

# The Billboard

MARCH 4, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

## LIBRARIES A HYPO FOR DISKS



THE INK SPOTS  
"Didn't Care" Made the Porters  
(See page 4)

RADIO

**Airway — Out Sought by  
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MUSIC

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# LIBRARIES A HYPO FOR DISKS

## Winchell and Pearson Called A Few Names

WASHINGTON, Feb. 26.—Congress forgot the war this week long enough for a little relaxation in the grand old game of name-calling. Walter Winchell and Drew Pearson.

It was just about the thickest application of epithets to echo thru the gas-filled chambers of Congress for some time. Both the House and Senate rang with explosions of wrath against the radio newscasters. As usual, congressmen were sore because of comments made on the air concerning them.

Representative Rankin, who has kept up a running attack on Winchell for several years, described the commentator as a "little Communist kike who is doing more to stir up anti-semitism in this country and doing more to injure President Roosevelt than any man alive."

Senator George, who has been at odds with Pearson for some time, told his colleagues that the Blue web broadcaster is a "skunk, liar and cowardly cur."

*Editor's note:* Congressional immunity protects representatives and senators from libel suits for remarks made on the floor.

## Showbiz Faces Top New Taxes; Everyone Pays

WASHINGTON, Feb. 26.—The 30 per cent tax on night club checks becomes effective April 1.

Swift overriding of the President veto this week by Congress yanked the measure off the fence and automatically set the effective date of all new excise taxes.

End of the revenue bill controversy, which has had nitery ops on the ropes since Congress first shoved the cabaret bite up to 30 per cent, came swiftly. What operators have been losing sleep over has finally happened.

Theater admissions also go up April 1, when ticket taxes double. On March 31 taxes are 1 cent on every 10, the next day they are 1 cent on every 5. Overnight \$1.10 ducats become \$1.20. The same goes for rodeos, icers, carnivals, circuses and all other events to which admission is charged.

Most nitery ops were rubbing their hands earlier in the week when it became pretty certain that President Roosevelt would veto the bill. Despite fact that veto was prompted because the White House felt it raised too little revenue, showbiz was ready to join in and celebrate as for the moment it appeared to lighten the gloom. The celebration was short-lived, because from the start it was obvious that the veto wouldn't stand.

Even if the veto had been sustained, it would unquestionably have been bad for showbiz. A new tax measure, if one had been drafted, would have sought even more revenue and the only way to raise money is to raise taxes. What is now a 30 per cent bite could easily be regarded as coming off light, as FDR specifically said that he wanted the \$2,000,000,000 take increased to \$10,000,000,000.

Meanwhile, the Internal Revenue Bureau was making plans to start collections on the new basis. No immediate problems were foreseen by revenue officials in connection with the increased nitery and admission taxes.

## Aspirin Bullboards

CALI, Columbia, S. A., Feb. 15.—The Republic of Columbia saw everything this week when Sterling Drug, seeking something special to advertise its Mejoral, the trade name under which it markets aspirin below the border, painted the name on the sides of the bulls used in local bullfights.

Altho the Sydney Ross org (the name Sterling uses for much of its Latin-American biz) hasn't tied up any bullfights in other Spanish-speaking countries, it's understood that if the headaches caused by near-kills in the ring create more Mejoral customers, the bullboards will be used wherever they won't mar the aesthetic senses of the devotees of the "sport."

Matadors haven't yet claimed that the ads distract them but the union of bullfighters in certain areas is considering doing just that—if they're booted too often for failing to do a decent butchering job.

## Hub Teaser Freed On 'Immoral' Charge

BOSTON, Feb. 26.—Vickie Welles, the Casino burly's star pealer, who offered to give the judge and jury a private showing of her routine to prove that the audience "didn't really see what they thought they saw," was this week found not guilty of giving an "immoral show."

Representatives of the city's racket squad viewed a show at the Casino and testified in Municipal Court last month that Miss Welles divested herself of everything. In the first trial she was sentenced to three months in jail. But the Suffolk County jury figured that she was "just a girl working for a week's pay," as her attorney put it, and declared her not guilty.

## G.I.'s Thumb Down B'Way Lights; Raft Urges Less \$ Interest, More Front Performances

### John Bull Stands in Theater Queues During Raids

NEW YORK, Feb. 26.—The boys in khaki aren't worrying about seeing "the lights go on again all over the world"; they're more anxious to know why the folks back home are turning on the bright lights on Broadway and having themselves a good time. So said George Raft this week when he returned to Manhattan and security after a two-month tour as a USO-Camp Shows headline entertainer in the British Isles, Africa and Italy. Raft played to thousands of G.I.'s in many a camp where the boys

## Rentals Seen As Platter Sales Stimulator; Legit Also Expected To Profit

### Even "Pistol Packin' Mama" Gets a Call

NEW YORK, Feb. 26.—Heels were taken off many a bigwig's desk in the record, radio and legit front offices here last week when word came from Washington that an org that should open new doors for disk daddies, mike masters and stage sahibs was being formed in the capital. The org, the Music Library Association, an international group with members in libraries and schools in the U. S., Canada and South Africa, intends to start a drive now (and carry thru in the post-war period) to have all types of entertainment released in platter form thru lending libraries.

For the farsighted music record execs the move was interpreted to mean increased sales—not right now, of course, in the days of man-power and material shortages—but, in the days when disk biz is not restricted by government regulations.

## CSI V Circuit Still Hopeful Sans Talent

NEW YORK, Feb. 26.—Now two weeks old, that big pitch being made by Camp Shows, Inc., for names to go on the Victory Circuit of CSI has so far yielded one commitment—Stan Kavanaugh, thru the Mark Leddy Office. However, George Deber, who runs the Victory Circuit, regards the situation as "very hopeful" because a number of other agents have promised him co-operation.

CSI will drop the legit, *Whistling in the Dark*, and will replace it with a revue titled *Town Topics*, for in-the-USA service spots. Deber is on the lookout for small lines to go into other revues.



### Legit Build-Up

The legit boys said that if such a group began to function smoothly there would be a new field for dramatic recordings. In this field, it was felt, there would be many a customer willing to pay \$2.20 to see a star whom they first discover on a record. In net offices, record lending libraries were seen as additional promotional outlets right now—and after that—who knows? With newspaper shortages and other restrictions facing them today, flackers who see the end of their pencils said that some of the best shows on the air could be released thru libraries to schools, clubs and study groups. This way, nets and indies could spread the broadcasting gospel thru a new medium.

Some of the more skeptical scoffed at the idea that music libraries could reach the public with recordings more efficiently than commercial dealers blanketing the country. The answer to this was, "Yah, there are dealers all over the nation but they're out to sell records. Lending libraries will only charge a (See *Libraries a Hypo* on page 14)

## A Six-Day Week For Performers Sought By AGVA

CHICAGO, Feb. 26.—Wind of a national drive for a six-day week for vaudeville and nitery performers blew around the corners of this city today, with Jack Irving, local AGVA rep, making a trip to the State capital to see if it were possible to extend the State's six-day-week law to cover everyone.

Six-day week for performers is nothing new, as it's already in operation in both San Francisco and Los Angeles, but the idea of making it national is something special. While national AGVA headquarters hasn't issued a statement on policy yet, it's known that it has always felt that six days would have to come some time.

Actual operation of a six-day set-up finds some spots using a special show on the seventh day, and others closing down one day a week. Cafe owners say that as long as lush money is around they'd like that extra seventh, but when things return to normal and at least two "off days," they'd just as soon save the lights and wear and tear on the equipment. "We'll get almost as much in six days as we do now in seven," stated one operator. "The boys will just learn not to step out on an off night."

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Subscription Rate: One Year, \$7.50.  
Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under Act of March, 1897.  
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# Light Opera Heavy B.O. In Motor City

DETROIT, Feb. 26.—Light opera is proving good b. o. on a mass scale for the first time indoors in this city in the current-and-first-season of the Civic Light Opera Association, under the direction of Max Koenigsberg. Season, now in its seventh week, is giving seven shows weekly in the 4,600-seat Masonic Temple Auditorium, and has drawn a number of complete sellouts despite adverse winter weather.

Only comparable ventures in past have been Shubert production of *Opera Under the Stars* at the ball park about 10 years ago, and grand opera seasons over 20 years ago. In recent years Detroit has had theater productions of light opera, some in the larger auditoriums but never on anything like this scale.

Current production of *Robin Hood*, more classic than rest of sked, which have been typically *The Desert Song* and *Hit the Deck*, has as principals Andzia Kuzak, Eric Mattson, John Gurney, Elizabeth Houston, Joseph Macauley, Clarence Nordstrom, Frederic Persson, and Mary Hoppie, with Jane Arden, ballerina. Production changes weekly.

The series has been scouted by showmen from other big cities, and projects for a similar season elsewhere have been discussed with Koenigsberg, but no definite plans have been set. Koenigsberg expects to close here in three weeks and return to Dallas.

## Mickey's All Capitol's Now

NEW YORK, Feb. 26.—Mickey Goldsen is giving up his personal-management end of the biz and has sold his contracts on Albert Ammons and Pete Johnson, boogie-woogie pianists, and Trummy Young, trombonist, to Berle Adams. Goldsen intends to devote all his time to his music pub interests with Capitol Music.

### THE INK SPOTS

"Didn't Care" Made the Porters

FROM backstage portering at the New York and Brooklyn Paramount theaters for \$18 a week, supplemented with singing for peanuts in a choir and little Brooklyn niteries, the Ink Spots returned to the first-named for a five-week stay at 5C per stanza.

However, there were eight long years in between. Billy Kenny, Hoppy Jones, Deacon Watson and Bernie Mackey put in five years of comparative obscurity on the air before Jack Lawrence happened to write "If I Didn't Care" and rushed it to Decca studios. The Ink Spots were at the studios trying to get a shot at their first recording. They got it with "If I Didn't Care" at the terrific pay-off of \$37.50.

The platter sold to the tune of 400,000 copies and boosted Ink Spots showbiz stock into the blue-chip bracket. Followed theater, movie and recording chores, which were climaxed in the New York Paramount date.

During the last three years Ink Spots recordings have taken a place among the three best sellers in the country. The boys have guested on such air shows as "Kraft Music Hall"; "We, the People," and "Hobby Lobby." They have appeared in such pictures as "The Great American Broadcast" and "Pardon My Sarong." They formed their own orchestra for a theater and ballroom tour. Their weekly pay check has steadily increased, until today they are the highest paid quartet of their kind in showbiz.

## Behrman for Free

WASHINGTON, Feb. 26.—Theater Guild this week needed local drama scribes into promoting S. N. Behrman as co-author of *Jacobowsky and the Colonel*. Up to now Franz Werfel has been given credit for the show which is now opening a two-weeker here.

Most local critics took the Guild hand-out, trimmed it to a couple of lines, and slugged it for their column. However, Guild ad writers failed to catch up with the press agents as all sheets continued to run advertisements describing show as "a new comedy by Franz Werfel." Behrman wasn't given an assist.

## Detroit Wants More Dough From Showbiz

DETROIT, Feb. 26.—A general boost in amusement licenses is in prospect for Detroit, as a result of the city's recent search for fresh sources of funds. City Controller Charles G. Oakman has prepared a detailed sked of upped fees for licenses of about everything from cabarets to dirt wagons in a move to transfer costs from the general tax fund to those firms "deriving profit from municipal services."

Boost for theaters having stageshows is from \$100 to \$500 annual license fee; motion picture theaters, from \$25 to \$100, to \$35 to \$150, depending on size; for night clubs and cabarets, from \$50 to \$100, and bathhouses, \$10 to \$15.

## Sepia Show Flops; Cast High, Dry at Philly Lincoln

PHILADELPHIA, Feb. 26.—*Born To Swing*, all-sepia musical preeming at the Lincoln Theater here, folded Monday (21), leaving 24 members of the cast stranded. Waiting for their pay, upon which settlement was made several days later, the performers bunked at the theater. They had no money to pay hotel bills, no money for food or for fare back to New York, where they were hired. Show opened the previous Monday (14).

In fact, the group had nothing to eat until Dick Mayo, executive secretary of the local AGVA chapter, heard of their plight and brought over some sandwiches and coffee. Mayo also got the Wax Bros., owners of the theater, to arrange for some settlement on salaries due, amounting to about \$700. The Wax Bros. (Morris, Mo and Nelson) had leased the house to the newly formed Crown Management Corporation, headed by Irving C. Miller, who produced the musical.

Mayo came to the rescue of the 24 members of the cast caught short, altho he stated that the show should have been under the jurisdiction of Actors' Equity, as the running called for no more than 10 performances a week, and nine members of the cast were Equity members.

In spite of the bad notices and virtually no advance bally, or advertising, show grossed \$4,690 the first week, which should have been enough to cover all expenses. Just where all that money went is somewhat of a mystery, altho one of the Wax freres observed that the box office was milked every day by strange I. O. U.'s turning up. Stranded performers said they were promised good wages plus "expense money" for the local run, originally set as a fortnight's "pre-Broadway showing." They got the expense pay, \$1 a day, nothing more. When they reported Monday night they found signs down, theater closed and promoters gone.

# Opera Arrives At N.Y. Center; Plenty of B.O.

## Real Met. Competition

NEW YORK, Feb. 26.—When a people's temple of music and drama was only a gleam in the La Guardia eye one of his fondest hopes was the eventual unveiling of top-bracket grand opera at prices for pop purses. Monday (21) his honor's hope was realized. A New York City Center Opera Company took over the stage at the City Center for a rep week of three productions. The seven-day sample was of a grade to make pop-priced long-hair singing drama a Center must and the Met thoughtful about gallery-god b. o.

Laszlo Halasz and Harry Friedgut, respectively musical and managing directors of the Center, chose *Tosca*, *Carmen* and *Martha* for the new company's launching stanza. It was a smartly balanced choice, with *Tosca* strong on the solo interest side, *Carmen* a perennial stand-out in popularity and the Vicki Baum English version of *Martha* bidding for appeal on the lighter side.

Smart, also, is the way in which the Center has set about recruiting its company. There is no star system. Soloists are picked on past performance and from auditions by unknowns. Experienced and inexperienced are combined for company balance. It may be a Dusolina Giannini who is tagged for *Tosca* title role via a world-wide rep or, similarly, a Jennie Tourel for *Carmen*, with a record of 200 chantings of the gypsy role at the Paris Opera Comique. On the other hand, Mary Martha Briney, alternate with Ethel Barrymore Colt in the *Martha* top femme slot, just walked in and got an audition. Joseph Rogatchevsky, of the Paris Opera, alternated with Marlo Berini as Don Jose, and the latter shared his Caravaddosi assignment with Norbert Ardelli (See NY Center Opera on page 32)

## Fighter Comets, U.S. Birdmen Band, Click in Britain

LONDON, Jan. 26.—Somewhere in England a group of U. S. airmen, billed as the Fighter Comets, are clicking musically.

Leader is Lieut. John J. DeGeorge, Tennessee skin-beater, formerly with Horace Holley's ork, and among his band are Corp. Robert Rilck, former Jack Teagarden sideman; Corp. Art Walters, formerly with Kay Kyser; Pvt. Ralph Leopold, pianist, who formerly had his own band in New England; Sgt. George Nash, trombonist, of Pittsburgh; Sgt. Don Burnette, of California, and two trumpet men, Sgt. Roy Wrightman, of Illinois, and Corp. John Pappas, of Iowa.

## "Ice Follies" Hits Record 400G in Hub

BOSTON, Feb. 26.—The biggest thing in show business to hit this town in a coon's age is the *Ice Follies*, which opened at Boston Garden February 15 to a record-smashing \$210,000 advance.

This season marks a series of unique records which the ice show has hung up for good and all. Last year the *Follies* made a new high at the Garden, and said top was broken by the *Ice-Capades*, which played here a couple of months back. But *Follies* has smashed that record galley-west with \$400,000 for a 14-day, 18-performance engagement. Capacity of the garden is 13,500.

Sonja Henle's ice show used to sell out here for five days. But never before has a show, playing such a long run, been so completely sold so early. By the second day of the engagement all reserved seats were gone, with only the unreserved sections left. They were cleaned out before performance time each night.

Due to a change in bookings at the show's next stop, an extra day was added here. And to cap this, more than 60,000 mail orders for seats were returned before the second week of the engagement.

## Slugs for Sale

PORTLAND, Ore., Feb. 26.—What can the city do with slugs that wind up in the parking meters?

That is a problem being tackled by City Commissioner Kenneth L. Cooper, who has introduced an ordinance that would permit the city treasurer to cash in any of the slugs that have value.

But how? The ordinance doesn't say.

That's something for the city attorney to worry about. But Portlanders have visions of city minions trying to get the money back from juke boxes, pinball games, gum machines or "5 cents in trade at Lou's Card Room and Billiard Emporium."

# RCA-V Movie Pitches Music For Industry

## Disk-Eased Production May Be Big Coin

NEW YORK, Feb. 26.—Industrial music at work, beyond the laboratory stage, was trotted out this week (24) at the Waldorf-Astoria in the form of a commercial pic, titled *Manpower, Music and Morale*. Sponsor of the screening was the film underwriter, RCA-Victor, who figures the future of music-to-work-by as plenty hefty coin producer. Manufacturing both the reproducing equipment, as well as the disks used in industrial broadcasting, RCA-V has plenty at stake if, as they see it, every important production plant in the nation eases up stress and strain with pleasant sound.

There's nothing new in the thought that a singing worker is a happy one. Many of the world's famous folk songs had their origin at the loom, the spinning wheel or even in the coal pit. The chanties of the men who went down to the sea in ships have a tradition all their own. However, the idea of making big business out of programing, recording and playing the right music for the correct job is new. So important is it to the music biz that even the copyright orgs, especially ASCAP, is eying the field as a lucrative new source of income.

### Botany Is Guinea Pig

RCA's commercial pic pitch at the field was shot at the Botany Worsted Mills located at Passaic, N. J. The sound presentation centers its attention on groups of workers in various departments. It catches the rhythm of the workers, whistling, humming and singing at their jobs. It shows how an industrial broadcasting system handles traffic control, stoppages and industrial accidents. It shows music and sound as a working tool. It presents a comprehensive picture of what music is supposed to do. It doesn't, naturally, answer the problem of the man in the plant who resigned because he wanted "quiet while he worked." However, this man represented, according to surveys, only a small portion of the men and women on the production line. The pic did, however, indicate that music is not an eight-hour-day device for plants but one to be used at energy lows.

*Manpower, Music and Morale* will be shown thruout the 48 States to business clubs and labor groups. It was produced to sell die-hards in both management and labor that production music is not a luxury but a self-liquidating piece of plant machinery. It's the first pic made on industrial music, altho many books and articles have been written on the subject. Botany Worsted Mills were used because it's a typical plant where music helped management and labor.

## "Skate" 73G in Detroit

DETROIT, Feb. 26.—*Skating Vanities* grossed \$72,965 in 10 performances at Olympia. Total attendance in the nine days of the show was 65,482, reaching a top of 10,000 on the Saturday night show.

<p><b>STOCK TICKETS</b></p> <p>One Roll ..... \$ .75                  Five Rolls ..... 3.00                  Ten Rolls ..... 5.00                  Fifty Rolls ..... 17.00                  100 Rolls ..... 30.00</p> <p><b>ROLLS 2,000 EACH.</b>                  Double Coupons.                  Double Prices.                  No O. O. D. Orders.                  Size: Single Tkt. - 1x2"</p>	<p>Will He Tell Us "You Have Done Your Job on the Home Front Well"?</p> <p><b>TICKETS</b></p> <p>With the Tax Breakdown will be needed after the new bill becomes a law.</p> <p><b>THE TOLEDO TICKET CO.</b>                  Toledo (The Ticket City) 2, Ohio</p>	<p><b>SPECIAL PRINTED</b>                  Cash with Order. Prices:</p> <p>2,000 ..... \$ 4.29                  4,000 ..... 5.83                  6,000 ..... 5.87                  8,000 ..... 6.91                  10,000 ..... 7.15                  30,000 ..... 10.45                  50,000 ..... 13.75                  100,000 ..... 22.00                  500,000 ..... 88.00                  1,000,000 ..... 170.50</p> <p>Roll or Machine                  Double coupons. Double prices.</p>
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# AUDIENCES NG PIPE DEVELOPERS

## Philly Having CEH-CAB Aches; Ad-Men Suffer

PHILADELPHIA, Feb. 26.—Battle over listener surveys, always hot in Philly radio, is stewing again. After a number of independent station surveys (in which they always came out first) brought station heads to blows with each other, sea was calmed last year when all the stations agreed to subscribe to a localized CAB report.

However, all failed to reckon with the Hooper ratings, to which KYW subscribes in addition to the CAB pool. Word is leaking out of concern expressed by station execs in the wide discrepancies between CAB and Hooper. The bone of contention lies in the ratings given to WIP (Mutual) and WFIL (Blue). Generally agreed that WCAU (CBS) and KYW (NBC) are No. 1 and 2 stations in town, with both engaged in their own tug-of-war as to which comes first. There is, however, a more furious tug-of-statistics on whether WFIL or WIP ranks third.

Reports have it, the surveys being kept confidential, that WIP is third in one report and fourth in the other. Other similar discrepancies are shown up when the CEH and CAB reports are matched, and now no one is certain which report to use when. As one of the local time buyers at an ad agency put it, "A plague on both your houses."

## White-Wheeler Bill Expected Out of Comm. Any Day Now

WASHINGTON, Feb. 28.—Indications mounted over the week-end that the White-Wheeler Bill is complete and is being readied for introduction next week. Spokesmen for Senate Interstate Commerce Committee said today that bill is not yet complete, but admitted it may be ready for introduction some time during the coming week.

"It all depends on how often the committee can get together to work on it," the committee official said. It is believed that the bill is being circulated to committee members for their comments, as well as members of House Interstate Commerce Committee, and that as soon as reactions had been received and adjustments made, bill will be printed and tossed into Senate hopper.

## Menkin to NBC

NEW YORK, Feb. 26.—Lawrence Menkin joins the NBC scripting staff Monday. He is currently, and has been for the past two years, a staff writer with the OWI Radio Bureau. Before that Menkin was writer for Fred Waring, a staffer at WLW and a director at CBS.

## How're Your Pains?

### WHN Is Aching

NEW YORK, Feb. 26.—Snow on the roof melted and leaked thru to studio ceilings, causing drips of the plaster and sound-proofing ceiling boards in studios and main offices.

Construction of new projection studio on the roof for MGM results in a steady cacophony of noise not scheduled on programs skeds.

This week an elevator got a hot box (or whatever it is elevators get) and smoked up the joint worse than Freddie Robbins's hot records.

Practically the entire staff is 1-A.

What's your trouble, Bud?

## Eroooo-Ouch

PHILADELPHIA, Feb. 26.—To keep staff members at home and those in service acquainted with who's who and what's what at the station, WIP will put out a monthly publication for its own family, starting April 1, calling it *Wiperoo*. Sheet will be edited by Josephine Dee, in charge of Mutual program traffic, and in addition to personal items, will feature numerous departmental features, including "The Department of Utter Confusion," devoted to embarrassing boners and faux pax made by the announcers.

## Spire Out, Hymes Up in Domestic OWI Radio

WASHINGTON, Feb. 26.—William Spire this week resigned as deputy director of the OWI Radio Bureau. It marked the first major change in the OWI Radio Bureau organization since Philip Cohen succeeded Don Stauffer as director last summer.

John Hymes, chief of station relations of the bureau, will take over Spire's duties, at the same time continuing station relation job, Cohen announced. Spire was said to have quit because of illness. Before coming to OWI, Hymes was a time buyer for Foote, Cone & Belding, New York ad agency.

## Wisner Gets Out His Boots 'n' Saddle

FORT WORTH, Feb. 26.—Harry Wisner, sports and special events announcer for the Blue Net, has been skedd to come here from New York for a 15-minute broadcast on the network of the bronk riding contest during the opening night rodeo, March 10, at the Southwestern Exposition and Fat Stock Show.

KGKO will handle the broadcast locally, according to its manager, Harold Hough.

## Allen, Fibber McGee Rumors Follow Benny's Announcement Of Shift to American Tobacco

### Conversation Pieces Fail To Hold Up

NEW YORK, Feb. 26.—On the heel of Jack Benny's announcement last week that he is changing sponsors next fall, there came a flood of trade rumors that Fred Allen and Fibber McGee and Molly would also get other hands to feed them at the end of the current season. Benny's shift seemed to start when he announced that he would sever his 10-year General Foods and Young & Rubicam relations at the end of this year's stint to plug American Cigarette & Cigar Company's Pall Mall cigarettes next season, with a reported three-year \$22,000 weekly contract to be serviced by Ruthrauff & Ryan.

Some of the ear-benders claim that Fred Allen is anxious to leave Texaco because he feels a new sponsor is needed to put him squarely in the Hooper groove. Other boys supposedly in the know say that Fibber McGee and Molly would sever ties with the S. C. Johnson Wax because the floor polish outfit, faced with the difficulty of obtaining raw products during wartime, is finding it hard to fill orders and therefore is going to cut out "expensive" advertising.

Other dopsters have another angle which indicates that F and M will do the Johnson walk next year. Digging pretty deep, they point out a chain of

## Flesh Out Front Swell for Belly - Laugh Clockers But Holds Back Song Stylists

### Even "The Voice" Technique Nothing New

CHICAGO, Feb. 26.—Few singers are developing distinct radio styles today, and the reason may be that practically all big shows now have studio audiences. Psychologically, that's a hazard difficult to overcome.

The studio audience may be fine for comedians, who need laughter and applause to get their gags across, "Skip" Farrell, Chi warbler asserts. But as far as a singer is concerned, an audience watching a radio show is as helpful as a hot potato in one's mouth. Years ago, before the institution of studio audiences became the rule, radio was developing singers with new techniques that were uniquely adapted to radio. Bing Crosby, Rudy Vallee, Russ Columbo, Arthur

Tracy and Morton Downey acquired their styles by singing to an unseen audience thru one mike. It is true they altered their styles when they went into pictures or began making personal appearances, but, according to Farrell, they never would have got to the top if they had suited their style to any other audience but the radio listeners.

### Hundreds Vs. Millions

"Today," says Farrell, "a singer on a network show with maybe a million people listening to him on the air, keeps in mind the several hundred customers down front, and if they don't clap their heads off when he's thru, the show is a flop. No matter how much he may talk about his air audience before and after the show, when he's up in front of those people he's playing to them. He uses his hands and his body to heighten the effect of his voice, and he uses facial gestures to put across an emotion, forgetting that none of these things goes out over the air. 'The Voice' is a typical example of playing to the live audiences—and while he's top dough, most authorities think of him as a Crosby singing to a million bobby-sock would-be-'mothers.'

"When the show is over the average radio seller of songs tells himself 'so what! My voice on the air is the same whether I use gestures or not.' He's right, of course, but in a more subtle way, he's kidding himself. If he couldn't depend on gestures to put a song over, if no one saw the soulful look in his eyes, he'd have to put something new and different into his voice, something that would project over the air. And he'll never acquire that something as long as he doesn't absolutely need it; as long as he can infect the radio audience with the synthetic success of each number as measured by an applause meter, the studio audience."

## No Battery Hope For Portable Sets

WASHINGTON, Feb. 26.—If farm families are missing their favorite radio shows because their radio batteries are gone and they can't replace them, it's just too bad, says the WPB.

Walkie-talkies, bazooka anti-tank guns and signal equipment are taking batteries as fast as they can be produced, and civilian consumers will have to be patient, officials of the war agency declared. Last year about 375,000,000 batteries were produced, compared with 350,000,000 of a normal pre-war year. But the story is the same—the army needs them.

## NBC Points to Future With FM Applications

WASHINGTON, Feb. 26.—NBC filed five applications for FM broadcast stations this week.

NBC applied for stations at Washington, Cleveland, Denver, San Francisco and Los Angeles.

## Whose Coco Wheats?

MINNEAPOLIS, Feb. 26.—"One, two, three, four, five—oh, what the hell! Give me an adding machine. No, give me an aspirin."

That's the cry going up in many a home here since Coco Wheat has started its new show on WDG. Some master-mind dreamed up the idea for the show and sold it when the sponsor must have been half asleep. *Count 'Em*, show booming aspirin sales, asks listeners to count number of times sponsor's name is mentioned during certain portions of the program.

The listeners are going politely nuts trying to keep track, and announcers on the show are going around after each show mumbling to themselves: "Coco Wheats, Coco Wheats, Coco Wheats, Coco Wheats."

Calling Dr. Fly, Minneapolis station needs Fly surgery!

# CO-OPS SEE FM AIR ANSWER

## National Org March Meet Has Broadcasting Station Ownership As Key of Agenda

### Consumer-Owned Nets Mean "Different" Air Fodder

NEW YORK, Feb. 26.—Stymied by high cost of commercial radio time, and restrictions which they feel prevent them from going all out in their selling job, the co-operative movement in the U. S., thru its educational org, the Co-Operative League of the U. S. A., is seriously weighing the ownership of frequency modulation stations. This subject will be the major problem facing the co-ops when their national reps meet in New York next month.

Just as the labor unions, faced with like problems (The Billboard, February 19), have gone on record as taking the FM way to reach the air audience, just so do the share-the-profiters see the new type of broad-

casting as an effective way to reach their prospective members and product buyers. That it will mean the invasion of a new field for the merchandisers is not questioned, but the co-ops feel that since they've licked the publication field with a rotogravure mag reaching over 800,000; they can also lick the showbiz field and operate stations at a profit to the co-op movement.

If the consumer-farm-industrial co-ops of the nation are to own FM stations in the post-war period, it will represent the birth of a new kind of radio station ownership, the day when the listeners own their own percolators, and probably, at a later date, their own network.

"The co-op league," said Wallace J. Campbell, info director of the league, "has discussed the possibilities and potentialities of applying for FM licenses now, looking forward to the day when co-ops in all regions will own FM stations in order to service members more effectively and to have instruments of public service worthy of their membership."

The co-op league's interest in FM radio dates back to about three years ago when reps of Eastern Co-Op Wholesale of New York suggested to Campbell that a co-op FM station ought to be started in Manhattan. Nothing was done because the cost of construction and the resultant meager advertising returns to be expected, were not compatible.

"Now, however, according to Campbell, "prospects in FM seem to warrant the expectation of profitable operation and the co-ops are again interested, this time with a seriousness that has grown because of thought given the subject for a number of years."

#### Radio Execs Look Into Co-Op

A few people in the radio trade, cognizant of the implications of the ownership of FM stations by co-ops, are looking into the history of the movement with the idea of predicting the result of any co-op radio venture.

These more progressive minds see the co-op movement stripped to its elements. They see it as a segment of American society with a membership of more than 2,500,000 engaging in businesses with a total value of more than \$750,000,000. Each member of the entire co-op movement indirectly owns a share in this plum and thru his own regional org has a vote in the management of the entire movement.

A regional co-op association, for example, is made up of local co-op orgs. Each member of a local unit has an active vote in the operation of his immediate org, and is part owner of his local. The locals finance regional co-ops—be they marketing, producing or merchandising parents. Thru delegates, each member of a local has a voice in the operation of a regional co-op and again thru delegates, officers or regional organizations are instrumental in the management of the national co-op.

#### No Stranger to Radio

Altho Campbell admitted that the co-op movement had no personnel ready to

step in and start operating radio stations, he pointed out that the org was no stranger in the radio industry.

It had its own dramatic series, *Here Is Tomorrow* on CBS and NBC for 10 weeks in 1943, and the Central Co-Op Wholesale of Superior, Wis.—a typical co-op regional org—is now sponsoring a quarter-hour news program five times a week on nine stations in Wisconsin, Nebraska, Michigan and Iowa. It is just such a regional co-op that would own and operate FM stations in its service area.

It was the *Here Is Tomorrow* series which first indicated the unrest a co-op radio venture could create in the broadcasting industry. When the Co-Operative League first tried to get their show on the air it was turned down by the nets. This caused a cry from co-ops which re-echoed thruout the entire industry. The NAB code board met with the league officials. The nets were given an official ruling. The show went on the air for 10 weeks. Since then there has been no co-op net airing. This series, however, opened the door for the co-ops, and gave them the added interest in radio which is now reflected in their FM plans.

#### Some Execs Are Scornful

Some radio execs, when asked for opinions about the possibility of the co-ops being a future threat in radio, dismissed the idea with scorn. "Sure," they said, "the co-ops have several million members, and a capital value of more than three-quarter billions of dollars. So what? Three-fourth of their membership is made up of farmers. Maybe they know how to run a produce marketing organization, a retail or wholesale business, a dairy, or even a refinery. But what do they know about pleasing the public with entertainment and information, about reaching Joe and Mary with an instrument of public opinion?"

Co-op leaders respond by pointing to the circulation figures of some of their newspapers, which, according to the fundamental rule of journalism, they said, please by being informing and entertaining. The total circulation of co-op papers in the U. S. is well over the million mark. Three of their publications—*The Eastern States Co-Operator*, *The Farmers' Union Exchange of Minnesota* and *The Co-Operative Consumer of Missouri*—have circulations above the one hundred thousand, and a new roto section, used as a supplement in some co-op publications, reaches more than eight hundred thousand.

One radio net exec declared that the co-ops in radio might change, over a period of years, the picture of radio ownership. "Those of us at the top now, the managers for the present type of station owners," he stated, "had better keep their ears to the ground. The rumblings of the co-op radio movement may herald a day that will bring changes in management, programing and control."

IT'S ONLY ADVERTISED ONE TIME NOW — LOOK IN THE LETTER LIST EVERY WEEK.

## A New Chance for Investigation

RADIO owes a debt of gratitude to Representative Lea, chairman of the House Committee to investigate the Federal Communications Commission, to the members of the committee supporting the majority report, and to attorney Franklin S. Wood, representing Edward J. Noble, for having the guts to stand up to the committee's counsel, Eugene Garey, and so lifting the probe group out of the muck and mire. For now, with Eugene Garey resigned, there is an opportunity to have a fair investigation that can produce constructive criticism and possibly result in positive legislation of benefit to the radio industry.

With the ex-counsel went the final vestige of the technique of unimpartial probing which had marked the committee since its inception under the leadership of Representative Cox. Now, if radio thinks there is a job to be done, it can petition the House to continue the investigation, and under fair and intelligent direction some good may result.

Under the previous set-up the committee was engaged in dirtying radio, even tho this quite possibly was not its intent. Typical of this was Mr. Garey's final blast which threw everything in the book at the committee for postponing its investigation of the Flamm-WMCA-Noble situation. Actually, Garey had the committee trying a case that was pending in the courts; an action which the American Civil Liberties Union, among others, condemned as prejudicing the litigation.

All the committee did was to say, in effect: "Boys, finish the court fight you've already started and then come back here. We've got some questions to ask about the transaction but since they may effect your fight, and this isn't fair, we'll wait." Apparently Garey couldn't understand fair play.

And the man responsible for bringing this fair-play angle out from behind the fog of irrelevancies was attorney Franklin S. Wood. He not only made the point, he made it stick; something that many another has failed to do. Had Wood been on the scene in the early days of the committee, when it first began to wallow in publicity and mud, it is quite possible that the probe today would not be in the position of having to start all over again.

## Garey, Aides Exit and Lea Committee Investigation of FCC Seen at Start of End

### Counsel Gives With Blast on Way Out

WASHINGTON, Feb. 26.—Eugene L. Garey, counsel to the House committee probing the FCC, commonly referred to as the Lea Committee, this week resigned. Along with Garey went his three aides, Milton Hauser, Fred Walker and Ambrose McCall. And on the ready-to-resign line were the two Republican members of the committee, Representatives Miller of Mississippi and Wigglesworth of Massachusetts.

Thus the group which was organized last year to investigate, and some say smear, the FCC folded when its motivating force, Counsel Garey, quit under fire. Garey's excuse for resigning was the committee's action in shelving any further investigation of the Flamm-WMCA-Noble case until pending legal action had been settled. However, insiders are sure that Lea was ready to sack Garey, that the resignation was a face-saving routine.

#### Garey on Verge Long Time

Garey, who was brought in from Wall Street by former committee chairman Eugene E. Cox to take over a job that paid nothing in comparison with his usual fees, had been reported on the verge of quitting for some time. When Cox was kicked off the committee last fall because of his conduct of the investigation, Garey was expected to follow. Later it was reported that with Cox stripped of authority, Garey was needed even more than ever by the anti-FCC crowd.

For some time, however, Garey has been sulking at Rep. Clarence Lea, current committee chairman, and relations between the two have been at the breaking point for some time. He was described as being "good and sore" at Lea and the dismissal of the Flamm hearings.

#### Garey Exits Blasting

Garey, realizing this was his final chance to blast the FCC and those friendly to the agency, threw the book at the bureau in his farewell statement. He declared that Lea had "repeatedly ignored the mandate of the House, stymied the staff in its work, and converted the investigation into a sheer

whitewashing affair wholly responsible to political pressure."

The ex-counsel failed to mention that his ex-boss, Congressman Cox, was under fire from newspapers and legal organizations, including the American Civil Liberties Union, for his conduct of the investigation; that he, Garey, was under similar fire when he resigned, and that keymen of his staff had quit many months ago, presumably in distaste of the committee's operations. James A. Leftwich, a New York public relations expert, checked out last September, and Hugh Reilly, assistant to Garey, said goodbye in November after Cox was dropped.

Pay-off is that the FCC would like to have the committee continue in action, for if the probe folds the FCC will not have its time at bat to refute the charges and allegations against it which have been strewn across the committee's records.

### Wigglesworth and Miller Resignations Only Rumor

WASHINGTON, Feb. 28.—Resignation of Representative Wigglesworth and Miller from Lea Committee appeared unlikely today despite reports that two GOP members would march out in protest to Democratic majority calling off WMCA sale probe. Neither congressman could be reached today, altho Representative Wigglesworth's secretary scouted the resignation report. Asked if Wigglesworth is preparing to resign, secretary said: "I don't think so." Massachusetts congressman is "going to issue a statement tho," the secretary admitted. He didn't say when the statement would appear.

### Gaines Joins Ziv

NEW YORK, Feb. 26.—Charles Gaines has joined Frederic W. Ziv, Inc., for whom he will act as ad-agency and talent contact. He will also serve in an advisory capacity on production. Mr. Gaines was formerly secretary and v.-p. at World Broadcasting System.



February 12, 1944

The Billboard

10 RADIO

# RADIO ED'S' 13TH ANNUAL POLL

## Tab Based on 3-2-1 Vote By All S

# FRED ALLEN

"the favorite program, the one that they really hate to miss"



order by the same three programs since 1942. Winner for the third consecutive year is *Let's Pretend*, with *Quiz Kids* second for the second successive time, and *The Lone Ranger* third, as in 1943. Jack Armstrong, who rated fourth last year, slumps to sixth, giving ground to *Terry and the Pirates* and *Coast-to-Coast*. *Henry Aldrich*, which got into sixth last year, is 10th in 1944.

### Without Tops

Mr chirpers have to bow to fourth-place holder, Gladys, this the first time chirpers have topped off her pedestal. she started heading the trails James Mel John Charles Thom Milton was sixth. N. Eddy, run list this year and Richard in 1943, is first up a slot from

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## DEAR RADIO EDITORS:

Thank you. On behalf of ourselves and The Texas Company—for whom Fred Allen is now on the air for the 4th year—we second your nomination of Fred Allen as *first choice* among your favorite radio programs.

**Buchanan & Company, Inc.**  
New York • Chicago • Los Angeles  
*Advertising*



# The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for weekday daytime and first four Saturday daytime programs

Vol. 1. No. 4D

(REPORT FEBRUARY, 1944)

WEEKDAY DAYTIME PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
YOUNG WIDDER BROWN	10.4	280	NBC 56	Raymond Scott—CBS News—BLUE Bob Stanley—MBS	Dancer-Fitzgerald-Sample	C. H. Phillips (Phillips' Toothpaste, Creams and Ironized Yeast)	\$1,600	\$153.85
WHEN A GIRL MARRIES	10.2	142	NBC 74	Fun With Dunn—CBS Hop Harrigan—BLUE Co-Op—MBS	Benton & Bowles	General Foods (Baker Chocolate & Diamond Salt)	\$2,300	\$225.49
PORTIA FACES LIFE	9.4	142	NBC 85	Fun With Dunn—CBS Dick Tracy—BLUE Archie Andrews—MBS	Benton & Bowles	General Foods (Post's Bran Flakes, Maxwell House Coffee)	\$1,900	\$202.13
BIG SISTER	9.1	387	CBS 80	Rhyme & Rhythm—NBC Local Shows—BLUE Local Shows—MBS	Ruthrauff & Ryan	Lever Bros. (Rinso)	\$2,500	\$274.73
KATE SMITH SPEAKS	9.0	261	CBS 114	News—NBC Various—BLUE Boake Carter—MBS	Young & Rubicam	General Foods (Grape Nuts, Grape Nut Flakes)	\$5,000	\$555.55
BACKSTAGE WIFE	8.9	382	NBC 62	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	\$196.63
STELLA DALLAS	8.7	296	NBC 56	B'way Matinee—CBS Blue Frolics—BLUE Local Shows—MBS	Dancer-Fitzgerald-Sample	C. H. Phillips (Toothpaste, Ironized Yeast)	\$1,750	\$201.15
RIGHT TO HAPPINESS	8.6	221	NBC 127	Little Jack Little—BLUE This Life Is Mine—CBS Yankee House Party—MBS	Compton Advertising	Procter & Gamble (Ivory Soap)	\$2,250	\$261.63
HELEN TRENT	8.4	536	CBS 130	Farm & Home—BLUE Service Bands—NBC Service Bands—MBS	Dancer-Fitzgerald-Sample	American Home Products (Bisodol)	\$1,800	\$214.28
MA PERKINS	8.3	94	CBS 64	Locals—NBC Women's Exchange—BLUE Jack Berch—MBS	Dancer-Fitzgerald-Sample	Procter & Gamble (Oxydol)	*\$1,300	\$156.63
OUR GAL SUNDAY	7.9	359	CBS 129	Service Bands—NBC Farm & Home—BLUE Service Bands—MBS	Dancer-Fitzgerald-Sample	Anacin	\$1,750	\$221.52
BREAKFAST AT SARDI'S (Kellogg's)	7.7	119	BLUE 156	Vic & Sade—NBC 2d Husband—CBS Handy Man—MBS	Kenyon & Eckhardt	Kellogg (Pep)	\$1,500	\$194.81
LORENZO JONES	7.5	355	NBC 56	Time Views News—BLUE Various—MBS Something To Talk About—CBS	Dancer-Fitzgerald-Sample	Bayer (Aspirin)	\$1,600	\$213.33
LIFE CAN BE BEAUTIFUL	7.4	279	CBS 59	Local Shows—NBC Baukhage Talking—BLUE News—MBS	Compton	Procter & Gamble (Ivory Soap)	\$2,500	\$324.32
PEPPER YOUNG'S FAMILY	7.1	389	NBC 79	Now & Forever—CBS My True Story—BLUE Yankee House Party—MBS	Dancer-Fitzgerald-Sample	Procter & Gamble (Camay, Ivory Flakes)	\$2,650	\$373.23
MA PERKINS	7.1	531	NBC 127	Snowdrift Neighbors—CBS My True Story—BLUE Palmer House Ork.—MBS	Dancer-Fitzgerald-Sample	Procter & Gamble (Oxydol)	\$1,300	\$183.10
<b>Saturday Daytime Programs</b>								
THEATER OF TODAY	7.7	126	CBS 131	Words and Music—NBC Religion in News—BLUE Boake Carter—MBS	B., B., D. & O.	Armstrong (Cork)	\$2,500	\$324.67
STARS OVER HOLLYWOOD	7.4	244	CBS 49	Service Bands—NBC Service Bands—MBS Your O. P. A.—MBS Farm and Home—BLUE	Sorenson & Co.	Dari-Rich	\$2,000	\$270.27
DICK POWELL	6.0	26	CBS 120	Here's to Youth—NBC The Vagabonds—BLUE Sardi's—MBS	Wallace, Ferry, Hanly	Campana Balm	\$3,000	\$500.00
LET'S PRETEND	5.7	560	CBS 120	Hook and Ladder Follies—NBC On Stage Everybody—BLUE News Round-Up—MBS	B., B., D. & O.	Cream of Wheat	\$1,250	\$219.42

\*On two nets, so show cost is cut almost in two. Week-end daytime programs are henceforth only Saturday shows. Hooper reports now include Sunday program ratings in the revised evening Hooperatings. In other words, the research comparability has been removed. Instead of both Saturday and Sunday surveys being made at the same time, they are made at differ-

ent times. "Young Widder Brown," with a 2.2 tilt, one of the biggest jumps in daytime rating history, jumps right up on top of the pack. NBC still has an edge on the afternoon strip shows. CBS, on the other hand, has the Saturday showing all to itself.

Sponsored time for this report 78¼ hours, last report 74, year ago 56½.

Average daytime rating is 5.3 for this report, was 5.2 last report, and 6.1 a year ago.

Average sets-in-use is 16.9 this report, was 16.3 last report, and 15.8 a year ago.

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# Navy, S. O. & North Carolina Radio Show How To Stage A Femme Enlistment Drive

### Inquiries Upped 600 Per Cent

NEW YORK, Feb. 26.—A promotional job to which all governmental agencies seeking air time can look for guidance is now bearing fruit in the navy's WAVE recruiting drive in North Carolina. With shrewd planning, hard work, savvy and follow-thru, the navy radio section has put over one of the most concentrated promotional deals in radio history. It now has 28 stations in North Carolina devoting hours to exploiting the WAVE recruiting drive.

Also the original idea for the campaign was formulated by Lieut. Armand S. Deutsch, USNR, of the navy's public relations office branch, radio section, in New York; G. W. Freeman, of the Marschalk & Pratt Agency, and Don O'Brien, of the advertising department of Standard Oil of New Jersey, the success of the drive can be attributed to the combined efforts of all naval personnel involved, the co-operation of OWI and station managers.

The Standard Oil Company of New Jersey's Esso Reporter newscast had a long record of co-operation with the navy's radio section. Following thru with this spirit of co-operation, O'Brien, Freeman and Lieut. Deutsch hit upon the idea of an intensified, localized WAVE recruiting campaign. North Carolina, it was decided, was to be the testing ground.

The three conferred with public relations and naval procurement officers in Washington and North Carolina. At these conferences a definite radio and press promotion plan was worked out.

#### Stations Contacted

To spread the gospel, a packet of transcribed shows and spot announcements was prepared. Lieut. Hazel Markel, of Washington's P. R. office, visited all radio stations in the State, outlining the campaign and offering a packet to each. The packet contained a half-hour variety platter produced at the WAVE's school in Hunter College, New York; another 15-minute Hunter revue; five 15-minute transcriptions titled *American Women at War*, which told stories of WAVE life; 60 spot announcements that each station could use as often as desired, and a recording of Fred Waring's orchestra playing *Waves in Navy Blue*. This material was to be skedded from February 21 to March 5—the period designated for the drive.

The stations have not only played the packet material; they loaded their skeeds with their own shows backing the drive.

#### Feed Starts Campaign

The Raleigh, N. C., Navy League kicked off the campaign February 18 by presenting a special Navy-SONJ dinner.

At the dinner, covered by many North Carolina newspapers and by a State-wide network, high-ranking naval officers; SONJ officials; Governor Boughton of North Carolina; Graham Andrews, Mayor of Raleigh, and many other civic leaders were present. With the press and radio promotion given the dinner, the people were put in a receptive mood for the campaign which got under way three days later.

So far the campaign is considered to be a success. Since its start, North Carolina requests for the navy's WAVE recruiting booklet, *The Story of You in Navy Blue*, have increased 600 per cent. This, the navy feels, is an indication that heavy WAVE enlistments will follow.

The navy points to the success of its North Carolina campaign as a splendid example of what can be done when private industry—SONJ, for example—and public opinion media co-operate with a governmental agency anxious to get a message across to the people. Navy goldbraids further say that State-wide campaigns of a like nature, on a national scale, might be the answer to counteracting lagging WAVE, WAC, SPAR and fem marine enlistments.

# Audience Participation at Riot Size on Havana Air; Cuba Outdoes U. S. A. Radio

### Studios and Everything Modern

HAVANA, Feb. 26.—Mainland visitors to this town are pop-eared at the Americanization of local radio operation. This goes for programing as well as operation. Biggest surprise are the Yank-like pro-

grams. Town has its own version of *Battle of the Sexes*, *Hit Parade*, and *Info Please*, plus an audience-participation setto that tops anything now airing in the U. S.

This program, sponsored by an American product, is a straight half-hour of music each week. At an undetermined time in the show the announcer breaks in, gives the exact time to the second, identifies a block in the town, and says: "At this moment a man representing the sponsor is walking on this block. He will be there for two minutes. He has so-and-such sum of money in his pocket. The first person to accost him and mention the name of the sponsors product gets the money."

Program has resulted in several riots, and rarely gets off without jamming the thorofoare. Recently two citizens got into a row over who saw the dough-man first. Situation wasn't resolved until all three were hauled to the jug and the sponsor agreed to award duplicate sums of prize money.

Even the studio set-ups are modernized. Headquarters of the two Cuban networks, CMQ affiliated with NBC, and RHC Cadena Azul, which carries CBS shows, are revising, rebuilding and enlarging studios. And thanks to modern

## Ortega Cantor

NEW YORK, Feb. 26.—It happened this week at Mutual. With *Green Valley*, U. S. A. starting tomorrow on that web, the flacks had lined up a number of interviews for Santos Ortega, the lead. Only Ortega was so busy, running from studio to studio doing shows, that the press department was going slightly nuts trying to clear time for the interviews.

Finally the situation boiled down to where Lester Gottlieb, Mutual press chief, huddled with Ortega. After listening to the actor check off his shows, in an attempt to find open time for the interview, Gottlieb exclaimed, "Heck, you're a dramatic Charley Cantor."

## February "Best Buys"

### Weekdays

This Report	TCI	Hooperating	Last Report	TCI	Hooperating
Young Widder			Ma Perkins (CBS)	\$188.41	6.9
Brown	\$153.85	10.4	Young Widder		
Ma Perkins (CBS)	156.63	8.3	Brown	195.12	8.2
Ma Perkins (NBC)	183.10	7.1	Breakfast at Sar-		
Breakfast at Sar-			di's (Kellogg's)	202.70	7.4
di's (Kellogg's)	194.81	7.7	Backstage Wife...	203.49	8.6
Backstage Wife...	196.63	8.9	Lorenzo Jones	210.53	7.6
Stella Dallas	201.15	8.7	Portia Faces Life	218.39	8.7
Portia Faces Life	202.13	9.4	Stella Dallas	218.75	8.0
Lorenzo Jones	213.33	7.5	Our Gal Sunday	253.68	6.9
Helen Trent	214.28	8.4	When a Girl Mar-		
Our Gal Sunday	221.51	7.9	ries	255.56	9.0
When a Girl Mar-			Right To Happi-		
ries	225.49	10.2	ness	267.86	8.4
Right To Happi-			Just Plain Bill...	271.43	7.0
ness	261.63	8.6	Big Sister	297.62	8.4
Big Sister	274.73	9.1	Pepper Young's		
Life Can Be			Family	354.44	7.9
Beautiful	324.32	7.4	Goldberg's	424.66	7.3
Pepper Young's			Kate Smith		
Family	373.23	7.1	Speaks	657.89	7.6
Kate Smith					
Speaks	555.55	7.1			

There are 16 shows on the current TCI instead of the usual 15, due to the tie in Hooperatings at 7.1 between Pepper Young and Kate Smith.

As there is no basis of comparison for week-end programs between this report and the last report—due to change in rating procedure by Hooperatings—this breakdown is not included.

equipment, released by the U. S., the new layouts have a control room for each studio.

Another tip-off to Americanization of Cuban radio is the yen of local radio execs to expand into FM and television. They know nothing can happen till the war ends, yet are ready and ripe to buy equipment.

Streamlining trend is also evident in the increased attention being paid to stop-watches. Stations in this part of the globe have always ignored the watch where programs were concerned. Now

the push is to get each program on and off as per schedule.

## Out of Storage

NEW ORLEANS, Feb. 26.—WNOE, Inc., local Mutual outlet, has started construction on a new transmitter at Monroe, La., following a permit this week from Washington. Necessary material for station work had been purchased before the war and has been in storage pending the construction permit.

# Very truly yours, Norman Jay

On December 27th, WMCA introduced New York to Norman Jay's "Very Truly Yours". We knew that in this outspoken method of news commentary we were launching a mild sensation in local broadcasting.

You see, Norman Jay addresses pertinent open letters to prominent persons in the news, strikes hard at headlines and headlines, strips important issues down to bare facts. He couldn't miss.

And he didn't. During the first month's running, Jay's mail box looked like a fugitive from a diplomatic dispatch-carrier. Unexpected responses to "Very Truly Yours" in January alone came from an admiral, a general, a University president, a senator and a former presidential candidate.

Yes, the voice of "Very Truly Yours" has gained resonance rapidly here in New York. It is the news program to be reckoned with this year. For a surprisingly modest investment, the right sponsor can ride this rising tide. Interested? We're at Circle 6-2200.

# wmca

First on New York's Dial—570  
Represented by Weed & Co.

Out of  
a total  
of 18...

CBS WINS  
10 FIRSIS



The notable poll of opinion among active radio editors throughout the U. S., originated by the *New York World Telegram*, was conducted during 1943 by *The Billboard*. Among its results: First place went to CBS programs in 10 classes out of 18. (The second network received 7 first places; the third network received 1; the fourth none.)

**★ CBS "Firsts":**

- |   |   |
|---|---|
| <p>★ <i>Favorite Programs:</i><br/>                 ... FRED ALLEN</p> <p>★ <i>Outstanding Broadcast, 1943:</i><br/>                 ... CBS OPEN LETTER TO THE AMERICAN PEOPLE</p> <p>★ <i>Top Symphonic and Concert Programs:</i><br/>                 ... NEW YORK PHILHARMONIC-SYMPHONY</p> <p>★ <i>Top Dramatic Programs:</i><br/>                 ... LUX RADIO THEATRE</p> <p>★ <i>Top Documentary Programs:</i><br/>                 ... THE MAN BEHIND THE GUN</p> | <p>★ <i>Top Children's Programs:</i><br/>                 ... LET'S PRETEND</p> <p>★ <i>Top Concert and Opera Singers:</i><br/>                 ... GLADYS SWARTHOUT</p> <p>★ <i>Top Female Singers:</i><br/>                 ... DINAH SHORE</p> <p>★ <i>Radio's Newest Star, 1943:</i><br/>                 ... FRANK SINATRA</p> <p>★ <i>Top Light Music and Dance Orchestras:</i><br/>                 ... GUY LOMBARDO</p> |
|---|---|

**What is more:**

Of 13 leading concert and opera singers in the vote, 4 were CBS stars, 3 were regular stars on other networks, 6 were occasional performers.

Of 11 symphonic and concert programs named, 5 were CBS features, and 1 is a newcomer to CBS after long absence from the air.

Of 10 female singers named, 6 were regular CBS features.

Of 11 "army-governmental" programs named, 4 were CBS programs, and 4 were originated by the government on other networks.

Of 9 "favorite programs" 3 were on CBS.

Of 9 documentary programs, 3 were CBS originations, 2 originations by the government.

Of 15 leading comedians, 6 were on CBS.

Of 8 candidates named for top honors as radio's newest star, 5 of them were on CBS.

Of 9 outstanding single broadcasts named, 4 were on CBS.

Of 11 leading dramatic programs voted on, 6 were regular CBS features (totalling nearly 70% of all votes cast).

Of 12 light music and dance orchestras named, 5 were on CBS alone, 2 more were CBS "remotes".

Of 10 "top 15-minute programs" nominated, 3 were on CBS — and 1 more was shared by CBS and the second network.

Of 7 top male singers named, 3 were on CBS.

Balanced teamwork by the program departments of CBS sponsors, their agencies, the artists, and the network's own creative people, has added up once more to the finest variety of radio product offered to a steadily expanding radio audience by any American network.

To the seasoned professional critics of radio, whose keen and rigid standards so ably promote radio's daily forward progress, go the grateful acknowledgments of all those whose efforts they approved in this *Billboard* poll.



***This is CBS..the Columbia Broadcasting System***

## An FM Labor Report

Read your article on "Labor Eyes FM Broadcasting" with interest. FM's WBCA has been carrying a Labor Forum on Sundays from 5 to 5:30 p.m. for more than two years. This period is used by both the CIO and AFL, and sometimes in combination.

Best regards.

Cordially,

WBCA, Capitol Broadcasting Company, Inc.,  
February 21, 1944. LEONARD L. ASCH, President.

# Newspapers Set To Move In On Philly Radio; Simon Turns Landlord for Life Insurance

PHILADELPHIA, Feb. 26.—Reports of local newspapers ogling ownership of radio stations are getting hotter now than the thermometer on a mid-August day. Biggest noise, which has been brewing for several weeks now, has *Evening Bulletin* leaving no stone unturned in negotiating the purchase of Arde Bulova's WPEN, 5,000-watt indie, along with the adjunct WPEN-FM outlet. Also favorite conversation piece, when the top radio gentry in town get together, relates how WFIL, Blue Net outlet, is in the bag for *Philadelphia Record* after the war.

The "feed bag" contends that tip-off on how close *The Bulletin* is to getting WPEN may be deduced from a highly interesting real estate transaction this past week. Three tracts of land in a forsaken section of the city, totaling 13 acres in all, were sold by Heymann & Company, local realty firm, to Arthur Simon. Simon is general manager of WPEN, and the current assessment of the three tracts is \$53,000. Purchase price undisclosed was reported at around \$40,000.

### Simon Hedges Job

But what the realty reports did not show was the fact that Simon purchased the very ground which houses the WPEN transmitter, along with all the ground around the transmitter site. Insiders claim that the real estate maneuver was designed to put Simon in an advantageous position to insure his position in the event that a bright morning finds the *Bulletin* boss of the station. Until now, it is said, WPEN leased the ground housing the transmitter on a yearly rental basis. Simon, assertedly, waited until the lease was to expire and purchased up the ground and all the ground around it for added measure.

Simon's purchase of the transmitter property, it is deduced, is indication that Arde Bulova doesn't care any longer. Some reports even have it that Harold LaFont, who is said to care, gave Simon the money to purchase the property. LaFont is considered Bulova's "right-hand" man. *Bulletin's* offer for WPEN and its FM adjunct reported to be between \$300,000 and \$400,000.

### It's All Greenfield's

While not viewed as immediate as *Bulletin*-WPEN deal, the dopesters have given WFIL to David Stern's *Philadelphia Record*. The newspaper earlier this month sold part-timer WHAT to William A. Banks, former WIP salesman, when all along the paper and its publisher have yens to own a radio station. However, the local boys have it figured out that A. M. Greenfield, the "man behind the gun" in a financial sense at *The Record*, is also in the same position at Lit Bros.' department store, actual owner of WFIL. Comes end of the war, it would merely mean a paper transaction for Greenfield, a real giant among realtors here and

elsewhere, to shift WFIL from the store to the newspaper. As a matter of fact, it is pointed out, Greenfield is reported to have made the very same switcheroo several years ago when ownership of WHAT was moved from Bonwit Teller's department store to *The Record*, Greenfield also being the "man behind the gun" at Bonwit's newspaper concern over radio stems from all the post-war palaver. What with all the talking and planning about radio, FM and television, the newspapers figure that maybe there is something to radio after all and aim to get in on the ground floor if only as a measure of self-preservation.

## Stagehands Eye Broadcast Studio Operations

NEW YORK, Feb. 26.—Stagehands' union has slapped the four nets with a list of 36 demands as part of preliminary discussions for a new contract. Grips now have pact covering theater-studios but are still outside actual studios.

Scene-shifters want, among other things, raise in pay, better hours, extra man on each shift, and permission to survey operations of actual broadcast studios; they also want to do any actual construction work. Most of their operations now are limited to simple flats and drapes—on off-shift time which would give them overtime pay for this chore. They now get \$87.50 for a 36-hour week.

Theater studios affected are NBC-Vanderbilt, MBS-Guild, BLUE-Ritz, CBS-Avon, Masque, Hammerstein and New Yorker.

## OWI Need of Radio Men for Overseas Urgent

WASHINGTON, Feb. 26.—Vital need for radio announcers and radio engineers for important and urgent missions overseas with OWI was announced this week following meeting of its newspaper and radio advisory committees.

Many of the men will be sent abroad within few weeks, OWI said. Others will replace OWI men in America who are urgently needed abroad, however, all will eventually be sent across.

Thirty radio announcers, script writers and producers are needed. These must be "top-notch men," OWI specified, with long radio or related experience. Men experienced in operating small radio stations can also be used, OWI explained, "to take over and run radio stations in liberated areas."

Age requirements for radio announcers, script writers and producers are that they must be between 38 and 45, although men 30 to 37, inclusive, who are especially qualified will be considered. Men who are 4-F with minor disabilities and who have been rejected or discharged by the armed services but are fit, are welcomed.

All types of qualified radio engineers

## Four-Way Pick-Up

NEW YORK, Feb. 26.—*Time* and *Life* prepping presentation for Blue sustainer, *People's Opinion*, featuring biggies Gerard Swope, Joseph Barnes, Leo W. Eisen. . . . H. S. Goodman to Cuba shortly to prep live radio Pepsi-Cola shot, which, according to H. S. G., is innovation, and may later be extended to Mexico. It's a 30-minute twice-a-week. . . . Blue auditioning Harry Savoy comedy show scriped by Bob Phillips, Hy Cooper and Tom Langan, under Ray Knight's supervision. . . . James Monks and Bert Tanswell cast in *Grand Central Station* second shot March 11.

Ted Green, ex-radio head of Fredrick Bros., to peddle "Mr. Fleming and Mr. Kitzel," featuring Eric Blore and Art Auerback, and stop-watched by Chick Vincent, to be used as summer replacement. . . . First Eversharp audition of last week for Blue nixed, another tried Wednesday, "My Secret Ambition," Paul Douglas emceeing. . . . Daughter-in-law of David Sarnoff, Esme O'Brien Sarnoff, ex-glamour deb working in NBC transcription department. . . . Bobby Tucker, CBS voice coach also directing chorals for Stem's "Follow the Girls," broke wrist and can't dress himself. He still can write lyrics. . . . Ann Kelly, assistant to Ray Knight, Blue production chief, has hidden sartorial talents. . . . Ralph Brass goes to WCOA, Pensacola, Fla., as staff player on NBC outlet, thanks to Ray Diaz, "chief" to Blue gabbers, who has placed 15 ex-servicemen in past month.

Bill Bendix will do Red Cross show for WHN in March, *This Is Brooklyn*, introducing the Pier 92 Trio making radio debut. . . . Mrs. Lou Gehrig has air bid. Substantial portion of dough will go to war activities, as she is financially independent. Agency, Ruthrauff & Ryan. . . . Anita (You Spell It Like George) Cohan, NBC pagette, gets running part on *David Harum*. . . . Annie Ross, staff producer at WMCA, now producer-director *Five-Star Final*; Bill Royal, previous master mind, is in army. . . . Don Hirst cast as Jim, Bambi Lynn as Rusty on *My Best Girls*.

Altho the powers that be deny it, it's a "trade" secret that there's a guy with a shroud scripting for Charlie Martin on Revlon. . . . Tex Weiner, who was awarded scroll by the NCCJ for his "Army Chaplain's Story," just had a two-year-old script returned by the Blue. . . . Texas Jim Robertson goes into navy. . . . George Weist, on tour with Dunninger, returns March 1. . . . Jack Albertson grabs first legit musical in two years, "Allah Be Praised." . . . Maurice Tarpin is that "Mysterious Traveler" on WOR. . . . Billy M. Greene inked as plenty dough understudy for "Mexican Hayride" on Broadway. . . . Casting notes: Raymond E. Johnson as David Post in CBS's "Mary Marlin." . . . Robert Griffin replaces Dick Kollmar as lead in "Bright Horizon," same net.

