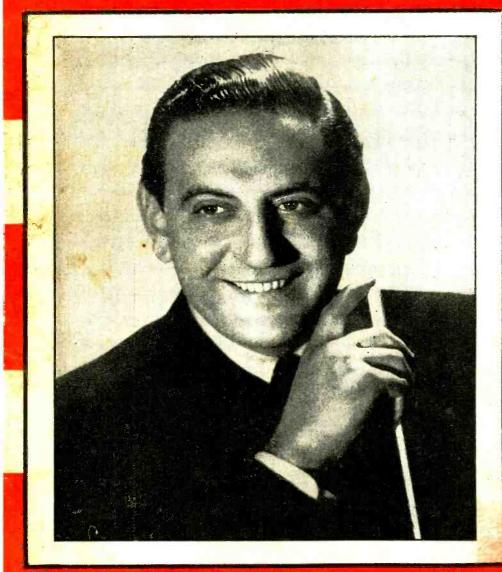


GENERAL NEWS

MORE GAB BUT LESS GABBERS



RADIO

Local Advertisers Face National \$\$ Aches

MUSIC

Band Dilemma: Fast \$ or Plugging for Long Pull

CUY LOMBARDO Ol' Man River Has Nothing on H NIGHT CLUBS-VAUDE

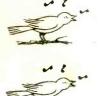
CLUB TAX LAYING EMPTY EGG

Spring of 1944



New Top Hillbilly Hits

al Dexter's



RECORDED BY TOP ARTISTS AL ERNEST SPIKE DEXTER TUBB JONES

TOO LATE TO WORRY,

TOO BLUE TO CRY

On OKEH It's No. 1



On DECCA It's No. 1



Ernest Tubb's TRY ME ONE MORE TIME

BEHIND THOSE SWINGING DOORS

(Words and Music by Fleming Allan)

[DECCA 6093]

[OKEH 6718]

On VICTOR It's No. 1





and a start

Spike Jones'

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[VICTOR 30-0821]

Vol. 56. No. 19



MORE GAB BUT LESS GABBERS

May 6, 1944

Fund for Service Performers

NEW YORK, April 29 .- What has been only two years ago have been affected NEW YORK, April 29.—What has been temporarily called a "post-war financing project" has been adopted by George A. Hamid and Robert H. (Bob) Morton, Hamid-Morton Circus, and under it a fund will be set aside to provide financial aid to all former H-M performers now in armed service and who may need fi-nancial assistance after they are mustered out.

Thru the plan funds will be available to returned service members who may need rigging, costumes, places for re-hearsals and other equipment and ma-terials with which to stage comebacks in, their profession. George A. Hamid said the idea came as a result of big re-turns now being realized by show busi-ness in the midst of SRO signs and so much talk of "post-war planning." He declared that he and his partner had determined to do more than talk about planning. planning.

"I conclude that probably no less than 90 per cent of the acts that we knew

Local 1 Hits **Goosens and 5 Cincy Symphers** Heavy Fines, Suspensions

CINCINNATI, April 29.—A storm which has been brewing within the confines of Local No. 1, AFM, here for some time finally cracked wide open Thursday (27) when six key men in the Cincinnati Symphony Orchestra, including Eugene Goosens, conductor, were suspended and fined by the local on charges of conduct detrimental to the association during ne-gotiations for a contract for the 1944-'45

(See Symphmen Fined on page 12)

only two years ago have been allected more or less seriously, and a number of them put out of business by joining the super-colossal show of Uncle Sam in-stead of the great shows they were scrv-ing before they donned uniforms," he (See H-M PROVIDES FUND on page 40)

CBS Lays Down the Gauntlet in **Video Battle**

Battle Carried To Public

By LOU FRANKEL

NEW YORK, April 29.—CBS this week went over the head of the trade, in-cluding the set and equipment makers and the competing producers, to carry its battle for quality television standards directly to the consumer. At a deftly ballyed and well-attended luncheon for the press the web enounced its policy the press, the web announced its policy on post-war video.

on post-war video. The policy: CBS will support post-war at the cost of scrapping pre-war invest-ments. In other words, "Let's improve our product, even if we have to lose the approximate \$20,000,000 now at stake, rather than stick to the status quo and perhaps lose \$200,000,000 several years from now."

from now." This policy was no secret, at least not to readers of *The Billboard*, who had read about this in the issue dated Feb-ruary 26, 1944. But now for the first time it was out on the record, and so were internal trade differences of opinion. Obviously CBS knew that it risked the ire of the trade by coming into the open with what has thus far been tanta-mount to a minority opinion. The angle (See Perfection Battles On on page 10) (See Perfection Battles On on page 10)

H-M Circus Sets Up Post-War | Radio Forums and Lecture **Bureaus Face Changing Ideas** And a Host of Other Aches

Not Even Coin Helps Some Cases

NEW YORK, April 29.—War has stiffened the problems of radio forum programs and lecture bureaus to a point where it is next to impossible to find speakers willing to take stands on subjects about which audiences are yelling. Present demand makes it imperative to find speakers who have names to satisfy call for first-hand war experiences, travel talks and politi-cal topics. But the usual attractions aren't talking because of 1—Reluctance to commit themselves, 2—Change of ideas that makes them take different stands than before, 3—Service in the armed forces, 4—Censorship, and 5— Hush-hush government work. Getting speakers has always been tough for net educational directors,



Many Join AGVA in Fight

NEW YORK, April 29.—From North, South, East and West, assistance in its fight against the 30 per cent amusement tax poured in on the American Guild of Variety Artists during the week. ASCAP joined the fray with a series of telegrams to its field representatives, members and 8,500 licensees asking them to write their congressmen regarding the effects of the tax. As ammunition, ASCAP issued blow-ups of the tax edi-torial carried in *The Billboard* last week, and instructed ASCAP correspondents to do what the editorial suggested—"get going." going."

Theater Authority also came into the fight. Alan Corelli, head of TA, reported fight. Alan Corelli, head of TA, reported that he was asking every organization which has ever benefited from free talent made available by TA to protest to Con-gress against the huge tax. First to re-spond was the International Ladies Gar-ment Workers' Union, which wired an appeal to Washington.

Cafe Associations Join

Cate Associations Join Noah L. Braunstein, attorney for the Cafe Owners' Gulld of New York, brought the National Tavern Association into the picture. NTA is an organization of tav-ern owners covering 26 States. It has asked its members to get behind H. J. R. 265 (Knutson Bill). Neil F. Deighan, chairman of the board, will join Braun-stein in Washington Tuesday (2) to work for the measure.

for the measure. The COG attorney appeared during (See Tax Fighters Stir on page 23)

(More Gab But Less Gabbers on page 7) Naval Audience A State of Mind?

lecture bookers and special events men in indie

cial events men in indie stations all over the country. Requirements included: Good talkers who were quick on the come-back, mikeable voices, big names, desire to argue and definite opinions. Today those complicate matters by

U. S. NAVAL TRAINING CEN-TER, BAINBRIDGE, MD., April 29. —The bluejacket audience—and that goes for "that other" major fighting force—is not an audience but a state of mind that operates strictly in unison. Whistling at girl-appeal stuff is a spectacle in itself. It isn't just a few gobs whistling but a few thousand of them that start together and fin-ish in a dead heat. When a gal enters upon the stage or screen she's given a rousing ovation to begin with. If she has anything on the ball at all, they won't let her the ball at all, they won't let her

the ball at all, they won't let her off the stage. What they like next best is kidding the gold braid, from en-signs to commandant. Praise of the navy and gobby songs also go over double-big. Swing stuff clicks, but it must be good. Only fems with shapely torsos can be professionally bad, and score. Lots of jokes are drowned out by rolling laughter that sometimes reaches the proportions of a torreaches the proportions of a tor-

reaches the proportions of a tor-nado. A big percentage of the boys are getting their baptism of in-person entertainment fire, which may ac-count in part for the unusual be-havior and unorthodox reactions of paur blues arou khaki maring of navy blues, army khaki, marine corps green, etc. In short, the armed forces are packaging new audiences for post-war showbiz. —LEONARD TRAUBE, S2C USNR.

Let 'Em Hear Plenty Music, **MGM Slogan for Season**, With 12-15 Tune-Pix Plan

More Than Hundred Chorus Boys and Gals Contracted

This announcement will mean a field day for those cleffers who know the combination of the MGM front gate. These lads will be in line to knock loose some of the heaviest coin in Hollywood history for this specialized brand of work. Tunesmiths are already at work on some of the films and others will be assigned pix as fast as the story treat-

HOLLYWOOD, April 29. — The most ments are ready. ambitious musical sked in Metro-Goldwyn-Mayer's history will be launched when from between 12 and 15 tuners will be filmed on the 1944-'45 line-up. Studio spokesman claims that this year's sked for musicals is greater even than the early days of sound when this type plc was practically the only thing. Top musical on the MGM calendar will be Ziegfeld Follies, which has al-ready been in production for some weeks. It is felt by studio execs that musicals offer the best escape for movie audiences and that recent b.-o. returns have indi-cated public's willingness to support this type of film. This announcement will mean a field day for those cleffers who know the ormbiaition of the MGM the support of the coun-type of film. This announcement will mean a field day for those cleffers who know the ormbiaition of the MGM the support the support the support of the support the In This Issue

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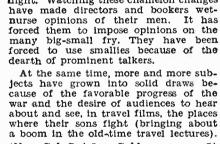
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Market Mags May Solve Lost Ether Black & White; **Circulation Skyrockets**

Two Coast Sheets Give Air Coverage

HOLLYWOOD, April 29.—Indication of possible solution to short-changing daily press is giving radio are two mags, Radio Life and Fanjare, which are nudging the 150,000 mark in combined circula-tion and giving the California hausfraus thoro black and white air coverage. The mags, both of which are distributed in food markets, are doing a lot to plug up the gap that papers have left by cutting all but ether logs from their pages. Altho Hollywood Citizen News carries radio, all others have suspended air coverage, giv-ing heart aches to local flacks. Thus competish for two mags is nil. Fanjare merely carries radio along with other subjects, but Radio Life is completely devoted to the airways. Lat-ter, currently celebrating its fourth year of existence, costs 5 cents weekly and hits most of Southern California mar-kets. Fanjare, a monthly giveaway, has a thoro distribution thru the United Grocers in northern part of State. Here's how the Life deal works. Sheet is sold direct to markets to allow them a small profit. There are no returns as a rule, altho they were allowed recently when price jumped a cent. However, raise did not cut circulation and returns were not necessary. Markets get special rack to hold the book on to the cash HOLLYWOOD, April 29,-Indication of

were not necessary. Markets get special rack to hold the book on to the cash register where it is seen easily. It goes to only one store in each area, and man-

to only one store in each area, and man-agers say that it serves as a drawing card for more customers. The mag's make-up is strictly big-time with plenty of slick pages and 12 pages of roto. It carries complete logs for each week and deals honestly with radio personalities, painting them as they are and avoiding usual fan mag phony build-ups. Primarily a family sheet, Radio Life gets play from the bob-by-sockers when Sinatra or Crosby is featured. One anniversary issue a year, with full-page greetings from airways personalities at \$125 a throw, keep it out of the red.

Large overhead has kept other ven-tures out of the Radio Life and Fanfare yard. Two don't have to contend with dough problems so much because Life is printed by its publisher, Carl Bigsby, owner of Compton Printing Company, and Fanfare uses the same presses . . . and is said to be in on a deal. Evelyn Bigsby, Radio Life editor, tries to keep sheet free of goo, criticize con-structively, keep format level high and re-write handouts so that they sound like mag's style.

like mag's style. Even tho interest in ether personal-

GUY LOMBARDO Ol' Man River Has Nothin' on Him

GUY LOMBARDO just keeps rolling along. G Lombardo leadership in The New York World-Telegram popularity poll now conducted by The Billboard is as inevitable as death and taxes, and seems to have gone on almost as long. Tops for over 10 years, Lombardo leader-ship in sweet bands is a product of smooth melody, flowing rhythms and solid showmanship.



N. K.

Among the first to see the value of radio, Lombar-do's Royal Canadians have been on the air since the earliest days of broadcasting, and haven't missed a week in 10 years. At present Guy arettes "Musical Autographs," Saturday, at 10 p.m., EWT (Blue).

Also a leader in record shops and juke boxes, Lombardo has three hits going on wax. The are "It's Love, Love, Love"; "Take It Easy"

are "It's Love, Love, Love"; "Take it Easy and "Speak Low." Having just completed a sock season at New York's Roosevelt Grill, he is starting a theater tour that will take him to Boston, Detroit, Cleveland, and Hartford, Conn. Fall will see him in Hollywood doing a pic for MGM.

ities has been proved by the mags, local newspapers do not want to resume air

coverage. Newspapers by cutting radio for fan stuff seem to build even greater reader demand for air news . . . and inspire new mags.

CBI Front Yen Is for Even a **Show Smell**

NEW YORK, April 29 .- One result of NEW YORK, April 29.—One result of recent USO-Camp Shows tour made in past two months by Paullette Goddard, Bill Gargan, Keenan Wynn and accor-dionist 'Andy Arcari may be improved and increased entertainment for G. I.'s in the CBI (China-Burma-India) theater of war of war

Gargan, fresh from three areas where our men are stationed, CBI, North Africa our men are stationed, CBI, North Africa and South Africa, says that the Yanks in China have the toughest situation of all as far as fun and small luxuries are concerned. Result of his experiences and those of Joe E. Brown, who took the tour before the Gargan unit, may be to in-spire actors to ask for assignments to that area and make service orgs send the little things men want.

Start Backwards

Start Backwards Gargan tells about a suggestion he made to the colonel in command of Spe-cial Services in the area to expedite transport of entertainers to China. Old is looking for. What the entertainment method was to send them by way of Miami, Brazil, South Africa, North Africa, Middle East, India, Burma and, finally, China. Those sent by that route, Joel industry wants, according to Gargan, is method was to send them by way of Miami, Brazil, South Africa, North Africa, Middle East, India, Burma and, finally, China. Those sent by that route, Joel industry wants, according to Gargan, is method was to send them by way of Middle East, India, Burma and, finally, China. Those sent by that route, Joel tial classification. McCrea for instance, were so tired out after half the journey that they couldn't continue, Gargan's suggestion is China first and then work back. He says that the boys are so hungry for home that they are content to touch a person just in from the States. His in China and age of films that play there is difficulty of transport. All material has to go over the "hump," the 22,000-

Showbiz D.C. Hopper

- By CASKIE SINNETT

WASHINGTON, April 29.—Following calendar lists bill now in Congressional hopper which would have an effect on showbiz:

showbiz: KNUTSON BILL—This is the one to watch, but since last week it hasn't moved on the record. What's happened behind the scenes is another matter, and some say support is gradually being built up. Specifically, if there are, by some queer chance, a few operators who haven't heard of it, it slashes the nitery tax from 30 to 10 per cent and is caus-ing a lot of ops to lower the revolver at least momentarily. The measure is in the Ways and Means Committee, which is the tax group of

The measure is in the Ways and Means Committee, which is the tax group of the House and, incidentally, is the one which laid the 30 per cent egg in the first place. However, if the committee would act favorably on the Knutson Bill, showbiz would be willing to let bygones be bygones; more than glad to. BURCHILL BILL—Similar to Knutson Bill, except that it cuts the tax all the way back to 5 per cent where it was once before—remember? While this is a 5 per cent better bill than the Knutson one, the other possibly has the best chance and showbiz is now in a mood to compromise. to compromise

CANNON-MILLS BILL-This bill is be-

foot high foothills of the Himalayas, by plane.

Criticism Welcomed

Discussing recent attacks on USO (see *The Billboard*, April 15, P. 3, for official replies), Gargan said that he wel-comes criticism because it helps improve the entertainment level and keep actors on their toes. He said that if there were bad shows in North Africa and Italy, they bad shows in North Africa and Italy, they or any other show would still be a head-liner on the CBI circuit because of fun shortage there. As for current charge that actors don't give a damn for USO work because there is no dough in it, he says that money is not what showbiz is looking for. What the entertainment industry wants, according to Gargan, is recognition for the top war job it is do-ing, recognition in the form of an essen-tial classification. Gargan says the recention to his vari-

coming hotter than a \$2 pistol, but so far it has evoked only argument coming hotter than a \$2 pistol, but so far it has evoked only argument. It would divvy up about \$15,000,000 in War Bond advertising among small dailies, leaving radio out in the cold. Gimmick here is the good will the measure would build up back home for some shaky congressmen, so there is considerable support for the bill. On the other hand, it has plenty of people sore, including the radio broadcasters. Congressman Cellar of New York gave it a lacing this week when he pointed out that the cost would be \$25,000,000 or \$30,000,000, and described it as a "free ride."

WHITE-WHEELER BILL --- Old-timers WHITE-WHEELER BILL -- Old-time's say they can remember when members of the Interstate Commerce Committee first started promising action on the bill, but there aren't many with mem-ories that long. The bill now must have whiskers, and so do the excuses. It's to amend the Federal Communications Act of 1934.

"Ice-Capades of '45" Gives **Big Town Cold Shoulder**

NEW YORK, April 29.—*Ice-Capades* has decided to give New York the go-by for 1945, George Tyson, manager of the show, said. There are two reasons for the decision. First is a scheduled jam which gives the cast 53 solid weeks on the road without a vacation. Second reason is that even if schedule permitted, September would be the only time show could play in Big Town, and September is murder for ice shows in New York, said Tyson. *Ice-Capadcs* now at Pan-Pacific Audi-torium, Los Angeles, until June 5. New

torium, Los Angeles, until June 5. New show breaks in at Seattle July 12, then goes on to Portland, Ore. Premiere of 1945 edition is set for the Arena, Cleve-land, September 28.



look well with spectacles. That is why thousands have turned for better vision to CONTACT LENSES—the

INVISIBLE GLASSES

Contact lenses are invisible. They are unbreakable. They replace annoying, unattractive, often unsafe eyeglasses. Comfortable, easy to wear, almost never need to be replaced. The modern way to correct most defects in vision! Come in, talk to an expert technician. No obligation. Easy time payments.

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Summer Cruise Danceries Get ODT and OPA Hypo; **Boats May Sail Again**

RADIO

The Billboard

5

Communications to 1564 Broadway, New York 19, N. Y. LOCAL SPONSORS' NAT'L \$\$ ACHES

Pix Still Want Dough Airers; 'Sardi's' Next?

HOLLYWOOD, April 29. Tom Breneman's top Blue Network show, Breakfast at Sardi's, is slated for filming top Blue Network Breakfast at Sardt's, is slated for filming soon, shows that interest in good com-mercial airers has not slackened as far as studios are concerned. Any first-rate show that commands a goodly listening audience is a potential possibility for the marquees during these lush b.-o. days.

Story that Sardi's would be filmed has been kicked around for some weeks, and altho deal has not definitely been signed, attho deal has not definitely been signed, there are several companies angling for the show. Edward Golden, indie pro-ducer with headquarters at RKO, is re-ported to have the inside track. How-ever, it is expected that something defi-nite will be reached before the next two weeks weeks.

Stories Needed

Observers believe that air shows of the caliber of *Sardi's* are a natural for film audiences. The publicity groundwork has been laid and all that remains is to dig up some kind of story as a frame. Latter angle is understood to have been the stumbling block in filming of the Breneman airer. Film execs who were interested in putting the piece to cellu-loid were at a loss to find a reasonable excuse for a story. That angle is said to have been ironed out now and all that remains is to get the contracts signed. Observers believe that air shows of the signed.

When top ether specialties first began to get the Hollywood call, many shows were produced with tongue in cheek, and as a result the ticket buyers didn't buy. But of late there has been a ten-dency to up the budget on this type film, with the result that the grosses are en-couraging couraging.

Many previous pictures built around ether shows have been geared for the hinterlands, but they've indicated good drawing power in the hubs and that's caused producers to increase their budgets, figuring the added dough will increase the b.-o. take.

Stars Turn S.A. in No Time Flat for CIAA E.T.'s

HOLLYWOOD, April 29.—The local of-fice of Co-Ordinator of Inter-American Affairs in an effort to augment its pres-ent rather meager stock of Spanish-speaking actors and actresses, will hold auditions for nine weeks with acceptable Portuguese and Spanish actors to be shipped east to help relieve shortage of such talent there. such talent there.

such talent there. A new twist used by CIAA has had the desired effect of enabling the org to use U. S. film stars on waxings tran-scribed in the South American tongues. Swift education of the stars has been accomplished thru the recording of shows by native actors who are studied by the stars. After the stars study the natives' handling of the parts they are to play, they re-record the program. Crosby, Goddard, Dietrich and Pidgeon are among the 187 "names" who have appeared on the shows. Two new productions to be waxed are Hollywood Speaks and The Youth of the Americas.

Cassidy Directs WLW Global Air

CINCINNATI, April 29.—James Cassidy, director of special events for WLW, WSAI and WLWO the last three years, last week was appointed director of in-ternational broadcasts for WLW and other stations of the Crosley Corpora-tion. He also retains his special events rost

P.A. Field Day

PHILADELPHIA, April 29.— Jack Steck, WFIL publicity chief, came thru the other day with the tag-line of the week. On hand to meet the production staff of a network show as it arrived in town for a special broadcast, Steck was cornered by the fem flack traveling with the group. She asked him what could be done in the way of free space in the local press. Steck replied that the chances for extensive notices were

chances for extensive notices were doubtful and went into the news-print shortage story. Lady publicist then chose one specific paper, concentrated her plans on its pages, and turned again to Steck for a statement of space availability. He admired her campaign and then told her casually that the paper of her choice was an obliging one. Said he: "They're planning to carry only three lines on the invasion!"

Sinclair Adds Singiser In **30 MBS Web**

NEW YORK, April 29.—Prank Singlser, WOR commentator, will be heard over 30 Eastern outlets of the Mutual net in a new Tuesday, Thursday and Saturday series of commentaries sponsored by Sin-clair Refining. This latest airing by Sinclair augments its new socione on Arthur Helete Gen

This latest airing by Sinclair augments its new sessions, as Arthur Hale's Con-fidentially Yours is heard on the Western half of the net. Odd twist in sponsorship now develops, as Hale's Eastern airings are sponsored by a Sinclair rival, Richfield Refining.

Edna Harris - Judy Brent

HOLLYWOOD, April 29. — Actors' Equity spiked plans of Edna Harris, radio and film actress, to use her own name when she applied for membership this week. Equity had an Edna Harris already in New York and refused card to local Harris until matter was straightened up. Fem took her old vaude handle of Judy Brent and will now use it exclusively for radio and picture appearances. She was spotted for guest spot on the Al Pearce show this week.

CHICAGO, May 1.-WGN, Mutual out-let here has on its hands a phenomena

let here has on its hands a phenomena that has station execs guessing. For the past three months the studio audiences at a program of music by Bob Trendler and staff orchestra have been acting like bobby-sockers seeing their first Sinatra show. They yell, they scream, they dance in the alsles, all without prompting, station officials vow. Young and old alike, when the music gets hot (and the station has plctures and recordings to prove it), they all act like kids on the last day of school.

school. Station execs are not trying to say they have another Sinatra show. They admit they are puzzled. To try to get an an-swer from the outside—and of course to get publicity—the members of the trade

press are going to have the history of the show outlined to them at a luncheon to-

school

Deals and Spot Blanketing of Markets Out; Retailers Get Full-Rate Card Thrown at 'Em

Squeeze May Mean End of Small Radio Ad Agencies

NEW YORK, April 29.—Local retailers, advertisers and ad agencies, once the financial backbone of the indie outlets, are finding themselves strictly in the floating kidney class when it comes to making deals and trying to buy time at pre-boom standards. Angle is that the time bull market has even the smaller local outlets guzzling the grain bowl and ignoring the kernels that once kept them alive. As one expert local op put it: "Radio, particularly local radio, has become big-time. The local percolators have stumbled into their own. National advertisors and ad agencies have learned that locals really sell

National advertisers and ad agencies have learned that locals really sell goods. Meanwhile, it's like romancing a girl who suddenly turns professional. Radio has become a Bordello — it's strictly mercenary. And we can't

Carroll Carroll New J. W. Thompson **Editorial Boss**

HOLLYWOOD, April 29. -J. Walter HOLLYWOOD, April 29. — J. Walter Thompson Agency has upped Carroll Car-roll, scripter on the two Crosby shows, to position as editorial supervisor for the organization. Carroll will okay all scripts

organization. Carroll will okay all scripts that are turned out by agency writers. Bob Brewster, who has been producing JWT's Old Gold and Kraft shows, will turn over latter program to Al Rinker. Rinker came out from New York from the William Esty office several months ago and has been producing the Bank of America show over the CBS Coast skein skein

skein. Altho no statement was forthcoming from the agency, it was thought that Carroll would continue scripting the Bing Crosby airer, with new writer being named for the Old Gold program.

Pat Campbell Up To V.P. of Don Lee Web

HOLLYWOOD, April 29.-Changes in personnel line-up at KHJ-Don Lee were made last week, with Pat Campbell, head of station and public relations being moved up as executive assistant to Willet Brown, vice-prexy and assistant general manager of the web.

ager. In the last few months, since Trendle

really began to beat it out, studio audi-ences at the show, aired on Thursdays at 9:30 p.m. (CWT) have grown from about 250 to about 600. The high school kids

250 to about 600. The high school kids are coming in droves, just as if Tommy Dorsey were on the bill. Hooper rating for the past three months, the period in which the show has become a jitterbug's haven, are not available, so it is not known if the home audience has grown, too. It it has, a programing for-mula worth attention of the trade is on top. If the populace has gone all-out for swing to escape from wartime prob-lems, and no one is venturing any guesses

lems, and no one is venturing any guesses yet, then radio execs may have to realize that "swing's still the thing."

radiohistory com

. 200

Chicago Wind Blowing New

Ideas on What Listeners

Want To Hear---Musically

Studio Swing Has 'Em in Aisles

.--WGN, Mutual out- morrow (2) by Frank Schreiber, station hands a phenomena manager, and Bill McGuineas, sales man-



do business at those fancy prices."

Actually, of course, these urban enterpeneurs admit that it's all a case of hard-boiled, business practices. They and their clients, however, are on the short end since they can't match dollars with bigger advertisers. They also admit that in the same situation, i.e., if they were station managers, they'd do likewise.

i.e., if they were station managers, usey a do likewise. "We don't blame them for preferring national accounts eager and willing to pay full card rate," said one agency man. "After all, our limited outlet clients can't compete with multiple outlet clients. But we believe the stations that once lived on our blood should give us a chance at some of the plasma now that we need it to exist. we need it to exist.

Biggies Hog Time

Biggies Hog Time "We know that deals where the rate card meant nothing are now impossible, But as local clients, we're entitled to local rates. Instead, almost everyone flashes a national rate card at us. And when we do get a customer that wants to match money for the time, we find the big advertisers and agencies have all the time locked up. There are a few stations like WNEW that still give local customers a fair shake.

stations like WNEW that still give local customers a fair shake. "With these outlets, if you were with them before the boom and are willing to talk card-rate turkey, they'll sell what is available. But most of the stations would rather do business with the big agencies."

agencies." One agent who formerly spread \$250,-000 of billing a year over four or five locals in this town recently failed to clear a schedule for a new customer. Seems the client, a regional outfit, for-merly placed direct, wants an agency but the stations refuse to recognize the agency unless the client absorbs the 15 per cent.

per cent. Another agent has almost the same problem. One of his big clients is a chain retailer using local stations and paying local rates. Since the boom, some of the stations have refused to recog-nize the agency unless the business is billed at the national rate. It's touch and go, as the client doesn't know he is paying national rate for some of his radio time. If he finds out-.

\$1,000,000 Goes Looking

\$1,000,000 Coes Looking Then there is a client, a million-dollar-a-year spender not so long ago, who wants to get back into action and cannot clear time for love, loyalty or lucre. Everything is sold out and the sponsor cannot understand why the stations that were once so anxious for his checks now nix his dough. Naturally, in addition to the normal growth of the local outlets, the squeeze for time is aggravated by the shortage of newsprint, which is pushing advertisers into radio, and the attitude of some sponsors who would rather throw dough into block-time buying than pay it to

into block-time buying than pay it to Uncle Sam in taxes. In the latter category is a national (See Sponsors' Nat'l Aches on page 9)

The Billboard

CBC SETS NEW PROGRAM RULES

May 6, 1944

OK Newscasters' Free Hand; \$\$ **Quizzes** Nixed

TORONTO, May 1.—New policy rulings covering news commentaries, rulings covering news commentaries, commercial slots, time priority and quiz segs, issued today by the Cana-dian Broadcasting Corporation, con-tain a number of points that deviate in many respects from standard American practices and bear watch-ing by U. S. broadcasters.

ing by U. S. broadcasters. Particularly important is wide latitude and freedom from restrictions allowed newscasters. So long as the commentator "enjoys the confidence" of CBC, he will be allowed to go on the air without hav-ing to submit his script to any censor. This holds true as long as he sticks to his category as either interpretive com-mentator giving both sides of the sub-jects, or is listed as a personal, once-a-week, plumper for one point of view. This latter type of program, according to the corporation, has to have a balanced number of speakers so that all sides get an airing. However, it is suggested that the commentators see the heads of their newsrooms about new national war cen-sorship rulings. Those who lose the connewsrooms about new national wat cen-sorship rulings. Those who lose the con-fidence of CBC are probably dumped. The corporation, as is known, has no in-tention of allowing irresponsible men experiment with listeners.

experiment with listeners. CBC says that commercial segs that attempt to sell any particular economic philosophy have no place on its air. Company says: "Commercial time is sold on its facilities . . to advertisers who have specific goods or services to sell the consumer and . . . commercial content of these programs should be limited to the promotion or sale of these goods and services." services."

Another important point in the state-ment is the fact that choice time will, in the future, be given to sponsored pro-grams which have done the most to raise their standards. The new policy replaces the former one of giving best time to programs having priority on time. CBC says that many sponsors have done a swell job improving their presentations and deserve reward. and deserve reward.

and deserve reward. Contest and quiz shows get a going over in the report. CBC says there are two types, those that try to entertain and educate and those that base their appeal on dough. Indication is that the latter will be cut from the air because they are "not acceptable." American broadcasters whose shows are carried north of the border will have to watch this ruling very carefully. A committee composed of the general

A committee composed of the general manager, general supervisor of programs, and commercial manager of the net will pass on all programs in relation to the new rulings.

Anything Is Liable To Happen Now

NEW YORK, April 29.—The following is an editorial which did not appear in the last issue because of space limitations.

A Salute to "Words at War" and NBC

The Words at War series on NBC gets better each week. After some 40-odd weeks that is really something, as usually the trend is the other way. Perhaps it's the continual fresh blood that is poured into these

way. Fernaps it's the continual resh blood that is poulded into these programs. Last week's *The Silence of the Sea* was particularly effective. It was a keen study of the psychological disintegration of a Nazi officer, quar-tered in a French home, as the result of the French family's refusal to talk to him.

to talk to him. This on top of A Bell for Adano, based on the John Hersey book, made Words at War really sparkle. It hits hard on the theme of the war, why the war, and what we have to do to win the war. Apparently NBC has in this program, in Anton Leader, its director, and Lawrence Menken, the scripter who recently joined NBC and since has done the aforementioned two scripts, a combination that will put and keep this, the senior network, up on top in the department of good dramatic things.

dramatic things. It is a good healthy condition that shows radio can meet its responsibilities. Kudos to NBC, to the director, writer and actors.

NEW YORK, April 29 .- Lawrence Menken is no longer with NBO. You figure it out.

Station Breaks Get Break at Clinic

NEW YORK, April 29 .--- CBS stations, taking the cue from a presentation made at the recent conference here, have be-gun a series of clinics dealing with the proper treatment of station breaks, one of the examples of which is the Station-Break Clinic arranged by KMOX, Colum-bia outlet in St. Louis.

bia outlet in St. Louis. The Missouri station, calling a meeting of all station personnel concerned with scheduling, production, writing and an-nouncing, found the following ideas re-sulting from the conclave: 1. These breaks provide a very effective means of selling war-effort messages. 2. The advertising dollar spent on an-nouncement service deserves as much consideration as any other dollar spent on radio.

on radio. 3. The station has its greatest oppor-tunity to sell its local personality during this 30-second break.

this 30-second break. 4. Station breaks represent a substan-tial share of every station's billing. With actual air checks being used as examples, operators, announcers and writers were shown the right and wrong way to handle the "breaks," with par-ticular emphasis being placed on tran-scribed announcements and the proper execution of the pause before and after announcement copy.

"St. Louis Speaks" Gets Okay for **Regular Run**

ST. LOUIS, April 29.—St. Louis Speaks, KMOX forum of public discussion, will be continued indefinitely at its regular time (Sunday 6:30-7 p.m.). Airing, orlg-inally skedded for 15-week run, was re-newed, due to listening and participation interest. Format of show calls for ques-tion-and-answer discussions between even dedors on John O. Public civic leaders and John Q. Public.

Petrillo to Coast For Studio Talk

HOLLYWOOD, April 29.—James C. Pe-trillo, AFM prexy, is due to arrive here May 8 or 10 to open negotiations with studios on the new band pact. Spokesman for Petrillo said he did not know whether new contract would be retroactive to January 1 this year or not.

Jack Kelly WCOL Manager

COLUMBUS, O., April 29.—Jack Kelly, veteran member of the WCOL sales staff, has been elevated to the post of station manager. Kelly replaces Frank Jones, who had been acting in that capacity since the resignation some time ago of Neal Smith.

Coast Airers Worry About **Chiller-Dillers**

HOLLYWOOD, April 29.—Despite deluge of thriller-drammers, local pro-ducers are wondering if their dial twisters are the potential buyers or kids out for the ride. Reason for the questioning is stacks of mail that have been pouring into stations from parents who complain that their kids are having the daylights scared out of them by the cops and rob-

bers segs. Altho most producers have tried to sked their segs so that they come out late at night, it seems that the adolescents are staying up later to hear the

Husband and wife may enjoy a plethora Husband and wife may enjoy a plethora of corpses, but they revolt when little Murgatroid has his spine chilled. Altho mothers may buy products advertised in crime mags that give junior the creeps, radio circles think that with the more personal touch of airways' advertising may make mama personally resentful to the sponsor. Net result: No sales, no show

FCC Comm. Walker **Denies** White House **Bossed Grants**

WASHINGTON, April 29.—FCC Com-missioner Paul A. Walker denied before the Lea Committee investigating the agency that the White House had at-tempted to influence FCC in granting or tempted to influence FCC in granting or denying radio station permits. Commis-sioner Walker was called to the stand to testify this week under the commit-tee's revised policy of permitting FCC to answer charges brought against the agency during the long hearings con-ducted last year by former chairman, E. E. Cox. "To my knowledge." Commissioner

E. E. Cox. "To my knowledge," Commissioner Walker declared, "no one from the White House ever communicates with commis-sion members on specific operating grants."

sion members on specific operating grants." The subject arose when Harry S. Bar-ger, committee investigator, a sked whether FCC had been influenced in granting a permit in 1936 to a station in Watertown, N. Y. Four letters said to have been written by Watertown listeners protesting FCC's grant of a permit to Black River Broad-casts, Inc., were offered by Barger. These letters were written to President Roose-velt, it was said, and a short time later a new hearing was ordered, with the result that a permit was granted to a rival concern called the Watertown Broadcasting Corporation. Commissioner Walker said that he had not seen the letters until recently, and did not believe that they in any way in-fluenced commission action.

Mayo Programed For Station WLIB

NEW YORK, April 29.-Waldo Mayo, ex-musical director of Major Bowes Fam-

ex-musical director of Major Bowes Fam-ily Hour, becomes program editor of WLIB, Brooklyn, effective Monday (1). His duties call for him to plan station's musical programs and edit the monthly program booklet. Eddy Brown, musical director, will continue in that capacity, while Rhoda Cantor, in continuity, has been placed in charge of the department. Charles H. Wolfe has also been added to continuity staff as commercial writer.

Hay Spins KMPC Records

HOLLYWOOD, April 29.—Former Amos 'n' Andy spieler, Bill Hay, has been signed by Smith & Bull Agency to handle the Music Box over KMPC Mondays thru Saturdays, bank-rolled by Washington Motors. Car dealer's other recorded show, Off the Record, will continue Sundays, with Ira Cook at the helm.

Selling ET's With a Song The WOV Way

NEW YORK. April 29.—With an eye toward making the time just prior to the start of a commercial transcription more pleasing to the listener's ear, WOV has come up with an idea that may rival the singing commercials.

singing commercials. Station's contention is that listeners become subject to a "mental blackout" at the mere mention of a transcription and plans to precede each waxed plug with a rhymed announcement. A couple of examples of the intros are as follows: "Here's a colorful description Coming to you by transcription." Also "'Saw sub, sank same,' told the story quick,

quick, "That's how this transcription does the trick."

How about a singing introduction to a singing commercial?

Five Out of 7 Peabody Awards Go To CBS; Bob Hope **Gets Special Citation**

ATHENS, Ga., May 1.—The 1943 An-nual Peabody Awards for outstanding achievement in radio were announced today by the University of Georgia. Winners in the seven program classi-fications are: Outstanding community service by a regional station: These Are Americans, KNX, Los Angeles. Outstanding community service by a local station: Calling Longshoremen, KYA, San Francisco. Outstanding reporting of the news: Edward R. Murrow, CBS. Outstanding entertainment in drama: Lux Radio Theater, CBS, An Open Letter to the American People, CBS—a double award.

award. Outstanding entertainment in music: Music and the Spoken Word (Salt Lake City Tabernacle Choir), KSL, Salt Lake City. Outstanding educational program. America's Town Meeting, Blue.

www.america

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Outstanding children's program: Let's Pretend.

Special citation went to Bob Hope "in recognition of his untiring zeal and the high level of entertainment on his camp tours in the U.S. and thruout the world."

Five of the seven awards went to CBS, four of them to net programs and one to a CBS station, KSL, for its *Music and the Spoken Word*. In all, six CBS pro-grams were in the tabulation, counting the double drama award to *Lux* and the *Latter* Letter

Of the seven, two programs, These Are Americans and the Open Letter, dealt with racial discrimination. KYA's Call-ing Longshoremen is a program helping round up stevedores to unload ships so replacing the old shape-up system which recruited longshoremen on the docks and wasted man power wasted man power.

Date and place of the actual presen-tations of the awards is to be announced.

The Billboard

MORE GAB BUT LESS GABBERS

Radio Forums and Lecture Bureaus Face Changing Ideas And a Host of Other Aches

(Continued from page 3) Post-war plans, local and national politi-cal issues, foreign policy and economics, all are on the public's listenable list-on the air and in the lecture hall.

Some Just Won't Talk

Some just Won't Talk But many men who could be tabbed with one or another label and counted on to talk from that point of view are in a mental flux and won't. They also don't want to say what they think be-cause the rapid changes that characterize wartime life may make their ideas out-dated in a few hours. War correspond-ents, for whom there is a big demand, are tough to book because they need vacations when they return from the fronts and then have to return to their posts in a few months. War heroes, according to lecture booker

posts in a few months. War heroes, according to lecture booker Harold Peat, could make a fortune on the circuits, but the government is hold-ing on to them. Men like Sgt. Barney Ross, and the Tokyo raider, Capt. Ted Lawson, are sent to speak in war plants. According to Peat, the net result of these tours is loss of war production man hours and, needless to say, a cut in lecture biz. The coming elections are raising many

in lecture biz. The coming elections are raising many issues that the public is going nuts to hear, but many prominent figures, New York's Governor Dewey, for instance, won't come out and talk. Administration biggles, of course, keep their mouths shut since FDR spanked them for airing their differences. They can't be put on the air if they won't talk, broadcasters point out. point out.

Public Not So Touchy

Public Not So Touchy Blue Network's Town Meeting of the Air, thru Marian Carter and Dr. Harrison B. Summers, says that the increase in topics that they can touch is due to the fact that the public, touchy and panicky as hell soon after Pearl Harbor, is now conditioned to the war and more able to take a discussion in which voices are

Bow Department

Bow Department Radio this week drew a deep bow for the job it has done and is doing in recognizing and ac-cepting its social responsibilities to the community, the country and the listener. Two of the seven Peabody awards announced by the University of Georgia went to pro-grams that unflinchingly tackled the problem of racial relations. When a State university from the very Deep South can hand one of radio's most revered ac-colades to These Are Americans and An Open Letter to the Ameri-can People, then radio knows it is on the right track. And while it is true that both programs were done by CBS*, which in it-self is a sign of weakness, still it is also true that 1944 has seen an even wider acceptance among radio stations of these responsi-bilities.

radio stations of these responsi-bilities. In this vein are the Words At War Series of NBC, WMCA's New World A-Coming, the current Nor-man Corwin skein on CBS, and undoubtedly others that have not reached our attention.

reached our attention. But radio is doing a job, radio will do a better job, and radio should feel proud that its will-ingness to tackle the chore is be-ing recognized. *Open Letter was the one-shot network show themed around the Detroit race riots. These Are Americans was a (CBS, Holly-wood) series of six shows stem-ming from the Mexican-American race situation in Los Angeles. race situation in Los Angeles.

sed, facts discussed frankly and nasty words called.

words called. Summers says that the best lesson radio ever had was the Creson Wells Martian invasion affair, after which it realized what power broadcasting has over the minds of listeners. For that reason Town Hall became expository rather than scrappy after Pearl Harbor. As soon as things loosened up, however, they did. too. they did, too.

The lecture bookers, faced with a slightly different problem, wanted prob-lems discussed but had to get one man to do all the talking from one platform. Result: One booker said that their Result: One booker said that their speakers shied away from the same prob-lems that plagued forums. . . . Hedging is tough on one-man shows—aired or platformed. Others say that their clients don't want to travel in uppers and eat sandwiches on station platforms. Still others have to get back to war tasks or the fighting fronts long before their tours are over. War correspondents pre-sent an ache because they must be on tap as soon as they get a new assignment and may shove off any day.

Too Much Tax To Pay

Some bookers also complain that their best names are reluctant to make more dough because it puts them into higher income tax brackets.

income tax brackets. Over at CBS Leon Levine, bossman of the *People's Platform*, hangs his hat on the idea that the elections are the most important factor in loosening the topic tongue. He adds that the trend toward victory has made people feel more like hearing about the war. However, he feels that it's harder to get speakers because they have changed their ideas and be-cause many are in the services.

On top of it all, one stormy petrol of the lecture biz comes out and says that the reason radio forums are having it tough lies in the fact that they can't or don't pay real dough. To forums' hollers he answers: "Tripe, they'll talk if radio news." pays.

Mutual's American Forum of the Air has little trouble getting speakers be-cause it pipes from Washington and uses congressmen mostly. According to Di-rector Ted Grannik and his right hand, Nat Silverberg, there is never a dearth of ready, willing and want-to-talk con-gressmen in the district.

Problem, as men who should know see it, shapes up as a two-fold ache that will be even more aggravated when the big military doings get under way... It hurts when there are listeners ready to tune in hot topics—and no one to get hot —and when there are lecture-goers ready to buy ducats and practically no names to send them. send them.

The solution seems simple-win the

Official Blessing A Convention Must For Commentators

WASHINGTON, April 29.—All radio commentators and correspondents ex-pecting to cover the presidential political conventions in Chicago this summer have until May 1 to register for admittance.

Leaders of both parties have an-nounced that the Radio Correspondents' Association has been authorized to su-pervise the radio news galleries at the conventions.

All commentators and correspondents must register with D. Harold McGrath, superintendent of the Senate radio gal-lery, before May 1, the association has ordered. No application for admittance mailed later than midnight that day will be considered.

www.ame

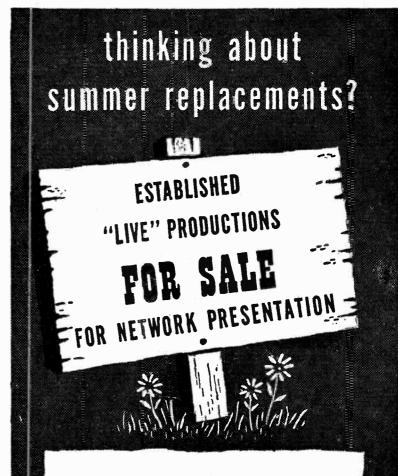
WTAG "D"-Day Pre-View

WORCESTER, Mass., May 1 .--- WTAG, CBS affiliate here, previewed its and the web's plans for "D" Day and the ensuing web's plans for "D" Day and the ensuing coverage in a special program aired yes-terday. CBS news chief Paul White, Bob Trout, William L. Shirer and Quincy Howe, along with Frank Gillard, of BBC, spoke. Gillard's part of airing is to be circulated by BBC to other interested stations in transcription form.

Thumbs Down on Video By Detroit Pix Men

By Detroit PIX Men DETROIT, April 29.—Television is not a threat to Detroit theaters, according to a committee of six picture-house men who have just returned from a scouting expedition in New York. Original rumor said the group might back tele station if wireless flickers of-fered competish. New York look-see seems to nix idea, altho none of group would permit direct quote.

would permit direct quote.



FIVE STAR FINAL

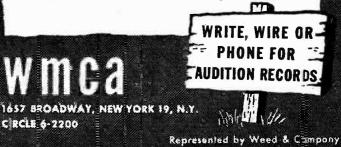
Fast-paced daily dramatization of last-minute news and Leadlines. Backed by more than 10 years of successful New York broadcasting. Top-notch cast, scripts, production. Available to networks either as 15 minute nightly strip or one half hour program a week.

SHOOT THE WORKS

Novel quiz show starring a pair of jumbo dice! Contestants "roll dem bones" for prize money. Questions and ivories combine in a laugh-aminute for 30 minutes. Ideal vehicle for developing new emçee and quiz audience. For sale completely produced or with your own talent.

MAN OF MAGIC

Combination telepathy, magic and studio stunts. Comedy, thrills, Hollywood stars-and mental feats as baffling as anything performed on the air. An unusual half-hour of novel entertainment. Entire production-talent, material, staging_made-to-order for national presentation.



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8 RADIO

The Billboard

Billboard TALENT COST INDEX Base for a

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

Vol. 1. No. 6D

(REPORT APRIL, 1944)

WEEKDAY DAYTIME PROGRAM HOOPERAT	ING	WEEKS TO DATE	NET NO.	& STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
WHEN A GIRL MARRIES	9.1	151	NBC	74	Fun With Dunn—CBS Hop Harrigan—BLUE Co-Op—MBS	Benton & Bowles	General Foods (Baker Chocolate & Diamond Salt)	\$2,300	\$252.7
YOUNG WIDDER BROWN	8.7	289	NBC	56	Raymond Scott—CBS Sea Hound—BLUE Various—MBS	Dancer-Fitzgerald- Sample	C. H. Phillips (Phillips' Tooth- paste, Creams and Ironized Yeast)	\$1,600	\$183.8
MA PERKINS	8.2	103	CBS	65	Locals—NBC Women's Exchange —BLUE Jack Berch—MBS	Dancer-Fitzgerald- Sample	Procter & Gamble (Oxydol)	\$1.300	\$158.5
BACKSTAGE WIFE	7.9	391	NBC	61	B'way Matinee—CBS Blue Frolics—BLUE Walter Compton—MBS	Dancer-Fitzgerald- Sample	R. L. Watkins (Haley's MO & Dr. Lyon's Toothpaste)	\$1,750	\$221.5
KATE SMITH SPEAKS 7.		270	CBS	115	News—NBC Various—BLUE Boake Carter—MBS	Young & Rubicam	General Foods (Grape Nuts, Grape Nut Flakes)	\$5,000	\$643.0
LIFE CAN BE BEAUTIFUL 7.		288	CBS	60	Local Shows—NBC Baukhage Talking— BLUE News—MBS	Compton	Procter & Gamble (Ivory Soap)	\$2,500	\$324.6
STELLA DALLAS	7.2	305	NBC	56	B'way Matinee—CBS Blue Frolics—BLUE Local Shows—MBS	Dancer-Fitzgerald- Sample	C. H. Phillips (Toothpaste, Ironized Yeast)	\$1,750	\$243.0
RIGHT TO HAPPINESS	7.2	230	NBC	127	Little Jack Little—BLUE This Life Is Mine—CBS Yankee House Party— MBS	Compton Advertising	Procter & Gamble (Ivory Soap)	\$2,250	\$312.
BREAKFAST AT SARDI'S (Kellogg's)	7. 2	128	BLUE	174	Vic & Sade—NBC 2d Husband—CBS Handy Man—MBS	Kenyon & Eckhardt	Kellogg (Pep)	\$1,500	\$208.
OUR GAL SUNDAY	6.9	368	CBS	130	Service Bands—NBC Farm & Home—BLUE Service Bands—MBS	Dancer-Fitzgerald- Sample	Anacin	\$1,750	\$253.0
BREAKFAST AT SARDI'S (P. & G.)	6.9	128	BLUE	160	Road of Life—NBC Amanda—CBS Co-Ops—MBS	Compton	Procter & Gamble (Crisco)	\$1.500	\$217.2
BIG SISTER	6.7	396	CBS	80	Rhyme & Rhythm—NBC Local Shows [®] BLUE Hank Lawson—MBS	Ruthrauff & Ryan	Løver Bros. (Rinso)	\$2,500	\$371.0
HELEN TRENT	6.7	545	CBS	131	Farm & Home—BLUE Service Bands—NBC Service Bands—MBS	Dancer-Fitzgerald- Sample	American Home Products (Bisodol)	\$1,800	\$283.
PEPPER YOUNG'S FAMILY	6.6	398	NBC	79	Now & Forever—CBS My True Story—BLUE Yankee House Party— MBS	Dancer-Fitzgerald- Sample	Procter & Gamble (Camay, Ivory Flakes)	\$2,650	\$401.
MA PERKINS	6.5	540	NBC	129	Snowdrift Neighbors- CBS Star Time-BLUE	Dancer-Fitzgerald- Sample	Procter & Gamble (Oxydol)	\$1,300	\$198.4
Saturday Daytime Program STARS OVER HOLLYWOOD	ns 6,1	253	CBS	49	Palmer House Ork.—MBS Service Bands—NBC Atlantic Spotlight—MBS Locals—MBS Farm and Home—BLUE	Sorenson & Co.	Dari-Rich	\$2,000	\$327.
THEATER OF TODAY	6.0	135	CBS	132	Locals—NBC Playhouse—BLUE Boake Carter—MBS	B., B., D. & O.	Armstrong (Cork)	\$2,500	\$416.0

The "Talent Cost Index" is protected by the copyright of The Billboard and infringements will be prosecuted.

9

-		"Best	Buys"	
AF	PRIL	•	MARCH	
Frogram	TCI	Hooperatings	Program TCI	Hooperating
Ma Perkins (CBS) a Young Widder	\$158.55	8.2	Ma Perkins (CBS) \$149.42 Breakfast at Sar-	8.7
Brown Ma Perkins (NBC)			di's (Kellogg's) 189.88 Breakfast at Sar-	7.9
Breakfast at Sar- di's (Kellogg's). Breakfast at Sar-	208.33	7.2	di's (Procter & Gamble) 194.85 Let's Pretend 201.61	7.7 6.2
di's (P&G) Backstage Wife			Young Widder Brown 210.53	7.6
Stella Dallas When a Gal Mar-			Lorenzo Jones 228.58 Stella Dallas 230.26	7.0 7.6
ries Our Gal Sunday.			Our Gal Sunday. 239.73 Backstage Wife 253.63	7.3 6.9
Helen Trent		4	Portia Faces Life. 263.89 Helen Trent 272.72	
ness Life Can Be			When a Girl Mar- ries 273.81	8.4
Beautiful Stars Over Holly-	324.68	7.7	Right to Happi- ness	7.0
woodBig Sister			Big Sister 337.85 Life Can Be Beau-	7.4
Pepper Young's			tiful 343.97	7.3
Family Theater of Today		6.6 6.0	Theater of Today 370.16 Kate Smith	6.7
Kate Smith			Speaks 641.03	7.8

The breakdown of the Saturday a.m. program is included in this "Best Buys" ulation, as they will appear every report from now on, having started with tabulation, as they wil the report of February.

AFM Chi & Twin City Fronts Battling Petrillo \$\$ Stand

NEW YORK, April 29.—Up to the mo-ment, here is the situation in the AFM-WJJD (Chicago), KSTP (Minneapolis) music dispute. blow-up developed from WJJD refusal to also get 10 more men. Chicago local officials have played dummy, refusing to talk to reporters.

Music dispute. War Labor Board Wednesday (27) or-dered Petrillo, as head of Chi's local (10); Chi executive secretary, Edward Benkert, and Minneapolis prexy (Local 73), George Murk, to appear in Wash-ington Monday (1) to explain why al-leged strikes have not been ended as ordered early this week.

On Thursday, Local 73 said that the action is not a strike. Reason: KSTP is maintaining normal broadcasting sched-ule; there is no actual contract dispute; there is no existing agreement in Min-neapolis covering St. Paul men.

Whole battle hinges around Local 73's while battle images around Local 75 s refusal to let musicians from St. Paul work in over-the-river Minneapolis at St. Paul wage rates. Minneapolis local has different pay scale. In addition, station refuses to hire 10 more men which the union says it should have. Chi

SPONSORS' NAT'L ACHES

(Continued from page 5) drug advertiser. This sponsor has in-structed its several agencies, so the story goes, to buy anything that opens up on any station of 1,000 watts or better in any town of 100,000 population or better.

Then there is the clothing manufac-turer who is trying to buy time so as to get additional black and white space. This megul makes a swank product, ex-clusive with one shop in each town, that clusive with one shop in each town, that normally is merchandised by ads in the slick fashion mags. With paper ration-ing, the cloak and suiters' mag space was cut; so he is plotting a program. Gimmick is that talent is a buddy of one of the mag big-shots. In return for giv-ing the talent a show, the sponsor will get a couple of extra mag pages. Patently these are major incidents in an irritating situation but the local hot-shots regard them as typical of current headaches. In addition, they are plagued by the general adherence to rate cards in another way. **\$10 for 2 Bucks Out**

\$10 for 2 Bucks Out

When they, the urban sharpshooters, could make deals like \$2 for a spot an-nouncement carded at \$10, they were able to blanket a town, successfully com-pete with and often top big stations and programs. This technique was effective with retail advertisers, and doubly so with one-store firms, where every dollar



blow-up developed from WJJD refusal to also get 10 more men. Chicago local officials have played dummy, refusing to talk to reporters. Ralph Atlass, WJJD prexy, says he'll go along with the WLB decision. Stanley Hubbard, head of KSTP, says that WLB is acting, and he has nothing more to say. Minneapolis local repeats that there is no strike. is no strike

Meanwhile, William Green, president of AFL, last week said that the matter is a violation of labor's wartime no-strike pledge and that he will try to end it. WLB action expected any day now.

spent in advertising had to return more than a dollar in sales the very same day. Combining the ability to make deals with Combining the ability to make deals with the shrewd merchandising savvy that aimed at selling the product, not the talent, these local ad men did phenomi-nal things with Barney's, A. J. Fox, Sachs, etc. Even so morbid a product as a personal loan outfit, remember "Pappy" Madison, was successfully handled via the "product personality" plan. With deals out and the cost of time up, where available, the blanket spot an-nouncement blast technique is econom-ically unsound.

ically unsound. The answer?

FM May Save Necks Temporarily

"M May Save Necks Temporarily "Well," said one local expert, "this is now a big-time operation and such a set-up strictly favors the big-shot opera-tors. The small man, myself and my customers, cannot stand the gaff. We're thru unless we can find another medium. Right now the answer may be FM or Right now the answer may be FM or television, with FM looking like the best

television, with FM rooming in-bet. "We may be able to operate on FM, stations just as we did on the regular local outlets. The situation should be just like it was on AM. There'll be a lot of local stations and a lot of sets for recents to listen on, and not enough bigpeople to listen on, and not of sets for people to listen on, and not enough big-time business. We'll go in, and because the stations will want our dough, sharp-shoot around until the FM stations get a rep and the cushy cash customers. Then we'll be pushed out again unless the FM stations stay strictly local.

the FM stations stay strictly local. "But, brother, what I'm hoping for, and so are most of the guys in my shoes, is that the big agencies and national advertisers who prefer big deals and big billings as compared to a separate deal and production problem for each local station revert to their pre-boom ways of doing business after this bull market quiets down. Then these local stations will have to come back to us for busi-ness. And when that happens they'll have to take shortnin' bread with very little shortnin' in the bread. "However, it's my guess we won't be

"However, it's my guess we won't be in business by then. The way things are going I'll be out of action within a year."

Five-Way Pick-Up

NEW. YORK, April 29. — Louis Sobol's Borden Show renewed for two years. . . Walter Kinsella resumes role of Pat Patton on Dick Tracy after being out of cast for six months. . . WJZ Victory Show out-of-town to do shows at Aberdeen Proving Ground and Bain-bridge Naval Training Station this week. . . Vincent Dempsey reweek, ... Vincent Dcmpsey re-places Lou Finger on Blue script-writing staff. Latter free-lancing. ... Wauhillau Lahay, radio publicity director for N. W. Ayer, Coast-bound to open new publicity de-partment for firm's Hollywood office. . . . Those We Love temporary 8:30 p.m. Friday replacement for American Tobacco. . . Roy Ringwald, Fred Waring ar-ranger, in from West Coast. . Johnny Olson replaces Ted Malone as emsee on *Yankee Doodle Quiz*, as latter readies for overseas as-signment for Blue.

Don Rodney, the singer, is celebrating new three-year contract with Xavier Cugat, maestro of "Your Dubonnet Date."... Barton Yarborough, heard as Doc. Long in "I Love a Mystery," re-corded his own radio program last week, co-starring with Gail Patrick for prospective sponsor. . . Bill Forbes, for-merly with CBS, has joined Young & Rubicam's radio department. . . . "Hook 'n' Ladder Follies" is moving to Hollywood but Frank Novak, the band leader, is staying in New York to confer with prospective sponsors on his "Square "Square Dance" program.... Paul Sawtell, noted Hollywood composer, is now writing the mood music for "Date With Judy" over MBC Tuesday nights. . . . Jay C. Flippen's "Correction, Please" will originate away from New York—in Baltimore, Pittsburgh and Philadelphia-for four weeks while Flippen breaks in his new revue, "Slap-Happy." . . . "Sorry, Wrong Number," which starred Agnes Moorehead on "Suspense" series three times, pulled in enough fan mail to warrant sponsor making annual presentation deal.

CHICAGO, April 29.—Fitch Band Wagon will originate at army's Gardiner General Hospital here May 7, with Eddy Howard and Hoosier Hot-Shots as guests. . . . WBBM extended its slgn-off time from 1 to 2:30 a.m. this week to give better news coverage. . . . National Barn Dance cast has been booked for New York theater date. booked for New York theater date. ... James Cassidy, organist, has joined WBBM staff orchestra. ... Rod Cupp, former WLS production Rod Cupp, former wLS production manager, has been inked as new program director of KMBC, Kansas City, Mo. . . Mathilde Ernestine, who formerly had her own public relations offices in Chicago and Hollywood, is new publicity di-rector at WIND-WJJD.

Gilbert McClelland, sales promotion supervisor of Mutual's Chicago office, father of newly born son. . . . Sang-ston Hettler Jr. has joined the Chicago office of Radio Sales. . . . Roy Shield, musical director of NBC's Central Di-vision, has been hanging around rail-road right-of-ways to get mood for his new work, "Union Pacific Suite."

Chicago Theater of the Air oper-Chicago Theater of the Air oper-ettas will close season tonight be-cause Marion Claire is in New York for eye operation. . . On May 27 WBBM will air winning show of radio production contest of Chi-cago Boys' Clubs members. . . Maurice Boyd, former manager of NBC local sales, now in army, has been promoted to major. . . Capt. Spencer Allen, ex-WGN announcer, now operating radio station in the Solomons. Solomons.

HOLLYWOOD, April 29.-Edna Best got her first chance at radio production by directing I Killed

MORE PEOPLE LISTEN TO THAN TO ANY OTHER NON-NETWORK STATION IN THE COUNTRY

My Wife over Silver Theater. Her

My Wije over Silver Theater. Her ex-husband, Herbert Marshall, was star. . . Kay Kyser's new film will be titled Battleship Blues. . . . Dave Willock, who plays Tugwell of the Jack Carson show, is pass-ing out cigars again. He's the father of a baby girl. That makes his third daughter. . . The Carle-ton E. Morse show, One Man's Family, goes off the air June 4 when Fleischmann Yeast throws its hour pitch for the baking in-dustry on that date. . . Lum and Abner film will be called Going To Town. . . Trudy Erwin, who warbled with Crosby on Kraft show, and husband, Murdo Mc-Kenzie, are the proud parents of a girl.

Kenzie, are the proud parents of a girl. Sidney Strotz, NBC West Coast boss, celebrated his birthday (26) by throwing a party. Andy Russell, former Alvino Rey singer but more recently a warbler at KECA, Blue outlet, is being mulled for a summer Coast-to-Coast shot by a local agency. Pro-gram will originate in New York.

PHILADELPHIA, A pril 29.— Snellenburg's department store will have KYW sending out tran-scribed Mary Foster, Editor's Daughter, serial, starting May 8. . . S. Travers Neidlenger, for-merly with Curtis Publishing, has joined research staff of J. M. Mathes Agency, New York. . . Melvin Headman, former trumpeter with Philadelphia Symphony Ork, becomes control-room engineer at which Philadelphia Symphony Ork, becomes control-room engineer at WIBG. WFIL revived State-wide Quaker Network for special WAVE recruiting show produced by Don Martin. ... Walter B. by Don Martin. . . . Walter B. Moraski, new production manager at Lewis & Gilman ad agency.

Dunninger to do his mental stunts at the Academy of Music May 25 for the benefit of Bryn Mawr Hospital.... Jane Read, Little Theater player, joins WCAU to take over Gil Babbitt's movie chatter spot. ... Harry T. Breeding, formerly with N. W. Ayer and Aitkin Kynett here, has joined New York of fice of Ivey & Ellington as vice-prexy and account exec. ... John R. New-hous, former WFIL mike man, now WOR announcer in New York. ... Dan Donahue, from WCKV, Charles-town, W. Va., new WIBC announcer. ... Moe Jaffee, local pianist-com-poser, authoring new series of jingles for Pep Bous's WIP platter show. WCAU's Bon Bon doing the vocals.

WASHINGTON, April 29 .---WTOP-CBS fetes Washington's top officials at the Wardman Park following We the People broadcast following We the Pcople broadcast from Wardman Park Theater. Ken French, formerly of WHEC, Rochester, N. Y., now starting on a new job in WRD's production department. . . Arch MacDonald and Russ Hodges, who are starting spiels of the Senators' home games over WWDC (nights) and WOL (day games), talking Clark Grif-fith, Senators' prexy, into install-ing direct lines to dugouts, dress-ing rooms, ball park office and both stations. both stations. *

Bill Folger, recently of WEBR, Buf-falo, a new face in the news division of WRC... Milo Boulton, emsee of "We the People," finally running into Major General Kirk, surgeon general, after the latter had appeared on CBS after the latter had appeared on CBS show but always picked up from some-where other than originating station. . . WINX staff wondering what changes Eugene L. Meyer will make if FCC approves his purchase of the station from Larry Heller. . . WWDC airing the air corps revue "Flying High." . . . Mme. Constantin Fotitch, wife of the Yugoslavian envoy, debuting in a spe-cial show on WINX. . . Paul Clynn, former publicity director for WTOP-CBS, now a lieutenant, USNR.

1130 ON YOUR DIAL

NEW YORK

10 TELEVISION The Billboard

'PERFECTION' BATTLES ON 'NOW'

May 6, 1944

CBS Against Field in the **Air-Pic Fight**

(Continued from page 3) here, as most everyone knows, is that the equipment manufacturers and transmitter owners, with the aforementioned sizable stake already invested, would pre-fer to go ahead—that is build and sell sets and equipment and produce pro-grams—with existing television trans-mission standards and let the improve-ment of the video picture come at a later date. CBS, on the other hand, feels that this stand pre-supposes consumer acceptance of present telecasts, that it is not inconceivable that John and Jane Doe would become dissatisfied with the owners, with the aforementioned is not inconceivable that John and Jahe Doe would become dissatisfied with the quality of television reception being sup-plied. Then the network sees the trade forced to shift to the improved standards, with trade and public investment and loss a great deal larger.

Why CBS Stuck Neck Out?

Why CBS Stuck Neck Out? As to why CBS risked being put in the doghouse is moot. Its top execs have a well-developed sense of public interest and a just as well developed business sense; the CBS record is elo-quent evidence thereof. Presumably Columbia figured the "video now" pro-ponents were vigorously beating their druns—as noted in The Billboard of March 11—and the time had come to take a stand.

March 11—and the time had come to take a stand. And there is no doubt the CBS stand was unpopular. On Friday, the day after the luncheon, the Television Broadcast-ers' Association—representing NBC, GE, Philco, Don Lee and DuMont, among others—minced no words in a statement that remark head and an acts "The

others-minced no words in a statement that rapped hard, and said in part: "The CBS statement deals in the realm of speculation and is not based on experi-ence or sound technical principles." The same day, the American Television Society released a letter it had received from FCC Commissioner E. K. Jett. Writing as an individual and technician, the commissioner, whose letter was orig-inally intended for a forthcoming issue of the ATS's publication, supported the "video now" viewpoint in the main. The CBS statement was anything but speculatory. It was, many unaffiliated engineers believe, a comprehensive, honest and same examination of the en-tire video situation that displayed long-

tire video situation that displayed long-range thinking. Typographically, the 15-page brochure containing the analysis and estimate was a prime production job. Regardless of its stand, it is a well-planned handbook on the situation to date.

In full detail, as to text and photo-graphs, both black and white and color, the brochure explains and compares prewar and post-war imagine definitions, and makes a case for an over-all improvement in television picture quality

"Television Now" Points

Then, facing facts, the presentation (See CBS AGAINST FIELD on page 31)



WONT TELEVISION DIVISION OF LLEN B. DUMONT LABORATORIES, INC., PASSAIC, N. J. Television Studios and Station W2XWV, 515 Madison Ave., New York 22, N.Y.

Television Reviews

G. E. Television

Reviewed Friday (28). Special experimental program. WRGB (Schenec-tady, N. Y.).

To give newspapers a comprehensive idea of how television may be used as a promotional and as a supplementary service to their readers, this special pro-gram was televised for the 100-odd news-paper publishers and their representa-tives stopping off in Schenectady after the ANPA convention in New York. The show covered the manner in which the "visual newspaper" of the future may present stories ranging from front-page headline news thru column features, the market-basket article on the women's page, the comics and sports.

Of special interest in demonstrating Of special interest in demonstrating how video can be used, even without the benefit of a portable unit, to bring into the home actual scenes of news hap-penings within a short time of their occurrence was that portion of the show depicting the arrival of the newspaper-men in Schenectady and their assem-bling at the hotel for the luncheon pre-ceding the program. Motion pictures were taken as the delegates stepped off the train and as they circulated about the hotel, only two hours before the tele-cast, and hurricdly printed for television. cast, and hurricdly printed for television.

WRGB's director, Bob Stone, acted as emsee for the program, based on an is-sue of *The New York Herald-Tribune*, which co-operated in preparing the show. All this, of course, WRGB has done before with other newspapers. So, it was surprising to see elemental pro-duction flaws duction flaws.

Among these were a tendency to use too few maps and maps drawn to too small a scale during the news part of the program. And Maj. George Fielding Elict, *The Herald-Tribune's* war news analyst, failed to come across in lively fashion. His voice was a monotone and he neglected to move about or face the camera now and then for variety.

camera now and then for variety. Interesting was the transition to the home institute field, achieved by a reader turning the pages of the paper and say-ing, "Let's see what the weather is going to be" and adding a moment later, "Hmm, it's going to be a swell day to go shopping." In this sequence was a cue for the food editor to go shopping and do some commenting

for the food editor to go shopping and do some commenting. Entertainment features, after a film interlude, included an exhibition by Joe Owens's puppets, piano reflections by Earle Pudney, and a commercial sketch produced by the J. Walter Thompson Agency, with Brenda Forbes, Gertrude Flynn and Byron Russell in the cast. A little more prenaration would have

Flynn and Byron Russell in the cast. A little more preparation would have improved the smoothness of the experi-mental telecast in some places but as an example of how television can be used to present the news it must have been a revelation to most of the newspaper-men present. Everett L. Finch.

B & K Television

Reviewed Friday (28). Style—News and drama. Sustaining on WBKB

Without a doubt, top billing on WBKB's marquee (if it had one) tonight would have gone to Bill Vance, who wrote and played the lead in a psychological thriller depicting the attempted murder of a beautiful woman by a crazed master killer. Vance realized the requirements

killer. Vance realized the requirements of television and wrote a drama that fitted forcefully. He displayed his knowledge and ability by projecting a sombre, al-most eerie mood that nevertheless mani-aged to maintain an air of possibility. Vance did some top-notch acting on top of this, and with the able assistance of his foil, Betty Babcock, had the people in the WBKB studios biting their nails. All that was missing were a few more close-ups of the climactic situations. This viewer often had the impression that the

viewer often had the impression that the action was going on at a distance. More close-ups would have helped plenty. One

of the primary requirements of theater— a more intimate feeling between audience

(Chicago).

WOR-DuMont Television Reviewed Tuesday (25), 8:15-9:15 p.m. Style—Variety and film. Sus-taining on W2XWV (New York). p.m.

I See Your Face Before Me, theme song for WOR video varieties, has been re-corded, and instead of having a featured role with a fem quartet at a plano, the tune now backgrounds the show's intro-duction. An enormous book with pages turned by a pretty girl serves as vehicle for opening credits and closing trailer.

Bob Emery produced and emseed a Command Performance that brought on entertainers who have made previous ap-pearances on the show. There was Theresa Rillo, young accordionist, who wrestled an exciting People Will Say We're In Love from the box; Sam Herman, on xylophone for two solos and with pianist Bill Wirges in duet, and the Otis Elevator Company hillbilly band that gave.

hillbilly band that gave. Maurice Dreicer, originator of Mutual's Where Are You From?, held the spotlight for a quarter hour with guests estimating the retail price of a number of household gadgets. Items were held high for audi-ence scrutiny, but cameras should have moved in for close-ups in each instance. Shot was interesting enough for repeat, but Dreicer's script could have had more punch. Participants could have been coached for more laughs. coached for more laughs.

Paul Killiam, WOR newscaster, ref-eereed a frog-jumping contest between four boys clubs' entries. Race was perhaps too amibitious for the present studio facilities of the station, or camera angles were not worked out in advance because the picture jumbled kids and frogs with

Killiam in the middle. Chinok's Family, pic about dogs, was far better than most of the film fare

far better than most of the film fare usually seen on DuMont's screen. Promise of a series of one-act plays and skits was given by Harvey Marlow, who plans to bring his acting company to the WOR show regularly. Marlow and Lucky Fields teamed for some Keystone cop slapstick. If the three skits presented, in which backs were slapped and foces cop slapstick. If the three skits presented, in which backs were slapped and faces splashed with water, foreshadow coming events, it might be just as well to skip the whole thing. If Marlow has better material, that's another matter. There is certainly room on the show for carefully chosen and well-rehearsed short dramatic concerning bits. or comedy bits. Wanda Marvin.

and the actors. Preceding the Vance thriller was an in-formative, interest-holding newscast by Jerry Walker. He undoubtedly put plenty of preparation into the commentary for his combination chalk-talk and analysis of combination chalk-talk and analysis of the news appeared almost ad lib. Walker appeared confident at all times and had an intimate, casual style of delivery that managed, in spite of its apparent in-formality to make the news as clear as a Brisbane editorial. Cy Wagner.

Now You Look In ---Now You Don't

HOLLYWOOD, April 29. — Universal Studios' press department has em-phatically denied that the company is planning to make television film star-ring Turhan Bey, Jon Hall and Evelyn Ankers. Spokesman stated that studio did not want its players, directors or producers to have anything to do with television television. Story that Universal is planning video

film was confirmed last week by studio staffers, apparently sans front-office okay, and nixed this week by the brasshats

Tap Tele Directors NEW YORK, April 29.—Young & Rubi-cam and N. W. Ayer & Son agencies have appointed television directors. William E. Forbes, former assistant to W. S. Paley, CBS prexy, has gone to Y&R, while Herbert Sanford has rejoined N. W. Ayer.

Radio Execs Plan Course Study Video

Launch Lectures May 18

NEW YORK, April 29.—The television seminar of the Radio Executives' Club will be held in one of the NBC studios, with the first session slated for Thursday, May 18. Dr. Alfred Goldsmith will deliver the introduction, with th of the dates and topics as follows: the rest

May 25.—Problems facing television in the way of standards and allocations.

June 1.—How good is the television picture today and how good will it be in one year, two years, five years?

June 8.—Commercial development of television in the next decade. (a) Broad-casting to the home. (b) Theater television.

June 15.-Effect of television on established industries; (a) on film industry; (b) on publishing industry.

June 22.—Effect of television on estab-lished industries; (a) on radio; (b) on theaters (legitimate).

June 29.-The nature of television programs.

July 6.—Studio production techniques. July 13 .- Specific types of television programs.

July 20.-Television studio design. July 27.-Building your television station and studio.

August 4.—Public and press relations

August 4.—Public and press relations of the television industry and selling the public on television. August 10.—Merchandising television sets; distributors' problems. August 17.—Effect of television on ad-

vertising.

August 24 .--- Conclusion.

August 24.—Conclusion. Acceptances thus far for faculty ap-pearances have been forthcoming from C. B. Jolliffe, chief engineer, RCA; Ralph B. Austrian, radio and television con-sultant, RKO; Edgar Kobak, executive vice-president Blue Network; Arthur Levey, president, Scophony Corporation of America; Paul Raibourn, economist, Paramount Pictures and president of Television Production, Inc.; Gilbert Seldes, director of television programs, CBS; C. L. Menser, vice-president in charge of programs, NBC; Worthington Miner, manager television department, CBS; Edward C. Cole, Yale Drama School; Louis Winner, editor; Thomas F. Joyce, manager phonograph and television de-partment, RCA.

Seminar is open only to members of the club. However, REC application blanks are available to those who wish to join. The fee for the series of lec-tures will be \$1.



The Billboard

BANDS DILEMMA--CASH OR KUDOS?

MUSIC 11

Sunny Skylar **Gets Promotion** In Reverse

NUEVA YORK, April 29 .- Recent edition of the Spanish-language newspaper, El Anunciador, has the most unusual piece of promotion ever seen on Swing Street

Street. Writer Antonio Contreras protests in a long article a line in Barbara Kilby's Daily News column which said that Sunny Skylar is the author of Besame Mucho and Amor. Contreras tells his readers that Besame was written by Chelo Velazquez and that Amor was composed by Gabriel Ruiz, with lyrics by Ricardo Lopez Mendez. Skylar, he points out, wrote only the English lyrics to the num-bers. bers.

bers. "Defienda a Los Suyos! (defend your own)," he proceeds to tell his readers, and prints a coupon addressed to Miss Kilby which tells her the facts about the songs and leaves room for the reader's name and address. Viva El Acciont

Ace Hudkins **Booked Into Breakfast** Club

HOLLYWOOD, April 29.—Art Whiting, booking agent and formerly a band lead-er, has leased the Riverside Breakfast Club and will continue Western band policy beginning May 21. Dave (Ace) Hudkins, who was with Artie Shaw and other name bands, will have a 14-piece group, the Sunset Ranch Boys, in the spot. spot

group, the Sunset Rahen Boys, in the spot. Spade Cooley, who moved in with his Western swing boys several months ago, has released the Breakfast Club. Cooley moved up from Foreman Phillip County barn dances at Venice, Calif., ballroom, where he was featured for 74 weeks. Cooley's future plans were not revealed. With Western music drawing heavily in the section, Whiting hopes to build the spot around new aggregation, with others to follow. Dances will be held five nights a week as they are now by Cooley's ork. KMTR has a line for nightly broadcast. Whether this station will continue under the Whiting set-up has not yet been decided.

Three Caballeros Tunes To 3 Pubs

NEW YORK, April 29.—You Belong To My Heart, English version of Solamente Una Vez, featured tune in the Walt Dis-ney pic, The Three Caballeros, will be published by Melody Lane. Other tunes from the film, Mexico, Osquindins Yaya; Baia and Three Caballeros, will be split between Southern Music and Charles K. Harris.

Harris. Agustin Lara wrote the words and music for Solamente, and Ray Gilbert did the English lyrics for the tune. Charles Wolcott authored Mexico, and Ary Barrose, composer of Brazil, penned Osquindins, the Portuguese number. Eng-lish words for the last two songs are also by Gilbert. Decce will wax an album of the pic

also by Gilbert. Decca will wax an album of the pic tunes for release when *The Three Cabal-leros* premieres at Radio City Music Hall August 15.

Bob Weems To Book Bands for Frederick

CHICAGO, April 29.—Frederick Bros. here has filled the gap in its band de-partment vacated by Joe Kayser, who switched to MCA's Chicago office. Bob Weems, of FB New York office, takes over. Weems, band-booking figure for years, was formerly associated with his brothers. Ted and Art, in operating an artists' management bureau in this city. Prior to that he was with General Amusement Corporation, Rockwell-O'Keefe and Ted Weems ork Weems ork

Fish Story

NEW YORK, April 29.—Jimmie Lunceford is going into the fish business. Announcement this week says he will partner with his manager, Harold F. Oxley, in the operation of a fleet of fishing basis from Fulton Market Manboats from Fulton Market, Man-hattan. The fleet will be titled New Era for the Lunceford-Oxley music pub house. The first vessel will try the fishing banks in May.

"Mr. Blues" Harris **New Vocalist for** Lucky Millinder

NEW YORK, April 29.—Laucky Millin-der and his vocalist, Trevor Bacon, have parted after an eight-year association. Millinder believes that the blues are due for a comeback, and his new singer, Wynonie Harris, fills the bill.

Harris is a young fellow the leader picked up in Chicago during his last tour. Before his current stint at the Savoy Ballroom, Harris had not sung pro-

fessionally. Thrush Judy Carol will share singing honors with Harris, who will be billed Wynonie (Mr. Blues) Harris.

Wynonie (Mr. Blues) Harris. Millinder is looking around for an alto sax man to replace Tab Smith, who is leaving the band to form his own aggre-gation. Smith, with Millinder for several months, plans to play village spots during the summer with a trio, two rhythm in-struments and his sax. Next fall, T.S. intends to add three or four to the group. He will stay with

Next fail, T.S. intends to add three or four to the group. He will stay with Millinder until the leader finds a re-placement. Lucky is holding out for a discharged serviceman and said this week he plans to fill any vacancies in his ork, if possible, with men who've had a session with Uncle Sam.

Bill Eckstein Waxes Blues for **DeLuxe Records**

NEW YORK, April 29 .- Billy Eckstein, currently at the Onyx Club, cut two vocal blues for DeLuxe this week, Good Jelly Blues and I Stay in the Mood for You. Disk is skedded for release in 10 days.

Both sides feature Eckstein, who is backgrounded by the DeLuxe All-Star Band, composed of Dizzy Gillespie, Al Killian, Freddie Webster, Shortle Mc-Connell, Trummy Young, Howard Scott, Claude Jones, Bud Johnson, Jimmy Powell, Rudy Rutherford, Wardell Grey, Thomas Crump, Oscar Pettiford, Connie Wainright, Clyde Hart and Shadow Wilson.

A second waxing session with Eckstein and the ork is set up for next week.

