge fans. Contortion and acrobatic routines get a big hand.

Julia Cummings acts as emcee and does numerous impersonations of radio and screen stars; outstanding are Bette Davis, Vera Vague, Charlie McCarthy and Carmen Miranda. Well liked.

Doc Marcus is on next with his nonsensical double-talk and patter and card tricks. Closes, using five stooges from the audience in a hat novelty that requires quick reflexes. Plenty of applause for this one.

Walter Nilsson does his pop bicycle and unicycle act, besides riding some whacky creations of his own. Scored heavily.

Cross and Dunn closed, and stopped it cold. Their character songs and parodies brought down the house.

Pic, *Pistol Packin' Mama*. Biz good. L. T. Bertner.

PHIL BRITO, after finishing at the Roosevelt, New Orleans, begins vaude tour. . . . THE BORDENS are at the Drum, Miami, until the end of May.

## Martha Raye Does a Solid 30G in Hub

BOSTON.—A standard variety bill, topped by Martha Raye, recently back from a long overseas jaunt, and bolstered by the house pit band, did okay at the RKO-Boston (3,200 seats; scale, 44 to 99 cents) last week. Just under \$30,000 was the estimate, substantially above the house nut and average.

Besides Martha Raye the bill included the Condos Brothers (one of whom, Nick, is Martha's husband), the Winters Sisters, the Three Swifts, Roy Smeck and Larry Flint conducting the house band. Flicker was *Nine Girls*.

Tony Pastor, Guy Kibbee from the fillums, the Stardusters, Jane Hutton, the Diamond Brothers and Betty Lorraine opened March 23 with *Action in Arabia* on the screen. The Sinatra picture, *Higher and Higher*, booked here for March 30 with Blue Barron's band led by Tommy Ryan.

## Balto Hipp \$24,300

BALTIMORE.—Hippodrome grossed an exceptionally fine \$24,300 week ended March 22, with bill including Edith Fellows; Lowe, Hite and Stanley; Bob Hopkins, Mr. Ballantine, Wink and Mae. Pic, *None Shall Escape*.

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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; p—amusement park; ro—roadhouse; re—restaurant; t—theater; NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

### A

Adducie, Prof. (51 Club) NYC, nc.  
Akin's, Bill, Continental Four (Indiana) Fort Wayne, Ind., h.  
Amazing Mr. Ballantine (Earle) Washington, t.  
Ames & Arno (Michigan) Detroit, t.  
Andre, Andree & Bonnie (Plaza) NYC, h.  
Andre, Rod (Bahamas) Detroit, cl.

### B

Baker, Joanne (Tower) Kansas City, t.  
Ballard, Bob (New Yorker) NYC, nc.  
Barrett, Maxine (Glenn Rendezvous) Newport, Ky., nc.  
Barthel, Adele (Sawdust Trail) NYC, c.  
Barton & Brady (Primrose) Newport, Ky., cc.  
Barton, James (Center) Norfolk, Va., t.  
Bates, Pog Leg (Albee) Cincinnati, t.  
Belmont Bros. (Riviera) St. Louis, nc.  
Belmore, Barbara (Clover Club) Miami, nc.  
Bennett, Dave (Dixie) NYC, h.  
Bergen, Jerry (Rio Cabana) Chi, nc.  
Berry Bros. (Roxy) NYC, t.  
Betty Jane (Amato's Supper Club) Astoria, Ore., 29-April 9.  
Blaine, Barbara (Strand) NYC, t.

### C

Cabin Boys (Cardinal) West Allis, Wis., nc.  
Carlisle, Charlie (Bowery) Detroit, nc.  
Carlos & Linda (Leon & Eddie's) NYC, nc.  
Carlos, Senor (State) NYC, t.  
Carroll, Jean (State) NYC, t.  
Carroll's, Earl, Vanities (Orpheum) Omaha, t.  
Caston, Bobbe (Three Sixes) Detroit, nc.  
Chaires, Nestor (Havana-Madrid) NYC, nc.  
Chadwick, (Rio Cabana) Chi, nc.  
Chenault & Day (Davis Monthan Field) Tucson, Ariz., 1-3.  
Chords, The (Cloud Room) Portland, Ore., nc.  
Claire, The (Tower) Kansas City, t.  
Clayton, Ruth (Coq Rouge) NYC, nc.  
Coley, Worth & Marcia (Albee) Cincinnati, t.  
Colston, The (Chicago) Chi, t.  
Condos Bros. (Capitol) Washington, t.  
Cook & Brown (Adams) Newark, N. J., t.  
Cook, Frank (Oriental) Chi, t.  
Cool, Harry (State) NYC, t.  
Corey, Irwin (Ruban Bleu) NYC, nc.  
Cortez, Florez (Te Pee) Miami, nc.  
Cox, Midge (Fifth Ave.) NYC, h.  
Cugat Choir (Paramount) NYC, t.

### D

Dawn, Jean (Lookout House) Covington, Ky., nc.  
Day, Dawn & Dusk (Latin Quarter) Chi, nc.  
De Croff, Ann (Astor) Montreal, nc.  
Delahanty, Irene (Zamboanga) Los Angeles, nc.  
DeQuincy & Givens (Dixie) NYC, h.  
Derby & Frenchie (Ubangi) NYC, nc.  
DeSimone, Chenna, Dancers (Glenn Rendezvous) Newport, Ky., nc.  
Diamond Bros. (RKO-Boston) Boston, t.  
Diamond, Jimmy (Regal) Chi, t.  
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
Dove, Ben (Music Hall) NYC, t.  
Drake, Robert, & Little Jean (Bowery) Detroit, nc.  
Draper, Paul (Waldorf-Astoria) NYC, h.  
Drew, Dorothy (Leon & Eddie's) NYC, nc.  
D'Ray, Phil (Bismarck) Chi, h.  
Drigo & Tanya (Fifth Ave.) NYC, h.  
Durante, Jimmy (Capitol) NYC, t.

### E

Easton, Bob (Hipp) Baltimore, t.  
Eberle, Ray (Palace) Cleveland, t.  
Edwards & Diane (Club 5100) Chi, nc.  
Edwards Sisters, Three (Palace) Columbus, O., t.  
El Cota, William (Detroit-Leland) Detroit, h.  
English, Ray (Buffalo) Buffalo, t.  
Evans, Steve (Earle) Phila, t.  
Evers, Dolores (Nicollet) Minneapolis, h.

### F

Fiske, Dwight (Blackstone) Chi, h.  
Fostaire (Esquire) Norfolk, Va., nc.

### G

Gainsworth, Marjorie (Center) Norfolk, Va., t.  
Galante & Leonard (Staller) Boston, h.  
Gale, Lenny (Hipp) Baltimore, t.  
Gallus, John (Trocadero) Reno, Nev., nc.

Garretson, Marjorie (Romany Room) Washington, nc.  
Gaylor & Ross (Riverside) Milwaukee, t.  
Gilbert & Carroll (Carman) Phila, t.  
Gill, Jeffrie, & Evan Price (Bellerive) Kansas City, h.  
Gillespie, Dizzy (Yacht Club) NYC, nc.  
Giovanni, Dr. (Cottillion Room) NYC, b.  
Gleason & Sandborn (Tower) Kansas City, t.  
Glover & LaMae (Hollenden) Cleveland, h.  
Granville, Bonita (Capitol) NYC, t.  
Gray, Gilda (Club 26) Milwaukee, nc.  
Guyse, Sheila (Rhumboogie) St. Louis, c.

### H

Hazard, Hap, & Mary Hart (Davis Monthan Field) Tucson, Ariz., 1-3.  
Healy, Mary (Earle) Washington, t.  
Hearts, Three (Michigan) Detroit, t.  
Henry, Art & Marie (Trocadero) Henderson, Ky., 20-April 1.  
Herbert, Jack (Cotton) Houston, nc.  
Hildegarde (Palmer House) Chi, h.  
Hudson Wonders (Chez Paree) Chi, nc.

### I

Irving, Val (Latin Quarter) Chi, nc.

### J

Jagger, Kenny (Sportsman Club) Indianapolis.  
Jaxon, Great (Grand) St. Louis 31-April 6, t.  
Jean, Jack & Judy (Earle) Washington, t.  
Johnson, Bud (Yacht Club) NYC, nc.  
Johnson, Gil (Fifth Ave.) NYC, h.

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Johnson, Myra (Ubangi) NYC, nc.  
Johnson, Winnie (Adams) Newark, N. J., t.  
Joyce, Jacqueline (Follies Bergere) Mexico City, t.  
Jules & Webb (Mayflower) Akron, O., h.

### K

Karson's, Maria, Musicales (Plains) Okechane, Wyo., h.  
Kaye, Joe (Club 5100) Chi, nc.  
Kaye, Stubby (Glass Hat) NYC, h.  
Kent, Marcia (Club 18) NYC, nc.  
Kibbee, Guy (RKO-Boston) Boston, t.  
Knight, Evelyn (Blue Angel) NYC, nc.  
Kramer's, Henry, Midgets (Tropics) Battle Creek, Mich., 20-April 2, nc.  
Krupa, Gene (Palace) Columbus, O., t.

### L

LaBato, Paddy (Casanova) Detroit, nc.  
Laird, Horace (Shrine Circus) Dayton, O., 23-April 1.  
Lane, Frances (Club 18) NYC, nc.  
LaPearl, Harry, Revue (Amato's Supper Club) Astoria, Ore., 29-April 9.  
Lathrop & Lee (Latin Quarter) Chi, nc.  
Lathola, Don, & Carlotta (Utah Canteen) Salt Lake City.  
Law, Mildred (Copacabana) NYC, nc.  
Lawson, Mary Jane (New Yorker) NYC, h.  
LaZellas, Aerial (Supper Club) Fort Worth, Tex., 27-April 9.  
Leach, Earl & Josephine (Lookout House) Covington, Ky., nc.  
Lee, Mabel (Ubangi) NYC, nc.  
Leopold, Herman (Blackhawk) Chi, re.  
LeRoy, Hal (Chez Paree) Chi, nc.  
Leary, Ted (Glenn Rendezvous) Newport, Ky., nc.  
Lewis & Ames (Carman) Phila, t.  
Lewis, Ralph (Primrose) Newport, Ky., cc.  
Lewis & Van (Hipp) Baltimore, t.  
Little Sisters, Three (Capitol) Washington, t.  
Lorraine, Betty (RKO-Boston) Boston, t.  
Lowe, Billy (Oriental) Chi, t.  
Lowe, Hite & Stanley (Center) Norfolk, Va., 27-29; (National) Louisville 31-April 6, t.  
Lyon, Ladd (Michigan) Detroit, t.

### M

McGuire, Nancy (Buffalo) Buffalo, t.  
Magnin, Michele (Club 18) NYC, nc.  
Majors, Three (400 Club) NYC, nc.  
March, June (Brown Derby) Chi, nc.  
Marianne (El Morocco) Montreal, nc.  
Marshall, Gloria (Jimmy Dwyer's) NYC, nc.  
Marx, Chico (Palace) Cleveland, t.  
Merrill, Fay (Fifth Ave.) NYC, h.  
Merrill, Joan (Rio Cabana) Chi, nc.

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Merrill, Robert (Music Hall) NYC, t.  
Midnight Zombie Jamboree (Rivoli) Hastings, Neb., 29; (Capitol) Grand Island 30; (Capitol) Sioux City, Ia., 31; (Paramount) Omaha, Neb., April 1; (Arrow) Cherokee, Ia., 3.  
Mills, Jackie (Chez Paree) NYC, t.  
Minevitch Rascals (Strand) Chi, nc.  
Mora & Dene (Ubangi) NYC, nc.  
Morris, Doug (Kansas City) 29-April 6.

Mura, Corinne (Waldorf-Astoria) NYC, h.  
Murphy, Dean (Paramount) NYC, t.  
Murtah Sisters (Chez Paree) Chi, nc.  
Myles, Phyllis (Oriental) Chi, t.

### N

Newell, Vivian (Brown Derby) Chi, nc.  
Norman, Bruce (Fifth Ave.) NYC, h.  
Norman, Al (Lookout House) Covington, Ky., nc.  
Novellos, The (Colosimo's) Chi, t, re.

### O

O'Donnell, Charles (Hipp) Baltimore, t.  
O'Donnell, Terry (Rio Cabana) Chi, nc.  
Ohio Trio (Metropole) NYC, re.  
Oliver, Ted, Trio (The Cove) Phila, nc.  
Overman, Wally: St. Louis 27-April 2.  
Owens, Lou (Paradise) Detroit 27-30, t.

### P

Padilla Sisters (Havana-Madrid) NYC, nc.  
Page, Joe & Nona (Tivoli) Melbourne, Australia, until May 21, t.  
Pansy the Horse (Center) Norfolk, Va., t.  
Paris, Frank (Roxy) NYC, t.  
Payne, Frank (Riverside) Milwaukee, t.  
Peterson, Billy (New Yorker) NYC, nc.  
Plant, Mark (La Martinique) NYC, nc.  
Pops & Louie (Regal) Chi, t.  
Powers, Marlan (Primrose) Newport, Ky., cc.  
Princess & Willie Hawaiians (Haymarket) Detroit, nc.

### R

Radeliffe & Jenkins (Oriental) Chi, t.  
Rae, Virginia (Victory Room) Cleveland, nc.  
Raye & Naldi (Capitol) NYC, t.  
Read, Kemp (Luke's Lodge, Newport Beach) Newport, R. I., h.  
Reed, Gwen (Ubangi) NYC, nc.  
Regan, Paul (Palace) Columbus, O., t.  
Renald & Rudy (Music Hall) NYC, t.  
Reyes, Billy (Chicago) Chi, t.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.  
Richardson, Walter (Ubangi) NYC, nc.  
Ring, Ruby (Alpine Village) Cleveland, nc.  
Roberts, Whitey (Walton Roof) Phila, nc.  
Robinson, Billy (Riverside) Milwaukee, t.  
Rock & Ed (Quincy) Quincy, Mass., t.  
Rooney, Dean & Jenny (Hamid-Morton Circus) Washington.  
Ross, Stuart (Blue Angel) NYC, nc.  
Roy, Don (Curly's) Minneapolis, nc.

### S

Schultz Sisters (Neon) Louisville, nc.  
Semon, Primrose (Esquire) Montreal, nc.  
Sharon, Nita (Esquire) Norfolk, Va., nc.  
Sheldon, Jean (Riverside) Milwaukee, t.  
Sheridan, Nora (Blue Angel) NYC, nc.  
Skinner, Edna (La Vie Parisienne) NYC, nc.

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CYCLONE OF SONG  
AT THE BOOGIE PIANO  
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Smart, Doris (Rhumboogie) St. Louis, c.  
Sodja, Joe (Carman) Phila, t.  
Star Dusters (RKO-Boston) Boston, t.  
Stanley & Marti (Palace) Cleveland, t.  
Stevens Bros. (Carman) Phila, t.  
Sue Lyda (Rio Cabana) Chi, nc.  
Summer, Helen (Ivanhoe) Chi, re.  
Suns, Three (Piccadilly) NYC, h.  
Swifts, Three (Capitol) Washington, t.

### T

Tanglefoot & Batteaste (Regal) Chi, t.  
Tanner, Elmer (Tower) Kansas City, t.  
Therrien, Henri (Latin Quarter) NYC, nc.

Henri  
**THERRIEN**  
Currently LATIN QUARTER, New York

Thomas, Jimmy (Windmill) Charleston, S. C., nc.  
Toy, Noel (Club 18) NYC, nc.  
Toy Sisters (Blackhawk) Chi, re.  
Tudell, Julio & Jean (Bismarck) Chi, h.

### W

Wahl, Walter Dare (Paramount) NYC, t.  
Wallace Puppets (Shoreham) Washington, h.  
Walters, Charlie, Four Moods (Center) Clifton, N. J., c.  
Warren, Annette (Carter) Cleveland, nc.  
Weidler, Virginia (Oriental) Chi, t.  
Welles, Three (Buffalo) Buffalo, t.  
Whitney, Wendy (400 Club) NYC, nc.  
Willkie & Dare (Riverside) Milwaukee, t.  
Williams, Mae (Colosimos) Chi, nc.  
Williams, Pearl (Hipp) Baltimore, t.  
Withers, Jane (Earle) Phila, t.  
Woodie & Betty (Bal Tabarin) San Francisco, nc.  
Woods & Bray (Continental) Chesapeake, O., until April 10, nc.

### Y

Yeo, Mary Jane (New Yorker) NYC, h.

**ICE SHOWS ON TOUR**  
Carnival on Ice (Netherland Plaza Hotel) Cincinnati.  
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.  
Ice-Capades of 1944 (Pla-Mor Ice Palace) Kansas City, Mo., 29-April 6.  
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.  
Skating Vanities (roller): (Coliseum) Houston, Tex., 27-April 2; (Arena) Phila, 8-15.  
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.

TOMMY RAYE current at the Tic Toc, Milwaukee. . . NICK LUCAS current at the Jewel Box, Tampa. . . WHITSON BROTHERS at Latin Quarter, Boston.

## Act Called Lewd, Erie Ops Sue Paper for Libel

ERIE, Pa., March 25.—A local newspaper known as *Jack Ducey's Town Crier*, successor to the former *Erie Weekly Gazette*, has been halled into court on a criminal libel charge filed by La Conga Restaurant, here.

The suit was filed recently by Charles Schwartz and Al Means, proprietors of the night spot, against John N. Donaducy, editor and owner of the publication. The suit was entered following an editorial that rapped the current La Conga floorshow as lewd and immoral.

The attraction involved was Princess Chiang Lee, billed as an exotic dancer. General policy of the spot involves two singles or a double as the attraction with a budget running up to \$175 weekly. Booking is thru the Ray Kneeland Agency, Buffalo.

Donaducy, in defense, claimed assistance to the local drive against juvenile delinquency and said that he was campaigning to force saloons to refuse admission to minors. He has been bound over to the May term of the Erie County Court and is out on \$1,000 bail bond. The La Conga proprietors hope to secure a court order to prohibit future publication of the sheet.

## One-Nite Charity Affairs Exempt From 30% Tax

WASHINGTON, March 25.—The new 30 per cent cabaret tax will not apply to one-night functions such as American Legion dances and similar events, Treasury officials declared this week. Such affairs are not classed as cabarets, they said, and the tax does not apply.

Treasury spokesmen explained that the intention of the law is to include regular cabarets, and they do not propose to make cabarets out of one-night affairs held by organizations.

On the other hand, they said, if groups like the Legion decide to do business regularly by staging such events then they will become subject to the tax. Charity events operating on a one-night-stand basis also would be exempt, the Treasury men said, altho they would be subject to admissions tax (20 per cent) if admission is charged.

Exemption of such affairs would be operative even tho music, vocals, entertainment and dancing all were offered.

## New Fort Worth Spot Bows

FORT WORTH, March 25.—The Silver Ballroom is Fort Worth's newest downtown night spot. Billy Taggart's band furnishes the music. Every Wednesday is waltz night with every second tune in three-fourth time. C. V. Bennett, dance instructor here for 25 years, is the operator.

**USOING-OVERSEAS**  
**DOROTHY DEERING**  
Ladylike Acrobatics  
**MYSTIC CRAIG**  
Fashions in Magic  
**COLE SISTERS**  
Tap Happy  
**VICTOR and RUTH**  
Skating Aristocrats  
Direction: ROGER E. MURREL  
The Playhouse  
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Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

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

# Longhair Good in Lounges, Philly Agent Now Reasons

PHILADELPHIA, March 25.—Opening up of the musical bar field to the concert and semi-classic music makers is envisioned by Eddie Suez, whose talent agency here books most of the town's cocktail rooms.

As most of the operators here have soured on entertaining units because of the 30 per cent cabaret tax, and are asking for all-musical performers instead, Suez is scanning the conservatories for suitable talent. He points out that the lounge patrons have been educated to the best among entertaining units, and if it must be all-musical, the customers will want the best in that line.

Moreover, Suez feels that a change of musical pace, with the emphasis on better music, will find the musical bar crowds favoring a better brand of music. While he doesn't think they'll go for the heavy stuff or classical string quartets, he feels that a blend of the popular with the semi-classics and standards will go a long way in keeping the crowds satisfied in the event the all-music edict stands.

As a case in point, he singles out the success of the Art Hinett Trio led by Hinett, whose organology on KYW here has built a big following on the strength of his mixture of classics and swing. Hinett Trio opened this week at the Cove, meeting success with the radio formula. And as for the solo piano players, Suez reminds that a schooled

musician can whip out the eight-to-the-bar stuff as well as the familiar classics.

If the classical musicians will adjust their playing to popular demands, Suez feels, the musical bars can be made as lucrative for them as symphony orchestras.

## Hotel Chain Drops Acts

NEW YORK, March 25.—Albert Pick hotel chain, consisting of some 15 houses, has given all its live talent notice effective the end of this month. Last year the chain spent over \$300,000 for acts and combos.

The chain is now looking for organists to replace the acts.

## Off the Cuff

EAST:

ARNOLD ORSATTI'S Cafe and Murray's Rhythm Bar, Philadelphia, intent on keeping the entertaining units despite the 30 per cent impost. . . . JACK HANSBURY and his music crew at Almo Cafe, Almonesson, N. J. . . . FRANK VICTOR QUARTET new at The Cove, Philadelphia. . . . AL CHEVALIER and His Music Makers at Holloway's, Merchantville, N. J. . . . HARRIET HALE'S Rhythmettes set at McGee's Club 15, Philadelphia. . . . WOODS AND JOYE new at Lou's Germantown Bar, Philadelphia, with Jack Corliss's keyboarding at Lou's Moravian Bar in that city. . . . GRACE AND SCOTTY first in for reopening of the Chez Parce, Atlantic City, along with singers Patricia Carroll, Paulette Parker and Don Filipo Caruso. . . . HAROLD QUINN, piano-accordion, continues at College Inn, Philadelphia. . . . BILL BUTLER and his boys at Murray's Inn, Haddonfield, N. J. . . . THE THREE DASHES new at DuMond's, Philadelphia. . . . THE MADCAPS OF RHYTHM get the call at Casino Cafe, Gloucester, N. J. . . . HERMAN AUTRY, former Fats Waller trumpeter, with his unit at Mid-Way Musical Bar, Philadelphia, Four Queens of Rhythm holding over. . . . HARRY KENNEDY at the organ at Trench's Neptune Inn, Atlantic City.

CHRISTINE CATON goes into the Piccadilly, Newark. . . . HELEN EVERETT opens at Tony Joy's, Utica, N. Y. . . . SAVOY FOUR set for the Euduro, N. Y. . . . BILL STEWART'S Novelaires go into the Piccadilly, Paterson. . . . THREE JONES BROTHERS start a vaude tour in a few weeks. . . . DARCY POWELL at Oetjen's, Brooklyn. . . . HENRY DAY current at 44 Club, Newark. . . . ANDY PADOVA at the Copa, Philly. . . . ELEANOR SHERRY and Her Swinghearts now at Doc's, Baltimore. . . . LARKIN AND RICE at the Blue Mirror, Baltimore.

ERNEST HATFIELD, vocalist with the Four Keys at Lou's Moravian Bar, Philadelphia, up for induction. . . . THE HEPCATS with Daisy Mae new at Kallner's Rathskeller, Philadelphia. . . . KAY FAGAN and Her Hammond Organ with Joe Moss and Johnny Steel usher in the Musical Bar at Benson's Cafe, Atlantic City. . . . THE FOUR BLUES alternating with Nan Jones at the piano new at Carmen's Lido Venice, Philadelphia. . . . RAY ROSS and His Boys at Jack Downie's Old Mill Inn, Pennsauken, N. J. . . . SLEEPY HOLLOW GANG booked for a string of theater dates in the East.

DON COSTELLO'S unit reopens Philadelphia's Purple Derby. . . . THE

## Musta Been Amnesia

NEW YORK, March 25.—A little matter of a contract didn't hinder Stuff Smith. He probably forgot it anyway, for when William Morris came along with one of those 10 per cent papers Stuff put his name to it. The Morris office promptly went to work and put the lad into a club when, lo, and behold, Joe Glaser arrived on the scene yelling the equivalent of "I wuz robbed."

It turned out that Stuff Smith had a seven-year paper with Glaser signed in 1941 which he had completely forgot.

Everything is "fine" now, Glaser has his act again. Stuff Smith is working and the William Morris office is biting its nails.

LITTLE FOUR into Bill Martin's, York, Pa. . . . ANDY RICCARDI TRIO preems at Margie's Stables, Philadelphia. . . . JOHNNIE PARIS' piano and songs draws another holdover at LaMaina's Cocktail Lounge, Camden, N. J. . . . FOUR QUEENS OF RHYTHM into Philadelphia's Mid-Way Bar with Snub Mosely's unit holding over. . . . WARD TAYLOR TRIO takes over at the New Crystal Musical Bar, Philadelphia. . . . THE MODERN-AIRES into Andy's Cafe, Rummeneide, N. J. . . . THE STERLINGS, piano duo, (See Off the Cuff on opposite page)



AT THE PIANO  
**PHIL FORREST**  
"The Clown Prince of Naughty Nonsense"  
A Sensation at the SKYRIDE, Chicago.  
Mgt. Consolidated Radio Artists

## DOROTHY CARROLL

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Singing Songs in a Modern Manner.  
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**DOT & DASH**  
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Key West, Fla.

**S** SIX YOUTHFUL DYNAMOS  
**Jerry Montana**  
and his  
**Versatile Orchestra**  
New York City

**S** The **ROYAL-AIRES**  
Instrumental-Vocal-Entertaining Trio  
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**S** VELVET TONED  
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N. Y.'s Newest Singing Sensation!  
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**S** The Toast of the Nation  
3  
Blondes } **DALE SISTERS**  
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**MOLLY CRAFT**  
Versatile Singing Pianist  
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**S** THE **LITTLE FOUR**  
Sepia Vocal Quartet  
Popular—Old Times—Spiritual—Novelty—  
Comedy Songs,  
Held Indefinitely  
York, Pa.

**S** In Demand Everywhere  
The **OWEN SISTERS**  
The Nation's Most Popular Girl Trio  
Philadelphia, Pa.

**S** Sweetheart of  
Piano and Song  
**AUDREY THOMAS**  
Detroit, Mich.

**S** "Comedy Bombshell of Song"  
**MARIA LOPEZ**  
Lowell, Mass.

**S** **JAY MARSHALL**  
MASTER OF CEREMONIES  
USO Tour

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

**S** **DON SEAT**  
Quintette  
4 Boys and a Girl  
Tops in Music and Song  
Key West, Fla.

## Tax Worries? Two Agents Expanding

NEW YORK, March 25.—Mike Special and Stanford Zucker are two agents who are not afraid of what the 30 per cent tax will do to their business.

Zucker, who says the talk of bad business is nonsense, is backing up his statement by taking a whole floor in a Madison Avenue building next month. He has also taken on two new men, Arnold Beyer and Larry Marks, and is planning to hire a third.

Special, who had a bunch of cancellations, isn't very doleful. For not only did he hire a new gal but he, too, is moving to larger quarters in his building.

## Davis Peddling All His Units As "Bands" Now

NEW YORK, March 25.—Mort Davis, who does the managing of the GAC cocktail department, is peddling "bands" to his clients via mail—said bands, in many cases, having been entertaining units.

Davis says that he has slanted all his units away from the entertainment side and has channeled them into instrumental work alone. This has given him a crop of "bands," and now he's submitting his list to clients who may be considering conversion from entertainment to straight music because of the amusement tax. Davis is also looking for replacements for big bands on the GAC list, where such placements will not conflict with other GAC activities.

A check made of other top cocktail lounge bookers here revealed that Davis is alone in submitting all his attractions as "bands." The others are holding some of their acts in the entertainment category and are offering them where owners indicate interest in such outfits.

## Sheraton Changes Agents, But It's Still a Fem

NEW YORK, March 25.—Sheraton Hotel has changed agents, but is sticking to the fem 10 percenters. Jean Rose, of Mike Special's, takes over from May Johnson, of MCA, who formerly had the spot. First act booked into the main room is the Musclaires, who replace Milt Herth,

**TALENTED! GLAMOROUS!**  
**SYBIL**  
PIANIST VOCALIST  
A fascinatingly, lovely playing, brilliant, modern piano and Solovox.  
★★★★  
Direction: McConkey Orchestra Company, Chambers Building, Kansas City, Mo.

# REVIEWS

## Cookie Williams Trio

*(Reviewed at The Cove, Philadelphia)*  
The melancholy and nostalgic appeal of the gypsy fiddler is transposed to the keyboard by Nemuth (Cookie) Williams, whose fingering of the ivories with such carefree abandon has earned him the handle of "Gypsy Pianist." While the support of two septa lads stamps the unit as a septa one, Williams manipulates the black-and-whites in the accepted Romany manner, making for a striking Steinway flash all the way. Limiting his offerings to the pops and specializing in the sentimental songs, his solo stints enjoy wide appeal.

For contrast and pace changes, there is excellent rhythm support, along with solo highlights, in Skeets McClain, bass, and Sterling Malone, guitar. Both devoted to the Harlem tradition, making the live and jump offerings count for much, with McClaine cutting up lyrically.  
*Maurie Orodener.*

## Ted Oliver Trio

*(Reviewed at The Cove, Philadelphia)*  
Long identified with the leading of a large band in this territory, Ted Oliver recently turned to the more lucrative cocktail combo field. And the switch was a wise one considering the excellent music dished out by the trio.

Music making is the unit's forte. Not merely devoted to the hot jazz and jive patterns, the offering follows the more commercial lines, giving it out hot and sweet as the occasion requires.

Paced by Oliver on the clarinet, trio takes in Teddy Fisher at the piano and Fred Brelsford's electric guitar. Selections are offered up in medley fashion, running in everything that Tin Pan Alley has had to offer.

Also add vocal pleasures with Fisher doing the lyrics handily, rotund and jovial Oliver giving out with specialties, and all three blending in harmony for the novelty and rhythm ditties. The playing and singing fall easy on the ear, with plenty of incentive in the offerings where dancing comes in.  
*Maurie Orodener.*

## OFF THE CUFF

*(Continued from opposite page)*  
new at DuMond's, Philadelphia.  
CHARLIE WALTERS and His Four Moods open March 28 at Center Cafe,

**INCOMPARABLE**



**Maria Karson's Musical**

America's Greatest 4-Piece Girl Band  
Featuring the Personable, Effervescent Maria  
at Her Own Hammond Organ-Solovox

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Newport, Ky.

**MGT. FREDERICK BROS.**  
New York • Chicago • Hollywood  
Per. Mgr. Ray Corral

## Strong-Minded

NEW YORK, March 25.—Flipping within a week, two local spots are again booking talent after counting themselves out on this score because of the 30 per cent tax.

The Hotel Bossert cocktail lounge in Brooklyn went dark last week-end. After two days the place was relit on Wednesday (22) and booked a singing pianist.

The Enduro, another Brooklyn lounge, which last week resolved to toss the actors out, this week changed its mind and bought an expensive quartet.

Clifton, N. J., after 14 week at Ray's Circular Bar, New York.

## MIDWEST:

LOU WILLIAMS, piano, and Dorothy Jaye, song stylist, are appearing at the Arden Lounge, Chicago. . . . **THREE BITS OF RHYTHM** can be heard at the Whirl-a-Way, Chicago. . . . **MARY ALICE**, singer, is at the Club Silhouette, Chicago. . . . **RUBY MASON**, septa pianist, currently at the Three Deuces, Chicago. . . . **DAISY HARDY** and Al Johnston are furnishing the music at Barney Ross' Cocktail Lounge, Chicago. . . . **GLOOM CHASERS**, hillbilly quintet, are appearing at Lakota's, Milwaukee. . . . **J. B. MURRAY**, piano, currently at Hotel Custer, Galesburg, Ill. . . . **JUMP JACKSON** (4) opened at Tony's Subway Cafe, Peoria, Ill. . . . **HOWARD LE ROY** has been held over at the Herring Hotel, Amarillo, Tex. . . . **CHARM TRIO** are doing their second holdover engagement at Hurd's Restaurant, Detroit. . . . **ANN Reiling**, piano-accordion, after a successful five-month run at Helsing's Vodvil Lounge, Chicago, has been inked in at James Isbell's spot, Chicago, starting April 1. . . . **DON GOMEZ**, organist, has severed his booking connection with the William Morris Agency, Chicago, to go on his own. Lad is currently at the Hotel Retlaw, Fond du Lac, Wis.

**CLEVELAND NICKERSON** and His Music Masters are appearing at the Berlitz, Chicago. . . . **DICKIE SCHILLER** (4) currently at the 1111 Club, Chicago. . . . **HAZEL TURNER AND MIKE YOUNG**, singing-piano duo, at James Isbell's Show Lounge, Chicago. . . . **HARRIS AND BURNS** replace Nord Richardson at the Germania, Freeport, Ill. . . . **CARL WHYTE** at the Valley Inn, Neenah, Wis. . . . **CLEO BROWN**, septa pianist, held over at the Forest Park Hotel, St. Louis. . . . **SLICK JONES**, drummer, formerly with Stuff Smith and Hot Lips Page, has joined Louis Jordan's band.

**GLORIA PANICO**, now at the Admiral Lounge, Chicago. . . . **MARITZA**, operatic singer, currently at the Blue Danube, Chicago. . . . **THE EBONITES** (3) are the attraction at the Three Deuces, Chicago. . . . **ROSEMARY WAYNE**, who has been writing material for Buddy Lester and Gracie Barrie, has written two new songs, *Old Romany* and *You're What's the Matter With Me*.

**JEFFRIE GILL** and Evan Price winding up a nine-month run at Hotel Bellerive, Kansas City, Mo., to open at the Santa Rita Hotel, Tucson, Ariz., for the same hotel chain (Goodman).

**ROSS RUSSO** inked for the Trocadero Club, St. Paul, starting April 3. . . . **MARTY MARSALA**, former trumpeter with own cocktail unit, is now an army top-kick in Nebraska. . . . **MARIA KARSON** and girl ork get two two-month extension at Plains Hotel, Cheyenne, Wyo. . . . **BOB SYLVESTER** and his new four-piece unit inked for the Stage Lounge, Chicago.

**MEL HENKE** plays a return engagement at Elmer's Lounge, Chicago, where he will alternate with Eddie South and his trio. . . . **AUDREY THOMAS** held over at London Chop House, Detroit. . . . **STEP WHARTON** held over again at Down Beat Show Lounge, Sloux City, Ia. . . . **DOLORES EVERS** closes at the Nicollet Hotel, Minneapolis, April 1.

**TAX MEET THURSDAY**  
*(Continued from page 27)*  
front activity of this kind, is not included, however. It is reported that the AFM is waging a lone-wolf battle of its own in Washington in an effort to induce the Internal Revenue Bureau to rule that dancing by patrons will be permitted in "cabarets." As now interpreted

by the BIR no dancing is allowed in "cabarets" unless such places pay the tax.

The Washington delegation organized by Shelvey will leave New York on Thursday morning for an afternoon appointment with the assistant of Deputy Commissioner D. S. Bliss of the Bureau of Internal Revenue. With Shelvey taking the lead the delegation will present oral arguments why all night spots should come into the 30 per cent category. It is thought that the BIR will be favorable to an approach which would result in more revenue for Uncle Sam and would at the same time keep many clubs in operation at present levels.

## Other Talks Set

Prior to the Washington jaunt, Shelvey is calling a meeting of the interested parties on Wednesday afternoon (29) to prepare for the task in hand.

Meanwhile, even before the trip to the capital, Shelvey will huddle with Joseph Steinberg, of the New York office of the BIR. This conference, set for Tuesday afternoon (28), may result in a favorable ruling by Steinberg along the same lines as the one Shelvey hopes to obtain from the top BIR office. The AGVA head believes that if he can convince the local BIR, which has limited jurisdiction in tax matters, of the justice of the "all-or-nothing-at-all" argument then he will have a strong card to play when meeting with the Washington officials.

A pre-delegation meeting is also set between Braunstein and Shelvey for Monday (27) at which the pair will try to iron out some of the legal angles involved in the forthcoming pitch.

## FREE SHOWS IN HUB

*(Continued from page 27)*  
committees, ironed out most of the more pressing problems.

Shelvey tore into town early this month mad as a hornet. He had reason to be aroused over the reports reaching him that musicians and some acts had been paid for giving service shows on which AGVA members appeared free.

At the same time little control had been exercised by the local soldiers' and sailors' entertainment committee over the allocation and clearance of acts, so that duplication and overwork often resulted. There were guarded statements at the first of the two meetings that some service clubs had "had to pay" for musicians, while it was indirectly charged that something like coercion had been employed in forcing acts into the Stage Door Canteen. But by the time of the second meeting the air was cleared and a new group organized to cover the situation.

At the first meeting various plans were offered for clearing the situation and

settling final authority in one body. But the biggest steps toward a solution were not taken until last week when an Allied Crafts' Committee, to act as a clearing house and assigning agent for all benefits and free shows, and a "screening committee," representing the several amusements and arrangers of all shows, were set up.

The committees will be contacted for all entertainment, exclusive of USO-Shows, by Maj. Bernard J. Duffy for army and Lieut. Matt Huppuck for navy.

## IN SHORT

*(Continued from page 27)*

COAST BOYS leave the local scene for Tony Pastor's Uptown, New York.

MRS. O. D. MACK opening a New York branch for her local talent agency, with Lee Warwick in charge. . . . BO JENKINS, closing at Jack Lynch's, moves to Boston's Latin Quarter.

## Here and There:

POLA NEGRI sold to Latin Quarter, Miami, for a rumored price of \$1,250. She opens March 30. . . . DE ARTEGA ork goes into the Earl, Washington, May 12 for two weeks. . . . IRENE BROOKS current at the Hollywood Tropics, Hollywood. . . . GLOVER AND LE MAE held over at Mount Royal, Montreal. . . . JONNIE AND SANDRA in for six weeks at the Mark Hopkins, San Francisco. . . . MARIAN HUTTON into Norfolk Center April 6. . . . BELLE BAKER opens at the Florentine Gardens, Los Angeles, April 18. . . . JEAN PARKER filling a theater date at New Orleans March 25.



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**JOHNNY DAVIS**  
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**EL CAPITAN, Redding, Calif.**  
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**★ DON MANUELO ★**  
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# MAGIC

By BILL SACHS

**M**MAGICAL MORGANS, after winding up at the Shoreham Hotel, Washington, have moved on to Club Windmill, Charleston, S. C. . . . HARRY E. CECIL, of Detroit, the "world's worst magician," entertained the wounded veterans at Percy Jones Hospital, Battle Creek, Mich., March 19. . . . JACK HERBERT and wife were guest of honors at a dinner party held last week at the Cotton Club, Houston, by members of the Houston Assembly, Society of American Magicians. Herbert has just concluded six weeks at that spot. . . . SGT. FRANK RUMBLE (Frankie Gallagher), who in the past has worked on his own, in addition to serving as assistant to Marquis and Calvert, in a visit to the magic desk last Tuesday (21) reported that he has passed his cadet exams in the Army Air Corps and is now on a reserve status while awaiting to be called for training. In the meantime he'll keep on with radio and gunnery at Camp Barksdale in Texas. While on leave in Cincy Frankie visited his storage quarters and shipped some of his magic stuff to camp so that he might do a few shows for his brothers in arms. His wife, Hazel, is demonstrating magic at Mac's Magic Shop, Shreveport, La., and working army camps in the area with Mac (Ricardo the Magician). Cleo McGreavy is another Ricardo assistant. . . . CHAN LOO, Chinese magish, in the Middle West the last two years, has returned to San Francisco, where he is current at Club Shanghai. He has a new Chinese gal assistant in Miss Elen. . . . PFC. C. THOMAS MAGRUM has been transferred and is now 36014322, Special Service Office, Camp Young, Indio, Calif. He's on the camp newspaper and is impresario to the various Camp Show units that play there. In addition, Magrum still manages to ring in a couple of magic shows on his own during the week. . . .

**T**HE recent piece here anent Dunninger and his feud with magicians, real or imagined, brought the column quite a few interesting letters from magi and mentalists. Some commended the brainstorm in the March 11 issue, none condemned it and a few had ideas of their own on the subject. We reprint excerpts of three of the missives received, which give a pretty fair cross section. Take your choice and forever hold your peace:

**BEN ALI, MENTALIST**—"I have enjoyed your column for years. I have been a mentalist over 30 years, making nothing but money, and am still very active. Personally, I believe Dunninger is a three-sheeter, but he gets the money and, after all, that's what counts. Many magi are out of date, and when we mentalists try to avoid them they knock us. Many of them try, in a crude sort of a way, to copy us. Richard Himber and the rest of the magi have no beef coming. Magic and mentalism are not in the same field, so why worry Winchell with all the ballyhoo?"

## "Scotchless Monday"

WASHINGTON, March 25.—The National Press Club this week inaugurated "Scotchless Monday" in an action that may be the handwriting on the wall for niteries and cocktail lounges. No nitery customer cares more for his slug of Scotch than does the average press club member, but the action was declared necessary "to conserve dwindling supplies."

**MONK WATSON**, magical emcee: "More power to Himber, altho he is a bit late with his showing up Dunninger. I have been doing it at every show for a year before the pick of the American youth at the flying school at Colman, Tex. Remember Alla Axiom? Well, I was his little helpmate and learned fast. It is a pleasure to 'out-do' Dunninger (for fun)."

**TOMMY WINDSOR**, magician and emcee: "I believe the magicians would do well to lay off of Dunninger. Not only is he a master showman with good connections, but he is also a notorious exposé and he is liable to turn the tables on them when it comes to exposing. This would hurt magic and magicians a lot more than the magician could ever hurt him. His mental feats are apparently done mostly with plants, nerve and showmanship, and don't sound at all convincing to the layman. I believe Dunninger is giving magic and its kindred arts a big boost right now, which is more than he ever did before."

## GI SERVICE SIGN

(Continued from page 3)

ran from an hour and a quarter to an hour and a half, and they did anywhere from 2 to 11 a day.

During one afternoon show, Shelton told, a plane was shot down almost overhead. He finished his number. The G. I.'s only glared up at the interruption.

What impressed him most about the morale of the boys is their unflinching sense of humor and ingenuity. There is a comic in every outfit. When a plane comes over which isn't readily identified, some wag will crack: "That's a B2," meaning "be too bad if it ain't one of ours." He also told of stepping into what he expected to be a chilly tent and finding it like a steam-heated apartment. The tenants had rigged up an impromptu oil burner made of sand-packed lard-tin, some tubing and an empty shell-casing filled with crude oil and gasoline.

Aside from the regular show routines, he stressed that 50 per cent of the entertainment comes before and after—sitting around a G. I. fire, singing and swapping yarns. As the average trouper has hit a high percentage of home towns in his travels, what the boys go for most is to talk about their own. If he can happen to remember the name of a street or a bar in a particular town, the lonesome G. I. is set up for days.

## Amazing Grapevine

One point that amazed Shelton was the army "grapevine." The unit would do a show and then jump 200 miles for another. The routine might be slightly changed. Invariably, someone would ask for what was left out from the previous. The boys knew his gags before he got there.

In the lines, the G.I. talk runs mostly to "shop," said Shelton. A favorite subject is digging fox holes. The latest fave is to dig them in the shape of a question mark. This was discovered when a lad hit a rock while digging in and had to work around it. He found the curve so comfortable that everybody took it up. You can tell how long a G.I. has been overseas by the depth of his fox hole, Shelton added. They start shallow with the newcomers, but get deeper as time goes on. The veterans crack that a depth of six feet is "practically desertion."

Shelton has returned home to Chicago for a few weeks' rest, after which he will go out again for CSI. He would prefer to go to the Pacific area this time. He believes that more accordionists should volunteer for off-shore treks. The instrument is flexible and easily carried into isolated spots, and the boys go for it. On this last trip they thought more of his crusher than they did of him. Three of them rescued it one night at the risk of falling flack, when it got left outside a shelter. It always got the safest spot in a jeep, even if he took the mud.

# It's the Wardrobe That Got the Mitt For CSI Mays

## Starch Is News To Natives

NEW YORK, March 25.—The ghost of a testy vaude manager turning in a bad report because of unkempt wardrobe stalks the tale of a 10-month trek overseas with USO-Camp Shows. That off-shore trip took comedian Joe E. May and his partner-wife, Margie Greene, thru New Zealand, Australia, Egypt, the Libyan Desert, Palestine, Iran, Iraq, the Suez Canal region and Sicily. May reports that servicemen were as much interested in his wardrobe as in his act. With no manager to haunt him, except an occasional surprise visit from a USO district supervisor, May carried along 10 full changes. He used several changes during his act; his frau doing her fast tap and acrobatic single to cover for him.

Getting the laundry done was their greatest problem. All over the sectors evacuated by the enemy, newly returned natives tacked up signs, sometimes merely sketches, to convey the meaning that "laundry well done here." They had learned that Americans had crazy ideas about wanting to be fastidiously clean. Usually the laundry came back in a state that would have driven the average American wacky. The natives giggled at the sight of starch. . . . "such funny stuff!" Mrs. May carried a supply with her and tried to show the new laundry-business women how to use it. The clothes came back limp.

## Gabardine in a Foxhole

Once in Sicily, in the middle of a show, the camp had an alert, and Joe wanted to continue the act but, of course, he wasn't permitted to. Joe hated the idea of plunging into a foxhole in his light-tan gabardine, because he knew that when he came out he'd be spotted, to say the least. And they'd be spots that the dry cleaners (when he found one) wouldn't remove. The cleaners were willing to douse a garment in a cleaning fluid, but very few of them knew how to rub spots out or were willing to undertake the job. Nearly everything came back as spotted as it had gone out.

In hotels overseas pressing clothes in quarters is forbidden. In one hotel in Algiers the Mays found that the 25-foot ironing cord they had brought along for their electric iron was a wardrobe saver. As the rooms did not have wall plugs, it was necessary to open the bedroom door, slip along the corridor until a hall outlet was discovered. Then they'd wait until the elevator had made the descent to the first floor. Then in went the plug, while in the room Margie ironed furiously. If the elevator came up quickly, Joe had to be on hand to remove the plug and run with the line to cover.

Servicemen, knowing well the conditions of life these visitors were living and how tough it was on them, appreciated the care and trouble the Mays took to make a snappy Broadway appearance. PX store staffs were always helpful, and tried to get the things the Mays needed from the nearest warehouse when the local shelves did not have them.

The Mays's only regret was that there were no house managers at the camps who could report upon the state of their laundry and tailoring—altho the happy faces of the boys while the act was working really paid off.

## BURLESQUE NOTES

### NEW YORK:

**PHYLIS AYRES** (Vilma Joszy) left a Hirst unit in Boston March 25 for a rest and to reinforce the spoken part of her strip-tease routine with new gag material. . . . **PAT DALY**, comic, first time on the Hirst Wheel, to resume his old-time vaude act after the burly season with his wife, Genevieve Gray. Also new in same Hirst unit with Daly are Colvina Lovett, acro-ballet dancer from niteries; Frank's Marionettes, featuring a strip-tease and a cigarette-smoking puppet, and Judy Crawford (Mrs. Lester Mack), who quit an equestrienne career to become a burly singer, dancer, talker and strip teaser.

**COLLINS AND GOULD** comprise burly's newest comic-straight team; former is Bob Collins and latter Irwin Gould, both now at Wally Fehan's Moulin

Rouge, Oakland, Calif., where a new comic to join recently is Bruce Brooks. . . . **DAVE COHN** on his way to Los Angeles to open a booking office.

**PRIMROSE SEMON** forced the Hofbrau, Lawrence, Mass., to accept her two weeks' notice and wound up 10 weeks there March 25 to open at the Esquire, Montreal, March 27. . . . **ABE GORE** and *Abie's Irish Rose*, following six weeks in Philadelphia, moved to the Studebaker, Chicago, for an indefinite run. . . . **S. A. (SMOKY) PUSCO**, former out-front man at the Gayety, now the Victory, is a petty officer with the coast guard at Fort Tilden, N. Y.

**MRS. JULES ARLISS**, wife of the manager of the Troc Theater, Philadelphia, is recuperating at her home after an operation. . . . **DAVID BRODSTEIN**, manager of the Orpheum Theater, Reading, Pa., has completed arrangements to bring in independent burlesque at that house. . . . **MAX COHEN**, house manager in Dayton, O., for Izzy Hirst, returned to Philadelphia for additional operations for a throat malady, which has already removed his power of speech.

**FRANK X. SILK** rejoined his Hirst unit, having recovered from a sick spell. . . . **DITTO BILLY (SCRATCH) WALLACE**. . . . Parents of the recently deceased **BILLY FIELDS** were Nettle Fields, of Frey and Fields, and Bill Scoble, of Scoble and Truchart. Last named is **BILLY TRUEHART**, now associated with Hon Nickels in the operation of the Gayety, Baltimore. A sister was **Abbie Scofield**, of Pielt and Scofield. . . . **GYPSY NINA**, former burly ace, now Mrs. Nick Pereos and mother of Ann, two-year-old daughter, is a Forest Hills (L. I.) housewife. **UNO.**

# REMOVAL

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# The Final Curtain

**BENNETT**—Marie, known as Sweet Marie in the outdoor show world, at her home in Uniontown, Pa., January 18. During her 25 years in the outdoor show world she was associated with World's Fair Circus Side Show at Coney Island, N. Y.; John Marks Shows, Endy Bros.' Shows, Goodman Wonder Shows and last season with the Mighty Sheesley Midway. Survived by her husband, Newt Kelly, and a brother-in-law, W. T. (Slim) Kelly.

**BRIDGE**—Jessie E., 64, former circus performer, following a long illness at the home of her sister, Mrs. Judy Graves, in Sarasota, Fla., March 15. After retirement from the Barnum & Bailey Circus she made special supporters for the profession. Survived by two sons, Cecil (Suds), South Norwalk, Conn., and another son with the RAF; a daughter in South Africa, a brother in England and three sisters.

**BRYSON**—Mrs. Hope Mercereau, 57, wife of Lyman Bryson, director of education, Columbia Broadcasting System, and chairman of the board of the American Association for Adult Education, March 23 at the Harkness Pavilion, New York, after a long illness. Surviving, besides her husband, are a son and a sister.

**CAVENDISH**—Lord Charles, husband of Adele Astaire, sister and former dancing partner of Fred Astaire, following a lengthy illness at Lismore Castle, County Waterford, Eire, March 23.

**DAVIDT**—Michael, 67, motion picture actor, in Los Angeles March 15. Services in Hollywood March 17, followed by cremation.

**COOKE**—Gordon D., 42, vice-president of Roche, Williams & Cunningham, Inc., advertising agency, at Lawrence Hospital, Bronxville, N. Y., March 23. Beginning his career in advertising and promotion work in Chicago and Detroit, he went to New York 15 years ago and joined the promotional department of *The New York World*. He later worked in a similar capacity for Conde Nast Publications and as advertising copy writer for Ruthrauff & Ryan. Four years ago he became vice-president of Stack-Goble Advertising Agency and two years later joined Roche, Williams & Cunningham, Inc. Previously

he had also been with Hayes, McFarlane; Blackett, Sample & Hummert; Geyer-Cornell-Newell; H. W. Kastor & Son, and Sherman K. Ellis, New York and Chicago firms. He was also the author of a book, *Polyglot*, published when he was 24 years old. Survived by his widow, a son and his parents. Services March 25 at St. Joseph's Church, Bronxville, with interment in a vault in Ferncliffe Cemetery, Hartsdale, N. Y.

**MRS. VIOLA N. COOPER**

Passed Away on March 22 in  
Raleigh, N. C., from heart attack.

Until we meet again.

Your Husband—**EDWARD E. COOPER**  
Sister—**YVONNE**

**DAIELL**—Nathan, 65, father of Beatrice Stock, show woman for the last 25 years, at his home in Brooklyn March 12 of a heart attack. Survived by his widow and six children, three of whom, Dr. Harvey, Dr. Theodore and Captain Sol, were formerly in showbiz.

**ERBACH**—Robert, 65, musician, of a heart ailment March 18 at the County General Hospital, Milwaukee. He joined the Milwaukee Musicians' Association in 1897 and became an honorary member in 1929. During the silent film period he played in downtown theaters in Milwaukee and also played with numerous bands. Survived by his widow and a son.

**HALSTED**—James (Scotty), 52, carnival man, formerly with the John Quinn Shows in Michigan, March 19 in Chicago. Interment in Showmen's Rest, Chicago.

**HERRING**—Ernest (Zollie), 50, cook-house operator on the Alabama Amusement Company and Hennie Bros. last season and widely known in the South, March 23 at the U. S. Marine Hospital, Mobile, Ala., following a short illness. He served overseas in World War I. Survived by his widow, Lillian Thompson Herring; a son, Donald, Mobile; five brothers, Albert, Meridian, Miss.; Homer, Hattiesburg, Miss.; Julius, Beaumont, Tex.; Oscar, Hattiesburg, and Floyd, U. S. Army, and two sisters, Mrs. R. W. Thomas and Clara Herring, both of Hattiesburg. Interment March 25 in the U. S. National Cemetery, Mobile.

**HUNT**—Mrs. M. A., 65, former dramatic stock actress, March 19 at her home in Midland, Mich. Under the professional name of Kate Fitzgibbon, she played in stock companies chiefly in the East and in Michigan, retiring eight years ago after 35 years on the stage. Interment at Midland.

**KANN**—George, 59, veteran Lowe theater manager, at his home in Oakdale, L. I., N. Y., March 20 after an illness of two years. For many years he managed theaters for Ward & Glynn, and when the Alhambra, Brooklyn, a stock company house, was taken over by Loew's in 1921, he remained as manager. In 1924 he was transferred to Loew's Willard, Woodhaven, L. I., where he remained until his illness. Survived by his widow and three brothers. Services March 22 from the New York and Brooklyn Funeral Home, with interment in Washington Cemetery, Brooklyn.

**KELLY**—John E., 52, former motion picture executive and writer, at his home in Hollywood March 15. He was an assistant to Thomas H. Ince in the early days of films. Surviving are his widow, Mrs. Addie Kelly; his mother, Mrs. Nora Kelly Tubbs, and two brothers. Requiem mass March 18 in St. Ambrose Church, followed by interment in Holy Cross Cemetery.

**KENNEDY**—Warda Howard, 63, actress, in New York March 15. Making her first stage appearance in Oakland, Calif., in 1904, she toured the Orient with the Reynolds Denniston Company and then returned to the United States where she played for nearly 10 years in A. H. Woods productions. More recent plays in which she appeared in were *Kind Lady* and *I Married an Angel*.

**KLEY**—Frederick, 58, sound technician and former studio manager for DeMille, Fox and Lasky in early film days, in Hollywood March 14. He was also busi-

ness manager for American Society of Cinematographers for several years.

IN MEMORIAM  
LOST—My dear, sweet, understanding  
Pal and Partner

**EVELYNE M. LADEAUX**  
(stage name)  
MRS. CHARLES ASBURNE  
(marriage name)

Though you are gone, you will remain in  
my heart forever.

**CHARLES LAVINE**  
(stage name)  
LAVINE & LADEAUX

**LADEAUX**—Evelyn M., 39, vaude and burlesque performer, in Philadelphia of thrombosis recently. In her early years she was with Jovonie Maloso Pantomimes and later went into silent films, where she doubled for Norma Talmadge. She was also with Fred Stone in his *Jack o' Lantern* show in 1919 and was of the dancing team of LaDeaux and Macchia, prominent from 1922-'23, but at the time of her marriage to Charles Lavine the act changed to a trio, LaDeaux, Macchia and Lavine, called the Three of Us. Upon the death of Macchia in 1930 she became a straight woman for Lavine in burlesque and vaude. Survived by her husband. Interment in Sunset Memorial Park, Somerton, Pa., in the AGVA plot February 10.

**Samuel R. Dodson**

Samuel R. Dodson, 77, pioneer showman, died of bronchial asthma at his home in Columbus, Ind., March 21. In the '90s he first operated a dog and pony show, with which his son C. Guy Dodson, was associated, and later engaged in other show activities. He retired some years ago but always maintained interest in showdom and showfolk.

His surviving sons, C. Guy, Savannah, Ga., and Melvin G., president and general manager of Dodson's World's Fair Shows, attended the funeral. A third son, Arthur E., died in 1928. C. Guy Dodson, now retired from the organization, operated the Dodson Shows for many years, having been joined by M. G. Dodson in 1930.

He is also survived by a widow and four grandchildren. Services in the Donegan & Hulse Funeral Home March 24, with interment in Darlandbrook Cemetery, Columbus.

**MEYERS**—Charles, 52, employee of Universal Pictures since 1922, at his home in North Hollywood, Calif., March 23. Services March 25. Survived by his widow, a daughter and a son, Howard.

**MILLER**—Julius, 63, stagehand at the Troc Theater, Philadelphia, for many years, March 14 at his home in Philadelphia after an illness of more than a year. A brother and a sister survive.

**MOORE**—Nelly Angell Granger (Mrs. Charles A. Moore), 77, former actress and widow of Charles Alexander Moore, a New York theatrical manager, at her home in Patchogue, L. I., N. Y., March 23. She had appeared on the stage under her maiden name of Nelly Angell. Survived by two daughters and a stepson.

**PIERSON**—Allyn LeMonte (Hal), 62, former vaudeville trouper, at his home in Norwich, N. Y., February 10 following an illness of two weeks. He started on the road with Madame Schumann-Heink, and later was with Primrose and Dockstader Minstrels, and then formed his own quartet, the Volunteers. He retired in 1929, when he went to work for *The Binghamton* (N. Y.) *Sun*. Survived by his widow; a son, Allyn, and a sister, Mrs. Theodore Schelling, Webster, Conn. Services from Brees Funeral Home, Norwich, with committal in Mount Hope Chapel vault there until interment in Binghamton in the spring.

**RATLIFF**—Joseph M., 68, former singer and actor, in Hollywood March 24 following two years' illness. He sang with the Bostonian Opera Company and was associated with the Francis Wilson, Raymond Hitchcock, Montgomery and Stone and Lew Fields. He also toured in vaude. He was active in the Lambs' Club, New York, and was a member of the board of governors of the Hollywood

Masquers' Club and the Uplifters' Club of that city. He sang with many organizations in his home city, Cincinnati, before going on the road. Survived by a brother, Dr. Thomas A. Ratliff, Cincinnati. Service and interment in Hollywood.

**RIDDELL**—George, 80, veteran actor, in Bellevue Hospital, New York, March 19 of injuries suffered when he fell on the street last month. Born in England, he passed 50 years on the stage. Among the productions he appeared in were *The Barretts of Wimpole Street*, *Dover Road* and *Bachelor Father*.

**ROTH**—G. A., 65, owner of the Blackhawk Restaurant, Chicago, in that city March 23. He was one of the first cafe operators to introduce name bands to the restaurant field and was instrumental in starting the careers of Kay Kyser, the late Hal Kemp and Joe Sanders. Survived by his widow, a son and a daughter.

**SAYLES**—Francis, 52, stage and screen actor, in Hollywood March 20. He entered pictures in 1930 following years on the stage. He had appeared in productions at Paramount, Warners and Republic. Services in Hollywood March 24. His widow, Gladys, survives.

**SMITH**—Forrest, actor, March 16 at Chicago. Interment at Akron. Survived by a stepdaughter, Mrs. Dorothy Fremont Karl, Chicago; a brother and two sisters, of Akron.

In Loving Memory of My Dearly Beloved  
Husband

**Al Abraham Zeidman**

Who Passed Away March 29, 1939.  
I Miss You, My Dear.  
Loving Wife,  
**Minerva Zeidman**

**SNYDER**—Mrs. Emma, 74, widow of Emmett S. Snyder, of the old Tiger Bill Wild West Show, at her home in Charlotte, Mich., March 18. Survived by a son, Howard; a stepson, Leo, who was associated with the show, and four brothers, Eugene, Howard, Elmer and Everett Allen. Services from Burkhead Funeral Home, with interment in Maple Hill Cemetery, Charlotte, March 20.

**Myron Selznick**

Myron Selznick, 45, one of the motion picture industry's most successful agents, March 23, of portal thrombosis, at Santa Monica, Calif., hospital. He had been ill only a few days. Selznick entered film work under the guidance of his father, Lewis Selznick, a pioneer in the industry, while a student at Columbia University. He served in all branches of exhibition, distribution and production. Branching out on his own, he became general manager of the Norma Talmadge Film Corporation for Joseph M. Schneck, and later founded his own company, Selznick Pictures Corporation. Hollywood dubbed him the original "boy producer." He at one time operated three studios in Hollywood, New York and Fort Lee, N. J. Late in the 20's he quit the film business and went to Florida, but returned to the field early in the '30s to launch his own agency. He was credited with the raising of screen star salaries to their present level. The most famous contract arranged by him was for Constance Bennett thru which she received \$30,000 a week. With his brother David, he was one of the founders of Selznick-International Pictures, and at the time of his death he was agent for more than 300 film stars of the top bracket. At his bedside at his death were his mother, Mrs. Florence A. Selznick, and his brother and sister-in-law, Mr. and Mrs. David Selznick. He is survived also by another brother, Howard, New York. Funeral services in Beverly Hills, Calif., March 24, followed by temporary interment in Hollywood Cemetery. Rabbi Max Nussbaum officiated, and William Powell delivered the eulogy. Pallbearers were William Powell, Gene Fowler, Walter Wanger, Maj. Frank Lloyd, Pat O'Brien, and A. Edward Sutherland.

## Frank P. Spellman

Francis (Frank) Patrick Spellman, 65, well-known former outdoor showman and promoter, of a heart attack and influenza at the home of Mr. and Mrs. Albert Jetter, R. R. 1, Fort Perry, Kenton County, Kentucky, March 24. His career was varied and spectacular. He operated a vaude booking agency in Cleveland in 1920 and was a pioneer in booking attractions at fairs and in vaude-type acts in parks. In 1904 he staged a contest at the St. Louis Exposition between Santos Dumont and Roy Knabenshue in airships and later managed the latter. He became associated with Jouett Shouse, Lexington, Ky., in staging an auto race, with Barney Oldfield providing contestants.

He then organized the Frank P. Spellman Combined Shows, made up of rides and shows, which traveled in railroad cars with about 600 people. His next move was to put out the first 40-page fair advertising promotion, done in *The Batavia* (N. Y.) *Daily News*. For a time he had offices in New York City, then joined with the late John G. Robinson and for three years they presented combined shows. His next venture was promotion of winter indoor circuses. He then put on a fair in San Juan, Porto Rico, for the U. S. Government and staged a circus in the New York Hippodrome for the Shuberts. Just before World War I he organized the first motorized circus. He was involved in litigation concerning promotion of a movie with Jack Dempsey, fistic champ, in 1920. In 1930 he organized the Miller Drome Auditorium Builders to construct large buildings to stage indoor events.

He retired from show business in 1939 and became manager for Jetter & Jetter, Cincinnati church and auditorium decorators. Survived by a nephew, John, New York, and a niece. Services and interment in Batavia, N. Y., his birthplace.

# RB SCORES STRAW PEEK

## Sarasota Sunday Preem Swells Coffers of Charities

### Bill Blends Hoop-La With Glamour

SARASOTA, Fla., March 27.—Overflow crowds totaling 25,000 jammed two pre-view performances of Ringling Bros. and Barnum & Bailey Circus here yesterday and poured thousands of dollars into treasuries of Sarasota charities. They found 1944 version as nostalgic as pink lemonade, yet as gay as an Easter bonnet. It appears to combine the old and the new, returning to the hoop-la style created by the Ringling founding fathers, yet retaining some of the glamour injected by the regime that was in control of the show a few years ago. RB had fling at streamlining and modernism a couple of seasons back. There was Stravinsky score, Norman Bel Geddes decor and John Murray Anderson staging. Coincidentally or not, that was a year of headaches.

The pendulum swung back last year when the Ringling family regained control. Again the circus became a collection of acts that inspire awe by the ability of the performers themselves, rather than showmanship which surrounded them.

Yesterday it was old circus. Even trained seals were back. The audiences knew it was the Big Show of other years when Merle Evans, veteran bandmaster, stepped before his band and led it thru rousing tanbark marches. Their opinion was confirmed when performances began simultaneously on two stages and in three rings.

#### Florida Turns Out

This was the first time the circus ever gave a complete performance before opening in Madison Square Garden, New York. The preview, in a way, was a dress rehearsal, giving performers opportunity to get the bugs out of their acts and green laborers a little more experience before the premiere.

Call it preview or dress rehearsal, it was a success, in the eyes of the spectators and performers alike. From virtually every city and town in Florida came streams of circus fans to see the first pre-premiere performance ever given in the circus's history.

Despite gasoline shortages and tire rationing, an endless stream of passenger cars, busses and trucks jammed highways and side roads leading to the 200-acre winter headquarters where the new big top loomed against a cloud-scattered sky.

#### Treat for Servicemen

Perspiring military police, local American Legionnaires, Sarasota and circus police tried in vain to untangle thousands of automobiles that filled the vast parking area. An hour before the afternoon and initial performance every seat in the house was sold and patrons were placed in sawdust or told by circus officials "find a seat as best you can and remain still so that we can give you a show." By show time, 3 o'clock, disappointed customers were turned away and

(See Ringling Pre-Peek on page 57)

## RB Advertising Space Rationed in New York

NEW YORK, March 25.—The Ringling circus has run into one major and two minor wartime headaches. Most serious problem confronting it in New York is drastic rationing of ad space in newspapers, while minor worries are the ticket-for-War-Bonds hook-up and increased taxes.

The Big Show finds itself severely rationed on newspaper advertising space. The Daily Mirror will not accept any of the show's advertising until April 1. The Times will allot only 60 lines, in place of the usual 200 lines, in Sunday issues preceding opening of the show and only 28 lines daily after that date. Most of the other dailies have also cut the amount of advertising space.

The circus will have a ticket-for-War-Bond-buyers hook-up with the Treasury Department as last year, but instead of bond purchasers receiving certificates exchangeable for seats at the box office (See RB Ads Rationed in NY on page 57)

## Running Order As Caught at Preview Performance, March 26, at Sarasota, Fla.

Display 1—OPENING SPECTACLE, introductory presentation in which the art of wild animal training is given a reverse twist.

No. 2—ALFRED COURT, with mixed cat act (three rings), assisted by May Kovar, Joseph Walsh and Harry Kovar.

No. 3—THE WALLENDAS, high wire (principal).

No. 4—HIGH SCHOOL HORSES, featuring the Ostermaiers, Los Asveras Troupe and the Bradnas (three rings and hippodrome).

No. 5—MASS AERIAL DISPLAY (three rings), Cartier Sisters, Cora Davis, the DeOcas, the Wolthings, the Mardons and the Loyals.

No. 6—CAPT. ROLAND TIEBER'S SEA LIONS in two rings.

No. 7—PANTO'S PARADISE (top New York billing), fanciful spec, featuring Emmett Kelly, clown, for first time high billing since Dan Rice.

No. 8—LALAGE, aerialist, in center ring.

No. 9—CLOWN NUMBER, walkaround, and featuring Harry Rittley with toppling table act.

No. 10—BAREBACK RIDING FAMILY, Loyal-Repensky family in center ring.

No. 11—CLOWN NUMBER, featuring firehouse act.

No. 12—ACROBATS AND AERIALISTS, Del Montest, Adrianna and Charly (center ring), Lopez Trio.

No. 13—CLOWN NUMBER, walkaround.

No. 14—AERIAL BALLET, featuring Victoria, Rietta and Torrence with girls' ballet.

No. 15—PERFORMING PERCHERONS—work horse Liberty act featuring (center ring) Arturo Konyot, Tex Emlund and Gordon Orton.

No. 16—HORSES, featured with Albert Ostermaier and horse "Doboes." (Dr. Herman Ostermaier, deceased, originally billed).

No. 17—CLOWN NUMBER, convention number.

No. 18—AERIALISTS, with Clarkonians (center ring) and Flying Royals.

No. 19—EQUILIBRISTICS—slack wire, tight wire and equilibrium act. Naitto Troupe (featured), Four Skating Macks (new), Brannock Troupe, Reynolds and Donegan, skating girls; Karrel Troupe.

No. 20—CLOWN NUMBER, regular "sharing a car number."

No. 21—PRINCIPAL AERIAL, featuring Victoria and Torrence in "The Couple in the Comet."

No. 22—GRAND FINALE, military aspect with entire ensemble, "The Changing of the Guard."

## Ringling-Barnum Staff

Officers: Robert Ringling, producer and president; James A. Haley, first vice- (See Roster of Ringling on page 36)

## Peru Loses Last Vestige Of Circus City

CHICAGO, March 25.—The last vestige of the "Circus City" will soon disappear from Peru, Ind. Since Ringling Bros. and Barnum & Bailey took over the American Circus Corporation, shelved most of the shows and moved the Ringling equipment to Sarasota, the old quarters at Peru have gradually disintegrated until today only a skeleton of the former plant remains. Entirely inactive for several years, the quarters are destined to lose all semblance of the circus with the advent of a new owner of the property.