CHICAGO, Feb. 26.—Earl Withrow is leaving WJJD March 1 after 10 years as continuity chief. Margaret Leak, his assistant, takes over. . . . Barbara (*First Nighter*) Luddy is in New York visiting her husband, R. Ned Lefevre, of the coast guard. . . . Morgan Perron, of the NBC press department, is in Omaha on Union Pacific's *Your America* program. . . . Charles Butler, NBC engineer for 10 years, has joined the Blue Network staff. . . . Oliver Morton, local and spot sales head for NBC, back from New York and Philly. . . . George Case, WBBM production manager, now assistant program director, replacing O. J. Neuworth, who resigned to devote all his time to production of *The Romance of Helen Trent*. Fred Kilian, WBBM producer, becomes pro-

duction manager. Kilian came to WBBM about a year ago from WIZE, Springfield, Ill.

More than 800 young women auditioned here in the GE "Hour of Charm" search for talent. . . . After spending a year in the navy air corps, Lieut. (s. g.) Clyde J. White has returned to his duties as senior supervisor of the WGN engineering department. . . . The C., M., St. P. & P. Railroad will sponsor a weekly commentary by Cloyd Head over WMAQ for 39 weeks, starting March 12. . . . At the Grand Prairie naval air station at Dallas last week 15,000 people bought \$14,000,000 worth of War Bonds to see the Red Skelton show. . . . Malone Sisters, Janis and Marily, heard on WGN's "Musical Milkwagon," making personal appearances in several Midwest cities.

PHILADELPHIA, Feb. 26.—Oswald ad agency changes its name to Ecoff & James. . . . Connie Rosner, formerly with Harry Feigenbaum Agency, new WPEN continuity director, as Robert Bloomfield goes off to the wars. . . . WDAS installing complete new RCA control room equipment. . . . Charles E. Droughman Jr., with a medical discharge from the army, joins the WIP sales staff. . . . Clarence R. Palmer joins Benjamin Eshleman Agency as head of media and plans department, formerly holding same position with Ivey & Ellington.

SKF Industries, latest of the war plants placing "help wanted" spots on WFIL, placing thru Geare-Marston Agency. . . . Fanny Farmer candy shops, thru J. Walter Thompson, renews its thrice-weekly participations on Ruth Welles's Women's Program on KYW. . . . Marion Basel leaves WIP for announcing staff of WHIT, Baltimore. . . . Winifred Hunt becomes second fem engineer at KYW. . . . Murray Vernik, operating an ad agency under his own name, sets up a radio sales company adjunct with Jules Vernik. . . . Richard Eaton's new commentations from Washington being pumped to WPEN. . . . KYW adding a "Doctor Fix-Um" stanza, tipping householders on fixing and repairing household appliances. . . . Ed Skotch writing and producing series. . . . Apropos Leap Year, maybe, Hershey Creamery Company, Harrisburg, Pa., is sponsoring a "Man Hunt" series on WFIL, a transcribed detective thriller.

HOLLYWOOD, Feb. 26.—Marion Karol, commercial editor for CBS Western Division, due back in town this week after month stay in N. Y. . . . Carl Stanton, radio exec with Dancer, Fitzgerald & Sample, here for confabs relative to agency shows. . . . Paul Franklin, Red Ryder writer-producer, has written in a part for his secretary, Evelyn Scott. . . . Harry James has passed his physical.

MGM is bankrolling Jack Slattery's five-minute news spot over KNX. . . . Reid Kilpatrick has joined the production staff of NBC. . . . John C. Robb takes over as manager of Blue news and special features. . . . Bob Anderson has taken over as announcer on "Dr. Christian" ailer, now that show is back in town. . . . Johnny Sullivan, arranger for San Quentin Glee Club heard over KHJ, has clefted a new tune, "Late for the Count." . . . Kate Smith in town for four weeks. . . . Marjorie Moline takes over new post in charge of studio assignments at NBC. . . . Ken Niles subbed for Ken Breneman on "Breakfast at Sardi's" when latter was taken with flu. . . . Evelyn McCutcheon leaves NBC to become civilian writer on army air shows at Hill Field, Utah. . . . Florence Ortmann, one of radio's few women producers, handles the reins of Jean Hersholt show, replacing Ted Bliss.

## PHOTO REPRODUCTIONS

Now doing work for GUY LOM-BARDO, BEA WAIN, FRED ALLEN, HARRY RICHMAN, etc. Quantities as low as 50.  
Write for Price List.  
100—\$6.60  
MOSS PHOTO SERVICE, 155 W. 46, N.Y. 19

## WANTED

By large station operating regional network in Middle West a Program Manager capable of producing and supervising production of network quality shows. Capable of auditioning and selecting suitable talent, developing new ideas and new shows both commercial and sustaining. This is exceptional opportunity for a man big enough for this job. Apply:

BOX D-181, care The Billboard, Cincinnati 1, O.

can be used for erection and repair of transmitters. Recording, studio and operation work, men with five to 10 years' experience in this field can be employed immediately for overseas duty, OWI said. These men should be at least 26 years old, preferably older. They will be sent overseas as rapidly as they can

be cleared, as training in this country is not essential.

Assisting OWI's overseas branch in locating these men for foreign duty are Earl Gammons, CBS; Kenneth Berkeley and Charles Barry, Blue; Lewis Allen Weiss, KHJ, Los Angeles, and Carlton Smith and William Brooks, both of NBC.

# MOVIE BOSSES FOR VIDEO

## DuMont Television

Reviewed Wednesday, 8:15-10:30 p.m. Style—Variety and films. Sustaining on W1XWV (New York).

Without diversity of entertainment a variety show is misnamed. Producers of tonight's (23) programs evidenced a singular lack of imagination, spotting eight warblers, one after the other.

Shuttling the singers under the mike failed to weave a colorful entertainment pattern. Instead, a monotonous vocal parade resulted. Of the throaty group, only two registered; the remaining six ranged from so-so to bad.

Two excellent performances highlighted the evening. For one, the emceeing of the Charles M. Storm show, *Key-Bored Teleserial Presentation*, by pianist Sam Medoff brought a lift to that agency's offering. Medoff, with amazing assurance in his first audi-video stint, carried off his task with zest. After bringing on a male and three femme singers and accompanying them brilliantly, Medoff put over a song of his own, saluting, gesturing and pounding out a terrific boogie-woogie.

Margaret Spencer, of *Rosalinda*, sang a portion of her role. Her presentation was a delightful example of how an attractive, talented performer comes thru on the tele screen. She'd probably give a good performance anywhere, but she's a video cinch. Most of the singers tonight looked straight into the camera with glassy stares or frozen smiles, while Miss Spencer moved with grace and sang with authority.

Storm's Tintex exploitation was long and lame. For five minutes a magnet-manipulated figure moved slowly in a tiny circle on half the screen. The other half was taken up by a printed legend about the use of the dye. An off-screen voice talked at great length about the product. Cutting the plugs by 50 per cent would up their effectiveness.

British pic, *Song of the Islands*, was thrown at the audience without benefit of intro or beginning. The movie seemed to be hexed. Thruout its showing it would suddenly flicker with eye-torturing irregularity like a Penny Arcade movie out of sinc and then revert to normal. The same imperfection marred three other one-reelers, *Spring on the Farm*, Richard Himber's *Tempo of Tomorrow* and an Artie Shaw pic.

The Lever Bros.' show wasn't quite up to form either. Commercials on Rinso lacked the sparkle they've attained other nights. From a mag ad of the soap, a freckled-faced kid emerged to sing the jingles associated with the product's radio plugging.

Devy Edwards, back from a USO tour, told of his experiences and sang a medley of sentimental songs that had appealed to the servicemen. Her warm personality came thru nicely, and judging from her performance, the unassuming and

## NBC Television

Reviewed Wednesday, 10 to 11 p.m. Sustaining, Sports-Special Events. Telecast by WNBT, New York.

Television still has a long way to go before it will be able to hold audience-attention during a basketball game. This show, a telecast of match between St. John's College and NYU at Madison Square Garden, couldn't hold the viewers' attention for more than 10 consecutive minutes.

Responsibility for the poor video quality could not be laid in the laps of the technicians, who did the best they could with a medium that is still limited by technical deficiencies.

Principal fault of the show was the lack of good lighting. The corners of the floor were dark, and each time play went on in these sections the viewer at home must have wanted to raid the icebox for another bottle of beer—perhaps four or five, so he could give his eyes a long rest. Altho cameraman Ed Wade followed the play with great skill and seemed to know in advance where the best action was to place place, his skill was wasted. When the ball was tossed around the middle of the floor it appeared to be a blurred disk. And when the play passed down to areas under the baskets the ball couldn't be seen at all. Never once was it possible to see the ball after it left the hands of a player shooting for a basket. Wade followed the flight of the ball each time it went toward the basket, but his quick eyework was wasted because poor lighting made it impossible for the viewer to see the ball in flight. This gave the entire show a ghost-like quality that was disturbing and disappointing.

Altho this show did not please its audience, it definitely hinted at the potentialities of tele. If receivers were equipped with larger screens—as they will be after the war—shadows would have been dissipated. If the game had been played for the television audience and not for the auditorium crowd—as they will be some day—arrangements could have been made to flood the entire floor with lights too strong for eyes of any paying customer present. And, of course, with the use of new-type iconoscope, which will be able to pick up even minute details without the use of powerful lights, most of the problems encountered in this telecast will be solved.

Given all these technical improvements television could do an interesting job viewing a basketball game, or any other sporting event. Until that happens America is going to prefer the *Quiz Kids*.  
*Cy Wagner.*

attractive girl must have made a lot of uniformed boys a little happier.

Ben Pulitzer presented *Interesting People*, introduced by a newsreel of milling throngs of people. Dick Bradley interviewed NBC's Marian Loverage, tagged the "Betsy Ross of Radio." The youngster sang pops in a strong, rich voice. Knowing that her hands would loom up to enormous white shadows if flayed about, she intelligently kept them quietly at her sides.

Bradley and a playwright discussed the construction of a play, and two young actors, using excerpts from Ibsen's *Doll's House*, illustrated the various elements in a work for the stage. Script cutting would have been welcome, but the idea was an admirable experiment and has excellent possibilities for further development.

Commercials for Ben Pulitzer ties were windy and need polishing to make them click. Cravats on display in a shop were examined by Bradley, but camera failed to permit a close-up of their patterns. Marie Howard, pretty Brunette, exhibited poise and restraint when she sang pops.

Two and a quarter hours of vocalizing and bad films is too much. These programs could be improved immeasurably by eliminating the pix, cutting station breaks to a minimum and by a general tightening of productions. Audiences, used to split-second radio timing, won't sit to watch time drag by.

*Wanda Marvin.*

## Execs See Broadcasting Losing Control of the Visual Medium Unless Nets Take Immediate Steps

### It's Still All in the "If" Stage

NEW YORK, Feb. 26.—Hollywood is making a shrewd and subtle pitch for control of television. That is the opinion of several keymen in radio. Station and network execs are perturbed over the current crop of deals between film makers and video equipment manufacturers.

Currently Warner Bros. have tied up Philco, Paramount has 50 per cent of DuMont, and 20th Century-Fox is in the process of concluding an affiliation with General Electric. Ostensibly these deals call only for the co-operation of the film-making staffs and video program production now in progress at the aforementioned television plants.

And on the surface these deals sound like a fair shake for everyone concerned. Telecast technicians get entry to the film libraries and pic-making savvy. Hollywood people get a measure of protection for the future in so far as it can watch the development of television and not permit it tread on pix. Additionally both groups, pic makers and the radio and television manufacturers, are promotion minded; so these tie-ups give them a compatible merchandising set-up. Thus the set makers would spot their receivers in films as sales promotion, while the pic people would have the run of homes and retail outlets to promote biz for their movies.

What has the radio men worried is the possible extension of this collaboration. They think along these lines:

#### Movie Control Possible

Each of the equipment makers wants to sell its television radio transmitter equipment. The largest group of prospects are radio station operators. The only radio people familiar with television production are NBC, CBS and a handful of stations. So the vast majority of the prospects know nothing about television program building. The obvious answer here, even to novices, is to use films, which gives the picture companies their opening to control television.

Suppose movie-maker A, affiliated with set-maker A, insists that all video transmitter contracts include a clause limiting the buyer to the use of films made by his movie-maker A studio.

Tele programming is much more expensive than radio program production. So the video station operator finds himself just another link in the movie-maker's distribution set-up and quite possibly subject to all the restrictions now imposed by the studios on movie exhibitors. The only answer, say certain net execs, is for pronto technical and programing experimentation by the networks so they will be prepared to service video outlets around the country just as they now service radio stations.

And this the networks are not prepared to do, not at this time. NBC has been content to televise movies, newsreels mostly, and wait for development from on top, i. e., Radio Corporation of America, also a sizable set-making concern, with vague links to RKO films.

**CBS Not Tech. Satisfied**  
CBS is not satisfied with the current

technical standards of television and would rather wait in the hope of improving these before reopening its program production facilities. And even here the movie men have not been asleep. CBS had developed color television before the war crimped its production set-up. And only recently Metro-Goldwyn-Mayer was dangling a deal for air time before the web as bait for a video alliance.

Blue is working out a deal with DuMont, and as this television concern is in the financial orbit of Paramount pix, the conclusion is obvious. Mutual is thinking about a lot of things exclusive of television; true Don Lee, a Mutual affiliate, has a video transmitter on the Coast and has been playing with programing. But Mutual is still struggling to succeed as a radio network and is just not ready, financially or mentally, to worry about video.

Nor can the advertising agencies, many of whom are actively experimenting with tele programing, be expected to provide enough material to keep the video stations supplied with programs. The answer may be a separate television program production set-up, organized by radio, to prepare now for the chore of aiding radio in its eventual transition to television.

In any event the future, as always, is pregnant with possibilities, and radio will have to fight to protect its own.

## Bond Bonus Is 25% "Hallelujah" Ditty

ST. LOUIS, Feb. 26.—Tunsmith Joe Saracini, whose newest ditty is *We'll Shout Hallelujah When It's Over Everywhere*, didn't just call a halt after penning his words. He put up some coin to hurry the Hallelujah Day along.

As a come-on to bond buyers in Station KMOX War Bond drive, composer offered a contract calling for 25 per cent of all royalties due him on his tune to be paid to highest bidder. Local woman who bought a \$5,000 bond thereby has become a songwriter by proxy.

## Hubbell To Lead "Mademoiselle" Fems Into Video

NEW YORK, Feb. 26.—Richard Hubbell will author a signed television column in *Mademoiselle* beginning with the March issue. Hubbell is radio and tele consultant at N. W. Ayer, and has been consultant on the medium for *Life* and *Fortune* mags.

Hubbell has written a book, *4,000 Years of Television* and has another, *Television Program Production* in work. His slant in the fem mag is to encourage young women to take advantage of courses offered at schools and colleges in tele programing.

The forthcoming *Mademoiselle* issue is devoted to what's new in various fields for fems, and Hubbell points to tele as the coming glory road for those who will learn something about it now.

## Miller's Exit Card

WASHINGTON, Feb. 26.—Neville Miller this week bowed out of the plush, five-figure job of president of the National Association of Broadcasters by circularizing to friends in the radio industry his thanks for past favors.

To the usual NAB mailing list, the following neatly printed card was mailed:

"My connection with the NAB during the past six years has been a very happy one, and I wish it were possible for me personally to express my appreciation to all those both within and without the broadcasting industry who have extended to me so many courtesies and cooperated with the NAB in all its activities.

"Since it is not possible to write each one individually, I am taking this inadequate, but nevertheless sincere way of saying how much I have appreciated your many kindnesses, that I have enjoyed working with you, and that I hope I shall have the pleasure of seeing you many times in the future.

"Thanks again, and with best wishes, I am

"Sincerely yours,  
"NEVILLE MILLER."

# LIBRARIES A HYPO FOR DISKS

## Rentals Seen As Platter Sales Stimulator; Legit Also Expected To Profit

(Continued from page 3)

minimum fee for the borrowing of a platter. Many who can't afford to buy all the disks they desire will be able to borrow them. And borrowing will create the demand for ownership, that means building a great potential disk market."

### Credit To Futterman

Credit for the idea should go to Harry Futterman, music enthusiast head of Armed Force Master Records, Inc. In the past year and a half, AFMR has distributed 50,000 free records, most of them classical, to G.I.'s all over the world. Futterman has received many a letter from servicemen who have borrowed records furnished by AFMR. Some of these letters were written in dugouts from the Aleutians to the South Pacific. Most letter writers state that AFMR is doing a terrific job, and they want to find record lending facilities in the home town when they come marching back.

With this information at hand, Futterman went to D. C. and spoke to Ed Waters, assistant chief of the music division of the Library of Congress and head of the Music Library Association. The AFMR prexy suggested that an organization should be set up to see that libraries throught the land got hep and began to plan record lending sections. Waters thought the idea practicable and immediately set up a committee, with Catherine Nimitz, daughter of the admiral and head of the music division of the public library in the capital, as director. Others on the committee—hard-headed showbiz people as well as longhairs—are Harold Spivacke, chief of the music division of the Library of Congress; Futterman, Dr. Raymond Kendall, former assistant professor of music at Dartmouth and now co-ordinator of music for USO; Julius Mattfeld, director of CBS music library; J. M. Coopersmith, music director of WOR, and Bob Murray and Will Peffer, of ASCAP.

### First Meeting in March

At its first meeting in early March, the committee will outline plans for selling the idea to members of the Music Library Association. Later it will explain its objectives. Altho none of the committeemen is willing to be quoted yet, plan of action as it shapes up now calls for selling educational trust funds and local city governments on underwriting initial costs. Then the libraries would be self-sustaining because of the small fees collected for records and album loans. At first it is planned to stock only classical, folk songs and dramatic masterpieces. After a while they would handle popular music.

Record biz big shots, skeptical of the entire plan, got in a few vitriolic licks when they scoffed at the chances of pop music ever renting in a lending library. They said it would be too easy for a pop lover to drop down to his corner store and pick up a short-time favorite at a low cost while it was still hot. In other words, why borrow what can be bought for 35 cents.

The history of the Brooklyn Public Library, however, disproves this argument. At this library, which has been lending records to the public for a year and a half, there are facts and figures which point to what can be expected if and when libraries all over the land begin to peddle records to the homes of America. Showbiz people might do well to look to this library for info which they can apply to their own specific problems.

At the Brooklyn library anyone can borrow recordings and take them home by paying a \$1 membership fee, 10 cents a day for albums, and 3 cents a day for single records. They have more than 350 albums and 2,000 individual records, among which there are classical, jazz, pop disks and top-notch dramatic pieces

such as Orson Welles's speeches from *Twelfth Night*, John Barrymore's Shakespearean monologs and Ronald Colman's *Christmas Carol* recording for Decca.

Classical music is borrowed most frequently at the Brooklyn library. Pop stuff, like Decca's *Oklahoma*, is right up front, too. Dramatic material, used by John Does as well as students, comes in third. Even *Pistol Packin' Mama* gets a play.

### 100 Loans Per Record

Altho some record merchandisers claim that breakage and wear would be the biggest problems faced by those who take up the crusade of operating a successful record lending library, these factors have caused no aches in Brooklyn. On the average, each record is loaned about 100 times. There is practically no breakage, not even by sock-sillies who come in for latest pop. The library has been self-supporting for some time. It has been able to buy new records constantly from rental fees.

But the Brooklyn library's history doesn't prove that all would be peaches and cream if its plan is put into operation on a nationwide basis. About three years ago a Midwest commercial house tried to establish pop lending libraries in drugstores. The plan flopped because smart juke box owners brought wornout platters to the stores in an attempt to make a little "extra" dough. The libraries became flooded with disabled disks, the public would not borrow them, and eventually the promotion hit the skids.

In spite of the quick brush-off given the record lending scheme by a few wise boys in the platter biz, the majority admitted they are watching the idea closely. The farsighted execs who said they would back the plan admitted there would be problems and that people would still prefer to buy records to satisfy the desire for ownership of things artistic. They feel that 35-cent pop releases will continue to be bought at dealers for a few quick playings, and that any library stocking pops primarily will not last. In general, they saw record lending libraries as a sales stimulator and a merchandising and promotion outlet as yet untouched.

One exec summed up the entire situation when he pointed out, "The birth of record lending libraries is inevitable, especially in the future when there are no longer material and man-power shortages, and when the industry is able to use wire and metal tape recordings. It's entirely possible that some day Mr. Public will send his wife out to borrow—for a few cents—the latest classical, pop and dramatic recordings, and maybe a recording of that good radio program we heard three weeks ago. It's up to us—the showbiz people—to see how we can translate this new market into a smart promotion, and into extra disk sales and platter acceptance."

## Music Librarians At Nets AFM Now

NEW YORK, Feb. 26.—After new contracts are negotiated between the nets and Local 802, AFM, all music librarians will be under control of the musicians' union. For the past four years, chief librarians and their assistants in the stations have been members of the AFM, but other music library personnel was not under Local 802 jurisdiction.

Local 802 is asking for a 15 per cent upping in scale for the chief librarians who now make \$150 per week, and the same percentage of increase for the assistants who draw \$75. The other librarians will make \$50 when the contracts are signed, a substantial increase over their present envelopes.

## Philly Program Adds To Aches of New York Pubs

PHILADELPHIA, Feb. 26.—Joe Frassetto, musical director of WIP (MBS), has become the patron saint of the local songwriting fraternity. Overwhelmed by the abundance of songwriting material here in town, Frassetto decided to devote a full program each week to the outpourings of the home-town Irving Berlins and such. As every other person you scratch has a song up his sleeve, Frassetto figured that he has a ready-made listening audience for a program featuring made-in-Philadelphia tunes.

Skedded on Thursdays for a quarter hour and tabbed *I Wrote a Song*, Frassetto devotes the entire program each week to five different tunes by local composers.

Frassetto doesn't go halfway in giving the local tunes a radio airing. No mere ringing in a hit-and-miss chorus or vocal.

## Disk Jockey Plugs Sheet Music With Give-a-Way Gimmick

PHILADELPHIA, Feb. 26.—An avenue of song plugging has been opened up here by Jack Harris, local rep for Miller Music, and if it catches on, it means bringing back bread and butter to the song-plugging fraternity which has become virtually extinct here. With the town devoid of visiting name bands at the clubs or hotels, and network plugs something the boys dream about, Harris has devised a scheme to make use of song sheets in plugging a song over the air.

Tying in with Leroy Miller, KYW early-morning disk jockey, promotion was based on the inevitable *Mairzy Doats*. Harris supplied the disk jockey with 300 sheet copies of the wacky wonder, and Miller offered to give the first 25 listeners writing in the correct lyrics each day an autographed copy of the sheet music. It was a solid mail puller.

Harris figured that in addition to the KYW air plugs, that anyone writing the lyrics of *Mairzy* would ask a friend or relative at least one question on the spelling and thus be benefited from double or triple interest. The disk jockey felt the contest would heighten the interest of his daily program, and found the response justifying his feeling. Harris aims to team up in similar fashion for all other Miller tunes that lend themselves to such treatment, and apart from enhancing his own position as a plugger, point the way to the other music firms that have dispensed with services of a local rep. With the town always having 8 to 10 music reps making the rounds in recent years, Harris is the sole remaining member of the plugging fraternity still on the active list here.

## G.I. Durgom Wants Cut Of Haymes

HOLLYWOOD, Feb. 26.—Test case to decide whether managerial contract is suspended for duration when agent is in armed forces and unable to serve client, came up this week when George (Bullets) Durgom brought suit against warbler Dick Haymes.

Plaintiff is alleged to have signed Haymes to contract April 15, 1943, which was to run five years and called for 20 per cent of Haymes's salary provided it grossed more than \$15,000 per year. As long as Haymes remained in the lower brackets, Durgom had no claim on him, but now that singer has jumped into the (See *Durgom Wants Cut on page 32*)

He has commissioned Finley Shugard, staff arranger, to give each of the five selected tunes a Class A musical dressing, treating the tune as if it were already leading the Hit Parade. Moreover, the band canary, Jo Roma, handles the lyrics for each time. The show script gives song and writer a major build-up, the local tunesmiths are afforded a top-notch showcase for their tunes.

Moreover, Frassetto has an air check made for each tune, giving the chosen composer an off-the-air recording. As such, it enables the songwriter to tackle the New York publishers with a tune sampling as played by a big band in big-time style plus professional lyric treatment. Frassetto figures that many a songwriter has lost out with the New York pubs because they could never audition the tune in a fitting presentation. Generally, the songwriter tackles Tin Pan Alley with a piano copy under the arm and the publisher hears the song played by a pianist who cares little, and the lyrics handled by someone who cares even less.

## Disk Twisters Gathered In AFM Fold

### CBS and NBC O&O To Sign

NEW YORK, Feb. 26.—Platter turners in all network-owned and operated stations will soon come under the jurisdiction of AFM. For the past two years, stations in St. Louis and Chicago have had AFM members as pancake flippers, but the deal just consummated between the AFM, the nets and the International Brotherhood of Electrical Workers will bring the remaining 10 net-owned outlets under control of the musicians.

Disk spinning at NBC stations has been done by engineers who are members of the National Association of Broadcast Engineers and Technicians. At CBS the IBEW had its members in charge of the records.

### NABET Shift Is Tip-Off

The recent news that NABET is mulling affiliation with the AFL may have had something to do with the jurisdictional shift.

The business of having engineers spin the records grew out of the net management's objection to control room personnel organization. When the engineers organized and signed a contract they were obliged to change the records, tho they definitely didn't want to do it. Every record jockey likes to spin his own disks, but this was ignored when the regulation was put into effect. What the net managements started a couple of years ago when they delegated pancake flipping to their engineers has boomeranged now that the AFM has jurisdiction.

### Old-Timers' Paradise

The new arrangement gives musicians' unions a perfect set-up whereby they can spot their older members at the stations. The simplicity and short hours (approximately 24 a week) makes the job a natural for the over-age musician who is no longer able to compete with his younger brothers.

Stations involved in the new agreement are CBS: KMOX, St. Louis; KNX, Los Angeles; WABC, New York; WBEM, Chicago; WBT, Charlotte, N. C.; WCCO, Minneapolis, and WTOP, Washington. NBC outlets: KOA, Denver; KPO, San Francisco; WEAF, New York; WMAZ, Chicago, and WTAM, Cleveland.

Whether the Blue will be pulled into the deal is not yet known, but it is assumed that it will fall in line.

# Civic Groups Bid for Hot Licks To Distract Bobby Socks Following N. C. Lead

## L. A. Station Finds Juve Club Remote Helps

NEW YORK, Feb. 26.—Louis Jordan's appearance at a Raleigh (N. C.) teen-age club, reported in The Billboard of February 19 as the forerunner of a new wide-open field for musicians, was apparently just that. Civic groups all over the country are bidding for hot musical groups to distract juves.

Object, of course, is to divert their attention from dirt and drink to manners and minding. It's generally agreed that music can serve as an antidote for careers of crime, and smart promoters are trying to mount the wave that will carry their particular ork to high kid favor.

Fred Fletcher, general manager of WRAL, Raleigh, pleased by the Jordan jam session, early this month discussed with a D'Arcy account exec the terrific potentialities of skedding *Spotlight Bands* into kid clubs. The idea reached Coca-Cola, which is now talking turkey with the Eddie Condon ork for regular Saturday night shots on the air and gratis appearances of the hot jazz group in high school auditoriums during the week.

KGFJ, Los Angeles, reports that records of top orks are being used by the station in an attempt to change the juve delinquents into jive darlings. Says the station:

"Read in your February 19 issue the article on 'Teen-Age Clubs Boon to Bands?' Thought you might be interested in what has been termed an 'original' idea tying in with juvenile delinquency problems in Los Angeles.

"KGFJ broadcasts from the Boys' Club of Hollywood the first 'Junior Night Club' remote. The night club is for teen-agers from 14 to 18 and was organized to curb juvenile delinquency. It is the first to hit the airwaves with a real remote of its own.

"Each Saturday evening, 9-9:30, master of ceremonies Harry Koplan introduces the program with all the fanfare of a Trocadero or Mocambo remote over the networks. Records are spun right on the stage, the dancers having voted in advance as to the recorded band they want featured.

"Couples dance to the music, and interviews are conducted by the emcee during record changes. Live-talent guest stars are presented each week, with Ida James taking the opening shot and introducing the song hit *Shoo-Shoo, Baby* just as she introduced it in *The New Meet the People*.

"It is an interesting experiment to curb the growing juvenile delinquency rate by giving teen-agers highly stylized entertainment of their own. And it is attracting nationwide attention.

"The bobby-socks attendance chose the bands for the first four weeks in this order: Harry James, Glenn Miller, Woody Herman and Tommy Dorsey."

While the KGFJ remote is only a local answer to a national problem, it points a program way to stations all over the nation, as has the Jordan jam session and the campaigns broadcast by several Boston stations a few months ago.

## Von Tilzer, Belwin Discontinue Suit Against Columbia

NEW YORK, Feb. 26.—Two infringement suits against Columbia Recording Corporation were discontinued Thursday (24) in New York Federal Court. Papers originally filed by Herbert M. Karp, attorney, listed Boosey-Hawkes-Belwin, Inc., and Harry Von Tilzer, music pubs, as claimants. Both pubs had sought injunctions and damages against Columbia.

Boosey-Hawkes-Belwin action was instituted due to alleged infringement of their *Kashmiri Song*, as arranged and recorded by Xavier Cugat and ork.

Harry Von Tilzer suit charged infringement via recordings of *Wait Till the Sun Shines, Nellie*, arranged and waxed by Harry James; *What You Gonna Do Till the Rent Comes Round?* and *Strike Up the Band*, recorded by Beatrice Kay, and *A Bird in a Gilded Cage*, recorded by Jerry Colonna.

Both actions were settled without costs to either parties involved.

## RCA-Victor Gets Ready for End of Disk-Ban Dispute

NEW YORK, Feb. 26.—Anticipating momentary settlement of their recording dispute with AFM, RCA-Victor has entered into re-location of some of their record personnel from Camden to the company's New York recording studios at 24th Street.

J. W. Murray, general manager of RCA-Victor Record activities, announces that Leonard Joy continues as musical director of popular record repertoire and is in charge of that office's recording studio operation. In addition, Joy will be responsible for maintaining contacts with the music publishers.

Herbert Hendler, recently returned from the West Coast, relieves Joy of some duties in view of the advent of heavier recording skeds. Hendler will be manager of popular record artists relations.

Also at 24th Street are Frank Walker, in charge of development of important hillbilly and race record field, and Dixon Gayer, who will handle the press.

## Keynote Set To Invade Longhair Jive Disk Field

NEW YORK, Feb. 26.—Keynote Recording Company, heretofore identified with educational and political disks, seems to be going more and more into the musical field for waxings. Particular outlet in view by Keynote is the small, but lucrative, jive-loving and jazz-collecting field formerly monopolized by Commodore.

Small units of six or seven pieces, all ace men, are being featured. Picking of men and running of sessions is in the hands of Harry Lim, Javanese jazz critic. Grooving is done in the WOR studios.


Latest session (22) included Earl (Father) Hines, piano; Cozy Cole, drums; Trummy Young, trombone; Coleman Hawkins, sax; Teddy Walters, guitar; Joe Thomas, trumpet, and Herb Taylor, bass. Tunes cut were *Just One More Chance*, *Blue Moon*, *Father Co-Operates* and *Trummy's Lead Sheet*. Last two named are originals by Trummy Young.

## Robbins Big Three Hope To Build Up Biz Via Music Eds

NEW YORK, Feb. 26.—Jack Robbins, music pub, will be in St. Louis March 1 to attend the Music Educators' National Conference, and will make an extensive tour of the Midwest in connection with his Chicago office's activities before returning east.

Reason for Robbins's appearance at the confab is his firm's exhibit in connection with musical education. Robbins, as head of the "Big Three" (Robbins, Miller and Feist), has always intended building up the firm's standard catalogs to a point where the profitable standards would play a big part in the biz.

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# COIN PASSES UP BALLROOMS

## Folding \$ Flowing to Clubs; Dance Spots Working One and Two Days a Week; Oldies Help

Ops Await "Normalcy"

NEW YORK, Feb. 26.—Happy days may be here again and good-time Charlies may be running around with a hunk of folding money in their jeans, but it's still a case of "I'm From Missouri" with the boys who operate the nation's ballrooms.

For, while there is no doubt that prosperity finally got around that corner and is in ample evidence, ballroom ops will tell you that the old fold-eroo isn't clogging up their tills.

In the good ol' days before the war, when a guy could scrape together a buck or two, he was set for a whirl with the girl friend at the local or outlying ballroom. Six-bits for admission, the rest for a couple of

beers and a sandwich, with a dime left for the hat-check gal, and Joe Dancer was big man for the evening.

But with the guys (and the gals) all raking in the lush money from war jobs, and other occupations more or less connected with the war effort, the old ballroom gets the go-by.

### War Plant Joe Wants To Spend

Now when payday rolls around, Joe and the gal doff the greasy clothes, put on their glad rags and, with \$50 or \$60 bucks in their pockets, head for a spot where they can spend it.

Night clubs haven't seen such free

spending and such mobs at the door since War No. 1. People who only dreamed of night spots now practically live in them. Round haircuts line up at the bar with the "Why don't you buy a violin?" type, and spend buck for buck.

Some ballrooms that used to run every p.m. in the week have been forced to cut their sked down to Wednesday and Saturday nights. Other spots that would operate week-ends have slashed their

Ops who would bring in name bands for week stands, now can only use them once a week, while other ops have switched to using local crews entirely.

Keith's Roof in Baltimore was an every night stamping ground for name bands before the war boom. But now in that steaming metropolis of night clubs, Keith's only operates Saturday and Sunday nights, and then does a lot of shopping to make sure they get a name that will pull the folks in.

### Brookline Dark

Another ballroom that wishes the war were over is the well-known Brookline Country Club in Philadelphia. Brookline

formerly ran every Saturday night regularly, with a local bunch of musikers, and would bring in names during the week to pull the customers. Spot is dark.

Vogue Terrace, McKeesport, Pa., worked on a pre-war policy of bringing in a strong name band for two or three-week stay. Pittsburgh saloons now grab off all the McKeesport loot, and ballroom is forced to use local tootlers when they feel a dance coming on.

Trianon Ballroom, Toledo, used to do all right with a name band on Friday night, and a semi-name or Class B band on Sundays. Spot now only runs on Sunday, and has to count on getting a top name to play "Father, Dear, Father, Come Home With Me Now."

The Arcade Dancing Palace, Spokane, which originally ran dances six nights a week with a couple matinees, now has a Saturday only policy, and uses local talent.

The Sunnybrook, Pottsville, Pa., and the Valencia Ballroom, York, Pa., which formerly pitched for Saturday night biz, are now dark. Yankee Lake, Brookfield, O., is also dark now, after having been a regular week-end date for name bands.

### Big-City Spots Still Get By

Big city ballrooms which still operate on a regular basis, and which number less than a dozen, are having to depend on angles to fill the b.-o. till. Come-ons and gimmicks are being exploited as juicers rather than band names.

The ever-present waltz, rumba, tango and jitterbug contests in the dancieries now pay off with big cash prizes in lieu of loving cups. Prize money of \$25 and \$50 is a nice pitch for the ballroom devotees.

Roseland Ballroom, this city, is going all-out with a big leap-year dance. In conjunction with a War Bond promotion, Roseland offers as the big lure a husband to the gal who buys the biggest bond during the evening. Ballroom management already has a volunteer for the give-away, and will furnish the knotman, the ring and several other inducements to fill the room.

Arcadia, another Broadway hoofery, offers certain nights free to men in uniform, as a come-on to female ticket buyers.

### Over-30 Dances Help

Ops in Chicago and other localities thruout the Midwest are promoting "over-30 dances" in their places in order to keep from going dark from lack of youngsters.

Two of Chicago's dancieries, the Merry Garden and Paradise ballrooms, heretofore run strictly for the youngsters, have given over Thursday nights to the oldsters in an attempt to stimulate regular interest in the "over 30s."

Some ballrooms are going so far as to sell yearly membership cards, offered at a rate much reduced from the regular admission prices.

In general, ops of established spots all over the nation are willing to do almost anything to keep the customers coming in a steady stream until such time as the hoofers will give up saloons and once again come back looking for a dance with a bee-yoo-ti-ful hostess.

And the boys who have had to shutter their dance emporiums can only wait for normalcy to return, and then the guy with two bucks and a gleam in his eyes will return to the fold voluntarily.

### Long Tries Amateur Gag For New Theater Dates

NEW YORK, Feb. 26.—Johnny Long, ork leader, will feature a new audience-participating stunt in future theater dates. Come-on is called *Sing Your Song With Johnny Long*.

Participants will take over vocal chores with band, and each week the winner will be awarded a \$100 War Bond for his efforts. Contest is to run until such time as Long band settles in a location spot, at which time finals will be held. Winner of finals to receive a \$500 War Bond.



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# HOW TO INTERPRET A TRADE PAPER REVIEW

(with apologies to WALTER WINCHELL)

**FRANKIE CARLE ORCH. (15)**  
 With Betty Bonney, Roger Bacon,  
 Lee Columbo

Pennsylvania Hotel, N. Y.  
 Frankie Carle has a **tailormade reputation** among music fans that will rest solely on his new band which debuted at the Pennsylvania's Cafe Rouge Sunday (13). His piano soloing for Columbia Records (company claims selling 1,000,000 books so far) and his recent affiliation as co-partner in Horace Heidt's orchestra generated the **name value**. Therefore, Carle's attempt at this **ship** seemed destined for **success** in paper. After its debut at the Penn that **virtually guaranteed**.

For a first performance, with only a few one-nighters under its belt, Carle's combo of three trumpets, three trombones, five sax and four rhythm (Carle on piano) worked like a **veteran outfit**, aimed strictly at melody regardless of the beat, the combo is commercial from the down-beat, bellwethered and unambiguously marked by Carle's **money-making** with the keys. Given a few weeks to straighten out the kinks inherent in all new outfits (in this case they're unusually few), band will be a valuable piece of property for all types of work, particularly hotels, theatres and college dates. It plays well sweet or hot, with the emphasis, of course, on the former.

Carle has Al Avola doing arrangements, which are modern and colorful. Book is also smartly equipped with numerous standard tunes.

Betty Bonney, formerly with Les Brown, handles rhythm lyrics, doing a neat job on the few heard when caught. Roger Bacon and Lee Columbo are trumpeter and guitarist. They were not heard at all at this catching. Both do ballads. Wood.



## Frankie Carle

(Reviewed at Hotel Pennsylvania, New York)

**FRANKIE CARLE**, pianist-composer formerly with Horace Heidt, **debuted** his own outfit here Sunday night (13).

In comparison with the "Danger, Men Blasting" type bands who usually camp in the Cafe Rouge, Carle leans to the quiet, sweet rhythms ordinarily dished out to the dinner-session customers. It wasn't until very late in the evening that the band cut out with some hot stuff that brought the few **hepcats** to their feet. Jazz was mostly heard tunes, with the pops getting the dreamy treatment that left room for plenty solo work from Frankie.

Maestro's pianistics **scored heavily** with the opening night **mob**, which was **terrific**, making it necessary for him to **encore** repeatedly. Undoubtedly one of the best of the school of sweet ivory-ticklers, Carle should, however, remember that his main pitch is for the hoofers, and what pleases the sitters makes "Jitters" quitters.

Unveiling of crew, instrumentation of which is six brass, five reed and four rhythm (including Carle), **was smooth** and already **commercially well-rounded** despite handicaps. Band only played few dates before making Pennsy's big-time spot.

Vocals are handled by Betty Bonney, Roger Bacon and Lee Columbo. Boys double from trumpet and guitar, respectively. Gal sells rhythm lyrics better than average, and for a change it's nice to hear the words as well as the yodel. Bacon has a voice that will please the male taxpayers along with the swooners. He could hock his horn and still remain on the pay roll. Columbo didn't warble at this catching.

Band will no doubt have found its right groove by this time and Carle should have no trouble keeping it in payoff spots. *Hug'ie Prince.*

VARIETY

The Billboard

## GLO\$\$ARY

**Virtually Guaranteed:** Delicate way of saying, "I'll betcha!"

**Veteran Outfit:** Bunch of guys who can lose the music without losing the audience.

**Money-making:** The ability that gets your picture into the Wall St. Journal or Rogues Gallery.

**Name Value:** The thing needed on a theatre marquee to hypo an "epic" that became a "B" movie.

**Tailormade Reputation:** Like Custom Clothes: if they don't fit, you still look like a "Shnook"!

**Success:** The ability to sell more than 1,000,000 Columbia Record Albums without ringing in Frank Sinatra.

**Debuted:** When a guy first gets paid for doing what he likes to do.

**Hepcats:** Progenitors of the Swooners; well-paying species of hysteric.

**Mob:** Congregation of enough people to make whatever is happening profitable.

**Scored Heavily:** Even impressed his relatives so well, they nearly picked up the tab.

**Terrific:** Colloquialism for the more conservative "Terrific!" i.e., "Out of this world!"

**Commercially well-rounded:** Like having your hip pockets loaded with \$100 notes.

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# MY HEART ISN'T IN IT

that sensational new ballad by  
**JACK LAWRENCE**  
 writer of "ALL OR NOTHING AT ALL"  
 FEATURED IN THE COLUMBIA PICTURE  
**"CALLING ALL STARS"**  
**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, WEA, WABC and WOR) for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically.

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

TITLE	PUBLISHER
A Lovely Way To Spend an Evening (F)	Crawford
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
By the River of the Roses	Shapiro-Bernstein
Cherry	Melodylane
Don't Sweetheart Me	Advance
Goodnight, Wherever You Are	Shapiro-Bernstein
Holiday for Strings	Bregman-Vocco-Conn
I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
I Love You (M)	Chappell
I Wish That I Could Hide Inside This Letter	Shapiro-Bernstein
I'll Be Around	Morris
Is My Baby Blue Tonight?	Broadway
It's Love, Love, Love	Santly-Joy
I've Had This Feeling Before (F)	Santly-Joy
Mairzy Doats and Dozy Doats	Miller
Music Stopped (F)	Robbins
My Heart Tells Me (F)	Bregman-Vocco-Conn
My Ideal	Paramount
My Shining Hour (F)	Morris
No Love, No Nothin' (F)	Triangle
Now I Know (F)	Harms
Poinciana	Marks
San Fernando Valley	Morris
Shoo-Shoo Baby (F)	Leeds
Silhouettes	Marchant
Star Eyes (F)	Feist
Speak Low (M)	Chappell
Take It Easy (F)	Santly-Joy
The Same Little Words	Paull-Pioneer
When They Ask About You	Berlin

### Lucky Strike HIT PARADE

CBS, Saturday, February 26, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Besame Mucho	Peer International
2. My Heart Tells Me	Bregman-Vocco-Conn
3. Shoo-Shoo Baby	Leeds
4. Mairzy Doats	Miller
5. No Love, No Nothin'	Triangle
6. A Lovely Way To Spend an Evening (F)	Crawford
7. I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
8. My Ideal	Paramount
9. My Shining Hour (F)	Morris

And the Following Extras:  
 There's a Great Day Coming, Manana  
 Thou Swell, and  
 Jingle, Jangle, Jingle

### ALL-TIME HIT PARADE

NBC, Friday, February 25, 8:30-9 p.m.

TITLE	PUBLISHER
Boo Hoo	Crawford
Red Sails in the Sunset	Shapiro-Bernstein
Pistol Packin' Mama	Mayfair
That Old Feeling	Feist
Clap Yo Hands	Harms
Shoo-Shoo Baby	Leeds
Everything I've Got	Chappell
Chicago	Fisher
You Must Have Been a Beautiful Baby	Fox
Everybody Step	Chappell
Ferryboat Serenade	Robbins
How Ya Gonna Keep 'Em Down on the Farm?	Mills
Waiting for the Robert E. Lee	Alfred

### JOHNNY MERCER'S

# G.I. JIVE

RECORDED BY JOHNNY MERCER  
 with PAUL WESTON and his Orchestra—CAPITOL #141

MICKEY GOLDSEN  
 RKO Bldg., Radio City  
 New York 20, N. Y.  
 Circle 7-3641

PUBLISHED BY

**CAPITOL SONGS, Inc.**

DAVE SHELLEY  
 1483 No. Vine St.  
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### NOW SHIPPING

- ★ ★ ★ ★ ★ 5002 MAIRZY DOATS (TEX GRANDE)
- ★ SAY A PRAY'R FOR THE BOYS OVER THERE
- ★ ALSO AVAILABLE
- ★ 5001 NO LETTER TODAY (TEX GRANDE)
- ★ DON'T WAIT TOO LONG TO FORGIVE
- ★ 5002 PISTOL PACKIN' MAMA (TEX GRANDE)
- ★ PUT YOUR ARMS AROUND ME, HONEY
- ★ Records test over 100 plays each side. Price, 38c net, F. O. B. Linden, N. J.
- ★ Wholesale Only.
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- ★ **DE LUXE RECORD DISTRIBUTING CO.**
- ★ Phone Linden 2-4631 LINDEN, N. J.

**BUY  
 MORE WAR BONDS**

# Music Popularity Chart Week Ending Feb. 24, 1944

## BEST SELLING SHEET MUSIC

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

### NATIONAL

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

### SECTIONAL

#### EAST COAST

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

#### MIDWEST

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

#### SOUTH

POSITION	Last Wk.	This Wk.	Title
1			1. Mairzy Doats
2			2. Besame Mucho
3			3. My Heart Tells Me
4			4. Shoo-Shoo Baby
5			5. Oh, What a Beautiful Morning
6			6. When They Ask About You
7			7. My Ideal
9			8. No Love, No Nothin'
—			9. By the River of the Roses
8			10. I Couldn't Sleep a Wink Last Night
14			11. Speak Low
—			12. Holiday for Strings
—			13. Paper Doll
10			14. My Shining Hour
—			15. Don't Sweetheart Me

#### WEST COAST

POSITION	Last Wk.	This Wk.	Title
2			1. Mairzy Doats
1			2. Besame Mucho
3			3. Shoo-Shoo Baby
—			4. Speak Low
5			5. My Heart Tells Me
7			6. Oh, What a Beautiful Morning
—			7. Paper Doll
11			8. When They Ask About You
—			9. Poinciana
9			10. I Couldn't Sleep a Wink Last Night
12			11. People Will Say We're in Love
6			12. My Ideal
14			13. A Lovely Way To Spend an Evening
—			14. I Heard You Cried Last Night
—			15. Take It Easy

## "HARLEM" HIT PARADE

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

POSITION	Last Wk.	This Wk.	Title	Artist	Label
1			1. Do Nothin' Till You Hear From Me	Duke Ellington	Victor 20-1547
—			2. Main Stem	Duke Ellington	Victor 20-1556
2			3. When My Man Comes Home	Buddy Johnson	Decca 8655
6			4. Solo Flight	Benny Goodman	Columbia 36684
9			5. Cow Cow Boogie	Ink Spots and Ella Fitzgerald	Decca 18587
7			6. Cherry	Erskine Hawkins	Bluebird 30-0819
—			7. Hurry, Hurry!	Benny Carter	Capitol 144
4			8. Shoo-Shoo Baby	Ella Mae Morse	Capitol 143
8			9. Ration Blues	Louis Jordan	Decca 8654
5			10. It Must Be Jelly	Glenn Miller	Victor 20-1546

# 3 GREAT RECORDINGS

of the HIT Folk Ballad . . .

# HAVE I STAYED AWAY TOO LONG?

- PERRY COMO  
Victor No. 20-1548
- SONG SPINNERS  
Decca No. 4430
- TEX RITTER  
Capitol No. 147

"Have I Stayed Away Too Long" is on its way to the top in sheet music sales. The Juke Box trade will flock to hear it by these great recording artists.

Published by  
**FAMOUS MUSIC CORPORATION**  
1619 BROADWAY  
NEW YORK 19, N. Y.

**Here's a new one by Miller  
Your big-money star!  
Tell your bank to send over  
A strong armored car!**



**Here We Go Again**  
★  
**Long Time No See, Baby**

(Vocal by Marion Hutton)

**—Glenn Miller and  
his Orchestra**

Order Victor 20-1563

*Mairzy Doats ain't hay, you know  
There's dough with all the laughter!  
The Kings are queens of the coin machines  
And jack comes tumbling after!*



**Mairzy Doats and  
Dozy Doats**

★  
**It's Love-Love-Love**

**—The Four King Sisters  
with Male Chorus**

Order Bluebird 30-0822

**GIT IN THIS QUICK, PARDNER—  
CARSON'S CORALLIN' GREENBACKS!**

Bluebird 33-0509 { **Just Wait and See** (Singing with Orchestra)  
**Ramblin' Cowboy** (Singing with guitar and banjos)  
**—Carson Robison**

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

To help you make new Victor and  
Bluebird Records for you,  
sell your old ones to  
your distributor

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

BUY  
WAR BONDS  
EVERY  
PAYDAY



# PART 2—The Billboard

## BEST SELLING RETAIL RECORDS

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

### NATIONAL

POSITION	Last Wk.	This Wk.	Artist	Label
2	1	1	Besame Mucho . . . . . Jimmy Dorsey . . . . .	Decca 18574
1	2	1	My Heart Tells Me . . . . . Glen Gray . . . . .	Decca 18567
7	3	1	Mairzy Doats . . . . . Merry Macs . . . . .	Decca 18588
5	4	1	Shoo-Shoo Baby . . . . . Ella Mae Morse . . . . .	Capitol 143
3	5	1	Shoo-Shoo Baby . . . . . Andrews Sisters . . . . .	Decca 18572
4	6	1	Star Eyes . . . . . Jimmy Dorsey . . . . .	Decca 18571
9	7	1	Holiday for Strings . . . . . David Rose . . . . .	Victor 27853
6	8	1	I Couldn't Sleep a Wink Last Night . . . . . Frank Sinatra . . . . .	Columbia 36687
—	9	1	Mairzy Doats . . . . . Al Trace . . . . .	Hit 8079
—	10	1	Speak Low . . . . . Guy Lombardo . . . . .	Decca 18573

### SECTIONAL

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

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

POSITION	Last Wk.	This Wk.	Artist	Label
1	1	1	Ration Blues . . . . . Louis Jordan . . . . .	Decca 8654
—	2	1	Pistol Packin' Mama . . . . . Al Dexter . . . . .	Okeh 6708
—	2	1	No Letter Today . . . . . Ted Daffan . . . . .	Okeh 6706
3	3	1	Rosalita . . . . . Al Dexter . . . . .	Okeh 6708
2	3	1	They Took the Stars Out of Heaven . . . . . Floyd Tillman . . . . .	Decca 6090
2	3	1	Pistol Packin' Mama . . . . . Bing Crosby-Andrews Sisters . . . . .	Decca 23277
4	4	1	I'm Thinking Tonight of My Blue Eyes . . . . . Gene Autry . . . . .	Okeh 6648

# Music Popularity Chart Week Ending Feb. 24, 1944

## MOST PLAYED JUKE BOX RECORDS

### Going Strong

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

1. SHOO-SHOO BABY... Andrews Sisters (Vic Schoen Ork)... Decca 18572 (9th Week)
2. BESAME MUCHO... Jimmy Dorsey (Bob Eberly and Kitty Kallen) (6th Week) Decca 18574
3. MY HEART TELLS ME... Glen Gray (Eugenie Baird)... Decca 18567 (11th Week)
4. SHOO-SHOO BABY... Ella Mae Morse (Dick Walters Ork)... Capitol 143 (9th Week)
5. NO LOVE, NO NOTHIN' Johnny Long (Patti Dugan)... Decca 4427 (4th Week)
6. MAIRZY DOATS... The Merry Macs... Decca 18588 (2d Week)
7. DO NOTHIN' TILL YOU HEAR FROM ME... Woody Herman... Decca 18587 (3d Week)
8. CHERRY... Harry James... Columbia 36683 (5th Week)
9. NO LOVE, NO NOTHIN' Ella Mae Morse (Dick Walters Ork)... Capitol 143 (4th Week)
10. MY IDEAL... Jimmy Dorsey (Bob Eberly)... Decca 18574 (7th Week)
- MY SHINING HOUR... Glen Gray (Eugenie Baird)... Decca 18567 (2d Week)
11. STAR EYES... Jimmy Dorsey (Bob Eberly and Kitty Kallen) (5th Week) Decca 18571
12. SHOO-SHOO BABY... Jan Garber (Liz Tilton)... Hit 7069 (1st Week)
13. MAIRZY DOATS... Al Trace... Hit 8079 (2d Week)
- DO NOTHIN' TILL YOU HEAR FROM ME... Duke Ellington... Victor 20-1547 (3d Week)
14. PAPER DOLL... Mills Bros... Decca 18318 (26th Week)
15. SPEAK LOW... Guy Lombardo (Billy Leach)... Decca 18573 (1st Week)
16. IT MUST BE JELLY... Glenn Miller (Modernaires)... Victor 20-1546 (2d Week)
17. I COULDN'T SLEEP A WINK LAST NIGHT... Frank Sinatra... Columbia 36687 (2d Week)
- POINCIANA... Bing Crosby (John Scott Trotter Ork)... Decca 18586 (1st Week)

### Coming Up

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

1. HOLIDAY FOR STRINGS David Rose... Victor 27583
2. DON'T BELIEVE EVERYTHING YOU DREAM... Ink Spots... Decca 18583
3. POINCIANA... David Rose... Victor 20-1544
- HOW SWEET YOU ARE Kay Armen (Balladiers)... Decca 18566
4. TAKE IT EASY... Guy Lombardo... Decca 18573
- WHEN THEY ASK ABOUT YOU... Jimmy Dorsey... Decca 18582

### Territorial Favorites

- A STRING OF PEARLS... Glenn Miller... Victor 20-1552 (Buffalo)
- SILVER WINGS IN THE MOONLIGHT... Freddy Slack... Capitol 146 (Memphis)
- COW-COW BOOGIE... Ella Fitzgerald-Ink Spots... Decca 18587 (Chicago)
- LEAVE US FACE IT... Hildegard... Decca 23297 (St. Louis)

# DECCA RECORDS



18588	} MAIRZY DOATS I got Ten Bucks and 24 Hours Leave ... sung by THE MERRY MACS	50¢*
		} MAIRZY DOATS Don't Sweetheart Me ... played by Lawrence Welk and his orchestra
* Prices do not include Federal, State or Local Taxes		

ORDER NOW FROM YOUR NEAREST DECCA BRANCH

**DECCA**  
DISTRIBUTING CORPORATION

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

**BESAME MUCHO**

PUBLISHER: Peer  
RECORDS: Decca 18574; Hit No. 7072; Decca 4432;  
Capitol 149  
E. T.'s: World; Standard; Associated; Lang-Worth

**POINCIANA**

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

**SO GOOD NIGHT**

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

**I'LL BE AROUND**

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

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**B M I**

NEW YORK • CHICAGO • HOLLYWOOD

**TEARING THE HOUSE DOWN  
at the Roxy Theater, N. Y.**

*in the sensational novelty song—*

**"They're Sending the Judge to Jail"**

IN COLUMBIA PICTURES "COMMUNITY SING REEL" NO. 7

Soon To Be Released in Your Neighborhood

recorded on SAVOY NO. 114

backed by "YOU PUT A PATCH ON MY BROKEN HEART"

**More Money Makers**

**MAKE WITH THE BULLETS, BENNY**  
Savoy Record

**JOHNNY DOUGHBOY POLKA**  
Savoy Record

**IF I WERE THE MOON**  
Bluebird Record

**GAY VIENNA**  
Savoy Record

**OH, THEODORA**  
Savoy Record

**SEND ME SOME ROSES**  
Savoy Record

**SHE DIDN'T LAY THAT PISTOL DOWN**  
Savoy Record

**GET IN TOUCH WITH ME**  
Savoy Record

CHERIO MUSIC PUBLISHERS, INC.

RYTVOC, Inc.

1585 BROADWAY, NEW YORK 19



**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.

**THE MUSIC STOPPED . . . . .Woody Herman . . . . .Decca 18577**

This tune is from the Frank Sinatra pic, "Higher and Higher," and is just getting a big play on the air. Herman's arrangement is one of the best yet heard and features the maestro's clarinet and some fine tenor sax work by one of the boys. It also offers an okay vocal by Frances Wayne.

**FURLOUGH FLING . . . . .Freddie Slack . . . . .Capitol 146**

This instrumental by Slack acts as a swell showcase for his pianistics. Some terrific solos from men who must have been hand-picked by the maestro. Trombone man exceptionally fine. Should lure plenty juke coin.

**IT'S LOVE, LOVE, LOVE. . . . .Guy Lombardo . . . . .Decca 18589**

A swell novelty, done in rumba style and featuring some good commercial schmaltz by the Lombardo boys. Vocal handled by Skip Nelson and the Lombardo Trio. This tune is slated for a ride on the air waves, and this disk should do much in getting it started.

**POPULAR RECORD RELEASES**

(From February 24 thru March 2)

- A Tiny Little Voice in a Tiny Little Prayer . . . . . Jimmy Wakely . . . . . Decca 6095
- By the River of the Roses . . . . . Phil Hanna (Harry Sosluk Ork) . . . . . Decca 4435
- F. S. T. . . . . King Cole Trio . . . . . Premier 2078
- Home . . . . . Dick Haymes (Song Spinners) . . . . . Decca 18590
- Honeybunch Polka . . . . . Sula's Musette Ork . . . . . Continental 1141
- If You Were the Only Girl . . . . . Dick Haymes (Song Spinners) . . . . . Decca 18590
- I'll Get By . . . . . Jan Garber . . . . . Hit 7079
- I'm Sending You Red Roses . . . . . Jimmy Wakely . . . . . Decca 6095
- Irresistible You . . . . . Ginny Simms . . . . . Columbia 36693
- Mairzy Doats . . . . . Sula's Musette Ork (Don Baker) . . . . . Continental 1141
- My Lips Remember Your Kisses . . . . . King Cole Trio (King Cole) . . . . . Premier 2079
- My Lips Remember Your Kisses . . . . . Jan Garber . . . . . Hit 7079
- San Fernando Valley . . . . . Ginny Simms . . . . . Columbia 36693
- Suddenly It's Spring . . . . . Phil Hanna (Harry Sosluk Ork) . . . . . Decca 4435
- Winged Victory Album . . . . . Winged Victory Chorus and Ork
- My Dream Book of Memories . . . . . Decca 29131
- The Army Air Corps . . . . . Decca 29132
- Whiffenpoof Song . . . . . Decca 29132
- Winged Victory . . . . . Decca 29131

(Released February 7 but not listed)

- Do Nothin' Till You Hear From Me . . . Stan Kenton (Red Dorris) . . . . . Capitol 145
- Furlough Fling . . . . . Freddie Slack . . . . . Capitol 146
- Harlem Folk Dance . . . . . Stan Kenton . . . . . Capitol 145
- Have I Stayed Away Too Long? . . . . . Tex Ritter and His Texans (Tex Ritter) . . . . . Capitol 147
- Hurry, Hurry . . . . . Benny Carter (Savannah Churchill) . . . . . Capitol 144
- Poinciana . . . . . Benny Carter . . . . . Capitol 144
- Silver Wings in the Moonlight . . . . . Freddie Slack (Margaret Whiting) . . . . . Capitol 146
- There's a Gold Star in Her Window . . . . . Tex Ritter and His Texans (Tex Ritter) . . . . . Capitol 147

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

# Music Popularity Chart Week Ending Feb. 24, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### TOMMY DORSEY-ARTIE SHAW (Victor)

"All the Things You Are"—FT; VC. "All the Things You Are"—FT; VC.

On the strength of its inclusion in the score of a forthcoming motion picture, Victor has dug up its early waxings of "All the Things You Are," the Oscar Hammerstein II-Jerome Kern hit from the "Very Warm for May" musical of the last decade. Instead of choosing between its Tommy Dorsey version and that by Artie Shaw, which leaves little or no choice since the playing of both bands is equally dated for such diskings, has brought forward both entries back-to-back. New interest in the ballad stems from its use in the score for "Broadway Rhythm," the Ginny Simms-George Murphy feature. Dorsey's side, originally backed with "That Lucky Fellow," features the maestro's muted horn with Jack Leonard for the lyricizing. Shaw's side, originally mated with "All In Fun" and originally on a Bluebird label if memory serves correctly, follows the same orchestral pattern with the maestro's clarinet teeing off and Helen Forrest conveying the lyrical content. While the dual offering is a far cry from the type of music better associated with both bands in more recent days, it cannot be denied that the combination of Shaw and Dorsey, coupled with their respective vocalists, makes for maximum merchandising appeal.

Either or both sides stack up on the strong side for the phonos, with the vocalist in each case making it a more important coin magnet. Of course, the picture association gives reason to the sudden revival of this earlier hit song.

### LES BROWN (Columbia)

"A Good Man Is Hard to Find"—FT; VC. "Bizet Has His Day"—FT.

Columbia may yet find a swell sleeper in its reject pot with this unreleased Les Brown plater. With both sides on the solid side, and the Brown band packing plenty of power rarely heard in the draft-ridden bands of today, there is also much to occupy the attention in the tune content for each of the faces. Of particular interest is Eddie Green's famous "A Good Man Is Hard To Find," which goes back to the Bert Williams era. And it's a jivin' minstrel man that Brown has in Butch Stone, who is featured for the entire side. Moreover, the fact that the tune tackles the man-power shortage situation in more ways than one brings the lyrical content up to the minute. Stone, in his characteristic vocal jive style, exacts all the humor out of the humorous lyrics, aided and abetted no end by the righteous rhythmic background provided by the Brown bandmen in giving this oldie a modern riff-designed dress. And it all being set in the favored tempo de jump, the side's belated issue is a most welcome one at this time. Plattermate, "Bizet Has His Day," is another one of those interesting Les Brown transpositions of a classic in powerhouse style. For this opus, it is Bizet's "L'Arlesienne Suite, replete with its fugue scoring with the hand-clapping of the band and members to accent the rhythmic beats. It's solid scoring all the way in the jump tempo with both ensemble and solo instrumentalists riding out in flash fashion.

There is much to occupy the attention of the music operators in this diskings, with "A Good Man Is Hard To Find" having all the benefit of title, tune and treatment of make it the delight of the

(See Pop. Record Reviews on page 64)

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

### AL DEXTER (Okeh)

"So Long, Pal"—FT; VC. "Too Late To Worry"—FT; VC.

Riding high, wide and waxsome on a wave of "Pistol Packin' Mama" popularity, it's a cinch that any label with a Al Dexter stamp would swamp the sales register. And while neither of these two sides pack the potency of a "P. P. M.," Dexter has here fashioned two original hillbilly chants rich in folk appeal. Accompanied by his Troopers, dressing the ditties with a bright rhythmic beat, "So Long Pal" is taken at a lively tempo as Dexter sings his farewell to all his pals and gals and that they keep the home fires burning until his return. Three stanzas to the side with Dexter singing the opening and closing choruses while trumpet and accordion share the middle stanza. The beat is slowed down a bit for his "Too Late To Worry," the 16-bar refrains interspersed with instrumental choruses carried by the trumpet and guitar. The fact that he has lost his gal and is too blue to cry provides the lyrical substance for his "Too Late To Worry" song.