Mickey Alpert Eddie Ashman

Georgie Auld B

Jeno Bartal Count Basie C

Bob Chester Gay Claridge Eric Correa

Nick D'Amico Tony DePardo Lew Diamond

Tommy Dorsey

Frankie Carle Lee Castle Carmen Cavallaro

Inv Carroll

Sixty-Four Dollar Query Has Band Barons Baffled As Radio Lines Dwindle

Theater Date Prices Up-Up-Upgrade

NEW YORK, April 29.—Band leaders and their managers are faced with the many times \$64 question: "Shall it be cash or kudos, bank notes or build-up?" And it is harder to get the answer, because while Mr. Whiskers may take most of the super-dough, the value of the build-up spots available is war wrecked, too. It hasn't always been this tough to make a decision. In the good old days B.P.B. (before Petrillo Ban), a band could garner in the sheckels on the jobs that meant money and no build-up and still keep up the old index by releasing a new slew of platters. Fans would drop a stream of coins in juke boxes, and disk jockeys on local stations would ladle out the praise as they intro-duced the new releases. And in the days when by building them danceably. There are

nothing of being oft-scratched for over-seas pick-ups. All this is held justifica-tion for the thought that perhaps radio has ceased to be important in a great big way to the leader out to climb to the top or the biggle trying to hold his perch on the peak.

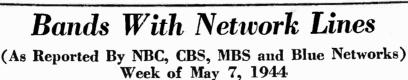
Wearing Out the Welcome?

There's a lot to be said on the question which may or may not help get an answer. Frank (Meadowbrook-Terrace answer. Frank (Meadowbrook-Terrace Room) Dailey thinks some of the boys have already answered wrong. "Bands are not investing in the future," he says, "in playing theaters so frequently. They're just wearing out their welcome. One error that is increasing among the biggies is failure to keep their audiences answer.



The only other way to get to the boys and girls who vote in the popularity polls is by broadcasting. And here again the global conflict has taken possession of the stage, shoving the air battle of the bands off into the wings—and way off, too.

off into the Wings—and Way off, 600. Even as bandsmen engage in a grand scramble for the not-so-valuable bulld-up spots, down in their hearts they admit that the prizes are not a shade as valuable as in the good old days. The list of lead-ers having network lines printed, in an adjoining column, is short enough, but the mere list does not tell the full story. The net lines are plugged in mostly late at night and far from frequent, to say nothing of being off-scratched for over-



Duke Ellington G Glen Gray H George Hamilton Jimmy Joy K K Art Kassel Henry King John Kirby Korn Kobblers Dick Kuhn L

L Sabby Lewis Guy Lombardo Vincent Lopez M Paul Martel

Freddie Martin

Don McCune Lani McIntyre McNamara Jose Morand 0 Eddie Oliver Emil Petti Louis Prima R Boyd Raeburn Carl Ravazza Don Reid

Adrian Rollini S Bobby Sherwood Maurice Spitalny Eddie Stone

Al Trace Pat Trapani

billboard where the new releases. And in the days when fans thought octane was some kind of a musical term, a slipping favorite could be brought back to a position in the public's optics by a fast and college prom dates. It's different now. The multitude begs for maestros but transportation's tough, not only for the tooters but for the customers as well. Is Radio the Answer? The only other way to get to the boys and girls who vote in the popularity polls

All this insistence on the dangers to prestige of too many repeat theater dates, plus the absolute shortage of big names able to draw when the moving picture is less-than-average, has brought about a steady upping of the booking price. Thea-ter men complain about the tariff, even while they compare with each other in while they compete with each other in an effort to snare the pick of the pack from the other fellow.

Are Prices Too High?

Are Prices Too High? Band managers deny they're asking too much, and brush off the wails that high prices will kill the theater goose that lays the well-known golden egg. Harry Moss, theater booking chief of MCA, defends the prices names are ask-ing for Stem dates on the theory that the bands are worth more because they cost more to operate. He points to the high-priced sidemen to be seen on some stands. "Would you expect Krupa to work for scale?"

Moss believes there is no threat of in-flationary prices in the soaring takes for one-nighters. Tommy Dorsey recently chalked up \$11,700 for a Chamber of Com-merce affair. Moss wants to know why the band shouldn't share in increased gate takes? Billy Walfo

Billy Wolfe, Louis Prima's manager, backs this theory. He points out that most of the hinterland houses operate on most of the hinterland houses operate on a percentage basis. The Riverside, Mil-waukee, and the Adams, Newark, N. J., for example, are said to be working on a 50-50 split with the ork from the first dollar. Wolfe believes percentage deals are on the increase, with 40 per cent seem-ing to be a high average figure.

Milking It Dry?

He sees no danger of milking the situa-tion dry, even in face of the possibility that the big name boys may soon force Broadway houses to the \$15,000 a week (See CASH OR KUDOS? on page 13)

Second Printing for E. B. Marks's New Book

NEW YORK, April 29.—Second print-ing of E. B. Marks's book, *They All Had Glamour*, has been ordered by Julian Messner, publisher, two days after pub-lication date.

Party for music trade and literati, held Party for music trade and literati, held in honor of the author at the Waldorf-Astoria last Wednesday, featured old-time stars and songwriters like Joe Howard (I Wonder Who's Kissing Her Now?), Harry Armstrong (Sweet Adeline), Bill McKenna, Oscar Straus and Emsee Sigmund Spaeth.

The Billboard



JERRY WALD and HIS ORCHESTRA

Just Concluded a Very Successful and Enjoyable Engagement at the

TERRACE ROOM HOTEL NEW YORKER, N. Y.

Thank you

MR. F. L. ANDREWS and MR. CARL SNYDER for your co-operation

> Opening Soon PARAMOUNT THEATRE, N. Y.

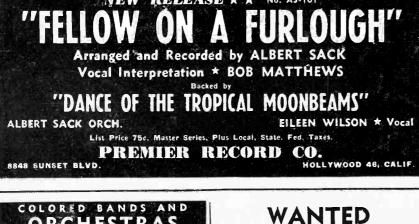
+

ON DECCA LABELS

No. 4433 POINCIANA MISSISSIPPI DREAM BOAT

No. 4431 CRAZY BLUES SHOO-SHOO BABY





ww ameri

ORCHESTR Small Nite Club Orchestra. Would like 4 pieces—Piano, Drums, Sax, Trumpet or any-thing. 6 nites week. Low living expenses. \$40.00 per person a week. Steady employment. Address: PLAZA HOTEL, Danville, Ill. or PHONE WIRF GUSON BROS. AGENCY, INC.

Tommy Dorsey Ballroom Plans Centers on Coast

HOLLYWOOD, May 1. - Band leader HOLLYWOOD, May 1. — Band leader Tommy Dorsey may soon enter the ball-room operating field. With Al Yohe re-linquishing a hold on the Palisades, formerly the La Monica, on the pier at Santa Monica, it is reported that Dorsey is interested. Yohe closed after two weeks of a six weeks' run with Tommy Reynolds. Since he closed, a liquor li-cense has been granted and the bar is now in operation. now in operation.

Several band leaders have had spokes-man approach Walter D. Newcomb Jr. with propositions to take over the op-eration of the ballroom. One of these was Abe Lyman, but Dorsey is the first to advance to the point of doing something.

Dorsey is planning to send Arthur Michaud from the East to look over the property and discuss a deal with Newcomb. Michaud is to leave for the soon as transportation can be arranged.

Palladium Op Would Make Pic

• HOLLYWOOD, April 29. — Maurice Cohen, operator of the Palladium Ball-room, is going to produce a musical built around the dance spot for independent release.

Cohen said name bands had been signed but refused to divulge the names. He stated that production, featuring an all-star cast, would begin within 90 days.

SYMPHMEN FINED (Continued from page 3) Season. Penalties become effective May 15, thus permitting the six men to play the May Festival slated for Music Hall here May 11-13. Local symphony recently concluded its season.

Conductor Goosens was fined \$1,250 Conductor Goosens was fined \$1,250 and suspended for three months; Wil-liam Knox, violinist and chairman of the orchestra committee, \$2,500 fine and six months' suspension; Reuben Lawson, violinist and personnel director, fined \$750 and suspended three months; Robart A. Schock, violinist, fined \$250; Henry Wolgemuth, trumpeter, fined \$150, and Reuben Phillips, violinist, fined \$100. Suspension of Goosens will prevent him from filling engagements out of town with other noted orchestras this summer.

Prexy Issues Statement

In a prepared statement, Oscar F. Hild, president of Local 1, said:

"The acts complained of involved un-"The acts complained of involved un-warranted attempts to defeat the efforts of this association to obtain increases in wages which in many cases had been established in 1943 and for advocating loss of engagement for a number of their colleagues in order that they them-selves might continue to be employed. Such actions on the part of members of this organization toward their fellow musicians must be considered as most serious offenses and can be termed noth-ing less than an act of sedition. "These are the only negative which

"These are the only penalties which have been assessed against members of this association in about 10 years beyond exemplary fines of \$5 or \$10 for infrac-tions of ordinary rules. The entire mat.



May 6, 1944

ter is one involving internal affairs of the musicians' association and has noth-ing whatever to do with personalities."

The violations complained of were re-ported to have taken place at a meeting called by Knox and addressed by the orchestra conductor.

Goosens Appeals to National

Goosens planed to New York yesterday to protest the action before the execu-tive board of the National Federation of Musicians. In a statement to the local press, Goosens said:

press, Goosens said: "It is a matter of deep regret to me that the controversy between the union and myself has become a matter of pub-lic record. I am bound to express my definite denial of any contravention of the rules of the union or any antagonism to it. Therefore I deny any charges of such a nature against me. "The charges are definitely arbitrary in

such a nature against me. "The charges are definitely arbitrary in character, and I have given immediate notice of appeal to the executive board of the musicians' union in New York. I propose to follow this up diligently and prove conclusively that the charges against me are unfair." The three local dailies splattered the fine and suspension story all over their front pages.

LET 'EM HEAR MUSIC (Continued from page 3)

spots in the projected musicals. So far, this year has been a good one for the horn tootlers and there is no reason to believe that other and better calls will

Going a step further, MGM has signed up most of the available chorus boys and gals and so far has over a hundred under contract. This means that the Culver City lot has what amounts to a corner on the top-bracket hoofers, leaving the other studios to scramble for what talent

other studios to scramble for what talent remains. Musicals on the MGM schedule, be-sides Ziegfeld Follies, are Week-End at the Waldorf, Judy Garland starrer; Mu-sic for Millions, with Jose Iturbi and Jimmy Durante; Holiday In Mexico, with Ray Bolger, and the Frank Sinatra film, Anchors Aweigh. Studio has other mu-sicals in preparation. Three of the musicals have already been finished. They are Meet Me In St. Louis, Bathing Beauty and Two Girls and a Sailor.

Louis, Bathir and a Sailor.



Freddy Martin Gets 1-A Call; **Hopes for Pic**

vacation.

ASCAP Officers Re-Elected

ASCAP Officers Re-Elected NEW YORK, April 29.—All officers of the American Society of Composers, Au-thors and Publishers were re-elected at the annual meeting of the ASCAP board of directors this week. The officers are Deems Taylor, president; Gustave Schirmer and Oscar Hammerstein II, vice-presidents; George W. Meyer, secre-tary; Max Dreyfus, treasurer; J. J. Breg-man, assistant secretary, and Irving Caesar, assistant treasurer.

Stand-By Dough To Coast Guard

NEW YORK, April 29.--When the coast guard show, Tars and Spars, goes into the Strand Thea-ter here May 5 for three weeks, the Coast Guard Emergency Fund will benefit

the Coast Guard Emergency Fund will benefit. Local 802, AFM, will collect 100 per cent stand-by fees from the house, as the coast guard invaders are not an 802 outfit. Instead of putting the dough in the union's treasury, as is done in other such cases where musi-cians are not 802 members, the org will turn it over to the coast guard fund. guard fund.

Warner Short for Mexico Cop Ork

LOS ANGELES, April 29.—Mexico City Police Department Tipica Orchestra, here for an engagement at the downtown Mason Opera House, has been signed for a Warner Bros.' short. The band started pre-recording last week

week.

Stan Kenton Adds Three

HOLLYWOOD, April 29.—Dave Mat-thews is joining Stan Kenton's ork as saxman and arranger. Kenton ork, play-ing the Aragon Ballroom, Ocean Park, also picked up two other new names there when Anita O'Day, Gene Krupa thrush, and Gene Howard, baritone, joined. Mat-thews is a well-known arranger; Miss O'Day and Howard will be billed heavily.

Jay Gorney To Columbia Pix

HOLLYWOOD, April 29.--Composer Jay HOLLYWOOD, April 29.—Composer Jay Gorney has been signed by Columbia pix as assistant to Irving Briskin on the lat-ter's musical productions. His first as-signment will be Kansas City Kitty, with Eadie Was a Lady and Meet Miss Bobby Sock to follow. Briskin stated that in addition to being excitation to being

assistant producer on the film, Gorney would probably write some of the tunes. Gorney helped produce *Meet the People* now playing at the Music Box.

CASH OR KUDOS? (Continued from page 11)

figure. "Percentage will solve the prob-lem of the lesser bands," he says, adding that the public is educated to presenta-tions and that no matter how hard they

that the public is educated to presenta-tions and that no matter how hard they are to get, the show house will continue to deliver music makers as long as the public is willing to shell out. A key William Morris booker agrees with most of the other agents. He offers a justification for the agent holding out for top deals, particularly in the case of a new ork, pointing out that once a price is set it is almost impossible to boost the budget for a second year date. Denying that the increased coin from the theater is a golden calf before which the band leaders will worship to their ultimate banishment from the green pastures of the post-war world, managers in general deny they are neglecting build-up locations, altho many of them say some of the spots over-rate their im-portance in the cheering section and, be-sides, they point out, they have the right to look a lost dollar in the face as well as an earned one. All of which brings the question back

to the band leader's dilemma. Shall he believe the location with a once-a-week wire and take a loss of \$200 to \$1,000 a week, or will it be smart to forget about the so-called prestige spot, and garner the sheckels while he can get them in increased

the sheckels while he can get them in increasing gobs. It's the more than a \$64 question, and the wrong answer will certainly add up to nothing for the leader who looks to tomorrow's fans to keep him on top.



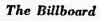
Indefinite Engagement Starting May 8 **★ TERRACE ROOM**



adiohistory com



The Billboard





Compiled in convenient and economical form by five great artists, these folios contain a wealth of fresh special material of particular interest to Cocktail Combos, Pianists, Singers, and other club entertainers.



ELLA LOGAN

SCOTCH

POLKA, SCHNITZELBANK POLKA, HELENA POLKA, and 51 others. THE ANDREWS SISTERS RHYTHM SONG FOLIO Contains - RHUMBOOGIE, BEAT ME DADDY, SCRUB ME MAMA, WELL ALL RIGHT, 'TAIN'T WHAT YOU DO, and 15 others.

HERE COMES MR. LOUIS JORDAN PREACHIN' THE BLUES Contains - I'M GONNA MOVE TO THE OUTSKIRTS OF TOWN,

KNOCK ME A KISS, RATION BLUES, SEE SEE RIDER, and 17 others.

ELLA MAE MORSE ELLA MAE MORSE THE COW-COW BOOGIE GIRL SINGS POPULAR Contains - COW-COW BOOGIE, HE'S MY GUY, JIM, MISTER

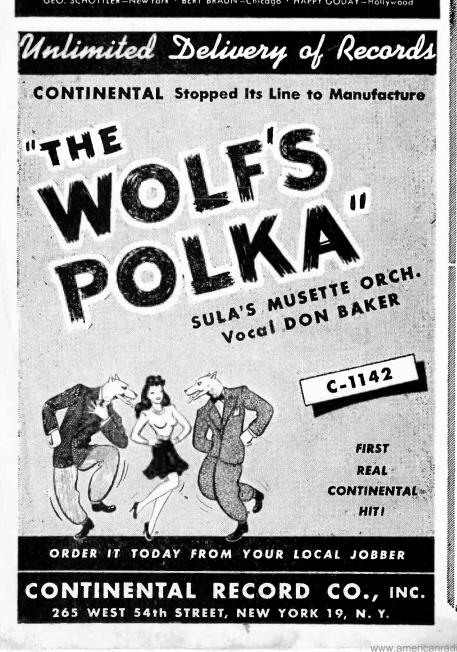
FIVE BY FIVE, AIN'T THAT JUST LIKE A MAN, and 13 others.

ELLA LOGAN IN A WEE BIT O' SCOTCH SONG Contains-LOCH LOMOND, COMIN' THRO' THE RYE, BLUE BELLS OF SCOTLAND, FIVE HARRY LAUDER FAVORITES, and 47 others.

Leeds' RECORD HITS

THE ANDREWS SISTERS THE ANDREWS SISTERS LOUIS JORDA DOWN IN THE VALLEY * IS YOU IS, OR IS YOU AIN'T*THERE'LL BE A JUBILEE (DECCA) (DECCA) (DECCA)

LEEDS MUSIC CORPORATION LOU LEVY, Pres. RKO BUILDING . RADIO CITY . NEW YORK 20. N.Y. GEO. SCHOTTLER-New York · BERT BRAUN-Chicago · HAPPY GODAY-Hollywood





PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

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

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per fune omitted by The Billboard. *1*1 P

TITLE PUBLISHER
Amor (F) Melody Lane
And So Little Time Lincoln
And Suddenly It's Spring (F) Famous
Do Nothin' Till You Hear From Me
Don't Sweetheart Me Advanced
Going My Way? (F)Burke-Van Heusen
Goodnight, Wherever You Are
Holiday for Strings Bregman-Vocco-Conn
How Blue the Night (F)
I Couldn't Sleep a Wink Last Night (F)T. B. Harms
I Dream of You
I Love You (M) Chappell
I'll Be Seeing You
I'll Get By (F) Berlin
I'm in Love With Someone
It's Love, Love
Long Ago and Far Away (F)
Louise (F)Paramount
My Heart Isn't in It (F)Leeds
Now I Know (F) Harms
Poinciana
San Fernando Valley
Someday I'll Meet You Again (F)Witmark
Take If Easy Santly-Joy
Time Alone Will TellBregman-Vocco-Conn
Too Much in LoveBarton
When They Ask About YouBerlin

Lucky Strike HIT PARADE

CBS, Salurday, April 29, 9-9:45 p.m. EWT.

TITLE PUBLISI	HER
1. I Love You Cha	ppell
2. It's Love, Love (M)Santly	
3. Long Ago and Far Away (F)Craw	vford
4. Poinciana	larks
5. I'll Get By (F)B	Jerlin
6. When They Ask About YouB	Jerlin
7. San Fernando Valley	lorris
8. Goodnight, Wherever You Are	
9. Besame Mucho	
And the Following Extras:	
Sunny Side Up	
Praise the Lord and Pass the Ammunition	
Deep in the Heart of Texas	
Singing in the Rain	

ALL-TIME HIT PARADE

NBC, Friday, April 28, 8:30-9 p.m.

TITLE											PUBLISHER
By the Sea			 2			a,		S	ha	pi	iro-Bernstei
Beyond the Blue Horizon											
One Dozen Roses											
A Pretty Girl Is Like a Melody											
Dark Eyes											
It's Love, Love, Love											
Alla En Elrancho Grande											
I'm Nobody's Baby											
Oh, What a Beautiful Morning											
Marines' Hymn											
Smiles											
Rose Marie											

Music Popularity Chart April 27, 1944

BEST SELLING SHEET MUSIC

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

NATIONAL POSITION Last This Wk. I Wk. 1. It's Love, Love, Love . Santiv-loy 1 . Chappell 2 2. I Love You 3. San Fernando Valley Morris 5 4. Long Ago and Far Away Crawford 8 . . Marks 5. Poinciana 4 Berlin 6. I'll Get By 3 Advanced 7. Don't Sweetheart Me 9 8. By the River of the RosesShapiro-Bernstein 10 9. When They Ask About You Berlin 7 10. Besame MuchoPeer International 6 11. Goodnight, Wherever You AreShapiro-Bernstein 14 11 13. Do Nothin' Till You Hear From Me Robbins 15 14. Mairzy DoatsMiller 12 15. Holiday for StringsBregman-Vocco-Conn

SECTIONAL

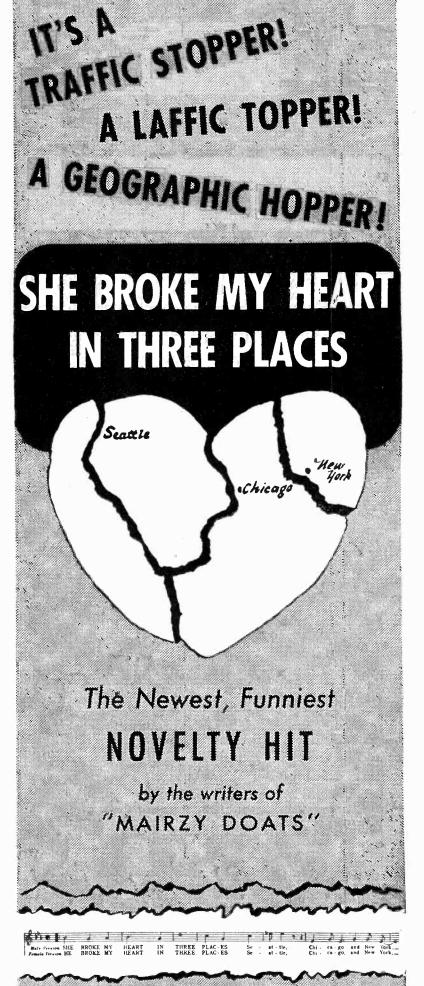
	SECTIO	RAL	
POS	TION EAST COAST	POS	ITION SOUTH
Last	This	Last	This
Wk.	Wk.	Wk.	Wk.
	1. It's Love, Love, Love	3	1. It's Love, Love, Love
2	2. Love You	11	2. 1 Love You
3	3. Long Ago and Far Away		3. San Fernando Valley
4	4. San Fernando Valley	4	4. Poinciana
8	5. I'll Get By	13	5. Don't Sweetheart Mc
	6. Poinciana	9	6. By the River of the Roses
	7. Goodnight, Wherever You Are	8	7. Long Ago and Far Away
	8. 1'll Be Seeing You	7	8. Mairzy Doats
	9. By the River of the Roses	2	9. When They Ask About You
	10. Besame Mucho	6	10. Besame Mucho
	11. Don't Sweetheart Me	-	11. I Wish That I Could Hide In-
	12. When They Ask About You		side This Letter
	13. Take It Easy	10	12. I Couldn't Sleep a Wink Last
9	14. A Lovely Way To Spend an		Night
- 1)	Evening	5	13. I'll Get By
- i	15. Mairzy Doats	11	14. Suddenly It's Spring
		_	15. Spring Will Be a Little Late
	MIDWEST		This Year
			WEST COAST
1	1. It's Love, Love, Love		
3	2. 1 Love You	1	1. It's Love, Love, Love
2	3. Don't Sweetheart Me	6	2. Long Ago and Far Away.
7	4. San Fernando Valley	2	3. San Fernando Valley
4	5. I'll Get By	~ 4	4. I Love You
14	6. Long Ago and Far Away	8	5. Poinciana
6	7. Besame Mucho	7	6. When They Ask About You
5	8. By the River of the Roses	-	7. Holiday for Strings
	9. When They Ask About You	15	8. Goodnight, Wherever you Are
	10. Poinciana	10	9. 1'll Get By
9	11. I Couldn't Sleep a Wink Last	13	10. Do Nothin' Till You Hear From
	Night		Me
10	12. Do Nothin' Till You Hear From		11, G. I. Jive
	Ме	2	12. By the River of the Roses
11	13. 1 Wish That I Could Hide In-	3	13. Besame Mucho
	side This Letter	12	14. Don't Sweetheart Me
—	14. Suddenly It's Spring	5	15. 1 Couldn't Sleep a Wink Last

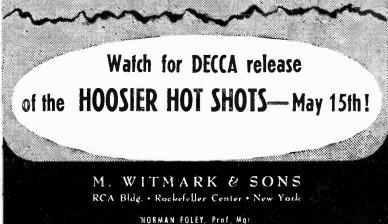
- side This Letter 14. Suddenly It's Spring 15. Goodnight, Wherever You Are
 - "HARLEM" HIT PARADE

Night

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

LO 1	11011	
Last	This	
Wk.	Wk.	
2	1.	Main Stem
1	2.	Straighten Up and Fly Right. King Cole Trio Capitol 154
3	3.	When My Man Comes
- 3		Home
4	4.	Ration Blues Louis Jordan Decca 8654
	5.	I Can't See for Lookin' King Cole Trio Capitol 154
5	6.	Cow Cow Boogie Ink Spots and Ella
1		FitzgeraldDecca 18587
6	7.	G JiveDecca 8659
7	8.	Do Nothin' Till You Hear
		From Me
-	9.	1 Learned a Lesson I'll Never
		Forget Beacon 7120
8	10.	Sweet Slumber Lucky Millinder Decca 18569







1 3 5

2

> 9 8

En PAYDAY

A CARLES AND A CARLES

SOUTH

Haymes Columbia 36698

Haymes Decca 23317

NATIONAL

SECTIONAL

SITION	POSITION
t This	Last This
Wk.	Wk. Wk.
1. I Love You (Bing Grosby)	4 1. 1'll Get By
2. It's Love, Love, Love	(Harry James-Dick Haymes)
(Guy Lombardo)	2 2. San Fernando Valley
3. Long Ago and Far Away	(Bing Crosby)
(Helen Forrest-Dick	- 3. Don't Sweetheart Me
Haymes)	(Lawrence Welk)
4. Holiday for Strings	
(David Rose)	and how the start of the start
5. Besame Mucho (Jimmy Dorsey)	- 5. It's Love, Love, Love
6. San Fernando Valley	(King Sisters)
(Bing Crosby)	
7. I'll Get By	(Guy Lombardo)
(Harry James-Dick Haymes)	- 7. Cow Cow Boogie
8. Long Ago and Far Away	(Ink Spots-Ella Fitzgerald)
(Perry Como)	6 8. Besame Mucho
9. When They Ask About You	(Jimmy Dorsey) 3 9. Holiday for Strings
(Jimmy Dorsey)	- it field it attings
10. Tess's Torch Song	(David Rose)
(Ella Mae Morse)	- 10. Long Ago and Far Away
Cella Mae Morse,	(Perry Como)
MIDWEST	
1. I Love You (Bing Crosby)	WEST COAST
2. Holiday for Strings	WEST COAST
(David Rose)	
3. San Fernando Valley	1 1. Love You (Jo Stafford)
(Bing Crosby)	- 2. It's Love, Love, Love
4. It's Love, Love, Love	(King Sisters)
(King Sisters)	7 3. San Fernando Valley
5. Besame Mucho	(Bing Crosby)
(Jimmy Dorsey)	9 4. Tess's Torch Song
6. I'll Get By	(Ella Mae Morse)
(Harry James-Dick Haymes)	- 5. I Love You (Bing Crosby)
7. Don't Sweetheart Mc	8 6. Do Nothin' Till You Hear From
(Lawrence Welk)	Me (Stan Kenton)
8. Long Ago and Far Away	7. I'll Get By
(Helen Forrest-Dick	(Harry James-Dick Haymes)
Haymes)	8. Poinciana (Bing Crosby)
9 Do Nothin' Till You Hear From	- 9 Milkman Koon Those Bottles

4. It's Love, Love, Love	(King Sisters)
(King Sisters)	7 3. San Fernando Valley
5. Besame Mucho	(Bing Crosby)
(Jimmy Dorsey)	9 4. Tess's Torch Song
6. I'll Get By	(Ella Mae Morse)
(Harry James-Dick Haymes)	- 5. I Love You (Bing Crosby)
7. Don't Sweetheart Me	8 6. Do Nothin' Till You Hear From
(Lawrence Welk)	Me (Stan Kenton)
8. Long Ago and Far Away	7. I'll Get By
(Helen Forrest-Dick	(Harry James-Dick Haymes)
Haymes)	8. Poinciana (Bing Crosby)
9. Do Nothin' Till You Hear From	- 9. Milkman, Keep Those Bottles
Me (Woody Herman)	Quiet (Ella Mae Morse)
10. It's Love, Love, Love	- 10. Long Ago and Far Away
(Guy Lombardo)	(Jo Stafford)

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.

POSI	TION	
	This	
	Wk.	
2	1.	So Long, Pal Al Dexter Okeh 6718
1	2.	Too Late To Worry Al Dexter Okeh 6718
2	3.	Rosalita Al Dexter Okeh 6708
4	3.	I Learned a Lesson I'll Never
1.1		Forget Five Red Caps Beacon 7120
-3	4.	When My Man Comes
		Home
4	4.	Try Me One More Time Ernest Tubb Decca 6093
	4.	Ration Blues Louis Jordan Decca 8654
—	4.	Born To Lose

J x

11 E

Music Popularity Chart Week Ending April 27, 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. SAN FERNANDO VALLEY. Bing Crosby (John Scott Trotter Ork) Decca 18586 2. DON'T SWEETHEART ME. Lawrence Welk (Wayne Marsh) Decca 4434 3. BESAME MUCHO Jimmy Dorsey (Bob Eberly and Kitty Kallen) (15th Week)Decca 18574 5. IT'S LOVE, LOVE, LOVE. Guy Lombardo (Skip Nelson and Lombardo Trio).....Decca 18589 (7th Week) I'LL GET BY..... Harry James (Dick Haymes) ... Columbia 36698 6. IT'S LOVE, LOVE, LOVE. The Four King SistersBluebird 30-0822 7. WHEN THEY ASK ABOUT YOU Jimmy Dorsey (Kiffy Kallen) Decca 18582 9. MAIRZY DOATS..... The Merry Macs Decca 18588 10, SHOO-SHOO BABY.... Andrews Sisters (Vic Schoen Ork) ... Decca 18572 11. I COULDN'T SLEEP A WINK LAST NIGHT. . . . Frank Sinafra Columbia 36687 13. THE MUSIC STOPPED. . Woody Herman (Frances Wayne) . . Decca 18577 14. I'LL GET BY..... The Four King Sisters (Alvino Rey) Bluebird 30-0821 (2d Week) 15. LONG AGO (AND FAR Helen Forresf-Dick Haymes (Camarafa Ork) AWAY) Decca 23317 16. I'LL BE SEEING YOU. . Bing Crosby (John Scott Trotter Ork) Decca 18595 **17. BY THE RIVER OF THE** 20, IS MY BABY BLUE (1st Week) LONG AGO (AND FAR

Coming Up

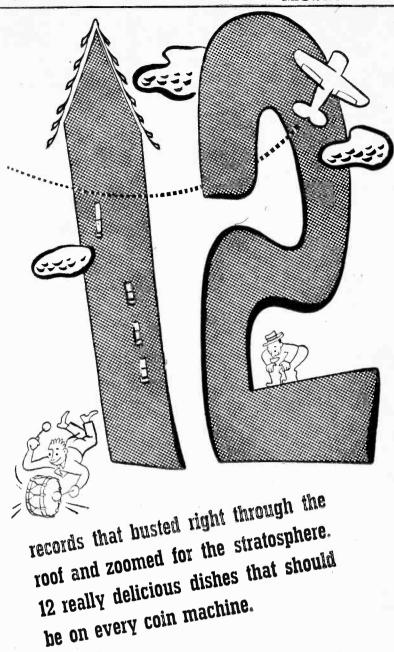
Reports received from The Billboard representatives last week, and based on information given them by leading juke box operators, show the records listed below are gaining in popularity all over the nation.

1.	I LOVE YO	UEnric	Madriguera	(Bop	Lido)	Hit	1011
ø	I LOVE YOU	UPerry	Como		Vi	ictor 20	-1569
		Y Ink S					

Territorial Favorites

MILKMAN, KEEP THOSE

BOTTLES QUIET	
(Hollywood)	
SOMEDAY I'LL MEET YOU AGAIN	7077
(Detroit)	
CAN'T SEE FOR LOOKIN'The King Cole Trio	154



35456	Back Beat Boogie Night Special
	Harry James and his Orchestra

- 35707 Down The Road A Piece Celery Stalks At Midnight Will Bradley and his Orchestra
- 36200 Indian Love Call I Love You Truly Fred Lowery
- 36232 One O'Clock Jump Two O'Clock Jump Harry James and his Orchestra
- 36479 By The Light Of The Silv'ry Moon While My Lady Sleeps Ray Noble and his Orchestra
- 36687 A Lovely Way To Spend An Evening I Couldn't Sleep A Wink Last Night — Frank Sinatra
- 36698 I'll Get By Flatbush Flanagan Harry James and his Orchestra
- 36699 After You've Gone At The Darktown Strutters' Ball Benny Goodman and his Orchestra
- 36700 Every Day Of My Life On A Little Street In Singapore Frank Sinatra with Harry James and his Orchestra
- 36688 A Good Man Is Hard To Find Bizet Has His Day Les Brown and his Orchestra
- 36681 Bim Bam Bum Thanks For The Dream Xavier Cugat and his Waldorf-Astoria Orchestra
- 36268 Snowfall Where Or When Claude Thornhill and his Orchestra



18 MUSIC

The Billboard

May 6, 1944



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.

FEATHERHEADJohnny Long and Ork (Vocal Chorus

by Paffi Dugan).....Decca 4439B

This number is just beginning to show up. Johnny Long handles it with plenty of verve and danceability. Patti Dugan punches home her vocals and yet has enough on chords to make the punching likable. This Long platter should collect plenty heavy on the pull of the Callop-Kuhn-Shaw clefting.

ARSENIC AND OLD FACE... Jerry Jerome and His Cats and

JammersAsch 501B

This is a jam session on wax and while the Asch platter may not be available in many sections of the country—it should jump right off the counters wherever it can be bought. Every one of the boys who jam with Jerry know how to cut loose without chasing the customers. This will pay off—if you can get it.

LOOK WHO'S TALKING.... Ted Daffan's Texans (Vocal by Leon

POPULAR RECORD RELEASES

(From April 27 thru May 4)

Ars	enic and Old Face Jerry Jerome and His Cats and
	JammersAsch 501
	in Street Blues Eddie Condon Commodore 1513
	gin the Beguine Larry Adler (John Kirby Ork). Decca 23319
Beg	in the Beguine Eddie Heywood Commodore 1514
Boo	ly and SoulSavoy 501
Cho	wder
Dis	order at the Border Coleman Hawkins Apollo 753
Do	Nothin' Till You Hear
, i	From Me Delta Rhythm Boys Decca 4440
Dor	wntown Cafe Boogie Edmond Hall Sextet Commodore 1512
Dra	g 'Em Asch 1002
Esq	uire Blues Coleman Hawkins Commodore 547
Esq	uire Bounce Coleman Hawkins Commodore 547
	ling Zero Coleman Hawkins Apollo 753
	of My Dreams Jerry Jerome and His Cats and
	Jammers
Git	Wid It Savoy 125
	odnight. Wherever You Are. Russ Morgan Decca 18598
Hal	leluiah 8-9-10 Denny Beckner and His Madcap
	Merrymakers
Hai	nd-to-Mouth Boogie Larry Adler (John Kirby Ork) . Decca 23319
	w Blue the Night
IC	over the Waterfront Eddie Heywood Commodore 1514
	Could Happen to You Bob Chester
	le Joe Five Mary Lou and Her Chosen Five
	(Mary Lou Williams) Asch 1002
Lou	iseDecca 18598
	laby of the Leaves Mary Lou and Her Chosen Five
	(Mary Lou Williams) Asch 1004
Ма	ry Lou's Boogie Mary Lou Williams Asch 1003
Mo	p, MopColeman HawkinsCommodore 548
	Ideal Coleman Hawkins Commodore 548
	Katharina
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	(See Pop Record Releases on page 66)

(See Pop Record Releases on page or) NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES: Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's, Birmingham: Norlen's Radio Shop: Louis Pizitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Gliman 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; Galety Music Shop; Rabson's Music Shop; Philadelphia: Downtown Record Shop; Alaston's Music Co.; Joseph E. Thiem Co. Bichmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Orley Record Co. St. Louis: Aeolian Co. St. Faul, Minn.: Mayflower Novelty Co. Sait Lake City: Z. C. M. I. Gramaphone Shop. San Antonio: Alamo Piano Co. Washington, D. C.: E. F. Droop & Sons Co.; George's Radio Co. Westwood, Calif.: Music Shop.

Music Popularity Charl Week Ending April 27, 1944

POPULAR RECORD REVIEWS

By M. H. Orodenker

JAN GARBER (Feature)

"Once Too Offen"-FT; VC. "I Love You"-FT; VC. "Long Ago"-FT; VC. "People Will Say We're In Love"-FT; VC.

Unce 100 Utten — H; VC. "I Love You"—H; VC. "Long Ago"—FT; VC. "People Will Say We're In Love"—FT; VC. The new Feature label brings the third of the major networks ito between WOR, New York, parent station of the Mutual nets, with this disk label, than the subsidiary links between NBC and Victor, and CBS with Columbia. Recordings originate in the WOR studios, and station call letters, rather than network signature, are incorporated on the identifying Feature label. For its preem platters, Feature strikes no particular course of its own in its cutting. In-stead, it follows the set commercial pattern with a pair by Jan Garber grooved to hit a wide commercial circle. That commercial appeal is manifest in the band's playing and the selected material. In the accepted style for making the dance music, with heavy emphasis on the sharp rhythmic approach, the Garber gang cuts its teth for Feature rhythmically with a coupling of "Once Too Often" from the "Pin-Up Girl" pic, and "I Love You," the Cole Porter hit from "Mexico Hayride." A torch tune in the minor key, Gwen Davies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," with Bob pavies does effective lyricizing for "Once Too Often," the pavies and pavies better opportunity to express

COZY COLE (Savoy)

"Body and Soul"-FT. "Talk To Me"-FT.

The Savoy label makes a strong bid for the hot jazz diskophiles, and the fan mags will soon be overflowing with columns for the divided camps among those who still hold Coleman Hawkins's tenor saxing for "Body and Soul" as the alpha and omega in hot choruses, and for the many others who will adopt Ben Webster's artistry here as the accepted model. With the tempo slow, and excellent rhythmic support sparked by Cozy Cole at the drums, Webster gets full opportunity for complete expression in this cutting. He makes the most of that opportunity. His phrases blend beautifully, with emphasis on a pure and rich tone, for the opening stanza. With the tempo in double time for the second chorus, Webster rides out in an amazingly wild and urrestrained gutty fashion, truly a platter performance for posterity. Buck Ram, who rounded up this session, contributes "Talk To Me" for the mated side, a riff opus with all the boys at the session given the opportunity to sound off. Cole maintaining a driving rhythm force thruout, and getting in a lick of his own drum rolls, a chance for the uninhibited instrumental riding is given to Ray Coniff on trombone, Teddy Walters on guitar, Johnny Guarieri at the piano and Lammor Wright hitting the high trumpet notes, along with a bit of Webster's biting tenor sax at the start. Fred Norman gets arranger credits for both of the sides. The Savoy label makes a strong bid for the hot jazz diskophiles. the start. Fred Norman gets arranger credits for both of the sides. (See Pop. Record Reviews on page 67)

FOLK RECORD REVIEWS

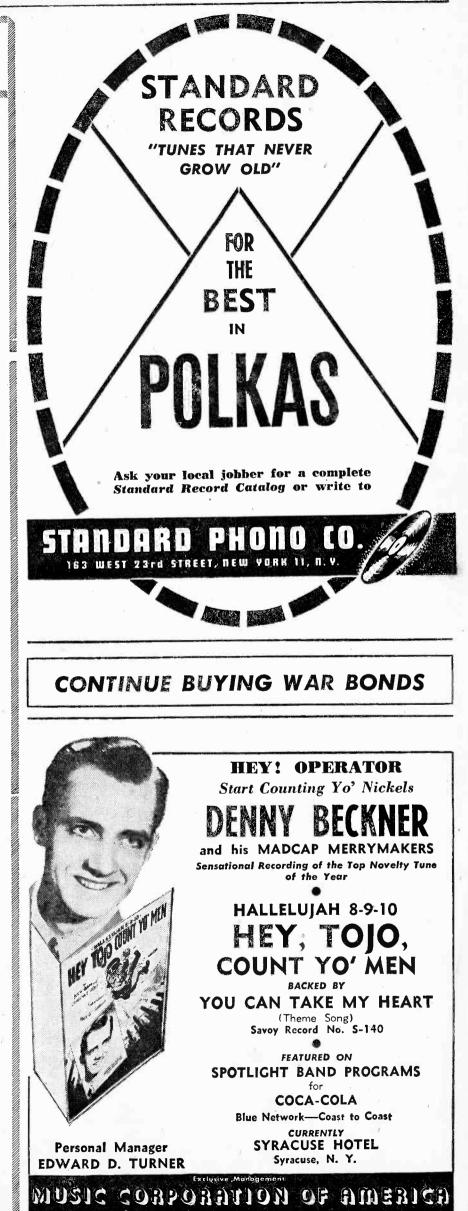
(Hillbilly, Race, Cowboy Songs, Spirifuals) By M. H. Orodenker

TED DAFFAN'S TEXANS (Okeh)

"Bluest Blues"—FT; VC. "Look Who's Talkin' "-FT; VC.

"Bluest Blues"—FT; VC. "Look Who's Talkin""—FT; VC. While ordinarily devoted to the hoedown harmonies and the cowboy laments, Ted Daffan and his singing and instrumental troupe of Texans prove adept at whipping out the novelty blues. Adapting the race blues to his own style, Daffan has fashioned an attractive and low-down "Bluest Blues." Singing and talking about his blues, Daffan gets sympathetic accompaniment from his string orchestra, with electric guitar, accordion and fiddle having their solo innings. The novelty of it will unquestionably attract wide attention, particularly with the music box fans, as Daffan, In a lazy and drooly fashion explains that he has lost no gal, lost no friend—he's just blue as blue can be. More in keeping with the rustic range, with the tempo stepped up to lively proportions. is "Look Who's Talkin"." It's a breezy Western-styled ditty, with Leon Seago taking up the catch phrase in song, ably aided vocally and instrumentally by the Texans.

HARLEM HIT PARADE SOURCES: Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Bernard Record Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Shop, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta.
 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; Willis Music Co.; Los Angeles: Morse M. Preeman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Myrex Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry CO. Pittsburgh: Volkwein Brothers. Inc. Portland, Ore.: Irving Sklare Music Co., care Meier & Frank Co. San Francisco: Pacific Coast Music Jobbers. Seattle: Capitol Music Co., St. Louis: St. Louis Music Supply Co.





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Act Streamlined Build-Up in Cocktail Lounges Axed by 30% Tax

NEW YORK, April 29.—Even if the amusement tax is cut to 10 per cent, cocktail lounges will have ceased to be the kind of attraction-incubators they were before April 1.

were before April 1. That is the opinion of top lounge agents here. They believe the damage is done—at least, for a long time to come. Up to April 1 the lounge industry had been mushrooming for a period of years —and developing names and attractions as it grew. as it grew.

Competish Raises Prices

Competish Raises Prices Percenters say the reason for this was that a state of healthy competition existed among the cocktallery operators, a condition which made possible the kiting of prices and sales appeal of acts. If an act made good in one place it was possible to push it upwards at the next place, say the fee-splitters who ad-mit they weren't slow to take advantage of this situation. Not only was the price tag raised but the pitch for the act, too, and this re-sulted in quick development of perform-res into the attraction class. Then along came April 1 and the own-ers woke up, according to the agents. Ops found that they lost just as much business with three guys named Joe as it a costly attraction, so they began to use pick-up talent because, after all, t didn't hurt so much.

Operators Have Lost Habit

Even if the tax is lowered, the agents

Orsatti's Philly, **Takes the Air** For Plugeroo

PHILADELPHIA, April 29. — Orsatti's Musical Lounge becomes the first of the cocktail lounges here to take to the air to advertise its musical attractions. Spotting a nightly quarter-hour pro-gram direct from the stand over WPEN, it also becomes the only radio dance re-mote in town

it also becomes the only rando dance re-mote in town. Arnold Orsatti, operator of the mid-town spot, figures that such alr adver-tising with the musical units given the opportunity to sell themselves, will help take away the sting of bad business. Mike picks up Johnny Willis Trio, Billy Stewart Trio and Ann Rupert's piano-Stewart Trio and Ann Rupert's plano-vocals. Air campaign placed for 13 weeks. The newspaper ads are junked entirely.

Joe Callan To Book **Combos for CBO**

CHICAGO, April 29.—Central Booking Office here, has set-up a new cocktail department, headed by Joe Callan, for-mer theater mag salesman. Callan, who mer theater mag salesman. Callan, who has been identified with the theatrical field for some time, will concentrate his efforts in the booking of cocktall units and singles. New set-up gives CBO a complete range, with Freddy Williamson taking charge, as well as handling book-ings of star attractions and name bands.

How To Get a Rest

PHOENIX, Ariz., April 29.—Eleanor Williams, vocalist, was booked to play the LaJolla Club here, but before she arrived from Hollywood the spot was destroyed by fire. When she got here, Louis Klein, La-Jolla manager, offered to pay her trans-portation back to Hollywood, but Eleanor decided she would stay for a while, any-way, to take a vacation. Klein pans to rebuild the spot. Silver cash melted by the flames will be made into a plaque and hung in the new place.



now feel, operators will have lost the habit of seeking attractions. It will be a long, long time before they again com-pete so hard for act displays in their places.

The consequences are that it will be more difficult to promote a performer into the attraction category simply be-cause there will be fewer opportunities

to push him, the percenters say. Significance of this for the rest of the trade is that cocktaileries, in recent years, have become one of the principal sources of new names.

Musical Trio Turn Warblers

HUSICAL ITTO THITH WATDIEFS HOLLYWOOD, April 29.—Nite club acts that have been forced out of work due to tax have to revamp their styles. Reg Marshal, local booker, had Ivy, Vern and Vorl under contract. Femmes used to warble with the old Floyd Ray band, but since the maestro has been in the army, have been working as cocktail combo. In nitery work they used bass, drums and guitar. Finding them hard to sell as a result of the 30 per cent bite, Marshall turned them back into a warbling trio, gave them a piano player and has them booked for Northwest vaude houses. Trio opens at Yakima, Wash., then goes to Portland, Vancouver and Seattle, Lady Will Carr is the accompanist.

Review

Helsing's Vodvil Lounge, Chicago

(Reviewed Friday Evening, April 22) New show at this swank spot is clicker. Loaded with real vaude a is a and smart song-styling, it moves at a fast pace from opening to closing.

pace from opening to closing. Jimmy Costello, held over for his sec-ond engagement, takes over and does a terrific job as the emsee. His patter is sharp and delivered in quick-wit. Also does imitations of Kate Smith and Mor-ton Downey. However, gets the biggest laughs for his fine impersonation of Jimmy Durante. Act is a natural. A surprise novelty is introduced in the person of "Doctor Duko," portrayed by Mel Carder, quick-fingered card-manipu-lator. This new act, a take-off on a fast-talking pitchman, is one of the funniest of its kind. Material is sharp and loaded with plenty of fast gags. Clicked well with the sophisticates. Carder is also spotted later in the show and does 10 minutes of card tricks. If he would com-bine his pitchman stint with his magic he would have one of the most unusual acts in the entertainment field. Three charming youngsters, the Anton Sisters make their initial how to cafe.

acts in the entertainment field. Three charming youngsters, the Anton Sisters, make their initial bow to cafe-goers. Act needs considerable coaching in performance, and original arrange-ments. Their style is a carbon copy of the Andrews Sisters. However, they are blessed with good pipes. Their numbers are exceedingly well done and they got plenty of mitting for their renditions of boogie-woogie numbers and pop tunes. Appearance is youthful and refreshing and if they would develop a style of their own they would undoubtedly score a hit for they have the makings of a top-notch trio. Jack Fulton closes the bill and gets

Jack Fulton closes the bill and gets Jack Fulton closes the bill and gets top hand-slapping for his melodic war-bling. His voice is rich and smacks of a romantic flavor. His soft ballading of *People Will Say, My Ideal* and a special arrangement of *He's Not Ridin' the Range Anymore* are distinctly different from the crooning and swoonster type. He sells every number with the ease of a well-trained singer and makes a ter-rific hit with the table-sitters. Eli Philipps and his tric with Chet.

Eli Philipps and his trio, with Chet Roble at the plano, furnish the musical backing for the show. Group gives with a fast *Jump Overture* number, combined with a specialty by Roble. Instrumenta-tion of the unit is ideally suited for this spot. Jack Baker.

May 6, 1944

Sotto Voce-10%

NEW YORK, April 29 .-- A cocktail combo, novachord and piano, were working in a Jersey spot. Customers yelled up requests and team obliged. One elbow bender team obliged. One elbow bender leaned over to the plano pounder and asked could he sing Rose of Tralee. "Can't," was the answer, "You know, the 30 per cent tax." Customer leaned back and thought. Finally he asked again: "Can you sing it softly, for say 10 per cent."

All-Music Units Mop Up in Phil

PHILADELPHIA, April 29. — The all-musical units are reaping a harvest here because of the 30 per cent tax. Since the dropping of vocals, to keep outside of the tax boundary, has had little effect on bar biz, the cocktail bars are upping music budgets to keep them coming coming.

Along these lines, the Open Door Lounge, which never before has used more than a double or a trio, is using a large unit for the first time—Charlie Gaines's five-piece ork for a 10-week stand.

Lou's circuit of musical bars also going in heavy for hot jazz units. Starting May 15, has Eddle South's ork at Lou Chancellor Bar, and piano team of Frank Carter and Arthur Bowie at Lou's Ger-

Carter and Arthur Bowie at Lou's Ger-mantown Bar. A number of the smaller niteries skirt-ing the tax by changing to a musical bar policy with all music. Steve Brodie's junked its show, with budget going for two jive units. Nick's Town Tavern, one of the larger roadhouses on the Jersey side, also goes musical with the Co-Eds and Mary Navis and Her Men of Rhythm.

New Spot for Chester

PHILADELPHIA, April 29. — Allen I. Schwartz, for the past eight years opera-tor of the Budweiser Tavern here, expands in taking over the new Cosmopoli-tan Room in Hotel Harlem at near-by Chester, Pa. Influx of the war workers to Chester gives impetus to a major nitery there.



Petrillo Blamed for Philly Ork Deficit

PHILADELPHIA, April 29.—James C. Petrillo, AFM chieftain, is asked to shoulder the blame for the deficit of \$40,000 suffered during the 1943-'44 sea-son by the Philadelphia Symphony Or-chestra, according to Orville Bullitt, prez of the local symphony troupe. "Petrillo," Bullitt told members of the ork's women's committees at their 40th annual meet Thursday (27), "is fast killing the golden goose by continuing the ban on the man-

Thursday (27), "is fast killing the golden goose by continuing the ban on the man-ufacture of new records." This year's operating deficit, Bullitt said, runs between \$90,000 and \$100,000, the highest in more than 20 years, except for a year when the ork put on a season of grand opera here. "And this has oc-curred," he said, "despite the fact that attendance at concerts is greater than ever before." Bullitt said the ork asso-clation will have \$55,000 from its en-dowment fund to apply against the op-erating deficit, which he said was due solely to the decrease in the sale of new records. records

records. The symphony group always depended heavily on record royalties to help make up the season's deficit. The village band, long identified with the Victor Red Seal label, will do their disking for Columbia once the waxwork gets the green light from Petrillo.

Horace Henderson to Form Own Combo

HOLLYWOOD, April 29 .- Horace Henderson, pianist and arranger now fea-tured with Fletcher Henderson and his ork, currently at Club Plantation in Los Angeles, will form his own small orchesposer of Christopher Columbus, In the Mood and other tunes, signed a long-term managerial contract with the Reg D. Marshall Agency here yesterday. He leaves the band at the termination of the current local engagement.

Carlos Molina Signs With Frederick Bros.

HOLLYWOOD, April 29.—Carlos Molina has been signed to a long-term mana-gerial contract by the local Frederick Bros.' office. Deal was set by Ed Fishman. Molina, who moved over from the William Morris Agency, has been booked into the Palace Hotel, San Francisco, starting May 25.

Western Stars Open Mountain Music Dep't

HOLLYWOOD, April 29.-Al Jarvis HOLL' WOOD, April 29.—AI Jarvis rounded up a group of Western stars for personal appearances when he opened a new mountain music department in Music Land, retail store here. Jarvis was an early platter jockey on Coast stations.



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Chicago



Bob Chester

(Reviewed at Frank Daley's Terrace Room, Newark, N. J.) a different band that Bob

T'S T'S a different band that Bob Chester is fronting during current date for Frank Daley. Serving up a good mixture of sweet and hot tunes, person-able, hard-working Chester has returned to his old style featuring a clary lead. It makes for nice, sweet intros on the slow stuff

to his old style featuring a clary lead. It makes for nice, sweet intros on the slow stuff. Band is easy to dance to and will be easier to listen to when it gets used to the room. The sweet stuff is plenty okay while the stomperoo deals find band hit-ting a good steady beat ridden by Irving Kluger, a flash drummer; Ted Napoleon, on the ivory; Steve Jordan, on gitbox, and Nick Vias, on bull. Originals, Tan-ning Dr. Jekyll's Hide and Rollo, Git With It, find the band at its hot best, tho loud in spots. Above-mentioned pieces feature Leon Cox on jazz tram, Bill Conrad on hot trumpet and Little Jackie Beavers on tenor, with each tak-ing a good ride. Ralph Muzzilo's lead trumpet work makes for fine section blending, while additional solos were tak-en by Johnny La Porta on alto during a jump tune, Porky, and Joe Mazza on sweet tram. Latter leads off and backs up How Blue the Night, a Betty Bradley ballad, in good style. Miss Bradley, a cute gal who sells well, did How Blue, Nobody Else But You; Love, Love, Love, and Speak Low in nice, easy style, but scored especially on Shoo-Shoo, backed by a nice, jumpy band backdrop and also on an original Please Do It Again. Kirk Wood handles the male vocals in capable fashion, featur-ing Long Ago, Besame Mucho and Irre-sistible You, all being well received by good opening night crowd. All in all, this is Chester's best band and it should be better if he can hold personnel together and round off some rough edges. Chief faults seem to be that band becomes over-brassy at times was evidenced in Holiday for Strings should help to hold listening and danc-ing audiences. Jim Whitfield.

Boyd Raeburn (Reviewed at Hotel Commodore, New York)

THE band may be new but it's still Boyd Raeburn, and those who remember him from his Chicago days can see minor ■ Raeburn, and those who remember him from his Chicago days can see minor improvements but not too much change. The band has tightened up but the night caught it still was under the influence of the week's engagement just played at the Apollo on 125th Street. Com-modore's Century Room did little to cushion the strident note, the vast ex-panse of mirrors serving as a sounding board so that the Mutual Coast-to-Coast line seemed hardly necessary. Undoubt-edly the sending will soften as the band settles down in the spot, altho Raeburn fans are likely to complain if he eases the socko too much. John Bothwell, first sax, and Stu Olson, bary sax, were both with Raeburn in Chi-cago. The rest of the crew joined out here. The two named got a little the edge on solo work the night the band was caught, but the numbers played gave every man a chance, with good delivery thruout. The band presents six saves when Bae-

thruout.

The band presents six saxes when Rae-burn picks up his instrument, putting plenty of volume to the typical Raeburn give-out. Three trombones and four trumpets built it up, yet not entirely at the expense of the three-man rhythm section.

Two soloists, Dorothy Claire and Don D'Arcy, did some work around the mike during the broadcast, but opening night things were too heetle on the stand to give them a chance at showing their stuff, at least not during the period caught. Larry Nixon.

ORCHESTRA NOTES

THE DARLINGS OF RHYTHM, all-girl band, playing dates in Virginia. HOT LIPS PAGE sat in with EDDIE (See ORCHESTRA NOTES on page 28)

NEW YORK

CIRCLE 7-2160

Vogel Wants In On Solman-Lamb Tune FULTON NEW YORK, April 29 .- Jerry Vogel asked the New York Federal Court

Wednesday that he be declared co-owner with Edward B. Marks Music Company of the renewal rights to the song, The Bird On Nellie's Hat, composed in 1906 by Alfred Solman, with lyrics by Arthur J. Lamb. Vogel also asks an accounting from Marks for his alleged share in the

profits. profits. Vogel says that Lamb's brother, Cecil, signed the renewal rights to him in 1938, after the writer died, and again in 1940. He further states that Solman's assign-ment of renewal rights to Marks in 1936 was to have been for both composers, but that neither he nor Lamb have been given their prolities given their royalties.



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MUSIC-COCKTAIL





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HOLLYWOOD

CRESTVIEW 1-6161

The Billboard

Post-Holiday Reaction Still Grips Stem; Only Roxy Up

NEW YORK, April 29.—The reaction which set in right after Easter has not yet run its course. With the exception of the Roxy with its new bill, every other house on the Stem suffered at the ticket office.

the ticket office. Radio City Music Hall (6,200 seats; house average, \$101,000), with Harrison and Fisher, Grace Panvini and *Cover Girl*, brought in \$112,000 for the fourth week, as against \$123,000 for previous week. First week bill collected \$94,000; second week, \$109,000.

Roxy (5,835 seats; house average, \$62,000) for first week of Paul Whiteman, Victor Borge, Joan Edwards and Buffalo Bill got \$95,000.

Bill got \$95,000. Paramount (3,664 seats; house average, \$42,000), for the ninth week with Cugat's ork, Dean Murphy and Lady in the Dark, dribbled to \$59,000 compared with pre-vious week's \$63,000. First week bill took in \$130,000; second week's take was \$110,000; third week, \$89,000; fourth week, \$95,000; fifth week, \$75,000; sixth, \$62,000, and seventh, \$66,000. Capitol (4,627 seats; house average,

"Fun" Hits Fair \$19.800 in L. A.

LOS ANGELES, April 29.—Yours for Fun Unit grossed a fair \$19,800 at the Orpheum Theater (2,200 seats) here last week. Revue was headed by Billy House and Eddie Garr, and included Sammy Wolfe, Frank Scannell, the Hackers and the Mulcays. Miller Brothers and Lois have been added. Pic, Women in Bond-age. Spot charges 75 cents top.

Blue Note Cuts 16 Sides Hot Jazz In Current Week 4-10. LES BROWN: RKO Theater, Boston, May

NEW YORK, April 29.—Blue Note waxed 16 sides of hot jazz this week with a notable line-up of talent. Art Hodes and ork, composed of Kaminsky, Rod Cless, Jack Bland, Bob Haggart and Danny Alvin, recorded Maple Leaf Rag, Yellow Dog Blues, She's Crying For Me, Slow-'Em-Down Blues, Doctor Jazz, Shoe Shiner's Drag. There'll Be Some Changes Made and Clark and Randolph. Slow-'Em-Down and Clark and Randolph are pianist Art Hodes's compositions. James P. Johnson's Blue Note Jazzmen, with Sidney DeParls, Vic Dickenson, Ben

with Sidney DeParls, Vic Dickenson, Ben Webster, Jimmy Shirley, John Simmons and Sidney Catlett, cut Victory Stride, Blue Mizz, Ajter You're Gone and Joy Mactian Meetin'

Edmond Hall's All-Star Quintet re-corded Rompin' in 'RR, Smooth Sailing, Blue Interval and Seein' Red.

Disks are skedded for early May release.

Dorothy Donegan Waxes Several Decca Platters

CHICAGO, April 29.—Dorothy Donegan, sepia pianist who has been appearing in theaters on the West Coast, has disked several platters for Decca in a two-session recording.

Miss Donegan is expected to go into the Streets of Paris, Hollywood, for an indefinite run at a reported \$900 per week.

GAC Signs Will Lester

CHICAGO, April 29.-General Amusement Corporation here has added an-other band to its stable with the signing other band to its stable with the signing of a personal management contract with Will Lester and ork (13) and Betty Wol-ley, vocalist. Band, comprised of all youngsters, is currently doing one-night-ers thru the Middle West.

Pic for Carolina Cotton

HOLLYWOOD, April 29.—Spade Cooley's warbler, Carolina Cotton, has been inked to a Republic contract on a one-picture deal. She will have a role in Roy Acuff's film, Sing, Neighbor, Sing.

\$59,000), for the second week of Ginny Simms, Frankie Carle's ork and *Broadway Rhythm*, dropped to \$60,000 as compared with opener of \$63,000.

Strand (2,758 seats; house average, \$42,000), with Ted Lewis ork and Uncer-tain Glory, slipped to \$39,000 compared with opening take of \$45,000.

with opening take of \$45,000. Loew's State (3,237 seats; house aver-age, \$28,000), with Jerry Wayne, Nan Rae and Miss Waterfall, Cappy Barra Boys and Heavenly Body, had \$22,000 as against \$23,000 for previous week. Cur-rent bill has Moro and Yaconelli, Coley Worth, Gus Van, Mitch Ayres' ork and This Is the Life.

Busse and Boys; Holdover Pic Do 26G in Hub

BOSTON, April 29.-Henry Busse and his boys were slow and steady at the RKO-Boston (3,200 seats; scale, 44 to 99 cents) for the stanza ended April 26. Below the high average of the past six months was a gross of \$26,000.

Ray Eberle topped the bill, with other acts including DeVal, Merle and Lee, Georgie Kaye and the band specialties of Betty Brownell, Wyatt Howard and Red Wright. Gung Ho flicker on a holdover. Coming dates include Les Brown and ork with Lifeboat, May 4; Xavier Cugat and Falcon Out West, May 11; Ted Lewis and Falcon Out West, May 12 Lombardo and *Tampico*, May 18, and Guy Lombardo set for May 25.

TINY BRADSHAW: Cincinnati, May 18-19;

"Tars and Spars" **Rings Up \$33,000** At Earle, Philly

PHILADELPHIA, April 29 .- Tars and Spars, new coast guard variety revue de-signed to stimulate recruiting for that service branch, proved a major bell ringer for its Eastern preem, the week ended Thursday (27) at the Earle Theater (seating capacity, 3,000; house average, \$20,000). With movieland's Victor Ma-ture heading the service cast, show suf-fered little from the heavy rains all week and hit a hefty \$33,000 for the fered little

week and hit a hefty \$33,000 for the stand. Variety talent culled from the uni-formed ranks included Ted Gary, Charles (Lind) Hogg, Bill Skipper, Tom Dowling, Ed Clay, Gower Champion, Marc Ballero, Sidney Caesar, Midge Parker, Coralee Burson, Gloria Tickell, Harry Blumenthal, Jeanne Freed and a 20-piece coast guard hand band.

Screen filled in with Jam Session

Balto Big \$17,600

BALTIMORE, April 29. — Hippodrome Theater grossed a fat \$17,600 week ended April 26, with holdover bill comprised of Stubby Kaye, Wally Boag, Arren and Broderick, and the Frank Victor Quartet with Connie Howeil. Sally, Jack and Mascott displaced Lynn and Larry, who appeared on previous week's bill. Pic, Up in Arms, also a holdover.

Slack 28G in SF

Advance Bookings

SAN FRANCISCO, April 29.—Golden Gate (2,850 seats) hit \$28,000 week ended Tuesday (25). On the stage were Freddie Slack and orchestra, Imogene Lynn, Gloria Gilbert, Anita Martel and Dick Edwards. Pic, The Yellow Canary.

Chi Take 45G CHICAGO, April 29 .- It was a give and take deal in receipts at the vaude-pic houses here last week, with the Chicago Theater on the decline end and the

Oriental 33G;

Oriental going above its average. Second week holdover at the Chicago (4,000), which headlined Joan Merrill and Jack Marshall and the Berry Brothers as the added attractions, was probably re-sponsible for the drop to \$45,000 over the previous week's \$52,000. Bill is again held over for the current week and will do well if it grosses \$42,000. Bea Wain readio sincer and Borreh

will do well if it grosses \$42,000. Bea Wain, radio singer, and Borrah Minevitch's Harmonica Rascals jumped the Oriental's (3,200) grosses up to a good \$33,000. Current bill, starring Law-rence Welk and ork, making their first appearance at the house; Johnny (Scat) Davis, and Marcy Maguire, single star attractions, looks like a big grosser and should hit about \$34,000 for the week.

Welk Hits \$21,000 At Riverside, M'kee; Next to T. Dorsey

MILWAUKEE, April 29. — Lawrence Welk and his all-star packaged show, fea-turing Johnny (Scat) Davis as the single attraction, hit a good \$21,000 at the Riverside Theater here last week. The mark was only topped by Tommy Dorsey, who hit the high score of \$33,000.

Welk, who played 34 shows for the week, with his guarantee and percentage drew approximately \$10,000 for his share. Tommy Dorsey drew \$17,000 for his stint.

BMI Researcher Turns Out Tune For Maritime Day

NEW YORK, April 29.—When National Maritime Day is celebrated May 22 a new song The Men in Dungarees, will of-fically debut. Ottalie Mark Barbanell, head of BMI's research department, and David Kaplan are responsible for the music. Louise Stewart wrote the lyrics. If any legal difficulties should come up concerning the song, Miss Barbanell won't have to call in a lawyer. She is prepping for the bar at New York Law School. Takes her final exams in June.

For Savoy Records

EDDIE ROGERS: Playmor, Kansas City, Mo., May 3-23. WARNEY RUHL: Commodore Perry Hotel, Toledo, May 15 (indefinite). LUIS RUSSELL: Raleigh, N. C., May 15; Columbia, N. C., 17; Charlotte, N. C., 18; Durham, N. C., 19. ANSON WEEKS: Palisades, Santa Monica, Calif., May 6-16. COOTIE WILLIAMS: Little Rock, Ark., May 15-17: Knoxville 19-20. Hot Lips Page To Wax For Savoy Rec NEWARK, N. J., April 29.—Savo ords have signed Hot Lips Page some original blues and jump nu They have also inked the Lester

NEWARK, N. J., April 29.—Savoy Rec-ords have signed Hot Lips Page to wax some original blues and jump numbers. They have also inked the Lester Young quintet for originals. Young is tenor sax with Count Basie. Two swing albums have been an-nounced by Savoy, 52d Street Swing and Village Swing. The 52d Street ditty will feature Cozy Cole, Ben Webster, Lester Young and Johnny Guarneri, while Village will have Eddiè Condon, Bobby Hackett and Joe Marsala top-billed.

Army Nurses Get

Songs Sans Royalty

NEW YORK, April 29.—Army Nurses Corps has asked music pubs, thru the MPPA, to give permission for use of its songs in a nurse songbook. Pubs are going along with the idea, tho some are beginning to say that army should pay for use of their product, as it does with more tangible materials like food, clothing and guns.

Virginia Hays Moves To St. Regis Roof

For Southern Music HOLLYWOOD, April 29.—Bill Savitt, ormerly with Mills Music, has just been amed West Coast manager for Southern lusic. He is a brother of ork leader Jan Savitt,

Don Large To Navy; **Mackenzie Takes** WJR Choral Job

ERSKINE DOWNLOW. May 14-27. BUDDY JOHNSON: Baton Rouge, La., May 15: Shreveport. La., 19. PHIL LEVANT: Forest Park Highlands, St. Louis, May 7-20. CLYDE LUCAS: Lakeside Park, Denver, May 12 (three weeks).

12 (three weeks). JIMMIE LUNCEFORD: Rainbow Randevu, Salt Lake City, May 4 (week): Auditorium, La Grande, Ore., 12; Auditorium, Pullman,

DETROIT, April 29.—Don Large, choral director of WJR, where he has served for the past 14 years, became the 33d member of the WJR staff to join the armed forces Wednesday (26), when he was inducted into the navy.

was inducted into the navy. Large is best known nationally for the Don Large Chorus, which was featured over the Ford summer hour in 1940, the former F. O. B. Detroit and the present Victory F. O. B. program fed to CBS. John MacKenzie, who has been a mem-ber of the Music Men, vocal trio, with Large and Harold Kean, takes over his duties at the station

duties at the station.

Terrace Room Inks Carle

NEWARK, N. J., April 29.—Frankie Carle will go into Frank Dailey's Terrace Room May 11 for a two-week engagement. No band signed as yet to follow Carle, but Dailey may reopen Meadowbrook out-door garden sooner than expected, with Harry James an opening possibility.

Wash., 13; Auditorium, Seattle, 14; Spanish Ballroom, Portland, Ore., 15; Armory, Walla
Walla, Wash., 16; Recreation Center, Bremer-ton, Wash., 17; Blue Danube Ballroom, Port Angeles, Wash., 18; Victoria Sports Pavillion
Victoria, B. C., 19.
HAL McINTYRE: Sweet's Ballroom, Oak-land, Calif., May 4; Auditorium, San Jose, Calif., 5; Auditorium, Sacramento, 6; Dream
Bowl, Vallejo, Calif., 7; Colden Gate Theater, San Francisco, 10-16; Pacific Square Ballroom, San Diego, Calif., 19-21.
FRANKIE MASTERS: Blue Moon, Wichita, Kan., May 5-11.
FREDDIE SCHAFEFR: Plantation Club TINY BRADSHAW: Cincinnati, May 18-19; Dayton, O., 20, SONNY DUNHAM: Stevens Hotel, Chicago, May 12; University of Michigan, Ann Arbor, 13; Trianon Ballroom, Toledo, 14; Palace The-ater, Columbus, O., 16-18; Sherman Hotel, Chicago, 19 (4 weeks). EDDIE DURHAM: Winnipeg, Man., May 18-20 EDDIE DURHAM: WINNIPE, Warn,, 20. SHEP FIELDS: Albee Theater, Cincinnati, May 5-11; Palace Theater, Cleveland 12-18. TED FIO RITO: Lakeside Park, Dayton, O., May 10; Joyland Park, Lexington, Ky., 11; National Theater, Louisville, 12 (week); East-wood Gardens, Detroit, 19 (week). ERSKINE HAWKINS: Tic Toc Club, Boston, May 14-27. PUDDY JOHNSON: Baton Rouge, La., May

FREDDIE SCHAFFER: Plantation Club, Houston, May 8-21, EDDIE ROGERS: Playmor, Kansas City, Mo., May 3-23.

Trace Dates Wait; No Dixie Run-Out

the spot's management.

NEW YORK, April 29.—Music circles here have it that Al Trace will start to cash in on the big dough he can earn as result of *Mairzy Doates* fame as soon as Hotel Dixle finds a replacement. Meanwhile he's playing nize baby with the spot's management.

To Musical Film **Gertie From Bizerte**

HOLLYWOOD, April 29.—Box office take of G. I. musicals is causing Colum-bia studios to plan another *Hey*, *Rookie!* New film will be built around popular overseas song, *Gertie From Bizerte*. While original lyrics will not be used, title will be retained.

Bill Savitt on Coast

HOLLYWOOD, April 29.—Bill Savitt, formerly with Mills Music, has just been named West Coast manager for Southern Music

NIGHT CLUBS-VAUDEVILLE

The Billboard 23

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

CLUB TAX LAYING EMPTY EGG

N.Y. Dailies **Ride Tax in Heavy Space**

NEW YORK, April 29.—The local press swung into action this week on the amusement tax.

New York Times and Herald Tribune have been giving considerable space for a couple weeks now to the effects of the bite, sometimes even on the front page. The other rags caught on during the week

Week. World-Telegram Wednesday (26) and Sun Thursday (27) both took a fall out of the tax, and Congress for passing it. Both felt the whole thing was a bad mis-take. Surprisingly, neither rag-both violently anti-Roosevelt-swatted the ad-ministration over the tax.

ministration over the tax. Post ran a cartoon showing a guy marked "The Treasury" hitting the jack-pot on an empty slot machine. Meaning obvious. This sheet and *The Daily News* both ran "inquiring reporter" columns on the subject, *Post* querying on tax gen-erally, and the tabloid asking whether servicemen should be forced to pay it. In both cases, heavy majority of inquiries answered negatively.

both cases, heavy majority of inquiries answered negatively. In *The Mirror*, Walter Winchell has kept up running fire against the bite, and is throwing big support to Knutson 10 per cent resolution.

Tax Fighters Stir Selves

(Continued from page 3)

the week at mass meetings of owners in The week at mass meetings of owners in Philadelphia and Boston. Another meet-ing is set for Thursday (4) in Philadel-phia, to be presided over by Bill Hopkins, prez of the Cafe Owners' Guild of Penn-sylvania. Samuel Haftel, attorney for this body, is preparing an analysis of club business in Penna to go to Wash-traton ington.

Don Lanning, head of the Florida Sup Don Lanning, head of the Florida Sup-per Club Association, spent the whole week here, lining up support for H. J. R. 265. Meanwhile, Faul Brunn, secretary of the group, arranged a mass meeting in Miami for Monday night (1), at which Senator Claude Pepper (Fla.) and Rep. Pat Cannon (Fla.) will speak against the 30 per cent tax. Other orgs in the meeting will be the Hotel Association of Miami and Miami Beach, the Miami Res-taurant Owners and the Georgia Supper Club group. Club group.

Club group. Shelvey Busy in D. C. All week, Matt Shelvey, of AGVA, was busy seeking support in Washington. Last Tuesday (25) he spent the day in the capital, and reported promises of aid from Representatives John D. Dingell (Mich.), Charles S. Dewey (III.) and Hor-win C. Fuller (N. Y.). Yesterday (28) Shelvey declared he had received word that Senator Albert B. ("Happy") Chand-ler (Kr.) would throw his support to the bill when it reaches the Senate. Shelvey said that in Chandler's opinion, the Senate had never been for the 30 per cent tax in the first place. The AGVA official also said he had a

The AGVA official also said he had a promise of aid from Joseph Padway, American Federation of Labor attorney, to bring in AFL aid for AGVA.

H. J. R. 265 will come up in the House Ways and Means Committee next Friday (7), according to Shelvey, and should be reported out on the floor of the House by Tuesday following.

Other tax developments of the week included Rep. Thomas F. Burchill (N. Y.) introduced a new bill, H. R. 4681, to cut the present tax to 5 per cent, and Sen-ator Walter F. George (Ga.). chairman of the Senate Finance Committee, said tax should be cut to 15 or 20 per cent.

Are You Listening?

NEW YORK, April 29,—Once a week the Zanzibar show goes on the air, and the intro is built up with waiters coming in strong on

with waiters coming in strong on the palm-beating. Other night one of the waiters, instead of pitching, went around shushing patrons. When asked for explanation, he replied: "My wife listens in and if she hears a lot of applause she thinks a lot of people are here. So she ex-pects me to bring home a lot of dough."

Cleveland Palace Strongly Booked For Summer

CLEVELAND, April 29.—There will be no let-up in the Palace Theater's vaude-ville activities here this summer. For the next three months the RKO de luxe theater is booked nearly solid with stage attractions, including three new musical shows and 10 hame orchestras, according to Lou Mayer, manager. The current bill is Tommy Tucker's

band, Hal LeRoy and Mitzi Green.

Headliners for next month are Sonny Dunham's band and Rufe Davis for May 5; Shep Fields' ork and Edgar Kennedy for May 12; Henry Busse's ork for May 19, and Sammy Kaye for May 26.

19, and sammy Kaye for May 26. June will be launched by Harry How-ard's Gay Nineties. It will be followed by Guy Lombardo, Xavier Cugat, Tars and Spars and Ted Lewis. Frankie Carle's orchestra is scheduled for July 7. Billy Rose's Diamond Horse-shoe Revue arrives July 21 and Horace Heidt is next.

In 30% Tax War; **30 Orks Noticed**

NEW YORK, April 29.—James C. Petrillo, prez of the AFM, has issued a directive to all AFM locals instructing them to get into the fight against the 30 per cent amusement tax, it was learned here this week. Petrillo's letter marks a decided change in AFM policy on the tax. Up to the

Federal Tax Takes Dive While Clubs Shutter and **Acts and Bands Lose Jobs**

Nationwide Survey Shows Public Recoil

NEW YORK, May 1.—Today the \$400,000,000 night club index. ters its second month under the tax blitz. Here are some of the results of the first month: (1.) As a revenue-getter the 30 per cent amusement tax is a dud. It has laid an egg—and not one rich with gold for Uncle Sam. The tax egg is a poor weak thing which probably won't even approach the \$20,000,000 golden nugget laid in the lap of the Internal Revenue Bureau in 1943 by the industry. (2.) The tax is a dud for good and simple reasons—the sources of revenue either are closing, throwing out their talent to avoid the tax, or suffering from a violent recoil of the public to the idea of a tax as high as

B'klyn Marine Roof Closing Over 30% Tax

NEW YORK, April 29 .- Another class spot, the Marine Roof of Brooklyn's Hotel Bossert, has hit the dust from too much taxes. Room, a favorite for 28 years, has decided it would not reopen for the summer. Its Sixty-One Room, with Ernie Warren's ork, is open one night a week,

A. F. of M. Is All-Out
 A. F. of M. Is All-Out
 Daturdays.
 Daturdays.
 The St. George, another Brooklyn top spot, is seriously considering following the Bossert. Big room here is the Bermudian, with Nye Mayhew's ork. Hotel's board of directors meets May 16, and if biz has not picked up by then a recommendation will be made to shutter the place.

time of its issuance, the musicians' union had displayed a hand-off attitude because, it is reported, indications were the musickers would not suffer from the bite. However, in the last two weeks, there have been numerous cases of bands being out out entirely or trimmed down being cut out entirely or trimmed down. This week it was learned that 30 bands in the Greater New York area alone have been put "on notice," with 10 more chalter. shaky.



idea of a tax as high as 30 per cent.

30 per cent. (3.) Thousands of per-formers are losing their jobs, and so are waiters, bartenders, kitchen work-ers—and even musicians. Outside of that, the tax is a big success.

Looking at the Grosses Take a look at a set of grosses regis-tered here in New York. The Club X, a top society spot, in the first three weeks of March took in \$50,000; in the first three weeks of April it pulled \$40,000. The Club Y, a big Broadway place, in the first three weeks of March took in \$78,000; in the first three weeks of April it grossed \$50,396. The Club Z, another top Broadway spot, did a Zoom-ing \$100,000 in the first three segments of March; in the April, it sagged to \$60,000. \$60,000.

\$60,000. Then, there is the case of the Club U, a smaller Times Square place. In the March period it pulled \$30,000; during April it went down to \$24,000. And the Club V, a very swanky East Side spot, took in \$75,000 in March; in the April period it sagged to \$52,000. Oh, yes, in-cluded in the \$52,000 is \$5,000 of bar business—which paid the U.S. no amuse-ment tax at all. ment tax at all.

ment tax at all. Nor is New York alone in this kind of thing. In Philadelphia, during the first three weeks of March, the Club I took in \$3,000 weekly, but in the April period it pulled \$1,900 weekly. The Club 2, which formerly did \$1,600 weekly in March, sank to \$900 in April. The Club 3, which pulled \$4,100 in March, dived to \$2,700 weekly in April.

Or, take Boston. There, Club A grossed a total of \$32,240 in the first three weeks of March: in the first three weeks of April it plummeted to \$17,582. To this figure, Club A's cocktail lounge con-tributed \$4,949—not a penny taxable be-cause the lounge has no entertainment.

The Club B, in Boston, took in \$59,617 during the March period, as against \$39,806 in April; Club B's cocktal lounge made up \$13,000 of the April figure—and, naturally, not a penny in amusement tax, for the same reason.

Acts Out in 100 Philly Clubs

Acts Out in 100 Philly Clubs And talking about giving up enter-tainment—there's the case of Philly agaln. Of the 170 clubs there, well over 100 have thrown out the actors—and now are paying no amusement tax. Six of them together, for example, paid \$1,300 tax in March tax in March. Here are some random facts gathered by The Billboard:

by The Billboard: Out of New York's 386 cabarets, fully 86-one in every five-falled to renew city licenses April 1, and this cost the town \$12,900 in fees.

town \$12,900 in fees. In Chicago, the large niteries are suf-fering the worst: The Rio Cabana's biz is off 35 per cent; Panther Room, 25 per cent; Boulevard Room, 30 per cent; Em-pire Room, 25 per cent; Chez Paree, 30 per cent; Marine Room, 25 per cent; Latin Quarter, 30 per cent. The 5100 (See Club, Tar, Law, Fare, 25) (See Club Tax Lays Eggs on page 25)

coincidence The Billboard this week received a letter from

Quite by coincidence The Billboard this week received a letter from a Midwest USO club. It said: "We would like to have information regarding the itinerary of Class A individual entertainers coming thru Chicago during the next couple of months. As you know, star bookings made by USO-Camp Shows, Inc., do not serve USO clubs. We hope that by direct contact with the indi-vidual players, we may be able to provide feature programing for the thousands of men who visit our clubhouse." There, in that letter, is one of the best arguments The Billboard has seen for changing the 30 per cent tax law. Because:

Why the Tax Must Be Changed!