It was announced this week that Emil Schram, president of the New York Stock Exchange, had purchased the 500-acre property for a reported \$100,000. For a number of years the old quarters have been under supervision of Art Confer and Mrs. Confer (Mary Jane Patterson). Mrs. Confer informed The Billboard Wednesday that the new owner intends to develop the property as a farm. The Confers will not remain there.

In addition to the large residence on the grounds at the quarters, most of the (See Circus City Passes on opp. page)

## Snarls Untangled At Sunbrock Thrill Show in Milwaukee

MILWAUKEE, March 25.—After donating Monday night's show to raising \$473,000 in War Bonds, with the performers donating their services and the owners paying expenses, including cost of ushers and tickets, the Circle A Rodeo, performing at the Auditorium under the name of the Wild West Rodeo and Hollywood Thrill Show, ran into difficulty when the show closed an eight-day engagement March 19.

Three garnishment actions were filed in Circuit Court naming John P. Daros and the Auditorium defendants. Complainants were Cream City Outdoor Ad- (See Thrill Show Snarls on opp. page)

## Polack Has Good Crowds in Columbus

COLUMBUS, O., March 25.—After laying an egg last year Polack Bros.' Circus made hay in Columbus Auditorium, where good crowds were in order March 15-21. The sponsorship was again the Grotto. On Sunday for three performances the Zoolligans took over because Grotto did not desire playing Sundays. Weather of a blizzard nature cut down crowds, but take hit \$2,000.

Polack sent Joseph M. O'Donnell here for ground work and it was a six-week job. Ticket set-up was excellent. O'Donnell went on to Oakland, Calif., where show will play opening May 12. Good publicity with space tight was secured from tie-up. The circus played at the Ohio Penitentiary one afternoon to 3,000 convicts. Grotto organization has already contracted for next year, with even a better ticket set-up. Columbus now looks like a permanent date. Tickets were purchased to send over orphans and boy or girl of a serviceman in town and kids predominated at every performance.

## Third for Detroit Olympia

DETROIT, March 25.—Great Olympia Circus will play Olympia Stadium here May 12-28. It will be the third consecutive year for the show here. Return feature will be a personal appearance of The Lone Ranger, who is a "native Detroit," originating at WXYZ here, thru arrangements with the King-Trendle Broadcasting Corporation, owners of the rights in the Ranger.

## Arthur Bows In Cold; Biz Ahead of '43

ALHAMBRA, Calif., March 25.—Arthur Bros.' Circus opened here March 15-16 and got off to a nice start despite cold weather. The turnout was reported about twice that of a year ago.

Having plenty of paint and a new big top the show makes a nice appearance. Menagerie has been increased to a point where featuring it is a definite asset. Prices are 55 cents and \$1.10 for general admissions. After show, featuring Mrs. Tom Mix and Chief Sugar Brown's tribe of Sioux Indians, draws 25 cents. Attending the second night were S. L. Cronin, Art Concello and Mrs. Pauline Webb.

Show has a 16-page program with a five-color cover that sells for 25 cents. Program has no advertising. Containing such articles as From Boy Magician to Circus Owner, a story of Martin E. Arthur; As Rare as Quintuplets Are Twin Baby Elephants; The Celebrated Hanneford Family; two pages devoted to circus acts playing children's and military hospitals, and other material, program also carries a Buy War Bonds (See Arthur Bows in Cold on page 57)

## St. Paul Shrine Show Is Biggest

ST. PAUL, March 25.—St. Paul Shriners broke all records for attendance and gross at their annual circus, promoted by Orrin Davenport, March 13-19 in St. Paul Auditorium. Attendance was estimated at just under 100,000, with most of the house's 7,000 seats filled at practically every performance. Box-office figure was estimated at \$40,000, \$18,000 more than last year.

Ticket schedule had something to do with kicking up the gate. Kids came in for 35 cents, general admission 85 cents and reserved seats \$1.50. Of the attendance upward of 35,000 were school kids who came in on the annual arrangements between Shriners and school board. In addition, there were several thousand underprivileged children present. All matinees, except Saturday and Sunday were capacity. Show closed after the Sunday matinee.

Rose's Midgets, used here for the second consecutive year as concert feature, grossed a little more than double last year's receipts, and Mrs. Rose reported the biggest single week she has ever had with any fraternal circus.

Charley Fletcher, show chairman, said the performance was by far the heaviest and best that Davenport had ever brought here.

## Minn. Shrine Hits New Tops

MINNEAPOLIS, March 25.—An all-time attendance and box-office record was hung up here for the Zuhrah Temple Shrine circus in the Auditorium March 13-18. With the attendance figure going beyond 105,000 and expected to reach 110,000 after all figures have been compiled, estimated receipts were set between \$28,000 and \$29,000. Circus played 12 regular performances and one special Saturday morning show. All but three (See New Minn. Shrine Top on page 36)

## Cronin Opens April 1

LOS ANGELES, March 25.—S. L. Cronin, operator of the Cronin Circus, stated that he will open in El Monte, Calif., April 1-2. Show will be in the Rose Bowl, Pasadena, April 4-8; North Hollywood, 10-12, and Hollywood for a week beginning April 14.

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

## EXPANSION year?

THE BIG One will be in Bridgeport, Conn., June 23-24.

ATTENDING the Hamid-Morton Circus in Altoona, Pa., was Otto A. Zango, McCees Rocks, Pa.

CLOWN Bill Bailey, working for Sears, Roebuck & Company in Memphis, will not troupe this year.

SAM WARD closed with the Polack show at Columbus, O., and returned to his home in Chicago.

BETTY ACEVEDOS, of the Acevedo Troupe with the Arthur show, is suffering from a sprained ankle.

REMEMBER: "Four, six and eight-horse drivers wanted?"

HARRY B. CHIPMAN and wife have a tavern and service station just outside of Yakima, Wash., on highway No. 97. It is called the Circus Inn.

DAINTY DOTTY, fat girl with the Ringling show in 1942, will be at Eastwood Garden, Detroit, for the season in the Palace of Wonders Museum.

H. F. TROUTMAN, Bradenton, Fla., recently had a chat with Charles Sparks in Sarasota, and said that he looks well and younger than he did 10 years ago.

MICHAEL NOCH, business agent of Detroit Local Billposters' Alliance, passed physical examination for the army and is awaiting call to service.

CLOWN ERNEST BURCH, who finished indoor dates with Jack Knight and Edna Curtis, will open with the Cole show in Louisville.

EARLY-DAY boast: "Our train is equipped for fast passenger service."

PAUL VAN POOL, Joplin, Mo., circus fan, was in San Antonio recently and with his wife visited the Harry Hertzberg circus collection at the public library there. "It is a collection that is worth anyone's time to see," says Van Pool. "I never spent a more enjoyable two hours in my life."

## GIRL AERIALIST WANTED

Youthful, attractive. Work with girl partner. Act now working, booked solid long season. State age, height, weight. Transportation advanced. Wire, write

### LADY AERIALIST

Plaza Hotel, Corpus Christi, Texas.

## CIRCUS CONCESSIONS

FOR SALE

6000—DAILY ATTENDANCE ASSURED—6000

Flat Price or Percentage  
Will Sell Individual Concessions or all to one person (Drinks, Popcorn, Peanuts, Candy, Novelties, Sandwich, Program). Former Concession Man Drafted.  
Write H. C. BURROWS, Agent  
18114 Alvin Avenue, Cleveland, Ohio

## SELLO BROS.' CIRCUS

### WANTS

Performers—Top salaries for those who are for it. Workingmen, \$25.00 per week. Dancer, \$40.00 per week. 40 to 50 week season. Address General Delivery, New Bern, North Carolina.

## MILLS BROS.' CIRCUS

Opens Saturday, April 22, in Ashland, Ohio.

Want Musicians on all instruments; also Trap Drummer. We furnish cookhouse and berth in new band sleeper just bought and owned by Mills Bros. Main Street Lithographer that can drive Chevrolet truck. Other useful people write, BOX 372, Ashland, O.

## COOPER BROS.' CIRCUS

WANTS: Family Acts, those doing two or more. Animal and Horse Acts, Organized Band. Must have transportation, living quarters. Mechanic, tools. Comb. Billposter. State all.

4108 Commercial Ave., Omaha 11, Nebraska

## Bud E. Anderson's Circus

Wants Outside Lunch Stand to serve public and showfolks. Write or wire for proposition. Also Useful Circus People in all lines. Workingmen come on, \$25.00 week and up.

Emporia, Kansas

SEE OUR AD  
PAGE 41

RAY MARSH BRYDON

BEN R. JONES, circus and carnival agent, who was confined to a hospital in his home town, Poplar Bluff, Mo., has been removed to the Barnes Hospital, St. Louis, for a series of minor operations.

MRS. JOE METCALF and son, Teddy, visited the Sparton Bros.' Circus in Ontario, Calif. She made a guest appearance, working "Wille," a bull she had often worked on other shows.

JACK GRIMES arrived in Chicago from the West Coast early last week and soon will be heading for Louisville to prepare for his season as publicity man for Cole Bros.' Circus.

STANLEY DAWSON, veteran of the white tops, recently closed with a USO show and after spending a few days in Chicago left for New York to catch the Ringling opening.

FOLLOWING were in clown alley at the St. Paul Shrine Circus: Otto Griebling, Joe Lewis, Freddie Freeman, Jack Kennedy, Cecil Eddington, Red Carter, Sherman Brothers and LaSalle Duo.

QUESTION a native always asks a billposter: "Where do you go from here?"

JOE COYLE, back home in Chicago after playing an engagement for Edna Curtis at the Shrine circus in Minneapolis, reports that it was one of the most pleasant engagements he has ever played and that business was exceptionally good.

ARTHUR BORELLA veteran clown, was a Chicago visitor last week. He has made his home in Texas the last two years and was not on the road last season because of ill health. He expects to play a number of dates this year.

VISITORS to Arthur Bros.' Circus when it played Alhambra, Calif., were King Ross, Cheerful Gardner, William Scott, Dorothy Sky Eagle, Myrtle Goodrich, Rex Rosi, Bill Detrick and Mrs. Estelle Hanscom.

BUCK LUCAS, Banard Bros.' Circus, while in Deshler, Neb., bought trained horses from Ralph Kirk, and from there went to Omaha to pick up four cream-colored stallions for a Liberty act, and three ponies to add to his pony drill.

IT would be a swell indicator if bluebirds really came out when spring is really here.

MICKEY KING was not in the small aerial number at the St. Paul Shrine circus as mentioned last week. The number was closed by Corinne Dearo with nearly 100 muscle grinds. She did the same at the Lansing, Mich., circus.

AFTER a successful winter season, the Flying Romas will rest at their Texas quarters and do some fishing and hunting before resuming work at the St. Louis Police Circus. The act will then play outdoors, with fairs and circus dates booked running into late November.

YESTERYEAR wagon-circus operator moaned: "I flirted with big cities last season. Never again."

"MOTHER" CORNING, 88-year-old trouper's friend, Elgin, Ill., has been presented a beautifully mounted reading glass by Jacob L. Hagelow Jr., an instructor at the Elgin watchmakers' college, to enable her to read ordinary print. The glass magnifies regular newspaper type to headline size.

MALLOY'S Circus played at Saginaw, Mich., March 24-25, for the annual Intermediate School Circus. They are now breaking in new numbers and stock for the outdoor season. Ruth and Red Malloy have operated their own show since leaving the Barnum & Bailey Circus. They are members of the Canton (O.) Showmen's Club.

SECRETARY Si Rubens, of the Bud E. Anderson Circus, states that the Fuller family (Luther, Bernice, Bonnie Gale and Charles) and stock will join the show. Another elephant has been added, and Nadean McKaye has joined as menage rider. The Andersons bought a new three-room trailer as living quarters.

CHARLES JOHNSTON, concessionaire with Arthur Bros.' Circus, has heard from the War Department that his son, Charles Jr., is a prisoner of the Germans.

Only 22, he was shot down over Nazi territory June 22. He was reported missing until October when the Johnstons were notified that he was a prisoner. They have had three letters from him.

REMEMBER the quaint spring custom once known as workingmen arriving in quarters asking for jobs?

WILLIAM H. SCOTT, member of the Pacific Coast Showmen's Association, Los Angeles, recently observed his 78th birthday anniversary in that city. There was a dinner party, at which his wife officiated. Attending were Bert Scott, James Gallagher, Mr. and Mrs. Hicks, Capt. David (Doc) Barnett, Harry (Doc) McCullough, and Vic and Mrs. Zirfing.

EN ROUTE to the St. Paul and Lansing (Mich.) Shrine circuses, the Flying Romas stopped off at Polack Bros.' Circus in Chicago and visited with the Flying Valentines and Hubert Castle of that show. George Valentine is a brother of Roy Valentine, of the Romas. Valentines and Romas also have brothers in the flying act business, Bill and Fred, of the Flying Valentines, playing dates in the South.

## THRILL SHOW SNARLS

(Continued from opposite page)

vertising Company for \$350; Carl Thelin Sign Company, \$25.50; Irving C. Buntman, Wisconsin Newspaper Markets, \$144.90. Funds held by the Auditorium were tied up pending a court hearing. Three Chicago firms also started garnishment action. William C. Mass, Auditorium manager, said the garnishments totaled about \$8,350 and that there was \$8,600 frozen in the Auditorium safe to dissolve the legal entanglements.

By Tuesday all bills that had not been squared Monday were taken care of, leaving the show in the clear. All cowboys, said to be under contract to Larry Sunbrock, production manager of the show, had cash in their pockets Monday night. But these cowboys had stormed the Auditorium box office at close of the Sunday night performance, attempting to get their pay.

This was the first time this type of show has been given in the Auditorium. Rain the first part of the week cut attendance, with Friday, Saturday and Sunday the best nights.

## CIRCUS CITY PASSES

(Continued from opposite page)

largest of the old circus buildings are still standing. In addition there are three tenant houses on the farm. About the only remaining evidence of the circus is eight circus wagons still on the grounds. These will be retained by the Ringlings, Mrs. Confer said.

The farm formerly belonged to Ben Wallace, of circus fame. It was acquired from him by the American Circus Corporation (Mugivan, Bowers, Ballard), which in turn sold it to the Ringlings.

## CIRCUS ACTS WANTED

COLUMBUS, GA., JR. CHAMBER CIRCUS, Week May 2nd

JACKSONVILLE, FLA., JR. CHAMBER CIRCUS, Week May 8th

WILMINGTON, N. C., JR. CHAMBER CIRCUS, Week May 15th

Can use high-class Promoter. Clowns, Double and Single Trapeze, Elephants, Dogs and Ponies, Riding Act, FLYING, Mixed Lions and Tigers, Slack and Tight Wire, High Thrill Acts, Novelty Ground Acts; Troupes that can do Impalement, Teeter-Board, Juggling and Foot Balance.

### JR. CHAMBER COMMERCE CIRCUS

EDWIN N. WILLIAMS, Director

Ralston Hotel, Columbus, Ga. (Shows to follow—Decatur, Ill.; Columbia, S. C.; Charleston, S. C.; Charlotte, N. C.; Augusta, Ga.; Savannah, Ga.)

## WANTED—For Truck Show—WANTED

### ROY BROS. & DOROTHY HERBERT COMBINED CIRCUS

People in all departments. Performers, Animal Acts, Working Men, Concessions. Salaries paid every night. Wire or write

DOROTHY HERBERT, Opening April 8, La Grange, Texas.

Will buy or lease one or two Performing Elephants. Also other Trained Animals.



PRESERVO is the most reliable, best and dependable waterproof, mildew treatment obtainable for tents, covers — anything made of canvas.

In use for 50 years

## ROBESON PRESERVO CO.

PORT HURON, MICH.

## POLACK BROS. CIRCUS

America's Greatest Traveling Fraternal Circus

Playing Indoors

AUSPICES

ARMORIES

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THEATERS

Polack Bros. Circus Offers Its Great Staff of Promoters to Fraternal Organizations.

IRV. J. POLACK, General Director

T. D. PEPPLE, General Agent

LOUIS STERN, General Manager

SEE ROUTE IN THE BILLBOARD

GENERAL OFFICES

1411 ASHLAND BLDG., 155 N. CLARK ST. CHICAGO, ILL.

## ACTS WANTED

Suitable for Indoor Circuses and Fairs.

### ERNE YOUNG AGENCY

155 N. CLARK ST. CHICAGO 1, ILL.

## HUNT BROTHERS' CIRCUS

### WANTS

Feature Riding Act, Single and Double Ground and Aerial Act, Clown for Big Show Band, two Trumpets, Hammond Organist to play with band, two Lithographers that can get main street showings. Can use capable Contracting Agent. Send full particulars and salary in first. Working Men in all departments, come on.  
G. T. HUNT, Bordentown, N. J.

## Miscellaneous Circus & Show Property For Sale

Following equipment all in first class or good condition: Several 1 1/2-ton Trucks, good rubber; National 43 Whistle Calliope, complete with blower; 2 2 1/2 K.W. Kohler Light Plants and one 5 K.W. Universal Plant, mounted on 18' trailer; 1 Gasoline Driven Stake Driver, new last season; 1 30-FL Heavy Canvas Ring Mat, 500 very good Folding Double Chairs, 1 brand-new Baker-Loekwood Proscenium Curtain for 50' Dramatic Top and other Show Properties. For description and prices write or wire

### Mrs. James M. Cole

Care Cole Circus Quarters, Penn Yan, New York

## WANTED GREAT SOUTHERN CIRCUS—

Circus People in all lines, Dog and Pony Act, Family Act doing several acts, Ground Acts, Clowns, Agent with ear who can contract schools and civic organizations, Boss Canvasman and Working Men.

ERNE WHITE

1411 1/2 Dodds Ave. Chattanooga 4, Tenn.

# THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

180,000 at Fort Worth

FORT WORTH, March 15.—Attended by 180,000 paid customers at 20 performances, the rodeo at the stock show here ended night of March 19 and the crowning of five champions. The rodeo was held for the first time at the Will Rogers Coliseum.

Sellout audiences were present for all but three performances. Tickets were \$2.50 for 90 per cent of the reserved house and \$1.65 for the remainder except a limited number of box seats which went at \$3.30. Show was moved from its old location because buildings there are in use by war plant workers.

Verne Elliott and Don Nesbitt furnished the livestock. Elliott was rodeo manager and Nesbitt arena director. Abe Lefton announced.

Because of the many war plant workers on swing shift, who could not well attend regular rodeos, a swing shift rodeo was given at 1:30 a.m. Sunday, March 19, before a capacity house. Cowboys entered in each event drew for the 10 places in each event to make up the program. The show offered \$3,000 in prizes for this rodeo alone, and \$23,000 for the other 19.

Near the end Buff Brady challenged Dick Griffith, who claims the trick riding championship crown, and Chester Byers, who claims the roping title, to meet him in a contest to decide who is really the champion. Byers and Griffith agreed. Brady withdrew his offer to meet them when he learned that Griffith was suffering from an ankle injury and said it would not be fair for him to compete now.

The finish in the contested events follows: Bareback Bronk Riding, Fred Badsky, first; Hank Mills, second; Bill Hancock, third; Mitch Owens, fourth. Calf Roping, Homer Pettigrew, who roped and tied five calves in a total of 110.5 seconds,

first; Buck Sorrells, whose time was 110.2 seconds, second; Clyde Burk, whose time was 110.1 seconds, third; Sonny Edwards, fourth.

Saddle Bronk Riding, Louis Brooks, first; Bill McMackin, second; Shirley Hussey, third, and Bob Burrows, fourth. Bulldogging, Howard McCrorey, who enters the navy in two weeks and who wrestled seven steers in 106 total seconds, first; Dick Truett, second; Claude Morris, third, and James Irwin, fourth. Wild Bull Riding, Ken Roberts, champion. Jasbo Fulkerson and George Mills clown the show.

HOMER TODD Rodeo Show has been booked for the third annual All-American Rodeo and 4-H Livestock Show, April 9-16 at the L. S. U. Coliseum, Baton Rouge, La., W. M. Babin, general manager of the exposition and rodeo, announced.

## Dressing Room Gossip

BEATTY-RUSSELL—Weather man was very kind to the show for the opening in Santa Ana, Calif., March 20. First performance got under way at 2:45 p.m. and was over shortly after 5 p.m., which wasn't bad for the initial one. The writer may be slightly prejudiced, but the 1944 edition of the Clyde Beatty-Russell Bros.' Combined will, undoubtedly, be one of the strongest tented enterprises to take to the road from the West Coast.

HATS OFF DEPARTMENT — To the boss, Art Concello, for assembling the strongest circus talent available; to the heads of all departments who are operating efficiently, despite the shortage of workmen; to Clyde and Harriet Beatty, whose wild animal presentations are even more breath-taking than when they last appeared on the West Coast in 1937; to the Flying Concellos, featuring Antoinette, whose aerial feats are marvelous, and the supporting cast of Gracie Genders, Elden Day and Big Joe Remillette are superb; to Brownie (Dutch Baker) for presenting one of the best clown alleys the West Coast has seen in many a day—Joe La Plante, stilt walker; Art La Rue, George Perkins, Dick Anderson, Hugh Curtiss Kyle, Renee Thezon, Walter Mathie, Alvin Evans, Dave Fullmore, Alec Lawanda and Gus Lind. The big clown numbers are Brownie's "slap-happy" number and his trick firehouse; to Red Gilson, band leader, who has assembled a very circusy band, along with Mike Doyle, on the callope and the Hammond organ; to the wardrobe department, under supervision of Mrs. Cy Compton and Mrs. R. W. Rogers, DICK LEWIS.

HOMER B. PHILLIPS is at his home in Fort Towson, Okla., for a rest before opening with the Kelly-Miller Circus, opening May 1. It will be his fifth year on the show. Gus Kanerva, after closing with Clyde Bros.' Circus, has gone to K-M quarters in Hugo, Okla.



## With the Circus Fans

By THE RINGMASTER

President: THOMAS M. GREGORY, W. M. BUCKINGHAM, 1014 Hardesty Blvd., P. O. Box 4, Akron, O. Secretary: Gales Ferry, Conn. (Conducted by WALTER HOHENADEL, Editor "The White Toss," care Hohenedel Printing Company, Rochelle, Ill.)

George W. Wireman, CFA, Hagerstown, Md., was speaker at the regular dinner meeting of the Jacob Carnegie Speaking Club March 15.

New Orleans Fans report that they enjoyed their first indoor show when Ray Bros.' Circus played there.

T/Sgt. Francis Hohenadel, Corp. Eugene Banks and Sgt. Al Netter, Camp Howze, Tex., spent a week-end in Fort Worth, where they witnessed the stock show and rodeo.

Mr. and Mrs. W. M. Buckingham, Gales Ferry, Conn., left March 19 for a few days stay in New York.

## NEW MINN. SHRINE TOP

(Continued from page 34)

shows drew capacity houses, according to the committee.

Ticket scale was upped to 40 cents for kids, 75 cents general admission and \$1.50 for the 2,300 reserved seats. About 55 to 60 per cent of the attendance was made up of school children who were present on the annual arrangement made with the schools at 35 cents a head.

During the week the Temple and its members played host to some 5,000 under-privileged kids from orphanages and hospitals. Saturday morning show, put on to handle the overflow of school kids, drew 3,800 paid admissions.

The show was not without its tough breaks. During the Wednesday afternoon performance Dick Clemens, lion trainer, was bitten by a new lion, Nero, which had just joined the act. Clemens finished the show and took tetanus shots immediately, expecting to return to the cage for the night performance. However, he ran a high fever and was hospitalized at Deaconess Hospital. His act was canceled for remainder of the week.

At the closing performance Saturday night, Scamp, an Arabian steed in Greer's Liberty horse act, stumbled over a six-foot hurdle in the last act and snapped a bone in left foreleg. It had to be destroyed.

Shrine turned over check for \$4,762.27 to the American Red Cross. Fund was raised in collections taken at performances.

## ROSTER OF RINGLING

(Continued from page 34)

president and assistant to the president; Mrs. Charles Ringling, vice-president; Aubrey B. Ringling Haley, vice-president; William P. Dunn Jr., treasurer; John P. Reddy Jr., secretary; directors, Robert Ringling, Mrs. Charles Ringling, Aubrey B. Ringling Haley, James A. Haley, William P. Dunn Jr., John North and Major George D. Woods.

### Executive Staff

George W. Smith, general manager; Edward F. Kelly, assistant to the general manager; Fred C. DeWolfe, treasurer with show; J. F. Reddy Jr., general counsel; Herbert Duval, legal adjuster; Roland Butler, general press representative; F. Beverly Kelley, director radio department; J. C. Donahue, traffic manager; Arthur R. Hopper, general agent and in charge of outdoor advertising; J. R. Griffin, auditor, and Pat Valdo, director of performing personnel.

### Production Staff

Robert Ringling, producer; Mrs. Aubrey Haley and Mrs. Charles Ringling, co-producers; Pat Valdo, general director; Billy Livingston, art director and designer of costumes; A. A. Ostrander, technical director and designer of properties and decor; Bert Knapp, director of music; Fred Bradna, ringmaster; Vander Barbette, aerial director; Merle Evans, bandmaster, and Lauretta Jefferson, dance director.

### Aerialists and Ballet

(As listed in program)

Angela Antalek, Balerie Antalek, Bea-

trice Augustine, Shirley Buehner, Reggie Betart, Anne Bendel, Loretta Cavenay, Sally Cartier, Pat Cartier, Michelle Cuff, Camille Cattolle, Kitty Clark, Thelma Cooper, Eileen Crifasei, Mary Jane De Young, Georgia Drake, Juanita Deisler, Joyce Fay, Valentine Frohm, Marguerite Garner and Lois Grant.

Geraldine Hill, Kit Imbrie, Aubrey Johns, Marie Jaye, Dolly Jahn, Elsie Jung, Rietta Dryes, Dorita King, Jane Kane, Camille Lacross, Vivial Le Claire, Shirley Lindeman, Albertina Lebase, Ermete Lacotelli, Estherna Loehak, Simone Locke, Violet Loder, Zefta Logan, Libby Lee and Dorothy Lee.

Jacqueline McNiel, Laura May McKenzie, Larue Mackie, Kay Marlin, Bee Mason, Theol Marlowe, Sally Marlowe, Jeanette Marshall, Marie DeHaven, Vicky Murall, Gary Myles, Edna Moore, Doris Moore, Ala Nari, Margie Nash, Nio Negia, Audrey Palmer, Ann Richey and Mildred Richey.

Joan Roberts, Polly Sorsby, Bebe Stegrist, Jo Ann Stegrist, Florence Sieling, Pat Smith, Bobby Steele, Rose Sullivan, Elizabeth Scott, Yvonne Tremblay, Alin Timber, Ruth Voight, Lee Wade, Helen Wagner, Martha Walker, Dorothy Ward, Patty Warfield, Vivian Webster and Marie Woodley.

## Clown Battalion

(As appears in program)

Felix Adler, Al Albrecht, Jimmy Alphonse, Ducky Ames, Three Balarges, Bangs Duo, Barton Bean, Charles Bell, Jeff Bishop, Beaver Brooks, Edgar Budlong, Arthur Burson, Ted Butterworth, Clayton Chase, Harry Dann, Smiles Davis, Al Dickerman, Frank Dittmar, Everette Doane, Mike Doval and Sam Doxon.

Al Brown, Adolph Frohm, Herman Gunter, Homer Goddard, Ed Gore, Fred Grant, Pete Hand, Bob Harwood, William Hedge, James Hermwall, Paul Horompo, Lou Jacobs, Albert James, Sig Jarry, Joe Jenkins, Paul Jerome, Lester Jones, Paul Jung, Emmett Kelly, Kewpie Kern, Bob Herr, Bernhard Klima, Jack LeClair, George Levino, Tom Lightfoot, Danny McPride and Jack LeClair Jr., Frank Luley, Howard Marco, Bob Martin and Lou Montgomery.

Paul Mortier, Willie Moser, Joe Nauten, Harry Nelson, John Neilson, Alex Neuberger, Nat Nevins, Alvin Peck, Jerry B. Picot, Seth Pillsbury, Bernie Pisarsky, Monte Plew, Dudley Pond, Harry Rittley, Vic Robertson, Frank Saluto, Skinny Shelton, Carl Stephens and Albert Stone.

Harry Toole, Howie Townsend, Elmer Traviss, John Tripp, Trymer's Lilliputian clowns, Adrian Turner, Harry Varco, Joe E. Ward, Walter Ware, Bemis Waterhouse, Bob Weaver, Paul Wenzel, Ed Williams, George Wilson and Ernest Young.

## Department Heads

William J. Conway and Al Butler, contracting agents; Walter S. Wappenstein and William L. Carr, 24-hour men; John H. Brice, chief of police; McCormick Steele, superintendent of front door; Ray Marlow, superintendent ticket department; Fred Smythe, manager, Side Show; John Sabo, superintendent menagerie; Harold Johnson, superintendent ring stock; Eddie Allen, superintendent elephants; Jose Thomas, superintendent Mr. and Mrs. Gargantua; George J. Blood, superintendent cookhouse; Leonard Aylesworth, superintendent canvas; George Escalara, superintendent side-show canvas.

Light department: Edward R. Versteeg, superintendent; Eddie Gallagher, superintendent porters; Walter Kaner, superintendent properties; Ray Milton, superintendent train; Joseph Nash, superintendent train electrical; David Blanchfield, superintendent trucks and tractors; John M. Carson, superintendent ushers; Joseph McCarthy, superintendent wardrobe; Ralph Harding, superintendent tent manufacturing.

Medical department: Dr. Robert N. Harris; Mrs. Robert B. Harris, R.N.; Hugh M. Briethaupt and William H. Webster, timekeepers; William Moser, mailman; Frank C. and Paul Miller, Miller Bros.' concessions; George Warner, harness maker.

Assistants to Robert Ringling, Pat Valdo on production staff: Phil Fein, assistant to Valdo; Gordon Orton, assistant to Barbette; Arthur Springer, master of ceremonies; Doug Morris, assistant director of lighting; Lucinda Ballard, associate designer for Ostrander.

## GREAT RICARDO

Still Making NEWS With the U. S. NAVY—PACIFIC FORCE

Have some surplus Steel Cable, size 3/16", breaking strength, 5600=; 7/32", breaking strength, 7800=. Up to 1,000 ft. each size. For particulars, address FRANK BARNSDALE, Plover, Wis.

'Til I come back with a brand new sensational Swaying High Pole Act, watch my designed poles perform with the Great Francisco, Aerial Ortons and the Great Romaro.

## America's Most Outstanding Flying Act THE FLYING ROMAS

Currently Featured CIRCUS, YOUNGSTOWN, OHIO Permanent Address: Dakota City, Neb.

# Shorty SUTTON AND Betty LEE



America's Finest Stock-Whip Manipulators

Just Finished Touring Army Camps for U. S. O. Camp Shows, Inc.

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For This Season's Fairs and Celebrations

Booked by BARNES-CARRUTHERS, 121 CLARK STREET, CHICAGO, ILLINOIS



**Armstrong Scoring in India**

CALCUTTA, India.—Captain Armstrong Shows have continued for many years in India and the Far East, full-time booking thruout the year, always crowded houses everywhere.

"Before and during the war, rain or shine, our show has made a name for itself," said Capt. J. Armstrong. "We are happy and so are the pals from home who are enjoying the latest American show houses in India, with up-to-date pictures and artists of big-time fame from Broadway and Hollywood. I met a few big-time casting directors here recently.

"O. D. Harder, from San Francisco, has been in India for some years with the (See ARMSTRONG IN INDIA on page 58)

**Dodson's Will Shove Off for Starter in La.**

BEAUMONT, Tex., March 25.—Dodson's World's Fair Shows' equipment is ready for loading, under Trainmaster Carl Safford, for the opening in Alexandria, La., April 1, reported Paul Barron. Beaumont Chamber of Commerce, thru *The Journal* and *The Enterprise*, published an interesting story on quarters activities and a resume of expenditures made in preparing for the tour. It was complimentary to President and General Manager M. G. Dodson, who was recipient of much favorable comment for establishing fig- (See Dodson's Bows in La. on page 58)

**Marks Is Hauling To Richmond Lot**

RICHMOND, Va., March 25.—Marks Shows are hauling from quarters near here to the West Broad Street lot for a two-week opener starting April 3. Manager John H. Marks, highly optimistic about 1944, believes the labor situation has been eased considerably. In the latter part of the winter-quarters period last year there were only 12 men and now the commissary, directed by Pearl Wiggins, is feeding 46 men.

W. E. (Red) Hicks arrived to take over executive duties, and Secretary Nicholas B. Stepp and staff member Harry Wilson are expected daily. Mr. and Mrs. Johnny Ray came from their Penn- (See Marks in Richmond on page 58)

**Personnel Arrives For Capell Opener**

HASKELL, Okla., March 25.—Showmen and concessionaires have been coming in for the season's opening here today. Concessionaires who arrived include F. Dennis, 5; Jack DelMar, 5; Homer Ginter, 5; Charles Howe, 2; Johnny Peck, 4; Shorty Roberts, 2; H. R. Martoney, 2; Chock Prescott, 5; Nackie McLain, 2; Ralph Chambers, 2; Red Watson, 2; "Scales" Red Le Fair, 2.

Shows are those of Cuban Mac, pit show, including Verne Laverne, annex; (See CAPELL IN OPENER on page 58)

**Ex-Champ Heavies Featured by Kortés**

LOS ANGELES, March 25.—Moving into the seventh week here, the Pete Kortés World's Fair Museum is featuring Jess Willard and Jack Johnson, former world's heavyweight champions. Manager Roy B. Jones said business had increased each week, altho bad weather had cut takes for a time.

New attractions include Rankin, Yankee whittler; Marvello, fingerless pianist; Enato, anatomical wonder; Rajah, Hindu torture man; Prince Michael, frog boy; Theodosius (Rockwell), man that can't be lost; Francis O'Connor, armless wonder. Jimmy Doyle is lecturer. Displays of shrunken human heads and war beads of Jiboro Indians have been added.

New acts replace some that joined Russell Bros.' Circus Side Show, which opened March 20 in Santa Ana, Calif.

**Jupe Rules Early Biz**

**Peppers Takes Okay at Selma**

SELMA, Ala., March 25.—Peppers All-State Shows opened the season here March 10, closing March 18. Despite rain both Saturdays and Thursday, spending was above expectations and good business was reported, said Harvey Bass.

Owner F. W. Peppers added another ride, to make six owned by the management. Show is about twice the 1943 size, with five shows, 25 concessions and a free act. Concessionaires are Mr. and Mrs. Orville Miller, Mr. and Mrs. Jacob Pryor, Mr. and Mrs. Leonard Dillon, Harvey Bass, Mrs. F. W. Peppers, Mr. and Mrs. Kenny Sweigart, Bob Sickels and H. L. Ehler. Tex J. Allison operates the Animal Show, which is featured.

Staff is Frank W. Peppers, owner; Bobby Sickels, manager and secretary; E. H. Broome, business manager; H. L. Ehler, billposter; Jacob Pryor, lot superintendent; Leonard Dillon, ride foreman; Virgil Dillon, mechanic; D. D. Meadows, bingo manager. Visitors have included Sheik Rosen and staff en route to Mississippi; C. E. Barfield, general agent of the John R. Ward Shows; Lieut. and Mrs. Norman Anderson and Marshall Johnson.

All equipment was overhauled in quarters here. Local newspapers played up a daily reminder, and Selma business houses donated a full-page advertisement for the benefit of the shows, which is headed north.

**G. & S. Add Rides After Natchez Bow**

PORT GIBSON, Miss., March 25.—Season's opening of the Gentsch & Sparks Shows in Natchez, Miss., was under auspices of the American Legion Post, reported Jack Oliver. Location being good, shows, rides and concessions did near capacity. Owners J. A. Gentsch and Frank Sparks added another Ferris Wheel, bought from John Frances. Howard Hatfield bought a Kiddie Auto Ride. Mrs. Gentsch and Mrs. Sparks are handling the financial end of the show.

Show moved to the Stock Show here from Natchez and everything was ready for opening night March 13. Mr. and Mrs. James Reed and members of the Rogers & Powell Shows were visitors, also (See Biz Good for G. & S. on page 58)

**Mrs. Strates Convalescing**

MULLINS, S. C., March 25.—It was announced at quarters here that Mrs. James E. Strates, wife of the general manager of the Strates Shows, is in Robert Packer Hospital, Sayre, Pa., convalescing from a major operation performed March 12.

**Hyalite To Dodge Labor Headaches**

BONHAM, Tex., March 25.—Hyalite Midway, which opened here March 16 and closed tonight to go to the Coalgate (Okla.) Fair Stock Show, reported a complete line-up of experienced ride help. Mr. and Mrs. Ray Steck, owners and managers, gave a "get-acquainted" dinner here, addressed by H. M. Doebber, general agent, who welcomed new members. Curley Akers gave younger members some advice on conduct and present-day showmanship, suggesting that the public attitude toward shows would be improved by their good conduct.

The management announced a new plan, which would give all of the personnel a substantial bonus at close of the season. Show members gave suggestions and made offers of co-operation. Concession operators offered to assist on the "ups and downs" on rides in the event of labor headaches.

New floodlight towers have been added and numerous new concessions. The first World War II veteran to join the show, Clifton Curtis, who saw service in the Pacific, has taken over the Ferris Wheel. More people are to join in Coalgate.

**Gooding Units Open in April**

COLUMBUS, O., March 25.—American Exposition Shows will open April 20 in Marion, O., it was announced from headquarters here by the F. E. Gooding Amusement Company, operator, by General Manager Floyd E. Gooding.

He said that the Mabel Mack Mule Show has been booked with the company for the 15th consecutive year, that it would have all new canvas, a new 50-foot front and would open with the Gooding Greater Shows in Springfield, O., April 22.

Also with the Gooding Greater Shows will be Milo Anthony's Circus Side Show, enlarged and improved. Booked for the fifth consecutive year, it will open at the Springfield date.

**Big Show Is Lined Up for SLA Party**

CHICAGO, March 25.—All preparations for the 11th annual spring party, dance and entertainment of the Showmen's League of America have been completed and Chairman Ernie A. Young reports that he and his committeemen have arranged an excellent program for the (See ACTS FOR SLA PARTY on page 58)

**Alamo Wins, Loses at 1st Pair of Spots**

**Austin Big; Cuero Rainy**

CUERO, Tex., March 25.—Rain ruined business for the Alamo Exposition Shows, under American Legion Post auspices here this week, reported Ted Custer. Showers all week held down attendance. Caterpillar tractors and winches were put into play to get equipment off the lot.

Albert Wright was assisted by Owner-Manager Jack Ruback on Red Cross Night, Thursday, in a drive of Cuero Red Cross Chapter, Tex (Cowboy) King left with his concessions for his Western route. Shopie Mullens and Martha Rogers have their concessions neatly framed. Richie Morosco booked four concessions, coming from the Greater United Shows. Mrs. Bobbie Hyman is again *The Billboard* agent and in charge of mail, her 16th season in this capacity.

Mrs. Rosemary Ruback, who went to San Antonio on business, will catch the show in Victoria. Mr. and Mrs. Jack Turner, ahead doing special publicity, are using plenty of paper and have show (See Rain Hits Alamo Hard on page 58)

**All-American Draws In Lot Stay at Jax**

JACKSONVILLE, Fla., March 25.—At the All-American Exposition's opening March 4, reported Scott Lamb, mailman and *The Billboard* agent, attendance was far above expectations despite two nights of rain while the show played two weeks on the West Side lot. Top money went to the two Ell Wheels, Octopus and Ridee-O running close seconds and Minstrel Show and Ten-in-One being next in line.

Frank West is owner-manager; Doc Hamilton, legal adjuster; Robert Kline, general agent; Gus Brown, marquee; Parrott Trio, free act; Howard Hughs, electrician; Hooks Royal, assistant; H. D. Singletery, mechanic; Whitey King, painter.

Rides include Merry-Go-Round, Whitey King; Whip, Lee Salvage; Ferris Wheels, Earl Putney; Octopus, D. B. Held; Ridee-O, Red Williams. Shows are Ten- (See All-American in Jax on page 58)

**Buck Launching Set for April 15**

TROY, N. Y., March 25.—For the April 15 opening of the O. C. Buck Shows Owner Oscar Buck is personally supervising work in quarters here. Finishing touches are being added by Toby Kuehland, Baltimore scenic artist. Among latest arrivals in quarters are Jimmie Hurd, manager of attractions; Sam Beaty, concession manager; Mr. and Mrs. Curley Bomberg and Mr. and Mrs. Charles White.

Back from Florida, Luke Selfker is shaping up motorized equipment. After an absence of two seasons Tom Fisher, Richmond, Va., will be ride superintendent. (See Buck Bows April 15 on page 58)

**Fort Worth Stock Show Is Big for Bill H. Hames**

FORT WORTH, March 25.—The Bill H. Hames Shows had one of the best 10-day runs in years when it played Southwestern Exposition and Fat Stock Show here ended March 19. Manager Hames said, "Scarcity of materials prevented us putting out any new rides or shows," he said, "but we reconditioned and repainted all the old ones. Children's Day and 4-H Club Day had thousands of youngsters on the grounds."

**Ballyhoo Bros.' Circulating Expo**

**A Century of Profit Show**

By STARR DE BELLE

Open Season, Fla., March 25, 1944.

Dear Editor:

Brotherly love disappears on a midway, once the shows hit a good spot. Perhaps it's just downright cussedness or jealousy that causes it. We have never been able to figure out why an attraction operator likes to brag about topping a midway after being the low-money one for weeks. No doubt it's a rare chance to strut one's ego as the best-money grosser in the business. Our opening was big here last Monday night, with every attraction getting a big play. As usual, at breakfast in the cookhouse Tuesday morning the imaginary takes start to soar and as fast as one topped the midway someone else raised the score by saying: "I forgot about my No. 2 ticket box. My wife checked it."

Bigger and bigger grew the grosses,

each showman and ride operator trying to top the others. Our Illusion Show manager finally declared that his attraction had doubled the front gate. "If I wanted to count my blow-off money," said the gal who makes openings on the revue, "I tripled the gate." Now the heat was on in full blast. "Yeah! Yeah!" yelled the illusionist, "You're always topping the lot. That's why you had to sling hash last winter." "Slung hash!" shrieked the gal-show talker. "You were the first to put your food on the cuff." "Arabella is right," piped up a ball game worker. "I knew that stiff before he wore that unpressed dress suit and before he attached the monicker, 'doctor.' He worked as a stomach stick before he learned to work those phony tricks." "What's wrong with being stomach thumper?" yelled a woman at a table. "My (See BALLYHOO BROS. on page 58)

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

### SPRINGTIME?

T. E. JOHNS left Los Angeles to join the Crafts Shows in Azusa, Calif.

MARY AND BILL RIDINGS, operating a service station in Palacios, Tex., will not be on the road this season.

GEORGE L. CROWDER, former show agent, who has been in the Pacific war zone nearly a year, is back in the States.

GEORGE A. GREGG, carnivalite, is seriously ill in Veterans' Hospital, Brecks-ville, O., his wife reported from Lorain, O.

MR. AND MRS. DEWEY DAVIS MARKS have booked their three concessions with the United Liberty Shows.

GEORGE W. HACY joined the Larry Ferris Greater Shows playing the Los Angeles area.

### JACKPOTTING-and-smoking season's over.

RAY HERBERS pens from Chicago that he will be on the front of Carroll Miller's Side Show with the King Reid Shows.

LOUIS GOLD, who booked his concessions on the Continental Shows before returning to Hartford, Conn., spent seven weeks in St. Petersburg, Fla.

are solo cornets in his band with Play-land Amusement, Inc.

F. L. FLACK, owner of the Northwest-ern Shows, was a Detroit visitor from his quarters, Coldwater, Mich., preparatory to opening on a Detroit lot the latter part of April.

GEORGE CLYDE SMITH SHOWS have contracted Tidewater Colored Fair, Suf-folk, Va., for the seventh consecutive season, Prince Omwah, show secretary, reported.

BERNARD MENDELSON, of O'Henry Tent & Awning Company, Chicago, well known among outdoor show people, was called for induction into the navy March 29.

SGT. M. H. (RED) KEARNS, now sta-tioned in California, who was a recent Los Angeles visitor, was guest of Marlo and Ted LeFors and attended the open-ing of the LeFors show in Inglewood, Calif.

FRANK R. CONKLIN, of the Conklin Shows, was in Chicago for a few days last week after sojourning for some time on the West Coast. He planned to go to Hot Springs for a brief rest before open-ing of the season.

GINGER NEWBERRY infos from Hart-ford, Conn., where she is visiting her mother, that she and her husband will be in concession row for their second season with the Bright Lights Exposition Shows.

JOHN QUINN, owner of the World of Pleasure Shows, now on their first Detroit

### Ration Shorts

GRAB - S T A N D OPERATORS claim that the amount of ham-burger left on the ground in front of their booths has diminished by 96 per cent. This shows that more of it is being eaten than thrown away. War IS hell!—John Cutembig.

ville, Canton, Monroe and Americus, Ga., and North Georgia Colored Fair, Atlanta.

JOHN McMASTER, owner of Colorado Mac's Pony Express and formerly with Bruce Greater Shows, Marks Shows, Mighty Sheesley Midway, Sol's Liberty Shows and Art Lewis Shows is in St. Mary Hospital, East St. Louis, Ill., with a broken hip and several broken ribs.

LEAVING Kansas City, Mo., where he was with the Terminal Railway Com-pany during the winter, Mr. and Mrs. Cecil (Tex) Cummings were to report to the Tivoli Exposition Shows March 27. He has been Merry-Go-Round foreman several seasons, and Mrs. Cummings will have a concession, her first season on the road.

CLARENCE S. FERGUSON, concession-aire the past three years on the Keystone Modern Shows, is recuperating at his home in Lockbourne, O., after three weeks in a hospital. He sustained a broken ankle and fractured heel at a war plant in Columbus, O., reported Myrtle A. Ferguson, formerly *The Billboard* agent on the show.

OTTO STEPHEN, owner-manager of Stephen's Shows, reported work well under way in winter quarters in Queen City, Mo. Show will open in Missouri May 20. A 10-car Kiddle Ride was re-cently purchased, and all rides and trucks have been repainted in red, orange and silver. Great Delmars will be the free act.

JACK AND ERLA STUTZMAN disposed of their concessions and stock, except their photo gallery, which they have booked on the Berryhill United Shows. They purchased a six-room house which they will move to their farm near Craw-fordville, Ga. Their son, Robert, booked his concessions with the All-American Exposition Shows.

SHOW owner, whose employees have taken over his biz, should insist on being restored to his old seniority after the war.—Oscar the Ham.

BERT ROSENBERGER, agent for the Johnny J. Jones Exposition, who has been in and out of Pittsburgh for several weeks, said other agents who had been in the territory were R. C. McCarter, J. C. Weer Shows; Ben Braunstein, Cetlin & Wilson Shows; John Lampton, Gooding shows, and Mrs. Herman Bantly and L. C. (Ted) Miller, Bantly's shows.

AT a surprise birthday party tendered Sam Palitz in his new home in Miami, many gifts were presented by friends. He has several concessions on Bantly's shows. Among those attending were Paul and Billie Lane, Mr. and Mrs. Joe Payne, Mr. and Mrs. Chandler, Mr. and Mrs. Toney Baress, Mr. and Mrs. Al Palitz, Mr. and Mrs. Slim Barry, Mrs. Lea Palitz and Mrs. George Houdek.

INEZ AND CHARLES (STEVE) STEPHENS, formerly with Max Good-man's Wonder Shows of America and World of Today Shows, arrived in St. Louis from Little Rock with their two photo galleries to join Al Wagner's Cav-alcade of Amusements. En route they visited the Al Baysinger Shows and Mr

**D. Slack Hubbard says:**

"The BIG ELI operates as smooth as the day I received it. Haven't spent a nickel for repairs outside of aluminum paint for the steel." Keep the BIG ELI WHEEL in good condition—it will pay its way in net profits throughout each season.

**ELI BRIDGE COMPANY**  
Originators of Reliable BIG ELI Products  
800 Case Ave. Jacksonville, Illinois




**PENNY PITCH GAMES**  
Size 46x46", Price \$30.00.  
Size 48x48", With 1 Jack Pot, \$40.00.  
Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$13.50

**BINGO GAMES**  
75-Player Complete .....\$5.00  
100-Player Complete ..... 7.00

1/3 Deposit on All Orders.

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Wall Charts, Heavy Paper, Size 28x34. Each 1.00

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1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

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**OUTDOOR WIRE**  
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2 Conductor #18 gauge, used on army maneuvers. Good as new. 1/3 deposit with all orders.

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WANT NOVELTY ACTS OF MERIT.  
State salary and all details in first letter.  
Open all year round.  
SCHORK & SCHAFFER.

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 Bollis, Leo Miltona, Frank Randall, Ed Elain, Fingers Scott, Jay Mangel, Corney L. Wade, J. C. Admire. Write HAROLD BARLOW, 629 N. 52 St., East St. Louis, Ill.

**CONCESSION AGENTS**  
If you want a long season on St. Louis lots until September and 8 Pairs starting Labor Day. All new, flashy Concessions. Capable Operators only—Cigarette Gallery, Ball Games, Coke, Hoopla, Fish Pond, Bucket, Darts, 50-50 proposition. I furnish all. Prefer married couples. Don't wire or write. Come ready for work. Now open. **REX HOWE,** Care Oliver Shows, 1417 Grattan St., St. Louis, Mo.

**WANTED BINGO CALLER**  
Also Ball Game Workers. Will give good propositions. Playing Baltimore city only.

**MERSON AMUSEMENT**  
427 E. Baltimore St. BALTIMORE, MD.

**McMahon Shows Want**  
Penny Arcade, Pit Show and Mechanical Show, Hoopla, Cork Gallery, other 10¢ Show Stores, Foreman for Tilt-a-Whirl and Loop-o-Plane. Alabama McCarthy, write. Address: MARYSVILLE, KANSAS

**WANTED MERRY-GO-ROUND ORGAN**  
Must be in A-1 condition.  
**Turner Bros.' Shows**  
Petersburg, Ill.

**STRATOSHIP FOR SALE**  
Make best offer. Also 15 H.P. Octopus Ride Motor, 220 V., 60 cycle, 3 phase.  
**B. W. KANNAPINN**  
22608 Liberty Ave., Box 35, St. Clair Shores, Mich.



ROLAND W. RICHARDS, newly appointed manager of Hollywood (Fla.) Chamber of Commerce, is a former executive and publicity director of carnivals. His experience also includes radio, theater management and commercial connections. During his years in outdoor show business he was with the Royal American Shows, Rubin & Cherry Exposition, Dodson's World's Fair Shows, West's World's Wonder Shows and Goodman Wonder Shows.

W. D. SHEDDEN, whose wild life exhibit is showing in Decatur, Ill., has been in Chicago looking for a possible location in the Windy City.

KENT JOHNSON, better known to showfolks as Eddie Miller, left Pittsburgh to join the armed forces, writes Jackie Best.

THRU General Agent Dick Harris, the Kaus Exposition Shows have contracted Fairmont (N. C.) Fair, reported L. B. Johns.

RAYMOND H. SMITH, former Ferris Wheel foreman on the Lawrence Greater Shows, wrote from Gastonia, N. C., that he and his wife, Shirley, were employed in a war plant.

EILEEN RITA KELLY celebrated her first birthday February 22 at the home of her parents, Mr. and Mrs. Francis J. Kelly, New Haven, Conn., with numerous kiddies in attendance.

FIRST week: When affairs of the heart are settled.

WALTER LANKFORD, manager of Lankford's Overland Shows, Columbus, Ga., reports Glen Johnson and Lee Carr



PVT. LARRY (IRISH MICKEY RYAN) HANRAHAN, for seven years wrestler and boxer with Crafts, Joyland Zeiger's United Shows, Hock's and Imperial Shows, is with the Headquarters and Supply Company, 259th Combat Engineers Battalion, Camp Joseph T. Robinson, Arkansas.

lot of the season, reports business good when weather is favorable, but the shows have been hampered by much bad weather.

OFTEN a show is judged by its front and not by its performance.

FROM Massillon, O., Mrs. A. M. Haf-fards penned that Princess Red Wing, of the White Eagle Troupe, who left the road for the duration, is an inspector in a war plant and recently purchased a 20-foot trailer.

LLOYD REESE wrote from Ward 2-C, Veterans' Hospital, Aspinwall, Pa., that after an absence of several years on the road he will be in charge of the annual celebration in Greensburg, Pa., to be sponsored by veterans of World War I and II this season.

CONTRACTS reported by R. E. (Bob) Stewart, general agent of the Scott Ex-position Shows, include July 4 Celebra-tion, Logan, W. Va., and fairs in Taze-well, Abingdon and Pennington Gap, Va.; East Tennessee Colored Fair, Knox-ville; Sevierville, Tenn.; Dalton, Carters-

**Couldn't Figure It**

IT HAD RAINED all week and the midway was a sea of mud. A native, who lived across the street, walked onto the lot and inquired: "What do you people do for a living?"

and Mrs. Harry Madison and Pete Madison of Poplar Bluff, Mo.

JOSEPH J. KIRKWOOD SHOWS, Poughkeepsie, N. Y., will open their season in Baltimore, April 3, where they will remain three weeks. Ted Williams has the cookhouse; Johnnie Ryan, bingo and other concessions, and Charles Dayenport, four concessions. Bill Redman is in charge of 10-in-1 and Girl shows. Shows are managed by Ralph Decker and L. G. King is agent.

NOTES from J. R. Edwards Shows by Secretary Katherine E. Johnson: Work is progressing rapidly in quarters. Wooster, O. Bert Williams and crew have rehabilitated the Merry-Go-Round and Ferris Wheel. S. R. Mackey will have sound truck and three concessions. Corp. William Bame, Bozeman, Mont., who visited, expects to be present for the opening May 1. S. R. Thompson has booked his ball game and dart game and William Schloer booked two concessions.

WHEN the first fancy ice-skating revue was held in St. John, N. B., in several years, J. E. Wilson, vet carnival concessionaire, appeared as a comedy clown and also with a feminine partner in dancing and comedy skating. He has been active in organization of St. John Skating Club to repopularize figure and fancy skating. He has been with carnivals about 25 years and for the past dozen years has been with the Lynch Greater Exposition Shows.

FAY'S SILVER DERBY SHOWS had good biz for the week ended March 18 at Tifton, Ga. Kettle Sisters, free attraction, novelty platform and flying act, drew crowds nightly. Merchants' prizes were given nightly, with a War Bond award on Saturday. Mr. and Mrs. C. M. Harpe joined with two concessions; Mr. and Mrs. T. W. Quinn, two, and Katie Quinn, one. Visitors included C. D. Scott and Eddy Fleming, Shorty Lowe reported.

LOST thru a fluke: While an agent was trying to fish his fountain pen from the lining of his vest another shows' agent signed with a pencil.

ALD. JAKE J. DISCH, veteran showman and clown cop, increased his vote by a large margin for re-election from the First Ward at the recent primary election in Cudahy, Wis. Last season the Cudahy council voted to limit carnivals to one each year, Alderman Disch being the only member to vote for more than one. This year there will be at least three carnival dates, permits already having been voted to American Legion Post, Veterans of Foreign Wars and Holy Family Polish Church as auspices.

WORK in quarters of Bright Lights Exposition Shows, Buchanan, Va., is progressing, and Lou Heck, assistant manager, arrived from Florida to supervise building of fronts. An office-owned cookhouse being built will be under management of Mike Lucas. The Newberrys, concessionaires with the shows last year, are readying their equipment. Frank A. Norton will have charge of the Ten-in-One. Frank Marengo wrote from Tampa, that his sound car and concessions would be ready for the opening. Joe and Anne Rae, lot superintendent and concessionaires, will arrive April 1 from their home in Johnstown, Pa. Show opens April 15 and will play Virginia, Maryland and Pennsylvania.

**UNITED LIBERTY SHOWS**

Opening Bloomington, Ill., April 29

Want Legitimate Concessions of all kinds, Games that work in line-up.  
Want any Show of merit. Furnish outfits to reliable parties.  
Want Ride Help on Chair-o-Plane, Merry-Go-Round and Ferris Wheel.  
We are booked solid on Illinois State Aid Fairs from July 1st to October 1st.

Write: KEN MURRAY  
Box 264, Bloomington, Illinois

CARAVANS held the first annual card and bunco party March 11 at 155 North Clark Street, Chicago, with Edna O'Shea and Jeanette Wall as hostesses, and members assisting were Hattie Clinton, Ann Sleyster, Mae Oakes, Claire Sopenor, Becky Daniels, Clara Pollock and Pat Seery, reported Alice Kady. Attendance was over 100 and nearly \$200 was netted for the club. First and second awards went to R. Davis and Hattie Clinton. New members elected at the last meeting are Evelyn Berryhill, Flossie Miller, Teresa Beeman, Dorothy Clayton and Dorothy Sleyster, sponsored by Ruth Murphy, Pearl McGlynn and Ann Sleyster. Date for the first Birthday Party was set for April 22. Lunch after the meeting was donated by Emily Bailey and Hattie Clinton. Gracie Williams Gray reported on the sick list.

MARION STROBEL pens from Red Granite, Wis., quarters of the Badger State Shows, that equipment is about ready for the opening April 19. Vern (Red) Roberts, Tilt-a-Whirl foreman, has remodeled the ride. Carpenter Whitey McCrossen and helper Danny Vaughn are putting finishing touches to the Merry-Go-Round. George (Stache) Kowatch has repainted the Chair-o-Plane and started on the Ferris Wheel. Jim Thayer, owner of the Blue Goose and Kiddie Autos, has readied his equipment, including the popcorn wagon run by Mrs. Thayer. Joe Lemke, Monkey Show owner, has his top repaired, and banners and monkeys in readiness. His brother, Jerry, is in charge of the Dual Loop-o-Plane. Red Dulin arrived from Michigan to take over management of Funhouse and Posing Show. Evan Handricks joined with a pony ride. Show electrician for the past six years, Jesse Kepley has completed a miniature carnival for the Mickey Mouse Show. Concessionaires include Mrs. Frank Schimnowski, corn game and five other concessions; Jim Herro, five; H. Sandusky, St. Joseph, Mo., three; Jack Kelley, St. Paul, one. After attending the Minnesota and Wisconsin Fair meetings, Manager Jack Vomberg announced contracts for a Class B fair circuit in Minnesota and several fairs in Wisconsin and Iowa.

**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.

PVT. JAMES L. EVANS, with the O. G. Buck Shows for the past eight years, is stationed with the marines, Company B, Platoon 26, New River, N. C.

PFC. CHARLES (CHUCK) STAUNKO, formerly with carnivals, is stationed in England. His address is Pfc. Charles Staunko 34536769, APO 308, c/o Postmaster, New York, N. Y.

PVT. LLOYD BURGE, formerly of the Snapp Greater Shows, is stationed with Company C, 66th Training Battalion, Camp Funnin, Tex. He recently visited the Waterses at New Boston, Tex.

G. J. (JERRY) HIGGINS, of the Clyde Smith Shows and others since 1926, was recently promoted to corporal. His address is Corp. G. J. Higgins, 32861622, Training Section, A. A. A. P., Alexandria, La.

PVT. I. Z. COOK, son of the veteran showman, Phil Cook, who was wounded during the campaign in Sicily and was awarded the Purple Heart, has gone to England after a period of convalescence in Ireland.

PVT. JAMES (BENNY MALLON) MALLWIN, former concession agent on Rubin & Cherry Exposition and Beckmann & Gerety Shows, has been transferred from New York City. His address is 347th Boat Company, Special T. C., S. P. E., M. P. Cant., Seattle 4, Washington.

WITH other carnivals until four years ago, when he joined the Royal American Shows on the front of Dick Best's Side

Show and later formed a partnership with C. J. Sedlmayr Jr. In Gang Busters, with Evelyn Frechette as attraction, Kenneth (Duke) Wilson is now in the South Pacific with the Army Transport Corps. His address is Capt. Kenneth Wilson, APO 928, c/o Postmaster, San Francisco, Calif.

MILTON SPECE, S1/c, a reader of *The Billboard* for almost 20 years, writes: "Received my copy of *The Billboard* today and it was almost as good as a letter from home. I have been stationed at this base over 17 months and have not missed more than two copies. My experience in show business includes theater managing, theater checking, amusement park, dancing promotions and popcorn business." His address is M.A.A. Dept. Bar. 2 N.A.S., Olathe, Kan.

**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

**"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.  
**ARMY NAVY POWERS & CO.**  
MANUFACTURERS OF  
**CANVAS GOODS**  
PHILADELPHIA, PA. CHICAGO, ILL.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
World's Most Popular Rides  
**EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

**CANADA SIMS GREATER SHOWS CANADA**  
OPENING DATE, APRIL 28TH  
Want Men for the following rides: Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Caterpillar and Ridee-O. Have for Sale—One Kiddie Auto Ride, ten car, Allan Herschell make, have lots of tires for same, is in A-1 shape, but lacks a motor, which was stolen. Will take \$500.00 for it. Also have a Piano Key Calliope or Rolls, complete with engine and blower. Will take \$200.00. All F. O. B. Toronto.  
**FRED W. SIMS, Sole Owner, P. O. Box 85, Toronto, Ontario**

**SUNSET AMUSEMENT COMPANY**  
Opening Saturday, April 29, at Excelsior Springs, Mo.  
WANT: Fun House and Shows with own equipment. Whitey Nolte, write. Party to take over our equipment for 2 Girl Shows. Ray Wheelock wants Athletic talent.  
Will Book: Chair-o-Plane, Loop-o-Plane or Roll-o-Plane.  
Help Wanted: For Tilt-a-Whirl, Octopus, Twin Wheels, Auto, Merry-Go-Round.  
Want Cookhouse: You furnish truck and help, we will furnish outfit and points.  
Winter Quarters Open. Address: EXCELSIOR SPRINGS, MO.

**BEE'S OLD RELIABLE SHOWS, INC.**  
LAST CALL LAST CALL  
Opening April 6, Lake City, Tenn.; then Clinton. Both American Legion Spring Festivals in the heart of the largest defense area, 75,000 workers, with a million dollar weekly payroll. All people contracted, come on in. Can use a few more Concession Agents, also Grind Store Agents. Can get you spring bank roll in these two spots. Wire, don't write, or come on. Want Ride Men for all Rides. Top wages in cash. Want Girl Show Manager with two or more Girls. Want Special Agent; Blackie Ogelby, write. Want Bill Poster with car. All people contracted, come to Lake City instead of Lebanon. Other choice still dates to follow, then 12 fairs already contracted; OTHERS pending.  
Address:  
**BEE'S OLD RELIABLE SHOWS, INC., R.F.D. #1, Winchester, Ky., till April; then as per route.**

## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, March 25.—At a well-attended meeting March 16 Past President Edward A. Hock presided and at the table were Treasurer M. J. Doolan, Secretary Joe Streiblich, Past President Ernie A. Young and member Pvt. Al Sopenar, guest of the chair. Membership applications came from Charles W. Stanley, Jack Perkins, Ted Stacey and James Allegretti, credited to Charles G. Driver and Lefty Ohren. Red Cross drive is going well, with donations coming in regularly. Late returns are from Henry Thode, Robert Hickey, John E. Lampton, Jack Hawthorne, Jack Weiner, O'Henry Tent & Awning Company, a check for \$125 collected by Treasurer Doolan and more from the Atwell Lunch Club.

Sick list still includes Nate Hirsch, William J. Coultry and Hymie Stone. Letters came from Nate Lewis, Smiley Daly, Joe Eule, Al Sweeney, Richard Promath, Sam T. Polack, Ernest Wenzik, Russell Ingle, Wolfe W. Rosenstein, Eddie Coe and Henry P. Thode. Late reports are that members Luther Sinclair and Jack Rosenheim have been discharged from the service. Past President Frank R. Conklin visited for a few days. Other callers included Chickie Allen, Jack Knight, James Dewey, Al Carsky, M. J. Drossen, Bob Rugar, Sam Ward and George Bischoff.

John Moisand advised he would be in with party of 10 for the March 31 Spring Party. Bill Carsky and Ernie Young and their committee have been working hard and a sellout is expected. Lew Keller is back from a Mexican trip and Rudy Singer returned from California. Jay Gould arrived from the North.

### Ladies' Auxiliary

At the regular meeting President Phoebe Carsky presided and other officers present were Mrs. Ann Doolan, first vice-president; Mrs. Marie Brown, second vice-president pro tem; Mrs. Frances Keller, (See SLA on opposite page)

## Club Activities



### National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, March 25.—On the night of March 22 President Oscar C. Buck presided, coming from his winter quarters, Troy, N. Y. On the dais were Treasurer Joseph Hughes, Secretary Joseph McKee, Chaplain Fred Murray, Assistant Treasurer Harry Rosen, counselor Max Hofmann, club physician Dr. Cohen, Executive Secretary Walter K. Sibley, Past President Max Linderman, and an honored guest, Pvt. Frederick Holcomb, formerly of the King Reid Shows, many times cited hero of the African campaign. His Silver Star citation, so far as reported, is the second earned by an outdoor showman, the No. 1 Silver Star citation being held by Sgt. Charles Morris Jr. Private Holcomb has been decorated with the Purple Heart, wears two stars for invasions and has numerous other citations.

These applicants for membership were approved: Joseph Agule, sponsored by Ike Weinberg; Louis B. Chases by Ross Manning, who also sponsored Julius Ruben; Louis Elias by Louis Aarons, Hyman Feldman by Lew Lange, Roland E. Fisher by George Hamid, John J. Lane by A. J. Merrill, Israel S. Prozer by Sam Levy, Hyman Wagner by Harry Rosen, Sam Witt by Louis Light, and Harry W. Arnold by Rocco Masticci. Interesting letters came from Pvt. Bill Powell in the South Pacific, and Sgt. Fred King, Fort Leonard Wood, Mo. Among other servicemen visitors were Sgt. Sy Aurilio, Lieut. Bert Kaye, Pvt. Harold Lupien and Pvt. Joe Bevans. James Davenport Jr. has been inducted, and Martin Korytko will take his physical April 8.

Recent visitors included Past President (See NSA on opposite page)



### Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, March 25.—Monday night meeting was presided over by H. A. (Pop) Ludwig, first vice-president, in absence of President Ted LeFors. Cecil Lynch, U. S. Navy, was on the rostrum as an honorary vice-president. Treasurer Eddie Tait assisted the acting president.

Ed F. Walsh, past president, was named to succeed Treasurer Tait, who relinquished the post, as he will be out with the Cronin Circus. Sgt. M. H. (Red) Kearns wrote from a California camp to thank the club for a shipment of cigarettes. He emphasized that letters are what servicemen appreciated most. Acting President Ludwig urged members to write servicemen whenever possible. As usual, the club is distributing colored silk banners to show owners. While sent out later than usual, they reached numerous shows at the opening stands. Past President Walsh was presented with a gold life membership card, according to custom. Joe Glacy made the presentation, with Harry Fink, also a past president, ad libbing.

Purchases of War Bonds continue. An order came from Leroy White. It was voted to donate \$100 to the Red Cross. Harry Fink made the usual pitch for the building fund, which is now well into the \$3,000 bracket. Robert Neill, on the sick list, is in County Hospital, San Bernardino, Calif., where he has been in Ward C since February 15. Members attending for the first time in a long period were Paul Sullivan, Ocean-side; Wallace O'Connor, Leo Haggerty, Charles Farmer and Clyde Gooding.

### Miami Showmen's Association

236 West Flagler Street  
Miami

MIAMI, March 25.—The association held its last regular meeting of the season March 23, with over 175 members and guests attending. On the dais were President Dave Endy, who conducted the meeting; Robert K. Parker, first vice-president; William J. Tucker, second vice-president; William B. Bartlett, treasurer, who just returned from Cuba; Wilbur C. Shaffer, assistant treasurer, and Milton Paer, secretary. New members are Isidor Levitt, Val C. Cleary, Joe Cenname, Sid White, Joseph A. Brown, Lester A. Tate, Leonard W. Rice and John H. Dyer, and in the service Lieut. Dick Erdlitz, Earl L. Maddox, J. R. Hardy and Harry Koretsky were added to the roster. The chair invited Carl J. Sedlmayr, past president of the Showmen's League of America, to the rostrum.

Speakers included Val C. Cleary, former showman and twice mayor of Miami Beach; John Dyer; William B. Burrus, who gave a talk on *Shakespeare, the Salesman*; Attorney George S. Okell and R. B. Chastine. Carl Sedlmayr also gave a fine talk. Buster Gordon, high diver now in the navy, spoke for the welfare of the club. Communications were read from Andrew (Jack) Metts, Joe Eule; Hal Bergida, exploitation director of the Army-Navy War Show; Sgt. Frank L. Darrezi, Bill Moore and Louis Herman, Canadian legal representative of the association.