(See Folk Record Reviews on page 64)

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**RIGHT NEXT TO BROADWAY**

(Opened Monday, February 21, 1944)

**BIJOU THEATER**

A comedy by Paul K. Paley. Directed by William B. Friedlander. Company manager, George Zorn. Stage manager, Norman H. Miller. Press representatives, Richard Maney and Samuel J. Friedman. Produced by Paul K. Paley.

- Sam .....Rubin Goldberg
- Audrey .....Gloria Mann
- Marian .....Dorothy Eaton
- Jerry .....Roger Sullivan
- Dotty .....Frances Tannehill
- "Poppa" Weinstein .....Leon Schachter
- Charlie .....Joseph Leon
- Lee Winston .....Jeannette C. Chinley
- Carlo Marchetti .....James Russo
- Ben .....Tom Daly
- Irwin Cole .....John Baragrey
- Certie Smith .....Cleo Mayfield
- Danny .....Lee Bergere
- Mr. Loucheim .....Norman H. Miller
- Charles Bradford Ramsey III .....Jack Bostick
- Moskin .....Jonathan Harris
- Boskin .....Charles Cohan

This one is billed as a comedy, but *Right Next to Broadway* could be defined as a mystery—the mystery is how anyone, even its author, could have thought it stood a chance on Broadway, next to it or a thousand miles from it. At all events, it isn't comic. There's no mystery about that. Something has to hit a season's low for conspicuous dullness. So far *Right Next to Broadway* gets the nod.

Doubtless the ladies dress business over on 7th Avenue packs a fun wallop and a lot of comical things go on in those wholesale garment offices. None of them, however, got to the stage of the Bijou via Paul K. Paley's typewriter. The latter's very temporarily current notions have to do with a know-it-all gal with a flair for designing who starts out to put pop's business on its feet. She gets herself into a flock of stock jams—falls for a heel—insults both creditors and help and winds up behind the eight ball, until author Paley comes to the rescue with a sappy finale. The moral seems to be: Listen to your pal, the go-getting salesman, and don't be snotty to a union organizer.

Producer Paley has culled a large and, for the most part, intelligent cast for author Paley's play. Best of them is Frances Tannehill, this time pleasantly eye-filling as a cloak-and-suit model. She should be reprimanded for allowing herself to be mixed up in these proceedings. Charles Cohan manages to wring flashes of amiable reality out of a role of a reasonable labor leader. In fact, there are similar flashes from several others—Tom Daly, Cleo Mayfield, James Russo and Leon Schachter—which indicate that seasoned troupers are up there doing their best. The script has got 'em down. It evidently got into Director Friedlander's hair, too. He didn't find much to stage. A nod should be given to the show's elaborate office set which has rated considerable coin outlay. For some reason or other, the designer's name is omitted from the usual credit spot in the program. *Bob Francis.*

**TRIAL BY JURY and H.M.S. PINAFORE**

(Opened Monday, February 14, 1944)

**AMBASSADOR THEATER**

Operettas by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

**TRIAL BY JURY**

- Judge .....Florenz Ames
- Plaintiff .....Kathleen Roche
- Counsel for Plaintiff .....Bertram Peacock
- Defendant .....Allen Stewart
- Foreman of Jury .....Robert Eckles
- Usher .....Robert Pitkin
- Chorus of Bridesmaids, Jury and Spectators

**H. M. S. PINAFORE**

- The Rt. Hon. Sir Joseph Porter, K. C. B. ....Florenz Ames
- Captain Corcoran .....Bertram Peacock
- Ralph Rackstraw .....James Gerard
- Dick Deadeye .....Robert Pitkin
- Bill Bobsy .....Robert Eckles
- Bob Becket .....Frank Murray
- Tommy Tucker .....Master Arthur Henderson
- Josephine .....Kathleen Roche
- Cousin Hebe .....Marie Valdez
- Little Buttercup .....Catherine Judah
- First Lord's Sisters, His Cousins and His Aunts—Virginia Tyre, Athena Pappas, Mary Lundon, Flo Keazel, Victoria Mayer, Charlotte Kremla, Helen Prentiss, Lillian Konover, Edith Sterling, Louise King, Helen Jayson, Ruth Cumming, Doris Parker, Jean Davis.
- Sailors and Marines—John Dewey, David Bogart, F. Chester Madan, Edwin Marsh, Walter George, Tom Bennett, Joseph Filos, Gerald

**BROADWAY OPENINGS**

Bercier, August Loring, Barry Lyndall, Larry Odell.

Those Gilbert and Sullivaners reversed the two-for-one trade adage with their first bill change at the Ambassador by giving two shows for one ticket. The combo of *Trial by Jury* and *H. M. S. Pinafore* is a bargain. *Jury*, of course, is little more than an amusing curtain raiser to the hardy perennial rib of Her Majesty's navy, but it gives Florenz Ames an opportunity at two shots of clowning in the same evening and Kathleen Roche a similar chance to carol prettily thru two roles. It is a hook-up to please an exacting Savoyard—and this season's first unveiling evidently did.

Ames, as usual, sidesteps Savoy tradition whenever the spirit moves him. He will chant the Judge's song exactly in the G. and S. groove and suddenly incorporate a Bobby Clark technique in the courtroom procedure by bopping the clerk on the head or making a few mild passes at the fair plaintiff. It may not be tradition, but its an excellent tonic for the old operas. He sells Sir Joseph long in the same way. He enjoys needling the pompous admiral and is ready to give until his stiff collar chafes his neck raw.

Kathleen Roche has a heavy solo assignment as the plaintiff in the first stanza and thereafter with Josephine's tricky soprano arias. She acquits herself splendidly in both. The tenor chores are divided between Allen Stewart as the defendant in *Jury* and James Gerard as Ralph Rackstraw. Latter is newcomer to G. and S. school this year and adds a good voice to the curriculum.

No Gilbert and Sullivan season is complete without *Pinafore*, and this one proved again that it can surmount a shoddy production. Producer Burnside's set is beginning to peel a bit, and the costumes, except for those of the gal principals, are strictly off the peg and show signs of hard knocks. However, Bertram Peacock, Robert Pitkin, Catherine Judah, Marie Valdes and the rest rise serenely above their surroundings and haberdashery. *Pinafore* snags as many laughs as of yore. The bill will be popular thruout the next half dozen times that the troupe will include it in the repertoire. *B. F.*

**THE GONDOLIERS**

(Opened Monday, February 21, 1944)

**AMBASSADOR THEATER**

An operetta by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

- The Duke of Plaza-Toro (a Grandee of Spain) .....Florenz Ames
- Luiz (His Attendant) .....Roland Partridge
- Don Alhambra Bolero (The Grand Inquisitor) .....Robert Pitkin
- Venetian Gondoliers:
  - Marco Palmieri .....Allen Stewart
  - Giuseppe Palmiere .....Lewis Pierce
  - Antonio .....Frank Murray
  - Francesco .....Edwin Marsh
  - Giorgio .....Robert Eckles
- The Duchess of Plaza-Toro .....Catherine Judah
- Casilda (Her Daughter) .....Marie Valdez
- Contadines:
  - Gianetta .....Kathleen Roche
  - Tessa .....Marjorie Hayward
  - Fiametta .....Virginia Tyre
  - Giulia .....Mary Lundon
- Vittoria .....Jean Davis
- Inez (The King's Foster Mother) .....Florence Keazel

As *The Gondoliers* is low on tunefulness and satirical bite in comparison to most of its brother and sister scores, it is likely as well that the Gilbert and Sullivan operators asked to repeat it only once more during the troupe's stay at the Ambassador. The program tabs it for another showing March 10. Twice in a rep season is plenty for it.

It must be admitted, however, that whatever charm *Gondoliers* has to sell was solidly piped across the foots by Burnside's troupers on Monday (21). They played it with a hardly deserved enthusiasm which managed to produce something that looked and listened brighter than it was.

Florenz Ames was in top form again as the dizzy duke of Plaza-Toro. His patter song about "the celebrated, cultivated, under-rated nobleman, etc." was the evening's high-spot. Catherine Judah, this time without distorting make-up, made a capital silly duchess. Robert Pitkin got a lot of fun out of the Grand Inquisitor. Tenors Allen Stewart and Lewis Pierce were the boat-pushers turned twin kings. Kathleen

Roche and Marjorie Hayward were their wives. They all sang creditably and were cutely and terrifically gay. The chorus was cutely gay, too, except when prancing the *Bolero*. Burnside should never, never put short skirts on his femme ensemble—or at most "hardly ever." However, that's a laughing matter, even if most of the *Gondoliers* isn't. *Bob Francis.*

**IOLANTHE**

(Opened Tuesday, February 22, 1944)

**AMBASSADOR THEATER**

An operetta by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

- The Lord Chancellor .....Florenz Ames
- Earl of Mountararat .....Robert Pitkin
- Lord Tolloller .....Allen Stewart
- Private Willis (of the Grenadier Guards) .....Robert Eckles
- Strephon (an Arcadian Shepherd) .....Lewis Pierce
- Queen of the Fairies .....Catherine Judah
- Iolanthe (a Fairy, Strephon's Mother) .....Kathryn Reece
- Celia .....Mary Lundon
- Fietta .....Marie Valdez
- Phyllis (an Arcadian Shepherdess and Ward in Chancery) .....Kathleen Roche
- FAIRIES—Virginia Tyre, Athena Pappas, Flo Keazel, Victoria Mayer, Charlotte Kremla, Jean Davis, Helen Prentiss, Lillian Konover, Edith Sterling, Louise King, Ruth Cumming, Doris Parker, Louise Miller, Maxine Lassareto, Lucille Benon.
- PEERS—John Dewey, David Bogart, F. Chester Madan, Edwin Marsh, Lewis Pierce, Walter George, Tom Bennett, Joseph Filos, Gerald Bercier, August Loring, Larry Odell, Barry Lyndall, Harry Marlatt.

Most Gilbert and Sullivan troupes serve up one or another of the maestri's concoctions better than others. The Ambassador's current incumbents are not out of line. Perhaps the nonsense of *Iolanthe* particularly appeals to them. At any rate they gave it a rousing start off in their rep and built a steady rise in customer enthusiasm and encores beg to stop the show at least twice. They play it as if they are thoroughly enjoying themselves and the audience catches the fever. It would be smart to include *Iolanthe* often in their rep.

As in most reviews of this troupe the cast round-up starts with Florenz Ames. He dominates *Iolanthe* as he does most of their other ventures. His Lord Chancellor is delightful and he need make no bow to any D'Oyly Carte predecessor. His patter songs rate all the applause of the best of them. Robert Pitkin turns in another fine job as the stuffy Lord Mountararat and Robert Eckles draws himself a fat hand for his Private Willis. Lewis Pierce even managed to make the silly, unrewarding role of Strephon seem likable.

On the femme side, honors in this one go to Kathryn Reese's Iolanthe. She sings clearly and gives the part a pleasant appeal. Catherine Judah is conventionally and appropriately severe as the fairy queen. Kathleen Roche as Phyllis, Strephon's heart-interest, was not up to her usual chanting form. Her voice seemed brittle in the high register. It may be that she has been working it too hard.

*Iolanthe* is one of the best bets that R. H. Burnside and his players have pulled out of the G. and S. hat to date. The sets are plain and practical, but with no sign of the shabbiness which has been once or twice apparent. The costumes look fresh and in the best Savoyard tradition. The whole is an attractive and an exceptionally good job. *B. F.*

**PATIENCE**

(Opened Friday, February 25, 1944)

**AMBASSADOR THEATER**

An operetta by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

- Officers of the Dragoon Guards:
  - Colonel Calverley .....Robert Pitkin
  - Major Murgatroyd .....Bertram Peacock
  - Lt. The Duke of Dunstable .....Roland Partridge
  - Reginald Bunthorne—a Fleshly Poet .....Florenz Ames
  - Mr. Bunthorne's Solicitor .....Frank Murray
  - Archibald Grosvenor—An Idyllic Poet .....Allen Stewart
- Chorus of Officers of Dragoon Guards
- Rapturous Maidens:
  - The Lady Angela .....Kathryn Reece
  - The Lady Saphir .....Marie Valdez

- The Lady Ella .....Mary Lundon
- The Lady Jane .....Catherine Judah
- Patience—a Dairymaid .....Kathleen Roche
- Chorus of Rapturous Maidens

The program states that the Burnside's will give *Patience* only once more. However, now that the Savoyards have announced their intention of prolonging their stay to April 8, it is possible that the operetta may get additional showings. It is to be hoped so, for *Patience* is one of the most absurdly delightful of the G. and S. epics and Burnside's gals and boys play it to the limit. This year's first unveiling was continually held up for encores.

Florenz Ames and Allen Stewart shared honors as the poetic aesthetes. Ames, of course, once more ran away with the show, whenever he was on the stage, but this time Stewart didn't seem quite so much in awe of his words and music and was right in there pitching with him. Duet *When I Go Out of Doors* had the customers clamoring for more, and Stewart's *Magnet and Churn* song got him several repeats. Another show-stopper was Catherine Judah's *Silvered Is the Raven Hair*, to her own accompaniment on the bull fiddle. Robert Pitkin was the cavalry colonel and Kathleen Roche, naturally, was Patience. Her voice is better again in this one. She appears to put less strain upon it.

The troupe makes much of it a romp, with interpolated clowning which would have raised a G. and S. eyebrow. It is evident, however, that this juling up is appreciated by Ambassador audiences. The opening night lookers-on gave the show and the company a rousing reception. *B. F.*

**'Rosalinda' Sets Pace With 25G**

BOSTON, Feb. 26.—As the legit stands it was *Rosalinda* which again set the Hub pace. This was the fifth week running, and the record-smashing attendance at the *Ice Follies* didn't seem to hurt much.

*Rosalinda's* take at the Shubert was a solid \$25,000. Engagement ends March 4, with David Wolper's *Follow the Girls* debuting on the 6th. Long-range bookings for the Shubert include Richard Kollmar's new tune show, *Dream With Music*, and *The Merry Widow* due to begin its tour here in April or May.

*Thank You, Svoboda*, starring Sam Jaffe, got a lukewarm reception from the press at its premiere February 17. But changes have been made, including some recasting, and the show winds up a nine-day stand with about \$15,500 in the till.

Maestro Alfredo Salmaggi's popular price opera has taken a gentle lambasting from the press. But his repertoire of standard operas ends tomorrow evening (27) with an attempt at *Norma*, done only twice before in this city. Gross for the stanza of eight performances at the opera house will probably reach \$12,500. Next tenant here will be the *Ballet Russe De Monte Carlo* opening a seven performance run March 7. And after that the next probable occupants will be the Metropolitan Opera in for a week commencing April 10 with *The Masked Ball*.

Monday (28) *Janie* relights the Colonial for three weeks, with *Arsenic and Old Lace* due March 20 for the fourth time. George Abbott sets *A Highland Fling*, the Margaret Curtis comedy in which the author will play a leading part, up in business at the Wilbur Monday.

The Boston Tributary Theater has announced a pair of premieres. Sean O'Casey's new opus, *Red Rose for Me*, will be put on at New England Hall March 3 and 4, with Paul Claudel's *Tidings for Mary* due at the same spot March 31.

**Legit Review Percentages**

**"Over 21"**  
 YES: Howard Barnes (*Herald-Tribune*), John Chapman (*News*), Robert Coleman (*Mirror*), Robert Garland (*Journal-American*), Louis Kronenberger (*PM*), Ward Morehouse (*Sun*), Lewis Nichols (*Times*), Wilella Waldorf (*Post*).  
 NO: Burton Rascoe (*World-Telegram*).

**"Ramshackle Inn"—22%**  
 YES: Rascoe.  
 NO: Barnes, Coleman, Kronenberger, Morehouse, Nichols, Waldorf.  
 NO OPINION: Garland, Chapman.



# Out-of-Town Openings

## THANK YOU, SVOBODA

(Opened Thursday, February 17, 1944)

### PLYMOUTH THEATER, BOSTON

A comedy by H. S. Kraft, adapted from the novel "You Can't Do That to Svoboda," by John Pen. Staged by Mr. Kraft. Settings by Samuel Leve. Costumes designed by Rose Bagdonoff. Company manager, Harold C. Jacoby. Press representatives, Willard Keefe, Bert Stern. Presented by Milton Baron.

Colonel Fiala.....Arnold Korff  
Mr. Vesely.....Francis Compton  
Josef.....Frank Conlan  
Doctor Burtan.....John McGovern  
The German Salesman.....William Malten  
Svoboda.....Sam Jaffe  
Mr. Novotny.....Donald Keyes  
Mr. Hanot.....Len Mence  
Mary.....Adrienne Gessner  
The Padre.....John Ravold  
Hugo.....Whitford Kane  
Sergeant Kurtz.....Ronald Telfer  
Private Recht.....Louis Fabien  
Private Schmatz.....Michael Strong  
Private Langheld.....Dehl Bertt

H. S. Kraft's *Thank You, Svoboda* does not quite make the grade. Apparently Kraft set out to compose a gentle little comedy which would find laughter in the imperturbability of little people in the face of the new order's heavy force. In essence he contrasts the quiet, easy-going citizens and a squad of Nazi soldiers who plunder their small Czech town and then weight its spirit with their presence.

The town's solid citizens sit about and wring their hands while their goods are stolen. It is the village idiot, porter at the inn and a completely unencumbered individual, who offers the only resistance. But it is a negative resistance that characterizes the whole play. He questions, he complains that the Nazis can't do this to him. And he searches for meaning and reasons. He finds neither.

Suddenly he is framed and packed off to a concentration camp. But he returns in a few months, a stronger man who had helped some of his more unfortunate fellow inmates—doctors, lawyers, professors and bankers. He returns with money and fancy clothes.

His old life is not as carefree as before. The Nazis have stolen his small savings from the bank, so he dedicates himself to getting even. His first act is to blow up a bridge. That, and his prison confinement, have somehow taught him what home is.

Perhaps this could have been a mild and pleasant comedy in which the violent contrasts were the subject for laughter. But it fails to jell in the writing. Plain dullness is the ruling note. Kraft has failed, more than once, to take advantage of his situations. He writes, in turn, scenes that could be tinged with bitter-sweet comedy, melodramatic farce, tenderness or honest drama. There are numerous situations which cry for writing that is taut, clean and forceful. This is an earnest but unskilled effort.

The role of a village idiot hardly does justice to the talents of Sam Jaffe. He can't help but appear silly at times, but frequently he wrings out more than the script contains. Adrienne Gessner contributes a gentle, wistful portrait as Svoboda's sweetheart in a fine piece of low-keyed acting. The remaining roles are competently acted. Samuel Leve's four sets are excellent. *Bill Riley.*

## DRAMATIC AND MUSICAL

Able's Irish Rose (Belasco) Los Angeles.  
Able's Irish Rose (Locust St.) Phila.  
Allah Be Praised (Forrest) Phila.  
Arsenic and Old Lace (Ford) Baltimore.  
Ballet Russe (Royal Alexandra) Toronto.  
Blithe Spirit (Memorial Aud.) Fresno, Calif.  
1; (Russ Aud.) San Diego 2-3; (Memorial Aud.) Long Beach 4.  
Blossom Time (Biltmore) Los Angeles.  
Blossom Time (Auditorium) Emporia, Kan.  
1; (Aud.) Manhattan 2; (Music Hall) Kansas City, Mo., 3-4.  
Doughgirls (Temple) Saginaw, Mich., 1; (Bijou) Battle Creek 2; (Keith) Grand Rapids 3-4.  
Follow the Girls (Shubert) New Haven, Conn., 2-4.  
Good Night Ladies (Blackstone) Chi.  
Highland Fling (Wilbur) Boston.  
Jacobowski and Colonel (National) Washington.  
Janie (Colonial) Boston.  
Janie (Shubert Lafayette) Detroit.  
Junior Miss (Lenier Aud.) Montgomery, Ala., 1; (Erlanger) Atlanta, Ga., 2-4.  
Kiss and Tell (Harris) Chi.  
Kiss and Tell (Metropolitan) Seattle.  
Kiss and Tell (Hanna) Cleveland.

## "SWEET 'N' HOT"

(Opened Wednesday, January 26, 1944)

### MAYAN THEATER, LOS ANGELES

An all-colored revue in two acts and 14 scenes. Presented by Southern Producing Company. Music by Otis Rene and lyrics by Joe Greene, with additional lyrics by Langston Hughes, Clarence Muse, Paul Frances Webster, Nat Leslie, Dave Ormont, Leone Rene, Ben Ellison, Herb Jeffries. Entire production supervised by Arthur Silber. Produced by Leon N. Hefflin Sr., Curtis Mosby. Sketches by Bill Nelson, Flournoy Miller, Ran Knight. Musical numbers staged by George Cunningham, assisted by Harris Ashburn. Sketches staged by Arthur Siber, George Cunningham. Musical arrangements by Cal Jackson, Howard Biggs, Leo Erdody. Assistant dance directors, Harry Ashburn, Juanita Boisseau. Costumes, Jackie of Hollywood. Sets, R. L. Grosh. General manager, Leon Hefflin Sr. Company manager, Arthur Silber. Press representative, Charles Liversay.

Principals: Dorothy Dandridge, Miller and Lee, Mabel Scott, Edith Wilson, Leonard Reed, Olivette Miller, Freddie Gordon, Anise Boyer, Marie Bryant, Al Hylton, Archie Savage, Lorenzo Flournoy Trio, the Hot Shots, Savage Trio, Ria and Rico Diaguerra, Juanita Boisseau, Bob Parrish.

*Sweet 'n' Hot* was first rumored for opening in December, with the date announced for January 19. It finally opened a week later. Postponed dates reveal that show has had sufficient planning. While on opening night the revue ran long enough to make two shows, boiled down to 150 minutes it stands excellent chances of staying a long time at the Mayan. Sepian shows go here anyway.

*Sweet 'n' Hot* gets away from the trite revue pattern with which most sepian productions are burdened. Loaded with good talent, Hefflin and Mosby have presented it to best advantage.

Star Dorothy Dandridge does neat work in her assignment, but much of her success stems from the fact that on some vocal work she has Bob Parrish, a perennial favorite, to lend valuable support. *Top of the Hill* bids fair to be a hit tune. Miss Dandridge's piping here is most satisfactory, tho Parrish takes the honors, as tune is more adaptable to his vocal style. Other singing honors go to Mabel Scott, who neatly ties up *Moonrise* against a harp accompaniment by vivacious Olivette Miller. Leonard Reed, who cleverly emcees the show, handles vocals well, and for an all-in-all performance is tops.

Dancing is the show's forte, with Reed's specialty late in the first act taking rafter-shaking applause. The Savage Trio, three youngsters, along with Ria and Rico Diaguerra, and Marie Bryant, in *Jungle Scene*, turn in rhythmic twistings that are precision plus. Tho not featured, a good supporting job is done by the ensemble. Anise Boyer and Archie Savage draw commendation for their smooth and enthusiastic terping. The Hot Shots and their fast antics are fair, as is Fred Gordon's stepping.

Comedy is left to Miller and Lee. Many of their sketches hinge around burlesque treatment with a Harlem tinge. It is homespun and down to earth, getting laughs thru handling of the complications. Typical are *Insurance* and *Ration Board*, depicting the very-day problems of civilians along Central Avenue.

Music by four pianos is exceptional, tho a full band would help. There is nothing bluesy about the tunes in general. Writers have turned out music that fits any place. Also exceptional are the costumes and settings, with no stingy except in the use of cloth, which display curvaceous bodies.

If the show is cut, and most likely it will be, visitors to Los Angeles next fall will be filling the pews. It's possibilities are not only local, for here is a show set to click any place, anytime. *Sam Abbott.*

Life With Father (State) Harrisburg, Pa., 1-2; (Playhouse) Wilmington, Del., 3-4.  
Oklahoma (Erlanger) Chi.  
Patriots, The (Studebaker) Chi.  
Plans for Tomorrow (Walnut) Phila.  
Rosalinda (Shubert) Boston.  
Something for the Boys (Clivic O. H.) Chi.  
Sons o' Fun (Davidson) Milwaukee.  
Student Prince (War Memorial Aud.) Trenton, N. J., 1; (Bushnell Aud.) Hartford, Conn., 2-4.  
Three's a Family (American) St. Louis.  
Tobacco Road (Nixon) Pittsburgh.  
Tomorrow the World (Selwyn) Chi.



# BROADWAY SHOWLOG

Performances Thru February 26

## Dramas

Opened	Perfs.
Angel Street (Golden)...	12-5, '41 941
Arsenic and Old Lace... (Hudson)	1-10, '41 1,317
Decision (Belasco)....	2-2, '44 30
Eddie Choate hosted 100 labor, religious and patriotic leaders backstage Thursday (24).	
Doughgirls, The..... (Lyceum)	12-30, '42 492
Harriet (Miller's).....	3-3, '43 337
Definitely closes N. Y. run April 1. Helen Hayes will rest six months before road tour starts at Bushnell Auditorium, Hartford, October 6. Rhys Williams already rehearsing with "Chicken Every Sunday" prior to leaving show.	
Janie (Mansfield).....	9-10, '42 642
Kiss and Tell (Biltmore)...	3-17, '43 403
Betty Caulfield (Joan's younger sister) stepped in for Nancy Marquand Wednesday (23), when Nancy was rushed to Doctors Hospital with an acute appendix. Betty will have the part for the next two weeks.	
Life With Father..... (Empire)	11-8, '39 1,811
Lovers and Friends..... (Plymouth)	11-29, '43 102
Henry Daniell succeeds Raymond Massey March 27. Notched the 100 performance mark Friday (25).	
Othello (Shubert).....	10-19, '43 151
Margaret Webster skeds to leave cast on or about March 11 "to have her tonsils out, to write a book, to lecture and to direct a play." Edith King is probable replacement.	
Over 21 (Music Box)....	1-3, '44 65
Random House publishing Ruth Gordon comedy. Author already correcting proofs. She has been added to list of stars appearing for "Show of Shows" benefit at Madison Square Garden March 13.	
Peepshow (Fulton)....	2-3, '44 28
Closes Saturday (26).	
Ramshackle Inn (Royale)...	1-5, '44 62
Right Next to Broadway. (Bijou)	2-21, '44 8
Tabbed a total thumb-down from critic. Yes: None. No: Howard Barnes (Herald-Tribune), John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), Louis Kronenberger (PM), Ward Morehouse (Sun), Lewis Nichols (Times), Burton Rascoe (World-Telegram), Wilella Waldorf (Post). March 3 expected closing date.	
Take It as It Comes.... (48th St.)	2-10, '44 16
Closed, Wednesday (23).	
Three's a Family..... (Longacre)	5-5, '43 344
Tomorrow the World... (Barrymore)	4-14, '43 367
Two Mrs. Carrolls, The. (Booth)	8-3, '43 240
Monday (21) War Bond mat netted \$333,000 for Mr. Morgenthau. Victor Jory signed for "Date Line" over Blue net on Fridays.	
Voice of the Turtle, The. (Morosco)	12-8, '43 93
Play benefit for Stage Relief Fund Sunday (27). Elliott Nugent air-commuting nightly after show to Wilmington, Del., since Monday (21), for final polishing of "Mrs. January and Mr. X," which he is directing. Current Stem rumor is that neither Nugent nor Margaret Sullivan have run-of-play contract for "Turtle," and that Fanchot Tone and Miriam Hopkins are likely replacements.	
Wallflower (Cort)....	1-26, '44 37
C. I. group in Aleutians have obtained Reginald Denham's consent to produce show at army base under own steam.	
Winged Victory..... (44th Street)	11-20, '43 115
Decca album with all vocals by Air Corps chorus under direction of Lieut. Leonard de Paur, released Thursday (24). Platterings include "Air Corps Song," "Whiffenpoofs' Song" and Sgt. Dave Rose's originals, "My Dream Book of Memories" and "Winged Victory March." Lieut. Col. Waffler M. Dunham succeeded Col. Dudley S. Dean as show's exec Monday (21). Advance for War Bond mat skedded for Tuesday (29) already tops \$4,000,000.	

## Opened Perfs.

on payday for 15 cents each for young Bob's keep.

Opened	Perfs.
Connecticut Yankee, A. (Beck)	11-17, '43 118
On the Stem home stretch. Closes March 11 to reopen in Buffalo March 13. Sked calls for following single weeks in Pittsburgh and Baltimore and a fortnight in Washington. Later route not yet set. Tour is under banner of Theater Guild and American Theater Society.	
Early to Bed..... (Broadhurst)	6-17, '43 293
Leonard Ceeley took over Richard Kollmar chores Wednesday (23). Kollmar quits to give full attention to production of "Dream With Music." Showgal Eleanor Troy back after three-week pleurisy session Tuesday (22). Eddie Mayhoff in Park West Sanitorium. Bernie West, currently of Reuben Bleu, replaced him Saturday (19). No letdown in after-holiday biz. Week's take over 26Gs. Previous week scored at \$24,160.	
Gilbert & Sullivan Rep... (Ambassador)	2-11, '44 20
Rep extended thru April 8.	
Jackpot (Alvin).....	1-13, '44 52
Plays benefit for Stage Relief Fund Sunday (27). Allen Jones lost voice during mat and evening performance, Wednesday (23). Okay again Thursday. Benny Baker out for Washington's Birthday. Walter Monroe subbed. Florence Lessing back in cast Monday (21) for one dance number. Virginia Barnes did her second routine. Lessing back in full stint Wednesday (23). Frances Robinson has checked out of "My Best Girls," aired Wednesdays over Blue net for two weeks—reason—two much pressure on mat days. Jerry Lester guested on "Hall of Fame" over Blue Sunday (20).	
Mexican Hayride..... (Winter Garden)	1-28, '44 35
Headed by June Havoc, Wilbur Evans, George Civot and Bill Callahan, cast gave first Stage Door Canteen show Friday (25). Harry Levan took along the Winter Garden ork. Bobby Lane is editing a company newspaper backstage. Max Sager has been put on as extra assistant treasurer to relieve b.-o. pressure. Seats are selling to May 27.	
Oklahoma! (St. James)...	3-31, '43 391
Barry Kelly replaces Howard Da Silva when latter leaves Sunday (27) for California vacation. Louise Fornaca takes over role of Joan McCracken when latter leaves Saturday (26) for pic job with Warner Bros. Joan is wife of Jack Dunphy, who left cast for khaki last month. Four of the chorus kids, Bambi Lynn, Virginia Oswald, Arthur Ullises and June Graham are tutoring drama at Neighborhood Playhouse school under Sanford Meisner. Betty (Aunt Ella) Carde lost her petticoat during finale Wednesday (23). Company calls her Gypsy Rose Garde.	
One Touch of Venus... (46th St.)	10-7, '43 165
Kenny Baker on "Coca-Cola Hour," CBS, Sunday (20). Dancers Ralph Linn and Parker Wilson left cast Monday (21). Replaced by Regis Powers and Ray Harrison. Ruth Bond, Lou Willis Jr., Jane Hoffman and Jane Davies will be televised in numbers from show over DuMont March 5. Program, "Plays on Parade," is brainchild of Irwin A. Shane, who will direct.	
Stars on Ice, 2d edition... (Center)	6-24, '43 333
Played to biggest mat gross in history of Center Theater, Tuesday (22), to \$4,129 and 132 standees. Normal capacity is \$3,900. Week ran better than \$31,000.	
Ziegfeld Follies, The... (Imperial)	4-1, '43 385
Christine Ayers back in show after 10-day flu. Patricia Hall has subbed for her on the grinds and Katherine Mess-kill on the vocals. Senor Wences is doubling at the Martinique. Bill and Cora Baird are turning out 16mm. good-will films for CIAA. Actors are puppets, of course.	
(Revivals)	
Cherry Orchard, The... (National)	1-25, '44 40
Merry Widow, The... (Majestic)	8-4, '43 238
New Opera Co., which has had four-walls dead on majestic since last August, this week took options for two more months. The Jan Kiepuras are Long Island house-hunting. Kiepura out of show again Wednesday (23). Donald Gage subbed. Bob (Jolidon) Fields has received a 30-day extension to April 2 from Uncle Sam. Backstagers giggling at Russo-Romanian feud between Luba Roudenko and Lisette Vereia with each up-staging the other during the "Can-Can" number. It seems that the Roudenko got gold-faced program billing before Vereia did. Jerry Cardinale leaves for Navy Saturday (26).	

## Musicals

Opened	Perfs.
Carmen Jones..... (Broadway)	12-2, '43 100
Passed half-million mark Sunday (20). Average weekly take since opening, \$44,197.34. Cast has adopted nine-year-old Robert Jackson, of London, via Foster Parents of America. Youngster's father has been killed and mother is a nurse. Jack Carr and George Clark hit all company troupers	

# FIGHT FOR LIBERAL TAX RULING

## Biz as Last Roused to Fact That Something Must Be Done To Save Acts' Jobs

### AGVA-ARA-COG Plan Organization

NEW YORK, Feb. 26.—The 30 per cent amusement tax is law. And the industry is at last getting ready to fight.

Three of the largest and most important organizations in the night club field are preparing to pressure the Treasury Department for a liberal interpretation of its own ruling on what constitutes a "cabaret" (text of this is given elsewhere on this page). It is generally held in the industry that if the Treasury applies its own ruling literally and completely, then hundred of performers will lose their jobs and scores of night spots may be forced out of business.

Industry spokesmen believe it is vital to prevail upon the Treasury

to be liberal in interpreting and applying its "cabaret" ruling. Hence the decision to bring formal, organized pressure upon the government bureau to induce it to go easy.

The organizations preparing to take up the cudgels in Washington

are: The American Guild of Variety Artists, the Artists Representatives' Association (of New York), and the Cafe Owners' Guild (of New York).

There are indications that these groups may gain new allies as the movement gets under way.

Reached in Pittsburgh, where he is on an agent-contacting tour, Matt Shelvey, national administrator of AGVA, declared "AGVA will lead the fight for a liberal interpretation. In fact, we will carry the ball. But we must have the support of others who are affected by this tax and this ruling."

Sam Shayon, counselor of ARA, in a letter to *The Billboard* stated, "I can assure you that in whatever way we can co-operate, we will be glad to do so."

#### COG Goes Along

And Noah Braunstein, attorney for the COG, who is now in Florida on private business, declared over the long-distance phone, "We will join 100 per cent in any fight made for a liberal interpretation. Not only that, but I will try to line up the Florida operators to get behind this fight, while I am down here."

Just what steps will be taken to pressure the Treasury remains to be decided when Shelvey and Braunstein return to New York next week. However, the statements of these responsible spokesmen, plus that of Shayon, may be taken as guarantees that action will be forthcoming.

The preparation to put up a fight contrasts strongly with the generally lackadaisical situation prevailing during the period when the 30 per cent amusement tax was under consideration in Washington. While the theatre industry maintained a regular barrage of publicity and organized lobbying—and emerged with a 20 per cent tax on admissions—the night club industry showed only sporadic activity.

In December, a group consisting of

#### What Treasury Says

WASHINGTON, Feb. 26.—Here is the official text, received from the Treasury Department, as to what constitutes a "cabaret" for tax purposes:

"A roof garden or cabaret shall include any room in any hotel, restaurant, hall or other public place where music or dancing privileges or any other entertainment, except instrumental or mechanical music alone, is afforded the patrons in connection with the serving or selling of food, refreshments or merchandise."

AGVA representatives, some COG members, a few representatives of the waiters and bartenders unions, and a few interested outsiders journeyed to Washington to appear at a Senate Finance Committee hearing. Altho individual senators among the committee indicated they believed the tax should be no more than 20 per cent, the delegation did not return.

In January Braunstein went to Washington by himself for a little lobbying. And AGVA sent telegrams to all senators protesting what had, by then, become to growing possibility of a 30 per cent tax. Meanwhile a delegation of Chicago hotelmen went to Washington to ask that servicemen customers be exempted from the tax. Their request was interpreted by the senators as tactic approval of a 30 per cent rate.

#### AGVA a Little Late

Finally, this month, when both houses of Congress had agreed on a 30 per cent bite, AGVA began trying to arrange an appointment with Senator James M. Mead of New York, but before this could be brought about the omnibus tax bill for over two billion had been passed.

In the expectation that the bill would become law, with or without President Roosevelt's signature, *The Billboard* on February 17 and 18 began a canvass of important figures in the music, agency and night club fields regarding the possibilities of an organized group such as is now coming into being.

Pointing out that very little effort had been exerted by the industry in its own interests, and calling attention to the need for a liberal interpretation of the Treasury Department "cabaret" ruling, *The Billboard* asked that definite statements be given in writing within 48 hours as to what these men and

## Washington OPA Forcing Cut In Club Food Allotments

WASHINGTON, Feb. 26.—Night clubs, cafes and hotel rooms face a gloomy ration point outlook after March 1 if they have been counting drink and "refreshment" customers as meal customers.

A new method for computing ration allotments becomes effective Wednesday (1) for all hotels, niteries and other institutional users of rationed foods. Chief point of new method is that "refreshments" will be computed separately and this type of customer will not count as a straight meal buyer.

In the past, spots have generally treated all customers as meal customers for the sake of rationing, without specifying whether refreshment or meal service was provided. This tended to keep a location well ahead in points.

Now OPA is halting the practice, and has ordered that locations report business separately. Total effect of this will undoubtedly mean sharp curtailment of food supplies to many spots.

### Better Late Than Never

THE night club-music industry lost a battle needlessly with the passage of the 30 per cent amusement tax. The battle was lost because this industry laid down on the job of looking after its own interests. An increase was unavoidable—true enough. But it MIGHT have been 20 per cent, instead of 30, had those affected put up a real fight—like the movie industry did.

All right. That battle was lost. Now there's a new one coming up. To apply the tax, the Treasury Department has defined the term "cabaret." If this Treasury ruling is harshly and literally interpreted, hundred of performers will lose their jobs and many, many spots may be forced to shutter. Singers, for example, will be kicked out of bands to allow their locations to escape the tax. Ballrooms will be affected if bands working there have singers, or comedians, incidental to the repertoire. Banquet patrons will have to pay 30 per cent on their tabs if they see a show with their food. Night spots of all kinds using comedy-singing-instrumental combos will have to throw them out to get away from the tax. Places having small floors as an accommodation for dancing patrons will have to rip them out or cover them over. And so on, and so on. In other words—economic dislocation for the industry.

It is imperative that the Treasury be induced to apply its rulings in a liberal and reasonable manner.

AGVA is going to lead the fight. It will need powerful allies. Two such allies have already come forward. But all who are affected, directly or indirectly, must participate to assure the maximum conditions for success.

The great agency organizations must share this battle. They can no longer afford to stay within their shell of indifference.

their organizations were "going to do about it."

The following figures were approached by *The Billboard*: Tommy Rockwell and Harry Romm of GAC; Joe Glaser of Joe Glaser, Inc.; Moe Gale of Moe Gale, Inc.; David ("Sonny") Werblin of MCA; B. W. Frederick and Charles Yates of Frederick Brothers; Willard Alexander, Nat Kalcheim, Nat Lerkowitz and Dick Henry of William Morris; Nathan M. Abramson; Charles Green of CRA, and Sam Shayon of ARA.

Two men—Rockwell and Shayon—answered in writing within the time specified. Both promised co-operation.

Nat Lerkowitz telephoned within the time limit to say, "If there is any concerted effort I'll do what I can," but insisted that he could not find a secretary in the William Morris office to take down a written statement from him to this effect.

Willard Alexander is sick. The rest made no response whatsoever. As this is written fully one week has elapsed since *The Billboard* letters reached their offices.

#### Olmstead in Starfish Act

WASHINGTON, Feb. 26.—Club Olmstead, an eating and night club combo, this week split itself, with the restaurant staying at the old location and the niterie moving over to fashionable Connecticut Avenue. Spot had previously been restaurant and steak house, but about a year ago put in talent and held open as a niterie until 2 a.m. Clicking well with such acts as Nan Blakstone, niterie has grown and now will occupy quarters of its own.

## Sothern Sheds Strip Act, Dons Producer Robe

NEW YORK, Feb. 26.—Georgia Sothern, who parlayed her strip, bumps and grinds to a year in legit *Star and Garter*, is going into the producing end of show-biz.

Her present plans call for package shows. One of the packages will consist of a name band, girlie line and a comic. The other package will carry comic and line but minus the ork. Gals, according to Miss Sothern, will all be lookers and dressed in top-bracket costumes. Units will be booked all over the country under the trade-mark of Georgia Sothern Enterprises, tho the billing under which units will be sold has not yet been chosen.

According to tentative plans Miss Sothern expects to join one of the units but will play only key cities.

Comics for the packages are being drawn from burly, producer feeling there are plenty more Rags Raglands and Phil Silvers around who, if given the chance, will wow 'em on the non-burly time. Acts and material, however, will be lily white, absolutely no blue stuff.

Packages when ready will sell for an estimated figure of \$4,000. In on the deal besides Miss Sothern is her husband, Joe Finkelstein, who runs the Ringside Bar on Eighth Avenue.

## AGVA-EMA Meet Gets Nowhere But 15% Split Wide Open

CHICAGO, Feb. 26.—That moot question about fee-splitting between agents and bookers is still moot here despite the visit of Matt Shelvey, of AGVA, to this city last Monday (21).

The Entertainment Managers' Association recently sent a representative to New York to huddle with AGVA because the actors' union insisted that agents should get 10 per cent commission and bookers five. Nothing came of that meeting, but everybody waited for Shelvey's Chi arrival in the hope of arranging a split satisfactory to everyone.

On Monday, Shelvey confabbed with the EMA boys on the same question. The result is that nothing happened. AGVA still sticks to its guns, and EMA still wants to change the 10-5 ratio.

NEW YORK, Feb. 26.—Al Borde, the Chicago percenter, will open an office here shortly. Jack Kalcheim will be associated with him. Meanwhile Borde is participating in the Dave Wolper-Harry Delmar musical *Follow the Girls*.

# NIGHT CLUB REVIEWS

## Coq Rouge, New York

Talent policy: Dance bands and floor-shows at 10 and 12:15. Owner-operator-host, Frank Bonnachini; publicity, Dorothy Gulman. Prices: All a la carte from \$3.25.

Place is strictly a carriage-trade dinner spot that goes in for various society contests, e. g., best dressed femme, nicest hat, etc., to hypo supper biz. Latest contest for the best singer was won by Kathleen Kova, checkroom gal at the Park Central. Prize was \$100 War Bond and two weeks at the Coq. When caught at opening, Thursday (24), gal was obviously nervous performing for the pinky-finger set.

Miss Kova, a good-looking brunette, has a smooth small voice well suited for ballads and blue tunes. She gave out with three numbers, *Couldn't Sleep a Wink Last Night* and *Let's Fall in Love*. House claque and friends brought her back to encore, *Who Took Me Home Last Night?*, which managed to wake up some audience. Considering lack of experience, thrush showed good poise working to an audience more interested in table talk and food than in performer. Miss Kova might turn out well but she needs a lot more experience.

Dick Wilson's ork (5) backed vocalist capably. Bela Bizony's ork (5) relieved. Wilson, doing occasional vocals in front of his outfit, delivers okay.

Bill Smith.

## Village Barn, New York

Talent policy: Dance band and floor-shows at 8, 12 and 1:30. Owner-operator-manager, Meyer Horowitz; publicity, Sobol, Hartman & Faggan. Prices: \$1 minimum.

The Village Barn is a perennial, living reminder of the fact that the squares of the world heavily outnumber the sharpies. For entertainment, this spot is offering a bumper crop of ripe, odoriferous corn and the customers gobble it up—without butter.

Zeb Carver, cut to the Will Rogers pattern, opens the bill with a collection of folksy wheezes, good for a few laughs, then puts everything in high gear with an audience participation stunt—the table-squatters call out their home cities and the ork obliges with a "typical" tune. The effect can be imagined, but the mitting and laughter are okay.

Adele Rivie, a handsome young warbler, follows with a medley of Victor Herbert, *Besame Mucho* and *People Will Say* for an encore. Listening to her is somewhat disappointing because the gal has a much better-than-average voice but seems to lack savvy in using it to best advantage. However, pulls good applause.

Al Robinson and his dummy, Alkali Ike, take over for a long session of soggy gags built on a leer. Best part of the act is the singing of *Home on the Range*, a really engaging bit of business. When caught, customers demanded an encore. Robinson is adept at ad lib. repartee and wrings plenty of laughs with it.

Gerrie Gale, a luscious bit of femininity, appears for a couple of so-so ballets (emceed by Carver as "bal-letts"). What gals lacks in terpsicology she more than compensates in looks, and she earns a good response.

Carver and His Country Cousins (gal and man) close with a stanza of ear-splitting "music," bathroom-humor, horn-honking, spoon-slapping, wash-board-rapping and assorted hillbilly playfulness. The offering drew the strongest hand of the evening.

Eddie Ashman's ork (7) do a competent job for the show and dancing. House comfortably full when caught.

Paul Ross.

## Club Teheran, Philadelphia

Talent policy: Intimate entertainment from 8 to closing. Management: Lou Lantos, owner-manager; Mort Schwartz, publicity. Prices: A la carte; no minimum, no cover.

The restrictive and exclusive nature of the recent conference in Iran has its counterpart in the newly opened Club Teheran. This boite is just as restrictive and exclusive, and its location is far off the beaten track, in a secluded nook in the central-city sector.

Lou Lantos, who introduced the musical bar fad for the town-folk (Lou's Moravian, Chancellor and Germantown bars), went to the other extreme in operations in setting up the Club Teheran. For the moneyed castes who want absolute privacy this spot fills a long-felt need.

Operations are installed in what was formerly a hide-away town house for a prominent local banker, with added aura created in the designs and decors of Paul Berner. A three-story structure, ground floor is a garage for the convenience of the suburban set. Private dining rooms dot the second floor with the club itself on the top flight.

In keeping with the expensive character of the room itself is the food and drink menu. And to heighten the flavor, entertainment is rich in intimate and Continental flavor.

Alterating on the piano and accordion is Paul Humphries, whose keyboard talents run the gamut from boogie-woogie to Bach, and who is adept in adding lyrical content to tunes. For the song-selling there is Mattie Sondl, whose tall looks are on par with her pipes. Wide range of selectivity takes in the Latin songs in native tongue and the French chansons, and gal is equally at home with the sweet and swing hymnals. Her selling heightened by a plus personality equation. Entertainment fare will be widened as spot builds.

Maurie Orodener.

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## State, New York

(Reviewed Friday Afternoon, Feb. 25)

The show-stopper of the current bill is Savannah Churchill, whose swell voice throwing of *That Ain't Right* and *Hurry, Hurry*, brought the house down. Show ran over because crowd wouldn't let her go. Wearing a sexy gown Miss Churchill had the crowd right in the palm of her hands and clinched it with her first few notes. Gal's big voice and delivery of race numbers make her a natural for night clubs.

Benny Carter in his preem at the State showed solid technical ability but little showmanship. Ork (14), with Carter switching from sax to trumpet, leans too heavily on the sweet stuff. Scored with *Poinciana* which he announced as just having disked for Capitol. Mit was fair.

James Hawthorne, formerly of the team Jesse and James (brother in the army), did routine Stepinfetchit shambling taps while juggling tray. His ladder leap ending in a split won him good applause.

Ted and Flo Vallent, a nice-looking pair of youngsters, open bill with flash and keep moving fast. Their baton twirling mixed with somersaults proved good sellers.

Carr Brothers got laughs with their acro-comic stunts. Their knockabout handstands and body twists kept the crowd in good humor. They bowed off to good applause.

Leon Navara, following the Carrs, tried his hand in playing the crowd warm with his pianistics and chatter. He succeeded in the former but not in the latter. His straight from Dixie gags laid hen fruit up and down the aisles. Navara's left hand is top-bracket pianology. A little more of the black and white keys and less of the corn would bolster act. His whistling stunt with audience participation went over nicely until he began his off-key tricks. Latter stint, while displaying good ability, detracted from entertainment value.

Evelyn Ware, added to bill at last moment, did fairly well in the voice department with her pear-shaped words. Her *My Ideal* and *Shoo-Shoo, Baby* got nice hands. Gal is new; as soon as she learns how to make her hands behave and how to make an exit she'll be ready for bigger things. *Bill Smith.*

## Paramount, New York

(Reviewed Tuesday Afternoon, Feb. 22)

New stageshow, dominant with rhythms aimed at devotees of swivel-hip music, nevertheless draws its share of jitterbug listeners.

Holding down the main portion of stage presentation is the colorful Xavier Cugat crew, which is tops in making with the Latin jive. Instrumentation is aided by the Cugat Choir (four guys, four gals), some of the boys doubling on more fiddles and an accordion for special effects, and swell arrangements. All add up to real listening pleasure. But Cugle will never run Benny Goodman out of the biz with his clarinet. Unless he hits him with it.

Length of show no doubt accounted for the shortage in band numbers, but *Take It Easy*, which Cugat takes claim for introducing, showed what the boys could do.

Lina Romay is strictly something for the boys to gander at. Scored strongly

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CURRENTLY USO TOUR OVERSEAS

## VAUDEVILLE REVIEWS

## Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Feb. 23)

In the second week following its return to flesh shows, Orpheum offers a combination of variety and horror show. In the first category are the Great Maurice, Ade Duval, Saul Grauman's Musical Stairtone, and Rex Weber. The second half is filled by Dr. Silkini's *Asylum of Horrors*, with the shuddering continuing into the screen offering, *The Drums of Fu Manchu*. A good house at the opener.

Al Lyons and his orchestra in the pit, with maestro doubling between baton-waving and emseeing. Does nicely on both.

The Great Maurice, personable youth, takes the stage in a handwalk to offer outstanding hand balancing. Does bar walking, swinging back and forth smoothly, apparently without effort. Also does step walks on his hands. It is not until Maurice takes his bows that it is revealed that he is crippled. A sock act.

Ade Duval and his femme partner do smooth magic. Stuff is flashy, which pays big dividends, Duval's breezy chatter further enhancing the act.

Saul Grauman's novelty musical turn is good entertainment. Grauman brings on Adell and Annette for a fast dance turn, with Helene taking over for a rumba tap. Act gains speed, with the trio in short wardrobe on for clean clefting before taking to the musical Stairtone. Gadget, Grauman's brain child, sets off bells when the center of the step is hit. Gals continue their dance routine, at the same time hitting the bells in rhythmic precision to accompany the orchestra on *Bells of St. Mary's*, *March of the Toys* and an overture. Lots of novelty and plenty of action. Pulled swell hand.

Spotted next to closing is Rex Weber with his comedy vent singing. *There Will Be Some Changes Made* a la Nelson Eddy gets a good hand for the serious side of the act. *For All We Know* is done with Weber's femme partner pantomiming, later walking from the mike to let Weber carry on. Voice is too masculine to be pantomimed by a dame. *Brother, Can You Spare a Dime?* also earns plaudits for Weber. Baldish and in a racy suit, Weber deadpans to perfection.

The last 20 minutes of were turned over to Dr. Silkini, who gets the audience in a scary frame of mind by telling what may happen in the darkness. Eight boys and girls of bobby-sock age are on the stage to stooge, and the juves pretend to be scared out of their wits. Kids are not realistic enough to fool many. Suspended light bulb moved about stage is good work. Latter part of the show is built around a morbid figure walking from the back of the stage into the audience while effective lighting gives him a deathlike hue. Ends with lots of noise, flashes and hoopla. *Sam Abbott.*

in *Besame Mucho* and Latin version of *Shoo-Shoo, Baby*, and had to beg off. While Miss Romay's vocal efforts are not above average, her looks, personality and abundance of hip-swinging make you overlook any trouble she may have in yodeling.

New male warbler unveiled at the Paramount, is nice-looking lad, Del Campo. Maestro gives the boy a good send-off in exciting rendition of *Babalu* which brings Campo nice mitt.

Non-musical section of show offers first, the standard comic-acro routines of Walter Dare Wahl, assisted by Johnny Trama. Had to encore.

Dean Murphy, slick mimic, highlights the bill with his impersonations that run the gamut from Mortimer Snerd to Eleanor Roosevelt. Murphy had to do a thank-you speech, but why his FDR character is loaded with blue material just isn't understandable. Pic is *Lady In the Dark*. *Hughie Prince.*

## Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 25)

After three weeks of straight vaude the Chicago steps out this week with a musical treat that hits the fancy of the jive and swing-loving patronage.

Headlined by Woody Herman and ork, who are making their third return appearance at the house, bill starts with the ork giving out in hot, swing arrangements of *Frenesi*, *Blues in the Night* and *Amen*. Herman then takes over with a blazing clarinet solo, *Basie Basement*, which proves he is still a master salesman on the instrument.

Marion Daniels, a charming, graceful acro dancer, gets plenty of ah's and oh's for her good looks and smart appearance. Gal does a terrific routine, including difficult twists, high back-kicking and intricate leg work. Gets a good hand for her smart style of dancing.

The ork, consisting of piano, bass, five reeds, seven brass, guitar and drums, is a talented aggregation and strikes out with plenty of rhythm and blues arrangements. Boys work in perfect harmony and have a style that marks them as an unusual group. Key men are Vldo Musso, who delivers a sweet tempo on the tenor sax, and Chubby Jackson, bass, who furnishes the comedy situations. Latter has plenty on the ball and his nimble fingers hit the strings in an original arrangement of *Holiday for Strings* that merits attention.

Frances Wayne, orb-filling song stylist, supplies the femme attraction. Her tonal quality is smooth and her renditions of blues numbers have a good effect upon the audience.

Lenny Gale is a clever impersonator and has a smart routine built around the radio dial. He gets plenty of hand-slapping with his imitations of McCarthy, Benny, Allen, Devine and Rochester. Hits are the remarkable voice likenesses of Wendell Wilkie and the Four Ink Spots. For an encore he delivers a splendid vocalization of *Old Man River*. Gale has clean material and makes a smart appearance.

Bill is well balanced, moves with a rapid pace and offers a good hour of entertainment. Pic, *Whistling in Brooklyn*. *Jack Baker.*

## Cuffo Vaude At Gimbel's To Hypo Books

NEW YORK, Feb. 26.—Vaude houses on the Stem will get new competition when a six-act cuffo show opens at Gimbel Bros. on a three-a-day, six-day run basis April 10.

Idea of the stunt, arranged by Hamilton Ross, is to promote new edition of *Mother Goose Rhymes*, published by Ross at \$2 a throw. Book authored by Ben Aronim is supposed to be full of new stuff, and color pix calculated to hit kids right in their parents' pocket-books. Gimbel's end of the deal calls for department store to buy a certain number of books and furnish the hall. The money for the vaude bill, estimated to be \$5,000, will be put up by Hamilton Ross Industries. In addition to free show Ross will give away free candy and comic books to soften up potential buyers.

Tentatively booked by Arthur Fisher for the department store run are Bobby Hookey, Betsy Ross, Horn and Hardhart Gang, and Uncle Don. Two more acts will be inked in the near future. One is a name act now in a Broadway vaude house, to get top billing, the other will be a tramp comic or a magician.

The last show each day will be sent out over the air via WOR, with Uncle Don making with his "Hello Children" from the store and emseeing rest of the bill.

If show wows 'em locally Ross, who makes a business of gimmicks all over the country, intends to repeat in other department stores or auditoriums on a nationwide basis, tho not necessarily with the same bill. Thru these cuffo shows Ross feels book sales will soar.

Before show opens in Gimbel's, full-page color ads will be bought in all local dailies. Present plans also call for spot air announcements but these have not yet been arranged.

## Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 25)

Current bill is a good hour's entertainment, starring Dante, the master illusionist, and his company of 20 mystifiers, making their second return engagement here in six months.

Show opens with an elaborate setting and leads into the mystifying illusion of producing flocks of geese and pigs from out of the nowhere. Dante's illusions, unhampered by a lot of useless chatter, are cleverly produced. He astounds the audience with his *Crushing a Woman*, a smart trick; *The Levitation*, where a woman mysteriously disappears in mid-air, and the shooting of a marked bullet thru the heart of Moi-Yo Miller, his orb-filling assistant. For comedy he has added a new trick for vaude showing, the rehearsal of an illusion. Bit starts off with a supposed expose and ends with a surprise finish that gets plenty of hand-slapping. Card manipulations, production of real rose blooms on a budless plant, clever silk tricks and close-up magic fill up the spots between the big production numbers.

Dante's showmanship and suave delivery give the bill plenty of class, and the show sparkles with fast-moving illusions, a gorgeous array of eye-filling femmes attired in smart costumes, beautiful settings and clean equipment. Biz good at opening show, with pic, *Woman of the Town*, a Westerner, helping to get a good flow of youngsters. *Jack Baker.*

## Six-a-Day Grind For Cugat at Para

NEW YORK, Feb. 26.—With Cugat ork and *Lady in the Dark* jamming the Paramount, house is playing opening week on a six-shows-a-day basis. Saturday (25) sked will be upped to seven a day.

This is the first time house has played that many shows. Ordinarily first week of new bill house runs five daily shows with six on Saturdays. As timing improves bill goes on a four-a-day with five on Saturdays and holidays. Bill pulling record grosses is in for ten weeks.

## George Seaman Now Represents N.C.A.C. in Theatre Dept.

Daniel S. Tuthill, vice-president and director of the Popular Division of National Concert and Artists Corporation at 711 Fifth Avenue in New York, announces the appointment of George Seaman, experienced vaudeville and nite club booker, to be in charge of similar bookings for his division of N. C. A. C.

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# Dorsey, Krupa Set Chi Mark; Regan, Crum Ok

CHICAGO.—Tommy Dorsey and Gene Krupa, plus a hike in prices, set an all-time record at the Oriental Theater (3,200) last week in hitting a smash figure of \$56,000. Seven shows were skedded for Saturday (26) and Sunday (27). Current show, with Dante the Magician headlining, started off well and house should hit a neat \$26,000.

Chicago Theater (4,000), with new acts, starring Phil Regan and the added attraction of Robert Crum, pianist, plus the third week of pic, *No Time for Love*, hit a fair \$46,000. Present bill, headlining Woody Herman and ork, started off at a good pace, and house should finish with a good \$55,000.

# Pin-Up Girls 32G; Spivak Pulls Kids

BOSTON.—Harry Howard's *Hollywood Pin-Up Girls Revue* opened slowly at the RKO-Boston (3,200 seats; scale, 44 to 99 cents) February 17 and built up to a solid week's gross of \$32,000, no mean showing against the competition of name band shows which usually play this spot. Unit features Arren and Broderick, Ben Beri, Al Gordon's Dogs, the Amazing Mr. Ballantine, Larry Stuart and Bob and Beverly. Flicker, *Swing-Time Johnny*.

The kids were out of school last week, so Charlie Spivak's opening Thursday (24) was a whopper. In fact, it was the biggest opening of this theater, excepting only Sinatra's last fall. Screen starlet Marcy McGuire, Ben Dova, and the Wesson Brothers also in the company. Jan Garber and Beatrice Kay due March 2.

# J. Dorsey Terrif 30½G in Buffalo

BUFFALO.—One of the outstanding grosses in the Buffalo Theater's history was piled up by Jimmy Dorsey and band for week ended February 24—a terrific \$30,500. Gross runs neck-in-neck with that set by Glenn Miller a couple of years ago, and tops Jimmy's own previous high (September, 1941), which ran around \$27,500.

The Dorsey band featured new members since its last stand here, namely Paul Carley and Gladys Tell. Additional vaude acts were Peg-Leg Bates, and Coley Worth and Marcia. Film, *Happy Land*. Washington's Birthday helped draw extra payees. Buffalo's seating capacity is 3,500; house average, \$14,500, for straight pix bills.

# Fields Ork Fair 19G at Phil Earle

PHILADELPHIA.—Earle Theater (seating capacity, 3,000; house average, \$20,00) failed to create any real excitement for week ended Thursday (24). With Shep Fields's band carrying the marquee virtually alone, considered it fair enough with a gross of \$19,200.

Mary Healy in for added support, although virtually unknown here, with Low, Hite and Stanley, and the Yacopi Troupe, plus Meredith Blake out of the band, rounding out the bill. No help either from the screen's *Tarzan's Desert Mystery*.

# "Gay '90s" 28G in SF

SAN FRANCISCO.—With benefit of Washington's Birthday and upped holiday prices, Harry Howard's *Gay '90s* unit, at the Golden Gate (2,850 seats) here for third week ended February 23, did a surprising \$28,000. Cab Calloway opened Thursday (24).

# 2-Day Holiday Boosts Takes; Para Headed for New Record

NEW YORK.—Washington's Birthday preceded by a Monday (21) school holiday hyped Stem takes very nicely last week.

Radio City Music Hall (6,200 seats; house average \$101,141), in third week of Sharkey the Seal, Paul Winchell and *Jane Eyre* came up with a handsome \$110,000 as against \$104,000 the week before.

Roxy (5,835 seats; house average \$79,612), in its second week with Martha Raye, Rosario and Antonio and *The Sullivans*, rang up \$80,500, compared with previous week's take of \$75,000.

The Paramount (3,664 seats; house average \$62,575) ended its fourth week with Johnny Long ork, Hazel Scott and *Miracle of Morgan's Creek* with \$62,000 for six days. Previous takes were \$72,000, \$84,000, \$96,000 and \$92,000. Current bill, Cugat's ork, Dean Murphy and *Lady*

*in the Dark*, is headed for an all-time high gross.

Strand (2,758 seats; house average \$42,092), in its third week with Ina Ray Hutton ork, Condos Brothers, Georgia Gibbs and *In Our Time*, came up with \$54,000 as against last week's \$55,000.

Capitol (4,627 seats; house average \$59,010) counted \$73,000 for the second week of Lionel Hampton ork, Mills Brothers and *Song of Russia*. First week bill brought in \$68,000.

State (3,237 seats; house average \$28,036) rang up \$32,000 for the week with Louis Prima and *Phantom Lady*. Current bill opened Thursday (24) has Benny Carter, Savannah Churchill, Carr Brothers and *Guy Named Joe*.

# Sherwood, Weidler Near 22G in Balto

BALTIMORE.—Bobby Sherwood and orchestra and Virginia Weidler grossed an unusually high \$21,700 at the Hippodrome for week ended February 23. Also on bill were Gail Landis, Nancy Healy and Keaton and Armfield.

Pic, *Nine Girls*.

# Cab Beats Elements With Fat 30G in LA

LOS ANGELES.—Rain that flooded streets and stopped traffic off and on for four of the seven days Cab Calloway played the Orpheum (2,200) here, failed to keep the crowds away. Despite spasmodic cloudbursts, some snow, hail and a strike of the water and power employees that put an estimated 125,000 homes in darkness, Calloway hi-de-hoed his way to a \$30,000 gross. With spot charging 99 cents top, lines waited in the rain to see the maestro.

Supporting acts included Dorothy Saulters and Avis Andres, vocalists; the Chocolateers, Johnny Taylor and the Cab Jivers.

Pic, *Smart Guy*.

# Plenty of ? Face Revenue Officials as New Tax Is Readied for April 1 Start

## All Who See Entertainment Taxed

WASHINGTON, Feb. 26.—Internal Revenue officials today admitted they were being swamped with queries on how the new cabaret and admission taxes would be applied, and explained that "in some cases things will have to be worked out."

One thing was certain and that is that the definition of cabaret as exclusively reported in *The Billboard* two weeks ago still stands as the fundamental yardstick in applying the next tax bite on nitery checks.

Simple as the definition is, Internal Revenue officials acknowledged there is still leeway for questions to arise, and in some decisions have been reached on how to handle marginal cases.

"There will have to be decisions made on certain cases," one official said, "and we will try to be ready for them before the tax becomes effective on April 1."

Revenue Bureau officials were emphatic on one point and that is that a dance band without vocals doesn't qualify for the tax. Either a vocalist or dancing changes a spot's status and the tax is applicable.