Because

Because: If the tax continues the operators of night clubs will have a lot less reason to engage Class A performers or any other class. If the tax continues there will be fewer performers coming thru Chicago or any other city. If the tax continues there will be fewer "individual players" to "provide feature programing for the thousands of men who visit our clubhouse"

clubhouse."

Clubhouse."
Notice what the USO Club said: "Star bookings made by USO-Camp Shows, Inc., do not serve USO clubs." Naturally, not—serving camps and hospitals is a big enough job.
So where does the entertainment for USO clubs come from?
We'll tell you, Mr. Congressman. It comes from the entertainers "passing thru"—working in the night clubs you have taxed to the point where half of them face ruin. It comes from the thousands of loyal, patriotic actors who in wartime give away their most precious assets—their skill and talent. The actors, Mr. Congressman, who are being driven out of jobs—yes, and out of Chicago—by the tax you put upon their places of employment.
Lower the tax, Mr. Congressman, and make it possible for that Midwest USO Club to get itself a show.

NIGHT CLUBS-VAUDEVILLE

The Billboard

NIGHT CLUB REVIEWS

Cafe Society, New York

Talent policy: Dance bands and floor-shows at 8:30, 12:30 and 2:30. Owner-operator, Barney Josephson; publicity, Ivan Black. Prices: \$2:50-3.50 minimum.

Pearl Primus, young Negro interpre-tive dancer who has been receiving a lot of attention lately, made her debut in this spot Monday night (24) and making a neat impression. Terper performed a nifty African ceremonial dance and fol-lowed with "a lesson in jazz" which proved to be a kind of correlated jitter-bug routine combined with ballet. Both items drew good hands. Between them, Coca and Simba, Miss Primus's drum-mers, rapped out an interesting little "conversation" on the tubs, also nicely applauded. applauded. Rest of the show comprises two stand-

Rest of the show comprises two stand-ard acts, Mildred Bailey and Jimmy Savo. Miss Bailey is still the commanding singer of the blues she has been for a decade. Her swell Hold On and delicate Summertime brought on two encores, St. Louis Blues and, of course, Rockin' Chair, all to good responses all to good responses.

all to good responses. Savo, long-run favorite in this place, pulled plenty of chuckling and palm-beating with his well-known and always delightful business—juggling, the rope trick, rabbit stories, As Time Goes By, Black Magic, et al. Teddy Wilson's ork (6) showed it can still pitch despite the loss of Sidney Cat-lett, now fronting his own combo. His replacement is a young fellow named Bob Hayling, and lad does well. Outfit opens show with a smash version of Flyin' Home, and backstops the perform-ers handsomely. Gene Fields's trio re-lieves and gets hands. Paul Ross.

Trade Winds, Washington

Talent policy: Dance band and floor-shows at 9:30 and 12. Manager, Jack Jurmane; publicity, Ken Burgher. Prices: \$2-\$3 minimums.

The fact that the chairs aren't filled these nights at the Trade Wind isn't the fault of the new show, which is okay. Poorly emseed, the show gets going de-spite this trouble, and the only regret-table thing is that good performers did not have a full house. Reason: the tax. Margaret Phelan, making first Eastern nitery appearance, opens with several light arias and switches to I Love You. Latter best choice and scores nicely. Roy Douglas, ventriloquist, does amusing stint and closes to warm reception. Leticia, billed as an exotic ballet

Leticia, billed as an exotic ballet dancer, turns out to be the same Leticia who was the subject of Earl Wilson's

The Harlequin, New York

Talent policy: Dance bands and floor-shows, 10:30 and 1 a.m. Owner-op-erator, Joe Jacobs; publicity, Max Hecht. Prices: A la carte.

This is the old Casablanca with a face-lifting that did wonders for it. Band-stand has been moved to the end of the room, and the soft luxurious effect, with drapes and new lights, has lifted spot from just another room to one in the

from just another room to one in the carriage-trade category. Show opens with Jay Howard, a tall guy wearing a domino mask, working in a single baby spot. In a dreamy kind of a voice he emsees customers to relax, while plano gives out with a soft Chante La Boheme.

First on is Rasha (of the old team of First on is Rasha (of the old team of Rasha and Mirko) doing a single. In a strong voice, accompanying himself on guitar, he dishes with a few nice French pops. Ends with Red Army tune *Meadow-land*, keeping beat on guitar. Walked off to a good hand.

Next is Fanchon, red-headed terper.

Next is Fanchon, red-headed terper, who goes thru a series of classic Spanish dances plus a combo of semi-ballet whirls and spins. Gal moves fast, does a capa-ble job and wins nice applause. Another pltch from Howard brings on Dale Delmont who sings Do You Believe in Dreams, I'll Get By and I'll Be Seeing You. Canary has a smooth, modulated voice, but gives an impression of strain-ing. When caught Wednesday (26) rep-ertoire consisted of slow ballads. Gal ertoire consisted of slow ballads. Gal should let out a bit more, possibly with jump tunes. She has the pipes but holds back too much. Thrush is a looker, with back too much. Thrush is a looker, with an eye-appealing shape to match. But for some reason she works in a baby spot which shows only face. She can stand a full light for added selling sock. Walked to good mitt. off

Marga, fronting Ramon Rumba Ork (5), displays excellent showmanship. Has (b), displays excent shownaiship. Has a small voice, but with her wild maracca-shaking, hip-weaving, bumps and spins she is almost a show-stopper. Irving Conn's ork (4) does a neat job of show cutting. Bill Smith.

famed navel column several months back, and the rhinestone is still where Wilson

first discovered it. Dancer does two numbers, both listing heavily toward the bumps and grinds side, but pleasing to the customers. Show closes with Barrett and Smith,

show closes with Barrett and Smith, eccentric dance team. who work plenty, accomplish little. Jerry Rodis, ork leader, emsees or at least he did opening night. By this time, tho, the chore has probably changed hands if the manager thinks the tax is all of the hard luck he can stand at one time. Caskie Stinnett.

The NOVELLOS

MAN, A WOMAN AND A DOG, COM-BINING THEIR TALENTS FOR AN UNUSUAL BIT OF VARIETY. AN ACT THAT HAS THE AIR OF NOVELTY.



HELD OVER! Edgewater Beach Hotel, Chicago HELD OVER! Colosimo's, Chicago Currently in Another HOLD-OVER Engagement BLACKHAWK Chicago Crening May 8, ALPINE VILLAGE, Cleveland

Our Sincere Thanks TO DANNY GRAHAM Our Manager, and RAY LYTE of MCA, CHICAGO

www.am

Cotillion Room, New York

Talent policy: Dance band and floor-show at 9:15 and 12:15. Operator, Hotel Pierre; room manager, Stanley Melba; publicity, Ware Lynch and Ross Associates. Prices: Cover \$1.-\$1.50; Sundays, \$4 minimum.

Sundays, \$4 minimum. Jane Pickens preemed here Tuesday (25) to applause from the first nighters which forced her into six encores and finally into a beg-off. Wearing a tan gown and a bouquet of orchids, the strawberry blonde worked in a series of baby spots—blue, amber and white—and was set off beautifully. For her entrance room was completely dark. ened, performer being plcked up by single ceiling light when in singing stance. Opened with My Secret Heart. For next number, Miss Pickens sat at plano, this time in white spot coming from back of plano, to do a soft Spring Will Be a Little Late This Year and then she followed with Summertime. Two enwill be a Little Late This Year and then she followed with Summertime. Two en-cores by lyric soprano went over par-ticularly well. First was Joshua Fit the Battle of Jericho and second a three-way yersion of I Can't Give You Anything But Love. In Joshua number cenary walks around

In Joshua number canary walks around In Joshua number canary walks around the floor waving arms in camp meeting fashion. Melba's ork backing, coming in with vocal "Hallelujah!," is solid all the way. Matter of fact, 50 percent of gal's showmanship is due to Melba's show-cutting. Fiddles, brasses and reeds come in just right, giving vocalist a top-notch frame. On I Can't Give You Any-thing But Lows furt vortion is delivery notch Irame. On *I Can't Give You Any-*thing But Love, first version is delivered as torcheroo, second as an operatic aria plus all the classical gestures, third in Italian operatic style with thrush pranc-ing around the floor burlesquing music and lyrics.

and lyrics. When gal gives out with her big so-prano she sells well. Doesn't do as well with intimate stuff. Fault may lie in lack of proper mike pick-up, but fact re-mains that latter stuff is not only almost inaudible but just run of the mill. For Miss Picken's run, dance team cus-tomary in room has been dronped

For Miss Picken's ran, and tomary in room has been dropped. B. S.

FOLLOW-UP NIGHT CLUB REVIEW

LOUISE'S MONTE CARLO, NEW YORK: With the exception of Dale Rob-erts, short blonde comedienne, rest of the show here remains the same.

Gal, according to grapevine, was sup-posed to be slightly terrific. But on night caught, Wednesday (26), she showed little. Did only one number, a long Sinatra routine which involved the long Sinatra routine which involved the plaint of a bobby-socker for her Frankie. Business took in about a half dozen recent and current pop tunes into some-thing called a "special arrangement." Whole thing added up to a yawn, with customers giving the bit the silent treat-ment.

But if material was poor the gal's selling ability was not. She shows good mike presence, a flair for comedy and good timing on punch lines. Given proper material Miss Roberts could do a

lot better. Frank Melton and Mona Talley, hold-overs from last show, are still giving top performances. Melton did a few new numbers with better-than-average skill. Lad is ripe for a musical. Miss Talley has lost some weight and has added some new costumes since last caught. In the voice department she's socko, but she needs better mike tech-nique. B. S.

Egg Laying Jitters Check Wheeler Deal

NEW YORK, April 29.—A week or so ago Bert Wheeler and Frank Fay were set for Monte Proser's Copacabana to open for Monte Proser's Copacabana to open June 2. But, according to the grapevine, hitch developed when Wheeler got an attack of cold feet feeling he wouldn't click in spot. Durante, before going in, felt the same way but top performance plus heavy promotion put the Schnozz across with a bang. Joe E. Lewis, current in spot, is also doing a good job tho the 30 per cent bite is a tough one for Proser to overcome. But as with previous top attractions here, heavy sugar set aside for promo-tion. It is understood that Wheeler and Fay will also get top promotion build-up if they decide to come in.

No Freeze Juice for Night Clubs **Until August 1**

NEW YORK, April 29.—Just to make things tougher for club operators, this year there won't be any fluid available for air-conditioning units until mid-summer. Around August 1—and then, maybe.

The War Producton Board issued a di-rective last fall restricting the supply of "freon"—air-conditioning fluid—to the armed services. A few weeks ago the ban was extended to August 1.

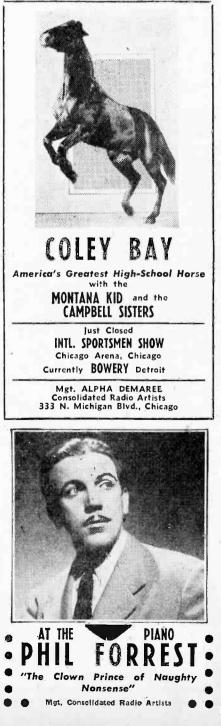
The WPB here says that a new factory for the production of freon may be op-erating by then. If the plant is going, and the supply is adequate, operators may get a supply. Theaters, auditori-ums, ballrooms and other types of public places are also affected places are also affected.

Barry Woods and Berrys Due in Next NY Roxy Show

NEW YORK, April 29.—Barry Woods and the Berry Brothers are due for the Roxy show slated to open either May 31 or June 7. Additional act is still being sought.

New Hurricane Show Set

NEW YORK, April 29.—The next Hur-ricane show set for May 11 will have Chuck and Chuckles, Harbers and Dale, Bobby Dexter and the Kretlow Girls (6). Duke Ellington's ork will continue.



24

Clean Cicero Lest 'Leggers Start Again «

Say Tax Lures Lawless

CHICAGO, April 29.—Cicero, Ill., for-merly the haunt of the gangsters and bootleggers in the prohibition era, may again be a battleground.

again be a battleground. A recent killing in the Hall of Fame, supposedly owned by Matt Capone, brother of Al Capone, Ex-Public Enemy No. 1, brought drastic action by the ma-jority of the town's board in an effort to clean up the suburb immediately to stop a flareback to bygone days. Board demanded an investigation and suggested the paclocking of 15 Cleero saloons, cock-tail lounges and night clubs, supposedly owned or operated by the Capone big shots. First action in this step was tak-en last week with the closing of Pad-dock Club. In viewing this serious situation of the

In viewing this serious situation of the n viewing this serious situation of the possible return of another gang war, op-eration of speakeasies and beer flats, as well as the return of bootlegging, Frank Christenson, Cicero assessor and former State's attorney, declared, "We must clean up the town again before it be-comes too late."

comes too late." The possibilities of another bootleg era is eyed by several night club opera-tors. They say it may be brought on by the excessive 30 per cent cabaret tax and the ever-growing shortage and high prices of liquor. The Cicero friction hasn't as yet affected the Windy City, but if the gangsters get by in the sub-urb, they will undoubtedly move in on the big town with the operation of ille-gal spots and the sale of bootleg liquor.

TUCKER SISTERS are winding up a holdover date at Stuyvesant Hotel, King-ston, N. Y., after which they hie them-selves to their native Dallas to visit their dad who is ailing.



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Hits Jackpot After Seven Years

NEW YORK, April 29.—Seven years ago Pierre Beaucalre started to work in Louise's Monte Carlo. First job was as a singer. Later he became a sort of room manager and finally dropped warbling en-tirely. Occasionally he stepped up to the mike to fill in, but the occasions became fewer and fewer. Tuesday of this week was one occasions became fewer and fewer. Tuesday of this week was one of those times. Sitting out front was Johny De Sylva, who came to catch an act. Hearing Pierre, De Sylva forgot about the other act, grabbed him and took him to the Shubert office.

Result: Pierre Beaucaire is now signed to do Amiel in No, No, Nannette, a revival.

Size of Tax Take Will Be Known on May 20

WASHINGTON, April 29.—Show biz will have to bite its nails until May 20— nearly another full month—before it will know how much money the 30 per cent cabaret tax brought into Uncle's wallet.

Internal Revenue Bureau officials stated this week reports on tax collec-tions are not compiled and made avail-able until about the 20th of the follow-

able until about the 20th of the follow-ing month. The 30 per cent tax began April 1, so the first month's take will not be known until late in May. Support for Rep. Harold Knutson's res-olution to reduce the tax can also be built up overnight if the tax returns are sufficiently low so that show biz can prove that a 10 per cent rate would have brought in more in the long run. The poorer the showing in April the better is show biz's chances. While many ops have been trying to

is show biz's chances. While many ops have been trying to bolster sagging biz all month, it would ironically be to their advantage if April figures were even worse than they now appear to be. With the U.S. Treasury money talks, and the 30 per cent bite would be cut to 10 if more could be brought in under the latter. Operators aren't likely to keep any customers out this month, but if they did they wouldn't be hurting themselves. be hurting themselves.

30% Not Enough; Solons Add Bite

OGDEN, Utah, April 29.-Despite the OGDEN, Utah, April 29.—Despite the federal increase tax on night club checks and increasingly prohibitory taxes for all night spots, the Ogden city commis-sion has voted an increase of approxi-mately 10 per cent in the license fee of all spots featuring dancing. The dance hall ordinance, revised last

The dance hall ordinance, revised last week, provides for a \$200 annual license compared to \$180 previously demanded. This adds just one more drop to the flood of taxes which are washing out spots hereabouts. In addition, the city commission has insisted upon a midnight closing compared with the usual 2 a.m. curfew

Barbaro Wanted To Expand, So His Emsee Does

THIS LIMSEE LOCES DETROIT, April 29.—Grand Terracę Casino, leading swank local nitery, took over the emsee from the Bowery, after Frank Barbaro, owner of the Bowery, de-cided not to take over the Grand Ter-race, as reported two weeks ago. Charlie Carlisle, veteran emsee of the Bowery for about seven years, with slight intermisisons, moved into the Terrace last Monday (24) for an indefinite run. Back at the Bowery, Paddy Cliff, tenor, is functioning in Carlisłe's former as-signment, with Frankle Rapp slated to open May 1 in the same capacity.

GARY GRAY, dancing comedian, now in his 16th week at Don Metz's Club Casino, Pittsburgh.

Only 20 Per Cent Admish Tax For Night Club in Dallas DALLAS, April 29.—Dick Wheeler, co-owner of the Plantation clubs in Dallas and Houston and the Shadowland in San Antonio, last week obtained a ruling from the Bureau of Internal Revenue thet of us charter and mixers for bring their own.

from the Bureau of Internal Revenue that all cabarets and night clubs whose paid admissions are the chief source of revenue will be taxed on the same basis as theaters—that is, at 20 per cent. There is no tax on the sale of merchandise in-side the clubs side the clubs.

Beginning Wednesday (26), practically all Dallas cabarets began paying tax on this basis. Only the Mural Room in the Baker Hotel and the Century Room in

CLUB TAX LAYS EGGS (Continued from page 23)

Club, in Chi, offered publicly to absorb the tax, but hasn't bettered its business.

In Hollywood, grosses in the top places are down 20 to 50 per cent. Earl Car-roll's theater-restaurant used to do about \$8,000 nightly, now pulls about \$6,500.

Gov't Loses in Detroit, Too

Gov't Loses in Detroit, Too In Detroit, one club slipped from \$4,500 weekly in March to \$2,500 in April. The average club in the Motor City is show-ing an actual net loss of \$1,200 to \$1,500 weekly. Hershell Hart, entertainment editor of The Detroit News, estimated that the government is losing \$250,000 annually in taxes in Detroit right now. That will give you an idea

that the government is Detoilt right now. That will give you an idea. Now as to the number of closings and job losses. A survey completed by the American Guild of Variety Artists last week revealed enormous economic dam-age in the \$400,000,000 night club indus-try. The following figures and state-ments are taken from an official AGVA report filed in Washington: Los Angeles—35 clubs closed April 1. with 20 more to close May 1. Chicago—95 per cent of the cocktail lounges affected; 150 singers in cocktail lounges out of work; 100 to 125 club per-formers have lost employment. Boston—30 to 40 clubs closed; ma-jority of the others notified bookers to discontinue bookings; 300 performers idle, with total of 2,000 facing unemploy-ment.

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Cleveland—15 clubs and 12 lounges al-ready closed; about 400 acts a month

the Adolphus Hotel will operate under the usual 30 per cent tax. Texas cabarets sell no spirits by the drink but retail "set-ups" and mixers for patrons who bring their own.

 $\mathbf{25}$

Only in Texas

WASHINGTON, April 29.—Bureau of Internal Revenue officials today declared that the ruling handed Dick Wheeler, Dallas operator, would not affect cabarets elsewhere.

unemployed in that territory. Columbus—clubs, hotels, bars and lounges retrenching; entertainers panic-stricken; 100 face unemployment.

Acts Ask Relief

Cincinnati-seven requests (to AGVA) for performer relief in one week, more than union received in 15 months previous

Philadelphia-355 AGVA members out of work, among total membership of 916; at least another 200 face same threat by May 1

Pittsburgh-65 per cent of clubs and theaters firing actors; all cocktail lounges have omitted shows; one place quit run-ning shows after 25 years.

Rochester—seven spots closed; AGVA giving performers relief.

Baltimore—five spots close out per-formers; by May 1[®]fully 150 acts will be unemployed.

Miami-nine clubs closed and six more eady to follow suit.

It is a dry egg the Bureau of Internal Revenue will be sucking from now on unless the tax is revised downwards. After unless the tax is revised downwards. And all, the law of diminishing returns is in-exorable, and six times something does not always add up to six times something else—unless it is a headache.

FERNANDO AND FAIR took their marionettes into Hotel Nicolet, Minne-apolis, Monday (1) for two weeks. . . THE NOVELLOS begin a fortnight's stand at Alpine Village, Cleveland, May 8.

The Billboard Takes a Bow

On behalf of the American Guild of Variety Artists' membership may I thank you most sincerely for your very splendid articles in the recent issue of *The Billboard* covering AGVA activities relative to the 30 per cent cabaret tax act. I cannot tell you how much good this has done for AGVA in carrying to the membership the information so im-portant to them that we may give them the necessary courage to carry on feeling they have an organization that is fighting to the last ditch for what we believe to be their rights. AGVA appreciates and is grate-ful to *The Billboard* for your enthusiastic interest and help. Again my sincere thanks and grateful appreciation. MATT SHELVEY, national director, American Guild of Variety Artists.

1. 10

Manuscratting and a second second

Punchy! Terrific! Unique

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Dancers



VAUDEVILLE REVIEWS

State, New York

(Reviewed Thursday Afternoon, April 27) State this week delivered one of its best bills in weeks. Program is well balanced and routined and gets across to the oft-expressed pleasure of the cus-tomere tomers.

Two acts, neither well-known here-abouts, stand out. One is Moro and Yaconelli, a pair of Mexican buffoons. Team's routines are built on the fa-miliar idea of jive on and around musical instruments, with one of pair playing the smart dope. However, act is so well grooved, delivered and timed that pew-holders pull them back for a thank-you bow-out.

you bow-out. Other strong act is Coley Worth, a gifted comic with a baldy head, incon-gruous body and a line of stuff that had 'em howling. Guy does voice tricks, imitations and dances, working at times with a wow-is-she-built partner. Mate-rial runs to blue, here and there, but on the whole it's topnotch. Wind-up, a dance which becomes Hitler hanging by a rope, is a sock and merits act a beg-off.

Gus Van, on for the closer, also draws big mitting and plenty laughs with his standard Irish songs, Broadway nostalgia and gag patter. Lots of Van fans on hand when caught, and performer didn't disappoint them.

Bill opens with Mitch Ayres ork (15), led by Stell Slavin, in a couple of nicely handled pleces. On second is Wynn Seely, gal tap terper, who sells a couple of classical routines in nice style and reaps a good hand for her efforts. Followed by With MCCullowich bend concert territies Ruth McCullough, band canary, torching No Love, No Nothin' and Besame Mucho. Gal's style runs to a modified shout which, added to her good looks, brings her a nice response her a nice response.

Further along, Dick Dyer, also of the band, delivers Speak Low and Long Ago acceptably and draws a minor bobby-sock ovation for no discernable reason. Band then does a sweet job on Holiday for Strings, an item marked by some neat staccato passages by brass and reed, and next Miss Slavib turns in a nice termore staccato passages by brass and reed, and next Miss Slavin turns in a nice trumpet ride on *l'll Get By*, all to good hands. Near the end of the bill Johnny Bond, trumpeter, peels off a very funny patter song and some comedy bits, and band does a *Make Believe Ballroom* stint in-volving imitations of other bands' sig-natures. While this type of stunt is usually only a convenient way of milking applause, Ayres's crew use it for comedy business and tickle ribs. Bic is *This Is the Life* House filled

Pic is This Is the Life. House filled when caught. Paul Ross.

Earle, Philadelphia

(Reviewed Friday Afternoon, April 28) With Lionel Hampton and orchestra beating out time, and a highly appre-clative audience abetting the rhythm with clapping hands and excited volces, the result was more of a revival meet-ing than a vaude show. But show it was and a successful one in 55 crowded minutes minutes.

Band opens with Lady Be Good throwing the spotlight on the sax section in a sock interpretation that completely loses the original theme from the start. The hard-working maestro joins the or-chestra on Boogie-Woogie with two-finger piano work, and takes to the vibes for Holiday for Strings and Moon Glow. After the noisy rhythm of the full orchestra, the vibraharp solos are some-what of a letdown but the show picks up pace with an enlarged version of the Hampton Decca recording of Flying Home.

Rubel Blakely, male singer, gets a Sinatra-like reception for The Music Stopped and I Love You. Femme vocal-ist, Dinah Washington, draws only mild approval for Do Nothin' Till You Hear From Me and There'll Be a Jubilee.

From Me and There is a submet. Billy Nightengale, minus partner Evelyn, who is on the sick list, tears down the house with sensational leap-ing splits from the piano and over a drawn handkerchief, as part of his tap routine.

Conway and Parks use slightly old ma-terial for the verbal part of their comedy stint but do a successful turnabout in an amusing dance, titled Jivin' Aroun'. Her Primitive Man is the screen at-traction, with See Here, Private Hargrove taking over for the Sunday run that eliminates a stageshow. Maurie Orodenker.

Chicago, Chicago

(Reviewed Friday Afternoon, April 14) An April shower of stars, rhythm, nov-elties, comedy and dancing. Joan Mer-rill, Jack Marshall, the Berry Brothers and the Juvelys share the honors. Show is in its third week here and may stay longer.

In the ballet of 16 well-trained girls in a colorful dance number. Gals are gowned in red and white costumes and swing into a multi-rhythmic fantasy that is well executed. Lou Breese's ork (17) followed with a pleasing medley of pop tunes, featuring the three violins in a sharp arrangement of *Besame Mucho* and a trumpet solo by Breese. George Carrol furnishes the vocals and does a neat bit of warbling on *Night and Day*.
The Juvelys, clever acro-balancing team, followed. Moving at a fast pace, they perform a series of hand and teeter balances that hits a new high for this particular type of work. Featured is the difficult feat of the head-to-head balance, with the gal perched, upside down, on four rubber balls placed on top of the head of her partner.
Their style is strictly Continental and they make a smart appearance with the man attired in tails and the gal gowned in lavender and white shorts. Act received plenty of applause and took two encores when caught.
Jack Marshall, gagster, is the comedy atmosphere of the show. His clever mugging lives up to his billing as the "Man With a Million Faces," and he gets a good round of hand-slapping when he imitates a rookie taking his physical and his popular hat gag. For an encore he does a laugh-provoking skit of how a Jap would on abroadcast. Had to beg off after the number. Packed full of surprises, bill opens with

number

do a broadcast. Had to beg off after the number. Joan Merrill, singer, who is making a theater appearance after a successful run at the Rio Cabana here, received a volley of mitting upon her entrance. Started off with a sharp rendition of Yodelin' Jive, Besame Mucho and hit melodies from Oklahoma. Audience reac-tion to the gal's vocals was terrific and she had to bow off after her encore of How Did He Look? The Berry Brothers, on next-to-closing, do a fast routine of acro and soft-shoe dancing. The boys move with lighting speed and perform difficult high-jumping splits, fancy twirls and intricate steps. Applause was good and they had to beg (See CHICAGO, CHICAGO, on opp. page)

Oriental, Chicago (Reviewed Friday Afternoon, April 28) Show is an all-out entertaining bill, with Lawrence Welk and his ork. Opens with a soft swing arrangement of Don't Sweetheart Me. Bobby Beers, 17-year-old singing sensation, was introduced. Gave out with a fine warbling of Cleaning My Rifle. Lad clicked well with the juve swingsters. Mitting called for an encore of Bobby Soxs Tune which was written by Welk. Violin section, featuring two boys and a girl, gave Waltz You Saved For Me, pleasing to the ear. Marcy Maguire, movie starlet show-

Oriental, Chicago

Marcy Maguire, movie starlet show-stopped. This pert little youngster, who is making her first big stage appearance, wowed the audience with *Headin' for That Depot* and a series of Irish melodies, plus an original version of *Mairzy Doats*. Youngster has pep, personality and an abundance of enthusiasm. Begged off after four curtain calls.

Manuel Viera and his laugh-provoking Manuel Viera and his laugh-provoking pets are unique and novel. Monks seem almost human, with a routine of comical capers different from any other animal act. Monkeys mug, play musical instru-ments, do a series of fast somersaults. Bit finishes in a high-jumping routine, with a monkey saddled to a Great Dane. Drew plenty of mitting and had to bow off. off.

off. Jayne Walton, singer with the band, thrilled the audience with her smooth song styling of Goodnight Wherever You Are, Goodnight Sweetheart and Ay, Ay, Ay which was sung in Spanish. Has a good pair of pipes and easily rates in the category of a top-notch singer. Holly Swanson, seven-foot bass player, was the hit of the show. His comical warbling of They Go Wild and his funny dance num-ber with Miss Walton show-stopped. Took five bows when caught, and crowd demanded more. He is a born comic and a find for pix or video. George Jerry, trombone player, gave out with a fine muted trombone arrangement of I'll Get By. Also performs, using his right foot to slide the horn. Applause was good. Closer was Johnny (Scat) Davis,

to slide the horn. Applause was good. Closer was Johnny (Scat) Davis, trumpeter, who is shortly due for the armed services. Has plenty of verve, a dynamic personality and holds the spot-light thruout the performance. Finishes the bit with a splendid swing arrange-ment of *Clarinet Polka*, backed by the entire band. Drew plenty of hand-slap-ping.

ping. Welk, with the exception of Marcy Maguire, who is booked as a single star attraction, has a well balanced, packaged (See Oriental, Chicago, on opposite page)



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with

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L A W S

SHOW

STOPPERS

26

Ink Spots and Ella Fitzgerald and Cootle Williams share the marquee bill-ing, with the show solid from start to finish. House was packed for the opener, with lobby filled and a long line outside. Pic, Oh, My Darling Clementine.

Cootie Williams has a solid sending band, with four reed, three rhythm and band, with four reed, three rhythm and seven brass, including his own hot trumpet. Opening with Roll On, show tumbles rapidly from the opening cue to the finale. Brass section, quite heavy, works harmoniously. A hot sax in the hands of Eddie Vinson is top music. Does a good vocal job, too, on Things Ain't What They Used to Be. Band takes over again for the fifth spot on the show, with Williams doing an excellent job on a concerto bit. His horn interpretations are out of this world. Pianist gets a good bit hut, unfortunately, shares no spot-light. Band closes the show. In the band section, too, is the Cootie

In the band section, too, is the Cootie Williams sextet. Featuring plano, drums, bass, trumpet and two sax, boys give out on music that gives the heps that airflow feeling.

Ralph Brown, personable youngster, is well received with his hoofing. Works with ease and executes intricate terpsing. Near the end of the show the comedy angle is bolstered by those riddle-talking dancers, Moke and Poke. Give a rapid-fire treatment to their dialog and lose no time getting into their dance, with no steps barred. Had to beg off.

no steps barred. Had to beg off. Outside of the singing assignment, handled by Vinson, the billed chores are handled by Ella Fitzgerald and the Ink Spots. Miss Fitzgerald warms up with Cow-Cow Boogie, does Poinciana and hits home for applause with A Tisket, a Tasket. Do Nothin' Till You Hear From Me is good for applause, but Five Guys Named Moe isn't strong enough to get her off the stage. She's still a stylish stylist. The Ink Spots sock every bit of their

The Ink Spots sock every bit of their work. Shoo-Shoo Baby is top drawer stuff for them. Lovely Way To Spend an Evening, Don't Sweetheart Me and My Heart Tells Me are in the middle lane. If I Didn't Care shakes the rafters.

All in all, a fine show. Sam Abbott.

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Regal, Chicago

(Reviewed Tuesday Afternoon, April 25) (Reviewed Saturday Evening, April 22) Current bill is packed with sultry songs, swing and jive, fast tap dancing and quick knockabout comedy, but the big surprise is Tiny Hill and his ork who scored a tremendous hit with the sepia clientele.

clientele. Hill, who is the third white band to appear at this colored house since its opening, show-stopped. His smart show-manship was revealed when he swung from his regular swing style to hot jazz. He practically rolled them in the aisles with his Mr. Five by Five, involving a comical bit with Hill prancing across the floor in typical jive fashion, attired in an overly-draped and flashily-colored zoot suit. Sidemen are talented musicians, with Tod Howard carrying away the honors with a fine sax soloing of My*Ideal* and *Body and Soul*. Other num-bers included special arrangements of Ideal and Body and Soul. Other num-bers included special arrangements of Angry and Just Kidding Along. Special laurels should be given to Bob Anderson, trumpeter, who continued to play every performance despite the fact that he was suffering from a rheumatic ailment. Baby Lawrence appeared in a fast-step-pling tap routine. Lad is a sensation and keeps his feet moving at a fast pace for four consecutive minutes. His steps are intricate and well-executed. Style is sim-ilar to that of Hal LeRoy, and he had to beg off after a three-minute encore. Cook and Christie are the fun-makers. Their ad libbing is sharp and fast, but

Cook and Christie are the fun-makers. Their ad libbing is sharp and fast, but their big forte is their acro-knockabout work. Anything can happen when these two zanies appear. Material and knock-about bits are unlimited, and no matter what they do they get terrific applause and an abundance of laughter. The act is undoubtedly a natural and would be a riot if any spot

a riot in any spot. Billie Holiday show-stopped with her inimitable song-styling. This sultry-voiced warbler won the audience immedivoiced warbler won the audience immedi-ately with her slow, torchy versions of *Embraceable You* and *Mild and Mellow*. She sells well and easily rates the dis-tinction of being one of today's top-notch performers. Mitting was terrific and she had to beg off after four cur-tain calls. Jack Baker.

National, Richmond (Reviewed Wednesday Afternoon, April 26)

While Hal Sands booked Tony Can-zoneri strictly for the draw his name has among sports people, the ex-boxer doesn't stack up for a personal appear-ance. He neither shadow boxes nor anything else. The only blessing is that he realizes his shortcomings and attempts nothing. So much for the act with top

Remarks in Shorohing's and attempts nothing. So much for the act with top billing. Remainder of the bill is tops. Joey Adams, emsee, and for whom, in turn, Canzoneri acts as stooge, was accepted well with his gags and patter. Lee Bartell, whose singing was rapped by the local press at opening as being too loud, took a tip and turned the mike down—almost too much so. During her *Besame Mucho*, the orchestra drowns her voice almost to the point of extinc-tion. Her gay '90s medley was well ac-cepted. Lewis and Van, tap team, do a stair dancing turn that stops the show. Their train routine, with each partner reliev-ing the other for various sound effects, was well done.

was well done. Shavo Sherman's impersonations are good, with his best efforts turning up as Hugh Herbert and Charlie Butter-worth.

Stock line, Hal Sands Dancers, gets closer to perfection each week, Pic, Trocadero. Half house. Ban Eddington.

Olympia, Miami

(Reviewed Wednesday Afternoon, April 26)

Another good variety bill this week, with Earl Lindsay femmes held over a

with Earl Lindsay femmes held over a third week. Versatile Lindsay girls present new dance routine of dances, besides supply-ing the emsee, Elaine Ross, who does a good job. Bert Nagle and Hills offer a new idea in acrobatic and contortion bits, opening in cat costumes. Miss Hills fills in with some dever contortion stunts. A good

some clever contortion stunts. A good hand for this one. Jeanne Bradford, thrush, offered three

Tried hard to please, and did fairly well. Edgar Kennedy, assisted by his wife, Patricia Owens, offered a lot of nonsense, his travesty on grand opera get-

New York: WHITSON BROTHERS forced to cancel recent Latin Quarter, Boston, date be-cause of death in family. ... MORTON DOWNEY comes back to the Waldorf-Astoria May 11. ... PEARL PRIMUS, current at Cafe Society Uptown, was phone operator at National Maritime Union before she got her first show job. ... HARRIS, CLAIRE and SHANNON now at La Conga give dancing lessons after each show. ... MILDRED LAW GORDON beign offered for theater dates. ... VIRGINIA WIEDLER at the Earle, Philly, May 19. ... PEGGY FEARS into Louise's Mont. ...

Philly, May 19.... PEGFORMENT FEARS INTO Loew's State May 11. SYLVIA WALTER, bass, current at Louise's Monte Carlo, leaves to join Pittsburgh Symphony. ... TED SHAW doing costumes for new Copa show due to open June 2.... BUD POLLARD, ex-Keystone film cop, and Helene Curtis open Montreal May 8.... BENNY RUBIN headed east goes into Loew's State June 1.... BURTON'S BIRDS closes at the Hurricane and head for Versailles May 7.... RAY BOURBEN follows Peggy Fears into La Vie Parisienne. ... HAN-NAH WILLIAMS opens at Club Bali, Philly, next wéek. ... CORDAY AND TRIANO join SOPHIE TUCKER at Chez Paree, Chicago, May 5.... CLIFF ED-WARDS set for the Golden Gate, San Francisco, June 14.... THREE NORTON SISTERS, one time with the McFarland Twins and Tony Pastor, are now on their own at the Hotel New Yorker.

Chicago:

JOEY REARDON, emsee; Crystal Cook, Dot and Dave Workman and Spike Har-rison have been inked for the new show at the 100 Club, Des Moines. . . MARCHELLE, contortionist, currently at

ting plenty of laughs. Well liked and

drew generous applause. Duke Art Jr., lightning clay artist, molds faces while you watch, and pleases.

Dot Ryan and Joe Morris best liked. Dot Ryan and Joe Morris best liked. Dot opens singing *Besame Mucho*, which Joe interrupts, working from an upper box. When the spot is shot on him, he is found to be knitting a big stock-ing. The pair have a fresh line of pat-ter, a little off color but good, and could have done more have done more.

Pic, Trocadero. Biz holds up nicely. L. T. Berliner.

ORIENTAL, CHICAGO

(Continued from opposite page) show that should please all types of audiences. It's refreshing and filled with music and singing. His numbers are well selected and he dishes out the kind of music that is refreshing and sweet. The entire show is entertainment plus and drew a big audience at the opening performance. Pic, Rosie the Riveter. J. B.

CHICAGO, CHICAGO

(Continued from opposite page)

off after two encores. Closer is a smart production number featuring the ballet in the *Evolution* of the Dance, a clever routine with the girls attired in colorful phosphorescent cos-tumes. Number includes an African dance minimum day bit boorde tumes. Number includes an African dance, minstrel day bit and a hot boogle-woogle number, and is backed by the singing of George Carrol. Pic, Miracle of Morgan's Creek. J. B.

NIGHT CLUBS-VAUDEVILLE

IN SHORT

111

RICE JR. will be held over for another six weeks at Colosimo's, Chicago. IRENE BORDONI goes into the Mayfair Room, Chicago, July 5 and Carl Brisson will make a return engagement at the same spot July 28... HARRY GREBEN, Chicago agent, has the exclusive bookings for the Grand Terrace, Detroit. ... FLORENCE WHITE new emsee at the New Morocco, Chicago. ... RAY HAIG, dancing-comedian, is at the Silver Cloud, Chicago. ... RIELA RESSY is making her return engagement at the Cuban Village, Chicago. ... JACK MARSHALL, comic, set for the Rio Cabana, Chicago, May 12.... THE THREE TONES, singing trio, on a USO tour. ... SID Gould, comic, has replaced Bobby Pincus in the *Fun for Your Money* unit, which goes into the Tic Toc, Milwaukee. ... Gould has also been skedded for the leading role in the pic, *Patent Leather Kid*. ... RUTH NICHOLS, singer, held over at the Show Boat, Cleveland. BOB EVANS has had his USO contract

the Show Boat, Cleveland. BOB EVANS has had his USO contract extended for another six months. Evans is now appearing offshore. . . LES LA-MARR AND POPPY are rounding out their 25th week on USO-Camp Shows thru the Western territory. . . JEAN WILLIAMS, piano-singing, held over at the Oasis, Sioux City, Ia. . . SID BLAKE and Corky Bowen have opened at Andy's, Minneapolis . . DICK PERRY (5) ap-pearing at the 100 Club, Des Moines.

ROMO VINCENT opened in the Ra-mona Room, Hotel Last Frontier, Las Vegas, Nev. On the same bill are the Whitney Sisters and Tyler and St. Clair. ... SYLVIA OPERT into the El Cortez, Reno, where she opened April 26... THE RADIK TWINS to Hotel Last Frontier, Las Vegas, opening May 12. . . . MATTIS AND ALCORN, both recently tier, Las Vegas, opening May 12. . . . MATTIS AND ALCORN, both recently discharged from the army, currently at the Golden Gate Theater, San Francisco. . . DEWEY SISTERS set for Slapsy Maxies in Los Angeles May 23. . . BETTY BLACK to the Cloud Room, Portland, Ore. . . RADIO ROGUES to open at the El Cortez, Reno, May 25. . . Adding a skating team to the show, El Cortez, Reno, will feature Woody and Betty, beginning May 11. . . MARDONI AND LOUISE set for the Bal Tabarin, San Francisco, May 4. . . FRANK FAY in fourth week at the Clover Club, Hollywood. . . . JACK MARSHALL to open the Bal Tabarin July 27 for six weeks. JIMMY AMES handling comedy at Valley Lodge, North Hollywood, Calif. . . . THE CHORDS featured at Slapsy Maxies in Los Angeles.

Philadelphia: GRACE COLLINS returns to cafe work after a long illness at the Latin Casino. ... STEVE MURRAY heads new show at Sciolla's. ... JOHN TENNEY for last five years in charge of Garden Terrace of Benjamin Franklin Hotel, becomes manager of Knickerbocker Hotel, Atlantic City, added to Dreier hotel chain.

ATTENTION! ROLLER SKATERS AND SKATING ACTS

WANTED: Nove	ity or	Specialty	Acts.	Also Chor	us B	oys	and	Gir	15.
If satisfactory ca	n guara	ntee you	30 weeks'	booking.	Cont	act	us er	1 rou	te.
CITY			PLACE				DATES		
Pittsburgh		Duques	sne Gardens		May	3	thru	May	13
Grand Rapids		Audito	rium		May	15	thru	May	20

SKATING VANITIES

Ask for BOBBY JOHNSON

27

Philadelphia:

Hollywood:

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

28

Akin's, Bill, Continental Four (Indiana) Fore Wayne, Ind., h. Allen & Kent (Carman) Phila, t. Alvardo, Dolores (Club Cobra) NYC, nc. Amazing Mr. Ballantine (Chicago) Chi 5-11, t. Andrews, Avis (RKO-Boston) Boston, t. Apollon, Dave (Latin Quarter) NYC, nc.

B

Baker, Don (Atlantis) NYC, nc. Baker, Zig & Viv (Buffalo) Buffalo, h. Baldwin & Bristol (Riverview) Pennyville, N. J., p. Bancroft, Penny (Village Barn) NYC, nc. Barnett, Chester Bobo (Polack Circus) San Francisco 28-May 7.

Francisco 28-May 7. Barrie, Gracie (Center) Norfolk, Va., t. Barthel, Adele (Sawdust Trail) NYC, nc. Barton & Brady (Cotton) Houston, nc. Belmont Bros. (Andy's) Minneapolls, c; (Le-gion Club) Omaha 8-13. Berry Bros. (Chicago) Chi. t. Betty Jane (Theater) Weed, Calif., 3-6. Blaine, Barbara (La Martinique) NYC, nc. Blake, Arthur (Capitol) NYC, t.

THE ANGLE BOND TRIO AMERICA'S FINEST Girl Instrumental-Vocal Act. Pers, Rep. Allen Rupert, 461 Audubon Ave., N.Y.C. Current Booking Aquarium, New York City.

Borge, Victor (Roxy) NYC, t. Brideson, Jeannie (Roxy) NYC, t. Brown, Evans (Clendening's) Upper Darby, Brideson, Jeanne (Clendenlng's) Pa, cl. Brown, Walter & Jean (Glenn Rendezvous) Frockton, Mass., t. Pa., cl. Brown, Walter & Jean (Glenn Rendezvous) Newport, Ky., nc. Brownlee. Pop (Modern) Brockton, Mass., t. Buckley, Dick (Capitol) Washington, t. Burns & White (Walton Roof) Phila, nc. Burton's Birds (Hurricane) NYC, nc. Byrne Sisters (Hipp) Baltimore, t.

Ċ

Cab Jivers (RKO-Boston) Boston, t. Cabin Boys (Club de Tour) Chi, nc. Cantu (La Conga) NYC, nc. Carlise, Charlie (Bowery) Detroit, nc. Carlos & Chita (Bismarck) Chi, h. Carlos & Linda (Don Julio's) NYC, nc. Carlton & Juliette (Washington-Youree) Shreveport, La., 24-May 6, h. Carmen Trio (Don Julio's) NYC, nc. Carroll, Earl, Vanities (Orpheum) Des Moines, t.

Carroll, Earl, Vanities Orphones, Moines, t. Carroll, Jean (Center) Norfolk, Va., t. Carroll, Jane (Fjfth Ave. Hotel) NYC, h. Cecil (Village Vanguard) NYC, nc. Chester, Eddie (3-Ring Circus) NYC, nc. Chocolatiers, Three (RKO-Boston) Boston, t. Chords, The (Slapsie Maxie's) Hollywood, Calif. nc.

Calif., nc. Ciofi, Janice (Music Hall) NYC, t. Coco, Steve & Eddle (Palace) Columbus, O., t. Collins, Larry (Glenn Rendezvous) Newport, Ky, nc. Condos. Eve (Stanley) Utica, N. Y., t. Condon, Max (Patio) Cincinnati, nc. Cortez, Florez (Te Pee) Miami, nc. Corace, Phil & Mildred (Roosevelt) St. Louis, h. Crosby Sisters (Carman) Phile 4

Louis, h. Crosby Sisters (Carman) Phila, t. Cugat Choir (Paramount) NYC, t.

D

Dagmar, Bert (Zeller's Steak House) Wheel-ing, W. Va., 1-7; (Moose Club) Erle, Pa., 12-18

Dagmar, Bert (Zeller's Steak House) Wheeling, W. Va., 1-7; (Moose Club) Erie, Pa., 12-18.
Dale, Emaline (Tropic Isle) Brooklyn, nc.
Daniels, Billy (Kelly's Stable) NYC, nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Davis, Rufe (Palace) Columbus, O., t.
De Caroff, Ann (Astor) Montreal, nc.
Del Carmen, Dolores (Monte Carlo) NYC, nc.
Del Martins (Majestic) Paterson, N. J., t.
Delahanty, Irene (Zamboanga) Los Angeles, nc.

nc. DeMarlos. The (Persian Room) NYC. nc. Dennis & Sayers (Times Sq.) Rochester, N. Y., h. DePalma, Anita (El Chico) NYC, nc. DePalma, Anita (El Chico) NYC, nc. DeVal, Merle & Lee (Stanley) Utica, N. Y., t. Dodge, Jane (Salon Madrid) NYC, h. Dombey, Ken (Puritas Springs Park Rink) Cleveland. p. Don & Cassandra (Patio) Cincinnati nc.

Cleveland. p. Cleveland. p. Don & Cassandra (Patio) Cincinnati, nc. Donovan, Nancy (Paris Qui Chante) NYC, nc. Dorris, Joe (Tony Pastor's Uptown) NYC, nc. Dorita & Valeros (El Chico) NYC. nc. Draper, Paul (Mayfair Room) Chi, h. Drayson, Danny (Hipp) Baltimore, t. D'Rey, Phil (Bismarck) Chi, h. Duffy. Kathryn, Dancers (Beverly Hills) New-port, Ky. c. Dunbar, Dixie (Center) Norfolk. Va., t. Dupree & Charlo (Earle) Washington, t.

E

Edwards, Joan (Roxy) NYC, t. Ellis, Joan (Kelly's Stable) NYC, nc. Eldridge, Jean (Metropole) NYC, re.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.



The Billboard

Explanation of Symbols: a—auditorium; b—ballroom; c—cage; 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.

F Fantinos, Four (State) Baltimore, t. Fears, Peggy (La Vie Parislenne) NYC, nc. Felton, Happy (Capitol) Washington, t. Fernando & Fair (Nicollet) Minneapolis 1-13, h. Fielder & Harriet (Old Roumanian) NYC, nc. Fleming, Grace (51 Club) NYC, nc. Florenz, Cleo (Stanley) Utica, N. Y., t. Ford, Mickey (The Embassy) NYC, nc. Forrest, Helen (Albee) Cincinnati, t. Fostaire (Esquire) Norfolk, Va., nc. Francis, Marion (Beverly Hills) Newport, Ky., cc. cc. Franzell, Gregory (Henry Hudson) NYC, h. Fulton, Jack (Helsing's Lounge) Chi, nc.

G G Galante & Leonarda (Statler) Cleveland, h. Gale, Lennie (Adams) Newark, N. J., t. Gallus, John (Biltmore) Los Angeles, h. Gaynor & Ross (LaSalle) Chi, h. Glover & LaMae (Mayflower) Akron, O., h. Goodwin, Bill (Le Ruban Bleu) NYC, nc. Gordon, Harold (Rbxy) NYC, t. Gory, Gene, & Roberta (Kitty Davis) Mlami Beach, Fla., nc. Graham Sisters (Wivel) NYC, re. Green, Mitzi (Palace) Cleveland, t. Guertin, Eddie (606 Club) NYC, nc.

Н Hall, Bob (Diamond Horseshoe) N&C, nc. Hanneford, George, Family (Olympia Circus, Stadium) Chi, until May 7. Harrison & Fisher (Music Hall) NYC, t. Hart, Vicki (Buttery) Chi, h. Hays, Virginia (Maisonette Room) NYC, h. Hawkins, Coleman (Yacht Club) NYC, nc.



Healy, Eunice (Adams) Newark, N. J., t. Hearts, Three (Albee) Cincinnati, t. Henning, Pat (Earle) Washington, t. Henry, Art & Marie (Indoor Circus) Niagara Falls, Ont., Can., 1-6. Herbert, Jack (Cotton) Houston, nc. Herrara, Serita (El Chico) NYC, nc. Herzogs, Two (Hipp) Baltimore, t. Hibbert, Byrd & LaRue (Capitol) Washing-ton, t.

Hild, Gertrude (Wivel) NYC, re. Hines, Baby (Kelly's Stable) NYC, nc. Hodes, Art (Jimmy Ryan's) NYC, nc. Howard, Bob (Greenwich Village Inn) NYC,

Hughes, Mary Beth (Palace) Columbus, O., t. 1

Imaginators (Rio Cabana) Chi, nc.

1 Jackson & Nedra (Primrose) Newport, Ky.,

nc. Jacquelina (Great Northern) NYC. h. Jagger, Kenny (Sportsman Club) Indianapolis.

BARITONE SINGER-EMCEE **JOHN BARRY** Now Back East After Completing 7 Months

at Florida Hotels and Night Clubs,

JOLLY JOYCE Write Wire Phone Earle Theater Bldg. Walnut 4677 PHILADELPHIA, PA. Walnut 9451

Janis, Deane (Glenn Rendezvous) Newport, Ky. nc. Jones Bros. (Aquarium) NYC, re. Jules & Webb (Mayflower) Akron, O., h. Juvelys, The (Chicago) Chi, t.

K

K Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h. Kelly, Helen (Sawdust Trail) NYC, nc. Kimball, Dude (Dixie) NYC, h. King, Bill (Grand Terrace Casino) Detroit 1-14, nc. Kiraly, Sandra (Casbah) NYC, nc. Koner, Pauline (Roxy) NYC, t. Kramer, Stan, & Co. (Beverly Hills) Newport, Ky., cc. Kramer's, Henry, Midgets (Broadway Show Bar) Bay City, Mich., nc; (Ritz) Port Huron 8-14, t.

LaBato, Paddy (Faust) Peoria, Ill., nc.



Lane, Lenny (Tropic Isle) Brooklyn, nc. Lane, Muriel (Capitol) Washington, t. Lang & Lee (Palace) Rockford, Ill., 5-11, t. LaPearl, Harry, Revue (Theater) Weed, Calif., 2-6

3-6. LeRoy, Hal (Palace) Clevelard, t. LaVola, Don, & Carlotta (Utah Canteen) Salt Lake City. LaZellas, Aerial (Cow Shed) Oklahoma City 2-16, nc. Leolita (LaSalle) Chi, h.

Leonida (LaSale) Chi, n. Leonolde, Herman (Blackhawk) Chi, re. Lewis, Ralph (Chase) St. Louis, nc. Lillian, Edna (Club Zebra) NYC, nc. Little Tough Guys (Center) Norfolk, Va., t. Lucas, Nick (Colonial Gardens) Louisville, nc. Lynd, Jane (Jimmy Kelly's) NYC, nc. Lynn, Herby (Showboat) Cleveland, t. re. Lyon, Bob (Fifth Ave. Hotel) NYC, nc.

M

McKee, Patricia (Salon Madrid) NYC. h. Manners, Dorothy (Kelly's Stable) NYC. nc. Markoff, Gypsy (Greenwich Village Inn) NYC,

nc. Marshall, Jack (Chicago) Chi, t. Martingales, The (Carman) Phila, t. Maurice & Andrea (Playland) Chattanooga 24-May 4, nc.

24-May 4, nc. (119,1111), Chattenhough Mayfair, Mitzi (Capitol) NYC, t. Merrill, Joan (Chicago) Chi, t. Midnight Zombie Jamboree (State) Eau Claire, Wis., 4; (State) Winona, Minn., 5; Rochester 6; (Paramount) Austin 8; (Broadway) Al-bert Lea 9, t. Millers & Walter (La Conga) NYC, nc. Moro & Yaconelli (State) NYC, t. Murphy, Dean (Paramount) NYC, t.

N

Nelson Sisters (Roosevelt) New Orleans, h. Nightingale, Billy & Evelyn (Earle) Phila, t. Niva, Vera (Old Roumanian) NYC, nc. Novellos, The (Blackhawk) Chi, re.

O'Neill, Peggy (51 Club) NYC, nc. Oneska, Sonya (Rogers' Corner) NYC, re. Otero, Adrina (El Chico) NYC, nc. Overman, Wally: Peoria, Ill., 1-7. P

Paddock, Jean (Kelly's Stable) NYC, nc. Padova. Andy (Warwick) NYC, h. Page, Joe, & Nona (Tivoli) Sydney, N.S.W., Australia, until Sept. 23, t.

Australia, until Sept. 23, t. Panvini, Grace (Music Hall) NYC. t. Patterson. Dinx (Kelly's Stable) NYC, nc. Peppers, Three (Zanzibar) NYC, nc. Pickens, Jane (Cotillion Room) NYC. h. Powers, June (Kelly's Stable) NYC, nc. Pretenders. The (Latin Quarter) Chi, nc. Primus, Pearl (Cafe Society Uptown) NYC, h. Pritchard, Ann (Capitol) Washington, t. R

Radcliffe & Jenkens (Primrose) Newport, Ky.,

Radcliffe & Jenkens (Primrose) Newport, Ky., nc.
Ramos & Nanette (Salon Madrid) NYC. h.
Read, Kemp (Luke's Lodge, Newport Beach) Newport, R. I., h.
Reading & Thomas (Palace) Manchester, N. H., 5-7; (Civic) Portland, Me., 8-10; (Empire) Salem, Mass., 12-13, t.
Reed, Diane (Swing Club) NYC, nc.
Reeves, Cy (Palace) Cleveland, t.
Reichards, Danny (Primrose) Newport, Ky., nc.
Richards, Dann (Earl Carroll Theater) Hollywood, re.
Pich Adela (LaSalla) Chit h.

wood, re. Rich, Adele (LaSalle) Chi, h. Ring, Ruby (Roosevelt) New Orleans. h. Rio, Jerry & Ralph (Hipp) Baltimore, t. Ritter, Eileen (Earle) Washington, t. Robbins, Gayle (Beverly Hills) Newport, Ky., cc.

cc. Roberts, Whitey (Walton Roof) Phila, nc. Rock & Dean (The Barn) E. Aurora, N. Y.,

nc. Rouchez, Chicki (606 Club) NYC, nc. Roy, Don (Lokota's) Milwaukee, re. Ryan Twins (Greenwich Village Inn) NYC, nc.

^S

St. Claire Sisters & O'Day (Stadium) Chf, until May 8.
Saulters, Dotty (RKO-Boston) Boston, t.
Seeley, Winn (State) NYC, t.
Semon, Primrose (Bowery) Detroit, nc.
Severin, Billy (Patlo) Cincinnati, nc. Severin, Billy (Patlo) Cincinnati, nc. Sharon, Nita (Esquire) Norfolk, Va., nc. Sheer, Vickle (Tropic Isle) Brooklyn, nc. Sherman, Hal (Albee) Cincinnati, t. Shutta, Ethel (Rio Cabana) Chi, nc. Simms, Ginny (Capitol) NYC, t. Standish, Kay (51 Club) NYC, nc. Stefenescu, George (Rogers' Corner) NYC, nc. Stoner, Parcy (3.Ping Circus) NYC, nc. Stoner, Percy (3-Ring Circus) NYC, nc. Stritt, Freddle (Carman) Phila, t. Stuart & Lee (Beverly Hills) Newport, Ky., cc. Sue, Lyda (Rio Cabana) Chi, nc. Sumner, Helen (Ivanhoe) Chi, re. Suns, Three (Piccadilly) NYC, h.

T Talia (Waldorf-Astoria) NYC, h. Tanner, Elmo (Curley's) Minneapolis, nc. Tars & Spars (Stanley) Pittsburgh, t. Thomas, Jimmy (Pennsylvania) West Palm Beach, Ffa., h. Tin Pan Alley Boys (Metropole) NYC, re. Tudell, Julio & Jean (Bismarck) Chi, h.

V Van. Gus (State) NYC. t. Vilches, Fernando (El Chico) NYC. nc. Vine, Billy (Latin Quarter) Chi, nc. W

Warren, Annette (Carter) Cleveland, nc.

Whaien, Betty (Latin Quarter) Chi, nc. Whalen, Maurice (Latin Quarter) Chi, n Winter, Jane (Fifth Ave. Hotel) NYC, nc, Woods & Bray (Jefferson) St. Louis, h. Woods, Elleen (Hipp) Baltimore, t. Worth, Coley (State) NYC, t. nc. Y

Yeo, Mary Jane (New Yorker) NYC, h. Young, George (Music Hall) NYC, t. Young Sisters (Glenn Rendezvous) Newport, Ky., nc.

Z Zephyrs, Two (Earle) Phila, t.

ICE SHOWS

Carnival on Ice (Netherland Plaza Hotel) Cincinnati. Franey's, Dorothy, Ice Time (Adolphus Hotel) Dallas. Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila Phila. McGowan & Mack Ice Revue (Wm. Penn Ho-tel) Pittsburgh 1-6. Skating Vanities (roller); (Duquesne Gar-dens). Pittsburgh 4-13.

News Reel on Tax In Clip This Week

NEW YORK, May 1.—The tax situation NEW YORK, May 1.—The tax situation is skedded to be pictured in movie thea-ters all over the country beginning to-night. Paramount News last week was busy shooting footage of the subject, and is due to release the clip in the "edition" that goes out this evening. The reelmen shot the big, white, yawn-ing empty space where our comers should

The reelmen shot the big, white, yawn-ing, empty space where customers should have been in the Hurricane, Latin Quar-ter and Columbia Room of the Astor Hotel. They also rounded up 50 actors at the office of AGVA and mugged them, and arranged for a similar shot of un-employed waiters and kitchen workers. Rep. Harold Knutson (Minn.) was filmed in Washington and a lady dry here. Idea was Paramount's own. Arrange-ments were made thru the Broadway Association, of which Robert Christen-berry, head of the Astor Hotel, is prexy.

berry, head of the Astor Hotel, is prexy.

ORCHESTRA NOTES

(Continued from page 21)

(Continued from page 21) CONDON in the Town Hall jazz session Saturday (29). . . . MARY CONLON, bass violinist and soloist, leaving WTAG, Worchester, Mass. to join Mal Hallett. . . LOUIS PRIMA gets a three-week extension of his booking, at the Cocoanut Grove, Park Central Hotel, New York. . . . Make it seven weeks in all. . . . JOHNNY LONG and his ork in the Frolics Club, Miami Beach, Fla., for three weeks. . . . GLEN MILLER to tro Ford Music's Here Comes the Captain, by Lee Brody.

Club, Miami Beach, Fla., for three weeks. . . . GLEN MILLER to tro Ford Music's Here Comes the Captain, by Lee Brody. . . . IRVING CARROLL takes 14 pieces to New York's Cafe Zanzibar May 4. . . BUDDY WORTH, recently Al Kavlin's soloist, has been commissioned an en-sign in thenavy and is awaiting sea as-signment. Worth, under his full name. Maynard Worth Fine, is president of Fine Songs, music pubs. . . LOUIS JORDAN opened Monday (1) at the Trocadero, Hollywood. He will split job with Chuy Reyes, rumba outfit already there. . . ABE GLASER, ex-Harms pro manager, took up same job at Ford Music last Wednesday (26). . . JOHNNY STRONG, former emsee, has just taken over as manager of the Stardust, Hollywood. AL GAYLE ork will open the New Monte Cristo. Hollywood, after winding up a six-month stint at Mike Lyman's. . . MARLIN SKILES goes to Columbia pix as assistant to music chief Maurice Stoloff. . . JAN SAVITT skedded for the Trianon Ballroom, Hollywood, June 6. . . HARRY JAMES will play the Civic Auditorium, San Franciso, May 13-14. . . HORACE HEIDT planning Eastern one-nighter and theater tour.

13-14. . HORACE HEIDT planning Eastern one-nighter and theater tour. ...COOTIE WILLIAMS plays the Para-mount, New York, for five weeks in July

mount, New York, for five weeks in July and August. CHARLIE BARNET, with new 4-F rating goes in the Casa Manana, Hollywood, May 19, replacing Bob Crosby. . . JIMMY LUNCEFORD plays a one-nighter in Seattle May 20 instead of the Victoria Sports Center, Victoria, B. C., which was razed by fire last week. . . FRANKIE CARLE signed with Langworth last week and will do a record date May 11, . . . JOY CAYLOR, femme band leader, under-went an appendectomy in McKeesport, JOY CAYLOR, femme band leader, under-went an appendectomy in McKeesport, Pa., this week. Ork finished Bill Green's Casino stint sans batoner. Tour of one-nighters postponed to May 17. . . . EDDIE DURHAM and all-girl ork into Apollo Theater, New York, week of April 28, following Erskine Hawgins into the house. . . VAUGHN MONROE will be-come a full-fledged member of Local 802 next week, ending a long New York transnext week, ending a long New York trans-fer-member status. . . . WOODY HER-MAN booked into Hamid's Million-Dollar Pier, Atlantic City, for August 20.

29

"Wind" Out in Front **Crix Omit Reward**

NEW YORK, April 29.—Local Crix Cir-cle came within one vote of picking Lil-lian Hellman's The Searching Wind as its lian Heliman's The Searching Wind as its best play of the 1943-'44 season but de-cided because of disagreement to omit the award entirely. Wind got seven votes; John Van Druten's Voice of the Turtle, two; Tomorrow the World, one. Four crix did not vote. Jacobowsky and the Colonel was cited as the best foreign play of the war. Crix decided that play of the year. Crix decided that since Franz Werfel originally wrote it in German, it fell into the foreign class despite Sam Berman's re-write.

Here's how the single ballot lined up: Wind: Morehouse, Sun; Gassner, De-cision; Zunsser, Cue; Barnes, Herald-Tribune; Allen, Women's Wear; Wen-ning, Newsweek; Pollock, Eagle. For Turtle were: Freedley, Telegraph, and Turtie were: Freedley, Telegraph, and Nichols, Times. Chapman of The News gave his vote to Tomorrow the World. No votes: Waldorf, Post; Gilder, Theater Arts; Gibbs, New Yorker; Kronenberger,

"Pick-Up Girl" Builds; "Lovers" Strong in Hub; Light Opera Unloved

BOSTON, April 29.—Nobody knows why but legit biz has been uneven and rocky during the past week, with some shows going steady, others slipping perceptibly.

Pick-Up Girl, produced by Mike Todd's money and staff, bowed Saturday (22) at the Wilbur to lauditory reviews and has been building despite its forbidding problems, to better takes each night. Looks like \$13,000 for the frame.

Katharine Cornell and Lovers and Friends have nothing to complain about. Opened Monday at the Plymouth and will drag \$21,000 for the first week. R. H. Burnside's Gilbert and Sullivan company, returning to the Opera House for a sec-ond time this season, will play to a middling \$12,000 for the first 10 perform-ances. With the cast tired and featured comedian Florenz Ames battling sinus, the company will end a 33 week tour here Sunday, May 4.

At the Shubert Dream With Music slipped in its second week from near capacity, to pull \$26,500, a couple of grand less than the opener. Also in its second week was *Connecticut* Yankee at the week was Connecticut Yankee at the Colonial, which dropped a bit to \$21,000. Vivienne Segal, ill with a throat infection, skipped most of the week, with Mimi Berry subbing Berry subbing.

Only new booking since last week is Career Angel, set for the Wilbur May 12.

Philly Set for Summer

PHILADELPHIA, April 29.-Theater-PHILADELPHIA, April 29.—Theater-goers will have their choice of three playhouses for the summer spell, as many houses as normally operate during the regular legit season. Schuberts' Forrest Theater is booking in two musicals to carry the house well into June, and has the hengit of a sir-conditioning system carry the house well into June, and has the benefit of an air-conditioning system to carry on all summer. Local summer legit season will have Jasper Deeter's Hedgerow Theater at suburban Moylan-Rose Valley and Theron Bamberger's Bucks County Playhouse to sustain in-terest during the hot weeks. Hedgerow opened this week for its 21st summer with the preem of Ramon Naya's *Quintin Quintane*, the repertory company eschew-ing the Broadway hits in favor of the arty and classic plays. Bamberger gets his Bucks County repertory troupe going June 16, again housed in the ballroom of the midtown Bellevue-Stratford Hotel. Bucks County policy calls for the playing Bucks County policy calls for the playing of Broadway hits, current and past, with big names to head the cast for each week's bill change.

Billy Gilbert, Jane Deering Set for Lester's "Sally"

HOLLYWOOD, April 29.-Edwin Lester, HOLLYWOOD, April 29.—Edwin Lester, of Civic Light Opera Company, has inked Billy Gilbert to contract that calls for comic's appearance in musical comedy Sally. Besides playing the comedy lead, Gilbert will direct. Jane Deering, who starred in NY production of Early to Bed, will play the lead. Opening is skedded for June 19 in San Francisco. Show moves to Los Angeles July 3.

Chi Legit List **Adds Three Shows**

CHICAGO, April 29.—May brings three additional shows to the Loop. Opening tonight at the Great Northern is Uncle Harry, with Luther Adler and Beth Mer-rill. The Katherine Dunham dance group's Tropical Revue will follow Blos-

Leo Murray, Lyceum manager, has the following inked in for balance of season: Kiss and Tell, May 16-18; Olson and Johnson's Sons o' Fun, May 20-21; Tomorrow the World, May 24-28; Student ince, June 2-3.

A HIGHLAND FLING

The Stem has been more or less deluged with fantasy during the past few weeks. The latest newcomer in the supernatural groove looks to have no greater success than its predecessors. This spring seems to be open season for ghosts and other metaphysical manifestations. It is likely that A Highland Fling will increase the mortality rate. It is too nebulous for survival—for long. Margaret Curtis has written a pretty little fable, but it has no more spine than its ghostly hero. In addition, it is as thick as porridge with burr, which makes it none too easy on the ear and understanding. It has a cute twist here and there and a chuckling finale, but Fling will cause no undue kicking-up of heels and clapping of hands. Imagina-The Stem has been more or less deluged

heels and clapping of hands. Imagina-tively, it is strictly off the cuff. It is an old adage that children and

It is an old adage that children and daffies can see ghosts, which is what happens in the case of Laird Charlie MacKenzle. He is very dead, but has lingered around his castle to carry on an affair with a gal who is a bit touched in the head. His wife finally sells him on the idea that there are some swell gals in heaven, too, and he sets about re-forming the village reprobate as a ticket of admission. The remainder of the do-ings concern the shipping of the "Scone Stone," which has been concealed in the castle for centuries, to America. The last castle for centuries, to America. The last is thin going, but gives Laird Charlie's live four-times great grandson, the neighbors and an American cousin some-(See A Highland Fling on page 30)

"Junior Miss" Pleases As Legit Subway Circuit Starts With Bulging B. O.

The Katherine Dunham dance group's Tropical Revue will follow Blossom Time into the Blackstone May 8 for what probably will be an extended engagement. Abie's Irith Rose will close a seven-week engagement at the Studebaker May 6, and will be followed on May 11 by Maurice Schwartz and Yiddish Art Players in The Family Carnovsky.
 Spirit'Strong in Twin Cities With 16½C Tilled for Five State and with 16½C Tilled for Five as evidenced the gross hung up by Blithe servidenced the gross hung up by Blithe spirit for five shows here Wednesday thru Saturday (12,-15).
 Mennengolis, drew \$13,000. Saturday (12,-15).
 Denenighter at St. Paul Auditorium Theater, Minneapolis prices were scaled from \$3.
 Leo Murray, Lyceum manager, has the following inked in for balance of season?

Bronx and Brooklyn Houses

Currently, only the Windsor Theater in the Bronx will operate along with the Flatbush, and all bookings will originate at the latter. However, negotiations are

BROADWAY OPENINGS EARTH JOURNEY

(Opened Thursday, April 27, 1944)

,	(Opened Friday, April 28, 1944)	(Opened Thursday, April 27, 1944)
I		BLACKFRIARS' THEATER
	PLYMOUTH THEATER A comedy by Margaret Curtis. Staged by George Abbott. Settings by John Root. Costumes by Motley. Charles Harris, general manager. Winfield Smith, stage manager. Press rep- resentatives, Phyllis Perlman and Marion Byram. Presented by George Abbott. Charlie MacKenzie, Former Laird of Cairn McGorum, a Chost	A play by Sheldon Davis. Staged by Dennis Gurney. Production designed by W. Emerton Heitland. Costumes by Hildegart Brandes. Stage manager, Bernice Grant. Press repre- sentative, James A. McGarry. Presented by the Blackfriars' Guild. The Property Man
e	Mrs. MacCill, a Villager Marguerite Morrissey Mora MacTavish, a Villager Pax Walker Ian, a Piper James McFadden Mrs. Ferguson, a Villager Margaret Thomas Mr. MacDonald, a Villager James Lane	Attendant to EmperorJonn E. Morrigonery Ladies of the Court Margaret McKenna Catherine Campbell Farth Journey, third and last play of
e t	The Stem has been more or less deluged with fantasy during the past few weeks,	the season by the Blackfriars' Guild troupe, is a fantasy by Sheldon Davis (pen-name for W. Emerton Haltland),

Earth Journey, third and last play of the season by the Blackfriars' Guild troupe, is a fantasy by Sheldon Davis (pen-name for W. Emerton Haltland), troupe, is a fantasy by (pen-name for W. Emerton Haitland), (pen-name for W. Emerton Haitland), who adds playwrighting to his illustrat-ing chores. The Blackfriars' players are likely the most sincere and deserving the off-Broadway groups. Earlier this Cover Angel.

Ing chores. The Blackfriars' players are likely the most sincere and deserving of the off-Broadway groups. Earlier this season one of their shows, *Career Angel*, was plcked up for Stem production. It isn't probable that *Earth Journey* will get a similar break, but it is good theater and pleasant seeing and listening, even if it doesn't angle the commercial appeal. Davis (or Haitland), has gone back to the formula of *The Yellow Jacket* for *Journey*. It is the oldie pitch on the Chinese Theater featuring an amusingly condescending emsee and a bored prop-erty man, plus a cigarette stub and a gong. The Chinese theater technique is maintained thruout with most of the chuckles stemning from the gagging of panto and prop shiftings by dead-pan props and his assistant. However, where *Jacket* was purely a burlesque of Chinese drama, *Journey* finds Davis trying to say something pro-

burlesque of Chinese drama, Journey finds Davis trying to say something pro-found. The burden seems to be that true love can conquer selfish desires and that, if you can look beyond the clouds, you'll see—(guess what?)—eternity. The Davis fable about an idol who is given momentary life, provided that he re-venges his master on his enemies, and who comes back to his altar rather than go thru with the deal is largely on the bromidic side. Mr. Davis is evidently as delighted with making pictures with words as with a brush. The result makes

under way to add the Queenboro Theater, Elmhurst, managed by Eddie Gold, and there is a strong likelihood of book-ing the attractions into Philly's Forrest Ing the attractions into Philly's Policies Theater as in the previous two seasons, altho the latter house has advance book-ing running to late May. Other possible early July additions to the circut may be based in Atlantic City and Boston. However, no definite connections have been established with these spots as yet. Junior Miss was a smart choice for the 1944 season tee-off. Chodorov-Fields comedy has had a good job done on it in recasting and direction. It runs smoothly to clock the same kind of laughs that it did on Broadway, and is evidently a crowd pleaser.

Fem kid parts are in the hands of Lenore Thomas and Joan Jackson, both of them fine young troupers. Each of Lenore Thomas and Joan Jackson, both of them fine young troupers. Each of them scored a solid click, with most of the laughs going naturally to Miss Jack-son as the base-voiced kid from down-stairs. John Effrat fits commendably into the father role and Effle Alton is equally efficient with the mother chore. Helen Eastman, slightly unbelievable as a 16-year-old, nevertheless manages the vapid older sister amusingly. Anthony Rivers also rates a bow for a sympathetic job of the brother-in-law. The whole cast put out a nicely balanced perform-ance, the sort that looks good for a solid two weeks' biz. Bob Francis.

Providence Skeds Another Summer Stock Season

PROVIDENCE, April 29. - Playhouse PROVIDENCE, April 29. — Playhouse Theater here, which has been showing films since last fall, will become a stock house again this summer, opening early in June. Associated Theaters, Inc., which operates the house, will take over the stock this year instead of having an outsider, as formerly, operate the com-pany. Guest stars will be the policy, but line-up of stars, shows, director, etc., are still to be decided upon. Success of roadshow legit attractions in their one and two-night stands at the

in their one and two-night stands at the circuit's Metropolitan Theater here this season hints at a profitable stock season under normal weather conditions. Playhouse lacks air-conditioning system.

for some lengthy verbal pyros which leave the actors sadly behind the eight ball—notably, a last act love scene that runs about three minutes too long and has the customers squirming in their chairs. You can only get just so much out of a discussion of the moon. However, taking into consideration the shortcomings of the script—which some trimming and reefing could over-come—the Blackfriars' boys and gals have turned out a very effective job of work. Except where over-florid dialog bogs him down, Dennis Gurney has kept his cast on their toes and the show in the satiric groove to which it is pitched. For the most part, *Journey* has an inter-est-pull that is stronger than you know the lines deserve. Ian Maclaren puts fine theater into the tongue-in-check role of the ex-

the lines deserve. Ian Maclaren puts fine theater into the tongue-in-cheek role of the ex-plainer. Alexander Cooper and Michael Blair are properly comic as the bored property man and his assistant. Chris-tina Soullas makes a fetchingly delect-able princess and Robert Hayward is puf-fily magnificent as the dumb emperor. Broadway producers might look twice Broadway producers might look twice also at Carol Dunning who is an eye-filler even under Chinese make-up. Wil-liam Monsees is the other half of the love interest — somewhat overwhelmed with pretty words—but coming thru creditably despite what he gets to say. Biggest laugh-getter of the evening is John Rosene's train-swishing as a palace

salute. Journey is not the Blackfriars' best effort—or their worst. It hasn't got a Broadway punch and probably couldn't have—even with an all-out sharpening-up. But it could make nice summer theater fare. The troupe sked to run it at the Little Blackfriars' Theater as long as the b. o. warrants the continuánce. It rates reasonably good audience play. Bob Francis.

OUT-OF-TOWN OPENING

PICK-UP GIRL

(Opened Saturday, April 22, 1944) WILBUR THEATER, BOSTON

A play by Elsa Shelley. Directed and lighted by Roy Hargrave. Setting by Watson Bar-ratt. Costumes by Emeline Roche. Company manager, Rod Waggoner. Press representa-tive, Ben Kornzwig. Stage manager, William G. Johnson. Presented by James Colligan, Harry Bloomfield and Harriet Kaplan.

the part of the second se
Judge Bentley
Miss Porter
Mrs. BuschEdmonia Nolley
Court Clork Douglas Kaston
Court Clerk
Door Attendant
Mrs. Collins
Larry WebsterZachary A. Charles
Mrs. MartiLiili Valenty
Alexander ElliottArthur Mayberry
Ma Baill Bigolow Source
Mr. BrillBigelow Sayre
Policeman Owens
Elizabeth Collins
Jackie Polumbo
Miss Russell
Mr. CollinsFrank_Tweddell
Buby Lashugad
Ruby Lockwood
Peter Marti
JoanLois Wheeler
JeanRosemary Rice
Jean

Anyone who has walked in New York's Times Square, in Boston's Tremont Street, or in Main Street of most Ameri-can cities, must be aware of the pick-up girl. Obviously, she is a problem about which something must be done. Elsa Shelley has done it. In *Pick-Up Girl* she has produced a dramatic indictment of "adult delinquency" whose painful, living truth is grimly honest. "Juvenile delinquency" is the custom-

living truth is grimly honest. "Juvenile delinquency" is the custom-ary name for it but, with due acknowl-edgement of wartime parental problems, Miss Shelley puts the blame squarely on the shoulders of the elders. With pas-sionate belief in her message, with a clear sense of direction and a skilled hand she has driven straight to the mark. Altho her entire scene is laid in a juvenile court, she has wrested a tense drama solely from the delineation of background and the tragedy stemming from the participants in the trial of a wayward girl. wayward girl

wayward girl. Elizabeth Collins' parents were off-hand about the care of their four chil-dren. When war work takes her father to California and her mother goes into service, 15-year-old Lizzie is left with overburdening responsibilities; the care of the house and kids.

Down the street a floozy of her own age offers a brighter picture and Lizzie falls for it. With no background of guidance and lacking experience, even if she knew the possible results of her follies, the consequences are beyond her comprehension.

comprehension. An abortion after her first affair teaches her nothing. But relations with a middle-aged masher, and a neat job of framing by a jealous youngster, catch her in an entangling net of circum-stance. Her parents are grief-stricken, but uncomprehending. However, a mass of perjured testimony by youngsters and elders alike fails to swerve a sympa-thetic judge from the truth. By his understanding, warm-heartedness and belief in the ultimate goodness of human Inetic judge from the truth. By his understanding, warm-heartedness and belief in the ultimate goodness of human nature, he shows Lizzie that hospitaliza-tion, rehabilitation and re-orientation are what she needs. And he convinces all concerned of the rightness of his decision all conc decision.

Miss Shelley's play is a serious effort, honestly capably carried out and Roy Hargrave has done an equally fine job of lighting and directing the show in the proper key and mood. Watson Barratt's courtroom set is excellent. The actual court scenes are somewhat circumloc-utory for theatrical presentation. The saga of *Pick-Up Girl* needs slight tele-scoping and a steadier tempo to bring its high spots in closer relation. And it might prove more effective in two closely knit acts, rather than in the con-ventional three. ventional three.

If radio has the guts to do it, here is a serious, immediate theme to offset the Henry Aldriches, the Corliss Archers, ad nauseum. Radio could make it stick.

The cast of *Pick-Up Girl* perform with uniform competence, altho William Har-rigan's considered, subtly modulated Judge Bentley is especially noteworthy, and Pamela Rivers, as Lizzie Collins, turns in an outstanding job of juvenile acting acting

Pick-Up Girl is not just a case history, for very little of it seems either clinical, or pontrived. Being so well done, it show have a good run. Bill Riley.

The Billboard

A HIGHLAND FLING (Continued from page 29) thing to do.

Laird Charlie almost makes the grade, until his protege pinches a lady from until his protege pinches a lady from behind at the last minute. In the mean-time the silly gal recovers her wits and falls in love with his descendant. Natu-rally she can't see old Charlie any more, and this seems to annoy him to the point of giving celestial bliss the go-by and sticking around. However, his angel wife fixes all that for an ending which is the most amusing part of the whole mat-ter.

Dramas

Opened Perfs.