Ralph Endy reported that in the 12 weeks the club has been in existence over \$9,000 has been spent furnishing the clubrooms. Among prominent members who have joined are Val C. Cleary, whose wife is one of the Pickert sisters who showed in the '20s; Jacob Scher and William Huntley, owners of West Flagler Kennel Clubs; Verne Soules, timekeeper of West Flagler Kennel Clubs and with the Sheesley Midway; Sid White, of the booking agency; Don Lanning, local night club owner and performer, married to Roberta Sherwood, of the noted Sherwood Sisters; H. D. (Dinty) Dennis, sports commentator and radio announcer on Station WGAM, and William Singer,



### Heart of America Showmen's Club

Reid Hotel  
Kansas City

KANSAS CITY, Mo., March 25.—Weekly meeting was called to order by First Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler present. Henry A. Sullivan, concessionaire, was re-elected to membership. It was voted to increase the donation in the Red Cross drive by \$100.

Meetings are expected to end within the next two or three weeks because of members leaving the city for the season. Membership drive will start May 1 and each member is on the committee. Ladies' Auxiliary announced its annual "pot luck" dinner for March 24, with HASC members as guests.

Mr. and Mrs. Harry Lamont and Mr. and Mrs. Woody Gaither, Sunset Amusement Company, and Dutch Loeber, on his way to join Hugo Bros' Circus, visited in the city. John R. Castle left for the West Coast, where he will be with a circus. Mr. and Mrs. L. K. Carter left for quarters of the Jones Greater Shows, Meadville, Mo., and Mr. and Mrs. Blackie Bunch, Sunset Amusement Company, visited while en route.

### Ladies' Auxiliary

At the business meeting March 17 Myrtle Duncan presided and 23 members were present. Salute to the flag was given and *God Bless America* was sung, with Jess Nathan at the piano. The men's club was invited to join in the "pot-luck dinner" March 23.

Boots Marr and Ann Carter reported they would leave to join shows for the season. A letter came from Mrs. Blanche Francis, who was in Ohio because of illness of two brothers. Pearl Schreiber was reported out of the hospital. Lettie White, who resigned as recording secretary because of illness, was reported improving. Loretta Ryan was elected to fill the unexpired term.

Door prize went to Leola Campbell. Grace McBain was appointed warder for the meeting, and Mother Parker and Jess Nathan gave interesting talks about the origin of "pot-luck dinners." Session was dismissed with prayer by Chaplain Mae Wilson.



### Michigan Showmen's Assn.

156 Temple Street  
Detroit

DETROIT, March 25.—President Harry Stahl was in the chair, supported by First Vice-President Jack Gallagher, Treasurer Louis Rosenthal, Secretary Bernhard Robbins and Chaplain Arthur Grzann at the March 20 meeting. Recommendation of directors that last year's contribution to the Red Cross be doubled was unanimously adopted. Spokesman for the board, Marshall Ferguson, reported that preparation of the budget to cover all charitable activities during 1944 was still under discussion and said a definite program would be outlined at the first meeting in April.

Jack Dickstein, chairman of the St. Patrick's party in the clubrooms, was given a rising vote of thanks. The hand-made quilt donated to the sick and relief committee by a group of members' wives went to member John Cargan. Door donations to the servicemen's fund were over \$200, due to persuasive smiles of Mrs. Jack Gallagher and Mrs. Sam Gould. Illness of Edward Moss brings the sick list to four, including "Cap" Seymour in Grace-Harper Hospital, Hymie Stone at home and Joe Vernick in Veterans' Hospital, Rutland, Mass.

House Chairman Hymie Sobel was complimented by the chair upon recent addition to the bar of three oil paintings of a lion head, tiger head and elephant head, the organization's insignia. Mr. and Mrs. Vic Parr arrived from a winter in New Orleans. Joe Burns left for Norfolk, Va., on business. Nat Golden, who returned from the East, is again a nightly visitor.

owner of the Royal Castle chain of restaurants, former outdoor showman. William Benner introduced some of the speakers. Custodian Carl (Hunky) Kalsansky was given a vote of thanks for his work.

### FREAKS AND WORKING ACTS FOR SIDE SHOW WANTED

Can use good Hillbilly String Band or any good Musical Act. Tex Willis, contact mo.

### ATTENTION, CHAS. "YELLOW" SLEET

Write me again—Have wonderful proposition; year round work with strong show (not under canvas), booked solid under strong auspices. Opening April 27th, Detroit, Mich.

Chas. H. Hodges  
Box 235, Coldwater, Mich.

Earl Myers Sr.  
Caro Grant Hotel, Detroit, Mich.

### HELLER'S ACME SHOWS

OPEN APRIL 21ST

Want Show People. Will furnish complete outfits for following Shows: Side Show, Girl Show, Athletic Show, Snake, Wild Life, Unborn or any good Grind Show, Fun or Glass House. Want Concessions—Diggers, Photos, Bingo, Pitch and Skill Games, American Palmist or any 10c Grind Shows. No Gees or Coupons. Want Help on all Rides. Foremen for Spitfire, Merry-Go-Round, Chair-o-Plane, Ferris Wheel, Whip, Kiddy Rides, Loop-o-Plane. Want Carnival Mechanic, Electrician, Bill Poster and Canvasman, Talkers. Joseph and Mickey Desiato, William J. Langford, Frank Canoe, Jess Trout, Cliff Carter, Cliff Lane, John Benedge, write. Winter quarters open. Help, come on. Top salaries, pleasant working conditions. Long season south. All Address: Winter Quarters, Franklin Ave., Campgaw, New Jersey. Phone: Wycoff 752-W.

### PRUDENT'S AMUSEMENT SHOWS

WANT Ride Foreman for Merry-Go-Round, Ferris Wheel, Chairplane. TOP WAGES. Henry McClain, Bob Hill, Pete "Rabbit" Coleman, Fletcher and Roland "Frenchy" LaChance, get in touch with me.

WANT a few more Concessions: Duck Pond, Pitch-'Til-U-Win, Hoop-La, Cigarette Darts, Popcorn, Photo Gallery and American Palmistry (no gypsies!).

MIKE PRUDENT

124 Cedar Avenue

Patchogue, N. Y.

### FOR SALE—SMALL CARNIVAL

Merry-Go-Round, 26 ft. in diameter, for adults and children, not a kiddie ride. Beautiful Artisan Organ. Jones Chairplane, 60 ft. in diameter, panel entrance, ticket box and fence for both rides. 40 ft. Panel Front and Marquee. Complete Grab or Cookhouse, 14'-14', awnings all around. 20'-30' Bingo, complete with speaker, seats and counters. 10'-18' Milk Bottle Ball Game, 8'-12' Automatic Pingpong, two 10'-12' Tops; the above have pin hinge frames. 12'-12' Pan Color Game, 12'-12' Penny Pitch with boards, 25 K.W. Transformer on trailer, 9/8 K.V.A. Power Plant on truck, 25 K.V.A. Generator, 00 Cable to service show, two-ton International, 1 1/2-ton Reo, 1 1/2-ton Ford Trucks, 22' Office and Living Trailer, Miscellaneous Show Items, 2 Iron Claws, 1 Yankee Digger, Chests, Trunks, Illusion Show, Nudist Colony Panels, 10'-30' Snake Banner. Would not consider selling only because of other interests. Priced right to sell all. Write:

O. H. TOTHILL, Sanborn, N. Y. Tel.: Sanborn 21F5.

### GREAT SUTTON SHOWS

OPENING SATURDAY, APRIL 22

WANT MAN TO OPERATE BEAUTIFUL BIG FUN HOUSE (Salary and Percentage). WILL FURNISH COMPLETE OUTFIT WITH BEAUTIFUL NEON PANEL FRONT FOR GIRL SHOW. WOULD LIKE TO HEAR FROM ROLL-O-PLANE OR FLY-O-PLANE WITH YOUR OWN TRANSPORTATION. WANT RIDE HELP THAT CAN DRIVE SEMI TRUCKS. Salary no object if you can produce. Would like to hear from Tim Ayiffie. WILL SELL EXCLUSIVE ON POP-CORN AND CUSTARD. CAN PLACE A FEW STOCK CONCESSIONS.

Address: FRANK M. SUTTON, MGR., OSCEOLA, ARK.



# Missouri Show Women's Club

Maryland Hotel  
St. Louis

ST. LOUIS, March 25.—The club and International Association of Showmen co-operated March 18 in giving a successful St. Patrick's Tacky Party, costumes being many and varied. First prize was won by Kenneth Blake and Gertrude Lang and Alice Liebrez tied for second prize. Presidents Ethel Hesse and John Maher and their committees, were given much credit for the affair. Daisy Davis and Kathleen Gawle were in charge of tickets; Leo Lang and Harry Moore, on the door; Al Prosper, check-room; Walter Gawle, behind the bar; Gertrude and Norma Lang, dining room; Blanche Heth, in charge of the award, a pair of nylon hose donated by Daisy Davis and going to Elsie Mackey.

Those present included Mr. and Mrs. Dee Lang, Mr. and Mrs. Leo Lang, Mr. and Mrs. John Francis, Mr. and Mrs. John Maher, Mr. and Mrs. Red McCoy, Mr. and Mrs. Walter P. Gawle, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Al Prosper, Mr. and Mrs. Orval Williams, Mr. and Mrs. Robert F. Mackey, Mr. and Mrs. J. B. Ward, Mr. and Mrs. John Calto, Mr. and Mrs. Matt Cicerich, Mr. and Mrs. Eugene Lee, Mr. and Mrs. George Reagan, Mr. and Mrs. Marvin Graves, Mr. and Mrs. William Wray, Mr. and Mrs. Cecil Graves, Mr. and Mrs. Leonard Graves, Mrs. Daisy Davis, Mrs. Ethel Hesse, Mrs. Nell Thias, Mrs. Edna Aarons, Mrs. Mildred Laird, Mrs. Adele Voelker, Pauline Lipsky, Babe Weinstein, Bertha Mae Kincaide, Katherine Nemsgard, Dot Frenchel, Willa Baker, Dorothy Lyons, Edna Gardner, Rosemary Sandbothe, Irma Wallace, Elma Obermark, Alice Liebrez, Iris Kamen, Gladys Werley, Marie Van Zant, Helen How, Ova Roberts, Margaret Jones, Betty Dean, Mrs. Mary Thompson, Sid Belmont, Lou Smutz, B. W. Hottle, Harry Kerrigan, Ralph Sage, Clifford Osborne, Fred Watts, John Jones, Howard Fowler, David E. Downey, Herman Sontag, J. T. Bush, Leo Hout, Heavy Waughn, Guy Kimball, Alex M. Lapp, A. Cohen, L. M. Walters, U. S. N. Lieut. J. W. Rogers, Sgt. Donald Miles, Corp. J. F. Gehrken, Pfc. Paul Hanna and Pfc. S. C. Ostiller.

## Nan Rankine Entertains Past Prexies of SLA Aux

CHICAGO, March 25.—Past presidents of the Ladies' Auxiliary, Showmen's League of America, were entertained recently by Nan Rankine at her home. Highlight was installation of Marie Brown as president of the group for 1944. Guests played bridge and bunco games, for which many prizes were offered. Mrs. Edward A. Hock was presented with a pair of earrings when she went out of office as a chairwoman when Marie Brown took over.

There were plenty of eats and refreshments, including a large homemade cake presented by Martha McKay. Mrs. Rankine raised \$25 for the Auxiliary. Those who attended were Mrs. L. Brumleve, Rose Page, Mrs. Edward A. Hock, Evelyn

Hock, Mrs. Del Hoffman, Mrs. Henry Bel-den, Viola Blake, Mrs. Kerwin, Ida Chase, Mrs. Lillian Woods and Marie Brown.

## NSA

(Continued from opposite page)  
Art Lewis; Past President Max Linderman, in from Miami; Mr. and Mrs. Ted Lewis, Paterson, N. J.; Lou Aarons, Clem Schmitz, Ray Hawkins, and Joe End, in from the West. Members were grieved to learn of the death of E. E. (Spot) Cooper's wife March 22. Still on the sick list are Frank Schlizzi, Veterans' Hospital, the Bronx; Louis Candee, at home; Doc Kelley, Groton, Conn., recuperating at home; William Judkins Hewitt, Metropolitan Hospital, Welfare Island, New York; Irving Udowitz, Welfare Island, and Morris Levi, at home.

## Ladies' Auxiliary

At the St. Patrick's Day party, with the NSA members as guests, there was an elaborate buffet supper, smorgasbord style, topped off with cakes in green and white. The food was prepared by Past President Dorothy Packtman and members Flora Elk, Rose Lange, Ruth Gottlieb, Ida Harris and President Edna Lasures. Guests were entertained by music of Joseph Share, who strolled about the rooms playing an accordion. On the piano he accompanied performers who gave an impromptu program. Members sold books on War Bond awards, including Ida Harris, Kate Benet, Magnolia Hamid, Mae Schoonmaker, Jane McKee, Agnes Burke and Ann Lager. Ethel Shapiro, chairman of the Iron Lung Fund, checked receipts, while Queenie Van Vleit and her entertainment committee were busy.

President Emeritus George A. Hamid, NSA, was emcee during an hour of impromptu entertainment by members. Margaret Van Vleit, daughter of Mr. and Mrs. Justin Van Vleit, B & V Shows, rendered a tap dance. Nathan (Fiddles) House, "Dada" King, Jack Cappell and Max Stone sang solos, later teaming up in a quartet. With Emcee Hamid leading, there were a number of group songs, during which Dorothy Packtman, Ida Harris and Mrs. Gene Hamid lead the ladies. Alex McKaye, Cetlin & Wilson Shows, delighted with a rendition of McNamara's Band and the Irish Shillelagh number, and William Redmond convulsed with his impression of a woman taking a bath.

Chairman Shapiro announced that regrets had come from NSA President Oscar Buck, who sent in a donation of \$25 for the iron lung. She also reported donations from Irving Rosenthal and Joe McKee, the latter also sending a generous contribution to the Midge Cohen fund for orphans and poor kiddies. The first War Bond award, \$100, went to Joseph McKee. The second, also \$100, went to Ensign Lincoln Raab, now in the South Pacific. He is the son of member Loretta Raab and a nephew of George and Bess Hamid. About 15 books were sold to members and marked with X's, meaning that if any of them were drawn the money would be a part of a donation to the Red Cross, and when the next three War Bonds, each for \$50, were awarded one was for the Red Cross, while the other two went to member Agnes Morris and NSA member Al Greenspoon. The last six War Bonds, each for \$25, went to Lloyd Coffey, Buck Shows; Louis Ahrens; Sgt. Charles (Jackie) Morris, now in the South Pacific; Jerry Gottlieb, Oscar C. Buck and Max Stone.

On behalf of President Buck, George Hamid donated the bond to the Red Cross and Jerry Gottlieb followed suit, while Max Stone gave his to the Midge Cohen fund. After the awards a check was presented by President Lasures to Dr. Jacob Cohen for the full cost of the iron lung and he announced that tentative plans had been made for its formal presentation to Lenox Hill Hospital April 5. Dr. Cohen said that in New York City there were only 12 or 14 of the respirators.

The meeting March 22 had many members present, among them being Jessie Glick, Baltimore, making her first visit to a meeting, and Marion Berry, Baltimore, who had not been to a meeting in several months. President Lasures announced a special meeting March 27 to continue reading of the by-laws. It was decided to hold the annual Strawberry Festival April 15. Awards of three \$25 War Bonds went to Frances Simmons, Dorothy Packtman and Marlea Hughes, and the Dark Horse, contributed by Treasurer Ruth Gottlieb, went to Vice-President Ethel Shapiro. Vice-President Dolly McCormick recovered sufficiently to be present. Donations for the iron

lung fund came from Jack Gilbert and Frances Barnett. A Red Cross drive under Past President Midge Cohen has so far raised about \$300, of which \$75 came from the previous War Bond awards and \$100 donated by the Auxiliary, the balance coming from individual members.

## SLA

(Continued from opposite page)  
treasurer pro tem, and Mrs. Elsie Miller, secretary. Mrs. Delgarlan Hoffman received a donation from Al Wagner, who was in town, for the social. Members regret to hear that Mrs. George Golden was called home to Miami to visit her mother, who is to have an operation. Virginia Kline lettered that she was riding her horse daily in Salem, Ore., and that member Mrs. Eyerly entertained a number of servicemen, assisted by Mrs. Kline.

The Auxiliary is planning a large bunco and card party in May, prizes to be donated by members. A membership application has come from Elizabeth Van Kirk, proposed by Jackie Dondlinger French. At the social on the night of March 16 hostesses were Phoebe Carsky, president, and Agnes Barnes, sentinel. Teddy bear award went to Bessie Mossman. Members on the road are asked to forward permanent addresses to Secretary Elsie Miller.

## 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. Lightweight 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, 60¢.

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

## LAST CALL LAST CALL

# PALACE OF WONDERS

EASTWOOD PARK, DETROIT, MICH.

SEASON OF 24 WEEKS

OPENS SATURDAY, APRIL 8TH — CLOSSES OCTOBER 1ST

ALL DAYS OFF — JUST NIGHT WORK  
(EXCEPT SATURDAYS AND SUNDAYS)

CAN PLACE TWO OR THREE MORE SMALL ATTRACTIVE GIRLS FOR BALLY-DANCERS WITH WARDROBE — HAWAIIAN, TURKISH, SPANISH, ETC.  
Want to Hear From Francis Stillman, Bobby Bell, Cleo Stafford, Paul Page.  
WANT ONE MORE TALKER. MUST BE SOBER AND A-1 APPEARANCE.  
FREAKS — NOVELTIES — WORKING ACTS

ALL REPLY:

## RAY MARSH BRYDON

HOTEL STATLER, DETROIT, MICH.

# PEPPERS ALL STATE SHOWS

## WANT RIDE HELP

Will pay top salary to Foremen and Second Men on Super Roll-o-Plane, Chair-o-Plane and Ferris Wheel. JIMMY L. FORBUS and HAROLD WHITMARSH, get in touch with PEPPERS. Also J. C. GODSEY, CLARENCE LANKE, CLARENCE RICE, EARL GIBBONS and others who worked with us in the past, get in touch with us.

WANT CONCESSIONS—Ring Joint, Bumper, Cane Rack, Froxen Custard, Bowling Alley, Coca-Cola Joint, Clothes Pin, Novelties and Wire Workers. WANT GIRLS for Girl Show. TALKERS, TICKET SELLERS and Useful Show People.

No Time To Write . . . WIRE

BOBBY SICKLES, Mgr., Tuscumbia, Ala., Until April 1.

Mr. Fox, Get in Touch With Us.

## 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. One real Grind Store. Ride Foreman, Second Man and Helpers; top salary and best treatment. Also Free Act and Sound Car. Whitey Schneider, Earl "Slim" Miller, George Stevens, Joseph Farr, write. Address:

O. J. BACH  
BOX 222, ORMOND, FLA.

O. M. BECKER  
414 S. MAIN ST., ELMIRA, N. Y.

## Have Three Amusement Machine Arcades Operating

Open for Concessions, such as Jewelry, Novelties, Dolls, Souvenirs, etc.  
For further information write to Box D-196, c/o The Billboard, Cincinnati 1, O.



## ★ INSURANCE ★ CHARLES A. LENZ

"THE SHOWMAN'S INSURANCE MAN"

A1338 INSURANCE EXCHANGE

CHICAGO

## AMUSEMENT DEVICES

MODERN DESIGN—DISTINCTIVE APPEAL

Moon Rocket

Sky Dive

Carrousels

Kiddie Auto Ride

ALLAN HERSCHELL CO., Inc.

NORTH TONAWANDA, N. Y.

## AGENTS WANTED

FOR BOWLING ALLEY AND ROLL DOWN

Opening April 1st, Norfolk, Va.

Mike Ruff, Dallas Duncan, Joe Ausher and Larry Reece, let's hear from you, and agents who worked for me before.

R. W. ROCCO

Care J. C. WEER SHOWS, Norfolk, Va.

**TENTS**  
New and Used  
**CARNIVAL and SKATING RINK**  
Write for Prices  
**E. G. CAMPBELL TENT & AWNING CO.**  
100 CENTRAL AVE. ALTON, ILL.

**TENTS**  
**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron St. Chicago 12, Ill.

**Carnival and Concession TENTS**  
Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
18 E. KIRK ST. SHAWNEE, OKLA.

**TENTS—BANNERS**  
We have Canvas for your needs.  
No priorities needed.  
Charles Driver—Bernie Mendelson.  
**O. Henry Tent & Awning Co.**  
4862 North Clark St. CHICAGO 40, ILL.

**ATTENTION, RIDE OWNERS**  
Not going on the Road this year!  
Place your rides in money at  
**New Deemer Beach**  
COLORED PARK  
NEW CASTLE, DELAWARE  
2000 Sunday School Picnics  
**DEEMER'S BEACH CORPORATION**  
225 Market Street CHESTER, PA.

**BAKER'S GAME SHOP WANTED**  
PING PONG BALLS  
New or Used  
**CARNIVAL & PARK GAMES**  
2807 W. Warren. Detroit, Mich.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$35.00 Seeburg Electric Piano with Drums. Plays rolls and nickel slot. Cost \$700.00.  
\$37.50 Tiger Rug, large size, mounted head.  
75¢ Each New Govt. Pennant Flags, 38x72 inches.  
Red, White & Blue, \$65.00 per hundred.  
**WEIL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia, Pa.

**FOR SALE**  
25 Uniforms Made by DuMoulin. Blue Trousers, yellow stripes; Coats, red with yellow trim; Blue Capes, Blue and Yellow Caps with pom-poms and plumes; Yellow Belts; complete Drum Major Outfit with Shako; \$100 takes them all. Genuine broad-cloth outfits.  
Write **RONALD L. SWANSON, Mgr.**  
**MONMOUTH MUNICIPAL BAND**  
Monmouth, Illinois.

**HARRY BASIL WANTS GRIDDLEMEN AND WAITERS**  
**MARKS SHOWS, Inc.**  
RICHMOND, VA.  
Opening Monday, April 3

**GOLD MEDAL SHOWS**  
NOW BOOKING FOR 1944 SEASON.  
Address: **OSCAR BLOOM, Mgr.**  
P. O. Box 32 Columbus, Miss.

**Bantly's Roster Has Many Vets**

CHARLESTON, S. C., March 25.—Roster of Bantly's All-American Shows, which opened here March 10, besides the executive staff announced last week, includes:

**Concessions**  
Cookhouse, Al Wallace, manager; Paul Heath, Yellow Knipp, Everett McNeill, J. D. Moore. Popcorn, Mrs. Al Wallace, manager. Paul Lane, photos; Russell Duckworth, manager; Joe Franks, assistant; Paul Lane Razel, Al Palitz, Tommy Pell, Dave Wallace. Ruby's ball game unit No. 1, Mrs. Billy Palitz, Joe Kane, Mrs. Margaret Crawford. Palmistry, Mrs. Pat Burke. Cigar store, Sam Palitz, Blacky O'Neil. Swinger, E. L. Edwards, Murphy. Mrs. E. L. Edwards, knife rack. Wheel, Thomas Carr. Dart pitch, Mr. and Mrs. Maddish. Hoop-la, Mary Corbett. Sam Palitz's store No. 2, Joe Silver, Jimmy Murray. Cigarette shooting gallery, Mrs. Jack Corbett. Slum skillo, Jack Corbett, Ken Slaughter. Palmistry, Mike Franks. Louis Margoles, skillo. Simon Krause, custard. Boxall bingo, Mr. and Mrs. John Lowe, managers; W. J. Bradford, Bul Silver, agents. Paul Lane, pan game; Mr. and Mrs. Charles Kelly, agents. Ruby's ball game unit No. 2, Ruby Kane, L. C. Ownby, George Kane. Coca-Cola pitch, Toney Gordon. Paul Lane, pill game; Barney Ross, agent; W. V. Hewitt, dart pitch, nail game, fishpond. Jewelry, Mrs. Tony Baress. Paul Lane, penny pitch; Mrs. Barney Ross, agent. Rotary merchandisers, Mr. and Mrs. J. T. White. Palmistry, Mrs. W. C. Smith. Swinger, W. C. Smith, John Roy Morgan. Fishpond, Robert Sorensen. Paul Lane game, Mrs. Al Palitz. Paul Lane rat game, Carl Holzapfel, manager; Roy Crouse, agent. Snowballs, Mr. and Mrs. Gross. Paul Lane game, James McCarthy. Paul Lane penny pitch, Mrs. James McCarthy. Paul Lane slum skillo, W. L. Isley, Joe Baccaro. Roll-down, Paul Lane, Toney Barress, Lewis Rosshandler, Herman Smith. Palmistry, Pete Smith, Joe Miller, John Ristick. Radio store, Paul Ollis. Cigarette shooting gallery, Mr. and Mrs. Henry Sordelet. Toy store, Albany Red; Joe Pizgara, owner. Radio store, Jack Davis, owner; Sol Weintraub, Dave Roberts. B. B. shooting gallery No. 2, B. L. Decker, owner-manager.

**Shows**  
Midget Village, Stanley Gilbert, owner; Mrs. Robert Reed, tickets. Glass House, Leroy Harder, manager. Penny Arcade. Bunny Venus, Professor McQuire, manager. Colored Revue, Professor Vidala's Drums of Dixie Minstrels; Arthur Connor, stage manager; Jimmie Reeves' Jive Bombers of Rhythm; Zeno Donley, tenor sax; Steamboat Williams, drums; Shorty George, trumpet; Jimmie, piano; Willie May Fisher, blues singer; Jeff Smith, comic; Anna Ruth Louis, leading lady; Charlie May Hicks, chorus director; Ethel Louise Grant, Mary Washington, Annie Ruth Gamble, chorus; John Brodick, straight man; James Bradley, canvasman. Whoopee Girls Revue, James Cunningham, manager; Tiny Donahue, Isabel Brown, Jean Gibson, Bobby Tolon, Anna Pyatak, Mazie Show, Faith Cunningham, Jerry Lyons, Helen Wolfie. Tracey Bros.' Circus Side Show, Captain Gilbert, sword swallower; Leonard Tracey, novelty act; Charles Williams, bag puncher; Warren Kirk, two-mouthed boy; Princess Buttons, comedy novelty; Helen Smith, electric girl; Anna Woods, illusion; Joseph Smith, magic; Freda-Fred Van, annex; Jack (Red) Lang, front. Fat Show, Tommy Blackhall, manager; Dot Carlson, inside manager. Unborn Show, Paul Devering, manager.

**Rides**  
Ferris Wheel No. 1, Paul Johnson, foreman; No. 2, Herbert Case, foreman; No. 3, Bill Coyne. Kiddie Rides, Art Gray, foreman; Levi Parsons, assistant; Albert Singleton. Merry-Go-Round, Charles Cathcart, foreman; P. E. Woods, second man; Frank Roper, Walter Duggins. Octopus, Jack Brochey, foreman; Jack Glover, Ed Goodin. Ridee-O. Clifford Green, James Chisholm, Floyd Hillack, Q. Little. Roll-o-Plane, Tex Donahue, foreman; Herman Stock; front section men, C. Steel, Robert Morrison, Unity Williams. Front gate, James Brown; assistant electrician, J. H. Gibson. Ride superintendent, Harry Faith.

**St. Louis**

ST. LOUIS, March 25.—With warmer weather, shows reported a good business. Those playing lots here now include Fidler United Shows, Mound City Shows, Lake State Shows, Midway of Mirth Shows and Maher's Mighty Midway. In East St. Louis, Ill., the Cavalcade of Amusements has a big quarters crew at work, with Milt Morris, general manager, in charge. Showmen are arriving daily to ready for opening next month. Robert L. Lohmar, general agent, arrived Wednesday, and Owner Al Wagner returned last Sunday from Toledo and Chicago. A. J. (Whitey) Weiss, concession manager, who has been here for three weeks, left Thursday for Fort Lauderdale, Fla., where he will sojourn for about two weeks.

J. C. McCaffery, general agent of Hennies Bros.' Shows, was among visitors Monday, as was Fred Kressmann, of Barnes-Carruthers. W. E. Kaus, of the W. E. Kaus Shows, was here Tuesday on a buying trip. Max Goodman, owner of the Wonder Shows of America, spent several days here this week visiting friends.

Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., passed thru, en route from Texas to his home. Mike Rosen, owner of the Buckeye State Shows, who was here this week, coming from Little Rock, and reported his show had been doing good business since opening early this month. He will open the entire show next week. Emil Schoenberger, now in a commercial line in Galveston, Tex., is here on a buying mission and visiting friends. He was for many years with the John Francis Shows, Ralph Robinson and Bob Heth have concessions on the Fidler shows.

Floyd Hesse and Ralph Lipsky left for Augusta, Ga., Monday for opening of the Johnny J. Jones Exposition. Eddie Gamble, concessionaire with the Conklin Shows, passed thru, en route from Detroit to Hot Springs, where he will spend about four weeks before going to Canada for opening of the shows. Victoria Moss, who wintered in Cleveland, was en route to Jacksonville, Fla., to join the All-American Shows. Jack Penelon, released from Veterans' Hospital, Chicago, last week, was en route to Minden, La., to again manage Kenny Lakes Park.

**Sponsored Events**  
Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

**Acts Sets for Minn. Sports Show; Space Demands Grow**

MINNEAPOLIS, March 25.—Exhibit space bookings for the annual Northwest Sportsmen's Show April 8-16 in Minneapolis Auditorium, are far in excess of last year's, said Nick Kahler's office. State tourist bureau, conservation department, resorters and sports goods manufacturers are contracting increased space.

Talent line-up so far set includes Mike Lelievre and Lillian Dires, trapshooters; Harry Cooper, pro golfer; Beebe's bears; Gessner's war dogs; Coley Bay, trained horse; Chief Evergreen Tree, bird imitator; Campbell Sisters, vocalists; Miss America on Parade, girl line; Lamont's Cockatoos; Sharkey, the seal; Chief Needabah, emcee. There will be ball and fly casting, dog trials and retrieving, canoe tilting and log rolling.

**Minn. Air Show Under Way**

MINNEAPOLIS, March 25.—The nation's first exclusive aeronautical exposition got under way in Minneapolis Auditorium today, to run thru April 1. Sponsored by Twin Cities Chapter, National Aeronautic Association, the show will depend for entertainment on the Air-WAC Caravan, made up of 30 professional entertainers, including 12-piece band, with members former sidemen in name bands. Exhibit space has been taken by manufacturers of airplanes and air equipment. Among features will be captured German Messerschmitts and Junkers and Jap Zeros.

**Shorts**

IN Jamaica, N. Y., Maj. John W. Mark Post, American Legion, is planning a summer celebration for the benefit of its building fund.

J. ALLEN DARNABY, exposition director, will stage a historical show in Louisville, depicting the entertainment of the centuries, from the time of Columbus to the present. Largely in pantomime, it will have some 300 entertainers, with a backstage narrator explaining scenes.

ST. CROIX Driving Club, representing St. Stephen, N. B., and Calais, Me., twin towns on the border, have arranged a three-day summer celebration to have harness racing, fireworks, vaudeville and baseball. Base will be St. Stephen Fairgrounds.

**CARNIVAL WANTED**  
For Jamaica, N. Y.  
This Post of the American Legion will sponsor the proper Carnival for their building fund.  
Contact: **ANDY WRIGHT, Adjutant**  
**MAJOR JOHN W. MARK POST 142**  
P. O. Box 104, Jamaica 1, N. Y.

**Lions' Club Celebration**  
WEEK OF JULY 24, 1944  
WANT Games, Concessions and Shows.  
No money games wanted.  
**JESSE E. HILL, Chairman**  
882 High St. Charlestown, Ind.

**WORLD OF MIRTH SHOWS, Inc.**  
Show Opens at Richmond, Va., April 24  
All people connected with World of Mirth Shows are to report at Richmond, Va., two weeks before show opens.  
WANTED: Foreman for Waltzer Ride, good salary. Waltzer will be placed permanently for the season in a park. No dismantling.  
WANTED: Boss Canvasman who can take care of repairs. All kinds of Ride Men, Working Men and Show Boys who can take care of canvas. Good Painters and Boss Painter experienced with shows. Neon Man and Electrical Department Help.  
WANTED: Mabel Kidder can use a few more Show Girls. Bob Buffington can use a few more Colored Performers. Contact them at Richmond, Va.  
ATTENTION, SHOWMEN: Can use a few more good shows, including Fat Show, for real season's work, which includes 14 fairs.  
Contact  
**MAX LINDERMAN, General Manager**  
Until April 2  
10 Rockefeller Plaza  
New York  
After April 2  
William Byrd Hotel  
Richmond, Va.

**"Public Wants S. C. State"—Witcover**

COLUMBIA, S. C., March 25.—D. D. Witcover, president of South Carolina State Fair here, said plans were progressing for the 1944 fair, for which several contracts have already been made.

"Ours," he said, "was the only State Fair held last year on the Atlantic Coast, except in New Jersey, and we were so pleased with the public response that we decided it should be given this year, too. The '43 fair was the most successful financially during my administration and attendance showed that the people wanted the fair to be held."

**Lease Doesn't Affect York**

YORK, Pa., March 25.—Management of York Interstate Fair has entered into a short-term lease with the A. B. Farquhar Company, York, to use one of the buildings and paved roads in its work of assembling war equipment for the army. President-General Manager Samuel S. Lewis, of the fair, said it was anticipated that the work would be completed before June 1 and would in no way interfere with holding of the 1944 fair.

# Ohio Stirring on Site

## No Fireworks Ban and S. A. Repubs Are Hep

NEW YORK, March 25.—Contrary to a prevalent idea, there is no wartime ban on fireworks displays nor any federal ban on sale or exportation of materials for pyrotechnical displays. Fred C. Murray, vice-president of International Fireworks Company which recently put on a big display in the Dominican Republic, reports that little of material used is of military value and that in re-exportation the principal problem is transportation, which entails finding available cargo space and procuring numerous permits, including one from the U. S. Army officer in charge of the district from which shipment is to be made.

Practically all South and Central American countries feature pyro displays in celebrations and import much of their fireworks from the States. The Dominican Republic commissioned the firm to stage an elaborate display as a feature of its centenary celebration. This display was such that President Trujillo has made arrangements for a similar one each year.

Technicians of International were carried to and from South America in a chartered plane. Materials were shipped in a special express car to Miami at a cost of \$1,700 and then trans-shipped on a small Dominican gunboat to avoid necessity of permits. Fred Murray is handling export business, as John Serpin, president of the firm, has been confined to his home with a heart ailment since early in December and it will be some time before he will be active.

**Martin Sees Active Season**

BOSTON, March 25.—The Al Martin office here looks for a big season. He has booked Bob Fisher and His Fearless Flyers with the O. C. Buck Shows, and the Thunderbirds, high aerialists, with the Coleman Bros.' Shows. Martin is setting up a summer show, a thrill circus, for Newark, N. J., under American Legion Post auspices. He has a dare-devil's unit beginning a six-week New England tour in Holyoke June 3. Sky Follies are to play 15 week stands in New England and the Shrine Circus is set for a week at Narragansett Park, Providence, including a rodeo, sportsman show and thrill show. Altho the Sky Follies will play at least 15 stands, travel will total only 700 miles.

HARTFORD, Conn.—The Association of Connecticut Fairs held its annual meeting at the Bond Hotel in Hartford March 17 with a business meeting, luncheon and afternoon speakers.

### AROUND THE GROUNDS

BATH, N. Y.—Management of Steuben County Fair here, J. Victor Faucett, secretary, announced in its '44 school and 4-Club premium list: "Any boy or girl who was a 4-H Club member this year and is now in the armed forces may, if he or she still owns livestock, have it exhibited in his or her name for 4-H competition."

JACKSON, Miss.—Senate bill No. 236 would appropriate \$10,000 for Mississippi Livestock Show and Fair board for the spring of 1944 and is in the Senate finance committee for consideration, while bill No. 237 would give \$50,000 for the purpose of "encouraging livestock production and promotion of agriculture in Mississippi thru holding of stock shows and fairs." Both bills are said to be due to be passed by a good margin. Three bills recently passed by the House would appropriate \$9,000 for Mississippi Delta Livestock Fair and Mississippi Livestock Shows for the spring of 1944; authorizing supervisors of counties comprising the Delta association to appropriate \$1,500



TERRY HUGHES has assumed duties as manager of Mississippi State Fair, Jackson, and of City Auditorium there, succeeding Rex B. Magee, who resigned to become sales promotion director for an insurance company in Chattanooga. A native of Jackson, Manager Hughes was promoted from the post of assistant superintendent of sanitation. He has been in business in Jackson 30 years and is a member of Masonic bodies, American Legion and Veterans of Foreign Wars.

## Fort Worth Show Has Topmost Gate

FORT WORTH, March 25.—Altho final financial statements will not be given out until directors hold their annual session in May, Southwestern Exposition and Fat Stock Show, which ended here March 19, was most successful in history from a standpoint of attendance.

Manager John B. Davis said 390,000 passed thru the turnstiles during the 10-day show. Admission was 55 cents for adults and 25 cents for children. Attendance at the rodeos was 118,000 at \$3.30 for box seats, \$2.50 for 90 per cent of reserves and \$1.65 for the remaining 10 per cent. Coliseum has seating for 6,200.

ST. PAUL.—Business for the concern shows a 50 per cent increase over that at the corresponding time last year, said Gladys M. Williams, Williams & Lee Attractions. Latest contracts are with Calhoun County Fair, Manson, Ia., and Butler County Fair, Allison, Ia.

## Group Named By Ag Director For a Survey

COLUMBUS, O., March 25.—A committee named by State Director of Agriculture John T. Brown to determine feasibility of a larger site for Ohio State Fair here is expected to start its survey soon.

Until a year after the end of the war the present grounds will be held under lease by the army. Plans are to ask the Legislature for an appropriation if and when the committee recommends a new site for the fair. Director Brown appointed this committee:

Mrs. Lottie M. Randolph, assistant director of agriculture; B. P. Sandles, State Junior Fair manager; members of the State Board of Agriculture, Walter Buss, Wooster; A. B. Evans, Cedarville; Mrs. C. A. Steele, South Vienna; John W. Galbreath, Columbus; C. L. Mitchell, Mansfield; John Galvin, Wilmington; Ernest J. Riggs, Gallipolis; Paul Jackson, Madisonville; George A. Dix, Delaware, and Frank Farnsworth.

Highway Director Hal G. Sours; Capt. R. A. Valentine, secretary to the State director of aeronautics; Conservation Commissioner Don Waters; A. Graves Williams, president of the Ohio Chamber of Commerce; Herbert N. Lape, president of the Columbus Chamber of Commerce; Perry L. Green, president of the Ohio Farm Bureau Federation; Joseph Fichter, master Ohio State Grange; George DeNucci, Columbus, acting secretary CIO; Phil Hannah, Columbus, AFL secretary; Ray T. Kelsey, Cleveland, managing editor of *The Ohio Farmer*; L. L. Rummell, board of trustees, Ohio State University.

George Strain, State director of industrial relations; R. B. Howard, president the Ohio Newspaper Association; Kenneth C. Ray, State director of education; John F. Cunningham, dean of the College of Agriculture at Ohio State University, and Edmund Secrest, director of the Ohio Experiment Station, Wooster.

## Ind. 4-H Show To Repeat

INDIANAPOLIS, March 25.—The State 4-H Club Fair will be repeated this year on the State Fairgrounds here, the board voted this week. It was decided that there will be no midway or attractions at this year's show, which will be held in the light harness horse barn and tents. Hampshire and Berkshire swine shows will follow.



J. VICTOR FAUCETT (above) secretary of Steuben County Fair, Bath, N. Y., and his uncle, Treasurer James Faucett, have a combined total of 76 years of service for that fair. James started at the age of 14, posting exhibit entries for six years before becoming treasurer, a post he has held ever since. Victor, who started selling tickets to autos in the road at the age of 15, became a gate ticket seller, clerk of the course in 1932 and secretary in 1936.

**INDEPENDENT SHOWS WANTED FOR PENNSYLVANIA'S LARGEST FREE GATE NIGHT FAIR SELINGROVE, PA. WEEK OF JULY 17**

Want Independent Shows with own outfits, also Special Attractions.

Write ROLAND E. FISHER, Secy., Selingsrove, Pa.

**Hardin County Fair**

September 6-7-8-9 (Day and Night)

Early Closing Races  
Large Junior Fair  
Very Attractive Midway

Space for Rides, Shows, Concessions

D. B. ROBINSON, Secy.  
Kenton, Ohio

**ATTENTION FAIR SECRETARIES FOR YOUR GRANDSTAND SHOW**

Contact ERNIE YOUNG

155 N. CLARK CHICAGO

**WANTED**

Rides, for Sunday Afternoon and Evening, Ferris Wheel, Chair-Swing, Etc.

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# BIG TURNOUT AT HUB CONCLAVE

## Meet Reflects Optimism, Life; Clinics Click

Shoup sees end of fun ban but warns invasion may bring curtailment

BOSTON, March 25.—A welcome bombshell was dropped in the midst of an active and eventful 16th annual convention of the New England Section of the National Association of Amusement Parks, Pools and Beaches at Boston's Parker House Wednesday (22).

"I do not believe that we will ever have another pleasure ban," said Eldon C. Shoup, Regional OPA Administrator, in speaking before the general session of members. The statement, the first official and optimistic comment on the ban against pleasure driving, plus the lifting of the dim-out some months ago, (See *Park Men Optimistic* on page 59)

## Playland, Houston, Shines Up, Bows In

HOUSTON, March 25.—With occasional free outdoor acts planned for the summer, Playland Park, 9200 Main Street, had its official season opening last Friday night (24), with all equipment renovated and redecorated and added parking space provided.

The Roller Coaster, damaged by a storm last fall, has been rebuilt, and several more concessions have been added, S. M. Fox, president of the operating company, reports.

Fox says plans are progressing for a \$1,000 Easter-egg hunt, with planted eggs on the grounds exchangeable for War Stamps and Bonds.

## Woodside Bows April 15

PHILADELPHIA, March 25.—Woodside Park will light up for week-ends beginning April 15, going into full-time operations Decoration Day. A week-end attraction will be the kiddie revues presented by Jack Steck, marking his 14th season at the park.

## Fox Ready to Open Aurora's Expo

CHICAGO, March 25.—Exposition Park, Aurora, Ill., 40 miles from Chicago, returns to the active list this year under the management of Orville Fox, new owner. Exposition, operated for many years by Frank Thielen, was sold by him two years ago to Col. E. J. Baker, St. Charles, Ill., hotel and theater owner. All rides in the park, with the exception of the Old Mill, were sold separately, and the park has lain dormant since.

Fox, who bought the property from Colonel Baker, has informed *The Billboard* that he intends to reopen the park some time in May. A Ferris Wheel, Merry-Go-Round and several other rides will be installed. The large swimming pool will also be reconditioned.

Fox also will operate Exposition Hotel, summer hostelry, which he is now getting in shape. Various improvements are being made in grounds and buildings, and Fox hopes to have everything in readiness in time for the opening.

## Palisades Sets Orks and Vaude; Opens April 29

NEW YORK, March 25.—Palisades Amusement Park opens Saturday, April 29, with its usual policy of free vaudeville and name bands for dancing. Orks will be booked thru Music Corporation of America, and the George A. Hamid office will handle the vaude talent. Bands will play week-ends until Decoration Day. (See *PALISADES SETS ACTS* on page 47)

## Asbury Interests View Rosy Picture

ASBURY PARK, N. J., March 25.—Boardwalk Associates, organization of concession operators and beachfront store owners, will hold its annual pre-season get-together at Marine Grill Thursday, April 20. With 3,500 sailors attending Pre-Midshipmen's Training School at the city's two leading hotels—Berkeley-Carteret and Monterey—things are expected to hum in the amusement field here this season, with Boardwalk year-round concessionaires already (See *ASBURY LOOKS ROSY* on page 49)

## Jolly Ready to Open Seccatum

CINCINNATI, March 25.—R. A. Jolly, manager of Seccatum Park, Bucyrus, O., here on business March 17, looks for another big season there. It is likely that he will keep all of his rides in the park, altho he may play a few late spots with the Seccatum Park rides. Last season he did not send his ride units out, as the park had heavy play from the adjacent industrial area and many soldiers' outings were booked by outfits from near-by camps.

## Harry Batt Shops in Chi

CHICAGO, March 25.—Harry J. Batt, operator of Pontchartrain Beach, New Orleans, spent several days here this week buying equipment to replace that lost in the recent fire at Pontchartrain. Before leaving for New Orleans, Batt said all equipment has been replaced and the park will open on schedule.

KALAMAZOO, Mich., March 25.—Leroy Osborne, of Osborne Theatrical Exchange here, has leased Lemmon Park on Indian Lake at Vicksburg, Mich., 12 miles north of here. Opening is set for May 6.

## Paint, Fronts Brighten Coney For '44 Season

NEW YORK, March 25.—Annual spring face-lifting at Coney Island is well under way, with most of the stores and stands along Surf Avenue, the Bowery and the Boardwalk sporting freshly painted fronts. Three new fronts are being installed along Surf Avenue, major alterations being made on the facades of the former Childs Restaurant, the World Circus Side Show and the Cosmos Cafeteria.

Luna Park opening is vaguely set for April—probably Easter Sunday. Tilyou's Steeplechase Park opens Sunday, May 7.

Apparently there will be few, if any, (See *Coney Makes Ready* on page 59)

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## Record Entries Seen for ARSA Chi Title Meet

CHICAGO, March 25.—All indications point to record entries for the national roller championships May 1-5 in the Roller Bowl here. The title meet, sponsored by the Amateur Roller Skating Association of America, will be divided into dance, figure and speed, with all skaters registered in the ARSA being eligible to compete.

State championships and qualifying

tests are now being held and, from reports received by Sam Shaffer, owner of the Roller Bowl, all titles will be closely contested. In Illinois, where many champions hailed from in years past, new interest has been created, and Al Flath, chairman of the speed skating committee, is certain several new records will be made before the meet is concluded. A 14-lap track will be used for both pre-lim and final races to decide titles in midget, juvenile, junior, intermediate and senior classes for both boys and girls.

Dance and figure skaters from New York, Detroit, Boston and St. Louis are expected to top the field, as these cities appear certain to have full teams. Ozzie Nelson, ARSA president, will arrive in Chicago several weeks before the dates, to assist the local committee in working out final details. On the Chicago committee will be Pete Miller, president of the Amateur Skating Union; Harry Berz, director of many sports events, and Al Flath, whose years of directing roller activities in many parts of the country have qualified him for a top position in the sport. In addition, officers of the Illinois Skating Association, as well as directors of all clubs who are members of the association, are working with Shaffer at the Roller Bowl.

## Detroit RSROA Meet Moved Up A Week Earlier

DETROIT, March 25.—The RSROA national championships will be held in Arena Gardens here May 1-6, a week earlier than previously scheduled. Moving the dates up a week was authorized by the RSROA board. All speed events will be held May 1, with the deadline for entries on April 25.

Dance, figures, pairs and fours event will be held on the next five days in junior, novice and senior classes. Business sessions of RSROA rink operators will be held thruout the week.

The entire program of events is being compiled by Fred J. Bergin, Bal-a-Roue Rink, Medford, Mass., who is receiving all results from the holders of the various State meets thruout the country.

## Queens Is Cleared On Juve Charges

NEW YORK, March 25.—Nathan Steinberg, manager of Queens Roller Rink, in the Rego Park section, was cleared of a charge of admitting minors unaccompanied by adults by the Flushing Court March 21.

Arrest was in connection with the police drive against juvenile delinquency.

## Free Admish for Juves

ST. JOHN, N. B., March 25.—A community owned and operated rink to encourage roller and ice skating in season is being established in Stellarton, N. S. Leading the movement is F. H. Sobey, operating two theaters, and mayor of Stellarton. Objective is to provide free skating for boys and girls and charge a fee for adults. Stellarton Community Rink Association has been incorporated by the provincial assembly, the right having recently been given by the Legislature in session. This would be the first free indoor skating space for the children in the Eastern Provinces, and is part of a plan to curb juvenile delinquency.

GLOUSTER CITY (N. J.) police will stage a skate party instead of the proverbial coppers' ball at Rollerena there April 10.

BUD JOHNSON, of Scott's Rink, Buffalo, visiting Detroit rinks last week, had the first reunion since 1913 with Walter E. Sutphen, Varsity Gardens Rink.

CORNELL AND NESTER, the original Flying Aces, are playing Harry Altman's Town Barn night club, Buffalo, for two weeks.

ADAM METZ JR., operator of Hillside Rollerodrome, Richmond Hill, L. I., N. Y., is holding a special revue for the benefit of the American Red Cross March 27. Sanctions for the show were granted by the RSROA.

## AOW Red Cross Benefits; Amateur Champs Named

ELIZABETH, N. J., March 25.—National Red Cross Week is being sponsored in the eight America-On-Wheels rinks March 26-April 3, said W. Schmitz, general manager. Drive will climax at St. Nicholas Arena, New York, April 4, when the entire proceeds sans deductions will be donated to the Red Cross. Employees are to give a night's pay and collections will be taken from patrons at all rinks.

An auction of AOW pins and other things will be held and there will not be an increase in admission any night. Participating rinks in addition to St. Nicholas, are Twin City Arena, Elizabeth, N. J.; Passaic (N. J.) Rinks; Boulevard Arena, Bayonne, N. J.; Capitol Arena, Trenton, N. J.; Perth Amboy (N. J.) Arena; Mount Vernon (N. Y.) Arena and Casino Arena, Asbury Park, N. J.

## Judges Pick New Champs

Judges for the AOW amateur championships for the 150 contestant members in the Amateur Roller Skating Association conducted in Twin City Arena, Elizabeth, recently, included Ozzie Nelson, president; Barbara Killip, secretary, and George Apdale, treasurer ARSA; Joseph K. Savage, Wilfred McDonald and Oscar Morgan, Skating Club of New York; Yvette Kiefer, Imperial Skating Club; Alfred McCullough, Fordham Skating Club; Fred Ludwig and Walter Bickmeyer, Earl Van Horn Dance and Figure Club; Matilda Klein, St. Nicholas Dance and Figure Club; Charles Lanzotti, Twin City Dance and Figure Club, and Bunny De Lucia, Paramous Dance and Figure Club. Lee Alexander, Twin City Arena, was organist, and announcers were Dave Barr, Perth Amboy Arena; Don Victor, St. Nicholas Arena, and Wally Kiefer. A dinner-dance at Hotel Elizabeth-Carteret followed the meet.

## Former Champs Exhibit

SALT LAKE CITY, March 25.—Without benefit of contract, Woolley's Rink here this week had champion roller dancers of 1941-'42, with a visit from Lieutenant and Mrs. George Warner, Richmond Hill, N. Y. Until her marriage to Lieut. Warner, the femme member of the team was Gladys Koehler. The lieutenant and his bride not only danced for pleasure but showed the local sprouts a step or two. Miss Koehler (Mrs. Warner) left this week for her home in New York, but the lieutenant is stationed at the army air base here and is expected to be a frequent visitor at the rink.

## Victoria To Have New Canada Branch Under R. H. Mills

MONTREAL, March 25.—Champlain Provencher, secretary of the Amateur Skating Association of Canada, announced that a new branch of the roller skating department is in formation in Victoria, B. C., under direction of R. H. Mills, with headquarters at Pacific Rollers Rink there. Mills will look after roller skaters in that territory and will invite stars from across the border to give exhibitions and to take part in dance and figure-skating events, which will be staged in his rink in the near future.

It was reported some time ago that Canadian amateur figure and dance championships would be held in Victoria this year, but because of local conditions it was decided to wait another year.

For the third consecutive year Strathcona Rollerodrome, Toronto, will be the venue of the Canadian figure and dance roller championships, said Secretary Provencher, Toronto Amateur Roller Skating Association, thru its secretary-treasurer, H. C. Roberts, having asked for a sanction for the events May 15 and 16.

As soon as regulations and programs in connection with the championships are received the official sanction approved by William E. Roughton, president of the ASA of Canada, will be issued to the sponsors of the events. Secretary Provencher said that he had received an invitation to attend with President Roughton the U. S. amateur skating championships in Arena Gardens, Detroit, May 1-6.

## Women Solve Help?

MONTEREY, Calif., March 25.—Armand J. Schaub, manager of the Del Monte Rollerodrome here, has partly solved the man-power shortage by training women for the various branches of rink operation in skaterooms, concessions, floor guards, floor managers and janitor service. Location of the rink near Fort Ord and Presidio army camps, navy section base, navy airport and navy training school at Del Monte Hotel properties, has served to attract members of the service on their off nights. A party for the benefit of the USO is scheduled for some time in April, with both Monterey and Carmel groups participating in the proceeds. Seaside Chamber of Commerce, of which Manager Schaub is a member, will hold a Red Cross benefit March 27, with the navy band to play for dancing and there will be talent from Fort Ord for the floorshow.

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EQUIPMENT  
WILL HAVE NO OTHER.  
THERE IS A REASON.

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Communications to 155 North Clark Street, Chicago 1, Ill.

# West, Typical Roadshowman, In Pic Mag

CHICAGO, March 25.—One of America's well-known roadshowmen was featured in a recent double-page spread in *Look* magazine as a typical exhibitor of 16mm. shows. The article described how Jake West, of North Carolina, puts on showings thru the Southeastern States with his car, trailer-home and a truck—to say nothing of Mrs. West and two helpers!

Well deserved credit was given in the feature to all roadshowmen who present motion pictures to about 5,000 U. S. towns of less than 1,000 population. The story said that to some 2,000,000 Americans these showings are the principal form of visual entertainment. Their favorite films, as roadshowmen will agree from experience, are fast-action Westerns and occasional comedies. Mushy love scenes are box-office poison, it was reported. The article stated that in harvest season the showmen take in between \$75 and \$150 a week.

Pictures accompanying the feature showed a poster tacked up on a tree, a crowd of kids before the tent, a typical attentive audience and the line-up at the ticket box. A typical turnout, one caption said, is 250 to 300 people.

EFFECTIVE APRIL 1, 1944 as per bulletin 205-172, covering Federal Excise Tax on electric light bulbs and tubes, an excise tax of 7½ per cent will be added to the list price of projector lamps, exciter lamps, pilot and dial lamps.

## OCR To Build Flick Houses in Movieless Towns — See List

WASHINGTON, March 25.—Office of Civilian Requirements has announced that it contemplates a program of theater construction in areas where entertainment and recreational facilities are insufficient.

Most of the areas mentioned in two OCR releases as being in vital need of theaters are those with large war plant worker populations. The government agency is urging potential operators to file applications for construction of pic houses immediately; applicants should be able to procure their own projection and sound equipment, altho OCR may be able to provide such equipment for a limited number of theaters. The following towns were included in the list of locations badly needing motion picture houses:

Alameda, Albany, Berkeley, Livermore, Oakland, Pleasanton, Richmond, Napa, San Bruno, Venezuela, Vallejo, California; Belleville, Ypsilanti (white and Negro), Wayne, Garden City, South Lyon, Inkster and the southeast part of Dearborn, in Michigan; Millville, Bridgeton and Pedricktown (two theaters), in New Jersey; Lancaster, Hartsboro, Bristol, Highspire, Middletown, Chester, Harrisburg (several) and Philadelphia (suburbs, with several theaters needed near housing projects in Delaware County), in Pennsylvania; and Norfolk (Broad Creek village district), Portsmouth (Alexander Park district), and Newport News (Copeland Park district), Virginia.

## No Approval for Even-Change Plan By U. S. Treasury

WASHINGTON, March 25.—Treasury Department recently turned down a proposal which would fix theater and other entertainment admission prices so that when the new taxes go into effect, April 1, the ticket price would come to an even 15, 45 or 75 cents.

The act, providing a levy of 1 cent for every nickel or major part of a nickel, would not by any mathematical computation permit admission prices at those three figures.

Under the present tax of one cent on each dime or any fraction of a dime, admissions could be made to come to even nickels except at \$1. In that case the Treasury in 1932 agreed to permit tickets to carry the wording "admission 91 cents, tax 10 cents, total \$1.01—reduced price \$1." Actually the theater got 90 cents and the government 10 cents, a cent more than it was entitled to.

Because of the far greater number of tickets involved at the three lower prices, however, the department said the letter of the law must be followed when the new rates go into effect April 1.

## CUTTING IT SHORT

By THE ROADSHOWMAN

PVT. IRVING S. SALZBURG, who was in charge of 16mm. distribution for Pictorial Films until he joined the army in November, 1941, has a G.I. job similar to the one he had back home. He is stationed in North Ireland and is putting on shows for the various camps in the area, traveling from post to post, and helping to boost morale. So far he has served hitches in Iceland, England and Ireland.

SACK AMUSEMENT ENTERPRISES, Dallas, will reissue a series of four two-reel, all-colored-cast musical featurettes produced by RKO-Radio and featuring the Hall Johnson Negro choir and a group of currently prominent colored screen stars. Deal covers exclusive rights nationally in both 35mm. and 16mm., and was closed by Alfred N. Sack with H. J. Michelson, short-subjects manager for RKO. Titles of the subjects are *Old Man Sampson*, *Camp Meetin'*, *Deep South* and *Mississippi Moods*. In addition to the Hall Johnson Choir, the series stars Hattie McDaniel, Willie Best, Clarence Muse, George Randol and Daisy Buford. New prints and new accessories, including special trailers, will be available on each subject.

## REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

# Demand for Rep People Heavy; Salaries Upped

CHICAGO, March 25.—While salaries for tent repertoire people still are far from princely, they have been considerably advanced in the last two years and are attracting many aspiring young actors and actresses who see in the field an opportunity to obtain valuable all-round experience.

Demand for rep people is the greatest in years, according to those familiar with the field. Rep shows will be more numerous this summer than for many seasons past. Most of the old established companies are operating and, in addition, there are many new ones preparing to go on the road when the tent season opens.

In the old days salaries of \$20 to \$25 a week were the rule for most rep people. Today, with money plentiful, jobs ditto, the minimum has been upped to \$40 by most companies. But with the increase in salary and an influx of new people who have never had rep experience, the headaches of rep show operators have increased. "A lot of performers would rather remain in the cities and depend upon spasmodic employment than to go on a rep show," said one rep operator. "But there are many who want to get rep experience, and see a definite opportunity in the tent shows. The trouble with some of them is that they have 'big ideas'. Being used to the accommodations of the big cities, they beef about the poor food, living accommodations in small towns, and low salaries. Recruits from radio are hardest to handle. It requires time for them to adjust their technique to repertoire, but they gripe at having to serve an apprenticeship at a rate of pay that, compared with radio, is low.

"If these people would make some comparisons," the rep operator continued, "they would find that the lot of the rep show performer is not bad. We pay a minimum of \$40 a week. That is as much as some shows now playing Chicago theaters pay many of their people. Even in a hit show like *Oklahoma* there are people working for \$55 a week. If performers would compare the cost of living in Chicago with that of the small towns played by rep shows, they would find that they are better off getting \$40 a week than they would be playing in *Oklahoma* for \$55."

Inroads made by the armed forces on the younger men has made the demand for male performers exceptionally heavy. Experienced juveniles are scarce. The supply of character men is more plentiful, but there are not too many available, the radio having taken many of them.

"We will be able to get enough men to keep going," said the operator, "but the turnover will be large, which means more headaches for us."

## New Film Series Planned for S. A.

LOS ANGELES, March 25.—Reports on a new series of motion pictures to be produced in 35mm. and later in 16mm. by Fanchon Royer, president of the Catholic Film and Radio Guild, who is now in New York, were discussed at a special meeting of the Guild in St. Basil's Rectory here recently.

Miss Royer is now negotiating with the Office of the Co-Ordinator of Inter-American Affairs, with which she has been associated during the past year, for the making of a feature showing the customs, culture and religious backgrounds of some of the little-known Indian tribes of Latin-America.

En route to New York, Miss Royer consulted with leading Catholic prelates and educators of the United States regarding a series of pictures with United States backgrounds for distribution in Latin-America.

Pedro de Cordoba, Guild vice-president, presided at the local meeting.

CHARLES (DOVE) WILLIAMS scribbles from Detroit to ask whatinell has become of Mack D. Ferguson, his former side-kick in rep, tab and burly. "Mack was here at the Avenue Theater and was all set for a repeat, but never showed. My guess is that he went to the Lafayette Theater, New Orleans, where they had offered him full charge of the backstage. I'm still hanging on here, and while we've had a marvelous winter, it's pretty lousy at present. Had quite a go-round with Charles (Slim) Timblin when he was here recently at the Lafayette Theater as Jeeter Lester in *Tobacco Road*. He's the same old Slim as far as mouth is concerned, but has that guy gotten fat" . . . CARL N. BABCOCK, for many years musician and baritone singer with John Van Arnem under canvas and in theaters, is now a top sergeant with the army in Italy. . . . EDDIE MASON, country store giveaway magnate and formerly with the Madge Kinsey Players in Ohio, has given up his war job in Mansfield, O., for something more to his liking—tending bar at a local pub. . . . PVT. LESTER ALLEN, 37618912, Fort Bliss, Tex., postals that his rep career was cut short by the draft, but that he's always anxious to receive a line from old friends in the game. . . . FLOYD (SLIM) ARNOLD, for the last two years assistant to Cleve Pullen, manager of the Grand Theater, Waco, Tex., is laying plans to troupe again this summer. . . . DOUG MORRIS, the former Bryant showboater, typewrites, after a long silence, to say that since September 14 last he has been lighting director for *Ice-Capades of 1944*. Show has just wound up in Chicago and has four more stands to play before hitting the Coast, where it plays six weeks and then rehearses for next season's show. Doug is delighted with the post.

BILL AND BESS THEBUS are still located in North Little Rock, Ark., where they have maintained their own home the last nine years. Bess, a graduate nurse, is on the staff of Trinity Hospital, Little Rock, and Bill, until recently in the ordnance department at Camp Robinson, Ark., is now laid up with a broken angle in Ward B4-531, Station Hospital, Camp Robinson. . . . HOMER LEE BOWENS postals that Winstead's Mighty Minstrels has been enjoying fat business since inaugurating the season recently at Valdosta, Ga. . . . MRS. W. G. BAIRD, now residing in Chicago, sends thru an inquiry on Billy and Babe (Elouise) LeRoy, whom she hasn't heard from in years. . . . CHARLES E. SHEPARD, veteran advance agent now operating an advertising and publishing business in Lebanon, N. H., is fathering a new patriotic mag, *Pals in the Army Now*, which he plans to distribute thru civic, Boy Scouts, Legion and similar organizations, the money derived from the sales to go toward purchasing smokes and candy for the boys in service. . . . PFC. BILL ANDERSON V-mails from "Somewhere in New Guinea" to toss a bouquet at Charles (Red) Hall, former repster, who for many months has been bringing entertainment to the fighting men overseas. Writing under date of March 5, Anderson says: "When 'Red' Hall came into the army they failed to give him a gun; they just let him act, and he is knocking himself out to make a lot of the boys in New Guinea feel good. Hall is doing an excellent job."

FOR SALE — Account Draft. Sell at once. Moving Picture Outfit, 30x60 Tent and Sidewall, including all poles; new 7'x7' Marquee with 2'x8' Electric Sign; brand new Proscenium and Side Cloth Trimming, all in perfect condition; 2 Powers #6 Sound Projectors complete with Webster Sound System, including Operado Speaker, all in perfect condition; 9 Feature Pictures, starring Cagney, Cortez and several leading actors, all in good shape and some Shorts thrown in; Side Lights for tent and lots of extra Wire and Bulbs; plenty of Paper for each picture. Will erect outfit ready to show. All packs on 1 Federal truck which serves as Booth. Complete outfit ready to show, including Truck, \$1,850; without Truck, \$1,600. Write or wire at once. "THEATRE," Blackville, S. C.

AT LIBERTY MAY 1—Reliable Specialty Team. BUBBLES & RAMONA, VERSATILE VAUDEVILLE ARTISTS. Lady—Straights, Accordion, Guitar and Piano. Man—Black, Straight or Eccentric. Age—30 and 40. SINGING, DANCING, MUSIC and NOVELTIES. Change 3 weeks. Wardrobe, flash, Schult trailer. Both double B. & O. References. Don't ask us for our lowest, write your best. 26 S. W. 27TH, OKLAHOMA CITY 9, OKLA.

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Letter List

Taylor, Howard Ray Taylor, John

Winchell, Robert Winklow, Coleen

WOODWARD, Clarence Geo. Yerkes, J. M.

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis.

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.

APAMS, Geo. ALLEN, Paul ALLEN, Rex L. ALLEN, Tommie ALLISON, Arthur

Anderson, Harry J. Anderson, John Andreano, Frank Andrews, Paul

ARMSTRONG, Jurio ARMSTRONG, Arthur ARMSTRONG, Billy

Thomas, Bob THOMAS, Marge THOMAS, Willie

Woods, Johnnie J. Woodrome, Calvin

WOODRUME, Thomas Wright, Chas. R.

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MAIL ON HAND AT CHICAGO OFFICE 12th Floor Ashland Bldg. 155 No. Clark St. Chicago 1, Ill.

Parcel Post Pell, B. N., 15a Rouchelle, Gypsy, 12a

ADAMS, Richard Mann Brothers MARKHAM, Nathan

MAIL ON HAND AT ST. LOUIS OFFICE 380 Arcade Bldg. St. Louis 1, Mo.

Baker, Kenny Baldwin, Mrs. BONNIE Moore, Jack

PALISADES SETS ACTS

(Continued from page 44) tion Day, when free acts and bands will be presented daily.

Charles (Doc) Morris, in charge of picnics, reports bookings considerably ahead of this time last year.

A new system of lighting is being installed thruout the park. The Rosenthal Bros., operators of the resort, bought much of the lighting equipment used at the New York World's Fair.

**CLASSIFIED RATE**  
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 Minimum \$2 Cash With Copy  
**Forms Close in Cincinnati**  
**(25 Opera Place, Cincinnati 1, O.)**  
**Thursday for Following**  
**Week's Issue**

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 Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.  
 Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

**ACTS, SONGS & PARODIES**

**BLACKOUTS!** — COMEDY MATERIAL prepared for prominent Broadway performers. Complete original collection, \$2.00. Kleinman, 25-31 30th Road, Long Island City 2, N. Y. ap13x

**MUSIC PRINTED, \$7.00 UP; SONGS** RECORDED, \$2.50; Melodies, \$6.00; Piano Arrangements, special offers. (Stamp.) Urab-BB, 245 W. 34th, New York 1. ap1x

**SONGS-LYRICS-ARRANGEMENTS CAREFULLY** examined. Honest opinion, advice, no other services. Fee, \$2.00. Tune Doctor, P. O. Box 551, New York 1. ap1x

**SONG SERVICE** — WE REVISE, ARRANGE, copyright, compose music to your words. Free booklet, full information. Write Song Service, 331-B W. 46th, New York. ap1x

**SONGWRITERS** — SEND ME YOUR SONG AND \$1.00 for advice and possible market. Don Teeters, 803 Madison Ave., Toledo 2, O. ap1x

**AGENTS & DISTRIBUTORS**

**AGENTS** — PIN-UP GIRLS, 20 ALLURING, beautiful Girly Photos, 7", 10". Sell on sight. Trial dozen sets, \$3.50; sample set, 50¢. 1 pay postage. Abe Nathanson, 201 Westland St., Hartford, Conn. ap1

**AGENTS, NEWS STANDS, NOVELTY AND** Cigar Stores. Profits selling Novelty Fun Cards. Samples, prices 10¢. National Specialties, Box 301-B, Cincinnati. ap1

**AGENTS, PITCHMEN** — WRITE FOR FREE sample of the hottest 25¢ seller on the market. Olson Sales Co., Des Moines 9, Iowa. ap22

**BEAD NECKLACES FOR JOBBERS, FAIR** Workers, Carnival Men. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. ap17x

**COSTUME JEWELRY** — LATEST, FLASHY DESIGNS. Terrific demand at popular prices. New York Article Co., 336 Marcy Ave., Brooklyn, N. Y. ap22

**DEMONSTRATORS** — MAKE QUICKMEND Solder. Cost 3¢ stick. Mend all metal with match. Best house to house and store demonstrator. Sample and literature, 25¢; manufacturing outfit, \$25.00. Western Chemical, Salem, Ore. ap22

**HARD TO GET NECESSITIES** — MILITARY, Patriotic Items. Priced below competition; 192-page wholesale catalog free. Mills Sales, 901 Broadway, New York. mb3x

**KEY CHECK STAMPING OUTFITS** — BIG profits stamping checks, Name Plates and Social Security Plates. The Art Mfg. Co., 303 Degraw, Brooklyn, N. Y. ap1x

**MAGIC RACES** — AT CIGARETTE TOUCH SIX horses are off. Fast seller. Big profits, 40 Races, \$1.00. Quantity prices. Sample free. Barkley, A-2316 Arch, Philadelphia 7, Pa. ap22

**MAKE MORE MONNY SELLING BETTER TIES.** 5 Fold Ties to retail at \$1.00 cost you \$7.00 dozen delivered. Ties to retail \$1.50 cost you \$9.50 delivered. Your money back if you can do better. Wolfmark, 931 Roosevelt Rd., Chicago 8, Ill. ap17x

**MEDICINE MEN** — WRITE TODAY FOR FREE sample of our new Medicine Package. Eagle Laboratory, 4014 Lindell Blvd., St. Louis, Mo. ap22

**NEW RIOT CARDS!** — CHINA'S BIRTHDAY Greeting to Hirohito. What To Do With Hitler. Samples, 10¢. Theron Fox, 1024 Carolyn, San Jose 10, Calif. ap8

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**STOCK UP NOW WITH WATERPROOF CRUSH-PROOF** Leis, \$3.00 gross, Victory "V." \$11.00 gross. Samples, 50¢ stamps. Unger, 507 Harrison, Chicago. ap15x

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**127 WAYS TO MAKE MONEY, IN HOME OR** office, business of your own. Full particulars free. Elite, 214 Grand, New York. ap20x

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**ANIMALS AND REPTILES** — PLENTY MEXICAN Black Spider Monkeys, \$35.00 each, or \$325.00 dozen; Coonmounds (Snoekum Bears), \$15.00 each, or \$120.00 dozen; Mexican Imperial Boas, 5 footers, \$5.00; den's Harmless Snakes, \$15.00; Mexican Green Rattlesnakes, 5 footers, \$5.00; den's Poisonous Snakes, \$15.00. Wire National Products Company, Laredo, Tex. ap15x

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 Only advertisements of used machines accepted for publication in this column.