"If a place uses an orchestra but has neither dancing nor vocalist, the tax does not apply," a spokesman said. "If

there is a vocalist and no dancing, or no vocalists but dancing, the tax is on."

Asked what would be policy of the bureau where a customer entered spot having entertainment and ordered a small beer. In this case, would beer cost 13 cents?

Officials brushed the question aside with the reply that it would largely be up to the house. If the operator wanted (See *PLENTY TAX??* on page 33)

# Agent Artist Deal Not Split By Army

NEW YORK, Feb. 26.—The sloughing of Abner Greschler in the Martinique deal for comic Harry Nadell has given rise to rumors that AGVA rules permit an entertainer to cancel contract with his agent when he goes into the army. According to gossip, should performer be discharged from army and return to showbiz the old contract is not applicable. According to Dave Fox, of the AGVA, this is not true. There is no such ruling.

What happened in the Nadell-Greschler case was that Nadell was drafted and subsequently discharged. MCA became his agent and put him into the La Martinique. Greschler is contesting the right of Nadell to drop him as manager. From present indications the squabble will be turned over to AGVA for arbitration.

KLARE KENNEY, baritone prima donna, is resuming with club work after eight months at the Miramar Hotel, Los Angeles, as show producer and manager of the cocktail lounge. . . . LINDSAY'S LOVELY LADIES, current at the Vogue Terrace Pittsburgh, open at Miami's Beachcomber March 1.

# Dreams CAN Come True

WASHINGTON, Feb. 26.—It's uphill all the way for a girl in a vaude line to get top billing, but Eileen Ritter, Roxynette, at the Earle Theater here, has done it.

Starting with the original Roxynettes, Miss Ritter has been with the house for six years, and this week got a new contract.

She's no longer in the line. Harry Anger, producer, is now throwing her specialties. Earle marquee is giving her billing, and this week she landed space for free in every daily in town.

# PTA Goes To Work On Delinquency

MINNEAPOLIS, Feb. 26.—A "dry night club" in downtown Loop for exclusive use of high-school kids was proposed here by Minneapolis P.-T. A. Central Council. Proposal outlined by two school kids.

Plans call for club operation Friday and Saturday nights for students, and only food, soft drinks and dance music would be attractions. Joe Ryan, P.-T. A. prexy, said "interest shown by students is challenge to parents to get behind movement in nationwide drive on juvenile delinquency."

# New Hawaii Agency Offerings Units

HONOLULU, Feb. 6.—Oglivie-McQuesten booking agency, one of the first of its kind, was recently opened here. The agency has now 14 units including all-colored shows, Hawaiian and Samoan troupes, and a Filipino outfit.

Its most elaborate show is *Let's Get Together*, a vaude show of 20 performers. The agency is offering its shows to the army and navy and to civilian organizations.

Honolulu's nitery biz was given an impetus with the recent lifting of the military regulation which allows full lighting until 10 p.m. The curfew still stands at 10 p.m.

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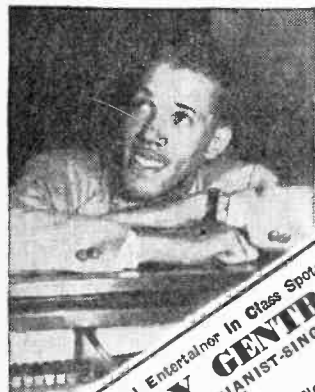
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# Optimistic Ops Seek Foothold In D.C., As Biz Starts Decline

WASHINGTON, Feb. 26.—Despite fact that newcomers in the D. C. nitery field are standing by the cash register biting their nails and wondering if they didn't get in on the end rather than the beginning of a boom, other out-of-towners are getting ready to sock dough into the capital's night club business, indicating that the end isn't in sight, yet.

But even so, the atmosphere of recklessness that characterized nitery expansion at beginning of the war, when D. C. began to bulge at the seams, has gone. Operators are weighing their chances a little more carefully, and the boys fronting the big combines are even asking for checks on previous takes in certain locations before signing leases. This is a far cry from the situation existing a year ago, when basements and lofts were grabbed up hurriedly and the only question usually asked was "Does the roof leak?"

While the city is still overcrowded and the dumping of Uncle's pocket twice a month creates plenty of loose change, after-dark business is slowing down. Increasing scarcity of liquor isn't improving things any, while new taxes and the approach of warm weather are added threats.

This is unlike situation of a few months ago, when headwaiters sold out the house on advance reservations and then left the phone off the hook for the rest of the day.

Yet two New York operators were in

Washington this week casing the town for space. Both hedged on their plans, but it is no secret that they were on the hunt for locations. This despite the fact that the manager of one of the town's fastest-moving niteries declared this week that summer would find over a dozen local spots shuttered because of financial losses. Even saloon flacks hint that their spots are running into tough business.

# Hard Stuff Firms Get Together and Rationing Works

NEW YORK, Feb. 26.—A plan pioneered by the Carstairs, Calvert and Seagram liquor companies to ration hard stuff among their regular customers and thus eliminate black marketeers, has been generally adopted by the industry. National Distillers, most important hold-out, recently climbed on board. This was the signal for lesser outfits to follow suit.

The plan is very simple. Each distiller checks the amount of liquor he has on hand and then sets himself a quota on sales to retail outlets for the month, based on their previous average purchases. For example, he may decide that in March he will supply retailers with 50 per cent of the goods they usually purchase. Hence an outlet which averaged 100 cases a month will receive 50 in March, and so on. The distiller then notifies the retailer directly—or thru the wholesaler who usually supplies the outlet—how much liquor may be expected, and this quantity is delivered.

Wholesalers are not altogether happy over the arrangement because it eliminates the competitive factor. However, under war conditions there is nothing they can do but accept rationing.

Industry spokesmen feel the idea has several advantages. They say it cuts out the payoff which some salesmen have been exacting to get an outlet quantities of wet goods, and it also eliminates the practice of forcing wines, cordials and other stuff.

# Harriman Opens No. 3

NEW YORK, Feb. 26.—Ben Harriman, who runs the Metropole and the Aquarium here, is turning the Bryant Bar on 42d Street into a cocktail lounge with an entertainment policy. Application has been made for a cabaret license, and Dave Taps is booking a maximum of six acts into the spot. There will be no dancing.

Despite the threat of the 30 per cent amusement tax, Harriman will expand the amusement hours of his other two spots. The Aquarium returns to entertainment at 1:00 in the afternoon instead of 4:00, and the Metropole at 3:00 instead of 8:00.

# 200 Mexican Spots Hit

MEXICO CITY, Feb. 26.—More than 200 cabarets, dance halls and beer parlors have been shuttered here in the city's biggest clean-up drive. Most of the proprietors were accused of peddling bad liquor.

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# Review Dick Baker

(Reviewed at Helting's State Street, Chicago)  
 Dick Baker, pianist, a favorite on WJJD for the past five years, knows how to tickle the keys in a combo style of rhythm and stomp that swings a little to the Duke Ellington tempo. His tunes are smooth and made to order for patrons liking the soft style of piano melodies. Playing strictly by ear, he is able to give out with an unlimited library of pop tunes and request numbers. Does especially well on vocals and holds the attention of the crowds with his personality and ability to mix. This 250-pound master of pianology fits in nicely with the intimacy of the room. *Jack Baker.*

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# MAGIC

By BILL SACHS

**BUD GWYNNE**, son of Jack and Ann Gwynne, now a flight officer with the army air corps in Italy and a leader of his squadron, recently met up with an experience that he'll never forget and one that his parents are extremely proud of. Bud was asked recently to do a "command" performance for Lieut. Gen. Mark W. Clark and his staff at the latter's headquarters in Italy, and Bud came thru with a professionally styled 54 minutes of magic that brought rounds of bravos from his audience and an invitation from General Clark to remain over at headquarters for a two-day visit. And when Bud's dad read of the event he broke down and wept thru sheer joy. . . . **PAUL STADELMAN** and **Windy Higgins** moved their vent and magic into the Hotel Netherland Plaza's Patio, Cincinnati, Monday (28) for two weeks with options, which usually means four weeks in all. . . . **HENRI**, the card artist, opens at the Trocadero, Evansville, Ind., Friday (3) and then heads west for a run of theaters up and down the Coast. . . . **MAGICDOM LOST** two capable performers and credits to the profession in the recent passing of Eugene Laurant, of Chicago, whose death was recorded under Final Curtain in last issue, and Sid Jerome, of Indianapolis, whose passing is listed under Final Curtain in this issue. Both maintained an enviable record in the magic field. . . . **WALKER AND COZY** are in their seventh week with their magic-mental turn on Joe Sorenson's Hollywood Novelty Show in St. Louis. . . . **JACK HERBERT** is winding up his third week at the Cotton Club, Houston. . . . **THE DE MARAISE SISTERS**, with the Marquis Show, suffered damage to their dollhouse illusion in a fire during their recent engagement at the Seelbach Hotel, Louisville. . . . **WITH MANY MAGICIANS** serving in the armed forces, the women of the profession have become more active than they have been in the past. In Chicago, the Magicgals, an organization of magicians' assistants and wives, are helping to carry on the magic business while their men folk are away. Mrs. Kay Useedom is president of the organization, which has about 50 members. They are making plans to stage a magic show March 18.

**GRAY TERRELL** opens March 1 at the Olympia Theater, Miami, then into Kitty Davis's Airliner there March 8. . . . **PEGGY AUSTINI**, femagician, V-mails from somewhere in Iceland under date of February 9: "Our *Sunnyside Up* USO unit has arrived in Iceland for a three-month stay. It consists of Janis Thompson, acro dancer; Fin Olson, comedian; Dorraine and Ellis, songsters; Dr. Jester and Lady Ethel, mentalists, and myself. We registered well with the boys in England and volunteered to come here to entertain the boys. From here we've volunteered to go to Greenland. The boys need all the entertainment they can get." . . . **DOUGLAS ROWE**, minister-magician, after a week of revival services in Atlanta, has moved on to Logan, W. Va., for two weeks to be followed by similar engagements in South

Bend, Ind., and Erie, Pa. He conducts his services in Baptist churches and illustrates his sermons by the use of magic. He is said to be a very capable magician. . . . **CHARLES GARVEY** is displaying his magical dexterity with a USO unit playing Southern army camps. . . . **GEORGE W. TOWNSEND**, for several years stage manager with the late Howard Thurston, now operates a filling station in Los Angeles. His sister, Betty Hyde, formerly wardrobe mistress with the Thurston show, has an antique shop in L. A. . . . **FRED BECKMAN**, Montreal magicker assisted by Mademoiselle Marie, is playing theaters in the New York area for the William Dell office before joining up with a USO show. . . . **WILLIAM LINDHORST** has opened a new magic shop in the Shelby Hotel Building, St. Louis. . . . **MR. AND MRS. FORREST KUHN**, popular in Wichita, Kan., magic circles, have employed a novel announcement to herald the arrival of Marilou Mildred Kuhns at Wesley Hospital, that city, February 14. The clever piece, couched in magic and theatrical terms, has created a great deal of comment and no little measure of laughs among their friends. . . . **L. E. GERDE**, vet magician and president of Ring No. 10, IBM, Indianapolis, is in City Hospital there as a result of injuries sustained in an auto accident. . . . **HAZEL (JACKIE) GALLAGHER**, who recently left the Marquis Show to jump to Shreveport, La., for a visit with her hubby, Frankie Gallagher, now a sergeant in the army air corps, remained there when Frankle was recently transferred to Sheppard Field, Tex., and is now employed at Mac's Magic Shop in the Louisiana city.

## Detroit Sat. Vaude Clicks

**DETROIT**, Feb. 26.—The Lancaster, 1,200-seat neighborhood house operated by Associated Theaters in the suburb of Delray, is trying out a policy of one-day vaudeville weekly.

Show runs on Saturdays, with three performances of a standard six-act bill. Program features the organist, Marjorie Nivens, with a singfest, and Dave Diamond's orchestra is used on stage. Show is booked by the Betty Bryden office.

New policy appears to be clicking, according to Alex Schreiber, general manager of the circuit, and may be extended.

## DURGOM WANTS CUT

(Continued from page 14)  
heavy sugar, a sizable amount is involved.

Haymes is expected to earn \$2,000,000 during the five years of the life of the contract, upping of income due to two pictures a year at 20th-Fox, radio, personal appearances and recordings.

While case is not expected to come to trial for five months, new angles are creating much speculation. Tax issue is important factor in case, for if Durgom gets the verdict he would be entitled to \$400,000. If sum was lumped Haymes would be nicked plenty by Uncle Sam, as well as by Durgom. However, if the \$400,000 could be worked off over period of five years, Haymes could charge it off to expenses.

Attorney Fink stated that he was only interested in seeing that Haymes lived up to the terms of the contract, paying 20 per cent to Durgom, as money came in.

## GI'S THUMB LIGHTS

(Continued from page 3)  
relieving lush-salaried newly rich at home of a few dollars and hike themselves across the waters to the battle areas, where there is a morale job to be done by everyone who can shake a hoof, tear a page out of Joe Miller's book or warble a few notes—even if it's *Mairzy Doots* off key.

Knowing this, Raft would not have returned home as soon as he did, but he got himself a case of tonsillitis in the

damp climate of Italy, and the army pill-throwing brass hats thumbed him to the showers. Now that he's home, however, he intends to swing into the thick of the entertainment biz so that he can earn a few dollars for Mr. Morgenthau before he gets a chance to take another hop across the waters. He has a new movie lined up (but he's not talking about it yet, because he knows the winds over Hollywood blow in many directions); he's all set to appear on Gertrude Lawrence's Blue Net show March 5 and on Fred Allen's ego deflater March 12.

## British B.O. Booms

Raft came back shaking his head about the Britishers, too. Theaters, movies and night clubs in the land of fog and blimey are crowded to capacity each night. Ticket specs are making more money than the Bank of England, and even an air-raid can't break up the b.-o. lines. Raft wasn't able to decide if the Britishers' disregard of blitzes indicated they were citizens of a world gone mad in search of entertainment, or if it merely proved the followers of Churchill were stout fellows. But when the nighttime raid sirens blow in London now, the average king's man merely goes on his way to dinner at some pub or club, or calmly continues on his way to see the latest opus of Lunt and Fontanne or Sid Fields.

Near the close of his Manhattan welcome back press conference, Raft mentioned in a casual sort of a way that he received top billing in his USO show, that he did a dance and patter routine that knotted up his high-stepping stumps, which hadn't been put thru their paces since he left vaude in 1927, and that other stars in his show were Louise Albritton and June Clyde, movie actresses, and guitarist Bob Bain.

His closing line, however, indicated that his thoughts were about the state of a world searching for entertainment. "By the time the bluebirds sail over the white cliffs of Dover," observed Raft, "They'll all be signed up by William Morris."

## NY CENTER OPERA

(Continued from page 4)  
from Milan's La Scala. George Czaplckl, former top bary of the Warsaw State Opera and recently of the Chi Civic Opera Company, doubled as Scarpia and Escamillo. Young American singers like Martha Lipton, Robert Brink, Eduard Kane, Hugh Thompson and Stanley Carlson had assignments in *Martha*.

The ensemble has received the same kind of consideration. The Center had 750 applicants for chorus spots. Helasz weeded them out to a permanent 50, and since last December 1 they have been rehearsing four times a week under Choir Master Irving Landau. Landau's previous chores as director of Radio City Music Hall Glee Club have fitted him to get excellent results. His choristers step about lively and sing cleanly and understandably, which is more than most longhair choruses usually do.

Considering the admission scale, production-wise the City Center's opera bow is amazing. Good principal voices, a finely trained ensemble combine with knowing direction by Hans Wolmuth, the latter taken over after a five-year stint with the Philadelphia Opera Company. Joseph Fabroni, associated with the Victor Recording Orchestra, has assembled a 51-piece ork for the Helasz baton. Sets for the operatic trial-balloon week were borrowed from the St. Louis Grand Opera Association and show no signs of wear and tear. The designer of the originals, Richard Rychtarik, is now scenic advisor to the Center.

In sum, the City Center has put quality opera on the line—and the price is right, 85 cents to \$2.20. From the reception of a week's try-out of the project, it would seem set to become a fixture. There was much in what went on this week at \$2.20 top which rates a careful forgetting by the Met impresarios.

Bob Francis.

# BURLESQUE NOTES

## NEW YORK:

**PALMER COTE** broke in a new vaude act with Herman Timberg and Judy Kelly at the Ritz, Staten Island, last week. . . . **CHARLES H. ALLEN** has booked Kenny Brenna, comic, to head a USO-CSI overseas unit. . . . **BILLY REED**, Parker Gee and Monkey Kirkland have left the Follies, Los Angeles, where Harry Stratton is in his sixth week. "Slats" Taylor returned after a week's lay-off, and Jack Murray exited after a long stay. Other principals are Warren Cantrell, Walter Collins, Louise Miller, Betty Briggs, Nora Jeffries, Aldonna Raye, Lea Wynn, Tonya, Kaye Drew and Ermaine Parker. . . . **MAR-SHAN**, formerly on Hirst wheel and now on Milt Schuster's Midwest Circuit, is set to open May 30 at the Follies, Los Angeles.

**DOT AND DASH**, instrumentalists, new in Hirst burly and really Dot Canno and Bert Smith, contemplate another stage moniker. . . . **DUSTY FLETCHER** left a unit and niteries on the Coast to open at the Zanzibar February 17. . . . **GINGER WAYNE'S** option renewed at Charlie's Inn, Miami Beach, Fla.

**TIRZA** and Her Wine Bath opened February 21 at the Havana Casino, Buffalo, for three weeks, and then to the Casino, Toronto, and Gayety, Montreal. . . . **AL PHARR**, after a leave of absence, is back at the Casino, Boston, where Steve Mills is entering his 12th week. Remaining principals are Dawn DeLees, Irene O'Day, Betty DuVal and Tommy Carr. . . . **ROLAND O'KEEFE** and Walter Stanford are with a camp show unit on a tour of hospitals.

**MOE COSTELLO** due to open a new burly spot, the Republic, 750 capacity, in Norfolk, Va., April 1. Tom Fowler has contract for backstage and out-front scenic equipment and decorations. . . . **CHARLES ROBINSON**, comic, who has not been seen in the East since 1936, will be seen again with a Hirst unit at the Hudson, Union City, March 12, opposite Pat Daly. . . . **GRACE O'HARA**, featured on the Hirst wheel, being complimented on her new facial operation performed last summer. . . . **JOE YULE**, Mickey Rooney's dad, scheduled for a burly return. **UNO.**

## "Firetraps" Condemned

**MEXICO CITY**, Feb. 26.—The city government has condemned 65 public entertainment places as veritable firetraps and has ordered the owners to fix up or close up.

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

A

Aarons & Broderick (Plymouth) Worcester, Mass., 1-2, t.
Abraham Sisters (Don Julio's) NYC, nc.
Adair, Carolyn (Edgewater Beach) Chi, h.

B

Baird Bill & Cora (Plaza) NYC, h.
Baker, Bonnie (Stevens) Chi, h.
Baker, Polly (885 Club) Chi, nc.

THE ANGIE BOND TRIO
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Blandell, Mae (Music Hall) NYC, t.
Bordoni, Irene (La Vie Parisienne) NYC, nc.
Brazil, Quita (Savoy-Plaza Lounge) NYC, h.

C

Cabin Boys (Cardinal) West Allis, Wis., nc.
Cahill, Johnny (Queens Terrace) NYC, cl.
Callahan Sisters (Roosevelt) New Orleans, h.

D

Dainty, Francis, & Co. (Beacon) Vancouver, B. C., Can., t.
Daniels, Marion (Chicago) Chi, t.
Dann, Artie (Bradford) Boston, h.

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MYSTIC CRAIG
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COLE SISTERS
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ACTS-UNITS-ATTRACTIONS ROUTES

Explanation of Symbols: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; cl-cocktail lounge; h-hotel; nc-night club; p-amusement park; ro-roadhouse; re-restaurant; t-theater; NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Del Carmen, Dolores (Cafe de la Paix) NYC, c.
Denise (Aloha) NYC, nc.
Dennis & Sayers (Ka-See's) Toledo, O., nc.
Diamond Bros. (Capitol) Washington, t.

E

Edwards Sisters (Circle) Indianapolis, t.
Emerald Sisters (Camp Mackall) Hoffman, N. C., 29-March 1.
Emmy, Carlton (Earle) Washington, t.

F

Fanchon (Louise's Monte Carlo) NYC, nc.
Faulkner, Helen (Swing Club) NYC, nc.
Fay, Frank (Blackstone) Chi, h.

G

Galante & Leonarda (Statler) Detroit, h.
Gale, Lenny (Chicago) Chi, t.
Galvan (Don Julio's) NYC, nc.

BOWERY, DETROIT
MARJORIE GARRETSON
Opening March 6th

Gobey, Roy (Club Ball) NYC, nc.
Gomez, Luis & Beatrice (Plaza) NYC, h.
Graham Sisters (Wivel's) NYC, re.

H

Hamlin, Jackie (Brown Derby) Chi, nc.
Harding, Becky (Yacht Club) NYC, nc.
Harris, Mary (Zebra) NYC, nc.

Ink Spots (Rialto) Joliet, Ill., 1, t; (Palace) South Bend, Ind., 2, t.
Jagger, Kenny (Sportsman) Indianapolis, nc.
Jerome, Betty (Kelly's Stable) NYC, nc.

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K

Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.
Kay, Byron (Hollenden) Cleveland, h.

Kova, Kathleen (Coq Rouge) NYC, c.
Kramer's, Henry, Midgets (402 Club) Port Huron, Mich., nc.
Kramer, Stan (Edgewater Beach) Chi, h.

L

Ladd & Lyon (Riverside) Milwaukee, t.
Laird, Horace (Shrine Circus) Chi 3-12.
Latin Quarter Revue (Earle) Phila, t.
LaVola, Don, & Carlotta (Utah Canteen Service) Salt Lake City, until March 15.

NICK LUCAS
Now Playing RADDISON HOTEL
Minneapolis, Minn.

Leslie, Dick (Brown Derby) Chi, nc.
Lester, Buddy (Latin Quarter) Chi, cl.
Leslie & Rollins (Eldorado) NYC, cl.
Lewis, Joe E. (Chez Paree) Chi, nc.

M

McGuire, Marcy (RKO-Boston) Boston, t.
McLaughlin, Kitty (Glenn Rendezvous) Newport, Ky., nc.
Mack, Marilyn (Tropic Isle) NYC, nc.

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Mills Bros. (Capitol) NYC, t.
Moke & Poke (Rialto) Joliet, Ill., 1; (Palace) South Bend, Ind., 2, t.
Moody, Linda (Adams) Newark, N. J., t.

N

Navara, Leon (State) NYC, t.
Nicholas, Harold (Zanzibar) NYC, nc.
Nichols, Les (Capitol) Toledo, O., 1-3, t; (Roxy) Cleveland 3-9, t.

P

Page, Diane (Jimmie's on the Trail) Miami, nc.
Page, Joe & Nona (Empire) Sydney, Australia, until March 19, t.
Paige, Ronnie (Sawdust Trail) NYC, c.

R

Rae, Jerry (Latin Quarter) Chi, cl.
Rae, Nan, & Mrs. Waterfall (Albee) Cincinnati, t.
Rae, Virginia (Patio) Cincinnati, nc.

Red & Curley (Stanley) Utica, N. Y., 28-March 1, t.
Reddingtons, Three (Center) Norfolk, Va., t.
Regan, Paul (Circle) Indianapolis, t.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Rios, Juanita (Lookout House) Covington, Ky., nc.

S

Sands, Billy (Aloha) NYC, nc.
Scott, Shannon (Louise's Monte Carlo) NYC, nc.
Seror Twins (Glenn Rendezvous) Newport, Ky., nc.
Serranos, The (Club Flamingo) Chi, nc.

T

Tapps, Georlie (Rio Cabana) Chi, nc.
Terrell, G. Ray (Olympia) Miami 1-7, t.

Henri THERRIEN
Currently LATIN QUARTER, New York

Therrien, Henri (Latin Quarter) NYC, nc.
Tops & Wilda (Zanzibar) NYC, nc.
Tudell, Julio & Jean (Bismarck) Chi, h.

V

Vallett, Ted & Flo (State) NYC, t.
Victory Debs (Club 606) NYC, nc.

W

Wahl, Walter Dare (Paramount) NYC, t.
Wallace Puppets (Shoreham) Washington, h.
Wallis, Ruth (Essex House) NYC, h.

Z

Zorjta (606 Club) NYC, nc.

ICE SHOWS ON TOUR
Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Franey's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Ice-Capades of 1944 (Arena) Chicago 1-19.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Stars on Ice (Sonia Henle & Arthur Wirts) (Center Theater) NYC.

PLENTY TAX??

(Continued from page 29)
to be careful and protect himself, he would probably add the tax.
Officials are definitely aware of possible loopholes developing thru use of partitions, and are readying regulations to button up that situation.
"This depends entirely on these openings in the partition," an official said.
"If the openings are confined to doors going into and coming out of the room presenting entertainment, no tax applies.
If customers in the room can see or hear entertainment thru the openings in the partition, the tax will apply on both sides of the partition.
If there are openings in partition, the openings must be closed. That's all."
Asked if taxes would be applied to banquet checks if entertainment was furnished, officials shied away and said they did not like to conjecture on that point.
"I hate to make a guess," one said, "that'll be worked out."
After the law becomes effective, it was said deputies of the Internal Revenue Bureau will go into spots and witness entertainment.
If one recognizes that the tax is applicable, he will levy an assessment.
If the operator disagrees, the deputy will file a claim.
If in the meantime the operator pays taxes and the claim is not sustained, he is refunded.

# The Final Curtain

ANKRON—Michael, 62, president of Jay County Fair Association, Portland, Ind., and track official at Indiana State Fair, of heart disease at his home in Portland February 23. Services there February 25.

BERTRAND—Edgar, A., 50, vaudeville actor and brother of Bert Bertrand, in New York February 16. He appeared with his brother on the Columbia Wheel show, *Wine, Women and Song*. Surviving, besides his brother, is his widow.

BURNS—Frank Frederick, 69, former vaudeville actor and theater manager and uncle of James Gleason, motion picture actor, in General Hospital, Yonkers, N. Y., February 24. At the age of 12 he became a performer with the Sells-Floto Circus and later was once an agent for the P. T. Barnum Circus. Entering vaudeville, he toured the country as a blackface comedian in the act of Burns and Coakley, later becoming traveling manager for the Bostonian Opera Company; manager of the Corinthian Theater, Rochester, N. Y. He was also for years associated with B. F. Keith, managing theaters on the Keith Circuit. Before retiring 12 years ago he was manager of the Playhouse, Passaic, N. J. Surviving, besides his nephew, is a son, Charles F. Burns, manager of Loew's Theater, Yonkers; a brother and a sister.

CARO—Albert, 69, known professionally as Albert-Alberta, of a heart attack February 15 in New York. He was formerly with Fred Lorraine's *Night in Coney Island* in vaude and for the past seven years was with Sam Wagner's World's Circus Side Show at Coney Island, N. Y. Survived by three brothers and two sisters. Interment in Greenwood Cemetery, New York.

DAIAZ—Enrique, 71, trapeze artist, at the home of the Zaccinichis, cannon-ball firing act, in Tampa recently. Before 1902 he had traveled with circuses in Europe and from 1903 to 1935 he was with the Barnum & Bailey and Ringling Bros.' circuses. Survived by his widow, Virginia, who was with the Chiarini Sisters' trapeze act in Europe; three daughters, Nini and Corinne, known as the Diaz Sisters, and Lillian, who appeared with her husband in the act Diaz and Powers, and a son, Pvt. Edward Diaz, U. S. Army, who formerly did a hand-balancing act.

DONIGAN—L. E., 80, business representative and financial secretary of Local 35. United Scenic Artists, February 23 in Chicago. Donigan was the oldest scenic artist in Chicago, having been an artist for 65 years, during which time he had been with numerous shows. Burial was in All Saints Cemetery. Donigan is survived by three sons and two daughters. His wife died two weeks ago.

EADES—Albert Thomas (Bert), 62, theater manager, following an illness of six months at his home in Battle Creek, Mich., February 17. He was a member of IATSE. Survived by his widow. Masonic services at the Farley Funeral Home, Battle Creek, with interment there February 19.

## John E. Leffler

John E. Leffler, 72, New York theater producer and manager and in recent years company manager for many Broadway successes, in Miami February 22.

Member of an old theatrical family, he was known to Broadway as the inventor of the hat-check system, which he devised while working with Tony Pastor, giving out programs. Leffler has been in show business for more than half a century, beginning his career as a producer in the firm, Leffler-Bratton, Inc. His partner, John W. Bratton, was a composer, and together they popularized musical comedies taken from newspaper comic strips, including *Buster Brown* and *The Newlyweds and Their Baby*. Among the plays they purchased touring rights to were *Damaged Goods*, *Listen, Lester and Parlor*, *Bedroom and Bath*.

Since 1931, Leffler has been company manager of shows produced by the late Sam H. Harris, Buddy DeSylva and Irving Caesar. His last job was last fall as company manager of Caesar's *My Dear Public*.

He has been a member of The Lambs since 1908. Services were held at the Riverside Funeral Chapel, New York, February 27. Surviving are two brothers, Ben and George, the latter manager of the City Center Opera Company.

FOSTER—Louis R., 61, former theater owner and past president of the Cincinnati Musicians' Association, AFM, Local No. 1, of a heart attack at his home in that city February 20. Survived by his widow, Mrs. Ella Gleason Foster, and daughter, Mrs. Eldoris Foster Linden, Columbus, O. Masonic services at the Witt, Good & Kelsch Funeral Home, Cincinnati, with interment in Rest Haven Cemetery there February 23.

GOODMAN—Charles (Chic), 63, formerly in the carnival business and a New York fireman for many years, in Polyclinic Hospital, New York, February 20. After retiring from the fire department he was appointed deputy boxing commissioner of the State of New York. He was a member of the National Showmen's Association and Elks' Lodge No. 1 of New York. Services in St. James Church, New York, February 23, with interment in the Gate of Heaven Cemetery, Westchester County, New York.

GROSSMITH—Lawrence R., 66, stage and screen actor, at Motion Picture Country House, North Hollywood, Calif., February 21. Last of a prominent British stage family, he came to the United States from London in 1899 with Lillian Langtry. In recent years he appeared in a number of Sherlock Holmes pictures. He was a brother-in-law of the late Vernon Castle. Irene Castle accompanied his cremated remains to New York for interment in the Castle family plot.

HOAGLAND—Mrs. Mary Matthews (Billie Allen), 51, former *Ziegfeld Folies* dancer and actress, in Post-Graduate Hospital, New York, February 21. Survived by a sister.

HULSE—Lealia J., former Russian opera singer, suddenly in Easton, Conn., February 20. Cremation at Ferncliffe, Greenburgh, N. Y.

JEROME—Sidney (Will H. Shewmaker), 67, magician, comedian, writer and radio entertainer, in City Hospital, Indianapolis, February 17 following two weeks' illness. Years ago he toured in vaude in a dramatic sketch, *Just Plain Folks*. In 1906 he married Mollie King, who joined him in vaude. He returned to Indianapolis in 1915 to manage the Lyric, Rialto and Gayety theaters. He quit theatricals to accept appointment as National Grand Frolic Director of the Legion, Loyal Order of Moose. For two seasons he was play director for the Indianapolis Dramatic Club. He also enacted many roles with the Berkell Players during their summer engagements at the English Theater, Indianapolis. For 18 months he was on a radio program heard over WLW, Cincinnati; KDKA, Pittsburgh, and KMOX, St. Louis. For the last year he had been Indianapolis representative of the American Guild of Variety Artists. Survived by his widow; a daughter, Mrs. Elmer Kurbursky, Muskegon, Mich.; a foster son, R. F. Otwell, Los Angeles, and a sister, Mrs. Adam Kram, Cleveland Heights, O. Services conducted by the Loyal Order of Moose and the Society of American Magicians at Flanner & Buchanan Mortuary February 20, followed by cremation.

KELLNER—John (Felix), Ferris Wheel operator for M. J. Doolen, Chicago, for the past four years, found murdered in Chicago February 16. He was formerly with Royal American and Marks, shows. Survived by an aunt, Mrs. Sadie Kellner, Baltimore, where the body was sent for interment. The murderer has not been apprehended.

KELLUM—Nathan J., 73, former advance and advertising man, in St. Paul's Hospital, Dallas, February 16 from injuries sustained when struck by a truck January 1. At the time of death he was doorman at the Majestic Theater, Dallas. He started out as a circus billposter in 1894 and toured with Forepaugh-Sells, Ringling Bros. and Buffalo Bill's Wild West shows. Survived by his widow, and son, Lake U. Kellum, also in show business. Services in Dallas, with interment in Oakland Cemetery there.

KELLY—Joe, 54, former carnival athletic show manager, at Colonial Hospital, Fort Smith, Ark., February 18. Services at the Catholic Church there, with Father O'Dwiler officiating. Interment in Fort Smith Catholic Cemetery February 21.

KORMAN—Mrs. Minnie, 64, mother of Saul and David Korman, Detroit theater operators, February 18 at St. Mary's Hospital, Detroit, following a stroke. Survived by her husband and three other children.

KOSS—Mrs. Elma, concessionaire, Feb-

ruary 21 at Tampa. Mrs. Koss and her husband, Adolph, who survives her, were well known in the outdoor show world. They had operated concessions at Riverside Park, Chicago, for 33 seasons. Besides her husband, Mrs. Koss is survived by a daughter, Mrs. Virginia Killips, and a sister, Mrs. Esther Felke, both concessionaires. She was a member of the Ladies' Auxiliary of the Showmen's League. The body was taken to Chicago, where services were held. Interment in Milwaukee.

MATSON—Robert, 63, founder of the Motion Picture Engineering Company and designer and builder of photographic products, at his home in Highland Park, Mich., February 19. Survived by his widow, a daughter, and son, John, superintendent for MPEC.

MEARS—Marie Allen, wife of Dan R. Mears, retired showman, and mother of Willard (Bill) Mears, of Station KOIN, Portland, Ore., suddenly at her home there February 7.

MERCIER—Wille M., 20, formerly employed in Berlin, N. H., theaters, in action in Italy with the U. S. Army. Survived by his parents; two brothers, S 1/c Oliva Mercier, overseas, and Lucien Mercier, Berlin, N. H., and two sisters.

METZGER—L. B., 46, operator of four San Diego (Calif.) theaters and a member of the War Activities Committee of the motion picture industry, February 13 at Cedars of Lebanon Hospital, Hollywood. He was formerly with Universal and Columbia studios in an executive capacity. Services in San Francisco. Survived by his widow, Lillian, and a daughter, Mrs. Jacqueline Kramer.

MILLER—Mrs. Elizabeth Kinsey, 72, of the old Kinsey Comedy Company, which toured Ohio under canvas for many years, at her home in Fostoria, O., February 25. Interment in Shreve, O., February 27. Survived by her husband, Frank, and two daughters, Mrs. Madge Kinsey Graf, of the Madge Kinsey Players tent show, and Mrs. Kathryn Kinsey Travis.

MUNZ—Charles W., 79, Detroit theater operator for 30 years, at Providence Hospital, Detroit, February 22 of a heart ailment. In 1919 he built the La Salle Gardens Theater, now the Century, Detroit, and later bought the Tuxedo Theater in the suburb of Highland Park. In 1924 he built the Grand Riviera, and three years later the Riviera Annex, both in Detroit. The Riviera and Annex have been leased in recent years to United Detroit Theaters, but the deceased remained president of both corporations, as well as of the Century Theater Company, until his death. His son, Harold, is manager of the Century, Detroit. Interment at Woodlawn Cemetery, Detroit.

O'CONNOR—John J., 54, manager of Rockhill Theater, Kansas City, Mo., and former vaude performer, at his home there February 18. He was a member of the vaude teams of Dixon and O'Connor and Williamson and O'Connor.

RATOFF—Peter, brother of Gregory Ratoff, motion picture director, in action in Italy. He was a native of Russia and at the time of his death assigned to reconnaissance work due to his knowledge of French. He was a technical sergeant in the U. S. Army. Before entering the service Ratoff worked in the sound department of 20th Century-Fox.

RATZENBERGER—William A., 49, musician, suddenly in Bridgeport, Conn., February 14. Survived by his widow and three sons. Interment in Mountain Grove Cemetery, Bridgeport, February 19.

RYAN—Paul Lillis, former vaude and musical comedy actor and one-time partner of Buddy Costello, of Abbott and Costello, in Meyer Memorial Hospital, Buffalo, February 24. At time of death he was working at the Cocomat Grove night club, Buffalo. Survived by his widow, the former Maxine Douglas, also of the stage.

SCHNELL—Lemuel Fulz Sr., father of Danny Montgomery, emcee, February 18 at his home in Philadelphia. Services and interment February 21 in Philadelphia.

SCHWARTZ—Max, 61, Metro salesman and former theater owner, in Presbyterian Hospital, Chicago, recently of a heart attack. He was with Metro for 20 years. Surviving are his widow, a son and two daughters.

SHERRY—J. Barney, 72, character actor of the silent films and Keith and Proctor vaude circuits, in Fitzgerald-Mercy Hospital, Philadelphia, of a heart ailment. One of the first stage actors to enter motion pictures, he made film history in 1905 when he played the lead

in *Raffles*, one of the first reel-length pictures. Other films in which he played leading roles were *The White Sister*, made in Rome with Lillian Gish; *The Eternal City*, *Ben Hur* and *Dixie*. He also appeared in others with Mary Pickford, Lionel Barrymore and Ben Lyon. Before entering the motion picture industry he was on the stage with Mary Boland in an original skit, *A Night With the Poets*, and also appeared in Gilbert and Sullivan operettas. In recent years he appeared with the 69th Street Playhouse Group on Philadelphia radio stations and for the last three years he played the part of the Old Campaigner on United Charities broadcasts. At the time of his death he was a resident of the Edwin Forrest Home for Actors. Surviving is a brother.

SINGER—E. J., 50, author, at his home in New York February 10 of a heart ailment. His novel *The Family Carnovsky* is the basis of a current play by the Yiddish Art Theater, New York. He was on the staff of *The Jewish Daily Forward* there.

STAYTON—Alton B. (Skeets), 27, rodeo performer, at Memorial Hospital Houston, February 16 of a broken neck sustained while performing at the Houston Fat Stock Show earlier in the month. Stayton performed in rodeo shows in the Southwest for several years. Survived by his parents, three brothers and two sisters. Services in Belview, Tex., February 17.

SWALES—Mrs. William (Nellie), 61, novelties saleswoman for 30 years for Grant Wooley, after a week's illness at her home in Troy, O., February 16. Survived by her husband.

TELLER—William Richard, 71, chairman of board of directors of Robert Teller Sons & Dorner, New York music printers, at his home in Rutherford, N. J. Survived by his widow, two sons, four daughters, two sisters and a brother.

TESSIER—Leo, 46, superintendent of Belmont Park, Montreal, in that city February 13 following two operations. Survived by his widow and a daughter, Marcelle.

TOLSON—T. Elliot, 64, New York hotel executive, president of the Bristol Corporation, which operates the Hotel Bristol, and former president of the Hotel Association of New York, at his home in St. Petersburg, Fla., February 12. He was also chairman of the advisory committee on hotels in connection with preparations for the New York World's Fair.

TYLER—Maurice L., 50, concert singer, in Richmond, Va., February 19. In 1923 he sang in a joint concert in New York with Lucy Gates and later appeared in concert and radio programs. Survived by a son and a daughter.

TYRE—Mrs. Grace W., 67, pianist, February 14 in Harper Hospital, Detroit. She was formerly accompanist for the Detroit Symphony Orchestra. Survived by her husband and a daughter. Interment in Woodlawn Cemetery, Detroit.

WATSON—Frank N., 53, publicity director for Texas Centennial Exposition, February 18 at his home in Dallas. He was head of the public relations firm of Frank N. Watkins & Associates. Widely known to Texas newspaper and public relations men, he handled promotion and publicity for the Texas Centennial fairs in 1935-'36. He was a Mason and a member of the Kappa Sigma fraternity. Besides his widow, he is survived by a son, his parents' and a brother. Services at his home, with interment in Dallas.

ZURKE—Bob, 32, boogie-woogie pianist, in General Hospital, Los Angeles, February 16 after an illness of two days. Zurke was a key man in Bob Crosby's Dixieland band and once headed his own outfit. He was the composer of a number of piano pieces, the most popular being *Honkytonk Train*. At the time of his death he was appearing in night clubs in the Hollywood area. Survived by his widow, and two children, Robert Jr., 15, and Mary Ann, 7, of Chicago, and his parents in Detroit. Body was sent to Detroit for interment.

## Marriages

BUTTS-DODGE—Caroline Butts, script writer for Station WBZ, Boston, to Corp. Allen A. Dodge, of Fort Devens, Mass., at her home, Concord, Mass.

CLARE-NORLAN—Mrs. Laurina Poll Norlan, daughter of Mrs. Sylvester Z. Poll, widow of the theater circuit magnate, to Sgt. Charles Clare, former New England and State amateur golf champion, February 5 in West Haven, Conn.

DOWNES-SHAHEEN—Hugh Downes, NBC announcer, to Ruth Shaheen, of the NBC transcription department, February 20 in Chicago.

# MARCH OPENERS LINED UP

## Sparks Unit Is First Out

Initial dates next month take in Birmingham and Mississippi stock show

ENSLEY, Ala., Feb. 26.—Under direction of C. S. Batto, a crew has worked all winter in J. F. Sparks Shows quarters here, with additional men being placed as opening neers, said Secretary R. L. Overstreet. A unit of rides and concessions will open in Birmingham March 11, with grand opening of the entire show set for March 20 at Southeast Mississippi Livestock Show, Forest.

New fronts are being built for the Side Show and Wild Life and additional rolling stock has been acquired. Lee Houston, who will again have the Side Show and Wild Life Show, has returned from a business trip to New York, where he purchased lion cubs, monkeys and 10 cages of small animals. The lion cubs will be named during the engagement at the Shrine Ceremonial Celebration in downtown Birmingham. Side Show will be larger, with Mr. and Mrs. Wilson's five acts, trained animals and other exhibits. (See Sparks Unit First Out on page 56)

## Goree Readies Trek For Sunflower State

SHARON, Kan., Feb. 26.—Sunflower State Shows' winter quarters here are slated to open March 1 with a crew of eight men, more to be added later.

Personnel of the show, which will open in Southern Kansas about April 15, includes Cecil A. Goree, owner-manager; Mrs. C. A. Goree, secretary-treasurer; Charles Noell, special agent; W. R. Rupe, transportation; Henry Ayers, ride superintendent. Blackie Pike and Red Bishop will have Girl Shows; Doc Walz, Snake Show; Mr. and Mrs. Fash Duncan, Believe It or Not; Texas Jack, Wild West Show. Concessionaires are Mrs. Doris McMahon Hosler, 5, including bingo; Mrs. Dorothy Younger, 5; J. R. Leeright, 6; Tom Cook, 1; L. W. Peavy, 2; Mr. and Mrs. W. R. Rupe, 2; Dewey Marks, 1; Mr. and Mrs. N. McLain, 2, and Mr. and Mrs. C. E. Hagensick, 2.

Owner-Manager Goree returned from Kansas, Oklahoma and West Texas, booking July 4, Labor Day and six fairs in Western Kansas and Oklahoma. Route will be about the same as in previous years, with a few additional locations.

## JJJ Ops Arriving

AUGUSTA, Ga., Feb. 26.—General Superintendent H. Bert Miner in quarters of the Johnny J. Jones Exposition here has crews repainting and renovating equipment, including rolling stock. Paint department, under Jack Synex with three assistants, has finished re-decorating rides and is working on show-fronts, reported Walter D. Nealand, publicity director.

Co-Owner Morris Lipsky said he had lined up most of his concession agents for the '44 tour and that booths would be mostly new and varied. Dr. John La-Marr, show physician, will report soon. Mrs. Bertha McDaniels, after a visit with Mrs. Marie Simpson in Birmingham, returned to ready her Arcade and Rocky Road to Dublin ride. Carl J. Lauther's Side Show will have new attractions and Mr. and Mrs. Lauther and staff will be here soon.

Mrs. Bootsle Paddock is preparing her palmistry concessions. Chester Cass arrived from the South and every day sees newcomers. Show will open March 25 in Augusta for a week, to be followed by a limited engagement in Charleston, S. C., under auspices of the Daughters of America and Orphans' Fund.

## Lynch Takes Trips Before May Debuts

NEW YORK, Feb. 26.—William P. Lynch, owner of the Lynch Greater Exposition Shows, Halifax, who was here for a few days, left February 20 by plane for Toronto, where he was to remain a short time and then go to Western Canada on business.

The Lynch shows will open in Halifax May 20. The No. 2 unit will open at about the same time, under management of C. H. Billington. On the No. 1 show Lynch is manager; G. H. Cabanough, assistant manager; H. Moresch, secretary; Ralph Reddett, chief mechanic; Clyde Miller, chief electrician; John Houlahan, assistant electrician; J. McClellan, superintendent of rides.

Among fairs booked for the No. 1 unit are those in Charlottetown, P. E. I.; North Sydney, Bridgewater, Oxford and Lawrencetown, N. S.

## Heth To Open With N. Birmingham Bow

BIRMINGHAM, Feb. 26.—Building and repainting is about finished in North Birmingham quarters of the L. J. Heth Shows, which will open the season there, reported Agent C. C. Leasure. Slim Reynolds, Bill Boseman and Bill Noe have had crews busy all winter.

Personnel will be the same as last year: L. J. Heth, owner and executive head; Alfred Kunz, general manager; C. C. Leasure, advance and publicity; George Spaulding, main gate and *The Billboard* and mail agent; Bill Boseman, superintendent of rides and electrician; Bill Noe, foreman of rides. Show will travel on 16 semi-trailers.

With the help of painters, Slim Reynolds rebuilt all fronts and made new fences for rides. Capt. Bob Perry is training lions for a new show. New Side Show, owned and operated by Ruby Neal and Francis Jabolsky, will have Pat Sutherland, talker; Madame Selda, palmistry; Dr. White, lecturer; Ruby Neal, tickets; Carl Davenport, midget and fire eater; Sno Sinn, 8-year-old alligator boy; Hopi, frog boy; Francis Joblisky, annex. Meree's Queens of Burlesque will have Lee McDaniels, talker; Ruth McDaniels, Ruth Mathews, Shirley Tiles, Betty Wilson, Cathy Lambert, dancers. Girls in Gold, Frank Mathews, talker; R. L. Jones, manager; Sailor, tickets; Jean Nelson, Ann Mason, Sue Evans, posing; Marie Jones, added attraction. Two girl shows will have new fronts, drop curtains and drapes and will be managed by R. L. Jones. Charlie Stricklin, Octopus foreman, arrived. Manager Brown and 16 performers are rehearsing new minstrel routines.

MRS. ESTHER GROSCURTH, wife of C. C. (Specks) Groscurth, underwent a major operation in Davis County Hospital, Owensboro, Ky., February 22 and will be there several weeks. Mr. and Mrs. Groscurth have contracted with the Johnny J. Jones Exposition for several attractions.

## Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Bloomer-by-the-Sea, Fla.  
February 26, 1944.

Dear Editor:

Our first Florida mid-winter fair date here didn't pan out so good. General Agent Lem Trucklow hadn't found a suitable lot to hold the fair on when the train, arrived. After much hurrying, Pete Ballyhoo rented a seaside lot from a real estate dealer, who, at the time of making the deal, failed to advise the boss that the tide was out. By Tuesday night the shows' entire personnel was worn out from chasing the tide in and out. That also went for the patrons. The midway, exhibit tent and the crowds were caught so often by the tide backing



LARRY NOLAN, who is president of the new Rocky Mountain Showmen's Club, Denver, and a well-known general agent, will return for his fifth season with the M. A. Srader Shows. He reports strong interest in the new Denver organization, which has established permanent clubrooms and has raised a substantial sick and relief fund.

## Garman Sets Staff, Line-Up for Sunset

DANVILLE, Ill., Feb. 26.—Owner K. H. Garman said here that the staff of the Sunset Amusement Company would comprise Harry W. Lamon, concession manager; James P. Daniels, special agent; Mrs. K. H. Garman, secretary-treasurer; George C. Martin, electrician and lot man. He announced that the route was complete, with 14 fairs and celebrations booked, including July 4th in Red Oak, Ia.

Opening is set for April 29 in Excelsior Springs, Mo., where L. O. Weaver will join with a corn game; Floyd Kile, photos; Tom Brewer, popcorn; Louie Leichtamer, cookhouse. Ball games will be in charge of Effie Lamon, penny pitches in charge of Louise Buckholz and other concessions divided between Bruce Boatwright, Henry Kuplin and Harry Lamon. Mrs. Leone Wheelock will have three concessions and her husband, Ray, will again have the Athletic Show. Concession Manager Lamon said Tommie and Grabo Henderson were booked with three concessions and Buster Westbrook with one.

Martin, who has been in quarters with several helpers, reports much progress in rebuilding. Show has added another Ferris Wheel and an arcade and has booked S. M. Toland's Miniature Railroad. Some of the ride men will again be in the crew, including Bob Cougill, Otto Buckholz, Alfred Ozbun and Bud Lewis.

## Alamo Loads for Austin

### Northwest on Sked

SAN ANTONIO, Feb. 26.—With equipment loaded and ready for the opening in Austin, Tex., March 11, and a route set by General Representative Louis (Blackie) Ringol, Alamo Exposition Shows will play the Northwestern States. Jack Turner, special representative, who received special paper to be used this season, is ready to leave.

Tony Kitterman, who arrived from Kansas City, Mo., is a daily visitor in quarters here. Joe Rosin is building several more concessions. His rides at Brazos and Laredo streets continue to play to fair biz. Ted Custer and family returned from Houston, where they operated their concession, and reported business good. Joe Palukia will operate five concessions. Among other concessionaires here, awaiting the opening, are Hypo Denecke, 3; Red Baker, 2; Blackie McPeet, 2; Tommy Davis, 7; Joe Rosin, 6; Mrs. Billy Miller, 1; Benny Hyman, 2; Bing Crosby, 2; Ted Custer, 3; Martha Rogers, 2; Whitey Lively, 1. Line-up for the opening will comprise the rides, shows, concessions, two free acts and a special sound truck for street advertising.

Benny and Bobbie Hyman have remodeled their home here. Mrs. Rosemary Ruback and Sophie Mullens were hosts to women of the showmen's club at a luncheon and dance February 16 in the clubrooms. Mrs. Roland Smith continues active in Red Cross work. Tobe McFarland and wife, Hattie Mae, Houston, where he is working his equipment, visited February 20 and were (See Austin Alamo Opener on page 56)

## Hall Buys Rides of Beaty

ST. LOUIS, Feb. 26.—George Hall, manager of Hall Bros.' Shows, returned to winter quarters in Lexington, Miss., after a trip thru Mississippi and Arkansas, during which trip he purchased the rides of O. J. Beaty. Plans call for taking out a larger show this season in Mississippi, Arkansas, Tennessee and Kentucky. Manager Hall also purchased Diesel engines and two power plants, Buck Rust to be in charge of the Diesel plants. Jimmie Riter and crew are readying equipment for the opening in Lexington March 1. Slim Cummins, who will operate the Ferris Wheel, arrived in quarters and is supervising painting and reupholstering. Show, to travel on 12 trucks and trailers, will be illuminated with neon and new towers.

## Fox Pilots Wallace Bros.

JACKSON, Miss., Feb. 26.—Ernest E. Farrow Sr., owner-manager of Wallace Bros.' Shows, announced here that he had engaged veteran agent Walter B. Fox to pilot the organization. Fox, who has been in hotel business at Huntington, W. Va., since last fall, reported for work January 25 and is now on the road in the interest of the show. He was the first general agent of the show when it was organized in 1934 and was also connected with it in various executive capacities in 1937-'38-'39-'41. Mrs. Fox, who is visiting relatives in North Carolina, is to join him and will operate a concession on the show.

## Bantly Date Is Switched

SAVANNAH, Ga., Feb. 26.—A change in opening date of Bantly's All-American Shows was announced here by Herman Bantly, general manager, to March 10 in Charleston, S. C., instead of March 2. Show was originally scheduled to open here March 2, but a county tax law passed in 1937 and now being enforced would cost the show more than \$2,000 a day, the management said.

### 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$18.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
No. 2 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

### 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

#### LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100 \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
3,000 Small Title "Browline" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M.  
Box of 25,000 Black Strip Card Markers . . . 1.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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**JACKSON, TENN.**

# Club Activities

## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Feb. 26.—At the February 24 meeting the welfare committee reported Nat Hirsch in serious condition in Illinois Research Hospital and Hymie Stone and William J. Coultry still confined to their homes. Membership applications of Albert L. Huling, John F. Enright and Buck Saunders were approved.

Action was taken to hold the annual Spring Party either March 31 or April 1 in the Bal Tabarin. Ernie A. Young and William Carsky were appointed co-chairmen. I. J. Polack invited members to be guests at Polack Bros.' Shrine Circus here March 5 and 6. Oscar Bloom stopped en route to Milwaukee. E. A. Austin, Danville, Ill., was a guest of Charles A. Lenz.

John J. Sweeney in town on a buying trip. Other callers included Harry Martin, Ray Marsh Brydon, Harry L. Clark, Lewis Greene, Joe Eule, Al Kamm, Lou Berger; Captain Sims, Hamid-Morton Circus; George Westerman, Mickey Blue; William Macey, Alexandria, La.; William H. Green, Al Kaufman, Leo Berrington, Max Hirsch, Jack Benjamin, Jack Hawthorne, Lou Leonard, Allen Speelman, Maurice Hanauer, Ed Wall, Max Brantman, Tom Sharkey, Earl Shipley, Joe Coyle and Orval Harris. Walter Colburn, Colorado Springs, was a guest of Sam Bloom. Arthur Hopper in from Florida. Harry Ross and Mel Harris left for the South. Jack Thomas, Turner Bros.' Shows, called. Early departures will include those of Ben and Eph Glosser, Al Kaufman, Al R. Cohn, Jack Hawthorne and Jack Benjamin. Letters came from William O. Perrot, Harry Bernstein, Clarence Hunter, Nate Lewis, Eddie Coe, Arval Hoyt, Eugene Harper, Russell L. Ingle, Al Sweeney, Paul Revolt, Neil Webb, J. W. Conklin, John Lempart, Smiley Daly, George Howk and Sam Feinberg. Dr. Hugh Smith, Brantford, Ont., was a caller.

### Ladies' Auxiliary

Social on the night of February 17 in the Hotel Sherman had Lena Schloss- (See SLA on page 57)



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, Feb. 26.—Meetings of the board of governors and club February 23 were presided over by President Oscar C. Buck, who came from his winter quarters in Troy, N. Y. Also on the dais were Secretary Joseph McKee, Treasurer Joseph Hughes, Assistant Treasurer Harry Rosen, Chaplain Fred Murray, Dr. Jacob Cohen, attorney Max Hofmann and Executive Secretary Walter K. Sibley. President Buck called Past President Art Lewis to be his guest on the rostrum.

These new committee heads were announced by the president: Ways and means, Joseph Hughes, chairman; executive, banquet, Frank Miller, Sam Rothstein, co-chairmen; banquet dais, Thomas Brady, chairman; reception, Jack Lichter, chairman; publicity, Bert Nevins, chairman; ticket control, Jerry Gottlieb, chairman; reservations, Bill Bloch, chairman; year book, Fred Murray, chairman; Johnny J. Kline. These chairmen are executives of the 1944 banquet to be held in the Hotel Commodore, Thanksgiving eve, November 22. To avoid oversale, the number of tickets will be limited to capacity of the Commodore ballroom. Net proceeds of the President's Party will be turned over to the fund organization with a substantial amount added by the club, plus a \$50 donation from Jerry Gottlieb. Among members attending, who had been away most of the winter, were Frank and Paul Miller, in from Miami; Philip Ray, Providence; John McCormick, in from Chicago; Kirby McGary and George Alabama Florida, (See NSA on page 57)

## Pacific Coast Showmen's Assn.



623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Feb. 26.—Hail, wind and rain for three days did not prevent the regular Monday night meeting, with good attendance and many out-of-town visitors. On the rostrum were Ted Lepors, president; H. A. (Pop) Ludwig, E. W. Coe, Hunter Farmer, vice-presidents; Edwin Tait, treasurer, and Bill Hobday, secretary.

Silk banners presented by the club for some years on PCSA Day on circuses, carnivals and at some outdoor events will be discontinued for the duration and some other material will be substituted, the board of governors ruled. Harland E. Hass, Long Beach, was accepted into membership.

Mike Krekos gave a short talk on the cemetery and building fund, which he called the basis of the club. He said that more than 900 War-Saving Stamp (See PCSA on page 57)



## Heart of America Showmen's Club

Reid Hotel  
Kansas City

KANSAS CITY, Mo., Feb. 26.—Presiding at the meeting February 18 was First Vice-President Clay J. Weber, with G. C. McGinnis, secretary, and Harry Altshuler, treasurer, present. Arthur Hale Brunt and Sidney Meyers were elected to membership. Communications were read from President C. F. (Doc) Zeiger, W. Frank Delmaine, Fred A. Lober and H. B. Peterson who is in the armed forces somewhere in England.

Harold (Whitey) Elliott, stationed at Camp Polk, La., and who is home on furlough, was honor guest of the club at a luncheon February 25.

Club's Fourth War Loan drive netted \$20,000 in War Bond purchases, all made by HASC members. Past President Noble C. Fairly, business manager World of Today Shows, was a visitor. Mary Margaret Mellor, daughter of Past President Mellor, was featured in a piano recital at the Nelson Art Gallery February 18. F. M. Shortridge, Des Moines, advised that he would again have charge of all concessions in Riverview Park there this season. Heart of America Shows, in winter quarters here, have started activities in preparation for opening in Kansas City about April 14.

## FRANK BURKE SHOWS, Inc.

Will open the 1944 season at the El Paso Sheriff's Posse Rodeo and Livestock Show, March 29th. WANTS RIDE HELP for #16 Wheel, Streamlined Whip and Roll-o-Plane. (These Rides will be here in Amusement Park all summer.) WANTS FOREMEN for 3-Abreast Merry-Go-Round, Roll-o-Plane and #5 Wheel. (This unit will be on the lots here all summer.) WANTS ALL AROUND SHOW PAINTER. CONCESSION AGENTS FOR OFFICE-OWNED LEGITIMATE CONCESSIONS. All Address: BOX 1904, EL PASO, TEXAS.

### GRAB JOINT CONCESSIONS

Want Man and Wife to take complete charge of Grab on Truck Show, opening about March 15 in St. Louis. Serve only Sandwiches, Coffee, Drinks, No Meals. I furnish everything, including Truck and Trailer to live in. 50-50 proposition. CAN ALSO USE A FEW MORE CONCESSION AGENTS. You work steady with me. Concessions in Arcades operating now. Road in summer. Ray Wheeler, come on in.

### REX HOWE

1662A S. Jefferson Ave. ST. LOUIS, MO.

### ALLEN (DUDE) BREWER WANTS

Agents for 10-Cent Slud and Stock Concessions with Gold Medal Shows, opening April 1st. Red Williams, Roy McWilliams and Earl Willis, contact me.  
A. S. BREWER, Columbus, Miss.

### FRANCIS J. KELLY WANTS

To buy Birch Electric Popcorn Machine or complete Concession Tops and Frames, 14x14, 12x12, 14x10; large Red and Black Wheel and four straight Stock Wheels. Want Concession Manager who can deal P. C.; married man preferred. Will also buy two complete Ball Games, any useful Bazaar Equipment. Following please contact me: Whitey Fulmer, Bill Kerr, Simon Krause and Mr. McNally of Boston.  
**FRANCIS J. KELLY**  
24 Ashmun Street New Haven, Conn.  
Tel. 7-2042

### World of Pleasure Shows

Now booking for 1944 SHOWS — CONCESSIONS  
Ride Help, write us now.  
**JOHN QUINN, Mgr.**  
100 Davenport Detroit 1, Mich.

### BYERS BROS.' COMBINED SHOWS

Now Contracting for Season 1944  
Address: 1210 West 8th St., Texarkana, Texas

### BARLOW'S BIG CITY R. R. SHOWS

Want Ride Help, Concessions, Outfits open for shows. Would like to hear from Johnnie Johnson, Howard Goodlett, Bob McPherson, Frank (Sunny Boy) Allen, Frank Gregg, Fritz Bollis, Leo Miltona, Frank Randall, Ed Elain, Fingers Scott, Jay Mangel, Corney L. Wade, J. C. Admire. Write **HAROLD BARLOW**, 529 N. 62 St., East St. Louis, Ill.

### AGENT WANTED

For Toledo Large Platform Scale. Will open Oklahoma City March 25.  
**SLIM DONALDSON**  
General Delivery MUSKOGEE, OKLA.

Advertising in the Billboard since 1905  
**ROLL FOLDED TICKETS** DAY & NIGHT SERVICE  
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED  
★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee  
**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2**  
10,000..\$7.15 50,000..\$13.75 90,000..\$20.35 250,000..\$46.75  
20,000.. 8.80 60,000.. 15.40 100,000.. 22.00 300,000.. 55.00  
30,000..10.45 70,000.. 17.05 150,000.. 30.25 500,000.. 88.00  
40,000..12.10 80,000.. 18.70 200,000.. 38.50 1,000,000..170.50  
Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.  
**STOCK ROLL TICKETS WELDON, WILLIAMS & LICK**  
FORT SMITH, ARK.  
2000 PER ROLL  
1 ROLL.....@.....75c  
5 ROLLS.....@.....60c  
10 ROLLS.....@.....50c  
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

**Want-KEYSTONE EXPOSITION SHOWS-Want**  
NOW BOOKING FOR 1944 SEASON—OPENING MARCH 18th; TWO SATURDAYS  
Will book, buy or lease No. 5 Ell Wheel with or without transportation. Will book Octopus and Roll-o-Plane. Splendid proposition for a capable Ride Man. Will book a limited number of legitimate Merchandise Concessions. No P. C. Can place nicely framed Pop Corn and small clean Cook House. Want String Game, Photo Gallery, High Striker, Hoop-La, Penny Pitches, Ball Games, Scales, Guess Age, Custard, Palmistry. Want Electrician and sober, reliable Ride Help; licensed drivers preferred. Want capable Agents for Bill Pool and Beat Dealer.  
All Replies to KEYSTONE EXPOSITION SHOWS, 705 East Plymouth St., Tampa 3, Fla.

### B. & L. AMUSEMENT COMPANY

OPENING APRIL 15

Wants Wheel Operator, Drive semi, no boozers. Will book Merry-Go-Round with transportation. Grind Shows, write. All Concessions open. Privilege reasonable. No grift. Write

L. A. BEESON, Box 692, Webb City, Mo.

### H. W. JONES WANTS

Bingo Help, must be sober and reliable. Salary and percentage. Opening first week in April, Norfolk and Richmond, Va., and Washington, D. C. Address H. W. JONES, 5508 Monroe Place, Norfolk, Va.

### Virginia Greater Shows WANT

Following Concessions still open: Strictly American Palmistry, Frozen Custard, High Striker, Guess Your Age and Scales, Penny Arcade. Want at once — Automobile and Truck Mechanic; Jimmy Rogers, answer. Manager for two complete Girl Shows; Charlie Fay, Jack Kearns, answer; long season. Still keeping to our motto — no Grift or Gypsies. Bill Penny, come home at once. Winter quarters now open at Tidewater Fairgrounds, Suffolk. All mail and wires to WM. C. MURRAY, Box 461, Suffolk, Virginia.