23

29

34 31

224

138

Opened Perfs. Angel Street (Golden)...12- 5, '41 1,013 Judith Evelyn will withdraw from cast as of June 1. Will rest and visit family in Canada. Expects to do comedy later. Violet Keats will probably replace her in psycho-meller. Arsenic and Oid Lace... 1-10, '41 1,389 (Hudson) Russell Crouse and Howard Lindsey were put over the jumps at the ''Circus Saints and Sinners'' initiation Friday (28). -But Not Goodbye

Closes Saturday (29). Chicken Every Sunday.. 4- 5, '44 29 (Miller's) Holding up satisfactorily around \$13,-500. Rhys Williams may be forced to leave in a couple of weeks to take up Welsh technical direction chores for "Corn Is Green" flicker. Cast still air-active with Hope Emerson on "Reader's Digest" program, CBS; Ann Thomas on "Hearts In Harmony" and "Abie's Irish Rose"; Jean Gillespie on "Hall of Fame," and Roy Fant guested by Martha Dean. Decision (Ambassador)... 2- 2, '44 103 Doughgiris, The......12-30, '42 564 (Lyceum) Arleen Whelan out Tuesday (25) thru Thursday (27). Sydna Scott subbed. Highland Fling, A..... 4-28, '44 3 (Plymouth) Jacobowsky and the Colonel (Martin Beck). 3-14, '44 55 Stage manager Karl Nielson leaves May 2 to take over as producer for a 10-week stock season at Baltimore's Mary-land Theater. Coby Ruskin moves up into top s.m. slot and Bettina Cerf follows into the No. 1 assistant s.m. stint. Daisy Lawrence left Martin Beck ducat racks, Monday (24), to Join McBride staff. Ethel Archer has re-placed her in b.0. Kiss and Teil (Biltmore). 3-17, '43 475 Life With Father.....11- 8, '39 1,883 (Empire) Oscar Serlin on Coast for check-up of touring company. Edel Hughes cur-

ife With Father.....11- 8, '39 1,888 (Empire) Oscar Serlin on Coast for check-up of touring company. Edsel Hughes, cur-rently in Uncle Sam's biues, used a one-day furlough for a busman's holiday to play a single of his old role of Clarence Day at the Biltmore Theater, Los An-geles Monday (24). James Allen, reg-ular N.Y. troupe understudy, is on way to Coast to take over for Bernard Car-son May 2. Carson has been road Clarence for three seasons, but must vacation because of illness. Rain has dampened N.Y. b.o. Rated at about \$11,000 for week. Us, January and Mr. Ex. 3-31, '44

Mrs. January and Mr. Ex. 3-31, '44 (Belasco) Only the Heart (Bijou)... 4- 4, '44 Still driving, but with take between three and four G's doesn't look to stick for long.

three and four G's doesn't look to stick for long.
Othello (Shubert) 10-19, '43 22 Martha Falconer subbed for Uta Hagen Tuesday (25). Some talk of July 1 closing, with a reopening for two weeks stand at City Center with a Coast trek to follow. However, grosses still cling around 22C mark, so show may postpone tour and stick thru summer, if hot weather biz warrants.
Over 21 (Music Box)... 1- 3, '44 15 London rights sold for immediate production.

London rights sold for immediate pro-duction. Public Relations 4- 6, '44 28 (Mansfield) Closed Saturday (28). Michael Ames will have a part in "Hot Money" for RKO. Ramshackie Inn (Royale) 1- 5, '44 135 Jack Ruth replaced John Richard Base-hart Sunday (30). Zazu Pitts and en-tire cast gave special G.I. performance at Camp Meade, Maryland, Monday (24). G.I. personnel built the sets. Searching Wind, The... 4-12, '44 22 (Fulton) Sheppev (Playhouse) 4-18 '44 15

(Fulton) Sheppey (Playhouse) ... 4-18, '44 15 Chances slim. Will surely hold until May 6 to protect pic rights. Somerset Maugham returns from South Carolina May 1. Will get his first peek at Ameri-can production. Barbara Everest is turning out a book about London thea-ter in wartime. Edmund Gwenn guested by Kathryn Cravens, WNEW. Friday (28). Frances Heflin ditto by Adrienne Ames, WHN, May 1.

(28). -But Not Coodbye.... 4-11, '44 (48th Street) Closes Saturday (29). Chicken Every Sunday... 4- 5, '44 (Miller's)

George Abbott has given Fling a swank production. He has let John Root go all-out on a Highland castle set which is a knockout, and on another of a village taproom which packs fine atmosphere. He has cast it soundly with good players and staged it with more than a few of the familiar Abbott touches. But there just doesn't seem to be enough Fling to make it worth all the evident effort that make it worth all the evident effort that has gone into it.

Ralph Forbes makes the mildly lech-erous ghost of old Charlie amusing. Author Curtis livens her own creation of the daffy gal with simplicity and charm. Karl Swenson is a jovially, ribald sinner,

BROADWAY SHOWLOG

Performance Thru April 29

Opened Perfs.

(Longacre) Year old on May 5. Drumbeater Bernie Simon has discovered that it is the 95th play to reach that mark. Demands a birthday cake with 95 candles from Sol Lesser, who holds the pic rights. Una Merkel will be Louis Sobel's air-guest May 8. John Morny has Uncle Sam's breath on his neck. Probably won't get tagged for another six weeks.

(Morosco) William Richardson, stage manager and understudy for Elliott Nugert, has been engaged for the lighting chores at the Hotel Pierre's Cotillion Room, Richard-son is responsible for the lighting of "Turtle" and for "Mrs. January and Mr. X." Fem drumbeater Jean Dalrymple has been appointed captain of the the-atrical p.a. group for the Red Cross Drive. Other showbiz drive leaders are Joan Roberts, Annabella, Audrey Christie, Muriel Angelus, June Walker and Dorothy Stickney.

Wallflower (Cort) 1-26, '44 111

Winged Victory.....11-20, '43 (44th Street) 188

(44th Street) Pvt. Eugene Conley on leave to chant tenor leads for Fortune Gallo's Center Theater operas. Sang "Traviata" Wednesday (27), and "Faust" Satur-day (29) mat. Col. Walter M. Dun-ham flew back from Coast Thursday (28). Has been making final check-up on billeting and feeding set-up for troupe's coming pic season. S/Sgt. Harry Horner and assistant, Pvt. Blakenchip are in Hollywood designing "Victory" film sets. Choral group, headed by Lt. Leonard de Paur, sing at Harlem Defense Recreation Center May 7 at memorial service for Lt. Wilmuth Sidat Singh, first Negro flyer to be killed in the war.

Allah Be Praised! 4-20, '44 (Adelphi)

(Adeiphi) John Hoysradt guested by Mary Mar-garet McBride Monday (24). Milada Mladova will be interviewed over WMCA May 2.

173

(Broadway) Muriel Smith out with laryngitis Satur-day (22). Inez Matthews sang title role. Posie Flowers returned from visit to C.I. husband in New Orleans. Re-joined troupe this week. Richard James, dancer, back from two-week bout with appendicitis Monday (24). Running at good profit for 33G take. Can do 40 at capacity.

Early to Bed. 6-17, '43 (Broadhurst) 364

Jane Keane out Monday (24). A Parker subbed, Will probably try summer stop-over. Tix reported sale to July 1.

Follow the Cirls 4- 8, '44 (Century) 25

(Century) Eddie Davis off to Florida, Thursday (28), to recuperate from strain of "Cirls" chore. Will work on book for new Dave Wolper musical. No title set yet. Irina Baronova had puf a mil-lion dollars' worth of accident cover-age on her feet. Elmer Leterman is reported to have written the policy.

and John Ireland makes a pleasantly, forthright grandson.

"Fling" is not gaited to air-adaptation, un-less streamlined in full for an hour show. Even at that it would likely listen as light on the air, as it does on the stage.

RF

Perfs.

463

239

457

HOLLYWOOD, April 29.—Opening of Felix Young's 8:40 Revue has been post-poned from May 1 to May 11. Show is under the direction of Nat Karson, with Dick Nelson latest cast addition. James B. Carson has been signed as dialog director for the revue.

and Hugh Thompson head cast of "Suzanne."
Mexican Hayride..... 1-28, '44 107 (Winter Garden)
Mike Todd confirmed his purchase of the 48th Street Theater Wednesday (26). Todd office staff, Harry Bloomfield, Harriet Kaplan and James Colligan will preem their "Pick-Up Cirl" at the house Wednesday (3). Frank Melton is likely lead choice for "Katherine Was Creat." Has been recalled for three auditions. Charlotte Buchwald (wife of flack Louis Harmon) has flicker moguls dickering for her new play. Script is still hot off typewriter and currently being read by Stem producers. Bobby Clark and Wilbur Evans platform guests at Theater Assembly luncheon at Hotel Astor Saturday (29). Evans solos May 7 with General Motors Glee Club. New Departure Division, Meriden, Conn.
Oklahomal (St. James). 3-31, '43 463

Oklahomał (St. James). 3-31, '43 46 Guild announced Monday (23), sign-ing of Edna Skinner for role of Ado Annie in Chi company beginning July 1. Joan Roberts queened it as ''Miss Co-lumbia'' at annual Knights of Columbus War Activities ball at the Waldorf-Astoria Friday (28).
One Touch of Venus ... (0- 7, '43 23 (46th St.) Kay Sevier, wardrobe mistress, was mar-ried to Ray Syracuse, of ''Stars On Ice'' backstage brigade, Tuesday (25). Mary Martin out Saturday (22). Jane Davies subbed. Kenny Baker skedded for Andre Kostelanetz program May 14, WABC. Harold Stone is directing a streamlined version of ''Man Who Came To Dinner'' for C.I. hospital showings. Phillip Huston, Edith King, Robert Perry June Stuart, Phoebe Merchant and John Henderson are in the cast.
Ziegfeld Follies, The... 4-1, '43 45

Opened

Opened Perf Helen Goes To Troy 4-24, '44 (Alvin) Scored 78 per cent by crix votes. Yes: Howard Barnes (Herald-Tribune), Bur-ton Rascoe (World-Telegram), John Chapman (News), Harriet Johnson (Post), Oscar Thompson (Sun), Lewis Nichols (Times), Robert Coleman (Mirror). No: Louis Kronenberger (PM), Robert Garland (Journal-Amer-ican). New Opera Company will pre-sent special double bill of Pergolese's "La Serva Padrona" and Wolf-Ferrari's "Secret of Suzanne" at Alvin on May 14 and 21. Virginia MacWatters, Oscar Karlweis, Melville Cooper will be fea-tured in "Padrona." Brenda Lewis and Hugh Thompson head cast of "Suzanne." Three's a Family..... 5- 5, '43 (Longacre)

Tomorrow the World... 4-14, '43 (Barrymore) 439

Skippy Homeier was given a week's vacation beginning Monday (24). Robert Antoine and John Dean have been alternating in his part.

Two Mrs. Carrolis, The. 8- 3, '43 (Booth) 312

(Booth) Elizabeth Bergner on air with Louis Calhern and Joseph Schildkraut in "Fighters All," benefit of Jewish Re-lief, Blue net. Victor Jory emseed CBS "Silver Thea-ter" program Sunday (23); g uests Sunday (30) on "Green Valley U.S.A.," CBS, and emsees again for "Silver Theater" May 14.

Voice of the Turtle, The. 12- 8, '43 167 (Morosco)

Holding good pace with grosses close to \$13,000.

Musicals

Henderson are in the cast. **Ziegfeld Follies, The...** 4, 1, '43 4! (Imperial) Larry Shubert Lawrence, company man-ager, has been commissioned ensign in the navy. Left Monday (24) for study at Princeton. Phil Adler, former c.m., who left some weeks ago to join "Allah Be Praised" troupe, returned to his old slot with the "Follies." Line gal, June Kim, has left the show. No replace-ment as yet. Imogene Carpenter has had a bid to do a film in Mexico. 12 (Revivals)

313

(Revivals) Merry Widow, The..... 8- 4, '43 3: (Majestic) Closes Saturday, May 6, when lease runs out, which New Opera Company will not renew. "Follow the Cirls" re-ported likely new tenant for the Shu-bert. Jan Kiepura out Monday (24) for concert stint. Donald Cage subbed Lisette Verea also out Monday (24). Renee Rochell filled in for her.

Ballets

Ballet Russe de Monte Carlo (City Center) 4- 9,'44 26 Another week of over \$32,000 claimed. Alexandra Danilova and Frederic Frank-lin leave next week for Coast. Will top terping stints in an operetta, "Song of Norway," based on the life of Grieg.

Ballet Theater 4-9, '44 (Met. Opera House) 25

(Met. Opera House) Terrific biz with season extended to May 21. Advance take averages bet-ter than 20 per cent over previous fall season. Troupe revives Katerine Little-field's "Barn Dance" May 9. and Tudor's "Judgment of Paris" May 11. Sir Thomas Beecham has been bid to the guest-baton for four more perform-ances of "Romeo and Juliet."

May 6, 1944

CBS Against Field in the Air-Pic Fight

(Continued from page 10)

(Continued from page 10) points out that "several reasons can be conservatively advanced against this post-war step-up in the quality of tele-vision pictures. These are: 1. "We aren't ready." Adapting war-time discoveries to peacetime television would involve a post-war lag. Optimistic engineers say "yes, a year or perhaps two." Pessimistic engineers say "five." 2 Seven thousand homes bought pre-

2. Seven thousand homes bought prewar television sets—these sets would not be able to receive the new pictures at all—they would become scrap.

3. Nine broadcasters have built nine television stations at a cost of several million dollars. These could not transmit the improved pictures. Broadcasters' in-vestments would be worthless; they would have to start all over.

4. Improved pictures take more space in the spectrum—the U. S. Government may need it for various other services.

5. If the public knew that in a little while far better television pictures could while har better levision pictures could care to buy a pre-war model. This might tend to balk post-war employment.
6. So much fanfare has been made over full-scale commercial television broadcasting on the present standards (See CBS Against Field on page 56)

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Stars in Cleveland

BURLESQUE NOTES NEW YORK:

NEW YORK: GRACE O'HARA, vocalist, opens May 8 for two weeks at the Swan Club, Phila-delphia, following her tour of the Hirst Circuit, thence to other niteries in Wild-wood and Atlantic City. . . . JOE DOR-RIS, emsee and comic, moved from Tony Pastor's Downtown to the Uptown place. . . TOMMY (BOZO) SNYDER, comic, now touring with USO show, writes from somewhere in the Virgin Islands that he is enjoying his work and "the boys we are entertaining sure do like our show. Hello to all back home." . . . TIRZA, recovered from a sprained

and the boys we are entertaining sure do like our show. Hello to all back home." ... TIRZA, recovered from a sprained ankle, attended the opening of her new Oriental Gardens, Coney Island, April 29. BOB COLLINS, comic, celebrated at Moulin Rouge Theater, Oakland, Calir., over becoming a grandfather. His young-est daughter gave birth to Dona Elaine Glaze; dad is Robert Leland Glaze, some-where in the Pacific for Uncle Sam. ... PVT. HARRY KANE, his former show, Yanksapoppin, disbanded, is now singing with a Special Service company out of London headquarters. ... JAN MURRAY, another ex-burlesquer, is with a USO show; ditto Syd Slate of the Slate Brothers, two of whom are in Winged Victory here. ... PAT PAREE has opened at the Club Zebra. H. K. MINSKY planning a new burly

Victory here.... PAT PAREE has opened at the Club Zebra. H. K. MINSKY planning a new burly show, International Follies, in a new house in Chicago.... GECRGE LEWIS, comic, introduced a new bit, The Violin Lesson, at the Hudson, Union City, last week.... JUSTINE, dancer, skedded for the Republic, Ocean View, Norfolk, and the Troc, Philadelphia, at the end of the Hirst Circuit season... BERT FASSIO, former burly comic, to operate his own theater, Luna Park Opera House, Coney Island; policy to be his sketch, Hiller at the End of a Rope, with a cast of five females and four males. VIRGINIA JONES, ex-burly feature, is out of Norfolk for good in order to super-vise her own bar and grille here in the fortys... FRED LEWIS, comic, and Leslie Brooks (Mrs. Lewis), straight, at the end of the Hirst trip, go to Nipmuc Park, Milford, Mass., to play sundry park engagements... MARYLAND THEATER, Baltimore, to adopt a policy similar to that of the Gayety, Montreal, with vaude acts and strips, plus a line of girls.... GINGER WAYNE and Leona Thurston held over at the Caravan. UNO.

Follies Theater And Club Follies Sign With AGVA

LOS ANGELES, April 29.—Following negotiations that have been under way for years, the AGVA has signed the Follies Theater to a Class C contract, according to Florine Bales, local executive secretary. House, Miss Bales said, plans to go all union, with contracts to be signed with the stagehands and musi-cians' union. AGVA contract was signed with Joseph

AGVA contract was signed with Joseph

Cians' Union. AGVA contract was signed with Joseph Fainer, who assumed management of the theater last August. Up until that time the negotiations had been with the Dal-ton Bros, well known in burly circles. It was only recently that AGVA has been making any headway. According to the new set-up, principals will get \$50 and chorus \$40 minimum per week of six days. Pact allows for 30 shows a week with overtime on a pro rata basis. Spot is a burly grind. While on the job of signing the Follies Theater, AGVA also negotiated a contract with Club Follies located in the Los Feliz district of the city in the old Vic-tor McLaglen Club. Contract signed by Danny Reisman for club deal calls for a Class C classification, covering minimums of \$50 for principals and \$40 for chorus. Deal is for six days but covers only three shows nightly: shows nightly:

NOTICE, MAGICIANS AND SHOWMEN

A Four-Legged Girl Illusion dancing and reversing to the rhumba or clog standing on all fours, which are flesh and blood. A money getter. Crated com-plete, \$125. A 32-page catalogue and book com-bined with 38 large engravings released soon below cost, 50 cents; it will astonish you. LEFFELL DEVICES, 811 N. Charles St., Bathmore 1, Md.



The Billboar



THE TESTIMONIAL CARNIVAL of Magic tendered Frank Caesar, vet-eran magician and magic manufacturer, eran magician and magic manufacturer, April 22 at Morrison Hotel, Chicago, by Windy City magi proved a highly suc-cessful affair. Early part of the evening was given over to side shows, games, etc., in the Terrace Room lobby. At 9 p.m. a magic revue was staged in the Terrace Room, with Al Marney's orchestra fur-nishing the music, and Werner C. (Dorny) Dornfield as emsee. Among those taking part in the revue were "Uncle Ed" Reno, George Boston, Russ Walsh, Earl Lock-man, Bob Lotz, Don Sweet, John Siems and Professor Oakes. Also active in the evening's fun were Matt Schulien, Johnny Platt, Joe Berg, Larry Ireland, Magic evening's fun were Matt Schulien, Johnny Platt, Joe Berg, Larry Ireland, Magic Rudy, Johnny Paul, Joe Palen, Walter Gilbert and James A. W. Killip. Dr. Brunswick contributed the headless woman illusion. Many of the local magi and magi gals worked in the side shows as spielers, ticket takers and clowns, and everyone had a roaring good time. Bert as spielers, ticket takers and clowns, and everyone had a roaring good time. Bert Allerton was skedded to take part in the show but was unable to appear due to the death of his sister. Dorny and "Chick" Schoke were largely responsible for the success of the show, which netted a tidy \$810 for Mr. and Mrs. Caesar.

MARDONI AND LOUISE take their magic and mental stunts into Bal Tabarin, San Francisco, Thursday (4). . . GALI GALI set for the Terrace Room of the William Penn Hotel, Pitts-burgh, beginning May 8. . . GREAT VOLTA (Burling Hull) and Mile. Marcel-line d'Riviere, who put in most of the winter in Florida niteries, planed to Havana recently to double between a

GÉNERAL NEWS

31

the show, joins the Blackstone troups in July. . . MARQUIS THE MAGICIAN so theater dates at San Diego, Calif, May 22. . . RUBY SPRINGER, of the bante show, joins the Blackstone troups in July. . . MARQUIS THE MAGICIAN says he is currently experiencing the biggest business in his career in the Pennsylvania sector. He has Vernon (Bamboozla) Henry back on props, with ong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC MARCUS, completing a fong run at Philadelphia's Latin Casino, taff. . . DOC Mahendra and Ann in taff. . . . DOC Mahendra and Ann in taff. . . . RECENT VISITORS to the Maidelphia. . . . LESTER LAKE (Mary visited with Doc Mahendra and Ann in taff. . . . RECENT VISITORS to the main Antonio, where he also bumped into to C Gillilan, Bill Smith, Bert Easley, yong Benet, Ford, Johnny Platt and for USO and has shelved his show for avines A. W. Killip. The last named re-rently completed an eight-month tour for USO and has shelved his show for avinos work in Chi. . . BOSCART dis playing his magical wares at McGee's KARR, recently involved in a fatal auto acident at Onawa, Ia., was released by autorities there April 27, and resumes weinseday (3), with bookings set by claude H. (Kid) Long, opening at La crosse, Wis, with all of the Minnesota musement Company's houses to follow arrying the Karr spook opra up to

BUY YOUR NEW MAGIC TRICKS From the World's Largest Fun Store Eddie Hudson's NEW SUCKER CARD TRICK CONFOOZING CARD None spectator sees a card as the Jack of Spades and another as the King of Diamonds. The magician shows the same card to be a different card. The mystery is KING how the same card is shown to be THREE DIFFERENT CARDS. Easy OF SPADES DIAMONDS to do. Complete, POSTPAID \$1.00 NEW CUPS AND BALLS Pocket Size. Made of Plastic. No skill is required to pass a ball thru any cup or from one cup to either of other two. Complete with three cups and balls. POSTPAID \$1.00 Price \$1.00 Price 1.50 Price 5.75 Price 5.05 Price 5.05 Price 5.00 Price 1.00 Price 1.00 Price 1.00 Price 3.50 Price 3.50 Price 3.50 Price 5.50 Price 7.55 Price 7.55 Price 1.25 Price 1.25 Price 1.50

We Have No Catalogue. We Issue Up-To-Date Lists of Only What We Now Have in Stock, Send for Our New 1944 Lists of Magic Books and Tricks. IT'S FREE.



ROLL TICKETS Printed to Your Order Cheapest GOOD TICKET on the Market Keystone Ticket (O. Shamokin, Pa. \$19,50 Dept. B \$19,50 \$100,000 ...13.50 \$100,000 ...13 Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

ADAMS—Mrs. Edward, 38, musician and singer, April 20 in Germantown Hos-pital, Philadelphia, after a prolonged ill-ness. She organized a number of musical and singing groups in Philadelphia. Sur-vived by her husband, three daughters and her parents and her parents.

BLACK—Joe (Lloyd Barron Eastman), 45, former blacksmith for Hennies Bros. and Bill Hames shows, drowned at Gal-veston, Tex., April 2. Survived by his widow, Mary; son, Earl; a brother, Roy; two sisters, Mrs. B. F. Alfast and Mrs. Rea Hanselman. Interment in Galveston April 4. April 8.

BLUMBERG—Joseph, 67, founder and former vice-president of the Regina Music Box Company, Rahway, N. J., at his home April 25. He retired from the music box manufacturing firm 20 years ago. Survived by his widow, four brothers and two sisters.

BROWN—Percy E., 70, pioneer show-man, following a heart attack in Spar-tanburg, S. C., recently. Before entering the grocery business he was a mulsician and secretary with Frank J. Hatch Shows and later toured with Adams Greater Shows. Survived by a son, W. F. Brown; stepson, Thomas P. Felder, recently with

Stepson, Inomas P. Feider, recently with Johnny J. Jones and other shows, and two daughters, Annie L. and Eugenia G. CASWELL—Private Donald, former as-sistant manager of Station WFEA, Man-chester, N. H., killed in North Africa. Memorial services in Franklin Street Congregational Church, Manchester, recentiv

CUNLIFFE—James, 78, for years recog-nized as dean of fireworks men in Amernized as dean of fireworks men in Amer-ica, April 27 at his home in Chicago fol-lowing a long illness. Born in Manches-ter, England, he came to this country over 60 years ago with Henry J. Pain, pioneer of the fireworks display business in America, and was connected with the Pain organization for many years. Since 1914 he had been an officer and director of the Thearle-Duffield Fireworks Com-pany, Chicago, until his retirement two years ago. Long and favorably known as one of the country's leading pyro-technists and outdoor showmen, he had been manager and director of scores of noted fireworks spectacles, the outstanding one being *The Last Days of Pompeii*, and directed and produced many of the

Ing one being The Last Days of Pompeti, and directed and produced many of the greatest fireworks productions at world's fairs and leading State fairs and celebra-tions for over half a century. Survived by his widow, Kate, and a sister in New York. Services April 29 and interment was in Oakwood Cemetery, Chicago. FIGUEIRA—Floyd E., 44, pianist, fol-lowing a two-year illness at Memorial Hospital, Champaign, Ill., April 17. He had been with Joe Venuti and Earl Groesch orchestras. Survived by his mother, Mrs. Ida Figueira. GEIGER—Mahlon W., 40, director of shows in Atlantic City, April 16 at Jeffer-son Hospital, Philadelphia, following an attack of leukemia. He was active in At-lantic City theatrical circles for years and was a member of the Steel Pier's Modern Minstrels troupe. Survived by his widow, Erma Stiles, a musician, and a daughter, Erma Patricla. Servites in At-lantic City; burial at Laurel Memorial Park there April 21

widow, Erma Stiles, a musician, and a daughter, Erma Patricia. Servites in At-lantic City; burial at Laurel Memorial Park there April 21. GREENING—Augustus S. (Gus), 70, former park and theater manager, April 21 at his home in Detroit after eight years' illness. He started as concessionaire at the New Wonderland (later the Tem-ple Theater), Detroit, in 1898, and later went to Electric (Riverview) Park, De-troit, to operate shows and rides. In 1906 he went to Ottawa as manager of the B. F. Keith Dominion Theater. He also had managed the Empress, St. Paul, legitimate theater; Loew's Grand Opera House, Atlanta, and Oakland Theater, Pontiac, Mich., and the Majestic, Ann Arbor, Mich. In 1919 he became manager of the Miles, Detroit vaude theater, and later became general manager of the Gladwin, Whittier, Harmony and Chan-dler theaters, Detroit, retiring as man-ager of the last named house in 1936. Survived by two children. Interment in Woodmere Cemetery, Detroit. HAMILTON—Charlie, 67, tatoo artist, in Louisville General Hospital following a heart attack in his studio there. He left his home in Hogenville, Ky., when 11

In Louisville General Hospital following a heart attack in his studio there. He left his home in Hogenville, Ky., when 11 years old to travel with circuses. Sur-vived by a half-brother, W. B. Hamilton, Hogenville. Services from Williams, Pat-terson & Miller Funeral Home, Hogen-ville

ville. HARRIS—Marion (Mrs. Ellen Mary HARRIS—Marion (Mrs. Mary Ellen Urry), 38, noted vaude, night club and musicomedy singer during the 20's, pioneer recording artist and wife of Leonard Urry, London theatrical agent, burned to death in a New York hotel room April 23. Entering showbiz by

singing with colored slides singing with colored slides in a motion picture house, she was discovered by Vernon Castle, and later appeared in Charles Dillingham's production *Stop*, *Look and Listen* at the Globe Theater, New York. After that she played in other musical shows, including *Ziegfeld's Mid-night Frolic* and *Yours Truly*, but then turned from legit to vaude where she became very successful and toured the bigtime circuits for many years. While in vaude she appeared at the Palace The-ater, New York, many times, Known as ater, New York, many times. Known as "the little girl with the big voice," she made many recordings, of which her best-known The Man I Love and I Ain't Got Nobody sold several millions of records. Surviving, besides her busband, are two children by a former marriage to Rush Hughes, son of Rupert Hughes, novelist and playwright. Services were held April 28 in the Universal Chapel, New York, with many theatrical figures attending.

he

HOOSE — Frank (Deak), 75, former band leader and circus trouper, following band leader and circus trouper, following a two-year lliness at his home in Ashley, Ind., April 15. During his 45 years in showbiz he toured with Hagenbeck & Wallace and Forepaugh & Sells Bros. in this country and MacCaddon's Great International shows in Europe. Survived by his widow, Nellie. Masonic services at Swank Funeral Home, Ashley, with in-terment in Albright Cemetery, near Ko-komo, Ind., April 17.

Komo, Ind., April 17. HOWARD—George F., 85, founder of 4-H work in Minnesota, at Mason City, Ia., on a train while en route to his Mapleton, Minn., home. In 1902 became a county superintendent and in 1909 appointed first rural school specialist at University of Minnesota farm. Assistant State 4-H leader 1914.

State 4-H leader 1914. HUGHES—Marlea, 45, vice-president of the Ladies' Auxiliary, National Show-men's Association, in Lennox Hill Hos-pital, New York, April 20. She was for-merly in show business with the Winter Garden Revue and other productions. Survived by her husband, Joseph H, Hughes, well-known outdoor showman and treasurer of the NSA; a daughter, Jane, and a sister, Mrs. Pearl Davis, Binghamton, N. Y. Services by the Auxiliary and Rev. Allen E, Claxton in Riverside Memorial Chapel, New York. Interment in NSA Cemetery, Ferncliff, N, Y. N.Y.

N. Y. HUNTER—T. Hayes, 62, motion picture director and theatrical agent, following a heart attack in London recently. He was owner of Film Rights, Ltd., British theatrical and motion picture agency, and his Hollywood office was known as British American Film Agency, Inc. He directed Earthbound, The Silver King and The Scarlet Pimpernel. He was agent for Sabu, Robert Morley, Flora Robson, Reginald Denham and Richard Greene. Survived by his widow, Millicent, and two sisters, Mrs. James Miller Hill, Philadel-phia, his birthplace, and Mrs. Michael Sweeney, Morristown, N. J. KELLAM JR.—William, president of

Sweeney, Morristown, N. J. KELLAM JR.—William, president of William Kellam Company, stage scenery builders, in Newark Eye and Ear In-firmary, Newark, N. J., April 21. Among the current Broadway plays for which Kellam's firm constructed the scenery are One Touch of Venus, Arsenic and Old Lace, The Searching Wind and Follow the Girls, and also two road companies of Life With Father. Other theatrical pro-ductions were Earl Carroll's Vanities,

Abie's Irish Rose, Subway Express, in a Lifetime, The Milky Way, Tobacco Road, Room Service, Men In White and Brother Rat. Survived by his widow, parents and a daughter.

Curtaí

KOCH-Ernest, 73, former president of A. Koch, Inc., manufacturers of musical instruments, including the Koch har-monica, at his home in New Dorp, Staten Island, April 22, of a heart ailment Survived by a daughter.

McBRIDE—Eugene W., 77, musician, at St. John, N. B., April 16 following a lengthy illness. Survived by his widow, a son and two daughters. Interment at Digby, N. S.

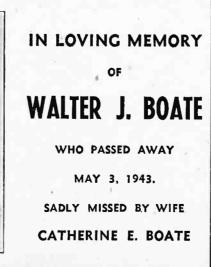
Digby, N. S. MILLER—William, 75, former restau-rant operator for many years at Conneaut (Pa.) Lake Park and one of the pioneer developers of that spot, following an op-eration in Spencer Hospital, Meadville, Pa., April 10. He had also operated a restaurant and candy shop at Celoron Park, Jamestown, N. Y. Survived by a son, Wilson S.; a step-brother, J. Fred, both of Charleroi, Pa., and a half-sister, Mrs. Elenor Hansen, San Antonio. Inter-ment in Greendale Cemetery, Meadville. MORENINGSTAR—Robert E., 78, former

MORNINGSTAR—Robert E., 78, former talent manager, in Bowling Green, Ky., recently. He managed the Cincinnati Symphony Orchestra 1901-'02 and then started the Interstate Lecture Bureau, handling President William Howard Taft, John McCormick and Amelita Gali-Curci. He resided in Chicago the past 40 years. 40 years.



MURRAY-Mrs. Elizabeth (Betty Mor-rissey), 36, former film actress, in St. Clare's Hospital, New York, April 20 after a long illness. She had appeared in Charles Chaplin productions, The Gold Rush and A Woman From Paris. Sur-vived by her husband, mother and a son. Services were held at the Frank E. Comp. Services were held at the Frank E. Camp-bell Funeral Church, New York, April 24.





home of her daughter, Priscilla Thomas, Fort Valley, Ga., April 17. Survived by four daughters and three sons. Inter-ment in Chapel Cemetery, Fort Valley.

ment in Chapel Cemetery, Fort Valley. **REMINGTON**—Mary Elizabeth, former dramatic critic, April 19 at Blodgett Hos-pital, Grand Rapids, Mich. She was dra-matic critic with Grand Rapids newspa-pers for about 40 years, retiring in 1938 to do theatrical and musical publicity work in that city.

to do theatrical and musical publicity work in that city. ROBINSON—George H., 55, orchestra and band leader, April 18 at his home in Philadelphia after an illness of several years. For 27 years he directed concert and dance bands in Philadelphia. His widow, four sisters and a brother survive. RUSSO—Johnny, 55, accordionist, at his home in Garfield, N. J., recently. He toured with bands and shows and at one time played the calliope on the late Tom Mix Western Shows. Survived by his widow, Anna; a daughter, Doris, and two sons in the army; his father, Vincent; a brother and three sisters. Mass at Our Lady of Mount Virgin Church, Garfield. SALKELD—John L., 67, concession manager of Lake County (O.) Fair, April 18 at his home at Perry, O., after five months' illness. He also operated sound systems at Northeastern Ohio county fairs in recent years and served as con-cession manager at the Trumbull County Fair, Warren, O., for several years. His widow, Lena, and son, Edwin, survive. Services and burial at Perry. SMITH—Charles F., 67, leader of the Yale University Band for the past 30 years, in New Haven, Conn., April 19 of a heart attack. SONIN—Charles J., 55, vet Loew-Metro

years, in New Haven, Conn., April 19 of a heart attack. SONIN—Charles J., 55, vet Loew-Metro purchasing agent, April 22 in New York. He was associated with Loew's for 27 years. Services were held at Park West Chapel, with interment in Mount Carmel Cemetery, Queens, N. Y. Surviving are his widow and two daughters. VARZOS—Nick, 61, trumpet player, April 25 in Chicago of a heart attack. He was a member of the Chicago Federa-tion of Musicians. At the time of his death he was playing in the band of Barnes Bros.-Olympia Combined Circus. Survived by his widow and three sons. Burial in Evergreen Park Cemetery, Chi-Burial in Evergreen Park Cemetery, Chicago.

VAUGHN-Richard, musician, at Her-man Kiefer Hospital, Detroit, April 16, following a long illness. Survived by his parents, a brother and two sisters. WRIGHT-J. Hooker, 75, veteran actor and director, April 26 in Superior, Wis., after a brief illness. He was widely known in theatrical and radio circles of the Head of the Lakes. In the early 1900s he was considered one of the leading character actors on the American stage, appearing in support of many famous stars on Broadway and on the road. There are no known survivors. WYTHE — Reuben, 53, roller-skating rink operator, at Syracuse April 19. For the past 20 years he operated rinks in

rink operator, at Syracuse April 19. For the past 20 years he operated rinks in Rochester, N. Y., and Buffalo, and for the past six years Alhambra Rink, Syracuse. Survived by two brothers, Charles, Syra-cuse, and Harry, Tonawanda, N. Y. Burlal in Tonawanda April 22. YOUNG—Billy, showman, in Los An-geles recently. Survived by his sister, Mrs. M. E. Hunter, Los Angeles.

Marriages ENRIGHT-ANDRESS-John F. Enright, an executive of the F. E. Gooding Amusement Company, Columbus, O., to Mrs. Vera Andress, widow of O. K. An-dress, former secretary of Loudonville (O.) Free Street Fair, recently at Loudon-ville ville

ville. GOODROW-PERRY—Fred L. Goodrow, vaude dancer, to Eva Perry, girl-show manager, at Sacramento March 30. HERMANSEN-LEE — Pfc. George Ian Hermansen, nonpro, to Barbara Lee, singer of KPO-NBC, San Francisco, in that city April 14. KELLY-RITCHIE—Emmett Leo Kelly, Pingling Bros and Barpum & Beiler

that city April 14.
KELLY-RITCHIE—Emmett Leo Kelly, Ringling Bros. and Barnum & Bailey Circus's sad-faced clown, to Mildred Elizabeth Ritchie, aerialist in the same show, April 27 at Madison Square Gar-den, New York.
KLINE-FEYN—Johnny J. Kline, man-eging editor of Greater Show World, to Mae Feyn, nonpro, in New York April 15.
MORRIS - BRENNAN — Bobby Morris, dancer, to Dottie Brennan, dancer, in Philadelphia April 19.
ROBERT-JORDON—Joe Robert, former dining car cook on Rubin & Cherry Ex-position, to Hester Jordon, nonpro, at Williamsburg, Va., April 20.
SALMEN-APPLE — Capt. Raymond F. Salmen, army air corps, to Betty Louise Apple, dancer and model, in New York March 19.

CARNIVALS Conducted by CLAUDE R. ELLIS. Communications to 25 Opera Place, Cincinnati 1, 0.

MAJORS MAKE BEST BIDS

Drive Now Rolling; Impetus

Is Dealt With Early Gifts

33 The Billboard

WM Lights Up SLA Mustering-Out Fund After 2 Years With Dimmers

Richmond Biz Brisk

RICHMOND, Va., April 29.—With dim-out restrictions lifted lighting of the World of Mirth Shows blazed out for

World of Mirth Shows blazed out for the first time in two years at the open-ing engagement here this week. General Manager Max Linderman's decision to relight the show, together with new paint and new concession tops gives the organization almost the appearance of a pre-war venture. Business was brisk thruout the week. Show lost Monday night to the elements, but with disappearance of the rain the lot became crowded. Tuesday was Circus Saints and Sinners' Night, membership of W. W. Workman Tent being guests of Max Linderman in a body. Director of Publicity Starr De-Belle reported generous co-operation from the newspapers and radio stations. It has been decided to take four of the show's light towers on the road this

from the newspapers and radio stations. It has been decided to take four of the show's light towers on the road this season in place of the two with which an opening was made in 1943. Tops among shows were Glenn Porter's Circus Side Show, managed during Por-ter's leave of absence to the armed forces by Whitey Sutton; Blondy Mack's Mon-key Circus and Bob Buffington's Harlem Revue. Top grosses among rides came from the Scooter and Fly-o-Plane. Shows include Unborn, Dr. William C. Crosby, manager; Minstrels, Bob Buffington; Glenn Porter's Giant Reptile, Whitey Sutton, manager; Carl A. (Whitey) Turn-quist's Arcade; Posing Show, Howard Withers, manager; Circus Side Show; Blondy Mack's Monkey Circus; Girl Re-vue, Maybelle Kidder, manager; Statue Turning to Life; Illusion, Whitey Sutton, manager; Bur House (glass) and Fun-house, Charlie Holliday, manager. Rides: Ridee-O, George Lantz, foreman; Twin Ferris Wheels, Carol Burnell, fore-man; Major Garfield, second; Chair-o-Plane, Floyd Hendrix, foreman; Octopus, (See WM LIGHTS UP AGAIN on page 60)

W. C. Kaus Roster **Outlines** War Work

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tickets; Rita Jones, front. Snake Show, See Kaus Has War Workers on page 60)

CHICAGO, April 29 .- Plans of the Showmen's League of America to create

a fund for League members in the armed forces were given further impetus Thurs-

a fund for League members in the armed forces were given further impetus Thurs-day when the committee recently ap-pointed by President Floyd E. Gooding met here and discussed details of the project. There also was a general dis-cussion of the plans at the League's last meeting of the season Thursday, at which several excellent ideas for raising the fund were presented. The fund has been officially designated the Showmen's League of America Serv-icemen's Mustering-Out Fund. President Gooding's personal donation of \$1,000 was presented at the meeting, and it was announced that he has arranged to set aside one night each week for the entire season on which 5 per cent of the gross of the midway, including concessions, on each of the five Gooding shows, will be contributed to the fund. It also was announced that a donation of \$100 had been received from Arthur R. Hopper, general agent of Ringling Bros.-Barnum & Bailey Circus, and that Hopper had

assured the committee of his hearty sup-port. Thus the fund has been set roll-

port. Thus the fund has been set foll-ing to a very good start. Letters will go out shortly to all League members and to the heads of all outdoor shows, detailing the plans for the mus-tering-out fund and asking full co-operation of all showmen. The commit-tee has already received letters from a number of prominent showmen comoperation of all showmen. The commit-tee has already received letters from a number of prominent showmen com-mending the creation of the fund and pledging their ald. Realizing the far-reaching importance of the undertaking, the members of the committee are going slowly and carefully working out their plans in order that the drive may be handled in the most efficient manner and produce the greatest possible results. Frequent meetings will be held, and the committee will welcome suggestions and ideas from League members. A separate bank account has been opened to take care of the fund. The commit-tee has made it plain that all moneys collected will be specifically earmarked for the Mustering-Out Fund, and that all members in the armed forces will share in the fund.

In-and-Outer for

Dodson's Troupe

Virginia Greater Is Little Rock Is **Off to Okay Start**

BERLIN, Md., April 29. — Virginia Greater Shows pulled out of quarters in Suffolk, Va., and opened the season there to a good start, considering some cold and wet weather, April 15-22, reported H. W. (Happy) Arnold. Line-up com-prises 5 rides, 7 shows and 30 concessions.

Staff: Rocco Masucci, general manager; Mrs. Rocco Masucci, secretary and treas-urer; William C. (Bill) Murray, general agent; Raleigh Gibson, superintendent of rides: Arthur Gibson electrician; urer; William C. (Bill) Multay, general agent; Raleigh Gibson, superintendent of rides; Arthur Gibson, electrician; H. W. Arnold, mailman and *The Bill-board* sales agent. Roster and concession line-up: Bingo, Jack Miller, owner; El-mer Kaufman, David Fineman, Harold Adams, Mrs. Fineman, Jack Wilson, agents. William Parquis, photos; Roy Lollar, rat game, pan game, pea pool; Mrs. Lollar, Mr. and Mrs. A. R. Tucker, Mrs. Noel Bass, agents. Bill Penny, three concessions; David Young, Alice Penny, agents. Joe Conley, two; Mr. and Mrs. Homer Woods, 7; E. M. Curtin, Joe An-derson, William C. Thompson, Tommy and Viola Vitali, Joe Shean, agents. Kay Augustino, three; Mr. and Mrs. Walter (See Va. Greater Starts on page 60)

LITTLE ROCK, April 29.—Opening a 10-day engagement here April 19, Dod-son's World's Fair Shows met much bad son's World's Fair Shows met much bad weather, with a drop in early business as compared with last spring. A pick-up came later with better weather, said Paul Barron, publicity director. Secre-tary Carl Hansen returned from Daven-port, Ia., where he purchased a railroad car to be added to the train. George Golden, concession manager, and Wil-liam B. Starr, legal adjuster, said con-cessions had satisfactory business. President M G. Dodson who has been

cessions had satisfactory business. President M. G. Dodson, who has been conferring, with representatives of an electric company on a new lighting sys-tem to be installed, has purchased a caterpillar tractor. Max Goodman, head of the Goodman Wonder Shows, who was a nightly visitor, opened rides on a lot in the business district. General Agent Curtis L. Bockus, whose car was wrecked in an auto accident, was given a re-placement by the insurance company. Mrs. Bockus has had one of the front-gate ticket boxes with Mae McCaulley, (See L. R. Off for Dodson on page 60)

RAS Registers "Terrif" Trade **At Banner Bow**

Lot Is New in Evansville

EVANSVILLE, Ind., April 29.—Royal American Shows opened here Thursday night, and Carl J. Sedlmayr and Sam Solomon, co-owners, said over 12,000 paid admissions went thru the front gates. The owners described business done on the initial night as "terrific," all shows, rides and concessions getting a banner

rides and concessions getting a banner play. Show is playing a new lot at Barker and Dennison streets, under auspices of the CIO Club, which has 35,000 members in Evansville. A CIO queen contest is being played up heavily in newspapers and the show is billed and advertised generously in the press and on the radio. Yesterday and today were paydays, with a \$3,500,000 pay roll in the city. Show was to have opened Wednesday night, but because of rain on that day and Tuesday, opening was postponed until Thursday night, when weather was ideal.

ideal.

Pasadena Repeater Good for Bowen

PASADENA, Calif., April 29.—Breaking an El Monte record, Bowen's Joyland Shows had a good stand here at East Colorado and Northrup streets, April 17-22, and remained a second week. Weather was ideal, reported Walton De Pellaton. Saturday and Sunday the show remained open until after 2 a.m. Merry-Go-Round and Octopus raced for top money, Ferris Wheel and Tilt-a-Whirl running for a close second. close second.

close second. Owner Hugh C. Bowen, who arrived from San Diego when Manager Ed J. Harris resigned on closing night at Whit-tier and Rowan streets, will manage the show until arrival of Lucille King May 1 to replace Harris as manager. Miss King, who will devote her entire time to the show and give up her concessions at Mission Beach, will also continue as general agent. general agent.

general agent. Among concessionaires reporting excel-lent returns are Mr. and Mrs. Joseph Blash Jr., Mr. and Mrs. Calvin Enfield, Harry McClellan, Guy Osborn, Claude Parish, Mr. and Mrs. Virgil Grovenburg, Joe Blash Sr. and Emma Blash. Dorenne Dyke, Rosemead, was a nightly visitor. Preparations are on to open a second unit in Belvedere Gardens under man-(See Repeater for Bowen on page 60)

Tassell Unit, Sans Gate, Bows in at Richmond, Va.

Bows in at Richmond, Va. RICHMOND, Va., April 29. — Barney Season opening at Kenbridge, where prosesses were okay and continued to fair the wounder of the West Broad Street out a two-week engagement here on the Williamsburg Road showgrounds of another stay under the sounds for another stay under the sounds were manned by legionnaires in uniform and all ticket takers were in ferif by heel, Kiddle Ride and Roll-op lane. Johnny Hayes has diggers; Bill we Gray, photo gallery, and Pete Har-rison, palmistry. Bingo is show owned. Staff includes Barney Tassell, man ger; Johnny Hayes, assistant; E. P. Fynn, publicity and sound technician hazel Tassell, treasurer; Max Theede electrician.

The Show of Tomorrow By JOHN W. WILSON

Co-Owner, Cetlin & Wilson Shows

TO PRESENT views on "The Show of itself. One of the greatest problems to-to the ever-changing conditions of the weight that must be carried because of the as it is in its chaotic state of to-day. However, let's gaze into the crystal and see what the future will bring to the midway world.

to the midway world. First, let it be remembered that, re-gardless of what happens, the funda-mental principle of show business will never change—amusement and relaxa-tion to the public which are, after all, our.customers. Since the days when the Roman emperors cast 1,000 Christians to the lions for the amusement of the people to the present day and in the methods used will change. The carnival business is made up of four component parts: Transportation, labor, materials and the amusement part

the massive fronts that are used on the tented theaters, the stages and other equipment. It is my belief that in the future there will be used plastic, alumi-num and other lightweight steel alloys that are now so commonly used in con-struction of airplanes.

34 **CARNIVALS**



Kortes Splits Attractions Between Circus and Museum

LOS ANGELES, April 29.-Pete Kortes LOS ANGELES, April 29.—Pete Kortes has closed his World's Fair Museum here after about 12 weeks in the downtown section. Spot was managed by Koy B. Jones. Kortes now has the side show attractions on the Clyde Beatty-Russell Bros.' Circus.

Attractions which appeared in the mu-seum have been divided between the circus side show and a new spot to be opened in Huntsville, Ala. Kortes is opened in Huntsville, Ala. Kortes is sending 13 people, including Bert Fisher, manager of the Alabama spot, to the South. These include Billy Mitchell, frog boy; Sam Alexander, two-faced man; two fat girls, anatomical wonder, and Barney Nelson, armless wonder.



For exceptional route of still dates and celebra-tions in Northern Illinois. Indiana and Michigan. STOCK CONCESSIONS, PENNY ARCADE. BALL GAME AGENTS. EXPERIENCED MAN TO MANAGE BINGO. FOREMAN FOR SMITH & SMITH CHAIR-O-PLANE. FORE-MAN FOR ROLL-O-PLANE. Second Men for all Rides. Address all replies:

LAKE STATE SHOWS Care Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

HEDRICK'S GAY WAY SHOWS WANT RIDES, CONCESSIONS AND SHOWS

Will book Ferris Wheel and Roll-o-Plane with own transportation. Will pay cash for #5 Eli Wheel and good Roll-o-Plane. No junk. RIDE HELP, COME ON. No drunks. CONCESSIONS: Small Cook House, Photo Gallery, Bingo, Duck Pond, Hoopla, Fish Pond, Popcorn, Candy Apple, Floss, Pitch-Till-U-Win, String Game, Clothes Pin Pitch, any Stock Concession. No racket or grift. SHOWS: Cood clean Girl Show, 10-in-1, Snake, Freak Show. No Slap Ups. BLACKIE NULL, WHITEY PELLY, get in touch. HARRY and JOSEPH HOFFMAN, come on. Can use few good Agents. Clyde Parrish wants to hear from BANKS THOMAS. This show has a good route of still dates. Rates are reasonable. Fair treatment to all. treatment to all.

All Replies to FRED HEDRICK, Mgr., Stoney Point, N. C., This Week

ELLMAN SHOWS

Want Foremen and Help for Octopus, Tilt, two Wheels, Loop-o-Plane, Roll-o-Plane, Baby Q Merry.

SHOWS: Have complete outfits, including 100 Ft. Side Show, Athletic Show, etc. Or will book Shows. Real route of Fairs include Stoughton, Wausau, Mondovi, Slinger, Janesville, Plymouth, Beaver Dam. Also best Wausau, Mondovi, Slin defense spots in State.

ELLMAN SHOWS, 2239 N. 56th St., Milwaukee, Wis.

PAN AMERICAN SHOWS Want for Permanent Location at Opening Saturday, May 6, 1944,

Want for Permanent Location at Opening Saturday, May 6, 1944, Riverside Park, Anderson, Indiana. Rides that do not conflict. Want Ride Superintendent who can keep Eli, Loop, Tilt, Plane and Jinney in operating condition and take care of minor repairs. Want Ride Operators for Loop, Tilt and Jinney; good salary and bonus of one dollar per hour all over 35 hours' operating time per week. Concessions—Will book Photos, Pop-Corn, Striker, Archery, American Mitt Camp, Jewelry, etc. No Cypsies. Bill Wilson wants Agents for Hoop-La, Bumper, Ball Games, Pitch, etc., and will frame for good Agents any Concession suitable for park. This is a live spot, seven days per week. J. R. STRAYER, 236 EAST NINTH ST., ANDERSON, IND.

Hennies Bros.' Shows Want

Tractor Drivers, Polers and a few Useful Ride Help. Foy "Slim" Tarver, get in touch with Mel Vaught. Want Piano Player, Drummer and Accordion Player. Huntsville, Alabama, this week; Sheffield, Alabama, following week. All Reply to HARRY W. HENNIES.

Cavalcade Gate Huge at Kickoff

EAST ST. LOUIS, Ill., Wagner's Cavalcade of April 29 - Al EAST ST. LOUIS, Ill., April 29.—Al Wagner's Cavalcade of Amusements opened here Friday night under ideal weather conditions, chalking up 7,200 paid admissions. All rides, shows and concessions did good business. Midway was resplendent with light and color, with 47 rides and 8 shows in operation. Two more rides and seven shows will be added for the engagement at Grand and LaClede streets, St. Louis, opening May 10. 10

Tonight the midway was packed here and all rides and shows rang up a ter-rific business. By 9 o'clock, 8,381 had of front-gate ticket boxes at 9:50 o'clock showed 9,823 admissions, with crowds still coming.

Goodings Give Party For Company Newlyweds

COLUMBUS, O., April 29.—Mr. and Mrs. John F. Enright and Mr. and Mrs. Ora (Buck) Saunders, recently married couples associated with the F. E. Good-ing Amusement Company here, were honor guests at a surprise party given by Mr. and Mrs. Gooding in Grand-view Inn, Columbus, on the night of April 14. The exquisitely appointed table featured two bridal bouquets, their pastel shades having been blended by Mrs. Lottle Drumm, secretary of the Gooding Greater Shows and wife of E. C. Drumm, show manager. There were two Gooding Greater Shows and wife of E. C. Drumm, show manager. There were two large wedding cakes, adorned with sym-bolic bride and bridegroom, and special lighting effects and unique decoration designed by Mrs. Elizabeth Gooding, wife of Floyd E. Gooding, general manager of the company. the company.

the company. Those who gathered to offer congratu-lations were Mr. and Mrs. E. C. Drumm, Kathleen Holleran, Doris Molley, Charles O'Brien, Floyd Smith, Mr. and Mrs. George Boulc, Mr. and Mrs. W. J. Goutermout, Mr. and Mrs. William C. Leasure, Mr. and Mrs. Gerald Frantz and John Chapman.

WHEN JOHNNY COMES MARCHING HOME Let's Give Him A MUSTERING-OUT AWARD!

THE SHOWMEN'S LEAGUE OF AMERICA is raising a Fund to be known as THE SERVICE MEN'S MUSTERING-OUT FUND All moneys raised - 100 per cent - go into this Fund, and all League members in the armed forces will share in it.

A separate bank account has been opened by the League to take care of this Fund.

Definite plans will be formulated shortly for the distribution of the total Mustering-Out Fund by the League's Committee.

F. E. GOODING, President of the SHOWMEN'S LEAGUE OF AMERICA, has started the ball a-rolling

1.-By personally donating \$1,000.

2.-By setting aside one night a week for the entire season and contributing five (5) per cent of the entire gross of the midway, including the concessions ON EACH OF HIS FIVE SHOWS.

THIS IS ONLY A BEGINNING!

YOU CAN MAKE YOUR DONATION RIGHT NOW or get further details of this great undertaking by writing

SERVICE MEN'S MUSTERING-OUT FUND The Showmen's League of America

Hotel Sherman, Chicago, III.



Chicago

Chicago CHICAGO, April 29.—President F. E. Gooding was in town for a busy day April 27. A three-hour session of the Servicemen's Mustering-Out Fund Com-mittee formulated plans to start work raising funds. At the evening meeting, last of spring, President Gooding, Treas-urer M. J. Doolan, Secretary Joe Strei-bich and Past Presidents J. C. McCaffery and F. P. Duffield were at the officers' table. Melvin Peifer, Bert Wojick, New-ton L. Creson and Thomas P. Fulham were elected to membership. Letters came from Ernest Wenzik, Bill Dughi, Sammy Beyers, Timmy Claman, Randolph Avery, John Lorman Jr., Bernie Mendelson, Mendel Lemesh, Judd Gold-

Mendelson, Mendel Lemesh, Judd Gold-Mendelson, Mendel Lemesh, Judd Gold-man, Clarence M. Hunter and C. D. Scott. Donations for the Red Cross fund came from A. L. Huling, George C. Olsen, Max Hirsch, Harry Simonds, Jake Kasper, Val Coogar, Judd Goldman and Krispy Kist Korn Machine Company. News came of the deaths of members Charles B. Kettle, the deaths of members Charles B. Kettle, who passed away in Evansville, Ind., re-mains being sent for burlal in Showmen's Rest; James Cunliffe, a life member; Charles Nelson, past secretary of the PCSA, and Mrs. Marlea Hughes, wife of Joseph H. Hughes, treasurer of the NSA. John Haye and Hymie Stone are on the road to recovery; Nate Hirsch and William J. Coultry are still confined; Ed Schofield left the hospital. W. H. Green, now located in Chl, is a regular at the rooms. Charles Rosenmutter is back on (See SLA on page 39) (See SLA on page 39)

Caravans, Inc., Honored **On Its Initial Birthday**

On Its Initial Birthday CHICAGO, April 29.—Caravans, Inc., held its first birthday party April 22 at 155 North Clark Street. Invocation was by Chaplain Mrs. N. Hirsch, Veronica Campbell sang the national anthem and Am Sleyster presented President Pearl McGlynn with an orchid corsage, a gift from members. Officers and directors were infroduced, and all sat down to a fine menu prepared and donated by members. Secretary J. Wall gave a his-tory of the organization since its incep-tion, and other speakers included Pvt. Johnny Lempart, Mrs. Owens, Joyce Wil-liams Gray, Nanette Franks, Madeline Ragan, Claire Sopenar, Martha Witter and Mrs L. Wettour. Honor guests were Pvt. Lempart and S 2/c R. Wettour. Good-will messages came from Daisy Davis, Mary J. Williams; Wade Booth, president of Showfolks of America; ladles of the NSA and a beautiful bouquet came from the NSA. Mrs, Floyd Matter sent a photo of her daughter, Anita Louise, first baby born to a member of Caravans, Inc. Baby was made official mascot. Many compliments were given Emily Bailey and the committee, Hattie Clin-ton, emsee; Patricia Seery, Clara Polock and Billy Bunyard. Highlight was a rib-bon suspended over the officers' table, which, when pulled by President Mc-Glynn, brought to Caravans, Inc., a War Bond donated by Emily Bailey and Hattie Clinton.

Bond donated by Emily Balley and Hattie Clinton. Present were Hattie Clinton, Pearl McGlynn; Lillian Lawrence, first vice-president: Secretary Wall, Edna Stensen, Lucile Hirsch, Claire Sopenar, Billie Bun-yard, Pvt. Lampert, S 2/c Robert Wet-tour, Bessie Mossman, Edith Streibich, Pat Seery, Clara Polick, Emily Bailey, Marge Freis, Mrs. Col. Owens, Mae Tay-lor, Joyce Gray, Mabel Wright, Veronica Campbell Ann and Dorothy Sleyster, Alice Kady, Rosemary Janetto, Theresa Beeman, Margaret Filograsso, Gertrude Grantham, Estelle Swiader, Martha Wit-ter, Helen Wettour, Rebecca Danlels, Esther Bernet, Katherine Van, Evelyn Creeden, Bernice Barton, Elizabeth Jacks, Peggy Brand, Madeline Ragan, Betty Greeden, Bernice Barton, Enzabeth Jacks, Peggy Brand, Madeline Ragan, Betty Shea, Bertha Grubbs Sheehan, Marie Broughton, Mae Oakes, Nanette Franks, Betty Brooks, Ruth Murray, Mabel Davis, Ann Yound, Frieda Kenney and Mary Williams. Reported by Alice Kady.

NOTICE

MUG JOINTS, KID RIDES, DONKEY BASE-BALL, Genuine Mexican Burros, very gentle and attractive; also for mascots. Easily transported. \$100.00 Each.

DONKEY RIDES

BOX 357.



Palace Theater Building New York

NEW YORK, April 29 .- Last meeting of NEW YORK, April 29,—Last meeting of the season April 26 had Secretary Joseph McKee presiding and a surprisingly good attendance. Dr. Jacob Cohen, club physician, in spite of many duties, was present, as was President Emeritus George A. Hamid. On the dais also were Chaplain Fred Murray and Counselor Max Hofmann. Guest of the meeting was Ed-die Karn. Gold life membership card was presented to Jack Lichter, chairman of the veterans' fund, for his work, pres-entation being made by President Emerientation being made by President Emeri-tus Hamid, who appointed Chairman Lichter when the club was organized at its first meeting held in the Piccadilly Hotel

Letters came from Sgt. George Bernert, Letters came from Sgt. George Bernert, about to go overseas; Pfc. Harry P. Bren-nan, who frequently V-mails; Pfc, Ed-ward Kalin, Foster General Hospital, Jackson, Miss.; Pvt. Joseph Amico, Fort George G. Meade, Maryland, and Sailor Bernard Mendelson, Great Lakes, Ill. Staff Sgt. William Saltzman, Wright Field, Dayton, O., returned after an Easter furlough. Angelo C. Glardino is at Camp Walters, Texas. Member Wil-liam Glick, Baltimore, has recovered from an illness. Mack Harris ill at home in an illness. Mack Harris ill at home in

liam Glick, Baltimore, nas recovered from an illness. Mack Harris ill at home in Asbury Park, N. J. At a recent meeting of the eligibility committee these applicants were accepted for membership: Martin Brynes, spon-sored by Harry Decker; Frederick J. Brown, sponsored by L. James Quinn, and James E. Shelby, sponsored by Ben Braunstein. Membership drive is start-ing. The NSA is formulating a post-war plan, suggested by President Emeritus Hamid, to ald service members and per-formers at end of the war. A generous contribution is to be made to the Red Cross. Altho there will be no meetings during summer, the executive commit-tee will meet when necessary. Clubrooms are to be painted and redecorated, First fall meeting will be September 13.

Ladies' Auxiliary

A social meeting April 26 was presided over by First Vice-President Dolly Mc-Cormick, in the absence of President Edna Lasures, who is with the Cetlin & Wilson Shows. On May 2 the last sched-uled meeting of the board of governors was scheduled.

Jan Bruderlein is in Post Graduate Hospital, New York, recovering from a major operation. Mildred, daughter of President Lasures, who is with her sister, Mimi Sussman, at her home in Fort Lauderdale, Fla., is recovering from a broken pelvis sustained in an automo-bile accident. While a few members have given their new mailing addresses, there is still much mail being returned. On April 23 about 200 friends and (See NSA on page 39)

International Showmen's Association

Maryland Hotel St. Louis

ST. LOUIS, April 29.—Meetings during the past three weeks have been called to order at 11 p.m. because of so many work-ing on lots here and attendance has been good, there being about 60 mem-bers on hand April 20 at a special meet-ing for approval of new constitution and by-laws, which were read by Lou Smoots, chairman of the special committee. Smoots and the committee were accorded a vote of thanks and the new regulations were unanimously adopted. President John Maher, Secretary Francis L. Deane and Treasurer Leo Lang were at the head table. The club is in the best financial condition since its organization, having a good bank balance and large amount of War Bonds. During the winter it made many donations to worthy causes. Last regular meeting of the season will be on May 4. ST. LOUIS, April 29.-Meetings during CENTRAL, NEW MEXICO on May 4.



The Billboard

Club Activities

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, April 29.—At a social gathering in the clubrooms on the night of April 24 members of the Clyde Beatty-Russell Bros.' Circus, Cronin's Stream-lined Circus and the Pete Kortes's mu-seum were guests. PCSA members, headed by Past President J. Ed Brown and other officers had attended a circus performance in a body. Then the show-

and other officers had attended a circus performance in a body. Then the show-folks went to the clubrooms for an elab-orate buffet supper and entertainment. The women of the circuses were received by the PCSA Auxiliary. Departed pals were eulogized and toasts were drunk to even greater success for the shows and the club. The circus and museum people reported bumper spring business and said there was every indica-tion that 1944 would be one of the most successful years. Among those present tion that 1944 would be one of the most successful years. Among those present were S. T. Jessop, Ellis L. Zamansky, Edward Kennedy, Sam Brown, L. J. Ha-tala, Mario Ivanov, Floyd Crouch, C. Phil-lips, M. H. Picotte, Lyle Chappell, J. Fri-day, Floyd Scoonover, E. H. Caldwell, C. H. Alton, Charles Farmer, A. B. Quinsey, *(See PCSA on page 39)*

Lone Star Show Women's Club

19281/2 Elm Dallas, Tex.

1928 /2 Elm Dallas, Tex. DALLAS, April 29.—Club is continuing funds, at the same time raising money for sick and relief thru parties. A club party April 17 was attended by Mr. and Mrs. M. Welchman. Mother Reynolds, Florence Durrett, Mrs. Lenore Hogan, Mrs. Jewell Crudup, Mrs. Mary Ellen iberman, Mr. and Mrs. Ernest Hoblitt, Mrs. Hattle Longchart, Mr. and Mrs. Tom Melody, Leslie Goff, Mr. and Mrs. Willie Johnson, Mr. and Mrs. Adrian Finley, Mr. and Mrs. Paul Juhlin, Mr. and Mrs. Kinze, Mr. and Mrs. Guy Lake, Mrs. Kathryn Little, Mr. Bacon, Mrs. Inez Griffith, Mr. and Mrs. Joe Murphy, Bob Caldwell, For LeCocque, Mr. and Mrs. Joe Beecher, For LeCocque, Mr. and Mrs. McKey Rea, Mrs. Cutler, Mrs. Lil Schofield, Mrs. Flo LeCocque, Mr. and Mrs. Joe Beecher, Kr. and Mrs. Jack Lindsey, Mrs. Wood and Mrs. Jack Lindsey, Mrs. Wood Mr. and Mrs. Harold Potter, Frances Tay-for, Mr. and Mrs. Riley Hickman, Mr. and Mrs. Railey Hickman, Mr. Mr. Maomi Goldman, Mrs. Alyne Mor-ency, Mr. Pickens and Mr. and Mrs.

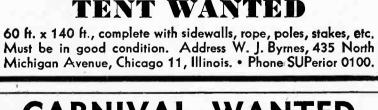


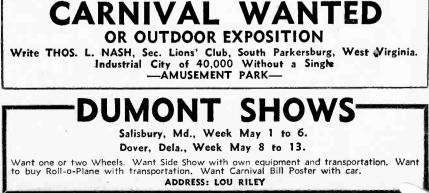
Heart of America Showmen's Club Reid Hotel Kansas Citv

KANSAS CITY, Mo., April 29.—Social life around the clubrooms is waning, with members leaving for the summer. Toney Martone's Heart of America Shows at Independence and White avenues have had good business when weather per-mitted. Danny Pugh visited, en route from Wichita to St. Louis, Mr. and Mrs. George Du Vall came from the West Coast for a visit. Blackle Bunch, Sun-set Amusement Company, is the newest member.

member. Mr. and Mrs. Wally Brunk, cookhouse operators, here on business, will be with the Srader Shows. Slim Wadsworth is now night manager of Harry Altshuler Reid Hotel cigar stand. General Agent La Mond, Sunset Amusement Company, was here on business. Harry Duncan, manager of Fairyland Park here, reported progress on reconstructing buildings destroyed by fire last year. Banquet and ball and Silver Jublice committees are active on plans for a celebration to open December 25 and to close with the an-nual banquet and ball New Year's Eve.







35

36 **CARNIVALS**



·····\$13.50

BINGO GAMES 1/3 Deposit on All Orders,

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ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1944

NEW DREAM BOOK

NEW DREAM BOOK 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound In Heavy Gold Paper Covers, Good Quality Paper, Sample 15c. HOW TO WIN AT ANY KIND OF BPECULA TION. 24-p., Well Bound Anwers All Questions, Lucky Numbers, etc. 405 PACK OF 79 EGYPTIAN F. T. CARDS. Anwers All Questions, Lucky Numbers, etc. 405 Bigna Cards, Illustrated. Pack of 38 Elgna Cards, Illustrated. Pack of 38 Elgna Cards, Illustrated. Pack of 38 Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100, Sample 102. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchantise. Sample postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.

West Jackson Blvd. CHICACO Send for Wholesale Prices.

PHOTO BLOWUPS For Carnival Display Fronts

STITES PORTRAIT CO. Shelbyville, Indiana

SECOND-HAND SHOW PROPERTY FOR SALE \$15.00 Gold Fireproof Drop, 9x31 Ft.
 \$35.00 Torture Subject, Iron Boot, Cost \$100.00, \$\$5.00 Lord's Prayer on Penny Mach., 3 Languages, \$\$6.00 Flashy Band Uniforms, Coat, Pants, Cap, All Sizes. Cost \$50.00 Suit. WEIL'S CURIOSITY SHOP
 12 Strawberry St, Philadelphia, Pa.

WANTED Ferris Wheel, Chairplane, Will pay cash or book for season, Sensational Free Act, Ride Help, Will book Grind Stores that do not conflict. Units working for Churches, Firemen, Legion & Civic Organizations. JOHN KEELER Price's Garage, Route 7, North East, Md.

BOSWELL'S AMUSEMENTS

Now Open 62nd & Kingsessing Can place Ride Foremen for Merry-Go-Round, Chair-plane and Kiddle Foremen for Merry-Go-Round, Chair-wire; will treat you right. Man and Wife for War and Snake Show. Handy Man to take care of 5 joints. Concession Agents, Photos and Custard still open. Concessions that work for 10¢ only. All wires. THOMAS H. BOSWELL, 5124 Chestnut St., Philadelphia, Pa.

MAN WANTED

orking Help Crime Show, take tickets, sleep in nt. Salary \$30.00 week, plus bonus. More money uring fairs. No boozers or chasers. Join on wire, during fairs.

Charles Stanley ringfield, Ohio ding G

WANT

Man to take charge of Fun House. Charlie Lester, Fun House Red Clark, get in touch with me at once.

LEO BRENNER BALTIMORE 18, MD. 1905 Cecil Avenue

WANT TO BUY

Kiddle Merry-Go-Round. Must be in A-1 shape and complete. Priced for quick cash sale.

BILL HEGEMAN Care Strates Shows Atimore, Md., May 1-6, or Per Route

MRS. W. R. AGNER, formerly with the Rubin & Cherry Exposition, is visiting her husband, who is in the navy at Bremerton, Wash. WITH the Gooding Amusement Com-pany for the past two seasons, Walter Lemon is joining Pugh's concessions in

The Billboard

Mídway Confab

JOE J. FONTANA, general representa-tive, J. F: Sparks Shows, passed thru Cincy April 24 on a booking trip to the North.

IUMPING wild?

dent.

Detroit.

J. C. McCAFFERY, Hennies Bros.' Shows, is on a trip that will take him from Chlcago to New Orleans, Birming-ham, Washington, New York and back to the Windy City.



DOLLY YOUNG, one of the best known of women carnival executives and a concessionaire on the Barkoot Shows, has assumed duties as legal adjuster with that organization. She has had wide experience with concessions on a number of shows. She was honor guest at a party given last week in Toledo by Mrs. Hattie Wag-ner prior to the latter's departure for opening of the Cavalcade of Amusements.

EDDIE AND MOLLIE OWENS, after wintering in Cincinnati, left April 24 to resume association with the Lewis and Greenspoon park interests at Norfolk, Va.

MRS. ALLIE (WAYS) HEBRANK, pop-corn and peanut concessionaire known as "Grandma," has been ill at the home of her daughter, Mrs. Frank J. Sweeney, Glendale, W. Va.

MRS. BARNEY S. GEREITY made a hurried trip from Shreveport, La, where rides of the Beckmann & Gerety Shows are operating in Fair Park, to the Ger-etys home in San Antonio to supervise reroofing of their residence, which was damaged in a hallstorm.

WHEN two old-timers met one cracked: "It's a small world; taking it by and large."

LAKE STATE SHOWS are showing at Newsted and Easton, St. Louis, reported Owner Joseph O'Brien, and not in North-eastern Detroit, as previously reported, Owner O'Brien declaring that this or-ganization has not relinquished its origi-nal title nal title.

DURING West's All-American Exposi-tion Shows' eight-day engagement in Central City Park, Macon, Ga., bad weather and lack of transportation were

(Communications to 25-27 Opera Place, Cincinnati 1, CECIL GOREE, manager of the Sun-flower State Shows, is in a hospital in Hardtner, Kan., as a result of a car acci-

considered main factors in poor business. Auspices was the American Legion Post, which worked hard to make **run** successful.

BUSINESS meetings of the Rocky Mountain Showmen's Club, Denver, have been dispensed with until October, re-ported Frank O. Swartz, who said Second Vice-President George Banks presided at the last spring session April 18. Refresh-ments were served by Mrs. Ralph Smith. Many members have left for the season.

LOU DAVIS reported from Altus, Okla., that the Harry Craig Shows, which had poor business there, lost a truck and several show fronts in a fire on a high-way. Madame Fay's Animal Show, with Oddities-on-View, is adding animals. Bobby Garrison is lecturing and Whitey Smith is managing the Girl Show. C. W. Eyster has been ill.

WE don't read much about agents mixing pleasure with business nowadays. It's all business.

FRED ALLEN Shows, slated to open May 4 on a Syracuse lot, plan to follow last season's schedule of routing short distances, making easy jumps in Central New York. Equipment has been gone over, new fronts installed and trailers newly painted, and Owen Allen looks for as big a season as last year, when the show played to record biz.

JOE TRACY EMERLING reported that during the Dodson Shows' engagement at Monroe, La., a performance was given by Ray Cramer's Freaks in the base theater camp at the invitation of Major



PVT. ANTHONY BAGDONUS, known as James Burgden, and for-merly with Endy Bros.⁴ Shows, Dick's Paramount Shows, Matthew J. Riley Enterprises and other shows, is in Co. B Bat., 63d Regt., 33874092, Camp. Elanding. Ela Camp Blanding, Fla.

Costello. Acts were Jo Jo, clown; Bozo, pinhead pigmy; Count Odell, rubber man; Selma, seal girl; Popeye; Alzora, turtle girl; Slim Curtis and Big Bertha.

BUNNY VENUS, emsee at a perform-ance in Stark Memorial Hospital, Charleston, S. C., while playing there, reported that the program lasted an hour and a half and included Bunny Venus, physical culture act and inter-pretative dance; Gilbert Tracy, diminu-tive sword swallower; Happy Jack Lang, songs, dances and gags, and O. K. Pro-fessor Maguire, Irish-Hindu magician.

FLOYD (SHORTY) LEDBETTER penned that he took over management of the Circus Side Show on the J. J. Colley Shows at Seminole, Okla. Line-up includes Tiny Braun, assistant man-ager and front opener; Professor Thursty, magician; Flamo, fire-eater; Penetro, human pincushion; Madame Leonta, es-cape artist, and Little Elmer and his Daddy, vent. Annex attraction is Indian Territorial Days.

WHEN a ride boy was asked why he be-came a trouper he replied: "I didn't want any responsibility in life."

RALPH W. CONLEY reported that he

Cagey?

JUDGING by the number of help wanted ads for 'em, we take it for granted that gal-show workers are of the hard-to-get -Mrs. Upshaw. type .-

had joined the Barkoot Shows in Toledo April 19 after resigning as assistant sec-retary of the Scott Exposition Shows in Atlanta. After a few weeks he will look after some promotions in West Virginia. He said the Barkoot Shows opened in Toledo April 19 after some delay because of bad weather. K. G. Barkoot is active again after an lilness. A new top has been ordered for the Merry-Go-Round.

BEFORE leaving for the opening of the Cavalcade of Amusements last week, Mrs. Hattie Wagner, wife of Al Wagner, owner of Cavalcade, gave a party at her home on Cheltenham Drive, Toledo, in honor of Dolly Young, legal adjuster of the Barkoot Shows. Guests included Dolly Young, Martha Wagner, Margie Shore, Mrs. Babe Barkoot, Lila Belle Rhodes, Clara Norwood, Mr. and Mrs. J. Parrot, Eddie Young, Jack Ballie, W. W. Sallust, Manny Brown and Joe Early.

LATLIP SHOWS will not be on the road this season because of illness of Capt. D. L. Latlip, who is in Pinecrest Sanitarium, Beckley, W. Va. Rides have been leased and other equipment is stored in Charleston, W. Va., home of the show, reported John Hanly from Charles-ton. The Latlip girls are playing night clubs in New York State, where they are booked for the summer. James H. Drew Jr., Charleston, recently visited Captain Latlip at Beckley.

SOME are so busy listening to the unpro-fessional methods used by other shows that they haven't time to hear about their own.

MAX LINDERMAN'S World of Mirth MAX LINDERMAN'S World of Mirth Shows probably will have the exclusive on game concessions at the '44 Georgia State Fair, Macon. Joe F. Pruett, secre-tary of Exchange Club Fair Association, said both parties are soon expected to sign a contract on this phase. Such an agreement would not eliminate an inde-pendent midway, however, as the fair association would be permitted to book other types of concessions, Pruett ex-plained.

JEAN NADJA notes from Elkton, Md.: Exposition-at-Home Shows had a suc-cessful opening, the management award-ing War Bonds as gate prizes. McIntyre and Bull Martin completed organizing the Circus Side Show, line-up of which includes Zelda Martin, mentalist; Singer, magic and inside lecturer; Howard, lob-ster boy and talker; La Belle Rose, sword box; Congo, African glass eater and dancer; Chief Ho Ho, Indian dances; Pee and Wee, Albino midgets; Cora, snakes, and Jean Nadja, Garden of Eve Show. Show.

Show. AMERICAN United Shows, which opened with a nine-day stand at Tacoma, Wash., starting April 15, despite rain, had business estimated at 40 per cent over last year's. Newly painted rides, four light towers, twin Ferris Wheels and high act feature the midway. Frank Shafer, owner of Miss America of 1944, has this line-up: Hot-Cha Hinton, dancer and producer; Lehi, hula; May Kay, bub-ble dancer; Chicata, rumba; Teday La Bac, modern dancer; Virgil Galdman, ac-cordion player; Whitey Olsen, opener, and John Campbell, tickets. Line-up of the Circus Side Show, with Shafer as manager, includes Swede Chilberg, opener; Shorty Warren, Happy Joy, tickets: Bea Waite, featured freak; Tammi, emsee; Bill Coleman, human ostrich; Francis Du Barr, chimes; Rubeo and Rubyo, clown magicians; Freezo, frozen alive; Trexido, human pretzel, and Tanya, snakes; Rae-Terrill, annex; Charlene, tickets. Reported by Rae-Terrill. Terrill.

SCOTT Exposition Shows did well in SCOTT Exposition Shows did well in Dalton, Ga., April 10-15, when weather was okay, reported B. Kissinger, but strong winds demolished the marquee and damaged other canvas. In Knox-ville, Tenn., April 17-22, Monday was lost due to a muddy lot. Manager C. D. Scott, whose health has not improved, visited J. J. Page in Johnson City, Tenn. Assistant Manager N. Garrett Scott re-ceived word that his wife in Roanoke, Va., was recovering from a minor opera-

tion. Opening in Nashville, April 24-29, was promising.

was promising. VISITORS to Wallace Bros.' Shows during the Evansville (Ind.) engagement, April 17-22, included Lorraine Wallace, Fred Myers, Mesker Park Zoo; William Solomon, R. C. Mills, Royal American Shows; Frenchie Hebert, Union City, Tenn.; John Taylor, Chicago; Bennie Kaplan, Miami; Thomas Crum, Allen & Nickerson Shows; H. M. Kilpatrick, Dod-son's World's Fair Shows. Evansville dates was marred by bad weather and Saturday night was practically lost by rain. VFW Post sponsored the show for the fifth consecutive year. Tony Pelcher, assisted by Ed F. Malone, is operating the office-owned cookhouse. Earl Ricken is chief electrician. AT opening of Dick's Paramount

once-owned cooknouse. Earl Ricken is chief electrician. AT opening of Dick's Paramount Shows, Princeton and Olden avenues, Trenton, N. J., April 19, despite cool weather, attendance was good and rides and shows fared well. Great Arturo, high wire, is free attraction. Shows in-clude William Stanley's Illusion Show; Pig Widgin, monks, Marguior, fire-eater, mystery lady, rag pictures, glass worker, escapologist and Punch unit; Frank (Happy) Ware's Vanities, with Little Marietta; Clara Prentis and Mary Prom-roy, Hawaiian and Oriental dancers; Ware, manager; Robert Prentis, tickets; Posing Show, Florence Finkel, model; Kingpin Murphy, front, and Wild Life Exhibit Concessionaires include Mr. and Mrs. Large, Mr. and Mrs. Loyd, Howard Ingram. Johnny Aquca, Cy Solvin and James Baker. Harry Surges is in charge of the marquee and Strates Passas has the cookhouse. General Agent Harry Parker is taking the show into industrial areas. Show used Station WTTM. DIXIE BEILE SHOWS' personnel has

DIXIE BELLE SHOWS' personnel has been rehabilitating equipment in quar-ters at Cloverport, Ky., for the April 29 opening. Owner-Manager Louis T. Riley's health has improved. Among first to arrive were Mr. and Mrs. Willis Patrick, Peoria, Ill., with their penny pitch, 'These concessionaires also Joined: Mr. and Mrs. Frank Hearn; Mr. and Mrs. Dan Stratman, photo and cork gallery; Mrs. Mary Stanley and family; Guy White and Earl, three concessions; Mr. and Mis. Charles Hayes, popcorn and snowballs; Mr. and Mrs. W. V. Vaughn, two; Mr. and Mrs. Norman Rady, two; 'Tommy Humphries, pan game; Mr. and Mrs. Smokey Hardin, fishpond; Mrs. L. D. Frost, penny pitch; Mr. and Mrs. Roy Williams and Dan Williams, bingo. John Crane, electrician, will be in charge of the Diesel light plant. Harry Harris Will supervise the Merry-Go-Round; Roy Lit-tle, Chair-o-Plane; Mr. and Mrs. Forrest Weatherholt, Kiddie Rides; J. T. Stani-ford, Ferris Wheel. Benton Sidewell is The Billboard sales agent. DIXIE BELLE SHOWS' personnel has

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 29.—A mem-ber show has reported that South Caro-lina is now enforcing a law enacted

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



One Cookhouse complete, at least 30x30; must be in good shape. Write or wire L. W. LIPTRAP General Delivery TEXAS CITY, TEXAS

HOWARD POTTER Wants Stock Concessions, Ride Help and Lot Work-men to join in New York State. Will sell Pop Corn for the season. HOWARD POTTER, Buffalo Shows Zone 14, Buffalo, N. Y.