**A-1 CIGARETTE AND CANDY VENDING MA-**chines—All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. ap22x

**ALL KINDS 5¢ SELECTIVE CANDY BAR MA-**chines, Lobby Scales, 1¢ Peanut Venders, 1¢ Aspirin Venders. Adair Company, Box 166, Oak Park, Ill. ap15

**ARCADE IN ARMY CAMP TOWN WANTS** Photo Machine. Will consider operating on commission basis. Pennsylvania, 309 N. Penn., Independence, Kan. ap1x

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**CHICKEN SAM CONVERTED TO HELLER,** \$100.00; Lifter, \$10.00; Chester-Pollard Golf, \$30.00; Monkey, Love or Advice Meters, 3 for \$75.00; Ping, Totalizer Target Guns, only \$10.00 each; also lot of Pinballs, \$15.00. E. W. Schmeppel, Box 245, Red Bud, Ill. ap1x

**FACTORY REBUILT 1938 TRACKTIMES WITH** latest improvements, \$135.00. Also Sugar King Console, \$55.00. The following reconditioned Pin Games: Five Ten Twenty, \$120.00; Spot A Card, \$65.00; Gobs, \$85.00; Sea Hawk, \$45.00; The New Champ, \$50.00; The Champ, \$45.00; Stratoliner, \$40.00; Super Chubby, \$40.00; Broadcast, \$45.00; Ten Spot, \$40.00; School Days, \$50.00; Big Town, \$30.00; Sporty, \$30.00. One half deposit with order, balance C. O. D. W. E. Keeney Mfg. Co., 7729 Constance Ave., Chicago. ap1x

**FOR SALE** — ONE MILLS THREE BELLS, excellent condition, serial 487592. Highest bidder takes it. Young Amusement Co., Holland, Mich. ap1x

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**FOR SALE** — FOUR FLOOR MODEL 16MM. Coin Operated Picture Machines, excellent condition, \$165.00 each. Kirkpatrick Bros., Waynesville, Mo. ap1x

**FOR SALE** — WURLITZER 950 WITH 6 120 Boxes and Stepper, \$820.00. Hall Music Co., 806 6th Ave., Huntington, W. Va. ap1x

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**"SPECIAL"—5 CHALLENGER GUNS, \$27.50;** 10 1¢ Silver Kings, \$5.50; 25 1¢ Snacks, reconditioned, \$10.00. All Unedapak Parts, Mirrors, Cameo Vending Service, 432 W. 42d, New York. ap1x

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**1 MICROSCOPE ACE BOMBER, GOOD CONDI-**tion, \$365.00. 1/3 deposit with order. Precision Novelty House, 709 Main, Hays, Kan. ap1x

**3 10¢ BLUE FRONTS, \$225.00 EACH; 2 25¢** Blue Fronts, \$275.00 each; 1 50¢ Blue Front, \$450.00; 2 5¢ Mills Escalators, \$20.00 each; 1 25¢ Mills Escalator, \$22.50; 1 Western Deluxe Baseball, free play, \$125.00. All machines newly painted ready for location. One-third deposit with order. H. & G. Novelty, 718 S. W. 26th Rd., Miami 36, Fla. ap1x

**50 BRAND NEW A.B.T. 1¢ COIN CHUTES,** \$75.00 for the lot; 150 new R.S.-5 1¢ case flush mounting Vender Root Counters, in original cartons. Close out lot, \$150.00. K. J. Spencer, 1200 Gafrey, S. W., Grand Rapids, Mich. ap1x

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**ATTRACTIVE COSTUMES** — GAY NINETIES, Chorons, Oriental, Circus, Carnival Band Coats, Clowns, Cowboy, Hair Chaps, others. Accessories. Conley, 308 W. 47th, New York. ap1x

**CHORUS COSTUME CLEARANCE** — ONE DOL- lar, perfect condition; Principals, three dollars. Men's Wardrobe. Guttenberg, 9 W. 18th St., New York City. ap8x

**CHORUS NET AND STRIP PANTS, \$1.00; NET** Bras or G-Strings, 75¢; Rhinestone Center Bras, \$1.50; Rhinestone G-Strings, \$7.50; Rhinestone and Settings and Rhinestone Banding in stock. Feathers, Beaded Fringes, Sequins, Trimmings, etc. No list. State wants. Add 25¢ mailing charges. C. Guyette, 346 W. 45, New York 19. ap1x

**GENUINE BEAUTIFUL EAGLE FEATHER WAR** Bonnet, \$15.00. Beadwork, Curios, Relics, Antiques, Coins, Catalogue, 5¢. Cowboy Lendey, Las Cruces, N. M. ap1x

**MEN'S CHARACTER WIGS** — ASSORTED colors, some used, mostly short; closeout, \$24.00 dozen. Rauch, 109 W. 47th St., New York City. ap1x

**NEW, ALSO USED SOLO AND CHORUS CO-**stumes, all kinds. Henderson School of Dancing, 600 Queens Rd., Charlotte 4, N. C. ap8

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**MAKE HONEY WITHOUT BEES** — GOOD AS the bees make, 8¢ lb. Formula, \$1.00. Carmel-corn, 50¢; Crackerjack, 50¢; all three guaranteed, \$1.50. Ralph Brooks, Arkansas 7, Wis. ap1x

**FOR SALE SECOND-HAND GOODS**

**ALL KINDS** — POPCORN MACHINES, ALL-Electric Burch, Star, Cretor, Kingery, Caramel-corn, Vending Machines, Barbers, Tanks. Lowest prices. Northside Sales Co., Indianola, Iowa. ap1x

**ALL AVAILABLE MAKES POPPERS, FIFTY** All-Electric Machines cheap. Burch, Advance, Cretors, Dumar, Kingery, Peerless, others. If you want any special type machine we possibly can supply you. Get our prices on best seasoning made. Also will buy any quantity of French Fry Machines, Caramel Corn Equipment, 120 S. Halsted, Chicago 6. ap29x

**BURCH LARGE SIZE CABINET POPCORN** Machine, \$500.00; Counter Model All Electric Popper, \$75.00; 6 All Electric Hot Peanut 5¢ Venders, \$75.00; or \$15.00 each. George Bennett, Box 31, Crawford, Neb. ap1x

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ATTENTION SHOWMEN AND CIRCUS OWN-**ers—The following are iron fronts and iron cage sections, suitable for use in constructing cages, or being used as complete set-up cages in themselves: 2 pieces 8 feet high, 28" wide, of heavy steel mesh on a steel frame. These had been used between iron cages to prevent their parts from reaching across. 12 pieces 6 feet high, 1 foot wide, with rounded ends. Steel mesh on steel frame, used for the same purpose as indicated above. 2 pieces 5 feet high, 28" wide, of same construction, and for the same purpose. 5 pieces 8 feet high and 4 feet wide, steel bar construction, welded to steel frame. They have doors in two of the pieces, measuring 3x5 feet. 5 pieces 6 feet high, 3 feet 9 inches wide, of the same construction. 10 pieces 5 feet high, 7 1/2 feet wide, with door 25 inches by 25 inches. 10 pieces 4 1/2 feet high, 5 feet wide. These, plus the 10 pieces shown above, will make up 5 complete steel cages, without tops or floors, but with the four sides. 4 pieces 6 feet high, 3 feet wide, with opening door of 24x18 inches. 1 piece 6 feet by 6 feet, with sliding door 24x18 inches. 3 pieces 4 feet 10 inches wide, 6 feet high, with small door opening inward. 6 fronts 10 feet long, 6 feet high, with doors opening inward, measuring 24x36 inches. All of the pieces offered are sound, well made, and had housed large cats. They require painting, but are not injured in any way; are in good condition and they represent a wonderful buy. Henry Trefflich, 215 Fulton St., New York 7, N. Y. ap1x

**CANVAS—VARIOUS WIDTHS AND WEIGHTS.** Tarpaulins, Waterproof Covers, 8x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels and many other items. Michigan Salvage Co., 609 W. Jefferson, Detroit 26, Mich. ap22x

**COMPLETE TIGHT WIRE OUTFIT WITH SPE-**cial Swedish wire, cables, extra equipment; prop table, clothes rack, umbrellas, carrying cases, steel trunk, also Revolving Ladder, Safety Belt. Ed Anderson, 5300 Wintthrop, Chicago 40, Ill. ap1x

**ELECTRIC PLANTS** — FROM 800 WATTS TO 10,000 watts. E. F. Schmalz, 215 Wyoming Ave., Kingston, Pa. ap15

**FILM BARGAINS FOR SALE OR RENT** — Tents, Folding Chairs, Projectors for sale. Seats wanted. Lone Star Film Company, Dallas, Tex. ap1x

**FIVE TRUCKS AND TRAILERS** — SEMI, com- pletely overhauled with good tires; originally part of Al Wagner's equipment. Priced to sell. Saunders Warehouse, Box 627, Phone 863, Valdosta, Ga. ap1x

**FOR SALE** — COPPER WIRE, RUBBER covered, stranded copper, No. 4 to 4.0, 35¢ per lb.; lengths 75 ft. and up. Switch Boxes, 60 amp. to 600, one-half price. Blowers for air conditioned tents and theaters. C. & H. Electric Co., 436 W. Junean Ave., Milwaukee 3, Wis. ap8

**FOR SALE** — SILO DROME COMPLETE. CASH. Can be seen at Petersburg, Va., Fair Grounds. Olive Hager, Box 1063, Petersburg, Va. ap1x

**FOR SALE** — AMPROSOND 16MM. PRO- jector, like new, \$550.00; two Holmes Educator Model 35MM. Sound Projectors, two Speakers, \$775.00; one Operadio Battery Operated Public Address System, two Speakers, new condition, \$95.00; "Adventures of Rex and Rindy," twenty-five reel 35MM all talking serial, \$95.00. Myhra, 714 First St., N. E. Moul, N. D. ap1x

**FOR SALE** — 6 ALLEY SKEE BALL OUTFIT complete. Used at Roton Point Park. L. J. Gouch, 1 Webster Ct., South Norwalk, Conn. ap1x

**FOR SALE** — SMITH AND SMITH KIDDIE Aeroplane, \$475.00; two U Drive II Cars, \$275.00. Like new. Cash price. Kenneth Black, 332 New Castle St., Butler, Pa. ap1x

**FOR SALE** — TWO VICTOR 16MM SOUND Projectors, 12 Program Films, all good condition, ready to run. Carl Randolph, Afton, Tex. ap1x

**FOR SALE** — MACGLASHAN MACHINE GUN Range. Sig Guns, four "Ponmies," two Tripods, 14 Ft. Moving Gallery with all new Targets, Air Compressor Tubes, Loader Counter and Ammunition. Outfit used one season. Ideal for road or park. C. A. Kirkpatrick, Waynesville, Mo. ap1x

**LEAD RIFLE GALLERY** — SIXTEEN BY eight feet, motor, side walls, counter, five moving units. Peterson, 726 Seminary St., Rockford, Ill. ap1x

**MACHINERY AND EQUIPMENT TO A FLOWE-**ring Mill, 40 H.P., three phase Westinghouse Motor, one Wagon Scale, Howe make. P. M. Humble, Petersburg, Ind. ap1x

**MERRY-GO-ROUND, HERSHELL SPILLMAN,** 40 feet, three abreast with 36 horses; 2 double seat chariots and Wurlitzer organ. Also Kentucky Derby Game, twelve unit and 8 roll down tables. P. D. Porter, 37 Whitefield, Buffalo, N. Y. ap1x

**NEW AND USED SOUND MOVIE PROJECTORS** bought, repaired and sold. Dime brings details. Anchor Radio Distributing, Box 21, Ithaca, N. Y. ap8

**ONE 20x30 TOP AND SIDEWALL, LIKE NEW;** in the air three times. For quick sale, \$100.00. Box 868, Jacksonville Beach, Fla. ap1x

**PROFESSIONAL VENTRILOQUIST FIGURES,** Irish Yokes, Sancy and Colored Characters; many Punch Puppets, Effects and Repairs. Foy Brown, 800 Missouri, Lawrence, Kan. ap1x

**"SMACK THE AXIS" DART GAME CONCES-**sion. A sure money getter on any midway. Send for circular. Frank Welch, 735 E. Main St., Rochester 5, N. Y. ap1x

**TENT** — 30x60, EXCELLENT CONDITION, NO patches or rips, nine foot wall, nicely trimmed with red. \$200.00. King Amusement Co., 30 Fessenden St., Mt. Clemens, Mich. ap8

**TENTS—12x2 TO 40x200. ALL PUSH POLE.** Complete list, \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Sledges, etc. Describe fully. Send stamp. Smith Tent, Auburn, N. Y. ap8x

**TENTS** — SKATING RINK, SHOW AND CON- cession, all kinds, new and slightly used. Tarpaulins. Campbell Tent & Awning Co., Springfield, Ill. ap8x

**8'x10' CONCESSION TENT COMPLETE, PUR-**chased new, used one month. \$60.00 or best offer. Citywide Amusement, 6415 N. Hamilton, Chicago. ap1x



HELP WANTED

A HIGH-CLASS GUITARIST FOR HIGH-CLASS cocktail unit. Top salary, opportunity to become associate member if dependable.

ATTRACTIVE GIRLS WANTED TO BALLY - If you can dance and have wardrobe so much the better, but not essential.

DUCHIN STYLE PIANIST - READ, PLAY plenty fillins. Society band, Southwestern hotel.

FOUR OR FIVE PIECE ORCHESTRA FOR Ballroom, Eastwood Park, Detroit. All summer's engagement, opening April 8th.

GIRL MUSICIANS FOR STEADY LOCATION job. Good pay. State all details in first letter.

HAMMOND ORGANIST OR NOVACHORD WITH own instrument. All summer's work at Eastwood Park, Detroit.

HILLBILLY RHYTHM GUITAR OR ACCORDION Player for radio and dance work.

LEAD TRUMPET, LEAD TENOR, BASS FOR commercial band. All good hotel locations.

MUSICIANS WANTED - PIANO AND TENOR Sax for 14-piece swing band.

RELIABLE WORKING PEOPLE, MOVING Picture Operator. State facts. By-Gosh Tent Show.

TENOR SAXOPHONE DOUBLING CLARINET needed; salary \$60.00 per week.

TENT SHOW MUSICIANS, LEADING MAN, Character Man, Man or Woman to handle concession stand.

THIRD TENOR SAXOPHONE, \$65.00 WEEK. Union tax paid. Commercial tenor band.

TROMBONE AND FOURTH TENOR - ALL work location; top salary.

WANT DANCE MUSICIANS - ALL INSTRUMENTS, location work for duration.

WANTED - MUSICIANS (UNION) UNIT PLAYING four southern theaters.

WANTED IMMEDIATELY - RHYTHM PIANO, 1st Trumpet, Trombone, Saxes, Tenor and Alto.

INSTRUCTIONS BOOKS & CARTOONS

LEARN METASCIENCE - REMARKABLE drugless healing. No manipulation. No apparatus.

LEARN THEATRICAL DIORAMA, POSTER, Lobby Painting. Practical correspondence courses.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures.

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces.

ANSWER QUESTIONS, CALL NAMES, BIRTH-DATES. Professional Master Mindreading Act.

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. Max Holden, 220 W. 42d St., New York City, N. Y.

MAGICAL APPARATUS ILLUSIONS, NEW and Used. Catalog, second hand list, 10c.

MAGIC LIST - MINDREADING, ESCAPE, Publicity Stunts, Books, Illusions, Chemical. Also illustrated catalogue, 80c.

QUALITY MAGIC SINCE 1907 - SEND 25c for catalog. Thayers, Box 1785, Wilshire LaBrea Station, Los Angeles, Calif.

MISCELLANEOUS

RUBBER MOLDS, \$1.00 UP - CAST YOUR Plaster. Send 25c for sample of our Darners.

200 WHITESTONE RINGS, ASSORTED SIZES. Ladies and gents, 2 trays and size stick.

MUSICAL INSTRUMENTS, ACCESSORIES

A-20 HAMMOND ORGAN AMPLIFIER WITH tubes and speakers. Excellent condition.

WANTED - BITTER VIOLA, LARGE VIOLA, Five String Bass, Half Sixed Bass, Bass Bow.

PERSONALS

COMEDY PREPARED FOR NIGHT CLUB. Ventriloquist, Minstrel, Burlesque and Vaudeville Performers Free details.

INFORMATION CONCERNING PRESENT whereabouts of Grace Goodale, known in show-business as Grace Goodwin.

JOE RUSSELL, GET IN TOUCH WITH SISTER, Ada, at once. Father passed away.

MOVIE STARS AND THEIR HOMES BEAUTIFULLY Colored. You will be pleased.

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL SUPPLIES FOR DIRPOS OPERATORS AT cut rate prices. Few 1 1/2" machines.

CAMERAS - ONLY FEW LEFT. NEW 2 1/2"x3 1/2" Standard Lens, \$135.00.

CASH FOR YOUR PHOTO EQUIPMENT - WHAT have you? Give details.

DIME PHOTO OUTFITS CHEAP - ALL SIZES. Better drop in and see them.

DIRECT POSITIVE OPERATORS - WRITE for catalog today. Glass frames in all sizes.

DIRECT POSITIVE OPERATORS - A STEADY supply Eastman D.P.P. Prompt service.

ED.P.P., LATE 1944 DATINGS - 1 1/2", \$6.00 per roll; 2 1/2", \$9.75 per roll.

EASEL PHOTO MOUNTS, ALL SIZES - WOOD, leatherette, glass frames, latest styles.

EASTMAN KODAK D.P. - 25 ROLLS 3 1/4 inch paper, \$10.00 each.

EASTMAN DIRECT POSITIVE PAPER - 50 rolls 1 1/2" at \$4.00 per roll.

FOLDERS - PATRIOTIC AND REGULAR designs. Prices per 100.

FOR SALE - NAMEPLATE TAPE, 100 POUNDS. Used in Rooters Nameplate Machine.

NATURAL WOOD FRAMES WITH GLASS, 5x7, \$18.00 per 100.

NEW MODEL DIRECT POSITIVE CAMERAS. Hollywood model, \$35.00, without lens.

NEW MARVEL AND EASTMAN DIRECT POSITIVE Paper - All size rolls and cut sheets.

PHOTO MOUNTS FOR DIRECT POSITIVE studios. Easel and book types.

PHOTO CONCESSIONS, STUDIOS - MILL-man's "Development" Developing Racks.

PHOTOMATON 4 FOR 25 CENTS AUTOMATIC Machine, in very good working condition.

WANT F-4.5 DIRECT POSITIVE LENS WITH shutters, 4 1/2 inch focus.

WANTED TO BUY - PHOTOMATON IN A-1 condition for cash.

PRINTING

A BIG PACKET OF COMIC CARDS, 25c; 100 Letterheads, 100 Envelopes, postpaid, \$1.00.

FLASHY CIRCULARS, BOOKLETS AND Folders printed. Quick service, prices right.

ONLY 25c BUYS 50 BEAUTIFULLY PRINTED Personal Calling Cards, 2 lines, name, address.

SALESMEN WANTED

SURFAX CLEANER - ONE GALLON SURFAX makes 64 gallons hard surface cleaning fluid.

SCENERY AND BANNERS BEST CARNIVAL AND CIRCUS BANNERS - Positively no disappointment.

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines. Will pay \$15.00 for Blondie.

PENNY PITCH BOARDS, PITCH TILL YOU Win, Watcha, Spindle or Slum Joints.

POPCORN TRAILER OUTFIT - WHAT HAVE you? Write full particulars and price first letter.

USED BARITONE SAXOPHONE WITH STAND. Must be in good condition.

WANT TO BUY ANYTHING PERTAINING TO Jungle Folks, Cannibals, Headhunters.

WANT TO BUY FOR CASH OR TRADE Stage Melodrama Lithos of the Gay Nineties.

WANTED - CANDY FLOSS MACHINE. MUST be in good condition.

WANTED - PORTABLE SKATING RINK COMPLETE with Skates and other equipment.

WANTED TO BUY - GOOD 35MM SOUND Portable Projector, 35MM. Western, Gaugster.

WANTED - ALL KINDS POPCORN POPPERS, gasoline, electric; Kettles, Peanut Roasters.

WANTED - JUICE PUMP OR SMALL ROOF Beer Barrel. Must be complete, no junk.

WANTED - RHINESTONES, ANY SIZE, LARGE or small quantities.

WILL PAY \$5.00 PAIR CHICAGO RINK Skates, all sizes.

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

AT LIBERTY AGENTS AND MANAGERS

A-1 ADVANCE AGENT, BUSINESS AND PERSONAL Manager, Expert Contractor, Booker, Publicity, etc.

MR. EDWARDS, 448 WALKER BLDG., Boston 15, Mass., available as representative for radio, stage, hillbilly, cowboy instrumental, vocal unit.

AT LIBERTY MAGICIANS

"LA-MAR," THE MAGICIAN - LADY ASSISTANT. One-hour show. For club, floor shows.

AT LIBERTY MUSICIANS

A-1 CLARINET - READ, FAKE; SOLID. Understand stage technique. Prefer novelty outfit.

A-1 STRING BASS AT LIBERTY - PLENTY of name band experience, both commercial and swing.

BAND DIRECTOR - FLORIDA CHAMPIONSHIP American Legion Band, Paris, France, convention, 1927.

DRUMMER - DANCE, SHOW, RADIO. FINE appearance, Draft 4F.

DRUMMER - SWING VIBRAHARP, XYLO-phonist; all styles, including solo work.

DRUMMER - EXPERIENCED, SOLID. PREFERRED for small bands, location only.

GIRL ALTO SAX DOUBLING CLARINET AND Vocals. Experienced in all lines.

ORGANIST-PIANIST DESIRES RADIO OR other good connection in or near Chicago.

TROMBONIST, FORMERLY WITH SOUSA, wishes connection with concert band.

AT LIBERTY PARKS AND FAIRS

F. E. D. (DAREDEVIL) MARTISH SPECIALIZING in latest thrills.

THE SKY THRILLER, HIGH POLE ACT - Write for publicity matter.

AT LIBERTY PIANO PLAYERS

GIRL PIANIST - PREFER JOB WITH A GOOD small band, or alone.

PIANIST - GENTLEMEN, SINGLE, UNION. Talented, trained artist, years of professional experience.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY - DANNY SHAW AND BETTY Kelley. Comedy surprise, "Battle of Two Lads."

LADY PROFESSIONAL STYLIST MODEL. Piano Player, Card Reader.

ASBURY LOOKS ROSY

getting a big early play in games, food and beverages.

The resort's Boardwalk din-out screens have been removed and lights will glow again when the 1944 season gets under way.

# ARMY POLICY ON INSIGNIA SALE

## Dealers May Sell to Public

But civilians who purchase official insignia must show letter requesting item

TITLE 10—ARMY: WAR DEPARTMENT Chapter I—Aid of Civil Authorities and Public Relations. PART 7—Manufacture of Decorations Manufacture, Sale, Possession and Wearing of Decorations, Medals, Lapel Buttons, Bars, Badges, Service Ribbons and Insignia. Sections 7.1 to 7.6 (8 P.R. 9440, 16008)

are rescinded and the following sections 7.1 to 7.12 are substituted therefor. The regulations in these sections are also contained in Army Regulations No. 600-90, dated February 24, 1944, the particular paragraphs being shown in brackets at end of sections.

- Sec. 7.1. General.
- 7.2. Decorations.
- 7.3. Medals, etc.
- 7.4. Application required.
- 7.5. Certificate of authority.
- 7.6. Use of designs or likenesses of insignia in manufacture of articles for public sale.
- 7.7. Sales, to whom authorized.
- 7.8. Violations; revocation of authority; penalties.
- 7.9. Government contracts and agreements not affected.
- 7.10. Sale by the War Department for exhibition purposes.
- 7.11. Use and possession of articles and devices prescribed by War Department.
- 7.12. Photographing, printing, etc., of decorations, medals, badges, insignia and identification cards.

Sec. 7.1. General. The adjutant general, under regulations herein prescribed, may grant certificates of authority for the sale or the manufacture of the articles enumerated in Section 7.3. (Par. 2)

Sec. 7.2. Decorations. Except as provided in sections 7.3 (a) (10) and 7.9, no authority will be granted to sell or to manufacture any decoration awarded by the War Department. (Par. 3)

Sec. 7.3. Medals, etc. (a) Authority may be granted to sell or manufacturer:

- (1) Service medals.
- (2) Service ribbons or extra ribbons pertaining to the service medals and to the several War Department decorations.
- (3) Authorized miniature replicas of the War Department decorations, miniature bronze and silver oak-leaf clusters, bronze and silver service stars, miniature

(See ARMY POLICY on page 52)

## Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, March 25.—Present tough sledding and gloomy predictions for the rest of 1944 in the housewares line make it appear that equaling last year's sales figures is going to take some doing. It may even be that the pinch of shortages will be greater before the situation eases. In spite of stories of metal stock piles, no one in authority is willing to make any specific predictions of when, where or how metals will be turned into consumers' goods. One ray of hope in the field is seen in surplus government merchandise which in a few instances is beginning to trickle into civilian channels. Notices of surplus sales at various army locations this week included some cooking pots and baking pans, but all of them in quantities under 100. Past predictions that gadgets and specialty merchandise will be among the first items to be produced are borne out, however, by news that Wisconsin firm has in the works now a patented butterfly spring fruit corer to retail at 50 cents, which will be made of carbon steel until chrome plating becomes available again.

ALARM-ING SALE.—Policemen couldn't even handle the mob that lined up to fight its way to the counter of a Chicago store which advertised 1,500 alarm clocks for \$1.69 each, one to a customer. And we, who've been waiting about the shortage for months, weren't there—we overslept that morning!

UH-HUH.—It's with that kind of enthusiasm we read the WPB and OWI reports out of Washington about possible production in the next few months. In the first place, we're becoming convinced that the war is a long way from won and that until more definite signs of Axis cracking are seen, all the talk about consumer goods will remain just talk. Plans for post-war production must and

## Senate Asks Outlet Data

Calls on FTC to investigate markets for merchandise and suggest new laws

WASHINGTON, March 25.—The Senate banking and currency committee recently added to the widespread discussion of merchandise outlets by asking the Federal Trade Commission to make an investigation of outlets owned by manufacturing firms and also to make recommendations for legislation on the subject. It is understood that the FTC will make the investigation and report as early as possible of the distribution problems involved. The place of the independent jobber and also retailer was mentioned by the Senate committee as an important factor.

WPB LOSSES.—And one of the big reasons we're not hitting the ceiling with joy about early reconversion is the fact that so many business men who have been working for the government are leaving to return to private industry. The heavy draft of younger men is a principal factor, and the desire of these men to direct the post-war plans of

Senator Radcliffe (Md.) made the motion. (See SENATE ASKS DATA on page 54)



### LOOKING FOR IDENTIFICATION BRACELETS?

Gold-Filled — Sterling Silver

**No. 3G92—Sterling Silver**  
\$3.75 Each Boxed  
Sterling Identification Bracelet. Heavy curved oblong plate and link chain. Each in cloth lined gift box.

**No. 3G116—Gold-Filled**  
\$6.75 Each Boxed  
1/20th—12K Gold-filled Identification Bracelet. Heavy oblong plate and flat link chain. Each in gift box.



"Yes"—If you are looking for Identification Bracelets in Sterling Silver or Gold-Filled your search is over. Our line is complete—unlimited quantities of "Best Sellers"! Priced for quick turnover.

WRITE FOR IDENTIFICATION BRACELET CATALOGUE

**BIELER-LEVINE** 37 So. Wabash Avenue, Chicago 3, Ill.

AFTER VICTORY



WELL BE <sup>BEING</sup> <sup>SELLING</sup> YOU

**The OAK RUBBER Co.**  
RAVENNA, OHIO



**4J—MEDA PIN LEVER IN NOVELTY SPRAY CASE, ASSORTED STYLES, \$8.26**



**STERLING SILVER SPRAY PIN, Gold Plated. In Gift Box. Per Doz. \$12.00.**

**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



**New "BULLET" CIGARETTE LIGHTERS**

"Sure-Shot Fire"—Leak-Proof with special absorbent packing that retains the lighting fluid for a long time.

20 set in a beautiful Display Sales Board—in connection with 1500 H. Board—3¢ Sales.

TAKES IN .....\$45.00

PAYS OUT ..... 3.00

Gross Profit .....\$42.00

Your Cost Per Deal \$12.95

10 Deal Lots \$12.45 Per Deal

**CEDAR CHEST CANDY DEAL**

5 beautiful Cedar Chests, with mirror, packed with 2# Chocolates, in connection with 1000 H. Board—5¢ sales.

Takes In \$50.00.

Gross Profit \$44.00.

Special \$17.95 Per Deal

Ten Deal Lots, \$17.25 Per Deal

**MOTHER'S DAY CANDY**

12 2# Boxes Chocolates—excellent quality—in connection with 1000 H. Board—5¢ sales.

Takes In .....\$50.00

Pays Out ..... 6.00

Gross Profit .....\$44.00

Your Cost \$18.95 Per Deal

Ten Deal Lots, \$18.45 Per Deal

1/3 Dep. Must Accompany Order, Bal. C.O.D.

**Lake Erie Specialty Co.**

816 Hipp Bldg. CLEVELAND 14, OHIO

**LUMINOUS**

RELIGIOUS FIGURES & FLOWERS  
By Nite Glow

Write for  
Complete List

**NITE GLOW PROD. CO.**

105 W. 47th St., N. Y. C.  
ME 3-5794

**NUDIE!**

A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2.50. The business gift item you often want for special occasions. A standout for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$12.00 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.25.

EXCELLENT OFFER FOR JOBBERS.  
AMERICAN ART PRODUCTS  
2087 Broadway New York, N. Y.  
(Were you ever in Paris? Yes, this is it!)

**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.

**WANT BALLOONS**

Any size, kind, quantity. Send samples and prices. Also want Flying Birds, Four Monkeys, Dolls, any kind of Circus Novelties.

**BEN STONE**  
Concessionaire and Wholesaler  
406 S. Main St. LOS ANGELES 13, CALIF.

**Popular Items**

**Toys**

Royal Products Company has three cute pull toys, finished with a three-color gloss. Three designs, horse, elephant and dog, of sturdy construction are offered. Kids will get a bang out of the coy expressions on these 10 by 11-inch wooden animals. The firm also has a line of wood jewelry.

**Insignia Supplies**

Manhattan Glove & Notion Company has a fine line of cellophane-covered campaign ribbons for army and navy men, as well as the official insignia of the two services and all styles of official aviation wings. They have costume jewelry of insignia design, too.

**Fruit Corer**

A new kitchen gadget will soon be offered by Wolfe Products Company. It's a butterfly spring fruit corer which will probably retail for under a dollar. With the big demand for K. P. equipment now, these will undoubtedly sell themselves.

**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

**"SPRING SPECIALS"**

**RAZOR BLADES.** Per 1,000... \$7.95  
Double edge surgical steel. 5 blades in a package. 20 packages in a carton. Send \$1.00 for sample box of 100 blades.

**POCKET COMBS.** Per Dozen.....58c  
1 dozen on a display card.

**EAR RINGS.** Per Gross Pair... \$8.95  
Assorted designs. Latest style. Plastic. Pair on card.

**PLASTER SLUM.** Per Gross....\$1.25  
20 varieties. Made in U. S. A.  
25% Deposit With Order.

**OPTICAN BROTHERS**  
300 BB W. Ninth St., KANSAS CITY, MO.

**NOVELTY PANTS**

PRINT ANY NAME OF CAMP OR CITY

VERY LATEST NOVELTY  
GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

**MILT WILLIAMS NOVELTY CO.**  
1033-1035 Mission St., San Francisco 3, Calif.

**MAGIC RACES**

Don't Pass This By If You Want Something Hot That Sells Fast At  
**BIG PROFITS**

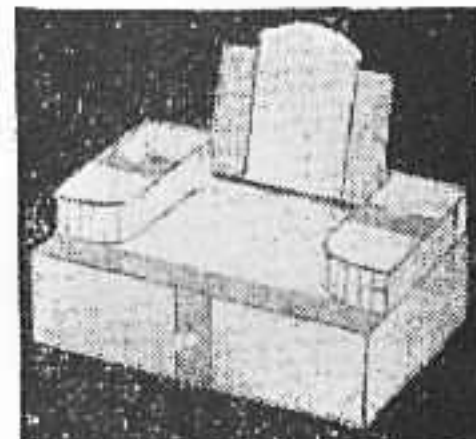
Touched with cigarette & horses are off. 40 Races \$4, quantity prices, sample free.  
BARKLEY

1318 Arch, Philadelphia 7, Pa.

**#4143K SWIVEL MIRROR VANITY SET**

Entire front, sides and top mirrored

10 1/8 inches wide, 6 3/4 inches deep, 8 1/4 inches high to top of swivel mirror. All white, with blue mirror trimmings. Two small top compartments. One bottom drawer 9x6 inches, 2 1/8 inches deep. Boxed individually. Weight 48 lbs. to the doz. \$28.80 per doz. 1/2 doz. smallest quantity sold.

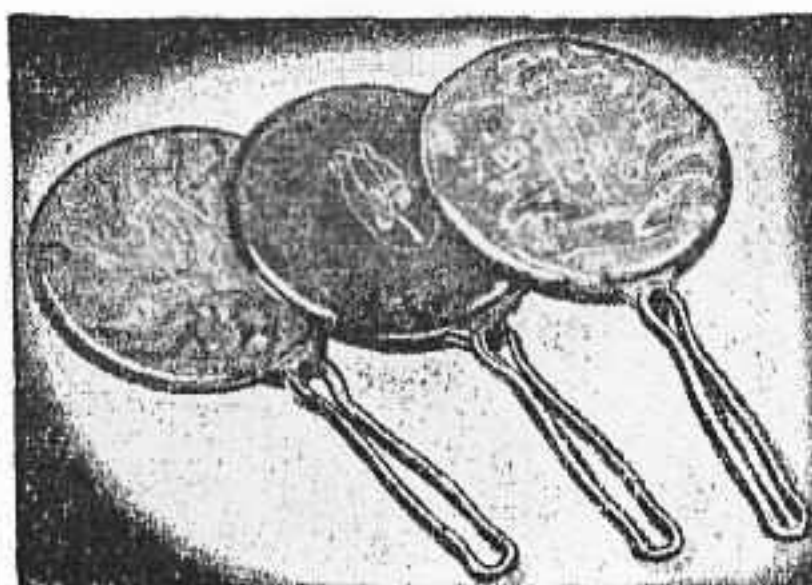


IN THREE DOZ. LOTS \$27.00 PER DOZ.

We carry a tremendous line of GIFT GOODS, ranging in price from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists mailed to any re-seller on application.

**LEO KAUL** IMPORTING AGENCY, Inc.

115-119 K South Market St.  
Chicago 6, Ill.



**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.

Wholesalers Since 1911

**JOSEPH HAGN CO., 223 W. Madison, Chicago 6**

**STUFFED FRUITS & ASSORTED CANDY**

Beautiful Display—1 Layer Box. Designed for Armed Forces, with Insignia. Contains Stuffed Fruits, Nuts, Chocolates, and Caramels. Two and One-Half Pound Box. Prices Per Dozen (Minimum Shipment), 1 to 3 dozen, \$22.50; 3 to 6 dozen, \$21.75; half gross lots, \$21.00; gross lots, \$20.00. Prices F. O. B. Detroit.

No Merchandise Shipped Without 1/3 Deposit.

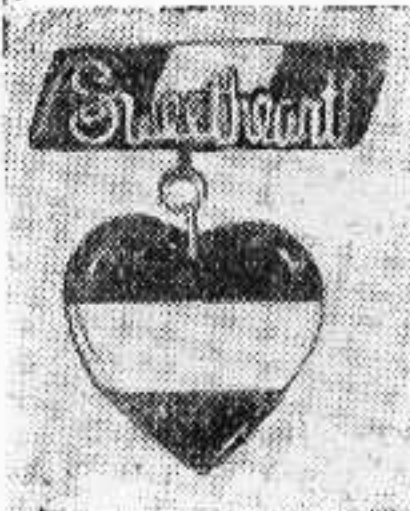
**NOVELTY CHEST & SALES CO.**  
3750 ROCHESTER STREET  
DETROIT 6, MICH.

**A New HIGH in Popularity!  
A New LOW in Price!**

This beautiful Costume Jewelry brings you quick sales and big profits! All pins have hand lettering of rolled gold plate wire on sterling silver base. All pins of red, white and blue plastic.



★ **VICTORY PIN.** With names — Mother, Sweetheart, Sister, Wife, Husband, Brother, Son, Aunt.  
\$3.75 Doz. — \$42.00 Gross



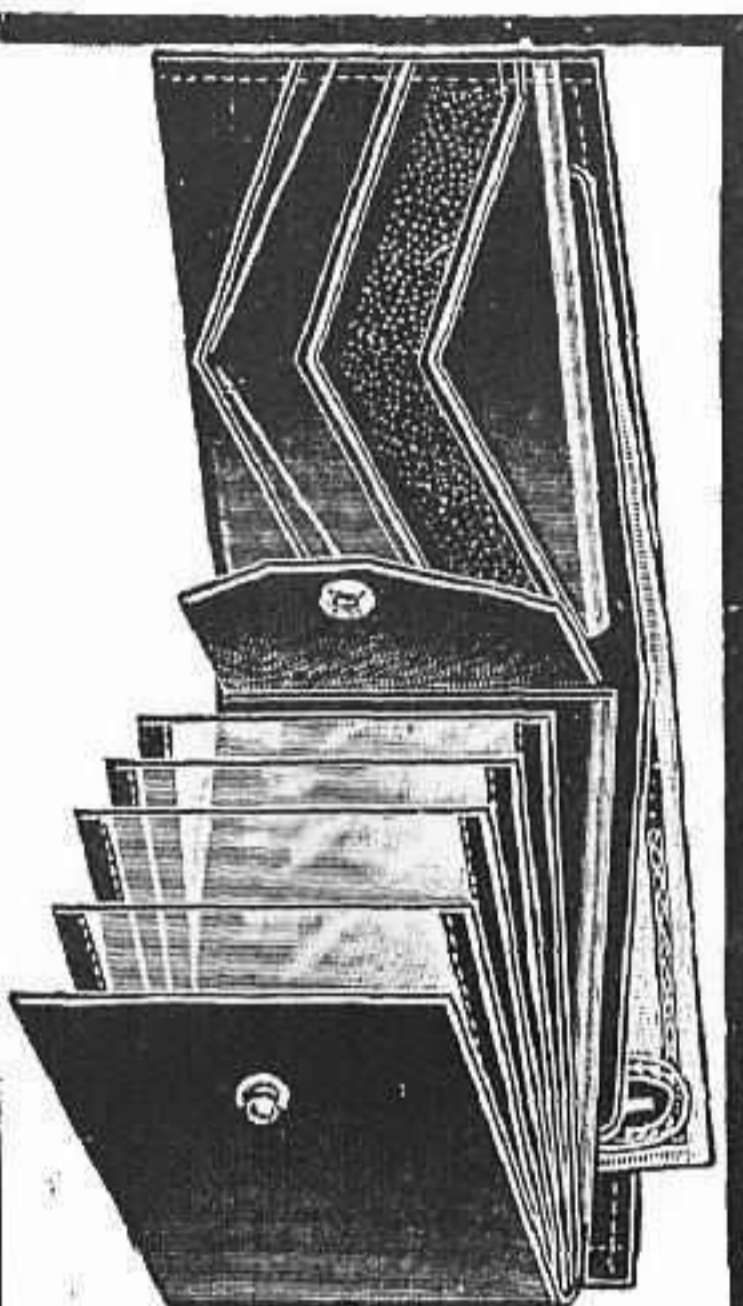
★ **BAR with SUSPENDED HEART.** Same names as Victory Pin. No. 1 Sales Leader!  
\$5.75 Doz. — \$65.00 Gross

★ **BLOCK BUSTER.** In shape of bomb. Inscribed U. S. to Tokio—also U. S. to Berlin. Brand New—powerful appeal!  
\$5.40 Doz. — \$58.00 Gross



Order Today! Immediate delivery guaranteed! Minimum order—1 dozen of same name.

**M. RAGSDALE**  
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**BILLFOLDS**

Genuine Calf Leather Billfolds with double compartment for bills, cardcase and four window pass holders with snap buttons. Comes in black or brown individually boxed. BB114.  
Sample \$3.25. 10 for \$30.00.



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Plastic composition comes in assorted tunes. Beautiful colors gold trimmed with medallion top. BB115.  
Sample \$3.50; 10 for \$33.00.

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



**STERLING SILVER RINGS**

Two hands that clasp and unclasp go to make up this memento of true friendship.  
BB9119—Sizes 5 to 9. Ea. \$1.85  
BB9120—Same as above in Ladies', Sizes 5 to 7. Ea. 1.35

**ROHDE-SPENCER CO.**  
223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

**ARMY POLICY**

(Continued from page 50)

service medals, and suspension ribbons of miniature decorations and miniature service medals.

(4) Lapel buttons pertaining to the several decorations and service medals.

(5) Lapel buttons to be worn as evidence of military service.

(6) Clasps pertinent to the victory medal.

(7) Badges and bars awarded by the War Department for marksmanship, gunnery, bombing, etc.

(8) Aviation badges and parachutists' badges.

(9) War Department general staff identification.

(10) Fourragere.

(11) Rosette for medal of honor.

(12) Heroic size decorations or service medals for grave markers only, no smaller than twice the size of the full-size devices.

(13) All insignia prescribed or authorized by the War Department.

(b) Variation from any of the prescribed or authorized specifications, forms and sizes of the articles enumerated in (a) above intended for the use of military personnel is not permitted. To secure uniformity of design the manufacturer must obtain from the commanding general, Philadelphia Quartermaster Depot, the approved specifications of each article to be manufactured. (Par. 4)

Sec. 7.4. Application required. Applicants desiring to enter into the sale or manufacture of articles covered by these regulations should address The Adjutant General, Washington 25, and state whether authority for sale only or for manufacture and sale is desired. (Par. 5)

Sec. 7.5. Certificate of authority. A certificate of authority to sell or to manufacture articles enumerated in Section 7.3 (a) will be granted only upon agreement in writing by the applicant to abide by the following provisions:

(a) The certificate will be valid for one year from date of issue. Applications for renewal should be filed 60 days prior to expiration of certificate.

(b) A certificate is valid only for the individual, firm or corporation, and address stated thereon. Any change which occurs should be immediately reported so that a new certificate may be issued.

(c) No certificate of authority is required for the sale of cloth insignia such as chevrons, shoulder sleeve and other patch type insignia. (Par. 6)

Sec. 7.6. Use of designs or likenesses of insignia in manufacture of articles for public sale. Designs or likenesses of War Department insignia, as distinguished from decorations, medals and badges, may be incorporated in the manufacture of articles for public sale only after the designs of the articles to be manufactured have been approved, in writing, by the Secretary of War. (Par. 7)

Sec. 7.7. Sales, to whom authorized—(a) General. Sale of any of the articles listed in sections 7.3 and 7.5 (c) will be made only to:

(1) Officers and warrant officers upon their own application and exhibiting their officers identification card.

(2) Enlisted personnel upon exhibition of identification tags at time of purchase and exhibition of an official letter of authorization signed by an officer of the War Department, or a letter signed by the individual's immediate commanding officer.

(3) Former personnel of the army upon presentation of honorable discharge certificate or certificate in lieu thereof, or photostat copy of either, or an official document signed by an officer of the army, indicating the purchaser's right to wear the article sought.

(4) Members of State guard. Insignia of grade, arm or service may be purchased by members of the State guard who present official identification of such membership issued by a State adjutant general. The sale of buttons, cap devices and other insignia authorized for use on uniforms of federal forces to members of the State guard is prohibited.

(5) Other individuals on behalf of army personnel provided the seller mails the article directly to the organization in which the officer or enlisted personnel is serving.

(b) Sales to other dealers. Dealers au-

**CANDY DEALS**

All Fruit and Nut Candy Is Hand-Dipped and Hand-Rolled

DEAL #111—OUR BIG SPECIAL. 24 1-Lb. Boxes Chocolate-covered Fruit and Nut Candy; 12 2-Lb. Boxes Chocolate-covered Fruit & Nut Candy; 24 1-Lb. Boxes Assorted Chocolates; 12 2-Lb. Boxes same; 6 2 1/2-Lb. Boxes Stuffed Fruits, assorted Chocolates and Caramels; 6 Mirrored Cedar Chests with 1-Lb. Box of assorted Chocolates each. Total cost \$93.65; 3 or more deals, \$91.65 each; you may order half for \$47.00.

DEAL #222—24 1 Lb. Boxes Chocolate-covered Fruit & Candy; 4 Mirrored Cedar Chests with 1 Lb. Box of Assorted Chocolates each. Total Cost \$26.65.

DEAL #333—12 2 1/2-Lb. Boxes Stuffed Fruits, assorted Chocolates & Caramels; 12 1-Lb. Boxes Chocolate-covered Fruit & Nut Candy; 6 Mirrored Cedar Chests with 1-Lb. Box of Assorted Chocolates each. Total cost \$44.65.

DEAL #444—12 1-Lb. Boxes Chocolate-covered Fruit & Nut Candy; 6 2-Lb. Boxes same; 6 Mirrored Cedar Chests with 1-Lb. Box of Assorted Chocolates each. Total cost \$33.85.

1/3 Deposit Must Accompany All Orders, Balance C.O.D.; All Prices F.O.B. Detroit.

**NOVELTY CHEST & SALES CO.**

3750 Rochester St. DETROIT 6, MICH.

**WOOD JEWELRY**  
Lapel Buttons • Pendants • Pins • Photo Lockets • Gold Wire Mother Hearts  
Send \$10.00 For Sample Assortment  
New Catalogue  
Charles Demee  
WOOD PRODUCTS  
PHONE 316 E. WALNUT ST.  
LOCUST 3913 MILWAUKEE, WIS.

**CARNIVAL AND PARK SPECIALS**

Our buyers have scoured the markets for merchandise  
**CARNIVAL SPECIALS U. S. MADE SLUM**

	Per Gross		Per Gross
Hawaiian leis	\$ 3.25	Paper Flag Bows	\$ .90
Hawaiian leis, Med. Size	3.75	Felt Wiscrack Pennants	.95
Hawaiian leis, Lgo. Size	6.75	Comic Paper Masks	1.00
Bamboo Canes	13.50	Engraved Wedding Rings	1.15
Jr. Chesterfield Canes	12.00	Shoe Laces	1.15
Straight Heavy Maple Canes	24.00	Muslin Flags on Sticks	1.15
Medium Size Plaster Dogs, Etc.	6.50	Plaster Dogs, Ducks, Etc.	1.25
Straight Wood Canes, Per 100	6.50	Plastic Thimbles	1.35
Animal Shaped Glass Liquor Bottles, Per Case (36)	9.00	Cloth Flag Bows	1.35
U. S. Weighted Darts, Doz.	1.20	Lead Pencils	1.85
4 to 7 Inch Hoop-La Hoops, Doz.	.55	Humorous Mirror Folders	2.95
8 Inch Hoop-La Hoops, Doz.	.65	Whiskey Glasses	3.00
Shooting Corks, Per 1000	2.25	Class Tumblers	4.00

**BINGO SPECIALS**

Lunch Kits, Each	\$ .85	Mirror Memo Books	4.50
8 Pc. Fire King Cooking Set, Each	.85	Jitter Beans, Per Box (240)	1.70
7 Pc. Whiskey Set, Each	1.25	Puzzle Pictures, Per Balo (250)	1.50
Glass Coffee Maker, Each	1.50	Comic Buttons, Per 100	2.25
Straw Horse and Rider, Doz.	6.75	Motto Buttons, Per 100	1.25
3 Pc. Fire King Mixing Bowl Set, Each	.40	Powder Puffs	3.00

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.**

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- BEST PRICES
- PLENTY OF STOCK
- GOOD SERVICE

Write or Wire Your Wants, No Matter What They May Be.  
**JERRY GOTTLIEB, INC.**  
303 FOURTH AVENUE  
NEW YORK 10, N. Y.

**PIN-UP GIRLS**  
Novelty Stores—Gift Shops—Hustlers  
We have attractively packaged sets that are real sellers and good values.  
Set #1 has 12 Pictures, 7x9 Inches  
Set #2 has 9 Pictures, 5x7 Inches  
Set #3 has 5 Pictures, 4x5 Inches  
Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.  
Also a new line of ten-cent packaged Novelty Items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Papers, Puzzles, Placeards, War Jokes, Ration Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price lists of entire line, \$2.00.  
Please State Your Business.  
**KANT NOVELTY COMPANY**  
323 Third Ave., Dept. B2, Pittsburgh 22, Pa.

**WOMEN WANT ... Florita WALLETS**

MEET THE DEMAND—CARRY FLORITA  
It's fast-selling and profitable! Florita's the new style concept:

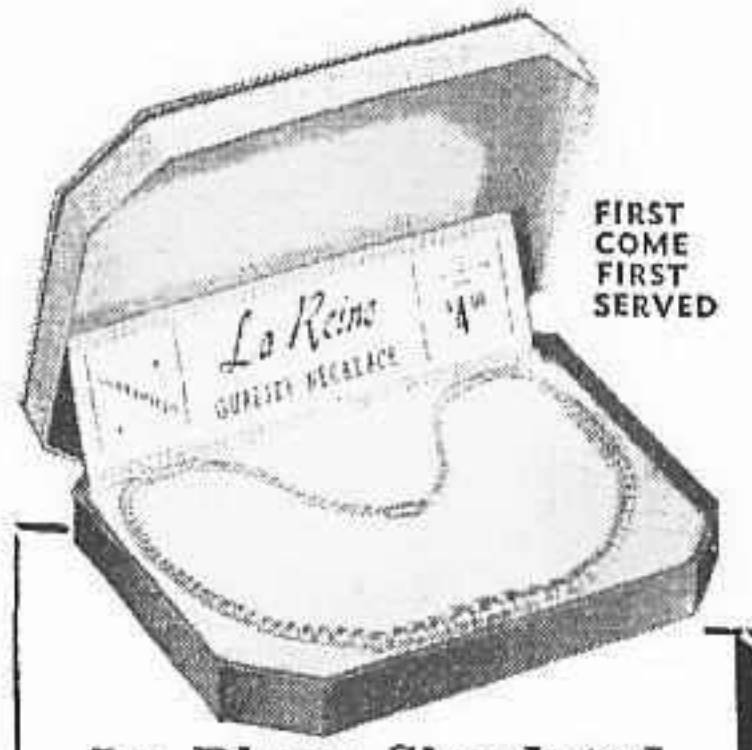
- Gay colors in authentic Aztec.
- Snap button change purse.
- Ample room for tokens, photos and passes.
- Neat and compact—with snap button closure.

Individually boxed in assorted feminine colors. \$1.50 Each. \$16.50 Doz. 1/3 Deposit—Balance C. O. D.

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**BINGO**  
SPECIALS ★ CARDS ★ SEE-THRU MARKERS ★ CAGES  
Write for Bulletin  
AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO



**La Riene Simulated PEARL NECKLACES**

Scarce, but we've got 'em. Of rich, lustrous, iridescent quality—accurately graduated in size with all metal screw-type safety clasp. A natural for boardmen and premium operators. Beautifully boxed with \$4.00 price tag. Better hurry, they won't last long at this price. Send 25¢ deposit on C. O. D.'s. Sent postpaid. EACH, NET ...

**\$1.98**

**THE CAMERA MAN**

Dept. 129  
139 No. Clark St. CHICAGO 2, ILL.

thorized to sell to individuals may also sell to other dealers who exhibit proper certificates of authority to make sales. All purchases must be made from authorized manufacturers or dealers.

(c) Responsibility for and record of sale. The purpose of these regulations is to prevent the unauthorized wearing by army personnel and others of authorized decorations, service ribbons, insignia and badges. Holders of certificates of authority to manufacture and/or sell will be held responsible for compliance with these regulations. Record will be kept by authorized retailers of each sale made and will include date of sale, name, grade and army serial number of purchaser and name of article sold. (Par. 8)

Sec. 7.8. Violations; revocation of authority; penalties. A certificate of authority may be refused, revoked or renewal thereof denied, upon proof of intentional violation of either of the acts cited in Section 7.1 or of the regulations in these sections 7.1-7.12. Such violations are subject also to the penalties prescribed by the pertinent act. A repetition or continuation of a violation after official notice thereof will be deemed prima facie evidence of intentional violation. In the event of revocation or nonrenewal of a certificate of authority, permission may be granted, upon application, for disposal within a reasonable period of any articles not in conflict with the acts. (Par. 9)

Sec. 7.9. Government contracts and agreements not affected. The provisions in the foregoing sections of this part do not apply to contracts which have been or may be made for the manufacturing for and selling to the government any of the decorations, service medals, badges, buttons, etc., awarded by the War Department. (Par. 10)

Sec. 7.11. Use and possession of articles and devices prescribed by War Department. (a) The wearing of any decoration, medal, badge or insignia prescribed or authorized by the War Department, by any person for whom such decoration, medal, badge or insignia is not authorized or prescribed, or their use to misrepresent the identification or status of the person by whom worn, is prohibited. Any person who offends against this provision is subject to punishment by a fine not exceeding \$250, or by imprisonment not exceeding six months, or both.

(b) Except as prohibited in paragraph (a) of this section, the possession by any person of any of the articles prescribed by the War Department, specified by the acts cited in Section 7.1, is authorized, unless such possession is used to defraud or misrepresent the identification or status of the individual concerned.

(c) The articles specified by the acts cited in Section 7.1, or any distinctive parts or colorable imitation thereof, will not be used by an organization, society or other group of persons without prior approval of the Secretary of War. (Par. 12)

Sec. 7.12. Photographing, printing, etc., of decorations, medals, badges, insignia and identification cards. (a) Unless such reproduction brings discredit upon the military service or is used to defraud or to misrepresent the identification or status of an individual, organization, society or other group of persons, the photographing, printing or in any other manner making or executing any engraving, photograph, print or impression in the likeness of any decoration, medal, badge, insignia or similar article, or of any colorable imitation thereof, of the design prescribed by the Secretary of War for use by any officer or subordinate of the War Department, is authorized.

(b) The reproduction of the likeness of any identification card prescribed by the War Department is not authorized without prior approval of the Secretary of War.

(c) Except when used to illustrate the particular article offered for sale, the use for advertising purposes of any engraving, photograph, print or impression in the likeness of any War Department decoration, medal, badge, insignia or similar article is not authorized without the prior approval of the Secretary of War. (Par. 13)

(Seal) J. A. ULIO,  
Major General,  
The Adjutant General.

**PREPARE FOR MOTHER'S DAY NOW**  
with this 1944  
**TREND CREATOR!**

No. 512 — Carved Opal Heart with 1/20 10 Karat Gold Filled Wire Work Fob.  
**\$21.00 Dozen.**

1/3 DEP., BAL. C. O. D.  
**SEND FOR CATALOG!**

**TREND CREATORS**  
1265 BROADWAY NEW YORK, N. Y.

**RELIGIOUS GLASS DOMES**  
8 1/2" High  
GOOD PROFITS  
QUICK SALES  
Eight Figures

#101 Sacred Heart of Jesus  
102 St. Anthony  
103 Lady of Grace  
104 Little Flower  
105 Lady of Lourdes  
106 St. Joseph  
107 Nativity  
108 Infant of Prague  
each individually boxed.

\$12 per doz.—1/3 Dep., Bal. OOD, FOB N. Y.  
**NATIONAL NOVELTY MANUFACTURING COMPANY**  
155 West 46th St. NEW YORK 19

As low as **30c** From 6" to 15" in Height

**Special Close-Out Sale of CRUCIFIXES**  
Gilt Finished, All-Metal Figure Mounted on Beautiful GENUINE-WALNUT CROSS

Cash in on Big EASTER Demand • Immediate Delivery  
ILLINOIS MERCHANDISE MART, Dept. AL

Never again will you have a chance to get in on such an outstanding bargain. These are the most skillfully designed and beautifully made Crucifixes you've ever seen. Actually retailed for as much as \$10.00 each, your cost now as low as 30c each. You can't go wrong. Crucifixes are in Big Demand these days. The Cross is of finest cabinet wood, some walnut, some oak—all genuine and hand rubbed to bring out the beautiful grain, fashioned there by nature. The all metal corpus is delicately gilt-finished and retains fine detail of features. An attractive and valuable addition to any home.

**SUPPLY LIMITED—RUSH YOUR ORDER!**  
Closing out entire remaining stock of one of Chicago's largest Crucifix manufacturers. No more when this supply is gone. So hurry. Crucifixes measure in height from 6" to 15" and vary in price accordingly. Fine quality throughout. Note Sale Price List—then rush your order for sizeable quantities in each size. Send 25¢ deposit with order, balance C. O. D., F. O. B. Chicago.

**SALE PRICES!**  
6" High, only 30c each.  
8" High, only 41c each.  
9" High, only 50c each.  
10" High, only 55c each.  
12" High, only 63c each.  
15" High, only 89c each.  
Send 25¢ Dep., Bal. C. O. D., F.O.B. Chicago.

500 N. DEARBORN ST. CHICAGO 10, ILLINOIS

**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.

**MILITARY PILLOW TOPS**  
20"x20" with fringe. Army, Navy, Marines, Air Corps, Signal Corps, WAC Insignias. Mother, Sister, Sweetheart, Friendship, Mother and Dad Inscriptions.

**SPECIAL PILLOW TOP DESIGNS MADE TO ORDER!**  
**AMERICAN & UNITED NATIONS FLAGS**  
ALL SIZES IN STOCK—WRITE FOR CIRCULAR

**AAA FLAG & BANNER CO.**  
247 W. 34th Street New York, N. Y.

**\$6.00 Doz.**  
Free mailing envelopes. Camp Name supplied free with orders for 2 gross or more. 1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

**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.

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HUSTLERS, SALESMEN, SALESBOARD OPERATORS, CONCESSIONAIRES, JOBBERS, STORES. Genuine Morocco Ladies' Billfolds with Change Purse. Colors—Red, Wine, Green, Blue and Black. Samples \$2.25. Doz. \$24.00  
Ladies' Real Leather Billfold with Change Purse. Sample \$1.50. Doz. 16.00  
Men's Billfolds, Two-in-One, Real Leather. Doz. 21.00  
25% Deposit, Balance C. O. D.

**MICKEY PURCELL** BOX 106 WAVERLY, N. Y.

**METAL SOCIAL SECURITY PLATES**  
Red, White and Blue colors. Eagle design. Limited quantities. Send 15¢ for Sample and Price List.

**CHARMS & CAIN**  
Wholesale Dept.  
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**INTRODUCTORY LISTINGS** Covering All Items NOW READY  
IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.  
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.

**BINGO MARKERS FOR SALE**  
Heavy Paper, Limited Supply, Minimum Order, 100 lbs., 50¢ pd., F.O.B. Ocean Park, Calif. Fifty Per Cent Deposit Required With Order.

Samples on Request. Write  
**EMPIRE AMUSEMENT CO.**  
BOX "C," OCEAN PARK, CALIF.

**5000 ITEMS At Factory Prices**  
Robby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise, Gum, Candy and many other items. Send 3¢ stamp for price list.

**BLAKE SUPPLY COMPANY**  
219 E. Markham LITTLE ROCK, ARK.

**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.)

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# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Scoring last week's Spring Special, we find a number of items and deals that can and probably will produce for sales-board men. These include the Lee Industries' Ouija Board, Novelty Chest & Sales Company's Cedar Chests, Fashion Fads' Florida Wallets, Illinois Merchandise Mart's Swiss Windmill Weather Forecaster, Rohde-Spencer's Musical Powder Box, G. & K. Sales Company's Candy Deals, Decatur Industries' Musical Boxes, H. Cady & Company's Mirror Boxes, Rake Coin Machine Exchange's Chocolate-Covered Cream Loaves, and Eagle Toy Company's Jumbo Bear and other stuffed toys.

The Ouija Board is a believe-it-or-not item that went for land-office sales some years ago and is now on the way to a big comeback. Board men can easily tie this on to a deal, with chances good for plenty of the long green. It certainly has consumer appeal.

Cedar chests, mirrored boxes and other similar re-use containers have proved sold card and board giveaways. Filled with confections, stationery, etc., they can be depended upon for a good turnover. Novelty Chest & Sales Company and H. Cady & Company offer unfilled chests. G. & K. Sales Company has complete deals.

Musical powder boxes and musical chests are old stand-bys that should still produce a better-than-fair take on a small card.

The Jumbo Bear is another old reliable that has seldom failed to give the operator a good run. This and other stuffed toys are among the bread-and-butter giveaways.

Wallets have been used successfully on small-take deals and as consolation awards on deals where more expensive premiums are distributed as the majors.

HAPPY LANDING.

## Official Tax Info For Leather Goods, Effective April 1

WASHINGTON, March 25.—Inquiries were still being received this week for information about details concerning the new excise tax on handbags and other leather articles which goes into effect April 1.

An official release on the subject contained the following information:

"There is hereby imposed upon the following articles (including in each case fittings or accessories therefore sold on or in connection with the sale thereof) sold at retail a tax equivalent to 20 per centum of the price for which so sold:

"(1)—Trunks, valises, traveling bags, suitcases, satchels, overnight bags, hat boxes for use by travelers, beach bags, bathing suit bags, brief cases made of leather or imitation leather, and salesmen's sample and display cases.

"(2)—Purses, handbags, pocketbooks, wallets, billfolds, and card, pass and key cases.

"(3)—Toilet cases and other cases, bags and kits (without regard to size, shape, construction or material from which made) for use in carrying toilet articles or articles of wearing apparel."

## SENATE ASKS DATA

(Continued from page 50)

tion and Senator Taft (Ohio) seconded it. The new bill, if one is developed, may take the place of S-1122.

### Much Discussion

A lot of discussion about the place of the wholesaler in supplying merchandise

## Collecting Tax

CHICAGO, March 25.—Information made available yesterday by the Office of Price Administration said that retail stores can handle the collection of the new federal excise taxes in one of three ways. The 20 per cent excise tax goes into effect on a number of merchandise items April 1.

OPA officials stressed the fact that when stores pass the 20 per cent luxury levy onto their customers, the customer must be told the amount he is paying to cover the tax. The three ways suggested by OPA officials follow:

1. Indicate the new tax on the price tags in dollars and cents, such as, price \$1, tax 20 cents; total \$1.20.

2. Or indicate the amount of the tax on the price tag as a percentage of the total price, as price \$1.20, 20 per cent tax included.

3. Or the merchant may post a visible notice near the place in the store in which items subject to the tax are displayed and state on the notice that a tax of 20 per cent is included in the price.

to the people, also comes before various government agencies almost daily. WPB officials have recently announced that the office of civilian requirements will permit a manufacturer to change his distributor in a given area as long as consumers are served adequately in that area. A lot of proposals have been considered for regulating the outlets because of complaints that have come from local merchants as well as consumers.

The shifts in population in many towns seems to be the chief cause of problems for manufacturers and distributors in adjusting their sales. Industry advisory committees are working with government agencies to devise some general rules for changing wholesale and retail outlets.

The practice of some manufacturers to sell direct to retailers has been mentioned frequently in discussions, and the final plans may be important to wholesalers in all trades. Ideas are being considered for some kind of official complaint blank which will cut down some of the complaints now being made about faulty distribution of merchandise.

## MERCHANDISE TRENDS

(Continued from page 50)

their own firms is another. They can't be blamed too much, of course, but WPB is having trouble filling the posts of those men who've already resigned. The loss of practical and experienced business men in the agency which so far appears to be in control of the return to civilian production is going to have a real bearing on future business conditions.

NEW APPLIANCE.—Going back into the rosy cloud of post-war dreams, there's a new device already applied to the hospital field which looks like a sure winner in the household field. The Hygeaire system is a combination of the General Electric germicidal tube and a pat-

Now! You Can Tell The Weather 24 Hours in Advance with the 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.

ILLINOIS MERCHANDISE MART Dept. AL-7, 500 N. Dearborn St., Chicago 10, Ill.

ALL YOU NEED! IN FANCY BOXES AND PACKAGES

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**OUIJA BOARD** ANSWERS ALL QUESTIONS!

The popular Planchette Ouija Board is taking the country by storm. People by the thousands are asking the Ouija Board to reveal the mysteries of the future. It's a thrilling, fascinating game that appeals to everyone—men, women, girls and boys. Answers all their questions about war, politics, love and personal problems. Stock up now on this red hot, fast-selling item. Distinctive design on sturdy Masonite Board, 17 1/2 x 11 1/2 inches. Plywood Indicator has 3 felt padded, turned wood legs. Instructions included. Perfect for Pitchmen as Give-aways, for Premiums and for all Stores.



Nationally Advertised at \$1.49

Your Cost \$8.50 Per Doz. Individually Boxed

Wire or mail order for prompt delivery. Rush \$1.25 for post-paid sample.

ORDER NOW! 25% Deposit With Order  
THE PLANCHETTE CO., 130 North Wells Street, Dept. K, Chicago 6, Illinois

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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.

ented reflector in fixtures designed to project a zone of protection across an area about eye level. Air-borne bacteria and viruses are carried into the zone of ultraviolet rays and to their deaths by convected air currents, giving to the protected space the germicidal effect of 100 air changes per hour. It sound like the kind of appliance which will sell in quantity to every health-conscious household.

**UNEMPLOYMENT NOW?**—The Chicago Association of Commerce reported that industrial employment in this area at the end of last year was nearly double that of 1939 and that retail trade increased \$200,000,000. And at the same time a New York financial expert pointed out that the army's heavy and insistent demand for more men, regardless of the effect on production, could lead to an unemployment crisis in the middle of a war. Which leads one to think that selling may soon come back into the picture.

**GOV'T ORDERS.**—WPB's amended flag order replaced the A-2 priority with an AA-5 for manufacturers in obtaining materials; the order defines "flag" as a piece of cloth used as an emblem, whether it is in the form of a banner, bunting, burgee, color guidon, valance, half-fan, net banner, pennant, pull-down rosette standard or in any other form. . . . Office of Civilian Requirements said last week in an interpretation that as long as the consumer is served adequately a manufacturer can change his distributors in any area. . . . WPB is said to be considering relaxation of the order covering inventory control of repair supplies so that distributors can buy unlimited stocks; it is claimed such action would aid disposal of surplus government stocks. . . . Notice has been given that the United States attorney's office feels the only way to put an effective stop to price ceiling violations is to hand out prison terms to offenders; a federal judge handed down not only a \$10,000 fine in a violation case but a sentence of 60 days with the comment that six months would have been imposed if the government attorney had not recommended the shorter period. Convictions on clothing, food and shelter violations will probably draw prison sentences hereafter, it was reported. . . . The Federal Trade Commission ordered a fur distributor to cease and desist from misrepresenting in any manner the pelts of which furs or fur garments are made.