### BUCKEYE STATE SHOWS

WILL BOOK ANY RIDES. NOT CONFLICTING WITH WHAT WE HAVE CAPABLE FOREMEN TO HANDLE RIDE-O USEFUL RIDE HELP, COME ON

#### FOR SALE

90x20 SIDE SHOW TOP Sidewall (Nearly New). Complete With Banner Line, Banners, Platforms, Stages. Ready To Go. All Address: MICHAEL ROSEN P. O. Box 310, North Little Rock, Ark.

### WANTED BINGO MANAGER

Must be good caller and drive truck. Job pays \$50.00 a week and percentage. Will sell exclusive on Picture Gallery and American Mitt Camp. Want to buy 6 Cork Guns. Will pay \$10.00 a piece.

Write F. W. PEPPERS 1107 Broad St. SELMA, ALA.

### WANT GIRLS

For Roll Out the Bed Game. Good pay, short hours, 90 days on location indoors. Want to buy .22 Shorts and Longs; wire prices.

### LEO SUGGS

P. O. Box 431 NORFOLK, VA.

### FOR SALE

Parker Two Abreast Merry-Go-Round, Number Five Eli Wheel. Both good condition. Also other equipment. Address

#### PAUL TOWE

Route 42, Box 65, El Paso, Texas

### NOTICE

Fat People wanted, good proposition. Long season with Royal American Shows. Also Johnny Mitchell, write. Address:

#### JOE PONTICO

P. O. Box 223 Caruthersville, Mo.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 26.—Since release of information of approval by the ODT of the industry's operations during the coming year, there has been much mail of interest on the part of the membership and others, expressing approval of the association's activities in that connection and of its public relations activities in general.

After an inquiry from Harry L. Heisser, shooting gallery operator, Miami, with reference to possible relaxation of WPB rules relative to ammunition for such galleries, and upon taking the matter up with the War Production Board, it was learned that the shortage is due to the fact that machines used in making such cartridges have been converted to other uses and that, altho there are at present some materials for this purpose, there are no machines in existence with which to manufacture them.

Ten members of the association have been selected for a survey on post-war planning being made by a well-known industrial analyzing concern of Philadelphia. The members selected are the Conklin Shows, World of Mirth Shows, Cetlin & Wilson Shows, James E. Strates Shows, O. C. Buck Exposition, Gooding Greater Shows, Endy Bros.' Shows, Coleman Bros.' Shows, Lawrence Greater Shows and King Reid Shows. These shows are considered to represent a cross-section of the industry, considering geography, means of transportation and size. The inquiry sent to them is in the nature of a public-opinion poll. Their responses will be co-ordinated with those of other industries' views on post-war planning.

War Production Board announced a new set of regulations relative to the controlled materials plan and a copy of them are on file in ACA offices. Reports from Washington indicate that the National Inter-Regional Highway Committee has completed an exhaustive three-year study and has filed its report, in which it sets forth a complete plan for creating and financing construction of a system of super highways immediately after the war.

### St. Louis

ST. LOUIS, Feb. 26.—With good weather, several shows plan to open on lots here next week. Fidler United Shows, Lake State Shows, Mound City Shows, John Francis Shows, Maher's Mighty Midway and Johnny Bale's Attractions will open here during March.

Carl J. Sedlmayr, Mr. and Mrs. Sam Solomon and Sam Gordon, Royal American Shows; Mr. and Mrs. Elmer C. Velare and Curtis J. Velare, Velare Bros.' Enterprises; Al Wagner, Milton Morris and A. J. (Whitey) Weiss, Cavalcade of Amusements, are here to make final arrangements of sale and purchase of equipment formerly the property of the Royal American Shows when under ownership of Sedlmayr and the Velares.

Mr. and Mrs. Phil Heide, Olney, Ill., spent several days here as guests of Mr. and Mrs. Sam Solomon. Robert (Bob) Heth, who will be with the John Francis Shows and who left Tuesday for the South, will return next week. Matt Dawson, Acme Premium Supply Company, returned from a three-week buying trip to Chicago and New York. Blackie Seamster, off the road last season, left his home here for California to join A. J. Budds Freaks on Parade Museum, where he will be talker. Mrs. J. Jelinek, daughter of Mrs. W. H. J. Shaw, will take out two shows this season. H. Frank Fellows, president of Ozark Empire District Fair, Springfield, Mo., was among other callers at The Billboard office on Wednesday, when he was here visiting friends.

### CONCESSION MANAGER

WANTED

One who has worked around Flashers at summer resort near metropolitan area. State past experience, references and age.

BOX 572

Care Billboard 1564 Broadway New York 19, N. Y.

### WANTED—SOUND TRUCK

With Operator for Approximately 12 Weeks Commencing in April. Must Be First-Class Equipment.

### WANTED—GOOD SIDE SHOW

Mark Williams, A. P. Henley, Answer. Can Use Large Snake or Monster Show.

WILL BOOK ROLLOPLANE, OCTOPUS, TILT-A-WHIRL, FLY-O-PLANE, CHAIROPLANE, AND KIDDIE RIDES

### WANTED—RELIABLE RIDE EMPLOYEES

Both Foremen and Helpers. Boozers, quitters, drifters, chasers, stay away. Good salary, fair treatment, modern, first-class equipment. Wonderful opportunity for employees who are sincere and appreciative.

Address

### F. E. GOODING AMUSEMENT CO.

Winter Quarters: 1300 Norton Ave., Columbus 8, Ohio

### Last Call For 35 Weeks PEPPERS ALL-STATE SHOWS Last Call For 35 Weeks

OPEN MARCH 10, SELMA, ALA.—LARGE ARMY CAMP 2 SATURDAYS — 8 DAYS — 2 SATURDAYS — 8 DAYS

WANT CONCESSIONS: Hoopla, String Game, Bumper, Cork Gallery, Frozen Custard, Cane Rack, Jewelry, Dart Joint, Balloon Joint, Lead Gallery, Bowling Alley, Penny Arcade, American Mitt Camp. (Joe Urlich, wire me).

THE FOLLOWING SOLD: Bingo, Cookhouse, Ball Games, Percentage, High Striker, Pop-Corn and Penny Pitches (Billy Wilson, holding position open; wire).

RIDE HELP: (ATTENTION) in 1943 my Foremen on Rides received \$1,200 to \$1,350 and no doubling back or doubling on rides. If you want a season's work you can get it here. Want Foremen on No. 5 Wheel, Chairplane, Rolloplane. Second Men on Merry-Go-Round and Rolloplane. No time to write; wire. Must be sober and drive trucks. (Chick Harper, get in touch with Dillon.)

WANT SHOWS With Transportation or will furnish Tops, complete Show, for Fat Show, Illusion Show, War Show, Crime Show, Fun House. WANT Billposter, Talkers, Ticket Sellers, Front Man for 100-Foot Panel Front Monkeyland.

F. W. PEPPERS, Mgr., 1107 Broad Street, Selma, Alabama.

### WEST COAST AMUSEMENT CO.

Opening San Jose, Calif., March 25 to April 2, Inclusive

#### WANT

Foremen and Assistants for the following Rides: Tilt-a-Whirl, Scooter, Ferris Wheel. Ride Help in all departments. Prefer truck drivers. If married can use wife as Ticket Sellers. Highest salaries paid. No meal tickets. COME ON.

#### CAN USE ANY GRIND SHOWS THAT DO NOT CONFLICT

Must have transportation. We are playing the best territories in California and Northwest. Lodi Legion Picnic, Livermore Rodeo; Klamath Falls, Ore., on the streets the Fourth of July; Gresham, Ore., Multnomah County Fair; Lake View, Ore., Labor Day. Best defense territory on Coast.

Write or wire MIKE KREKOS, Mgr., West Coast Amusement Co.

71 North San Pedro, San Jose, Calif., to Mar. 5; Emeryville, Calif., Mar. 8 to 22. No collect wires.

### WILLIAM COWAN

With Cetlin & Wilson Shows, Inc.

Opening April 1, in Petersburg, Va.

WANTED — CAPABLE CLOTHES PIN AGENTS

WANTED — GENERAL HELP FOR ALL CONCESSIONS

All Address WILLIAM COWAN, Box 787, Petersburg, Va.

### WORLD'S LARGEST MUSEUM

BREAKING ALL RECORDS—UNPRECEDENTED BUSINESS. WANT OUTSTANDING ODDITIES AND A-1 NOVELTY ATTRACTIONS. CAN ALSO USE FIRST-CLASS LECTURER. IF YOU ARE LOOKING FOR WORK THE YEAR AROUND WIRE

#### KORTES WORLD'S FAIR MUSEUM

725 S. Hill St.

Los Angeles, Calif.

### WANTED WANTED WANTED

PARTY WITH OWN HAMMOND ORGAN FOR LONG SEASON. SALARY NO OBJECT IF YOU CAN PLAY AND DELIVER. CALLIOPE PLAYER WHO CAN DOUBLE PIANO, READ AND FAKE. TO ABOVE PEOPLE WILL OFFER LONG SEASON, BEST OF TREATMENT AND SALARY EQUAL TO CAPABILITIES. ALL ADDRESS:

### DODSON'S WORLD'S FAIR SHOWS

P. O. BOX 216 M. G. DODSON, Mgr. BEAUMONT, TEXAS

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

### ILLUSIONS of spring?

F. L. (DOC) FLACK, veteran owner of the Northwestern Shows, was a Detroit visitor last week.

LUCILE ANDERSON, high diver, has been re-engaged by the Barney Tassell Unit Shows for her second season there.

MR. AND MRS. HERBERT MORROW, Alabama Amusement Company, are visiting his parents in Huntsville, Ala.

DANNY DATA, former clown on United Exposition Shows, is now a brakeman on the Milwaukee Railroad.

MRS. AL KELLY DEAR, sister of Mrs. John Quinn, of World of Pleasure Shows, is convalescing in Grace Memorial Hospital, Detroit, after an operation.

WORLD OF PLEASURE SHOWS contracted for the midway at De Kalb County Fair, Auburn, Ind., reported John Quinn, shows' owner-manager.

HARRY J. FULTON pens from Salamanca, N. Y., that he will be with the Pioneer Shows, where Mrs. Fulton will work penny pitch.

Mr. and Mrs. Ray Wilson, Astoria, Ill., who was recently married to Robert Duncan Reid, Canton, Ill., has assisted her father and mother in management of the Wilson Shows for several years. Her husband is a fireman, first class, in the navy in the Atlantic.

MAGIC Empire Shows' headquarters have been established in Hot Springs, reported L. Opsal, and Owner-Manager A. Spheeris is preparing for an early April opening. Charles Knowles is contracting the route and Roy Goldstone, owner and manager of concessions, is readying for the season.

AFTER an absence of five years, Sid Chavanne and wife, Madame Judith, who plan to return to the road this season, will have the palmistry booth with Johnny Bejano's Side Show on the World of Today Shows. They are visiting his brother and sister, James and Louise Chavanne, in Muskogee, Okla.

GEORGE CAVANAUGH, mechanical superintendent, Lynch Exposition Shows, Halifax, whose wife resides at Truro, N. S., received word from his son, Lloyd, formerly his father's assistant but now a radio operator in the merchant marine, that he recently spent a leave in Los Angeles, with a tour of Hollywood.

IN New York on a buying trip, Le-Ola, to be with Al Tomaini's Congress of

**PENNY PITCH GAMES**  
 Size 46x48", Price \$25.00,  
 Size 48x48", With 1 Jack Pot, \$35.00,  
 Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price ..... \$12.00

**BINGO GAMES**  
 75-Player Complete ..... \$5.00  
 100-Player Complete ..... 7.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
 124-128 W. Lake St. CHICAGO, ILL.

**ASTRO FORECASTS AND ANALYSES**  
 All Readings Complete for 1944

Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00  
 Analysis, 3-p., with Blue Cover. Each . . . . . .03  
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 Forecast and Analysis, 10-p., Fancy Covers. Ea. .06  
 Samples of the 4 Readings. Four for 25c.  
 No. 1, 35 Pages, Assorted Color Covers . . . . .85  
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Policy.  
 1200 Dreams. Bound in Heavy Gold Paper  
 Covers, Good Quality Paper. Sample, 15c.  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-p. Well Bound . . . . . 25c  
**PACK OF 79 EGYPTIAN F. T. CARDS.**  
 Answers All Questions, Lucky Numbers, etc. 40c  
 Signs Cards, Illustrated. Pack of 36 . . . . . 15c  
 Graphology Charts, 9x17. Sam. 5c per 1000 \$6.00  
**MENTAL TELEPATHY.** Booklet, 21 P. . . . . 25c  
**"WHAT IS WRITTEN IN THE STARS."** Folding  
 Booklet, 12 P., 3x5. Contains all 12 Analyses.  
 Very Well Written. \$5.00 per 100; Sample 10c.  
 Shipments Made to Your Customers Under Your  
 Label. No checks accepted. C. O. D. 25% Deposit.  
 Our name or ads do not appear in any merchandise.  
 Samples postpaid prices. Orders are P. P. Extra.

**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO  
 Send for Wholesale Prices.

**HUBERT'S MUSEUM Inc.**  
 228 W. 42d Street, New York City  
 Open 1 P.M. Daily  
**WANT NOVELTY ACTS OF MERIT.**  
 State salary and all details in first letter.  
 Open all year round.  
**SCHORK & SCHAFFER.**

**FOR SALE**  
 Gallery Ammunition, four cases Winchester Long  
 Rifle .22 Gauge Stayless Lubricated Lead. Fresh  
 stock. Best offer gets it.  
**A. H. MORRIS**  
 R. D. 3, Latrobe, Pa.

**FOR SALE**  
 8 30 K.W., 5 35 K.W., 6 40 K.W., 1 50 K.W.  
 Gasoline Engine Generating Plants with Switchboard  
 and all Motors. All D.C. current, 110 volts.  
 \$45.00 per kilowatt.

**Illumination, Inc.**  
 38-10 Queens Blvd. SUNNYSIDE, L. I., N. Y.  
 Tel.: Ha-9-5512

**GOLD MEDAL SHOWS**  
 NOW BOOKING FOR 1944 SEASON  
 Address: OSCAR BLOOM, Mgr.  
 P. O. Box 32 Columbus, Miss.

**WANTED**  
 Frozen Custard Machine, complete; also Popcorn  
 and Boxes. Will pay bonus. Write  
**SHOWMAN**  
 BOX 1528 ALEXANDRIA, LA.

**FOR SALE FOR SALE**  
 Good condition. One Smith & Smith Chair-o-Plane  
 with steel fence, \$250.00. Also Ten-Car Kiddie  
 Ride, \$150.00. Owner in Army. Write  
**MRS. JOHN DENTON**  
 894 N. Broadway KNOXVILLE, TENN.

**HOUSE CAR**  
 Sturdy well-built home on wheels, mounted on  
 Ford A 1 1/2 ton chassis, 4 speed transmission, motor  
 practically new, dual wheels, fair tires, two rooms.  
 Not factory built. First \$500 cash gets it.  
**JOHN H. CANOLE** Altoona, Penna.  
 6th Ave. at 30th St. Phone 21241 or 5500 anytime.

**FREAK FOR SALE**  
 A five-legged Heifer Calf, four months old. Leg  
 fastened on back bone between shoulders is 22  
 in. long; hangs down side of neck.  
**MARY TEETERS**  
 Rt. 1, Box 286 GILROY, CALIF.



CORP. SAM L. SWAIN, who was inducted June 27, 1942, while with Tassell's United Shows, is now in New Guinea. His address is 33203270, APO 322, Care of Postmaster, San Francisco, Calif.

REMEMBER the last paper shortage—the folding kind?

CAPT. FREDDIE LEACH, off the road two years, writes from Lake Charles, La., that he will return this season with his Water Show and his three diving partners, having signed with the Lake Amusement Company.

RECENT bad weather delayed work in Elite Exposition Shows' quarters, Arma, Kan. Dutch Lash is remodeling his house trailer and Jim Horton is re-decorating his home. Bill Clark is doctoring an infected thumb.

CLAUDE AND LEONE BARIE, former girl-show operators now with Warner Bros.' Studio in Hollywood, attended a party in the Trocadero Cafe on Sunset Strip, given by Director Vincent Sherman and stars of the cast at the finish of a picture soon to be released.

BEN BRAUNSTEIN, publicity director and general representative of the Cetlin & Wilson Shows, who will leave Tampa for the shows' quarters in Petersburg, Va., March 24, has been on the staff of Sally Rand since the show closed in Florence, S. C., last fall.

T. W. (SLIM) KELLEY arrived in New York from a Florida vacation to pick up his side-show equipment stored in Lynbrook, L. I., and ship to the J. C. Weer Shows, in quarters in one of the Art Lewis buildings in Norfolk, Va., where General Manager Cash Wiltse has crews readying for opening in Norfolk April 3.

MORE agents on the staff the less we can learn about the route.

LOIS GEORGIA WILSON, daughter of



JOHN L. (SPOT) RAGLAND, widely known West Coast concessionaire with Crafts 20 Big Shows, is shown here winning the men's high-kicking contest at Regular Associated Troupers' Night in Florentine Gardens, Hollywood. While a number of members thought he should have been disqualified because the accompanying chorines had held him up, he denied the knock, declaring that he had supported the gals on their feet.

Oddities for the second season on the James E. Strates Shows, renewed acquaintances with Jessie Franks; Olga, bearded woman; Alexandria, Princess Nina, Jean Nadja, Bobby Kork, Francis-Francette, Albertina and Gene Eugene.

GAL SHOW operators' biggest worry. How to glamorize a girl past 50?

FRANK J. LEE, publicity director of Playland Park, San Antonio, covered the Washington's Birthday Celebration in Laredo, Tex., for The San Antonio Express, and he and Mrs. Lee were guests of Mr. and Mrs. C. N. (Pop) Hill. Hill is secretary and ride operator with the J. George Loos Greater United Shows, which did big business at the event.

RAY SWANNER, now general agent for John Howard's Museum, will leave it early in April to become manager of

**Before Light Plants**  
 REMEMBER when five different shows played the same lot within eight weeks and each paid for the erection of the same light poles?

\$21,000 in 16 weeks

This is the record of one BIG ELI WHEEL for the 1943 season. The owner explained to us that most of these weeks were Celebrations and Fairs. Many of the Fairs were of 3-day length (two fairs each week). In these busy times it pays to keep your BIG ELI WHEEL in good operating condition. REMEMBER: After Victory—more new BIG ELI WHEELS will be built.

**ELI BRIDGE COMPANY**  
 800-820 Case Ave. Jacksonville, Illinois

**BASEBALL PITCHING MACHINES FOR SALE**  
 TWO COMPLETE JETER BASEBALL PITCHING MACHINES AND BATTING CAGES, WITH ALL STORE FIXTURES. For demonstration see same thing in operation at my permanent locations; inquire for managers:  
 31 South Illinois Street, Indianapolis, Ind., Mrs. Grozins.  
 210 Main Street, Evansville, Ind., Mr. L. Oppenheimer.  
 220 South Orange, Orlando, Florida, Mr. W. T. Rowe.  
 For Information Write or Wire Owner,  
**J. W. EVANS**  
 P. O. Box 1532, Sarasota, Florida.

**OUTDOOR WIRE \$12.00 PER 1,000 FEET**  
 2 Conductor #18 gauge, used on army manuevers. Good as new.  
 1/3 deposit with all orders.  
**CROWN MACHINE CO.**  
 4521 Diversy Blvd. CHICAGO, ILL.

**RIDE MEN WANTED**  
 Foremen and Second Men to work around Chicago on Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Rocket. Top salary and good treatment. Truck drivers given preference.  
**CHICAGO RIDE OWNERS**  
 5617 S. Halsted Street CHICAGO, ILL.

**WANT TO BUY**  
 HALF INTEREST IN CARNIVAL.  
 Middle West preferred.  
**C. N. AYOTTE**  
 908 Birch Street SAGINAW, MICH.

FOR 1944 MISSOURI  
**AUTO LICENSES**  
 Write  
**C. J. BABKA**  
 1726A IOWA AVE. ST. LOUIS 4, MO.  
 Representative Missouri State License Bureau.  
 For all information pertaining to purchase of Missouri Auto, Truck and Trailer Tags for 1944. Chas. T. Goss now with Dodson's World's Fair Shows.

**HYALITE MIDWAY WANTS**  
 WHEEL FOREMAN, \$45 per week with \$5 bonus; Operator for Kiddie Auto; 15 Concession Agents for route into Dakotas and return. Opening March 15th, Bonham, Texas, uptown.  
 Write or Wire RAY STECK, Bonham.

**FOR SALE OR TRADE DOUBLE LOOP-O-PLANE**  
 Steel Fence and Booth. Make an Offer.  
**Robert Signor**  
 1161 Hudson St. GRAND RAPIDS, MICH.

**WANTED**  
 Will pay cash for No. 5 Eli Wheel and Octopus. Will book Chairplane. Opening last of April in Maryland. Ride Help wanted, also Agents for Stock Stands.  
**JOHN KEELER**  
 115 N. E. 71st MIAMI, FLA.

**GREAT SUTTON SHOWS NOW BOOKING**  
 SHOWS, RIDES AND CONCESSIONS. WHAT HAVE YOU?  
 P. O. BOX 304 OSCEOLA, ARK.

**28 FOOT FLEET WHEEL LIVING TRAILER**  
 Good pre-war tires. Perfect condition inside and out (not a bunch of junk). Must sell. What is your offer?  
**JOHN CANOLE**  
 6th Ave. at 30th St. ALTOONA, PENNA.  
 Phone 21241 or 5500 anytime.

**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

**MATTHEW J. RILEY ENTERPRISES**  
**WANT** Merry-Go-Round and Chair-plane Foremen. Help in all departments. Concession Agents of all kinds. Particularly legitimate Grind Stores. SHOWS OF MERIT—Glass House, Girl Show.  
**MATTHEW J. (Squire) RILEY**  
 P. O. Box 3302 MIAMI, FLA.

**WANT TO BUY FOR CASH PHOTO GALLERY**  
 Please state all in first letter—condition, price, size pictures same takes and if it can be seen in operation. **ALSO WILL BUY SEVERAL "SMILE-A-MINUTE ENLARGERS.** Address: BOX 327, Care Billboard, 390 Arcade Bldg., St. Louis, Mo.

**TURNER BROS.' SHOWS**  
 7 Rides—25 Concessions—6 Shows  
**WANTED**—Second Men on all Rides, Truck Mechanic, Cigarette Shooting Gallery, String Game, Ball Games, Hoopla, Hi Striker, Candy Floss, Candy Apples or any legitimate Stock Concessions. Can place Shows with own transportation. Show is contracted to play route of proven spring dates.  
 Address: Petersburg, Ill.

**COLEMAN BROS.' SHOWS**  
 Opening Early in April.  
 Want Shows—Monkey, Ice, Midget, Fat Girls, Penny Arcade, any New or Novel Show, Pit or Platform; have outfit for same. Foremen for Rides, Drivers for Semis, Help in all departments. Long season, good wages.  
**Thos. J. Coleman**  
 508 Main St. MIDDLETOWN, CONN.

**BAKER'S GAME SHOP**  
 CARNIVAL AND PARK GAMES  
 2907 W. Warren Ave. Detroit 2, Mich.

**WILSON FAMOUS SHOWS**  
**WANT**  
 Concessions, Shows and Rides that do not conflict with what we have. Foremen and Ride Help on all Rides. **JACK SCANLAN**, write. For Sale—16 Seat Chair-o-Plane in A-1 condition, complete with Eli Motor, Fence, Ticket Booth and 1 1/2-Ton Truck; all for \$1,000.00 cash. 40 Arcade Machines for sale. Will buy 25 K.W. Transformer.  
 Address: Astoria, Ill.

**J. F. SPARKS SHOWS**  
 Now Booking Season 1944  
 Shows and Concessions. Exclusive Cookhouse. Ride Foreman and Help wanted.  
 311 Westover Drive, Birmingham, Ala.

**NOTICE**  
 ALL OLD EMPLOYEES CONTACT AT ONCE: ROY BABBETT, W. C. DAVIS, RED AND OTHERS. ALSO GOOD OPENINGS FOR COMPETENT COOK HOUSE HELP.  
**R. C. MILLS, ROYAL AMERICAN SHOWS**  
 P. O. Box 223, CARUTHERSVILLE, MO.

**WANT**  
 Operators for Tilt-a-Whirl, Roll-o-Plane, Octopus and Ferris Wheel. No tear downs. Come on, don't write. Long season.  
**J. W. LAUGHLIN—PLAYLAND PARK**  
 9201 S. Main Street HOUSTON, TEXAS

**Hey! WLB!**  
 "YOU'VE been around me for three seasons and should now know the biz," said a side-show owner to an attache. "Your salary will not be \$10 per week but \$11 per week this year—but I'll expect you to do the cooking."

the Ellman Shows, which will open in Milwaukee about May 1. He returns to the show after an absence of three years. The Ellmans, having purchased W. E. West rides, shows and equipment last fall, will add them to their line-up.

SIXTEEN men are now in the crew at quarters of the Virginia Greater Shows, Suffolk, Va. George Berman, Pennsburg, Pa., informed show that three trucks will be ready for shipment to quarters soon. Lloyd Phillips is no longer connected with the working crew. General Manager Rocco Masucci was ill for a few days in his hotel. Visitors included Mrs. Wallace Goodrich and Kenny Moore.

MRS. GERTRUDE BENGGE, secretary and treasurer, reported from Springfield, Mass., that the Bengge United Shows would open about April 24 near Springfield, Manager Bengge to have the equipment shipped from winter quarters in Macon, Ga. He will leave on a booking trip to New Jersey and Pennsylvania, the show to play in New England until the fair season.

JOHN HOWARD MUSEUM, after a five-week stand in Oklahoma City to big business, made an 800-mile jump to Nashville, Tenn., and opened there February 13 to the biggest day's business ever registered by the troupe. Show carries 14 acts and annex attraction. Ray Swanner, general agent, has arranged a route for the season under canvas, to open in May.

DUCAT seller put "orator and money changer" on his occupational questionnaire.

SEASON'S opening of the Joseph J. Kirkwood Shows will be in Baltimore early in April, reported Louis G. King, press agent. General Manager Ralph Decker is readying the shows in quarters in Poughkeepsie, N. Y., for a tour in New York, New Jersey, Pennsylvania, West Virginia, Maryland and North Carolina. Two free acts, concert band and fem vocalist will also be carried.


MR. AND MRS. BUD MUNN returned to Austin (Tex.) Amusement Park after spending two months in McAllen, Tex., and attending the wedding of their son, Sgt. Bernard (Buddy) Munn, formerly with Golden Belt Shows and Byers Bros.' Shows, to Pfc. Celia Cella Santos, Provincetown, Mass., in our Lady of Sorrows Church February 9. The newlyweds, honeymooning in Monterrey, Mex., are stationed at Moore Field, Mission, Tex.

JOE SORENSEN'S Hollywood Show, after seven weeks of good business, continues at the Broadway location, St. Louis. Line-up comprises Walker and Cozy, musical and mental; Richard Doolin, vent and juggling; five dancing girls under direction of Sigrid Sorenson, in which Sally Bennett is featured and Virginia Evans uses a 7-foot python in her dance. Slim McCoy is enlarging his fish-bowl illusion.

R. C. PARRIS has been engaged as special representative and R. McDonald as business manager of Hedrick's Gayway Shows, Parris reported. Manager Fred Hedrick returned to quarters in Winston-Salem, N. C., from Waverly, N. Y., where he purchased a Merry-Go-Round from Mickey Percell. A Chair-o-Plane was bought from L. C. McHenry in Gastonia, N. C. Quarters work is under way for an early April-bow in North Carolina.

IN quarters of the United Liberty Shows, Bloomington, Ill., a crew is rehabilitating equipment, reported Loren Clarke, press agent. Several truck bodies are being rebuilt. All trucks are being repainted, color scheme being red with yellow lettering. A concrete garage four miles from town is being used as a carpenter and paint shop and three buildings are being utilized by the show. Ken Murray, owner-manager, has been booking fairs and celebrations.

NOTES from Roy B. Jones, manager Kortess World's Fair Museum, Los Angeles: Over 1,200 show people have signed a guest book since opening Feb-

**"First Things First"**  
 Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.  
 At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.  
  
**POWERS & CO.**  
 MANUFACTURERS OF  
**CANVAS GOODS**  
 PHILADELPHIA, PA. CHICAGO, ILL.

**EYERLY RIDE OPERATORS**  
 Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE  
 World's Most Popular Rides  
 • Operate Slowly • Keep Well Oiled  
 • Operate Carefully • Keep Nuts and Bolts Tight  
**EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON**

**BILL HAMES SHOWS, INC.**  
 Opening the Regular Season at the  
**FORT WORTH FAT STOCK SHOW, MARCH 10**  
**WANT WANT WANT**  
 Legitimate Concessions of all kinds. Ride Help. Ticket Sellers for 5 Shows. Lecturers and Acts for Side Show. All useful Side Show People write to Joe Darpel. All others address  
**BILL HAMES SHOWS, INC., P. O. Box 1377, Fort Worth, Texas**

**LOROW BROS. WANT**  
**For ROYAL AMERICAN SIDE SHOW**  
 Freaks and Working Acts. All people with us last season contact us immediately. Ticket Sellers and Workingmen, we pay top wages.  
 LeRoy Smith, Bob Wallace, Armless Wonder, Imitator, Hill Billy Band, Scotch Band—anything that is new and can put on an act with a little pep, we can use you! Already have some of the best acts in show business, but can always use more if they are good. Also want Man to take complete charge of 46,000,000 candle power Searchlight and Generator. We open third week in April. Close season third week in November. Will positively show in Florida next winter.  
 Address mail to LOROW BROS., 610 N. E. 87th Street, Miami, Florida

**WANTED QUICK WANTED QUICK WANTED QUICK**  
**FOR LONG SEASON OPENING APRIL 1**  
**DODSON'S WORLD'S FAIR SHOWS**  
 ("The NEW and MODERN ARISTOCRAT OF MIDWAYS")  
 CAN PLACE SPITFIRE (will furnish wagons for same). RIDE HELP FOR ALL MAJOR RIDES, TRAIN POLERS, CHALKERS and GENERAL TRAIN HELP. ATTRACTIVE GIRLS FOR FINEST MUSICAL REVUE UNDER CANVAS. DANCERS, ENTERTAINERS AND NOVELTY ACTS. MUSICIANS FOR 20-PIECE WHITE BAND. WORKINGMEN IN ALL DEPARTMENTS. REPORT TO QUARTERS NOW! LONG SEASON. HIGHEST SALARIES PAID BY ANY SHOW AND UNEXCELLED TREATMENT. ALL ADDRESS:  
 M. G. DODSON, General Mgr., DODSON'S WORLD'S FAIR SHOWS  
 P. O. Box 216, Beaumont, Texas

**BEE'S OLD RELIABLE SHOWS, INC.**  
 For Season Opening April 6  
 Want Foreman and Working Men on all Rides. Will book or buy Rocket or any Ride we do not have; must be in good condition. Shows—Want Girl Show, we have new top and banners. Want Snake Show and Side Show or any Show we do not have. Kid Simmons wants to hear from Wrestlers and Boxers; Rough House Nelson, Sam Hyson and others, write at once. Concessions—Want Agents for office Concessions. Want to buy for cash complete Arcade, or will buy one to 100 Machines. Balls for Ball Games, Slum in job lots, Cork Guns, nine or ten-foot Sidewall, Swagger Canes, other Canes, or what have you? Will buy a few more complete Concessions. Will book Novelty, Jewelry, Name on Ribbon and Snow. No other wanted. Paul Hubbard, Owen Frances and others that worked for us last year, write. **BEE'S OLD RELIABLE SHOWS, INC., BOB SICKELS, MANAGER,** R. F. D. #1, Winchester, Ky.

# CAVALCADE OF AMUSEMENTS

WE WILL EXHIBIT AT THE FOLLOWING STATE AND MAJOR FAIRS AND CELEBRATIONS:

Red River Valley Centennial, Grand Forks, N. D.  
 North Dakota State Fair, Minot, N. D.  
 Minneapolis Annual Aquatennial, Minneapolis, Minn.  
 North Montana State Fair, Great Falls, Mont.  
 Midland Empire Fair, Billings, Mont.  
 Sunshine Camp Celebration, Butte, Mont.  
 Nebraska State Fair, Lincoln, Nebr.  
 Kansas State Fair, Hutchinson, Kansas  
 New Mexico State Fair, Albuquerque, N. M.  
 Panhandle-South Plains Fair, Lubbock, Texas  
 Tri-State Fair Committee, Amarillo, Texas  
 American Legion Cotton Show, Waco, Texas  
 —and a capable route of other good dates—

Will finance any Show of merit. Persons with new and novel ideas will be considered, so let us hear from you. McCluskey, please write.

Will book meritorious Side Show; also complete Drome, or will furnish our own Drome to capable producer. These must be in keeping with our other attractions, as we want the best.

Will pay top prices for Kiddie Auto Ride, Fly-O-Plane and Hey Dey if in good shape.

Can place Help in many departments. Need Foremen for Spitfire, Merry-Go-Round and Caterpillar; Tractor Drivers; Blacksmith (Wiley Hale, write), Pianist for Midget Show (Ward Caldwell, write), Scenic Artist (Ed Breckenridge, write), Cookhouse Help of all kinds, including Cooks and Waiters. Other useful people write. Ride Help, address John (Tiny) Dempsey.

Trainers, Polers and Chalkers, write P. J. McLane.

Winterquarters now open at 20th and State Streets, East St. Louis, Ill. We pay top salaries in keeping with the times, but we must have reliable people, as we are building for the future and want a permanent organization.

## CAVALCADE OF AMUSEMENTS

Al Wagner, Sole Owner Milton Morris, Gen'l. Mgr.  
 P. O. BOX 69 EAST ST. LOUIS, ILLINOIS

ruary 4. Charles LeRoy, floor manager and magic, is promoting sale of War Bonds and Stamps by appearing in benefit shows. Bob Wallace, man of 1,000 faces; Baby Betty, fat girl, and Shackles, handcuff king, were guest artists at Victory House, Pershing Square. On the bill were several noted entertainers and film stars.

HOUSE TRAILER women's clubs are a cross between backbiting and camouflaged etiquette.

ROBERT KOBACKER, who visited quarters of Turner Bros.' Shows, Petersburg, Ill., last week, left contracts for some good spots for early spring. Ray Turner purchased a 24-foot Gilder house trailer. The Turners and Jack Price, show publicity director, were complimented on appearance of the newly painted office wagon used in the Fourth War Loan drive in Petersburg, and citizens declared it was largely responsible for the quota going over the top by more than \$75,000.

COMING to the aid of kids using two open-air skating and hockey rinks in Halifax, N. S., was Owner William P. Lynch, Lynch Exposition Shows. When he found that lighting was sorely needed at a school rink he loaned some of his lighting equipment, including wiring, poles, lights and shades. When another rink was established in another section of Halifax and lighting became a major problem, Lynch donated use of floodlights. Equipment will not be taken back to Lynch quarters until the skating season ends late in March.

SUPERVISING construction of a cookhouse in Halifax, John Goldie and Len Dryden have been handicapped by scarcity of dry lumber and, despite a tour of the Atlantic Provinces, could locate only green lumber. While at St. John, N. B., the concessionaires were entertained by J. Eldon Wilson, carnival vet, at a dinner attended by numerous outdoor showmen. Dryden visited his son in the Canadian army at St. John. Regardless of the most severe lumber scarcity in history, the cookhouse will be ready for opening of the season.

MR. AND MRS. JOHN T. HUTCHENS, of Hutchens' Modern Museum, are on their farm, seven miles southwest of Cassville, Mo., where they have spent the winter. He has been busy with some building and tending 25 head of cattle. Mr. and Mrs. Harold Eutah, Tivoli Shows, stopped for a short visit en route to Joplin, Mo., from Hot Springs. After an illness of three weeks, Mrs. Hutchens has recovered. On a business trip to Joplin, Mo., the Hutchens visited with

### Reward

THERE is generally plenty of praise for the show that carried it but suddenly let it go. But the guy who never had it gets no credit.—COLONEL PATCH.

William Snapp and Jack Downs, of the Snapp Greater Shows.

A PARTY in Tampa was tendered to Fritz Huber, one of the Sensational Kays, last season free attraction on the Cetlin & Wilson Shows. In the navy as a seaman, first class, he was in Tampa on furlough from the Samson (N. Y.) base. Among those attending the party in Danny and Doc's Jewel Box night club were Miss Bobbie, of the Mansion Circus Side Show; Miss Edith, of the Sensational Kays, now working in a Tampa defense plant, and Ben Braunstein, personal manager of Sally Rand, who will open in the Jewel club March 2 for a month.

MRS. IZZY CETLIN has been sojourning in Miami and was joined by Mr. and Mrs. Jack W. Wilson. Mrs. Ada Cowan, wife of Bill Cowan, business manager of the Cetlin & Wilson Shows, has been hostess to many visitors in the new home of the Cowan's. Mike Roman, of cookhouse note, who purchased a new arcade, has booked it on the Cetlin & Wilson Shows, which will again open in Petersburg, where they have wintered for the past six years. Bill Hartzman, show secretary, has been in quarters all winter, with a few short visits to Baltimore and fair meetings. Izzy Cetlin has been supervising all construction in quarters.

DOC EDWARDS reported from Richmond, Ind., that Mr. and Mrs. Edwards had bought several concessions from Owner Boyd, operator of a pet shop in Indianapolis. Skinny Scarrett and Thomas Edwards, who returned from a trip south, are working on concessions which they will have with Geren's United Shows. Bertha Edwards, who has recovered from an illness, will have two concessions on Geren's show, with Josie Hall also operating one. William Lamb, former agent of the W. S. Curl Shows, visited the Edwardses while doing promotional work. Capt. Billy Sells is rushing new equipment for opening with the Geren shows.

HYALITE MIDWAY notes from Bonham, Tex., by Ray Steck: Work in quarters was completed before Christmas and help has been arriving almost daily. New (See MIDWAY CONFAB on page 57)

### NOTICE SHOWMEN

### NOTICE RIDE OWNERS

### NOTICE CONCESSIONAIRES

## The 1944 Fair and Celebration Route of the Sunset Amusement Company

Opening Saturday, April 29, at Excelsior Springs, Mo., followed by cities in Missouri, Kansas, Iowa and Illinois.

IOWA'S BIGGEST AND BEST JULY 4TH AT RED OAK

**FAIRS IN ILLINOIS** Morrison, Oregon, Kingston Mines, Carthage.  
**FAIRS IN IOWA** Indianola, Keosauqua, Northwood, Decorah, Monticello.  
**FAIRS IN MISSOURI** Monroe City, Marshall and 3 more pending.  
**SHOWS**—Want Monkey Show, Unborn, Fun House, Geek or any Show with own transportation and equipment except Athletic or Girl Shows. Want party to take over our equipment for 2 Girl Shows.  
**RIDES**—An excellent season with the above route for any ride owner wanting to book a Chair-Plane, Roll-o-Plane, Loop-o-Plane or Ponies.  
**CONCESSIONS**—Want Diggers, Fish Pond, Pitch-U-Win, other 10c Slum Stores. We have Photos, Corn Game, Pop Corn, Cookhouse and enough Ball Games, Pitches, Percentage and Wheels.  
**HELP:** Want on account of draft reclassifications Foreman for Tilt and Ferris Wheels. Must drive tractor-trailer. Helpers for other Rides.  
 W. Q. at Excelsior Springs, Mo. Address Correspondence:  
 P. O. BOX 468, DANVILLE, ILLINOIS.

## COOK HOUSE HELP

For HENNIES BROS.' SHOW

WANTED—Cook and Counter Men, Homer and John Morgan, with good salaries and short hours. Show opens the middle of March. Communicate with GUS BETHUNE, Hennies Bros.' Shows, Box 1045, Birmingham, Ala.

## J. L. JOHNS WANTS For GAY WAY SHOWS

Opening Crestview, Fla. (Eglin Field), March 4.  
 Useful People in all departments. Concessions that work for stock. No exclusives. Have good proposition for man to take charge of Monkey Show; also Fun House and Snake Show Operators. Playing Proven money spots. Long, pleasant season; short jumps. All address:  
 GAY WAY SHOWS, Crestview, Fla., 'til March 11.

## ★ INSURANCE ★ CHARLES A. LENZ

"THE SHOWMAN'S INSURANCE MAN"

A1338 INSURANCE EXCHANGE

CHICAGO

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

### Wagner Cavalcade To Play Minn. Aqua

MINNEAPOLIS, Feb. 26.—Al Wagner's Cavalcade of Amusements has been booked to play Minneapolis during the 1944 annual Aquatennial Festival here. Deal was closed by Robert L. Lohmar, general representative, assisted by Pat Purcell and Tom Hastings, Aqua head.

### Canadian Season Promising

ST. JOHN, N. B., Feb. 26.—Scarcity of locations in the Eastern Provinces is forcing postponement of indoor fairs and bazaars until curling and skating hockey rinks are available in April. Stores which were vacant for some years and could be rented are now being used for housing families because of concentration of people in war-industry towns. A big run of indoor events is predicted from mid-April until mid-November. Last year was notable for indoor fairs and bazaars in the Eastern Provinces in number and financial success.

MEXICO CITY.—Eight cities held fiestas in February and showmen and concessionaires reported large takes. Cities are Vera Cruz, Campeche, Jalapa, Mazatlan, Merida, Orizaba, Cordoba and Acapulco. Big attendances were largely due to special railroad excursions and the federal tourists department's republic-wide advertising.

### S. F. Doings in Making

SAN FRANCISCO, Feb. 26.—Several promotional events being in the making here for summer and fall. Art Craner reported that he would soon begin work on a radio, mail and street sales campaign to be climaxed with a two-week outdoor show about the middle of June. It is said auspices will be a nationally known war service agency.

### Ride Men for Parks

Have good year around proposition for reliable man in Park, Flint, Mich., and Dayton, Ohio. No tear down, no truck to drive. Top salaries. Tilt-a-Whirl, Roll-o-Plane, Ferris Wheel, Loop-o-Plane, Kid Auto, Kid Ferris Wheel. Can also use Ride Operators in Riverside Amus. Park, Indianapolis. Will operate Rides on the road after war is over. All men with me before write. Red Campbell, Tex Fetta, Sailor Evans, Bill Evans, write.

CLIFF THOMAS

2447 E. Washington St. Indianapolis, Ind.

### WILL PAY

\$10.00 each for Cork Gallery Gums. Address:

JACOB PRYOR  
 SELMA, ALA.

### WANT COOKHOUSE HELP

All departments. Short hours, good treatment. All former help, write.

BOB THOMAS

Care World of Pleasure Shows  
 100 Davenport Detroit 1, Mich.





# BADGERS GOING ALL OUT

## WFA Plants In Line for a Face Lifting

**Breeders' future considered at sessions—depleted horse supply stressed**

SANTA BARBARA, Calif., Feb. 26.—Western Fairs Association's annual meeting here February 16 and 17 having gone on record favoring immediate action in getting fairs started and not waiting for post-war activities to open, need for fairs was voiced by President E. G. Vollman, secretary of San Joaquin County Fair, and by James Thorpe, State Assemblyman, who declared now was the time to rehabilitate fairs and their plants to secure livestock breeders of a future in the area.

Col. F. W. Koester, commanding officer of the Army Remount Depot, San Mateo, Calif., told the 200 delegates, alternates and guests from the five Western States in the WFA that the horse industry during the post-war period will be charged with the task of replenishing war-depleted horse resources. He urged the secretaries to encourage and guide horse breeders. He suggested that more classes for small local exhibitors be added, that breeding classes be limited to registered livestock, addition of more general utility horse classes, increase in classes for thoroughbreds and encouragement of colt raising among farm youths.

### 10 Per Cent To Operate

Vollman reported that San Joaquin County Fair directors had voted to operate this year. Ralph Brown, Sonoma County Fair, Santa Rosa, said it was possible that it would throw its hat into the ring when activities of the convention were reported to directors. Santa Maria and Bakersfield are expected to join in the program, with others following. Of the 62 fairs in the State, it was estimated that over 10 per cent would be operating before the end of the year. If 20 per cent come in this year, practically every fair, with the pos- (See To Revamp WFA Plants on page 49)

## Push Pomona Plans; Death Toll Is Heavy

POMONA, Calif., Feb. 26.—Altho war and death have reduced staffs of Los Angeles County Fair here, there will be immediate preparations to hold a fair at the earliest possible date following the war. Officials are looking to post-war possibilities with a view of enlarging its scope and facilities. C. B. (Jack) Afflerbaugh, secretary and manager, and B. Chaffey Shepherd, treasurer, are the only two of the organization remaining in the association's office. Remainder are scattered, but most of them near here and available when needed.

At a recent meeting of the officials, at which all officers and directors were re-elected for another year, mention was made of the death of several men who have for many years been closely associated with the fair.

Lindsey M. Mills, well known among racing and show horsemen in Southern California, and who was in general charge of that end, died earlier in the year. Ed Blakesly, at first in charge of midway concessions and later connected with the pari-mutuels, died suddenly of a heart attack here. He was serving as a civilian guard for the army on the fairgrounds. Ed Weber, in charge of programs for races and night horse show, died recently at his home in Los Angeles. Robert Farr, for years superintendent of the rabbit show, died recently at his home in Burbank.

**WATCH THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.**

## Milwaukee Sets Full War Co-Op

MILWAUKEE, Feb. 26.—A program of close co-operation with war agencies will again feature Wisconsin State Fair here, said Manager William T. Marriott. The 1944 theme will be, "Aiding a State and Nation at War," with exhibits, premium lists and every facility given to this purpose. Work will start soon on Junior State Fair and State Fair premium books. In agricultural departments increased production and improved quality will be stressed.

Superintendents of open-class departments are: Livestock sanitation, Dr. V. S. Larson, Madison, chief, division of livestock sanitation, State department of agriculture; draft horses, Harvey Nelson, Union Grove; cattle, Burlie Dobson, Lancaster; sheep, R. E. Fisher, State department of agriculture; horticulture, E. L. Chambers, State department of agriculture; farm crops, Carl J. Ritland, Chipewa Falls; poultry, C. Howard King, State department of agriculture; fur show, Bruno J. Delsman, Hartland; bees and honey, James Gwin, State department of agriculture; Little Theater, Gwen Stenehjem, Madison, Wisconsin College of Agriculture; dairy goats, Clem Weiss, Waukesha; dairy, A. T. Bruhn, Madison, chief, dairy division, State department of agriculture; home economics, Mrs. Milton Koegel, Milwaukee; Mrs. Fred Rust, West Allis; art department, A. N. Colt, Madison; gates, Fred Young, Madison; grandstand, C. Healy Powell, Milwaukee.

WAUSAU, Wis.—Mr. and Mrs. Walter Mills, owners and managers of the Mills Troupe, high wire, who have operated an ice rink on Marathon County Fairgrounds here, reported big business nightly, with capacity on Saturdays and Sundays. Hockey, fancy skating and masquerades were featured. On February 13 an Ice Carnival drew 3,500, admission being by purchases of War Bonds and Stamps sold in schools by pupils. Sum of \$10,000 was netted in the Fourth War Loan drive. Bleachers were occupied by buyers of War Stamps and reserved seats were for those who bought War Bonds. Lighting effects were striking and a background of evergreen trees was furnished by the city.

DES MOINES.—Audubon (Ia.) County Fair board was praised by State War Man-Power Director George Haskell for its co-operation in changing 1944 fair dates when informed by the man-power commission that original dates conflicted with a crucial production period of Audubon Canning Company and might result in a serious labor shortage at the plant.

## Pattern for Coast Operation Ties in With Victory Aims

By JULIAN A. MCPHEE

Chief of State Bureau of Agricultural Education and president of California State Polytechnic told Western Fairs Association in Santa Barbara February 16 and 17 his version of reasons why fairs in the State should be resumed.

EVERYONE concerned with agricultural fairs in California has one major objective—the winning of this war as quickly and completely as possible. No one should consider for one instant any plan or activity which would in any way interfere with the production of wartime goods or the conservation of wartime energy. We are equally concerned with preserving the American way of living. We have carefully protected public school education, free speech, individual initiative and investment and natural resources. We have endeavored to keep the kind of a nation from which our armed forces have gone, so that they will have something to return to of their own understanding and appreciation.



C. B. (JACK) AFFLERBAUGH, secretary-manager of Los Angeles County Fair, Pomona, Calif., who is holding down the association's offices in line with directors' desires to resume the annual in wider scope as soon as possible after the war. Recent reelection of officers brought out that death has claimed several men closely associated with the fair for many years.

## Centen for Florida Marks Time in War

NEW YORK, Feb. 26.—Word has come that the projected Florida Centennial, to have been held in 1945 in commemoration of the entrance into the union of the State, will not be held next year, according to La Monte Graw, chairman of the centennial commission.

He has been working on the event for the last three years and was instrumental in having the Legislature appropriate \$35,000 for preliminary expenses, which fund was tied up by the governor when this country entered the war. All present legislators favor the centennial, as does the governor, but it is pointed out that none of these State officials can commit himself for a future date until after election.

As manager of Miami Chamber of Commerce some years ago, an authority on State affairs and a top-notch legislative counsel in Florida a number of years, Floridians are said to be confident that Graw will put over the event when the time is ripe.

## Wis. To Have 76; Secs Push Bonds, Plans

### Bookers Hold to Par

MILWAUKEE, Feb. 26.—All except two of Wisconsin's 78 fairs will be held this year, it was announced by J. F. Malone, secretary of Wisconsin Association of Fairs, at the 37th annual meeting in the Hotel Schroeder here February 22-24. Meet was well attended and optimism prevailed. Attractions people, on hand in force, reported contracts signed were on a par with last year's.

Secretary Malone reported that, while there were fewer exhibits than usual in 1943, the fairs were financially successful and there was a general sentiment for their continuance. Program, which covered a wide range, was highlighted by discussions on the necessity for making a better showing in War Bond sales this season and need of concrete post-war planning. On both topics the association went on record as favoring greater and better planned efforts.

At the opening Tuesday President A. W. Kalbus reviewed activities in 1943 and Secretary Malone gave illuminating figures on exhibits and war activities. In 1943 seven fairs sold more midway space than in 1942 and 33 fairs sold less. In spite of the large number having less space, 23 fairs reported more revenue than in 1942. Increase, it was stated, was due mainly to raises in prices charged for rides and other attractions. Sixteen fairs reported more attendance (See Wis. Plans 76 Fairs on page 58)

DETROIT.—Taxes on proceeds of the race track on Michigan State Fairgrounds here have gotten into politics. Mayor Edward J. Jeffries Jr. asked the Detroit city council February 7 for a 3 per cent tax on pari-mutuel betting. This action followed that of Gov. Harry B. Kelly in opposing the city's plan to get part of the State tax raised by this or other means, followed by introduction of the Higgins bill in the present special session of the Legislature, which would ban the city from getting any such share, and even from getting a payment for providing water and police service, according to present interpretation. Jeffries asked for the local 3 per cent tax in a move to test legality of the counter-proposals of the State government.

## ALABAMA STATE FAIR BIRMINGHAM

WEEK OF OCTOBER 2

For CONCESSION SPACE

Address ALABAMA STATE FAIR 155 N. Clark St., Chicago, Ill.

## MINNESOTA STATE FAIR

The Minnesota State Fair Board will hold a meeting at 10:00 A.M., Thursday, March 9, at the Radisson Hotel in Minneapolis for the purpose of purchasing Grandstand Attractions, Advertising Material, Premium Ribbons, etc. Representatives of interested firms are invited to present their proposals.

1944 FAIR DATES — AUG. 26 TO SEPT. 4 — TEN DAYS  
RAYMOND A. LEE, St. Paul, Secretary

# Gates Soar, North and South

## Polack Grosses 50G in Cincy

CINCINNATI, Feb. 26.—Concluding its nine-day run here tonight in Taft Auditorium, Polack Bros.' Circus, Shrine auspices, grossed about \$50,000, reported Louis Stern, co-partner of the show. Attendance was 25 per cent ahead of last year's. As was the case last Saturday, the show again gave three performances today, two in the afternoon.

Monday morning, clowns and several acts entertained crippled children at Condon school. Following the Thursday night performance, the Shriners staged a party for the showfolk in the Gibson hotel.

## Cleveland Grotto Biz Continues Big

CLEVELAND, Feb. 26.—Off to a good start at the opening performances, Orrin Davenport's Grotto Circus in the Arena here settled down to fair crowds in mid-week due to excessive cold weather and hallstorms and boomed over the top for the week-end. Last Friday night house was a turnaway, with Saturday matinee and night capacity. After Sunday lay-off show started again with capacity house Monday night, and Tuesday matinee was a turnaway. Thousands of general admission ticket holders could not get into the building and special windows were opened, where they exchanged their tickets for other days. Advance sale for remainder of the engagement was big.

Performing in the big web display, Ruby Haag fell 15 feet to the concrete floor Monday night when her swivel (See *Cleveland Grotto Big* on page 59)

## Fine Start for HM in Milwaukee

MILWAUKEE, Feb. 26.—The Hamid-Morton Circus, Shrine auspices, which opened here Monday and ends tomorrow, had big matinees and very good night houses the first two days despite bad weather. Bob Morton is director and general manager, and Omer J. Kenyon, general representative. The latter handled the advance ticket sale, banners and the program, the banners being the largest in number the show ever had here. Ticket sale (advance) was far ahead of last year.

Principal acts include Ed and Jennie Rooney, premier trapeze performers; (See *HM in Milwaukee* on page 59)

## Second Annual Police Show for Wichita, Kan.

WICHITA, Kan., Feb. 26.—Second annual Police Circus, with Hamid-Morton furnishing the acts, will be held March 11-18. Charles Boileau, old-time circus man of Philadelphia, recently celebrated his 100th birthday anniversary. His great grandson presented him with a model circus wagon.

Whitey and Mary Thorn are on Arthur Bros.' Circus, in charge of Mrs. Laura An- (See *Wichita Police Show* on page 59)

## Fire Destroys Morales Show

MEXICO CITY, Feb. 26.—Fire caused by explosion of a gasoline lamp destroyed the Circo Morales, a small Mexican circus, while it was playing Charcas, San Luis Potosi mining town, recently. No one was injured, but tents, wagons and props were lost. City authorities allowed the performers to stage a special benefit show with improvised props and some borrowed mules, horses, burros and dogs to raise enough money to move on.

**DON'T FORGET TO LOOK FOR YOUR NAME IN THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.**

## Wirth Has Big Jamaica Date

NEW YORK, Feb. 26.—Frank Wirth's 4th Regiment Victory Circus at the Jamaica Armory, which opened last Saturday and closed tonight, played to big crowds and had turnaways. Seating capacity is about 10,000. The ticket lines have formed about eight blocks long. There were excellent radio tie-ups on national hook-ups with Adalade Hawley and the Bessie Beatty programs. It is expected that the gross will run over \$100,000, reported Wirth.

The program: Captain Engerer's lions (on opening night Engerer was clawed by a lion, with all newspapers playing up the story); Flordelina, wire; Roberta's Pony Circus; Happy Spitzer's mule; Charles Duo, skaters; Great Arturo, high wire; Montes de Oca, trampoline novelty; Great Albanis, motorcycle sensation; Joe Greer's horses, making their first New York appearance and creating a sensation; Great Cahill and Don Dorsey, cloud-swimming numbers; Snyder's bears; Ernie Wiswell's Funny Ford; Francisco and Delores, perch; clowns, Billy Potter, Bert Turner, Hip Raymond, Herb Taylor Trio and Frank Saluto, with Bessie Costello as lady clown. Tanit Ikao was the concert attraction, presented by Mack Kassow.

## RB Will Pass Up DC Till Fall Dates; V.-P. Haley Confers

WASHINGTON, Feb. 26.—James A. Haley, first vice-president of the Ringling circus, spent several days here this week conferring with Melvin D. Hildreth, officials of the Office of Defense Transportation, Treasury Department and others.

Washington, which has always been a spring town for the Big One, will this year not see it until late fall.

## Donovan on Nine Trucks

WACO, Tex., Feb. 26.—Donovan Bros.' Circus will open its outdoor season March 15, moving on nine trucks. Big top will be a 70 with three 30's; side show, a 50 with two 20's. Menagerie will be in the kid show. Trucks are being painted white, trimmed in red and lettered in blue. Harry Fitch will do the adjusting.

## Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

WINTER'S racing.

MAUDE, lead bull of Ray Bros.' Circus, died in Galveston, Tex., February 16.

DON DORSEY, with the Frank Wirth Circus in Jamaica, N. Y., will play Binghamton, N. Y., and Montreal theaters with his trapeze act.

JAMES DEWEY, agent for Mills Bros.' Circus, was in Chicago on business last week.

MOST fevered prayer is by a ducat seller who has just had a four-buck walk.

MR. AND MRS. LEONARD KARSH, formerly of Cole Bros.' Circus, were Chicago visitors last week.

SHORTY BYRD, novelty man, while in Cincinnati last week, called at *The Billboard* offices.

PRESENTING two acts, Bassett and Bailey have signed with Donovan Bros.' Circus.

DOWN-at-the-heel showman (to Side Show manager), "Do you recognize trouper?" "Without any difficulty," replied the manager.

## Records Broken By HM in Memphis

MEMPHIS, Feb. 26.—The Hamid-Morton Circus, which closed February 17 at the Municipal Auditorium, auspices of Al Chymia Shrine Temple, broke all previous attendance records for indoor circuses here, and with an increase of over 100 per cent in both attendance and gross revenue of the HM show here last year in its first appearance in this city, according to Vernon L. McReavy, HM promotional director.

Total attendance was 64,000 in spite of cold and rainy weather on four of the seven days. Bob Morton was director-general manager of the circus; Dr. Charles C. King, general chairman, and Jack Brittan, vice-chairman for the Temple. Crippled and underprivileged child- (See *HM MEMPHIS RECORD* on page 59)

## 40,000 Attend Ray Show in Galveston

GALVESTON, Tex., Feb. 26.—Galveston Rotary Club's first annual circus, produced by Jack Knight and Butch Cohn's Ray Bros.' Circus broke all Municipal Auditorium attendance records February 15-19. Out of the nine performances, six were turnaways, with capacity at the other performances including matinees. It was the first circus to play here in several years. Over 40,000 paid admissions were clocked during the week.

The promotion was directed by Harold V. Newton, who had a \$5,000 program and over 7,000 underprivileged children's tickets. Membership ticket sales were better than 90 per cent. Program ran two and one-half hours and was under direction of Jack Knight. Nine elephants (See *40,000 IN GALVESTON* on page 59)

## Mills Animals Back in W. Q.

ASHLAND, O., Feb. 26.—Mills Bros.' Circus animals are back in quarters after playing in Cleveland. Johnny Wall is recovering from an injury. Charles Brady has been doing considerable building, his latest being a canvas loader. A new marquee and side-show tent have been ordered. Jake and Jack Mills entertained folks with the Cleveland Grotto Circus. The Beattys had lunch in Jack's apartment. Mills animals are contracted to make several army camps, starting March 7 in Fort Knox, Ky. Jake Mills will be in charge of the unit. Billy Griffin will be in charge of the front door this season. Mrs. Brady has been making wardrobe and the O'Briens have been teaching Burma, elephant, new tricks.

## "Lone Ranger" Stalks Sunbrock

CHICAGO, Feb. 26.—King-Trendle, Inc., operators of several Michigan radio stations and owner of the title *The Lone Ranger*, obtained an order late Thursday from Judge William Campbell in U. S. District Court restraining Larry Sunbrock from using *The Lone Ranger* in newspaper ads and in electrical transcriptions used on the air to advertise Sunbrock's rodeo and thrill show.

Judge ruled that advertising using Sunbrock was "confusing and misleading."

## Truck Show For Stevens

CHICAGO, Feb. 26.—Bob Stevens, former circus bannerman, was here this week and announced that he would take out a truck circus, opening early in May. While here he purchased an 80-foot top with three 40s from the O'Henry Tent & Awning Company.

Stevens said that he also had bought stock, trucks and other equipment from Paul Lewis, owner of Lewis Bros.' Circus. Show will carry a menagerie and a side show and will move on 11 trucks.

CHESTER (BO BO) BARNETT, presenting his dog turn on the Polack show, does it in pantomime and in tramp make-up.

## WANTED

People in all lines. Slide Show Manager, Boss Canvasman, Secretary, Electrician, Canvasmen, Ground Acts, Family Acts, Clowns, O. C. Cox, Ben Ali Thomas, answer at once to

BOB STEVENS

BAILEY BROS.' CIRCUS

705 N. B. C. Bldg. Cleveland, Ohio

WANTED WANTED

MILLS BROS.' CIRCUS SIDE SHOW

Colored Musicians and Girls for Minstrel, Novelty, Musical and Hillbilly Acts. Bell, Otis, Hambone, Fats, Mr. and Mrs. Flat Flat Floogie, Specs, Cozy, Walker, Jagger, Sampson, Hank, contact at once. TED MILLIGAN, 1774 East 65th St., Cleveland 3, Ohio.

## ACTS WANTED

Suitable for Indoor Circuses and Fairs.

ERNIE YOUNG AGENCY

155 N. CLARK ST. CHICAGO 1, ILL.

## ZOPPE-ZAVATTA FAMILY

The Regal Family of the Riding Ring and Unsupported Ladders

BOOKED SOLID FOR 1944

with

POLACK BROS.' CIRCUS

Thanks to everyone for the many letters and offers.

Headlining Shows in America for the past eight years. International Stars of the Equestrian World.



**Shorty SUTTON & Betty LEE**  
America's finest Stock-Whip Manipulators.  
Now touring  
Army Camps for U.S.O. Camp Shows, Inc.  
Booked by **EDDIE HALSON**  
1560 Broadway NEW YORK CITY, N. Y.

**WANTED**  
**Mills Bros.' Circus**  
For Big Show. Family doing three or more. Wire Act to feature. Lady and Gent Aerialists. Also Ground Acts. Clowns. Musicians on all instruments, also Trap Drummer.  
For Wild West, Cowboys, Cowgirls and family of Indians. For Cookhouse, Cook and Waiters. Assistant Boss Canvasman and Two-Seat Men. Workingmen, come on. Ticket Sellers and Candy Butchers. Chevrolet Mechanic with tools to join on wire. For Advance, Combination Lithographer that can drive. Also Circus Press Agent. All other useful people, write, stating lowest salary, to  
**BOX 372 ASHLAND, OHIO**

**LEWIS BROS.' CIRCUS**  
**WANTS**  
Men or Women to train and present domestic animals; top salaries, sure pay, long season. Merrit Belaw, Roy Houze, Louie Watson, write. Also want Novelty Western Entertainers, Working Men, Grooms, Truck Drivers, Electrician, Builders, Mechanics.  
Write **LEWIS BROS.' CIRCUS**  
Jackson, Michigan

**CIRCUS FOR SALE**  
Can equip complete Circus with Tents, Seats, Light Plant, Wiring, Fixtures, Sideshow Banners, Stages, Tents, etc.; Steel Runs, Train Equipment, twenty-one Wagons, Steam Calliope, Chariots; fifty thousand sheets Lithograph Paper, two cents sheet; Bucking Mule, seventy-five dollars; Motograph Picture Machine and Light Plant for Road Show, Lot Tents from ten by ten to 120 ft. Big Tops, Hamburger Joint with Gasoline Tank.  
**CHRISTY CIRCUS**  
South Houston, Tex.