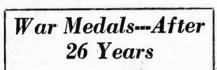
The Billboard

Showmen in the nation's figh forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

CORP. LARRY S. OSBORN, formerly with carnivals, who has been transferred from Fort Bragg, N. C., received the rank of corporal April 19. His address is Head-quarters Detachment, Prisoner of War quarters Detachment Camp, Clinton, Miss.

C.R. (OKIE) METCALF JR., AMM 1/c. C. R. (OKIE) METCALF J.R., AMM 1/c, formerly with Hilderbrand Shows, World's Fair Shows, Schmidt Amusement Company, Rubin & Cherry Exposition, Beckmann & Gerety Shows and Golden Gate Shows, is in the Naval Shore Pa-trol, Brewton, Ala.

CLARENCE LEROY POUNDS, A/S, concessionaire, son of Charles H. and Minnie Pounds, formerly with the Mighty Sheesley Midway many years, is in the navy, his address being Company 458-44, Camp Bennion, USNTS, Farra-gut, Idaho. gut, Idaho.



SARASOTA, Fla., April 29.—A belated but deserved award came to Ray Mc-Wethy Sr., owner-manager of White City Tourist Court here, last week, when he received, after 26 years, the Purple Heart medal and an Oak Leaf Cluster for wounds received in action in World War I.

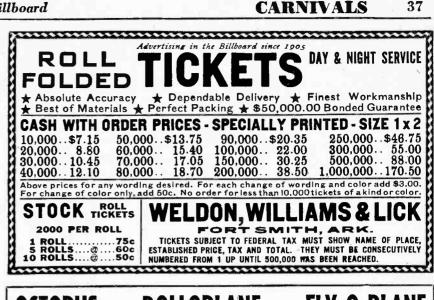
War I. Four wounds were sustained by him in the battle of Chateau-Thierry in 1918, and the veteran also saw action in bat-tles of the Marne, Belleau Woods and the Tri-Court sector, opposite Metz, when the armistice was signed. The Oak Leaf Cluster was awarded for achievement beyond the call of duty. McWethy, who is at a loss to account for the tardiness of the awards, is now serving with the U. S. Coast Guard in Florida. He has been on the shows of Harry Copping, A. F. Crounse, Henry Meyerhoff, Steve Lagrue, E. S. Corey, Harry Hunter, Bruce Greater, Cetlin & Wilson and Kaus. Lieut. Ray McWethy Jr., recently re-

Lieut. Ray McWethy Jr., recently re-tired from the army after being wounded in the North African campaign, is with his parents here.

about 1940, providing that out-of-State show trucks remaining in the State more than 10 days must bear South Carolina license plates. The ACA has written to the South Carolina State Motor Vehicle Department for official word on the sub-ject, which will be reported when re-ceived.

ceived. ACA offices are still receiving com-pleted questionnaires in the nationwide industry survey being conducted by the association, and requests those who have not as yet forwarded this information to do so as soon as possible. The offices have had an interesting inquiry from Allied Amusement Industries of Western America with reference to the manner in which the carnival industry has met certain wage problems in this part of the country. country.

country. Information has been sent which indi-country. Information has been sent which indi-ployment has been reached and passed, and details which indicate that the labor situation will be somewhat easier this year than in 1943. Experts on the sub-ject claim that the industrial produc-tion peak was reached in October, 1943, and, based upon that information, it is the writer's opinion that shows will have less difficulty in meeting their labor needs this year than during the past season. In spite of pessimistic reports from Washington, it is still the opinion of the writer, based upon information received here, that holders of B books may look for an increase in gasoline allowance during May.



37

ROLLOPLANE **OCTOPUS** FLY-O-PLANE World's Most Popular Rides EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

FOR SALE-ENTIRE CARNIVAL

No. 12 Eli Wheel, Baby Q Merry-Go-Round, Chairplane, Allan Herschell DeLuxe Kiddie Auto Ride with plenty of new tires and brand new Royal Blue Top and Sidewalls, three 1941 Chevrolet Trucks, one 1940 Chevrolet Truck, one 1939 Chevrolet Truck, one 1939 Diamond T, one new Truck, has only twelve thousand miles on it. All trucks have perfect rubber and in perfect shape. Merry-Go-Round has new top and sidewalls and good organ. Have two Light Plants, best condition. All above equipment in perfect condition. Three Show Tops and Fronts.

Twelve Fairs and Celebrations already booked. Show is well organized, good reputation. Person buying show will have to take over Fairs and Celebrations that are booked and contracts that I have with show people and concessions.

BOX 117, TELEPHONE 30, HAZELTON, NORTH DAKOTA

BEE'S OLD RELIABLE SHOWS, INC. WANT WANT WANT

- Want Wheel Foreman. Will pay top wages and bonus. Boozers and chasers, don't answer. No trucks to drive. Want workers on all Rides. RIDES--Want Girl Show with Girls. We have new top. Don't write; where or come on in at once. Want Musician and Chorus Girls for Minstrel; any instrument except Plano and Drums. Salary, no per cent.

-Want Concession Agents for Office Concessions. Want to buy Pop Corn, any quantity. Lebanon, Tenn., May 1 to 6; Gallatin, Tenn., May 8 to 13. CONCESSIONS-Address: BEE'S OLD RELIABLE SHOWS, INC., As Per Route.

BERRYHILL UNITED SHOWS

Playing the cream of the Southern spots. Want Concession Agents,

WILL BOOK THE FOLLOWING

-Mug Joint, Cork Gallery, Duck Pond, Pitch-Till-U-Win, Cigarette Pitch. Will Concessionsbook or buy Double Loop, Roll-o-Plane or Tilt. Want sensational Free Act. Smoky Strickland, answer. Clarence (Red) Brown, answer; can use you. Barney Spencer wants Griddle Man. Address all replies to

BERRYHILL UNITED SHOWS as Per Route

Wants—COLEMAN BROS.' SHOW—Wants WANTED—BIG BAM STOREY—WANTED

Cook House Help from front to back, Swinger Agents, Bucket and Nail Game Agents-come on, best territory in East. Ride Help-Help in all departments, Semi-Drivers. THOMAS J. COLEMAN-ALABAMA BILL STOREY

Willimantic, Conn., May 1-6; New London, Conn., 8-13.

WALLACE BROS.' SHOWS

Can place Canvas Man, also must handle Marquee; prefer man over 45. Ride Help on all Rides. Can use Man and Wife for Kiddie Auto Ride, over 45 preferred. Will make both a good proposition. Have complete Girl Show ready to go to party with Girls and can stand to make money. Wire at once. Want Geek Show and Big Snake. Can place Trombone, Sax for Minstrel Show Band. Agents for Grind Stores, Ticket Seller, Working Men, Truck Driver, Show People in all departments. Answer:

WALLACE BROS.' SHOWS, Henderson, Ky., this week.

WANT CONCESSIONS WANT MADISON COUNTY FAIR LONDON, OHIO, AUG. 20-24 PREBLE COUNTY FAIR EATON, OHIO, AUG. 29-SEPT. 1 Game Concessions, High Striker, Scales, Dart. Pitch-Till-You-Win, Hoopla, Cork Shooting Gallery, Huckly Buck, Add-Them-Up, Pop-Them-In and any other game that can work Ohio Fairs.

CONSTANS CONCESSIONS, 416 S. Hague Ave.. Columbus, Ohio

38 CARNIVALS The Billboard

May 6, 1944



SELLHORN'S

Phone 2-1103 Collect, E. Lansing, Mich.



Endy-Prell

Charleston, St. C., April 14-22. Loca-tion, North Charleston Boulevard. Aus-pices, Junior Chamber of Commerce. Weather, some rain. Business, excellent.

pices, Junior Chamber of Commerce. Weather, some rain. Business, excellent. Show broke in new showgrounds, an excellent location at five points of the new highway. Fly-o-Plane was tops among rides, with Moon Rocket setting a fast pace. Gertie Miller's Chez Paree was tops among shows, and Doc Gar-field's and Tom Scully's Hall of Science a close second. Red McArthur arrived to take charge of Mrs. David Endy's new custard unit. Mack Kline was added to the electrical staff. A new semi is being readled and painted white for the show's physician, Dr. Robert H, Danay. Papers and radio stations gave good pub-licity and children's matinees each Sat-urday had big attendance. Zacchini, hu-man cannonball, worked each night. Gen-eral Agent Charles M. Powell was a visi-tor, as was Sam Prell for the opening, and other visitors included Frank Griffin, former trouper; Tom Terriil, now a res-taurant owner; Tom and Mike Gravis, Maxie Herman, George Kerestos, Ann Brower, and Bob Parker, Miami. Town was well billed by Fred Maurer. COL. HOWARD STAHLER.

West Coast Victory

Napa, Calif. Week ended April 24. Lo-cation, City Park. Weather, partly cold. Business, fair.

Business, fair. City Park location was used for the second season. Dave Cavenara, show fan, who was on hand daily, owns a tavern and staged a barbecue for the show per-sonnel on his cattle ranch in the hills. Ted and Ming Wright, who did a land-office business with their revue, have 10 line girls, three principals and a come-dian. Manager Mike Krekos visited his family at San Jose. Visits were exchanged with folks of Arthur Bros.' Circus in Oakland and Richmond. Louie Leos and Harry Meyers made a business trip to Vallejo. Charlie and Edith Walpert are entertaining many friends in their home Vallejo. Charlie and Edith Walpert are entertaining many friends in their home on wheels. Johnnie Miller is doing well with his cookhouse and two grab stands. John Branson will add a fourth show to his string at Vallejo. Manager and Gen-eral Agent W. T. Jessup secured a new lot in downtown Vallejo. W. T. JESSUP.

Troy, N. Y. Week ended April 29. Lo-cation, Armory showgrounds. Auspices, New York State Guard Unit. Weather, variable. Business, fair.

New York State Guara Unit. Weather, variable. Business, fair. Show remained closed Monday night due to rain and a blackout. Mayor Jack Ahearn and family were guests of Capt. William J. Birkby and Owner Buck. Lester Higbee, commanding officer of the Troy Home Guard, wife and daughter were also guests. M. H. Lee, former AAA auto-race official and a resident of Troy, who visited, has decided to join Jimmle Hurd on the shows. The Bucks Merry-Go-Round, built in quarters, did near-capacity. Lon Ramsdell, assistant man-ager, is supervising general operations. Sam Beatty is adding several new con-cessions. Mr. and Mrs. E. C. Evans have enlarged the arcade. Jack Brown is readying the Monkey Circus and Wild Animal Show for opening. Captain Van, trainer in the show, was treated at a hospital for a bad bite from an escaped simian. ROY F. PEUGH.

Barkoot Bros.

Toledo, O. Engagement opened April 22, postponed from April 15 because of bad weather. Auspices, Adams Township American Legion Post. Business, satis-tactoru

Jactory. Show opened with 5 rides, kiddle rides, 3 shows and 20 concessions. Staff com-prises K. G. Barkoot; Babe Barkoot, treasurer; Cash Couch, general manager; Ralph Conley, secretary; Dolly Young, legal adjuster; Pop Gardner, publicity. Concessionaires include E. Betts, two ball games; Pat Davis, agent; C. Meyers, hoop-la; Earl Wagner, darts; Harry

Grimme, country store; Ed Blackburn, ball game (show's electrician); Mr. and Mrs. Alexander, candy floss and penny pitch; F. C. Cook, popcorn and candy apples; George F. Lay, photos; C. B. Wallace, four concessions and Airplane ride; Jim Myre, dodger and high striker; Dollie Young, seven; agents, T. J. Mc-Mannus, chenille spreads; Eva McMannus, penny pitch; Jimmie Ciesla, slum; J. Flood, toy store, W. W. (Strawberry) Sallust, rolldown; Ray Ellis, Ralph Miller, agents; Jack Rose, blankets; J. J. Allen, bears; Cash Couch, cookhouse, with Ray-mond Clark in charge; bingo, pan game, hoop-la, operated by Cash Couch and Babe Barkoot; Mrs. Babe Barkoot, in charge of bingo; Lillabel Rhoades, pan game; Clara Norwood, hoop-la; Mr. and Mrs. E. T. Neilson, Wonder City and Ani-mal Show; E. T. Wilson, "What Is It?" pitch show. DOLLY YOUNG,

Bright Lights Expo

Buchanan, Va. Week ended April 22. Weather, cool. Business, good.

Weather, cool. Business, good. This opening spot proved a winner, altho cool weather hurt some in the middle of the week. Frank Murphy, owner of the Octopus and Roll-o-Plane, has Curly Reese as Octopus foreman and Joe Sicolfi is foreman of the Roll-o-Plane. Good play was reported for H. L. Pope's concessions and Hattie Dolan's milk bottles. Billing is being done by Lloyd Reese. F. A. NORTON.





JACK CAMPBELL DODSON'S WORLD'S FAIR SHOWS Pine Bluff, Ark., this wee

PATSY JONES WANTS

2 more neat, attractive Girls for Posing and Dancing Show. Good treatment, good wages. No trucks, but a car to ride in. Write, wire or come on. Kitty Foley, Jean Helton, wire me; will send ticket.

Care Bright Light Shows STRASBURG. VA.



3000 BINGO

3000 KENO

Loose, \$1.40 per M. Round Gaay Cardboard Markers, 1800 for.. 1.00 Thin Plassic Markers, brown color, M 2.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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SURPLUS ARMY CHESTS 143 22"x16"x12" I.D. \$3.98 ea. 240 21"x14"x16" " 4.48 "

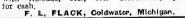
200 34"x25"x12" " 5.98 "

Made of hardwood-reinforced corners with Chest handles-hinges and hasps fitted onolive drab green-suitable for all purposes, tools, etc. Riderman's equipment, Bingo, etc. Army cost about 3 times above low prices. Shipped from stock, F.O.B. Rochester, N. Y. Certified Check or Money Order to

LYELL HARDWARE & LUMBER CO.

ROCHESTER 11, N. Y. P. O. BOX 13.









St. Louis

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50; Remaining 2700 cards \$5 per 100 Yor cards only -markens or taily omitted. No. 3 cards-Heavy, Green, Yellow, Red—Any st of 50 or 100 cards, per card 64. ST. LOUIS, April 29.—Denny Pugh, formerly co-owner of the World of Today Shows, was among other visitors to The Billboard offices Wednesday, en route from Chicago to his home in Dallas. He from Chicago to his home in Dallas. He visited the Cavalcade of Amusements quarters in East St. Louis. He will re-main in Dallas this season, where he has rides and concessions in Fair Park. A. (Booby) Obadal, operator of Victory Park, San Antonio, visited Tuesday, en route to Chicago and points north on a buving trip.

route to Chicago and points north on a buying trip. Elmer C. Velare arrived from the West Coast this week, and his brother, Curtis J. Velare, accompanied by Sam Gluskin, arrived Monday from Tampa, Fla. All will remain here until after the engage-ment of the Cavalcade of Amusements on the Grand and LaClede lot, opening May 9. Cavalcade of Amusements opened last night at 21st and St. Clair avenues, East St. Louis, in ideal weather, which May 9. Cavalcade of Amusements opened last night at 21st and St. Clair avenues, East St. Louis, in ideal weather, which following almost a week of rain. Bob Heth, who had his concessions on the Fidler United Shows here for the past month, left to join the Buckeye State Shows in Dyersburg, Tenn. Les Hender-son arrived last week to take charge of concessions of the John Francis Shows, showing at 22d and Franklin streets. Gordon (Foots) Middleton was here Thursday, en route from Hot Springs, where he took the baths, to Chicago, where he is operating a restaurant. He will remain in Chicago this season. Mrs. Lena Schlossberg is here from Chicago for a visit. C. I. (Heavy) Levin, Midwest Merchandise Company, Kansas City, Mo., spent several days here this week on a buying expedition. Shows here may finally get a weather break as it has warmed up considerably in the past three days.

days.

Chi Sportsmen's Show

Big Draw, Good Program

CHICAGO, April 29.—F. W. (Nick) Kahler's sixth annual International Sportsmen's Show, which opened at the Arena April 22 will wind up a successful nine-day engagement tomorrow. Several days of rain did not appreciably affect attendance, which has been large. Arena was packed last Saturday and Sunday nights and attendance continued big on week nights. In spite of wartime re-strictions and the comparatively small space available, Kahler staged an excel-lent show, which has drawn the interest of tens of thousands of sports lovers. Show has had more than 26 exhibits,

Show has had more than 26 exhibits, including Wisconsin, Michigan and Minnesota vacation resorts, Illinois State Conservation Department exhibit of ani-mals, birds and fish; demonstrations of outdoor sports, and a varied showing of fishing and hunting equipment and other sporting goods.

SLA

(Continued from page 35) furlough after 23 months in the South Pacific. In for the meeting after an ab-sence were Eric Phillips, Ned Torti, A. Obadal and Jack Krutt. A. (Whitey) Adams a guest of Past President Mc-Caffery.

NSA

Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, 0.)

(Continued from page 35)

(Continued from page 35) members of the NSA and Auxiliary met in Riverside Memorial Chapel, New York, to pay a last tribute to the Auxiliary vice-president for the past two years, Mariea Hughes, who passed away April 20 in Lenox Hill Hospital. Services were conducted by the Rev. Dr. Allen E. Clax-ton, New York, followed by a short memorial service by officers and mem-bers of the Auxiliary, led by its second president, Midge Cohen, and followed by placing of the club colors on the casket by the third president, Blanche M. Henderson, and a short prayer by the first president, Dorothy Packtman. Pres-ident Lasures telephoned from Baltimore that she would be unable to be present. that she would be unable to be present. Interment was in the NSA Cemetery, Ferncliff.

Interment was in the NSA Cemetery, Ferncliff. She was born Marlea Gross at Bing-hamton, N. Y., January 20, 1899, and during her young womanhood followed a theatrical career, several years of which she was with the *Winter Garden Revue* on Broadway. In 1917 she was married to Joseph H. Hughes, well-known out-door showman, and the following year their only child, Jane, was born. From then on she was in outdoor show busi-ness, touring South America, Panama, Canada and the States, a part of this time with their own show. Besides her husband, who is treasurer of the NSA, and their daughter, Jane, she is survived by a sister, Mrs. Pearl Davis, Bingham-ton, N. Y. When the Auxiliary was or-

Mt. Carmel (III.) Fete

To Feature H. S. Bands

MOUNT CARMEL, II., April 29.—A civic committee, headed by William H. Berssenbrugge, president of the Chamber of Commerce, is preparing for the 15th annual Spring Festival here under Chamber sponsorship. Business district will be closed to traffic during the day and suitably decorated. Special enter-tainment, dancing and games will be provided for thousands of visitors ex-pected

provided for thousands of visitors ex-pected. Over 500 high school students, repre-senting school bands from 10 cities in Illinois, Indiana and Kentucky, will compete for prizes offered by business men. In the evening massed bands will give a two-hour concert under direction of Dr. Edwin Franko Goldman, New York. In the afternoom there will be dedica-

of Dr. Edwin Franko Goldman, New York. In the afternoon there will be dedica-tion by Wabash County Post, the Ameri-can Legion, of a memorial arch honor-ing county men and women in service. Each band participating will choose a "queen" representative, and the 10 band queens will compete for the title of Pestival Queen. Festival, climaxing the city's observance of National Music Week, is expected to draw over 15,000. Local in the past, the fete has been ex-panded this year to an occasion of in-terest over a wide area. C. W. Tremaine, New York, chairman of National Music Week, will be a special guest.

in the tank demonstrates speed swim-ming and jumping. A swell act and a great finale for the show. Announcing are Hal Totten, well-known radio sports announcer, and Chief Needabah, of

ganized, Marlea was one of the first members and served on various commit-tees, the last of which was the installa-tion committee at seating of new officers last January, when she was chairman. Floral offerings and telegrams by the score arrived as visual reminders of her

popularity. PCSA

<section-header><section-header>

Ladies' Auxiliary

First Vice-President Mary Taylor pre-sided April 17 with Second Vice-Presi-dent Marie Morris, Secretary Vivian Gor-man and Treasurer Marie Tait; 36 mem-bers attending. Bank Night award and door prize went to Lalia Pepin. door prize was donated by Mary Taylor. Letters came from President Edith Walpert, Marie Jessup, Fern Chaney and Anna Stewart. Wilmay White, Lucille Gilligan and Helen Anderson sent donations for a social. Ruth Korte, Gertrude Mathews and Anna Stewart were reported ill. Mabel Hendrickson attended the first meeting since a recent illness. Helen Sover KHJ for July 26. Treasurer Marle Tait plans a vacation and Elsie Sucher will act during her absence. Peggy Forstall, who drove from Wrightwood, reported the show situation about the same. Mother Minnie Fisher First Vice-President Mary Taylor pre-

Wrightwood, reported the show situation about the same. Mother Minnie Fisher and Margaret Welsh expressed apprecia-tion for bouquets they received Easter morning from the club. Marie Jessup and Caroline gave a party in honor of President Walpert at the home of Mrs. Jessup, with 25 guests. At a bazaar party in the clubrooms on the afternoon of May 25 Mary Taylor will be hostess and serve a chicken sup-per. per.



and will pay best salary for Treket Seller, Man to Picture Blade Box. Magician. Working Men. Boss Canvasman, Novelty Acts and Freaks. Have sct of Banners for sale—Center Banner, two end Double Deckers and twelve 8 by 10, used half season, in good shape, \$9.00 each. Small Tent. 10 by 20, good shape, \$20.00; real bargain. LOROW BROS., Evansville, Ind.

WANTED

A successful Victory Garden Show was held in Oakland (Calif.) Exposition building April 20-23, under direction of Oakland Junior Chamber of Commerce, was part of the California State Fairs System, conducted in co-operation with the First Agricultural District, City of Oakland, Alameda County Board, Oak-land Defense Council and California State War Council. Exhibits were plenti-ful and Victory Garden theme was em-phasized. Attendance was heavy and gate was 50 cents. Talker for front. Can always use Freaks and Sideshow Acts. Always a long season. Acts that wrote before, write again.

WENDEL (PROPS) KUNTZ Care Coleman Bros.' Shows Willimantic, Conn.

WILL BOOK OR LEASE **WILL DUCK OF LEPASIE** #5 Eli Ferris Wheel, 32-foot 2-abreast Allan Herschell Merry-Go-Round with new top, 24-seat Smith & Smith Chair-o-Plane, 37 ½ K.W. Semi Diesel Light Plant. All with transport non. Rides and trucks in good running order. I. ED ROTH, 134 8th Avenue, South, Jacksonville Besoth, Fla. P.S.: Can use Man capable of operating and manag-ing above-mentioned 8 Rides on permanent lo

The Billboard

CIRCUSES

Conducted by CHARLES WIRTH—Communications to 25 Opera Place, Cincinnati 1, 0.

May 6, 1944

Indoor Lap-Overs Paying Off

Barnes-Olympia Picks Up Stride In Chi Stadium

Kids' Turnout Is Heavy

CHICAGO, April 29.—Barnes Bros.-Olympia Combined Circus, April 13-May 7, in the Stadium here went big this week. There was a turnaway on Sunday and kids came out heavily during the week at matinees and night perform-ances. Associate producers and directors are Chicago Stadtum Corporation and Barnes-Carruthers, Inc.

Following is the detailed program: Show opens with the grand entry, Cir-

cus Days, gorgeously costumed. Display 2—Ground acrobatics on stages 1 and 2 by the Hodgsons and Hubert Dyer and Company.

No. 3--Terrell Jacobs and his mixed group of wild animals. He puts his troupe thru their paces with plenty of thrills. Featured is his hind-leg waltz-ing lion. It is his fourth consecutive year at the Stadium.

Display 4-Clowns.

Display 4—Clowns. No. 5—Johnny Gibson and three girls present pleasing divertissement on their high rigging—traps, rings, etc.—and fin-ish with two girls on swaying poles. No. 6—Stage 1, Pallenberg's Bears. Mr. and Mrs. Emil Pallenberg Sr. present their two bears in pleasing routines that include roller skating, foot juggling, rid-ing high bikes motorcycle etc Stage 2 Milbur's Ponies, and center ring, Sylvia's Ponies, in excellent routines. No. 7-Ladder balance acts in ring and (See B-O PICKS UP STRIDE on page 59)

Ringling Holds Up in Garden; Specs Fingered NEW YORK, April 29.-Box-office busi-

NEW YORK, April 29.—Box-office busi-ness at the Ringling circus here is equal-ing that of last year, with near-capacity houses on weekdays and all Saturday and Sunday shows sold out a week in advance. Practically all seats allocated by the circus to the Treasury Depart-ment for buyers of War Bonds have been disposed of, a total of 41,600 seats, bringing the government \$7,096,000 in bond sales. New York's mayor has taken the cir-cus and the public under his wing, huge signs being posted alonside the garden ticket-windows with the following text: "Buy tickets here. When buying from speculators charges are more than 90 cents, holler and call a cop. F. H. LA GUARDIA, mayor." Cyril Mills, London circus impresario, was here the past week. At present he is holding a war job with the British Government, stationed at Montreal. While here he visited the Ringling cir-cus. Emmett L. Kelly, feature clown of the

While here he visited the Ringling cir-cus. Emmett L. Kelly, feature clown of the circus, and Mildred Ritchie, aerialist with the show, were married in a quiet cere-mony between shows Thursday in the of-fice of Robert Ringling at Madison Square Garden. Justice George Franken-thaler, of the Supreme Court, officiated. Robert Ringling gave away the bride, Pat Valdo was best man, and Vickie Morelli was maid of honor. Ushers were Felix Adler, Lou Jacobs and Clayton Be-hee. After the ceremony an informal re-ception was held in the arena. Wedding march and organ selections were rendered by Bert Knapp, show's director of music, by Bert Knapp, show's director of music, and John Harkins offered an appropriate vocal number. Reception was attended by a majority of the performers and employees, as well as by press photographers a lewsmen.



MR. AND MRS. BEN DAVENPORT, MR. AND MRS. BEN DAVENPORT, owners of Dailey Bros.' Circus, loaned the elephant, Jennie, for the annual Blue Bonnet Fiesta, Marlin, Tex., April 16. The circus was in city the following day. The ground sur-rounding the bull is covered by that State's flower, the Blue Bonnet.

CB Handed **Strong Shove To Top Season**

LOUISVILLE, April 29 .- Cole Bros. Circus got a good shove toward a record 1944 season when it played to top open-ing-day crowds and followed with five well-attended performances on the State fairgrounds here in the year's first date.

Owner Zack Terrell has headed a lavish Owner Zack Terrell has headed a lavish and pretentious show that, altho not without its minor hitches in the first few performances, is as smooth as many a production at midseason. From the spectator's point of view it is hard to believe the circus was produced under wartime restrictions and curtailments. Emphasis is about equally divided on glamour and "old-time circus." Louisville audiences, as might be ex-

Louisville audiences, as might be ex-pected of show-goers from the Bluegrass State, were especially strong for the horses which have been trained down to the nth degree of perfection. On the whole, the animal acts were the class of the show in its bow.

Show runs 30 displays and is timed for two hours and 15 minutes. Performances here ran only about 10 minutes over and management was jubilant at cutting it this short at the season's opening. Opening spec, The Castle of Taj Mahal, uses two sets of chorus girls, one group (See Cole Circus Roster on page 59)

HM Draws 70.000 At Hartford, Conn.

HARTFORD, Conn., April 29.—The Hamid-Shrine Circus, Shrine auspices, totaled 70,000 admissions during the en-gagement at the State Armory here April 17.22 with a content for the state armory here April 17-22, with a rainy Friday and five days

17-22, with a rainy Friday and five days of clear weather. All acts were well received, but Cap-tain Spear's seals, previously booked, did not make their appearance. Act was replaced by Peaches and her Sky Revue. Two Bengal tigers were born April 20. A special morning show was given at 10:30 on Saturday in addi-tion to the regular matinee and evening performances.

H-M Provides Fund For Ex-Vet G. L's Who May Need Lift

(Continued from page 3)

(Continued from page 3) said. "They, please God, will be back and some real post-war planning should be done for them so that they will not face the prospect of hanging around booking offices and burning up the mails trying to get jobs in the only pro-fession they know and love.

"This subject is one for deep consideration by all showmen's organizations. We know there will be those who do not come back to return to their profession, but it is also true that there will be some

come back to return to their profession, but it is also true that there will be some who will be unable to continue in their civilian life unless they are aided, and these should be given No. 1 priority thru the showmen's organizations, which should formulate post-war plans befit-ting their service members. "While referring to outdoor show business which is, of course, nearest to me, I trust that other branches of the industry, instead of talking so much about post-war planning by streamlin-ing show business and the best use to be made of television and other inno-vations, will talk more about how best to fit the returning boys and girls into such planning to assure them of their jobs and refit them with whatever they may need upon their return. Let us show them our appreciation of what we are now enjoying and hope to enjoy thru their efforts and sacrifice."

Two More for Packs

ST. LOUIS, April 29.—Thomas N. Packs, this city, has been selected by the Birmingham police and the Knoxville Shriners to stage a circus and fireworks Shriners to stage a circus and fireworks display in those cities. Contracts have been signed. Marston Muir, secretary of the Fraternal Order of Police, Birming-ham, announced that the show will be there June 6-10 at Legion Stadium, and Oscar King, potentate of the Kerbela Shrine, Knoxville, states that the show will be there June 12-17 at Evans-Collins Field.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox-The Show With a Leaf of Gold -By STARR DE BELLE-

Ripsaw Lumber Company, Ky. April 29, 1944. Dear Editor:

Dear Editor: Under threatening skies, the Won, Horse & Upp Circus attempted to open its 1944 season last Monday night at Ragged Edge, Ky. After making a 10-day drive from quarters at Peru, Ind., the show arrived there early Sunday afternoon. Everything was in readiness when our four-piece band played an overture in front of the marquee. Ad-vance arrangements had been made to have the burg's acting mayor cut the proverbial entrance ribbon. Our agent, Les Boroughs, sold the act-ing mayor on the idea because it would give him unlimited publicity and that, this being election year, the ribbon cut-

DE BELLE ting at the tent would bring him into the limelight. All that our agent wanted in exchange was a free (verbal) license, which was granted. His honor, accom-panied by 50 of his constituents, arrived and, while waiting for the band to fin-ish, they sharpened their knives on hones or as to be prepared when the word. "Start cutting," were given. Promptly at 8 p.m. Manager Upp gave the word and his honor and party ad-vanced in a mob and the cutting and slashing started. From the marquee rib-bon to every guyline the cutting con-tinued, sending the big top crashing to the ground. Augmented by 50 more na-tives, his honor and constituents pounced upon the flat canvas, ripping (See Won, Horse & Upp on page 58)

\$40,000 Gross For Polack Show In Sacramento

In Sacramento SACRAMENTO, Calif., April 29.—Polack Bros' Circus date here, April 13-22, Shrine auspices, was a big one. It was Polack's ninth annual. Show had fair attendance at opening matinee, attend ance at all subsequent performances be-ing capacity, with about 5,000 attending each show. The Saturday night (15) box office was record-breaking and topped all marks for nine years, several hundred being turned away. Shrine Recorder George C. Jackson, making a statement April 20, in part, said: "The show is exceptionally good and the public is lavish with praise. Extraordinary press notices have been given the show, and the promotion and press has been handled by Jimmy Rison, who accomplished an almost unbeliev-able job of doubling the program gross as well as the ticket sale. Show at this time has grossed \$35,000, and with three days to go it surely will go over \$40,000."

Outlook Is Rosy For Polack in S. F.

ΓΟΙ Α ΟΙάCK III 5. Γ. SAN FRANCISCO, April 29.—Polack Bros.' Circus, auspices of the Shrine, will be a sell-out, reports Mickey Blue, pro-motion manager, who, with Dwight Pep-ple, general agent, arrived here early last week to begin work on the show which opened last night for a 10-day stand at the Civic Auditorium. The Shriners, Blue said, are very active and the advance ticket sale was far ahead of other years. This is Polack's fourth showing here under Shrine aus-pices.

pice

Fifteen hundred tickets was purchased by Marinship, Sausalito shipbuilding plant, for Monday night's performance. Blocks have also been set aside for mem-bers of the armed forces to be distrib-uted thru the USO and other organiza-

St. Louis Show Going for New Records

ST. LOUIS, April 29.-When the cur-ST. LOUIS, April 29.—When the cur-tain is rung down tomorrow night on the Police Circus here, this annual will undoubtedly hang up a new attendance as well as a net profit record. Last Sunday about 8,500 people were turned away at the matinee and about 10,000 people at night. Since Wednesday night, this week, the S. R. O. sign has been out nightly with many turned away. Matinees this week also have been well attended.

Det. Canvas Show Dropped

DETROIT, April 29 .- Plans for a sum-DETROIT, April 29.—Plans for a sum-mer show under canvas for Detroit Shrine, which has given up its annual two-week indoor circus the past three seasons because of the war, have been dropped, according to Tunis (Eddie) Stinson, Shrine recorder and manager of the circus.

Rogers Grosses \$40,024

WASHINGTON, April 29.—Roy Rogers and his rodeo opened at the Uline Arena Monday for a week's run. Rodeo's pre-ceding week at the Gardens in Pitts-burgh grossed \$40,024. Radio hook-ups and other publicity stunts are attracting good audiences to the Rogers' show here.

Rison Handling L. A. Date

LOS ANGELES, April 29.—Jimmy Rison, with Polack Bros.' Circus, who had a most succesful promotion in Sacramento, Calif., Shrine auspices, will handle promotion of the show here, also auspices of Shrine, dates being June 2-11. Show will be presented in the Shrine Auditorium. Auditorium



THE CORRAL

Circus Fans By THE RINGMASTER.

With the

CFA

President THOMAS M. GREGORY 1014 Hardesty Blvd. Akron, O. (Conducted by WAL/FER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

National President Tom Gregory, Mrs. Gregory, and Fred Work, Akron, O., at-tended opening of Mills Bros.' Circus at Ashland, O., April 22. In spite of rain the show had good patronage and offers a much stronger performance than last year, they report. The Mills brothers and their wives were cordial hosts, The Gregorys and Work had visits with Charles and Peergy Kilne, Harry (Happy)

and their wives were cordial hosts, The Gregorys and Work had visits with Charles and Peggy Kline, Harry (Happy) Holmes, Josephine Gasca, Mr. and Mrs. Bert Wallace, Mr. and Mrs. Cal Townsend, the O'Briens, Arizona Dave and Mrs. Little, and Doc Waddell. Dr. William M. Mann, director of the U. S. Zoological Park and chairman of James E. Cooper Top, CFA, has returned to Washington from the Pacific front, where he was sent on a War Depart-ment mission. He participated in one of the island beach landings. The successful argument before the War Froduction Board Appeal Section on behalf of the Ringling circus was

War Froduction Board Appeal Section on behalf of the Ringling circus was made by Melvin D. Hildreth. Charles Davitt and Joseph Beach, Springtield, Mass., saw the Shrine Cir-cus in Hartford, Conn., and visited with personnel of the show. Members of Bluch Landolf Tent No.

Members of Bluch Landolf Tent No. 24, Hartford, Conn., attended the Shrine Circus there in a body April 20 and had as their guest the Rev. Edward S. Sulli-van (Father Ed), of Cambridge, Mass. Father Sullivan spent three weeks at the quarters of the Ringling show in Sara-sota. Bill Montague attended the opening of the show in New York.

K-M and Hugo Shows Readying at Hugo, Okla.

HUGO, Okla., April 29.-Two motorized

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SEE OUR AD ON PAGE 43 RAY MARSH BRYDON

Mexico Biz Is Big

MEXICO CITY, April 29.— Mexico circus business has been the biggest in years. Hundreds of small circuses reported first-class takes over all parts of the Repub-lic. In the center section there hasn't been any rain since Sep-tember and the shows have cashed in. Money has been more plentiful than in years.

Kortes Attractions Doing Big in L. A.

LOS ANGELES, April 29—Pete Kortes attractions, the side show on the Beatty-Russell circus and the World's Fair Museum, are going great guns here. With the circus doing three Sunday shows and getting good week-end matinee business, the side show, with Norman Carroll handling the openings, is getting plenty of patronage. Roy Jones continues as manager of the Museum in downtown L. A.

L. A. Circus side show line-up includes Circus side show line-up includes Circus side show line-up includes Charles LeRoy, manager; Mrs. Charles LeRoy, secretary-treasurer; T. Peterson and Marx Cassell, tickets; Joseph Hilton, inside lecturer. Attractions are Eko and Iko, sheep-haired men; Sealo, the seal boy; Doris and Thelma, Albino twins; Billy Mitchell, quarter boy; three Ethi-opian Gorilla men; Harry Lewis, ossi-fied man; Abu, fire worshiper; Betty Hilton, decapitation, and Sally, the chimp. In the annex are Bill Holt, in charge; Lucille McGovern, Elaine Lovell, Jackie Cartlett, Orles Tumbus, Roxie Roberts. Merlin Hinkle (Bingo) handles the sound and "Hackshaw" Paia is the musician. musician.

Wallace Bros.' Meeting Up With Good Business

CANTON, O., April 29.—Wallace Bros.⁴ advance, in charge of Jack C. Grady, was here April 20-22, billing Canton and Massillon for May 1 and 2. Dorey Miller, general agent, was with the advance several days, conferring with Grady and completing organizing of crew. He said that the show is doing excellent business on its trek north, biz at Hickory, N. C. being double that of last year and business on its trek north, biz at Hickory, N. C., being double that of last year, and at Welch, W. Va., capacity at night. He left for the East to resume routing duties, rejoining Bobby Burns, who is assisting with contracting. Tex Sherman, a day ahead of the ad-vance, is doing well with the newspapers. At Canton he renewed acquaintances with Rex McConnell and John Drabble, of the Charles Siegrist Showmen's Club.

COLE BROS.' CIRCUS, in the first Madison (Wis.) performance, will show June 29 on the North Street show grounds, coming from Rockford, Ill., and showing the following day in La Crosse. The Ringling show is not expected until about September 12.

BEATTY - RUSSELL. — Start of the sixth week and a continuation of tre-mendous biz. A tragic accident occurred evening of April 18. Albert Fleet lost the little finger on his right hand when Mickey, of the chimp act, slipped his muzzle and mangled Fleet's finger be-tween his jaws during the act. The finger was removed at Golden State Hos-there are a free for the finger be-

Under the Marquee

was up?

(Communications to 25-27 Opera Place, Cincinnati 1, D.)

FIRST-of-May weck. KID LEWIS, colored comedian, has signed with the Ringling Side Show. HARRY MACK, former circus p. a, now working in a Macon (Ga.) restau-rant, will not troupe this season.

COLE show is contracted for Canton, O., June 9, and Akron, 10-11.

O., June 9, and ARION, 20 STILL a patient in State Hospital, Ward X, Waymart, Pa., Box 128, is Willis Hayles. MR. AND MRS. CHARLES ECKFELDT, St. Louis, were business visitors in Chi-cago last week. Eckfeldt, formerly with the Al G. Barnes and Cole Bros.' cir-

DON DORSEY, heel-and-toe trap act, who is playing vaude dates in the South, expects to play fairs this season.

ALWAYS heard in side shows: "Anybody else? They're 10 cents!"

DONALD MARCKS spent four days with the Arthur show in Oakland, Calif., visiting friends and taking pictures.

BOB EUGENE visited Clyde Beatty and Art Concello while in Los Angeles. The Eugenes will play eastern dates.

FRANK B. HUBIN, Atlantic City, at-tended the Ringling opening in New York and renewed acquaintances.

Dressing Room Gossip

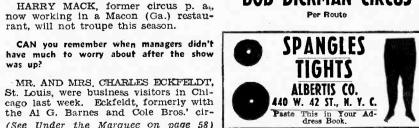
RINGLING - BARNUM. - Sickness has laid low a number of the personnel. Ed-die Allen is in the Polyclinic Hospital, laid low a number of the personnel. Ed-die Allen is in the Polyclinic Hospital, New York, with pneumonia. Mildred Ritchey is in the same hospital, recuper-ating from an appendectomy operation. Kitty Clark is in the St. Clair Hospital having a touch of pneumonia. Also on the sick list for a few days were Angela Reynolds, Laura May McKenzie, Natalie Sullivan and Jeanette Marshall. Visitors around the women's dressing room were Bobbie Mader, Ethel (Iggy) Day, Doris Clair, Joyce Coleman, Betty Hores and Georgia Campbell. Tex Copeland visited with his wife, Dolly, while on furlough. Scotty Horsburgh, former ice man now in the navy, spent three days with the show. Eddie Mader also visited, and Joie Amico, candy butcher, now in the army, paid his buddies a visit. Dorothy and Eddie Ward gave a party for Dorothy's sister, Helen. Those at-tending from the show were Ann Bendel, Willie Storey, Joe and Bebe Seigrist and Mary Jane De Young. Shirley Buehner left for her home in Cleveland, but hopes to be back. The first meeting of the Ram Doodle Club was held last week with a large attendance, including a few new members. President W. E. Lawson

Ram Doodle Club was held last week with a large attendance, including a few new members. President W. E. Lawson and Vice-President Dick Miller presided. The writer wonders if the Russell show has its club underway for the season, DICK MILLER.

DICK MILLER. COLE BROS.—Cole has a grand show this year, one of the best the writer has seen in many a year. Saw it from out front and it really clicks from opening spec to finale. Wardrobe is all new. Spec honors go to Virginia Tiffany for her swell dancing in the ring. New acts are numerous. Joe Hodgini riding act, eight people and eight horses, is a big flash. Ruth Nelson is doing one-arm swings. Then there are Caudillo Sisters, acro-batic, also two wire acts; Celia Carrillo, bounding rope and cloud swing; Esther Cardena's bicycle wire act; Con Colleano, wire, who still does his forward from feet to feet on the wire; Georgla Sweet with her 16-horse hitch. Harold Voise has some new people. Clowns have plenty of new wardrobe and novel props. Here's clown alley—Otto Griebling, Huf-fy Hoffman, Karyl De Motte, Lee Vertue, Ernest Burch, Cecil Eddington, Bill Nip-po, Thomas Bentley, Billie F. Nelson, Jack Ken; Lee Smith, clown cop; Charly Raimer, Albert White; Horace Laird, who also is mail agent; Leuis Toby Anaya, an importation from Mexico. Hank Lin-ton has some new people in the Wild West, Lefty Swanson, Dick and Pauline Pickard, Georgia Sweet and Frank (Red) Robinson. FREDDIE FREEMAN.

FREDDIE FREEMAN. Robinson.

finger was removed at Golden State Hos-(See Dressing Room Gossip on page 58)



(See Under the Marquee on page 58) PHONE MEN BANNERS - TICKETS - PROCRAM HERE IS THE ONE YOU HAVE BEEN HEARING ABOUT POLACK BROS.' SHRINE CIRCUS JIMMIE RISON, AL MALAIKAH SHRINE 665 W. JEFFERSON STREET LOS ANGELES, CALIF.

(Communications to 25-27 Opera Place, Cincinnati 1, O.

DECISION has been made by the Cole-man (Tex.) Rodeo Association to hold a rodeo there about the middle of July, according to Clyde Edens, president.

FOUR new bucking chutes are to be built on the stampede grounds at Cal-gary, Alta., to make a total of 16 in readi-ness for the Calgary Stampede.

FOR the first time in three years, San Angelo, Tex., will have a rodeo. The dates are May 26-28, matinee and night shows. Everett E. Colburn will bring rodeo livestock from the Lightning C Ranch. War conditions and the fact

(See CORRAL on page 58)



PARKS-RESORTS-POOLS

Conducted by WILLIAM J. SACHS-Communications to 25 Opera Place, Cincinnati 1, 0.

EARLY BIZ ABOVE '43 MAR

May 6, 1944

Carlin Bow Hit By Weather But Biz Perks Since

BALTIMORE, April 29 .- In spite of BALTTMORE, April 29.—In spite of cool and threatening weather, Carlin's Park got off to its 26th consecutive sea-son Sunday, April 16. Considerable pre-bally pointed up a preview opening Sat-urday night (15), but rainy weather cut biz to a minimum. The parks here-abouts missed the boat by not being ready on Easter Sunday, which was mild and bright and saw Easter crowds all dressed up with nowhere to go.

Nightly since opening, the midway and all rides have been doing nicely, accord-ing to A. T. Miller, events director, and there's every indication that there's still there's every indication that there's still plenty of war-plant money available in this, one of the East's most overcrowded cities. Even expert game men like Slim Anderson, for nearly two decades at Car-lin's, size things up to date as being about equal to last season's unprece-dented biz. John J. Carlin, founder of the park, was on hand personally to supervise opening activities. In the past few months considerable

supervise opening activities. In the past few months considerable improvements have been made on the midway and in the picnic groves. A fire Monday morning, April 17, destroyed Carlin's Forest Gardens outdoor theater, but in no wise interfered with regular operations. The building unit was lo-cated in one section of the large picnic grove, and J. J. C. says it will be rebuilt as soon as possible, this time with a large, modern shell. All seating is out-doors and normally takes care of 3,000 capacity.

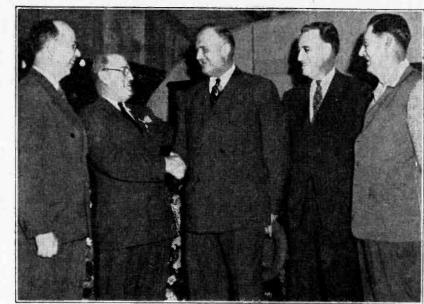
Olympic Swim Pool will stage its for-mal opening as soon as weather condi-tions permit. J. S. Radebaugh, of Co-lumbus, O., will again manage.

The biggest addition proposed for this season is a large canoe lake in the area between the park's new Skeeter Boat lake and the swim pool. The new water feature will be ready late in May. Mrs. Marion (Duke) Berry is this sea-son in charge of picnic promotion and concessions.

Shrevep't Start Ahead of 1943, Says B. Gerety

SHREVEPORT, La., April 29.—Shreve-port's bright spot, Fair Park, opened its second season Saturday, April 15, with good weather and equally good business, according to Barney S. Gerety, who is again operating the amusement park on the Louisiana State Fairgrounds. The first eight days of operation showed a much larger gross than the corresponding period last year, and everything points to a big season for the rides of the Beckmann & Gerety Shows that have been erected there, says Ger-ety. There are 10 rides in operation, with a Silver Streak to be added during the next two weeks. the next two weeks. The 11 concessions, all merchandise

The 11 concessions, all merchandise stock games, are being supervised by William B. Jones, of corn game fame. Games have enjoyed good play the first two weeks. Among the ride foremen are old Beckmann & Gerety stand-bys, among them Felix Charneski, Harold Vir-tue, Randolph Deaton, Harry Wagoner and John Logan. Gerety's executive staff remains the same, with Joe S. Scholibo as manager; A. Ybanez, in the show and ride office; Edgar T. Neville, handling the concession office; Tom Adams, supervising the elec-trical department. Mother and Mike Bodensholtz are operating their pony track, to which they have added many head of stock since the show closed at t^{*} puisiana State Fair last fall.



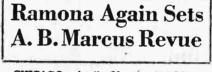
WHEN PLAYLAND PARK, MACON, GA., opened April 15, Macon's WHEN PLAYLAND PARK, MACON, GA., opened April 15, Macon's Mayor Charles L. Bowden, and other notables were on hand to extend best wishes to Manager W. E. Franks. Formal dedication ceremonies were at-tended by a large crowd. Above, Mayor Bowden (center) is shown shaking hands with Manager Franks. At left is Paul M. Conaway, in charge of the park's public relations. Standing next to Mayor Bowden is Police Chief Robert L. Miller, and at extreme right is Former State Senator Jim McCall, Franks' brother-in-law.

Boat Gets Fuel

WASHINGTON, April 29.—Possibility of Marshall Hall amusement park, near here, operating this summer, after hav-ing been dark last season for the first time in 60 years, loomed this week with announcement by OPA and ODT that fuel oil for river excursion boats would be available.

Marshall Hall is one of most popular amusement spots in the East and for over half a century has been favorite of Capital youngsters. The park is ter-minal for a Wilson Line excursion steam-er, whose operations on Potomac were brought to a halt because of oil restric-tions last summer. tions last summer.

Application was made this week to a local OPA board for sufficient fuel oil to place the steamer Mount Vernon in operation again. If the boat runs again this summer, there is little doubt but that Marshall Hall will open.



CHICAGO, April 29.—A. B. Marcus show has been booked for an indefinite engagement at Ramona Park, Grand Rapids, Mich., starting May 26, it was announced this week by Ez Keough, who handled the booking. In addition to the regular Marcus revue, five acts will handled the booking. In addition to the regular Marcus revue, five acts will be used weekly. Show will be presented once a day on week days, twice on Sat-urday and three times on Sunday. Mar-cus company had a very successful sea-son at Ramona last season.

Oddities Off Big At Det. Eastwood

DETROIT, April 29.—Despite much in-clement weather since opening April 9 at Eastwood Park here, the Congress of Odditles unit of Park Amusement Com-pany, Inc., has chalked up splendid (See Oddities Starts Big on page 57)

Dim-Out Lift Puts 20% Hypo To Ocean View

VIRGINIA BEACH, Va., April 29.—Art Lewis and J. L. Greenspoon are all set for the coming season with their two Virginia parks, Seaside, at Virginia Beach, and Ocean View, at Norfolk. Ocean View Park, Norfolk, jointly op-

Ocean View Park, Norfolk, jointly op-erated by Lewis and Greenspoon and Dudley Cooper and W. R. Aiken, opened April 1, and during the first three weeks business has shown a 20 per cent increase over that of the same period last year, due primarily to the elimination of dim-out regulations.

out regulations. Seaside has been completely renovated, a large force of workmen having been em-ployed there since early in January. Park opens May 6 and operates thru October 1. Seaside staff includes Art Lewis, president and director; J. L. Greenspoon, vice-president and general manager; Charles Lewis, treasurer; Dr. Dudley Cooper, secretary; Fred Landers, main-office secretary and treasurer; Howard Baucher, superintendent of con-struction, and Nat Worman, ride super-intendent. intendent.

intendent. There are 12 rides and 35 concessions, including four restaurants. Harry A. Illions, veteran ride operator, has in-stalled a new Mirror Maze and is oper-ating the Magic Carpet and fun shows. Swim pool and bathhouses open May 20. A concrete boardwalk, four miles long, fronts the nark. fronts the park. Frolics Ballroom and Rendezvous res-

Frolics Ballroom and Rendezvous res-taurant are open the year round. Doc Britten is manager of the ballroom, and Miss L. Duquesne is chief hostess. Ball-room, recently decorated by Joe Cortez, has room for 1,000 dancers, with addi-tional space in the open-air patio. Name bands and special attractions will be used at intervals during the summer. Bubbles Becker orchestra, with Kerrie Frazler, orcalist, will be the season's opening at Becker orchestra, with Kerrie Frazier, vocalist, will be the season's opening at-

Material Shortage Slows Pontchartrain

NEW ORLEANS, April 29.—Hindered in renovation progress by shortage of material, particularly lumber, Manager Harry Batt has postponed for a week the opening of Pontchartrain Beach to May 6. Batt will again highlight free acts and brings in Ella Carver as the initial week's headliner. After the first week, double features will be scheduled, with each booking of two weeks thru "Pops" La Van alternating to bring in a new unit each week-end.

alternating to bring in a new unit each week-end. Batt has run into trouble rebuilding the Zephyr, which requires many thou-sands of feet of new timber. Batt is also feeling the pinch of labor shortages. The beach recently suffered a sharp set-back when the large Penny Arcade and an adjoining warehouse, containing ride and concession equipment, was de-stroyed by a \$50,000 fire. Much of the machinery damaged in the fire has been replaced.

Ketchum Featuring Nightly Band Fare

ST. LOUIS, April 29.—Forest Park Highlands, St. Louis's largest amuse-ment park, opened the season May 7, with the managerial reins again in the hands of Adrian W. Ketchum. Nightly band concerts will be featured under the direction of Frank Miller. Band will also offer Sunday afternoon programs. Phil Levant's orchestra opens the ballroom May 7 with a two-week stand. Name-band policy for dancing will continue thruout the summer.

FORT WORTH.—The free summer monkey shows have been resumed at the Forest Park Zoo. J. R. Brown, assistant zoo keeper, has added several new acts.

American Recreational Equipment Association

By R. S. UZZELL

Since the Boston meeting of New Eng-hard park men, a reconsideration of the situation at Mountain Park, Holyoke, Mass., has resulted in a positive plan to open for the season. May 6 is the date agred upon. Henry Martinelli, of Springfield, Mass., one of the large con-cessionaires at this park on the moun-tain side, says he will open, and advo-cates closing each Monday to give the mployees a day off each week. The transportation company has given as-surance of better bus service this year. Martinelli also operates at Riverside both the Sundays he has operated this for the Sundays he has operated this for the Sundays he has operated this of the Sundays he has operated this presages more spending on amuse. In this presages more spending on amuse-nents than last year. Things are moving with an accelerated momentum at Belmont Park, Montreat, Paddy Conklin is moving in five of his canival rides—the Caterpillar, two Fer-ris Wheels, a Spitfire and a Tilt-a-Whirl, last year he had the Fiy-o-Plane and octopus, making a total of seven rides

<text><text><text><text><text>



WANT

Ride on or off location. Percentage or flat rental with option to buy. Will pay cash for Midget Gasoline Care. AL HOFFMAN 210 LOTT AVE. BROOKLYN, N. Y.

LARGE BALLY-HOO FIGURES

Motor Operated — They Talk Comic Papier-Macher Figures, \$100 Up **Al Nichols, Artist** BOX 191, HUDSON, N. H.

FOR SALE

New Echols Snow Cone Machine, Paper Cups, Spoons, Syrup to make 3,000 Cones; 5 Daisy Cork Guns, good working order; 46 Gross #5 Round Dart Balloons, good. Highest offer takes.

C. W. HOLCOMB Rocky Glen Park, P. O. Box 184, Scranton, Pa.

Court's Order Stays Sale of AC Garden Pier

ATLANTIC CITY, April 29.—A rule to show cause why the court should not review the legality of a resolution au-thorizing the public auction sale of the Garden Pier was issued in Trenton last Thursday (20) by Supreme Court Justice Frederic R. Colie to counsel for the former Senator Emerson L. Richards. The court order stayed the sale of the Board-walk amusement center, which had al-ready been postponed from that date for 30 days by the city commission because of the court action. The commission is called upon to show cause May 2 before the court why the sale of Garden Pier on a delinquent tax claim should not be on a delinquent tax claim should not be

on a delinquent tax claim should not be set aside. David M. Perksie, Richards's counsel, contended that under an 1899 city ordi-(See Garden Pier Sale Off on page 57)

W. E. Franks Names

MACON, Ga., April 29.—Manager W. E. Franks, of Playland Park here, now in its third week of the new season and playing to excellent returns, this week announced his executive staff, as follows: announced his executive staff, as follows: W. E. Franks, owner-manager; Mrs. Peggy McCall Franks, secretary-treasurer; G. F. Litts, general superin-tendent; Charles Amerson, superintend-ent of concessions; S. M. (Dad) Bennett, in charge of construction and electrician. Foremen of rides were announced as follows: Charles Drill's Ferris Wheel; Howard Hughes, with Mrs. Ike Maxwell, tickets; E. N. Meyers's Tilt-a-Whirl, John Orr, with Rachel Maxwell, tickets; George Evitt's Whip, C. R. Chase, with Robert Stanley, tickets, and Chair-o-Plane, Jack Sanford, with Sue Miller, tickets.

Hunt Launches New Wildwood Ballroom

WILDWOOD, N. J., April 29.—Encour-aged by an Easter visitation of the largest crowd ever to spend the holiday week-end at this resort, a banner season looms for this South Jersey resort. Re-placing Hunt's Ocean Pier, demolished by fire Christma's Day, William C. Hunt tonight opens his new Starlight Ball-room on the Boardwalk on the site of Hunt's Auditorium, used as a sports cen-

room on the Boardwalk on the site of Hunt's Auditorium, used as a sports cen-ter in previous summers. Ballroom will operate on Saturdays until July 1, when it enters on a daily schedule. Decoration Day has been set as the official opening of the bathing beach, with Bob Smith again in charge of the health classes. The lifting of the dim-out restrictions will find the Boardwalk, with its countless number of concession stands, rides and amusements, returning to its own flashy self.

Florence Webber Honored

MISSION BEACH, Calif., April 29.— Concessionaires along the fun zone at Mission Beach surprised Mrs. Florence Webber one day last week with a birth-day party in her honor. Fern Redmon was hostess, and Mrs. Webber was the recipient of many gifts. A buffet lunch-eon was served, with Fern Redmon. Peggy Steinberg and Marge Williams doing the honors. Those attending the affair were Marion Shapiro, Dorothy Lamberson, Bess Fears, Mildred Ranglos, Dorothy Boyd, Connie Smith, Clara Trotter, Jenny Sharpe, Peggy Steinberg, Emily Mettler, Bobbie Miller, Lillian Nichlas, Patsy McLangon, Margie Williams, Betty Harris, Babe Herman, Julia Smith, Lucille King, V. Virginia, Fern Redmon and Florence Webber. MISSION BEACH, Calif., April 29.-Webber.

Houston Playland Rolling

HOUSTON, April 29.—With 10 rides and 20 concessions ready, Playland Park, at 9200 Main Street, opened its season yesterday. S. M. Fox, president and manager of Playland, Inc., operators of the resort, look for a good season. The glant Roller Coaster, damaged by a storm last fall, has been put back into opera-tion. Free acts will be brought in oc-casionally later in the season, Fox re-ports. ports.

The Billboard

2 Philly Spots Going

PHILADELPHIA, April 29. — Two amusement parks are operating in this section. Woodside Park is going eve-nings and week-ends until May 19, when it begins the regular season. All rides and attractions have been given a new coat. Willow Grove is open week-ends, with dancing Saturday nights in Casino Ballroom. Sunday concerts are given under the direction of Frank Schluth. Roller skating pavilion is also operated Saturday and Sunday. Regular season opens May 27.

Mich. Walled Lake Ready

DETROIT, April 29 .--- Walled Lake Park DETROIT, April 29.—Walled Lake Park is slated to become the third amusement resort in the Detroit area to open the season, with formal bow-in slated for May 12. Park opened the past week-end for a three-day session, and will operate on the preview basis for two weeks, ac-cording to Fred W. Pearce, general man-ager. Major improvement during the winter has been the renovation of the roller skating rink.

Macon Playl'd Staff MACON, Ga., April 29.—Manager W. E. Franks, of Playland Park here, now in its third week of the new season and the season and its third week of the new season and the season season and the season s thruout the season.

NAAPPB Body Works To Free .22 Ammunition

- Scarcity of CHICAGO, April 29. — Scarcity of shooting gallery ammunition has led the NAAPPB to take steps which it is hoped will assure a supply sufficient for most gallery needs during the 1944 sea-son. The association has been working

son. The association has been working on the matter for months. Working in close co-operation with the Office of Civilian Requirements, the NAAPPB secretary's office is gathering statistics from the entire amusement park industry, and Secretary A. R. Hodge reports that questionnaires recently mailed the industry are coming in in every mail

mailed the industry are coming in in every mail. Meanwhile, the special ammunition committee appointed by President Leon-ard B. Schloss and consisting of Henry A. Guenther, of Irvington, N. J.; W. F. Mangels, Coney Island, N. Y., and Henry T. Belden, Chicago, is contacting muni-tions manufacturers who may be able to turn out sufficient .22 shorts for the 1944 season without interfering with their war work. The committee mem-bers express themselves as optimistic over the possibilities.

MICKEY DUVAL, aerialist, is being featured as the opening free act at Edge-water Park, Detroit.

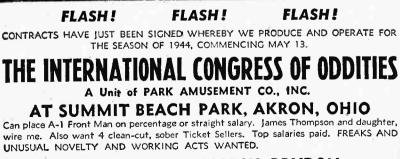


LE, WORLD'E	COL	NT TH	EM			
26STE	LLAR ST	AR-STU	DDED	ACTS	26	
100 PEOPLE	GO TO MAKI	UP THIS	MIGHTY	CONGRESS	OF UN	USUAI
AND PERFO	RMANCES.					

PERSONS AND PERFORMANCES. BECAUSE we change our Acts every few weeks, and because we have 5 GREAT PARKS, IN-CLUDING RIVERVIEW PARK, CHICAGO, we can place ACTS OF ALL KINDS AT ALL TIMES. You do not need to be a SIDESHOW ACT in order to get placed here. We use Night Club, Radio, Screen, Circus and Vauderille Acts of all kinds. Want another real Sword Swallower, Bag Puncher, Juggler, Fire Act, Fat Girls, Midgets and Sensational Mind Act (Harry King, wire). FREAKS, NOVELTY ACTS AND WORKING ACTS, WIRE NOW. State all. Will advance money anywhere in the U.S. A. Full 24-week contract. WILL BUY GOOD CHIMPANZEE, ILLUSIONS AND SNAKES. All Reply in Detail to

RAY MARSH BRYDON

DETROIT, MICH. SUITE 1052-54, HOTEL DETROITER PARK MANAGERS, NOTE. We spent \$6,000.00 to recondition the Ballroom at Eastwood Park, Detroit-\$3,500.00 on the front alone. We have billed Detroit with 7000 Sheets of Posting Paper at a cost of \$1,400.00. We have been open since Easter Sunday, April 9th, and in cold, rain, snow, sleet and winter weather we have done a TERRIFIC BUSINESS-THERE MUST BE A REASON! Come to Detroit as our Guest at our expense completely, THEN TELL US HOW SOON YOU WANT A UNIT.



All reply to RAY MARSH BRYDON DETROIT, MICH. CARE HOTEL DETROITER



PARKS-RESORTS-POOLS

43

AA The Billboard

FAIRS-EXPOSITIONS

Communications to 25 Opera Place, Cincinnati 1, 0.

May 6, 1944

GROUPS BUZZ ON LOOPS, DATES More WMFA **Spots Revived**

Demand stirs Bay Staters to tackle manpower, exhib problems-aid calls upped

SPRINGFIELD, Mass., April 29.—Fairs will be resumed in smaller spots this year as a result of popular demand and improved driving conditions, members of Western Massachusetts Fairs' Association agreed at the annual meeting April 20 in Hampden County Improvement League buildings, West Springfield. Fairs held last year in a few communities were successful beyond expectations. Meeting was the first held in two years. Leon Stevens, Cummington, was Leon Stevens, Cummington, was elected president, succeeding Howard Stanton, West Chesterfield. Allen King, Westfield, was elected vice-president and L. B. Boston was re-elected secretary. H. F. Bartlett, West Springfield; Edmund Nye, Blanford, and Mrs. Grace Radasch, Dongmeddew were elected to the secret

H. F. Bartlett, West Springfield; Edmund Nye, Blanford, and Mrs. Grace Radasch, Longmeadow, were elected to the execu-tive committee. Officers and Mrs. Doro-thy Carlson, West Springfield; Mrs. Charles Thayer, Cummington; Willard A. Pease, Middlefield; Mrs. Leroy Sabin, Northampton; Mrs. Lela Gushee, Ludlow; Willam H. Townsend. Westfield; Leon J. Kelso, Littleville, and Stanton were named to the program committee. Retiring President Stanton outlined to struggle of the communities to con-tinue fairs, despite wartime conditions. Decision to contifue this year was backed by A. W. Lombard, Boston, di-rector of the division of fairs, State de-partment of agriculture, who declared the outlook was good. Shortages of ex-hibits and man power are expected to be the two major problems. Popular sup-port is expected to be heavy, however, Louis A. Webster, commissioner of agri-quoture, spoke on the outlook for food production. Home gardeners will re-ceive more than casual attention in re-vision of premium lists.

Dissension on Dates

Dissension on Dates What appeared to be the biggest point of dissension was action of the State in allowing Northampton, with pari-mutuels in connection, to take the same dates as those of the long-established Blandford Fair, one of the Hilltown (See More Fairs in Mass. on page 57)

LOUDONVILLE, O. — No Loudonville Free Street Fair will be held in 1944, it has been decided by the fair board. Sec-retary Charles Bernhard Jr. is now in the navy.



FARMER CITY FREE FAIR

- July 25, 26, 27 & 28, 1944 booking Concessions for Independent ill sell X on Photo, Custard, Novelties and
- Oliver s Rides booked.
- E. S. WIGHTMAN, Secretary, Farmer City, III.



NOTICE FAIR SECRETARIES For Your Grandstand Show, contact Prof. Hasch with his Trained Horses. Also Trick and Roman Ridin-EARL HASCH, Sherwood, Ohio



OSCAR C. BUCK, president of the National Showmen's Association and head of the O. C. Buck Exposition Shows, looks over the contract under which he will be managing director of the 1944 Altamont (N. Y.) Fair for the Albany-Schenectady County Fair Association, which will feature Golden Jubilee Day. Historic episodes will be reproduced and special Vic-tory Garden awards will be made.

Over 17G Is Set Up For Badger Juniors

MILWAUKEE, April 29, — Wisconsin farm youth will compete for more than \$17,500 in State fair premiums under a program worked out by Russel E. Frost, Madison, Junior Fair director. Junior Fair will be held in conjunction with the State fair here. At the Junior Fair there will be 30 booths: 4-H clubs, 10; Future Farmers, 7; Future Homemakers, 4; Farmers' Union Juniors, 2; Boy Scouts, 5; Girl Scouts, 2. From the State 85 demon-stration teams will be selected for com-petitions. In dairy cattle judging there will be separate classes for pure-bred and grade cattle.

will be separate classes for pure-bred and grade cattle. Youth leaders to have charge of jun-ior departments are: Camp, T. H. Gib-son, Madison; youth exposition, Clar-ence Bonsack, 'Madison; dairy, I. O. Hem-bre, Barron; beef calves; Ray Steidl, Mil-waukee; sheep, J. O. Beadler, Galesville; poultry, George Dehnert, Milwaukee; handcraft, Prof. Wakelin McNeel, Madi-son; clothing, home furnishings, style dress revue and music, Edna Baumann, Madison; demonstrations, food and food preservation, Agnes Hansen, Madison.

VANCOUVER, B. C. — Burglars blew the safe in Vancouver Exhibition board offices, Hastings Park, and got away with

ESTEVAN, Sask. — Increased prize money in livestock and poultry classes, junior activities and races were voted by Estevan Agricultural Society directors for the '44 fair.

GRAVELBOURG, Sask.—The first fair to be held here in several years will have a midway, horse races and exhibits. Pro-ceeds of a field day, Victory Bond give-away and the fair are expected to pay off \$1,000 indébtedness on grounds.

CINCINNATI .- The war has not been

CINCINNATI.—The war has not been allowed to interfere with the traditional annual Swiss Industries Fair at Basle, which, according to the Swiss consulate here, was held as usual, closing May 2. Fair is designed to enable Swiss manu-facturers to display their goods of high class workmanship. Exhibits include the

AROUND THE

Sectionals Talk **Badger Circs**

Ops Enthuse on War Show

BEAVER DAM, Wis., April 29.—Sec-tional meetings of members of Wisconsin Association of Fairs indicate added in-

BEAVER DAM, Wis., April 29.—Sec-tional meetings of members of Wisconsin Association of Fairs indicate added in-terest and a good year for fairs. Efforts are being made to build up a circuit for a war show and war exhibits, numerous managers being enthusiastic over the plan, said James F. Malone, WAF secre-tary, who has attended all sectional gatherings, from his office here. The meet in Fond du Lac, April 19, was attended by 45. Speakers were W. H. Eldridge, Plymouth; C. J. Cadell, State Industrial Commission; A. W. Kalbus, in charge of supervision of county fairs; Vernon Reaver, War Finance Commis-sion, who spoke on sales of War Bonds; State Senator Taylor G. Brown, Osh-kosh, Post-War Planning; B. A. Honey-combe, State board of health, Fair-grounds Sanitation; Charles B. Drewry, Wausaukee, Special Aids and Exhibits. Manager William T. Marriott, Wiscon-son State Fair, Milwaukee, outlined its 1944 plans, and Secretary Malone urged formation of circuits and that fairs do better job in recognizing food producers and production. At the Marshfield meeting, April 20, 12 fairs were represented by 55 delegates. Besides those who spoke in Fond du Lac, with the exception of Marriott and Drewry who were absent, R. R. Williams, Marshfield, talked on midway operations and Arlie Mucks, Madison, on wartime premium suggestions. Meetings were scheduled in Chippewa Falls, April 25, and Viroqua, April 26.

Selden Does Radio Stint Over WKRC in Cincinnati

CINCINNATI, April 29. — A chance meeting with Penny Pruden, WKRC's cooking school broadcaster at the 1943 Montgomery County Fair, Dayton, O., while both were appearing there re-sulted in the appearance of A. E. Selden, "The Stratosphere Man," on her pro-gram April 27 in an interview built around his eating and health habits, which help to keep him in good physical trim. trim.

trim. It was revealed during the broadcast that both will again be at Montgomery County Fair and will try broadcasting a 15-minute program, with Selden at the top of his pole and Penny on the ground doing the interviewing.

CHICAGO. — Ernie Young, reporting considerable late booking for this sea-son, said the Ernie Young Agency had contracted for shows at fairs in Black River Falls, Friendship and La Crosse, Wis., and Dayton, O.

GROUNDS

fields of foodstuffs, ceramics, textiles, machinery, gardening, watches, toys, mu-sical instruments and many others.

DES MOINES .- Architects have begun

DES MOINES.—Architects have begun compiling figures on cost of restoring lowa State Fairgrounds here to pre-war condition, said Secretary Lloyd Cunning-ham. War Department took over the plant in 1942 and the most recent fair was held in 1941. The contract with the fair board binds the government to restore the property to its original con-dition within six months after and of

dition within six months after end of

SALT LAKE CITY,—None of Utah's livestock shows will cancel in 1944, altho about 25 per cent failed to show in 1943. At a meeting of Utah Livestock Show committee, last week in Nephi, John Boothe, Spanish Fork, was elected presi-dent, and J. H. McGibbeney, Salt Lake City Chamber of Commerce, secretary. Dates assigned included Emery County (See Around the Grounds on page 57)

war.

Run of Junior CCE Ag Show Is Lauded At Meet In Ottawa

At INfect in Ottawa OTTAWA, April 29.—Officials of On-tario department of agriculture, agricul-tural representatives of Eastern Ontario and directors of the agriculture section, Central Canada Exhibition Association here, conferred in the association's board room, April 21 on '44 plans for the ex-hibition's junior agricultural depart-ment. C. D. Graham, recently appointed director, agricultural representatives' branch, Ontario agricultural department, declared that last year's junior agricul-tural fair held at Renfrew by the exhibi-tion association, with co-operation of the Ontario department, was the greatest of its kind in Canada. Altho invitations came from many

Altho invitations came from many agricultural societies, the conference de-cided to stage the 1944 fair at Kempt-ville, with co-operation of Kemptville Agricultural School. T. L. Kennedy, On-tario minister of agriculture, wrote, con-gratulating exhibition directors on last very show and promising excitators year's show and promising assistance. With aid of the agricultural department, directors have been able to operate the junior agricultural department continu-

junior agricultural department continu-ously since the outbreak of war. The conference, held annually for the past 16 years, was presided over by Dr. W. A. Armstrong. Others present were A. H. Martin, assistant to Graham; M. C. McPhail, principal, Kemptville Agri-cultural School; A. P. MacVannel, D. M. Stewart, exhibition directors, and these agricultural representatives from Eastern Ontario: W. M. Croskery, Fred Forsythe, F. Q. Dench, C. C. Tenant, J. A. Dalrym-ple, A. W. Sirrett, F. Larose, A. M. Barr; H. H. McElroy, manager and secretary of the exhibition association, and W. H. Richardson. Richardson.

Minn. Supers Are Named

Minn. Supers Are Named MINNEAPOLIS, April 29.—Over 7,000 cash prizes will be awarded to exhibitors in educational and entertainment pro-grams of the 1944 Minnesota State Fair, said Sceretary Raymond A, Lee. As last year, there will be no stock show, as live-stock buildings are being used for war purposes. Superintendents appointed are: Admissions, J. P. Bengston, St. Paul; agriculture, L. O. Jacob, Anoka; amuse-ments, Al Sheehan, Minneapolis; bees, R. J. Brewer, St. Paul; 4-H Clubs, A. J. Kittleson, St. Paul; conservation, Victor A. Jonston, Minneapolis; concessions, Harry J. Frost, St. Paul; dairy, Robert Geiger, Minneapolis; fine arts, Lowel Bobleter, St. Paul; gas and elec-tric, R. L. Cairneross, St. Paul; horticul-ture, William A. Linemann, New Ulm; machinery, M. B. Murphy, Minneapolis; poultry, Thomas H. Canfield Jr., St. Paul; public safety, William G, Parker, Min-neapolis; service, E. H. Deemer, St. Paul; school exhibits, Anne Brezler, Osseo; ticket audit, Worth Hanson, Minneap-olis; transportation, H. J. Noonan, St. Paul; women's activities, Mrs. Clover S. Hague, St. Louis Park. Hague, St. Louis Park.

Barnes Signs Neb. State

CHICAGO, April 29.—M. H. Barnes, head of Barnes-Carruthers, said that he had closed a contract to furnish attrac-tions for Nebraska State Fair, Lincoln. This will include the night grandstand show, Allies Victorious.

Fair Elections

WASECA, Minn.—Judge Leon L. B. Sexton was elected secretary of Waseca County Fair here.

SHAUNAVON, Sask. — For the '44 Shaunavon two-day fair Frank Davies was elected general manager; J. E. Wil-son, assistant; W. J. Murray, secretary-treasurer.

HARLINGEN, Tex .--- Valley Mid-Winter Fair here, to be revived as soon as war-fair here, to be revived as soon as war-time conditions justify, elected E. C. Breedlove, president; Stanley Crockett, vice-president; J. L. Head, treasurer. Joe L. Mock was re-elected secretary-manager.

45 The Billboard

RSROA Garden Show Goes Over 13G for Polio Foundation

the National Foundation for Infantile the National Foundation for Infantile Paralysis, having been tabulated, Victor J. Brown, Newark, chairman of finance and chairman of the show, announced that the foundation had received \$13,-309.99. Total from the Garden show was \$10,083.33 and outside contributions RSROA members amounted to from \$3,226.66.

*3,226.66. "This is the first time in the history of roller skating that such an amount has been given to a worthy charity, and it is the aim of the RSROA to promote similar shows in New York, Boston, Chi-cago, Detroit, Cleveland and Pittsburgh," said Chairman Brown. "The show was really a spectacle, with 588 amateur skaters appearing, costumes were glam ourous and skating spectacular. "I wish to express my gratitude to all those who helped to make the show the success that it was and give sincer

Ohio State RSROA Formed

CLEVELAND, April 29.—An Ohio branch of the Roller Skating Rink Operators As-sociation of the United States was formed in Cleveland, with Jack Dalton, vice-president and general manager of Cleve-land Rollercade, president; Charles Hor-vath, Skateland, Cleveland, vice-presi-dent, and George Anagnost, Skateland, Columbus, secretary-treasurer.



with 200 pairs of Skates. Must be in good con-dition. Would also purchase Tent. D. B. COHEN, 117 Clayton St., Waukegan, III.

WANTED TO BUY HAMMOND ELECTRIC ORGAN Give serial number, condition and price. Model A or B.

DON MCELHINNEY Cedar Rapids, lowa Co-Mer Roller Bink

NEWARK, N. J., April 29.—Receipts thanks for the marvelous contributions of the roller show in Madison Square that came from the RSROA members Garden, New York, February 16, under thruout the country. The tremendous auspices of the RSROA for the benefit of publicity given the show in moving picthruout the country. The tremendous publicity given the show in moving pic-tures and magazines has been of great value to the roller skating industry. Plans are already under way for the next Fians are already under way for the next show in Madison Square Garden in 1945. Every RSROA operator in the metropoli-tan area gave unselfishly of time, money and costumes for the Garden show."

Champs at 2 Spots

HARTFORD, Conn., April 29.— The RSROA affiliate, Hartford (Conn.) Skat-ling Palace, staged the amateur State championships recently. Despite the fact that most of last year's champions are now in the armed forces, the field was larger than ever before. Presentation of the trophies was made

Presentation of the trophies was made by Fred J. Bergin, national chairman of the roller-dance committee, and Fred H. Freeman (Boston), president of the RSROA. First place in the novice dance was won by Evelyn Verepsy, Stratford, and George Miller, of New Haven. Jun-ior free style was won by Maureen Hulse, Windsor; novice ladies' free style, by Josephine Fiducia, Hartford, and novice men's free style, by Raymond Schmidt, Hartford. Palace skaters had been practicing under the tutelage of head professional Dick Chambers, a silver medalist and former national champion. **ASU and NAAU Champions**

ASU and NAAU Champions

ASU and NAAU Champions Connecticut championships of the Amateur Roller Skaters' Association, an affiliate of the Amateur Skating Union and NAAU, were held at Conrose's Rink here, recently. First place in the juve-nile dance division was won by Rita Roy and Ronald Rancourt, and in the ladies' pairs, by Rose Deren and Doris Durant. Two second places were also won by local skaters, with the runner-up honors go-ing to Anthony Saint John and Rose Deren in the mixed pairs competition, and Juliette and Gerald Barrieu in the notice dance division. All winners in the local contest are qualified to enter the national finals in Chicago May 1-5.

DICK ENGLISH is new manager of Passalc (N. J.) Rink and has made some changes in decorations and programs.

LESTER FISHER, formerly of Radio City, is now managing Gay Blades, New York.

REX AND BEITY TOWERS, roller-skating team, are back in Philadelphia



CHECK FOR \$13,309.99 is pre-sented to Basil O'Connor (right), president of the National Foundation for Infantile Paralysis, by RSROA President Fred H. Freeman, Boston (left), and Victor J. Brown, Newark, N. J., finance chairman and head of the New York Madison Square Gar-den RSROA roller skating show Feb-ruary 16. Proceeds of the show were \$10,083.33 and \$3,226.66 came from outside contributions by asso-ciation members.

for nitery circuits, opening at DiPinto's Cabaret-Restaurant.

REYNOLDS and Donegan Rey-Don Girls KEYNOLDS and Donegan Rey-Don Girls with the Ringling circus, who were re-cently televised at Madison Square Gar-den, are reported to have come thru ex-ceptionally clear on the receiving set screen.

FRAN LeMAIRE and Maudie Reynolds will make their summer home in New York following their Washington and Baltimore classes in figure skating. Their son, Eddie, will soon get his army flying wings.