**BOB PINS** Finest Quality Made in U. S. A.  
Box of 36 Packages in Attractive Counter Display, 18 Pins in Fancy Package (144 Pks.), \$11.40 Gr.  
**HILARIOUS PLACARDS**, Latr Hits, 5"x7", Retail 10¢ Min., \$3.25 per 100.  
**EXPLODING MATCHES**, Fine Grade, 4 Doz. in Box, \$6.10 Gross.  
**LATEST HIGH GRADE COMIC GREETING CARDS** with Envelopes, largest variety ever offered, \$5.00 per 100.  
Send Certified Check or Money Order.  
**ERNIE'S ENTERPRISES**  
"The Midwest's Fastest Growing Novelty House"  
725 PINE STREET ST. LOUIS 1, MO.

**ZIRCONS** 3 FOR \$3.75  
Genuine White Diamond Cut Blue Zircons . . . . \$1.25 Per Carat  
**ZIRCON RINGS** SOLID GOLD \$4 to \$10 EACH  
Ladies or Gents  
B. LOWE, BOX 311, ST. LOUIS 1, MO.

**CARTOON-BOOKLETS**  
AGENTS—SELL Vest Pocket Size Cartoon-Comic Booklets and other items. Samples 10 different ones for 50¢, 25 assorted for \$1.00. Wholesale Price List with order only. Send cash or stamps. No C. O. D.'s. Fast sellers—big profits.  
RAY CO.  
P. O. Box 976, Church St. Annex, New York

**FREE! 1944 WHOLESALE CATALOG**  
About 2000 Tested Sellers  
for today's opportunities are illustrated and described. About 98% of the articles can be supplied promptly. This is important to you as today's sales depend on supplying the goods. The stock of catalogs is limited, so suggest that you send for a copy soon.  
**SPORS** Wholesale Catalog No. 50  
SPORS COMPANY  
SPORS CO., 444 Lamont, Le Center, Minn.

# PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

**MORRIS KAHNTROFF** . . . temporarily out of pitchdom, due to lack of merchandise, is taking in the ozone in Miami before returning to Buffalo where he operates a rooming house. His son, 17 years old, is a sergeant in the air corps overseas. While in Miami, Kahntroff met Arizona Bill, who was headed for New York to meet his daughter and her soldier-boy hubby.

**THE WORKS** beneath your hat may be stimulated if you only try.

**SEYMOUR POPEIL** . . . who operated 15 kitchen gadget demonstrations around Chicago the past year, infos that he is concentrating on manufacturing some new items for the kitchen-gadget trade.

**TOM KENNEDY** . . . reports a good two-week biz in Mishawaka, Ind., with his foot package, and is booked up until the middle of May when he will again work drugstore windows. He reports that Al Fisher is at the H. L. Green store, South Bend, Ind., and Sam Foster has stone cleaner there, and both getting folding mazuma.

**NOW THAT SPRING** is here what excuse do you offer?

**FRED X. WILLIAMS** . . . lines from the Stock Show in Fort Worth that big crowds attended and midway biz was okay. Sam Goldberg was in on novelties instead of sheet, and others spotted were Johnnie Martin, Schaffer Kline, Cotton Keith, Big Kelly, Jackson, C. H. McKnight and Harry Talbot.

**FORMER PITCHMEN** overseas are asking for lines. Helps keep up morale.

**HARRY MAIERS** . . . links that O. C. Cox, former jam man, stopped off in Birmingham recently on his way north from Florida. Cox has plans to take out a circus in April, Maiers says.

**JOHN F. KLEIN, H.A. 2/c** . . . expects to leave Camp Elliott, San Diego, Calif., to sail the seas as a navy technician attached to the marine corps. He reports that Edmund (Ted) Burdick, of the pitch biz, is now making a few dates with the army somewhere where the native girls wear sarongs.

**HAVE YOU** the stability to stick until the finish?

**STANLEY NALDRETT** . . . will spend Easter at Hotel Brevoort, Chicago, he lines from Memphis where he has spent the past 12 weeks with gadgets. Sam Gabell had gadgets there in January, Naldrett says, and Arizona Bill Hornfeld was thru recently with glass cutters and sharpeners and moved on to Nashville. Naldrett pipes that he heard recently from Al (Pop) Adams, Lee Yandell, George Gunn, Don Ainsley and Irish Davidson in Houston.

**THE RED CROSS** will accept your money any time.

**SPENCE MATTSO** . . . and Allen Ross reported working gadgets in Kress store in New Orleans.

**FRED HUDSPETH** . . . and Ed Johnston are in New York.

**PAUL MILLER** . . . is hopping bells in St. Louis for the duration.

**GIVING A PLUG** for the local charity drives won't hurt your biz.

**PVT. CHARLIE HUDSON** . . . who was known as Toby Johnson before Uncle Sam put him in Company B, 325 Medical Branch, Fort Bragg, N. C., is still doing a couple of shows a week as emcee,

magic and vent at the camp. He inks that the boys who are sending pipes to *The Billboard* are doing a fine service for the pitch lads in service here and abroad. "They are morale builders and a beacon light to a return to the work after peace is won," says Hudson.

**SUCCESS COMES** from being ready when the big chance arrives.

**CHARLES MYERS** . . . 76-year-old wire worker, is at his home in Los Angeles.

**H. L. (DOC GUMMY) WILSON** . . . has a jewelry and leather goods novelty store in Washington.

**CHARLES HALLIGAN** . . . is still holding down a St. Paul store.

**CAN YOU** estimate your takes for this year so as to tell the income tax boys in Washington?

**DOC SNYDER** . . . is reported to be opening a med store in the heart of Birmingham in April.

**PADDLES MACK** . . . has been piped as ill in a Terrell (Tex.) hospital, and asking for lines from friends.

**DOC HARRY KINCHLOE** . . . reported in Oklahoma City with Mar-o-Vel.

**OUR GREATEST GLORY** is not in never falling, but in rising every time we fall.

**TOM McNEELY** . . . former partner of Toby Johnson, reported getting folding money in Houston. Doc (Red) Mainard working in a drugstore window in same city.

**DOC TOM DEAN** . . . the "bond sales king," getting mazuma in Blytheville, Ark.

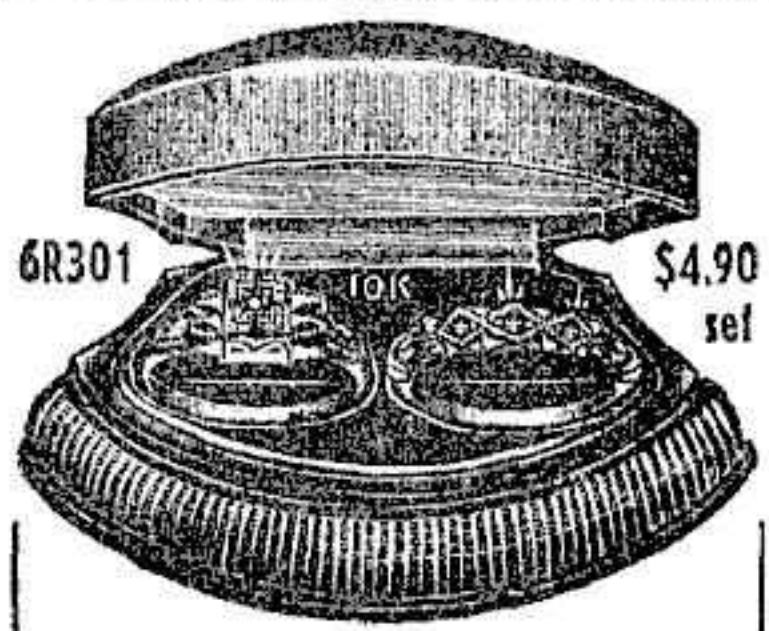
**EDDIE ST. MATHEWS** . . . and Doc Britton, the "poor man's friends," working West Virginia.

**DOC ED RAGGETT** . . . of Ozark fame, is in Nashville.

**OUR GREATEST GLORY** is not in never falling, but in rising every time we fall.

## Pitchdom Five Years Ago

W. D. Cooper told of a sheetie who had his house-trailer parked in the courthouse square in Fulton, Miss. . . . Joseph Gnazzo came thru with his first pipe, also pitching for 10 years. He infoed from Roanoke, Va., that the boys knew him as Joseph G. Marino. . . . Stanley Naldrett and James Collins worked pens in the same Louisville store. . . . J. C.



**DIAMOND RING SETS**  
10K Gold Mountings  
6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set \$4.90  
6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set 6.40  
6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . .Set 8.65  
WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.  
**BIELER-LEVINE**  
87 South Wabash CHICAGO 8

**BOBBY PINS—HAIR PINS**  
Straight & Safety Pins  
Packaged or Bulk.  
State Quantity Wanted or No Reply.  
**ACE SALES CO.**  
Dept. 10 Buffalo, N. Y.

**BLADES \$7.95** Per 1000  
First run, uniform, D.E. Blue Steel, packed 20/5s per carton. Send full amount or 1/3 deposit. (No orders less than 25 ctus.) Write for free list of other brands.  
**ACE BLADE CO., Dept. 10, Buffalo, N. Y.**

**WANTED — WANTED — WANTED**  
50 Traveling Representatives, Concession People, Pitchmen, Phone Workers or any person connected with a one night or week stand trick willing to work a few minutes each day can really cash in. Nothing like it being offered. Full particulars by mail. Nothing to buy. Can be worked out of your pocket.  
**Ohio Valley Novelty Co.**  
BOX 301 HENDERSON, KY.

**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.

**Sell VITAMINS!**  
Start a business of your own. We pack under your own label, assuring you of repeat business. Get in on this big paying field. Millions and millions sold annually. Complete stocks of standard formulas, or we make to your specifications. Literature FREE. Write today. **THE GIBSON COMPANY, 103 Gibson Building, Harlan 1, Iowa.**

**"Chip-Diamond" Rings**  
In 10K and 14K Gold Mountings  
Unlimited Quantities

No. 3B56 10K Gold  
No. 3B60 10K Gold  
No. 3B201—10K Gold  
No. 3B206—14K Gold  
One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.  
(State your business)  
**HARRY PAKULA & CO.**  
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10K GOLD  
No. 3B60 Solitaire \$2.25 each Bulk  
No. 3B56 Wed. Ring \$2.25 ea. Blk.  
No. 3B201 Bridal Set \$4.50 ea. Box.  
14K GOLD  
No. 3B206 Bridal Set \$5.25 ea. Box.  
Sizes 5-7

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Write today for new wholesale catalog on Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacologists  
137 E. Spring St. Columbus, Ohio  
BUY WAR BONDS FOR VICTORY

**LAST CALL LAST CALL LAST CALL**

OPENING THIS SATURDAY AFTERNOON FOR 7 DAYS IN DOWNTOWN PETERSBURG, VA.

CAN PLACE—Silodrome and Grind Shows of merit. Will finance any show or attraction worthwhile.

CAN PLACE—A few Workingmen in all departments. Best salary and good treatment assured. Why be with a rag bag when you can be with one of the best.

CAN PLACE—Young attractive Chorus Girls with or without experience. We will teach you. Also want attractive Girls for Posing Show.

CAN PLACE—All legitimate Merchandise Concessions. Have opening for Photo Gallery. No wheels or coupon stores wanted.

CAN PLACE—Rolloplane, Octopus, 8-Car Whip, Flyoplane or Spitfire with own transportation.

CAN PLACE—FUN HOUSE. Thompson, please answer. Ben Cheek, please answer.

WE CAN OFFER YOU PLENTY OF ACTION WITH THE FINEST STILL DATE AND CELEBRATION ROUTE AND LINEUP OF MAJOR FAIRS IN ENTIRE EAST.

All Address

**CETLIN & WILSON SHOWS**

PETERSBURG, VA.

**W. C. KAUS SHOWS**

OPENING APRIL 1, JACKSONVILLE, NORTH CAROLINA

Heart of Marine Base. Ride Help and Concessions, come on.

Notice! All Shows contracted with us, report New Bern, N. C. Opening April 10.

Whitey Wagner can use Girls for Girl Show. Top salary. Linda Darnell, Pearl Brown, wire. Concessions—A few open. Also Grind Store Agents. Shows—Book any Shows of merit. Will finance and transport. Opening for Man to handle Glass House. 20 weeks of east (best), plus 10 bona fide fairs till November 15th.

RUSS OWENS, GENERAL MANAGER, NEW BERN, N. C.

**GROVES GREATER SHOWS WANT**

Agent for Stock Concessions. Can place a few legitimate Concessions. Want Foreman for Merry-Go-Round; salary \$40 per week; married man preferred. Will furnish living trailer. Write or wire

ED GROVES, Oberlin, La.

**LAST CALL GERARD GREATER SHOW LAST CALL**

Opening April 7 at White Planes Ave. and Gun Hill Rd., Bronx, New York City.

Foremen wanted on Merry-Go-Round, Ferris Wheel, Whip, Lindy Loop, \$60.00 per week with a bonus. Can also use Second Men on all Rides. Long season. Tear down every two weeks. No trucks to drive. Will book or buy Tilt-a-Whirl, Octopus, Chair-o-Plane, Rocket.

Address: CHARLES GERARD, 900 Grand Concourse, New York City.

**CENTRAL AMUSEMENT COMPANY**

Opening Beaufort, South Carolina, Saturday, April 1st.

Large Marine Base and thousands of Sailors at Naval Base here. We have showed Beaufort for past six years first week in April. This has always been a red one. Have good territory that we have built to honorable and respectable business year after year. No racket, everyone makes money on this show. Want for season Grind Stock Concessions that can stand prosperity.

Want Concession Agents for Penny Pitch, Wheel Agents, Ride Help; preferably married men that can drive; can use wives on Concessions. Shows—Any Grind Shows that can get money. All address: SHERMAN HUSTED, Manager, CENTRAL AMUSEMENT CO., Beaufort, South Carolina. No time to write—wire or come on.

**M. A. SRADER SHOWS**

OPEN APRIL 13, SALINA, KANSAS

Want Electrician. Can place Second Men on Rides. Few 10c Concessions open. Have new tops for both Athletic Show and Pit Show; Johnnie Howard, write. Address M. A. SRADER SHOWS, Salina, Kansas.

**WOLFE AMUSEMENT**

All this week, Toccoa, Ga.; April 3 to 8, Royston, Ga.; April 10 to 15, Thomson, Ga.; April 17 to 22, Augusta, Ga.

Thomson, Ga., first show in city in ten years, uptown location, Augusta, Ga., Rik's Big Spring Festival. Can place Foreman Smith & Smith Chairplane, Bingo Help, any legitimate Concessions. Can use good Concession Help. Can use good Ride Help. We make small jumps. Save your rubber. Can place Man to handle two Kiddie Rides. FOR SALE—38-Seat Chairplane, good condition, ready to run, complete with Ticket Box, \$800.00 Cash. All mail or wires: BEN WOLFE, Toccoa, Ga.

Reynolds was stocking up on auto polish in New York after a sojourn in Miami. . . . Al Sellers reported from Newark, N. J., that the Wunder-Tone pitch store there had a roster of Professor Raymond (Rajah, the Root Man), Madame Thelma, Doc Kahn and Mr. Wunderman. . . . Hugh B. Diggins scribed from Waterloo, Ia., where he went for his mother's funeral, that biz in Biloxi, Miss., where he worked six weeks, was not too good.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Victoria, Tex.  
All-American Expo.: Jacksonville, Fla.; Albany, Ga., 3-8.  
Arcade: Rio Grande City, Tex., 27-April 8.  
Bantly's All-American: Columbia, S. C., 28-April 8.  
Baysinger, Al: Poplar Bluff, Mo., 27-30.  
Bealy's Rides: Vicksburg, Miss.  
Berryhill United: Madison, Ga.  
Bistany's Greater: Melbourne, Fla., 27-April 8.  
Blue Ribbon: Columbus, Ga.  
Buckeye State: (Roosevelt Road Showgrounds) Little Rock, Ark.  
Burke, Frank: El Paso, Tex.  
Byers Bros.: Texarkana, Tex.  
Capell Bros.: Haskell, Okla.  
Cetlin & Wilson: Petersburg, Va., 1-8.  
Colley, J. J.: Durant, Okla., 1-8.  
Crafts 20 Big: San Diego, Calif., 27-April 2.  
Craig, Harry: Abilene, Tex., 27-April 6.  
Crescent Am. Co.: Gaffney, S. C., 3-8.  
Dodson's World's Fair: Alexandria, La., 1-8.  
Dumont: McColl, S. C.  
Dyer's Greater: Greenwood, Miss., 30-April 8.  
Fay's Silver Derby: Americus, Ga.  
Fidler United: (Bell & Easton) St. Louis, Mo.  
Gentsch & Sparks: Columbia, Miss.  
Gold Medal: Columbus, Miss., 1-8.  
Grady, Kellie: Florence, Ala., 1-15.  
Greater United: Uvalde, Tex.  
Heth, L. J.: Birmingham, Ala.  
Hyalite Midway: Coalgate, Okla.; Tishomingo 3-8.  
Jones, Johnny J., Expo.: Augusta, Ga.; Charleston, S. C., 3-8.  
Kaus Expo.: New Bern, N. C.; Jacksonville 3-8.  
Keystone Expo.: St. George, S. C.  
Kirkwood, Jos. J.: Baltimore, Md., 3-8.  
Lake State: (Vandeventer & Washington) St. Louis, Mo.  
Lawrence Greater: Rockingham, N. C., 3-8.  
Lone Star: Indianapolis, Ind., 30-April 8.  
McKee, John: Gideon, Mo., 1-8.  
Marks: Richmond, Va., 3-8.  
Midway Am.: Oakland, Miss.  
Nall, C. W.: Delhi, La., 3-8.  
North State: Asheboro, N. C., 1-8.  
Parada: Ganey, Kan., 1-8.  
Park Am. Co.: Alexandria, La.  
Peppers All-State: Tusculumbia, Ala.  
Pike Am.: Mount Ida, Ark.  
Playland Am.: Rome, Ga.  
R. & S. Am.: Wilmington, N. C.; Holly Ridge 3-8.  
Reynolds & Wells: Wichita, Kan., 1-8.  
Rogers Greater: Paris, Tenn., 27-April 8.  
Rogers & Powell: Brookhaven, Miss.  
Scott Expo.: Atlanta, Ga.; Marietta 3-8.  
Sheesley Midway: Columbus, Ga., 30-April 8.  
Siebrand: Tucson, Ariz.  
Sparks, J. F.: Meridian, Miss.  
Star Am. Co.: Monticello, Ark., 1-8.  
Strates, James E.: Washington, D. C., 5-15.  
Tidwell, T. J.: Sweetwater, Tex.  
Tower Am. Co.: Greenwood, S. C., 3-8.  
Victory Expo.: Aransas Pass, Tex., 27-April 2.  
Virginia Greater: Suffolk, Va., 1-8.  
Wallace Bros.: (Legion Fair) Grenada, Miss., 1-8.  
Ward, John R.: Baton Rouge, La.  
Weer, J. C.: Norfolk, Va., 3-8.  
West Coast Victory: San Jose, Calif., 27-April 2; Pittsburg 4-9.  
West's World's Wonder: Jacksonville, Fla.  
Wolfe Am.: Toccoa, Ga.; Thomson 3-8.  
Wonder City: Kenner, La.; Ponchatoula 3-16.  
World of Today: Oklahoma City, Okla.  
Zacchini: Batesburg, S. C.

**CIRCUS**

Arthur Bros.: Glendale, Calif., 28; Taft 29-30; Bakersfield 31-April 1; Delano 2.  
Beatty, Clyde-Russell Bros.: San Diego, Calif., 27-April 2; Long Beach 3-5; Los Angeles 7-30.  
Cronin's: El Monte, Calif., 1-2; Pasadena 4-8.  
Globe Bros.: Stephenville, Tex., 31; Hamilton April 1.  
Hamid-Morton: Washington, D. C., 27-April 1.  
Polack Bros.: Dayton, O., 27-April 1; Sacramento, Calif., 5-22.  
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York City April 5-May 21.

**MISCELLANEOUS**

Basile, Joe, Band: Washington, D. C., 27-April 1.  
Birch: Hamilton, Tex., 29; Hillsboro 30; Arlington 31; Norman, Okla., April 3; Oklahoma City 4-5; Drumright 6.  
Buckwalter, Junior, Marimba Queens (Diamond Mirror Club) Passaic, N. J., 27-April 3.  
Burton's Birds (Hurricane Club) NYC.  
Campbell, Loring: Wadena, Minn., 29; Crosby 30; Backus 31; Fargo, N. D., April 13-8.  
Couden, Doug & Lola: School Assemblies, Puyallup, Wash.  
Daniel, B. A.: Indianapolis 27-April 1.  
Dorsey, Don (National) Richmond, Va., 30-April 6.  
El Cota, Wm. (Hotel Flint Tavern) Flint, Mich., 27-April 8.  
Lee's Colored Minstrels: Pinkard, Ala., 29; Fairfax 30-31; West Point, Ga., April 1-3; Lafayette, Ala., 4; Opelika 5.  
Lippincott: Douglas, Ga., 29; Baxley 30; McRae 31; Dublin, April 1; Cochran 3.  
Maurice & Andrea (Flamingo Club) Orlando, Fla., 27-April 3.  
Nagle, Bert (Latonla) Oil City, Pa., 30-April 1.  
Nichols, Les (Saurer Hotel) Sorrel, Que., Can., 3-16.  
Ricton's Dogs: Fayetteville, Tenn., 27-April 1.

**EXCEPTIONAL OFFERINGS**

Available for immediate delivery, 253 light weight Steel Trusses. 55 to 59 ft. span, sectional or 1 pc. Total weight 780 lbs. each. Can be used for loading platforms, warehouses, open-air building. Excellent for concession stands or portable buildings, or for anything of rapid construction, either permanent or temporary. Write for details and plans.

**SPECIAL PRICE, \$37.50 EACH**

F.O.B. R.R. Cars or Trucks

**ALSO AVAILABLE COMPLETE STOCK SURPLUS MERCHANDISE**

Consisting of RUBBER BOOTS, SHOVELS, PICKS, AXES, SLEDGE HAMMERS, TOOL BOXES, PUMPS, Gasoline or Hand WHEEL BARROWS, ICE SCRAPERS, Used PLYWOOD, Full SHEETS, INSULATION BOARD, ASBESTOS BOARD and 1000 other items at Bargain Prices.

WIRE, WRITE, PHONE

**Cleveland Wrecking Co.**

6TH & CLEARFIELD STS.  
PHILADELPHIA RAD. 6660

**JACKSONVILLE BEACH**

On the Boardwalk. Six Months' Season. No Tear Down, No Set-Ups.

Ride Help, come on; age no object. Will place for 25 per cent of gross Long Range, Short Range, Tommy Guns and Cigarette Gallery; also any ten-cent Stock Store. Kiski, write. Address:

**L. ED ROTH**  
Jacksonville Beach, Fla.

**SCENIC ARTIST**

SIGN AND SHOW PAINTER

**AT LIBERTY**

Big city park preferred. Experienced all branches of indoor or outdoor show business.

BOX D-197, The Billboard, Cincinnati 1, O.

**GLOBE BROS.' CIRCUS**

**WANTS**

ACTS OF ALL KINDS. WORKINGMEN (\$25.00 per week and meals), MECHANIC AND ELECTRICIAN. Address: Stephenville, Tex., March 31; Hamilton, Tex., April 1.

**HARRY CRAIG SHOWS**

Would like to get in touch with good Carnival Secretary. Address Abilene, Texas, for 10 days.

**WANT TO BUY**

Small Two-Abreast Merry-Go-Round, also factory-built Kiddie Auto Ride. Write or wire

**E. A. BODART**  
Shawano, Wisconsin

**BUCK WEAVER WANTS**

For Baker United Shows, Girl for Penny Pitch, Man or Woman Dealer for Pan Games, Slum Joint Agents. Budweiser Whitey, contact.  
Address: Swayzee, Ind.

**GOLDEN GATE SHOWS**

Will open April 15, Pembroke, Ky.

Want Stock Concessions, Ball Games, Pop Corn, Mug Joint, Cook House, Penny Pitch, MITT CAMP. Concession Agents for office. Ride Help, come on. Have outfits for Jig Show, Geek and Girl Show. Will book Shows with outfits. **FRANK OWENS, Mgr., Golden Gate Shows, Box 825, Pembroke, Ky.**

Texas Cattle King, George M. Bragg's: Maysville, N. C., 27-April 8.  
Turtle, Wm. C. (Housing Project Halls) Portland Ore., 28-April 1.  
Virgil: Palouse, Wash., 29; Rosalia 30; Cheney 31; Davenport, April 5; Wilbur 8.



## Lansing Hospitaler Off With a Bang

LANSING, Mich., March 25.—Back in the Vocational School Field House after several seasons' absence, the local Hospitaler Circus opened Tuesday night to a capacity audience, which applauded Orrin Davenport's circus and was loud in its praise of the quality of the acts presented. Fred Mackey, general chairman, stated it is the strongest show ever brought to Lansing.

Wednesday matinee was a sellout and over a thousand were turned away. Wednesday night was capacity again and there was a splendid advance sale for remainder of engagement. For first time in history the show will close with two performances on Sunday, stretching the engagement to six days as against the usual five. Show runs exactly two hours, including a 10-minute intermission.

## Net of H-M Show Is 12G at Wichita

WICHITA, Kan., March 25.—Altho weather was cold and rainy, the second annual Police Circus (Hamid-Morton acts) played to satisfactory crowds March 11-18.

Engagement showed a profit of about \$12,000 for the promoters and auspices, reported Ben Truex, manager.

## St. L. Lot to Wagner

ST. LOUIS, March 27.—Owner Al Wagner, Cavalcade of Amusements, announced here last night that he had contracted with Velare Bros. to present his new show on the Grand and LaCade location here. The statement was confirmed by Elmer C. Velare.

## ARTHUR BOWS IN COLD

(Continued from page 34)  
message. Lead articles are by N. Edward Beck, personal representative.

Arthur has equipment that is a credit to the management. Altho out as a circus for its second year the show is

superior to the one offered a year ago. The top, with its red, white and blue stripes and stars down the crest of the tent, lends flash to the set-up. All chairs in the reserved seat section are new, with the blues sparkling in new paint. White and red wagons have been done over, with the white wagons' lettering outstanding in gold leaf. The top accommodates about 6,000.

## RINGLING PRE-PEEK

(Continued from page 34)

told to come to the night performance. And altho the house wasn't quite as large as at the first show, only a few empty seats remained in the 12,000 capacity tent.

From practically every surrounding army station special convoys transported servicemen which swelled the service attendance to over 3,000 in the afternoon show alone. One base dispatched 800 Chinese troops by convoy to the grounds and many saw the first American circus in life.

## Running Time Amazes

One of the amazing features of the opening was the running time. Show, timed for three hours flat, ran three hours and five minutes; almost mid-season smoothness. Major hitch was the inadequate prop personnel, too young and too inexperienced. They garbled several acts and made racket, especially with the steel arenas. The only minor mishap was when a high-spirited high-school horse, ridden by Patty Warfield, kicked a woman spectator in the head. She was rushed to a hospital and sustained only minor injuries.

The menagerie was scattered thruout the quarters with newly painted cages gleaming in the sunshine. Lead stock, bulls, giraffes and ring stock were staked out for public display. The entire quarters were thrown open for inspection. The majority of the 12,000 spectators, who attended the first show, hung around quarters until after dark. According to George W. Smith, general manager, the show will leave Sarasota March 29 at 1 o'clock via the Seaboard. Two feed stops, one at Washington and another planned by the railroad, will put the show in the Bronx yards April 1; show to take over the Garden April 1 and open April 5.

## Panto Is Featured

The physical equipment and tents will leave Sarasota May 28 for Philadelphia for opening there June 6, following the Boston engagement, which will open May 23 and close June 5. New York engagement closes May 21.

Color runs riot with the show. Costumes, the like of which were never before presented to the American circus public, symbolized the theme of the edition of the Greatest Show on Earth. Headlined attraction, *Panto's Paradise*, is a Dall art exhibit come to life with costumes from the middle ages, *Ziegfeld Follies* and the result of a limburger cheese nightmare. More details next week.

## RB ADS RATIONED IN NY

(Continued from page 34)

they will be given seat tabs for a specified performance, avoiding troublesome rushes of certificate holders which occurred at some performances under previous arrangements. All seats for the opening New York showing, excepting those reserved for the press, will go to War Bond buyers, and for the remainder of the Garden run slightly more than 600 seats at each performance will be reserved for purchasers of such bonds. Campaign for bond selling, which is being handled by the Treasury Department, has not yet gotten under way, while last year's drive was started two months before seats went on sale in New York. Buyers of bonds will pay taxes on their seats.

The new tax law does not burden the show with any penny change worries but simply ups the price of admissions—Madison Square Garden prices ranging from \$1.20 to \$4.80 including taxes.

# Endy Bros.-Prell Shows, Inc.

OPEN

CHARLESTON, S. C., APRIL 14th, FOR THE JUNIOR CHAMBER OF COMMERCE  
10 Days — New Location

FOLLOWED BY THE GREATEST FIVE-STAR ROUTE EVER OFFERED  
IN OUTDOOR SHOW BUSINESS WITH ALL DE LUXE PROMOTIONS.

Can place Motor Drome Help, Ladies, Men Riders, Ticket Sellers. All apply Ralph Justice, General Delivery, Charleston, S. C.

Want Penny Arcade, Novelties, Rotarys; few legitimate Concessions open; Wheel Agents. Apply Miami, Fla.

Can place Foreman for Whip, Ridee-O, Chairplane, Semi-Truck Drivers, also Light Towers. Come on to Charleston, S. C., winter quarters now open. General Show Help.

Want Man to handle and Dip in Custard Truck. Apply Miami, Fla.

Have for Sale—Complete Motor Drome and Minstrel Outfit, Seats, Tents, Stages; one complete Spillman Fun House ready to operate. Brigham Young, answer.

We are proud to present AMERICA'S only show with 46 weeks of continuous successful operation, traveling on 45 Semi Trucks, 14 Rides, 11 Shows, Diesel Power Light Towers, and the entire Show office-owned, properly financed and managed and present again in 1944 the famous ZACCHINI CANNON ACT daily for the entire season. Show now operating Miami, Fla.

All others apply DAVID B. ENDY, Mgr., Endy Bros.-Prell, Inc.,  
743 Seybold Bldg., Miami, Fla.

## JAMES E. STRATES SHOWS, INC.

LAST CALL

SHOW OPENS WASHINGTON, D. C., APRIL 5TH. TRAIN LEAVES MULLINS, S. C., MARCH 29. CAN PLACE WORKING MEN IN ALL DEPARTMENTS, TICKET SELLERS, TRAIN HELP, HEY DEY FOREMAN, FERRIS WHEEL HELP AND FOREMAN. Address:

JAMES E. STRATES, GEN. MGR., MULLINS, S. C.

P.S.: FRANCES FOURNIER CAN PLACE SPOT THE SPOT AGENT.

## ROBERT (BOBBY) MANSFIELD

CAN PLACE AT ONCE

10 Girls for America's most beautiful Posing Show. Will furnish wardrobe. Top salaries. Best of treatment; long season. Also A-1 Talker, Ticket Sellers, Canvasman. Show opens Washington, D. C., April 5th. Address:

BOBBY MANSFIELD, JAMES E. STRATES SHOWS, INC.

P.S.: Louis Plevin, come on; mail for you.

## John R. Ward Shows Want

Motor Drome Manager and Riders, have 26 ft. silodrome, 5 motorcycles and rollers. Minstrel Show Performers, Musicians, Manager for Monkey Shows. Want Girl Show and Snake Show or any Shows that won't conflict; will furnish outfits. Can place Concessions. Want capable Ride Foreman and Second Men. Buck Tireman, Don Ray Johnson, answer. WANT ELECTRICIAN.

JOHN R. WARD, P. O. BOX 148, BATON ROUGE, LA.

## O. C. BUCK SHOWS

OPENING APRIL 20

Want Silodrome Operator, have complete outfit. Can place any Show of merit, will furnish outfit. Want Ride Help on all Rides, also Concession Agents.

Address O. C. BUCK, Troy, N. Y.

## WANTED

Electrician, Ferris Wheel Foreman, Merry-Go-Round Foreman, Octopus Foreman, Radio Foreman; Hickman, come on; top salary, \$40.00 and \$50.00 week. Will book Penny Arcade and Bingo, also Roll-o-Plane. Want Train Master, Bergs Adams, wire. Address:

FRANK WEST, ALL AMERICAN EXPOSITION

Jacksonville, Fla., this week; Albany, Ga., follows; then Macon, Ga.

## GOLD MEDAL SHOWS

OPENING TUESDAY, APRIL 4, COLUMBUS, MISSISSIPPI

Want Bingo, Penny Arcade and legitimate Merchandise Concessions. Want Monkey, Animal and Snake Shows. Will book or buy Kiddie Auto Ride. Want Second Men on all Rides, top salaries and bonus. Buck McClanahan wants Foreman for Octopus, top salary and bonus. Want Side Show People; Don and Pansy DuVault and Jean Martin, write Sam Golden. All address GOLD MEDAL SHOWS, Post-Office Box 32, Columbus, Mississippi.

## PLAYLAND AMUSEMENTS, INC.

WANT BINGO, CUSTARD, PENNY ARCADE. WARREN MURPHY, contact me immediately. VERY IMPORTANT.

STAN WILCOX, Rome, Ga., until April 8; then Chattanooga, Tenn.

## Want Concession Agents

Clothes Pin, Hit and Miss Ball Game open; other Agents, can place you. Opening April 6th.

A. S. BREWER

Gold Medal Shows Columbus, Miss.



## RAIN HITS ALAMO HARD

(Continued from page 37)

advertised three weeks ahead. Owner Ruback said the Austin opening date was a record breaker. Ben Davenport, owner of Dailey Bros.' Circus, visited here, his quarters being 25 miles away.

### Austin Is Winner

AUSTIN, Tex., March 25.—A new opening record was made here March 11 by the Alamo Exposition Shows under auspices of the American Legion Post, reported Andy Custer. Jack Ruback, owner-manager, was host to many visiting showfolk. Altho all equipment has not been taken out this season, the midway had 12 rides, 10 shows and about 50 concessions. Nearly all canvas is new.

Albert Wright, show's adjuster, entertained many friends. Rip Collins, former baseball star, now sheriff of Travis County, was host at luncheon in his home for Albert Wright, Mr. and Mrs. Jack Ruback and Louis (Blackie) Ringgold, general representative. C. A. (Curley) Vernon visited and spent a day with Ted Custer. Nightly visitors from San Antonio included Mike Ruback, Charlie Chubbs, Barney Allen, Mr. and Mrs. Blackie Tarkington and Lefty Block. Joe Rosin has enlarged his pet shop and has built a special pony house for his photo booth.

A meeting to be held soon will elect officers to be in charge of War Bond drives, Red Cross work and bingo parties for smokes for servicemen. Clyde Davis's two girl shows had good grosses here. Bill Williams, Hollywood Monkey Circus, has more performing monkeys this season, with Jerry, trained chimp, featured. Bill Tank has a full crew for the front arch. Joe Stegal is on with his concessions for the second season. Among concessionaires are Mr. and Mrs. M. O. Williams, Mr. and Mrs. Whitey Lively, Joe and Babe Alcar, Tommy Davis, Blackie McPeet, Mr. and Mrs. Joe Rosin, Billy Miller, Hypo Dencke, Mr. and Mrs. Ted Custer, Andy Custer, Betty Williams, Martha Rogers, Tony Kitterman, Mrs. Novoe Miller, Tex (Cowboy) King, Benny and Bobby Hyman, Mr. and Mrs. Blackie Goldstein. Red Hughes was in charge of all painting.

## ACTS FOR SLA PARTY

(Continued from page 37)

party to be held on the night of March 31 in the Bal Tabarin, Hotel Sherman. Capacity of the room is about 400 and it is expected that there will be a turnaway. Proceeds are to be devoted

to packages for the 100 or more League members serving in the armed forces.

Chairman Young announced that some of the acts to appear will be Edith Raye, dancer; Dave Malcolm, emcee; Buddy and Jean, roller skaters; Professor Cheer, comedy musical act; Jane Newcomb, acrobatic dancer, and Phil and Bonta, high perch. Johnny Jones' orchestra will furnish music for the show and dancing.

## ALL-AMERICAN IN JAX

(Continued from page 37)

in-One, Frank Zorda; All Girl Revue, Ray Ayers; Minstrel Show, Slim Andrews; Monkey Circus, Josh Klitchens; Motor-drome, Mr. and Mrs. Egbert; Iron Lung, Claude Hughes and Milt Cohen. In the concession line-up are Harry Manas, 2; Nate Roth, 4; Merl Gratiot, 2; Mrs. Woznick, 3; Leo Allen, 8; Danny Ferguson, 2; Jack Venner, 3; Fred Schille, 4; Milt Cohen, 1; Polack Felice, 1; George W. Speaker, 2; Valdosa Vall, 3; Mrs. E. Brodden, 1; Scott Lamb, 1. Mr. and Mrs. Jack Gallup have the cookhouse; Benny Wiess, bingo; Sally Hunter, dining car, and M. Coulson, candy floss.

## BALLYHOO BROS.

(Continued from page 37)

Red's been one for 10 years and is a good provider."

"You front-end people give me a pain," shot back a ride man. "If it weren't for the back end you'd starve." "Back end, my eye," came back a booth agent. "We move the train." And so it went all thru the day until opening hour arrived. Going to work never lets them bury the hatchet. The Illusion and Girl shows started the night off by bucking ballys. The ride men, not to be outdone, removed mufflers from the ride engines and opened up with their sirens. Loud-speakers were turned up on all parts of the lot. It became a case of: "If I can't get top dough, no one else will." They pounded on pieces of railroad iron, rang bells and pounded hot-water tanks. The crowd was run from one bally to another. Our side-show operator, seeing that he wasn't getting to first base, dropped his sidewall and let everyone in free. The bedlam became so terrific that the patrons left the lot, clearing it long before closing time. Rest came to the neighbors who had retired early.

That night the shows' entire personnel had to draw meal tickets at the office to make it possible to meet again in the cookhouse and argue over who they had

kept from topping the midway. Manager Pete Ballyhoo stated: "That's what we like—aggressive people who fight to get money for the office. If one isn't a real trouper around this show, they'll starve to death. The side-show manager was plenty smart in letting 'em in free. His annex and pitch gross was tops."

The battle for top money continued thru the week. The show finally got enough money to get out of town. Hope next week opens bad, so that we can gross only fair money. The moral of this news copy is: "If you want to make money in the carnival business, don't top any midways."

### MAJOR PRIVILEGE.

## BUCK BOWS APRIL 15

(Continued from page 37)

ent, and Dick Taolman, back from Boston, will resume his duties as secretary. Lon Ramsdell, assistant manager, will be on for the opening, completing a tour for United Artists. Roy P. Peugh, publicity director and advance agent, who has been in an ordnance works in Niagara Falls, N. Y., during the winter, will return April 3.

Tour will be opened in the Troy area, thence thru New York and New England States and will include fairs in Gouverneur, Malone, Lowville, Fonda and Altamont, N. Y., and Great Barrington, Mass.

## ARMSTRONG IN INDIA

(Continued from page 37)

biggest carnival shows ever seen here. He has imported the latest rides and side shows from the States. His lot is about a mile in area. Orville has a big-hearted smile for everyone, is the showman's friend here. His business is big in every town. He has taken India by storm with his two special trains of 75 carloads of standard novelties. On his midway have been Jake Cox, fire dive, and Gun Boat Jack, boxing champion of India, Far East and Australia. Gun Boat is an all-star vaude artist, too, with a dozen or more circus acts.

"Capt. George Edwards, sharpshooter, is another big attraction doing well. Some other artists are Van Norman, Jenken Troupe and Charles Franks.

"A few deaths occurred among some artists lately in India. Jake Cox, high fire diver, died in a hospital thru illness. He did his dive to the age of 78. Mrs. Jenkins passed away. She was the mother of a famous circus troupe in India and England. Mrs. George Edwards, late of Victor Hugo's Rodeo Shows, died from a cardiac heart due to a plane crash. Van Norman, high cycle dive, was killed in his dive. George Batty, juggler and show agent, also died. I am one of the oldest American showmen in India."

## CAPELL IN OPENER

(Continued from page 37)

Toby, elephant boy; Smiley Springer, novelty musical act; Tyro, rubber man; Jim Lindsey, frog-footed boy; Tom Wilson, torture act; Tiny Lee, midget; Mrs. Cuban Mac, big snake; Mac Children, novelty act; Chief Bow Legs, Punch, impalement, fire, sword swallowing and whip act. George Meyers, No. 1 ticket box; George Wilson, No. 2 box; Fred Lindsey, general announcer. Snake Show, operated by Mr. and Mrs. Otis Reynolds. Crazy House, operated by Ted Wilson.

Line-up on rides is: New Eli Wheel, Red Watson, foreman; Loop-o-Plane, Charles Saylor, foreman; Chairplane, Jack Morgan, foreman; two Kiddie Rides, John Saxon, foreman; Merry-Go-Round, Jack Jackson, foreman.

Staff, about the same as last year, is: Jack, Bob and Bill Capell, owners; H. N. Capell, manager; Mrs. H. N. Capell, treasurer; Mrs. Jack DelMar, secretary; H. R. Martoney, general agent; Ralph Chambers, electrician.

Show will carry 6 rides, 3 shows and about 35 concessions, equipment having been repainted. Equipment purchased during the winter includes Loop-o-Plane from Charles Rotola, Elite Shows; transformer wagon from Harry Zindar, Zindar Shows, and new band organ from H. Frank Organ Company. A six-room modern house and acreage, suitable for permanent quarters, was purchased here by the management. Show will play practically the same route as last year.

Visits have been exchanged between members of the World of Today Shows, wintering in Muskogee, Okla., and Capell Bros.' Shows. Recent visitors were Mr. and Mrs. L. C. Reynolds, P. C. Lindsey, Mr. and Mrs. Harry Hunter and Bill Crow, World of Today Shows, and Bob Bunch, general manager of the J. J. Colley Shows, and Mrs. Bunch and their

daughter. Mr. and Mrs. Jack DelMar returned from Wichita, Kan., where they purchased concession equipment and visited relatives and showfolks.

## BIZ GOOD FOR G. & S.

(Continued from page 37)

Stanley and George Western. The show now consists of six major rides, two Kiddie rides, five shows and 30 concessions.

Staff comprises J. A. Gentsch, Frank Sparks, owners; Mrs. Gentsch, Mrs. Sparks, secretaries; Jack Oliver, business manager; Ross Crawford and Orvell Gluck, assistant billposter and lot superintendent; Whitey Stewart, electrician; Pat Brown, construction manager; James Falcon, stock clerk.

Merry-Go-Round has Klondike Wells, Eddy Smith, Melvin Thompson; Ferris Wheel, Leslie Jones, Homer Brown; Chair-o-Plane, Joe Lofton, McLemore; Dipsy Doodle, Joe Kermenter, Clyde Butcher, James Brown, Dan Chatman, Charlie Jones, Girl Show; Animal Show, Herbert Allen; Minstrel Show, Walter March, Ruth March, Bertha Jones, Gazle Frazier, Willie Frazier, Billie Peppers, Coot Davis, Stella Thompson.

Concessions: Doc Hoy, popcorn; Mrs. Clyde Hoy, palmistry; Everett Massey, bowling alley; Frank Bumpus, rolldown, with H. C. Brumley, Wheeler Brown; Mr. and Mrs. Jim Pierce, 2; Doc Angel, pan game; Ed Sweeney, 1; Jess Reese and Swede Olsen, 1; Tommy Feerer, razzle dazzle, with Michael Kelly, Aubra Roberts, Bill Bailey, Thomas Mason, Knox Qualls; rolldown, B. C. Coles, Jack Warren; blanket wheel, John Scott, Otis Holkman; blanket spindle, Candy Adams; Buster Okingston, hoop-la; Mr. and Mrs. Miller; cookhouse, Roy Hawkins, Nester Edstrum, Mr. and Mrs. Harris; frozen custard, Mr. and Mrs. Earl Crane; Raymond Hall, cigarette gallery; Mr. and Mrs. M. B. Vanhooser, diggers; Mrs. Peggy Allen, Mrs. Joe Permenter, penny pitches; Mrs. Pearl Hawkins, fishpond; Mrs. Pat Brown, pitch-till-win; Verg Tolley, Pete Roberts, ball games.

## DODSON'S BOWS IN LA.

(Continued from page 37)

ures and facts as to what the show meant to business people.

General Representative Curtis L. Bockus was back to attend a "going-away" party given the shows' personnel by the Chamber of Commerce, South Texas State Fair Association and Young Men's Business League.

Steve Norwood, who was foreman of the Rocket, will be in charge of the three Ferris Wheels. Elmer Day, corn game manager, arrived from Philadelphia. Gordon Stafford, a feature of Cecil Hudson's Casa Manana Revue, will report in Alexandria. Sam Herrington will have charge of the Octopus. Harold M. Kilpatrick, advertising car manager, reported here. Jimmy Curry, formerly with Bill Hartley's concessions, has been honorably discharged from the navy and will rejoin the shows.

George Golden returned from the bedside of his mother in Miami and reported her condition improved. Earl Taylor's new front for his Attire Show was finished by Ed Reiter. A birthday party on his sixth anniversary was given by show women and children, augmented by fathers and friends, for Charles Raymond (Toody) Clark, son of Charles and Jesse Clark. DeWitt Hudson, manager, has completed the enlarged dining room and his staff numbers 14. Mary and Bill Hartley, concession department, arrived from Pharr, Tex., and William (Bill) Starr, legal adjuster, and Mrs. Starr came from a winter sojourn at Aransas Pass, Tex. Joe Thurman, Caterpillar foreman, arrived from Shamrock, Tex.

## MARKS IN RICHMOND

(Continued from page 37)

sylvania quarters with three shows. T. A. (Red) Schulz is in from a southern trip, and Al Palmer came from Youngstown, O.

At a surprise birthday party tendered Superintendent Tommy Heath March 18 by Pearl Wiggins and others of the quarters personnel among those attending were Dutch Leister, Jimmy Stephens, George Washington Carver, Red Eagan, Joe Quinn, Sig Anderson, Madeleine and Ernest Davis and Ethel and Bert Miller. Visitors included Barney Tassell, Speedy Merrill, Mr. and Mrs. Jenkins, Russell Judy, Chuck Newman, Tony Lewis, Jack Byrnes, Al Hubbard, W. T. Stone, Mickey and Happy Hawkins, Paul Lane, Ruth Wray, Mrs. Dorothy Morgan, Mr. and Mrs. Henry Palmer and members of World of Mirth and Cetlin & Wilson shows.

# CAVALCADE OF AMUSEMENTS

## WANT—RIDE HELP FOR ALL RIDES—WANT

FOREMAN FOR OCTOPUS, SILVER STREAK, CATERPILLAR AND SPITFIRE. CAPABLE MAN TO HANDLE PHILADELPHIA TOBOGGAN MERRY-GO-ROUND. George E. Donnelly, answer. CAPABLE MAN TO OPERATE CRIME SHOW. CANVAS MEN, WORKING MEN, LABORERS (good salaries—long season). MRS. WAGNER CAN PLACE COOKHOUSE HELP FOR FINEST COOKHOUSE ON THE ROAD. POLERS AND CHALKERS, WRITE P. J. McLANE, Trainmaster. WHITEY WEISS WANTS CONCESSION HELP IN ALL DEPARTMENTS. GREENIE WANTS NAIL STORE AGENTS. All Address:

AL WAGNER, P. O. BOX 69, EAST ST. LOUIS, ILL.  
Winterquarters open at 20th and State Sts., East St. Louis, Ill.

10  
DAYS

## PLAYTIME AMUSEMENTS

10  
DAYS

Announce opening at

## KILONIS SPRING FESTIVAL

MANCHESTER, N. H., APRIL 26

Want Ride Help on Merry-Go-Round, Ferris Wheel, Fly-o-Plane, Chairplane, Kid Auto Ride, Whip, Will book any Grind Show. No Girl or Athletic Show. Grind Stores only. Want Photo or Shooting Gallery.

E. W. BURR, Hotel Cadillac, Manchester, N. H.

P.S.: Will buy or book Ferris Wheel or other nonconflicting Ride.

## MATTHEW J. RILEY ENTERPRISES

WANT Chairplane Foreman and Ride Help. CONCESSIONS—10c Slum Stores, Fish Pond, Bowling Alley, Grab or any other legitimate Grind Store. SHOWS OF MERIT.

OPENING in Philadelphia April 17th, Kensington Ave. and Hunting Park Ave.

MATTHEW J. RILEY

Clinton Hotel, 10th & Spruce Sts.

PHILADELPHIA, PA.

## A. M. P. SHOWS

### "JUGGY"

Wants High Striker, Bowling Alleys, Frozen Custard, Game Racls and Hoop-La. Want Shows, Fun House, Penny Arcade. Want one Flat Ride with or without transportation. On account of disappointment want Wheel Foreman, must be reliable. Highest wages and percentage paid. All address: A. M. PODSINSKI, 814 High Street, Phoenixville, Pa.

## BUNTING SHOWS WANT

Merchandise Concessions of all kinds. Will give X on Scales, Hoop-La. Can place Hasby Arcade. Good proposition for one or two good Grind Shows. Will make good proposition on Tilt, Spitfire, Roll-o-Plane, Fly-o-Plane or any non-conflicting Ride. Also want Pony Ride. Can place sober, experienced Ride Help. Salary no object. Can offer a proven route of still dates and fairs. Address:  
E. H. BUNTING, Box 297, Ladd, Ill.

## RIDE HELP WANTED

Ferris Wheel Foreman (single wheel), Whip Foreman; also Helpers on all Rides. Loading out of Coldwater, Michigan, Saturday, April 1st, by railroad; unloading in Detroit Tuesday, April 4th, West Vernor and Stair lot. Top wages.

**F. L. FLACK**

## WILL BOOK

Legitimate Concessions of all kinds. Want Freaks, Oddities and Working Acts for Sideshow, Foreman for Rides, Ride Help and Cookhouse Help. Write or wire

**J. M. SHEESLEY  
MIGHTY SHEESLEY MIDWAY**  
Columbus, Ga., March 30th to April 8th

## AGENTS WANTED

Agents for Wheels, Coupon Store and Pill Pool (Luther Church, write). Long season's work. All wire:

**SHIRLEY LAWRENCE**  
Lawrence Greater Shows Sanford, N. C.  
Show opens April 3rd, Rockingham, N. C.

## WANTED

Will pay cash for Chair-o-Plane, Two-Abreast Merry-Go-Round, Kiddie Ride in good condition.

**TED LEWIS SHOWS**

12-37 Rosewood St. FAIRLAWN, N. J.

## FOR SALE

Caterpillar Ride in good condition, operated last season. Needs new tunnel and few minor repairs. Stored in North Carolina. Price \$1500.00 cash.

**A. D. HANSEN**  
NEW BERN, N. C.

## ATTENTION! CONCESSIONAIRES!

Are you looking for low-priced "give-away" items? We have a large quantity of such items you can buy from 1¢ to 8¢ each. Rush 50¢ (refundable) for samples and prices.

**D. ROBBINS & CO.**  
153 W. 42nd Street NEW YORK CITY

## CURLEY GRAHAM WANTS

Pan Game Dealers, capable Pea Pool Dealer. No drunks. Excellent route of still dates. Show opens April 3rd, Rockingham, N. Car.

Wire Care Western Union, Rockingham, N. C.

## WANTED

Dependable Wheel Foreman, salary \$45.00 and \$5.00 bonus per week; Foreman for Loop and Kiddie Auto. Want reliable Concession Agents and useful Show People. **HYALITE MIDWAY**, Coalgate, Okla., week March 27; Tishomingo, week April 3.

## WANTED

Foreman for Little Beauty Merry-Go-Round and Jones Mix-Up who can drive Semi. Wire or call, don't write.

**PARADA SHOWS**  
Box 125, Caney, Kan.

## ROGERS & POWELL

Owing to disappointment want Merry-Go-Round, Shows and Concessions of all kinds but no "big shots."

Address: Carthage, Miss.

## PARK MEN OPTIMISTIC

(Continued from page 44)

caused a buzz of excitement among members.

"We may have curtailment when and if the invasion starts," continued Shoup, "but we will avoid a pleasure ban if it is humanly possible. Two things stand out in your favor. First, there is plenty of spending money; second, relaxation under the strain of war is important. However, I would like your organization to appoint a committee to work with OPA on such matters as encouraging the public to use public transportation as much as possible."

As a whole, the convention reflected optimism and enthusiasm for the coming season. A large turnout of members, plus representatives of the National Association, traded ideas and discussed in detail the problems to be met the coming season. High expectations set the temper of the meeting.

Both Governor Leverett Saltonstall and Mayor Maurice J. Tobin of Boston appeared and spoke briefly at the noon luncheon, the governor mainly on the value of amusement parks in wartime and Tobin on post-war outlook. Saltonstall said in part: "Amusement parks are necessary and needed to relieve the tension of war. We want you with us, we want you to keep going, and let me know if I can be of help. I am confident you will have a good year."

Tobin said: "The post-war period will be the greatest ever for your industry because of the curtailed work week, the extra leisure time and the backlog of savings."

### Ackley Gives Encouragement

Further encouragement was given by Harry A. Ackley, formerly a member of the trade who is now attached to the Recreation Section, Service Trades Division, Office of Civilian Requirements of WPB, in Washington. In an unofficial talk he outlined the functions of his bureau, stating that it is intended to service only commercial amusement enterprises and that its purpose is to aid, not obstruct, the activities of the business. Ackley hinted that ammunition for shooting galleries may be forthcoming soon. He declared that the size of copper stocks would determine when and how much ammunition could be allotted for shooting galleries, and suggested that, as most other civilian industries already had put in their requests for copper allotments, the association had better organize a committee to determine how much would be needed and then to present the industry's request. He offered to steer the committee thru the proper channels.

Charles H. Arnold, Federal Security Agency field representative, spoke on "Recreation in Wartime," outlining its necessity and the ways in which amusement park operators can co-operate with government, local and civilian groups. He offered the services of his department in assisting association members. Other talks of especial interest included the president's report by Edward J. Carroll; report from Washington by Leonard B. Schloss, Glen Echo (Md.) Park, president of the National Association; "Post-War Outlook in New England," by Roger Johnson, Regional Business Consultant, U. S. Department of Commerce; "Amusement Men and Organization," by Henry A. Guenther, Olympic Park, Irvington, N. J., national past president.

### Clinics Click Big

Practically every phase of amusement park operation under present day difficulties was discussed in a Victory Clinic. Faculty included Henry G. Bowen, Whalom Park, Fitchburg, Mass., chairman; Harold D. Gilmore, Riverside, R. I.; Joseph Cohen, Nantasket Beach, Mass.; P. L. Norton, Lake Compounce, Bristol, Conn.; John E. Hines, Hampton Beach, N. H.; Paul S. Haney, Crescent Park, Riverside, R. I. This was a particularly active session in which all association members took part.

Out of the Post-War Clinic, which followed immediately, the most important recommendation came from Al Martin, Boston agent. For post-war development he suggested that amusement parks build outdoor theaters. He declared that in modern entertainment the spectacle show has become highly popular, as proven by huge ice and roller skating shows, circuses, rodeos and outdoor musical festivals. He suggested a circuit for the booking of big outdoor shows, stating that such shows would draw additional

customers from which rides and concessions would profit.

Taking part in the Post-War Clinic were Chairman Edward J. Carroll, Riverside Park, Agawam, Mass.; Arthur W. Abbott, Rye, N. Y.; Henry G. Powen, Whalom Park, Fitchburg, Mass.; John T. Clare, Crescent Park, Riverside, R. I.; Joseph Cohen, Nantasket Beach, Mass.; Fred H. Freeman, Revere Beach, Mass.; Burton T. Gates, Ocean Park, New London, Conn.; A. F. Gardella, Suburban Gas & Electric Company, Revere, Mass.; Wallace St. C. Jones, William Berry Company, Boston; Al Martin, Boston; Harry Storin, Riverside Park, Agawam.

### New Officers Named

At the business and executive board meetings late in the afternoon only routine matters were discussed and acted upon. No special resolutions were passed. Following are the new officers elected: President, Harry G. Bowen, Whalom Park, Mass.; first vice-president, Harry Storin, Riverside Park, Agawam, Mass.; second vice-president, Percy L. Norton, Lake Compounce, Bristol, Conn.; secretary, Fred L. Markey, Salisbury Beach, Mass.; treasurer, A. A. Casassa, Revere Beach, Mass.; assistant treasurer, W. St. C. Jones, Boston.

Besides the above, the new executive committee includes John E. Hines, Hampton Beach, N. H.; Harold D. Gilmore, Whalom Park, Fitchburg, Mass.; Joseph Godin, Springfield, Mass.; Daniel Bauer, Acushnet Park, New Bedford, Mass.; William Marquette, White City, Worcester, Mass.; John T. Clare, Crescent Park, Riverside, R. I.

At the evening banquet guests of honor were introduced, and the speaker was Sgt. Barney Ross, former world's champion boxer and a marine, lately returned from Guadalcanal.

## CONEY MAKES READY

(Continued from page 44)

vacant spots at Coney this season, as a survey reveals only one "for rent" sign on the Boardwalk and a vacancy for a ride in Peltman's.

A number of rides and most of the Penny Arcades operated last Sunday and did a brisk business.

Cleaning up of the charred wreckage of the recently fire-gutted Thompson's Scenic Railway and the adjoining Tunnels of Love on Surf Avenue has not yet been started.



## CHAIRS

Many Styles

PROMPT  
SHIPMENT

We Can Still Ship,  
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**ADIRONDACK CHAIR CO.**

1140 Broadway NEW YORK, N. Y.  
Dept. 5 Corner 26th St.

## FOR SALE OR TRADE

Kiddie Merry-Go-Round, good condition; 20 K.W. General Electric Generator, D.C. Will book, lease or buy any Rides not conflicting for park in Owensboro. Roy Little, write.

**W. E. PAGE**

501 W. MAIN OWENSBORO, KY.

## WANTED

FOR

## OCEAN VIEW PARK

Bingo Caller and General Bingo Help. Write

**LEWIS & GREENSPOON**  
Ocean View Park NORFOLK, VA.

## LAST CALL

## MAGIC EMPIRE SHOWS

OPENING APRIL 1  
HOT SPRINGS, ARK.

Can place Concession Agents for Slum Stores, Grind Stores; capable Corn Game Clerks, Working Men who can drive trucks, Mechanic. Will book Photos, Cook House, Custard, Watch-La, Hoop-La, Scales. This spot will be big. Ride Help. Shows with or without equipment. Reply to GEN. MGR. A. SPHERIS or ROY GOLDSTONE, Concession Mgr., 2500 Central Ave., Hot Springs, Ark.

## DICK'S PARAMOUNT SHOWS, INC.

OPENING APRIL 12, BURLINGTON, NEW JERSEY

CALL CALL

ALL PEOPLE CONTRACTED, PLEASE NOTE

**SHOWMEN**—On account of disappointment have open complete **SIDESHOW**, also **ILLUSION SHOW** and **SNAKE SHOW**. Will make liberal proposition to capable parties. **WANT CAPABLE CANVAS MAN, TOP SALARY. HELP—RIDE HELP, Semi Drivers preferred. Chairplane Foreman, top salary. CONCESSIONS: Photos, Scales, Guess Your Age, BINGO.**

**DICK GILSDORF, Box 401, Chews, N. J.**

## REYNOLDS & WELLS SHOWS

OPENING APRIL 1 AT NORTH BROADWAY, WICHITA, KAN.

LEAVING WINTER QUARTERS. MARCH 29

WANT IMMEDIATELY

**FERRIS WHEEL FOREMAN AND SECOND MAN.** (Jack Shannon, wire.) **HELP FOR TILT-A-WHIRL EXCEPT FOREMAN.** **WANT 2 WORKINGMEN AROUND OFFICE.** "Pappy" Ed J. Ryan, come in. **ALL HELP CAN COME IN AT ONCE—WE WILL PLACE YOU.** **KEITH CHAPMAN WANTS GRIND STORE AGENTS.**

**H. WELLS, Owner — Address: BOX 591, ARKANSAS CITY, KANS. — ART SIGNOR, Mgr.**

## B. & V. SHOWS

OPENING GARFIELD, N. J., APRIL 27TH

Want Free Act. Guarantee 25 weeks. Due to disappointment can place Cookhouse, Pop Corn and Candy Apples. Want Bingo, Custard, Rattle Ball Games and Arcade. Can place all **GRIND STORES**, no racket. Want Octopus and Tilt, also Kiddie Rides. Want Girl, Snake, Animal and Side Show. A-1 proposition to party that can furnish three or more Shows with own equipment. Want Ride Foreman and Second Men for Merry-Go-Round and Chair-Plane; can place Wires as Agents or Ticket Sellers.

**J. VAN VLIET, MGR., 5 Westminster Pl., Garfield, N. J.**

## WANTED—AMMUNITION

.22 SHORTS OR LONGS

WILL PAY \$250 PER CASE—ANY AMOUNT

**EASTWOOD PARK AMUSEMENT CO.**

EAST DETROIT, MICH.

PHONE: PROSPECT 4400

## WANTED FOR FLINT PARK

Seaman with own scale. Can also use Guess Age at same booth. Good proposition. Can use Couples in Concessions. Also want Concessions with own Games. Booked on P/C. This is a 100% defense workers' town. Bus unloads at park entrance.

**HANK SHELBY**  
FLINT PARK FLINT, MICH.

## WANTED

Novelty Jewelry and Engraver for location on main drag in 100% defense town. Engraver who is leaving grossed over \$17,000.00 last year. Also want Photographer with own equipment. Good proposition.

## PLAYLAND

203 S. Saginaw St. FLINT, MICH.

SEE OUR AD  
PAGE 41  
**RAY MARSH BRYDON**

## JIMMY CYR

Wants at Once

Roll Down and Slum Skillo Agents, Help to take care of Stands. Frank Cook, Brownie, get in touch with me.

Care LAWRENCE SHOW, Rockingham, N. C.

## ALLEN & NICKERSON SHOWS

OPEN APRIL 8 FOR EIGHT DAYS, TWO SATURDAYS, EVANSVILLE, IND.

This Show Will Have Seven Rides, Six Shows

Want Foreman for Eight-Car Whip, perfect condition; Loop-o-Plane, Chair-o-Plane; top salaries paid. Due to disappointment can place capable General Agent. Can use reliable People in all departments. Can place Secretary, one that understands taxes. Can place good Girl Show or any Show that does not conflict with what we have. Can place another good high Free Act.

**CHICK ALLEN**

Can place Grind Store Agents, Wheel Agents, Counter Men for Bingo. Will book any Ten-Cent Slum Stores.

ALLEN & NICKERSON SHOWS P. O. Box 94, Evansville, Ind.

## J. C. WEER SHOWS

OPENING NORFOLK, VA., MONDAY, APRIL 3

ON ACCOUNT OF DISAPPOINTMENT CAN PLACE OCTOPUS, ROLL-O-PLANE, FLY-O-PLANE. (Will Furnish Wagons.)

WANT FOREMEN AND SECOND MEN FOR RIDES, ALSO OTHER RIDE HELP. CAN PLACE PHOTO GALLERY.

**LEONA HALLIGAN**

Wants Girls and Musicians for Girl Show.

**T. W. KELLEY**

Can place one good Freak, a good Pin Cushion, Second Opener or Lecturer. Long season, good treatment. State lowest expected.

J. C. WEER, General Manager

CASH WILTSE, Business Manager

Address: CARE OF MONTICELLO HOTEL, NORFOLK 10, VA.

## BLUE LANTERN AMUSEMENT CO.

LAST CALL

OPEN APRIL 15, MANCHESTER, TENN.

Want for South's Greatest Defense Center

Will book Rides not conflicting with what I have. Give exclusive on Photo Gallery, Peanuts, Popcorn and Corn Game. Kiddy Ride, Motor Drome. Will book any good Side Show with own outfit. Must be up to standard. Want Ride Help for Whip and Chair-o-Plane, also Couple to take care of Cook House. Will book any kind of Grind Store. No grift. Plenty parking space.

JOE SHALER, Owner and Manager, Route 5, Manchester, Tenn.

## CALL! CALL! CALL!

All Those Contracted With the World's Largest Slide-Show Manager  
**AL TOMAINI, of the James E. Strates Shows**

Please report in Washington, D. C., not later than April 2nd. Can still place Tattoo Artist, Sword Swallower and Man to work Punch and Judy. Have complete outfit for same. Still have opening for one more Ticket Seller. Can always place new and novel Acts. Write or wire

AL TOMAINI, Care J. E. STRATES SHOWS.  
Will be in Mullins, South Carolina, until March 29th; then Washington, D. C.



## 1944 FAIR DATES

(Continued from last week)

### Pennsylvania

Allentown—Allentown Fair. Sept. 19-23. M. H. Beary.  
Bedford—Bedford Fair Assn. Aug. 7-12. A. C. Brice.  
Bloomsburg—Bloomsburg Fair Assn. Sept. 25-30. Harry B. Correll.  
Butler—Butler Fair & Expo. Aug. 15-18. C. M. Miller.  
Cochranon—Cochranon Community Fair. Sept. 14-16. Chas. W. York.  
Cookport—Green Township Fair Assn. Sept. 14-16. J. D. Joiner, Alverda, Pa.  
Ephrata—Farmers' Day Assn. Sept. 27-30. Ira E. Pasnach.  
Flourtown—Flourtown Fair. Aug. 2-12. Wm. J. Goss.  
Ford City—Armstrong Co. Fair. Sept. 1-4. Walter H. Bowser.  
Graftz—Graftz Fair Assn. Sept. 20-23. Guy R. Klingler.  
Greensburg—Harrod Community Fair. Aug. 24-26. J. H. Slivis Jr.  
Hanover—Forest Park Free Fair. Sept. 4-10. A. P. Karst.  
Harford—Harford Agrl. Soc. Sept. 13-15. Elton Robbins.  
Hatfield—Montgomery Co. Fair. Sept. 4-9. Ed Fadelley.  
Holidaysburg—Community Farm Show. Oct. 11-13. Glenn Bressler.  
Honesdale—Wayne Co. Agrl. Soc. Sept. 19-22. R. W. Gammell.  
Jennerstown—Jenner Fair. Aug. 29-Sept. 1. A. O. Lape, Jenners, Pa.  
Lehighon—Lehighon Fair. Sept. 4-9. Frank R. Diehl.  
Pleasant Valley—Springfield Farm Show. Nov. 9-11. Roy H. Giesmann.  
Port Royal—Juanita Co. Agrl. Soc. Sept. 4-9. J. H. Book.  
Red Lion—Red Lion Gala Week. July 17-22. R. M. Spangler.  
Selinsgrove—Selinsgrove Night Fair. Week July 17. Roland E. Fisher.  
Stoneboro—Stoneboro Fair. Aug. 31-Sept. 4. Walter B. Parker.  
Tioga—Tioga Valley Fair Assn. Sept. 4-8. Carl H. Forrest.  
Wattsburg—Wattsburg Agrl. Soc. Aug. 29-Sept. 2. H. M. Burrows.  
York—York Inter-State Fair. Sept. 12-16. Samuel S. Lewis.

### South Carolina

Anderson—Anderson Fair. Oct. 30-Nov. 4. J. A. Mitchell.  
Chester—Chester Co. Colored Fair Assn. Oct. 23-28. Weyman Johnson.  
Columbia—South Carolina State Fair. Oct. 16-21. Paul V. Moore.  
Greenwood—Greenwood Co. Fair. Oct. 23-28. E. B. Henderson.  
Orangeburg—Orangeburg Co. Fair Assn. Oct. 23-28. J. M. Hughes.  
Kingstree—Williamsburg Co. Fair. Sept. 25-30. H. C. Crawford.  
Orangeburg—Orangeburg Co. Colored Fair. Oct. 10-13. W. C. Lewis.  
Owings—Mt. Carmel Fair. Oct. 11-14. Andrew Saxon.

### South Dakota

Clear Lake—Deuel Co. Fair. Sept. 21-23. Fred Seeger.  
Huron—South Dakota State Fair. Sept. 4-9. P. L. Hafner.  
Mitchell—Corn Palace Festival. Sept. 25-30. Corn Palace Committee.  
Onida—Sully Co. Fair Assn. Aug. 24-26. G. F. Schwandt.