**Canvas For Sale Only**  
50 Ft. Top with 3 35 Middies, 12 Ft. Side Wall; 40 by 60 Top, 8 Ft. Side Wall, complete with poles; 20 by 40 Baker-Lockwood Circus Marquee, 20x40 Baker-Lockwood Top with 7 Ft. Side Wall. All Canvases in first-class condition, used 1943 season and well taken care of. Also brand-new Stage Proscenium Curtain, beautiful Baker-Lockwood make, blue trimmed with red, for 50 Ft. Top. Address all replies to  
**Mrs. James M. Cole**  
Care Cole Circus Quarters Penn Yan, N. Y.

**DONOVAN BROS.' CIRCUS**  
Want Micky O'Brien, Kid Hunt, Humpy Etheridge or others, wire. Open around Waco March 15th.  
**H. H. FITCH**, Box 621, Aransas Pass, Texas.  
After March 10th address Texas Hotel, Waco, Texas.

**Patterson Bros.' Circus**  
**WANT**  
Phonemen, Banners, Program and Tickets for Toledo, O. Acts of all kinds to open May 10th for outdoor season. State lowest. Want to buy all kinds Circus Property.  
**704 Smith Bldg., Flint, Mich.**



**With the Circus Fans**

By **THE RINGMASTER**

President **FRANK H. HARTLESS** 2930 W. Lake St. Chicago  
Secretary **W. M. BUCKINGHAM** P. O. Box 4 Gales Ferry, Conn.  
(Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Bluch Landolf Tent held its February meeting in the Bennett Hotel, New Britain, Conn., and a large attendance had dinner, after which a business meeting was held. Two Fans, Fire Commissioner James F. Curtin and Fire Chief William Nobles, were elected members. March meeting will be held at Sea Food Restaurant, Hartford, March 7.

Fans W. H. Judd, James Hoye and William Day entertained the Men's Club of the Congregational Church, Deep River, recently, showing their movies and slides of the circus world. They have been requested to repeat their performance.

Hubert Castle Tent met in the Elks' Club, Utica, N. Y., February 16, General Manager Waldo Griffith presiding. The historian, Bruce Souter, gave a talk on the cookhouse flag and its part in daily circus life on the road. Members plan to visit the Big Show in Madison Square Garden. Next meeting will be held at City Club, Utica, with an illustrated lecture on Ringling-Barnum as the feature.

Father Ed Sullivan spent February in Sarasota as guest of the Ringlings. He took movies at quarters to add to his collection.

Members Dr. and Mrs. Paul F. Mahaffey, Springfield, Ill., who left February 15 for a six-week visit in Florida, expect to visit Sarasota and quarters of the Big One and to take pictures.

Member Jack Henszey, formerly of Glenside, Pa., now with the armed forces in Columbus, O., has been able to catch a number of stage productions and has also seen circus-vaude acts.

Mr. and Mrs. Spencer, CFA, returned to Hartford, Conn., after vacationing in Florida, some of the time being spent in Sarasota.

Corp. William Brinley, air forces; First Sergeant Elmer Lindquist and Pvt. Ensworth were entertained with dinner parties in Hartford, when recently home on furloughs, by members of Landolf Tent.

**Showfolk at Hot Springs**

**HOT SPRINGS, Feb. 26.** — Frank (Dutch) Wise, boss ticket seller of Cole Bros.' Circus; Eddie Grady, assistant; Mrs. Grady and Maggie Llenovitch are taking the baths and also working on concessions at Oaklawn Race Track, which opens a 30-day meeting February 28.

Whitely Danley and Lovett, concessionaires of the Cole show, are wintering here. Mr. and Mrs. Fred Brad, who spent several weeks here, left for Gonzales, Tex., to join Dailey Bros.' Circus, taking with them a local boy, Chick Walworth, former daredevil, skater and parachute jumper.

Wise and the writer, Bernie Head, visited Blacky Logan, former stake and chain man with Hagenbeck-Wallace Circus, who is paralyzed and living on a little farm at the edge of town.

**Siegrist Club Notes**

**CANTON, O., Feb. 26.**—Floyd E. Gooding will be guest of honor at the fifth anniversary banquet and ball of the Charles Siegrist Showman's Club at Hotel Belden here March 26. He will be accompanied by Johnny Enright. Other guests will be Howard Sinclair, secretary Columbiana County Fair; Walter J. Buss, secretary Wayne County Fair, and Ed S. Wilson, secretary Stark County Fair.

Former Municipal Judge Gordon J. Burris, club member on duty with the Eighth U. S. Air Force in England, has been promoted to major. Tep Deppish; the writer, Rex McConnell, and Mr. and Mrs. Bill Stewart attended the Sunbrock show in Cleveland. Paul Kennedy, in the U. S. Navy, is home on a brief furlough. Charles Siegrist saw the Cleveland Groffo Circus. Visitors were Al Butler, F. E. Gooding, John E. Lampton, Jack Grady and Dorey Miller.

**WORD** comes from Harry Levy that he bought Horace Laird's home at Daisy Hill near Chester, Pa. The former owns the motion picture theater in Parkside near Chester.

**Collectors' Corner**

By **FRED P. PITZER**

292 Madison Avenue, New York City

Everyone seems to be praising the window-card easel put out by the Big One last season, showing the monkey family going to the circus. We understand it was created by Lawson Wood and put out in half sheets.

Correction: Issue of November 6 re lithos: Should have read "James Murray Circus, season of 1873."

Jack McCracken, of California, sends the writer photos which are so good we are going to the trouble of telling about them for they are worthy of any collection if they can be gotten:

1. A post card showing the 40-horse team in the last parade at Frankfort, Germany, October 8, 1900.

2. A post card showing a building 1,400 feet long and 400 feet wide which housed all the Barnum & Bailey show while in Europe. In this building Jake Posey rehearsed the 40-horse team. The building held everything but the train.

3. A post card showing a B. & B. wreck. The show lost 70 head of horses and ponies. The equines (dead ones) are shown laying all over the place. Bill Smith, who was ring-stock boss hostler, and Mrs. Bailey's coachman were killed in this wreck.

4. Post card showing the elephant Fritz who was put on a rampage and was put to death and then stuffed and mounted and presented to Museum, Tours, France, June 11, 1902. These cards were issued by Orcajo Photo Art, Dayton, O.

Then there is a photo of 16 elephants pulling the hipp den off the lot in Seattle, Wash., May 27, 1934, the Al G. Barnes Circus. A photo showing the 40-horse team turning a corner in Berlin, Germany, May 15, 1900, driven by Posey, using the old Forepaugh band wagon. And a photo of Jumbo, as he lay beside the Grand Trunk Railroad tracks after being hit by locomotive in Canada. The picture shows Scott, who brought him over from England as keeper, Barnum & Bailey Circus.

C. E. Duple sends us a list of his material and he is far along with his collection of Circusiana. One item that stuck us as being something new is this: A calendar of 1928 issued by the Sparks World Famous Shows, showing pictures of John H. Charles and Clifton Sparks, and it also contains a reproduction of a circus litho: Any other calendars, fellas? Charley also sends an inventory of the Buffalo Bill and Pawnee Bill Wild West show, taken at Denver, in 1913 (which does not include livestock or advance cars) showing a total valuation of \$81,936.50.

**EVERETT COLBURN**, co-producer of the Gene Autry Rodeos, has signed for five performances March 3-5 in Beaumont, Tex., sponsored by the Young Men's Business League. Jack Knapp, Jazbo Fulkerson and George Mills, clowns, are booked.

**HUNT BROS.' CIRCUS**  
**WANTS**

Feature Act with four or more people, Ladies and Men Performers doing at least two acts, Clowns with specialties, Horse and Pony Trainers to start at once; also Workingmen, Combination Billers—Truck Drivers given preference, top salary; Hi Brown, Bobby, write. Five Show Acts of all kinds, Musicians all instruments. Full particulars and salary in first.  
**CHARLES T. HUNT, RFD 1, Bordentown, N. J.**

**WANTED**  
**PIT SHOW**  
**Cronin Circus**

2619 Oak Knoll Ave. San Marino 9, Calif.

**ROBBINS BROS.' CIRCUS**  
**WANTS**

Useful Circus Performers, Feature Act, Man to work and handle Elephants, Side Show and Minstrel People, Workingmen, Candy Floss, Custard, Lunch Stand open. Will buy 25 K.W. Light Plant, also Cable. Opening March 25.  
**ROBBINS BROS.' CIRCUS, Valdosta, Ga.**

**MUSICIANS WANTED**  
**FOR ROBBINS BROS.' CIRCUS**

Opening in Georgia March 25th. Trombone, Bass and Double Drummer.  
**L. CLAUDE MYERS**  
4007 West Pine St. Louis, Mo.

**POLACK BROS. CIRCUS**

Shrine Auditorium  
Ohio & Wabash Streets  
**CHICAGO, ILL.**

Opens Friday, March 3  
10 days only on account  
solid year's booking.

**GREATEST INDOOR CIRCUS EVER PRODUCED ON A STAGE**

**ZAVATTA TROUPE**  
EQUESTRIANS  
**HUBERT CASTLE**  
SOMERSAULT—WIRE  
**EMIL PALLEMBERG, JR.**

BEARS  
**CHESTER "BO BO" BARNETT**  
TOP CLOWN

**THE ANTALEKS**  
—PERCH—

**MISS AERIALETTA**  
SOMERSAULT TRAPS TO WEB  
**CARLOS CARREON**

**POLACK BROS. BLACK HORSE TROUPE**  
**WALTER JENNIER**  
SEAL BUDDY

**ZOPPE TROUPE**  
UNSUPPORTED LADDERS  
**PAPE AND CONCHITA**

SHOULDER PERCH  
**PHIL AND BONNIE**  
**GEORGETTE AND MARCELLE**

**PHILMORE DUO**  
**POLACK BROS. HIGH SCHOOL HORSES**

**MEL HALL**  
UNICYCLE

**ST. CLAIR SISTERS AND O'DAY**  
BICYCLES AND UNICYCLES  
**TWIN ELEPHANTS**

PRESENTED BY **GWEN CARNEY**  
**FELIX MORALES**  
HEAD SLIDE AND TABLE

**HARRY FROBESS**  
HIGH POLE AND CLOUD SWING  
**FLYING VALENTINOS**

GIRL FLYERS  
PRESENTED BY **GEO. VALENTINE**

—YES, CLOWNS—  
**"BO BO" BARNETT**  
**EUGENE RANDOW**  
**ED RAYMOND**

**JACK KLIPPEL**  
**FRANK PREVOST**  
**DENNIS STEVENS**  
**HORACE LAIRD**  
**ALBERT WHITE**  
**MRS. "BO BO"**  
**HENRY HOULE**

Many other circus acts to be presented

**POLACK BROS. CIRCUS**

PLAYING  
UNDER AUSPICES THEATERS  
AUDITORIUMS—ARMORIES

See Route at all times in  
**The Billboard**

## Boom Predicted For N. J. Spots; Sportland Sold

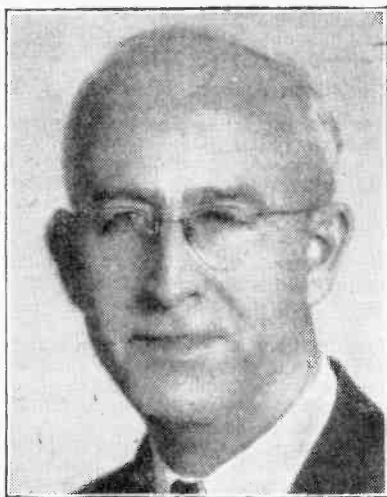
WILDWOOD, N. J., Feb. 26.—Just back from Miami, Director P. H. Jackson of the Board of Freeholders has advised local interests to expect another bang-up season this summer. From what he discovered down South, said Jackson, the county, which includes Wildwood and Cape May, will have the biggest season in its history.

Miami and all the Florida resorts are having a tremendous season, said Jackson, and the majority of the vacationists there are still the tourists. The same boom is bound to be enjoyed here, he added.

In line with expectations for a boom summer, sale of Sportland, giant amusement center, built 15 years ago for \$200,000, was made this week to Mrs. Jeanette Ramagosa, wife of S. B. Ramagosa, who operates Casino Arcade Park here and numerous other amusement enterprises. Mrs. Ramagosa acquired the amusement center for \$20,000 at a public sale from the city, which acquired possession of the property because of delinquent taxes. With Hunt's Ocean Pier demolished by fire last Christmas, it is expected that Sportland will figure as the resort's largest amusement enterprise this summer.

The final phase of contract work for (See NJ Boom Predicted on opp. page)

MEXICO CITY.—Cardenas Bros., Mexico's largest amusement park operators, are announcing in paid newspaper advertisements that their "glass house" novelty, imported from the U. S., is the only one of its kind in Mexico and warned against imitations and infringement.



REESE J. JONES, a veteran of 15 years in amusement park management and publicity, who recently was named public relations director at Bay Shore Park, popular Baltimore funspot. Jones already has his office staff going at top speed mailing out promotion pieces to all industrial, civic and fraternal organizations in the Baltimore area. "Returns are coming in better than anything I've seen in my many years in this type of work," says Jones, "and we here at Bay Shore are looking forward to a season of terrific activity."

## War Exhib Opens Galveston Pier

GALVESTON, Tex., Feb. 26.—Galveston's new \$1,500,000 steel recreation pier was thrown open to the public last week with a war exhibit to stimulate sale of War Bonds. The huge convention hall was center of attention.

The pier was financed by the RFC to the extent of more than \$1,000,000, with the City of Galveston providing remaining funds from a \$300,000 bond issue. It is now under lease to the army and contains space for rides, concessions, theater, dance hall and fishing piers.

The pier juts 1,500 feet into the Gulf at the foot of 25th Street and is due to be a post-war asset to the beach program.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

### Angels of Mercy

This week's pitch is directed to all indoor and outdoor pool ops. During the month of March the American Red Cross will conduct its annual nationwide drive. It is up to every pool man

to see that the industry does its share. The mail last week brought many manifestations of the fine work done by natatoriums in support of the recently concluded Fourth War Loan Drive. The industry should be proud of the many tank managers who staged bond rallies, put on special water carnivals with free admish to bond purchasers and otherwise co-operated so splendidly with the Treasury Department.

Now it is necessary to tie up once again and I hope the same enthusiasm that was employed by the H-2-oriums on the bond sales will be exerted in the forthcoming Red Cross appeal. The fine work and activities of those Angels of Mercy are too familiar to bear repetition here. Suffice to say, the American Red Cross is so important that it is the only relief org that operates entirely independent of the USO and local community chests. The Red Cross needs and deserves everyone's support at all times. This year—in wartime—the demand is ever greater, so please don't let them down.

As pool men, let's all dig down in our jeans and contribute to our local Red Cross chest. And then as servants of the public let's use our contacts with our patrons and our facilities to encourage our local citizenry to do likewise.

Many things can be done to tie up with the Red Cross March drive. For one, just as was successfully accomplished for War Bonds, you can offer free swim tickets to all who contribute a certain amount to the fund. Another (See POOL WHIRL on page 57)

## Detroit Eastwood Makes Ready for April 9 Opening

DETROIT, Feb. 26.—Opening of Eastwood Park is tentatively set for April 9, Easter Sunday, with a probable preview the preceding Sunday. Opening date awaits the approval of the owners, Henry Wagner and Max B. Kerner, due back from Florida about March 5.

Eastwood has kept its roller rink open all winter to good business. Ballroom was operated for special parties only.

One major new appointment at the park is that of Lillian Urquhart as office manager. Painting and carpentry work is in progress, but no details of construction work planned for this season have been disclosed.

Superintendent Harry Stahl reports that government agencies have been co-operative in release of material needed for essential maintenance work.

Eastwood will follow the usual policy of name bands in the Eastwood Gardens this summer. A special feature will be the opening of a 10-in-1, booked by Ray Marsh Brydon, museum operator.

## Post-War Planning On Hub Meet Sked

SPRINGFIELD, Mass., Feb. 26.—A basis for post-war study has been provided the Post-War Planning Committee which will play an important part at the convention of the New England Section, NAAPPE, at Parker House, Boston, March 22.

President Edward J. Carroll has arranged for a series of booklets on planning prepared by a group of the country's top industrialists and economists. First two of the series have already been mailed to the committee members. They are titled *Guide to Internal Organization for Corporation Post-War Planning* and *Guide to Post-War Sales Planning*.

In a letter accompanying the booklets Carroll asked members of the committee to prepare notes for discussion at the coming Boston meeting.

NEW ORLEANS.—Following a long search by local Shriners for two camels to replace ones lost by the Audubon Park Zoo, thousands here witnessed a wedding of a pair last Sunday (20) with bouquets, veils and skirt for the bride and gilded rings to complete the ceremony. Shriners paid \$2,500 for the pair in Buffalo and Chicago.

## American Recreational Equipment Association

By R. S. UZZELL

Leo Tessier, ground superintendent of Belmont Park, Montreal, who succumbed February 13 at a Montreal hospital after two critical operations, was born in Hull, Que. He ranked well with park ground superintendents of the States for competence and faithfulness. He had experience as a woodsman and had lost most of his right hand in a power saw accident. His big task during the winter was to keep the snow off the roofs of Belmont's buildings, and he never had a roof collapse from neglect. He also carried on extensive improvements and repair work thruout the winter. He was well liked by his employers and co-workers. He will not easily be replaced by one as well qualified for the job.

Baseball having the green light and the Ringling-Barnum circus scheduled for Madison Square Garden, New York, for a month's run makes us feel that amusement parks should not despair. We are apt to see more discharged veterans working at summer amusements than at any time in the past. Some who cannot stand the harder tasks of industry can fill in at the parks. There will be more women than ever employed by our industry. The releases from some war industries are not all being taken on by other war industries, so there will be some employees available for parks. Women who have worn slacks and run a machine are not going back into the home with any rush. They can be induced to try amusement parks. The outdoor life for the summer will have an appeal for them.

The continued decreasing size of our (See AREA on page 47)

## War Puts Shutters on Lake Orion, Mich., Spot

DETROIT, Feb. 26.—Park Island at Lake Orion, Mich., will not open for the 1944 season because of war conditions, according to Carl Ruebelman, owner. This is the smallest and most distant of the five established amusement parks in the Detroit area. It is also the oldest, dating back to the turn of the century.

Park Island is the first park in this territory to close down entirely because of the war. It operated as usual last season.

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C. E. MEEKER, General Manager, P. O. Box 1297, Tulsa, Oklahoma.

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# Polio Fund Aid Acknowledged From D. C.

DETROIT, Feb. 26.—Rinks contributed widespread and generous support to the National Infantile Paralysis Fund, thru individual contributions and staging of special nights, Fred A. Martin, RSROA secretary-treasurer, reported.

Unusual recognition of the contribution made by skaters and rink operators in the infantile paralysis drive was received February 21 at RSROA headquarters from Grace G. Tully, private secretary to President Roosevelt, who expressed the President's appreciation of the work done by rinks.

Rinks which have turned in contributions, in addition to those already reported, include George B. Zindle, Coliseum, Grand Rapids, Mich.; Joseph A. Cantor, Rollerland, Indianapolis; Rupert H. Cicero, Indiana, Pa.; W. J. Betts, Redondo (Wash.) Rink; Sgt. Carl R. Klenzle, Nashville; Thomas S. Boydston, Lincoln (Neb.) Rink; N. A. Yingst, Chilhowee Park, Knoxville; William O. Christanson, West Farnum Rink, Omaha; E. K. and Ruth Bartlett, Skateland, Aurora, Ill.; Silas W. Cook, Cook's Rink, Spokane; E. J. Farr and S. G. Leoffler, Riverside Stadium, Washington; George C. Gelinis, Delwood Rink, Pitman, N. J.; Evan M. Day and Leo Mayntner, Bedford (O.) Glens Roller Palace; Mike Della Vella, Cleveland Rollerbowli; Harold Steinman, Skating Vanities; M. L. Van Dyke, Arena, Buffalo; Albert and Anne Williams, Coliseum Rink, Parkersburg, W. Va.; August F. Karst, Forest Park Rink, Hanover, Pa.; Elizabeth and Joe Kelly, Chez Vous, Upper Darby, Pa.; Wayne and Margaret Barlow, Barlow's Rink, Charleston, W. Va.; and George W. Karns, Silver Moon Rink, Auburn, Ind. Managers of rinks also sent in contributions and reports direct to the fund headquarters.

ROLLERCADE, Cleveland, will have all Ohio State championships, including 27 divisions of speed events formerly scheduled for Cincinnati (Sefferino's), April 6-8, said Jack V. Dalton, owner.

# Little Wheels Gossip By Earle Reynolds

SARASOTA, Fla., Feb. 26.—Earle Reynolds urges all rink operators to send news of their activities to *The Billboard* so that former skaters now in armed service throught the world may keep informed of what is going on in their homeland. He gathers all the copies he can and mails them to the boys. In a letter to him Rodecker, former skater now in Pearl Harbor, wrote that his copy of *The Billboard* practically wore out in a few days from passing it around to the boys who were eager to read of skating activities in the States.

Reynolds, who was with Ringling Bros. and Barnum & Bailey Combined Circus last season, also keeps in touch with skaters and provided the following info:

Tiny Doyle, better known as Leo Doyle, rink magnate in New England territory, is trying to reduce his weight so he can join the marines and has now got the scales registering only 240 pounds. Rose Kress and her bear are now in Hollywood in some movie shots with Bob Hope. Doris and Edna Moore are back in the pyramid act. Lois Grant is no longer with Kay Marlin now, but they will be remembered for riding the white horses and skating in the circus. Jean Mackey, one of the star Hoosier skaters, is the wife of Lieut. George Long Jr., now in Texas.

Helen Vito is about to lose her Robert to Uncle Sam and he will take his skates along to entertain wherever possible. Lynn Ellis, who starred in the Helen Reynolds *Priorities of 1942* act, is practicing in Sarasota. Four Macks will be on the stage opposite the Reynolds Girls, the Reynolds and Donegan girl act in the Ringling circus, with Mack and Larue doing their special top speed on a table. Patty Le Maire, who was with the big show last season, is now with the Gladys Lamb ice show in the Hotel Ben Franklin, Philadelphia. Her brother, Eddie Le Maire, who was a 1942 champ on wheels and came back to win junior ice championship in '43, is now a flier for Uncle Sam, stationed at Corpus Christi, Tex.

Helen Reynolds, who closed shop after the end of the tour of *Priorities of 1942*, has started a figure-skating class in her home in Rensselaer, Ind., with 20 high-school girls as her first group of pupils. Nellie Donegan is in Sarasota rehearsing a bunch of nifty skaters at the Mira Mar.

# Army Classes Use Varsity in Detroit

DETROIT, Feb. 26.—Varsity Gardens Rink, operated by Walter E. and Lillian Sutphen, is being used daily by the army for five classes of engineers who are taking courses at the University of Detroit. Varsity is across from the U. of D. campus and the Engineers exercise and hold basketball practice there. To accommodate army needs, the schedule for figure skaters has been re-arranged.

Charlotte and Claude Buckner, professionals, teach skate dancing every Tuesday evening.

A major factor in success of Varsity Gardens has been development of a steady series of church parties. Thru church affiliations, a large number of the Lutheran skating parties, even from distant suburbs where there are other rinks, are brought to this spot. The neighboring Catholic church, St. Francis de Sales, which holds monthly parties there, has raised funds to purchase complete motion picture equipment for the school auditorium thru this means.

Mrs. Sutphen, injured in an automobile accident December 20, has been back at the rink several times, but is under the doctor's care most of the time.

# Aged Skater Yarn

PHILADELPHIA, Feb. 26.—Much attention was attracted to roller skating last week as a result of a feature story published by *The Philadelphia Record* in its Sunday editions on 72-year-old William C. Bostwick, whose antics on roller skates have been attracting much attention here.

"Some old men like to sit and talk, others like to sleep and eat," said Bostwick. "As for me, I like to roller skate." Declaring that he has worn out four pair of skates and a boxful of spare wheels since 1938, Bostwick added that he skates almost every day when the weather is fair, sometimes when it isn't. He skates to market, basket in hand, and he skates to an insurance office, a mile away from his home, to visit men with whom he worked before he retired in 1941. He also skates to suburban Ardmore, Pa., eight miles away, for meetings of the Philadelphia Skating Club and Humane Society, of which he is the oldest skating member.

"This is wonderful exercise, too," he said. "If I sat on the porch in a rocking chair, I'd stiffen up like an old man."

# Bike Club Also Skates

BELLEVILLE, N. J., Feb. 26.—Belleville Bicycle Club has formed a roller skating division, and applied for membership in the Amateur Roller Skating Association of America. Club is interested in speed skating and will try to further this branch of the sport in the East. Formed in 1936, it has become increasingly active. Forming of a roller skating division will make for more memberships. Club has its own clubrooms, with athletic equipment, and latest sport periodicals. "Our club is unusual in one respect, at least. That is that we are not at present attached to any rink," Raymond Bryan, secretary, said. "We hope to race with any club anxious for competition (and in the ARSA) and, as a start, we can get out four skaters. We would like to race three or four on a side, but as our skating division expands, we hope to have a more full skating team. Among plans for the near future is a promotion for a road race on skates and perhaps a derby at some near-by rink."

ANNUAL Philadelphia Daily News-sponsored roller skating contest opened February 22 in Crystal Palace Rink. This was decided, among other things, at a recent meeting of participating rink owners and entries. Each of the seven

entered rinks will hold two eliminations, one to produce a finalist couple for the waltzing event, and one to produce a finalist couple for the skating event. Dates for eliminations: Crystal Palace—March 7; Adelphia Rink—February 23 and March 8; Carman Roller Rink—February 25 and March 10; El Torian—March 3 and March 17; Circus Gardens—February 24 and March 9; Dance Box—March 2 and March 22; Willow Grove Skating Rink—March 1 and March 15. First date at each rink will be given to holding the most-graceful trial, the second trial for the waltz competition. Date for the finals will be set later.

RAY AVENUE USO, Fayetteville, N. C., has classes three nights weekly in novice skate dancing. Instructor is Pvt. Bill Hille, (RSROA, professional), well known in Fort Wayne (Ind.) rinks. Classes, started with the simple procedure of skating and nomenclature, have advanced to skate dancing, and will proceed to figure skating as soon as pupils (soldiers and local girls) develop proficiency.

CIRCUS GARDENS, Philadelphia, gained wide local publicity by staging a party for war workers of SKF Industries, Inc. It's off with the overalls and on with the skating skirts, reported the newspapers, when the SKF girls go out for a night of relaxation at the rink.

COOK'S RINK, Spokane, held a city meet to qualify skaters in all classes for the Washington State meet (RSROA) February 27.

JACK DALTON, owner of Great Leopard Rink, Chester, Pa., will hold city of Chester championships in dance, figures and pairs March 7.

POPULAR song lyrics notwithstanding, it's to be a case of "you're NEITHER too young nor too old" at a series of Monday night skating sessions announced by Syd Conn, Conrose's Rink, Hartford, Conn. "We're hoping for a reunion of many married couples who were skating enthusiasts in their youth," he explained, calling attention to a report that at many New York and Long Island skating arenas, parents accompany their children and are as proficient on skates as the young people.

UNITED RINK OPERATORS has been elected an organization member of the Chamber of Commerce of the United States, reported Earl Van Horn, operator and manager of Mineola (N. Y.) Rink and president of URO.

# NJ BOOM PREDICTED

(Continued from opposite page)

reconstructing the section of the Boardwalk was damaged by the Christmas morning fire was completed last week. The work is expected to be completed by Easter.

Also financial aid from the State Board of Commerce and Navigation to curb beach erosion is being sought by Mayor Redding of North Wildwood. Engineer Leaming Rice was authorized to proceed with a survey of the local coast.

WATCH THIS COLUMN FOR SENSATIONAL ANNOUNCEMENT THAT WILL SOLVE YOUR ROLLER SHOE PROBLEM! Hyde HYDE ATHLETIC SHOE COMPANY Manufacturers of Those Famous "Betty Lytle" Figure Skating Outfits CAMBRIDGE, MASSACHUSETTS

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WANTED USED RINK SKATES HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED. MAGES SPORTS STORES 4019 W. North Ave. CHICAGO, ILL.

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No. 321 DUSTLESS FLOOR DRESSING Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D. GAGAN BROTHERS 444 Second St., Everett, Mass.

# Del Monte Aids Polio Fund

MONTEREY, Calif., Feb. 26.—Armand J. Schaub, who has returned to rink biz, is manager of Del Monte Roller-drome here, and the staff donated services for the Infantile Paralysis Fund Party recently, with \$100 going to Postmaster J. F. Dougherty, treasurer of Monterey County fund. Mr. White, Salinas Rollerland, emcee, introduced Mrs. Juanita Lopez, Paradise Rink, Pacific Grove, Calif., who closed her rink for the night to aid in the fund drive by telling her patrons to attend the party at Del Monte. In addition to a program of local skaters, there were extra features from near-by Fort Ord army camp that included Pvt. Sid Murray, New York stage comedian, in imitations of stage and radio stars; Corp. Woody Wilson and Armand, fancy turns, and Pvt. Clifford Campana, 1943 Ohio amateur champion from Cleveland, in a demonstration of international free style. Alice Clark, contender for the California State amateur championship, gave a free-style exhibition.

# N. Y. Meet April 2 and 3

MINEOLA, N. Y., Feb. 26.—New York State championships will be held in Mineola Rink here April 2 and 3, with club and rink champions from all parts of the State competing. Winners will go to the ARSA national championships under auspices of the Amateur Roller Skating Association. Mineola Rink championships will be held March 5.

PVTS. MORRIS COHEN AND JOE DELPS, pro roller skaters in civilian life, are being given a chance to continue their talents while in uniform. The two speed skaters created a new act, Fun On Wheels, which has been incorporated in *Pennsylvania On Parade*, an all-soldier revue which tours the State in the interests of War Bonds and other government drives.

RINK MEN WHO USE "CHICAGO" SKATES ARE SUCCESSFUL There's a Reason!! CHICAGO ROLLER SKATE CO. 4427 W. Lake St. CHICAGO, ILL.

# Plant Survey On War Pix

CHICAGO, Feb. 26.—Doubts as to the value of showing war pictures to war plant workers were definitely cleared as a result of a questionnaire sent by Modern Talking Picture Service to several hundred factories which use the films. The answers indicated that cutting down of absenteeism and consequent boosting of production were chief benefits derived. Replies indicated that top management men are now definitely interested in motion pictures in industrial plants.

One point especially emphasized in the replies was that employees prefer films with plenty of scenes showing actual combat, and that audiences are quick to spot and disapprove of "staged" episodes.

Results of the questionnaire showed that nearly 60 per cent of the film showings were on the employees' time, usually the lunch-hour period; about 15 per cent of the showings were on both employees' and company time. The average audience for each showing was 194. With about four shows per booking, the average audience per plant is about 778 per film.

## Sound Committee Named

WASHINGTON, Feb. 26.—Office of Industry Advisory Committee of WPB has announced the formation of the industrial sound equipment industry advisory committee, including L. A. King, Operadio Manufacturing Company, St. Charles, Ill.; Henry G. Kobick, Webster Electric Company, Racine, Wis.; John Meck, John Meck Industries, Plymouth, Ind., and R. M. Gray, Rauland Corporation, Chicago.

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MAKE MONEY SHOW MOVIES IN YOUR OWN OR NEARBY COMMUNITY  
Tire, gas restrictions will keep people home. We furnish everything: talking picture projector and finest pictures. Cash in on this big opportunity. Write Now! Southern Visual, Dept. 8-1, Memphis, Tenn. \$19.50 STARTS YOU EXPERIENCE NOT NECESSARY

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Features and Short Subjects Available at Bargain Prices.  
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# Yanks See 16mm. Pix, Bogart Says

HOLLYWOOD, Feb. 26.—"Motion pictures rate with food and mail from home as vital elements to morale in combat areas," said Humphrey Bogart, who returned to Hollywood this week with Mrs. Bogart (Mayo Methot) from a 35,000-mile, three-month entertainment tour to Italy and North Africa, arranged by Hollywood Victory Committee and USO-Camp Shows, Inc.

"In Italy, we played most shows within three or four miles of the front," Bogart reported. "There we found soldiers seeing 16mm. movies during brief rest periods when relieved from active fighting. Every Special Service officer we talked to stressed the vital function movies play in maintaining morale. They also stressed the importance of men in forward areas getting best pictures and latest ones."

The North African area, he said, appeared to be amply supplied with new, first-class films. That, he said, is strictly a first-run territory.

## REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

# Schaffner Preps For New Season

CEDAR RAPIDS, Ia., Feb. 26.—Schaffner Players have begun preparations for the summer season, which gets under way, as usual, at Wapello, Ia., early in May. Manager Neil E. Schaffner is at his headquarters here signing his cast and selecting his repertoire. Opening play will be *Toby Goes to Washington*, fresh off of Schaffner's typewriter.

The Schaffner outfit will again be in charge of Scotty Greenhagen and Orville Speer, with practically the same crew they have had the last several years.

Mr. and Mrs. Schaffner have been spending the winter at their home here, where they have been devoting most of their time to their transcribed radio program, which is being broadcast by a number of stations from Coast to Coast.

# Ogle Paramounters Open in Mid-April; Rides for Fairs

ROGERSVILLE, Ala., Feb. 26.—After a lay-off of several months, the Paramount Show, under the management of Jimmie Ogle, will take to the road soon, featuring short three-act plays and two hillbilly units.

Manager Ogle recently purchased four trucks, two light plants, a calliope and a 50 by 120-foot green top, and all equipment is stored at winter quarters in Anniston, Ala., where work of painting and building will begin next week. Show opens with a three-day stand at Oxford Lake, Anniston, the middle of April. Company will concentrate on three-day stops.

A number of fairs have already been contracted by Ogle. With the beginning of the fair season, Manager Ogle will augment his show with a Ferris Wheel, Circle Swing, a Kiddie Ride and 10 concessions. Billie Morgan, who operates the park at Oxford Lake, will furnish the rides.

# Rep Ripples

MRS. VIOLET BRYANT, mother of the M. Bryant family of showboaters, celebrated her birthday in Cincinnati on Valentine's Day, her many Cincy friends presenting her with several lovely gifts for the occasion. Lady Violet also received flowers from friends in Chicago, Cleveland and New York. Her daughter, Florence, came in from Chicago for the occasion, but her son, Billy, missed the event. He was in the Windy City closing a deal for a big top to house his showboaters the coming season. . . . H. J. MYERSON has a two-people hall and school trick working around Terrell, Tex. . . . ROBERT AND BABE LEEFERS, for many years with Midwest reps, are still at Station WMT, Cedar Rapids, Ia., where Bob is writing and producing several pro-

# War Info Film Service Charges

WASHINGTON, Feb. 26.—The new service charge on OWI films is 50 cents for each subject per week or fraction thereof. If, for instance, the films *Divide and Conquer* and *Western Front* were both booked for a 10-day period, the service charge would be \$1 for each subject or a total of \$2. The fact that a film is over the standard 400-foot length in no way determines the service charge except in the case of the four special releases, *Desert Victory*, *Dutch Tradition*, *Target for Tonight* and *World at War*. The maximum charge on these four subjects is \$2.50 per subject per week or fraction thereof.

This change in the service charge on OWI films was made as a result of recommendations made by the subcommittee of the National 16mm. Advisory and Policy Committee of the OWI.

years was stage manager for the late Howard Thurston, is operating a filling station in L. A., and Miss Hyde, formerly wardrobe mistress with Thurston, and who also had her own doll act in vaude and musical comedy for years, now has an antique shop in that California city. It was Lynne's first visit with her dad in 12 years. In writing of the trip, Pitcaithley says: "Looked up Roscoe and Dorothy Gerall with whom I worked with on the Schaffner Show for several seasons. They have a home in Burbank, Calif. We had a grand visit with them, also with Fred and Anne Ewen, ex-repsters now in war work, with a home in Long Beach. Also saw Whitland and Cleone Locke, former leading team with Jennings for several seasons. Whit recently closed with a West Coast production and made some fine contacts that may lead to a film contract. Whit's father, Will H. Locke, is still with the Jennings Picture Theater under canvas at Pixley, Calif. Also met Della Locke, Whit's mother, well-known character woman. 'Slats' Taylor and wife, Ermaine Parker, are at the Follies, Los Angeles burly house, where they have been since last September. 'Slats' and I tramped together with Jack Jencks back in 1927. Bobby and Dorothy Greer, well known in repdom, recently closed at the Follies and are now in burly stock in San Diego, Calif. Lloyd (Slim) Andrews, formerly in rep and later in pix with Tex Ritter and Gene Autry, is now in war work and has a home at Ingleside, Calif."

## HERE IS YOUR 1944 OPENING PLAY

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# 'Toby Goes To Washington'

Three Acts—One Set—Cast Four, Three. Comedy Plus—Intrigue—Romance—Politics. \$30.00—for the Summer Season—\$30.00.

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## WANTED — WANTED

For the best equipped Tent Rep in the South, People in all lines, doubling String Instruments preferred. Hillbilly Musicians with radio experience strong enough to feature, Working Men, fast Banner Man. Open April 14th. Ray Lamb, answer. Write, don't wire.

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## BOISEY DELEGGE WANTS

Colored Musicians and Performers. Finest colored revue in south under new Blue Tent Theatre. Comedians, Singers, Dancers, Blues Singer to feature, Musicians for 10-piece band; Fat Kelly, H. C. Johnson, Geo. Isham, Fat Scott, Kitty and Mary Anderson, Sparky Jones and Parker, write, don't wire. Show opens March 27th. No money advanced; will furnish tickets to those we know. Booked with Crescent Amusement Co. Write BOISEY DE LEGGE Gastonia, N. C. Box 373

## GEORGIA MINSTREL SHOW

Wants For 1944 Season

Musicians—Cornet Player, Sax Player; also strong Novelty Act to feature. Useful People in all lines. Write BILLY CORNELL, Stage Manager, 637 W. Laval St., Baltimore, Md., or JACK NAILOR, Mgr., Eudora, Ark.

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People all lines doubling instruments for radio dance show. 1 hour show, 2 hour dance. No Sundays. Short jumps, steady work.

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## COLORED PERFORMERS-MUSICIANS FOR MEDICINE SHOW—WANTED AT ONCE

Enlarging Show, want Dancing Girls for line, Specialty Acts, Blues Singers, Harp and String Music and Musicians all instruments can be placed. You know my reputation—top salaries—good treatment—you get your money here. Write at once, tell all you can and will do. One, two and three weeks' stands.

DAVID S. BELL, Owner FARGO FOLLIES, Home Office, 116 E. Rogers St., Valdosta, Ga. P.S.: Want 5 to 15 K.W.-A.C. Light Plant.

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Now organized, from 12 to 15 people, including Chorus and Wardrobe, 5-Piece Orchestra and two good Acts. I can furnish Comic, Piano Leader and any Principal or Acts necessary. This is one-night-stand tent show, opening April 18 in Georgia, with about 40 weeks' work. Florida next winter. You must furnish your own motor transportation for your people. Also want to hear from organized Colored Minstrel Show with above qualifications, but with at least a 15-Piece Band. I have 2 complete Tent Outfits, seating approximately 2,000. Also want to hear from Boss Cantoroman, Workingmen and Truck Drivers. Top salaries paid. Wire or write air mail.

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MIAMI, FLA.

MAIL ON HAND AT CINCINNATI OFFICE

Abbey, Jack; Abbey, Wm.; Adams, Ray N.; AINSWORTH, Robt. Leo; AKINS, Leo L.; ALDORF, James; Alfira, Amiel; Ali, Chas.; ALLEN, Billie (1722); Allen, Herbert; ALLISON, McKinley; Anderson, Doc; ANDERSON, Elmer Richard; Anderson, Frank; Andrews, Paul; Apple, Mrs. Mickey; Aquino, Pvt. Ralph A.; Arbogast, Geo.; Ar buckle, H. R.; Archer, L. D.; Arger, Yvona Mae; Arnett, James Edw.; Arnold, Gene; Arnott, Jack; Assenheimer, Walter F.; Aston, Tom; Atterbury, John; Avalon, Mrs. Lila; Avery, Jos. R.; AYCOCK, Douglas; Bailey, Beverlema; BAILLIE, John E.; BAKER, Carl; Baldwin, Geo.; Ball, Lucky; Ballew, Cecil Thos.; Banks, John; Bard, Giles Hess; BARMAN, Leslie W.; Barnes, Mike; BARNES, Wm.; BARNETT, Ben.; Baxter, J. A.; Beach, Elmer; Beal, Wallace; Beard, Jack; BECK, Robt.; Beck, Roland A.; Benjamin, Harry; Bennett, Niles; Bergman, J. M.; Bernard, L. H.; Berry Jr., Asa C.; Berryhill, James; Bishop, R. L.; BLAKEY, Wm.; Basic, Henry; BLEDSON, Robt.; Blumberg, Rodeo; Boardman, Josephine O.; Bode, Henry; BOISENEAU, Chas. B.; BORSVOLD, Arthur Edwin; BOSWELL, Wm.; Bowman, John T.; BOYD, Chas. R.; BOYD, Elder; BOYD, Roscoe Lee; BOYER, Eugene; Bradford, D. H.; BRADLEY, Earl R.; Brady, L. P.; BRANDON, Joe; Brazell, Jay; BREMER, Raymond; Bricker, Clem; Brodick, Wm.; Brodie, Neil; Broncata, Anthony J.; Brooks, Sally Marie; Brown, Elsie E.; Brown, Ernest C.; Brown, Kenneth F.; Brown, Wesley; BROWNE, Derwood A.; Brownie, Thos. A.; Browne, Wm.; Brundage, B. B.; BRUNELLE, Joa.; Bryant, G. Hodges; Bryant, Wm. E.; Buck, Stephen E.; Budwig, Dorothy; Bumpus, Basil; BURGESS, Earl; Burke, Eddie; Burke, Katherine M.; BUSH, Robt. Wm.; Buters, Mamie; BUTLER, Jos.; Bybee, James; BYRD, Wm.; Byrnes, Frank A.; CALDWELL, Sammie Lee; Calhoun, J. E.; CAMERON, Isaac; CAMERON, Isaac; Campbell, Henry; Campbell, Jack; Campbell, Ralph A.; Canada, Jack; CANTWELL, Chas.;

Ferguson, McD.; FINN, Jos. Leo; Fish, James E.; Fisher, Albert; Fisher, Geo.; Fitch, Mrs. Dan; Fitzgerald, Mrs.; Fitzgerald, Mary; FIZZELL, Francis A.; Flynn, Alma; Ford, J.; Forniier, Fred; Forsythe, Fred; FOSTER, Jack; Fowler, Ben; Fowler, (Band Leader); Frances, Ruby E.; Frank, M. J.; Frank, Tennis; Franks, Betty; Frederick, A. G.; Frederick, James B.; Fredrico, Don & FREE, Wm.; Freedman, Morris; Freeland, Robt.; FREEMAN, Morris; FRELKNER, Robt.; Fullmer, Howard; GALLAGHER, Atlin W.; Gardiner, Ed M.; Gardner, Tom; GARLAND, Albert G.; Gatewood, Col. Cliff; GEE, Robt. Henry; Geku, Steve; Genier, Donnie; Geraghty, Wm.; Gergy, Bill; Gilbert, Jack; GILLEY, Albert; GILLISPIE, Girtus G.; Gist, Robt.; Glassman, Nathan; Gleason, E. L.; Gloyd, Mrs. Sadie B.; Golden, Geo.; Gordon, John R.; Gordon, Robt. A.; Gory, Tom; Gosh, Byron; GRANT, Clard; Grant, Harry; GRAVES, ROY; Green, Clifford; Green, Curley E.; Green, Willie; Greer, Jack F.; Grezar, Walter S.; GYARA, Felix P.; GUGLIELMO, Wm.; Hagegans, Wm.; Haley, Marshall; Halin, Hymie; Hall, J. C.; Hall, Wm. H.; Hannes, Arnold; Hangsterfer, Allan; Hansen, Arthur; Hansford, Alice; Harden, Geo.; Harpalas, Mrs.; Harpalas, Mrs.; Harpley, Wm.; Harrison, Hubert; Hart, Roy Osto; HARTMAN, Henry; Hartley, Wm.; Hatfield, Wayne; Hayden, Jim; Hayes, James; HAYES, Kay; Haynes, James; Heckrick, Maelean; Healy, Mrs. Nordus; HECK, WM.; Hedgar, Irene; HEGGINS, Pat; Helton, Jean; HENDRIX, Eugene Webb; HENNESSY, Weldon; HENNESSY, Frank Wm.; Herman, Lew; Herrman, Albert J.; Heth, Louis E.; Hicks, John M.; Higginbotham, Agnes; Highsmith, Roma E.; Hill, Geo. "Baldy"; Hill, S. E.; HILL, Wilburt Jos.; HIXON, Edw.; Hoffman, Harry N.; Holley, Bill; HOLT, Theodore; Homan, Margaret; HOPPER, Jos.; HORN, John; Horning, Patricia; Howard, Pauline; Howell, Doc H.; HOWER, Geo. W.; Hubbard, Paul; Hubbard, R. E.; Hudson, Maxine; Hull, Jno. J.; Hulseman, Frank; Humphries, Billie; Humphrey, John; Hunt, A. E.; HUNT, Gilbert; Hunter, Ray; Hurling, Oliver H.; Irving, Martin; Irwin, Bobby;



Letter List

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen!

The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

Isengard, Geo.; ISON, Earl E.; Jah, Ola; JACK'S Side Show (Munroe); JACKSON, Herbert; JACKSON, Jack; JACKSON, Riley; JACKSON, Robt.; JACOBS, Earl; Jaxon, The Great; JOHN, Gus; JOHNSON, Jessie; JOHNSON, Louis; JOHNSON, Walter; Johnson, Thos. L.; Jones, Arthur; Jones, Lewis; JONES, Roger Leo; JORDEN, Lester; JOSEPH, Frank; JULES, Eddie; KAINE, Joe; KELLER, Earl; Kelly, James J.; Kelly, Kitty; Kelly, Lewis; Kennedy, Don Earl; KENNEDY, James; KENYON, Howard; Kaylor, Jesse R.; Kettle Sisters; Kretow, Frank; Kibel, Harry I.; Kid, Melvin; KILGORE, Roland; Kindie, Ray; King, Fred W.; KING, Henry; King, Wm. M.; Kessel, Joe; Knipe, Chas. F.; KNAPP, James F.; KNIGHT, Durwood; Kramer, Stan; LaLonde, Lawrence; LaRUe, Frank; Ladd, Chas. Henry; LAMB, Buddy; LAMB, Herman A.; LANE, Lacey Louis; LARKE, Jas. Bud; Latham, Ruby; Lawson, Marshall; LEDBETTER, Geo. Edwin; Lee, Paul; Leo, Ivan; Lepore, Mattie; Lemish, Mendel; Lenn, Bob; Leslie Jr., Mrs. E.; Levitan, M. Chas. E.; LEWIS, James; LEWIS, Wm.; Little, Mrs. C. W.; Livingston, Faith; Lockwell, Lois; Logan, Robt.; LORFEZ, Jas. Bud; LORD, Jack; LOVITT, Manley; Lowe, Garland; LUDLOW, Melvin; LUNDGREN, Howard M.; Lush, Al; Lyons, Jas. Robt.; McAlbis, Clarence; McCahem, Frank; McCain, Wm. E.; McComb, Ernest; MCREADY, Claude M.; McDOWELL, Karl; McGEE, Jas.; McGEE, Francis; McGregor, Lily; McGuire, E. L.; McHENRY, Gilbert; MCKESSON, John; McKinney, Thos. E.; McNicholas, Michael; McPeck, James C.; McRae, M. W.

McROBERTS, Robt. Chas.; McSHAIN, Eugene; McWilliams, Roy; Mackey, Mrs. Mary; MAHAD, Chas.; MAHAY, Charles; Maher, Agnes; MALLERY, Richard; Mansfield, Robert; Margum, Clement; MARRION, Sidney; Marr, R. G.; MARROW, Herbert; MARSHALL, Howard; MARSHALL, Sam; Marshall, Troy R.; Martin, Al W.; MARTIN, Carolyn; Martin, Mrs. Hazel; Martin, Judy E.; MARTIN, Malcolm; Martin, Vickie Lea; Mathews, Robert P.; Mathewson, Jimmy; Mathieu, Philip; Matthews, Jimmy O.; Maxwell, A. R.; Mays, Benny; MEADOWS, Clarence; MEEKLING, Chas. Karl; MEEKS, Daniel; Meija, Miguel B.; Melville, Bert; Mendenhall, Jess J.; Mercer, Eslyn J.; Meyer, Wm. L.; Meyer, Wm. M.; MILLER, Bob; Miller, Charles & Pauline; Miller, Chris I.; Miller, Edward L.; Miller, Everett B.; Miller, Geo. & Miller Marks; MILLER, Leo; Miller, Martha; Miller, Ruhe; MITCHELL, John; MITCHELL, Nick J.; MONAHAM, Edward; Monahan, John; MONROE, Geo. Elmer; Mooney, Tommy; Moore, Jimmy E.; Morales, Pedro; MORGAN, Bud; Morgan, C. Nat; Morgan, Wayne; Morris & Morris; Morris, Allen; MORRISON, Ben; Morris, Harry; Morris, Mildred; Morrison, Milton; MORRISON, Robt.; MORSE, John; Morton, Lon O.; Mooby, Beatrice J.; MOSHER, Wm.; Mullins, Sophia; Munroe, Jack; MURPHY, Edward; Murphy, Jack; Murray, George Wm.; Myers, Gerald; Mysterious Three; NAPOLION, Lewis; NAUGLE, MICHAEL; Neal, James; Nesbobe, Duane; Newton, Harold V.; NICHOLAS, John; NINNIES, Peter; Niska, Miss; Noblin, Mrs. Mary; Norton, Ralph; Nuskind, Louis; O'BRIAN, Geo.; O'BRIEN, Michael; O'DANN, Walter; O'HARA, Frederick; O'Malley, Dan; O'Steen, Jas. Lee; OCEAN, Michael;

Stanfill, A. R.; STANSBERRY, Mearl Robt.; Staples, Norman; Szymanski, Judith J.; Swain, Bud; Sweeney, Lewis E.; Sweeny, White; SYLVER, James E.; SYNAK, Leonard S.; Talbott, Geo. Burl; Talerico, Wm.; TAN, Gus; Tarbes, Max M.; Tauriello, Frank & Bertha; TAYLOR, Clifford; Taylor, Fred F.; TAYLOR, Herman; Taylor, Howard Ray; Taylor, Jack M. E.; Taylor, James; TAYLOR, Major; Taylor, Wm.; Terry, Glenn I.; TETTS, Walter F.; THOMAS, Arney; Thomas, L. Louise; Thomas, Nelson; Thomas, Van Cecil; THOMAS, Woodrow; THOMAS, Willie; Thomason, Tommy; Thomason, Tommy & Naomi; Thompson, Quinlan; Thorn, Whitey; Thrusb, Paul; Thrusb, William; Tilner, Harry; TIPTON, Fred; Tom, Walter; Travers, George; TRIMMER, Paul; TRUSTEE, Lou; UNDERHILL, Loyd; UNDERWOOD, Daniel; VALLEGO, Tony; Valentino, Peter; VAN CAMP, Arthur John; VANZANT, Harry; VARECKA, John; VAUGHN, Edgar; VAUGHN, Hamp; Veit, Jerry; WAGMAN, Geo.; Walker Jr., Frank; WALKER, George; Walker, Prof. H. W.; Walker, Miss Lee; WALKER, Martin; Walkmir, G. A.; WALTER, Tom; WARD, Clyde C.; WARD, Kenneth; Ward, Vernon; Watkins, Frank; Watson, Joe E.; WATTS, Herman; WEAVER, Geo.; Webb, Harry D.; Webber, Rex; WEBER, Frederick; Weinke, August; Weinmann, Geo.; Weissenberger, Franklin; Weiss, Harry; Weiss, Kay; WELLS, Joe; West, Bess & N. L.; WESTERN, Geo. J.; Western, J. W.; WESTERN, Maloney John; Weys, Ed; WHARTON, Lee; White Eagle, Carl; Whiteside, A. R.; Wiley, Hubert; WILKE, Thomas; Wilkerson, J. W.; Wilkerson, Wm.; Willander, John M.; Williams, C. E.; WILLIAMS, Robert;

WILLIAMS, Daniel; Williams, Val; WILLIAMS, Vine; Willis Jr., Geo. Burl; Wilson, Blackie; Wilson, Bob; Wilson, Buddy; WILSON, Harry; Wilson, Red; WILSON, Robt.; Winkle, Rip; Winniman, Sully; Winslow, Colleen; Winter, Jacob G.; STERLING, John; Stevens, Raymond; Stewart, Iris; STEWART, Jim; STICKLE, Arthur; Taylor, Howard Ray; Taylor, Jack M. E.; Taylor, James; STOVER, James; Studebaker, Paul; Summers, J. E.; Styles, Talmadge; Sullivan, John Leo; SUMMERS, Eugene; Sutherland, Jos. E.; Sutton, Bill; Wolverton, Harold; Wood, Larry; Woodrome, Calvin; WOODRUME, Thomas; Woodward, Jim; Wright, Jack; Wrisk, Mrs. Donald; Wyoming, Duane; Yates, Pfc. Richard S.; Young, Greeney; YOUNG, Max; YOUNGQUIST, Byron; Zablo, Mary; ZIMMERMAN, Hubert E.; Zumpano, August;

NEW YORK OFFICE 1564 Broadway, New York 19, N. Y. MAIL ON HAND AT Alberta, Albert; Balev, Smiles; Baker, Lulu; Banile, Anthony; BECKER, Jacob; Bede, Ardeth; Bode, Geneva Jean; Booth, Nina; BOSTWICK, Edw. Jefferson; Burger, Harry; Butt, Milton; Cuvr, Hazel L.; Davey, Bob; DeLauzon, Jacqueline; Elliott, Leslie; EVANS, Lew; Fenwick, Charles; Gilbert, Miss G.; Hallenbeck, Norman; Hobron, Lillian; Howard, K. W.; Johnson, James N.; Keywood, Stewart; Lady Stella; LaFrance, Josie;

CHICAGO OFFICE 12th Floor Ashland Bldg. 155 No. Clark St. Chicago 1, Ill. Parcel Post Edwards, Eddie; ADAMS, Richard; Arnold, Floyd; Baird, Cay; Barron, Floye; Beard, A. J.; CHARRON, Henry; Christian, E. M.; Cox, Jack; De La Wezelez, George, Mr. H.; HOLT JR., Theodore; Johnson, Mildred; Lee, Evelyn; Lee, June; Lippincott, Mal; Littleyons, The; Mendoza, Manny; Nelson Sisters; NICHOLSON, Clyde Archie; Randolph, Wm. (Fat); Salyer, Henderson; SELLERS, William; SIMS, Leonard; The Three Gaynor; Vaughn, George F.; Vonberg, Jack; Wilson, Popeye F. W.; YOUNT, Wade; Duane;

ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo. Anderson, Dedup; Anderson, Pat; Arcade Shows, The; Burto, L.; Campbell, William; Moss, Lee; NIXON, James; Randolph, William; Reynolds, Mrs. (Fat); Riley Jr., E. D.; ROBERTS, Aldria; Schubert, Violet; Shannon, Wilburn; STANLEY, Sam; Stegmann, Carl; VEASEY, Russell; CONWELL, Herbert;

AREA

(Continued from page 44)

metropolitan newspapers because of paper shortage is going to make hard going for park publicity men. The summer amusements must prepare to get by without the usual newspaper display in advertising and reader notices. It is fortunate that most of the parks with transportation got a good following last summer, which will help tremendously in holding the patronage. Fortunately the parks with a big picnic following can rebook with a few personal calls. These picnics are a fine form of person-to-person advertising. Nearly all of the school children of St. Louis are a walking representative of Forest Park Highlands there. As usual, the annual meeting of the New England park men March 22 at Parker House, Boston, will be a lively affair full of interest to the active managers and concessionaires in the New England States. There is an eagerness to express the demands and the probable trend of the future amusement park. Already we have had a request from England to make up a list of the new rides and attractions that will be available immediately after the war. They do not propose to get behind the procession when the war dogs are chained again.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
(25 Opera Place, Cincinnati 1, O.)
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PARODIES

BLACKOUTS! — COMEDY MATERIAL PREPARED for prominent Broadway performers. Complete original collection, \$2.00. Money back guarantee. Kleinman, 25-31 30th Road, Long Island City 2, N. Y. mh4x
ENTERTAINERS ATTENTION — FIRST CLASS Piano and Orchestra Arrangements Written to Order by an Expert. Bernie Clements, Box 412, Houston, Tex.
FRANKEL'S ENTERTAINERS' BULLETINS — Containing Parodies, Band Novelties, Dramatizations, Monologues, 25¢ each. Five consecutive issues, \$1.00. Don Frankel, 3623-G Dickens, Chicago.
MUSIC PRINTED, \$7.00 UP; SONGS RECORDED, \$2.50; Melodies, \$6.00; Piano Arrangements, special offers. (Stamp.) Urab-BB, 2435 W. 34th, New York 1. mh4x
SONGWRITERS — LYRICS CORRECTED; REVISED, re-written, \$3.00. Professional work. Member Professional Songwriters' Association. "88" Keys, 1110 1/2 Taylor St., Fort Wayne, Ind.

AGENTS & DISTRIBUTORS

A FEW THOUSAND LEFT — DECLARATION of Independence. Parchment paper, 12 1/2 x 18 1/2. While they last, 2¢. Sample, 3¢. Randall, 49 Falmouth, Boston, Mass.
AGENTS — SELL \$1.00 PACKAGE VITAMIN Tablets for 75¢. Dozen \$2.00. Gross, \$18.00. Sample 25¢. Veribest Products, 4256 Easton, St. Louis, Mo.
ALL KINDS SNAPPY ARTICLES AT WHOLESALE. Cartoon Books, Photos, etc. Samples and list, 25¢. Large assortment, \$1.00. R-S, Box 424, Rola 9, Mo.
AT LAST! — MULTICOLOR TINSEL EFFECT Motives. Fast colors, sell like hot cakes at 36¢; cost 50¢, \$4.00. Samples, 25¢. Will not tarnish. Hurry! Johnson Sign Service, Morristown, Tenn.
BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample list, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. mh17x
FORMER GROCERY CLERK MADE \$59.50 first week working my Advertising Plans. Get them and do the same. No canvassing. Shepard Advertising, Lebanon, N. H.
HONOR ROLL CALENDARS, 6x9, \$3.50 HUNDRED; Plaster Plaques Ash Trays, unpainted, 72¢ dozen; Painted Dollar. Job lot Stuffed Toys, Jewelry. Peter Madia, 836 Pearl St., Camden 2, N. J.
KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. The Art Mfg. Co., 303 Degraw, Brooklyn, N. Y. ap1x
LARGE ASSORTMENT DOMESTIC AND IMPORTED Novelties, Post Cards, Books, Booklets, etc. Samples, two dollars and five dollars express collect. Big profits. Blue Moon Specialty Co., Washington at Walnut, Dept. BD, Ravenswood, W. Va.
MAGIC RACES — AT CIGARETTE TOUCH SIX horses are off. Fast seller. Big profits. 40 Races, \$1.00. Quantity prices. Sample free. Barkley, A-1316 Arch, Philadelphia 7, Pa. mh25
MEDICINE MEN — WRITE TODAY FOR FREE sample of our new Medicine Package. Eagle Laboratory, 4014 Lindell Blvd., St. Louis, Mo. mh18
ORDER! FAST SELLERS — \$25.00, \$50.00, \$100.00 or more for assortment Costume Jewelry, Sterling Silver and Rhinestone Pins, Earrings, Spring styles. Make 100% profit. 25% deposit with order, balance C. O. D. Shipping charges paid if you send full amount. Irving Sacks, Inc., Costume Jewelry and Novelty Supply House for Jobbers and Distributors, Dept. M, 264 Fifth Ave., New York. ap15x
PHOTOS ON STAMPS GOING LIKE WILDFIRE! No investment. \$2.00 seller, excellent profit. Samples, details free. American Merchandising, B-5, Box 67, Montgomery, Ala.
PICK POCKET PROOF WALLET BELT — Eight inch zipper compartment on inside; genuine cowhide. All sizes, price, \$1.98. Box 888-A, Haverhill, Mass. mh11
SELL STORES BUCK BUFFER FOR WHITE shoes. Big demand. Season now. Profits good. Send 25¢ for sample, details. E. Davis, 611D Johnson Parkway, Buffalo, N. Y. mh11x
SELL NEW-USED CLOTHING FROM HOME, auto, store. Men's Suits, 99¢; Pants, 27¢; Topcoats, 44¢; Dresses, 13¢; Ladies' Coats, 38¢. Other bargains. Catalog free. S&N, 565A Roosevelt, Chicago.
127 WAYS TO MAKE MONEY, IN HOME OR office, business of your own. Full Particulars free. Elite, 214 Grand, New York. ap29x

ANIMALS, BIRDS, REPTILES

A NICE SHIPMENT SPIDER MONKEYS JUST received. Also Agoutis, Squirrels, Deodorized Skunks, Coati-Mundis, Macaws and Canaries. Snake King, Brownsville, Tex.