RECENT circus-style benefit show in Sefferino Rollerdrome, Cincinnati, re-sulted in \$427.22 being sent to Fred Mar-tin, Detroit, to help defray expenses of the national championships of the RSROA there May 1-6.

RAINBOW Rollerdrome, Woodside Park, Philadelphia, and Willow Grove Park Rink will operate every evening, with matinees Saturdays and Sundays. The rinks are the only park features operating weekdays until late in May.

ROBERT BOLLINGER, Oaks Park Rink, and Chris Jeffries and Hazel La-tourette, Imperial Rink, Portland, Ore., financed the trek of their skaters to the RSROA championships at Detroit by means of amateur roller shows at re-constitue rinks.

ships the contestants did not get street-car fare, he recalls.

CRYSTAL Palace, St. Stephen, N. B., hitherto used wholly for dancing is now available for skating Tuesday and Fri-day nights and Saturday afternoons. Patrons are from the U. S. side of the St. Croix River, at Calais, Me., and sub-urbs. Rink is on the outskirts of St. Stephen, which is connected with Calais by an international bridge. CRYSTAL Palace, St. Stephen, N. B.

AL LARSEN, Southeast Roller Rink, Salt Lake City, and C. C. Sanders, Berth-ana Rink, Ogden, are heading a delega-tion of 40 skaters and operators from Utah to the RSROA championships in Detroit. Berthanian Figure Club staged an amateur show to finance their rink entries entries.

FRED J. BERGIN, chairman of the RSROA's tests and competitions com-mittee, reports receipt to date of 100 more entries for dance and figure events in the national championships in Arena Gardens, Detroit, May 1-6, than were entered for all classes of events in the 1042 championships 1943 championships.

AREA

Rink, and Chris Jeffries and Hazel La-financed the trek of their skaters to the RSROA championships at Detroit by means of amateur roller shows at re-spective rinks. EARLE REYNOLDS is wondering whether the juveniles having their hotel and transportation expenses paid to the Chleago and Detroit meets will appreciate what the modern rink managers are doing for them. When he went to champion-

Healthy, Wise and Happy =



Young and Old Keep Your Skates in Good Repair . . . There Will Be **No New Skates** Until It's Over, Over There

Good Sport

for

ROLLER SKATE CO.



Communications to 155 North Clark Street, Chicago 1, Ill.

May 6, 1944

Fox To Enter Will Hays Predicts **3-Dimension Films**, 16mm. Field

Former executive spends 4 months on West Coast making post-war plans

HOLLYWOOD, April 29.—William Fox, former film producer and distributor, is planning to enter the 16mm. field on a large scale after the war. He spent four months on the West Coast laying plans for his post-war activities.

When Fox headed his own company he made a number of educational films and he has always been partial to that type of production. With the new im-portance of 16mm, films for training and educating servicemen and war workers, Fox has been further sold on the im-portance of this medium in future met portance of this medium in future years, it is reported.

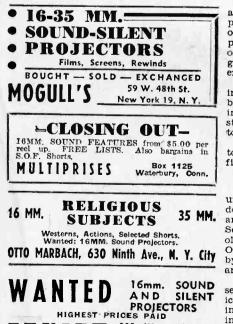
Fox owns Mitchell Camera Company, which he bought from George Mitchell and which he retained after disposing of his other film interests more than a

his other him interests more than a decade ago. During his visit here he paid great attention to research on 16mm, cameras and projectors the Mitchell firm plans for post-war manufacture. He even for post-war manufacture. He even brought George Mitchell out of retire-ment to join the company as consulting engineer. It is reported that progress on 16mm. cameras has reached a point where the company is looking for a sound recording tie-up to incorporate in the equipment. Fox's long-range plans it is under

the equipment. Fox's long-range plans, it is under-stood, include an effort to dominate the l6mm. equipment field, especially in cameras and projectors, in addition to tie-ups for production of educational and training films to cover the antici-pated growth of these fields. Altho his productions would be of a nontheatrical nature, he also has an idea that com-mercial films eventually can be manu-factured for theatrical showings after the other branches start production.

Distrib Seeks Ruling on Gas

LEXINGTON, Ky., April 29.—A case to determine whether film distributors are entitled to C gasoline ration cards in order to carry on their business has been referred to the national Office of order to carry on their business has been referred to the national Office of Price Administration by D. T. Davis, of D.



ZENITH 308 West 44th St. NEW YORK CITY



New Type Theaters Silas Packs 'Em

NEW YORK, April 29.—Three-dimen-sion movies in new type theaters are a post-war likelihood, Will Hays, president of the Motion Picture Producers and Distributors of America told directors of the organization at a meeting cele-brating the 50th anniversary of the first motion picture show.

Plans for new motion picture theaters to be built as soon as victory arrives and priorities on war materials cease are on architects' drafting boards right now, Hays said, and these theaters have been planned by their designers to meet the technological and artistic advances in motion picture making.

"They even provide for panoramic stage effects never before possible in a theater, as well as future utilization of television," Hays declared.

CUTTING IT SHORT IN BY THE ROADSHOWMAN

COL. J. A. COOPER, formerly chair-COL. J. A. COOPER, formerly chair-man of the Motion Picture Distributors' Association of Canada, has opened an office in Toronto for headquarters of the Canadian 16mm. Film Distributors' Association. It will also serve as the office of the Musical Protective Associa-tion, which is in opposition to the organ-izations collecting royalties on musical works played in theaters and halls. The 16mm films figured prominently

The 16mm, films figured prominently in the proceedings at the 55th semi-annual conference of the Society of Moannual conference of the Society of Mo-tion Picture Engineers. Among the talks on the program were a discussion of Maurer 16mm. equipment in the U. S. naval photographic science laboratory; a naval photographic science laboratory; a symposium on 16mm. standardization; a discussion of commercial processing of 16mm. variable area, by Robert V. Mc-Kle; a talk by P. E. Brigandi and W. M. Dagleish on re-recording 35mm. films for 16mm. armed forces release; a discussion of practices in 16mm. film distribution and several talks on 16mm. educational films. films.

T. Davis & Associates, distributors of morale-building army and navy films. Davis, thru his attorney, charged at an OPA hearing that the directive per-taining to gas for film distributors was ambiguous. To prove his point, he in-troduced as an expert witness, Prof. Kemp Malone, philolgist, professor of languages Malone, philolgist, professor of languages at Johns Hopkins University and presi-dent of the Philological Society of America. of

America. The directive referred to states that a C card shall be given "for the trans-portation of non-portable photographic or sound-on-film equipment, for taking pictures for use in newsreels, newspapers or magazines, or for industrial or governmental use, by a person regularly engaged in such activity." Profesor Malone in addition to doclor

engaged in such activity." Professor Malone, in addition to declar-ing that the OPA directive was am-biguous, disagreed sharply with an OPA interpretation that the sentence re-stricted preferred gasoline mileage only to those engaged in taking pictures. "Why take pictures if they are not to be shown?," he asked the OPA of-ficial who conducted the hearing.

<text><text><text><text><text> Had Government Contracts

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, 0.

In Fla. and Ga.; **Tent and Houses**

MACON, Ga., April 29 .- Returning to

MACON, Ga., April 29.—Returning to the road after a year's layoff, Silas Green From New Orleans, all-colored musical, is playing to big business in Georgia. Under new ownership, the show opened in Brunswick, Ga., February 1, and went to Florida, where it played until April 11, grossing heavily. The late Charles Collier, prominent Negro showman who operated the Silas Green show for more than 30 years, was a native of Macon, and the return of the show here for a one-night stand at Macon Auditorium attracted more than usual interest. The show drew more than 3,000 persons for the performance Monday (24). Show is transported on one private railroad car, eight trucks and two busses. The regular policy is one-night stands under canvas, but auditorium dates are played in the larger cities. Noon parade of band in minstrel style is retained. Show moved into Macon after passing up billed date in Fort Valley, Ga., on account of high water and storm. It was the first day missed this season. Another colorful figure connected with the show died recently. He was Ford Wiggins, who played the role of Silas for more than 30 years. Happy Hampton is now in the featured role. Dina Scott is still playing the other comedy role of Lilas. In the past, the performance was built around a script, but this year it is a

In the past, the performance was built around a script, but this year it is a series of sketches and vaude numbers, featuring dance routines by the 10 girls in line, lavishly costumed. Bill includes Four Whippets, acrobatic troupe led by Al Gaines; Johnny Hud-gins neutomime comic; Stick and Slack

Bill includes Four Whippets, aerobatic troupe led by Al Gaines; Johnny Hud-gins, pantomime comic; Silck and Slack. novelty tap and acrobatic dancers; Jelli Smith, singer; Billy Mills, comic, and Charles Rule, character performer. Staff is as follows: R. B. Harris and Wilbur Jones, business men of Athens, Ga., co-owners; Eddle Washington, mu-sical director, with orchestra of 10; Al Gaines, director of personnel; Charles Davis, producer; Freddle Durrah, master of transportation; "Blue Seat" Jimmy Moore, boss canvasman. The advance, as in the past is com-posed of staff of white employees. S. B. Warren, who was general agent for the last 10 years, now is business manager, alternating ahead and back. John P. Rogers is general agent, and T. C. Mor-rison, billposter.

rison, billposter.

Ed Hiler To Pilot

Home Office-116 E. Rogers St.

Rep Ripples

BYRON GOSH was a rep-desk visitor Monday of last week (24), while in Cincinnati for a brief spell on business. Over a few vodkas at the across-the-street boite, Gosh revealed that things were progressing nicely for his various Virginia show enterprises, and says he expects to get his share of the lucre with his tenter down that way this summer. . FRANK KETROW, who during his fong show career has had out everything from a canal boat to a circus, was a rep-desk visitor last Friday while in the territory setting things for his tent house John Lair's Renfro Valley Barn Dance, the same attraction he had out last season to good results. Two seasons ago, Ketrow had under canvas Roy Acuff, the hillbilly money minet. ago, Ketrow had under cany the hillbilly money-minter.

WILLIAM VALENTINE, who formerly had out his own Tom show and at one time agent for the Don Dixon and other tab and rep troupes, is mend-ing from a recent illness at his home, 4615 Malden Street, Chicago. . . BERN-ARD JACKSON is playing West Texas with a three-people hall show featuring his magic and vent. . . KEN KENNEDY V-mails that he's entertaining the troops somewhere in New Guinea. His address is c/o USO S. S., APO 923, Postmaster, San Francisco. . . D. D. BOTTS, who wintered at Dade City, Fla., has a school and hall show playing to good business in Webb County, Texas, . . . CARL ADAMSON, mending from a paralysis at-tack in Chicago, postals under date of April 26: "Thanks for the item you ran on me in your issue of April 15. I've heard from a number of old friends, some of them no longer in show business but still readers of The Billboard. Am happy to say Tm considerably better, and expect to fully recover without being WILLIAM VALENTINE, who formerly but still readers of *The Billboard*. Am happy to say I'm considerably better, and expect to fully recover without being crippled or showing the least sign of ever having suffered a severe stroke of pa-ralysis. But the recovery is very slow and I'm afraid it will take some time yet. It seems that almost everyone has suffered his serious troubles and severe illnesses. I never had. Guess it's my turn now."



Valdosta, Ga.

CLASSIFIED RATE 10c a Word

Cash With Copy Minimum \$2 Forms Close in Cincinnati (25 Opera Place, Cincinnati 1, 0.) Thursday for Following

Week's Issue

ACTS, SONGS & PARODIES

ACTS WRITTEN! — ORIGINAL M.C., VEN-triloquist, Minstrel, Vaudeville, Night Club Routines Gags, Parodies, Kleinman, 25-31 30th Rd., Long Island City 2, New York. my27x

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Hundre Marth

The Billboard CLASSIFIED ADVERTISEMENTS 47

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A-1 CIGARETTE AND CANDY VENDING MA-chines—All makes and models, lowest prices, from operators being drafted. Udeedapak Parts in stock. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. iy8z ALL KINDS 5¢ SELECTIVE CANDY BAR MA-chines, LoBoy Scales, 1¢ Peanut Venders, 10¢ Aspirin Venders. Adair Company, Box 166, Oak Park, III. my13

BAKER PACER, 3-30 J.P., \$350.00: TWO EX-tra motors included. ½ deposit, balance C. O. D. Morris Amusement, 1823 Santa Clara, Vallejo. Calif.

Canff. BROWN FRONT SLANT HEAD 25¢ PLAY GAL-loping Dominoes, in absolute A-1 condition, ready for location, \$325.00. 1/3 deposit, balance C. O. D. Copeland Who. Co., 1303 Carondelet, New Orleans. my13 New Orleans. my13 CAILLE NICKEL SPHINX, MILLS PENNY Q.T., thirty-five dollars each; Jennings Victoria Nickel Doublejack Bell, fifty dollars; Folding Slot Stands, three for ten dollars. Grand Valley Norelty Company, Traverse City, Mich.

Stands, three for the dollars. Orders you for the dollars. Company, Traverse City, Mich.
 FOR SALE — TWO EXHIBIT ROTARY MERchandisers, pusher arm type in A-1 shape with cases, Price only \$175.00 each. L. J. Heth, General Delivery, North Birmingham, Ala.
 FOR SALE — OKLAHOMA COIN MACHINE Operation and Jobbing Business, established 15 years, Reason, am retiring from business on account of health. Will stand closest investigation. Do not reply unless you have \$30,000. Box #588, The Billboard, 155 N. Clark St., Chicago, Ill.
 FOR SALE — I EXHIBIT MERCHANTMAN, 1 Yankee Traveling Crane, both, \$75.00. A. M. Johnson, 57 St. Marys, Buffalo, N. Y.

Jonnson, 57 St. Marys, Bullalo, N. Y. **REENEY SUBMARINE**, \$185.00; SCIENTIFIC X-Ray Poker, \$40.00; Vibrator, \$40.00; Counter Two Player Basketball, \$20.00; Polson This Rat, \$15.00; Totalizer, \$25.00; Kicker-Catcher, \$20.00; Exhibit Candid Camera, \$175.00; Exhibit Barrel Fun, \$135.00; School Days Gun with Base, \$65.00; Bally Bull Gun with Base, \$75.00. Herb Everschor, 276 S. High, Columbus, O. _____

UlCK CASH FOR WURLITZER "600," \$235.00. State condition. Will wire deposit. Kaw Spe-cialty Co., 715 Kansas Ave.; Kansas City 3, Kan. my20

my20 SACRIFICE — WESTERN DELUXE BASEBALL, \$75.00; Uncle Sam Gripper, \$40.00; Muto-scopes with bases, \$25.00 each; Bean 'Em, \$50.00; 2 Pinballs, Challenger, Love Meter, 2 Grippers, Shocker, Home Run, Pingo and 5 other Counter Games for \$115.00. E. W. Schnepel, Red Bud, III. SCALES -- 6 JENNINGS MIRROR, \$65.00; IN-ternational Ticket with 10,000 tickets, \$95.00 Shipman Stamp Machines, \$22.50; used Columbus Tri-Mor Venders, \$19.50; job lor. Mills and Watling Slot Parts; D.C. to A.C. Converter, \$20.00. E. O Likens, 5 Wilson Lane, Bethesda 14, Md.

Likens, 5 Wilson Lane, Bethesda 14, Md. SLOT MACHINES — ONE JENNINGS CHIEF, 1¢ play, like new, \$75.00; one Mills Lion Head, 5¢ play, \$50.00; one Jennings Gooseneck, 5¢ play, \$25.00; one Mills Extraordinany, 10¢ play, 3-5 payout, serial over 400,000, like new, \$205.00; one Jennings Chief, 10¢ play, like new, \$225.00; one Mills War Eagle, 25¢ play, 2-4 payout, refinished, good condition, \$200.00, Terms: 1/3 certified deposit with oriter, balance C. O. D. Harden Supply Company, Sloux City, Iowa.

48 CLASSIFIED ADVERTISEMENTS The Billboard

MEDICINE SHOW PERFORMERS IN ALL lines. Must be able to cut it. Only first class, Good team, man and wife, doing doubles and spe-cialties. Opening date, May 15. Write all in first, stating salaries. Greyfeathers, 513 Market St., Marietta, O.

MUSICIANS — PERMANENT HOTEL LOCA-tion. Town band. Working coulditions, salarr, all abore average. Don't misrepresent. Eddy Dunsmoor, Hotel Heidelberg, Jackson, Miss. my27 MUSICIANS WANTED — MUST BE DRAFT exempt, Twelve piece reliable band; no layoffs, Lee Williams, 1611 City National Bank Bldg., Omaha, Neb.

PIANO MAN -- MUST READ AND FAKE. Good pay, Investigate, Brass and Sax men also contact Jerry Salone, Primrose Club, Newport, Ky. SINGLE PERFORMERS THAT CAN DRIVE — Tent Show Help. Play own music. Two week stands. Good pay. Answer or come on. Conger & Santo Players, R. F. D. 1, Lilburn, Mo. TENOR CLARINET MAN FOR SEXTETTE Combo. Must read, fake and play commercial. Wire or write Leader, Casa Madrid, Sarasota, Fla. my6

THIRD TENOR SAXOPHONE — GOOD COM-mercial tenor band. Locations; \$65.00 week, union tax paid. No cats or characters, please. Band has excellent future prospects. Others con-tact Box C-45, Billboard, Cincinnati 1, O.

TRUMPET MAN (MAY 8TH) — MUST READ. fake, play sweet, ride, cut shows. Short hours; 4 men combo, hotel; long engagement. No lush; 860.00, union tax paid. E. Strigle, Rm. 807, Seelbach Hotel, Louisville, Ky.

WANT TRUMPETER — PREFER DOUBLING Vocals for small night club combination; \$75,00, no W.H. tax deducted. Male or fenale. Wire Charles LeCasio, 3716 Colonial Ave., Norfolk, Va. WANTED — MED PEOPLE IN ALL LINES. Show opens May 15. State all in first letter. Jerry Frantz, Slatington, Pa. my6

 WANTED
 — EXPERIENCED TALKER FOR front of grind burleque and vanderille theatre.

 Good salary.
 Long season.
 George Young, Roxy my13

WANTED — SCENIC ARTIST FOR SET PIECES. One who can design and paint stage set piecea. State experience. George Young, 404 Ninth Chester Bldg., Cleveland 14, O. my13

WANTED — MOVING PICTURE OPERATOR with projector. State if have films. No advance. Give details. Harry Levy, caro Billboard, 1564 Broadway, New York 19.

WANTED — MUSICIANS. TENOR SAX. Piano, Trumpet. Good pay in fine air-condi-tioned club. Write Bert Mader, General Delivery, Vinton, La. my13

WANTED — PEOPLE IN ALL LINES FOR platform show opening about May 22. Singles, Doubles, Comics, Singers, Dancers, etc. Write, State salary wanted. T. C. Jacobs, Russells Point, Dire

WANTED — TRUMPET OR TENOR SAX. Open middle May. Long, steady engagement. Location. "Chick." Boyes. 216 W. 26th St. Kearney, Neb. my13

WILD WEST PEOPLE — MAN TO RIDE STEER and help on outfit. Steer tent broke. Board furnished. One night stands. State lowest sure salary. Tex Ella Show, Byron, Ga.

4-F MUSICIANS OVER 26 YEARS OLD, EX-empt from labor draft. Saxes. Trumpets. Bull Fiddle. Salary, 860.00 per week. Write Tiny Little, Worthington, Minn. my20

25 GIRLS — PERSONALITY PREFERRED. Opportunities unlimited for ambitious girls. In-teresting work and short hours with established firm. Southwestern Laboratories. 225 Lafayette St., New York. Phone: Canal 6-5113.

INSTRUCTIONS **BOOKS & CARTOONS**

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Cata-log, 104. Balda Art Service, Oshkosh, Wis. my27z OVER 300 SECRET RECIPES, \$1.00 PREPAID. Manufacture paint for 1¢ per pound; mix prepara-Manufacture paint for Le per pound; mix prepara-tion to transfer prints, gold and silver plating fluid, gold-and silver ink, mend utensils by the heat of a candle, polishes, remedies, farm screets, etc. In-expensive ingredients used; can be purchased in drug, grocery, hardware stores. The recipe you are seeking may be in this book. Supply limited. E. Duddy, 219 Weaver St., New Castle, Pa.

I MEND SICK AND BROKEN-DOWN MANU-scripts. What ails your stuff that you can't sell it? Let me give it a professional look. Read-ing fee, \$1.00 to 5,000 words. Phillip, 5346 Newport, Chicago 41.

MAGICAL APPARATUS

A BRAND NEW ILLUSTRATED CATALOGUE of Mindreading, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. Illustrated catalogue, 30¢. Nelson Enterprises, 336 S. High St. Columbus, O. ma20x

ANSWER QUESTIONS, CALL NAMES, BIRTH Dates, Professional Master Mindreading Act (no assistant). Self contained, uso anywhere, \$1.00, Magical Enterprises, Roseville, Mich. my13x

ATTRACTIVE 216-PAGE ILLUSTRATED PRO-fessional Magic Catalogue of Tricks, Books, Sup-plies, etc., 25ć. Kanter's (Magicians' Hoadquar-ters), B-1311 Walnut, Philadelphia 7, Pa. my27x ters). B-1311 Walnut, Philadelphia 7, Pa. my27x EIGHTY MYSTIFYING MAGIC STUNTS FULLY explained in large illustrated 64 page book; only 504. Dozen, 83.00. Bargain book free, Elico, 436 N. Wells, Chicago. ma6x

LARGE PROFESSIONAL MAGIC CATALOGUE 25¢. Max Holden, 220 W. 42d St., New York City, N. Y. Cuty, N. Y. MAGIC, FUN, MYSTERY — BOOK OF 50 CARD Tricks with regular deck, Easy to do, Catalog of 300 Magic Tricks included, Both for 25e, Fun Shop, 623-C 8. Hill, Los Angeles 14. my6x

Fun Shop, 6230 S. Hin, Los Injects QUALITY MAGIO SINCE 1907 — SEND 25¢ for catalog. Thayers' Studio of Magic, P. O. Box 1785, Willshire LaBrea Station, Los Angeles, Calif. ma13x

MISCELLANEOUS

BEAUTIFUL NEW 'MARBALITE' STATUETTES, Bookends, Plaques, Ashtrays; 50 beautiful sam-ples via express, 83.50 cash with order. "Irons," 204 Maple, Terre Haute, Ind.

CONCESSIONAIRES — FLASHY DOLLS WILL get you the money. 16 inches high. Send for sample, 81.75 each postpaid. G&M Sales, 461 Dean St., Brooklyn, N. Y. my13 Pean St., Brooklyn, N. Y. my13 ELEGTRIC FANS — CORRECTLY BALANCED, new 16" aluminum blades, ½" borc, \$3.00 Heavy Guard, \$2.00. USe ¼ or 1/6 H.P. electric motor and make your own fams. Ted Riseman, 427 E. Jefferson St., Springfield, Ill. my13 Don cut St. FOR SALE — NAMEPLATE TAPE, 100 LBS, for use in nameplate muchines, at \$2.00 per pound, 1/3 deposit. George Paterson, 6 W. 190th St., Bronx, New York.

JUMPING BEANS FOR IMMEDIATE DELIVERY Strictly new crop. Guarantee all alive; \$2,00 hundred; \$10.00 thousand, Hurry orders. Cash with order. Tony Carazos, Box 516, Luredo, Tex,

my27 MEXICAN LEATHER HAND MADE SMALL Curio Horse Saddles, \$8.00 dozen; \$1.00 each; Aztec beautifully decorated Walking Cane, \$18.00 dozen; each, \$2.00. General Mercautile Co., Laredo, Tex.

MUSIC COVER DESIGNS - \$8.00, COMMER-cial Art, Cartooning, Cuts, Signs, Posters. Rea-sonable. Send ideas, Frank Menz, 245 West 34th, New York, m9G

TEN DOZEN HAND MADE "LACED" LEATHER Billbolds, \$30.00 dozen. Sample, \$4.00. C. T. Green, 2117 Woodford Ave., Fort Myers, Fla.

4 EVANS AUTOMATIC BOWLING ALLEYS -56 ft. long. Box 426, care The Billboard, 1564 Broadway, New York 19.

10,000 PEAR SHAPED 120 V. CLEAR LAMPS, 40, 50, 60 watts; 5,000 Ball Frost Lamps, 40 watts. Reading Electric Co., Reading, Pa.

PARTNERS WANTED

PARTNER FOR ALL-GIRL BROADWAY AND Hollywood Rerue and All-Girl Orchestra; assist in financial details, etc. Box C-38, Billboard, Cin-cinnati 1.

PERSONALS

ALARM CLOCKS, RECONDITIONED, GUAR anteed perfect condition, \$5.00: Typewriters, re-conditioned, \$40,00, List free. West Coast Nov-elty, 424 Broadway, Los Angeles, Calif. ett, 424 Broadway, Los Angeles, Cahr. MOVIE STARS AND THEIR HOMES BEAUTT-fully Colored. You will be pleased. Set of eighteen, postpaid, two dimes. O. B. Meyers, P. O. Box 246, Glendale, Calif. MEXICAN DIVORCES INFORMATION, \$5.00; Legal Questions Answered by Mexican Attorney, \$5.00. A. Aguilar, Lesta De Correas, Mexico City, Mexico. my6

8x10, myo 8x10 PHOTOS, 5¢ EACH IN QUANTITY. PHOTO Post Cards. See our ad in Night Clubs-Vande-ville department. Mulson Studio, Bridgeport 8, Conn.

PHOTO SUPPLIES DEVELOPING-PRINTING

ACT NOW! — D.P.P. AND DIREX CHEMICALS available to all direct from factory. Order today from Positype Division of Grant Photo Products, 18915 Detroit Are., Cleveland 7, O.

ALL SUPPLIES FOR DIRPOS OPERATORS AT cut rate prices. Few 1 ½" machines. Write for latest prices. Wabash Photo Supply, Terre Haute, Ind, mv13

Ind. my13 CAMERAS FOR SALE — ALL OPERATIONS are done on the outside of the booth. 2 ½ x3 ½ Booth Model, \$115.00; 3 ½ x5 ½ Full Length Booth Model, \$130.00; 3 ½ x5 ½ Full Length Table Model, \$140.00, Without lens add 25% excise tax. One-quarter down, halance C. O. D. Biltright Camera Mfg. Co., P. O. Box 452, Greensboro, N. C. my13x CASH FOR YOUR PHOTO EQUIPMENT WHAT CASH FOR YOUR PHOTO EQUIPMENT-WHAT have you? Give details. P. D. Q. Camera Co., 111 E. 35th St., Chicago, Ill. my27 DIME PHOTO OUTFTTS CHEAP—ALL SIZES Better drop in and see them. All the lates improvements. Real bargains. P. D. Q. Camera Co. 111 E. 35th St., Chicago. my27 111 E. 35th St., Chicago. mv27x DIRECT POSITIVE OPERATORS — WRITE for catalog today. Glass Frames in all sizes, as-sorted and patriotic; Folders, Chemicals, Oll Painted Backgrounds, Comic Foregrounds, Rubber Gloves at 90¢ per pair; Rubber Finger Tips, set of 8, 15¢; General Electric No. 1 and 2 Photo Floode for immediate delivery; Eastman Direct Positive Paper, all sizes. Everything for Direct Positive Operator. Take care of all your needs with one shipment. Hanley Photo Company, 1207 Holmes St., Kanass Otty, Mo. mv20x

City, Mo. my20x DIRECT POSITIVE OPERATORS — A STEADY supply Eastman D.P.P. Prompt service, fresh stock and all 1945 dating. 1 ½", \$5.75; 2", \$7.25; 2 ½", \$8.75; 3", \$10.50; 3 ¼", \$11.00; 5"x7", \$6.25 per gross, Any size and any amount, 25% deposit with order, balance C. O. D. K. W. Geary & Co., P. O. Box 5916, Pittsburgh 10, Pa. my6x

my6x DIRECT POSITIVE PAPER — 3 INCH, \$6,00 per 250 foot roll, tax paid and prepaid. Guar-anteed. Pat's Photos, 215 E. Main St., Danville, III.

III. E.D.P.P., LATE 1944 DATING-1'4'', \$5.50 per roll, 2'4'', \$8.60 per roll; 3'4'', \$11.00 per roll; 5x7, \$7.00 per gross. One-third deposit, balance C. O. D. George Ponser Co., 763 S. 18th, Newark, N. J.

E.D.P.P., 1945 DATING — 1½", \$4.00; 2", \$5.75; 2½", \$7.25; 3", \$7.50; 3¼", \$9.25;
 Deposit. Superior Photo Service, 501 W. 145th

St., New York. EASEL PHOYO MOUNTS, ALL SIZES — WOOD, leatherette, class frames, latest styles, Sizes 2x3 to 8x10. Patriotic Heart Mirrors, Frames, Lasels for 1½x2. Everything for direct positive operator. Prompt shipment. Capitol Equipment Co., Box 287, Saint George, N. Y. je3x

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FACTORY PRICES ON EASTMAN D.P.P.—ALL delivery 1944 or 1945 dating. Minimum order, delivery 1944 or 1945 dating. Minimum order, 250, 00. 25% deposit, balance C.O.D. Following available at these prices: 25 1% "x250", \$4.97; 2'x250", \$5.55; 86 2% "x250", \$8.497; 2'x250", \$5.55; 86 2% "x250", \$8.62; 1
 SHRUNKEN HEAD FROM EQUADOR — MUST 5% 2000; \$9.21. Albany Camera Shopi Inc, 204
 Vassington Ave., Albany, N. Y. mydsx
 FOLDERS — PATRIOTIC AND REGULAR DE signs. Prices per 100, For 1% x2 Photos, \$2.00 per 100, For 1% x2. Striptors, \$2.60; for 2x3, \$1.85; for 3x4, \$2.75; for 3x5, \$2.85; for 4x6, \$4.00; for 5x7, \$4.25. Flat
 Mounts assorted for 1% x2 Photos, \$2.00 per 100, Immediate shipments. Miller Supplies, 1535 Frank in Ave., St. Louis, Mo.
 FOR SALE — DAYDARK STREET CAMERA

FOR SALE — DAYDARK STREET CAMERA with tripod. Takes tintypes or direct positive paper. \$60.00. Earl Macon, General Delivery, Nacogdoches, Fer.

Nacogdoches, Tex. NATURAL WOOD FRAMES WITH GLASS, 5x7, \$13.00 per 100; 8x10, \$29.00 per 100, Sam-ples, \$1.00. One-quarter cash with order, the balance C. O. D. Photo Service Co., Jasper, Ala. je3x

je3x NEW MARFUL AND EASTMAN DIRECT POSI-tive Paper—All size rolls and ent sheets. Send us a trial order on our new 1944 Marful Emulsion. It's good. Marks & Fuller, Inc., Dept. B1, 66.72 Scio St., Rochester 4, N. Y. my20x

Scio St., Rochester 4, N. Y. my20x OPERATORS! — NEED MONEY? GET IT NOW with my new Swetcheart Photo Lockets. It's hot. Holds 2 pictures for 1 ½ x2; 25¢ stamps for sample with full particulars. Watch imitators. Also have folders. C. Gameiser, 146 Park Row, New York 7.

PHOTO MOUNTS FOR DIRECT POSITIVE studios, Easel and book types, For best prices and quick deliveries write to International Sales Co., 3902 Garrison Bird., Baltimore, Md. ma6x PHOTO MOUNTS — NEW EASEL TYPE, FOR 1 ½ x2 photos. Deluxe Leatherette, Patriotic and Regular designs, 100, \$2.00; 1,000, \$17.50. Im-mediate shipment. Free samples. Prepaid ff re-mittance accompanies order; otherwise C. O. D. plus charges. Photographers Press, Box 30, Farmington, Mo. mul3

PRACTICALLY NEW SMILE-A-MINUTE EN larger with new F.3-5 lens, Makes any size, in-cluding Sx10, \$49.50, 25% with order, A-Smile A-Minute Studio, 109 W. Main, Enid, Okla,

A-Minute Studio, 109 W. Main, Enid, Okla, PRE-WAR CAMERAS — MADE OF STEEL. IN wooden cabinets with F-4.5 lens. Well made, full length or bust pictures. These cameras are new, bon't take our word for it. Drop in and see them operate. Wo don't think you can duplicate them anywhere for the money. 2½ "X3", \$250.00; 3½ "X5", \$325.00. Can be operated from booth or as is. ½ deposit, full amount with orders west of the Mississippi River. Hindson Photo Mig. Co., Churt MALINC, PUCTURES IN DEVERSE

QUIT MAKING PICTURES IN REVERSE Our Reversal Device will put soldiers' insignias, etc., on the side they belong. For 1 %" camera, \$10.00; for 2 %", \$12.50; for all other cameras, \$15.00. Send full amount with order. Hudson Photo Mfg. Co., Chattanooga, Tenn. x

WANTED — D.P. BOOTH MODEL CAMERAS, 1½ x2, 2½ x3 ½ and 3½ x5 ½. Consider com-plete outfit with enlarger. Photos, 817 Girod St., New Orleans, La.

WE ORIGINATED THE LEATHERETTE FOLD-ers for 1 ½ x2, now being made up in genuine leather stamped. Get my price. Sample, 25¢. C. Gameiser, 146 Park Row, New York 7. my6

Gameiser, 146 Park Row, New York 7. my6 14 "22" DIME PHOTO OUTFIT FOR SALE— Complete. Includes Portable Dark Room, fully wired with lower and upper lights; Camera containing Steinheit Munchen Cassar 1:3.5 F-7.5 Iens; En-larger Visualizer, 4 Tarys and Stool. Ready for im-mediate shipment, \$495.00 F. O. B. National Amusements, 325 S. Warren St. Syracuse, N. Y. 2% 52 % " D.P. CAMERAS — BEST 2.9 STEIN-heil lens automatic Ibsor shutter complete, without booth, \$200.00. Beautiful booth wired, with above camera installed, \$475.00. Box 1991, Oklahoma City, Okla. ma6

8 5x7 ENLARGEMENTS, \$1.00 PREPAID. Made from negative, snapshot or photograph; original returned. Dept. C. P. O. Box 2189, At-lants 1, Ga.

lanta 1, Ga. 10 ROLLS 2^{1/2} INCH EASTMAN D.P.P., DE-cember, 1944, dating; 2 rolls 2^{1/2}, inch. Write for prices. Box C-42, Billboard, Cincinnati 1.

PRINTING

ALL KINDS OF JOB PEINTING — 100 LET-terheads and Envelopes, \$1.00 postpaid. Comic Cards, 25.4 Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. my13 FOR SALE — SMALL PORTABLE OR BASE-ment Commercial Printing Outfit complete, \$200.00, Send stamp for inventory. Murelprint, P. O. Box 748, Dayton 1, Ohio, Word Figure 1, Commercial Statement of the statement of YOUR NAME, ADDRESS PRINTED ON 500 Gummed Stickers, ½x2", 30¢ coin (no stamps). Write plain. Edgewood Press, Box A-4, Edgewood, Md. Md. 100 8 ½ x11 LETTERHEADS AND ENVELOPES, \$1.00 postpaid. Raised letter, \$1.50. Yankee Printing Co., 4701 Sheridan Rd., Chicago, III. my20

SCENERY AND BANNERS BEST CARNIVAL AND CIRCUS BANNERS — Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. mr6

TATTOOING SUPPLIES

ELECTRIC TATTOOING OUTFIT — COMPLETE with tools, etc; ready to work. W. B. Hamilton (Adm.), Hodgenville, Ky. TATTOOING OUTFITS AND SUPPLIES Send for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 S. State, Chicago. mp13

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MA-chines, Phonographs, all other coin equipment. Mac Postel, 6750 N. Ashland Ave., Chicago, Ill nent. Πl. jy15

HIGHEST PRICES PAID FOR OLD GENCO Pin Games. Do not have to be in working order. Will pay 5¢ each for any quantity used records. H. Perin, 123 W. Runyon St., Newark, N. J.

May 6, 1944

WANTED — ALL KINDS POPCORN POPPERS, gasoline, electrics; Kettles, Peannt Roasters, Vend-ers, Adding Machines, Office Supplies, Northside Sales Co., Indianola, Iowa, je3z

WANTED TO BUY FOR CASH — PORTABLE Roller Rink. W. Kershner, 1217 15th St., Bradenton, Fla. WANTED — PERFUME VENDERS, SPRAY type, Advise best price and quantity. Maxwell Kaye, 857 Broad St., Newark, N. J.

3 OR 4 CORK GUNS, IN GOOD SHAPE, READY to use. Write full details and price. Rod Link, Fremont, O.



AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT, EXPERT BOOKER — CAN offer immediate profitable routes playing best theaters to Magio or Spook Show, Mentalist, Mu-sical, Girl Show Units, Radio, Stage, Screen Stars, Any good box-office attraction. Rush full details, photo. Box 584, Billboard, Ashland Bldg., Chi-cage 1, III.

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AT LIBERTY IN JUNE-TWELVE PIECE ALL-Girl Band. Young. Play hot and sweet. Singer. Norelties. Recort, theatres, dance. Union. Box C-43, Bilboard, Cincinnati I. O. AT LIBERTY AFTER MAY 12TH — THREE OR Four Piece Orchestra. Only high class hotels or clubs considered. Carry own Solovox and Celeste. Box C-48, care Billboard, Cincinnati I. O. MODERN DANCE COMBINATION -8 TO 12 men; available around June 1 for location, Southern resort or hotel. Box C-46, Billboard, Cincinnati 1.

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Ind. Info. 4 PIECE ORCHESTRA AVAILABLE FOR SUM-mer location (preferably Northern). Union; have P. A. system. Give details, Violinist, 1006 Raynor, Joliet, II.

AT LIBERTY MAGICIANS

"LA-MAR," THE MAGICIAN — LADY ASSIST-ant. One-hour show. For club, floor shows, lodges, entertainments. Myers, 519 Wheeling Are, Cambridge, 0. my13 SADHU, MYSTIC PSYCHIC — YOUNG, AT-tractive male, as act or concession or boch for cafes, hotels, loungres and theatree. Write Jos. Kash-nick, 512 St. Peter St., Saint Paul 2, Minn.

AT LIBERTY **MISCELLANEOUS**

AT LIBERTY — MED LECTURER AND OFFICE Worker. Wife plays Piano and works in acta. Address Doc Matt Harlan, 434 4th St., N. W., Barberton, O. my6 AT LIBERTY — ARCADE MECHANIC AND Wife want position anywhere as Manager and Cashier or Mechanic and Cashier, Box C-40, Bill-board, Cincinnati 1. my13 STILT WALKING AND OUTDOOR ENTERTAIN ment. Joe Tree, 2528 S. Homan Ave., Chicago III.

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ALTO SAX AND CLARINET — UNION AND draft exempt. Lead or section work. Jazz and fake. Prefer a large band. Address Rich Henry, 1017 Niagara Ave., Grand Rapids, Mich. AT LIBERTY — GIRL TROMBONIST, DOUBLE Alto Sax. Read and fake, good tone on both instrumente. Young, attractive. Prefer location job in East. Will not travel beyond Chicago. Address Edwina. Pastor, 216 Chase Ave., Yonkers, New York.

AT LIBERTY - TRUMPET PLAYER AND Singer, Union, Howard Moore, 6254 Glen-wood Ave., Chicago, Ill. Sheldrake 3779.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place Opera Place

Parcel Post

Bnck, Mrs. Chas. Siegrist, Mrs. (License Plates) 5c Helen, 3c Chapman, Lawrence, 6c

Abbott, Mrs. Adair, Elmer D. ADAMS, George Alfen, Billy AINSWORTH, Allen, K. H. H. Allen, Marney Allen, Mrs. Diane Allen, Henry S. (37494903) ALLEN, Faul ALLISON, Arthour Mode Kinley Altarson, Jackie Anderson, Jackie Anderson, Jackie Anderson, Jackie Antogast, Geo. ARGO, Roht, Glen Arbog ast, Geo. Arbog ast, Geo. ARGO, Roht, Glen Arbog ast, Geo. Arbog ast, Geo. ARGO, Roht, Glen Arbog ast, Geo. Arbog ast, Geo. ARGO, Roht, Glen Arbog ast, Geo. Arbog ast, Geo. ARGO, Solicitation and a status of the s

Arlogsov, Michael CARLILL, ER. ARGO, Roht. Glen Arlen, Miss Lynn. Arnett, James Edw. Ash. Carrie Avery, Thos. AYCOCK. Douglas Babuka, Jos. Pailey Bill Carry, Geo. & Etta Carr, Geo. & Etta Carry, Tommy Carret, Zeno CASEY, Paul Allen CASEY, Paul Allen CASEY, Paul Allen CASEY, Paul Allen Cassells, Marx

AYCOCK, Douglas Habuka, Jos. Bailey, Bill BAKER, Carl Hubert BakKER, Gea. Barker, Mrs. Leona Barker, Mrs. Vee BARNES, Wm. Henry Barker, Guida Hess Cassells, Marx CASSIDENT, Jos. CASSIDENT, Jos. CASSIDENT, Jos. CASSIDENT, Jos. Cassells, Marx Casse

m. Henry Barnett, Ben Bartlett, Bill Bartlett, Bill Baxter, J. A. Bennett, Fred Beyer, Jimmey Billen, Steve

Billen, Stere BLEDSOE, Robt. Elmer

Braden, James BRADLEY, Earl BREMER, James Briese, Wm. Billy Briggin, Gerald A. Brin, E. Brown, Eds. BROWNE, Berther, James Browne, Kenneth Browne, Kenneth

nati 1. my6 DRUMMER AND PIANO — PREFER TO-gether. 4-F and army discharge, union. Read, fake. Available soon. Prefer small combo. No sbows. Reliable, single, 28-26. Wire only, state salary, ful details. F. Lasater and B. Vaughn, Hotel Broadview, East St. Louis, Ill.

Droadview, East St. Louis, Ill. DRUMMER — SOBER, RELIABLE, DRAFT exempt, married; \$65.00 minimum. Social Security and Withholding Tax must be paid and transportation furnished. No joints, Write or wire "Moe" Enger, care Club Dallas, Texarkana, Tex.

DRUMMER — 19. UNION, 4-F, RELIABLE; good equipment, desires job with good jump or seni jump hand. Send particulars; \$70.00 mini-mum, Mike Balish, 657 Franklin St., Grand Rapids, Mich.

Rapids, Mich. D R U M M E R — UNION, 4-F AND SOBER. Hare finest equipment. Age 26. Prefer small jump combos on location. Only seven years' experi-ence. Bob Rains, 1719 Thomas Pl., Fort Worth, Tex.

Tex. TROMBONE — 23, 4-F; AT LIBERTY MAY 17. Frefer second or third chair in commercial style band. Box C-41, Billboard. Cincinnati 1. UNION ORGANIST. OWNING OWN HAMMOND Organ and one set of B-40 amplifiers, desires long or short engagement. Radio experience. Dancing or skating preferred; \$125.00 week. Go any place. Available after May 20. Box C-47, Billboard, Cincinnati 1.

AT LIBERTY

PARKS AND FAIRS

OUTSTANDING PLATFORM TRAPEZE ACT Available fairs, celebrations, etc. Attractive equipment. Real act. Literature, particulars, Charles LaCroix, 1304 S. Anthony, Fort Wayne 4, Ind.

Davis, Larry & Cora Davis, Leona DAVIS, Oscar William Dawson, Oliford Deellopper, Earl Deane, Linda Delmont, Frenchy Demotro, John DIOKERSON, Verne Wm. Dillin, Ellwood Dixon, Burt C. Dodson, Patricia & Don, Rose

Davis, Larry & Cora

BUCHANAN, Lloyd Alexander Buddah, Prince Buffum, Charles Buley, John BURGESS, Earl Glenn Don, Rose DONNELL, Thos. J. DOWELL, Clarence

Martina Cochran, Frank Jos. Cole, Hollis Wesley Connor, Anna Mae Cooke, Welby COOPER, Leonard CORNYN, Bernard

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning. Downs, Raymond Dugan, J. H. Duke, "Jelly" (Aerial Dukes) Dunlap, Mrs. O. F. Dunnevey, Anna J. Dunn, Mrs. Bill EBARDT, Norman Albert The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

Cicich, Geo. Classey, Mrs. Martina Trank Jos.

Indian Jones
 India

Billen, Steve
Billen, Steve
Billen, Steve
BOOK, WEIOY
COOPER, Leonard
FFRANK, James J. Head, Harry M.
Brande, James
Braken, James

LADY ACCOMPANIST (PIANIST, ORGANIST) for all New York affairs. Fox 587, care The Billboard, 1564 Broadway, New York 19.

PIANIST — READ, FAKE, RIDE, 4-F, UNION. Excellent rhythm. Do not drink. Location only. Al Rucker, 2105 14th, Phenix City, Ala. Phone 9750. my6

PLENTY RHYTHM, MODERN STYLE, — perienced, dependable, union. Available an May 13. Prefer cocktail unit or small com tion. Salary must be good. Give details, I Man, YMCA, Rm. 302, Charleston 29. S. C. EX

AT LIBERTY SINGERS

ATTRACTIVE GIRL — PLEASANT SINGING voice. No past experience but don't mind hard training, desires place with orchestra. Please give me a chance. Furnish picture upon request. Box C-44, Billboard, Cincinnati 1.



Charles LaCroix, 1304 S. Anthony, Fort Wayne 4, Ind. BINK'S CIRCUS ATTRACTIONS — WORLD'S best Wire Act, Comedy Clown Juggling, Novelty rapeze, Hand Balancing and Acrobatic, Four acts, 1, Cudahy, Wis. Novelty TROLLER SKATING ACT — 10 MIN-utes, spinning and trick skating on maple mat. Good wardrobe. Lady, young, good appearance; gent rapeze, Hand Balancing and Acrobatic. Four acts 118, Joliet, III.

main at any orrice or ine billboard are set in Capital letters.Griffin, Beatrice
GWARA, Felix P.
Hamblin, Mrs.
Hambin, Nora
Hambin, Nora
Hambin, Nora
Hambin, Nora
Hambire, Ms.
Handing, Mrs.
Harige, Geo.
Hardian, Wiley
Hartis, John W.
Harper, A. E.
Harrington, Sam
Harris, Roubles
Harris, Sailor Harry
Harris, Subbles
Hartis, Rowe,
Harris, Sailor Harry
Harris, Subbles
Hartins, Henry
Harthan, Henry
HART, Warne, Sames
Harthan, Henry
Harkan, LEOB BYTTER. Mitchell, Geo. J. Geo. Marin MITCHELL, Leo Ledellaytner, Mrs. C. Mary MITCHELL, Nick J. Lee, June Lee, Paul Lee's Society Circus Lemish, Mendel Leo, Ivan Lepore, Mattico Levine, Evelyn Levine, J. B. Leveilyan, Mrs. Leveilyan, Mrs. Lewis, Mrs. Olive Hager LEWIG, Wm. J. Mitchell, Sharker MONAHAM, Edward Monahan, John Monahan, John Arthur MONROE, Geo. Elmer Elmer Montanaro, Dorothy Moore, Alva M. Moore, R. G. Moore, Vernon Morgan, Horacó Frank LEWIS, Wm. Carlile LEWIS, Wm. Claimase Morris, Allen Morrison, Milton Fred Clarense Lions, Burt Little, Carl T. Lock, Miss Torchy LOFINK, Glen Arthur Logan, Robt. MORRISON, Freq. MORRISON, Robt. Paul

The Billboard

Letter List

Because of the serious paper shortage, letters, etc.,

will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Notice, Selective Servicemen!

en MORRISON'S Arthur Carnival, Ben Morrissey, Jack Luther MORSE, John Sawyer Briti, Mrs. B. H. Crowley, G. C. (Howard's Revue) Brown, Eds. CUFF, John Jos. (38101063) Brown, Kenneth Dabney, Mrs. Dabney, M. P. Danney, M. P. Brundleg, A. Brundleg, A Moret, F. H. Moser, F. H. MosHER, Wm. Moret, Eddie Mullins, Mary E. Murphy, Cowboy MURPHY, Edward Murray, Peggy Mursick, Mrs. Clars M. Muse, Pearl S. Muse, Sweet Mysterious Three

Muse, Sweet Mysterious Three Nacera. Mrs. Nora NAPOLION, Lewis NAUGLE, Minbert MAUGLE, Long Michael Andy NEWCOMBER, Lewis Edw. NEWLON, Lewis Edw. NICHOLAS, John, 13153 Nixon, James Nolan, Mrs. Heen NORTON, Ralph Jas. Nottincham, Ben

McComb, McCormick, Bob McCoy, Bill McCOY, Michael Paul Jas. Nottingham, Ben O'BRIAN, Geo. Francis O'BRIEN, Michael O'Dell, Patrea Blondin

Accreacy, Claude M. McDonald, C. L. McDonald, Harrison B. Bionain O'Malley, Danny O'Niel, Miss Jerry OAKLEY, Julius

McDonald, Harrison McDOWELL, Karl McErwin, Captain McGair, Charles McGel, Melvin B. McGill, L. J. McGregor, Lillie McGregor, Lillie McKESSON, John McKESSON, John McKESSON, John McLaughlin, Wm. McMillan. Betty McMalley, Danny O'Malley, Danny O'Niel, Miss Jerry O'Niel, Miss Jerry O'Niel, Miss Jerry O'Niel, Miss Jerry OCEAN, Michael OCEAN, Michael Olenick, John Outor, John A. Outor, Blackie Painter, Wm. McMillan. Betty

PALMEBRINO, Chas. J. Parker, Bill Parker, Bill Parker, John Parker, R. W. Parks, Mrs. Billie Patks, Mrs. Billie Patk, Albert Paul, Alexander Paulert, Albert PEDOTE, Frank Perry, J. E. PERRY, John Henry PERRY, Leonard

McLaugnin, Vin McMillan, Betty McShain, E. Edw. Mack, Billy Magill, Frank MAHAY, Charles MAHAY, Charles MALLERY, Maljanen, Arvid J. MALLERY, MARION, Sidney MARION, Sidney MARION, Sidney MARKS, Miller MARKS, Miller Marcum, Jean MARION, Sidney MARKS, Miller Marker, Siller Marker, Sill Ray MARKS, Miller Marmon, Lou Suicide MARSHALL, Sam MARTIN, Carolrn Martin, Mrs. Lydia

PERRY, Leonard Peterson, Mrs. G MARTIN, Malcolm C. Martin, Violet Mason, Bert

Petka, A. P. Petka, Mrs. Petka, Mrs. Violette PETRANTIS, Mike Georgo

PETRIE, Roy Allen Phillips, Willard Pialot, Alexander Picard, Mile. Snyder, White Beatrice Pierce, Jim Robert Dale Speed, Jack

 Picard, Mile. Beatrice
 Snyder. Whitie Speld, Warren
 Beatrice

 Pierce, Jim Pisara, J. A. Pisara, J. A. Pisara, J. J. Staller
 SpelA, Barney SPEAR, Barney
 WALKER, George WALKER, Martin

 Pingitore, Angelo Pisara, J. A. Pisara, J. J. Pisara, J. J. Porckit, Jos. Thomas
 Spec, Jack Spicer, Ruby SPYROPOULOS. Malters, Eugene
 WalkER, Martin

 POUNDERS, Price, Art Prickett, Sam Ragiasis, Jos. Ray, Ruben Prikars, Jos.
 Staller Staller, Norman
 Walkers, Eugene

 Pice, Art Ragiasis, Jos. Ray, Ruben Prickett, Sam
 Staller, Bill Staller, Norman
 Waren, George

 Staller, Staller, Staller, Staller, Staller, Norman
 Staller, Norman

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 Stele, Eddie & Ray, Ruben
 Stele, Eddie & Verre

Razaisis, Jos. Razaisis, Jos. Rady, Ruben Ray, Ruben Reed, Fred & Reed, Fred & REESE, Elmer Reet, Fred & Struck, August Struck, Melvin Panul

REEVES, Jas. Lieand REID, Albert Junior Reid, Ezra Matthew Mathew Remy, Archie Renfro, Curley Renn, James H. Repigle, Mario Renodes, D. D. Rhoades, D. D. Rhoades, Gertrude Rhodes, Gertrude Rhoeds, Gertrude Rhoeds,

Rube, Jonn Wark Rice, Cecil RIOHARDSON, Cal Eugene RIOHARDSON, Joho RICHARDSON, Joho RICHARDSON, Arymond J. Raymond J. Taylor, Wm. Ernest Weyls, Ed WHARTON, Lee WHIDDEN, Reed John White, Baby Wilde, Tont G. Wilder, Tongas

RICHARDSON, Raymond J. RiLEY, Mark Jactron BILEY, Wm. Alleat Rindbart, Olie Ringling, Mrs. G. Ritch Gorge Ritch, Gorge Ritch, Gorge Robbins, John Roberts, J. H. ROBERTSON JR., BOBINSON, Ralph Robins, Albert Robins, James Robinson, Ralph Robinson, Ralph Robinson, Ralph Robertson, Ralph Robertson Rochman, Albert ROCK, Randall RODEN, Thos.

Rose, Louis **BOSE**, Wesley horger, Bert UNDERHILL, Andrew D. UNDERWOOD Raiph Raiph

Schreiber, Harry SCHULTZ, Carl Alfred

SCHULLA. SCOFFELD. Clifford Marice SCOTT, Harold L. SCOTT JR., Thos. John

SCREBNEFF, Wm. Ahi, Nina Seifried, G. W. Albert, Louis Sells, Virgil Shakobie, Shirl Shankin, Don Shankin, Dewitt Sharpe, Al Shaw, Billy & Bea Sharpe, Al Shaw, Billy & Bea Shaw, Billy & Manuel Sharpe, Al Shaw, Billy & Manuel

Shaw, Billy & Bea White BHEA, Wm. Shephard, Chas. H. Shepmard, Jack Sherman, John & Unite Sherman, John & Sherman, Constance W.

Via Shields. Roy SHOENAK IP. Jos. Marica Short, J. E. Shull, Stanley John Shultz, Mrs. L. C. Singares, Danny John Simutra Mark

Simpton, Mary

Simpton, Mary Slate, Jos. B. SKebam, Jas. Jos. Slay, Howard Slot, D. R. Smith, Frank Oar SMITH, John 10867 Smith, Mrs. Sing Howard Smith, Frank Oarl Smith, John 10867 Smith, Mrs. Smith,

Smith, Mrs. Smith, Mrs. SMITH, Wm. SMITH, Wm. SMITHLY, John Jos. (See LETTER LIST on page E.

49

Taylor, Wm. Ernest White, Baby TAYLOR, Herman Taylor, Howard Bay TAYLOR, Major Lee Raymond Taylor, Novelty Co., Raymond Taylor, Tobert Texas Kid Show Williams, Alma Williams, C. E. Williams, Alma Williams, C. E. WILLIAMS, Daniel A. WILLIAMS, Robert Williams, Snow Wills Jr., Geo. Burl Wilson, Alex Dutch

Tilman, Fred W. John TIPTON, Fred Wilson, J. D. James Wilson, M. G. Tom, Mrs. Rosie Wilson, Mrs. Tom, Walter Marguerife TRIMMER, Paul Wilson, Miss Valnice Valnice

Rochman, Albeit ROCK, Randall RODEN, Thos. Bussell ROGERS, Henry Rogers, Lon S. Rose, Louis Rose, Loui

 ROSE, Louis
 Wolf, Weiler

 ROSE, Weiler
 Monometric

 ROSE, Weiler
 Bert

 ROSE, Bert
 Willard Luther

 Ross, Leonard
 WNDERWOOD

 Roweilo, Michael
 WNDERWOOD

 ROWE, Manler
 VALLEGO, TONY

 RUEL, Milton B,
 VARECKA, John

 RUSSELL, Jos.
 VAUGHN, Edgar

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 VAUGHN, Edgar

 RUSSELL, Jos.
 Haffield

 SAKOBIE, Geo.
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 SAMUELSON,
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 Sanduin, Lather J.
 Sandlin, Lather J.

 Sandbur, T, Dest
 Wogt, Frank X.

 Yosisne, Hugh
 Wogt, Frank X.

 Schreiter, Harty
 Wagner, Mrs. Dee

 Schreiter, Harty
 Mather J.

 Schreiter, Harty
 Mather J.<

MAIL ON HAND AT

NEW YORK OFFICE

1596 Broadney, New York 19. H. W.

Mack, R. R. Manos, Pete Martin, William T. McLaughlin, Carrivals Merrill, A. J. Meulemans, Charles Miller, Sadia D. MURPHY, James J.

Roberts, Doc Bert Robinson, William R.

Robertos, The RUSSELL, Lewis Salazar, Marlene

Schwany, Richard Small, Frank SMITH, Herbert SMITH JR., Ira Snyder, Bertha Snyder's Bears Snurr Jules

Thorne, G. R. Trevor, Madeline White, Rachel Whitmer, Kenneth WHITREE, Victor

Wills, Mrs. Nat M

J. Olsen, Lew Phillips, Thomas J. Princess Birdie Os-Ko-Mum Provencher, Lucien Reeve, Leon Richards, Nellie

Huston, Peggy Ann Spur, Jules Johnsou, Eunier M. Stewart, A. T. Kelly, Dale Kelly, Shiwreck Thompson, Walter

Dunham, Constance W. DuPuy, Armond Earle, Beatrice Evens, Edward Farrell, James R. Fenwick, Charles Gardner, Sol Gould & Goodwalt HANSON, Louis J. Hebron, James Howard, K. W. HUNTER, Leroy Lester Huston, Peggy Ann

MERCHANDISE

SPLURGE ON YARDSTICKS

Communications to 155 N. Clark St., Chicago 1, 111.

May 6, 1944

Market Check Majority Plan **Plans Making Steady Gains**

need of can be gauged

CHICAGO, April 29.—The third survey of consumer needs started during the week of April 17 with two government agencies furnishing the canvassers. The check is being made by the Bureau of (See Splurge on Yardsticks on page 52)



asen

TELL IT TO

To Return to **Old Home Town**

NEW YORK, April 29 .-- A research organization here, the Denison-Frey Affiliates, Inc., recently distributed thousands of questionnaires to families that Surveys under way all show had moved to small towns in order to some system work in war plants. And plants survey was to check whether the families whereby future markets intend to stay or if they were going to move back whence they came when the war started. This has been an important subject in business circles in recent months because firms planning for postwar business want to know whether the population shifts will be permanent or whether there will be a strong trend among war workers to return to their original place. The survey by this firm indicated that 59 per cent of the families who have moved to war-plant areas plan to return to their original homes when the war is over. Only 23 per cent plan to stay in the towns where they have found war work. Other surveys have indicated that a much larger percentage of people intend to stay where they are now located if they can find employment after the war. Some surveys indicate that the West Coast and the Southwest will gain conwar business want to know whether the

Coast and the Southwest will gain con-siderably in a permanent population be-cause people who have found war work in these areas will want to stay after the war. The government is making repeated surveys on this question of population shifts and will release important statistics from time to time.

HOT **BINGO SPECIALS! BE THE FIRST WITH** THESE BRAND NEW **DESIGNED AND VERY** POPULAR METALLIC FINISHED SMOKERS 22 IN. HIGH A \$3.50 VALUE LIMITED SUPPLY ON HAND-ORDER NOW ALL PACKED 5 AND 6 TO A CARTON A FEW MORE OF OUR MANY OUTSTANDING VALUES] UUISIANUINU VALUES] 4 Pc. Boxed Ruby Salad Set Doz. \$15.00 Step-On Cans Doz. 21.60 Vegetable Bins Doz. 24.00 Step Ladder Kitchen Stools Doz. 36.00 Assorted Cookie Jars Doz. 9.00 3 Pc. Carving Sets Doz. 7.20 5 Pc. Knife Set Doz. 12.00 Keg Liquor Set Doz. 12.00 \$2.00 #700 #601 EA. U. S. MADE "SLUM" ORDER NOW FROM THESE SMASH HIT ITEMS EA. Miniature Glass Beer Mugs Tie Silde, Each on Card Carded Cilp Button—S Asst. Military Insignia Glanour Girl Calendar Notebook Victory Hats. Special Price U. S. Small Plaster Animals U. S. Medium Size Animal Figures Pocket Comb Flag Pin Gr. \$ 4.50 M 10.00 M 10.00 Gr. 3.00 K 10.00 Gr. \$.50 10.00 10,00 3.00 1.25 5.40 10.80 4.50 .90 . 0 1.50 2.88 1.10 . Gr. . Gr. . Gr. . Gr. . Gr. . Gr. 10.00 Engraved Wedding Rings 3.00 Initial Brooch Pins, Each on Card 5.40 Comic Hat Bands 6.40 Solored Novelty Necklace, Boxed 4.50 Mirror Notebook .90 3 Card Monte Game In Envolope ... Carded Sewing Thread 15.50 U. S. Emblem Stamps, Boxed Gr. 5.00 17.50 14.40 4.32 2.25 2.25 2.88 Gr. Gr Pin ture Checker Game, Each in velope0 Many other items too numerous to mention. Send for descriptive bulletin. All the above mentioned merchandise for immediate shipment. 25% Deposit With Order, Balance C. O. D. If It Can Be Had Casey Has It. Tell Us Your Needs.

YOUR DEPENDABLE SOURCE OF SUPPLY

1132 S. WABASH AVE. . CHICAGO

Merchandise Trends

An Editorial Review of Merchandise Reports

CHICAGO, April 29.—Much attention was given during the week to developments in OPA and WPB circles. A House com-mittee proposed a number of important amendments to OPA price control and it appeared that a political battle was in prospect. Parties were divided on the issue. WPB was making piecemeal announcements of the main plans for restoring civilian production. Invasion news dominated everything, however, and all announcements by WPB and other government agencies were subject to emergency revision in case the invasion should bring unexpected developments.

SALES REPORTS.—Two reporting agencies said that sales of jewelry and handbags continued high during the third week of April despite excise taxes. Jewelry stores led all trade gains for March, marking up 47 per cent gain as compared with the same month in 1943. Dun & Bradstreet and The New York Times merchandise reports agreed on gains for jewelry and handbags. D. & B. emphasized personal merchandise and also the fact that wholesale markets were very busy because retail outlets were trying to replenish stocks of specialties. Eating and drinking places showed a big gain in trade for the third week in April, indicating that such outlets could sell increased quantities of specialties in these times of food rationing and big travel. The Department of Commerce reports for April will not be available for another week or so, yet.

BACK AND FORTH.—The plan of WPB, announced a few weeks ago, of making 2,000,000 electric irons this year, was suddenly withdrawn and latest reports indicate the plan may be in-

(See RCA LICENSE on page 54)

denly withdrawn and latest reports indicate the plan may be in-stituted again. Business in general was watching this plan because it was considered the first blg brogram to restore civilian production in any line. Military men are said to have put the pressure on to stop the original plan. High government officials were divided on the question and the nearness of the invasion of Europe made the whole situation still more uncer-tain. These factors indicate the big problems which face all plans for return to civilian production. It is understood that plans for porducing alarm clocks are going ahead fairly on schedule. Au-tomobile makers may have set the pace for reconversion. They asked the govern-ment not to let one or a few firms get a start on other firms. They have also requested that production of parts be resumed before general manufacture is started. (See RCA LICENSE on page 54)

(See Merchandise Trends on page 54)



In three different colors, shaded from 91/2 to 11 inches high American Modernistic Designs. \$9.00 Per Doz. Pieces. #4193 K ALABASTRINE WALLPLACOUES

Made of slightly ivory tinted alabastrine composition, with sprays of artfully arranged, delicately tinted flowers, made by **artists of rare ability**. Very refined, soft and dainty, appealing to those who are especially sensitive to beauty. 61/4x5 inches, silk cords to hang. Two designs. \$4.50 Per Doz. Pieces.

Packed 1 Doz. in Box, equally assorted among both Designs.

Send for our complete set K of illustrated price lists of Gift Goods, ranging in prices from \$1.80 to \$90.00 per dozen.

LEO KAUL AGENCY, Inc.

115-119 K South Market St. Chicago 6, Ill.

MERCHANDISE

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CARNIVAL AND PARK SPECIALS Our buyers have scoured the markets for merchandise CARNIVAL SPECIALS CARNIVAL SPECIALS
Per GrossHawaiian LeisPer GrossHawaiian Leis, Med. Size\$ 3.25Hawaiian Leis, Med. Size\$ 3.75Hawaiian Leis, Lge. Size6.75Bamboo Canes13.50Jr. Chesterfield Canes12.00Straight Heavy Maple Canes24.00Medium Size Plaster Dogs, Efc.6.50Straight Wood Canes. Per 1006.50Animal Shaped Class Liquor Bottles.9.00Per Case (36)9.00U. S. Weighted Darts, Dóz.1.20U. S. Weighted Darts, Dóz.55Shooting Corks. Per 10002.25BINCO SPECIALSLunch Kits. Each\$ 85Lunch Kits. Each\$ 85Sitas Coffee Maker, Each1.20Glass Coffee Maker, Each1.25Glass Coffee Maker, Each1.25Straw Horse and Rider, Doz.6.57A per Kits, Each1.25Order from this ad. All prices F. O. B. Indianapolis, No order shipped C. O. D. U. S. MADE SLUM 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.



TWO FAST PUNCHING DEALS

DEAL #6 24 Boxes of Fresh Hi-Quality Boxed Chocolates on a 1000 or 1200 Hole Board at 5c Per Punch. The Deal Consists of 14 One Pound Boxes and 10 One-Half Pound Boxes, All Attractive, Eye-Appealing Packages. Last Punch on Boxed Directory of Packages.

Attractive, Eye-Appealing Packages. Last Punch on Board Prize Is the Flashiest Premium That We Have Ever Used. A 15 Piece Constance Bennett Cosmetic Set, Packed in a Beautiful Silk Lined Box. This Item Will Sell the Board. Take Our Word for It. The Retail Price of This Premium Is \$10.00. \$22.00 PER DEAL COMPLETE — 10 DEALS OR MORE, \$21.50 EACH

DEAL #7 16 One-Haif Pound Boxes of Sweet Colony Chocolate Parfait on a 400 Hole Board at 5c Per Punch. Last Punch on Board Receives 2 Boxes of Chocolate Parfait. BOARD TAKES IN \$20.00 - COST OF DEAL, \$9.25 1/4 DEPOSIT WITH ORDER, BALANCE C. O. D.

PACIFIC DISTRIBUTORS 132 SECURITY BUILDING, PORTLAND 4, ORE.



3333 LINDELL BLVD., ST. LOUIS 3. MO.

The new survey should result in some helpful information for the specialty merchandise field. The survey is in-tended to check about 5,000 homes in order to find out what the chief house-hold needs are at the present time and among the items to be checked are such things as radio sets and tubes and small electrical appliances. Much interest is being centered on the prospects for fu-ture sales of electrical gadgets to homes, and this survey, since it will be official, should be very useful to merchandise firms that may handle electrical special-ties in the future. The government survey is only one of a number of plans and ideas for gauging

The government survey is only one of a number of plans and ideas for gauging future markets. They are all part of the general trend to plan for post-war trade. It appears that the U. S. Department of Commerce surveys of post-war markets, which got under way last year and pro-duced the interesting reports under the general title of "Markets After the War," is the real inspiration for present surveys by the government and also by business organizations. OCR is conducting the survey also for the purpose of guiding WPB and other government agencies in planning allotments for post-war civilian production when the time is ripe for starting plants to work on civilian goods again. again.

CED Important

While government agencies are con-ducting their surveys, another important trade survey was recently started by the Committee for Economic Development in co-operation with more than 570 trade associations and about 3,000 manufac-turing firms. This general survey of trade is being conducted in many cities trade is being conducted in many cities where there is a local organization co-operating with the CED movement. This movement represents the most progres-sive elements of business today in get-ting ready for post-war markets. One of the first local surveys made was in Peoria, III., where a careful check was made on all kinds of business with a special view toward post-war jobs. The real objective of the CED surveys is to plan jobs for the future, but in order to do that careful checks are made on retail outlets and every other kind of business activity. business activity. The CED has inspired local trade sur-

veys in many cities. In Sloux City, Ia., a retail association devised a plan for checking on post-war markets which would include checks and double-checks

checking on post-war markets which would include checks and double-checks on possible population, housing condi-tions, stocks of merchandise in stores and also checks on competition from neighboring cities. The plan has been publicized as one of the most complete checks on retail trade to be made. When electrical jobbers met in Chicago recently, they also listened to a complete outline of a yardstick for testing future markets. This plan is designed to check on possible sales of electrical gadgets and appliances of all kinds. The plan has been labeled PAM and it is based on the number of families in the nation. the number of geople employed per fam-ily and the number of people living in wired homes. Sales of electrical special-ties in the future are likely to depend much on the number of wired homes. An official of Westinghouse has recently said that the wiring in many of the homes in the country today is in such condition that post-war markets will be held back until repairs of the wiring can be completed.

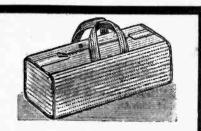
Check Drug Outlets

Check Drug Outlets A plan for checking future markets has also been designed for the drug trade by an important trade paper in that field. The plan was based on government fig-ures plus surveys in the drugstore field. The market checking plan gives impor-tant facts about drugstores as important outlets for merchandise, showing that such outlets had an increase of 75 per cent in total sales since 1939. In that time drugstores have become increas-ingly important as outlets for novelties and specialty merchandise of all kinds. While all these plans for checking fu-ture markets are being developed, other surveys are being made to determine talk of inflation in the post-war period and such a trend would probably cut the total sales of novelties and luxury items in general. A survey of several lines of business by *Modern Ludustry* mercaptor

in general. A survey of several lines of business by *Modern Industry* magazine reports that the opinion of business leaders indicates a general increase of

w americanradiohistory co

SPLURGE ON YARDSTICKS (Continued from page 50) Census and the Office of Civilian Re-quirements. The previous surveys un-covered a lot of useful information for various branches of the industry. The new survey should result in some helpful information for the specialty merchandise field. The survey is in-tended to check about 5,000 homes in order to find out what the chief house-hold needs are at the present time and among the items to be checked are such things as radio sets and tubes and small electrical appliances. Much interest is being centered on the prospects for fuon such merchandise, according to the survey.



Zipper Furlough Bag

Practical and roomy for Service Men and Civilian, Made of durable twill and fitted with plastic zipper, has two sturdy carrying handles. Size 17' long. Color-forest green. Folds into small package when not in use.

HUNTING KNIVES

Molded plastic handles in black or brown mottled effect. Bright polished heavy carbon steel blade 5" long, 1 4" wide. Not a makeshift, a finished product and a knife every serviceman or outdoors man will appreciate. Tan leather sheath with snap button with each knife. Only a limited quantity available, so order today while we have them.

No. B3225231—Hunting Knives, Ea.\$4.20 Per Dozen 48.00 lees less 2% cash discount. 25% Deposit, Balance C. O. D., F. O. B. Chicago, Ill.

COLORFUL PIN-UPS Gorgeous—Glamorous With Sales Appeal Plus 12 glamour girl pin-ups! Each one lovelier and livelier than the last. 12 full-color prints — reproductions of the original Elvgren paintings. Prints are bound in portfolio, but tear out with clean edge for framing. Each in convenient self-mailer that will go anywhere. Available in Series I, II or III. B31L52-Per Dozen Portfolios, \$3.60.

Price Per Gross Portfolios, \$40.00. Send 25% Dep. with Order, Balance C. O. D.

IOSEPH HAGN CO. Wholesalers Since 1911

223 W. Madison Street, Chicago 6



(Copyright 1942) (Copyright 1942) Printed in 2 colors with seal. 8 ½ "x11". Fun-niest thing you ever read. A terrific seller . . . big profit. 100, 52.00; 500, 57.50. 6 Sam-ples, 254. Full cash with order. Satisfaction guaranteed. We pay postage. TRIAL ORDERS, 35 COPIES, \$1.00. JAY-JAY CO. 1603 SURF AVE. BROOKLYN 24, N. Y.

The Billboard

MERCHANDISE 53







M & M CARD CO.

1033-1035 Mission St., San Francisco 3, Calif.

americanradiohis

The Billboard

MERCHANDISE TRENDS

6R301

MERCHANDISE TREENDS (Continued from page 50) HOME GADGETS.—A Westinghouse official recently stated that the market official recently stated that the market intil considerable repairing of wiring in homes is done as soon as materials are available. This will call for a lot of cop-pave the way for use of gadgets in homes, the official stated. He said that due to conditions of wiring in homes to due to conditions of wiring in homes to electrical appliances than in 1934. SMALLER TOWNS.—Among all the importance of small plants and the ex-tension of planning to small towns and fural areas continues to hold the spot-ing up small manufacturing plants for setting up small manufacturing plants for specialty merchandise and increase the importance of retail outlets in small towns for the future.

Communications to

25 Opera Place, Cincinnati 1, Ohie

SOME FOLKS mistake energy for genius.

Г

Colomer,

RCA LICENSE RCA LICENSE (Continued from page 50) of future trends with regard to patents. There are predictions in business circles that many large firms will license patents to smaller firms and thus greatly increase production facilities and also provide jobs after the war. The license permits apply to both Hazeltine and Armstrong licenses so that the firm here will have ample privileges to produce quality sets.

DIAMOND RING SETS 10K Gold Mountings 6R301-1 Diamond Engagement Ring and 3 Diamond Wedding Ring Set \$4.90 6R305-5 Diamond Engagement Ring and 3 Diamond Wedding Ring Set 6.40 6R302-3 Diamond Engagement Ring and 5 Diamond Wedding Ring ... Set \$.65 WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS. BIELER-LEVINE av south Wabssh OHIGAGO B BUY WAR 14.53 11.00 AFTER VICTORY OAK-HYTEX TOY BALLOONS winter and it ----WE'LL BE SELLING YOU The OAK RUBBER Co. RAVENNA, OHIO **BE A PERFUME DISTRIBUTOR!** Sell reproductions of world-famous, imported perfumes and get in on the big year-around demand for this merchandise. Full assortment of beautiful, eye-appealing packages at astound-ing low prices assures you of daily cash profits. Big summer trade already starting! Mer-chandise available Sell to Stores--or Direct Perfume has no dull season-many, many mil-lions of dollars' worth sold annually. Get started at once -- regular and big summer profits are waiting for you. But get started ! Send for FREE details and sample TODAY! DUCHESS D'ANDRE 145 No, Clark St., Dept. 12-A, Chicago 2, II SORRY! No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS & SAVING STAMPS. AMERICAN CHEWING PRODUCTS CO. 4th and Mt. Pleasant Ave. NEWARK 4. N. J.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices-rapid service, (Products Liability Insurance Carried.) GENERAL PRODUCTS LABORATORIES Manufacturing Pharmaciats 137 E. Spring St. Columbus, Ohie BUY WAR BONDS FOR VICTORY

LUMINOUS Glow in the Dark Jewelry EARRINGS-\$3.60 & \$4.80 EARRINGS—\$3.60 & \$4.80 per doz. pr. PINS-SHELL—\$5.00 & \$9.00 per doz. NECKLACES-SHELL — \$9.60 per doz. (2 strand) BRACELETS-SHELL — \$6.50 per doz. (2 strand) DOUBLE GARDENIAS--S -\$8.00 per dozen, branched, with bud and leaves, fine quality. AIR ORNAMENTS-\$12.00, HAIR ORNAMENTS \$12.00, \$14.40 & \$22.50 per doz. We have dozens of assorted styles and can make immediate shipment in any quantity. 25% DISCOUNT IN GROSS LOTS Remit with order. No C. O. D. orders under \$25, which must be accompanied by 20% deposit. Orders prepaid on receipt of re-mittance. Send for an assortment today. You will be satisfied. GIFTHOUSE

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55



without a doubt one of the greatest ever beheld. This man, without quibble or question, is one of the greatest pitchmen of all time. I am anxious to see him duplicate the event in Houston." CHIEF BLACK HORSE . . . pipes from Kingston, O., that his show opened to a good start indoors, and townfolk turned out with plenty of green. Roster includes William Anton, blackface, stage director and general manager; Eva Anton, leads and music specialties; Roy Shrimplin, straight and magic; Vivian Shrimplin, plano, songs and comedy. Starr Black Horse has popcorn concession and serves as secre-tary. The Chief adds that he expects to open a platform show in May. 3 BILLFOLDS **Events** for **Two Weeks** May 1-6 -Columbus. Jr. Chamber of Commerce Circus, week of May 2. Macon. Dog Show, May 2. -Des Moines. Sports Show, 2-7. -Springfield. Boosters Club Circus, May 5-7. 5-7. N. J.—Trenton. Dog Show, 6-7. N. C.—Charlotte. Dog Show, May 6. S. C.—Greenville. Dog Show, 4. TEX.—Brownwood. Rodeo, May 2-6. CAN.—Amherst, N. S. Motor Show, 4-6. May 8-13 FLA.—Jacksonville. Jr. Chamber of Commerce Circus. Week of May 8. Jacksonville. Dog Show, 13-14. JIL.—Mount Carmel. Spring Festival. May 12. Chamber of Commerce. Chamber of Commerce. IA.—Pella. Tulip Time Festival, 11. N. J.—S. Orange. Dog Show, 13. N. C.—Greensboro. Dog Show, 10. Winston-Salem. Dog Show, 8. Ochumbus Dog Show, 14. O.—Columbus. Dog Show, 14. OKLA.—Tulsa. Dog Show, 14. PA.—Philadelphia. Folk Festival, 10-13. UTAH—Richmond. Black & White Days/ 3-10. MUSICAL POWDER BOX 91/4 by 51/4 by 31/2 Available "Barette" 19-Piece Set 25% Deposit with all orders. Full remittance for Samples. A. N. S. CO. ELMIRA, M. Y. FUNNY BUSINESS NOVELTY FUNCTIONAL Sector Stands, Penny Arcades, Park Stands, etc., Sample package and prices, 10¢. Write today, NATIONAL SPECIALTY SUPPLY CO. Box 301, Cincinnati, Zone 1, 0.

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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Tray	AB
	BB
7842Creamer Crystal 5.40 Gr. 3913Glass Handled Mug 3.50 Gr. 38004	B B B
SLUM	BB
#2300-Plaster Animals \$1.50 Gr. 1698-Comio Hat Bands 1.75 C 16.00 M	B
16.00 M 2206—Crickets-Tin (IMP) 1.75 Gr. 2287—Jitterbeans 1.25 Gr.	в
NOVELTIES	В
#2771-50 Ligne ComicButtons \$22.50 M 2768-70 Ligne Comic Buttons 4.50 C 1697-Comic Felt Yodler Hats	BBB
with Feathers	B
with Feathers 12.50 Gr.	C
390-Hawaiian Leis	Ca
1627 Fet Spanish Hats 26.00 Gr. 390	C
433-Blowouts (IMP) 4.50 Gr.	Co
Plastic Military Brooch	Co
1913-Plastic Whitles 6.00 Gr. 1958-Red, White and Blue	Co
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#174-Glassware Slum and Give-aways	El
#175—Novelty Items	Er
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MONEY MAKER

NEWEST THING OUT FOR STOCK CONCES-SIONS. A PRIZE EVERY TIME. Uses same stock as Fish Pond, Bumper, etc., etc. Now topping all 10¢ Concessions on St. Louis lots. 3 BALL ROLL-DOWN, 14"x36". (Can be had in red, green, orange or natural finish.) COM-PLETE WITH RALLS AND INSTRUCTIONS, READY TO OPERATE, \$17.50 EACH UNIT, or SET OF 3 UNITS, \$50.00. (State color desired.) 1/3 Deposit, Balance C. O. D.