### Tennessee

Alexandria—DeKalb Co. Fair. Aug. 30-Sept. 2. Rob Roy.  
Carthage—Carthage Agrl. Assn. Aug. 16-19. W. B. Robinson.  
Columbia—Mid-State Fair. Week Aug. 28. George L. Buchnau.  
Cookeville—Putnam Co. Agrl. Fair. Sept. 7-9. O. D. Massa.  
Hariman—Roane Co. Municipal Fair. Sept. 11-16. W. B. Stout.  
Huntingdon—Carroll Co. Fair. Sept. 26-30. J. F. Walters.  
Lebanon—Wilson Co. Fair. Sept. 6-9. A. W. McCartney.  
Lexington—Henderson Co. Colored Fair. Sept. 11-16. C. C. Bond.  
Murfreesboro—Mid-State Colored Fair. Aug. 17-19. Dr. James R. Patterson.  
Trenton—Gibson Co. Fair. Sept. 20-23. John R. Wade.

### Texas

Leonard—Leonard Fair. Sept. 26-30. H. H. Blackburn.  
Wichita Falls—Wichita Co. Fair. Sept. 25-30. R. W. Knight.

### Utah

Ogden—Ogden Livestock Show. Nov. 5-9. E. J. Feldsted.  
Salt Lake City—Utah State Fair. Sept. 2-9. Sheldon R. Brewster.

### Virginia

Danville—Danville Fair Assn. Oct. 3-6. C. L. Booth.  
Emporia—Emporia Fair. Oct. 16-21. B. M. Garner.  
Martinsville—Henry Co. Fair Assn. Sept. 18-23. O. B. Hensley.  
Orange—Orange Firemen's Fair. Week July 4. E. H. Rouse.  
Petersburg—Southside Va. Fair. Oct. 2-7. R. Willard Eanes.  
Staunton—Staunton Fair. Sept. 25-30. C. B. Ralston.  
Suffolk—Tidewater Fair Assn. Oct. 17-20. H. C. Holman.

### Wisconsin

Baraboo—Sauk Co. Fair. Aug. 27-30. M. H. Schey.  
Beaver Dam—Dodge Co. Fair Assn. Sept. 7-10. Forrest Knaupp.  
Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 11-13. H. F. Kaul, Thiensville, Wis.  
Chippewa Falls—Northern Wis. District Fair. Aug. 8-13. A. L. Putnam.  
Darlington—Lafayette Co. Agrl. Soc. (Race Meet). July 26-30. F. F. McConnell.  
De Pere—Brown Co. Fair Assn. Aug. 23-27. Wm. S. Klaus.  
Durand—Peplin Co. Junior Fair. Sept. 1-2. T. A. Parker.  
Elkhorn—Walworth Co. Agrl. Soc. Sept. 1-4. Chas. A. Jahr.  
Ellsworth—Pierce Co. Fair Assn. Sept. 6-8. H. G. Seyforth.  
Fond du Lac—Fond du Lac Co. Fair Assn. Sept. 6-10. J. B. Kolsta.  
Galesville—Trempealeau Co. Fair. Sept. 1-4. F. M. Smith.  
Gay Mills—Crawford Co. Fair. Sept. 7-10. Leonore M. Feldmann, Prairie du Chien.  
Green Lake—Green Lake Junior Fair. Aug. 18-20. A. O. Carew.  
Hammond—St. Croix 4-H Club Fair. Aug. 16-18. N. E. Erickson.  
Janesville—Rock Co. 4-H Fair. Aug. 28-31. R. T. Glasco.  
Jefferson—Jefferson Co. Fair. Aug. 10-13. Gordon Matters.  
La Crosse—La Crosse Inter-State Fair Assn. Aug. 2-6. Joseph J. Frisch.  
Ladysmith—Rusk Co. Fair. Aug. 21-24. F. J. Manning.  
Luxemburg—Kewaunee Co. Fair. Sept. 2-4. Julius Cahn.  
Milwaukee—Wisconsin State Fair. Aug. 10-27. Wm. T. Marriott, State Fair Park.  
Mineral Point—Southwestern Wis. Fair Assn. Sept. 1-4. C. L. Winn.  
Oshkosh—Winnebago Co. Fair & Expo. Aug. 29-Sept. 1. Taylor G. Brown.  
Platteville—Badger State Fair. July 2-4. W. G. Pitts.  
Richland Center—Richland Co. Agrl. Soc. Sept. 14-17. H. J. Gochenaur.  
Saint Croix Falls—Polk Co. Fair Soc. Aug. 18-20. W. R. Vezina.  
Stoughton—Dane Co. Jr. Fair. Aug. 5-6. H. H. Cummings.  
Superior—Tri-State Fair. Aug. 14-20. M. H. Lavine.  
Wausau—Wisconsin Valley Fair & Expo. Aug. 12-16. H. A. Kiefer.  
Webster—Central Burnett Co. Fair. Aug. 31-Sept. 2. R. E. Krause.

### Wyoming

Buffalo—Johnson Co. Fair. Aug. 24-25. Pete Jensen.  
Powell—4-H Fair. Approx. Aug. 15-16. R. A. Allan.

## Scott Exposition Shows WANT

Musicians and Performers for Colored Minstrel Show, Piano Player; salary from office. Address E. H. Rucker. Good opening for Side Show, have top and front. Ride Help on all Rides that drive semis. Legitimate Concessions. Rocks Also, communicate at once.

Boulevard and Irving Sts., Atlanta, Ga.

## D. S. DUDLEY SHOWS

OPENING IN CHILDRESS, TEXAS,  
APRIL 8

All people contracted or engaged to be with above shows report before April 5 at Mankins, Texas, or at Childress, Texas, on or before April 8.

Concessions: Can place Merchandise Concessions. Shows: Can place Grind Shows with own outfits. Ride Help; Want Foreman for Ferris Wheel and Tilt. Second Men for other Rides. Salary cash each week. Jimmie Bouras wants Agents for Bingo, String Game, Fish Pond, Shooting Gallery, Penny Pitch and Ball Games.

## DOLLY YOUNG WANTS AGENTS

Opening Saturday, April 15,  
Toledo, Ohio.

Agents for Slum Skillos, Wheels, Penny Pitch; also General Concession Help. Must be capable and sober. Will book exclusive Roll Down and American Palmistry. "Cash-Couch" wants experienced Cook House and Bingo Help. All answers:

**DOLLY YOUNG**

Navarre Hotel TOLEDO, OHIO

## Bistany's Greater Shows

10 BIG DAYS  
Starting March 29, 1944,  
Melbourne, Fla.

We play Florida all year. Best spots and Army and Navy Centers. Want Rides—Roll-o-Plane with own transportation. Shows—What have you? Want small Side Show, Snake Show or any other small Grind Show. Concessions—Custard, any legitimate Concessions, no Wheels or Coupon Stores, Bingo. Bill Jones, get in touch with me. Help—Want Lot Man, experienced all around Man; also Man to manage Minstrel. Have complete show, need Manager. Show works out of office. All year around work. All useful Show People, get in touch with me. We save you tires and gas. No time to write, wire.  
LEO M. BISTANY, Manager.

## HELP WANTED

FOR FLY-O-PLANE AND OTHER RIDES. Come on—don't write or wire. Will place you! This show is booked until Christmas, and a very good chance to work all of the winter.

## CHAS. T. GOSS

Care Dodson's World's Fair Shows  
Alexandria, La., until April 9th

## OUTDOOR WIRE

\$5.80 PER 1000 FEET

Single Conductor #18 Gauge. New material. 1000 ft. Reels. 25% Deposit with all orders.

**ROGERS INSULATED WIRE CO.**

2620 Miami St. ST. LOUIS, MO.

## FOR SALE—GOOD BUY

3 48" Baltimore Wheels; 1 12-Number Flasher 8 to 1; 1 Bumper. Also other Equipment. Retired from business.

**RALPH RULLIS**

60 Eighth Avenue Newark 2, New Jersey  
Humboldt 2-1364

## WANTED FISH POND AGENTS

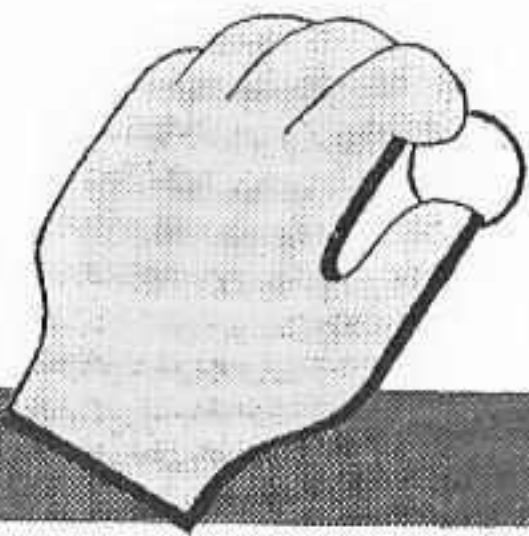
Swede Knudsen, contact me.

**JOY BROWN**

Care Royal American Shows Caruthersville, Mo.

## DYER'S GREATER SHOWS CALL—CALL

All people engaged or wishing to be engaged for or contact quick. Show opens March 30th, Greenwood, Miss. 9-day stand. Want clean Family Show legitimate Stock Concessions and Concession Agent Second Men on Rides. Long season—15 fair celebrations.



# 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—II

# WAR EXPERIENCES

There is general agreement that American business should learn many lessons in time of war that will prove very useful in time of peace. One of the big questions is whether business has learned how to prevent unemployment when peace returns. War production has provided millions of jobs, and a lot of people are worrying whether so many jobs can be maintained after the war. The nation had an unemployment problem extending over many years just before the war. The coin machine industry will have a part in helping solve the employment problem after the war.

Another lesson that should be learned by war experiences is the fact that when a big majority of people join in a concerted drive, the nation can accomplish almost anything. It can overcome business depressions or it can defeat a powerful enemy like the Axis nations. The big question is whether American business has really learned to unite in a concerted drive for worthy goals. The coin machine industry will play its part in the future in showing whether it has learned these general lessons.

The industry has also learned special lessons from its war experiences. The manufacturing industry has gained official recognition for its records in war production. This means that our manufacturers will come to the end of the war with a vast new experience in management and production that should mean much to the future of the industry. The rank and file of the trade probably has not realized what big management problems came to manufacturers in a small industry such as the coin machine trade. There is no denying that the manufacturers have been successful now that their records of production are well known. These factories will start in on civilian production of machines with many lessons that will assure better machines in the future. It was always a favorite topic among operators to criticize manufacturers for turning out so many inferior products. Manufacturers have had to meet the tests of war requirements, and they will go into the post-war era knowing how to turn out quality goods. They have also learned a lot about getting ideas, and ideas will be an important factor in the trade when peace returns. They have learned how to buy materials, and this experience will mean much when there are so many new materials available to industry after the war.

While manufacturers have gained many experiences in these fields, at the time they have been shut off from the trade in many respects and have not had contacts with the public which they would have in normal times. This is one lack of experience which manufacturers must make up as soon as the war is over.

Distributors in the trade have had opportunity to learn a lot about the problems of operating. It is well understood in the trade that the big majority of distributors have been able to stay in business by operating machines to a large extent. This means that those distributors who have held out during the war will know exactly what operators are up against in the post-war period whether they continue to operate or leave the operating field altogether. Distributors have also learned during the war what stability means. They have earned much credit for being able to tide over the many shifts in business due to the war and still keep their offices, repair business and routes going. They have been able to maintain services to their customers. They have seen by actual experience what it can mean when those operators who remain in business also have a large degree of stability. By operating machines distributors have also been able to make direct contacts with locations and the public. This should be worth a lot to distributors in the future because such first-hand knowledge of what stores and the public actually want in the way of coin machines will enable them to pass ideas on to the manufacturers. Distributors who have really learned these lessons will be able to give much better service both to operators and manufacturers in the future.

The one big subject which operators have been talking about during the war is the absence of competitive evils. Because so many operators left the business early in the war, those who remained in business have had remarkable freedom from the competitive evils which were so rampant before the war. With this experience it is to be expected that operators will come to the end of the war very anxious to prevent any wholesale rush of new operators into the business. They will be anxious to prevent the return of competitive evils that were so serious in past years.

Up to the present neither this industry nor any other industry has been able to devise a plan which will prevent competitive evils. Leaders in business and government are working on the problem, but so far no solution has been found. W. W. HURD.

# TAX BAITING IS BIG BUSINESS

Spring's Here --- Summer's Comin'



COINMEN "Vic" Manhardt (Milwaukee) at right and Pat Tennis (Mills) hold up their ends of a fancy string of walleyes caught at the Manhardt lodge in Wisconsin. Vic's father is in the center. In this issue, Vic gives pointers on operating.

## Editor Blasts Imposition of Cabaret Tax on Youth Clubs

Likens tax on recreation centers to taxing of relief funds for poor—editorial may serve as keynote of attack on tax ruling

MEMPHIS, March 25.—The Memphis Commercial Appeal (March 19), local newspaper here, made what is probably the first public attack on the recent ruling of the U. S. Internal Revenue Department which will apply the increased cabaret tax of 30 per cent to food and soft drinks sold in teen-age clubs according to the same rules that apply to commercial cabarets, taverns and similar places. The cabaret tax applies to the gross trade in food and drinks during the periods when dancing or live entertainment is permitted.

The teen-age clubs have been widely organized over the nation to provide suitable places of entertainment for young people. They are usually sponsored by civic groups and most of them have juke boxes to furnish music.

The newspaper editorial, which follows in full, may become the basis for a national appeal to the Internal Revenue department for a ruling which will exempt such clubs from the tax:

### "Ridiculous Ruling"

"The restlessness of youth, a growing emotional instability, its perplexity at what it is finding in a world gone mad—much of that pointing up to a shockingly increased record of juvenile delinquency—provide the United States with one of its greatest internal problems.

"In an effort to counteract certain very patently evil tendencies, local governments and communities are providing practical mediums thru which youngsters can find an outlet in atmospheres which, while wholesome, are not too restricted by adult control and interference. One of the most successful of these mediums has been the so-called youth canteen—operated by and for youngsters.

### Sponsored by City

"The Memphis Park Commission sponsored the establishment of one and it proved so immediately successful that it is planning to sponsor three more. Now comes the Bureau of Internal Revenue, however, labels the youth canteens as 'cabarets,' and says that, after April 1, they will be subject to taxation on 'juke' boxes, dancing and soft drinks sold.

"For a government allegedly interested in the welfare of its youth that is a shortsighted interpretation of law.

"To label them cabarets is as asinine

as the ruling itself.

"In Memphis, the park commission merely lends the youngsters the money to establish the center. They are to pay it back out of the proceeds from their soft drink sales. While music is provided by a 'juke box,' it is operated without use of coins. There are no dance floors as such, no dues are required, and the youngsters have their soft drinks bars as the only source of revenue thru which to provide maintenance revenues.

"The new tax will be applied because the government must have the finances with which to fight the war. There is no argument as to that, but we do not believe that this country is so hard up that it has to tax a noncommercial children's undertaking created purely for the purpose of improving the morale, habits and character of children any more than we believe that it has ever been sensible to charge a tax on funds raised for relief of the poor."

## Enter First WLB Sanctions Against an Operating Firm

SALT LAKE City, March 25.—What is believed to be the first imposition of War Labor Board sanctions against a coin machine operating firm was entered this week against Consolidated Amusements Company and three other firms. The sanctions, entered at WLB headquarters in Denver, totaled \$30,000 for the four firms, but no breakdown of the figure was available.

Action of WLB followed accusations that the four firms had paid their employees a total of \$30,000 more than was allowed by wage freezing directives.

The Consolidated Amusements Company, operators of coin machines, is owned by J. A. Stevenson, member of the OPA advisory committee for the coin machine industry. Stevenson made no comment on the action.

## Reams of Info Tell Cities How To Tax Coin Machines

No mystery about sources of suggestions to slap taxes on coin machines—research firms serve 8,000 cities with complete tax clues

CHICAGO, March 25.—New encouragement was given to the trend of cities to tax coin machines here this week when the National City Managers' Association made a special report on city taxes March 20. In keeping with its usual practice, this organization of city managers released a summary to newspapers at the same time it sent its special report to members all over the United States.

The report deals with city tax trends as observed during the past year. The report emphasizes that one of every 10 cities in the United States with more than 10,000 population found new sources of revenue during 1943. The report lists the new sources of such revenue and lists coin machines among them. In fact, the report mentions some details of the recent Chicago ordinance which places taxes on juke boxes, arcade machines and ray-target guns.

tergovernmental fiscal relations, which spent two years in studying the tax problems of federal, State and city governments. (See *The Billboard*, April 17, 1943, Page 54.)

This committee issued an extensive report which covered practically every phase of taxation and strongly recommended that the State or federal government do the taxing and pass on a share of collections to local governments. Such action was urged especially in the case of cigarettes in order to prevent such a wide variety of fees in all parts of the country. The policy thus suggested has been carried out in the State coin machine license law in Arkansas.

The Arkansas law is often referred to as a model State license, and it fixes the maximum fees which cities can charge, thus preventing any tendency to assess high fees on coin machines.

### "Serve" 8,000 Cities

The tax report issued by the city managers' organization here calls attention to the existence of a number of organizations with headquarters in Chicago which represent city and State officials and which issue many tax information services to city and State governments.

In 1943 the headquarters of the American Municipal Association here said that its services were being extended to 8,000 towns and cities in the United States. This service reaches mayors and city council members and other city officials.

The Federation of Tax Administrators and a number of other similar organizations all have their headquarters in a large building here, and these organizations specialize in surveys and reports on taxation and other governmental problems. They also issue releases to newspapers covering their surveys and reports which give the public the advantage of the information also.

These organizations make use of students in the University of Chicago for conducting surveys and tabulations of various kinds. A catalog of their books, surveys and special reports, magazines and other literature covers several pages.

### Surprising Growth of City Taxes

One of the most interesting reports ever issued by any of these organizations on the coin machine trade was the reprinting of a special survey made by the Association of Washington Cities in 1941. The Chicago headquarters issued a special release to the press on the State survey, which showed that 119 of 221 incorporated towns in Washington licensed amusement devices. This came as a surprise to the trade, and also to city officials in all parts of the country, because they never realized how large a percentage of the cities in the United States are already taxing coin machines.

The past year showed a decided trend among cities and States to tax juke boxes, and this has become one of the problems of the music industry at the present time.

Trade opinion indicates that the immense publicity given to the Petrillo record ban and his attitude toward juke boxes may have greatly stimulated the trend to tax such machines. The publicity given to the Petrillo attitude toward juke boxes has emphasized the big incomes that such machines are supposed to make. Even the War Labor Board Panel report said that the national total put in juke boxes each year would probably reach about \$200,000,000, altho the report was fair enough to say that it

(See *Tax Baiting Big Biz* on page 65)

## Tax Publicity

CHICAGO, March 25.—The recently enacted juke box tax by Chicago seems to have already won the prize for the most publicity in city councils and newspapers thruout the nation. None of the mentions, however, take into account that the city has not tried to collect the tax until final court tests are completed. A Circuit Court hearing ended in a decision against the operators, but plans have been made to go to the State Supreme Court.

Akron was the first reported city to take note of the high juke box tax in Chicago and then other cities began to follow. Detroit city council held a hearing on a tax proposal this week and backers of the proposal emphasized the high tax in Chicago. The International City Managers' Association also issued a special report to city governments this week and it stressed the juke box tax in Chicago. A special release was given to newspapers which means still more publicity for the Chicago juke box tax.

Significant among the trends in city taxation are attempts to get more revenue by licensing business, according to the report. Also, it is shown that cities are obtaining help in many cases in sharing in State taxes, or, in some cases, of federal grants of aid.

### Recalls 1943 Tax Study

This recalls the important tax report issued last year by the committee of in-

# COINMEN YOU KNOW

## West Coast Notes

### Happel to Milwaukee

William Happel Jr., manager of Badger Sales Company here, is making plans for a trip to Milwaukee to confer with Carl Happel on business matters. He will be away from his desk for more than two weeks. While he is out of the city the office will continue to function under the guidance of Elaine Ryan. . . . Sam London, of Milwaukee Coin Machine Company, in the city on a combined business and pleasure trip. While here he conferred with Happel on post-war coin machine business. . . . Also from the Middle West is M. Moses, of St. Paul and Minneapolis. This operator is in the city looking around to see what Southern California has that Minnesota doesn't. . . . Jerry Cooper in the city from Riverside. Plenty of building to house war workers scheduled for the Riverside area. This should help boost the takes on machines in that area.

### "Exclusive" Not New

It was recently reported that Exclusive is a new recording label, but this, it was later learned, is erroneous. Exclusive has been dormant for some time and is now again rolling. The label has been used by Leon Rene for some five years. Most of the songs featured on this label are the compositions of Rene, whose number *When the Swallows Come Back to Capistrano* is getting plugs now because of the return of the birds to San Juan Capistrano, Calif., at this time of the year. Leon Rene's label is Exclusive and that of his brother, Otis, also a composer, is Excelsior. . . . Carl E. Collard in town from near-by San Bernardino.

### Jenkins on Coast

Another San Bernardino operator who breezes into Los Angeles on a pretty regular schedule is Billy Shorey, of Inland Amusement Company. . . . A. M. Keene, of Taft, Calif., continues to commute between Met. L. A. and that air base town. . . . George Jenkins, general manager of Bally Manufacturing Company; Jack Moore, of Portland, and Dan Donohue, Western representative for Seeburg, making the rounds on Pico. . . . William Reynolds, of Big Bear area, down to look over equipment in readying his spot in the resort section. . . . Capitol Records is readying executive offices near its sales office on North Vine Street in Hollywood.

### Holds Golf Tourney

Leo J. Meyberg Company, distributor for Victor records, staged a golf tourney in the Brentwood section near Los Angeles recently. If anyone wants to know why the links look like a bunch of gophers have given it a going over, this will put them straight. Winner in a photo finish was Vic Ralston, West Coast representative for Standard Phono of New York. Standard is sporting a cup, awarded the winner. . . . Ralph Roberts, local music operator, is being kept on the hop servicing his music machines.

## Here in Chicago

### Aids Swedish Red Cross

In recognition of generous assistance

## HERE YOU ARE

For Immediate Delivery  
**RED, WHITE & BLUE TICKETS**  
 #1850—Singles . . . . . \$2.00 Per Bag  
 #2040—Singles . . . . . 2.40 Per Bag  
 (Gross Lots—\$2.00)  
 #2100—Singles . . . . . 2.50 Per Bag  
 (Gross Lots—\$2.00)  
 #2170—Singles . . . . . 2.60 Per Bag  
 (Gross Lots—\$2.00)  
 #2050 (Five in Bunch) . . . . . 2.25 Per Bag  
 (Gross Lots—\$1.95)  
**BINGO TICKETS**  
 #1000—On Stick . . . . . @ \$1.25 Per Set  
 (100 or More—\$1.10)  
 #1200—On Stick . . . . . @ 1.50 Per Set  
 (100 or More—\$1.35)  
 50 Seal Jackpot Bingo Cards @ 75¢ Each.  
 (100 or More—65¢)  
**COMBINATION TICKETS**  
 #1836—With 5¢ or 10¢ Label @ \$2.00 Per Bag  
 (Gross Lots—\$1.75)  
 #2280—With 5¢ or 10¢ Label @ 2.50 Per Bag  
 (Gross Lots—\$2.00)  
 50 Seal Jackpot Cards for 2280 Unit, 90¢ Each.  
 (Gross Lots—75¢)  
 #120—Ticket Tip Book (Five Fold),  
 \$25.50 Per Gross.  
 25% Deposit, Balance C.O.D.  
**WILNER SALES CO.**  
 P. O. BOX 613 MUNCIE, INDIANA

to the Swedish Red Cross by J. P. Seeburg, founder of J. P. Seeburg Corporation, Prince Carl of Sweden, head of the Swedish Red Cross, recently presented Mr. Seeburg with a royal plaque. Presentation was by Walter G. Danielson, vice-consul of Sweden, at a luncheon given in Mr. Seeburg's honor at the Jonathon Club in Los Angeles.

### Joe Huber in Town

Big Joe Huber again calls Chicago his home, at least until the resort season opens and the fishing fever bites him. Joe is now serving as a special buyer for Twin City interests and others who have trouble locating coin machines and parts.

### Soundies To Aid Veterans

George P. Ulcigan, general manager of Soundies Distributing Corporation of Chicago, is putting finishing touches on a plan of aiding veterans of World War II. It has been called one of the few business opportunities designed for discharged veterans which does not require any investment of mustering-out pay.

While the guest of Ulcigan at the Soundies office last week this reporter had a chance to view a war film made by German photographers during the invasion of Poland. The film, which was seized from captured Germans, shows the Nazi "blitzkrieg" at its full fury. The photography, technically speaking, was excellent.

### Advertises for Ideas

One of the industry's major manufacturers ran an open ad in *The Chicago Sunday Tribune* seeking ideas for post-war products. The subjects mentioned covered most everything under the sun or in a Sears, Roebuck & Company catalog. A coinman might conclude from this that the firm has its post-war ideas for coin machines pretty well in hand and is feeling for production items that will help maintain expanded war-production facilities.

## Eastern Flashes

### Letters for the Boys

Henry Seiden, Albany, N. Y., on his way to Washington, made a stopover in New York to take in the Arcade Owners' Association meeting Thursday night. He was given the privilege of the floor and made an all-out appeal to the members present to co-operate with the National Coin Machine Association in its drive to stimulate letter writing to the boys in service. AOA's reaction was a pledge to help distribute posters created by the NCMA and a pledge by the individual members to contribute funds to cover the poster printing costs.

### Back From Tour

"Goldy" Goldman, Globe Printing Company sales manager, is back at the office from a business tour which took him as far as the West Coast. He reports the Northwest country is in the throes of a real boom.

### Of This and That

Ben Schillinger, local coinman, is now convalescing at home after a recent illness. He expects to be up and around again soon. . . . Arcade owners find the new tax leaves them just about where they were before. No increase, no decrease and payments still to be made for full year. . . . AOA's new members include John F. Roberts Jr., Glen Burnie, Md.; Arthur W. Christensen, Buffalo, and Albert M. Rodstein, Philadelphia. . . . Jerry Kaupman, Chemical City Music, Charleston, W. Va., had a long visit with Mike Munves when in town last week.

Sol Welner, Barney Sugarman's brother-in-law, died suddenly of a heart attack March 7. Sol worked for Runyon Sales. The firm was closed all day and all the employees attended the funeral as pall bearers.

Dave (Royal) Stern lost his father.

J. F. Bard, while visiting in New York, announced the appointment of Runyon Sales Company as a distributor for Tonedart needles.

## Detroit

DETROIT, March 25.—Ben Newmark, of the Atlas Automatic Music Company, is recovering from a broken right wrist received when he slipped on a piece of ice at Bay City, Mich., while on a buying trip.

Angott Sales Company's former store and office at 51 Seidon Avenue, from which they moved several months ago, was virtually destroyed in a fire that did a million dollars' worth of damage to adjacent buildings last week.

Jack Kirschner, formerly active in the linen supply business, has joined the ranks of operators, forming the Jack's Music Company. He is operating a route of music machines, and has established headquarters at 2024 Fullerton Avenue, in the North End of the city.

George Walters, partner in the Lincoln Amusement Company, became the newest member of the Michigan Showmen's Association Monday, sponsored by James Ashley, former president of the United Music Operators of Michigan.

Mrs. Agnes Holland, wife of Neil Holland, business representative of the United Coin Machine Workers, who was inducted into the army a few weeks ago, is carrying on in the office of the union, a post she has occupied for the past two years, and capably representing the Holland family in the coin machine field.

Max Lipin, of Allied Music & Sales Company, reports a large shipment of records received for local distribution.

The Four Ink Spots, who just completed a stand at the Paradise Theater here, have caused an exceptional boom in demand for *Cow Cow Boogie*, which has sprung up as one of the local leaders on juke boxes.

M. R. Caplan, sales manager of the Brilliant Music Company, was in Cincinnati for a week's trip. William K. Palmer, partner in the company, has returned from six weeks' vacation at Hot Springs.

Warrant Officer Stanley Robins was a visitor to J. J. Novelty Company, where he was formerly a serviceman. He is being transferred from Texas to Hartford, Conn., for advanced training.

# Pin Games in Legal Puzzle

## Licensing board, police department fail to agree on legality of machines

BOSTON, March 25.—Coin machine operators and distributors are caught in the midst of a dilemma here. For some undetermined reason the Boston licensing board and the police department are not in agreement as to the legality of pinball machines in Boston restaurants. Hence, as soon as the licensing board gives permission for the installation of pinball machines in restaurants which do not serve liquor the police department steps in and calls the "offenders" into court.

The police department has been conducting a campaign against coin-operated machines apparently upon the basis of a State A. B. C. regulation which states in effect that a fair return in merchandise must be gained from such machines. In other words they may not be played for sheer pleasure. The A. B. C. ruling prevents machines from being located in licensed places. There seems to be no apparent reason for the ruling, except that it gives blanket coverage over all games and machines which do not vend merchandise.

### Courts Favor Machines

In their drive against coin machines the police have begun by requesting that store proprietors remove the machines from their premises. In many cases the owners have not complied and as a result have been haled into court. All recent cases brought before the courts have been decided for the defendants. On the basis that no prize is given, that only pleasure and no element of chance is involved, the courts have decided in favor of the legality of pinball machines. But operators, distributors and store keepers are at a loss to understand or explain police department action when both the courts and licensing board have been found in favor of the machines.

More than 95 per cent of the country's teen-age clubs are equipped with juke boxes.

**WANTED** all kinds Amusement Games and Guns, Jennings, Roll-in-the-Barrel, Skee Balls and any kind of Free Play Games.

**FOR SALE** two Columbias, \$40 each; Bally King Pins, \$250 each; in excellent condition.

**PETER HRONIS**

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ENDICOTT, N. Y.

## SHOP MECHANICS

For repair and reconditioning department of Seeburg distributor. Must be thoroughly experienced on Seeburg wireless and other music, capable of overhauling and trouble shooting and must fully understand Amplifiers, Wall Boxes, etc. Also Pin Balls, Consoles, etc. Can use only good men who really know this equipment. Excellent salary, permanent connection and real opportunity now and after the war. Write fully, giving details of experience; also age, marital and draft status, etc.

### THE GENERAL VENDING SERVICE COMPANY

306 NORTH GAY STREET, BALTIMORE 2, MARYLAND

Phone: PLaza 0011

# ANOTHER WEEK NEARER VICTORY!

— HELP BRING IT CLOSER—BUY MORE WAR BONDS

*W. Rabkin*

## INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.  
 Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
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# GLOBE'S HIT PARADE

**SHOOTIN' HIGH,  
WIDE & HANDSOME!**

A shapely "lass" with lots of class in full color—and attractive payout plan! 25¢ minimum award, twin jack-pot. Thick board! 1200 holes, 5¢ each.

**PROFIT \$33.50**

## PISTOL PACKIN' MOMMY



SLOT SYMBOLS

**MORE & MORE PROFITS IN '44**

**GLOBE PRINTING CO.** 1023-25-27 RACE STREET PHILADELPHIA, 7, PA.

Warning to Operators:

## The Last Refuge of Man

The following article was surreptitiously placed on the editor's desk. All clues point to Caroline Aspray, merchandise editor of The Billboard, as "the girl who opened the mail." The letters were replies to a recent questionnaire sent to hundreds of operators, asking their opinion on many trade questions.

Dear Boss:

Talk about the last refuge of man—the coin machine industry is IT! As a masculine sanctuary, it's made up of men resisting to the last nickel any invasion of the gentler sex. The girls may have claimed equal rights in the bars and the barbershops, we may be building ships, driving trucks, dreaming up airplanes and even selling men's underwear, but the coinmen are demanding their ground. They're being very firm about maintaining the trade on a masculine basis, and I don't like the way they're being so firm—and on paper, too.

I've been pretty proud and superior about the opportunities we girls have for proving ourselves these days. We've got a good steady footing in practically every industry—we're engineers, draftswomen, mechanics and even in army. I've been cocky that we're doing good jobs and what's more, that you men are admitting it.

### Pride Takes Beating

But since these 1944 Coin Machine Census reports started coming into The Billboard office, my pride has not only been lowered but beaten to a pulp. You see, boss, I'm the gal who opens the mail, and this job of reading coinmen's opinion of employing women in the trade isn't exactly a vitamin treatment for my ego. In plain language, your friends in the coin machine industry don't like us women at all, and they're not hesitant about saying so, either. They're gentlemen, tho—I'll say that for them—because most of them filled in their questionnaires by hand, evidently not wanting their secretaries to know that underneath it all they're really misogynists.

You remember the three lines in The Billboard's 1944 Coin Machine Census concerning women? We asked the trade to reply to these questions:

I have found women satisfactory as collectors .....; as service helpers .....

Remarks: re: employment of women for such work:.....

Twenty-three per cent of the coinmen who answered were not in favor of employing women, and a crushing number of that percentage didn't say "No," they said "Never," or "No Good," or "Nuts," or "NO WOMEN" (big and black, that one was). A little more than 26 per cent was fair enough to admit they'd never tried women as collectors or service helpers, but more than a few added words to the definite effect they didn't think much of the idea. Six per cent said they found us girls okay as collectors but not as service helpers, and 3 per cent had reverse experience—we made satisfactory helpers but not collectors. Ten replies conceded we did all right in the office, but five of your friends answered all three points with question marks. Somehow I didn't take that as a kindly attitude either.

### "Hell Hath No Fury Like—"

That 23 per cent against us could be looked upon as a slightly favorable figure, since that left us with only about three-quarters of the trade to convince, but the 26 per cent who didn't even bother to answer the questions about the employment of women at all, didn't encourage me much. That batch of blank spaces indicating a lot of coinmen considered the questions beneath notice, had a definite "thumbs down" air, which was almost worse than flat disapproval. If there's anything we women's can't abide, it's being ignored! Some of the blanks were filled in with a line of "xxxx's," but somehow I don't think they stood for "love and kisses."

Seven per cent of the replies indicated definite approval, and some of the added remarks helped me

hold up my head again, battered tho it was by that time. It was nice to read: "Women lend business definite morale"; "very satisfactory with a little training"; "better than men"; "honest and reliable." But four such bouquets out of the flood hardly boosted my morale back to the happy pride of pre-census days. Fifty or 60 blows per mail, and I was feeling that maybe Hitler had something with his policy of "Kinde, Kuche, und Kirche" (kids, kitchen and church).

### It's Mutiny—That's What

But it was the individual expressions of disapproval that made even a Monday morning worse to one who wields a wicked letter opener. Look at these:

- Not impressed with the idea.
- Can't compete with men.
- Difficult owing to the soldier business.
- Don't think much of it.
- Until I can't get a man that can stand on crutches, I would not have one on any route.
- Not practical.
- Must not smoke, drink or gab. (And what size halo do you take, brother?)
- Women do not care to get up nights and object to getting dirty.
- Creates bad situation.
- N. G.
- No—moral.
- Women are a detriment—talk too much.
- Wouldn't think very profitable.
- Reads Minds and Mail
- Honest, boss, there were moments when, if my letter opener were as pointed as some of the remarks, I'd have cut my throat then and there. "Hell, no," for instance, and you could tell from the way the pen had dug into the paper what an effort that restraint was. It was what he

**—MUSIC—**

2 SEEBURG ENVOYS, E.S. ....	@ \$349.50
5 24 RECORD WURLITZER HIDEAWAYS IN BUCKLEY METAL CABINETS WITH SEEBURG SPEAKERS AND AMPLIFIERS .....	@ \$145.00
1 WURLITZER COUNTER MODEL 61 .....	@ 75.00
2 TWELVE RECORD SEEBURGS WITH CONVERTER FOR 32 VOLT CURRENT .....	@ 100.00
4 ROCKOLA SUPERS WITH REMOTE EQUIPMENT AND SEVEN BAR OR BOOTH BOXES FOR EACH UNIT .....	@ 445.00
(Machines Are in Good Mechanical Condition and Show About Average Wear)	
1 NEW BUCKLEY METAL HIDEAWAY CABINET .....	27.50
2 USED CHANDELIER SPEAKER CABINETS .....	@ 20.00

**—CONSOLES AND SLOTS—**

1 MILLS BONUS BELL, 5c, SER. 458017 .....	\$265.00
1 MILLS BLUE FRONT, 5c, SER. 409359 .....	195.00
1 MILLS Q. T., 5c, SER. 31960 .....	125.00
(All Used Very Little, Look Good as New)	
1 BALLY CLUB BELL, 5c, FREE PLAY AND PAY OUT .....	245.00
1 JENNINGS FAST TIME, 5c, P.O. ....	90.00
1 KEENEY SUPER BELL, P.O., 5c AND 25c TWIN .....	545.00
(All in Good Mechanical Condition and Look Good, Used Very Little)	
1 JENNINGS FAST TIME, 5c, P.O. (Mechanically Good, Cabinet Shows Usage) ..	75.00
1 MILLS TRAVEL, F.P., 5c (OUT OF ORDER), AS IS ..	25.00
3 PACES RACES, BLACK CABINETS, STORED TWENTY MONTHS, WORKING WHEN STORED, AS IS .....	@ 45.00

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

## ELLIOTT SALES CO.

MAIN STREET
GATE CITY, VA.

## WANT 500 GENCO GAMES

Can Use in Any Condition. No Legs, Glass, Bumpers or Doors Necessary. Must Have Scoring Unit, Transformer and Rectifier. Advise Quantity and Price in First Letter.

**SUPREME ENTERPRISES** 557 ROGERS AVE. BROOKLYN, N. Y.

## Brand New POKERENOS

Deals open for distributors who buy quantity lots. Write for price and all details!

**RUNYON SALES CO.** 123 W. RUNYON ST. NEWARK, N. J.

## WANT AMMUNITION—.22 SHORTS OR LONGS

Any Amount—Immediate Cash!

**WILL PAY \$275.00 PER CASE (10,000 SHELLS)**

**PEERLESS VENDING MACHINE COMPANY**

220 W. 42ND STREET, NEW YORK CITY WISCONSIN 7-6173

## WANTED TO BUY

WILL PAY HIGHEST CASH PRICES FOR THE FOLLOWING

ROCK-OLAS	WURLITZERS	PHONOGRAPHS & GAMES:
Supers	500's	5-BALL GAMES (Free Play)
Standards	600's	Exhibit Stars Do-RE-MI
Masters	700's	Sun Beams Double Play
DeLuxes	850's	West Winds Gott. 5 & 10
A.C. Wall and Bar Boxes, 5-10-25¢ or 5¢		

SEND YOUR COMPLETE LIST TODAY!!

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## WANT TO BUY

**5-BALL FREE PLAYS:**

EXHIBIT STARS, DOUBLE PLAY, WEST WIND, SUNBEAM, DO-RE-MI, SILVER SKATES

**CONSOLES:**

KEENEY SUPER BELLS, BALLY HILAND, BALLY CLUB BELLS, MILLS SQUARE BELLS

**ARCADE:**

CHICAGO COIN HOCKEY, SCIENTIFIC BATTING PRACTICE, MILLS PANORAM AND OTHERS

**PHONOGRAPHS:**

MILLS EMPRESS and THRONES, SEEBURG CLASSICS, REGALS, GEMS, ROCK-OLA MASTERS, SUPERS, STANDARDS, DELUXES, WURLITZER 616, 24, 500, 600

Write or Wire Quantity and Best Prices. Send us your list of all games available for sale!

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2200 N. Western Ave., Chicago 47, Ill.



didn't write that set this career gal writhing. ("That trial, at least, has been spared me. So I took Grampa out of his easy chair and set him to truck driving, and Junior's playing hockey to change records now, but, by God, I haven't had to hire women.") he was thinking when he penned that brief but heartfelt "Hell, no." I went down for coffee twice that morning and took an aspirin before lunch instead of after.

One response, in a short and pithy resume of feminine psychology, said women couldn't handle location work because we're "too susceptible to flattery." By the time I got to that, my vanity was breathing its last, but managed a feeble mutter of "Where would you guys be if we weren't?" Come to think of it, an answer like that makes the trade sound like happier hunting ground than Alaska used to be. Awful shortage of date bait these days, you know.

A good many coinmen, it's true, did their best to dissuade me from going back to the kitchen for keeps. I came across quite a few exhibitions of fairmindedness and withholding of judgment pending a fair trial of women on service routes. Upholding the American tradition of innocent until proved guilty, a lot of trademen (26 per cent, in fact) said: "Never tried them." On second thought that has an ominous ring, too. There's a touch of "Thank God"

behind that answer, a little of the "wouldn't touch 'em with a 10-foot pole," or "only as a last resort."

**You Asked for It, Men**

As a matter of fact there actually were two "last resort" answers. I'm already spreading the word to the sisterhood. Girls, when you organize to crash the coin machine industry (and you will now, just to make these self-styled superior beings eat their words), follow the ads, then just to be on the safe side, grow a beard and go in smoking a cigar. Forget the nail polish that day.

Boss, the more I think of it, the surer I am that maybe you'd better let these coinmen know what they're in for. When the word gets around there's another frontier for females, what you might call pioneer ground in the way of a new field for women, these hardy members of the Old Guard are going to be stampeded. Here's virgin territory for us suffragettes, a business where we can prove all over again we can meet you on your own ground, if not beat you at your own game. It may take a long time, but as long as coin machines are operated, you're in danger of losing your present retreat. The trade won't be a masculine sanctuary much longer. Our survey makes it too attractive. Strong men who say "Hell, no," to women have got to be shown!

The Girl Who Opens the Mail.  
P. S.—Which strong man shall I start with?

**Soundies Appoint Canadian Distrib**

George P. Ulcigan, general manager of Soundies Distributing Corporation of America, Inc., announced that rights have been granted Walter O. Gutlohn, Inc., to distribute 32 selected Soundies in Canada through Associated Screen News, Ltd., of Montreal.

Harry Kapit, president of Gutlohn, was in Chicago to complete the deal, which provides for distribution of 16mm. prints in the non-theatrical field, outside of the coin machine market, which is retained exclusively by Soundies.

Soundies has a library of over 1,200 pictures which is being augmented weekly with products acquired from its contract producers as well as those made at its new Filmmcraft Studio Division in New York. Latest number to attract attention from both entertainment and morale building standpoint is a short built around the song *What Do We Do in the Infantry?* sung by David Brooks, now appearing in person at the Drake's smart Camelia House in Chicago.

**TAX BAITING BIG BIZ**  
(Continued from page 62)

was based on rather meager information. The widespread appearance of such figures in newspapers and magazines has no doubt encouraged city and State officials to try to grab their money from juke boxes first.

**Oklahoma Percentage Scheme**  
The Oklahoma Legislature clearly illustrated this trend when it passed a State law which would have taken 10 per cent of the gross earnings of juke boxes operated in the State. The percentage plan was definitely recognized as having been suggested by various ideas which had been published in magazines and newspapers by friends of Petrillo.

Local newspapers sometimes added to the big-earnings stories by making local surveys of a few select places where juke boxes operated and telling the public how much money the machines were taking in. None of these stories ever called attention to the thousands of juke boxes in smaller locations which barely paid a living wage to the owner or operator.

The publishing of the recent report by the Chicago organization is likely to be followed by other reports, and it is almost certain to stimulate the current trend toward taxing coin machines, especially juke boxes.

A survey of the coin machine industry by the U. S. Census Bureau in 1939 reported its manufactured products for that year were valued at nearly \$20,000,000.

# MAYFLOWER SPECIALS

## ST. PAUL DES MOINES BUFFALO PHILADELPHIA

### Four Offices To Serve You BETTER

**Mr. Operator:**  
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# PETRILLO AROUSES CONGRESS

## Senator Clark Opens Second Inquiry Into '42 Music Ban

Petrillo's boast that he keeps high school music off the air stirs wrath of officials—seek legislation to end "autoeratic" powers

CHICAGO, March 25.—Following preliminary testimony of school officials who protested the ban on radio broadcasts by school orchestras and bands at the opening of the Senate investigation Monday (20), Senator D. Worth Clark (D), Idaho, expressed the opinion that Congress is "thoroly out of sympathy" with James C. Petrillo and promised that "we won't let the matter drop if we can find some legal way out." The reopening of the Senate's inquiry into "Caesar" Petrillo's activities was prompted by a published boast of his power to keep high school music off the air. Chairman Clark, nettled by this boast and flooded with protests, called the Interstate Commerce subcommittee together to find some way of restricting the autocratic powers of Petrillo.

### Orders Bill Drafted

After Joseph E. Maddy, president of the National Music Camp of Interlochen, Mich., recounted what he termed Petrillo's "hostile attitude toward school music," Senator Clark instructed J. Joseph Herbert, regent and legal adviser of the camp, to draft a bill which would make it a penal offense to interfere with educational and cultural programs on the air.

Clark went farther and said he would ask the Federal Communications Commission to renew its investigation with a view of suggesting corrective legislation. He pointed out that previous bills have been ruled unconstitutional by the Department of Justice, but voiced hope that some measure could be devised that would be constitutional.

### Ban Ordered in 1942

The ban, ordered by the union chief in 1942 on grounds that competition of amateur musicians was depriving union members of their livelihood, was compared by Maddy with a taxi drivers' union forbidding private motorists to

use the streets unless they joined the hackers' union.

"But little imagination is required to foresee what will happen if the present situation is not curbed," he told the subcommittee. "In the not-too-distant future no speaker will be permitted to talk over the air unless he is a member of, or obtains permission from some union."

### Challenges Petrillo

Maddy challenged Petrillo to cite "a single instance within the last 10 years" when the broadcasting of any school band or orchestra had deprived any union musician of "a dollar of income."

"I further challenge Petrillo to cite one instance wherein his rulings of the summer and fall of 1942, banning Interlochen and other school music groups from the air, have resulted in a single dollar of additional income to any member of the musicians' union."

The ban was enforced by the broadcasters on request of Petrillo, whose weapon for compliance was the ability to prohibit union musicians from performing and to call out union technicians, thus causing a shutdown of broadcasting, Maddy said.

## Youngsters Seek Ops' Aid in Forming New Teen-Age Clubs

Three new clubs open in week in Philadelphia area—association furnishes juke boxes and information to youth who form new "rec" centers

PHILADELPHIA, March 25.—Evidence of the important part being played by music operators in helping youngsters establish and equip teen-age clubs is indicated in the number of groups of high-school-age youth who visit offices of the local music machine operators' association.

"A week doesn't go by without at least three or four groups of youngsters calling at the association offices for guidance in setting up a new teen-age club," said Jack Cade, business manager of the association.

"The word seems to have gotten around," said Cade, "that we are about the only adults interested."

### Three New Clubs in Week

Three new teen-age clubs were opened in this area in the past week, with the principal impetus being provided by the music machine operators' association.

The most ambitious of the canteens, in a move to help the kids k. o. delinquency, was opened in the Kensington section of the city in the YWCA there. The entire project, including the setting up of a snack bar, which the youngsters built themselves from old packing cases, cost about \$300, with the local association contributing, as always, the highly necessary music machine and records.

From 7 to 9 p.m., the group of 12 to 15 has its fling at dancing to the record music, and from 9 to 11 p.m. it

is for the boys and girls ranging from 15 to 18 years, with special hostesses always on hand.

"There was a specific need for a teen-age club in this section," stated Cade. "Most of the children have parents who are working in the numerous war factories concentrated in the Kensington section. Now mothers and fathers can have the assurance that their boys and girls instead of running the streets, are having themselves a swell time at the 'Y' canteen. More than 200 girls enrolled in the teen-age club."

### Juke Boxes Provided

Approximately 400 boys and girls attended the opening of the teen-age canteen at the Wharton Settlement House gymnasium in the Negro section of the city. The combined features of a night club, dance hall with juke box, and soda fountain are injected into the canteen to provide adult attraction for its youthful patrons. The canteen operates from 7 to 10 p.m. on Monday and Friday (See *Youngsters Seek Ops* on page 72)

## AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

### Tunester Tattle

Chick Stripping, Louie Ennis and Billy Stricklin, formerly heard on WSB, Atlanta, are now heard on WLW, Cincinnati.

Tex and June, the Western Trail Riders, on WFCI, Pawtucket, R. I., are using *A Cowboy's Heaven*, written by Pearl Clark and Chaw Mank. Another of Mank's tunes that is getting many requests on KMOX, St. Louis, where it is sung by Skeets, is *Don't Tell a Soul I Love You*.

WRR, Dallas, has contracted Bill Boyd for a third daily program, featuring Bill and his guitar, singing his own compositions.

Billy and Marle Horner, now known as the Nevadians, are in Worcester, Mass., and Billy, having some time on his hands, has written a Western song, *My Home Is Out West*, which he hopes to introduce soon.

### Folk Time Library

Whitey Ford, emcee on the *Grand Ole Opry* (WSM, Nashville), has become so

interested in old-time American folk music that he has started a library on the subject. During the coming summer he intends to do some research work on many of the old tunes, starting with the songs most common in the mountains of West Tennessee.

Novelties and various lighter tunes seem to be growing more popular than the serious war tunes in many Western and hillbilly bands in the Midwest and West Coast areas. A number that has been showing an upward trend in recent weeks is *If Cupid Were My Uncle*, by Matt Pelkonen and R. F. Barnhart. It was first featured by the Korn Kobblers' band, Varsity recording artists.

The Bar-X Cowboys are doing their bit in adding to the mounting interest in Western and hillbilly music in New England with their popular Western programs on WMUR, Manchester, N. H.

### Entertaining Servicemen

Ginny Lou and Billy Wilson are giving most of their time to the entertainment of servicemen in the East. They (See *American Folk Tunes* on page 72)

## A Red-Headed Reporter Finds "Permit" Corpse Still Lives

MEMPHIS, March 25.—The local newspaper here, The Memphis Press-Scimitar, has kept alive some of the issues involved in the juke box permit case recently passed on by the Tennessee Supreme Court.

The newspaper published a lengthy story recently, based on the efforts of one of its best reporters to get a list of persons or locations to whom the special permits had been issued. The city requires a business license on each juke box, and the city council last year passed an ordinance which requires a special police permit. It was the question of these police permits which went to the State Supreme Court in the form of a test case, and the high court ruled in favor of the city.

### Who Are Favored?

The newspaper made its special check recently by sending its reporter to the mayor, and also the head of the police department, and asked them for the list of names to whom special permits had been granted for placing juke boxes.

The newspaper said that the law required that the list be made public, but that no private citizen had been able to find out to whom the permits had been granted. The newspaper reported that operators are complaining of permits being issued to only a select few. It also alleged that the police department refused to make public the list.

The newspaper story went into detail on what the mayor, the head of the police department, and the license commissioner stated about the juke box situation in Memphis. The mayor promised that the police department would soon make available the list of those to whom permits had been granted.

On its editorial page, March 17, *The* (See *Red-Headed Reporter* on page 72)

## Musicians Threaten To Picket Spots Changing to Juke Boxes

PHILADELPHIA, March 25.—The Philadelphia musicians' union, Local 77, AFM, has served notice on all night club and tavern operators, that where a juke box will be used to replace live music because of the 30 per cent cabaret tax effective April 1, the spot will be picketed by the union.

A number of tavern operators had informed the union that they plan to discontinue live music when the federal cabaret tax becomes effective and cut out dancing, with a juke box to provide the music. The union warned that any such displacement of live musicians by a juke box in order to evade the cabaret tax will result in having the spot picketed. However, where a spot has been using only a juke box and no live music, continued use of the juke box will not

be interfered with by the musicians' union.

The union's threat to picket hits about two dozen taverns using a piano or a two and three-piece orchestra Friday and Saturday nights, with the juke box providing the music the other nights. Also, several operators of musical bars have indicated their intentions to drop the live musicians and use a juke box or wired music.

By agreement with Muzak, wired music service will be cut off at places dropping live music.

# Expect Improvement in Disk Quality, But Not in Supply

**Additional shellac will provide more durable disks, say distributors, but labor situation will remain critical—Petrillo feud does not affect production**

CHICAGO, March 25.—Record supplies probably will be no larger as long as the war continues, but the quality of the disks is expected to improve as a result of the War Production Board's release of larger quantities of shellac. This is the opinion of distributors for the major recording companies.

Labor, not materials, is the main drawback to greater production. Equipment is also an important factor. Until more man power becomes available, and until it is possible to manufacture presses and other machinery, there is little hope of more records.

The release of shellac will not mean more records, because labor and machinery are not adequate for greater production. The improved quality should be good news to operators, however, because the poor wearing quality of records made recently has been one of their major complaints.

Record deliveries have been improved somewhat, especially since systems of rationing have been in effect. Spokesmen for the manufacturers were reluctant to say what percentage of orders they were able to fill, but all of them said all operators were getting some copies of every new release.

Record distributors say their main problem is trying to treat all accounts fairly. Most of them work on the basis of the number of machines an operator has on location. The operators with the largest number of machines get more records than smaller operators, although they do not receive any larger percentage of their needs. Thus, an operator with 250 machines, might receive 50 copies of a record, whereas an operator of 50 machines would get only 10 records.

### Operators Generally Co-Operative

Most of the distributors said operators generally seemed to realize the difficulties faced by manufacturers and distributors, and were being very reasonable about the situation. A few operators try to get more than their share of records, but on the whole they have been very co-operative, the distributors agreed.

Operators and distributors were not in very close agreement as to the actual number of records available now in comparison with the pre-war period. One distributor said there had been about a 50 per cent cut in production, while an operator claimed to be getting only

a third as many records as in 1941.

Distributors' methods of sending records to operators differ also. One company releases records to operators as it receives them; others wait until they have the total number to be allocated to an operator within a month. Both systems have advantages and drawbacks; under the first plan an operator is assured of a few late tunes as soon as they are released, but probably won't have enough copies to furnish all locations at once. With the second system, an operator has to deal with complaints from location owners who want recordings as soon as they are released.

As one distributor pointed out, however, few operators buy a copy of a new disk for every machine on location. The exceptions are such hits as *Pistol Packin' Mama*, *Beer Barrel Polka* or other numbers which sweep the country periodically. Even these, according to one distributor, are probably ordered for only about 60 per cent of an operators' machines. Orders for the average popular tune would probably fall quite a bit below this figure, he estimated.

### Petrillo Feud No Factor

The feud between Petrillo and the record companies has had no effect on production, it was said, and even when the case is settled it still will not result in more records. The lack of labor and equipment will still be present, and the volume of production can't be lifted in the face of these handicaps. There will be a wider choice of labels from which to choose, but the total number of records will not be any greater.

Improved quality of records is about the only cheering note in the outlook at present. This, however, is definitely good news. Since the Office of Defense Transportation caused operators to cut their servicing trips, operators have had less control over the wear and tear on records, and the volume of replacement has been running higher than in pre-war days. With better quality records considerably longer wear is expected.

police taken advantage of this offer of co-operation.

Records here are not normally censored by the censorship squad, under the command of Lieut. Charles W. Snyder, who is general censor of amusements for the city. His right to censor reels for soundies machines has been upheld and exercised in a few instances, but little difficulty has been reported in this field for a year or more.

Local music operators have attempted to censor their own records, and the general absence of complaints is evidence of this fact and their success. Local operators have, on at least one occasion, generally refused to play a particular record which was accepted and a major hit in many other parts of the country, coming well up on top in the tabulations of leading tunes.

### Show Profit Is Small

A further argument that music boxes have been the subject of complaint was brought forward on behalf of the police department. These complaints generally appeared to originate with sleepers disturbed by machines in nearby locations and appeared to be matters for individual correction.

Operators generally rested much of their case on a comparison of operating figures and showed that the proposed tax of \$15 would actually take about 37½ per cent of their total net profit on machines. Figures presented showed

## Agree That AFM Fee Would "Up" Cost of Records

WASHINGTON, March 25.—Increases in the cost of records would no doubt result from War Labor Board approval of the demands of the American Federation of Musicians that companies manufacturing records contribute money to the union's unemployment fund as a means of aiding musicians allegedly thrown out of work by the popularity of "canned" music, disk manufacturers said, following the hearing.

Arthur S. Meyer, chairman and public member, and Gilbert E. Fuller, industry member of the three-man special WLB panel which rejected on all counts the position held by AFM, of which James C. Petrillo is president, were inclined to agree with the manufacturers.

that the total net profit on a machine per week, after deducting depreciation and all taxes, was only an average of 78 cents.

# Proposed Juke Tax Opposed By Ops at Special Hearing

**Operators stress cost to city of unnecessary regulation—show earnings per week average 78 cents net per unit—hearing is adjourned**

DETROIT, March 25.—Detroit music operators presented their views in opposition to the proposed \$15 per year tax per machine to the Detroit city council at a special hearing Tuesday (21).

The hearing was attended by 20 leading operators, including Victor De Schryver, Marquette Music Company; Joseph Brilliant, and Max Marston, Brilliant Music Company; James Ashley, American Novelty Company; Eddie Clemons, Modern Music Company; James Passanante, J & J Novelty Company; Tony Stracuse, Gunn Music Company, and Louise Hellbrouner, Melody Music Company.

### Adjourned to March 29

Basic arguments rested upon the costs of regulation of jukeboxes, and the matter was finally adjourned by the council until March 29 to allow Charles Oakman, city controller, who initiated the proposal, to present data on the cost of regulation of the machines.

James Haggerty, as attorney for the United Music Operators, presented the point of view that there was no necessity

for special policing and regulation and therefore no special license was required. It was the contention of council members that if special regulation were required, then a reasonable fee could be exacted, a contention that evidently finds full support in the law and precedent. The debate centered on the necessity of regulation.

### Hit Idea of Censorship

One argument brought forward by Oakman was the allegation that juke records require censorship. Operators countered that this had been found untrue in experience and pointed out that two years ago they had formally offered to co-operate with the police department by removing any objectionable records. Yet so clean has the record of the jukeboxes in this city been that never once have the

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2A3 ..... 1.75	6F8 ..... 1.15	12SK7 ..... 1.45	45 ..... 1.20
5U4G ..... 1.00	6H6 ..... 1.15	12SQ7 ..... 1.45	47 ..... 1.55
5V4G ..... 1.40	6J5 ..... 1.00	20B1 ..... 2.60	50 ..... .70
5W4G ..... 1.00	6K7 ..... 1.10	35L6 ..... 1.45	57 ..... .85
5Y3 ..... 1.00	6L8 ..... 1.75	25Z5 ..... 1.25	57 ..... 1.00
5Z3 ..... 1.80	6N7 ..... 1.40	25Z8 ..... 1.25	78 ..... .85
6A4 ..... 1.50	6SK7 ..... 1.20	70L7 ..... 2.85	79 ..... 1.15
6AO ..... 1.40	6V6 ..... 1.40	2A4G ..... 3.25	80 ..... 1.00
6CE ..... 1.05	6SC7 ..... 1.85	30 ..... 1.10	80 ..... 1.20
6CG ..... 1.15	6SQ7 ..... 1.15	33 ..... 1.05	83 ..... 1.20

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16 MF Cond. Can C.D. 450 V. .... 1.85	Solder, Per Lb. .... .75
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## THE SWOON SONG

ASSOCIATED COMPOSERS, INC.  
265 West 54th St., New York 19, N. Y.

## Popular Record Reviews

(Continued from page 19)

### GINNY SIMMS (Columbia)

"Suddenly It's Spring"—FT; V. "Irresistible You"—FT; V.

Restricted to the all-vocal accompaniments for its lead voices, Columbia brings up a pairing of rich ballads with Ginny Simms on the lyrical end. It's lush with richness as Miss Simms exudes her vocal charm, framed by the mixed voices of the accompanying choir. But the body substance, which only an orchestra can provide, is woefully lacking with the result that the spinning represents an overly sweetened flavoring that becomes very difficult to digest. The sugar content is further heightened by the fact that Miss Ginny takes full liberty with the slow tempo set for each side, cloaking each side with a hymnal

aura that tends to minimize its popular appeal. Song selection is entirely in high order. *Irresistible You*, by Don Raye and Gene De Paul, is a lush love ballad from the *Broadway Rhythm* movie, which is Miss Simms's own starrer. Jimmy Van Heusen's and Johnny Burke's *Suddenly It's Spring* is from the new *Lady In the Dark* picture, and already attracting the attention of the radio bands.

Altho the influx of orchestral recordings tend to restrict the use of all-vocal sides in the music machines, the personal appeal of Ginny Simms represents a potent factor in influencing phono play. Particularly so since the picture association of "Irresistible You" is a personal one, while "Suddenly It's Spring" represents one of the more promising song ballads of the moment.

### KING COLE TRIO (Capitol)

"Straighten Up and Fly Right"—FT; VC. "I Can't See for Lookin'"—FT; VC.

After a number of ambitious tries, Nat (King) Cole and his trio (Johnny Miller on bass and Oscar Moore for the guitar pickings) finally ring the bell with this combination. Paced by Cole's pianistic, and handling the lyrics in his own inimitable manner, both are moderately paced jive ditties rich in Harlesemese flavoring. *Straighten Up and Fly Right* revolves around a Harlem catch-phrase referring to a warning against blowing your top. The gutterals also go to make up *I Can't See for Lookin'*, also a catch-phrase, with the lyrics concerned with such shortcomings as looking at something and not seeing it. Both words and music are as catching as the phraseology itself and both ditties are tailored for the vocal and instrumental talents of this threesome. For each of the sides, both piano and guitar get in a session of sparkling note-picking.

Both of these sides shape up as naturals at the race locations, and there is no reason why either side should not create some excitement at all other locations where the jive-and-jump hounds crowd the music machines.

### PERRY COMO (Victor)

"I Love You"—FT; V. "Long Ago"—FT; V.

For the more important love ballads of the moment, Victor is restricted to the all-vocal settings. Like all the others lacking the body substance of an instrumental background and its contrasting tonal qualities, such shortcomings negate wide popular appeal for such sides. The mixed chorus provides the already standard vocal bank for Perry Como's romancy balladeering, which should start creating some real excitement on the waxes once he is able to get adequate orchestral support. Both ballads are tailored to Como's singing talents and he makes the most of them under such restricted circumstances. Altho set at a moderately slow tempo, the supporting voices try nobly to ring out a rhythmic background, particularly for Cole Porter's *I Love You* hit from the *Mexican Hayride* Broadway stage hit. *Long Ago* is Ira Gershwin's and Jerome Kern's nostalgic lullaby for the screen's *Cover Girl*. Where Perry Como's popularity asserts itself at a phono location, the loyal fans will support both of these sides.

### SISTER ROSETTA THARPE (Decca)

"Sleep On Darling Mother"—FT; V. "I Want To Live So God Can Use Me"—FT; V.

The characteristic blues shouting of Sister Rosetta Tharpe for the Gospel songs is just what the revivalist ordered. Accompanying herself with blues plunkings of the guitar, the gal makes the spirituals as exciting as a backroom jam session. Particularly suited for such volcings, beginning with this platter, all her future dishing will be confined to the Gospel singing.

For the race locations where Sister Rosetta Tharpe commands attention, both of these spirituals will command the coins.

### JOHNNIE JOHNSTON (Capitol)

"Irresistible You"—FT; V. "Spring Will Be a Little Late This Year"—FT; V.

From the screen's *Broadway Rhythm*, Johnnie Johnston, a familiar screen voice in his own right, singles out a lush love ballad in Don Raye's and Gene DePaul's *Irresistible You*. Applying much of his vocal charm, in the romancy baritone register, Johnson further enjoys a rich and colorful instrumental background provided by Paul Weston's orchestra. For the most part, follows the strict moderately slow tempo set, with an application of Latin rhythms to the second stanza. Plattermate, taken at a slower tempo, is a topical ballad by Frank Loesser. With week-end snows, Loesser is somewhat of a seer with *Spring Will Be a Little Late This Year*. However, the song story revolves around the usual heart theme rather than climatic conditions. Johnston gives it sympathetic voice for one and a half choruses, with Paul Weston's instrumental support again outstanding.

"Irresistible You" shapes up as a real candidate for a spot at the top of the song heap. As such, Johnston's entry in the vocal lanes should make a fine showing in the phonos.

### JIMMIE LUNCEFORD (Decca)

"Back Door Stuff"—Parts 1 and 2

For his first waxing in a year, Jimmie Lunceford offers much more in the anticipation than in the spinning itself. Both sides are devoted to Roger Segure's *Back Door Stuff*, title inspired by a gossip column carried in a Harlem newspaper. Segure, who has often turned up with interesting composition for the records, provides Lunceford with a lame excuse to take up both sides of the precious shellac. It's a dull and repetitious riff strain, wholly lacking in originality in its elaboration. Neither the band nor the clarinet and piano in the solo spotlight distinguish themselves with such scoring. All set in a slow tempo, instead of the jump pattern which Lunceford is accustomed to cut out with his band, both sides spin as a slow drag.

On the strength of the band's popularity, "Back Door Stuff" may be able to snatch some coins at the race locations. There is little to choose from in Parts 1 or 2.

### DERYCK SAMPSON (Beacon)

"Boogie Express"—FT. "Erin Go Boogie"—FT.

For the boogie-woogie piano addicts, there's enough to lick your chops to the fill and then some in Deryck Sampson's fiery fingering for his own *Boogie Express*. Reputed to be a mere youngster in his teens, the kid knuckles the key-

## International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**INTERNATIONAL RECORDINGS:** Pit-a-Pat Polka, Deuces Wild, Middletown Polka, Sneazy Schozzle, Casablanca, Tap the Barrel Dry.

**FOREIGN RECORDINGS:** Czechoslovakian, Snezeky, Chudy jsem na svet prisel, Cerny Kriz, Proc. Croatian-Serbian, Ciganka Sam Mlada, Hoces Neces Moras, Dezojice Mala, Spreme Se Spreme Cetnici. German, Erika Kornblumenblau, Spanische Dorfmusik. Greek, O Rezilis, Mi Se Niazis, Ela Mikro Mou, Syntagmarhis M. Frixis. Hebrew-Jewish, Mein Yiddische Mame, Dem Rebin's Nigun, Abi Er Ken Tantzén, A Vaibele a Tsniek. Hungarian, Az a szept, as a szept, Ha en gazdag lennek, Ha as uccan dsszenezunk. Italian, Il Valzer de Gallo E La Gallina, Annetta che Va In Fretta, Viale Fiorito. Norwegian, Den Gamle Valsen, Gamle Norge, Ja, Vi Elsker. Polish, Pryzylepka Polka, Kochaj I Zyj, Ulanski Galop, Kolo Mego Plotu, Sztajerek, Nie Badz Taka. Russian-Ukrainian, Ochi Chorunya, Dve Gitary Solovej. Scandinavian, Nordiska natter, Dina Bla Ogon, Harmoni Schottisch. Swedish, Tomten Blott Ar Vaken, Min Lilla Teddybjorn, Karleken, Lyckan och Livets Gang.

## Gymnast Claims Juke Box Music Aids Digestion

NORFOLK, Va., March 25.—A juke box has been installed in the gymnasium of Blair Junior High School so students may have free dancing during the lunch period. Grayton Daughtrey, gym instructor, said a light session of jive would aid digestion, encourage the boys and girls to learn to dance, and enable them to have a good time on school premises under their teachers' supervision.

board in exciting manner. His right-hand improvisations are just as exciting as his fingered bass with the left. A blues, he whips the keys both fast and furious and slow and sultry, but at all times clean and with kicks. *Express* was originally boarded by Beacon on a 12-inch side. But 10 or 12 inches the side goes down as an eight-to-the-bar classic. *Erin Go Boogie*, with Emporia (Lefty) Scott taking composer credit, is a jumbled improvisation in the boogie style for some of the Irish reels. But one can't be too sure what it is. Regardless of its derivation, and in spite of Sampson's strong fingering, the boogie style loses much of its appeal in such song application. "Boogie Express," with its potent brand of boogie piano pounding, is a cinch to excite the phono fans, even those uninitiated in the eight-to-the-bar school of hot. It's a side that should stick with the phonos for a healthy round of plays.

### FRED WARING (Decca)

"Now I Know"—FT; VC. "Tess's Torch Song"—FT; VC.

Fred Waring tackles two excellent songs by Harold Arlen and Ted Koehler from the *Up in Arms* movie. Unfortunately, however, the overdressing for both songs is something reserved for the production-gear radio programs and not for the intimate scope of a recording. As a result, the listening reaction to both sides is as cold and synthetic as a radio microphone itself. True, it's the style of Waring. But it's a style that belongs wholly to radio. Donna Dae gets support from the entire Glee Club for the *Now I Know* ballad, while a quartet out of the male voices, tagged the Torch-Bearers, sing behind Miss Dae for *Tess's Torch Song*.

Neither of these sides are designed for music box use, altho they may attract some phono play on the strength of the radio band's wide popularity or the widening appeal of the songs themselves.

## FOLK RECORD REVIEWS

(Continued from page 19)

### TEX GRANDE AND HIS RANGE RIDERS (De Luxe)

"I'm Sending X's to a Girl From Texas"—FT; VC. "The Honeysong"—FT; V.