ANIMALS AND REPTILES — PLENTY MEXICAN Black Spider Monkeys, \$35.00 each, or \$325.00 dozen; Coati-mundis (Snookum Bears), \$15.00 each, or \$120.00 dozen; Mexican Imperial Boas, 5 footers, \$5.00; dens Harmless Snakes, \$15.00; Mexican Green Rattlesnakes, 5 footers, \$5.00; dens Poisonous Snakes, \$15.00. Wire National Products Company, Laredo, Tex. mh11x
SPECIAL — COOPER HAWKS, PERFORMING Tumbler Pigeons, single, double and rollers; Black and Orange Persian Cats, Dancing Mice. Chester A. Lamb, 3129 Grand River, Detroit, Mich.
WANTED TO BUY — MENAGE HORSES. Buck Banard, Etna, O.
WANTED — MONKEYS, PARROTS, MACAWS, Cockatoos, Rare Animals, Birds, Hawks, Pheasants, Pigeons, Rabbits, Cavies, Splendid Singing Canaries, Detroit Bird Store, 3129 Grand River, Detroit, Mich.
WORK GOAT — BEAUTY, WELL BROKE, 28 inches high, weight 150 lbs., solid black, 6 years old, with harness and strong built two (iron) wheel cart. \$25.00. Bob Elliott, Milstead, Ga.
PEA FOWLS, \$10.00; ADULT BREEDERS, Pheasants, California Quail, 200 Fancy Pigeons, Bantams, fine bred Dogs, genuine Poodles, Dobermans, Spitz, Chow, unusual Jumbo Black Persian Cat, weight 40 pounds, big as bear, \$20.00. Rare Birds from all lands. Wait Parrots, Animals, Monkeys. Cash waiting. Detroit Bird Store, 3129 Grand River, Detroit, Mich. x

BUSINESS OPPORTUNITIES

IF YOU REALLY WANT TO SELL SOMETHING different ask about Bish-O-Craft, the "artistocrat" of tonic search-able jewelry. Bish-O-Craft, Box 117-D, Miami 88, Fla. mh25x
PAYING MAIL BUSINESS — STAMP BRINGS profit. General Publications, Ossining 12, N. Y. mh11
POST-WAR OPPORTUNITIES — THE ROADMAN'S Guide, a valuable book of Formulas and Plans, \$1.00. Twenty different Popcorn Formulas, \$1.00. Deep Frying Instructions, \$1.00. Barbecue Sauces, 3 kinds, \$1.00. Sandwiches and Salads, 60 kinds, \$1.00. Course in Candy Making, \$2.00. All prices quoted mean postpaid. Use or resell. Send \$3.00 for the entire list; a seven dollar value. The Roadman's Guide, Crestline, O.
SELL ENVELOPES BY MAIL, WHOLESALER, sparetime. Big steady profits. Omaha Envelope Service, Dept. 10, 4721 California, Omaha 3, Neb. Established 1930.
SIGNS AND SHOWCARDS EASILY AND EXPERTLY painted with Letter Patterns. Write for free samples. John Rahn, D1330 Central Ave, Chicago.
\$7.50 CASH WILL TAKE MODERN ARCHERY Range and complete sales department, downtown location in Northwest. Box C-193, The Billboard, Cincinnati 1, O. mh11

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES — All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. mh18x
ALL KINDS 5¢ SELECTIVE CANDY VENDERS, LoBoy Scales, Stamp Machines, 1¢ Peanut. Adair Company, Box 166, Oak Park, Ill. mh4
ERIE DIGGERS IN FINE CONDITION — Have seven of them and will sacrifice. Strongly constructed shipping crate for each machine. Spalinger, S. 132 "D", Spokane, Wash.
FOR SALE — 200 PIN GAMES, ALL TYPES, just pulled in from location. Prefer to sell in lots. Will not sell choice games only. Dursell Novelty Co., 176 Arch St., New Britain, Conn. mh4
FOR SALE — LIKE NEW 5¢ MILLS BLUE Fronts, \$159.50; 10¢ Mills Blue Fronts, \$179.50. Wanted: Mills and Jennings Low Boy Scales. What have you? General Novelty Company, 521 N. 16th St., Milwaukee 3, Wis. mh11
FOR SALE — 2 COMPLETE ARCADES, 150 Pin Ball Machines on location, 25 good Music Machines on location, serving defense towns and army bases. No shipping, come and get them. Ideal Music Company, 620 Kansas, Topeka, Kan. mh11
FOR SALE — 4 MARBLES, CASE 20.000. \$22.00; 5 National 9-18 Candy Machines, \$65.00 each; 1 National 6-26 Cigarette Machine, \$10.00; 10 Rowe Aristocrats, \$8.00 each; 3 Column Unedapak-paks, \$20.00; Norris 77 Masters, \$3.00; Marvel Cigarette Reels, \$10.00; Imps, \$3.00, and 3 Mills Cigarette Machines, \$10.00. All machines are in working order. Glen Gillette, 428 Maple Ave., Edgewood, Pa. x
JENNINGS FOUR STAR CHIEF — SPECIAL award, good condition, \$105.00. Byrd Cate, 5003 Ready Ave., Baltimore, Md.
ONE BALLS — 4 TURF KINGS, \$565.00; 2 Kentucky's, \$415.00; 2 Santa Anitas, \$310.00; 2 Long Shots, \$385.00. These machines guaranteed like new, used very little; have been stored over a year. Mullinix Amusement Company, 1514-16 Bull St., Phone 3-6601, Savannah, Ga. mh4
PHOTOMATICS WANTED — WILL PAY CASH for late model Photomatics. Please describe fully. McGuire, 313 N. Santa Ana St., Bellflower, Calif. ap29x
PIN GAME TRANSFORMERS, COILS, COIN Chutes, Clocks, Back Glasses, Motors, etc. All kinds Peanut Venders. Austin, 3234 Sterling, Alameda, Calif.
SKYFIGHTER, \$350.00; AIR RAIDER, \$225.00; Defender, \$265.00; Rapid Fire, \$205.00; Submarine, \$195.00; School Days, \$65.00; Night Bomber, \$375.00; Bull Bull, \$65.00; Seeburg Hitler-Mussolini, \$100.00; Seeburg Parachute, \$125.00; Chicken Sam, \$125.00; Open Season, \$175.00; Supreme Tokio, \$225.00; Test Pilot, \$195.00; Ace Bomber, \$395.00; Panoram, \$375.00; D.P. 225 Photomatic, Chemicals, 5.000 Frames, 15¢ Slot complete, \$750.00. 1/3 deposit. Herb Everschor, 276 S. High St., Columbus, O. x

SLOT MACHINE — 5¢ PACE COMET MODEL, like new blue and chrome, matching console. (metal), \$120.00. First cashier's check sends this clean job from private home. "Junior" Pin-Ball, no legs but fair shape, \$25.00. R. B. Hardy, 14385 Mansfield, Detroit 27, Mich.
"SPECIAL" — 15 ELECTRIC SHOCKERS; \$9.50; 3 Poison the Rat, \$22.50; 1 "Asker," \$29.50; 2 A.B.T. Big Game Hunters, \$27.50; 1 Toledo Health Scale, \$60.00; 40 5¢ Sanitary Napkin Venders, \$20.00. Cameo Vending, 432 W. 42d, New York.
WALL BOXES — 16 WURLITZER MODEL 125 Boxes, \$32.50; 12 Model 120 Boxes, \$30.00; 5 Model 331 Boxes, \$15.00; 2 Model 145 Impulse Steppers, \$27.50; 4 Buckley 1941 Illuminated 24 Record Boxes, \$15.00. Mullinix Amusement Company, 1514-16 Bull St., Phone 3-6601, Savannah, Ga. mh4x
WANTED — 412-616 WURLITZER TONE Arms, Speakers and Amplifiers, any condition. Paschke, 2852 W. 63rd St., Chicago 29, Ill. mh4
WANTED — 50 5¢ CANDY BAR VENDERS. Must be A-1 condition. Also a bargain. Full description, price first letter. W. H. Adcock, Chatsworth, Ga. mh4
WANTED — KEENEY ANTI-AIRCRAFT. ANY amount, black or brown; old Exhibit Pinballs, any condition, just so complete. Advise quantity and price. Gilles Candy Co., 608 Main St., Osage, Iowa. mh25x
WANTED — WAITING OR MILLS SCALES. Will buy as is. What have you? Babe Levy, 2830 10th Court South, Birmingham 5, Ala.
WILL BUY MILLS AND JENNINGS CHROME Bells, all denominations; also Mills 3 and 4 Bells and Blue and Brown Front Bells. Give numbers, condition and price. Joe Clark, 254 Masten St., Buffalo, N. Y. x
WILL BUY ANY QUANTITY A.B.T. TARGET Machines. Any condition. Give accurate description. Edford Jobbers, 30 N. Wells, Chicago 6, Ill.
2 EXHIBIT COCKEYED CIRCUS (ON BASE), \$150.00; Exhibit Smiling Sam, \$125.00; Exhibit Egyptian Seeres, \$35.00; Texas Leaguers, De Luxe, \$39.50; A.B.T. Target Skills, \$22.50; Exhibit First Strikers (late model), \$129.50; Casano Golf, \$35.00; Gettlieb Triple Grip, \$18.50; Kicker-Catcher, \$19.50; Pikes Peak, \$19.50; Chester Polard Football, \$99.50; Exhibit Striking Clock, \$109.50; Keeney Air Raider, \$225.00; Rapid Fire, \$219.00; Exhibit Drop Pictures, \$12.50; View-O-Scopes, \$22.50; 2 Microscope Punching Bags, \$225.00; Solar Horoscope Forecast, \$110.00. 1/3 deposit, balance C. O. D. Arcade Equipment Company, 231 N. Capitol, Indianapolis, Ind. x
10 MILLS JUMBOS, SLIGHTLY USED, LATE heads and cabinets, ready for location, automatic pay, \$100.00 each; 2 Silver Moons, F.P., \$75.00 each; 2 Rob Tails, F.P., \$75.00 each. Gurt James Novelty Co., Thornton, Ark.

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ALL SILK OPERA HOSE, \$4.95; ELASTIC Opera Garter Belt, \$2.50, black and flesh; Dancer's Belt, \$2.50; Strip Panties, \$1.00; Rhinestone G-Strings, \$15.00; Rhinestoned Brassiere, \$1.50; G-Strings, 50¢; Panel and Bras, \$7.00; Gowns, \$7.00. Immediate delivery. Stage Undies, 302 W. 51st, New York.
CHORUS COSTUME CLEARANCE — ONE DOLLAR, perfect condition; Principals, three dollars. Men's Wardrobe. Guttenberg, 9 W. 18th St., New York City. ap8x
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CHORUS COSTUMES — RUSSIAN, GAY NINETIES, Band Coats. Assorted bundles Trimmings, Costume, etc., \$3.00. Conley, 308 W. 47th St., New York.
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WILL SWAP 2 DEVRY FOR 16MM. PROJECTOR. Must be in good condition. Also have some Radio Tubes for sale. Write John Messer, Minot, N. D.

HELP WANTED

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**AT LIBERTY — STRING BASS DOUBLING** Fiddle. Name band experience. Arrange, organize. Radio preferred. Joe Martin, General Delivery, Kansas City, Mo.

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**DRUMMER — SWING VIBRAHARP, XYLO-**phonist, all styles including solo work. Solid drummer. Read on all instruments. Dance, radio, recording experience. Photo and records sent on request. Young, sober, reliable. Army discharge. Would like location in California with ambitious small combo or good band. Carl Dean, 815 W. California St., Oklahoma City, Okla.

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**EXCEPTIONALLY FINE DRUMMER DOUBLING** Vibraphones. Wonderful equipment. Fine dance man. 4-F, good appearance, absolutely reliable. Lots of experience. Go anywhere with good unit, large or small. Expect top money. Locations only. "Drummer," Tower Apts., High and South L. Telephone 863 L. J., Oskaloosa, Iowa.

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**ALL AROUND MALE TAP DANCER DESIRES** work around New York in clubs, theatres, etc. No teaching. Box 566, Billboard, 1564 Broadway, New York 19.

**AT LIBERTY — SIX GIRL LINE, MARCH 5TH.** Southeastern States preferred. Transportation and \$300.00. Thelma Carmen, 252 E. Lakeriew Ave., Columbus, O.

**AVAILABLE — IMPALEMENT SUBJECT DE-**sires to contact A-1 Knife Thrower for coming dates. Write for particulars. Box C-196, Billboard, Cincinnati 1, O.

**COMEDIAN (FEMALE) — EXPERIENCED,** age 24, attractive. All offers considered. Write E. Rowley, 144 W. 76 St., New York City.

### TO REVAMP WFA PLANTS

(Continued from page 41)

sible extension of the State Fair, is expected to have some sort of operation in 1945. Imperial Valley Fair, of which D. V. Stewart is secretary, is housing over 1,000 Mexican nationals and cannot operate.

Julian McPhee, chief of the State Bureau of Agricultural Education and president of California State Polytechnic, in urging that some sort of fairs be staged, suggested "a medium between the fair set-up at the outbreak of the war and no fairs at all, with the idea of gaining in food production." Keynoting the convention with this thought, there were arguments pro and con. Eric McLachall, division of audits of the State department of finance, scored fair secretaries for lack of records, suggesting that an auditor be sent to fairs to keep check on books to facilitate filing of reports and to speed payment of the State-aid money. Sonoma County Fair had followed this procedure, but an auditor has been paid by the fair.

**Visitors Are Numerous**

Banquet Thursday night at El Paseo was under direction of Secretary Tevis Paine. Appearing at the sessions were Henry W. Churchmen, San Diego, who put in a bid for the meeting after the war; A. H. Lea, who invited the next meeting to Portland; Nelson Crowe, editor *Western Livestock Journal*; Fred Bixby, State Fair president; Lyle Sheldon, Treasury Department representative, who spoke on War Bond drives; Jack Endress, of Foley & Burk Shows; Sam Abbott, *The Billboard*; Fred H. Kressmann, Barnes-Carruthers; Mike Krekos, West Coast Victory Shows; Charles W. Nelson, Los Angeles booker; Monte Brooks, Portland agent, and Tom Keene, who invited inspection of a new racing machine.

Eldon Frock and Bill Meyer, Frock & Meyer Shows, Los Angeles, came for opening day. Charles Ellsworth, Pacific Coast manager for Barnes-Carruthers, and Fred Kressmann, Chicago office, talked things over. W. T. Jessup and Mike Krekos represented West Coast Victory Shows. Jack and Mrs. Endress had open house, with "rain checks" serving the sesame part. Art Blanchard, former print house operator, San Francisco, who closed shop for the duration, has dreamed up a water carnival with plenty of possibilities. E. G. Vollman told a local news reporter that the "E. G." was for "Easy Going." Leo Spitzbar, Salem, Ore., has some good formulas.

**SACRAMENTO, Calif.** — Tevis Paine, secretary of Western Fairs Association and assistant secretary of California State Fair here and now on leave of absence, has been named a member of the board of directors and also to the regional committee for Zone 5 of the American Horse Show Association, Inc. His appointment was made by Lewis M. Gibbs, AHSA secretary. Adrian Van Sinderin is association president.

# THREE METALS IN LIMELIGHT

## Government at Work on Plans For Releasing

Copper, steel and aluminum may be available for several merchandise items

WASHINGTON, Feb. 26.—The early part of the week found the War Production Board busy on the revision of about 80 orders relating to materials that promised some real interest for the specialty merchandise trade when final announcements are made. It had been reported during the previous week that such revisions were being made and that some definite revisions might be made public before the present week came to an end.

All of the orders up for revision were being considered with the idea of releasing more materials for civilian production. In manufacturing circles these regulations have been known as L and M orders and were issued early in the war to ban or limit civilian production of many items of merchandise and heavy goods. The good news that more materials may be available for civilian manufacture is based on the greatly increased supplies of copper, steel and aluminum which are found to exist in the country. This is a tribute to American production facilities and shows what can be done when the nation's industries set out to do it.

### For Substitutes

There are differences of opinion as to how much copper, steel and aluminum will be available for civilian goods. Early plans call for releasing such metals to be used as substitutes for paper, wood, fiber board and plastics wherever possible because the latter materials are now on the scarcity list.

The specialty merchandise field was aroused by the reports of WPB plans because certain merchandise items were specifically named in news to the press. These items included fountain pens. (See Metals in Limelight on page 53)

## Merchandise Trends . .

By CAROLINE ASPRAY

CHICAGO, Feb. 26.—The federal tax bill high-lighted the news for the merchandise field this week when both the House and Senate passed the bill over President Roosevelt's veto. All the new excises will become effective April 1.

NO DIM-OUT IN CHI—Chicagoans, while enjoying the feud between their morning newspapers, are making sure of bright lights to read them by. Lower priced lamps are rarities, but volume sales in the high-price brackets aren't hurting retailers at all. The average sale a year ago was around \$5—now it's \$12. Floor lamps at \$55 find ready buyers. Reports last week from New York, meanwhile, said that the WPB is investigating the lamp and shade industry there for possible violations of orders limiting production and use of materials. It was said some weeks ago that some manufacturers have stocks on hand and are impatient to start on renewed manufacture.

CLEVELAND GIFT SHOW—Same old story for this one, too—plenty of costume jewelry, pictures, religious articles and pottery and glassware all over the place, with metal goods, lamps, clocks and watches conspicuously absent. Over 50 different lines were on display in the show at the Statler last week.

COFFEEMAKER—Some people like 'em, others don't, but the Chemex brand, made of a single piece of Pyrex glass, is sure-fire with dishwashers. With housewives cutting kitchen duty to the absolute minimum these days, lots of families will be swearing by the quick and easy way and sticking to it after the war is over, too.

POTTERY REVIEW—*Business Week* recently made a short report on pottery and china production, stating sales have jumped over 50 per cent with customers still demanding more. Labor costs, gas shortages and packing problems will probably keep manufacturers behind on orders for a long time. Chief post-war headache is competition from imports.

The same issue of that news magazine carried a story on new uses for glass, developed under stress of war, which will undoubtedly keep that industry riding high come peacetime. Fiber glass and Foamglas, now devoted almost exclusively to war needs, will provide many

(See Merchandise Trends on page 52)

*Wooden*  
**CIGARETTE CASE**  
Ideal for Engraving



No. 4595  
**\$6.00**  
Dozen

Wooden Cigarette case with attractive assorted patterns mounted on front. Swing type top. Holds "10" Cigarettes. Ideal for engraving or woodburning. Volume seller!

Harry Pakula & Co. 5 N. Wabash Ave. Chicago 2, Ill.



# ANNOUNCING

Premium Items  
for Carnivals  
Gift and Art Novelties

WEST COAST  
NOVELTY CO.

1050 Mignonette St., Los Angeles 12, California



**1944 TREND CREATOR!**

Here's one of the best numbers in our line of "1944 Trend Creators." You can't appreciate the profit producing possibilities of this particular locket without seeing it. Get started with our new line NOW!

#812—Circular Gold Plated Locket, Genuine Ocean Mother of Pearl Top with Insignia and Wire Work Fob . . . . . \$12.00 Doz.

Item is shown in actual size. Order now! Immediate delivery guaranteed! Send for catalog of complete line!

1/3 Deposit, Balance C. O. D.,  
F. O. B. New York.

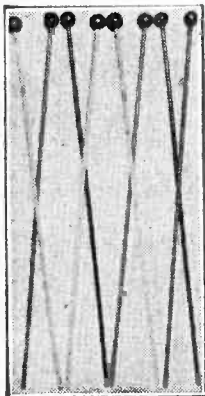
SEND \$1.00 FOR SAMPLE!

**TREND CREATORS** 1265 BROADWAY  
NEW YORK, N. Y.



# LOOK! — ATTENTION! — LOOK!

## BALL GAMES, SCALES, SLUM CONCESSIONAIRES



Various Assorted Colors

**\$10.50**

PER GROSS  
34 INCHES OVERALL

**NO LESS THAN  
5 GROSS TO ORDER**

Approved by America's Largest  
Concessionaires.

Allow 10 Days for Delivery



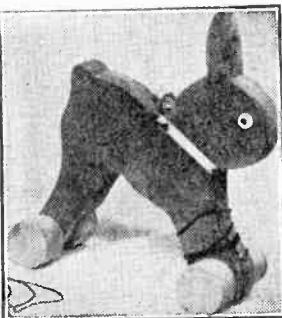
## BIG LEAGUE SPECIAL

**\$9.00**

DOZEN

Regulation Size, 32 In.  
Made of Tough Ash

**GOOD BINGO ITEM!**



## BINGO, WHEELS, OTHER CONCESSIONAIRES

## FUZZY WUZZY TOYS

VARIOUS ASSORTED COLORS  
**\$8.75**

PER DOZEN

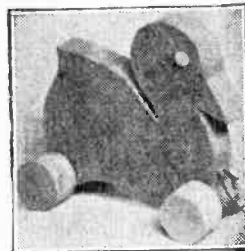
**RABBIT (GREY)**  
8 in. high, 8 in. long.

**SCOTTIE (BLACK)**  
6 1/4 in. high, 6 1/4 in. long.

**HORSE (BROWN)**  
6 1/2 in. high, 6 1/2 in. long.

**DUCK (YELLOW)**  
6 in. high, 6 in. long.

ALL OF THE ABOVE ARE VERY FLASHY  
ITEMS FOR FIRST SHELF BINGO PRIZES  
WHEEL INTERMEDIATE PRIZES



### DELIVERY

MARCH 15 ON BATS AND  
SMOKING STANDS.

DUE TO PREVAILING CONDITIONS  
WE CANNOT GUARANTEE THE  
ABOVE PRICES AFTER APRIL 1.  
ORDER NOW!! 25% DEPOSIT  
WITH ALL ORDERS, BALANCE  
C. O. D.

## BINGO SPECIAL!

**\$15.00**

PER DOZEN

Mahogany - Walnut - Oak Finish  
Height 22 In.



# BROWN CONCESSION CO. 155 NORTH CLARK ST. CHICAGO, ILL.

## WRITE FOR 4 COLOR EASTER RABBIT FOLDER

You'll Find It Very Profitable

**IT'S FREE**

**JERRY GOTTLIEB**

303 Fourth Ave., New York City

## Popular Items

### Tiny Cased Razor

A black plastic kit, only two inches square, holds a safety razor with blade, and retails for under a dollar. The handle of the razor unscrews from the head and can be telescoped. Aristocrat Leather Products Company, New York, promise immediate delivery. Servicewomen and travelling wives should provide a huge market for these.

### Fast Seller

A little item with a big profit is the Idento-Case offered by Beacon Sales Corporation, Chicago. With four clear-view containers—enough to hold eight cards, snaps, passes, etc.—and a metal spiral binding, the case has a durable leatherette cover.

### Lighters

Stuart Novelty Company, Detroit, has a new "Ritzi" streamlined lighter which comes in three colors mounted 12 to a good-looking display card. What with the scarcity of matches and the attractive price, these should be big sellers.

## Easy-to-sell QUALITY BILLFOLDS of Genuine Leather

COMPARE with \$2.50 SELLERS!

Genuine \$7.20 Goatskin per doz. Genuine \$10.20 Calfskin per doz.

Goatskin Sample..\$1.00 Calfskin Sample..\$1.50  
These handsome billfolds are equipped with four celluloid pass leaves; glassed-in identification pocket; extra side pocket; full length, spacious compartment for paper money and valuable papers.



*Peter Peyton*

25% Deposit with Order, Balance C.O.D.—F.O.B. Factory  
We Prepay Shipping Charges on all Cash-In-Full Orders

DEPT. B-34

405 1/2 Washington St. . . . Waukegan, Ill.

## BINGO SUPPLIES

Plastic Balls  
Plastic Markers  
Midgets 1—3000  
News 1—3000  
Specials—5 Ups—6 Ups—7 Ups to Pad  
Regular Specials

Write or Wire for Catalog

**JOHN A. ROBERTS & CO.**

Formerly

N. M. BANK & CO.

235 Halsey St. Newark, N. J.

**\$10 Buys Complete  
Assortment  
AROMATIC CEDAR**

and

**REDWOOD NOVELTIES**

Includes Hearts, Dogs, Cats, Animals.  
Painted and plain.

If dissatisfied return mdse. in good order  
and your money will be refunded. We have  
plenty of Merchandise.

**OCEAN PARK WOODEN JEWELRY MART**  
P. O. Box 611 OCEAN PARK, CALIF.



## NOVELTY PANTS

PRINT ANY NAME  
OF CAMP OR CITY

VERY LATEST NOVELTY  
GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted  
colors with lace edges. FAST 50¢ retailer. Send  
25¢ for sample—lots of 100 or more, \$15.00  
per hundred. 25% required on all orders.  
balance C. O. D. PREPAID TO YOUR CITY.

**MILT WILLIAMS NOVELTY CO.**

1033-1035 Mission St., San Francisco 3, Calif.

## MILITARY INSIGNIA LOCKET!

We've just completed a gorgeous line of Mother of Pearl and Gold Filled Locket. Illustrated is one of these exquisitely designed and expertly finished pieces.

**Send for Complete Catalog!**

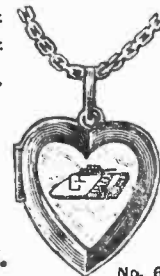
#620—1/20 10-Karat Gold Filled on Sterling Silver Locket and Gold Plated on Sterling Silver Neck Chain, Mother of Pearl center and choice of any Service insignia. Individually packaged, in beautiful Velvet Lined boxes. Order today!

\$32.50 Per Dozen. (Send \$3.00 for Sample.)

1/3 deposit, balance C. O. D., F. O. B. N. Y.

**SOLD FOR RESALE ONLY!**

**MURRAY SIMON** 109 So. 5th Street  
Brooklyn, N. Y.



No. 620

**INTRODUCTORY LISTINGS** Covering All Items NOW READY  
IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR.  
WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your  
business and type of goods you are interested in.

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

# THIS STOPS 'EM

## All Rubber Tires on this STROLLER-WALKER

Made To Sell At \$10.95

**Your Cost \$5.45**

**PLENTY OF VALUE APPEAL!**

REMOVABLE FLOOR TRAY

STROLLER-WALKER IN A JIFFY



If you need an Outstanding Item to Push Your Sales here's one on wheels! 4 Rubber Tire Wheels! Thousands sold retail at \$10.95! Individually packaged! Limited quantity available. Rush Your Order. Enclose 25% with your order, balance C.O.D., F.O.B. Chicago.

**It's Big! It's Sturdy! It's Got RUBBER TIRES!**

Individual Sample Orders Must Be Prepaid!

**ALLIED CABINET CO., 1717 WEST VAN BUREN, CHICAGO 12, ILLINOIS**

### MERCHANDISE TRENDS

(Continued from page 50)

novel items for the specialty merchandise trade when the war is over.

**NEW PRICE REGULATION**—OPA has completed a tentative draft of the plan for price control, which is based on the retailer's historic margin, and will present it to the Central Council of the National Retail Trade Associations next week. If a favorable response is given, the plan may go into effect about April 1. Previous retail opposition to the proposed "three-way" plan led officials to incorporate certain variations which would allow different types of merchants a choice of procedures.

**TEN YEARS HENCE**—Well, maybe, 20 years, or could be even less, and airports will have underground moving sidewalks, electric cars, stores, lounges, coffee shops and what'll you have—according to an airlines' architect speaking before the Midwest Airport Managers' Conference this week. In fact, post-war airports will be whole cities in themselves—travelers can pick out their souvenir gifts for the wife and kids with no trouble and no loss of time.

**SALES DOWN**—Department store sales for the week of February 12 slumped 21 per cent, according to the Federal Reserve Board, bearing out trade expectations for a decline in the early part of 1944 because of record volume done the latter months of '43. There are signs in Chicago, tho, that the public is getting a little more cautious in its free spending. Customers are asking the price before saying "I'll take it." Cut-backs in war contracts and stories of material stock-piles may be scare factors; Jap atrocity stories and March 15 probably have something to do with the wave of caution.

**GOVERNMENT ORDERS**—WPB issued another amendment February 16 to the General Limitation Order L-140-a covering cutlery, to specify exceptions for army and navy orders and the procedures manufacturers must follow to secure permission from the agency to fill such purchase orders. . . . Keeping up with conservation order amendments on paper and paperboard is developing into a full-time job; the one issued February 16 took playing cards off the list of items permitted at 80 per cent of 1942 production. . . . Enough reports are circulating about the woeful lack of alarm clocks (see this column last week) to make increased production a stronger possibility. Some rumors say the situation may serve as a test case to overcome military opposition to production of essential civilian items.

**THIS AND THAT**—A New York designer is putting out plastic handbags, which are transparent. They're way up in the price brackets now, but our guess is against any mass demand; the portable filing cabinets we lug around now provide one last measure of privacy. . . . The popularity of *Oklahoma!* is reflected in a new line of costume jewelry. . . . The State of Utah ordered the sale of medicinal vitamins restricted to licensed pharmacies.

9 1/4 by 5 1/4 by 3 1/2




Available in Tan or Mahogany

## UTILITY KIT

Made of high quality leather. It is dust-proof, has a waterproof lining and a Talon zipper. Full capacity opening, with a stiff wire frame at top which holds it rigid when open. It closes snug and compact. Used by both men and women.

BB103 ..... Ea. \$2.10  
In Lots of 10.. \$20.00

## "A PERFECT LIGHTER THAT NEVER FAILS"



It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

## ROHDE-SPENCER CO.

223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

## LUMINOUS FIGURES

THAT GLOW IN THE DARK IN 2, 3 AND 4 COLORS!

9" Crucifix in Relief..... \$6.50 Doz.	Ass't. 6 1/2" Saints..... \$ 4.50 Doz.
Large Bust of Christ, 7 1/2"x4"..... 6.50 Doz.	Ass't 5" Saints..... 3.60 Doz.
Large Bust of Mater Dolorosa..... 6.50 Doz.	Large Wall Brackets, 7 1/4"x6"..... 8.50 Doz.
Ass't. Saints on Altars, 5 3/4"x4 1/2"..... 6.50 Doz.	Small Wall Brackets, 4"x4"..... 4.25 Doz.
Statue of Nativity, 4 1/2"x3 1/2"..... 6.50 Doz.	Ass't. Large Animals..... 4.00 Doz.
Ass't. 8" Saints..... 6.50 Doz.	12" Saints..... 2.25 Each
Statue of Sitting Madonna and Child, 6"x3 1/4"..... \$ 6.50 Doz.	Plaque Crucifix With Hanging Hook, 6"x3 1/2"..... 4.25 Doz.
Small Crucifix, 4"x2"x1/2" with Hanging Hook..... 2.75 Doz.	Boutonnieres..... 12.00 Gross
Acetate Hairbow on Comb With Luminous Gardenia..... 4.25 Doz.	Silk Hairbow on Comb With Luminous Gardenia..... 3.20 Doz.
Silk Ruffle Hairbow on Comb With Luminous Gardenia..... 4.00 Doz.	Velvet Hairbow on Comb With Luminous Gardenia..... 3.75 Doz.
Velvet Ruffle Hairbow on Comb With Luminous Gardenia..... 4.25 Doz.	Double Velvet Hairbow on Comb with 2 Luminous Gardenias..... 5.00 Doz.

(Above Hairbows Come in All Colors.)

**1/3 Deposit. Balance C. O. D., F. O. B., N. Y.**

**NITE GLOW PROD. CO.** 105 W. 47th Street, New York 19, N. Y. Medallion 3-5794

**Now! You Can Tell The Weather 24 Hours in Advance**

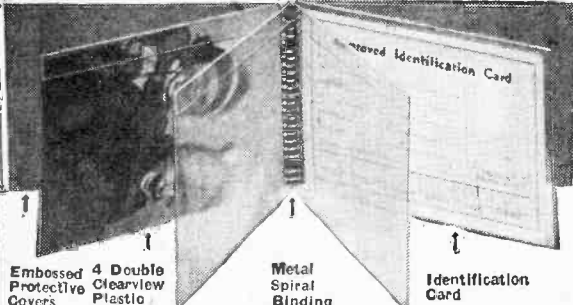
*with this Swiss Windmill Weather Forecaster*



**Be Your Own Weather Man 50c**

Your customers are sure to want this item. Handsome carved-style Barwood representing a Swiss Windmill. Beautifully hand-painted in Four Colors. Thermometer accurate from 120° to 20° below zero. Amazing storm glass predicts weather up to 24 hours in advance—tells if will rain, snow or shine. Nothing to get out of order. Proven fast seller. You'll "go to town" with it. Retail for \$1.00. Your cost only \$6 per dozen, beautifully boxed. Send 25% deposit, balance C. O. D., plus few cents postage. Rush your order to

**ILLINOIS MERCHANDISE MART**  
Dept. AL-7, 500 N. Dearborn St., Chicago 10, Ill.



Embossed Protective Covers  
4 Double Clearview Plastic Pockets  
Metal Spiral Binding  
Identification Card

## Cash in NOW!

with biggest PROFIT MAKER of the year

**AGENTS — SPECIALTY SALESMEN — STORES**

New IDENTO-CASE. Fast, easy sales! Holds and protects 8 or more identification — social security — lodge and fraternity cards—gas ration book—photos and other valuables. An ideal serviceman's gift will sell at every post exchange, war plant, store, garage and home. Strong embossed front and back protective covers, metal spiral bound with 4 double "clearview" pockets. Fits in pocket of blouse, vest, billfold or lady's purse. Sample 50c; fast, easy seller; big profits; **DOUBLE YOUR MONEY** quickly.

**RUSH ORDERS FILLED THE SAME DAY AS RECEIVED**

Cash With Order Will Prepay Your Delivery Charges. 25% Deposit on C.O.D.'s Shipped F.O.B. Chicago.

**BEACON Sales Corp., Dept. B, 37 S. Wabash, Chicago 3**

## WOOD JEWELRY

Lapel Badgets • Pendants • Pins • Photo Lockets • • Gold Wire Mother-Hearts

**\$10.00 For Sample Assortment**

Send **Write for No. 43**

**New Catalogue**

**Charles Demec**

WOOD PRODUCTS

PHONE 116 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

## CANDY!!

### SALLY FAMOUS ALLEN

high quality covered chocolates

22 One (1) Pound Boxes Candy in connection with 1000 H. B. at 5¢ per sale takes in \$50.00. Jobber's cost \$19.95 per deal; 10 deals or more, \$19.50 per deal. Rush orders now, as this famous candy is offered on Sales Board for the first time.

**IMMEDIATE DELIVERY EASTER BANDS**

1/3 Deposit With Orders, Balance C.O.D.

## H & H NOVELTY CO.

5713 Euclid Avenue CLEVELAND, OHIO

## Pin-Ups

12 GORGEOUS GLAMOUR GIRLS



## GORGEOUS! GLAMOROUS!

WITH SALES APPEAL, PLUS!

12 glamour girl pin-ups! Each one lovelier and livelier than the last! 12 full-color prints—reproductions of the original Elvgen paintings. Prints are bound in portfolio, but tear out with clean edge for framing. Each in convenient self-mailer that will go anywhere. **B31L52—Per Dozen Portfolios, \$3.60.** Send 25% Dep. with Order, Bal. C.O.D.

**Hagq<sup>u</sup> JOSEPH HAGN COMPANY**

WHOLESALE DISTRIBUTORS SINCE 1911  
**217-223 WEST MADISON ST., CHICAGO 6**

## METAL PIN BACKS



Minimum order 1 gross, \$2.50 per gross. 1 inch only. Cash, no C. O. D. Special price in large quantity. **H. MALINA, 81 East Market Street, Wilkes-Barre, Pa.**

## JOBBER'S SPECIALS

Factory Guaranteed Fountain Pens, National Brand, \$9.75 Doz. Medium Size Pen-Pencil Comb., Fine Make, \$7.50 Doz. Pen-Pencil Sets, \$10.00 Doz. SOLO Automatic Lighters, \$2.90 Each. Forest Master Pearl Handle Knives, \$13.50 Doz. Hunting Knives in Leather Sheaths, \$33.00 Doz. to \$54.00 Doz. Billfolds, \$6.00 to \$24.00 Doz. Sample Line, \$15.00 or \$25.00.

**Monarch Products Co.**

161 SUMMER ST. BOSTON, MASS.

## JUST OUT! New Book of "102 Magic Tricks"



All tricks illustrated and described in detail. No special apparatus required. Big profits for Jobbers, Retailers and Distributors. Rush 15c for sample copy and quantity prices.

**102 MAGIC TRICKS ONLY 15c**

**D. ROBBINS & CO., Newsweek Bldg., N. Y. C.**

**METALS IN LIMELIGHT**  
(Continued from page 50)

portable flashlights, fluorescent equipment and dry-cell batteries. Government officials affirmed that when orders were revised they will not permit increased item production nor will they change the rate of production.

Officials said that public complaints of inferior merchandise, due to the use of substitute materials, were the reason for plans to release important metals for manufacture as soon as possible. The plan is to make it possible to manufacture a number of items with the normal or peacetime content of metals. But the actual supplying of the three metals to industry may not be as simple as revising the orders. While plans were being made, an official of WPB announced that even the lots of aluminum is available, there still is a shortage of workers which is likely to prevent any extended production of civilian goods at this time.

**Watching Progress**

Each revised order which WPB turns out during the next several weeks will be watched with eager eyes by the merchandise trade, it is expected. On February 16 an amended form of L-140, relating to cutlery, was released but it did not seem to promise much in the way of merchandise or additional metals for making cutlery. It had only been recently reported by the WPB, however, that production of cutlery in the third quarter of 1943 had climbed about 35 per cent and that the trend had apparently continued since.

Whatever developments in the supply of copper, steel and aluminum may happen in the next several weeks, it now appears that big stock piles of these materials exist and that WPB will revise official orders as favorably as possible. However, other conditions, such as labor shortages, may still postpone any real increases in civilian supplies of merchandise items. Military opposition to any return to civilian production continues strong, with the majority of reports saying that until a main invasion is firmly established in Europe, civilian goods must wait. War and navy officials are against any curtailment of war production effort now in case military needs necessarily demand as much or more war goods as are being turned out at this time.

**CARNIVAL AND PARK SPECIALS**

Our buyers have scoured the markets for merchandise to take care of our show and park trade. Many customers have already purchased their requirements. Order at once from this ad. Much of this goods cannot be replaced when present stock is gone.

**EQUIPMENT**

Covered Base Balls. Doz. ....	\$ 2.25
U. S. Weighted Darts. Doz. ....	1.20
4 to 7 Inch Hoop-La Hoops. Doz. ....	.55
8 Inch Hoop-La Hoops. Doz. ....	.65
Cane Rack Rings. Per 100 .....	2.00
Knife Rack Rings. Per 100 .....	2.00
Shooting Corks. Per 1000 .....	2.25
Professional Bingo Cards. Per 100 ..	3.50
Per 1000 .....	32.50
1/8 Inch Plastic Bingo Markers. Per 1000	3.00
Wood Pint Milk Bottles. Each .....	.50
Safety Matches. Per Pkg. (120 Boxes)	.85
Single Admission Tickets .....	.50
Double Admission Tickets .....	1.00

Paper Paddles for All Wheels.  
Prices on Request.

**U. S. MADE SLUM**

Paper Flag Bows .....	Per Gross \$ .90
Felt Wisecrack Pennants .....	.95
Comic Paper Masks .....	1.00
Engraved Wedding Rings .....	1.15
Shoe Laces .....	1.15
Muslin Flags on Sticks .....	1.15
Plaster Dogs, Ducks, Etc. ....	1.25
Plastic Thimbles .....	1.35
Cloth Flag Bows .....	1.35
Lead Pencils .....	1.85
Humorous Mirror Folders .....	2.95
Whiskey Glasses .....	3.00
Glass Tumblers .....	4.00
Glass Ash Trays .....	4.50
Mirror Memo Books .....	4.50
Jitter Beans. Per Box (240) .....	1.70
Puzzle Pictures. Per Bale (250) .....	1.50
Comic Buttons. Per 100 .....	2.25
Motto Buttons. Per 100 .....	1.25
Powder Puffs .....	3.00

**CARNIVAL SPECIALS**

Hawaiian leis .....	Per Gross \$ 3.25
Hawaiian leis, Med. Size .....	3.75
Hawaiian leis, Lge. Size .....	6.75
Swaggers .....	10.00
Bamboo Canes .....	13.50
Jr. Chesterfield Canes .....	12.00
Straight Heavy Maple Canes .....	24.00
Medium Size Plaster Dogs, Etc. ....	6.50
Straight Wood Canes. Per 100 .....	6.50
Animal Shaped Glass Liquor Bottles.	
Per Case (36) .....	9.00
White Yacht Caps. Doz. ....	2.00
Khaki Soldier Caps. Doz. ....	2.00

**BINGO SPECIALS**

Lunch Kits. Each .....	\$ .85
8 Pc. Fire Fire King Cooking Set. Each	.85
7 Pc. Whiskey Set. Each .....	1.25
Glass Coffee Maker. Each .....	1.50
3 Pc. Carving Set. Each .....	1.35
7 Pc. Carbon Steel Knife Set. Each	3.50
Jumbo Straw Horse and Rider. Doz. ...	6.75
3 Pc. Fire King Mixing Bowl Set. Each	.40
Canvas Bag. Each .....	1.10
Liquor Bottle Filled with Bath Salts	
and Cologne. Doz. ....	8.40
Crystal Boudoir Lamps. Each .....	2.50

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.**

**IMMEDIATE DELIVERY GUARANTEED!**

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



**5-100 SWEETHEART Diamond Ring Sets**

10-K. Gold Mounting

8-100 1-Diamond Engagement Ring.	\$4.50
3-Diamond Wedding Ring .....	
8-200 3-Diamond Engagement Ring.	6.00
3-Diamond Wedding Ring .....	
8-300 3-Diamond Engagement Ring.	8.25
5-Diamond Wedding Ring .....	

Beautiful Box, specially designed for the above Sets, can be furnished upon request for an additional charge of 40¢ per set.

D400—3-Diamond Diner Ring, selected crystal Diamonds .....



**SUPER JEWELRY MFG. CO.**

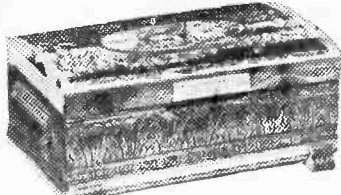
45 Astor Pl. New York 9, N. Y.

**PRICES SLASHED!!!**

We have been fortunate enough to contract with manufacturers at new low prices and are passing the savings on to our customers on our Beautiful New

**CEDAR CHESTS**

New Model, Oval Top, with Etched Mirror Inside Lid. Packed with 1 Pound Box of Mixed Chocolates or Attractive Stationery.



**Price List**

Quantity Ordered	Filled with Chocolates Ea.	Filled with Stationery Ea.	Empty Dozen
1 Gross .....	\$2.00	\$1.50	\$16.50
1/2 Gross .....	2.15	1.65	18.00
3 to 6 Doz. ....	2.25	1.75	20.00
1 to 3 Doz. ....	2.35	1.85	21.00
Sample .....	2.50	2.15	2.00 Ea.

BEAUTIFUL MIRROR VANITY CHESTS with 1 Lb. of Chocolates. In Dozen Lots, \$2.65 Each.

Prices F. O. B. Detroit; 25% with Order, Balance C. O. D.

**NOVELTY CHEST AND SALES CO.**

3750 Rochester St. DETROIT 6, MICH.

**PIN-UP GIRLS**

Novelty Stores—Gift Shops—Hustlers We have attractively packaged sets that are real sellers and good values.

Set #1 has 12 Pictures, 7x9 Inches  
Set #2 has 9 Pictures, 5x7 Inches  
Set #3 has 5 Pictures, 4x5 Inches  
Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.

Also a new line of ten-cent packaged Novelty Items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Paks, Puzzles, Placards, War Jokes, Ration Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price lists of entire line, \$2.00.

Please State Your Business.

**KANT NOVELTY COMPANY**

323 Third Ave., Dept. B2, Pittsburgh 22, Pa.

**COMIC CARDS**

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

**M & M CARD CO.**

1033-1035 Mission St., San Francisco 3, Calif.

**FREE! 1944 WHOLESALE CATALOG**



About 2000 Tested Sellers

for today's opportunities are illustrated and described. About 98% of the articles can be supplied promptly. This is important to you as today's sales depend on supplying the goods. The stock of catalogs is limited, so suggest that you send for a copy soon.

SPORS CO., 344 Lamont, Le Center, Minn.

**Special Close-Out Sale of CRUCIFIXES**

As low as 30c From 6" to 15" in Height



Gilt Finished, All-Metal Figure Mounted on Beautiful GENUINE-WALNUT CROSS

Never again will you have a chance to get in on such an outstanding bargain. These are the most skillfully designed and beautifully made Crucifixes you've ever seen. Actually retailed for as much as \$10.00 each—your cost now as low as 30¢ each. You can't go wrong. Crucifixes are in Big Demand these days. The Cross is of finest cabinet wood, some walnut, some oak—all genuine and hand rubbed to bring out the beautiful grains fashioned there by nature. The all metal corpus is delicately gilt-finished and retains fine detail of features. An attractive and valuable addition to any home.

**SUPPLY LIMITED—RUSH YOUR ORDER!**

Closing out entire remaining stock of one of Chicago's largest Crucifix manufacturers. No more when this supply is gone. So hurry. Crucifixes measure in height from 6" to 15" and vary in price accordingly. Fine quality throughout. Note Sale Price List—then rush your order for sizeable quantities in each size. Send 25¢ deposit with order, balance C. O. D., F. O. B. Chicago.

**SALE PRICES!**

6" High, only	30c each.
8" High, only	41c each.
9" High, only	50c each.
10" High, only	55c each.
12" High, only	63c each.
15" High, only	89c each.

Send 25¢ Dep., Bal. C. O. D., F.O.B. Chicago.

ILLINOIS MERCHANDISE MART, Dept. AL

500 N. DEARBORN ST. CHICAGO 10, ILLINOIS

**Serpentine Shaped Wood Chest**

With Swiss Musical Unit



The Musical Unit is genuine Swiss made and plays assorted tunes.

The Chest is filled with 24 sheets and envelopes of fine writing paper.

Write for descriptive circular and price list.

**DECATUR INDUSTRIES**

DECATUR, INDIANA

**WE WILL HAVE A COMPLETE NEW PREMIUM CATALOG FOR 1944**

READY ABOUT MAY 1

In the meantime send us a list of your requirements and we will answer at once. Thank you. (We Buy Used Cork Guns, Metal Milk Bottles—Pay Top Prices.)

**MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.**



**FURS**

COATS — JACKETS

Quality — Price — Style

Latest 1944 Styles. Coneys, Sealines, Caraculs, Muskrats, Skunks, Red Fox, etc. Write for Large Illustrated Catalog. Free.

LOWEST PRICES

**M. SEIDEL & SON**

243 W. 30th St. N. Y. C.



**CHEVRON PINS**

Thousands sold at \$3.00 retail. Now a perfect copy to sell at 75¢ or \$1.00—Each on Jewellers Tissue Card marked 14 Kt. Gold Plated. Available in all ranks—P.F.C. Corp., Sgt., T-1, T-5, Staff, Tech. & Master Sgt., 1st Sgt., 1st & 2nd. Lieut., Capt., Major, Lt. Colonel.

One dozen of a number to a package.

**\$45 Per Gross**  
**\$3.90 Per Doz.** 1133 Broadway

#182	Sterling Silver Gold Plated Anklets, 6 to a display card,	\$ 7.20 Dz.
#183	Gold Filled Anklets as above,	\$ 9.60 Dz.
P825	Round GENUINE Mother of Pearl Locket w/18" neck chain, boxed,	\$10.80 Dz.
P825NF	Same as above w/Mother, Sister, Sweetheart name,	\$12.00 Dz.
G825	Round Gold Plated Locket & Chain,	\$ 9.60 Dz.
G825NF	Round Gold Plated Locket w/name fob,	\$10.80 Dz.
#112	Heavy Sterling Ident. Bracelet, .075 stock,	\$ 4.00 Ea.
	Plastic Ear-Back Rhinestone Ear-rings, 50 Gross, Closeout,	\$12.00 Gr.
#322	Sterling Gold Plated Engraved Heart Locket, Lg. Size,	\$36.00 Dz.
#320	Small Size as above,	\$33.00 Dz.
#P826	Brass Gold Plated Book Locket, Genuine Mother of Pearl Top,	\$15.00 Dz.
#30	Sterling Silver Gold Plated Baby Book Locket w/Mother of Pearl Top,	\$18.00 Dz.
#P812	Gold Filled 1/20th 12 Kt. Pearl Heart Locket,	\$36.00 Dz.

**25% deposit with order, balance C. O. D. unless rated.**  
**ORDER BY NUMBER—IMMEDIATE DELIVERY**  
This Merchandise may be bought direct from your jobber

SYD GOLDFARB

New York 10, N. Y.

# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Some smart manufacturer is going to walk into a gold mine. He is now devoting his time to creating an item for the salesboard market, and every operator in the nation is waiting to put his cash on the line as soon as it is ready. Are you that manufacturer? If not, you are letting a good opportunity for real volume sales slip thru your fingers.

And talking of new items, have you ever thought of confining an item to the salesboard market exclusively. Operators would gladly pay a premium for such protection and order in greater volume on top of that. A protected item is a natural on a deal. It gives the player additional incentive. He is shooting for something he can't get anywhere else. And there is no chance of the item being murdered by a price-cutting retail outlet.

Of course it would be silly to infer that all items should receive such protection. There have been too many premiums promoted both ways—board and retail—for us to go out on a limb with such a suggestion. However, it is a fact that items which have had protection in the past have given operators a greater run for their money than items which had no protection.

When setting up a deal it's wise to list an item at its true retail value. This applies especially to the manufacturer and distributor who create deals for resale to operators.

Consolation awards should be changed from time to time—even it becomes necessary on occasion to pay a few cents more for another type of premium. The added zest and quicker turnover will more than compensate for the additional cost.

## SALESBOARD OPERATORS

# CANDY DEAL

With Chocolates

Deal consists of 16 Beautiful 1 Lb. Boxes and 12 Attractive Stationery Desk Folders, including Stationery and Envelopes. Last Punch on Board receives Beautiful Cedar Chest packed with 2 Lb. of Stuffed Glazed Fruit.

Price Per Deal—\$21.50; 10 Deals or More, \$20.50 Ea. This includes 1000-Hole Board.

TOTAL PROFIT - \$29.50

## CEDAR CHESTS

With Mirrors Inside



Packed with 2 Lb. of Delicious Stuffed Glazed Fruit. Individually boxed, 12 to a large carton. Minimum shipment 1 Dozen, \$2.65 Ea. Only 500 more MIRRORED VANITY CHESTS Packed with 1 Lb. of Glazed Fruit. Packed in a carton. Minimum order 8 chests, \$2.75 Ea.

DELICIOUS 2-LB. PACKAGES OF STUFFED GLAZED FRUIT

\$15.00 Per Dozen; Packed 18 to a carton, 1 Lb. Packages of Same, \$7.80 Per Dozen; Packed 18 to a Carton.

All Prices F. O. B. Detroit.  
25% Deposit With All Orders;  
Balance C. O. D.

G & K SALES CO.

1911 Taylor Avenue  
Detroit 16, Mich.

## STUFFED TOYS

LARGE RABBITS — DOGS — BEARS

An outstanding line in various price ranges. Made up in Plush—Fur—Lamb Skin—Chenille. Beautifully made and priced right.

WRITE FOR SAMPLES OR PRICE LIST

WISCONSIN DELUXE CO.

1902 NO. THIRD ST. MILWAUKEE 12, WIS.



### FOR REAL PROFITS

SPECIAL

## J527, \$4.10

Postage Extra

10K—Yellow Gold Mounting, Neatly Engraved, Set With Genuine Diamond, Similar to Illustration. 25% Deposit Required With All C. O. D. Orders.

LEVIN BROS. TERRE HAUTE, INDIANA

## LUMINOUS EARRINGS

Dainty Miniature Gardenias

Screw-back; plastic; washable; very strong \$1.00 seller in our stores. Sell with your luminous gardenias. Carry dozen in pockets—they sell everywhere. 30c pair, any quantity. Send deposit, or we prepay for cash. Returnable.

J. H. WEST, 9 West 42nd Street, New York 18, N. Y.

SLUM

SLUM

SLUM

\$2.88 Per Gross

F. O. B. Miami  
Individual Shell Pack  
With Descriptive Literature.  
50% Deposit, Balance C. O. D.

WILLIAM R. RENAUD  
NOVELTY

7956 N. E. 2d Ave.,  
Miami, Florida

### SALESBOARD ITEM

1 Lb. Choc. Covered Cream Loaf, packed in individual cartons.

SPECIAL DEALS

No. 1—1000 Hole Board and 48 Loaves, \$24.00. Board takes in \$50.00. Your profit \$26.00.

No. 2—200 Hole Board and 12 Loaves, \$8.50. Board takes in \$10.00. Your profit \$4.00.

Three No. 1 Deals, \$22.00 Each. Delicious Peanut Crunch, packed in 25 lb. bulk ctns., 35¢ Per Lb. Full Payment With Order, No C. O. D.'s.

RAKE COIN MACHINE EXCHANGE

2014 Market Street Philadelphia 3, Pa.



### EASTER BUNNIES




Four and one-half inches high—walk on their own power—colorfully dressed, adjustable ears—“V” and other shapes. The delight of old and young. Price 60¢ each singly, \$1.00 the pair post-paid. Other characters: Penguin, M a m m y, Sailor, Doughboy, Red Cross Nurse, Little Red Riding Hood and Clown. Prices the same as the Bunnies. Send for sample pair—get our low wholesale prices. This offer good in Continental U.S.A. only.

WILSON “WALKIES”

1 WILSON BLDG., CRESTLINE, OHIO

### MAGIC RACES

Don't Pass This By If You Want Something Hot That Sells Fast At

BIG PROFITS

Touched with cigarette 6 horses are off. 40 Races \$1, quantity prices, sample free.

BARKLEY

1316 Arch, Philadelphia 7, Pa.

### METAL SOCIAL SECURITY PLATES

Red, White and Blue colors. Eagle design. Limited quantities. Send 15¢ for Sample and Price List.

CHARMS & CAIN

Wholesale Dept.

407 South Dearborn St. CHICAGO 5, ILL.

### #4143 K—Swivel Mirror Vanity Set

Entire front, sides and top mirrored, with blue mirror trimmings. 10 1/8 inches wide, 6 3/4 inches deep, 4 3/4 inches high. 8 3/4 inches high to top of swivel mirror.



Two top compartments, each 2 1/4 x 5 1/2 inches, 1 1/4 inch deep. Bottom drawer 9x6, 2 1/8 inches deep.

\$28.80

Per Doz.

1/2 Doz. smallest quantity sold.

\$27.00

Per Doz.

In three doz. lots

We have a large assortment of GIFT GOODS from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists will be sent to any re-seller on application.

115-119 K South Market St.  
CHICAGO 6, ILL.

LEO KAUL

IMPORTING AGENCY, Inc.

## WATCH VALUES




4-JEWEL PIN LEVER WATCHES

Men's 9 3/4 and 10 1/2 Ligne. \$7.26

Ladies' 6x8 and 5 1/4 Ligne. 8.06

TUCKER-LOWENTHAL

5 So. Wabash Chicago 3, Ill.

### Last Will and Testament of Adolph Hitler

(Copyright 1942)

Printed in 2 colors with seal. 8 1/2" x 11". Funniest thing you ever read. A terrific seller. big profit. 100, \$2.00; 500, \$7.50. 8 samples, 25¢. 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.

# BINGO

SUPPLIES—CARDS—PLASTIC MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

MAKE  
Extra  
MONEY  
FAST

Sell Illustrated Comic Booklets (vest pocket size) and other novelties. 10 different sample booklets sent for 50¢ or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send cash or money order. No stamps.

GRAYNO, Dept. 194 Box 520, G. P. O., New York

www.americanradiohistory.com

# PIPES FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

PITCHDOM should maintain its own better biz bureau.

"KID" CARRIGAN... who concluded his work in a pic, *In Old Mexico*, gives out with the info for pitchmen contemplating going to Los Angeles: "The land of sunshine and scarce rooms is a wonderful place in peacetime but terrible now. I am leaving as soon as I can get a reservation on a bus. My advice to all pitchmen and showfolk is to stay away from the West Coast. Your money is no good, with every hotel and rooming house showing "no vacancy" signs. People are leaving here as fast as they can. I have had 18 months of USO, night clubs and pictures, but it gets worse all the time. So, boys, save your energy." He adds that he is heading for Cincinnati to open a med store for the duration.

SOME FOLKS are able to do a lot with a job-lot.

RAY HEBERS... has just closed a two-month endurance contest between Indianapolis and Covington, Ky., working a labor deal with Joe H. Davis and Oaks Brown. He infos he will head for Chicago soon, where his wife, Madaline E. Ragan, is reported to be living on the interest of her money. He asks for pipes from Eddie Gillespie,

Bill De Barrie, Doc H. Williams, Ray (Fats) Walton, Jack Lamell, Pete the Greek and the boys around Detroit.

THE WAY to keep from feeling blue is to treat your fellow pitchmen white.

DR. PAUL HUNT... is getting the geedus with vitamins in a Los Angeles department store. Dude Murphy is in the same city and there are lots of soap boxers spiling on all subjects in Pershing Square.

WAR HAS taught how to make miracles out of difficulties.

BOB POSEY... cards from Anderson, Ind., asking for lines from W. S. Bills, Slim Rhodes, Dave Rose, Speed Harscal, Jim Osborne, Lester Kane, Detroit Pollard, Jack Halsted, Doc Thomas Neeley, Roundy Carothers, Medlum Spoot, Wilson Brothers, Shorty Treadway, Duke Doebber and Chicken Denton.

SILENCE MAY be golden but not in pitchdom.

ROY JAHRIG... inks from Norfolk that Sam Rosenthal, Louise Romanello, Charley Vale and he have a little world's fair of their own there—the Grandby Gift Shop—with jewelry, leather goods and souvenirs.

CUSTOMERS who come back are assets to any worker.

RED HUTCHINSON... inks from Lenoir, N. C., that he could use a flock of small turtles right now.

CAMERA FREE with every 500 razor blades. Those were the days.

MADALINE E. RAGAN... says she was thrilled with her surprise birthday party in Chicago recently. Seemed to her like a gathering of all the pitch folks, with plenty of jackpots cut up and festivities lasting into the wee hours of the following morn. Among the congratulators were Tip and Lil Hallstrom, of flower fame; Jack and Ruth Anthony, gap workers; Carl Mase and Steinie, 'tensifier workers; Frenchy Tribaut, med man, now stationed at Great Lakes Training School; Al and Mabel Rice, Frank Loger, Ethel MacDonnel, Lettie Lorenzo, Jimmy Cambell, Jack David, Doc Gilbert, Jimmy Wells, the Hutchinsons, Mr. and Mrs. Roi Lorenzo and Myrtle Hunt. Cards were received from Tommy Adkins, Forrest City, Ark.; Show Folk, Inc., Caravans; Ladies' Auxiliary of Showmen's League; Cel-Ton-Sa Remedy Company, Cincinnati; Chickering L. Townsend, Los Angeles; Eddie Kennedy, of scales fame, now at the beach in San Francisco, and Mary Ragan and her hubby, Danny Lewis, from their spot at Crystal Palace Market, San Francisco.

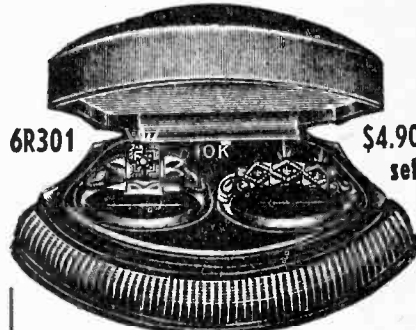
DON'T SIT around too long waiting for the release of new merchandise. Others are getting the geedus with the old stand-bys.

JOE AND EVA KRAUSS... spent four months in Florida and are now headed for their Brockton, Mass., home. Eva reports: "First stop was Miami in November, where we met Ross Dyar, who had taken a beautiful home for the winter. As usual, he was a grand host and the festivities were fast and furious, being helped out by the fact that he had added a chauffeur and a first-class cook to his roster. Met Ed Silvers, Curley Bartok, Peggy and Bob Powers. Next stop was Boynton, after our 10 weeks in Miami, and we were entertained by Doc and Boots Millerhaus. They have a first-class house, and Doc is now specializing in raising peppers, mangoes and pedigreed chickens. He has profited by the real estate boom in his section. In Daytona Beach we found that a goodly crowd of the fraternity were hibernating at Doc Williams's over in Ormand, so we soon hied ourselves there, where we found the following line-up: Doc and Lou Williams, daughter Evelyn and Lou's mother; Texas Watts, Blanche and George Lyttle, O. J. Bach

and Harriet and Doc Harold Woods. Enjoyed a day of crabbing and picnic, followed by an oyster roast with deviled crabs, beer and jackpots at the Williams estate."

## Pitchdom Five Years Ago

Mr. and Mrs. Toby Shelton left Blytheville, Ark., to join Doc Compton in Texas. Charles Courteaux was in Pittsburgh getting action despite ice and snow. Al Dexter was in Houston working P. P. on streets without reader. Buffalo Cody and Texas Tommy were doing okay with oil in Houston. Arthur Potter, former burly comic, was cleaning up with rug cleaner in Cleveland. Al Sears reported Newark, N. J., dog show a success. Alex Ballard was there with curtain rod gadget; Bee Cooke, perfume; Bob Ainsworth, sharpeners; R. Lloyd, gummy; Tad Robinson, J. Davis, Ed Lacey and Duke Monahan, sheet. Ray Herbers working oil in Detroit. Big Al Ross working fruit lax in Cleveland. Mr. and Mrs. T. F. (Tom) Dean were back in Blytheville, Ark., and had accepted agency for Schult Trailer along with his med show biz. Earle B. Wilson appointed by Governor John H. Bricker to highway post in Ohio. Connie Gay quit the selling game and was working for Uncle Sam in Greensboro, N. C. Ted Howe reported oil towns in Illinois good for him. Eddie (Shifty) Lewis blasted from Leesburg, Fla., that it was a good Saturday town for sheet. Toby Johnson and Mary Turner infoed from Houston that Al Stevens's hamburger place was the headquarters for jackpots. R. A. Graham was fishing in Sarasota, Fla. Stanley Naldrett was juicing in Memphis. Frank Haithcox was selling his med thru Station WAIR, Winston-Salem, N. C. V. L. Torres was in Bartlesville, Okla. Gregg Ross closed his gem stand in Huntington, W. Va., reporting scarce mullah thruout the State. A. W. MacNeill and Irish Davidson finished their Lexington (Ky.) stand. That's all.



6R301 \$4.90 set

## DIAMOND RING SETS

10K Gold Mountings

- 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set \$4.90
- 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set 6.40
- 6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . .Set 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

### BIELER-LEVINE

37 South Wabash CHICAGO 3



## AFTER VICTORY



## WE'LL BE SEEING YOU

The OAK RUBBER Co. RAVENNA, OHIO

## BOBBY PINS—HAIR PINS

Straight & Safety Pins

Packaged or Bulk. State Quantity Wanted or No Reply.

### ACE SALES CO.

Dept. 10 Buffalo, N. Y.

## FOUNTAIN PENS

Push Button Filler; Iridium Tipped 14 Kt. Gold-Plate Point; Gold-Filled Band; Military Clip; Asst. Colors; Guaranteed; Per Doz. \$9.50.

Others from \$7.50 to \$12.00 Doz.

ACE SALES CO., Dept. FP, Buffalo, N. Y.

## ZIRCONS 3 FOR \$2.75

Genuine White Diamond Cut Blue Zircons. . . . . \$1.25 Per Carat

ZIRCON RINGS SOLID GOLD Ladies or Gents \$4 to \$8 EACH

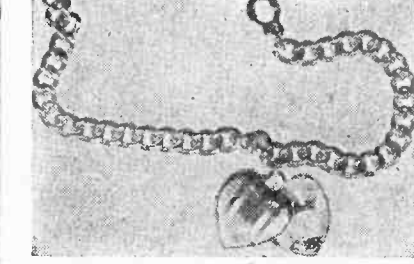
B. LOWE, BOX 311, ST. LOUIS, MO.

## Events for Two Weeks

February 28-March 4  
ARIZ.—Phoenix. Dog Show, 5.  
MINN.—St. Paul. Dog Show, 5.  
MO.—Kansas City. Police Circus, 29-March 5.  
N. Y.—New York. Gift Show, 28-March 3.  
O.—Cleveland. Dog Show, 4-5.  
TEX.—Midland. Livestock Show, 29-March 1.  
VA.—Roanoke. Jr. Chamber of Commerce Circus, 28-March 4.

March 6-11  
CALIF.—Oakland. Dog Show, 11-12.  
GA.—Macon. Cattle Show, 6-7.  
KAN.—Wichita. Police Circus, 7-12.  
MASS.—Boston. Gift Show, 8-14.  
MISS.—Forest. Livestock Show, 6-8.  
N. D.—Valley City. Winter Show, 6-10.  
O.—Cincinnati. Dog Show, 11-12.  
R. I.—Providence. Dog Show, 12.  
TEX.—Ablene. Livestock Show, 7-9.

## Sterling Silver — LADIES' BRACELET LOCKET



### Exclusive Item

Heavy .070 chain—locket is handsomely engraved and opens—beautifully boxed—a \$9.95 retailer.

\$48.00 Dozen

Minimum quantity 1/2 dozen.

1/3 Deposit, Balance C. O. D.

SOLD FOR RESALE ONLY.

### B. FOX

20 West 47th Street NEW YORK CITY

## Creators of Colorful, Comical

- GREETING CARDS
- JOKE CARDS
- JOKE NOVELTIES, BOOKS and BOXES Since 1935



Creators of "You Can't Take It With You," "Advice on Health," "To a Deserving One" and dozens of others. Write for details. Please use Business Letterhead.

MARCY MFG. CO., INC. 138 W. 17th St., New York

**LUMINOUS NOVELTIES**

**EASTER SPECIALS**

9" Crucifix in Relief, \$6.00 Doz.  
6 1/2" Saints, \$4.25 Doz.  
Assorted Hummels, \$2.25 Doz.