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 TY10 S. Jefferson Ave. St. LOUIS, MO.
 Reaching S. Por Utatio, Philis, 6-13.
 Republic S. Por Utatio, Philis, 6-13.
 Republic S. Por Utatio, Philis, 6-13.
 Republic S. Por Ballo, T. Harris, C. S. Por Utatio, Philis, 6-13.
 Republic S. Por Ballo, T. Harris, Man., 6-13.
 Rogers S. Powell: Grenada, Miss, Royal United: Minneapolis, Minn., 6-13.
 Royal Expo: (40th & Charlotte) Nashville, Tenn., r1-3; Days and Forders Strates, Janes Proceeding Str

14

3014

CARNIVAL (Routes are for current week when no day are given. In some instances possibly mailing points are listed.) dates A.M.P.: Phoenixville, Pa. Alamo Expo.: Port Arthur, Tex. All-American Expo.: Clinton, Tenn. Allen, Fred: Syracuse, N. Y., 4-13. Allen & Nickerson: Brazil, Ind.; Jeffersonville 8-13. American Beauty: St. Clair, Mo., American Beauty: St. Clair, Mo., American Expo.: Beaver Falls, Pa., B. & H. Am. Co.: Barnwell, S. C. B. & V.: Garfield, N. J. Bach, O. J.: Utica, N. Y. Badger State: Cudahy, Wis, Baker United: Lebanon, Ind. Barkot Bros.: Toledo, O. Baysinger, Al: Morganfield, Ky. Beaty's Rides: Winona, Minn. Bee's Old Reliable: Lebanon, Tenn.; Gallatin 8-13. Baysinger, Air Morgannerd, Ky. Beaty's Rides: Winona, Minn. Bee's Old Reliable: Lebanon, Tenn.; Gallatin 8-13. Berryhill United: Brookhaven, Ga. Bowen's Joyland: Altadena, Calif., 1-7; Al-hambra 8-14. Bright Lights Expo.: Strasburg, Va. Buck O. C.: Albany, N. Y. Buck O. C.: Albany, N. Y. Buckeye State: Paris, Tenn. Bunting: E. Peoria, Ill., 4-14. Byers Bros.: Tyler, Tex., 1-12. Capell Bros.: (Midwest City Branch) Okla-homa City, Okla. Cavalcade of Am.: E. St. Louis, Ill. Cetlin & Wilson: Baltimore, Md. (Waverly Branch P.O.) Chanos, Jiminie: Union City, Ind.; Muncle 8-13.

Chanos, Jiminie: Union City, Ind.; Muncle 8-13.
Coleman Bros.: Willimantic, Conn.; New London 8-13.
Colley, J. J.: Tahlequah, Okla.
Collins, Wm. T.: St. Paul, Minn.
Continental: Kingston, N. Y.
Crafts 20 Big: Oxnard, Calif.
Crafts, Harry: Lawton, Okla.
Crescent Canadian: Victoria, B. C., Can.
Crescent Am. Co.: Kannapolis, N. C.; Concord 8-20.

url. 8-13.

Lurl, W. S.: London, O.; Washington C. H., 8-13.
Belta.
Dick's Paramount: Port Reading, N. J.
Dixie Belle: Cloverport, Ky.
Dodson's World's Fair: Pine Bluff, Ark.
Dudley, D. S.: Memphis, Tex.
Dumont: Salisbury, Md.; Dover, Del., 8-13.
Dyer's Greater: Hoxie, Ark.
Eddy's Expo.: Jeannette, Pa., 4-13.
Edwards, J. R.: Wooster, O.
Elite Expo.: Independence, Kan.
Simpire State: Aberdeen, Md.; Phillipsburg, N. J., 8-13.
Chdy Bros, & Prell: Norfolk, Va.
Kapo. at Home: Annapolis, Md.
"ay's Silver Derby: Phenix City, Ala.
"idler United: Hannibal, Mo., 5-13.
"Fleming, Mad Cody: Moultrie, Ga.
Francis, John: (22d & Franklin Sts.) St.
Louis, Mo.
Garden State: Coplay, Pa.; Phillipsburg, N. J., 8-13.

8-13. entsch & Sparks: Union City, Tenn. eren's United: Seymour, Ind.; Shelbyville

8-13. Gold Medal: Owensboro, Ky. Golden Belt; (Whittington Park) Hot Springs,

Gold Medal: Owensboro, Ky. Golden Belt; (Whittington Park) Hot Springs, Ark. Gooding Greater: Springfield, O. Grady, Kellie: Russellville, Ala. Great Sutton: Blytheville, Ark.; Harrisburg, Ill., 8-13. Greater United: Brownwood, Tex. Groves Greater: De Ridder, La., 1-7. Groves Greater: De Ridder, La., 1-7. Grovers Greater: De Ridder, La., 1-7. Grovers, Maben, Miss. Happy Attrs.: Coshocton. O.; Mansfield 8-13. Happy Attrs.: Coshocton. O.; Mansfield 8-13. Happy Attrs.: Coshocton. N. J. Hennics Bros.: Huntsville, Ala.; Sheffield 8-13. Henrics Bros.: Huntsville, Ala.; Sheffield 8-13. Henrics Bros.: Huntsville, Ala.; Sheffield 8-13. Henrics Bros.: Huntsville, Tenn. Hyalite Midway: Sayre, Okla. Jones, Johnny J., Expo.: Washington, D. C. Jones Greater: Charleston, W. Va. Kaus Expo.: Aberdeen, N. C.; Monroe 8-13. Kaus, W. C.: Edenton, N. C. Kirkwood, Joseph J.: Poughkeepsie, N. Y.; Newburgh 8-13. Lagasse Am. Co.: Haverhill, Mass., 5-13. Lake State: (Jefferson & Walnut) St. Louis, Mo., 3-15. Lawrence Greater: Blackstone, Va., 1-13. McKee, John: Pacific, Mo.

Lawrence Greater: Blackstone, Va., 1-13. McKee, John: Pacific, Mo. Magic Empire: Hot Springs, Ark.; Bald Knob 8-13.

Magic Empire: Holt Springs, Ark.; Bald Knob 8-13. Marks: Newport News, Va. Mississippi Park: Biloxi, Miss. Moore's Modern: Rosiclare, III. Mound City: (18th & Gravols) St. Louis, Mo. North State: Thomasville, N. C. Ozark: Fort Smith, Ark. Page, J. J.: Johnson City, Tenn. Park Am. Co.: Alexandria. La. Pike Am. Co.: Alexandria. La. Pike Am. Co.: Searcy, Ark. Playland Park: Leesville, La. Playland Shows: McMinnville, Tenn. Reading's: Portland, Tenn. 8-13. Reynolds & Wells: Salina. Kan. Rogers Greater: Herrin, III. Rogers & Powell: Grenada, Miss. Royal American: Evansville, Ind. Royal Expo.: Sebring, Fla. Royal United: Minneapolis, Minn., 6-13. Scott Expo.: (40th & Charlotte) Nashville, Tenn.

The Billboard

Turner Bros.: Mattoon, Ill. United Liberty: Bloomington, Ill.; Pontiac CBS AGAINST FIELD 8-13. Victory Expo.: Oklahoma City, Okla.

West's World's Wonder: Clinton, Tenn. Wolfe Am.: Waynesboro, Ga. World of Mirth: Alexandria, Va. World of Pleasure: River Rouge, Mich., 1-14. World of Today: Wichita, Kan.; Lawrence 8-13 -13 Zelger, C. F., United: Rocky Ford, Colo., 1-7; La Junta 9-21.

CIRCUS

Anderson, Bud E.: Ottawa, Kan., 2; Olathe 3; Pleasant Hill, Mo., 4; Odessa 5; Lex-ington 6; Higginsville 7.
Arthur Bros.: Ashland, Ore., 2; Medford 3-4; Grants Pass 5; Roseburg 6; Cottage Grove 7.
Beatty, Clyde-Russell Bros.: Riverside, Callf., 2; San Bernardino 3-4; Pasadena 5-6; N.
Hollywood 7; San Pedro 8; Santa Monica 9-10; Oxnard 11; Ventura 12; Santa Bar-bara 13.
Cole Bros.: Fort Wayne, Ind., 2; Muncle 3; Indianapolis 4-7; Anderson 8; Richmond 9; Hamilton, O., 10; Cincinnati 11-14.
Dailey Bros.: Bowie, Tex., 2; Henrietta 3; Wichita Falls 4-5; Seymour 6; Electra 8; Vernon 9; Quanah 10; Childress 11; Mem-phis 12; Clarendon 13.
Dickman, Bob; Keymore, Md., 2; Thurmont 3.

n 8-13.
cy, J. J.: Tahlequah, Okla.
ns, Wm. T.: St. Paul, Minn.
Inental: Kingston, N. Y.
is 20 Big: Oxnard, Calif.
g. Harry: Lawton. Okla.
g. Greater: Hoxie, Ark.
b. Engling Bros. and Barnum Rest Phis 12: Clarendon 13.
Dickman. Bob; Keymore. Md., 2; Thurmont 3.
Graden Bros.: Niagara Falls, Ont., Can., 1-6;
Windsor 6-13.
Globe Bros.: Olney. Tex., 5; Graham 6;
Brockenridge 8; Eastland 9; Stephenville 10;
Mineral Wells 11.
Hamid-Morton: (The Forum) Montreal. Can., 6-13.
Golack Bros.: Camp Maxey. Tex., 2: Antlers, Okla., 3; Coalgate 4; Ada 5; Konowa 6; Seminole 7.
Mills Bros.: Ada. O., 2: Bellefontaine 3; Kenton 4; Richwood 5; Marysville 6.
Polack Bros.: San Francisco, Calif., 1-7; Oak-land 12-21.

Ringling Bros. and Barnum & Balley: (Madi-son Sq. Garden) New York City, until May

21.
 Wallace Bros.: Massillon, O., 2; Warren 3; Sharon, Pa., 4; New Castle 5; Youngstown, O., 6.

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

Able's Irish Rose (Studebaker) Chi. Able's Irish Rose (Metropolitan) Seattle. Barrymore, Ethel, in Corn Is Green (Locust St.) Phila.

St.) Phila. Blithe Spirit (Walnut) Phila. Blossom Time (Wilma) Missoula, Mont., 3: (Marlow) Helena 4; (Rainbow) Great Falls 6. Blossom Time (Blackstone) Chi. Connecticut Yankee (Colonial) Boston. Cornell, Katharine, in Lovers and Friends (Plymouth) Boston.

(Fiymouth) Boston. Doughgirls (Shubert Lafayeite) Detroit. Dream With Music (Shubert) Boston. Dunham, Katherine (Shrine Aud.) Oklahoma City, Okla., 5; (Convention Hall) Tulsa 6, Gilbert & Sullivan Operas (Boston O. H.) Boston.

Gibert & Sullivan Operas (Boston O. n., Boston. Good Night Ladies (Nixon) Pittsburgh. Janior (Ford) Baltimore. Junior Miss (Royal Alexandra) Toronto. Kiss and Tell (Harris) Chi. Kiss and Tell (Harris) Chi. Kiss and Tell (Music Hall) Kansas City. Mo. Kiss and Tell (Hartman) Columbus, O. Life With Father (Russ Aud.) San Diego, Calif., 3-4; (Municipal Aud.) Long Beach 5. Oklahoma (Erlanger) Chi. Old Soak, with Guy Kibbee (Erlanger) Buf-falo.

Old Soak, with Guy Kibbee (Erlanger) Buffalo.
Pick Up Girl (Wilbur) Boston.
Rebacca (Selwyn) Chi.
Rosalinda (National) Washington.
Same Time Next Week (Shubert) New Haven.
Conn., 4-6.
Schwartz, Maurice, in The Family Carnovsky (Forrest) Phila.
Sons o' Fun (Auditorium) Portland, Ore., 5-6.
Student Prince (Biltmore) Los Angeles.
Three's a Family (Temple) Saginaw. Mich., 3: (Michigan) Lansing 4: (Keith) Grand Rapids 5-6.
Tomorrow the World (Cass) Detroit.

MISCELLANEOUS

Amazo: Pensacola, Fla., 1-5. Andre, Fern (Tower) Kansas City 1-6. Barrett, Roy (Olympia Circus, Stadium) Chi 1-7. Basile, Joe, Band (Shrine Temple) Montreal, Can., 6-13.

www.americanradiohistory.com

May 6, 1944

(Continued from page 31)

 8-13.
 (Continued from page 31)

 Victory Expo.: Oklahoma City, Okla.
 (Continued from page 31)

 Victory United: Webster, S. D.
 that any basic change would cause con-fusion and embarrassment.

 8-13.
 7. Pre-war television, anyway, was wallace Bros.: Henderson, Ky.

 Wallace Bros.: Henderson, Ky.
 7. Pre-war television, anyway, was pretty good. Relatively few found fault with it. Why risk re-engineering, re-designing, retooling and rebuilding in the search for improvement?

No High Pressuring

No High Pressuring The proponent of quality video con-tinues, "CBS belittles none of these rea-sons for preserving the pre-war tele-vision status-quo. Each one, except per-haps the last, has honest merit. But CBS believes that all of them combined do not offset the simple rule of public service which demands the best product any industry can give."

any industry can give." CBS-ers point out that this is no ple-in-the-sky attempt to stampede events. The same frank and logical treatment is devoted to an analysis of the problems that would stem from tackling and ignor-ing the question. These are approached from four sides, government, equipment makers, broadcasters and the public.

It is here that the network's outspoken

It is here that the network's outspoken candidness in handling the pros, cons and conclusions must have plagued the TBA, for the brochure minces neither words nor ideas. It admits that television may need a "lien" on both its present chan-nels until it has proved its claim to the higher and wider frequencies; that it may need to occupy both groups of channels for some time

It deduces that if new video standards

It deduces that if new video standards are inevitable then the quicker they are put into effect the better for the manu-facturer, as the new standards will make old equipment obsolete, be it now or later, and so each additional set sold only increases his, the makers, headache in terms of the dealers and the public; that broadcasters are prone to wait till they see how the tide goes, that this waiting only curtalls the growth of the new medium since fewer sets mean fewer fewer sets and the fewer sets mean fewer

fewer sets and the fewer sets mean fewer

Years of Deficit

It points out that station operators face years of deficit operation until suf-

ficient sets are in use to warrant spon-sored programs; thus anything which shortens this period, and CBS feels bet-ter television images will, is in the broad-

It notes that advertisers will inevitably

It notes that advertisers will inevitably compare the video image with the best reproductions of billboards, newspapers, magazines and films, and bluntly states that "a mediocre television image, lack-ing in realism and detail, cannot do a convincing job for the advertiser." It-calls for a combined effort by gov-ernment and industry to see just what can be done, and how soon, to make the new standards a reality, and to keep the public posted. Then the present trans-mitters would continue to operate until the high standards are prepared at which

mitters would continue to operate until the high standards are prepared at which time the transfer would occur. Mean-while the public having been advised of the approximate life of the sets being marketed could "be encouraged to buy

with the full knowledge of the probable impending change."

impending change." Single Post-War Year Can Do It Then CBS sums up with, "A single year of concentrated effort in a dozen engineering laboratories should prove the case for better television pictures, or else disprove it. Hundreds of American en-gineers have done 10 times as much in two taut years of war, as remains to be done in one full year of peace. They have done the impossible. This is not the impossible. This is the mathematically probable.

"We have implicit faith in the tech-nical know-how of these engineers once they turn their skills to peacetime tele-vision. The real problems lie, we believe, not in the laboratories where engineering is done, but in the offices where policy is made "

Which sums up the situation in no un-

Which sums up the situation in no un-certain terms. Just how successful CBS will be in its attempt to crystalize thinking and public opinion is moot. From the first reactions of the trade CBS seemingly is still an outcast—in the great minority. Nevertheless there is no denying that even if nothing comes of its current at-tempt, CBS has contributed a serious straightforward and singularly compre-hensive analysis of the television situa-tion that sharply defines the motives and objectives of the "video now" and "video quality" groups and should clarify the thinking of the individuals in each camp.

for some time.

advertisers.

casters interest.

probable.

made

each camp.

1140 Broadway

Dept. 5

Show.

Few Concessions open.

Help for Cookhouse, Ball Games.

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Many Styles

PROMPT SHIPMENT We Can Still Ship,

But Don't Delay.

NEW YORK, N. Y.

Corner 26th St.

ADIRONDACK CHAIR CO.

Hamilton, Ontario, Canada

RIDES WANTED

Lions' Club Carnival 3 - NITES - 3 Thursday, Friday, Saturday

August 24-25-26

Last Year's Attendance Topped 70,000

Write Full Particulars to

JACK PURVES Tivoli Theatre, Hamilton, Canada

Sunflower State Shows

WANT

Man to handle Little Beauty Merry-Go-Round. Salary \$50.00 per week. Must be able produce. Want Second Men all Rides. Wire if you drive. Will book or frame any

Liberal, Kans., until May 13

MOTOR DROME RIDERS

Good Proposition-Permanent

Location

S. W. THOMSON

Riverview Park

New canvas, good transportation. Concessions open. Mrs. Younger wants

MORE FAIRS IN MASS.

(Continued from page 44)

Many Want State Aid

AROUND THE GROUNDS

(Continued from page 44)

Junior: Utah State Junior, Spanish Fork;

Junior; Utah State Junior, Spainsh Pork, Black and White, Richmond; Southern Utah, Richfield; Uintah Basin, Vernal; Sanpete Rambouillet, Ephraim; Millard County, Delta; Intermountain Junior, Salt Lake City: Utah State, Nephi;

Southern Utah, and Ogden.



Starting May 10. CAPABLE BUSINESS MANAGER — Fred C. Boswell, contact. ELECTRICIAN-MECHANIC —Roy Stone, note. CONCESSIONS that work for 10c only. AMERICAN MITT CAMP (Pat, write again). GEORGE KIEFER, come on. R. H. CASTLE, come on; wire. Note: C. SCOTT SELF, contact at once. RIDE HELP of all kinds that drive. SHOWS— Jimmy Cunningham, come on; wire. Op-erator for SIDE SHOW. Have Top, Banners and Transportation. Any other Shows, wire; don't write. Address all replies to c. C. MITCHELL Gen. Act.





Wanted—Man and Wife. Man to work Stock and Percentage Wheel, Wife to work Penny Pitch. 1/3 of gross, no nut out. Girl for Ball Game. Percentage paid against a guaranteed salary. This show stays out 30 weeks, playing real money spots in the North.





PATSY ROSIANA WANTS Agents for all kinds of Concessions. 40 weeks' work. We show right uptown. All Army and Nary spots. Just as big as any fair. Hare 10 fairs booked for this fall and winter. Cappy Martin wants Roll-Down Agent. Has exclusive on show. Phone, reversing charges. Herman Smith, get in touch immediately. George Hartly wants Wheel Agent. Pan Joint Dealer, Agent for Penny Pitch. Country Joe Neal and Squash, wire. Nick Shamshack can place matried couple to take charge of Ball Game and Squash. Best proposition. Leo Bistany wants Ride Help of all kinds if you can stand the best of treat-ment and highest salary paid every week, no promises, you get the cash. Wants especially Merry-Go-Round Foreman. Wire or phone PATSY ROSIANA, Orlando, Fia., starting May 1st for four weeks.



Fairmont, Minn. Will lease for season Photo, Novelty, Souvenir and other Concessions. R. A. ERICKSON, Interlaken Park, Fairmont, Minn.



Tilt-a-Whirl, Chairplane Foreman, Ride Help in all departments; top salary. Penny Arcade, Photo, Steing Game or any other legitimate Stock Concession. Shows with own outfits. Address: W. S. CURL, Mgr., as per route. London, Ohio, April 29-May 6; Washington C. H., Ohio, May 8 to 13; Cincinnati, Ohio, to follow.

WANTED

Contact D. Louis Black Post #3421, Veteraus of Foreign Wars, to sponsor engagement in Omaha, Nebr., when routed our way. JOE WILLIAMS

3712 No. 23rd St. OMAHA, NEBR. Phone: Kenwood 7260



Corn Game Counter Men. Top salary. Springe field, Ohio, this week; Portsmouth, Ohio, next week, JOHN CHAPMAN ooding Greater Shows

ODDITIES STARTS BIG (Continued from page 42)

business, according to Ray Marsh Bry-don, firm rep. Prior to the opening, the park's ballroom housing the attraction was renovated and a new flashy front installed. Detroit territory has been

installed. Detroit territory has been papered heavily. Executive staff for the Park Amuse-ment Company, Inc., unit here is com-prised of Ray Marsh Brydon, general representative; William DeBarrie, unit manager; J. B. (Jack) Milton, Dot Reed and Nick Delno, cashiers; Willard Hall, porter; Harry Grant, utilities; Lloyd Priddy, Walter DeLenz and Floyd Wool-sey, lecturers; J. J. Stevens, ticket audi-tor; Ruth Roye, secretary to Ray Marsh Brydon. nohv

tor: Ruth Roye, secretary to Ray Marsh Brydon. Museum attractions are Jo Ann Beach, armless girl who plays the steel guitar with her toes; Mona, elephant girl; Art Nelson's boxing cats; De Barrie's cocka-toos; Musical Stipps; Dainty Dolly, tattoo artist; Little Lord Leo and his troupe of midgets, featuring Alkili Ike. Lloyd Priddy, Punch and Judy; Alvor-doris, Greek illusionist; Clemans Duo, impalement artists; Sadie Anderson and her Spotted Family; Tex D'Art, rag plc-tures; Joe Fernando, human pincushion; Ming Toy, juggler: Milo Vaggee, bag puncher; Rita Rozzella, sword swallower; Great Gravito, wire-haired marvei; Ex-cello and his all-girl accordion band; Shepherd from the Holyland; Zolla and her Mysteries of Bagdad; Waxo, mechani-cal man; Walter DeLenz, magiclan; the Middletons, marionettes, and Floyd Woolsey and his Sing Death House. Annex attractions are Christine, the Alli-gator Girl, and Jean Jeannette, "human enigma." enigma.

ST. LOUIS, April 29.—Ray Marsh Bry-don, general representative of the Park Amusement Company, Inc., signed con-tracts Thursday (27) to operate the In-ternational Congress of Oddities at Sum-mit Beach Park, Akron, opening May 13.

GARDEN PIER SALE OFF

park purposes. Samuel Backer, city solicitor for the resort. contended that in acquiring the pier property, the city had not proceeded under the ordinance by which the land is acquired for park purposes, but under the tax foreclosure statute. The property pler property, the city had not proceeded under the ordinance by which the land is acquired for park purposes, but under the tax foreclosure statute. The property was not acquired by purchase, condem-nation or dedication, he contended, stat-ing that the acquisition by tax fore-closure can wipe out a dedication to a park scheme. Backer added that if the resort did not sell the property, it would

(Continued from page 44) group and usually drawing attendance from a wide area. In answer to a ques-tion on the State's policy in granting al-lotments, Director Lombard indicated that they are figured only on what a fair offers or has offered in the past, agri-culturally. What it runs in addition is none of the department's business, he said. Dates announced included those of fairs in Ludlow Lions, Long-meadow, Middlefield, Blandford, North-ampton, Ludlow Grange, West Spring-field, Palmer, Greenfield, Littleville and Cummington. After luncheon, served by women of Southwick Congregational Church, Earle S. Carpenter, State exten-sion service, made premium list sug-gestions. gestions. Mrs. Dorothy Carlson, West Springfield

Mrs. Dorothy Carlson, West Springfield Harvest Festival, emphasized need for early program planning and early appli-cation to the State for prize money. Horace M. Jones, State club leader, noted that response of youthful exhibitors will be greater if they know well in advance what to expect, so that they can prepare for it. Lewis Schaeneman, 4-H Club member, East Longmeadow, described the value of fair competition for him. George H. Bean, Northampton auctioneer, pro-vided humor for the session. vided humor for the session.

Many Want State Aid Director Lombard said that up to last year the State had appropriated about \$23,000 for prize money. In 1943 it was reduced to \$14,000 a year for two years. Because a number of larger fairs can-celed last year, the department had \$3,000 left over. But, he pointed out, there were 130 applications for prize noney already in and a substantial in-crease in small fairs applying. He said the genetal quality of these fairs was very high and that the \$14,000 would be parceled out as fairly as it could be distributed on the basis of past perform-ances.

(Continued from page 43)

(Continued from page 43) nance, virtually the entire beach front of the resort was included in a park plan with the stipulation that whenever the city acquired any properties in the area, those properties should be made part of the public beach. The city ac-quired the Garden Pier property, includ-ing a theater, stores and à dance hall, by tax sale foreclosure. Perskie con-tended that the offering by the city of any property within this area is illegal, and that it is the duty of the city to hold that property for the park plan, rather than be disposed of to private interests. He added that more than 98 per cent of the beach is now devoted to park purposes. park purposes.

(Continued from page 49)SIMS, Leonard
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Dorey, Mrs. Mary
Goding, Vietor
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Jefferson JamesBracon, William L
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Mary

Shepherd, A. K. Swishes, Clifford E. HICE, Ellsworth Slavin, Mrs. Vivian Ted & Smitty SIMS, Leonard YOUNT, Wade HOUSE, Lee Marvin Duane Jackson LATESSA, Joe

Ride Help, Electrician. Legitimate Merchandise Concession; have interesting proposition. Agent who knows this territory. Our Cannon Act insures tremendous business for Concessions and Grind Shows. Lehighton Fair Grounds now; West Philadelphia, 74th and Buist Avenue, May 8 to 20.

MORRIS HANNUM 232 EAST UNION ST., BETHLEHEM, PA. HENDERSON. KY.

Belmont & Western Aves. Chicago, Ill.

WANTED

LATE MODEL WHIP FOR CASH

FRED DUPLISEA OLD ORCHARD BEACH, ME. BOX 325



GRIDDLEMAN WANTED SID GOODWALT Care of O. C. Buck Shows, Menands, N, Y.

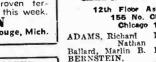
WANTED

Good clean Carnival Co. for Industrial and Farming Community Central Illinois. No small fly-by-night companies need apply.

Pana Fire Department Geo. W. Searles, Chief Dan Murray, Secy. PANA, ILL.

WANTED Girl Show; Earl Thompson, wire. Can place Canvasman to handle Marquee. WALLACE BROS.' SHOWS

LETTER LIST (Continued from page 49)



WANT

58 **GENERAL OUTDOOR**

DRESSING ROOM GOSSIP

(Continued from page 41) pital. The events of the week w First, Antoinette Concello's birthday First, Antoinette Concello's birthday an-niversary, April 22. At conclusion of the flying act, Antoinette was presented with flowers from hubby, while Red Gilson's band played *Happy Birthday*. Second was the farewell party for Eleanor Gu-dath, Brownie's daughter. Clown alley convened at the home of the writer and fond farewells were expressed amidst drinks and fried chicken, provided by Pa Brownie. were: Brownie.

Brownie. Third was Clyde Beatty's appearance on the Edgar Bergen-Charlie McCarthy program April 23. Fourth was Norman Carroll's debut on Red Skelton's hour April 25. Fay Avalon clowned the night performance April 25. Visitors, Jack Mulhall and family, Mr. and Mrs. Dippy Diers, George Pierl, Carl Dobbs, Phil Love, Al Ruehedahl, Harry Quillan, Ed-gar Bergen, Red Skelton, George Emer-son, Olga Celeste, Mabel Stark; Joe Sa-voldi, of Notre Dame football fame; Larry Boulger, Harry Barnett, Richard Brandon, Henry Armstrong, Bob and Charles Lewis, Babe Gardner, George Canfield; Father McQuire, of the Catho-

Charles Lewis, Babe Gardner, George Canfield; Father McQuire, of the Catho-lic Boys' Club. Hats Off Department.—To Don Rey, artist of the Hammond organ. To Tex Rowan, for doubling in brass. He as-sists Buddy Richards as head usher and then takes over the bass drum for Red Gilson. To Gracie Genders, the gal with the wearever smile. To Scotty, of the PCSA, for furnishing the ever-welcome case of soft drinks. To Richard Brandon and Harry Barnett, of the Turnabout Theater, for the candy. To Jimmy Bro-dine and his lighting system. To the Pacific Coast Showmen's Association for the after-show party April 24. To the Pacific Coast Showmen's Association for the after-show party April 24. To the late Charlie Nelson—another great show-man has passed on to the Big Tent. To Zack Terrell and my friends on Cole Bros. Circus for the successful opening in Louisville. May the season be a pros-perous one. DICK LEWIS.

ARTHUR BROS.—The show did won-derful business in Oakland, Calif. Two morning shows were given at the army

ROX GATTO, Gen. Mgr. JOHN JOGUNS, Treas.

and navy hospitals. Visitors in Oakland were Mr. and Mrs. Eddie Silbon, Mr. and Mrs. Hendricks; Bell Wheller Hammond and brother, Ray; Sonny Moore; Ens. Bob Weaver, Peru, Ind.; Mr. and Mrs. Jimmy Eyster. Mrs. Eyster, the former Alethia Clarke, visited in the back yard every day.

every day. Billy Temple was out of program for several days because of a torn ligament in his side. Mary Thorn celebrated her birthday anniversary. Large crowds have been staying for the concert. Elmer Richardson and Tex Orton's knife-throw-ing act has been added to the concert. Bernice Dean's nine-year-old police dog died. GRACIE HANNEFORD.

WON, HORSE & UPP (Continued from page 40)

and slashing. The bosses ordered all Manager Upp took the matter to a local court. The mayor held that he was Manager Upp took the matter to a local court. The mayor held that he was in the right because he had had a verbal agreement to do so thru the show's agent. After showing him that the understand-ing was to cut the tent ribbon and not the tent into ribbons and that he was in the wrong, the mayor yelled that he and his constituents were still in the right because the circus was trying to exhibit there without paying a 'license. and that he, as director of the town's one-man police force, had deputized his constituents and had taken the law into his own hands which, according to the hamlet's squire, was legal. Passing up the Tuesday stand in order to arrive at Ridge Runner, Ky, in time to repair the canvas for a Wednesday show, the management announced that it would be the official opening stand and that all salarles and holdbacks would start then. Because the code of the hills forbade a show to exhibit after sundown, only a matinee was advertised.

A downpour hit while our band was playing its outside overture, keeping the natives home. When the skes cleared at 6 p.m., the bosses announced that, come hell or high water, they would give a night performance rather than lose the day. When the band finished its night over-

STAN REED, Gen. Agt.

ture not a native had arrived on the lot. Manager Upp ordered the band to return to the front and keep on playing. At 9 p.m. no customers had arrived and

to the front and keep on playing. At 9 p.m. no customers had arrived and the show was ordered loaded. Then it broke loose. Hunting horns tooted in the hills and a steady rifle fire hit the lot and loading was hurried. Luckly, no horses were hit. Again the opening, salaries and holdbacks were postponed another day. It rained the rest of the week and because bridges on the country roads had been washed out the show camped here at the Ripsaw Lumber Camp & Store to awalt a break in weather. No use of again mentioning the opening day, salaries and holdbacks. News of the show's official opening next week will be given in a later issue. MAJOR PRIVILEGE.

CORRAL

(Continued from page 41)

that livestock barns were destroyed by fire two years ago have resulted in no annual livestock show being held along with a rodeo since then. Rodeo profits will go toward rebuilding the livestock barns

LH7 RANCH, Barker, Tex., resumes its annual spring rodeo May 6-7 after halted for two years by war, E. H. Marks, owner, announced. Marks stopped the rodeo after sons, Lieut. Emory Marks and Capt. Travis Marks, went into service. War Bonds will be awarded instead of cash.

UNDER THE MARQUEE (Continued from page 41)

cuses, is a train butcher and doing quite well. Mrs. Eckfeldt, the former Ann Mc-Gee, was a member of the Antalek perch act.

FAN J. Paul Ashbrook saw the opening of the Cole show in Louisville, reporting a nice show.

CLOWN Dime Wilson, who has been in circus business all his life, will join the marines May 5.

CONTORTIONIST Lloyd Senter saw the Hamid-Morton Circus in Buffalo, re-porting an excellent show and large crowds.

JIMMY GURNETT advises that Hughey Burgoon is in charge of clown alley and men's dressing room top on the Ringling circus, assisted by Jim Moriarty.

WHO started the crack: "He's the typ who would laugh at the clowns and stay for the concert?"

HANDLING press on Wallace Bros.⁴ Circus is Cliff McDougall. Show had good biz at Charleston, W. Va., under the Legion.

BOB DICKMAN'S CIRCUS, all painted red, will play around Baltimore and Washington three weeks. It is a fivetruck show.

WILLIAM J. CODY, former animal trainer and circus trouper, recently was made manager of the Rialto Theater, trainer Macon, Ga.

J. D. NEWMAN, of Cole Bros.' Circus, is off on an inspection tour that will take him to San Francisco and other West Coast cities.

THERE'S no use permitting patrons to voice their opinions of property men with: "My, ain't they dirty!"

D. C. HAWN, veteran circus agent, who has been in poor health several years, is improving at his home in Chicago but does not expect to troupe this season.

TROUPER Will Boller, 78, who is lo-cated in Dallas, started in show business when 16 and operated a wagon show from 1892 to 1900.

OFF the road the past two years, Ray Brison will manage the Beers-Barnes Circus Side Show. He has been at the Glenn L. Martin Aircraft Company, Baltimore.

JERRY E. GOODMAN, who was en-gaged by J. D. Newman, of Cole Bros.' Circus, to handle the War Bond sale in advance of the show, has decided to re-main at the Palace Theater, Cleveland.

WE feel sorry for the First-of-May because the glamour of being a trouper dies after the first season----and from then on it's his bread and butter.

HARRY PATTON, circus performer, is being sought thru the Missing Persons'

ww.americanradiohisto

Bureau by his cousin, William J. Cav-andugh, Atlantic City, who says his kin was in Sarasota 16 months ago

ATTENTION, Lew Kish, clown. Your sister, Mrs. Steve Polenni, 140 Oneta Street, Youngstown 9, O., states that your mother is critically ill in a hospital and wants you to go home.

BOYCE MILLER, former head of the OCD, Macon, Ga., and now associate di-rector of the War Man-Power Commission in the Macon area, has been chosen general chairman of the Macon Shrine Circus committee.

MRS. BILL TUMBER is visiting Mr. and Mrs. Ray W. Rogers and son, Baron Nowak, at their home in Rock Hill, S. C. After three weeks she will join her husband, with Hamid-Morton Circus, in Canada.

RECENT visitors to the circus room of Herbert A. Douglas, West Chester, Pa., were Eddie Jackson, p. a. for James E. Strates Shows; J. Vincent Leonard, circus fan, Ithaca, N. Y., and J. R. Conway, Philadelphia showman.

AFTER several years as superintendent and secretary for Clyde Beatty, Ernie Sylvester left to take a similar position with the C. D. Scott Shows, with whom he was with 20 years ago. Sylvester was in charge of inside reserves on the Beatty-Russell show.

THE CIRCUS INN (tavern and cafe), Yakima, Wash., operated by Marge and Harry B. Chipman, opened April 15. Chipman, former press agent, pens that they opened on the "straw" and did turnaway business, more than 300 being there. He has decorated the inn with the circus motiff and has used circus posters to cover most of the walls.

MIDWAY OF MIRTH SHOWS WANT

Corn Game, small Cook House, Fish Pond, Merchandise Concessions. Ride Help for Roll-o-Plane, Mix-Up, Truck Driver. Shows with own outfits. Will be playing Illinois defense factory towns. Address all com-munications:

390 ARCADE BLDG., ST. LOUIS, MO.

Steblar's Greater Shows CAN PLACE

Rides-Octopus, Roll-o-Plane, Tilt with own transportation. Concessions - Cook House, Bingo, Custard and any legitimate Concession that can work for 10 cents. Shows-10-in-1, Illusion, Glass, any Shows with or without outfits. Jimmy Cunningham wants Girls for Revue. Can place Agents for all kinds of Concessions.

J. E. STEBLAR, Marion, Va.

Sunset Amusement Co. WANTS

Capable Manager with people to take over 2 Girl Shows, Want other Shows with own equipment. Want Grab or Cookhouse.

Excelsior Springs, Mo., this week. FOR SALE-BEATY'S RIDES

IVA JALL—DLAII J RIDLJ One Parker Baby Q Merry-Go-Round, newly painted, in A-1 condition; one Kilddie Ride; one Smith & Smith Chairplane, in A-1 condition; one Van on forty model tractor, one Semi job on '37 Ford, two 1939 G.M.C. Trucks, one 10 K.V.A. Light Plant. The above property can be seen operating in the city of Winona, rear city location, rear of City Hall, week May 1st to 6th. Wire

MRS. O. J. BEATY, Winona, Mississippi,

FOR SALE

Ten-car Kiddie Auto Ride. One horse power motor, new top, attractive outside scenery, in very good condition. Home made but not junk. \$350.

BODART'S RIDES

208 Wescott Ave. Shawano, Wisconsin

CONCESSIONAIRES, ATTENTION

Longmeadow American Legion Annual Horse and Cowboy Show West Springfield Dog Track, Sunday, May 21st Can use all kinds Novelties, Candy, Palmist, Guess Weight. What have you? Write

GENERAL CHAIRMAN SHUTE 132 Lawnwood Ave. Longmeadon W Mass



Ball Game Agents, address Eddie Lippman. Show operates all Concessions. Others address J. M. SHEESLEY, Knoxville, Tenn., until May 3; then Dayton, O.

AMERICAN LEGION SPRING FESTIVAL

Winchester, Va., Heart of Town, Week May 8-13.

Can place legitimate Grind Stores of all kinds. Also 10-in-1 or Pit Shows with own outfits. Want Ride Help on Ferris Wheel and Chairplane. Patsy Jones wants Girls for Revue. Top salaries. Want good Free Act. Write or wire

BRIGHT LIGHTS EXPOSITION SHOWS IOHN GECOMA, Strasburg, Virginia, this week



WANT FOR HANNIBAL, MO., DOWNTOWN CELEBRATION, MAY 5 TO 13, INCLUSIVE (2 Saturdays), AND ROODHOUSE, ILL., CHAMBER OF COMMERCE CELEBRATION, ON THE STREETS, MAY 15 to 20. LEGITIMATE CONCESSIONS OF ALL KINDS. SHOWS WITH OWN EQUIPMENT. FOREMEN AND RIDE HELP WHO CAN DRIVE SEMIS FOR RIDES.

All Address: SAM FIDLER, Mgr., as Per Above



All the second and

The Billboard

BEL AIR, MD., WEEK MAY 8 TO 13 **EXPOSITION AT HOME SHOWS** CAN PLACE: Will sell X on Bingo and Pop Corn. Will book any other Concession that works for Sfock. Sideshow wants Freaks. Will buy or book Tilt, Whip, Octopus or any Ride not conflicting with what I've got. We play defense cities and celebrations. Our fairs start last of July. If you want real money join the shows that play the money spots. Will book Frozen Custard. Stan Reed wants Billposter; Bill Jones, write. Address as per route: ROX CATTO, Mgr., Exposition at Home Shows, this week, Annapolis, Md.: then Bel Air, Md.

POLICE RELIEF FUND

B-O PICKS UP STRIDE

(Continued from page 40) on stages. The Canestrelli Troupe, Johnny Laddie and Company and the Wrights.

Wrights. No. 8—Air ballet—swinging ladders, cloud swing, iron jaw, with the Misses Haag, Lewis, Hodgini, Miller, Jacyna, Gibson, Berosinis, Dyer, Duvall, Hamilton and Dyer, concluding with the Aerial Ortons in a beautifully framed act fea-turing their "Flirtation in the Sky" and criss-cross swaying poles.

No 9--Roller-skating acts. The Wheelettes and Buddy and Jean on stages 1 and 2 present a routine of spectacular tricks, and in center ring Sandy Lang and Company have a beautiful stroblite roller-skating number.

No. 10—Ernie Wiswell and his funny Ford. Ernie is a clever performer and his act never loses its appeal. Always good for laughs.

for laughs. No. 11—Riding act, George Hanneford and Company. George presents his com-edy routine and three young members of the family, a boy and two girls, pro-vide most of the straight riding, featur-ing Kay Hanneford, a talented 11-year-old who is an amazingly good rider.

No. 12-Clowns.

ng hay han shares ingly good rider.
No. 12—Clowns.
No. 13—La Tosca is appearing at the Stadium for her fifth consecutive year in her bounding rope act, which features the double somersault. She and her entourage appear in Indian garb with gorgeous headdress, and La Tosca's graceful performance goes over big.
No. 14—Elephant acts in the usual routines, Hill's, Dolly's and Haag's.
No. 14—Elephant acts in the usual routines, Hill's, Dolly's and Haag's.
No. 16—Hermine's Lilliputian Circus, 12 folks who are amazingly versatile. Appear first as a band, playing military numbers, then present a wire-walking act, boxing bout, single trap, ground acrobatic act and an iron-jaw strip tease.
No. 16—Pee Jay Ringens holds attention and wins applause when he makes his ride down a ramp on a blcycle and leaps into a shallow tank.
No. 17—Pleasing animal acts. On stages Watkins's chimps and in center ring Sylvia's dogs, exceptionally well trained.
No. 18—Princess Zola, illusion. The princess enters a curtained booth, which is raised high in the air, a shot is fired, there is a flash of fire, the curtains fly apart and the princess has disappeared.

is raised high in the air, a shot is fired, there is a flash of fire, the curtains fly apart and the princess has disappeared. No. 19—Entertaining blcycle and uni-cycle acts. Stage 1, St. Clair Sisters and O'Day; stage 2, Larimer and Hudson, with Will Lacy, and center ring, the Four Sidneys, climaxing their act with three states are a perch noise on a bike

Sidneys, climaxing their act with three girls posing on a perch pole on a bike as it circles the ring. No. 20—Capt. William Heyer and his horse, Starless Night. He puts the beautiful, perfectly trained animal thru a series of routines with amazing grace and ease that fascinates the audience. No. 21—Three excellent bar acts, Guice Troupe, Heerdink Brothers and the Iwanows, all accomplished artists. No. 22—Clowns. No. 23—The Lone Ranger, with his horse. Silver. A great hit with the kids and from that angle fits well into the picture.

picture

No. 24—Chinese acrobatic troupes in difficult and entertaining tricks, Wong and Tien Tsi Lue troupes, and Coty and Sue.

Sue. No. 25—The Zacchinis, flying act, two men and a girl. This is a new act that should develop into a topnotcher. Both fliers display excellent form in their work

No. 26—The Berosini Troupe, high wire. The three girls and two men give a pleasing performance, doing all of the standard tricks. No. 27—Joe Greer's Liberty horses.

a planking processing and planking the term standard tricks.
No. 27—Joe Greer's Liberty horses.
Twelve well-trained animals put thru their paces by Capt. William Bushbaum.
No. 28—The Human Projectile. Act is beautifully dressed and "Miss Victory" (Zacchini) handles herself beautifully in her flight from the cannon to the net.
A perfect finale.
Clown Alley is represented by about 20 joeys, who do an excellent job considering the limited time allowed them.
Happy Kellems, panto clown, is featured and besides a dozen or so individual gags, such as the black market, painting, rope stealing and panto singing, he weaves in and out all the 'numbers, armering plenty of laughs. Red Carter does a good singing job doing the comein; Joe Lewis keeps the kids "yoo-hooing," and Joe Coyle greets the kids at the front door. Ernle Wiswell appears in several clown gags in addition to his funny Ford. Carter. Joe Lewis and Whitey Harris get laughs as clown cops. Roy Barrett works in several stunts, and others in the line-up are Hubert Dyer, V n Wells, Andy Bakalar, Lindsay Wil-

son, Hap Green, Arthur Borella, H. Am-brose, Chester Sherman, Joe Vani and Mr. and Mrs. Barker. Rube Liebman, well known for his clowning at fairs, ap-pears in rube make-up and carries such placards as "Welcome to our City," "Glad you came," etc.

The Billboard

COLE CIRCUS ROSTER (Continued from page 40)

(Continued from page 40) representing Oriental and the other Spanish dancers. Costumes are the most lavish of the production. Whole effect is gorgeous pagentry which sets a mark the rest of the circus has difficulty keeping up with. With apparatus and ideas sup-plied by Marquis, magician, the feature number of the spec is the magical effects in the production of a dancer out of the air. It starts with an eye-filling walk-around with elephants and girls. Display No. 2—The Patterson Troupe, somersaulting act on trampoline. No. 3—Clown walk-around, with Aunt Matilda, hind-leg walking and dancing pony.

pony. No. 4-Gymnastic act on aerial bars with comic angle. The Voise and Harold troupes in Rings 1 and 3. No. 5—Human Pendulum, Ruth Nelson,

No. 5—Human Pendulum, Ruth Nelson, high rope. No. 6—Con Colleano, somersaulting star of the tight wire, with forward somersault as specialty. The show's top act, Colleano had the customers holding their breath every minute of the performance.

No. 7-Elephants with girl trainers and No. 7-Elephants with girl trainers and ballerinas under direction of Eugene Scott. Ring 1, Helen Scott; Ring 2, Jean Allen; Ring 3, Marion Knowiton. Top-notch "Ballet of Elephants" on track. No. 8-Bareback number. Ring 1, the Reiffenachs; Ring 2, the Hodginis; Ring 2, the Erremans

3. the Freemans.

3, the Freemans. No. 9—Sea lions. Ring 1, presented by Jean Allen; Ring 2, bareback riding seal by Paul Nelson, unusual and ef-fective act; Ring 3, by Marion Knowlton. Under supervision of Capt. Melvin Plun-

kett.
No. 10—After-show introduction, with
Col. Hank Linton and cowboys and girls.
No. 11—Aerial Ballet, with Ruth Nelson in Ring 2 and girls on high swinging anchors. Muscle grinds, cloud swings and swinging trapeze. Jan Cidney, soloist, sings. Staged by Paul Nelson.
No. 12—Horses, three and five-gaited horses in exhibition.
No. 13—Clowns. Burlesqued wedding.
No. 14—Horses. Sixteen-horse hitch of Palamino stallions driven by Georgia Sweet. (This was not in opening-day

of Palamino stallions driven by Georgia Sweet. (This was not in opening-day shows and hitch broke, spoiling the ef-fect, when first presented April 21.) No. 15—Living Art Creation, de-picting paintings of old masters in three rings, using Lesterlite. No. 16—Clown Walk-Around. No. 17—Bareback Riding, featuring Joe Hodging Family.

Hodgini Family. No. 18 — After-show re-introduction, with Hank Linton and Whitey Govro,

No. 18 — Alter-show re-introduction, with Hank Linton and Whitey Govro, wrestler. No. 19—Tight and Bounding Wire, with Mexican girls. Ring 1, the Cardenas; Ring 2, Senorita Celo Carrillo; Ring 3, the Caudillos. No. 20 — High - School Horses, fea-turing girl riders, Jean Allen, Ruth Nel-son, with Marion Knowiton, Georgia Sweet, Helen Scott, Bobby Peck, Nena Thomas, Helen Partello, Golda Grady, Josephine Cofield, Ethel Freeman, Vir-ginia Tiffany, Cora Linton. Vicki Kernan (three rings and hippodrome). No. 21—High Perch, featuring the Great Antaleks in center ring. No. 23 — Pyramid Act, featuring Slayman-Ali Troupe of six Arabs in Ring 2: Ring 1, Virginia Tiffany, Bert Dearo; Ring 3, Caudillo Sisters. No. 24—Liberty Horses. Ring 1, Capt. John Smith; Ring 2, Paul Nelson; Ring 3, Mahlon Campbell. No. 26—Aerialists, the Flying Thrillers, featuring double somersault and half twister while bilndfolded. No. 27—Horse Races, Shetland ponies with monkey riders, pony vs. horse and rider, Roman standing race. No. 28—Clown Walk-Around. No. 29—Boxing Horses. No. 30—Closing spec, Old Glory, with Jan Cidney, soloist. **The Staff** Executive staff: Zack Terrell. Dresi-

The Staff Executive staff: Zack Terrell, presi-dent; Noyelles Burkhart, general man-ager; J. D. Newman, general agent and traffic manager; Fred E. Schortemeier, general counsel; Joe Haworth, legal ad-juster; Robert DeLochte, treasurer; Lorne M. Russell, auditor; H. E. Leeman, time-keeper

keeper. Press staff: Ora O. Parks, Edward

Johnson, Frank J. Lee, Jack Grimes, C. S. Primrose; Col. Harry Thomas, radio. Johnson, Frank J. Lee, Jack Grimes, C. S. Primrose; Col. Harry Thomas, radio. W. H. (Bill) Curtis, general superin-tendent; Richard O. Scatterday, national advertising representative; Col. Harry Thomas, producer, director, performer personnel; Orville Stewart, master of transportation; Harry McFarlan, eques-trian director; Arthur Hoffman, manager side show; Cecli La Belle, superintendent front door; Paul Nelson, assistant eques-tian director; Eugene Scott, superin-tendent menagerle; Gene Weeks, super-intendent concessions; Floyd Lee, super-intendent illuminations; Mahlon Camp-bell, superintendent ring stock; Jack Bigger, trainmaster; Edward Longadore, superintendent of properties; Walter Rice, superintendent public address; Verne A. Williams, advertising manager; bandmaster, Eddie Woeckener. After-show (as appears in program): Col. Hank Linton, Pard Ingle, Madge Riley, Cora Linton, May Lytel, Joe Rob-ertson, Alma Sutton, Beth Browning, Kuban Cossack troupe.

Side Show

Side Show Arthur Hoffman, manager; Goldie Fitts, assistant and inside lecturer; Frances O'Connor, Armless Wonder; Rose West-lake, Physical Marvel; Neal Johnson, Bat Manipulator; Duke Kamakua and Ha-walian entertainers; Mile. Lethea, sword swallower; Senor Lopaz, accompanist, and rumba dancers; Harry Langford's 20 col-ored entertainers; Bamboola and family, pigmy fire worshippers; Betty Broadbent, tattooed lady; Charles Roark, English puppets and inside lecturer; Abner Plum-hoff, comedy juggler; Mrs. Charles Roark, lightning chalk artist; Marvin Smith, anatomical wonder; Goldie Fitts, inde-structable girl; Leandro Del Castillo, comedy musical novelty; Myrna Karsey, snakes, Ticket sellers, J. J. McCarson, Dewey Sykes, George Foreman, C. C. Smith; gatemen, George Gerard and Paul Gardner. Gardner

Gardner. Big show front door: Cecil LaBelle, superintendent: gatemen, Jack Smith, Bert Dearo, Harry Thomas, William Claire, Ben Williams, Arthur Dupree. Ticket sellers: Frank (Dutch) Wise, su-perintendent, inside tickets; Eddle Grady, assistant superintendent, inside tickets; D. D. Monarch, white wagon; Charles Different suptorum cale: tickets sellers. Stapassistant superimentent, inside views, D. D. Monarch, white wagon; Charles Tiffany, uptown sale; ticket sellers, Stan-ley F. Dawson, Leo Parker, Charles Cun-ningham, Jean Has, Charles Frank, "Chuck" Eckfelt, Nate Alberts, "Chuck" O'Connor. Concessions:

Concessions: Gene Weeks, supertendent; Arthur Stahlman, assistant superintendent; Arthur Stahlman, assistant and purchasing agent; E. J. Rumbell, cashier; No. 1 stand, John Neal; No. 2, Charles (Curley) String; No. 3, Abe Steiner; Bill Shelford Sr. and Bill Shelford Jr., cotton candy; Cendy Anderson, popcorn stand; George Wagram, novelties; D. Benson and W. Gosco, inside novelties; Homer Canter, manager hamburger stand; A. Shney, John Carl, J. Vaughtely, W. Dor-ters, hamburger stand. Butchers, Tex Reppert, Jowa Ferrington, George Boy, E. Watson, B. Vall, J. Rose, A. Panel, O. McIntyre, B. Carl, William Walker.

GENERAL OUTDOOR

JACKSON AMUSEMENT CO. OPENING MAY 8, MAXTON, N. C.

59

Can use few Stock Concessions. Will book any non-conflicting Ride. Earl Johnson, answer my letter. Playing uptown locations. Joe Braham, wire Doc Smith. Harley Shrots, get in touch with me.

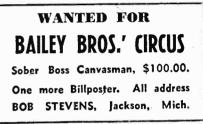
> Address all mail: MURRAY JACKSON Bennettsville, S. C.

WANTED

Freak to feature, useful Side Show Acts, Girls for Bally, Magician to handle inside. Helen Caswell, wire. Winter work in California.

A. J. BUDD

Vallejo, Calif.



JOHN MCKEE SHOWS

WANT SHOWS catering to women and children. CON-CESSIONS—Fish Pond, Bowling Alley and any Concessions working for Stock that do not conflict. HELP for Cookhouse. Concession Agents. Second Men on Rides who can drive semi-trucks. We have the contruct for the annual celebration at Vandalia, Mo., on the streets. Fairs start in July, with a nice line of fall celebrations in the South. All address: PACIFIC, MO., this week.

WANTED

Colored Musicians and Performers, join on wire: consider organized Colored Show with Band. New outfit. Show opens Concord, N. C., May 8th. William Floyd, Fat Kelly, Sparky Jones, wire. Musicians, \$25.00; Girls, \$15.00. Salaries paid from office. Pay on wires.

Crescent Amusement Co.

Kannapolis, N. C., this week; Concord, N. C., week May 8th.

WALLACE BROS.' CIRCUS

Want Novelty Men and Candy Butchers. Cooks and Waiters. Boss Canvasman for Menagerie Top. Assistant Boss Canvasman for Big Top. Clowns and Performers for Big Show. Want experienced Circus Secretary and Treasurer. Earl Lindsay, James Albanese, write. All Join As Per Route in Billboard.

WALLACE BROS.' CIRCUS, Ralph J. Clawson

World of Today Shows

WANT RIDE HELP OF ALL KINDS

FOREMAN-FIRST MEN-SECOND MEN Rogers: Let us hear from you.

Address

WICHITA, KAN., THIS WEEK; THEN LAWRENCE, KAN.

WANTED

Swinger, High Striker, Hoop-La, Penny Arcade, Cane Rack. Want Monkey Show, War Show, Crime Show, Girl Show. Want Tilt-a-Whirl, Loop-o-Plane, Merry-Go-Round.

Wire or write all communications to

George Clyde Smith Shows

Scalp Level, Pa., this week; Duncansville, Pa., next week.

CETLIN & WILSON SHOWS

Week May 8, 25th Street and Kirk Avenue, Baltimore, Md.

- CAN PLACE—Second Man for Twin Wheels, Second Man for Chairplane. FOREMAN for Merry-Go-Round, FOREMAN for Roll-o-Plane.
- CAN PLACE Fly-o-Plane and 8-Car Whip with own transportation.
- CAN PLACE—Photo Gallery and Long-Range Shooting Gallery.

All address this week, Baltimore, Md.

WORLD OF PLEASURE SHOWS

River Rouge, Mich., April 28-May 14

WANT - Monkey Show, Animal, Unborn, Wild Life. Mechanical City, War Exhibit and other worth-while Attractions. CAN PLACE—Frozen Custard, Lead Gallery and Merchandise Concessions of all kinds. Ride Foremen and Helpers for ten major rides. Top wages and bonus to sober and reliable men. Report at once. Also Workingmen in other departments. All address

JOHN QUINN, Mgr. World of Pleasure Shows, River Rouge, Mich.

EMPIRE STATE SHOWS

Aberdeen, Maryland, all this week; Phillipsburg, New Jersey, week of May 8 to 13. Wanted—Ten-in-One Side Show. Have 80-Ft. Top, complete. Wanted—Ride Help for Wheel, Loop-o-Plane and Merry-Go-Round, \$50,00 a week and good treatment. Will book Frozen Custard, Candy Apples, Souvenirs, Weight, Age, Balloon and Stock Concessions. Positively no grift. Playing exclusive territory, large industrial cities. Can place Lot Superintendent and Canvas Man. All write or wire JIMMY BROWN, AS PER ROUTE.

WANTED ALL AMERICAN EXPOSITION

Ride Foreman, must be sober and reliable. Ridee-O Foreman, \$60.00 per week; Merry-Go-Round Foreman, \$50.00 per week; Ferris Wheel Foreman capable of handling two Wheels, must be ready to operate Monday night, \$30.00 per week. Want Glass House, Snake Show or any good Show. Want Train Polers and Helpers; Bugs Adams, wire. Concessions all open. Art Frazier, legal adjuster. Will book Holl-o-Plane or any good Ride that does not conflict. We furnish wagon. Want Musicians and Performers for Minstrel Show. Trumpet Players, \$35.00 per week; must be sober. Want Electrician. Nat Roth can use Slum Store and Roll Down Agents. Address all wires to FRANK WEST, CLINTON, TENN.

Allen & Nickerson Shows

Want the following at once, Whip Foreman that can cut it, \$60 per week; Baby Q Merry-Go-Round Foreman, \$50 per week.

Brazil, Ind., week of May 1; Jeffersonville, Ind., week of May 8.

ROYAL AMUSEMENT CO.

CAN PLACE Ball Games, Pitch-Till-Win. Cigarette Gallery, Pitches, Custard, Scales, Grind Stores, Ride Help and Semi Drivers. GOOD OPENING for Shows with own outfits. We own and operate six Rides. SHOWING CHOICE LOCATIONS IN NORTH CAROLINA All Answer: GEORGETOWN. S. C., THIS WEEK.

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L. R. OFF FOR DODSON (Continued from page 33)

(Continued from page 33) but will open her concessions next week. Ray Cramer's World's Fair Oddities and Circus Side Show is among top-money attractions, with Casa Manana, musical revue, under Cecil Hudson; Col-lege of Monkey Knowledge, Truth About Life, Front-Page People, Congress of Fat and Thin People and Bob Perry's Speed Maniacs and Lions Drome doing nicely. DeWitt Hudson, manager of the Dodson cafe, has added to equipment and staff. Arkansas Travelers opened here with a hillbilly cast headed by Pappy Shanks, Uncle Ezra and Cousin Lucy's Home Uncle Ezra and Cousin Lucy's Home Spun Chorus behind a new rustic front.

REPEATER FOR BOWEN

(Continued from page 33) agement of Frank and Jean Yagla, who will continue to operate their peanut, popcorn and floss concessions at that location. Tattoo studios of Bowen in San Diego continue profitable under di-rection of Nellie Bowen. Claude Parish has added a grab and Calvin Enfield a slingshot game.

VA. GREATER STARTS

VA. GREATER STARTS (Continued from page 33) Woods, Abe Silverstein, Lena Klinetop, Walter Woods, agents. Mrs. H. Arnold, two; Evelyn Arnold, agent. Mr. and Mrs. Al Brodsky, cigarette pitch. Sol Speight's Cotton Club Revue; Kid

Sol Speight's Cotton Club Revue; Kid Sparrow, principal comedian; James Crews, Jack Canady, A. E. Smith, Edna Ferguson, Dotty Hopson, Rose Bultin, Annie Ruth Blake, Daisy Smith, Cynthia Jeepers. Midget Village, Mike and Ike and Leo Matino. Louis Augustino, Cir-cus Side Show and Wild Animal Show. Mrs. Jack Kearns, Miss America Revue, with Virginia Rogers, Bobbie Parker, Le-wania and Lolita and Armand Maillory. Jack Kearns, Stella Revue, with Lolita Hahiti. Happy Arnold, Alligator Wres-tling Show.

Jack Anthony Hahiti. Happy Arnold, Alligator tiling Show. Cookhouse, owned by the office, is under management of Tommy Anson Jr.; Merry-Go-Round has Raleigh Gibson as foreman; Dan Cotney, second man; Henry Adams, clutch. Ferris Wheel, Jimmy Monroe, foreman; Gene Thom-son, Joe Mason. Whip, Russell Lane, foreman; Shorty Crenshaw, Buck Shaw. Thrill-o-Plane, Willie Singleton, fore-man; Henry Clanton. Kiddle Auto Ride, James Gibson, foreman. Roster of Auforeman; Shorty Crenshaw, Buck Shaw. Thrill-o-Plane, Willie Singleton, fore-man: Henry Clanton. Kiddie Auto Ride, James Gibson, foreman. Roster of Au-gustino's shows: Louis Augustino, owner-manager; Walter Walters, trainer; Charlie Moore, strong man; Russell Hughes, sword swallower; Charlotte Woods, Illusion; Red Woods, fire-eater; Ralph Morgan, talker and lecturer; Frank Turner, Melvin Collins, tickets; monkey circus and lion act by. Walter Walters.

WM LIGHTS UP AGAIN (Continued from page 33) Blackle Edwards

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(Continued from page 33) Blackie Edwards, foreman; Hey-Dey, Fred Elkey, foreman; Caterpillar, Mrs. George Yamanaki; Earl Purtle's Roll-o-Plane; Scooter, S. Holliday, foreman; Silver Streak, Eddle Edwards, foreman; Earl Purtle's Fly-o-Plane; Merry-Go-Round, Tom Reynolds, foreman; Jake Linderman's three kiddie rides. Jack Gilbert's Amusement Conces-sions Inc. entering its 10th year with

Linderman's three kiddie rides. Jack Gilbert's Amusement Conces-sions, Inc., entering its 10th year with the shows, lists among agents Seymour Berger, Mrs. Ray Hawkins, Sam Lager, Ike Lewis, A. Katzen, Max Elcholtz, Abe Fabrikant, Mrs. Carl Wilson, Fred Gag-non, Mickey Goldbring, Ben Keilman, Harry Sandler, George Harris, Harry Ber-ger, Thomas Sanders, Jim Summers, Ed-die Berner, Mickey Timmins, Mrs. Jack Gilbert, Homer Davis, Mrs. Teresa King, Morris Brown, Leslie Allen, Eddie Corn-ish, Stephen Savitski, Harold Evans, Tony Martini, Mrs. Eddie Cornish, Mrs. Harold Evans, Casey Allen, W. William-son, Earl Perkinson, Johnny Anderson, Mrs. Jane Berger, LeGrande Berry, Thomas Parks, Ray Hawkins, Willis Lilly, Thomas Patty, Lon Handel, H. Washburn, Lee Thomas, Johnny Daniels and Daddy Simons.

Simons. Mrs. Max Linderman has frozen custard; Jack Gilbert, bingo; Tom Riggińs, cookhouse and eating stands; Harry Hauck, candy floss; Mrs. L. Harvey Cann,

Hauck, candy floss; Mrs. L. Harvey Cann, popcorn and peanuts; Mrs. Mae Handel and Dick Stanley, palmistry. Staff includes Max Linderman, general inanager; Frank Bergen, business man-ager; L. Harvey (Doc) Cann, general representative and traffic manager; Ger-ald Snellens, special agent; Ralph Smith, secretary and treasurer; Starr DeBelle, director of publicity; Wallace Cobb, treatmaster: I'm Stanbargon Lot curce director of publicity; Wallace Cobb, trainmaster; Jim Stephenson, lot super-intendent; Eddie Edwards, chief elec-triclan and superintendent of Diesels;

Ernest Prosser, advance advertising; Harry Hauck, superintendent of tractors. For the first time in Richmond the show raised the total gate price to 20 cents, including tax. Previously gate, tariff had

ranged from 10 to 17 cents. KAUS HAS WAR WORKERS

(Continued from page 33) Happy Jack Long, owner and manager; Iona, Mexican snake woman; Early Tuck, tickets; Bill Cartiledge, inside lecturer. Glass House, Pop Anderson, manager. Swingland Revue, directed by Hubert Fuller; comics, Rastus Haynes, Hubert Fuller; chorus director, Elnora Haynes; cast, Baby Cade, Genevieve Johnson, Mildred Larks, Goldier Walker, Elizabeth McCoy; novelty on skates, Albertino Parker; blues singer, Baby Cades; W. W. Christian, band leader; John Murphy, trumpet; Robert Watts, trombone; Walter Lark, guitar; Louis Scott, drummer; Eddie McCoy, piano; Johnny Walker, bass violin; Walter Lewis, front talker; Ernest Rogers, Allen Adam, William Christmas, canvasmen,

Rides: Merry-Go-Round, Allen (Bar-um) Barton, foreman; Claude Tanner. Rides: Merry-Go-Round, Allen (Bar-num) Barton, foreman; Claude Tanner. Two Ferris Wheels, Buster Bruce, fore-man; George W. Frazier, J. V. Rice. Chair-o-Plane, John Elmer, foreman; Jimmy Fielder. Ridee-O, Jan Garber, foreman. Roll-o-Plane, Jimmy Evans, foreman; Bill Chapman. Kiddie Air-plane, Walter McNellis, foreman. Henry Owens supervisor of all rides.

plane, Walter McNellis, foreman. Henry Owens, supervisor of all rides. Concessions: Cookhouse, owned by E. M. McIntyre; Mrs. McIntyre, cashier; Teddy McIntyre, bookkeeper; Godfrey Carpers, assistant manager; Beeny Favro, griddle; Buck Finney, dishwasher. Custerd, popcorp, candw apples and bell Favro, griddle; Buck Finney, dishwasher. Custard, popcorn, candy apples and ball game, Tom Carvel, assisted by Rusty McCurdy and Mrs. Carvel. Lou Candee, 4, managed by Barney (Humpy) Walker. Mack Kassow, 3; agents, Bunny Kassow, Sol Cook and Phil Cook. George W. Minden, 5, Lou Meyers, rat game and color pan game operated by Mrs. Zelda Meyers and Doris Meyers. Joe Morgan, photograph galleries and palmistry; Renee Morgan, reader. Slim Barry, ball game and wheel. Lou Weinstein, bingo, assisted by Mrs. Weinstein and Vic Por-vich. W. D. Bartlett, diggers, Jimmy and Lola Donahue, managers.

SHOW OF TOMORROW

(Continued from page 33) But in the Show of Tomorrow it may be possible that in the center of the midway there will be a robot, operated by electronics and radio, that will control all riding devices and their means of operation without the use of cables or other humanly directed means. This bit other numarity directed means. This has already been indicated by radio-controlled airplanes, warships and bombs, so it is not beyond imagination to think that Merry-Go-Rounds, Ferris Wheels and the other riding devices will be con-trolled from a central point by a single operator. operator.

Materials of the Future

Materials of the Future In materials there is one that will be of decidedly great importance. That is aluminum. It is known that at the time of Pearl Harbor the aluminum stock pile was at a dangerously low ebb. In less than two years this country has produced so much aluminum that today we are stopping production by over 25 per cent, even tho we are in the midst of a terrific world conflict. This means that the Show of Tomorrow will be able to build lighter and cheaper fronts and other equipment out of a material that we formerly thought of only as something that was made into pots and pans. that was made into pots and pans.

No Limit To Travel

No Limit To Travel I mentioned that the fairgrounds of the future must have airports where they now have parking lots for automobiles. For Mr. Jones, the farmer, will pile his family and himself, with his lunch basket on his arm, into his plane or helicopter and go to his favorite fair in a time limit of perhaps five minutes. Years ago it took him all day with his horse and wagon. Today, several hours in his automobile. Tomorrow, your guess is as good as mine. The man of tomor-row may choose a fair in any State and not be limited to those of his native state. State.

In any event, regardless of what happens, the basic principle of all our busi-ness will remain the same—give the peo-ple good, clean, wholesome amusements, so that there will be a Show of Tomor-TOW.

The Billhoard



Post-War Planning-16

MUSIC FUTURE

The juke box trade has more reasons to plan for the future than any other section of the industry. The nation has been made decidedly juke conscious during the war and this brings new opportunities and also new problems. The music trade has remained remarkably stable during the war because public patronage. of phonographs has maintained a high level. The machines have also been kept in service, showing both the ability of operators to keep them in repair and the original quality of the machines as turned out by the factories. Music operators are also conscious of their responsibilities to provide popular music to the public and they have gained a lot of experience as business men.

The trade has been able to maintain its high level of stability in the midst of big issues and big movements.

That the trade will be very much alive soon after the war is indicated by a recent report that as many as 12 manufacturers of juke boxes may be in the field when post-war production can be resumed. There is much talk that the trend will be toward an exclusive music business for both operators and distributors. Economic conditions after the war, however, may have much to do with deciding how exclusive operators and distributors will be.

The juke box trade prepared the way for the home juke market and this market may have much to do with the juke box trade itself as time passes. The home juke box market may be a big stabilizer of the commercial field in the future. Manufacturers of commercial machines have much experience in building record changers which are adaptable to the home and it will be a very natural step for manufacturers of one type of machine to also make the other type. Due to the prospect of other types of music services than juke boxes after the war, the commercial and home juke market may have mutual ties in the post-war period.

If economic conditions should also become stringent for operators and distributors, it would be a natural expansion move for them to consider the home juke market and a music service direct to the home trade. There will be much aggressive action in all branches of commercial music after the war and the distributor and operator in the juke box field cannot sit idly by and expect to remain in the swim unless he himself enlarges his vision and considers the possibilities of new fields.

New inventions and new ideas are pressing upon the entire music world to promise rich fields of expansion in many directions after the war. Even the most stable branches of the music world at large are expecting to use new ideas and are planning for important new developments. Some of these new ideas take the form of inventions for new processes of recording music and new inventions for the reproduction of recorded music. The new recording processes have attracted a great deal of interest not only in the music field but in business circles at large. There have been so many reports of these new ideas that the juke box trade can certainly expect a lot of developments from which to use ideas in the future for improving juke box music. Manufacturers of juke boxes have long manifested their ability to adapt new ideas for the improvement of the juke box itself. A big factor to consider in the future is that there will be much stress placed on music programs and services.

Instead of selling a mere instrument, the trend will be toward selling programs and services. The juke box trade must face this trend and plan to use programs and services, too. The nation is likely to become very conscious of new programs and services of all kinds. The juke box trade is well equipped to sell music programs and services to locations, but it will have a new type of competition in the future and it will be big competition.

In all its planning for the future, the juke box trade, from manufacturer to operator, must keep an eye on all these new developments and recognize that they will mean competition. But they will also mean new opportunities and new and valuable publicity on music services to locations and to the public at large.

MANUFACTURERS PONDER FUTUR Industry's Major Firms at **Meeting Sponsored by CMI**

Reconversion and post-war employment feature serious discussions during open forum-elaborate dinner and floorshow entertains 70 trade members

CHICAGO, April 29.—Appointment of an industry planning com-mittee to "coach" during the pre-reconversion period when manufacturers undertake to unwind the complex and high-geared coin-war machine highlighted the CMI banquet and open meeting Wednesday evening (26) at Groetchen's colorful West Side La Fiesta (restaurant). It was both a happy and serious meeting when commanders of the production of war materials in scores of throbbing coin machine factories —renewed fellowship and exchanged spirited greetings before stepping back into character as war produc-tion chiefs to discuss their current objective of helping to win the war and the future goal of providing em-ployment for additional thousands of workers when restrictions on pro-duction of coin machines are lifted. 20 Firms Represented

20 Firms Represented

20 Firms Represented More than 20 coin machine manu-facturing firms, including all major "names" in the Midwest area and several from Eastern cities, were represented at the banquet and pro-gram sponsored by Coin Machine Industries, Inc., for the dual purpose of enjoying Auld Lang Sang again and eliciting open-forum thoughts of manufacturers on coming events which will confront the industry. Named to serve on the industry planning committee following ma-jority approval of such action were the following members and non-members of the association: Walter A. Tratsch, of A. B. T.

the following members and non-members of the association: Walter A. Tratsch, of A. B. T. Manufacturing Company; George Jenkins, of Bally & Lion Manufac-turing Corporation; J. E. Broyles, of the Rudolph Wurlitzer Company; D. W. Donahue, of Mills Industries, Inc.; W. E. Bolen, of the Northwest-ern Corporation; John Chrest, of Ex-hibit Supply Company; Dick Hood, of H. C. Evans & Company, and "Bip" Glassgold, of A. H. DuGrenier & Company. Announcing this committee, Dave Gottlieb, CMI president, explained that functions of the committee would include compilation of perti-nent information on the subject of reconversion which may be submit-ted to a second general meeting of manufacturers. **Reconversion Discussed**

Reconversion Discussed

The open discussion, following an elaborate dinner (steaks broiled in Groetchen's new cooking machine),



RICHARD GROETCHEN SWINGS WIDE the door to his La Fiesta res-taurant to welcome coin machine manufacturers attending the CMI banquet and open meeting.

produced a wide cross-section of opinion on current and future man-ufacturing problems. The serious and eager interest of the more than 60 firm representatives present in working together as an industry (See Mfrs. Ponder Future on page 65)

"Bally" Plant Wins Star on E-Flag

CHICAGO, April 29. — Em-ployees and management of Lion Manufacturing Corporation, peacetime producers of Bally games and venders, today were again honored for outstanding production of war material when a white star was added to the Army-Navy "E" Flag flying over the "Bally" plant. Presentation of the star indicates renewal of the Army-Navy "E" Award, originally conferred on the "Bally" organ-ization in October, 1943.

Sharp Drop in Federal Revenues Show War's Effect on Industry

The Billboard

Vending Interests Will Attend Special NAMA Conference

CHICAGO, April 29.-Between 40 and CHICAGO, April 29.—Between 40 and 50 manufacturers of coin-operated vend-ing equipment and vending merchandise were expected to attend the all-day con-ference sponsored by National Automatic Merchandising Association at the Palmer House here May 2, it was announced by C. S. Darling, secretary of the asso-clation. clation.

Clation. Opening session of the program de-signed to consider current and pending business problems and subjects was scheduled to open at 9 a.m. An associa-tion luncheon at 12:30 will be adjourned to the conference room where the after-noon session opens at 2 o'clock.

Ration Tokens Total

Ration Tokens Total 7,000 in Past Week CHICAGO, April 29.—Ration tokens found in vending machines climbed to a new weekly high of 7,000, C. S. Darling, secretary of the National Automatic Merchandising Association, reported in giving the tabulation for the week end-ing April 22. Many of the machines continued to deliver merchandise after being jammed by tokens. The coin machine industry, the Amer-for Transit Association and the tele-phone companies have been urging the Office of Price Administration to change the size of ration tokens. A token one inch in diameter is being considered for recommendation by the vending ma-chine group. Ration tokens have been found in givente and candy vending machines, postage stamp dispensers and even in automatic War Savings Stamp machines. In addition to the problem of machines often forced to send repairmen on addi-tional service calls, no small item in these days of labor shortages.

May 6, 1944

WASHINGTON, April 29.—Reports by the Internal Revenue Depart-ment on collections of the federal tax on coin machines for the first three months of 1944 show a declining trend. The total collection for January was \$322,818; February, \$179,029; March, \$106,382. This shows a decline for each successive month since the perior each successive month since the perior d'for the first three months of 1943 are as follows: January, \$412,111; February, \$177,102; March, \$91,940. Com-parison of these reports shows that Jan-uary of this year dropped considerably over January of one year ago. February and March collections of this year show they are holding slightly above collec-tions of one year ago, but not enough to make up for the big drop in January as compared with 1943. Operators of coin machines warned Congress when they appealed for adjustments in some of the rates that machines in use were getting old fast and under war conditions it was impossible to get new machines and also very difficult to get repairs. Hence, as machines grew older, the earnings of such machines would also decrease, and many of the older machines would have to be with-drawn because they could not pay the high tax rate. Operators complained chiefly because of the \$100 tax on gaming evices which had been applied to penny counter games and many free-play games by a ruling of the Internal Revenue Bureau. Operators asked for a much lower tax rate on these two classes of machines and said that the total revenue would be greater because so many more machines would remain in use.

Withdrawal Indicated

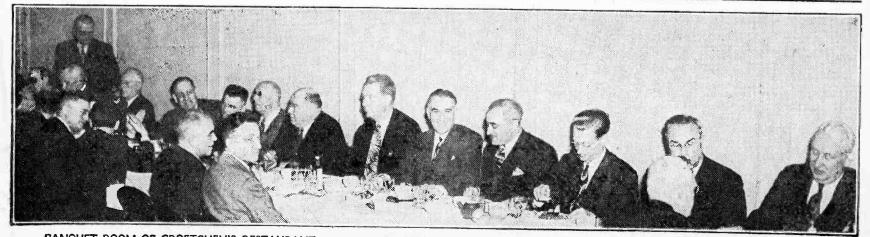
Withdrawal Indicated Trade reports in 1943 indicated that the high tax had caused a withdrawal of about 25 per cent of the free-play pin-ball games alone. The federal tax amend-ment as passed in 1942 extended the tax to cover juke boxes also and collections on these machines began in November, 1942. The federal revenue reports do not make a breakdown of the different types of machines, but do indicate in annual reports the collections on gaming devices and collections on amusement machines. Regional offices of the Internal Revenue Department are often able to give more specific information on the types of ma-chines licensed. The locations in which machines are placed are responsible for payment of the federal tax.

Parts Shortage Serious The coin machine industry reports that the problem of repairs and keeping aging machines in operation becomes increas-ingly serious month by month. It is (See Drop in Fed. Rev. on page 65)

Second "E" Star Now

Flies at Packard

FILES AL FACKARA INDIANAPOLIS, April 29.— Brief ceremonies held at the Packard Manufacturing Company plant here today witnessed addi-tion of the second star to Pack-ard's Army-Navy "E" Flag. Award of the second "E" star, indicating the second renewal of honors for excellence in production of war goods, was approved by army and naval officials on April 8. Homer Capehart's humming war plant was one of the first in the in-dustry to receive the original "E" Flag.



BANQUET ROOM OF CROETCHEN'S RESTAURANT was scene of spirited open meeting of coin machine manufacturers April 26. More than 60 represen-tatives of 23 major coin machine firms wined, dined and discussed problems confronting industry. Photo shows only center section of tables placed in horse-

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COINMEN YOU KNOW

NEW YORK Bob Norman, well-known N.Y. arcade man and former Mutoscope technician, is winding up his arcade operation in Fort Meyers, Fla., in preparation for his return to the navy as a chief petty officer. Bob also had operations in Clearwater, Tampa and St. Petersburg, Fla.

At Training School

John A. Fitzgibbons Jr., is now sta-tioned at Columbia University Mid-Ship-man Training School. He was formerly a medical V-12 student at Villanova (Pa.) College.

Short Takes

Ben Schillinger is still a very sick boy t the hospital. . . . Ike Dobkin, Acme Ben Schillinger is still a very sick boy at the hospital. . . Ike Dobkin, Acme Novelty Company, Pittsburgh, dropped in to see Mike Munves while visiting the big town last week. . . Leon Berman, New York Supply Company, is having trouble with his back. But that doesn't seem to worry him too much. Of all things he has been spending a good part of his recreation time at a local bowling alley.

CHICAGO Make a note now to avoid Chicago if possible during the political conventions in June and July. Even now it is not un-common to see long lines of people waitcommon to see long lines of people wait-ing to register at the Sherman and other Chicago hotels. On occasion, guests ar-riving on early-morning trains are not roomed until 6 p.m. and then quite often they will pick up clean linens and tidy up their own room. So if your vacation or a business trip beckons you Chicago-ward in June or July here's a tip to revise your plans. your plans

Is It Dewey? Guess Again!

Is It Dewey? Guess Again! A great deal of amusement, plus, now and then, a bit of embarrassment, is experienced by a coinman who is often mistaken for Thomas E. Dewey, governor of New York. On trains, in hotel lobbies, on the street, the advertising manager of Pack-

Know Him?

approaching him for autographs or to learn if they to learn if they have guessed his identity. His picture was snapped at the CMI dinner Wednes-day evening (26). His name is Don V. Kennedy.

Romance in an Arcade

Paying off in both rupees and romance, but quick! That is the thumbnail conthumbnail con-clusion reached by this observer following re-ports that Ger-trude Remde, cashier at the new Amuse-matic Playroom, te going to



REMDE-KRUSE

REMDE-KRUSE of the second part, is to take place in Aberdeen, S. D., home of the bride-to-be. While the arcade is not supplying the bride, since Kruse claims the romance began some months ago whereas the funspot opened only last month, the overnight success of Chi-cago's newest arcade lends assurance to the motifmonial venture says Ted. the matrimonial venture, says Ted.