From the regular Tin Pan Alley folios Tex Grande and His Range Riders whip together a pair of pops that lends themselves admirably to the hillbilly style of syncopation and song. *I'm Sending X's*, which made a bid for song popularity about a year ago, is one of those infectious chants with a prairie flavor which is very much pronounced in the singing and playing of the Grande gang. At a lively tempo, a solo baritone and male quartet hold up the lyrical end well, with toe-tapping instrumental support provided by an effective group comprising fiddle, trumpet, accordion and guitars. Going back a few decades or so, Grande comes up with *The Honeysong*, which also made a bid for revival about a year ago. Also taken at a bright and lively pace, a girl singer and the male trio share the singing chores, spaced by an instrumental stanza. Dance appeal in Western circles is also high for both of the sides.

## WE WILL PAY \$130.00

F.O.B. your city, for Wurlitzer 24's, \$75.00 for 616 and 716's, Ship C. O. D. or wire or write for deposit.

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10-50 ..... 12 1/2c per needle  
Over 50 ..... 10c per needle

## Re-Sharp Needle Service

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A Precision Service

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MUSIC ROUTES OR INDIVIDUAL MUSIC BOXES



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5 Seeburg Classics ..... \$310.00 Ea.  
5 Seeburg Vogues ..... 280.00 Ea.  
1 Seeburg 8800, R.O. .... 550.00  
5 Wurlitzer 800 ..... 550.00 Ea.  
5 Wurlitzer 700 ..... 500.00 Ea.  
1 Seeburg Ray o Lite Gun ... 65.00  
1 Seeburg Chicken Sam Conv. to  
Hitler ..... 120.00  
1 Belly Shoot the Bull ..... 75.00  
1/3 Deposit, Balance C. O. D.

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AMPLIFIER REPAIR SERVICE MAN

One thoroughly familiar with Seeburg Amplifiers and Wurlitzers. No booze head, but sober, draft-exempt need apply. Give full particulars, present connection and salary first letter.

## Franco Novelty Company

24 N. Perry St., Box 927, Montgomery, Ala.

## 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.

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## ★ ★ THE SWOON SONG ★ ★

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.

# TRADE ACTS TO HALT TOKENS

## Ops Who Report Trouble From Tokens Will Aid Battle

**OPA indicates they may consider changing size of tokens or withdrawal of nuisance chips if they cause losses to coin machine operators**

CHICAGO, March 25.—Indications that the Office of Price Administration may consider changing the size of ration tokens, and possibly order the midget size tokens withdrawn from circulation, if investigation and reports show them to cause serious trouble and loss to owners and operators of coin-operated equipment, are seen in recent OPA action and gestures.

According to C. S. Darling, secretary of the National Automatic Merchandising Association, Chester Bowles, OPA administrator, has requested the association to make reports on the experiences of operators and locations as to the trouble caused by insertion of the small tokens in vending machines. Regional offices of OPA are conducting investigations for this purpose, it is reported.

### Many Ops Complain

Altho the tiny tokens have been in circulation only four weeks, numerous reports have been received of tokens causing trouble in vending machines, and the number of such reports are growing rapidly. In most cases the trouble is caused by jamming the machine, either clogging the coin chute or wedging in the interior mechanism. In some cases, the tokens are said to have operated the machines the same as a coin, usually after being wrapped with tin foil, etc.

To assist operators in making reports and to help persuade OPA to withdraw this nuisance size token at the earliest possible time, *The Billboard*, in this issue, prints a form on which operators may report the amount and kind of trouble they have experienced by tokens inserted in their machines. Operators are urged to fill out the report form and mail it to the Chicago Office of *The Billboard*, 155 N. Clark Street, Chicago 1. Additional information or comments which operators may care to submit along

with the report form will also be appreciated.

### Trade Protest Ignored

The idea of a token for use in the food-rationing system was first publicly announced last June, and for four months representatives of the vending machine and transit industries worked with OPA on specifications. Early in October OPA ordered 900,000,000 tokens .88 of an inch in diameter, which is a little larger than a nickel. No objection was raised to that size of token. A few weeks later OPA decided it would need 2,000,000,000 tokens, and in complete disregard of the earlier conferences and without notifying the industries that would be affected, the size was changed to the present size of .642 inches in diameter, which is a little smaller than a dime.

American Transit Association, representing the street railways of the country, whose fare boxes would be seriously affected by these tokens, and National Automatic Merchandising Association, representing vending machine manufacturers and operators, protested vigorously and at one point a responsible OPA official promised that the plan for the small tokens would be discontinued. This decision, however, was overruled and the tokens have been in use since February 27.

### Ask All To Send Report

While many vending machines will be affected but very little or not at all, reports indicate that hundreds of thousands of other vending machines will either be operated or jammed either part of the time or every time that a token is inserted. The potential loss to the vending machine industry is tremendous and, in addition, service to the public, which is accustomed to buying many of its items thru vending machines, will be seriously impaired.

Operators who have found any tokens in their machines are urged to send reports promptly. The form appearing in this issue is provided for this purpose.

### Sugar Allotment Changes Will Affect 328 Areas

WASHINGTON, March 25. — Changes made in sugar allotments based on population shifts effective April 1, will affect 328 areas. Under the new regulation, allotments will be increased in 130 areas and decreased in 198; 112 of the 440 listed areas will receive the same allotments as heretofore.

A minor change effected by the amendment substitutes the word "area" for "county," as previously employed. The amendment further provides that an industrial user may use an increase only in products to be delivered by him within the listed area for which he received the increase. Allotment increases also are conditioned upon the continued delivery within an industrial user's area, during the allotment period for which the increase is granted, of at least the same proportion of his products, in sugar content (counting only sugar used by him), as he delivered within such area during 1941. Industrial users who receive increases for more than one listed area are required to make the deliveries in each such area.

The Billboard,  
Chicago, Illinois,  
155 N. Clark Street,

We have received ration tokens in our vending machines as follows:

Type of machine in which found .....

No. of machines in which tokens were found .....

Total No. of tokens found in machines.....No. machines jammed.....

No. times when token caused delivery of merchandise or service.....

Comment: .....

.....

Company .....

Address .....

By ..... Date .....

## Predict More Tobacco, Less Sugar, Peanuts

WASHINGTON, March 25.—Farmers will plant more tobacco this year and less sugar beets and peanuts, the Department of Agriculture predicts.

Prices, weather and availability of labor and machinery rather than government goals will shape 1944 production, the department's bureau of agriculture economics admitted in its report.

Despite government pleas for a 50 per cent increase in sugar beet acreage to ease the sugar shortage, farmers indicated that they will plant 4,000 acres less than last year. Disappointing yields in some States in 1943, worry over labor for thinning and harvesting, and doubt about the availability of a sufficient number of trucks at harvest time held prospective planting down to 615,000 acres, the report said.

The BAE predicted 1944 planting of 1,716,000 acres of tobacco, compared with a government goal of 1,756,000 acres and 1943 planting of 1,462,000. Where grown on a small scale and cultivated mainly with family labor, tobacco appeared less affected by labor conditions than peanuts and sugar beets which are grown on an extensive scale with the help of hired labor.

The report also estimated a decline in peanut planting, with acreage of about 4,704,000, compared with 5,202,000 acres in 1943. This is still almost double the 1933-'42 average of 2,402,000 acres.

## Labor Shortage Newest Threat To Cig Output

JERSEY CITY, N. J., March 25.—A new problem for cigarette manufacturers—lack of manpower—was brought to light at the annual meeting of stockholders of P. Lorillard Company, manufacturers of Old Gold cigarettes.

The man-power shortage, rather than lack of tobacco, looms as the main restrictive influence in the outlook for cigarette and cigar production, according to Herbert A. Kent, president of the company.

The company's supply of tobacco for cigarettes is adequate, he said, based on present production, and it has been able to secure supplies and other necessary materials or to find satisfactory substitutes for those materials that became unobtainable. Output, however, has been somewhat limited by man-power shortages already, particularly in Jersey City and Richmond, Va., factories.

Sales increased approximately \$17,000,000, or about 17 per cent in 1943, according to Kent's report.

## Match Industry Reports Shortage of Materials

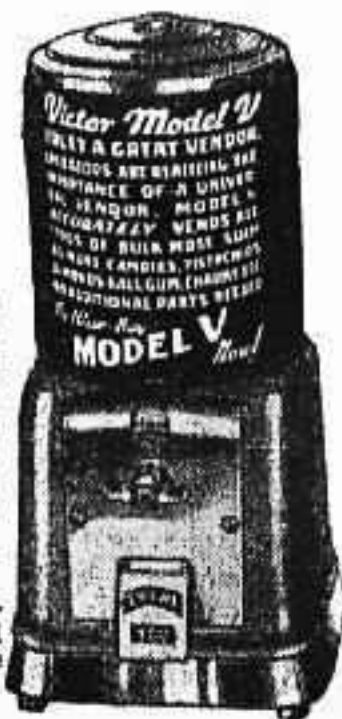
WASHINGTON, March 25.—Short supplies of paper, glue and lumber are handicapping American match manufacturers, members of the match manufacturers' industry advisory committee have reported to the War Production Board.

Shortage of paper is causing the greatest difficulty. A WPB official has suggested to the committee that, in order to prevent waste, the industry give consideration to launching an advertising program aimed at overcoming the popular superstition that it is unlucky to take three lights off the same match.

**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).

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Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading *The Northwesterner*. It's free!

**Northwestern**

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**CIGARETTE VENDING MACHINES**

U-Need-a-Pak & Co. Cigarette Machines with Floor Std. As illustrated, Capacity 170 packs. Slug proof. 15¢ or 20¢ Models. In good condition. Guaranteed. Terms: 1/2 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5¢ Candy Bar Machines.

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### MAKE MONEY WITH A ROUTE OF NUT VENDORS

Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

**SPECIAL SPECIAL**  
Factory reconditioned Model 33 Nut Vendors with Padlock.

100 or More **\$4.95** Each

Sample, \$5.50. . .  
10 or More, \$5.25. . .  
25 or More, \$5.15. . .

With Visa Grip Lock, add 25¢ to above prices.

- Model V (New) . . . . . \$8.50
- Silver King (New) . . . . . 7.95
- Toppers (New) . . . . . 7.95
- Northwestern Model 39 (New) . . . . . 9.15
- Northwestern Standards, 1¢ . . . . . 6.00
- Columbus Model 34 Ball Gum . . . . . 5.50
- Shipman 1¢ and 3¢ Stamp Vendor, Deluxe . . . . . 25.00

**1/3 deposit required with order. Bal. C. O. D. Full payment must accompany all orders under \$10.00.**

Large Selection of New and Used Vendors in Stock. Send for Complete List.

### BULK MERCHANDISE FOR REFILLS

Spanish Peanuts, 30 lb. cartons, per lb., 21¢  
Jumbo Peanuts, 30 lb. cartons, per lb., 26¢  
Bulk Candies . . . . . WRITE  
A reasonable amount of merchandise is on hand at all times available to our customers.

**FULL CASH WITH ALL MDSE. ORDERS**

### RAKE COIN MACHINE EXCHANGE

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PHILADELPHIA 3, PA.

## Amusement Machine Distributer Enters Philly "Who's Who"

Edward Casnoff, of General Coin Machine, gets recognition in Philadelphia Dispatch feature which honors prominent citizens and leaders

PHILADELPHIA, March 25.—This year, for the first time, the amusement machine industry received recognition in "Who's Who In and About Philadelphia," a feature which appears quarterly in "The Philadelphia Dispatch."

Singling out men who are "deservedly prominent in mercantile, industrial and professional activities," this newspaper, in its recent compilation, accorded that distinction to Edward Casnoff, head of the General Coin Machine Company, distributor and jobber of coin-operated equipment.

### Formerly With K-C Novelty

"Among those lines of business which have expanded rapidly during the past few years," the newspaper stated, "the manufacture and distribution of various types of amusement, vending and music machines is one of the most important in the business and social life of the city. With that thought in mind, we are pleased to mention the name of Edward Casnoff, of the General Coin Machine Company, 227 North 10th Street, distributor and jobber of coin-operated amusement pinball machines, vending and music machines."

In a biographical sketch of Casnoff, featured in the *Who's Who* supplement, the newspaper added:

"Mr. Casnoff, who acquired his early education at South Philadelphia High School, has been identified in the business since 1935, was formerly with the K-C Novelty Company (Philadelphia coin machine distributor and jobber), has been conducting his own enterprise for the past four years, is a man of broad and intimate knowledge of the business and has made a close study of conditions as they apply to his particular field.

"His machines are recognized as a standard of the highest quality and are in use among an extensive clientele. Mr. Casnoff takes an active interest in civic progress and his city's commercial and industrial development, and is an outstanding member of his community. Aside from his business, his favorite hobby is music."

### Section 10, MPR-429 May Permit Increase In Used Goods Price

WASHINGTON, March 25.—The coin machine trade may gather suggestions from recent pleas of the furniture trade here asking permission to increase prices on used goods. The sale of used furniture comes under MPR-429, just as the sale of used coin machines is also regulated by the order.

Furniture dealers said that MPR-429 gave regional offices of the OPA permission to pass on higher prices to cover costs of reconditioning or rebuilding of merchandise. The representatives of the furniture trade outlined the policies contained in Section 10 of the price ceiling order as the basis for their request to raise prices.

States which tax amusement machines are Arkansas, Florida, Louisiana, Mississippi, Nevada, North Carolina, North Dakota, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia and Washington.

### WILL BUY

ALL MODEL WURLITZER AND SEEBURG MUSIC MACHINES

ALSO

Any Amount Late Model Pinball Tables. Forward price and list in first letter. Late Model Machines Also For Sale.

### IDEAL MUSIC CO.

620 Kansas Ave., Topeka, Kan.

Phone 9661

### OPERATOR AVAILABLE

An operator since the days of Ballyhoo. Age 41 married, sober. Have recently sold my operation and am open for an operating proposition. Give full details of deal first letter.

### G. W. NATION

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## Games that get the play

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| STREAMLINER . . . . .  | Converted from S T A R S    |
| GRAND CANYON . . . . . | Converted from DOUBLE PLAY  |
| SANTA FE . . . . .     | Converted from WEST WIND    |
| BRAZIL . . . . .       | Converted from DO - RE - MI |
| ARIZONA . . . . .      | Converted from SUN BEAM     |
| MIDWAY . . . . .       | Converted from Z O M B I E  |

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

**United MANUFACTURING COMPANY**  
6123-25 N. WESTERN AVENUE CHICAGO

## RUNYON RADIO TUBES

FOR THE COIN MACHINE TRADE

All prices net as shown in this ad

1B5 . . . \$1.45	6A8 . . . \$1.35	6J7 . . . \$1.35	6V6G . . \$1.15	76 . . . . \$ .95
1H5 . . . 1.80	6B5 . . . 2.00	6K6 . . . 1.15	6X5 . . . 1.05	77 . . . . .95
1N5 . . . 1.85	6B8G . . 1.35	6K7 . . . 1.15	30 . . . . 1.45	80 . . . . .95
2A3 . . . 2.00	6C5 . . . 1.05	6K8 . . . 1.35	33-47 . . 1.60	83 . . . . 1.35
2A4G . . 4.10	6C6 . . . 1.05	6K7G . . 1.15	37 . . . . .90	70L7 . . 2.95
3Q5 . . . 1.85	6D6 . . . 1.05	8L6 . . . 1.90	38 . . . . 1.15	2051 . . 2.60
5U4G . . 1.05	6F8 . . . 1.25	8N7 . . . 1.55	41 . . . . .80	2525 . . 1.25
5Y3 . . . 1.00	6H6G . . 1.15	88C7 . . 1.85	45 . . . . 1.20	2526 . . 1.35
5Z3 . . . 1.60	6J5 . . . 1.20	8S07 . . 1.15	75 . . . . .90	11726 . 2.35
6A6 . . . 1.85				

**RAY GUN LAMPS, #1489.79¢ EA.** IN LOTS OF 25 OR MORE

WE ARE EXCLUSIVE NEW JERSEY DISTRIBUTORS FOR THE FAMOUS **TONEDART NEEDLES \$40 PER HUNDRED** AND OUR TONEARM WEIGHT SCALES MAKE **\$1.00 EACH** YOUR NEEDLES AND RECORDS LAST LONGER

Photo Cells for "Sams," "Japs," "Chutes," Etc. (#CE-23), Each . . . . . 2.50  
Rubber Balls for Pokerinos, 2 1/4" Inflated . . . . . \$1.35 Ea. (Minimum Order 25 Balls)

### SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**RUNYON SALES CO.** 123 W. RUNYON STREET NEWARK, N. J.

## SPECIAL OFFER

### CONSOLES

- Packed With Care in Original Cases
- Mills Jumbo, P.O., Late Head, A-1 . . \$100.00
  - Mills Jumbo, P.O., Blue & Brown, A-1 . 85.00
  - Mills Jumbo, Free Play, A-1 . . . . . 75.00
  - Mills Jumbo Comb., A-1, Like New. . 150.00
  - Baker's Pacers Daily Double, Checks & Cash, A-1 . . . . . 275.00
  - Paces Races, Black, 20-1 Odds, Late Motors, A-1 . . . . . 50.00
  - Rays Tracks, A-1 . . . . . 50.00
  - Mills Dice With Base Stand, A-1 . . 50.00

### SLOT SAFES

- Palmantier & Stark Novelty Heavies
- Single Pull Out . . . . . \$100.00
  - Double Pull Out . . . . . 200.00
  - Triple Pull Out . . . . . 250.00
  - Double Roll Ar. . . . . 225.00
  - Triple Roll Ar. . . . . 275.00
- SLOT SAFES LIGHT
- Meilink Single Roll Ar. . . . . \$ 75.00
  - Chicago 2 Door Double . . . . . 45.00
  - Buckley Diggers, Rebuilt, A-1 . . . . .
  - Treasure Island . . . . . \$ 50.00
  - Deluxe . . . . . 85.00

1/3 Deposit, Balance C. O. D.

## ADVANCE DIGGER CO.

1702 MACK AVENUE DAYTON 4, OHIO

## SALESBOARDS:

Name	No. Holes	Per Sale	Buy while the Price War is on. Minimum order \$25.00. Order from this ad.	Takes In	Maximum Profit	Each
Victory Cigarette Boards . . . . .	432	2¢	\$ 8.64	\$ 4.04	33¢	
Victory Dollar Game . . . . .	432	5¢	21.60	8.80	33¢	
Victory Jackpot Charley Jr. . . . .	432	5¢	21.60	9.70	63¢	
Victory Jackpot Charley . . . . .	432	25¢	108.00	36.00	63¢	

### TEXAS WHOLESALE NOVELTY HOUSE

P. O. BOX 4186 DALLAS, TEXAS

## FOR SALE

### I ABT RIFLE RANGE

With 9 Guns and Large Supply of Pellets

### I PHOTOMATIC

Reconditioned By International Mutoscope—25c Slot—Never Used In Original Crate

## PLAYLAND

223 N. ST. MARY'S ST., SAN ANTONIO, TEX.

## MILLS JUMBOS

FREE PLAY

OLD HEAD \$95.00 NEW HEAD \$109.00

MILLS JUMBOS COMBINATION FREE PLAY AND PAYOUT \$139.50. We have a large selection of Slots—50c MILLS—50c JENNINGS—25c MILLS—25c JENNINGS—EMERALD CHROME CLUB BELLS HAND LOAD JACKPOT. Also all other makes. Write for prices.

## WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVENUE CHEVIOT 11, OHIO  
Phones MONTANA 5000-1-2

## 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.

PARTS—SUPPLIES

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred \$5.40
3 AG Fuses Per Hundred \$9.00
1/2 Amp. \$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 (RED BORDER)

1000 \$5.00
5000 Per M 4.00
10000 Per M 3.50
25000 Per M 3.00

6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 6SC7 to 7F7 #205 2A4G to 2051 (Seeburg Guns)
103 6SC7 to 6SL7 210 2A4G to 2051 (Seeburg Music)
110 5Z3 to 5U4G 215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
125 80 to 5T4, 5V4G, 5Y3 or 5Z4 \$1.50 Each
126 83 to 5U4G or 5X4 \$3.50 Each

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records

HERMITAGE MUSIC CO.

416A Broadway, Nashville 3, Tenn.

K. C. SPECIALS

5 BALL GAMES F. P. ALL CHECKED AND CLEANED READY TO OPERATE!

Powerhouse \$24.50 Champ \$49.50
Commode 20.00 South Paw 54.50
SuperChubbie 39.50 Seven Up 54.50
Trailway 34.50 Gold Star 29.50
Snappy 44.50 Metro 34.50
Target Skill 34.50 Velvet 25.00
Salute 28.50 Jolly 19.50
Major 44.50 Sport Parade 44.50
School Days 44.50 Fox Hunt 19.50
Big Time 34.50 Roky 15.00
Flicker 29.50 Wildfire 37.50
Wow 24.50 Legionnaire 49.50
ABC Bowler 38.50 Home Run 84.50
Yacht Club 19.50 142 20.00
Roller Derby 34.50 Triumph 20.00
Scoop 19.50 All American 29.50
Flag Ship 20.00 Exh. Jumper 20.00
Rebound 20.00 Vacation 20.00
On Deck 34.50 Playball 24.50

We have 150 assorted games that are not checked. They will be sold complete as is. Let us hear from you if interested!

Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 Market St. Philadelphia 6, Pa.

WILL BUY

Any Quantity of EXHIBIT MERRY-GO-ROUND, SHORT STOP, LANDSLIDE, DUPLEX, LONE STAR, PYLON.

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

CORRECTION

In HARRY BERGER'S advertisement, March 25th issue, address listed as 442 W. 42nd St. was incorrect. It should have been listed as HARRY BERGER 432 W. 42nd Street NEW YORK CITY

Treasury Official Who Heard Coinmen On Taxes, Resigns

WASHINGTON, March 25.—Randolph Paul, the general counsel for the U. S. Treasury, offered his resignation to President Roosevelt this week. He has been considering this move for sometime and had remained in office until the tax bill for 1943 was finally disposed of. He is one of the two high officials in the Treasury Department who had much to do in studying and passing the opinion on federal coin machine tax regulations. Guy T. Helvering, head of the Internal Revenue Department, resigned from his office last year. He had been generally considered unfavorable to the coin machine trade by representatives of the industry, who had gone to Washington to plead for more favorable rulings. It was also reported at one time that he blocked some favorable amendments which were about to be added to the coin machine tax law by congressional committees.

Mr. Paul granted some favorable interviews to representatives of the trade and he was understood to be well informed on tax questions. If he was not favorable to the trade, he was at least very courteous in the time he gave to hear the pleas made by the coin machine trade.

MUSIC SUPPLIES ACCESSORIES

MUSIC

2 Wurlitzer 800 \$575.00 EACH
1 Wurlitzer 41 Counter Model 99.50
1 Wurlitzer 61 Counter Model 85.00
2 Wurlitzer Victory Model 24 455.00
4 Seeburg Envoy ESRO 385.00
1 Seeburg Cadet ES, Acme Remodeled 365.00
1 Seeburg K-15 80.00
1 Rock-Ola Commanda 575.00
5 Rock-Ola 12 Record 70.00
7 Rock-Ola 16 Record 95.00
5 Rock-Ola Supers 350.00
2 Rock-Ola Masters 340.00
1 Rock-Ola Deluxe with Dial-a-Tune, Remote 285.00
4 Mills Dance Masters 55.00
4 Mills Do-Re-Mi 55.00

WALL BOXES

12 Seeburg Select-O-Matic \$ 8.50
10 Seeburg 3-Wire Deluxe Wall-O-Matic 29.50
8 Brand New Packard Boxes 44.50
5 Seeburg 3-Wire Bar-O-Matics 39.50
60 Buckley Boxes 6.50
25 Keeney Boxes 3.00

ACCESSORIES

3 Wurlitzer #304 Steppers \$22.50
1 Wurlitzer #145 Steppers 35.00
5 12" Magnetic Dynamo Speakers 12.50
50 Program Holders (Complete Set) for 24s, per set. 7.50
10 12" Speaker Cones 2.50
10 Seeburg Motors, Brand New 35.00
5 Amplifiers with Tubes for 616, #774 35.00
35 Seeburg Brackets 1.75

TUBES

100 6L6 \$1.75
50 2A4G 6.00
200 5U4G .90

50% Certified Dep., Bal. C. O. D. or Sight Draft.

AMERICAN

COIN MACHINE COMPANY 437 Elizabeth Ave., NEWARK, N. J. Phone: Waverly 3-1500

B & M SPECIALS

2 Bally Bulls, A-1 \$74.50 Ea.
4 Electric Hoist \$440.00
2 Exhibit Crane Takes the Lot
2 International Cranes A Real Buy,
3 Intl. (Black) Cranes
1 Magic Finger \$ 75.00
2 Medal Stamping Machines—Make Offer.
1 Exhibit Puncher, Practically New 125.00
2 Mills Punching Bags, Ea. 99.50

B & M

BOX 312 PALISADE, N. J.

FOR GUARANTEED MILLS EQUIPMENT BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

MONARCH—RIGHT PLACE FOR RIGHT BUYS!

ASK FOR CIRCULAR ON SENSATIONALLY DIFFERENT ARCADE AND BOWLING ALLEY LOCATION LEGAL GAME—PERISCOPE!

ONE BALL FREE PLAY GAMES
Keeney Fortune \$275.00 Bally Pimlico, Twin Jackpots \$450.00 Bally Club Trophy 350.00 Bally Blue Grass 210.00 Bally Record Time 175.00

ONE BALL AUTOMATIC PAYOUT TABLES
Bally Kentucky \$375.00 Mills Spinning Reels \$125.00 Bally Santa Anita 325.00 Across the Board 45.00 Bally Pacemaker 135.00 Three Up 45.00 Keeney Fortune, Free Play & Payout 325.00 Gott. Dally Races 40.00

AUTOMATIC PAYOUT CONSOLES
Evans Victory Mod. J.P. Gallop, Dominoe \$425.00 Mills Four Bells \$675.00 In New Cabinets 750.00 Evans '41 Bangtail, J.P. 495.00 Mills Three Bell 950.00 Factory Rebuilt 995.00 Evans '41 Dominoe, J.P. 450.00 Mills Jumbo, Brown 95.00 Factory Rebuilt 475.00 Mills Jumbo, Latest 145.00 Evans '40 Dominoe, J.P. 300.00 Mills Jumbo, F.P. & P.O. 185.00 Evans '40 Dominoe 250.00 Buckley Track Odds, Slant Hd., Brown 350.00 Evans '38 Bangtails 195.00 Buckley Track Odds, Round Hd., Yellow 275.00 Evans Rollette Jr. 150.00 Buckley Flash, Ivory, Round Hd., Yellow 250.00 Evans '37 Dominoes 95.00 Bally Roll Em 195.00 Evans Lucky Lucie 375.00 Bally Royal Draw 95.00 Evans '41 Bangtail 425.00 Keeney Super Bell 275.00 Jenn. Silver Moon 150.00 Jenn. Bobtail 150.00

Exhibit Rotary Merchandisers, Pusher Arm Type \$195.00 Exhibit Rotary Merchandisers, Chrome Claw Type 145.00 Buckley Treasure Island Diggers 95.00 Exhibit Merchantmen Diggers 65.00

Bally Bell Slot Machine, 5¢ & 5¢ Comb. with Stand, Factory Rebuilt \$275.00 Caille Quarter Roulette Console, Mechanical Operation, Mechanical P.O. 275.00 Mills Club Bell Console Slot Machine: 5¢ Play, \$450.00; Dime, \$495.00; Quarter 675.00 Jennings Club Bell Console Slot Machine: Nickel, \$250.00; Dime 275.00 Pace Royal Twin Nickel & Quarter Combination Console Slot 675.00

LIMITED QUANTITY—GLASS AND CABINETS
Cabinets for Mills Four Bells \$45.00 Cabinet for Mills Jumbo Payout \$25.00 Backboard Glass for Sport Event 9.25 Backboard Glass for Cash Jumbo 4.50 Top Glass for Jumbo Cash 7.50 Top Glass for Three Bell 15.00 Top Glass for Jenn. Silver Moon 7.50 Top Glasses for Four Bell, Set 20.00 Top Glass for Jennings Bobtail 7.50 Backboard Glass for '41 Derby 11.25 Top Glass for Square Bell 9.50 Backboard Glass for Pimlico 11.25 Top Glass for Jumbo Free Play 7.50 Backboard Glass for Longacre 12.50

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

Advertisement for a slot machine with a picture of a woman's face and a large '\$50%' sign. Text includes 'LO... \$50%' and '100... \$10.00 - \$6.00 - \$4.00 - \$2.00'.

CUTIE!

770 Jumbo Holes Takes in \$77.00 Payout 41.16 Maximum Profit \$35.84

PRICE \$3.45

Red, White & Blue Tickets in Large Quantities—Priced Right.

Bingo Tickets and 120 Tips \$14.50 Per Gross

MID-WEST NOVELTY CO.

6409 N. Bell Ave., Chicago

NEW MACHINES WITH SPECIAL DISCS AND REELS

WRITE FOR PRICES

5¢ Gold Chrome 5¢ Cherry Bell, Blue 5¢ Super Track Time
10¢ Gold Chrome 5¢ War Eagles 5¢ Super Bell
25¢ Gold Chrome 5¢ Mills Console 5¢ Galloping Domino Jackpot
5¢ Copper Chrome 10¢ Mills Console 5¢ Jumbo Parade, Cash
10¢ Copper Chrome 25¢ Mills Console 5¢ Jumbo Parade, Conv. Mint
25¢ Copper Chrome 5¢ Handload, Emerald Vendor
5¢ Regular Chrome Columbia Bell, GA, Rear Pay
10¢ Regular Chrome Mills Vest Pockets
25¢ Regular Chrome Evans Vest Pocket Domino
5¢ Brown Front 5¢ Mills Mystery Bonus
10¢ Brown Front 10¢ Mills Mystery Bonus
25¢ Brown Front 50¢ Mills Brown Front

SHATTERPROOF JACKPOT SLOT MACHINE GLASS, PER DOZEN \$18.50 Full Cash Must Accompany Order in Form of Post Office, Express or Telegraph Money Order. Floor Samples Used and Rebuilt Slot Machines, Equipped With Special Discs and Reels. Write for Prices.

MOSELEY VENDING MACHINE EX., INC.

00 BROAD ST., RICHMOND, VA. DAY PHONE 3-4511—NIGHT 5-5325

MARCUS KLEIN SPECIALS!

SCALES

5 Mills Scales, Each \$45.00
10 Watling Tom Thumbs, Each 55.00
2 Watling Big Heads, Each 49.50
2 Ideal Scales, Each 49.50
2 Royal Scales, Each 49.50
1 Dr. Health (the Beam) 69.50
\$5.00 Extra for Grating.

ARCADE

2 Rapid Fires, Each \$225.00
1 Seeburg Jap Conversion, Painted 139.50
2 Scientific Batting Practices, Each 99.50
2 Radio Rifle, Each 80.00
2 Chicago Coin Hockey, Each 199.50
1 Jennings Roll-in-the-Barrel 125.00
1 Genco Playball 149.50
2 Ten Strike (L.D.), Each 49.50
5 Billiard Tables, 3x6, Coin Operated, Green Cloth, 2 Cue Sticks, Each 75.00

MARCUS KLEIN, 577 10TH AVE., N. Y. C. Longacre 5-8879

## ARCADE NEWS

### Jitterbug Arcade Idea Has Double-Barreled "Come-On"

TRENTON, N. J., March 25.—The combination of a jitterbug club with an amusement machine arcade seemed a natural tie-in for Frank Agabetti, who has set up the Amusement Center and Jitterbug Danceland at suburban Bordentown.

Taking over the property in back of the Red Tavern Restaurant, Agabetti figured that free dancing to juke box music would be an added inducement for the people to stop off at his arcade. As a result, the people who come in to dance or listen to the juke box music patronize the amusement machines. Moreover, the music and dancing keeps them at the machines longer, with the result that many who drop in to while away a few minutes, stay for hours and even the entire evening.

Agabetti operates his combination arcade and jitterbug club every evening from 7 p.m. to 1 a.m.

### No Saturation Point Reached In Booming Arcade Business

LOS ANGELES, March 25.—Were it not for the continued demand for arcade equipment, jobbing business would be suffering from a lull. While many of the jobbers figured that arcades had reached a saturation point in securing equipment and that business would be only on replacements, the present trend has pleasantly disbanded those ideas of how the set-up would be.

Something is happening to the arcade business. It is either that new arcades are springing up or the other arcades are expanding. New territories are being

opened to arcades and the reason for the demand is attributed to both facts.

Kids spinning tops and shooting marbles is supposed to be a sign of spring. In the coin machine business the demand for arcade equipment is more of a harbinger than the first robin.

It was reported here that several operators from resort districts had been in town getting set on equipment for what is predicted will be a big summer season.

While the "A" coupon gas cut is now in effect, this may have something to do with whittling down crowds to visit

these resorts. However, most of the areas can be reached by public transportation, if the prospects want to follow the crowds.

#### Foreign Shipments Stymied

There is another side to the arcade machine business. Shipments of arcade equipment to Honolulu have been stymied for the present. An embargo has been placed on Class D merchandise. This covers amusement machines. A few days ago a fire in the San Francisco dock area is reported to have destroyed about \$5,000 worth of amusement machines consigned to the islands. Los Angeles jobbers have plenty of orders on hand to ship to the Hawaiian Islands and are waiting for the lifting of the embargo, which isn't likely at this time.

The orders that have been received here from Honolulu have not been crated. Chances are the equipment will not be crated until some definite word has been received on the embargo lift. Equipment is not plentiful enough to have it on some quay waiting for shipment.

#### AMERICAN FOLK TUNES

(Continued from page 66)

work regularly at the Lehigh County USO lounge in Allentown, Pa., for naval inductees, who stop there on their way to the Sampson (N. Y.) training station. They also have appeared at many War Loan rallies, and have volunteered their services for several army and navy hospitals.

Cowboy Jack Patton has signed a 52-week radio contract to plug vitamin products of the Mineralized Food Company and will appear on stations in several States. Jack has recently had a new song, *Cowboy's Polka*, published by Southern Music Company.

#### New Moquin Tune

Al Moquin, composer and formerly chief arranger for the Irving Berlin Music Publishing Company and now with the Columbia-Darmour Picture Studios in Hollywood, is co-writer with Ted Matheson and Bill Boyd of a new cowboy-folk type song, *I Think of You*, which had its first Midwest airing on Boyd's Dallas shows and will be recorded by Bill on his next Bluebird recording session.

Spike Jones, of City Slickers band fame, and his wife, according to advices at the Victor recording plant in Camden, N. J., recently moved into their beautiful new Hollywood home. The house is designed and furnished in excellent taste without a washboard or cowbell on the lot. In fact, the house is so much out of character that Spike is having an oil painting done of himself in Elizabethan armor and helmet holding an automobile horn and a washboard. The painting will hang in a heavy gilt frame over the mantle.

#### New "Rose" Song

Pappy Cheshire and His Gang, KMOX, St. Louis, last week featured *My Birmingham Rose*, new Bill Boyd-Dick Reynolds song whose popularity is steadily growing. Tune, published by Southern Music, has been recorded on Bluebird record by Bill and the Ramblers, and it is being heard on stations from Coast to Coast.

#### Michigan Notes

Paul Perry and His Rhythm Ramblers, with Louis Nyari and his violin, are featured seven nights a week at the Calumet Bar, Detroit, and are drawing packed houses.

The two York brothers, who until recently were playing at the Jefferson Inn, Detroit, have joined the navy.

Mountain Red, who has many friends and listeners, is doing a daily program on WCAR, Pontiac, for a local clothing store.

Jesse Scott advises that two of his songs, *Victory Cannon Ball* and *Thinking Tonight of Our Army, Navy and Marines*, are being featured by Pfc. Roy DeWitt on his programs of entertainment in army camps.

#### RED-HEADED REPORTER

(Continued from page 66)

Press-Scimitar related the story as follows:

"When our city hall reporter, Menno Duerksen, innocently asked Mayor Chandler for a look at the record of juke box permits, the mayor testily remarked:

"Young man, I think you had better go to school and take a course in law."

Take Mayor's Advice

"Now, the mayor evidently doesn't

know this red-headed young man as well as we do. He is very hard-working and persistent. Tell him to do something, and if it is reasonable, he will do it.

"Dirk", as we call him at *The Press-Scimitar*, immediately took the mayor's advice and began the study of law. He started by studying the city's strange ordinance, the one regulating juke boxes, which, tho it was recently upheld by the Tennessee Supreme Court, serves no better purpose, in the opinion of *The Press-Scimitar*, than to make a racket out of what would otherwise be a legitimate business.

"Our red-headed reporter made fast progress in his law studies. In no time at all he discovered that the ordinance provided that the permits should be sent by Chief Carroll Seabrook, the custodian of juke box morals, to the collector of licenses, but that this was not being done. The mayor, it seemed knew little about the ordinance and less about the manner in which it was being administered.

"That's just the beginning, mayor. Our red-headed reporter is proceeding with his legal studies."

#### YOUNGSTERS SEEK OPS

(Continued from page 66)

nights and between 7 and midnight on Wednesday nights.

At near-by Margate, N. J., Cade co-operated with the Margate Parent-Teacher Association in establishing one of the first teen-age clubs in the Southern New Jersey area. Set up in the school gymnasium, the Margate Canteen includes a juke box, soft drink bar, dart boards and checkers. Between 50 and 75 youngsters of high school age attend the canteen each day, and funds coming from the proceeds of soft drink sales and membership fees will be applied to the engaging of a live orchestra for a special dance to be staged in the future.

### GLAMOUR GIRL-2 FOR 5c-CARD VENDOR ACCURATE-SIMPLE-STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE

SEND FOR COMPLETE LIBRARY



(Counter Model Only)

... Better Order NOW Any Supplies You Need:

● GRANDMOTHER PREDICTION CARDS, LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS, WIZARD PEN CARDS, ETC., ETC.

● STEREOSCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.

● PUNCHING BAGS AND ACCESSORIES.

SEND FOR CATALOGUE AND PRICES

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y. SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

### A B T RIFLE RANGE

Used six and half months at a summer resort. In fine condition. Complete as invoiced by manufacturer except for quantity of shot and cartridges. We furnish 25,000 new Shot and 5000 Cartridges. The fire-proofed heavy canvas side curtains and baffles go with it. We operate five ranges at splendid profit but have no near-by location for this extra one.

PRICE \$2,850.00, CRATED

\$850.00 Deposit, Balance Sight Draft.

THE PLAYDIUM, Fred McClellan

1220 KAY STREET

SACRAMENTO, CALIF.

### WANTED FOR CASH SKEEBALLS

#### FOR SALE

- |                               |          |
|-------------------------------|----------|
| 1 Bally Defender.....         | \$285.00 |
| 2 Keeney Submarines.....      | 189.50   |
| 1 Tommy Gun.....              | 150.00   |
| 1 K. O. Fighter.....          | 125.00   |
| 1 Western De Luxe Baseball.   | 100.00   |
| 1 Bally Shoof the Bull.....   | 75.00    |
| 1 Gypsy Palmist.....          | 100.00   |
| 1 Tower Strength Tester....   | 89.50    |
| 2 Mutoscope Movie Machines    | 25.00    |
| 2 Anti-Aircrafts, Brown Cab.. | 69.50    |
| 4 Rapid Fires.....            | 200.00   |
| 4 Slap the Japs.....          | 134.50   |
| 2 Shoot the Chufes.....       | 129.50   |
| 1 Panoram Peek.....           | 385.00   |
| 1 Sky Fighter.....            | 345.00   |
| 2 1-2-3's, 1941, Plastic      |          |
| Bumpers.....                  | 125.00   |
| 2 Records.....                | 149.50   |
| 1 Dark Horse.....             | 149.50   |
| 1 Club Trophy.....            | 335.00   |
| 1 Longacre.....               | 450.00   |
| 1 Pimlico.....                | 450.00   |

1/2 Deposit With Order, Balance C. O. D. All Prices F. O. B. Detroit.

UNITED COIN MACHINE EXCHANGE

2416 Grand River Ave.,

Detroit 1, Mich.

Phone CLifford 1956

### WILL PAY \$30.00

FOR MILLS FLASHERS

\$50.00 FOR SQUARE BELLS

F. O. B. Your City. Any Condition If All Parts Are Intact.

\$500.00 FOR SEEBURG 9800 ROES

G. N. Vending Company

683 W. BROAD ST.

COLUMBUS, OHIO



**REAL BUYS**

**Ready for Immediate Delivery**

3 JENNINGS 5c CHIEFS.....\$ 99.50  
 1 JENN. 5c SILVER CHIEF, 169.50  
 Sluggproof  
 1 JENN. 5c GOOSENECK..... 39.50  
 2 JENN. 1c LITTLE DUKE, J. P. 39.50  
 10 JENN. 5c TRIPLE JAK..... 69.50  
 1 PACE 1c ROCKET (New), 149.50  
 Sluggproof  
 3 PACE 5c COMETS, D. J.... 72.50  
 1 PACE 10c COMET, D. J.... 89.50  
 1 PACE 25c COMET, D. J.... 129.50  
 2 PACE 10c BANTAM, J. P.... 89.50  
 1 PACE 5c BANTAM, J. P.... 69.50  
 1 PACE 1c BANTAM, J. P.... 49.50  
 3 WATLING 5c ROLATOPS... 89.50  
 2 MILLS 5c GOOSENECK, J. P. 49.50  
 1 MILLS 25c DICE MACH.... 149.50  
 9 MILLS 5c GREEN VEST PKTS. 42.50  
 10 COLUMBIAS 5c GOLD AWARD 49.50  
 18 SHEFFLER SCALES..... 69.50  
 1 MILLS LOBOY..... 69.50  
 1 WATLING SCALE..... 99.50

**PHONOGRAPHS**

1 MILLS DANCE MASTER.....\$49.50  
 4 WUR. 12 RECORD..... 89.50  
 5 SEEBURG 12 RECORD..... 69.50  
 2 WUR. TWIN TWELVE ROLAWAYS, In metal cab., with Keeney Adapter 99.50  
 2 ROCK-OLA 12 RECORD..... 69.50  
 1 ROCK-OLA 16 RECORD..... 99.50  
 2 ROCK-OLA, 20 Rec..... 150.00

**THE SIMPLEX COMPANY**  
 204 Walton Bldg. Esplanade LEXINGTON 9, KY.

**AVAILABLE NOW—AS ADVERTISED!**

CONSOLES	
Mills Four Bells.....	\$675.00
Mills Four Bells, Late Head.....	725.00
Keeney 4-Way Super Bell.....	650.00
Keeney 4-Way Super Bell (5c & 25c).....	725.00
Keeney 2-Way Super Bell (5c & 25c).....	425.00
Keeney 2-Way Super Bell (5c & 5c).....	399.50
Lucky Lucie.....	299.50
Pace Reels Jr.....	129.50
Mills Square Bell, Fac. Reb.....	\$129.50
Bally Royal Draw.....	119.50
Jenn. Multiple Racer.....	49.50
Evans Rolletta Jr., Round Hd.....	69.50
Evans Galloping Dominos, Rnd. Hd.....	79.50
25c Jumbo, P.O., Late Head.....	239.50
Pace Saratoga, Skillfield.....	129.50

SLOTS	
5c Pace Comet.....	\$ 79.50
25c Pace Comet.....	119.50
10c Jenn. Club Special.....	169.50
10c Jenn. Club Console, Fir. Model.....	279.50
5c Jenn. Silver Moon Club, 2-5.....	319.50
5c Jenn. Silver Moon Club, 3-5.....	319.50
5c Watt. Rolatop.....	99.50
Groetch, Columbia, Cig. Reels.....	69.50
Groetch, Columbia, Frt. Reels.....	79.50
Mills 1c Q. T., Late.....	49.50
5c Q. T., Late.....	69.50
5c Blue Front, Reblt.....	225.00
Mills 10c Blue Front, Reblt.....	\$249.50
25c Blue Front, Reblt.....	349.50
5c War Eagle, 3-5, Reblt.....	179.50
10c War Eagle, 3-5, Reblt.....	219.50
25c War Eagle, 3-5, Reblt.....	279.50
10c Orig. Chrome, 3-5, Reblt.....	395.00
25c Orig. Chrome, 2-5, Reblt.....	465.00
10c Gold Chrome, 3-5, Reblt.....	380.00
25c Gold Chrome, 3-5, Reblt.....	465.00
Jenn. Triplex, 5c-10c-25c.....	129.50
Vest Pocket, Green.....	39.50
Blue and Gold.....	54.00

PARTS	
Main Clock Gear, Complete.....	\$3.50
Jackpot Glasses.....	1.25
Escalator Glasses.....	.50
Reel Glasses.....	.50
New Locks.....	.85
Turf King Back Glass.....	8.75
Bakelite Male Plugs.....	.05
6V Miniature Bulbs, Bayonet or Screw Base, Each.....	\$ .05
ABT Reg. & F.P. Coin Chutes, Each.....	3.75
Complete Set Mills Slot Springs.....	9.75
4-Ball Glass, Set of 5.....	12.50
3-Ball Glasses, Each.....	7.50

**UCM WIPERS for JUMBO.....\$3.50**      **WE REPAIR SLOT CLOCKS**

**Write for Quantity Prices**

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed.      **TERMS: 1/3 Deposit With Order. Balance C. O. D.**

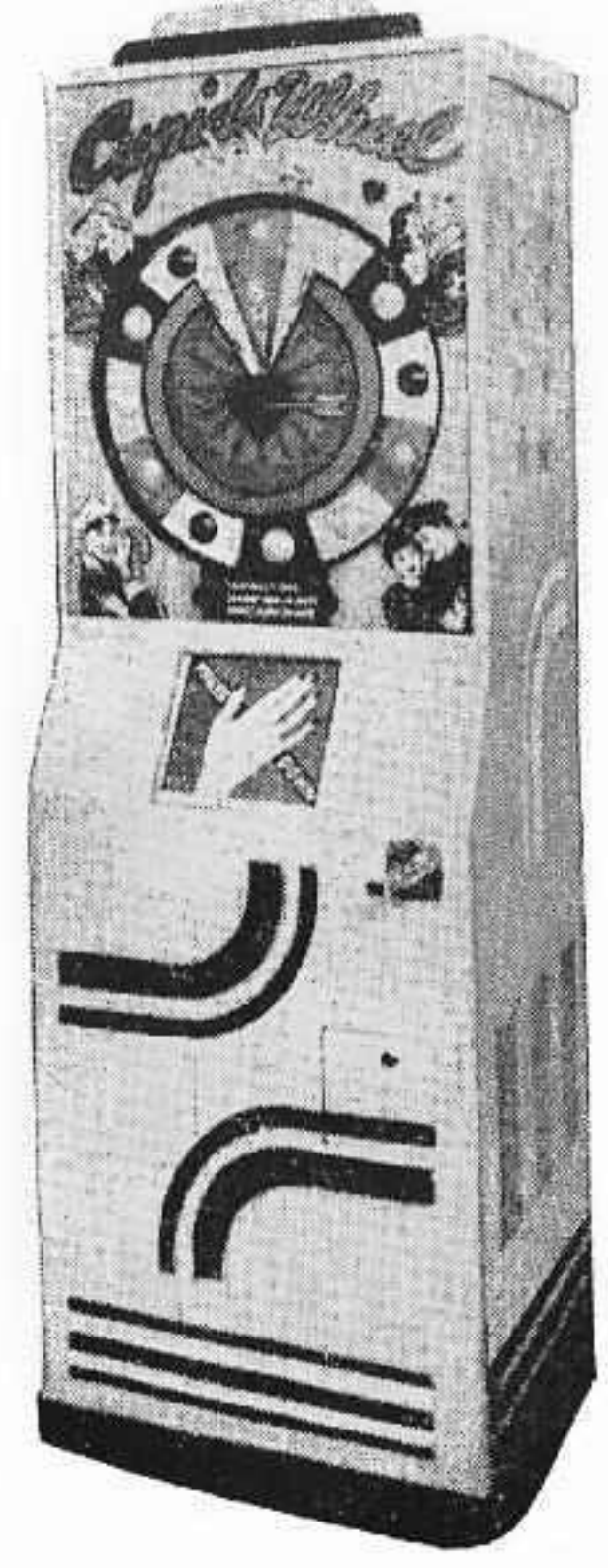
**WILL PAY SPOT CASH**

for Phonographs, Mills Golf Ball Vendors, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coin Machines.

**IRVING OVITZ    SERVING THE NATION'S OPERATORS!    OSCAR SCHULTZ**

**Automatic Coin MACHINES & SUPPLY CO.**  
 3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

**"CUPID'S WHEEL"**



Operators Price **\$295** 1/3 deposit Balance C.O.D.

**Immediate Delivery Available 1c or 5c Play**

**"You Can Always Depend on Joe Ash—All-Ways"**

**ACTIVE AMUSEMENT MACHINES CO.**  
 900 NORTH FRANKLIN STREET PHILADELPHIA 23, PA. PHONE: MARKET 2656

**WILL PAY CASH FOR**

PHONOGRAPHS	5-BALL FREE PLAY
ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES	STARS SUNBEAM WEST WIND DO RE MI DOUBLE PLAY
WURLITZER 500 600 — 750E 800 — 850	

Send us your list for quick action! WE PAY HIGHEST PRICES!

CONSOLES	
Bally Hi-Hand.....	\$149.50
Jumbo P.O., Late Hd.....	129.50
Record Time.....	169.00
Keeney Kentucky Club.....	\$115.00
Sport Page, 1-Ball P.O.....	65.00
Ohl Coin Hockey.....	\$250.00
Keeney Air Raider.....	265.00
Watl. Horoz. Ticket Scale.....	155.00
Keeney Submarine.....	220.00
Bally Rapid Fire.....	225.00
50 LINCOLN LOW BOY SCALES	
Rock-Ola 16 Record.....	\$100.00
Rock-Ola 16 Record with Ill. Grille.....	\$115.00
5-BALL FREE PLAY GAMES	
Yacht Club.....	\$25.00
Double Feature.....	24.50
Sparky.....	29.50
Broadcast.....	32.50
Sport Parade.....	37.50
Big Chief.....	37.50
Silver Skates.....	37.50
Stratolliner.....	39.50
Repeaters.....	39.50
Dixie.....	39.50
Metro.....	39.50
All American.....	39.50
Dude Ranch.....	\$39.50
Cross Line.....	39.50
Flicker.....	39.50
Bandwagon.....	42.50
Paradise.....	42.50
Miami Beach.....	47.50
ABC Bowler.....	47.50
Champ.....	47.50
Seven Up.....	49.00
Leader.....	49.00
Legionnaire.....	49.50
Chicken Sam, Jap Conversion.....	\$149.50
Evns. 10-Strike, Hi-Dial.....	65.00
Ev. 10 Strike, Low Dial.....	45.00
ABT Fire & Smoke.....	27.50
Pika Peak.....	18.50
Gott. Triple Grip.....	18.50 EA.
Majors '41.....	\$49.50
Horoscope.....	49.50
Star Attraction.....	52.50
Zig Zag.....	52.50
Four Roses.....	52.50
Sluggo.....	57.50
Argentine.....	59.50
Capt. Kidd.....	59.50
Ten Spot.....	59.50
Spot Pool.....	59.50
Texas Mustang.....	69.50
Bosco.....	72.50
5-10-20.....	124.50
Curved Glass for Evans Ten Strike.....	\$2.75
Laval Marvelous Cleaner for Pin Ball Games and Phonographs. Gal.....	2.00
1/3 Deposit, Balance C. O. D., F. O. B. Chicago.	

**BACK THE ATTACK WITH WAR BONDS!**

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

**10 MILLS GLITTERGOLD Q. T.'s**

**BRAND NEW IN ORIGINAL CARTONS \$150.00 EA.**

**SLOTS**

1 10c JENNINGS CLUB BELL CONSOLE.....\$200.00  
 2 1c GREEN VEST POCKETS, EACH..... 25.00  
 1 1c CHROME VEST POCKET..... 45.00  
 1 5c CHROME VEST POCKET..... 70.00  
 1 5c MILLS MELON BELL (Cracked Casting)..... 120.00

**MUSIC**

1 WURLITZER 24, 1 WURLITZER 600K, 1 WURLITZER 500, 1, WURLITZER 616—ALL FOR.....\$850.00

**CONSOLES**

2 KEENEY TRIPLE ENTRIES, EACH.....\$140.00  
 1 BAKER'S PACERS D.D..... 275.00

**SEIDEN DISTRIBUTING COMPANY**  
 1230 BROADWAY PHONE 4-2109 ALBANY 4, N. Y.

**FOR SALE**

Mills Original Brown Fronts, 3/5 Payouts, A-1 Condition.  
 2 5c.....@ \$210.00  
 3 10c.....@ 235.00

Mills Original Chrome Bells, 3/5 Payouts, A-1 Condition.  
 3 5c.....@ \$310.00  
 3 10c.....@ 350.00

1 5c Mills Jumbo Parade, Cash, Excellent.....\$75.00

**1/3 Certified Deposit, Balance C. O. D.**

**B. F. STRAUB**  
 EDGAR, WIS.

**WANTED**

**MILLS**

Brown Fronts, Cherry Bells; Green, Gold Copper and Original Chrome Bells in 5-10-25-50c play.

Mills Q. T.'s, 5 and 10c play; Vest Pockets, Blue and Gold and Chrome, 5c play.

When writing state quantity, model and serial number.

**VALLEY SPECIALTY COMPANY, INC.**  
 1061 Joseph Ave. Rochester 5, N. Y.

**FOR GUARANTEED JENNINGS EQUIPMENT BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**SLOT MACHINES**

**Thoroughly Reconditioned**

**Refuffed and Repainted**

7 5c Mills Blue Front, Sol. J.P.....\$225.00 Ea.  
 2 10c Skyscraper, 2-4, P.O..... 75.00 Ea.  
 1 5c Skyscraper, 2-4, P.O..... 65.00  
 2 5c Dragon Head, 3-5, P.O..... 100.00 Ea.  
 1 50c Liberty Bell..... 100.00  
 1 50c Liberty Bell, Roberts J.P. Frt..... 100.00  
 1 10c Q.T. Orange..... 100.00  
 1 5c Extraordinary, 2-4, P.O..... 75.00  
 1 10c Extraordinary, 2-4, P.O..... 100.00  
 1 25c Extraordinary, 2-4, P.O..... 125.00  
 3 5c Jennings Big Chief..... 125.00 Ea.  
 3 10c Jennings Big Chief..... 185.00 Ea.  
 2 25c Jennings Silver Chief, 3-5..... 275.00 Ea.  
 2 5c Jennings Modern Vendors..... 100.00 Ea.  
 3 5c Pace All Star..... 65.00 Ea.  
 1 25c Pace DeLuxe..... 150.00  
 5 Columbia..... 75.00 Ea.  
 1 Columbia Gold Award..... 75.00  
 2 Columbia Chrome..... 100.00 Ea.

**TERMS: 1/3 Deposit, Balance C. O. D. Phone 4-1109 between 12 M. and 1 P.M.**

**AUTOMATIC COIN MACHINE CORP.**  
 338 Chestnut St. SPRINGFIELD, MASS.

**WANTED**

**A-1 ARCADE MECHANIC**

All-year-round job. Only top man need apply. Top salary.

**ALLIED CORP.**  
 22 Scollay Sq., Boston, Mass.

**WANTED**

One A-1 One Ball and Console Mechanic, also one Slot Mechanic at once. Wire

**BIG STATE NOVELTY CO.**  
 1408 Throckmorton St. FT. WORTH, TEX. Phone 38005

**RUBBER BALLS FOR POKERENOS**

2 1/2" Inflated—Hand-Finished Ball has no cracks or breaks. Gas will not escape. Ball is very lively. **GUARANTEED PERFECT. WRITE—WIRE—PHONE.**

**MELROY BALL CO.**  
 6 N. Austin Ave. VENTNOR, N. J. Phone: Ventnor 2-0587

**FASTEST MOVER in HISTORY**  
**With a Long PROFIT STORY**  
**SHORT & SWEET—25c PLAY**

240 HOLES

Order No. 240  
 Short and Sweet—25c Play  
 TAKES IN 240 @ 25c, \$60.00.  
 PAYS OUT \$29.90—\$25 Top.  
**PROFIT: \$30.10**

Order No. 240 Short and Sweet—50c Play.  
 Takes in \$120. Pays Out \$87.70—\$50 Top.  
**Profit: \$52.30**

Order No. 240 Short & Sweet—\$1.00 Play.  
 Takes in \$240. Pays Out \$147.50—\$100 Top.  
**Profit: \$92.50**

**GARDNER & CO.**  
 2309 ARCHER • CHICAGO

**INFORMATION CORNER**

**Plan To Operate Venders In 500 Gasoline Stations**

To the Editor:  
 We have 500 service stations in over 16 Middle Western States and we plan, after gasoline rationing is abolished and the war is over, to go into this proposition of vending machines in connection with our stations quite extensively.

L. L. CORYELL & SON,  
 Nebraska.

Dear Mr. Coryell:  
 It is very interesting indeed that you are considering using vending machines after the war, since you have such a large number of service stations. There are some rather large operations of vending machines in the country and they have proved very successful. This indicates that you can very well use vending machines in 500 stations.

There is no published literature on the vending machine trade except advertising matter published by firms that made vending machines before the war. There are many indications now that there will be a big increase in the manufacture and use of vending machines as soon as they can be made again. It would be well for you to keep close touch on developments from now on. Naturally, you will find news of developments in the vending field in *The Billboard* each week.

INFORMATION SERVICE.

**Operators Await Decision On Oregon Juke Box Tax**

To the Editor:  
 Will you please send me the bulletin of legal citations relating to pinball machines?

Also would appreciate receiving any information you may have, or that you find in the future, concerning the Oregon Supreme Court decision on the taxing of phonographs here.

It seems to be stalemated; we sent in the money for the tax, but they have not issued any stamps due to the question of legality, nor have they refunded the money.

CLIFFORD G. MARTIN,  
 Oregon.

Dear Mr. Martin:  
 We are glad to send you a copy of our bulletin on legal citations relating to pinball games. If you or your attorney

**MARKEPP VALUES**

- PHONOGRAPHS  
**MILLS THRONE OF MUSIC**, with Adaptor & 11 Keeney Wall Boxes ..... \$295.00  
**ROCK-OLA SUPER**, with Adaptor & 6 Wall Boxes ..... 450.00  
 Rockola DeLuxo ..... 275.00  
 2 Seeburg WALLMATICs, Metal Cabinets, Serial WS1Z, Each .. 20.00  
 Wurlitzer Motors for 616 ..... 17.50  
 Twin 12, Steel Cabinet KEENEY ADAPTOR ..... 59.50
- SLOTS  
**25c MILLS CLUB BELL CONSOLE**, used three weeks, like new, over 472,000 serial ..... \$495.00  
 25c WAR EAGLE, A-1 Condition, Guaranteed ..... 235.00  
 5c Mills EXTRAORDINARY ..... 160.00  
 5c Jennings FOUR STAR CHIEF ..... 125.00  
 5c Watling ROLL-A-TOPS, 3/5 Payout ..... 79.50  
 Grootchen COLUMBIAS, Fruit Reels, 3/5 Payout ..... 79.50  
 5c BLUE FRONTS, C.H., K.A., Refinished ..... 225.00  
**JUMBO PARADE COMBINATION** 189.50  
**LUCKY LUCRE**, 1941 Model, Like New, Used One Week ..... 350.00
- ARCADE EQUIPMENT  
 Scientific BATTING PRACTICES \$115.00  
 Keeney SUBMARINE GUN ..... 199.50  
 Bally RAPID FIRES ..... 215.00  
 Seeburg SLAP THE JAP ..... 139.50  
 Seeburg SHOOT THE CHUTES ..... 139.50  
 Chicoin ALL STAR HOCKEYS ..... 209.50  
 Rockola TEN PINS ..... 49.50  
 1c POISON THIS RAT ..... 20.00
- FIVE BALL PIN GAMES  
 Bally Supreme ..\$19.50 Pan Ameri- cans ..\$47.50  
 Keeney Big Ten Wild Fire .. 49.50  
 Sport Parade 25.00 Barrage .. 59.50  
 Bowling Alley 24.50 Lite-a-Card .. 24.50  
 Hit the Jap, Rev. .... 59.50 Majors, '41 .. 49.50  
 Chubby .. 19.50 Cross Line .. 39.50  
 Stratoliner 49.50 60 Bally Spotters .. 19.50
- ONE BALL FREE PLAY PIN GAMES  
 PROSPECTOR ..... \$19.50  
 GOLD CUP ..... 49.50  
 ROVER ..... 24.50
- ALL PIN GAMES THOROUGHLY CHECKED AND CLEANED  
 Half Certified Deposit With Order.

**BUY WAR BONDS WITH MY MONEY**  
 I'll pay cash for anything in Coin-Operated Machines.  
**Send Your List Today**

**The Markepp Company**  
 3908 Carnegie Ave. Cleveland 15, O.  
 (Henderson 1043)

**The trend is towards 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

**VICTORY GAMES CONVERSIONS**  
 Only five minutes required to make these startling change-overs right on location. No skilled labor or tools required. No playing time lost.

Your Total Cost Per Game Is Only **\$9.50** F. O. B. Chicago, Ill.

and here is what you get—A NEWLY DESIGNED, MULTI-COLORED SCORE GLASS, a NEW SET OF TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers, and New Instructions and Score Cards.

Now Ready for Immediate Shipment—  
 BOMB THE AXIS RATS for Star Attraction  
 KNOCK-OUT THE JAPS for Knock-Out  
 SINK THE JAPS for Seven-Up  
 SMACK THE JAPS for Ten Spot  
 HIT THE JAPS for Gold Star  
 BOMBARDIER for Victory  
 SLAP THE JAPS for Stratoliner  
 WORLD SERIES for Seven-Up  
 MISS AMERICA for All American

WRITE, WIRE OR PHONE YOUR ORDER TODAY.

**VICTORY GAMES**, 2140-44 Southport Avenue, Chicago 14, Illinois  
 America's foremost manufacturers of Pin Game Conversions  
 Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

**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.**

**READY FOR LOCATION—IN A-1 CONDITION!**

5 Wurlitzer 600 Keyboards, Each .. \$310.00	1 Seeburg Rex RC Coller Job .. \$160.00
1 Wurlitzer Victory Model '42 800 .. 495.00	10 Seeburg Select-O-Matic Boxes, Ea. .. 9.50
1 Wurlitzer Victory Model '42 500 .. 525.00	1 Seeburg Casino, Acme Remodeled .. 275.00
1 Wurlitzer 750E .. 595.00	1 Seeburg Casino, Plain .. 220.00
1 Wurlitzer 61 Counter Model .. 74.50	1 Mills Pnoram .. 325.00
1 Wurlitzer 800 .. 575.00	1 Keeney Air Raider .. 199.50
1 Wurlitzer 850 .. 650.00	1 Watling Tom Thumb .. 52.50
1 Wurlitzer 24 .. 195.00	1 Drivemobile .. 325.00
1 Wurlitzer 24, RC .. 235.00	1 Western Baseball, '39 .. 69.50
5 Wurlitzer #320 Boxes, Each .. 22.50	1 Chicago Coln Hockey .. 199.50
3 Seeburg 8800 and 9800 ES HI Tone, Each .. 499.50	1 Texas Leaguer Deluxe .. 39.50
3 Seeburg Classics, Each .. 310.00	1 Western Lab. Voice Recorder .. 250.00
	8 5c Wall-o-Matics, Metal Covers, Ea. .. 35.00

1/3 deposit, balance C. O. D., F. O. B. New York.  
 Wholesale Only  
**DAVE LOWY** 594 10th Avenue, New York City. Longacre 5-9495  
 "Let's Trade Together, Even If It's Ideas"

**OPPORTUNITY FOR A GOOD MECHANIC**

Draft exempt and familiar with all types of phonograph and remote control. Straight salary \$85 for man who qualifies. Transportation furnished. Operator for eighteen years. Permanent position.

**PHONOMATIC COMPANY**  
 129 Zion Street Hartford, Conn.

**ATTENTION, ILLINOIS OPERATORS**

We have most types of Coin Machines for sale—Mills Slots, 5c, 10c and 25c; Pace 5c and 10c; Pace Saratoga, latest model with rails, used few weeks, \$139.50; Keeney's Super Bells, 5c, \$200.00; new, in original crates, 5c Gitter Gold Q.T.'s, \$135.00; Mills Bonus Bell, 5c, 444,000, \$225.00; Mills Three Bells, Pace Twin Reels, 5 & 10c; write, submit offer. We also have large stock of Salesboards.

**P & H DIST. CO.**  
 220 N. Fifth St. SPRINGFIELD, ILL.

**FOR SALE! NAMEPLATE TAPE**

Used in Roovers Nameplate Machine.  
 \$2.00 Per Lb. 1/3 Dep., Bal. C. O. D.  
**GEORGE PATERSON**  
 6 West 190th St. BRONX, N. Y.

**CIGARETTE MACHINES**  
 All in A-1 Operating Condition  
**7-COL. STEWART-McGUIRE, MODEL "S"**  
 (15c Operation Only)  
 \$13.00 Each in Lots of 10  
 (Plus \$2.00 Each for Packing)  
 Single Machines \$15.00, plus \$2.00 for Packing.

(15c and 20c 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.

1/3 Deposit, Money Order or Cashier's Check.  
 Balance C. O. D., F. O. B. St. Louis.

**AUTOMATIC CIGARETTE SALES CO.**  
 2208 LOCUST ST. ST. LOUIS, MO.

**McCALL'S SPECIAL SALE**  
 All Equipment is Thoroughly A-1 Reconditioned Before Shipping.

CONSOLES  
 BAKER'S PACERS, D.D. .... \$285.00  
 PACE'S RACES (Brown Cabinet) 165.00  
 KEENEY 1938 TRACKTIMES .. 115.00  
 BALLY ROLL-EMS (Payout) .. 169.50  
 MILLS JUMBO (Payout) ..... 95.00  
 BALLY RACE KING (1 Ball P.O.) 325.00

1/3 Deposit, Balance C. O. D.

**WE BUY, SELL AND EXCHANGE**  
 3147 Locust St. ST. LOUIS, MO. McCALL NOVELTY CO.

**RUBBER BALLS**  
 Size 2 1/4"—Inflated—for X-RAY POKER or POKERED TABLES  
 Guaranteed First Quality • Limited Supply.  
 Ready for Immediate Delivery.  
 Write or Phone Mornings.

**NATHAN FABER**  
 148-16 Boulevard Rockaway Beach, N. Y.  
 Bell Harbor 5-0379

CLEVELAND COIN OFFERS:

BOWL-A-BOMB THE 9-FOOT SKI BALL ALLEY SENSATION—LEGAL EVERYWHERE—IMMEDIATE DELIVERIES—WRITE, WIRE OR PHONE FOR SPECIAL PRICES IN LOTS OF 5 OR MORE.

PIN GAMES

We have approximately 200 Pin Games, consisting of All Baba, Anabel, Bally Beauty, Bang, Barrage, Big Show, Bright Spot, Chief, Chubbie, Conquest, Contact, Cowboy, Davy Jones, Double Feature, Fantasy, Flagship, Fleet, 4-5-6, Hold Over, Jolly, Jumper, Lancer, Landslide, Lot-o-Fun, Lucky, O' Boy, Ocean Park, Pylon, Roxy, Scoop, Score Card, Speed Demon, Speedway, Sporty, Spottem, Super Charger, Super Six, Topper, Ump, Wow, Yacht Club. THESE GAMES HAVE BEEN OFF LOCATIONS OVER TWO YEARS AND ARE FOR SALE AS IS, BUT COMPLETE WITH ALL PARTS BUT NO GLASSES. WILL ACCEPT TOP CASH OFFER FOR THIS LOT, UNCRATED. F. O. B. HERE.

SLOTS AND SAFES

- 1 5c Jennings Super Chief, 3/5 ... \$250.00
2 5c Jennings Master Chiefs, 3/5, Ea. 250.00
2 5c Mills War Eagles, 2/4, Each ... 75.00
1 5c Mills Special Mystery Bell with Eight Jackpot Comb., Drillproof Cabinet, No Bounce Reels ... 185.00
1 10c Mills Extraordinary, 2/4 ... 110.00
3 5c Columbias, G.A., Each ... 65.00
10 Mills Slot Box Stands, Newly Painted, Each ... 18.00
12 Single Slot Safes, Each ... 35.00
2 Jennings XV Model Cigarollas, Each ... 85.00
4 5c Mills Vest Pockets, Each ... 45.00

MUSIC

12 SETS OF TWIN UNITS, WURLITZERS AND ROCKOLAS, IN BOTH STEEL AND WOOD CABINETS WITHOUT ADAPTORS, Ea. \$115.00

ARCADE

- 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 Skeeballottes, 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
1 Exhibit Rotary Claw ... 150.00
1 Planatellus ... 125.00
1 Poker & Joker ... 110.00
1 Casino Golf ... 45.00
1 Chester Pollard Golf ... 75.00
1 Chicago Coin Hockey ... 210.00
4 New Modernistic Supreme X-Ray Pokers, 6 Foot Models, Each ... 150.00
3 Buckley Treasure Islands, Each ... 75.00
3 Buckley Deluxe Diggers, Each ... 85.00
3 Assorted Electric Diggers, Each ... 50.00
2 Exhibit Bicycles, Each ... 85.00
1 Bally Rapid Fire ... 225.00

SPECIALS

2 WELLS-GARDNER VENDERS—Fully selective, completely refrigerated up to 12 selections, 8 case capacity, \$450.00 each or will accept SLOTS, CONSOLES, PHONOGRAPHS AND PIN TABLES IN TRADE.
15 BEAN THE JAPS—Some new and some used, several Jap Face Conversions—\$75.00 new—\$65.00 used.

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
2021 PROSPECT AVE., CLEVELAND 15, O.
Phone: PROspect 6316-7

FOR SALE

If You Want Bargains, Here They Are
MILLS FOUR BELLS, 3-5 & 1 25c... \$799.00
KEENEY TWIN BELLS, 2 5c Conv... 399.00
KEENEY SUPER BELLS, 5c Conv... 249.00
BALLY CLUB BELLS, 5c Conv... 249.00
MILLS JUMBO, F.P. ... 89.00
PACES RACES, Brown, 5c C.P.O. ... 149.00
PACES RACES, Black, 5c, C.P.O. ... 59.00
JENNINGS GOOD LUCK, 5c ... 49.00
JENNINGS LONG CHAMP, 5c ... 39.00
JENNINGS TOTALIZER, Conv. ... 149.00

PHONOGRAPHS

WURLITZER 850, First Class ... \$599.00
WURLITZER 750E, First Class ... 549.00

HARRY HOKE

520 MINNESOTA AVE., N. E., WASHINGTON, D. C.

HIGHEST CASH PRICES

FOR USED SLOTS & CONSOLES BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

have any questions about points relating to these games we will be glad to furnish any other information that we may have.

As to the status of the tax case in the Oregon Supreme Court we have not received any recent reports. Apparently the high court has not acted yet. We will publish any definite reports we may receive in the regular issues of The Billboard when something happens.

We can realize how you Oregon operators are impatiently waiting for a decision. Our understanding is that State officials have agreed to hold up collection of the tax until the case is decided. Whether you can get a refund of your money we do not know, but suggest that you write to the State tax commissioner in Portland.

INFORMATION SERVICE.

New Mexico Operators Affix Stamps to Cigs and Venders To the Editor:

I wish to advise that the new tax I mentioned on the "Census" blank is a State tax on tobacco. Under this new tax we place a State license on each machine. This license costs \$1 and is the same as all tobacco dealers must buy. Operators getting their cigarettes in direct drop shipments must purchase the State 2-cent stamps and affix one to each package of cigarettes. This license on each machine must be renewed yearly.

I don't know how other States handle their tobacco stamps. However, this local system is a headache to the operator, as he has to do all of the stamp affixing himself with no added profit to cover the time and expense. In the case of small stores buying their cigarettes thru local wholesalers, the wholesalers affix the stamps.

CLARENCE W. ANSLEY, New Mexico.

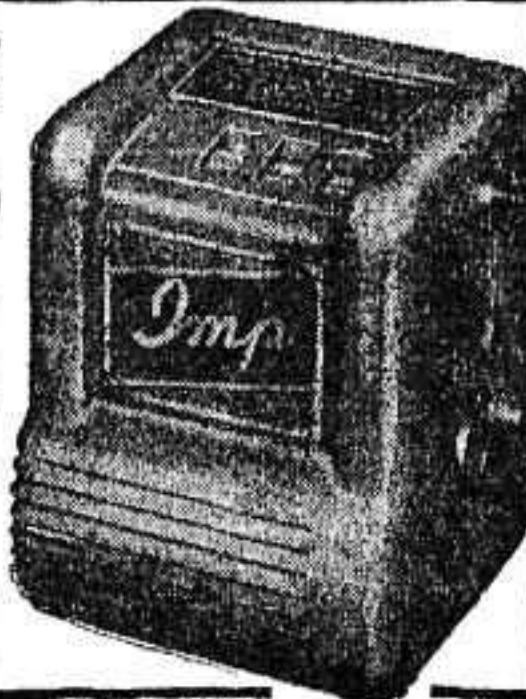
Dear Mr. Ansley:

The information you give about the cigarette tax is interesting and will be useful in our files. Operators have long complained about affixing tax stamps on cigarette packs. As you probably know, there was a well-known make of machine on the market before the war for affixing such stamps. But such machines have not been made since the beginning of the war except for approved orders.

INFORMATION SERVICE.

Over 75,000 Now Giving Trouble-Free Service!

IMP BRAND NEW \$9.90 WHILE THEY LAST! Regular Price \$12.50.



BRAND NEW Wings ... \$11.50 | Yankos ... \$11.50
Cent & Pak ... 9.90
Ten Strike, H.S., F.P. ... 275.00
Ten Strike, H.S. ... 235.00

- Liberty Bell, Floor Sample ... \$ 11.50
Mercury, Floor Sample ... 11.50
Champion ... 14.90
Rock-Ola World Series ... 79.50
Ray-o-Lite ... 79.50
Texas League ... 39.50
Vitalizer ... 89.50
Western Baseball, Deluxe ... 99.50
Evans Playball ... 195.00
Love Testers ... 149.50
Exh. Rotary Merchandisers ... 179.50
Exh. Rotary Candy Vendors ... 199.50
Exh. Merchantmen ... 49.50
Fan Front Mutoscope Diggers ... 79.50
Chicago Coin Hockey ... 229.50
Scientific Batt. Practice, Late Series ... 149.50
Football Upright Cab., Rebuilt ... 129.50
Play Golf, Upright Cab. ... 129.50
1/3 Deposit With Order.

GERBER & GLASS 814 DIVERSEY, CHICAGO 14, ILL.

FOR SALE OR TRADE—ROCKOLA, MONARCH, STANDARD OR DELUX MUSIC MACHINES

1 Slightly Used Panoram, with soundie conversions; In original box, with new automatic film-clean attachment and several bottles film cleaner, all for \$449.50; 1 Seeburg Chicken Sam converted to Jap. 1 Seeburg Shoot the Parachute converted to two Japs. Both machines converted right by Chicago Novelty Co. Both machines for \$249.50. 1 Keeney Submarine (like new), price \$185.00. 8 5c Slot Electric Popmatic Popcorn Machines (the most perfect machine); sample, \$139.50; for more, write. 3 Super DeLux, slightly used, 5c Slot; size, 25 inch by 50 inch playing field, 6 varigated balls, Pool Tables, \$87.50 each. 3 Super DeLux (Slot), 4 feet by 8 feet, regulation size, slate top, 3 combination type, slightly used, \$265.00 each. Write for picture and booklet. 1/3 deposit with order. DIXIE VENDING MACHINE CO. Anniston, Ala. P. O. Box 187,

NOW DISTRIBUTING ROCKINGHAM, SIMILAR TO FAIRMOUNT... \$595.00 SPORTSMAN, SIMILAR TO THOROBRED... 595.00

INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00
SPECIAL! NEW SUPREME GUN. PRICE \$330.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

- 1 MUTO. CARD VENDER, 2c CHUTES, \$ 54.50
ANTI-AIRCRAFT ... 79.50
EXH. RACES, Perfect ... 119.50
EXH. DOME-TOP DIGGERS ... 69.50
SHOOT THE CHUTES ... 139.50
5c AMERICAN EAGLES ... 17.50
BALLY RAPID FIRES, A-1 ... 225.00
MUTOSCOPE CARD VENDERS, Late ... 45.00
BACK GLASS FOR BALLY ONE BALLS ... 6.00
PHOTO CELLS—Seeburg & Bally ... 3.50
MILLS MAIN CLOCK GEARS ... 2.50
MUTO. HURDLE HOP ... 79.50
GOTT. 3-WAY GRIPPER ... \$ 17.50
TEN STRIKE—Hi Dial ... 69.50
EXH. ROTARY—Pusher ... 209.50
BUCKLEY TREASURE ISLAND DIGGER ... 69.50
PIKES PEAKS ... 19.50
MT. CLIMBER—GROETCHEN, A-1 ... 159.50
JAP CONVERTED CHICKEN SAMS ... 149.50
CARD VENDERS, Floor Size Life Up ... 24.50
ANTI-AIRCRAFT SCREENS, New ... 9.50
ABT MODEL F & CHALLENGER ... 24.50
WATL. HOROSCOPE Ticket Scale, F.S. ... 159.50
MUTO. SKEE JUMP ... 125.00

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

SLOTS — ONE BALLS — CONSOLES

- SUPER BELL, 5c Comb. ... \$259.50
SUPER BELL, 3-5c, 1-25c ... 695.00
NEW BALLY CLUB BELLS ... 349.50
1941 BANGTAILS ... 475.00
EX. RACES—7 Coin Console ... 79.50
RECORD TIMES ... 165.00
1940 1-2-3 ... \$ 94.50
5c COLUMBIA CIG. REELS ... 49.50
KEENEY SKYLARK COMBINATION ... 225.00
JENN. BOBTAILS, C. P. O. ... 119.50
KEENEY CONTEST ... 125.00
KEENEY POT SHOT, F. P. ... 54.50

PIN GAMES—NEW AND USED

- ATTENTIONS ... \$ 52.50
BROADCAST ... 42.50
GLAMOUR ... 27.50
HOROSCOPE ... 47.50
DIXIE ... 39.50
FLEET ... \$24.50
BANDWAGON ... 42.50
CHAMPS ... 47.50
WOW ... 37.50
STRATOLINER ... 39.50
BOOM TOWN ... \$34.50
BELLE HOP ... 54.50
SPORT PARADE ... 39.50
BIG TIME ... 42.50
FLICKER ... 39.50

WILL PAY \$45.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY. \$400.00 FOR LONGACRES.

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

- WRITE
WIRE
PHONE
VISIT

MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

MUSIC

- 1 Wurlitzer 700 ... \$450.00
1 Wurlitzer Model 71 ... 140.00
1 Wurlitzer 616 w/ Adaptor, Stepper & 4 Seeburg Select-o-Matic Boxes ... 135.00
1 Mills Throne ... 160.00
1 Seeburg Vogue ... 310.00

CONSOLES

- 1 Watling 5c Big Game, P.O., Slightly Used ... \$ 80.00
2 Rays Tracks, Each ... 50.00
1 Evans Bang Tails ... 75.00
1 Silver Moon, F.P. ... 90.00
1 Super Bell, Clean ... 250.00
1 Mills 1-2-3, F.P. ... 30.00
1 Skill Time ... 40.00

PINBALL

- 1 Pan American ... \$ 35.00

SLOTS

- 4 Jennings 5c Goosenecks, Each ... \$ 25.00
1 Jennings 5c 4 Star Chief ... 100.00
1 Columbia 5c Rear Door P.O. Gold Award ... 37.50
1 Watling 1c T.J.P. ... 27.50
1 Watling 10c Rol-a-Top ... 60.00
1 Watling 10c Gooseneck ... 35.00
1 Watling 5c Gooseneck, T.J.P., Fine Condition ... 42.50
1 Mills 10c War Eagle, 3-5, P.O., Orig. S.J.P. ... 100.00
1 Mills 10c Blue Front, S.J.P., Over 401,000 ... 175.00
1 Mills 10c Q.T., Orig. Made Glitter Gold ... 82.50
1 Mills 25c War Eagle, 2-4 P.O. ... 160.00
5 Mills 5c Blue & Gold Vest Pockets, Ea. ... 45.00
1 Mills 5c Blue Q.T. ... 75.00
3 Caille 5c, Each ... 35.00
20 Sparks, 1c, Each ... 7.50

WANTED: Mills Record Changer Motors for Mills Empress and Thrones. 50% Certified Deposit, Balance C. O. D. or Sight Draft.

EAST COAST MUSIC COMPANY

10TH AND WALNUT STREETS CHESTER, PA. Phone: Chester 3637

ACTIVE SPECIALS—Perfect Equipment!

- "TRAP THE JAP" (Converted "Chicken Sam") Refinished, Repainted, Like New, Perfect! \$169.50
"PARACHUTE" Refinished, Repainted, Like New, Perfect! \$159.50
"SLIPON" New, Improved, All Silver Bumper Repair Sleeves To Fit Any Pin Game (Large Size), Pack of 25, Only \$2.95
ORDER TODAY! IMMEDIATE DELIVERY! 1/3 DEPOSIT, BALANCE C. O. D.

"You Can Always Depend on Joe Ash All-Ways"

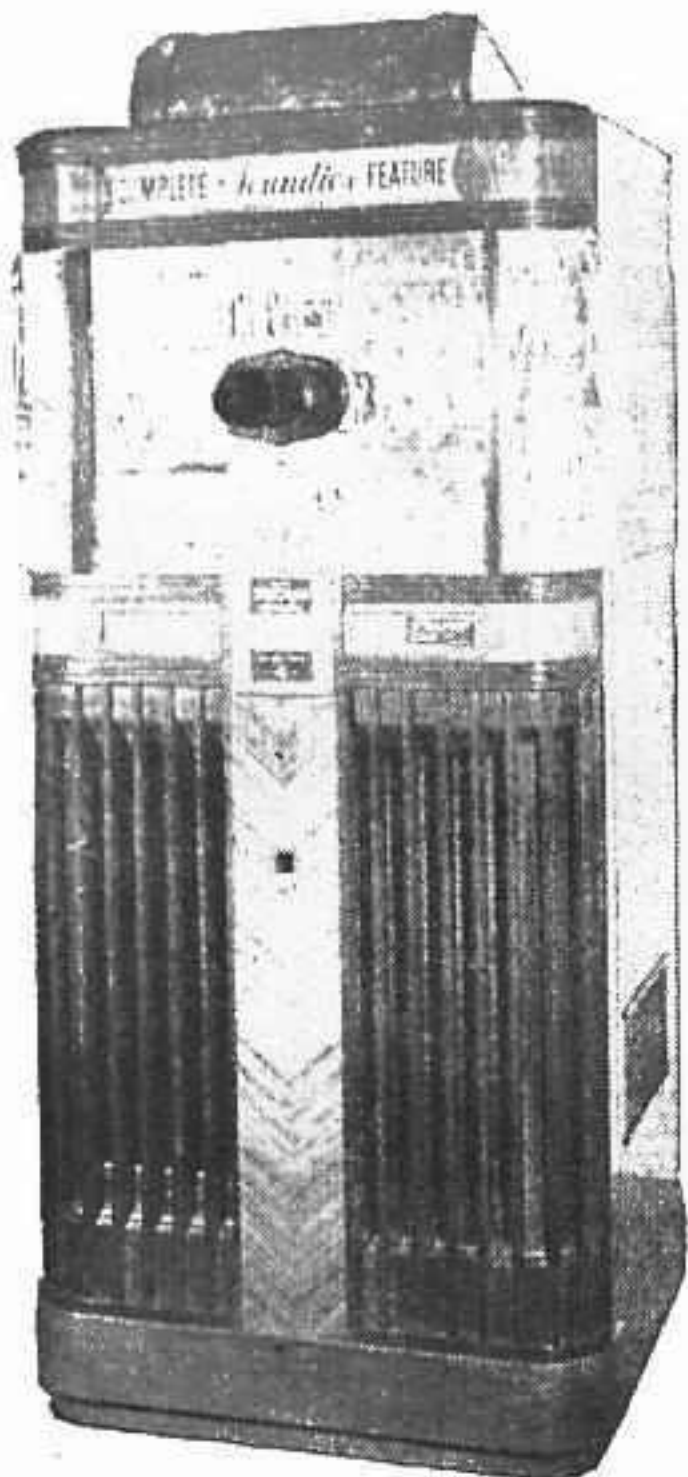
ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST.

PHILADELPHIA 23, PA.

# SOLO-VUE

Complete PANORAM MACHINE Converted



★  
Excellent  
Opportunity  
Open for a  
Few  
Live-wire  
Distributors

★  
WRITE FOR COMPLETE DETAILS!

**GEORGE PONSER COMPANY**

763 South 18th Street

Newark, N. J.

## Dan Baum Associated With Distributor in St. Louis

ST. LOUIS, March 25.—Dan Baum, formerly of the Baum Novelty Company, announced last week that he is now a partner in the Ace Distributing Company, with offices at 3924 Olive Street, St. Louis. Ben Spasser is president of the firm. Baum's old slogan, "When in our city pay us a visit," will be carried on, as Baum's friends in the industry are legion and he always makes them feel at home when in St. Louis.

Baum claims to have developed a reward card for machine operators which will relieve them of a lot of headaches and service calls and also keep the players satisfied.

### Candy at War

WASHINGTON.—The army quartermaster corps has requested greatly increased amounts of candy for shipment overseas before June 30. Among the items asked for are 150,000,000 chocolate-covered bars, 35,000,000 uncoated bars, 20,000,000 packages of 5-cent gum goods and large quantities of hard candy and solid chocolate bars. These are in addition to the large amounts of confectionery goods the armed forces are already buying.

**No Quibbling!**

WE PAY

# HIGH CASH PRICES

FOR YOUR IDLE

## PHONOGRAPHS

Any Make or Model!

Turn your idle Phonographs into useful CASH or WAR BONDS!



Our 15 year old reputation as phonograph distributors is your assurance of fair dealing!

Send Detailed List Today!

# ROYAL DISTRIBUTORS

409 No. Broad Street, Elizabeth, N. J.

## OFFER REPEATED

Send in this ad today and save **\$60.00** or more.

# BINGO JAR TICKETS

1260 Stitced Tickets to the Bag, Takes In @ 5¢ \$63.00. Definite Profit \$23.00.

ONLY **85c** PER BAG

Shipped ONLY in Lots and Multiples of 100 Bags

This ad must accompany all orders. Price good only until APRIL 22nd. After that regular price \$1.45 per bag.

1/8 Deposit, Balance C.O.D., F.O.B. Chicago, or send full amount with order and save C.O.D. charges.

**KOPLO SALES & SUPPLY CO.**

5000 N. Kimball Ave. Chicago 25, Ill.

## CASH

For Your Old **MILLS JUMBO PARADE**

Free Play Only.

Will pay highest cash prices for machines complete with all parts. **BOX #581, The Billboard, Ashland Bldg., Chicago 1**

## 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
- 4 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
- 8 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action
- 4 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
- 8 MILLS 25c GOLD CHROMED WAR EAGLES Drillpr'r, 3-5, C.H., Knee Action
- 6 MILLS 10c GOLD CHROMED WAR EAGLES Drillpr'r, 3-5, C.H., Knee Action
- 6 MILLS 5c GOLD CHROMED WAR EAGLES Drillpr'r, 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.
- 10 MILLS B & G VEST POCKETS

### PHONOGRAPHS

- 2 WURLITZER VICTORY MODELS
- 1 MILLS THRONE OF MUSIC
- 3 WURLITZER ROLAWAYS
- 2 WURLITZER 816
- 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."

# Continental

Write for these Items  
**UNIVERSAL'S "BIG CHARLEY"**  
RED, WHITE AND BLUE  
IN A NEW SIZE!!  
(Stapled in Fives)

Takes in .....\$434.00  
2170 Tickets at 5 for \$1.00  
Pays Out (Actual) ..... 360.00  
Profit (Actual) .....\$ 74.00

**#83240**  
EACH IN GROSS LOTS .....\$3.00  
EACH IN DOZEN LOTS ..... 3.15  
EACH IN SINGLE LOTS ..... 3.30

**Continental Distributing Co.**  
822 N. THIRD ST.  
MILWAUKEE 3, WIS.

## HIGHEST CASH PRICES PAID FOR

STANDARDS, MASTERS, ROCKOLAS, 600, 600, 700, 800 WURLITZERS, VOGUES, CLASSICS AND LATE MODEL SEEBURGS. ALSO LATE PINBALLS, SLOTS, CONSOLES AND SCALES.

WILL BUY ONE OR A HUNDRED. Write Condition and Quantity in First Letter.

**Southern Amusement Co.**  
628 Madison Ave. MEMPHIS, TENN.

# RED HOT FOR PROFITS

**CALIENTE**

No. 11878 1056 Holes  
TAKES IN \$52.80. Av. Payout \$24.80

**GROSS PROFIT \$28.00 ONLY \$3.12 NET**

Write, today, for our new circular describing 59 new, fast HARLICH profit-makers. Ask for NC-441.

**HARLICH MFG. CO.**  
1413 W. Jackson Blvd.  
CHICAGO 7, ILLINOIS

# ANNOUNCING THE OPENING OF C. & P. SALES CO.

407 MADISON AVE. PHONE 5-4576 MEMPHIS, TENN.

C. A. Camp, owner of the Southern Amusement Co., Memphis, Tenn., and A. (Spider) Phillips, connected with the slot department of the Southern Amusement Co. for many years, wish to extend to their many friends throughout the country a personal invitation to visit their new office at 407 Madison Ave. This branch will specialize in Slots and Consoles of all makes and will especially specialize in repair work, as they, fortunately, have adequate and competent help to take care of this situation. All machines sold by this company will carry the same guarantee as the factory. Every machine will be refinished and reconditioned and carefully crated. Want to buy any quantity late model Slots. State what models you have and prices of same in first letter. Write, wire or phone.

## WANTED TO BUY AMMUNITION

**22** SHORTS  
LONGS  
LONG RIFLE  
**CENT AMUSEMENT CORP.**  
1173 6th Ave., New York City  
Phone: Columbus 5-2264

**SPECIALS**

**ONE BALLS**

Just Off Location—In Excellent Condition!  
 Club Trophy ..... Write  
 Fortune ..... Write  
 Skylark ..... Write  
 Thistle-down ..... \$ 65.00  
 Fairgrounds ..... 29.50  
 Preakness ..... 29.50  
 Gold Cup ..... 49.50  
 Late 1939 Mills 1-2-3, Completely Overhauled by Mills ..... 89.50  
 Sport Special ..... 149.50

**FIVE BALLS**

ABC Bowler \$44.50 Metro ..... \$34.50  
 Big Six ..... 14.50 New Champs ..... 59.50  
 Dude Ranch ..... 29.50 Repeater ..... 39.50  
 Entry ..... 29.50 Sparky ..... 29.50  
 Five & Ten ..... 129.50 Sport Parade ..... 44.50  
 4 Diamonds ..... 34.50 Target Skill ..... 34.50  
 Legionaire ..... 49.50 Ten Spot ..... 39.50  
 Majors ..... 39.50 Twin Six ..... 39.50  
 Fifty Grand ..... 29.50 Defense .....  
 School Days ..... 49.50 Baker ..... 39.50  
 Salute ..... 39.50 Horoscope ..... 49.50  
 Sky Ray ..... 39.50 Show Beat ..... 44.50

**COUNTER GAMES**

Liberty, 1¢ ..... \$ 6.95  
 American Eagles, Like New, 1¢ ..... 9.95  
 Lucky Smokes (New) ..... 9.95

**MUSIC**

**STILL ON LOCATION & OPERATING:**  
 1 Buckley System, consisting of 6 Buckley Bar Boxes, 1 20-Record Rock-Ola, 2 Speakers and All Cord Necessary, Complete, Special ..... \$209.50  
 2 New Metal Playmate Cabinets To Use on Buried Music Job ..... 34.50

**SLOTS**

Q.T.'s, Reconditioned & Repainted, 5¢ ..... \$ 95.00  
 10¢ ..... 125.00  
**COLUMBIAS, Gold Award, Cig.**  
 Reels, Convertible to 1¢, 5¢, 10¢ & 25¢, Cannot Be Told From New ..... 89.50  
**PAGE COMETS, 5¢** ..... 89.50  
 10¢ ..... 89.50  
**PAGE ROCKETS, Sluggproof** ..... Write  
**PAGE DELUXE, Sluggproof** ..... Write  
**CAILLE 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 cabinets, exceptionally attractive. Write  
**CAILLE CLUB CONSOLE, 10¢** ..... Write  
**CAILLE DELUXE CONSOLE, 10¢** ..... Write  
 1 5¢, 1 10¢ ..... Write  
**JENN. SILVER MOON CLUB, 1941 Model, 10¢** ..... Write  
 Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes. Also 3 Bells and 4 Bells.

**CONSOLES**

Overhauled, Checked and Cleaned  
 Jennings 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 ..... 99.50  
 2 Keeney Track Times, 7 Coin Head Exhibit Tanforan ..... 29.50  
 Bally Long Champ (Large) ..... 39.50  
 Bally Solitaire Flicker ..... 39.50  
 Stoner's Zippers ..... 34.50  
 Pace Saratogas, Convertible to Free Play or Pay Out ..... 149.50  
 Late Jumbo Parades, Like New, Convertible to Free Play or Payout ..... 179.50  
 1/3 Deposit — Balance O. 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.

**Two Coin Machine Jobbers Move to New Headquarters**

DETROIT, March 25.—The Triangle Amusement Games, operated by Max Moore and Mark Linkner, with Linkner as active manager, moved headquarters and storerooms to 14007 Woodrow Wilson Avenue, in the north end of the city. Location is the spot recently vacated by Standard Amusement Machine Company. Julius Pearlman, owner of the latter company, has moved to Arizona for his health, and his place is being operated by his manager, Ed Baker. Headquarters have been moved to Grand River Avenue, in Northwestern Detroit. Baker is also operating his own business, Standard Parts, specializing in handling difficult wartime parts replacements for many types of appliances as well as coin machines.

Linkner's Triangle Games is doing a general jobbing business, carrying on the business founded as the United Coin Machine Exchange by the late Sam Liebbers, in partnership with Linkner.

**Location Found for Atlas Branch Office in Detroit**

DETROIT, March 25.—Atlas Automatic Music Company at 4704 Cass Avenue is the new branch office of Atlas Novelty Company of Chicago. The office will include a service department headed by expert Seeburg servicemen. The company will act as Seeburg distributors for the territory, as well as jobbers for all types of machines.

**MILLS SLOTS**

RECONDITIONED—Guaranteed

By Our 48 Years of Experience

WRITE FOR PRICES

1 50c GOLD WAR EAGLES  
 3 5c GOLD WAR EAGLES  
 6 10c GOLD WAR EAGLES  
 2 25c GOLD WAR EAGLES  
 6 5c GOLD CHROMES  
 8 10c GOLD CHROMES  
 4 25c GOLD CHROMES  
 6 5c SILVER CHROMES  
 8 10c SILVER CHROMES  
 6 25c SILVER CHROMES  
 6 25c BROWN FRONTS  
 3 5c BLUE FRONTS  
 2 10c BLUE FRONTS  
 6 25c BLUE FRONTS  
 15 5c Q.T.'s Originally Blue Made Gold Glitter... \$89.50  
 2 10c Q.T.'s, Same as Above ..... 99.50  
 6 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.  
**SICKING, INC.**  
 1401 Central Parkway, Cincinnati 14, O.  
 927 East Broadway, Louisville, Ky.

**BRAND NEW MACHINES Never Been Unrated**

Waiting Big Game, F.P. .... \$125.00  
**USED MACHINES IN GOOD CONDITION**  
 Exhibit's Longchamps, Automatic ..... \$ 49.50  
 Jennings Liberty Bell ..... 39.50  
 Jumbo Automatics ..... 119.50  
 Waiting Big Games, Auto. .... 109.50  
 Jennings Longshot, Practically New ..... 199.50  
 Jennings Fast Time, Free Play ..... 69.50

**J. B. WOOD**  
 EL DORADO, ARK.

**FOR SALE**

ALL MAKES OF COUNTER GAMES  
 CHAMPIONS ..... \$18.50  
 AMERICAN EAGLES ..... \$14.50  
 LIBERTYS ..... \$12.50  
 MARVELS ..... \$14.50  
 1/3 Deposit With Order.  
**Melrose Novelty Co.**  
 MELROSE, MINNESOTA

**MECHANIC WANTED**

to repair Machines in Penny Arcade. Must be able to take care of Ray Guns. Steady work commencing immediately for summer resort season. Top salary. Address:  
 P. O. BOX 52, Redford Branch, Detroit 19, Mich.

FOR GUARANTEED  
**BAKERS PACERS**  
 PACES RACES and SERVICE  
**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD.  
 CHICAGO 12, ILLINOIS

**CENTRAL OHIO QUALITY BUYS**

"THERE IS NO SUBSTITUTE FOR QUALITY"

5c BLUE FRONTS, over 400,000, orig., C. H. .... \$199.50  
 10c BLUE FRONTS, over 400,000, orig., C. H. .... 239.50  
 5c BROWN FRONTS, 3/5, A-1, C. H., knees ..... 249.50  
 5c CHERRY BELLS, 3/10, P. O., knees, C. H. .... 249.50  
 25c WAR EAGLES, 3/5 P. O., A-1, knees, C. H. .... 229.50  
 5c CHROME BELLS, 2/5 or 3/5, P. O., same as new. Write  
 5c & 10c JENNINGS CLUB CONSOLE CHIEFS, A-1, set. . 500.00  
 5c SILVER CHIEFS, refinished, A-1 ..... 189.50  
 10c SILVER CHIEF, reconditioned, A-1 ..... 215.00  
 5c JENNINGS RED SKIN CHIEFS ..... 159.50  
 5c JENNINGS CHIEFS, 4-Star ..... 129.50  
 10c JENNINGS CHIEFS, 4-Star ..... 169.50  
 25c JENNINGS CHIEFS, 4-Star ..... 189.50  
 10c JENNINGS BROWN FRONT CHIEF ..... 179.50  
 5c GLITTER GOLD Q. T., like new ..... 115.00  
 1c Q. T. BLUE FRONT, A-1 ..... 49.50  
 5c JENNINGS GRANDSTANDS, cig. reels, check P. O. . 29.50  
 2 DOUBLE SAFES, extra large, 2 doors ..... 85.00  
 3 DOUBLE SAFES, large, 1 door ..... 75.00  
 1 DOUBLE SAFE, stand, with back ..... 49.50



Wolf Salemon

**16 PANORAMS, late serials. \$379.50**

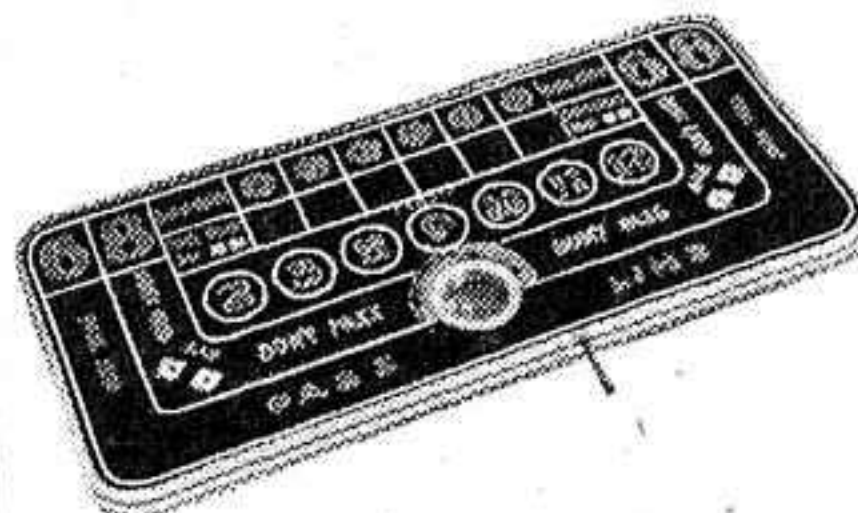
**CONSOLES**  
 2 FOUR BELLS, late serials, over 1800 ..... Write  
 1 TWO-WAY SUPER BELL, C. P., 5c-5c, like new... \$399.50  
 10 JUMBO PARADES, C. P., late serials, red & blue 119.50  
 2 JUMBO PARADES, F. P., late serials, red & blue. 99.50  
 5 JUMBO PARADES, F. P., A-1, blue & brown cab. 89.50  
 10 SILVER MOON TOTALIZERS, F. P., like new... 109.50  
 5 WATLING BIG GAMES, C. P., like new ..... 109.50  
 1 JENNINGS FAST TIME, F. P., A-1 ..... 89.50  
 1 EVANS JUNGLE CAMP, F. P., A-1 ..... 89.50  
 5 KENTUCKY CLUBS, A-1 ..... 89.50  
 3 KEENEY 38 TRACK TIMES ..... 129.50

**NEW—BOWL-A-BOMB 9 FT. SKEE ROLL.....\$300.00**

**PARTS FOR SLOTS AND GUNS**  
 CLUB HANDLES ..... \$ 5.00 GUN LAMPS ..... \$1.39  
 CLOCK GEARS ..... 2.50 9 FT. GUN CABLE FOR RAY GUNS .. 2.25  
 5c ESCALATORS ..... 19.50 JACKPOT GLASSES, THICK ..... .75  
 JACKPOTS FOR MILLS ..... 19.50  
**PIN BALLS**  
 A.B.C. BOWLER ..... \$59.50 SCHOOL DAYS ..... \$ 45.00 STAR ATTRACTION \$59.50  
 DIXIE ..... 32.50 INVASION ..... 165.00 LEGIONNAIRE ..... 49.50  
 HOROSCOPE ..... 49.50 PAN AMERICAN ..... 48.00 STRATOLINER ..... 42.50  
 1-2-3, 1940 ..... 89.50 POLO ..... 25.00 SPORT PARADE ..... 45.00  
 SPOT POOL ..... 69.50 SEA HAWK ..... 49.50 SPARKY ..... 39.50  
 MYSTIC ..... 32.50 FLICKER ..... 35.00 BROADCAST ..... 32.50  
 TRAILWAYS ..... 59.50 ATTENTION ..... 32.50 CROSSLINE ..... 32.50  
 SOUTH PAW ..... 69.50 DUDE RANCH ..... 29.50 LANDSLIDE ..... 32.50  
 BAKER'S ENTRY ..... 69.50 REPEATER ..... 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.

**WHILE THEY LAST!**



**AFRICAN GOLF**

The IDEAL COUNTER GAME  
 NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

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Symbol of Service

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37 Years' Experience

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**—FOR SALE—**

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.  
**L-C SALES CO.**  
 855 Pearl St., P. O. Box 2988  
 Beaumont, Texas

**ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO**

**TAKE A TIP! IT'S A PIP!!**

**INTRODUCING UNIVERSAL'S ORIGINAL "LITTLE CHARLEY" ORIGINAL**

**TICKETS STAPLED 5 TO A BUNDLE SELLS FOR \$1.00 PER BUNDLE!**



**THE LITTLE JAR WITH A BIG PROFIT! FAST TURNOVER!**

NUMERAL	"LITTLE CHARLEY" (Numbers Run From 001 to 1000)	NUMERAL
Takes in 1000 Tickets @ 5 for \$1.00	.....	\$200.00
Pays Out (Actual)	.....	160.00
Profit (Actual)	.....	\$ 40.00

**DELIVERY ASSURED WITHIN FORTY-EIGHT HOURS!**

**! NOTICE !**  
DO NOT TAKE SUBSTITUTES. OUR TICKETS ARE MACHINE FOLDED, MACHINE TAPED AND MACHINE COUNTED. NO SEWING WHATSOEVER ON OUR TICKETS. DO NOT BE MISLED! IF YOUR JOBBER CAN'T SUPPLY YOU WITH THE ORIGINAL JAR-O'-DO TICKETS WRITE DIRECT TO US.

**WRITE FOR NEW LOW QUANTITY PRICES!**  
**"THE INDUSTRY'S FASTEST GROWING FACTORY"**  
**UNIVERSAL MANUFACTURING CO.**  
405 E. 8th Street Kansas City 6, Mo.  
**"WE MANUFACTURE ONLY"**

**ORIGINAL JAR-O'-DO ORIGINAL JAR-O'-DO**

# Markham Declares Distributors Should Plan for Post-War

CINCINNATI, Mar. 25.—"From a distributor's viewpoint," states Jack Markham, president of Miami Distributing Company, "we feel most optimistic about the post-war period."

"The possibilities for expanding employment by all branches of the coin machine industry seem to be extremely bright. With the reservoir of latent buying power that has been built up during the war period and the greatly increased public acceptance of coin machines, it seems quite apparent that employment by manufacturers will exceed the pre-war peak by a tremendous percentage. Likewise, it is logical to expect the distributors' employment curve to follow a close parallel to that of manufacturers."

**Glimpse of Tomorrow**  
A series of discussions devoted to post-war planning in the coin machine industry.

"In our case we anticipate an increase of at least 200 per cent and if post-war plans produce the expected results we will require three and possibly four times as many employees as we have at present," Markham declared.

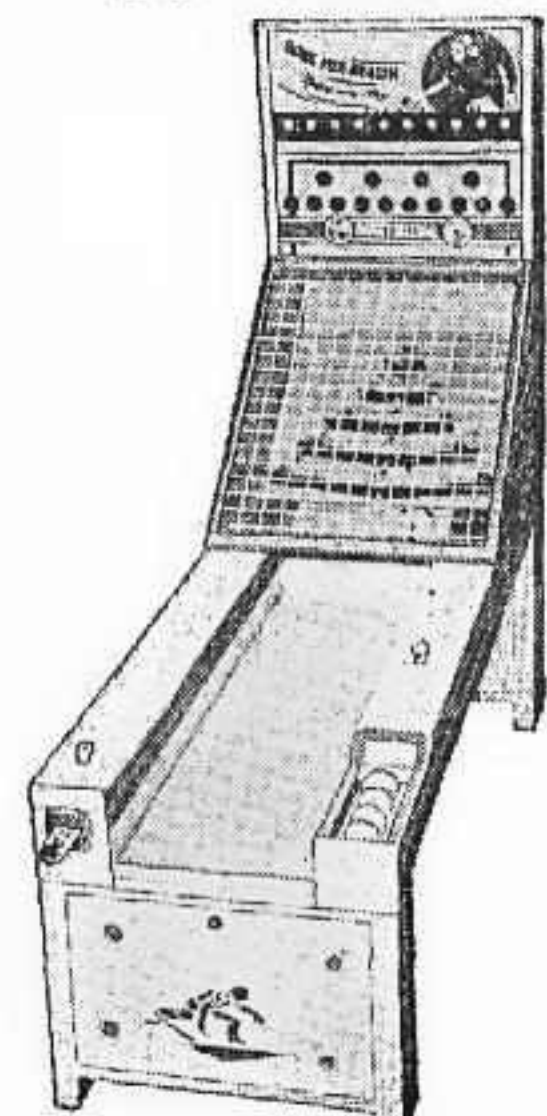
"In addition to extra employees for handling new machines we will require additional repairmen in our service department for reconditioning the flood of used equipment that will be traded in by operators. We have developed profitable outlets for used coin machines which experience to date indicates will absorb a large volume in the post-war era and enable us to provide peak employment in our service department for an indefinite period."

**Distributors Should Plan Now**  
"While the indications point to record employment in our industry during the first year or two after coin machine manufacture is resumed, we feel that it is the distributor's responsibility to look and plan beyond that flush period. We suggest that now is the time for all distributing outlets to make plans and establish operating policies which will aid and encourage the coin machine operators to build their business on a sounder foundation—a foundation which will

eliminate the old pitfalls of the industry and withstand future economic storms.

"The distributor group must aggressively promote policies which will help the operators to become better business men. In the interest of the industry we must discourage the fly-by-night operator whose chief assets are a down payment and boundless optimism based on wishful thinking. Only in this way can we hope to maintain a high employment level and build for the coin machine industry the prestige and good will which, in the post-war period more than ever before, will control the success and permanency of private enterprise," Markham stated.

**Ready for Immediate Delivery**



**DELUXE MODEL "MIDGET SKEE BALL"**  
**\$249.50**  
1/3 deposit, balance C.O.D.  
F. O. B. New York.

Get set for Spring! Write for complete price lists of Arcade Machines or Parts.

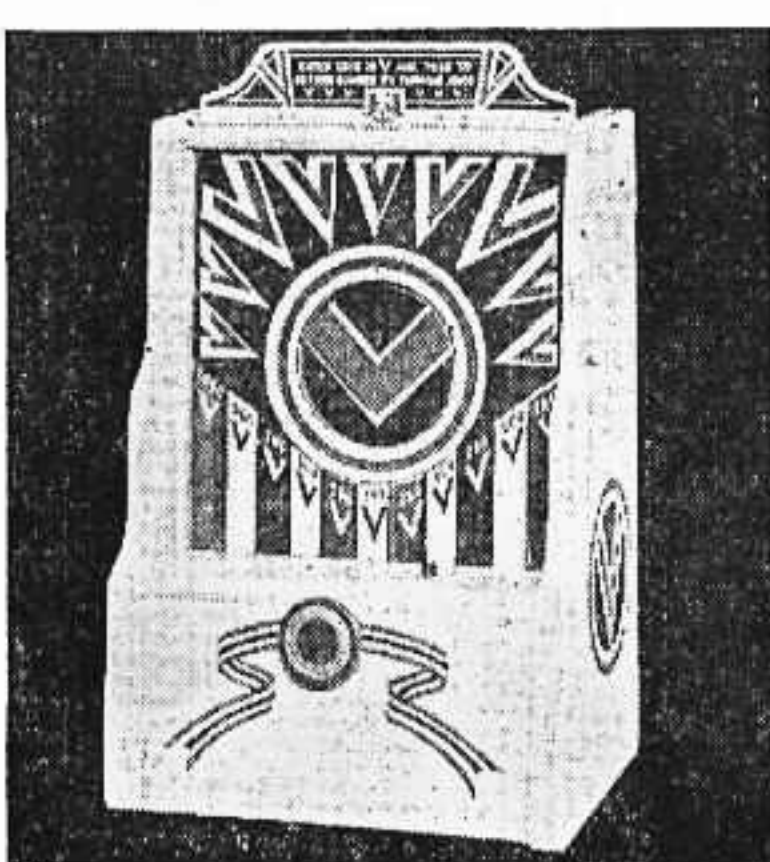
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510-514 W. 34th St. NEW YORK  
(2 Blocks From Penn. Station)

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
240	25¢	SHORT & SWEET, JUMBO HOLES	\$30.10	\$2.25
240	50¢	SHORT & SWEET, JUMBO HOLES	52.30	2.25
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	7.00	.85
720	5¢	SEVEN-ELEVEN, DICE SYMBOLS	15.75	2.50
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	5¢	GET YOUR PIECE, THICK, PROT.	29.45	3.10
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	25¢	HAPPY CHARLEY, THICK, PROT.	77.00	3.00
1200	25¢	TEXAS CHARLEY, THICK, PROT.	102.28	3.00
1500	25¢	KEEP PITCHING, Thick, Prot., Jumbo Holes	118.00	4.80

**WRITE FOR OUR LATEST PRICE LIST**  
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. Stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA**



**V... — For VICTORY**

ONLY 22 BRAND NEW MACHINES (1c) LEFT IN STOCK!

**FIRST COME FIRST SERVED \$21.50 Each**

Full Cash With Order Only  
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**INTERNATIONAL MUTOSCOPE CORP.**  
44-01 11th St., Long Island City 1, N. Y.

**READY FOR IMMEDIATE DELIVERY**

Photomatic Late Model 15c Slot	.....	\$795.00
9 Jap Converted Chicken Sam Guns	.....	139.50 Ea.
10 Seeburg Shoot-the-Chute Guns	.....	119.50 Ea.
3 Midget Skee Balls (Floor Samples)	.....	157.50 Ea.
1 Seeburg Casino Victrola	.....	200.00
1 Wurlitzer Counter Model Vic #51	.....	49.50
2 Keeney 5c Texas Leaguers	.....	39.50 Ea.
1 Gold Cup, F.P., Leg Model	.....	39.50
1 Bally Rapid Fire Gun	.....	199.50

Write us. We will buy your entire route for cash.  
Terms: 1/3 cash, balance C. O. D.

**B. & B. NOVELTY CO. 621 W. MAIN, LOUISVILLE 2, KENTUCKY**

**GUARANTEED USED GAMES** **OLIVE'S SPECIALS THIS WEEK CONSOLES** **SOLD OR MONEY BACK GUARANTEE**

BAKER'S PACES (Daily Double)  
Serials 6818-6933-7841  
1938 TRACKTIME .....  
BONUS BELL, 5c .....  
2 ORIGINAL CHROME VEST POCKET BELLS, Metered, 5c Play .....

**WRITE FOR PRICES**

**WE WANT TO BUY 200 PIN BALL GAMES**  
Send Us Your List and Prices.

Terms: 1/3 Dep. With Orders, Bal. C.O.D.  
**OLIVE NOVELTY CO.**  
2625 LUCAS AVE. ST. LOUIS, MO.  
(Phone: Franklin 8620)

**PIN BALL BUMPER STEM REPAIR SLEEVES**  
"MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD"



Cut at an Angle for Instant Application

**THOUSANDS IN USE! BECAUSE THEY END BUMPER TROUBLE!**

Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls. Give new life to your tired games for the duration. Immediate delivery guaranteed.

Pin Business Card to This Ad for C. O. D. or  
**MAIL \$2.75 FOR EACH PACKAGE OF 25**  
Money Back Guarantee. Deal for Distributors.

**GENERAL COIN MACHINE SUPPLY CO.**  
940 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1930

**SALESBOARDS**

DELUXE HITS THAT WILL GIVE YOUR TRADE GREATEST SATISFACTION

10¢ 90 Per Cent Board, 1000 Holes ... \$1  
5¢ Bingo Board, 1000, 80% P.O. ... .98  
25¢ J.P. Charley Board, Thick, 1000 H. 1.55  
25¢ Jumbo Hole J.P. Charley, 1000 H. 2.72  
Immediate Delivery—25% Dep. Write for List.

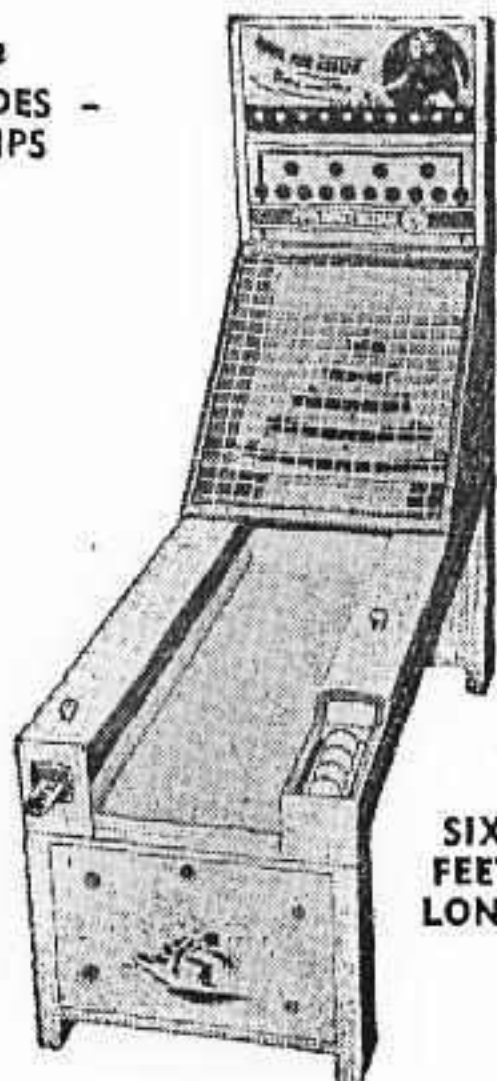
**DELUXE SALES CO.**  
BLUE EARTH, MINN.

**FOR GUARANTEED PACE EQUIPMENT**  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

# DELUXE "MIDGET SKEE BALL"

**A Sensational Money Maker in  
PARKS - BEACHES - RESORTS - ARCADES -  
BOWLING ALLEYS - NEAR ARMY CAMPS  
IN DEFENSE AREAS**

- |   |   |
|---|---|
| Adjustable Playing Field                                | Ball Counter  |
| Simple Mechanism  | Cabinet Sturdily Con-<br>structed of Hard Wood,<br>Blond Maple Finish |
| Easy Servicing  | Legs Very Easily Removed<br>To Facilitate Trans-<br>portation         |
| Colorful Backboard and<br>Playing Field                 | Fits Any Location Any-<br>where                                       |
| Large Cash Box Entirely<br>Separate From Mecha-<br>nism | Legal—Opens Closed Ter-<br>ritory!                                    |



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FEET  
LONG

**\$249.50** 1/3 Certified Deposit.  
Balance C.O.D., F.O.B. N. Y.

**Rush Your Order Today—  
Immediate Delivery!**

**Jobbers and Distributors,  
Write for Special Price!**

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**Our New 5 Ball Game  
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Our One Ball Payout Similar in Player Appeal to

**FAIRMONT**

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**GRAND STANDS • PACE MAKERS  
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**STILL CONVERTING**

**SPORT SPECIAL      SPORT EVENT  
BLUE GRASS          DARK HORSE**

We Will Buy  
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Dark Horse  
Grand Stands  
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Our One Ball Free Play Similar in Player Appeal to

**LONGACRE**

See Your Distributor for Prices and Delivery

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**Gun Lamps for Seeburg & Bally Ray Guns, 95c ea.**

**ATTENTION! DIRECT OPERATORS**

FOR SALE—Combination Hand-Operated Camera, solid walnut cabinet, 1 1/2" (sold 4 for 25c). 3 1/2" (post card size, sold at 50c each). Consists of 6 different backgrounds, Cooper Hewitt Lighting and Photo Flood Reflectors; \$1,500 all inclusive.

**WRITE—WIRE—PHONE!**

152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

# GUARDIAN

**SERVICE KIT FOR PIN GAME OPERATORS**

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

**BEWARE OF IMITATIONS**

Buy Guardian and You Won't Come to Grief

**No. 1200—New Service Kit . . \$14.50**

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool, Value \$2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$4.00. Plus 144 EXTRA Assorted Silver Contact Points, Value \$8.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known #450 Guardian Contact Kit.

**GENCO KICKER ARMS**

(As Illustrated) 1 to 50, 60c Each;  
100 Lots, 50c Each.



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PHILADELPHIA 30, PA.  
**GET IT FROM BLOCK—THEY HAVE IT IN STOCK!**

# CLOSING OUT

One Hundred Pinball Machines. One ball — automatic payout — all in good condition. Stock consists of Fairgrounds, Ak-Sar-Bens, Arlingtons, Caroms, Daily Races, Fence Busters, Multiples, Preaknesses, etc. Will consider price for entire stock. Write or call.

**GLOBE NOVELTY COMPANY**

715 East Adams Street  
Telephone 2-3411

Springfield, Illinois

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**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.

# SAVE MONEY

Get in touch with us for EXPERT REPAIR SERVICE. Send in your old run-down Slots and we will send them back to you completely refinished and mechanically perfect. All work done by real FACTORY mechanics. Nominal charge.

**MILLS PARTS**

Real Strips (Set of 3) . . . . . \$1.00 Club Handles . . . . . \$4.25  
Main Clock Gears (with Dogs & Rivets) . . . . . 3.25 Jackpot Glass . . . . . 1.25

**SOUTHWEST AMUSEMENT COMPANY**

1712 FIELD STREET

DALLAS, TEXAS

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**EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE**

**EQUIPMENT**

**PANORAM**  
**\$395.00**  
(Completely Reconditioned)

- New Midway . . . . . \$179.50
- Panoram Wall Box . . . . . 19.50
- New 4 Bell Cabinet . . . . . 27.50
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- Jumbo F.P., Late Model . . . . . 109.50
- Jumbo P.O., Late Hd. . . . . 129.50
- Seeburg Jap Gun . . . . . 159.50
- Seeb. Shoot Chutes . . . . . 159.50
- Jenn. Bobtail, P.O. . . . . 129.50
- Keeney Super Bell . . . . . 249.50
- Hi Hand . . . . . 154.50

**REBUILT BY MILLS**  
**5c-10c-25c CLUB BELLS—WRITE**

Pace Reels, 5f, P.O., Chrome Rolling . . \$182.50  
Bally Club Bell . . . . . 299.50

**PARTS**  
Phono, Condensers . . . . . Write  
Complete Stock of Miniature Bulbs . . . . . Write  
Fuses, All Types . . . . . Write  
Contact Benders . . . . . \$ .45

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Rebuilt Like New.  
Send Yours for Repair.**

Wurl. & Seeburg Phono Casters, Set of 4 . . . \$1.50

Adapter Changeover from 80, 523, 53 to 574, 504, 525, 5W4, 5Y3. 1.00  
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**MILLS MAIN CLOCK GEAR, Complete . . \$3.50**

**3000 Ohm Variable Resistor for Chicken Sam, Jail Bird, Chutes . . . . . \$2.25**

Immediate Delivery.  
Mills Equalizer Glasses . . . . . \$ .75  
Mills Foot Glasses . . . . . .50  
Mills J.P. Glasses . . . . . 1.25

Due To Prevailing Conditions, Please Keep Parts Orders at \$5 Minimum.

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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







LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

**NEW AMUSEMENT MACHINES**

New "Cupide Wheel" Love Teller . . . \$295.00  
 New "Shoot Your Way to Tokyo" . . . 330.00  
 New "Skee Ball" Bowling Sensation . . 249.50  
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 New "Tall Gunner," Outstanding Gun . 325.00  
 New "Periscope," New and Different . 395.00

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COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW.  
 BEAUTIFULLY CONVERTED FOR ARCADES. PRICE ONLY \$425.00.

**SPECIAL KIRK'S GUES-SER SCALES \$125.00**  
 These Scales Are Completely Factory Rebuilt and Refinished. Guaranteed Like New. Only a Limited Supply Available.

**RECONDITIONED ARCADE EQUIPMENT**

Caille Push or Hug . . . . . \$ 89.50	New Axis Rats, Chicken Sam, Refinished.
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Keeney Submarine . . . . . 225.00	Evans Play Ball . . . . . 225.00
Bally Basket Ball (Refinished) . . . . . 89.50	Mutoscope Grip-o-Graph . . . . . 149.50
Rotary Merchandisers . . . . . 189.50	Exhibit Hi-Ball . . . . . 74.50
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Scientific Upright Baseball . . . . . 129.50	Conco Play Ball . . . . . 189.50

**RECONDITIONED SLOTS AND CONSOLES**

10 Mills Gold Chrome, 5¢	3 Jennings Silver Chief, 5¢	5 Mills Four Bells
2 Mills Gold Chrome, 10¢	2 Jennings Silver Chief, 10¢	1 Mills Three Bells
4 Mills Gold Chrome, 25¢	1 Jennings Silver Chief, 25¢	2 Keeney Super 4-Ways
1 Mills Gold Chrome, 50¢	4 Jennings Chief, 5¢	3 Keeney Super 2-Ways
6 Mills Regular Chrome, 5¢	1 Jennings Chief, 10¢	2 Evans '41 Bangtalls, Late
1 Mills Regular Chrome, 10¢	2 Jennings Chief, 25¢	Jackpot Models
3 Mills Regular Chrome, 25¢	2 Jennings Chief, 50¢	1 Evans Dominoes, Late '41
14 Mills Blue Fronts, 5¢	2 Glitter Gold O.T., 5¢	3 Evans Lucky Lucie, 5-5¢
4 Mills Blue Fronts, 10¢	1 Glitter Gold O.T., 1¢	4 Baker's Pacer, Daily Double
6 Mills Blue Fronts, 25¢	2 Blue Crackle O.T., 5¢	(Late)
2 Mills Blue Fronts, 50¢	1 Exhibit Silver Bell, P.O.	1 Baker Pacer (Late)
2 Mills Brown Fronts, 5¢	18 Mills Jumbo, Late Model	1 Pace Racer, 25¢, Brown
1 Mills Brown Front, 10¢	High Head, P.O.	1 Pace Saratoga Sr., 10¢
2 Mills Brown Fronts, 25¢	12 Mills Jumbo High Head,	1 Pace Saratoga '41 Sr.
4 Jennings Silver Moon, 5¢	P.O.	(Comb.)
4 Jennings Victory Chief, 5¢	4 Mills Jumbo (Comb.)	7 Pace Saratoga '41, Rail
2 Jenn. Victory Chief, 10¢	2 Bally Big Tops, P.O.	Model Jr.
1 Jenn. Victory Chief, 25¢	1 Bally Sun Ray, Free Play	3 Jennings Liberty Bells
	5 Bally Club Bells	

**WALL AND BAR BOXES**

Packard Pla-Mor . . \$32.50	Buckley Boxes, Ill. \$19.50	Seeb. Wall-o-Matics \$39.50
Wurlitzer Model 125 32.50	Rock-Ola Wall, A.C. 18.50	Seeb. Select-o-Matic 9.50
Wurlitzer Model 100 16.50	Rock-Ola Bar, D.C. 7.50	Keeney Boxes . . . . 4.95

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Send List of Machines you have to sell and let us quote prices

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance O. O. D.  
 All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

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**REBUILDING AND REFINISHING OF MILLS SLOTS**

**20 YEARS' EXPERIENCE**

**\$87.50**

SHIP US YOUR MACHINES  
 7-DAY SERVICE

**BUSINESS STIMULATORS**

4912 E. Washington St. Indianapolis, Indiana

**READY FOR DELIVERY**

MILLS GOLD CHROME BELLS, 5c, 10c, 25c, 2/5 payout	MILLS VEST POCKETS, reconditioned Blue & Gold. \$55.00
MILLS CHERRY BELLS, 5c, 10c, 25c, 3/10 payout	MILLS BLUE FRONTS, 5c, 10c and 25c..... WRITE
MILLS BROWN FRONTS, 5c, 10c, 25c, 3/5 payout	KEENEY '38 TRACK TIME... \$85.00
	KEENEY '38 KENTUCKY CLUB 75.00

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We are proud to do our part by providing a Radio Repair Service by skilled specialists for those of our friends who need radio repair service facilities because their service men have joined Uncle Sam's forces. If your radios need servicing or if the volume of your business is too large to handle, CHICAGO NOVELTY'S RADIO REPAIR SERVICE DEPARTMENT is at your disposal. No radio too large or too small. We can handle radio repair work in quantity.

Radios must be kept in perfect condition to bring you war news, entertainment, and information and to keep up the morale of the home front. Ship us your Radios by express or parcel post, we will return them carefully boxed so that they will reach you in guaranteed excellent condition.

We repair all types of Amplifiers for Phonographs, Ray Guns and Coin-Operated Machines.

**"RADIO TUBES"**

We have many different radio tube numbers for the Coin Machine Industry. Write for our price list now. Sign Enclosed Consumer's Certificate.

**CONSUMER'S CERTIFICATE**

I hereby certify that the part (s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

NAME .....

ADDRESS .....

DATE .....

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RE-BUILDS—RE-CONDITIONS—RE-FINISHES—REPAIRS—

Your old run-down "CHICKEN SAM'S" and "JAILBIRDS" and converts them into "SHOOT THE JAP" Ray Guns. Cabinets are completely repaired and Amplifiers overhauled and reconditioned.

FOR \$59.50 F. O. B. CHICAGO

**GUN LAMPS . . . . . \$1.00**  
 for SEEBURG Ray Guns

**GUN CABLES . . . . \$2.75 Each**  
 5-Wire Standard 8-ft. length, rubber-covered, good quality.

**RESISTERS—HARD-TO-FIND, VARIABLE \$2.50**  
 for CHICKEN SAM'S

**#928—R. C. A. PHOTO ELECTRIC CELLS**  
 (Non-Directional) for Seeburg Ray Guns—  
 Will Short All Around. **\$3.50**

**Chicago Novelty Company, Inc.**

1348 Newport Avenue

Chicago, Ill.



"Bally" engineers and workers are proving daily that their skill—developed in peace-time production of coin-operated games and venders—is a valuable asset to America in time of war. And "Bally's" performance in war production is a forecast of "Bally's" performance in the victorious future. Lion Manufacturing Corporation, Chicago, manufacturers of "Bally" games and venders.



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**REBUILDING AND REFINISHING  
OF  
MILLS SLOTS  
(ALL TYPES)  
\$95.00  
SEND US YOUR MACHINES  
10-DAY SERVICE**

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Mills Single Machine Safes .....	\$ 52.50	Bally Bull—Tank Conversion .....	\$127.50
Rockola World's Series .....	97.50	Ray-o-Lite Gun .....	90.00
Gottlieb Three-Way Grippers .....	22.50	Keeney Air Raider .....	230.00
Chicken Sam—Hitler Conversion .....	158.50	Supreme Tokyo Gun .....	330.00
Chicken Sam .....	108.00	Selecter Scope Fortune Teller .....	375.00
Western Baseball .....	125.00	Cupid's Wheel .....	295.00
Bally Bull .....	97.50		

**CONSOLES**

Jumbo Parade Combination .....	\$160.00	Paces Saratoga .....	\$175.00
Keeney Kentucky Club .....	90.00	Paces Races .....	290.00
Keeney Skill Time .....	90.00	Baker Pacer .....	310.00
Keeney Single Super Bell .....	235.00	Mills Four Bells .....	Write
New Paces Reels Sr. .....	260.00	Jennings Fast Time, F.P. .....	80.00
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Mills 1-2-3, F.P. ....	\$ 82.50	Victory .....	\$ 95.00
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Buckley Boxes, New .....	\$ 35.00	Wurlitzer Sweet Music .....	\$18.40
Buckley Boxes, Rebuilt .....	25.00	Wurlitzer Model 125 .....	37.50
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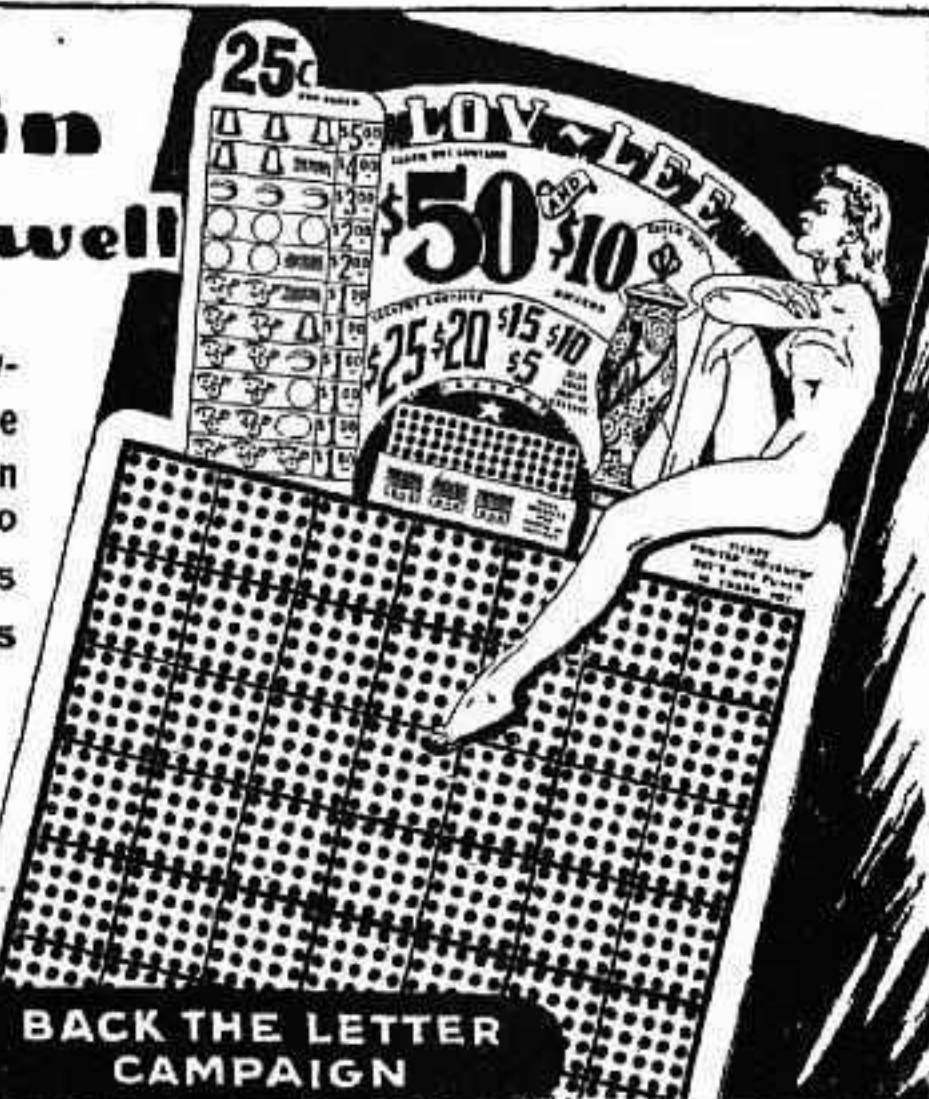
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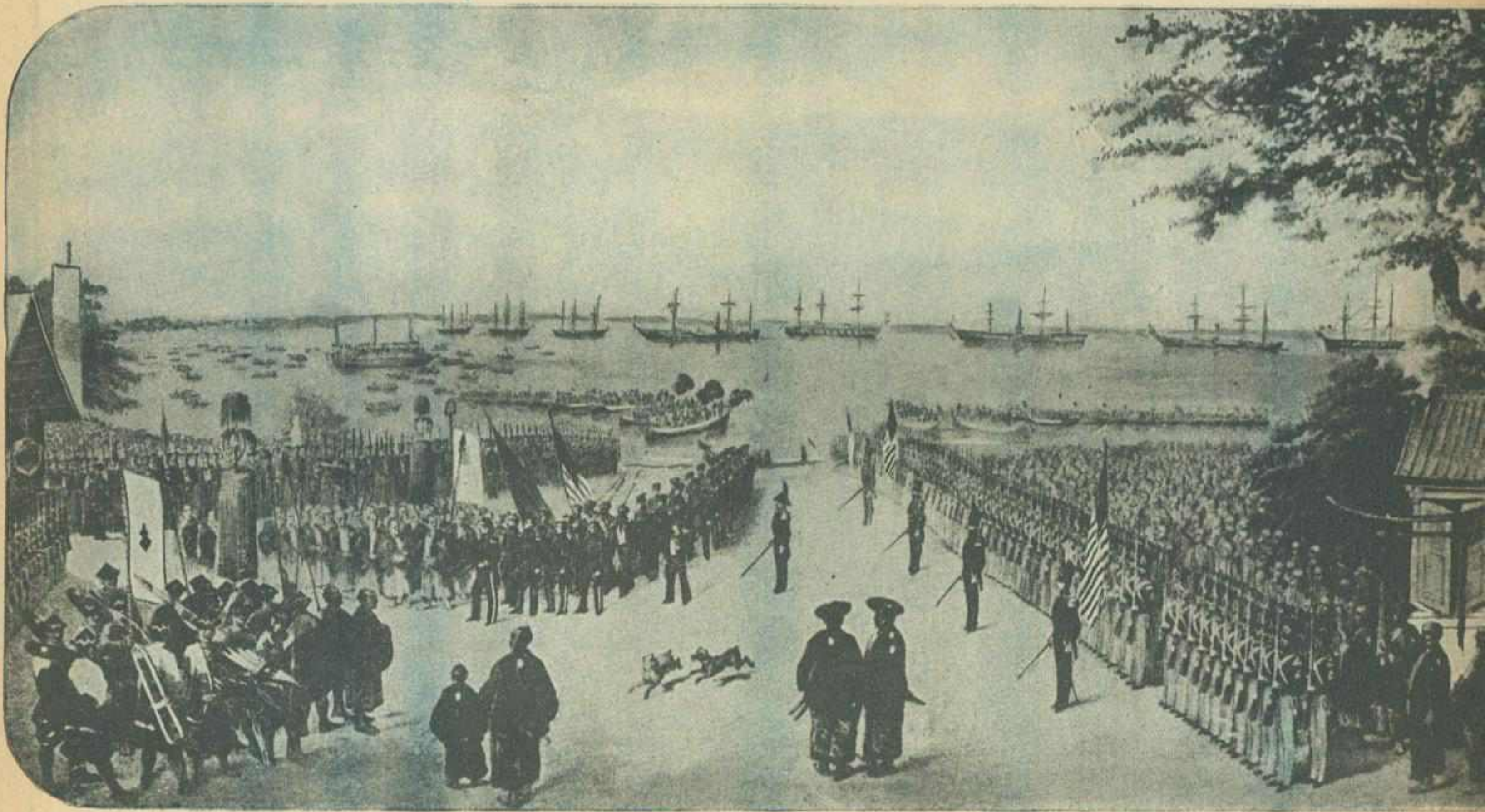
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44	6-8	.25 amp.	Bay	.50	4.25
46	6-8	.25 amp.	Screw	.50	4.25
47	6-8	.15 amp.	Bay	.50	4.25
50**	6-8	1 o. p.	screw	.50	4.50
51**	6-8	1 o. p.	bay	.45	3.25
55**	6-8	1.5 o. p.	bay	.45	3.25
63	6-8	3 o. p.	B. O.	.45	3.25

(Lamp No. 63 Can Be Used In Place of #81)  
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