Seiden Presses Campaign

Henry W. Seiden, of Albany, N. Y., chairman of the industry committee sponsoring the Write-a-Letter campaign, is spending 10 days in Chicago community sponsoring the Write-a-Letter campaign, is spending 10 days in Chicago arranging further details of the campaign and pre-paring reports on the various trips he has made in connection with the project undertaken by the National Coin Ma-chine Association, Inc. Among helpful suggestions which he received from government officials, Sei-

den mentioned the opportunity for at-taching "Don't Talk" labels to phono-graphs and machines located in taverns. Officials, recognizing the careless talk that might flow more freely in taverns than in most other places, believe coin machine operators can render a valuable service to the nation by adopting proper labels to attach to their machines, ac-cording to Seiden. cording to Seiden.

Detroit Panoram, Inc.. **DETROIT** Detroit Panoram, Inc., local soundies operating organization, is changing its name to Visual Engineering, Inc.

. Max Lipin, head of Allied Music & Sales, is back from the extended busi-ness trip he made to the East Coast. *

C. Leo Chadwick, operator of the Chad-wick Coin Machine Company and one of the leading music operators here for a number of years, has sold out his busi-ness and opened a tavern in the city.

The Hornbeck Music Company, of Dearborn, has been taken over by Mrs. Lena Hornbeck and Louis Ambrosine, the Letter a newcomer to the music business. Company, established here about 10 years ago, operates an extensive route of music machines in the Detroit and suburban

Pvt. Leo Weinberger, back from serv Pvt. Leo Weinberger, back from serv-ice with the army in North Africa, is recuperating at White Sulphur Springs, Va., where the government maintains veterans' rest facilities. He is the son of Michael Weinberger, senior partner in the S & W Coin Machine Exchange, where he was associated before going into the in North Africa, is army.

Sy (Red) Berman, of the Sicking Com-pany's Indianapolis branch, was a Motor City visitor with his son, home from the army on furlough. Berman was formerly an operator here until about four years ago.

S & W Coin Machine Exchange, De-trolt jobbing house, has remodeled its salesroom, moving the office to the front of the store and using the rear and base-ment for storage of machines and service department.

PHILADELPHIA Bill King head of Quaker Vending Company, has earned the grati-tude of all industry members here for taking charge of Ben Hankin's music route. Hankin, the father of four chil-dren, was recently called up for the army. King is personally taking care of the business under Hankin's own name until he gets back.

Coinshots

Coinshots Algie McKinley and Louise Seidel are carrying on the music machine and retail record business of the Paramount Music Company in the absence of co-owners Felix Valdera and Roy Harris, both serv-ing in the army.... It's a girl for the Al Natz clan. He's head of Modern Amusement Company.

Rosen Doings

Paul Knowles, head of the record de-partment at the Raymond Rosen Com-pany, Victor-Bluebird distributor, is partment at the Raymond Rosen Com-pany, Victor-Bluebird distributor, is again contacting the music machine op-erators. Working with Knowles on spe-cial promotions is Armond DiStefano, back on firm's sales staff after getting a medical discharge from the army. Ar-mond, incidentally, just became the father of a bundle of female loveliness. The Rosen firm, also engaged in war work, has set aside additional space on the third floor of its building to carry out the contracts. out the contracts.

Ops Doubling

The new selective service order for men over 26 has found a number of operators doubling up by taking jobs in the various war industries here.

Silverman's Big Day

Last Sunday was a big day for Joseph Silverman, business manager of the local Silverman, business manager of the local pinball operators' association, and his wife. Their son, Lleut. Alvin Silverman, who received his wings several days pre-vious in the army air forces, rushed here by plane to keep a wedding date at the Beth Sholom Temple with Blanche S. Jaffe. Lieut. Silverman has been in the air force since 1941, and is their second

son to answer the country's call. The other is Armond Silverman, seaman 2/c. A number of the local coinmen turned out for the wedding celebration.

In Short

Samuel Weinstein's Mutual Music Ma-chine Company staff has everybody guess-ing. One of the men there keeps playing French recordings all day to study that language. . . Leone Templeton, who quit the ballet troupe of *Rosalinda*, cur-rently playing here at the Forrest Theater, is reported Hollywood-bound to keep a modeline data with Lieut Mel Adams who is reported Hollywood-bound to keep a wedding date with Lieut. Mel Adams, who handled publicity for Victor-Bluebird records in New York and now in the army air corps out there. . . Bill Bray has shelved his Associated Press post to join the publicity staff of Victor-Bluebird records in Camden, N. J. . . The local music machine operators have started another project in the interests of the fighting men. A group of the operators will present a library of phonograph records to the Valley Forge Army Hospital here for the institution's new amplifying system. system.

LOS ANGELES Increase in mili-tary travel be-tween here and San Francisco is making tween here and San Francisco is making civilian accommodations difficult to ob-tain, so distribs and jobbers here are taking to the mails, wires and the phones to transact their business with Bay City coinmen. Those who must travel are making long-range plans.

Music Route Sold

Music route of the late A. C. Woodward in Visalia, Calif., has been bought by Nick Carter, of the Nickabot Company here. Deal was handled by Fred Gaunt, of General Music Company.

Showman Arcade Op

Operating arcades and picture galleries in El Centro, Calif., area is Bill Custer, well-known outdoor showman. He was seen making the rounds of coin row re-cently. . . Another West Pico visitor was Orville N. Crafts, of the Crafts Greater was Orville N. Crafts, of the Crafts Greater Shows. Show owns and operates its own arcades and winters in North Hollywood. . . Among other arcade operators in town recently were Danny Jackson, of Pismo Beach, and "Babe" Collins, of Vir-ginia Park Amusement Center, Long Beach, Calif.

Along Coin Row

More out-of-town operators along coin row of late. Roy Jones in town from Visalia, Calif., where he operates music boxes. . . Art Dawes up from San Diego. . . Bill Mahaffey, of Stockton, Calif., visiting Bill Happel at Badger Sales. Mahaffey is stationed in Avalon, on Catalina Island, where he has com-mercial fishing rights. Fishing keeps him busy, but he still finds time for his operations. . . . Ray Sherret in from San Luis Obispo, Calif. . . . Budge Wright, of Portland, Ore., in town and spending some time with Southwestern's Harry Kaplan. Kaplan's son, Lewis, in-cidentally, is now overseas with the army air force. . . Joe Grater from Oxnard telling everyone of the high winds that recently blew thru his section. . . More out-of-town operators along coin

telling everyone of the high winds that recently blew thru his section. . . . Al Burlinghoff and Bill Shorey, of In-land Amusement, both in from San Berna-dino. . . In from Jan Jacinto was Allan McMahon. . . Purchasing a lot of equipment was Frank Tong, of Fresno . . Bob Cardiff, of San Miguel, also buying. . . Les Lorden back along uset lice riciting old friends West Pico visiting old friends.

222

The lead item for this column six weeks from now has already been assured. The "tip" is now awaiting development.



620 KANSAS AVE.

Anonymous Coinman Foots Long Dist. Calls For Lonesome Sailors

63

MINNEAPOLIS, April 29.—What is be-lieved to be one of the first instances of its kind, is the action of a widely known Minneapolis coinman who has authorized the Navy Shore Patrol here to select eight homesick and lonesome sailors a month for long-distance tele-phone calls to any place in Continental

sailors a month for long-distance tele-phone calls to any place in Continental United States. Only hitch to the proceedings is that the columna doesn't want anyone to know who he is, outside the command-ing officer of the local shore patrol de-tachment. tachment.

Selection of the lonesome gobs Selection of the lonesome gobs was left up to the shore patrol which must decide which are the worthlest cases. The columan's only other restriction is that the telephone call be limited to Continental United States and to three minutes conversation—unless there is an emergency emergency.

emergency. The shore patrol officer in charge said reason for the coinman's decision to foot the bills on eight phone calls a month is that he (the coinman) attempted to get into every branch of the service but was ruled out because of a medical disability.

was third out because of a instant and ability. To show his appreciation to this coun-try—he is a native of a foreign land— and to the sailors who frequent his place, he decided this anonymous activity on his part would be his small bit toward the building up of navy morale. The plan works in this manner: Shore patrolmen select the gobs who are to telephone, get name and phone number to be called. Shore patrolman places the call, which is charged to a spe-cial line set up by the telephone company under a credit-card system for the shore patrol. Even sailor doesn't know who his benefactor is. The gesture received widespread pub-

his benefactor is. The gesture received widespread pub-licity in local newspapers, and other mer-chants indicated their willingness to do

FOR SALE ALL CLEAN AND REFURBISHED
2 Bałly "Kentuckys" \$425.00 Ea. 2 Bally "Sport Kings" 400.00 Ea. 3 Bally "Long Shots" 400.00 Ea. 2 Bally "Sonta Anita" 400.00 Ea. 3 Bally "Grand National" 135.00 Ea. 3 Bally "War Admirals" 250.00 Ea. 1 Bally "Lite-A-Pak" 35.00 'Seven Grand, Vational" 35.00 'Stand" 35.00 'Seven Grand, 'Latest Counter 35.00 Dico, 5c 35.00 Immediate Shipment, 1/3 Deposit, Balance Draft Attached. WANT TO BUYFIVE BALLS Big Chiefs, School Days, Metros, Sparky, Sunbeams, Victorys, Home Runs, Sluggers, Four Roses, Jungle, Etc. Same and Price. THE R. F. VOGI DISTRIBUTORS MILNER HOTEL BLDG., PHONE 5-0461 SALT LAKE CITY, UTAH SALT LAKE CITY, UTAH
WILL BUY
The Following Machines
The Following Machines West Winds @ \$ 55.00 Double Pay @ 55.00 Stars @ 55.00 Big Parade @ 100.00 Knockout @ 100.00 Liberty. Cottlieb @ 110.00 Silver Skates @ 35.00 Victory, Cenco @ 65.00 Sky Chief @ 140.00 5-10-20 WHIL SET 1
West Winds @ \$ 55.00 Double Pay @ 55.00 Stars @ 55.00 Big Parade @ 100.00 Knockout @ 100.00 Liberty. Cottlieb @ 110.00 Silver Skates @ 35.00 Victory, Genco @ 65.00 Sky Chief @ 140.00 5-10-20 @ 95.00
West Winds @ \$ 55.00 Double Pay @ 55.00 Stars @ 55.00 Big Parade @ 100.00 Knockout @ 100.00 Liberty, Gottlieb @ 110.00 Silver Skates @ 35.00 Victory, Genco @ 65.00 Sky Chief @ 140.00 5-10-20 @ 95.00

TOPEKA, KANSAS

play the party of the second

matic Playroom, is going to marry the boss June 3. The wedding in which Ted Kruse, of Kruse & Connor will

manager of Pack-ard Manufacturing

Company often

finds persons star-ing at him, whis-pering about him and occasionally

FOR SALE

1 Wurlitzer	850	١.						 			Write
1 Wuriitzer	600	ι.	•							. 5	345.00
1 Wurlitzer	61 .						• •				90.00

CONSOLES

CONSULES	
15 Jumbo Parades, Comb., Like New .	\$229.50
7 Bally Club Bells, Slightly Used	339.50
8 Buckley Track Odds, 5¢, Completely	
Overhauled	475.00
1 Pace Seratoga (Ralls), C.P.	145.00
1 Pace Reels Jr.	139.50
1 Mills 25c Dice Machine	200.00
2 Jumbo Parades, F.P.	89.50
11 Jumbo Parades, C.P., Late Heads .	
3 Jonnings Totalizers, F.P.	99.50
1 Groetchen Sugar King	65.00
ARCADE	
1 Ace Bomber	8075 00

SLOTS	
5 5¢ Mills Blue Fronts, C.H., Fac, F	teb. \$235.0
3.25¢ Mills Blue Fronts, C.H., Fac.	Reb. 345.0
1 5¢ Mills Silver Chrome, Hand Los	
1 50¢ Mills Gooseneck	295.0
1 50¢ Jennings Gooseneck	295.0
1 50¢ Pace Comet	449.5
1 50¢ Jennings Club Bell	695.0
8 25¢ Jennings Club Bells	349.5
1 25¢ Mills Brown Front, Fac. Rebu	llt. 365.0
1 25¢ Mills Glitter Gold Finish War	agle 325,0
1 25¢ Mills Mint Vendor Conv. to Br	own
Front	
4 5¢ Pace Comets, Fac. Rebuilt	180.0
2 10¢ Pace Club Bells	
10.5¢ Mills Bonus, New, Without B	onus
Feature, a Beautiful Machine, I Action, Spoon Proof, Drill Proof	(nee
2 5¢ Victory Chiefs	265.00
1 5¢ Silver Chief, Fac. Rebuilt	245.00
1 5¢ Silver Moon Club, Chrome	289.50
1 5¢ Watling Relatop	150.00
1 25¢ Watling Rolatop	175.00
1 5¢ Callie	99.50
SUPPLIES	
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GOOD POSITION

Is waiting for good Music Machine Mechanic. \$65.00 weekly. Advancement if satisfactory references.

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WANT TO TRAADE Double Play, Big Parade, 4 Diamonds, Legionnaire, Maiors, Target Skill, Ten Spot. Twin Six, Silver Skates, Sky Blazer, Kuockout, Schooldays, Bolaway, Champ, Relle Hop, Gun Club, Horoscope, Spotacard, Yelvet, Star Attraction, Air Circus, Boom Town, Hi Hat, Super Chubby, 25 old type Slot Machines, Wurlitzer 412's, and Keency Phonograph in steel cabinet (2 412's) for All American, Seven Up, Stratoliner, Victory, Gold Star, Fox Hunt, Shangri La, Sky Chief, Streamliner, Grand Canyon, Santa Fe, Brazil, Arizona, M.dway, Liberty, Keep 'Em Flying, Jungle, Spot Pool, Sun Valley, Zombie, Sun Beam, Genco Defense.

PASTIME AMUSEMENT CO. 214 Jones St., Dayton 10, Ohlo. Ho. E086.



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Shortage Or Not, AOLAC Still **Gives Games To U.S. Forces**

Organizations fighting juvenile delinquency also share in help—no kickbacks as worthy requests always met in some manner

LOS ANGELES, April 29.—Despite equipment shortages, members of the Associated Operators of Los Angeles, Inc., headed by Curley Robin-son as managing director, are continuing to supply coin machines to army and navy posts as well as to groups fighting juvenile delinquency here with the same vim and vigor that has always characterized the public welfare activities of this group. Not only is equipment being given, but members are also donating one or more days a week to keep the machines operating at peak efficiency. operating at peak efficiency

No Kickbacks

Nor has the AOLAC had any kickbacks ment. Nor has the AOLAC had any kickbacks on its equipment distribution program. This is due in part to good management and also to the fact that the association has never refused a request for equip-ment because, as Robinson puts it, "We have never received an unworthy re-quest." que

There have been a number of requests for music machines which could not be supplied; but AOLAC still came thru by getting together some other equipment which was sent to the military or juve-nile orgs requesting it. Another worthy request came from a hospital for games which AOLAC couldn't supply. Instead the group made a contribution which showed AOLAC's willingness to co-operate and scored with the committee making the request, too. There have been a number of requests

Drive Continues

Drive Continues For years the AOLAC has been work-ing with groups and associations to stem juvenile delinquency, and it is the in-tention of the group to keep its pro-gram going at full speed. Not only has the association donated games to keep the teen-agers entertained, but it has dug down into its treasury to furnish finandown into its treasury to furnish finan-

cial help as well. Such efforts have been highly appre-ciated, and the association has been ciated, and the association has been complimented numerous times for the good work it is doing. A typical letter received from Jack G. Gotch, publisher of The Hollywood Clipper, The West Hollywood Tribune and The Sports Re-view, who is interested in welfare work, is reprinted on this page.

Games for Servicemen

Games for Servicemen Ever since Pearl Harbor, AOLAC has been fulfilling requests from army and navy posts, USO's, etc., for coin-operated equipment. At present the demand is coming mostly from outposts where rec-reation facilities for servicemen are ilim-tif account of the servicement of the service with agencies seeking to provide free entertainment and recreational fa-cilities for officers as well as enlisted and entertainment for servicemen," Rob-huson maintains, "and by that term I mean soldiers from captaincy on down to buck privates." Operators here agree the plight of the lieutenants who must seek entertainment becoming their rank as an officer has to be solved since

few can afford to spend much for amuse-

Another letter which is indicative of the many in AOLAC files lauding them for their work is on this page received from Maj. Lee Frankovich, of the Army Air Forces Pilot School at Minter Field, Bekerefield Coll School at Minter Field, Bakersfield, Calif.

TECHNICAL TOPICS

Glass Plastics Important

New plastics reinforced with glass fibers are being used in numerous air-plane parts and may have many uses in coin machines after the war.

Molded plastic-glass combinations are being made with a tensile strength of 100,000 to 150,000 pounds per square inch, comparable with the tensile strength of steel. Their impact resistance is 10 times that of ordinary plastics.

The new plastics harden at compara-tively low temperatures without pressure. Thus large forms can be shaped over a single mold without the expensive tool steel dies and presses used in forming most plastics.

Pulp Supplies Improve But Packaging Is Still Problem Supplies of wood pulp available to domestic paper and paperboard mills dur-ing this quarter will be greater than in the first three months of the year, trade circles predict. At the same time, how-ever, they warn against over-optimism because as yet it is too early to form any accurate estimates of the pulp situation in the April-June period. Increased supplies are due to favorable

in the April-June period. Increased supplies are due to favorable pulpwood deliveries in January and Feb-ruary of this year. Continued good de-liveries are based on these considerations: Recent OPA authorizations for pulpwood price celling rises in producing regions; revised man-power regulations governing the draft of woods' labor; favorable weather conditions this quarter; avail-ability of greater quantities of pulpwood from the South due to salvage of timber damaged by ice and sleet storms some damaged by ice and sleet storms some time ago

Attainment of minimum paper and paperboard production requirements, however, will still remain dependent upon

English Coinmen's **Ingenuity** Praised

LONDON, March 18. — In his "Automatic Gossip" column of World's Fair, Edward Graves writes that he is impressed with the way coin machine manufacturers and distributors in England have kept their equipment going as the years

their equipment going as the years of the war have advanced. "It has not been easy and has meant the bringing into action of no little ingenuity," says Editor Graves. "With a normal avail-ability of personnel the job would not have been easy; with condi-tions in that respect as they have been one cannot help but marvel been, one cannot help but marvel greatly.

"Even the bits of pieces which, in ordinary times, passed to the scrap heap have been put to good use," he said.

the volume of wastepaper collections, it was stressed by informed officials.

Packaging is still a problem, however, particularly to retailers. Containers, paper bags and wrapping paper are be-coming so scarce they are in danger of almost disappearing from retail stores. WPB officials have said that if industry does not voluntarily cut down the use of paper and paperboard, the only alterna-tive will be mandatory packing restric-tions. tions.

New Trends in Packaging

Containers for everything from foods and medicines to heavy machinery will be lighter weight and moisture resistant after the war, according to exhibitors at the packaging exposition of the Ameri-can Management Association.

For the most part the materials used before the war will be utilized again, but manufacturing techniques have been im-proved and some new materials have been found.

The vice-president of one of the largest The vice-president of one of the largest glass companies said he doubted that plastics will replace glass or other famil-iar materials, and added that cost of materials used in plastics probably will not be as low as other materials when peacetime supplies of tin, metal and glass become plentiful.



In Appreciation

Here are two recent letters received by the Associated Operators of Los Angeles County, Inc., in appreciation of its work to help combat juvenile delinquency and to furnish entertainment for the armed forces.

Argeles County, Inc., in appreciation delinquency and to furnish entertain **From the YMCA** "Last year members of your or-ganization responded to the appeal of the YMCA in contributing, thru the medium of subscribing for com-munity memberships in order that paid leadership might be secured for the boys of West Hollywood. "Because of this campaign, to which you condributed \$300, it may please you to learn that juvenile delinquency is practically non-ex-istent in this district, according to the sheriff's department and local juvenile authorities. "This is a grand piece of con-structive work and your contribu-tion helped make it possible." Jack G. Gotch, publisher of Hollywood Clipper, West Holly-wood Tribune and Sports Re-view.

www.americanrad

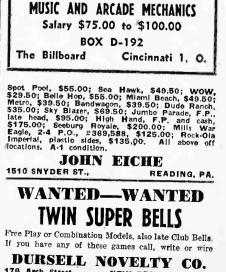
From the Air Corps

"Please accept the thanks of the men at Minter Field to you and the members of your association for the contribution of six marble games for

"Also for your help in aiding us to "Also for your help in aiding us to obtain some other machines. Your desire to be of service to the men in uniform is outstanding, as I know your organization has contributed much to the various camps in Southern California. Personally I wish to thank you for your help to me on my recent visit to Los An-geles. geles.

"Best of luck to you and your or-ganization in the future."

Lee Frankovich, Major, Air Corps Special Services and Public Relations Officer, Min-ter Field, Bakersfield, Calif.



176 Arch Street NEW BRITAIN, CONN. Ph. 5154-W

Gov't Licenses **Enemy Patents**

Over 100 amusement device patents available on non-royalty basis for \$15 each

WASHINGTON, April 29.—More than 100 patents on foreign amusement de-vices are available from the United States government at a nominal cost. These are part of the 45,000 patents and pending patent applications formerly owned by residents of enemy and enemy occu-pied countries seized by the alien property custodian.

All except those patents which have already been exclusively licensed to American firms prior to their seizure are available for use by any American manu-facturer on a non-exclusive basis. The facturer on a non-exclusive basis. The enemy patents will not be restored to their owners after the war, and are now being licensed on a royalty-free basis for the life of the patent. Only charge is an administrative fee of \$15 for each patent licensed.

Patents are classified in a booklet, Patents at War, which was prepared by the smaller war plants' corporation and is available free upon application to the nearest regional office of the corporation. These offices are in Atlanta, Boston, Chi-cago, Cleveland, Dallas, Denver, Detrolt, Varance City, Los Angeles, Mingeapoli, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco and Seattle.

N. Carolina Music **Op** Appointed Boy Scout Commissioner

SALISBURY, N. C., April 29.—Frank H. Burns, proprietor of the Burns Music Company, has accepted appointment as commissioner of Boy Scouts for Rowan County and has started organization of neighborhood commissioners to aid him in his work.

Burns has a lengthy career in civic activities behind hlm. He came here in 1941 from Greensboro, N. C., where he was on the executive board of Boy Scouts for seven years. He was also active in the Greensboro YMCA, where he headed many campaigns to raise funds for a many campaigns to raise funds for a camp for underprivileged boys and for other activities. As secretary of the Rotary Club for eight years, he partici-Rotary Club for eight years, he partici-pated in the club's boys' work program and also served as treasurer of the Sun-day school of the First Presbyterian Church. He was on the boards of the Red Cross and Travelers' Ald, and was active in Community Chest and other civic programs. civic programs.

A native of Kingston, Ont., Burns came to this country in his 'teens and con-tinued a career begun even earlier in theaters. In Detroit and later in several Florida cities he managed movie houses, and at one time had his own chain of threat heaters three theaters.

He came to North Carolina in 1926 to manage the Publix Theater in High Point and later was transferred to Winston-Salem, where he managed the State The-ater. At one time he was manager of the Capitol and Victory theaters here. After a brief period on special assignment at Rocky Mount, N. C., Burns transferred Greensboro, where he managed the National Theater for five years and the Carolina for four.

He is married to the former Lois Roberts, of Texas, and they have one daughter, Marjorie, a sophomore at Woman's College, Greensboro. Despite her youth, Marjorie has already become famous in State golfing circles.

Liquor Exec Sees Shortage End Ahead

NEW YORK, April 29.-Thomas Balfe, NEW YORK, April 29.—Thomas Balle, vice-president of the National Distillers Products Corporation, told the midyear conference of the National Alcoholic Beverage Control Association that he be-lieves there will ge a partial resumption of beverage distillation some time in the not too-distant future. Balfe said he

was basing his optimism on the fact that administration officials are aware of the social as well as the economic evils of the present situation.

Other speakers stressed the need for an immediate "holiday" to permit some liquor production if the expanding black market and other "prohibition-day evils" are to be avoided.

A mere 21-day respite from the 100 per cent industrial alcohol output would per cent industrial alcohol output would inean "the end of the black market," Balfe said. In even this short period, he declared, the distillers could produce 25,000,000 gallons of 190-proof grain al-cohol, an amount that would insure the return of advertised standard domestic brands to package store shelves.

"Prohibition without prohibition" is in the offing unless something is done quickly to correct the present situation, Ottocar H. Martinsen, official of Calvert Distillers Corporation, warned.

Distillers Corporation, warned. He classified the evil effects of the present liquor shortage as "typical of prohibition days," and listed them as: Loss of revenue to federal, State and local governments; poison liquor; the threat of a crime wave with gang war-fare, corruption of officials, hijacking, bootlegging and a breakdown in law en-forcement machinery; and widespread disrespect for law and order.

DROP IN FED. REV.

(Continued from page 62) necessary to break up old machines in order to dbtain repair parts to keep others in operation. This process means that an increasing number of machines are being taken out of use and hence the federal tax is expected to reflect the declining trend.

Since the federal tax law was not changed in 1943, the comparison of col-lections in 1944 with 1943 will grow more lections in 1944 with 1943 will grow more interesting. As 1944 progresses it will now be possible to make accurate com-parisons under the law. Since the law was amended in 1942, it was not possible to make accurate comparisons of trends between collections in 1943 and 1942. The federal tax law was first passed by Congress in 1941.

A double check on trends in the indus-A double check on trends in the indus-try and the number of machines in operation is available in 14 or more States which also have a State tax on coin machines of various types. Many of the State reports during the past year have shown a downward trend in total collections collections.

MFRS. PONDER FUTURE (Continued from page 62)

unit rather than as individual manufacturers in preparing to meet reconversion problems was fully evi-dent. Ample opportunity was af-forded to each of the men present to express views and experiences re-lating to subjects of vital interest to manufacturers of the industry.

manufacturers of the industry. Prior to opening the discussion forum, Gottlieb honored the mem-ory of prominent members of the in-dustry who have died since the last general meeting of the trade, rever-ently mentioning the names of the late Tom Watling, Bill Gray, Jack Bechtol, Harry Hoppe and George Moloney. Moloney.

Special Report on Games

Special Report on Games Many discussion topics were of-fered to members and guests in the special report on "The Future of Amusement Machines," prepared by Walter W. Hurd, editorial director of The Billboard, copies of which were distributed to all places at the banquet table. Hurd spoke briefly regarding this report and mentioned legal news developments occurring after the report was printed. (Limafter the report was printed. (Lim-ited copies of this report are avail-able to manufacturers who were un-able to attend the meeting.)

able to attend the meeting.) Reconversion and employment were post-war topics dominating the discussions, along with current ac-tivities in other industries and on the Washington front. A general consensus of opinion held that of-ficials of the War Production Board were favorable to industry planning which may assist in speeding the re-conversion process when war reconversion process when war re-quirements may be reduced. Such officials have repeatedly stressed the

importance of preparedness in this respect such as may be achieved without hampering war production or spreading of false optimism re-garding the progress of the war. It It is the employment angle which is most benefited by industry planning for orderly and speedy reconversion, according to WPB officials.

James T. Mangan, director of advertising and war promotions at Mills Industries, Inc., echoed the sentiments of all trade members present at the meeting when he congratulated CMI officials on their decision to sponsor a general meeting of coin machine manufacturers and warmly expressed his thanks for the hospitality extended by the association.

D. W. Donohue, George Glasgold, J. E. Broyles, Jack Kelner, George Jenkins and Dave Gottlieb contrib-uted in substantial manner to the general discussion and many others spoke briefly.

COIN MACHINES

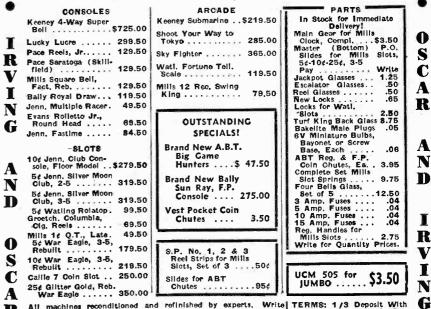
All Details Handled Okay

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Many compliments were expressed to Richard Groetchen and Ed Hanson, of Groetchen Tool Compay, for dinner and program arrangements. Andy Frain's ushers were on hand to add professional finesse to the entire procedure.

tire procedure. The following business firms were represented at the meeting: A. B. T. Manufacturing Co., Advance Machine Co., The Billboard, Baker Nov-elty Co., Lion Manufacturing Corpora-tion (Bally), Buckley Manufacturing Co. and Trading Post., the Coin Machine Review, Daval Manufacturing Co., the Coin Machine Journal, Chicago Coin Ma-chine Co., A. H. DuGrenier & Co., Ex-hibit Supply Co., H. C. Evans & Co., the Cash Box, D. Gottlieb & Co.; Genco, Inc.; Groetchen Tool Co., O. D. Jennings & Co., J. H. Keeney & Co., Rowe Manufac-turing Co.; Mills Industries, Inc.; Pack-ard Manufacturing Co.; Sicking, Inc.; Stoner Corporation, Watling Manufactur-ing Co., the Rudolph Wurlitzer Co., Rock-Ola Manufacturing Corporation, and Automatic Sales Co. and Automatic Sales Co.

FOR QUALITY AND SATISFACTION **IT'S AUTOMATIC COIN!**



All machines reconditioned and refinished by experts. Write TERMS: 1/3 Deposit With for complete list and quotations on parts and equipment not listed. Order, Balance C. O. D. R WILL PAY SPOT CASH

for Phonographs, Mills Golf Ball Vendors, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coln Machines. IRVING OVITZ SERVING THE NATION'S OPERATORS! OSCAR SCHULTZ

MACHINES) & SUPPLY CO. (4) Chicago 47, III. Automatic Coin 3834 W. Fullerton Ave. (Phone CAPitol 8244) **TUBES** for the Coin Machine Trade Order With Confidence-We Have What You Need! \$1.00 6J5 1.00 6K7 1.60 6L6 1.40 6N7 1.45 68C7 1.15 68C7 1.95 68Q7 1.15 6V6 1.10 6X5 1.15 7C7 1.15 12SA7 ...\$1.45 5Y3 ... 1.60 5Y4 ... 1.85 5Z3 ... 1.35 6A6 ... 1.60 6A7\$.90 7 ... 1.45 45 ... 2.25 57 ... 1.45 76 ... 1.25 76 ... 1.25 76 ... 1.25 77 ... 2.25 77 ... 1.25 77 ... 1.26 80 ... 1.20 80 ... 1.25 11726 1.20 .70 .85 1.00 .95 1.15 1.00 1.20 2.35 1A7 ... 1B5 ... 1H5 ... 1N5 ... 2A3 ... 2A4G . 685 6C5 6C6 6F5 6F5 1.40 6H6 We have many more tubes too numerous to mention! Send Suppliers' Certificate with all orders. 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. No order too large or too small. We have encugh tubes on hand, including the critical ones, to fill all orders 100%. DON'T MISS OUR USED PARTS AD ON ANOTHER PAGE IN THIS ISSUE Deposit required with all orders! ALBENA SALES CO. 587 10th Ave., N.Y.C. LONGACRE 5-8334 RED, WHITE AND BLUE-2160 BREAK TAB CARDBOARD TICKETS, JAR DEAL TICKETS All tickets when sold at 5c make \$36.00 profit; when sold at 10c \$72.00 profit. Price 100 lots, \$1.40 each; dozen lots, \$1.60 each; less than dozen lots, \$1.75 each. Send for FREE SAMPLE of Our Ticket MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA MUSIC MACHINES

Rullman Sees No Threat to Disks in New Sound Gadgets

Closely held patents may affect number of firms producing juke boxes in future, says head of Automatic Instrument Company-discusses post-war era

CHICAGO, April 29.— Revoluntionary methods of music reproduction are commethods of music reproduction are com-pletely out of bounds in the post-war juke box field, according to E. E. Rull-man, president of Automatic Instrument Company, whose music experience dates from the old electric plano days and who has directed the manufacture and operation of more than 10,000 coin-operated phonographs.

Rullman considers the disk record the only practical and economical recording medium for use on a coin-operated instrument.

Post-War Ideas

Another article in the series of post-war discussions by prominent members of the coin machine industry.

"Sound on wire?" said Rullman— "Why I think so little of this principle of reproduction that I gave away my own patents for reproducing sound on wire some years ago."

"Sound on film? There are impossible handlcaps which rule out use of film on a coin-operated phonograph," he de-clared.

"More durable record materials? Here the cost of records will be a most im-portant factor," said Rullman. "Un-questionably, disk records can be made of materials which would permit hun-dreds of plays, but they would be too expensive for practical use on juke boxes. There is no way of determining hits in advance, therefore operators would refuse to pay high prices for super-quality records. Of course, the quality of current records has suffered due to lack of proper materials, but the better records of pre-war days are ideal for juke box operation." Old-Fashioned Way Okay "More durable record materials? Here

Old-Fashioned Way Okay

Old-Fashioned Way Okay "Probably a lot of people could dream up a better way of producing babies than is practiced today—even I could suggest some improvements, but the old-fashioned way is 100 per cent satisfactory for all practical purposes, and the same is true of disk-styled records and is equally true of the juke box in its pres-ent stage of development," Rullman said in a droll manner, but with a twinkle in his eye. in his eve.

"The mechanical principles of modern coin-operated phonographs have changed but little in recent years. As a matter of fact, they have been simplified since AMI introduced the first successful auto-matic selective record changer in 1928.



E. E. RULLMAN

all dis silars

At that time, in addition to automati-cally changing the records, our phono-graphs were equipped to also change the needles. Every 20 plays this me-chanical marvel loosened a screw, free-ing the needle, inserted a new needle, tightened the screw and was ready for another 20 records. Mechanical changing of needles was entirely successful and of needles was entirely successful and gave no trouble. However, with the in-troduction of better quality needles, the needle - changing mechanism was no longer needed on AMI instruments.

"While no one has the ability to see around corners, and while I would per-sonally be the first to welcome any successful refinements in record playing successful reintements in record playing or record changing, my experience in the manufacture and operation of some 10,000 coin-operated phonographs con-vinces me that mechanical music has reached the stage of development that is entirely practical, economical and suc-cessful from all angles," declared Rull-man. man.

Patents May Limit Producers

"Despite rumors that new manufac-turers are planning to enter the auto-matic phonograph field, I doubt that there will be any new manufacturers in the phonograph field for some years to come," Rullman declared, again with positive and quiet assurance so typical of this music machine pioneer. "I say this because of the closely held patents on record-changing and record-playing devices." devices."

At the Automatic Instrument Company post-war thinking and planning is far advanced, according to Rullman, who directs the Chicago office and the Grand Rapids manufacturing division, and while not in a position to reveal the firm's post-war models and designs, Rullman indicated that the post-war period would bring a stepping up of activities which, strangely, have been accelerated in war-time. Rullman stated that Automatic Instrument Company had sold more new coin-operated phonographs in 1943 than in any other year in their history. At the Automatic Instrument Company

Sell to Army Exchange

"Of course," said Rullman, "all of our new equipment was sold only to the War Lepartment Exchange Service for use in post exchanges and canteens both in this country and overseas. No new equipment

When I Grow Too Old to

POPULAR RECORD RELEASES

(Continued from page 18)

Somebody's Lyin' Five Red Caps Beacon 7123 St. Louis Blues Mary Lou Williams Asch 1004 Talk To Me Savoy 501

That Da-Da Strain George Brunis Commodore 546

That's A-Plenty Wild Bill Davison Commodore 1511

Trav'lin' LightDelta Rhythm BoysDecca 4440 Uptown Cafe Blues Edmond Hall Sextet Commodore 1512 Was It You? Five Red Caps Beacon 7123

Rainbow Blues ,..... Jerry Jerome and His Cats and

Roll 'Em Mary Lou and Her Chosen Five

Sing a Tropical Song Andrews Sisters (Vic Schoen

There'll Be a Jubilee Andrews Sisters (Vic Schoen

Dream Jarry Jerome and His Cats and

You Can Take My Heart..... Danny Beckner and His Madcap

www.americanradioh

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International and Foreign **Record Hits of the Month**

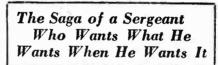
(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

INTERNATIONAL RECORDINGS: Pit-a-Pat Polka, Deuces Wild, Mid-dletown Polka, The Merry Ghost From Chatham Square, Waltzing on the Kalamazoo, Tap the Barrel Dry.

FOREIGN RECORDINGS: Czechoslovakian, Snezenky, Chudy jsem na svet prisel, Cerny Kriz, V Taverne. Croatian-Serbian, Ciganka Sam Mlada, Hoces Neces Moras, Po Mjesecini, Spremte Se Spremte Cetnici, German, Spremte Se Spremte Cetnici. German, Erika Kornblumenblau, Spanische Dorfmusik. Greek, O Rexilis, Mi Se Niazi, Ela Mikro Mou, Syntagmatar-his M. Frizis. Hebrew-Jewish, Mein Yiddische Mame, Dem Rebin's Ni-gun, Meidale Marika, A Vailbele a Tsniek. Hungarian, Ha en gazdag lennek, Ha as uccan dsszenezunk. Italian, II Valzer de Gallo E La Gal-lina, Annetta che Va In Fretta, Viale Fiorito. Norwegian, Den Gamle Valsen, Gamle Norge, Den Glade Tyroler. Polish, Pryzylepka Polka, Kochaj I Zyj, Ulanski Galop, Kolo Mego Plotu, Myody Rybak, Nie Badz Taka. Russian-Ukrainian, Ochi Chor-nya, Dve Gitary Solovej. Scandinavian, Taka. Russian-Ukrainian, Ochi Unor-nya, Dve Gitary Solovej. Scandinavian, Nordiska natter, Dina Bla Ogon, Harmoni Schottisch. Swedish, Tom-ten Blott Ar Vaken, Styrman Fager, Varlaken. Lyckan och Livets Gang.

million dollars worth of new parts and equipment was temporarily frozen. Our present inventory of new parts and ma-terials for such restricted use is worth nearly a half million dollars," he stated.

"During the war we have produced only war materials at our Grand Rapids, Mich., factory," said Rullman. "At the same time we have been permitted to service all units previously manufactured with repairs and parts."



ATLANTA, April 29.—The sad, sad story of a Minnesota sergeant who couldn't find the tune he wanted on an Atlanta juke box was reported this week in The Atlanta Constitution.

country and overseas. No new equipment The sergeant was, to put it mildly, in has been built for civilian use since the a towering rage. He was more than a enforcement of L-21, when more than a little unhappy because the juke box he

Jammers Asch 500

(Mary Lou Williams) Asch 1003

Jammers Asch 501

Merrymakers Savoy 140

Cleve. Phono Ops Tie In With WAVE **Recruiting Drive**

May 6, 1944

CLEVELAND, April 29.—A new plan of promotion to aid the navy in the pro-curement of women for the various branches of the WAVES was announced this week by the Cleveland Phonograph Merchants' Association.

The plan, designed to reach the great-est number of women buyers of recorded music, calls for the display of WAVE advertising material on all music boxes of the association.

According to estimates of the navy According to estimates of the navy publicity office here, the message will be read and remembered by millions of per-sons during the next six months. The information will be on a sticker pasted on the inside of machines and will read: "Join the WAVES—The 'HIT TUNE' for Victory . . WAVES Recruiting Center— Old Post Office or Office of Naval Officer Procurement."

Saves Shiny Coins; Now Set to Start 5th War Loan Drive With a Bang

VERONA, N. J., April 29.—Music op-erator Edward S. Wimley and Mrs. Wim-ley will start the Fifth War Loan drive off with a flourish when a plie of shiny new coins totaling \$3,200, taken from their juke boxes over a period of seven years and saved for college educations for their two sons, are used to purchase War Bonds. Bonds.

Back in 1936 Mrs. Wimley began laying aside all the bright nickels, dimes and quarters she found while making collec-tions in her husband's music boxes. The money was to be used "someday" to send two sons, Edward Jr. and J. Carl their Wimley to college.

With both sons now in the navy their parents have decided to buy bonds for them. After the war the boys will each have \$1,600 as a nestegg for education, business or a home business or a home.

was playing didn't have the tune he wanted; a tune some operators may have heard of, called Mairzy Doats.

"So you don't have Mairzy Doats, huh? I'll fix it," he declared in what is de-scribed as " a sort of top-kick baritone."

He went on, "There's a radio station up in my home town, Minneapolis, that'll play any blamed old tune I tell 'em to. I'm gonna call 'em up right now. I bet they got Mairzy Doats. You listen."

In the meantime the juke box kept on playing Take It Easy.

The sergeant pulled out a five-dollar bill, had it changed to nickels, dimes and quarters and tackled the pay telephone on the wall.

The sergeant asked for and got Minne-The sergeant asked for and got Minne-apolis and named his radio station. After a bit of difficulty with his thumbs and fingers he coaxed from the tele-phone a series of clinks and jingles— and got his number. "I want you to play Mairzy Doats," he boomed across the intervening miles.

"Call Us Back"

"Call Us Back" "We're way behind now on request numbers," answered the volce at the radio station (so the sergeant reported). "Call us back in 15 minutes." "Wait a minute, I'm way down here in Atl . . . ," screamed the sergeant, but it was too late. The radio station volce, thinking the call was from Minneapolis, had hung up. had hung up. "Take it easy, take it easy," moaned

"Take it easy, take it easy," moaned the local juke box. (Editor's note: At this points, all things" considered, had we been in the sarge's brogans we'd probably have started hurling things.) But the sergeant did call back. In 15 minutes, too. He played another con-certo (arranged for small change on a pay phone) and repeated his request for the Minneapolis station to give out with Mairzy Doats. To make matters worse the radio set in the hot-spot, which was serving as a

To make matters worse the radio set in the hot-spot, which was serving as a base for the sergeant's activities, couldn't pick up the station in Minneapolis—so there's no happy ending. It probably proves, tho, that there are people in the world who want what they want when they want it.

POP. RECORD REVIEWS

(Continued from page 19)

The music ops will undoubtedly find these sides spinning manna where the heated syncos the greater congregation at the coin es. "Talk To Me" is the more commerfind chutes. chutes. "Talk to me is the more commu-cial of the two sides, but if it is a location that attracts musicians or the hot jazz hounds, they won't be able to get enough of the "Body and Soul" side. Phono stickers should add Ben Webster's name to the billing for greater attraction

THE FOUR KING SISTERS (Bluebird)

"San Fernando Valley"-FT; V. "Milkman, Keep Those Bottles Quiet"-FT; V.

Keep Those Bottles Quiet"—FT; V. The King Sisters contribute their share and more for both of their rhythmic pieces, providing each with a bright and breezy variation of vocal harmonies. But without any instrumental background to give body to the spinning and height-en the effect of the singing, their har-monizing hangs midair without creating the attention or excitement it might if rested on a solid instrumental founda-tion. For the support, the girls get a bass singer whose jug-tones simulate a slapped string bass. Milkman, Keep Those Bottles Quiet, the swing shift ditty from the Broadway Rhythm movie, taken at a lively tempo as is San Fer-nando Valley, rings in milk bottle sound effects to good use. The girls give the most for the Milkman, and it is unfor-tunate that the label as yet cannot pro-vide them with the deserving support instrumentally. instrumentally.

On the strength of the girls themselves, and the song material for added measure, these sldes may assert themselves effectively at some phono locations.

THE THREE SUNS (Decca)

"Long Ago and Far Away"—FT; VC. "And So Little Time"-FT; V.

One of the better of the big little bands along the cocktail circuits, the Three Suns, with their rich and full-bodied blend of electric organ, accordion and guitar, add up to smooth, smart and distinctive music making. Moreover, the dance incentives contained in their play-ing adds up to as much listening anneal ing adds up to as much listening appeal. For the vocal ingredients, the sugared



WANTED USED RECORDS Any Quantity - Quote Best Price **ALLIED CORPORATION** 22 Scollay Sq. Boston, Mass.

The Billboard

WILLIAM MARMER PRESENTS automatic phonograph to Navy Mothers'

Club of Chicago, Incorporated, at ceremony Wednesday afternoon, April 26. Marmer, extreme right, shipped the juke box and large supply of records from the Cincinnati office, and followed by train to attend presentation. Mrs.

Helen Joyce, past president and organizer of the club, stands beside Marmer. Other navy mothers and Frederick J. Lipp of the navy, listen to Mangan's "We're All Americans."

quality of Artie Dunn's baritone pipes new Apollo label, has a bell-ringer in



67

WILCOX-GAY RECORDING BLANKS A SERIES 61/2 INCH SECONDS SLIGHTLY IMPERFECT 1000 RECORDS, \$36 F.O.B. CINCINNATI SAMPLE ON REQUEST

> STEINBERG'S INC. 633 WALNUT ST. CINCINNATI 2, OHIO

A.M.I. WIRED MUSIC Ten-Piece Complete Unit for Sale Easy Terms WOLF SALES COMPANY 1932 Broadway, Denver 2, Colorado



sides away in the machines for good returns, particularly at locations where spinning that has a soothing effect overflows the coin box. While "Long Ago" is the immediate side, "And So Little Time" packs a melodic appeal that smacks of hitdom PAUL MARTELL (Savoy)

and accordion.

"Chowder"-FT. "Git Wid It"-FT.

helps to make the spinning a full meas-ure of enjoyment. Long Ago, the Cover Girl ballad by Jerome Kern, is taken at a moderately slow tempo, which is

Giri ballad by Jerome Kern, is taken at a moderately slow tempo, which is stepped up a bit for Nick Kenny's and Abner Silver's sweet and flowery good-by song, And So Little Time. Dunn starts and polishes off each side, spaced by an instrumental chorus shared by the organ and accordion

Music operators can tuck both of these

"Chowder"—FI. "Git Wid It"—FI. Paul Martell, whose music making has been inspiring dancers at New York's Arcadia Ballroom for many a moon, brings none of that inspiration to these sides for his platter bow. Band is ob-viously a pick-up crew, enlarging his own small combo. The lack of distinc-tion and originality in their playing is matched only by the same lacking quali-ties in the compositions singled out and their arrangements, for which Abie Baker takes label credits. Both Chowder and Git Wid It are the mill run riff cantos that depend on the versatility and im-agination of the musician to make them count. Instead of jumping, the sides limp with the instrumental solo flashes only weak sisters. In the arranging. Baker has fashioned an identical pattern with stock leanings for both sides. In fact, it is almost impossible to recognize one side from the other, so cut and dried is the pattern for both. Obvious intent of these sides is to satisfy the music machine trade. But the ops will have to satisfy themselves in this instance. **COLEMAN HAWKINS (Apollo)**

COLEMAN HAWKINS (Apollo) "Disorder At the Border"-FT. "Feeling Zero"--FT.

"Bu-Dee-Daht"—FT. "Yesterdays"—FT.

For more of Coleman Hawkins's tenor sax artistry, the Rainbow Record Shop in New York's Harlem bannering this

WANTED Used Phonograph Records, any quantity. Advis quantity and price.

BIRMINGHAM VENDING COMPANY

2117 Third Ave., No.

Birmingham 3, Ala



For the locations getting the coins from the hot jazz fans, "Yesterday" packs the mag-3208 Jackson St. Precision Made

Yesterday. The large band remains in

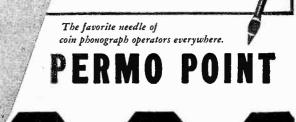
the background with the Hawk out in

front entirely. With the Jerome Kern classic taken at a slow tempo, Hawkins

almost dreams his phrases and with no

almost dreams his phrases and with no effort. As for the other three sides, the *Disorder At the Border* title tells the story. Apart from the poor quality of the reproduction, there is more confu-sion than cohesion in the playing, and even the Hawk is not at his best at all times. Selections are of the riff genre, but with an aura of backroom smoke to muddle the music. For the locations getting the coins from

The satin-smooth Permometal tip fits the record groove perfectly. Minimizes record wear. Brings out the best in the music.

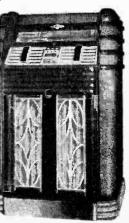


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VENDING WORLD

68

The Billboard

May 6, 1944

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. . . . CHARMS

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TORR 2047 A - SO. 68 PHILA. 42, PA.

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1¢-BULK VENDORS-1¢

A-1 CONDITION

3 compartment, original red finish, black trim with chrome hardware. Limited supply.

SNACKS

12 or More\$ 7.00 Each

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Refrigerated VENDING MACHINES

FOR SALE-A quantity of used Refrigerated Coin Operated Vending Bottle Drink Dispensers having a capacity of 144 bottles with additional storage for 48 bottles. A. C. and D. C. currents. Sacrifice for quick sale.

ARJAY EQUIPMENT CO. 310 Canal St. NEW YORK 13, N. Y. Tel.: Canal 6-3739

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"Orbit" Label by Wrigley Is Life - Saver for Penny Units

VENDERS LAUNCH NEW WAR G

Vending machines get new nationwide recognitionregular Wrigley brands withdrawn from domestic market for shipment only to U.S. overseas forces

By C. E. VETTERICK, Coin Machine Editor

CHICAGO, May 1.—The not-so-humble penny gum vender which in normal times sells 5 to 10 per cent of the nation's total consumption of Wrigley chewing gum this week steps to the front row in the Wrigley sales and distribution picture with the announcement by Phil K. Wrigley, in an exclusive interview with The Billboard, that the firm's new "Orbit" chewing gum is now being introduced solely via vending machines.

When subway riders in Chicago = stepped from trains this morning a when subway riders in Chicago stepped from trains this morning a new name greeted them from several hundred vending machines—"Orbit" Chewing Gum, the firm's new war baby placed on the market to pinch-hit for standard brands which have "gone to war." New decals, name-plates and display panels commanded the hurrying public not only to stop and look, but hopefully to insert pennies to "see if the machines actu-ally contained any chewing gum." They did, and, with the exception of a limited product test conducted in Milwaukee, the public sank its teeth into the first war-grade product ever offered by this largest of chewing gum manufacturers.

New Recognition for Venders

New Recognition for Venders Many weeks, perhaps months, ahead of candy counters and all other retail outlets in offering this new Wrigley product, vending machines thus receive signal endorsement by one of the nation's largest com-mercial interests, skyrocket to new acclaim as a major factor of dis-tribution, and, in providing a very satisfactory product to a clamoring public, touch off fresh fireworks in terms of public acceptance and recognition. "Gum vending machines cannot be

"Gum vending machines cannot be (See Launch War Gum on opposite page)





Sugar Cut Curtails Soft Drink Output In Gulf Coast Area

WASHINGTON, April 29 .- Soft drink WASHINGTON, April 29.—Soft drink manufacturers are unable to meet the increasing demands for beverages from shipyards and other war plants in the Gulf Coast area because of the recent cut in allotments of sugar, according to Joseph W. Milner, mayor of Gulfport, Miss., and vice-president of the Ameri-can Bottlers of Carbonated Beverages.

"Soft drinks and other light refresh-ments consumed by workers during rest periods are credited with helping to in-crease production in shipyards and fac-tories producing war supplies by lessen-, ing fatigue and thus reducing the num-ber of accidents," Milner said. "Until the recent cut of 12½ per cent in the amount of sugar assigned by the OPA to manufacturers of several types of food products, including soft drinks, it had been possible to meet most of the more pressing demands for the bever-ages. Now, however, many shipbuilding companies are receiving little more than half of their total requirements. "Larger supplies for war workers could

nan of their total requirements. "Larger supplies for war workers could be provided only at the expense of the remaining civilian population, which al-ready is obtaining a smaller quantity than that recommended by the Office of Civilian Supply of the War Production Board."

Board." Milner added that an additional 15,000 tons of sugar monthly, or less than two shiploads, is all that would be needed to retain the former sugar quotas of all the food manufacturers affected by the recent OPA action.

Candy Mfrs. Hope

Corn Freeze Will

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Pusher Type

Also Machines Not in Working Condition for Parts

BOX D-170

Cincinnati 1. O.

sugar.

The Billhoard



Rowe Candy, Deluxe, 8 Col	85.50
1/3 Dep., Bal. C.O.D., F.O.B. N.	Υ.
Write for Complete List.	
WE RECONDITION, REPAINT AND R	EPAIR
ALL TYPES AND MAKES OF MER	CHAN-
DISE VENDING MACHINES.	

NATIONAL VENDING SERVICE CO. 250 West 54th Street, New York 19, N.Y.

"Amusematic **Playroom**" Gets **Big Patronage**

CHICAGO, April 29.-The arcadeluncheonette concession, which opened a few weeks ago in the Randolph Street station of the Illinois Central Suburban Railroad, has enjoyed near-capacity business daily and has been swamped with customers on week-ends, according to Theodore A. Kruse, of Kruse & Connor, partners in the new amusement enterprise.

partners in the new anusement enter-prise. The 60-foot soda fountain and lunch counter gives the Amusematic-Playroom a double-barreled appeal to the estimated 100,000 persons who dally pass the con-cession on their way to and from subur-ban trains. Eight employees are kept busy serving soft drinks and light lunches at the counter, which runs the full length of the new funspot. Ac-cording to Kruse, thirst and hunger at-tracts hundreds of additional players in-to the arcade who might not otherwise stop. Also, he pointed out, that players find an atmosphere of sociability while enjoying a coke or coffee at the counter. It helps to keep the crowd inside the arcade even after they have tried their hand at various amusement devices and had their pictures taken at the studio. Atmosphere is one of the greatest assets of the amusement arcade, in the opinion of Ted Kruse, and soda fountain seems to lend the final touch for holding the crowds. crowds.

The Amusematic-Playroom and Lunch-eonette is operated by Kruse and his partner, Vincent T. Connor, formerly operators of music and games in the Chicago area.

Aside from the luncheonette, the ma-jor features at this arcade, which is lo-cated below the street level at Michigan cated below the street level at Michigan and Randolph streets, are two complete photo studios, which are operated by Harry Bender, veteran photographer and former operator of photo studios in Kresge stores in Chicago; four converted Panorams, which provide music for all to hear but offer movies to single patrons at each machine; "Headlines in the News"; a battery of ray-guns and ap-proximately 50 miscellaneous amusement devices. There are no penny -machines in the arcade. in the arcade.

in the arcade. The site of the arcade was formerly occupied by a drugstore and extensive remodeling and decoration was neces-sary. Bird's-eye paneling, mosaic floors and fluorescent lighting thruout are at-tractive features. Large mirrors will be installed on all supporting structures in the arcade. Offices, located in the rear of the arcade, may be moved to provide additional room for arcade equipment and to accommodate crowds which jam the arcade on Saturdays, according to Kruse. according to Kruse.

Guns Clicking Big With Balto Patrons

BALTIMORE, April 29.-Bright spot in the local arcade business picture is the way civilians are playing the various "guns" in local emporiums. As a result "guns" in local emporiums. As a result most city arcades are featuring more guns on their floors than previously. At the beginning of the war guns got a terrific play here from the men in uniform and those who were about to go in. As these boys began to be moved overseas, this patronage began falling off; but now the civilians seem to be taking more of a fancy to the shooting devices and play is increasing as a result.

Increasing as a result. In general, patronage of arcades here is up. Cool and rainy weather hurt arcades at Carlin's Amusement Park the first weeks of operation, but a favorable change last week brought out the crowds. Two remaining parks here will be in full swing by Memorial Day.

Boys in the service continue to give the photo machines a heavy play. In fact, one of the city arcades now has a girl photog-rapher in addition to the machines to take care of the demand.

Arcade Re-Opens Following Fire

The Billboard

ST. JOHN, N. B., April 29.—One of the two arcades owned by Jack Jones here has reopened now that damage caused by a fire a month ago has been repaired. Blaze necessitated new flooring, wiring, fixtures and redecorating as well as re-conditioning of equipment that was dam-

spot is located in center of town in a building owned by Jones, originally an electrical contractor and dealer. For many years the site was used by him as a show-room for electrical appliances.

The second Jones arcade is only about 100 yards from the first, located in a bowling alley emporium. 100

Bowman Gum Enters Nickel Pack Field

PHILADELPHIA, April 29. - Bowman PHILADELPHIA, April 29. — Bowman Gum, Inc., local manufacturers of chew-ing gum for many years identified with the penny gum field, is ready to enter the five-cent gum field. Its three new entrants will be marketed as Warrens Gum, and will be labeled exotically as "Mint Cocktail," "Fruit Cocktail" and "Cin-a-Mint."

"Cin-a-Mint." The company terms the new flavor com-binations as the 'soul" of its products, and calls the improved gum base it has concoted the "body," thus ballying the new product as "body and soul" chewing gum. The firm claims the new nickel gums are the result of constant experimentation with the line of penny chewing gums it has been marketing since 1928. The Bowman firm plans to advertise the "new romantic adventure in taste."

in national magazines extensively. Ad-vertising program is now being drawn up by the George Moll Agency here.

LAUNCH WAR GUM

(Continued from opposite page) converted to vend any other prod-uct," Phil K. Wrigley, director of the William Wrigley Jr. Company, told The Billboard "whereas retail dealers The Billboard "whereas retail dealers can place other items on their coun-ters when chewing gum is not avail-able to them. Therefore we decided to protect our friends and customers in the vending machine industry who otherwise would be unable to continue in business. continue in business.

"And here is reason number two," Wrigley declared with an amused smile as he handed over this news-paper clipping from April 17, Chi-cago Tribune:

X:Z%!*I!

I don't mind losing a few bucks in a friendly card game or giving two bits to a guy for a cup of coffee or paying scalpers' prices to see a show or mislaying a little change, but what gets my goat every time is to get juiced out of a penny by a lousy gum ma-chine.—Henry Spetter.

"We recognize," Wrigley said, "that the improved mechanics of vending have made this type of complaint rare, however, an empty gum machine is quite likely to irri-tate customers and direct onus against the manufacturer of the product rather than the machine or its owner. or its owner.

Will Supply Venders First

Will Supply Venders First "Our major accounts in the vend-ing machine field will be supplied approximately the same amount of "Orbit" chewing gum as they re-ceived of our standard brands in re-cent months if supplies of ingredients permit," he continued. "This new product, while repre-senting a good wartime quality of chewing gum, frankly does not meas-sure up to Wrigley's standard brand quality and we do not believe that vending machine interests any more than ourselves would want to offer

than ourselves would want to offer

ARCADE NEWS

it to the public in a Wrigley label," stated Wrigley.

Regular Brands Now Go Only to Men Overseas

Effective today (May 1) all stand-ard brands of Wrigley chewing gum are withdrawn from the domestic market and scheduled only for shipment to members of the United States armed forces overseas and on

States armed forces overseas and on off-shore duty. The firm's decision, Wrigley said, was caused by shrinking supplies of all ingredients of quality chewing gum plus the fact that army and navy departments had consistently increased their chewing gum orders. "We were offered only two alternatives," declared Wrigley, "to cheapen the quality of Wrigley, "to cheapen the supply situation. We chose the latter course and are of-fering our entire remaining supply chose the latter course and are of-fering our entire remaining supply of standard Wrigley brands for the balance of this year and as long as they want it, while materials last, to the United States Army and Navy for the men overseas who are doing the real tough jobs of this war."

the real tough jobs of this war." Changing All Display Units Vending machines thruout the country are being equipped with new "Orbit" displays as rapidly as sup-plies permit, Wrigley announced, and exhibited a few samples of the many varieties required for the dif-ferent styles of machines in opera-tion. These are furnished to operat-ing organizations without cost. "Orbit" gum is offered in only one flavor — artificial fruit — the only flavor the firm has been able to find that wartime base will take and still make a good chew. The company hopes to find other flavors and when

make a good chew. The company hopes to find other flavors and when they do they will be offered. Attractive "block-outs" at

are Attractive "block-outs are pro-vided to operators for installation in machines containing PK compart-ments. Following withdrawal of candy-coated PK gum from other re-tail distribution channels more than a year ago, remaining supplies reached the public only thru vending

reached the public only thru vending machines. The Wrigley firm acquired the "Orbit" trade name when it took over the Orbit Listerated Gum Com-pany, Inc., of Massachusetts in 1925. After marketing a product under this label for a few years the name was discontinued .

was discontinued . Asked if his firm developed "Or-bit" chewing gum with the vending machine market uppermost in mind, the youthful director of William Wrigley Jr. Company replied: "That is quite correct."

CANDY MFRS.

(oCntinued from opposite page) Iowa, Nebraska, Illinois, Minnesota and Indiana

Despite this order trade sources doubt that much corn will find its way to refineries. Most farmers are not in need of cash and prefer to wait out the 60-day period. Floods in large sections of the Middle West are also expected to affect sales.

sales. Should the desired amounts of corn fail to appear at refineries, only two other solutions seem possible: Comman-deering of farm supplies or raising the ceiling price of corn. The commandeer-ing policy is considered highly unlikely, and to date various agency heads at Washington have vigorously opposed raising the ceiling price of \$1.16 a bushel at Chicago. at Chicago.

Confectionery manufacturers are ope Confectionery manufacturers are oper-ating on a "hand-to-mouth" basis. It is reported, and this condition has pre-vailed for at least a month. Only one manufacturer is known to have been forced to suspend operations because of lack of corn sirup, but others may be forced to shut down unless supplies im-prove. Because the closed plant had War Department contracts. the army tried to Department contracts, the army tried get sirup so operations could contin but was unsuccessful, it is reliably n sirup so operations could continue was unsuccessful, it is reliably reported.

radiohistory com

Morale Builders

Morale Builders Theaters and bowling alleys, two ex-cellent coin machine locations, have been given official approval by the War Production Board as morale builders. Expansion of such facilities will be ap-proved by WPB where it can be demon-strated that additional service is needed. WPB plans to provide facilities only where they will ald in the prosecution of the war, however.

Thirsty Servicemen

United States soldiers and sailors are now consuming soft drinks at the rate of about 2,000,000,000 bottles a year, both at home and abroad, according to a re-port by the American Bottlers of Car-bonated Beverages.

the second se
ARCADE EQUIPMENT SPECIALS
1 Mills Punching Bag
1 Exhibit 30 Second Tattog Punching
Bag 195.00
1 Exhibit Pull Up Punching Bag 89.50
2 Advance Electric Shockers
1 Knockout Puncher 2 Players 125.00
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2 Sally Rand View-o-Scopes, Like Ea. 27.50
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PENNY ARCADE For Sale or Trade WHAT HAVE YOU? S-Way Lifter Bally Eagle Eye Ray Gun Tom Milk Ray Gun Mills Shocker, Large Floor Model Mills 12 Slot Horoscope Exhibit Floor Model Drop Picture Machines Pikes Peak Western Super Grips on Bases Vibrating Chair Foot Ease Vibrator Cock Eyed Circus on Base 2 te Target Guns on Stands Voice Recorder, Warner's 1000 Extra Records Pistol Sniper by Muto, Change Booth (New) Money Changers Banga-Deer With Bullets Extra A.B.T. Gun Stand 1 f Muto, Card Vender with Cards Caille Grip and Shocker Wall Case Stamp Vending Machine Office Desk. Adding Machine and Stand, S.Z.700.00 Cash or Trade for Phonographs. Crating Extra, F. O. B. Lansing, One-Haif Depolt, Balance C, O. D. or Certified Check. All Machines Are Perfect and Clean. FERRAL ASSID WHAT HAVE YOU?

FERRAL ASSID ansing, Mich. 220 N. Washington Ave.,



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AMUSEMENT MACHINES

LEGAL TRENDS FAVOR GAMES

Pinball Okays Are Mounting Despite Wis. Reactionary Verdict

Wis. hearing held before U.S. Court of Appeals favorable verdict was handed down-growing number of States and cities legalizing games plus increasing number of favorable decisions becoming bulwark against reactionary courts

CHICAGO, April 29.—The coin machine capital of the world was set to the task this week of analyzing the battle between high courts on the question of free-play pinball. Just one week after the U. S. Court of Appeals in Washington had declared emphatically that pinball games (the game before the court was a free-play game) are not gambling de-vices, lack the essential elements of a gambling machine and the motives of players are not that of gambling, the Wisconsin Supreme Court went to the opposite extreme. The Wisconsin high court heard an appeal from Milwaukee April 14, had a machine demonstrated and at the same time took a look at the decision was that such games are gam-bling devices and the language used to fay so makes the opinion one of the most extreme on record. The opinion of the Federal Court was not available when the Wisconsin court held its hearwhen the Wisconsin court held its hear-

Early reports say that Milwaukee, Madison, Green Bay and other cities and towns in the State now have their pin-ball license systems in jeopardy. The ing. The case which went before the Wis-high court verdict is understood to make



DIVERSO PRODUCTS COMPANY

610 North Water Street, Milwaukee 2, Wis.

The Billboard

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the games illegal in spite of city ordi nances

History of Case

The Milwaukee ordinance was passed in 1942. It provides for a fee of \$200 on the operator of pinball machines, a \$5 fee on the store in which machines are placed and a fee of \$10 on each game in operation. In 1943 Milwaukee col-lected \$12,400 in fees on operators, the \$5 fee on 7,740 premises and \$23,170 on licensed machines. These fees, however, Cover all types of any computations of the store of the st \$5 fee on 7,740 premises and \$23,170 on licensed machines. These fees, however, cover all types of amusement devices such as targets, pinball, juke boxes and similar devices, since the city records do not give a breakdown of which are pinball games. City officials estimate there are 2,300 licensed pinball games in the city and about 250 games in the county, and the opposition maintained that the average profit on a pinball game per year in the city is about \$1,000. The Milwaukee Journal has led in the

The Milwaukee Journal has led in the The Milwaukee Journal has led in the anti-pinball crusade during the years and has frequently published reports of the "big earnings" on pinball games. It has also waged a continual editorial drive against the machines. It has been supported in this campaign by a newspaper in Madison, the State capital.

In Madison, the State capital. The district attorney, who took the appeal to the Wisconsin Supreme Court, presented his arguments in the form of a brief of 146 pages. This lengthy docu-ment is said to marshall every possible argument that could be thought of against pinball games. Newspapers de-scribed the document as a "block buster." It had digests of one hundred court decisions in about 19 States said to be adverse to pinball games. It cited to be adverse to pinball games. It cited metal used for beating the machine proved to be an elaborate affair which in Florida, South Carolina, Illinois, Ohio, showed conclusively that the user was Arkansas, West Virginia, Wisconsin, (See Endorse Anti-Slug Law on page 72) Colorado, Oklahoma, Iowa, Alabama, Massachusetts, Pennsylvania and New Mexico.

What Prosecution Didn't Say

It was this big list of States that sug-gested the importance of the present "battles" on the question of free-play pinball. The prosecution's brief did not call attention to it but the legisla-tures of Florida, South Carolina, Arkan-sas and Pennsylvania have licensed pin-ball games as legal forms of anywoment sas and Pennsylvania nave licensed pin-ball games as legal forms of amusement and the games, including free-plays, now operate in these States as legal amuse-ment. The court decisions to which he referred have involved technical points of law which would require great detail to explain. to explain.

For the Defense

For the Defense The defense was much more modest in its brief, being only 34 printed pages, which also cited many court decisions. Against the array of States which the prosecution cited, the defense referred to 25 court decisions in various States which upheld the legality of pinball or at least declared them not to be gam-bling devices per se. The list of court decisions favorable to pinball games in-cluded two favorable decisions by the Pennsylvania Supreme Court and a more recent decision by the Superior Court of Pennsylvania Supreme Court and a more recent decision by the Superior Court of Pennsylvania which definitely examined the mechanism of free-play pinball and declared it not to be a gambling device. The prosecution had referred to de-cisions in Pennsylvania but did not men-tion the three favorable decisions to pin-ball in high courts of the State. The prosecution also referred to minor de-cisions in New Jersey, but did not refer to the very favorable decision of the New Jersey Supreme Court in January, 1939. Other favorable decision had been ren-dered in New Jersey on pinball games. dered in New Jersey on pinball games, also

Favorable Legal Trend

Favorable Legal Trend The prosecution had quoted from Iowa court decisions and it was a minority report of the Iowa Supreme Court which had started the recent trend of favor-able decisions on free-play games. The Iowa minority opinion had compared pinball to bowling, golf and other sports and held that all of them had elements of chance as well as skill, hence pinball should not be singled out as criminal while the others are not. This unusual opinion started other high courts to thinking and it was followed soon by (See LEGAL TRENDS on page 73) (See LEGAL TRENDS on page 73)

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Cal. Coinmen

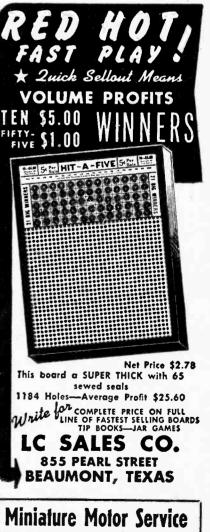
May 6, 1944

Endorse New Anti-Slug Law

LOS ANGELES, April 29.—Altho the presence of slugs has not flourished here to any extent during recent months due to any extent during recent months due to the work of the Associated Operators of Los Angeles County, Inc., plus the alertness of operators and location men, the recent anti-slug ruling as signed by President Roosevelt is expected to mark the final clamping down on slug users. For several years AOLAC has conducted a campaign against sluggers. Stickers issuing the "Warning—\$1,000 Fine or 5 Years' imprisonment is the penalty for using slugs or any substitute for money in this machine" has blocked the use of substitute money in many cases. substitute money in many cases

substitute money in many cases. This area teems with war factories. The larger firms, such as the airplane factories, are not looked upon as the ones in which the "industrial" slugs are likely to originate. The operators be-lieve that the small concerns of the ma-chine shop type are those from which slugs are most likely to emanate. Few slugs have cropped up in coin boxes in the territory in comparison with the population and industrial activities. Several months are there were several

Several months ago there were several reports that slugs were being used. The metal used for beating the machine proved to be an elaborate affair which showed conclusively that the user was



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71



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Jumpin' at the Jubilee against a band-stand background. THE SWING MANI-ACS, dancing twosome, make a too-brief appearance. (Soundies.) Assembled and released by Soundies Distributing Corporation of America, Inc. Release date April 24.

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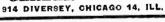
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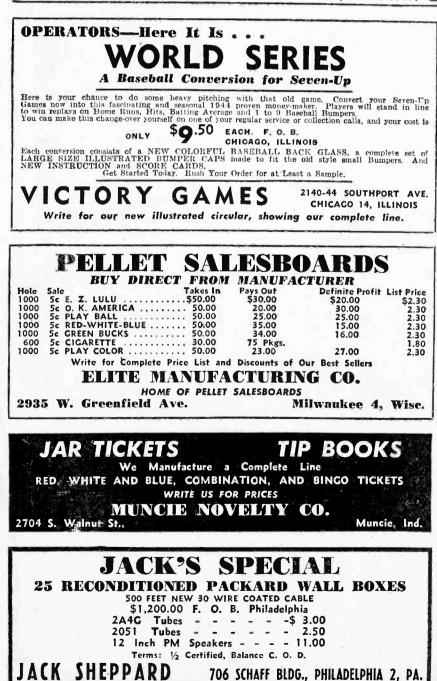
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72

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ENDORSE ANTI-SLUG LAW (Continued from page 70)

devoting more time than it was worth to turn them out. With this theory it was believed that the spurt would be short lived. It was. Operators in this area point out that the slug menace is serious when the disks are produced roughly and cheaply.

Operator Comments

Operator Comments Operators here feel that the new bill has put more teeth into the existing anti-slug law and feel that it will result in reducing their use here to an even lower level than at present. Curley Rob-inson, managing director of ALOAC, in commenting on the bill stated: "It is a good bill. We have prosecuted quite a few people for using slugs. No doubt that the law will tighten down on the use of slugs. The Treasury Department has always been co-operative in getting after the use of these counterfeit pieces. We've had little trouble from the use of We've had little trouble from the use of slugs by juveniles."

Jack Gutshall, of Jack Gutshall Dis-tributing Company: "I haven't heard any music operators complaining about slugs recently. If they are getting slugs, they are in such small quantities as not to make the burden too heavy on the opera-tor."

tor." Ray Smith, Barstow, Calif., music and games operator: "Not so long ago and for the first time in months I found nine quarter-sized slugs in a machine of mine. They were made in a war plant in the area and were of metal. They worked all right in the machine, so the makers were doing a good job of it. Outside of this Instance, there hasn't been any flood of slugs in the area in which I have locations. However, I firmly believe that the new ruling will have quite a bit to do with stopping slugs at the source of supply." Bill Sparrow, Santa Barbara, Calif.,

Bill Sparrow, Santa Barbara, Calif., operator: "I haven't found a lot of slugs in my machines. Of course, most of my business in some spots come from ma-rines. They aren't likely to bother with making slugs and have no easy access to getting them. As everyone knows, Santa Barbara is not a manufacturing city. If the slugs do appear in large numbers, they are either brought in or sold by Barbara is not a manufacturing city. the slugs do appear in large number they are either brought in or sold b some concern away from here. It's good law and I'm glad that it wa passed."



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May 6, 1944

AMUSEMENT MACHINES

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(Continued from page 70)

reversing a long trend against free-play games,

The Kansas Supreme Court soon fol-lowed with a decision definitely declar-ing that free plays cannot be considered "a thing of value or property" and hence they did not form the basis of gambling in pinball. The Kansas de-cision was soon followed by decrees by courts of appeal in California and Penn-sylvania, both of which had the effect of State Supreme Court decisions, and the Court of Appeal in both States held that free plays in pinball do not con-stitute gambling. The State Supreme Court of California declined to review the case in that State and thus the Superior Court decision assumed greater importance. The Kansas Supreme Court soon folimportance.

importance. These high court decisions set a new trend in legal opinions concerning free plays. It was given -new importance when the U.S. Court of Appeals in the hearing on a free-play game handed down a favorable decision April 17. The decision of the Federal Court, altho a petition for a rehearing has been made, was very direct in its statement on free plays and is expected to add much weight to the trend in State high courts

Strengthened by Legislation

The court decisions favorable to pin-The court decisions lavorable to pin-ball have been greatly strengthened by legislation in many States, in hundreds of cities and also by the federal govern-ment. Legislation has really advanced much farther than liberal court opinion in recornizing ninball as a modern and much farther than liberal court opinion in recognizing pinball as a modern and legitimate form of entertainment. Courts that tend to be reactionary may finally be compelled by legislative enactment to accept pinball. Many cities are at present held back in their desire to li-cense pinball because of statutes in the State which prevent cities from passing such ordinances, or by high court de-crees which prevent the licensing ordi-nances. nances.

All the favorable legislation in cities, All the favorable legislation in cities, States and the nation now adds to the importance of court battles on pinball and gives each case much more back-ground. The legislation will have more and more weight in court tests as time goes on, particularly the present federal tax law on amusement machines.

Internal Revenue Department which declared pinball, including free plays which are not redeemed in cash or tokens, to be in the class of legal amuse-ment machines. Thus the federal gov-ernment put its stamp of approval on pinball as legal amusement. While many cities and States have not yet waked up to the fact that Congress took such ac-tion, a big majority of the cities allow pinball to operate as legal amusement. In the battle of State and city courts over the question of free plays the fed-eral government is thus arrayed on the side of those courts which declare pin-ball to be legal amusement. State legis-lation has also made big progress in classing pinball as legal amusement. An impressive array of at least 14 States now tax such games as legitimate amuse-ment business. They are Arkansas, Florida, Louisiana, Mississippi, Nevada, North Carolina, North Dakota, Oregon, Pennsylvania, South Carolina, Tennes-see, Texas, Virginia and Washington. Big political battles have been fought in other States and the legislatures have

see, Texas, Virginia and Washington. Big political battles have been fought in other States and the legislatures have made repeated attempts to license pin-ball as legal amusement. Notable exam-ples of these are the State legislatures of Oklahoma and Maryland. In some States more than half of the cities also license pinball.

Games-Legal Amusement

Games—Legal Amusement So it can be seen that while august courts sometimes go to the extreme to declare free plays and pinball in general as a form of gambling, legislation in the ities, States and the national govern-ment is making great progress in recog-nizing pinball everywhere as legal amusement for the masses of the people. Wherever public opinion has been tested, it has shown a remarkable tendency to support such legislative trends. The minority opinion of the Iowa Supreme Court evidently started something and more recent court tests have shown a strong tendency to recognize pinball as legal. A test case is now pending before the Indiana Supreme Court, while other test cases at the present time are of minor importance. Such important cities as Minneapolis, Omaha, Louisville, Cin-cinnati, Buffalo, Denver, Kansas City, San Francisco and many others license pinball as a legitimate amusement in states that have not yet passed State legislation on this subject.

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goes on, particularly the present lederal
tax law on amusement machines.registration on this subject.Federal Tax HelpsIn the face of such strong legislative
trends, it is apparent that reactionary
courts will not be able to stop the march
of progress which recognizes pinball as
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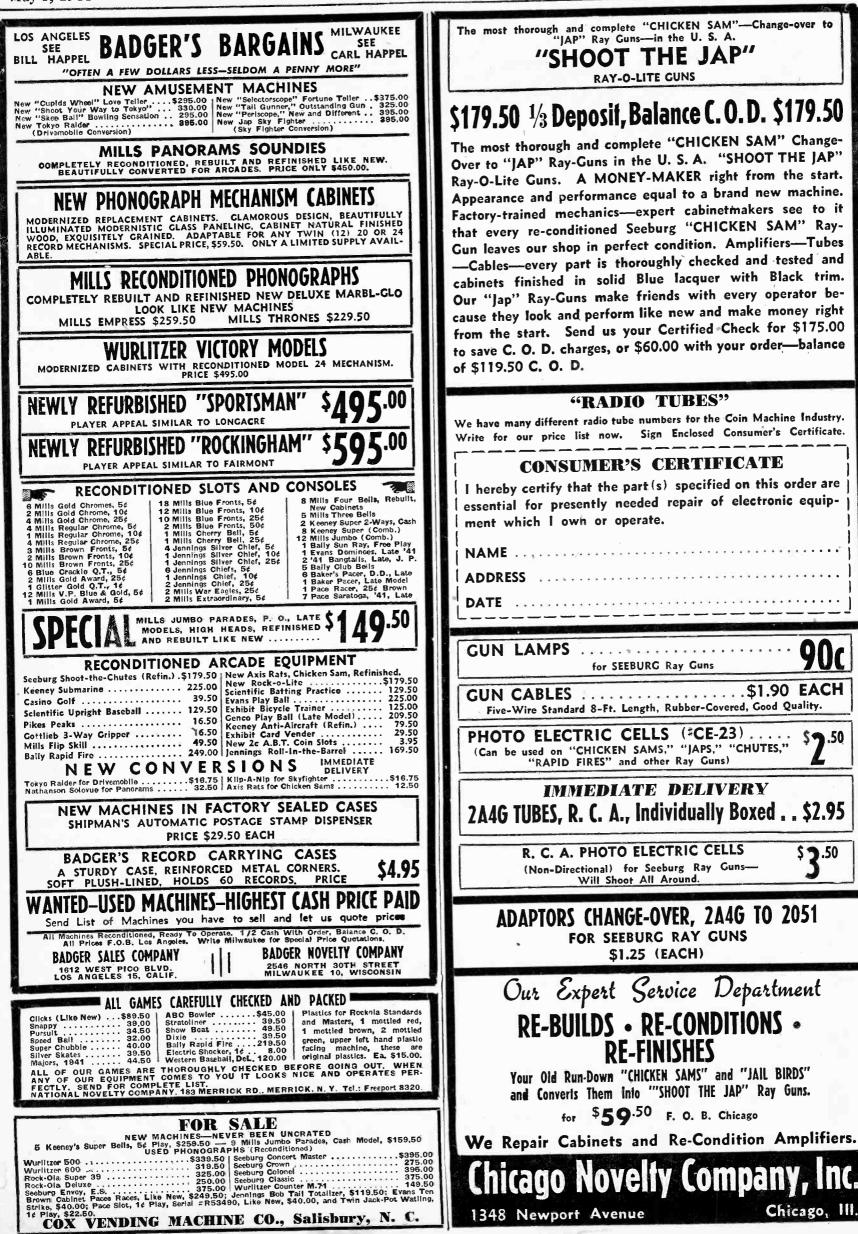
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