1/3 Deposit, Balance C.O.D., F.O.B. N. Y. Just pin \$2.00 and your letterhead to this ad for samples of our line, including Religious Figures. All articles in 2 or 3 colors. Equally attractive for day or night use.

**J. K. NOVELTY CO.**  
103 W. 46th ST., N. Y. C. 19

**\*VITAMINS**

A "Red Hot" Seller Anywhere!

"Gibson" Vitamins are a new MULTI-VITAMIN Capsule containing over seven of the most important health building vitamins.

**ONE MONTH'S SUPPLY SELLS FOR \$1.00.**  
**COST F. O. B. HARLAN, IOWA, ONLY 50c.**

PITCHMEN, JOBBERS, DISTRIBUTORS—Get in on this big paying field NOW! We pack private brands, any formula, supplying bottles, labels and vitamins. Write for sample, prices and details today. Special discounts on large orders—no C. O. D.'s.

**THE GIBSON COMPANY**  
Gibson Building HARLAN, IOWA

**AWING GUM SORRY!**

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

**MEDICINE MEN**

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacologists

137 E. Spring St. Columbus, Ohio

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**MARK STEELE**  
OLARIDGE HOTEL NEW YORK

# ROYAL AMERICAN SHOWS

"The World's Largest Midway"

**C** ALL SHOWMEN, RIDE MEN, CONCESSION PEOPLE AND **C**  
**A** OTHERS, ACKNOWLEDGE THIS CALL AND REPORT TO **A**  
**L** WINTER QUARTERS. **L**  
**L** CAN PLACE IMMEDIATELY: CARPENTERS, BLACKSMITH, **L**  
**=** WAGON WORKERS, RIDE HELP, TRAIN CREW, POLERS **=**  
**C** AND CHALKERS. **C**  
**A** **A**  
**L** **L**  
**L** **L**

Train Crew Address: <b>GRANT CHANDLER</b> Trainmaster	Carpenters and Blacksmiths Address: <b>LEONARD WHITMAN</b>	Cookhouse Help Address: <b>WILBUR MILLS</b>
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**WANTED** Have Opening for First-Class GIRL SHOW. Must be in keeping with Royal American Shows' Attractions.

**FOR SALE** On account of Duplications, have Motordrome and Hey-Dey for Sale. Also some Tops, Panel Fronts, Wagon Fronts, 2 Caterpillar Light Plants, and other show equipment.

**ALL OTHERS ADDRESS:**  
**CARL J. SEDLMAYR or SAM SOLOMON, Caruthersville, Mo.**

## Big NY Coney Coaster Burns

NEW YORK, Feb. 28.—Coney Island's historic Thompson Scenic Railway was destroyed by fire, said to be of undetermined origin, Sunday night. Several other Coney Island amusement zone spots, including the Mammoth Circus in Luna Park and the Tunnel of Love, were damaged in a spectacular four-alarm blaze.

Hundreds of firemen, members of the coast guard and air-raid wardens called out were successful in preventing a sweep of flames thru the resort's many frame structures.

But the fire did reach an adjacent elevated railroad by which four subway and elevated lines enter Coney. Further details next week.

## SPARKS UNIT FIRST OUT

(Continued from page 56)

Dime Wilson will have the front, the missus managing the Wild Life Show.

D. Rex Barnes is expected in with his Monkey Show. Cotton Club will be enlarged, George Harris having been contracted to handle it. Mr. and Mrs. Jesse Brown, Sparkplug Hall and Unice Moore are here awaiting the opening. Joe and Jim Sparks are readying their concessions. Dr. E. C. Ray, show fan, is a frequent visitor to quarters. Jeanne Brown, former concession agent for Mrs. J. T. Sparks, arrived from her home in Kentucky. Mr. and Mrs. Woodrow Moseley are here. L. D. Dollar has been re-engaged for his sixth consecutive season as special agent. James Scott and others are expected to arrive shortly. Funhouse will again be managed by Henry Davidson. Bill Richardson will be in charge of Mrs. Sparks's bingo. J. F. Sparks and General Representative J. J. Fontana report a promising line of spring engagements.

## AUSTIN ALAMO OPENER

(Continued from page 56)

guests of General Manager Jack Ruback. Jerry, chimpanzee, trained by Mr. and Mrs. Bill Williams, Hollywood Circus, is to make his first public appearance this year at the showmen's club at a benefit for the Smokes-for-Soldiers fund, under direction of Benny Hyman, Lefty Block and Tony Kitterman. Albert Wright is expected March 1 from Hollywood, where he has been wintering. The club will be turned over to the Alamo Shows March 4 for a get-together before leaving for Austin. Manager Ruback contracted with Circus Shorty for a Side Show, to have a 140-foot banner line, 14 pit attractions and annex.

## BALLYHOO BROS.

(Continued from page 56)

that the fair association withdrew as our auspices because the ocean had claimed their part of the event. That threw the show on its own and left the independent ride and show owners at the mercy of the ocean and the bosses.

Rather than lose a good Saturday, the bosses decided to tear down and move the midway onto a palmetto patch three miles out of town. Our secretary then went on his usual mission of mercy by passing his hat among the independent operators, who refused to donate. Saturday would have been lost if the owners hadn't decided to use their own money to move with, but raised their take on all booked attractions 10 per cent to get it back. The last day here proved a winner. During Friday night the Minstrel Show performers took a powder, so the bosses used that tent as an exhibit top. They didn't have the quilts to flash with, but by quick work they located the former WPA workers and exhibited them instead. And in conclusion, as most press agents' weekly news letters read, the midway was torn down and loaded out, with much credit due the shows' trainmaster for the efficient manner in which he handled the situation.

P.S.—Just learned that the tide ruined several books in the office and that all records of holdbacks and bonuses were lost. Fortunately the debtor books were in a safe that remained high and dry. The loss is considered nil, because when other shows open those on the nut will square their accounts by blowing and those who have something coming will have something to beef about when the books balance, even providing the debtors' amount was the same as the creditors. **MAJOR PRIVILEGE.**

## JAP ATROCITIES IN MARCH ON BATAAN

THE GREAT WALK-THRU SHOW FOR CARNIVALS, PARKS AND STORE ROOMS

Showing our own boys kicked, clubbed, whipped, buried alive, starved to death; aviators stood up and shot, and pretty women raped in Manila; also fight at Tarawa, Marshalls, Truk and great hair-raising scenes from Italy, Russia, French Coast, etc.

3 Big Banners, 32 Viewing Boxes with great scenes inside; 21 Big Hand-Made Paintings in Oil and Blow-Ups, 44 in. by 64 in., all in color, in frames for tent or store room 30 or 40 by 50 or 60 ft.

**only \$575.00**

Shows for smaller tents, 80 by 40 and 20 by 30 ft., \$475.00 and \$250.00.

Greatest War Show on Earth. Absolutely dripping with blood. Wire or mail 30%, remainder collect, or write for info on this and our great "Bouquet of Life Show," now ready.

**CHAS. T. BUELL & CO.**  
 BOX 306 NEWARK, OHIO

## TRACEY BROS. WANT

**OPEN MARCH 2**  
 Long Season Work. No Salary Too High if You Are Tops.

FREAKS—Half and Half, Alligator Boy, or Girl, Seal, Elma Von Lynd, Robert Huddleston; Susie, Elephant Skin Girl or Boy Frog Boy, Rubber Skin Girl, Armless Wonder Girl.

NOVELTY ACTS—Bag Puncher, Fire Act, Andy Gund; Snake Act, Eva Latour; Knife Acts, Sam Simpson; Pincushion, Real Juggler, Mind Reader, Tattoo Man, Bally Girl, Ticket Sellers. All reply to **GILBERT TRACEY, Bantly's All-American Shows, Charleston, S. C.**

## WONDER CITY SHOWS WANT

**STOCK CONCESSIONS OF ALL KINDS**

Sell X Popcorn, Mitt Camp, Ball Games, Digger's. Want Ride Help on Ferris Wheel, Mix-Up, Merry-Go-Round. Will pay cash for Two Abreast Merry-Go-Round and Chair-Plane. Want Shows of all kinds. Address:

**JOE KARR**  
 COVINGTON, LA.

## WANT GIRLS FOR GIRL SHOW

**POSING AND DANCING**  
 We teach you. If you have worked for me before, or not, answer. Top salary, long season.

**BILL WOODALL**  
 Box 302 Chester, S. C.

## ARCADE MECHANIC

And General Arcade Help wanted, also Canvasmen and Help suitable for Rocky Road to Dublin. Jimmy Wells, formerly with Gold Medal Shows, contact me.

## MRS. BERTHA McDANIELS

Care Johnny J. Jones Expo. Augusta, Ga.

## CHAS. KENTON SLEET

Better known as "Yellow," wire me your present address at once collect. Have good offer for you. Show opens March 25.

## C. C. (Specks) Groscruth

403 E. 9th Street OWENSBORO, KY.

## NOTICE ROGERS AND POWELL SHOWS

Will be enlarged to 5 Rides, 6 Shows and want Concessions of all kinds; special offer to Bingo and Stock. Opening March 13. Address:

**ROGERS AND POWELL, Yazoo City, Miss.**

## WANTED

Minstrel Show Performers, Musicians and Chorus Girls. Opening Belle Glade, Florida, March 13th. Address all mail to

**W. J. BUNTS**  
**CRYSTAL EXHIBITION SHOWS**  
 Crystal River, Fla.

## CETLIN & WILSON SHOWS, Inc.

"The World on Parade"  
 Opening April 1 in Petersburg, Va. (Home of Camp Lee)

Can place Shows that do not conflict with what we have. Want Grind Shows, Fun. House and Glass House. Will finance anything new and different. Will book or buy Fly-o-Plane, Roll-o-Plane, Octopus, Tilt-a-Whirl, Eight-Car Whip. Can use a few more attractive Girls for the famous Paradise Revue and Posing Show. High salaries paid out of office. Working-men in all departments are needed; highest salaries paid to good men. Winter quarters now open. Can place legitimate Concessions only that work for ten cents. SHOWMEN, RIDE-MEN, JOIN A PROGRESSIVE SHOW. All address:

**CETLIN & WILSON SHOWS, INC., BOX 787, PETERSBURG, VA.**

## EL PASO AMUSEMENT CENTER

Have Lease on Large Building, 80 by 110 Feet, in Heart of Downtown Business District. 150,000 Civilian Population and Largest Army Cantonment in Southwest.

Want up-to-date, modern Penny Arcade on percentage. Flashy Picture Machine, Tattoo Artist, Palmistry Booth, Shooting Gallery, Novelty, Curio and Jewelry Stands, Pop Corn and Lunch Stand. Also use Ball Game, Glass Blowing Concession or anything that is legitimate that will fit into the largest amusement center in the Southwest. All concessions, booths on a percentage basis. Will open around Friday, March 3d. Wire, don't write.

**PETER KORTES, 1st Nat'l. Bank Bldg., East San Antonio St., El Paso, Tex.**

## LAST CALL WANTED LAST CALL

ON ACCOUNT OF DISAPPOINTMENT FOR

## COLUMBIA AMUSEMENT PARK

Man and Wife to take charge of a small Cookhouse or will book same. Can place Popcorn, Candy Apples, Candy Floss, Photos. Want Agent for new Cork Gallery and all Grind Stores; Blackie Holman and Joe, come on. Will open March 11th. All those contracted contact at once.

**All address S. B. WEINTROUB, Old Armory Building, West Columbia, S. C.**



## Rocky Mountain Showmen's Club

Fraternal Building, 14th and Glenarm  
Denver

DENVER, Feb. 26.—At the February 15 meeting President Larry Nolan was in the chair and on the dais were Vice-Presidents George Banks and Ted Kimpel, Business Manager Sam Goodman and Secretary Onye Lee. It was housewarming night in the new rooms, with all furniture in place. It was reported that Alva Gifford had been confined to his home almost all winter. Secretary Lee brought the floorshow from her Club 56 to put on entertainment.

House committee will have the new bar installed by February 29 meeting. Charles Brock was elected sergeant at arms. Each member has been pledged to bring in at least one new member by fall. There are now 98 paid-up members. First member to leave for the new season is Joe (Cowboy) King, who departed for the Alamo Shows. Phina Bess, who returned from the Houston Stock Show, reported good results and will leave soon for the West Coast. President Nolan, who returned from a swing over the Nebraska and Kansas route played by M. A. Strader Shows, reported the outlook good.

Sam Goodman and Frank Swartz opened their winter quarters. A streamlined bingo is being built, and Swartz has a new concession, his own creation, moving figures on a ball game. A new frame is under construction for Mrs. Larry Nolan's photo studio, which will have a new Anchor blue and red top. Guy Forrest has completed one of his shows, and his miniature circus is under way, both to be with the Strader Shows. New members elected are R. P. Hughes, concession agent; Tom Beary, concession owner, and Fred Halliburton, circus man. Two oldest members are Sam Gates, ride owner, and Halliburton, who toured Europe with Buffalo Bill. Pin committee, headed by John Oxford, Playland Rides, will have designs for members to vote on at the next meeting. Dailey Bros.' Circus sent attractive posters for the rooms. Club treasury is healthy.

## Michigan Showmen's Assn.

156 Temple Street  
Detroit

DETROIT, Feb. 26.—On the rostrum with President Harry Stahl February 21 were Past President Leo Lipka; Pvt. Harry Davis, RCAF; Captain McIntosh, Army Transportation Corps; Chaplain Grzann, Treasurer Louis Rosenthal and Secretary Bernard Robbins. Izzy Sobel, house custodian, was given a round of applause when he reported gross revenue of \$264 for the past week, exceeding by \$82 any other week.

James Ashley, chairman; Ben Moss, Louis Wish, Mike Allen and Douglas Brown have been appointed building foundation fund committee for three years. Donations by Ashley of \$1,000; Moss, \$500, plus \$100 from the general fund, has created a \$1,600 nest egg now on deposit. Future income will be derived by earmarking \$3 from each payment of dues, supplemented by drives and donations. Members heard a voice recording sent by Sam Gould and Dick Elwell, sojourning in California. They spoke glowingly of hospitality extended by the Pacific Coast Showmen's Association. Board member Ben Morrison, traveling to the Coast and visiting showmen's clubs en route, wrote of welcome extended by the Chicago and St. Louis clubs. Captain McIntosh related experiences as chief engineer in the merchant marine.

Co-Chairman Arthur J. Frayne, servicemen's fund, read letters from Pvt. Joe Eule, Pvt. A. G. Slaten, Pvt. Gus A. Gelman, Pvt. M. C. Claman and Sgt. A. M. Scott. Donations came from Hassin Kohn, \$5; Abe Mandell, \$15; George Jones and Harry Alkon, \$50 in War Bonds. January income for the fund was \$625. Sick list included Joe Vernick, "Cap" Seymour and Hymie Stone, all reported improving. Jack Gallagher recovered from an attack of grippe.

## Miami Showmen's Association

236 West Flagler Street  
Miami

MIAMI, Feb. 26.—President David B. Endy, who returned from a business trip, presided at the eighth meeting February 17. New members reported are Phil Dusk, Ernest G. Collins, Charles A. Lenz, Norwood D. Nelson, J. C. McCaffery, James A. Miller, Michael Dare, Ernest Willis, Jack Bennis, Jake Croft, Laurence De Flavis, Paul Miller, Frank Miller, Jake Shapiro, Jack Perry, James E. Strates, Albert Shapiro, Sidney Goodwalt, Sergt. Ray Smith, Walter K. Sibley, Samuel T. Carson, Sam Lawrence, Ralph Decker, Harry Decker, Arthur E. Campfield, John Gecoma, James Cole, Maurice P. Franks, Frank LaBella, Norris C. Osborn, Walter Mills Holliday, Curtrice R. Caldwell, Ralph B. McNeill, Tex Sherman, Max Linderman, Phil Isser, Max (Whitey) Adams, Thomas M. Allen, Terence P. O'Rourke, Fred A. Harris, Robert F. Wicks, Manny Brown, Howard E. Stahler, John W. Wilson and Irving B. Salsberg.

Those in the armed forces elected are Sam Brody, J. F. Butler, Sergt. M. A. Musser, Donald Schwab, James Hawkins, Eddie Yeager, Paul Kleider, Richard (Bub) Finley, Gentry Welsh and Samuel T. Dougherty.

Max Kimerer, chairman of the relief committee, reported Harry Weiss, Jimmy Donohue and Frank LaBarr are on the sick list. Washington's Birthday party for members and their parties was a huge success. Attendance was over 600, with music furnished by Eddie Martin's band and entertainment by Jack Curley and His Gang. Date for annual Banquet and Ball was set for about January 1.

## International Showmen's Association

Maryland Hotel  
St. Louis

ST. LOUIS, Feb. 26.—At the meeting February 10 John H. Maher, president; Francis L. Deane, secretary, and Leo Lang, treasurer, were at the head table. Despite inclement weather, about 40 were present. When it was learned that the day was a birthday anniversary for Past President Dee Lang a surprise party was arranged in the clubrooms, to which members of the Missouri Show Women's Club were invited after the business session. Noble C. Fairly, 1943 first vice-president, was present, made a talk. New members accepted are Loren Compton and E. Pierce Richardson.

## PCSA

(Continued from page 36)

books, with PCSA inscribed on covers, will be sent to members to boost the building fund and that executives of outdoor shows would receive an extra supply. J. Ed Brown, public relations committee, reported that the World's Fair Museum, Seventh and Hill Streets, would admit members as guests. Dan Dix informed Jimmie Dunn, of the sick committee, that Charles Adams, old-time showman who had been ill in Cedar of Lebanon Hospital, Hollywood, had been transferred to Motion Picture Relief Home, Ventura Boulevard.

Members who had not attended for some time are Tom Heney and Austin King, from San Francisco; George McCormack, Jack Dillon, Eddie Harris and Bill Jessup. Austin King won the bank night award, which he donated to the lion's head for the Christmas dinner.

## Ladies' Auxiliary

At the meeting February 14 President Edith Walpert presided and other officers present were First Vice-President Mary Taylor, Second Vice-President Marie Morris, Secretary Vivian Gorman and Treasurer Marie Tate. Letters came from Catherine Gawle, secretary of the Missouri Auxiliary; Elsie Miller, secretary Showmen's League of America Auxiliary, and Virginia Kline.

Among members to leave for shows are Hazel Work, sister of President Walpert, and Marie La Doux. Florence Weber, Letta Johns, Florence Darling and Birdie Harris spoke. Subscription books will be given to all members at an early date this year because the

campaign must close at midnight July 4.

Bank night award went to Edith Bullock, door prize to Fern Chaney, donated by Wilma White and Stella Linton. Meeting was followed by bingo and lunch.

## NSA

(Continued from page 36)

back from Canada, and Murray Goldberg, who arrived from Miami. Albert Fabricant, Los Angeles, member of the PCSA, visited with Jack Gilbert.

Billy Domes, now with the War Production Board, paid a hurry-up visit, as did Pvt. Harry Koretsky and Pfc. Joe Bevans. Lew Aarons, Olympic Park, Newark, N. J., is out of a hospital after a serious operation. Frank Schlizzi was to undergo a major operation February 25 in Veterans' Hospital, Bronx, N. Y., where member Bibs Malang is under observation. Robert Newman is in Coney Island Hospital. Max Eichholz, who had been ill at home three weeks, was able to attend. The club was in gloom over the death of member Charles (Chick) Goodman, February 20, after two major operations. Simon Krause, in from the South, said he had signed with Bantley's Shows. Eddie Bennett, in from Detroit, was driving an army truck as part of a Dodge convoy. Jimmy Davenport reported that the Barn Dance in the clubrooms on the night of March 10 will be a sellout.

## SLA

(Continued from page 36)

berg and Claire Sopenar as hostesses. Members were grieved to learn of the deaths of member Elma Koss in Tampa, remains lying in state in Chicago before interment here, and of Mr. Kerwin, brother of Nan Rankine and Lillian Woods, after a lingering illness. It was reported that Past President Frances Keller was in Philadelphia for a month's vacation and that Lee Gluskin was in Tampa.

Letters were received from Hattie Wagner from Providence, from where she was to go to New York and then to meet her husband in Toledo; Third Vice-President Viola Fairly from Muskogee, Okla., and Grace Goss from Texas. Sick list included Mrs. Al Miller, Billie Lou Bunday; Viola Blake, in American Hospital here; Anna Jane Bunting and Marie Brown, who is recuperating after a serious operation.

## POOL WHIRL

(Continued from page 44)

way is to donate a certain percentage of your gross receipts for a day or a week to your local Red Cross. Or you can even invite officials of your local committee to put on a rally at your establishment some night, with speeches, exhibitions, et al.

Come to think of it, no one industry has more of a reason to get behind this drive than the aquatic crowd. Don't we rely upon the Red Cross in peacetime for life-saving instruction, management of lifeguards, etc.? Well, then, let's show our appreciation by going overboard in this year's drive.

Sit down right now and write your local American Red Cross committee. Tell them you're interested in co-operating, make a personal donation and offer facilities of your pool for a tie-up. They'll be forever grateful.

## Miamitems

Lieut. Steve Arcari, water performer now with the army air corps at Miami Beach, Fla., has virtually stepped into ol' Alex Ott's shoes in that area. Steve is putting on all the water shows in and around Miami this season, and while they're staged exclusively for the boys in khaki, some of them rate with the aquatic pageants Ott used to promote at the Miami Biltmore in Coral Gables, Fla.

Wonder why no one has staged a water show for civilians on the beach this winter. There certainly is enough of a crowd to make a Sunday pageant go. They tell me that Gene Dennison and his capable social directress, Grace Larue, were plotting one for the Macfadden Deauville plunge, but that Macfadden's New York office nixed the idea. Well, why don't the Versailles or the Sea Gulls conduct one?

That swim flash churning the waters so gracefully at the Miami Biltmore plunge these afternoons is none other than Capt. Freddy Fordham, former life-guard at the Cascades swim pools, New York. He's just back from the South

# IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. EDDIE (SCALES) WILLIAMS, ASN, 37547308, is with the 2d Search Attack Squadron, Langley Field, Va.

PVT. FRANCIS X. (RED) O'DONNELL, former correspondent for *The Billboard* in Nashville, is receiving boot training at Parris Island, S. C. His address is Platoon 59, Battalion 5, Marine Barracks, Parris Island, S. C.

BOBBY CAPELL, of Capell Bros.' Shows, is in the navy, stationed at Treasure Island, Calif. His address is Robert C. Capell, S 1/c, USN 850-10-46, Armed Guard Center, San Francisco, Calif. His brother is a paratrooper stationed in North Carolina.

HOWARD BRYANT, former circus performer and cookhouse operator, his last connection having been with the Art Lewis Shows, has received a medical discharge from the army. He passed thru Cincinnati February 21 en route to his home in Norfolk, Va. Near the end of his Rangers' training in Camp Fannin, Tyler, Tex., he sustained fractured vertebrae.

SGT. BILLY GREENE, stationed at Key Field, Meridian, Miss., visited the St. Louis office of *The Billboard* February 22, returning after a two-week furlough spent with his father and members of Tivoli Exposition Shows in Joplin, Mo. He was with the Tivoli shows until entering the service in June, 1942, and is son of J. O. Greene, present manager of the shows.

## MIDWAY CONFAB

(Continued from page 40)

canvas arrived from Alton, Ill., and one of Al Gifford's Mechanical Farm Shows has been added. Fondaw and Gladys, who will furnish the free act, will have two concessions. Walter Marco booked his sound truck and photo booth. H. M. Doebber, Tulsa, Okla., will be general agent and will operate the corn game. Route will include fairs and celebrations in Arkansas, Oklahoma, Kansas, Nebraska and the Dakotas, with opening scheduled for March 15 in Bonham, Tex.

WHEN a brother showman borrows a sledge hammer he keeps it long enough to argue that it's his.

WORK in quarters of Dick's Paramount Shows, Chews, N. J., is ahead of schedule, good weather prevailing, reported Frank R. Ware, who will again handle ODT and rationing matters. Management has been supervising building and rebuilding of show fronts, which will be of uniform 100-foot height this year. Harry Sturgess has been repainting the show. Motors have been overhauled. Pete Nelson, who visited quarters, assisted in overhauling the Rocket. Frank (Happy Ray) Ware is in New York rehearsing his Girl Show, which will feature Marietta Stalker, assisted by her sister, Sue, dancer. Electrical department, under Bill Prue, is ready for opening. Pappy Lewis completed work on the Tilt-a-Whirl, which was damaged last season.

Pacific and recuperating at the Biltmore. Freddy became an ace newsreel cameraman after his lifeguarding chores, but apparently the swim biz is still in his blood, as he's still always showing others how to perfect their stroke.

Rumor has it that Mr. Schine, moving picture magnate and new owner of the Roney Plaza, will revamp the entire plunge and cabana club next season. Jim Carroll, Roney manager, has taken over his own hosiery in Maine for next summer, and Jim avers it has the best swim facilities in those parts.

## New Fund Plan for Troupers

LOS ANGELES, Feb. 26.—Regular Associated Troupers, meeting February 15 in the clubrooms, Walker Building, approved Gladys Patrick's novel idea for raising funds by selling signatures of members and friends on napkins, which later will be arranged into a huge tablecloth with all signatures embroidered upon it. Next fall the tablecloth will be auctioned. A vote of thanks and a membership were given to Al Mann for his donation of a specially constructed head to be used for collection of funds for the annual banquet and ball in Florentine Gardens, Hollywood, next January. Lou Miller applied for membership. Donations came from Harry and Moxie Miller, Gladys Patrick, Minnie Pounds, Vera Downie, Martha Levine, Lillabelle Lear, Tillie Palmateer, Harry Warren, Jimmie Dunn and Jennie Reigel.

## Caravans Work on By-Laws

CHICAGO, Feb. 26.—Caravans, meeting February 22, continued discussion of proposed by-laws which are being adopted, paragraph by paragraph, reported Alice Kady, press representative. Prizes for the next social were sent in by members of the Auxiliary of the National Showmen's Association, who are also members of Caravans. Edna O'Shea will be hostess. Fay Switzer and Ruth Solomon were elected to membership. Recent socials in the home of Edna O'Shea netted the club a good sum. Donations have come from Ann Roth, M. Reagan, Mae Oakes and Hattie Clinton. Cake for luncheon was donated by Lillian Laurence and Pearl McGlynn and served by the house committee, Becky Daniels and Claire Sopenar. Betty Shay attended her first meeting.

## WIS. PLANS 76 FAIRS

(Continued from page 41)

than the year before, 13 less. Malone predicted that attendance, exhibits and concession space will be practically the same this year. Increases cannot be expected, he said, because of transportation restrictions and difficulty in getting help.

R. R. Williams, secretary of Marshfield Fair, related amusing anecdotes about difficulties encountered by the fair over a long period of years and means adopted to overcome them. James G. Fuller, Madison, on *Horses Are Necessary for Horse-Pulling Contests*, urged that more attention be given to several breeds becoming popular in the Midwest. Mrs. Don A. Detrick, executive secretary Ohio Fair Managers' Association, reported on

Ohio's 1943 fairs, and C. C. Woody, Madison, pointed out some advantages of horse races at fairs. Meetings of United States Trotting Association and Wisconsin Breeders and Harness Horse Association were held Tuesday afternoon and in the evening there was the annual horsemen's banquet.

## Post-War Planning Urged

Wednesday morning Ben Barkin, Milwaukee, explained the War Bond sales program and recommended to delegates that they ask the Treasury Department for exhibits to further the program. Gordon Crump, publicity director Wisconsin State Fair, made a strong plea for post-war planning. "When the end of the war comes the fairs are not going to be ready to take advantage of the opportunities presented by the many new products that will make their appearance, unless we form an organization to 'sell' fairs to industrial concerns," he asserted. Charles A. Jahr told of methods used to attract large crowds to Elkhorn Fair. A round-table discussion had A. L. Putnam, Chippewa Falls, as moderator, and brief discussions by Senator Taylor G. Brown, Oshkosh; Herb J. Smith, De Pere; Martin H. Schey, Baraboo; Louis W. Catteau, Shawano; William T. Marriott, Milwaukee; H. G. Seyforth, Ellsworth; Manly Sharp, Mauston; W. H. Eldridge, Plymouth; H. A. Kiefer, Wausau; George W. Kiel, Manitowoc.

Five directors were re-elected: Taylor G. Brown, Oshkosh; W. H. Eldridge, Plymouth; A. W. Kalbus, Milwaukee; J. F. Malone, Beaver Dam; Charles B. Drewery, Marinette. Two new directors, R. F. Seyforth, Mondovi, and R. R. Williams, Marshfield, were elected.

## Annual Banquet Is Large

Annual banquet in the Crystal Ballroom, attended by about 300, was gala. Arlie Mucks, Madison, was toastmaster. Guest speaker was Milton H. Button, State commissioner of agriculture, who gave a heartening talk on the work that fairs are doing. Secretary Malone then introduced as a special guest Countess Maria Pulaski, Russian spy for the allies. After "she" had held the audience spellbound for 20 minutes with accounts of daring exploits, the countess was revealed as a man and the clever stunt was roundly applauded. Floorshow acts were furnished by booking offices, with Sunny Bernet as emcee and there was dancing until a late hour.

## Many Attractions People Attend

A large number of attractions people and affiliates were in attendance, among them William V. (Jake) Ward, manager Illinois State Fair; Mrs. Don A. Detrick,

executive secretary Ohio Fair Managers' Association; Charles A. Lenz, insurance man; Louis and Ned Torti; Barnes-Carruthers Fair Booking Association, Sam J. Levy, Fred H. Kressmann, Ethel Robinson, Camille Lavilla; Ellman Shows, Charles Ellman; Hunter's Artist Bureau; Consolidated Radio Artists, Alpha Demaree; Gold Medal Shows, Oscar Bloom; Royal American Shows, J. C. (Tommy) Thomas; Thearle - Duffield Fireworks Company, Frank P. Duffield; Mr. and Mrs. L. S. (Larry) Hall, concessions, and Bob Hall; Baysinger Shows, Al Baysinger, L. B. (Barney) Lamb; MCA, Hogan Hancock; WLS Artists Bureau, George Ferguson, Earl and Mrs. Kurtze; Boyle Woolfolk Attractions, Boyle Woolfolk, George B. and Mrs. Flint; Ernie Young; Williams & Lee, Mr. and Mrs. Billy Williams; Northwestern Amusement Company, Jule Miller; Desplenter Brothers, concessionaires; Hoagland Attractions, Jinks Hoagland; Rosenthal Attractions, Lew Rosenthal; Globe Poster Corporation, Sunny Bernet; Buckeye State Shows, H. B. Shive; Gus Sun Agency, Irving Grossman; Regalia Manufacturing Company, T. P. Eichelsdoerfer, William Olson; Badger State Shows; Bodart's Shows; Dyer's Greater Shows; Snapp Shows, Jack Downs; Fair Publishing House, Frank Prystas; Performers Consolidated Attractions, Toby Wells; Skerbeck Shows, Pauline and Eugene Skerbeck, Herbie Lauer; Weydt Amusements, Mrs. Pearl Weydt; Owen & Elliott; Fearless Greggs, Mr. and Mrs. F. O. Gregg; Jake J. Disch and Austin Trull, clowns; Frank Lewis, Harold Dittmeier, Otto and Joe Henke, Art Hansen, Danny Arnett, Hans and Anita Kuchler, H. P. O'Hara, John G. (Red) Taylor, H. P. Whalen.

Mr. and Mrs. Larry Hall were hosts to some 25 showfolks and friends at the banquet, and during the convention their suite was a favorite. Many showmen and fair men visited the Hamid-Morton Shrine Circus in the Auditorium. One of the old-timers missed was William Klaus, Green Bay, unable to attend for the first time in many years, as he is in a Madison hospital being treated for an infected toe.

## FAIR AIMS IN CALIF.

(Continued from page 41)

sports events except on the Pacific Coast. Baseball and football have played to overwhelming crowds. Racing events have been well patronized. City dwellers living on established street car and bus lines get the same basic gasoline ration as people living in small towns, and the highways crowded every Sunday with city dwellers trying to use up their ration tickets prove it. But the fairs—the morale activity of the rural people—were asked to be canceled for the duration.

Rural people for patriotic reasons are not demanding the return of fairs that might subject them to criticism for using tires, gasoline and transportation facilities for personal benefits. They will no doubt participate if fairs are held locally on a modest basis. No one can ask at this time for a return of the kind of fairs we could afford in peacetime. We cannot afford fairs which require animals to be on exhibit a week or more, which require great quantities of concentrate feed to put the animals into show shape, which take dairy cattle out of production for many weeks as they move around the circuit. The kind of a fair we can afford is one which encourages good agriculture.

We can afford the kind of a fair which awards a prize to the man whose brood sow produced the greatest poundage of pork on the least feed in the least time, to the boy whose steer made the greatest daily gain, to the housewife whose home-grown and home-canned fruits and vegetables meet the highest standard and who preserved the greatest quantity of food, to the poultry raiser whose hens produced the most eggs. We can afford plenty of prizes for the home owner who secured the greatest yield from his Victory Garden or the orchardist with the highest quality fruit.

## No Fairs; Lower Quality

We can combine this activity with emphasis on quality. Over a period of years fairs have a definite influence in raising the quality of livestock and farm products. Not only is encouragement given to pure bred breeding generally, but to the breeder of those pure breeds most nearly measuring up to recognized type and conformation. Those who raise and fatten feeder stock or those who sell feeders and then watch their performance in the show ring have a better knowledge of the kind of foundation stock required for blue-ribbon results. The reverse is equally true. The com-

plete cessation of fairs over a long period of time is certain to result in a lowering of quality, for the simple reason that we are eliminating the measure of performance and not providing a substitute. For example, lack of dairy shows might be compensated by an increase of butterfat testing and dairy herd improvement work on the home farms; unfortunately, the shortage of man power has caused a curtailment of the latter kind of activity, too. In some counties the Future Farmers of America in the high-school vocational agriculture departments are now doing all of the butterfat testing in existence at the request of the dairy herd improvement associations themselves.

In order to avoid the kind of abuses which would lead to a warranted criticism of fairs, we must consider stringent limitations if fairs are held at all. The exhibit must be concluded in the smallest number of days possible with good management. No entries should be permitted from farther than the adjoining counties at the most. Emphasis must be placed not only on good type but on good performance. We have no time for shows featuring poultry or livestock which contribute nothing to the food supply of the nation.

(Continued next week)

MAIL FOR YOU AT THE BILLBOARD IS ADVERTISED ONLY ONE TIME. LOOK IN THE LETTER LIST EACH WEEK.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**L. J. HETH SHOWS**  
 ★ Opening March 18th, Birmingham, Ala.  
 ★ Want Cookhouse, Manager with Girls to take over Girl Show and Posing Show.  
 ★ Frankie Tazzano, answer. All Ride Help report March 15th. Capable Truck Mechanic with tools and transportation, top salary. Address all replies to  
 ★ **L. J. HETH SHOWS**  
 ★ North Birmingham, Ala.  
 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## INDOOR CARNIVAL

4 more weeks, then outdoor season opens. Want now—Photos, Ball Games, Grab, Cork Gallery, Hoop-La, Fish Pond, Penny Pitches; everything except Bingo, Popcorn and Palmistry. Want Agents for Slum Stores, etc. Want at once small Hillbilly Band, Girl Show with or without equipment, Monkey Show or Freaks. What have you? Want Sound Truck with or without Concessions; Michael, answer. All above wire, no time to write. Can use Candy Pitch. Want for North State Shows, opening April 1st, Shows with or without equipment, all kinds; Flat Rides; Help in all departments, including Ride Men and Electrician. Notice—If transportation difficulties arise have location for three months at large lake with plenty servicemen and work. All address: **MANAGER, Legion Indoor Carnival, Boone, N. C.**, this week; Mount Airy, N. C., next; all in large heated warehouses.

## HARRY BURKE SHOWS WANT

Ride Foreman for Merry-Go-Round and Ferris Wheel; paying good salaries. Will book Concessions of all kinds that work for Stock. Have two good spring fairs. Opening March 11th.

**HARRY BURKE, Baton Rouge, La.**

## WANTED

Front Man, Ticket Sellers, Girl for Sword Box. Always can use reliable Sideshow Acts. Open first part of April with Coleman Bros.' Shows in Middletown, Conn. I will be in winter quarters around March 25th. Billy Taylor, Chief Congo, write.

## Wendel (Props) Kuntz

Exeter Road Hampton, New Hampshire

## WANTED

Man to operate first-class Fun House; will pay 50% of profits to responsible party. Beautiful White City Park, Worcester, Mass. Apply

**GEO. A. HAMID, Inc.**

10 Rockefeller Plaza NEW YORK CITY

## Mighty Monarch Shows

### WANT

Octopus, Tilt or any Flat Ride; also Kiddie Ride. Want all kind of legitimate Concessions. Have best Southern route. Yes, we play Plant City and Clearwater. Want Ride Help of all kind, top salary. Address:  
**N. P. ROLAND, Bradenton, Florida, this week.**

## Dodson's World's Fair Shows

### WANT MINSTREL SHOW—READY TO OPERATE

With wardrobe and talent. Must have Band. Will furnish all new outfit, including beautiful new Wagon Front. Also will furnish Sleeping Accommodations. Ernest (Baby) Seals, Sol Speight, Charles Taylor, wire or write.

**W** Attraction Girls with looks and youth for Minstrel Revue. Freaks, Novelty **W**  
**A** Acts and Attractions for finest Side Show on the road. **A**

**N** HELP IN ALL DEPARTMENTS—Train, Rides, Cookhouse, Concessions and **N**  
 General Help. Highest salaries and bonus to people remaining entire season. **N**  
**T** Want White Musicians for Band. Help, come in. **T**

LONG SEASON—BEST DATES, INCLUDING FIVE STATE FAIRS

All address **M. G. DODSON, Mgr., P. O. Box 216, Beaumont, Texas**

## Mighty Sheesley Midway

Opens March 11, Pensacola, Fla., for Nine Days; Tallahassee Follows.

### LAST CALL—WANTED

Ride Help, Train Help, Canvasman, Freaks for Side Show, two Girls for Gay New Yorker Show. Will book few Independent Concessions. Address  
**J. M. SHEESLEY, Care San Carlos Hotel, Pensacola, Fla.**

## JAMES E. STRATES SHOWS, Inc.

Can place for 1944 season and following route of Class A Fairs: Cortland, Batavia and Hamburg, New York State; Bloomsburg and York, Pennsylvania; Danville, Virginia; Spartanburg, Anderson, Greenville, Orangeburg and Charleston, South Carolina. **WILD LIFE SHOW, PONY RIDE.** Will finance any meritorious attraction not conflicting with what we have. Wagons and complete outfits furnished. Especially interested in **AN ORGANIZED TROUPE OF MIDGETS.** WANT Foreman for Spitfire (Dickerson, wire), Foreman capable handling three Ferris Wheels, Foreman for Octopus, Polers and Train Help, Assistant Electricians, Towermen and Neon Men. Address:  
**JAMES E. STRATES, Mullins, S. C.**

26th for Minneapolis

MINNEAPOLIS, Feb. 26.—Zuhrah Temple's 26th annual circus is scheduled for Minneapolis auditorium twice daily March 13-18, under personal direction of Paul Gray, potentate. Noel Van Tilburg is in charge of bookings. Shriners have received tickets and plans are under way to have school kids released on special days to permit attendance at the matinees. In addition, the temple has completed plans to have all underprivileged children present at a performance.

CLEVELAND GROTTO BIG

(Continued from page 42) froze and broke soon after she had climbed into the rigging. She suffered a broken arm, two broken ribs and a cracked pelvis bone, and will be in Polyclinic Hospital here five weeks. Her husband, Harry, is working dogs and ponies in the show.

While hanging himself in Tuesday night's performance, the Great Gregoresko narrowly escaped serious injury when his guy wires snapped, causing him to drop 10 feet lower than usual. Quick work on the part of Charles (Jonesy) Jones and his riggers saved the performer from a bad fall.

HM IN MILWAUKEE

(Continued from page 42) Winnie Colleano, sensational heel and toe catches; Les Kimris, spectacular aerial act; Peaches' Sky Revue, a beautiful and colorful high act; Don Francisco, among top-notch slack-wire performers; the Walkmirs, a spectacular perch act; Berosini Troupe, very good high-wire act; Alf Loyal's dogs, typical old-school circus act, full of comedy; Roman Proskie's tigers, cleverly worked; Miss Victory (Zacchini), tops in cannon act thrills; the Great Francis, high-swaying pole, very good; Van Leer's horses, well trained; Simms, human fly; Flying Lamars, pleasing flying number; Captain Spiller's seals; Robinson's elephants; Silvers Johnson, funny Austin, gets a lot of laughs; Jean Evans, Miss Betty and Miss Orton, single traps; Miss Vera, Spanish web; Band Leader Joe Basile.

Bubbles Ricardo, former member of the Ricardos, aerial act, who lost her arm several years ago when she fell while the act was working, is vocalist with the band. Very attractive and possessed of an excellent voice, she puts her numbers over nicely.

HM MEMPHIS RECORD

(Continued from page 42) dren and orphans of the city and Shelby County were guests of Shriners, firms and individuals at the matinees.

For a six-week period previous to the opening February 11 an extensive advance ticket-selling campaign was conducted by the membership of the Temple, which resulted in over \$8,000. This sale was augmented by promotional ticket selling under direction of Mr. and Mrs. McReavy, which resulted in an additional gross ticket sale of over \$15,000. For the first time here a tie-up was made with the Board of Education whereby all schools were dismissed by districts to attend matinee performances on five days.

Following the performance evening of February 15, the personnel were guests of Joe Simon at a "sneak preview" of motion pictures at Warner Theater, given thru courtesy of Howard Waugh, zone

manager for Warner theaters in this section.

At conclusion of performance on Wednesday the personnel were guests of the Shrine committee at a buffet supper and dance.

This year the circus is being transported by railroad. Three 70-foot baggage cars and one reclining chair coach are used.

The McReavys left for Providence, where HM will be week of April 17.

Wednesday night's performance was marked by two near accidents when the Berosini family's high-wire platform sank just as they were starting their act and again when the airplane used by Les Kimris fell as it was being lowered after their performance. Repairs were completed in time for the Thursday matinee.

40,000 IN GALVESTON

(Continued from page 42) and Liberty horses of Dalley Bros.' Circus were featured.

The acts were the Great Fussner, Flying Valentines, Walter Guice and Company, Heerdink Brothers, Vern Coriell, Gallagher Troupe, Jimmy Connors, and Nellie Dutton riding act. Clown alley numbered eight joeys, with Happy Kellums producing, assisted by Arthur Borolla, Van Wells, Ernie Burch, Leon Snyder, Wally Schuyler, Billy Switzer and Charley Johnson. Same show with addition of Terrell Jacobs's wild animal act opened in New Orleans February 22 for a six-day engagement.

NEW ORLEANS, Feb. 26.—Ray Bros.' Circus opened in Municipal Auditorium February 22 to a capacity house, with a turnout Wednesday afternoon. Engagement closes night of February 27.

WICHITA POLICE SHOW

(Continued from page 42) derson's elephants. Vernon Pratt and partner, I. Ewalt and wife, visited Dalley quarters. The Leon Snyder's son, Buster, lost an arm at the shoulder, being attacked by a bear.

Former agent Dungan, of the Kelly-Miller Circus, is wintering in San Antonio at the Plunkett Trailer Camp. Reported that the Plunkett kids will be back with Cole Bros. Dr. David E. Reid, Lebanon, Ore., recently visited Hort Campbell in Los Angeles.

Bill (Baraboo) Kasiska is still confined to his home. Corp. William J. Drumm (Bill Bailey), former clown on Sells-Sterling Circus, invalidated home from overseas service, is at the Percy Jones General Hospital, Battle Creek, Mich. Reported by Bette Leonard.

UNDER THE MARQUEE

(Continued from page 42) wing on the West Coast for more than a year.

OVERALL KIDS, formerly known as ballet girls, are now issued tear-down wardrobe.

E. W. ADAMS, ticket seller, who has signed with Wallace Bros.' Circus, is at present night clerk in the Racine Hotel, Columbus, Ga. He will report at show's quarters about April 1.

CIRCUS folk working at MGM studios are James Reynolds, Frank Leggett, Ben Turpin, Hurley Woodson, Elmer Ford and Larry Vogue, of the Ringling show; Mitt Carl, Cole show; George Emerson and Dave Davis.

EARLY-DAY ad: "In order to secure this great troupe and bring it to America, it was necessary to bring 15 of their relatives and business associates."

HARRY A. ALLEN, circus fan and friend of showfolk, is opening a restaurant and night club in Washington, to be known as the China Clipper. Experts from Pan-American Airways have designed the decoration.

SMART showmen will follow carefully the procedure for disposal of surplus property. Truck showmen, especially, will find much in government surplus to make moving and operation a streamlined and simple matter.

ON the early-day Wild West shows the old-time stage coaches were considered ideal places to court in—even tho the coaches had no curtains to pull down.

AMONG backstage visitors at the Polack show in Cincinnati last week were Dr. Robert Carothers, James McSorley, Circus Fan Clyde G. Patterson,

Carey C. Emrie, Ed Van Wyck and Hugo Berghelm.

THE JENNIERS (Walter, Ethel and daughter Jo-Ann) and Carey C. Emrie were entertained at lunch in Cincinnati by Charles A. Floyd, brother of Tex Orton and who is with the Ohio River Coal Company.

WILD Life Exhibit, managed by Rex M. Ingham, played two weeks in Florence, Ala., business being good. Location was ideal, and newspapers and radio co-operated. Week of February 13 in Athens, Ala., resulted in big business despite rain and several cold days.

NOW we realize that the Russian Cossacks that we saw with Buffalo Bill's Wild West Show when we were kids are just as ferocious as they looked.

MRS. TOM TORMEY, widow of Dr. Tom Tormey, Madison, Wis., surgeon and prominent circus fan, stopped off in Chicago last week to visit circus friends on her way home from a visit to a daughter in Washington, D. C. She was accompanied by another daughter. While in Washington they visited Melvin D. Hill-dreth, past president of the CFA.

JACK A. RYAN, former announcer on Cole Bros.' Circus, talker on carnivals and pitch demonstrator, has been in Ward 25, Cook County Hospital, Chicago, since December 27. He is undergoing treatment, with little prospect of an early recovery. He was taken ill last September while clerk in a hotel in Cicero, Ill., having left the road in the spring of 1942.

REMEMBER the yesteryear wagon-show

IN THE ARMED FORCES

LARRY E. SEMON, son of SI Semon, veteran advertising agent for the Ringling circus, has entered the Nashville Army Air Center (AAFCC).

CORP. GENE RANDOW, in a ground crew of the air forces overseas, is also producing shows, designing costumes and emceeing. Formerly appearing with circuses and in vaudeville, he is the son of Eugene Randow, clown with Polack Bros.' Circus.

owner who carried a good cookhouse but dreaded parting with his money and who always cracked: "Didn't I see you eating in a restaurant?" when an employee asked for money?

HORACE LAIRD, Albert White, Mr. and Mrs. Felix Morales, Eugene Randow and Chester Barnett, of the Polack show, visited The Billboard Cincinnati offices last week. After playing Chicago and Columbus and Dayton, O., with the show, first two named will join Cole Bros.' Circus. The team will sell The Billboard on the show. Other visitors were Jack Klippel, Harry Froboess and Ed Raymond.

CALL—Crescent Amusement Company—CALL
Opening Gaffney, S. C., Mar. 27th, with Monroe, Hamlet, Sanford, Kannapolis, Concord and Lenoir following. 10 Fall Fairs contracted—those contracted acknowledge.
WANT WANT WANT
RIDES—One more new Ride, Spitfire, Roll-o-Plane or Loop-o-Plane, Tilt-a-Whirl, Ride-o or 8-Car Whip with own transportation. Bert Britt, Mr. Estin, write.
SHOWS—One outstanding Show to feature, Circus Side Show, Illusion, Unborn, flashy Snake, Monkey, War, Crime, Fat Girl, Fun House. Party take over new Glass House, one that can furnish good P.A. System; Motordrome, Speedy Merrill, Doc Garfield, Alice (Alligator Girl), Fat Girl with us in Waltersboro, Egelson, Tex Eastidge, write.
CONCESSIONS—Sell exclusive on Photos, Custard. Want Cigarette Gallery, Devil's Bowling Alley, Fitch Tilt Win. Roy Johnson wants Agents for Ball Games, Swinger, Skillo; must work for stock and not over 10¢. No Gypsies or Flat Joints wanted. Al Miller wants COOKHOUSE HELP, Griddle Man. Penny Pitch Agents, all Penny Pitches and P.C. booked.
RIDE HELP—Foreman for Octopus, salary \$50.00; must drive. Second Man, \$30; Second Man for Twin Ferris Wheels, Chairplane and Merry-Go-Round. Married men can place wires on Penny Pitch or Tickets. 32 weeks contracted proved territory. Address: L. C. McHENRY, MGR., BOX 373, Gastonia, N. C. Ride Unit now operating on lots in Gastonia, come on.
FOR SALE—60 H.P. 40 K.W. Fairbanks-Morse Diesel Light Plant, A.C., can be seen in operation.

CALL CALL
LAWRENCE GREATER SHOW, INC.
Opens April 1st, Rockingham, N. C. Largest Army Base in the South, and We Play Blackstone, Va., May 1-13. Our Still Dates Are Defense and Camp Towns. Fairs Start Aug. 7th.
Want Shows—Wildlife and Grind Shows. Will furnish complete outfits for 10-in-1. Monkey, Snake Show. Want organized troupe for Plant Show. Girl for Posing Show, office paid, top salaries. Rides—Will buy Octopus, Roll-o-Plane or any new Ride. Want Scenic Artist and Painter. Jimmy Cunningham, please wire. SPECIAL AGENT, MUST ALSO HANDLE PRESS. Want Ride Foreman. Second Men, Canvas Men and useful Help. No brass or meal tickets. Want Concessions—Arcade, Custard, Studio, Ball Games and all Stock Stores. (Fred Z. Schille, my wire was returned.) Will sell X on Custard and 2 Camps. Bingo, Cookhouse and Pop Corn sold. Address:
SAM LAWRENCE, P. O. BOX 317, SANFORD, N. C.
P.S.: All people contracted, answer this call.

WANTED—RIDE MEN—WANTED
For the following Rides: Foreman and Second Man for latest model 7-Car Tilt-a-Whirl, 2-Abreast Little Beauty Merry-Go-Round and #5 Eli Wheel. Married Men with Concessions preferred. Salary no object if you are capable and reliable. In addition to top wages we pay liberal mileage allowance and meals while in transit to those driving semis. This is a small show carrying 5 Rides and 15 Concessions, playing one and two-week stands in good California territory. Open April 1st near San Francisco, until December. The following Concessions are open: Photos, Pop Corn, Floss, Apples, Hoop-La, Watch-La, String Game, Fish Pond, Bowling Alley and others that work for stock. People who have been with us, write, wire, phone. Sam Books, come on.
WRIGHTSMAN AM. CO.
P. O. Box 594 Phone P. A. 8796 Palo Alto, Calif.

MARKS SHOWS, INC.
!!!OPENING SATURDAY, APRIL 1ST!!!
SHOWS—Any money-getting Shows. We furnish complete UP-TO-DATE equipment. Including transportation. Excellent opportunity for Monkey Show. We furnish everything except Animals. Want Manager and Performers for Girl Revue. Salaries out of office. RIDES—Will book or buy ROLL-O-PLANE with or without transportation. CONCESSIONS—Can place legitimate Concessions except P.C. CAN PLACE Second Men and Help on all Rides. Also Painter experienced with spray gun. TOP SALARIES! Our still dates are PROVEN TERRITORY, with eight weeks of Southern fairs following! ADDRESS:
JOHN H. MARKS, P. O. BOX 771, RICHMOND, VIRGINIA.

Opening Baton Rouge, La., Saturday, March 4
Want first-class Truck Mechanic; Jack Espy, answer. Electrician with G. M. Diesel Light Plants experience; top salaries. Ride Men for all Rides that drive trucks, Musicians and Performers for Minstrel Show; top salaries from office. Place Stock Concessions. Man and Wife to operate Frozen Custard, salary or percentage. WANT SCENIC ARTIST, ALSO BUILDER, AT ONCE.
JOHN R. WARD SHOWS

7th ANNUAL OUTDOOR ATTRACTIONS SECTION
ACTS AND ATTRACTIONS
If you have not received complete details about this important section—mail a card or letter NOW. It offers you an opportunity to get valuable FREE PICTURE PUBLICITY! Make sure every talent buyer knows about your act... write THE BILLBOARD PUBLISHING CO., 25 Opera Place, Cincinnati 1, O.

WANT
People all lines for summer and Team for immediate engagement circle stock, Piano Player to double and Ingenue with specialties. Easy jumps, home every night.
ROBERSON & GIFFORD, Girard, Ill.

## ENDY BROS.-PRELL COMBINED SHOWS

Open at Fort Lauderdale, Florida, Robert County Fair  
Ten Days, March 8 to 18 Inclusive

Will place for season, outstanding Wild Animal Show, Penny Arcade, Will finance any outstanding Attraction. Want Foreman for Ridee-O, Whip and Merry-Go-Round, Talkers, Grinders, Scenic Artist, General Ride Help and Semi Drivers.

We will present Zacchini Cannon Act the entire season. The only cannon act in the East this year.

All answer 743 Seybold Building, Miami, Florida.

P.S.—George Collins, wire at once.

## Show Folks, Inc., To Broaden Scope

CHICAGO, Feb. 26.—Show Folks, Inc., received notification from the Secretary of State that it has been issued a charter under which the organization becomes national in scope and changes its name to Showfolks of America.

Composed of people from all branches of show business, it has been in existence a number of years, but until two years ago its membership was small and its activities limited. A progressive administration started a membership drive about two years ago and a short time later a friend of the organization made a gift of a home at 1839 West Monroe Street, to be used as a home for indigent showfolks. Since that time membership has increased until it now numbers nearly 1,000.

Under the new charter Showfolks of America may establish branches in other cities.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Arcade: Raymondville, Tex., 1-7; Hebronville 8-14.  
B. & H.: Cottageville, S. C.  
Berryhill's United: Thunderbolt, Ga.  
Crafts 20 Big: Yuma, Ariz., 28-March 5.  
Craig, Harry: Brownwood, Tex., 1-11.  
Fay's Silver Derby: Moultrie, Ga.  
Fidler's United: St. Louis, Mo., 8-12.  
Gay Way: Crestview, Fla., 4-11.  
Gentsch & Sparks: Natchez, Miss., 2-11.  
Greater United: Eagle Pass, Tex., 1-11.  
Groves Greater: Church Point, La.  
Hottle, Buff: New Orleans, La.  
Mighty Monarch: Bradenton, Fla.  
North State: Boone, N. C.; Mt. Airy 6-11.  
Stebler's Greater: (Washington & Assembly Sts.) Columbia, S. C., 1-11.  
Texas: San Benito, Tex., 1-13.  
Lower Am. Co.: West Columbia, S. C.  
Ward, John R.: Baton Rouge, La., 4-11.  
West's World's Wonder: Jacksonville, Fla., 4-11.  
Wolfe Am. Co.: Toccoa, Ga.

## CIRCUS

Clyde Bros.: Mineola, Tex., 1-2; Marshall 3-4; Kilgore 6-7.  
Hamid-Morton: Kansas City, Mo., 29-March 5; Wichita, Kan., 7-12.  
Polack Bros.: Chicago, Ill., 3-12.

## MISCELLANEOUS

Barlow & Brady (Jefferson Hotel) St. Louis 3-16.  
Basile, Joe, Band: Kansas City, Mo., 29-March 4; Wichita, Kan., 7-11.  
Birch: Robstown, Tex., 1; Alice 2; Kingsville 3; Harlingen 6; Brownsville 7; San Benito 8; Weslaco 9; Mercedes 10.  
Campbell, Loring: DeSmet, S. D., 1; Boyd, Minn., 2; Balaton 3; Clarkfield 6; Brown-ton 7; Norwood 8; Chaska 9; Minneapolis 10.  
Couden, Doug & Lola: School Assemblies, Puyallup, Wash.  
Daniel, B. A.: Indianapolis 1-4.  
LaPearl's Revue & Betty Jane (Tonapah) Tonapah, Nev., 3-9.  
Long, Leon, with Lee's Minstrels (CIO Auditorium) Mobile, Ala., 1-5; Pensacola, Fla., 6-8; Panama City 9-10.  
Lucy, Thos. Elmore: Bostic, N. C., 1.  
Marquis (La Porte) La Porte, Ind., 1; (Riley) Fort Wayne 2; (Paramount) Anderson 3; (Hines) Portland 4.  
Ritton's Dogs: Lawrenceburg, Tenn., 1-4.  
Romas, Flying (Hippodrome Circus) Roanoke, Va., 1-4.  
Schultz Sisters (Rock Tavern) Lansing, Mich., 1-5.  
Slout, L. Verne, Theater Workshop; Milwaukee, Wis., 1; Jefferson 2; New Glarus 3; Blanchardville 6; Beloit 7; Elizabeth, Ill., 8; Pearl City 9.  
Texas Cattle King, George M. Bragg's: Cove City, N. C., 28-March 11.

## C. W. NAIL WANTS

FOR DELHI, LA., APRIL 3-8, INCLUSIVE Account of disappointment, REAL COOK HOUSE that can feed a lot of people. DRINKS AND POPCORN OPEN. Will sell exclusive on the above. CONCESSIONS—Want a few Stock Concessions. Will sell Mug Joint exclusive. Real folks, come on.  
Address:  
C. W. NAIL, 703 S. 3RD, MONROE, LA.

## BERRYHILL UNITED SHOWS

Opened with a bang and first to ever show in Georgia on Sunday.

Want Ride Help, Cook House, Agents for Stock Stores and Concessions. Want Shows, experienced Arcade Help. Get with the show that is always first in spots and every lot uptown.

Write or Wire: THUNDERBOLT, GA.

## SCOTT EXPOSITION SHOWS

OPENING ATLANTA MARCH 27

Will book or buy any Novelty Ride not conflicting, Kiddie Rides; also Pony Rides. Will book Fun or Class House, Ten-in-One, have top and front; Grind Shows with or without outfits, Girl Show open; Ray Ayers, answer. Good opening for Drome; Mr. Apple, answer. Musicians and Performers for Colored Minstrel Show. Legitimate Concessions, Ride Help and Truck Drivers, capable Secretary, Second Man with transportation that will put out paper.  
C. D. SCOTT, Winter Quarters, Southeastern Fair Grounds, or P. O. Box 1562, Atlanta, Ga.



## CHAIRS

Many Styles

PROMPT  
SHIPMENT

We Can Still Ship,  
But Don't Delay.

ADIRONDACK CHAIR CO.

1140 Broadway NEW YORK, N. Y.  
Dept. 5 Corner 26th St.

## MISSOURI'S MAIN STREET MUSEUM

NOW OPERATING AT:  
1007 MAIN STREET, KANSAS CITY, MO.  
for an Indefinite Run

CAN PLACE UNUSUAL, OUT-OF-THE-ORDINARY ATTRACTIONS SUITABLE FOR A HIGH-CLASS BIG CITY FREAK AND NOVELTY SHOW. Highest salaries will be paid for Attractions, such as the Ossified Man, Person With Trained Chimp, Half Girl, Novelty Juggler, Musical Acts, A-1 Mindreader, etc. State all in first reply. No collect telegrams. All reply to: "DOC" RIVERS, Mgr.

## RICHIE MARASCO WANTS

NAIL AND BUCKET AGENTS  
For Alamo Exposition Shows.  
MAN AND WIFE for 2 Slum Stores. Good proposition. Playing New Territory this year. Jimmy Collins, write.  
Open Austin, Texas, March 11th.  
Write or Wire:  
Eagle Pass, Texas, Until March 8;  
Then Austin, Texas.

## WANT FOREMAN

Salary \$50.00. Merry-Go-Round, Ferris Wheel, Whip, Chairplane.  
Want to Buy Aluminum Popcorn Kettle.  
Don't write or phone.

## Island Manor Shows

L. Tamargo  
128 Franklin St., Elmont, N. Y.

## BUFFALO SHOWS

Opening in April. Will play one of the greatest routes of any show of its size in America. Will book any Ride, Concession or Show not conflicting with what we have. No racket of any kind.  
HOWARD POTTER, Buffalo Shows  
Zone 14, Buffalo, N. Y.

## M. A. SRADER SHOWS

Open in April. Want Manager for Pit Show who can furnish attractions; also Manager for Athletic Show. Will furnish new canvas for both. Can use Second Men on Rides. Address all mail to Ellsworth, Kansas, until April 1st.

## C. W. NAIL SHOWS

WANT RIDE HELP

First and Second Men. Top salaries in cash. Must drive trucks.

C. W. NAIL, 703 S. 3RD, MONROE, LA.

## DICK HARRIS

Get in Touch With Me At Once.

FRANK W. PEPPERS

1107 Broad, Selma, Ala.

## LAST CALL

## J. F. SPARKS SHOWS

Ride and Concession Unit opens in Birmingham Saturday, March 11.

GRAND OPENING  
SOUTHEAST MISSISSIPPI LIVE STOCK SHOW  
FOREST, MISS., MARCH 20

Followed by Meridian, Miss.; Tuscaloosa, Ala.; Prattville, Ala.; Montgomery, Ala., and then the big

## SHRINE CEREMONIAL CELEBRATION

in the heart of down-town Birmingham.

All people contracted, please acknowledge this call. WANT CONCESSIONS—X on Cook-house. Place Custard and legitimate Concessions of all kinds except Bingo, Diggers and P. C. SHOWS—Place Grind Shows not conflicting. Ride Foremen for Octopus and Tilt. Workingmen on all Rides. Drive semis. Chas. Schmidt and Burgess Lawrence, wire. Place Musicians and Performers for Minstrel. Top salary out of office.

All replies J. F. SPARKS, 311 Westover Drive, Birmingham, Alabama.

## LAST CALL

## GOLDEN WEST SHOWS

HAVE BEST ROUTE IN YEARS. EARLY FAIRS, STARTING IN JUNE.

Want Cook House or Grab Stand, Bingo, Ball Games, Photos, American Palmistry; other Legitimate Concessions open. Can place High Striker Agent, also Chuck Agent. Have tents and fronts for show people. What have you for inside? Pit Show open. Want good man for Athletic Show. Girls for Hawaiian Show, experience not necessary. Ride Help, Foremen and Second Men; must drive semis. Will buy Auto Kiddie Ride. Want 8 Airplanes for Kiddie Ride. Will book Shows that have their own equipment. Will book Kiddie Ride.

Address All Mail to WILLIAM BARNHART, 4262 Thomas Ave., N., Minneapolis, Minn.

## CHARLESTON, S. C.—12 DAYS, MARCH 10-25th

Shows - Shows. Colored Revue. We have real territory and a fine outfit for a showman that has something to put into it. If organized, wire. Girl Show Operators with Girls. Grind Shows. Concessions are open for 10c Grind Show. Pitch-Till-Win. Workingmen in all departments come on. For Sale: Little Beauty Merry-Go-Round Top. Not used a season.

## BANTLY'S ALL AMERICAN SHOWS

CHARLESTON, S. C.

## KID RIDE OWNERS, ATTENTION!

Keep operating your auto rides. I have a compound that will positively keep air in your tires. 5 gallons will take care of 40 cars. Price, \$10 per gallon or 5 gallons for \$40. Cash with order.

CHARLES WATSON

6033 S. KEDZIE AVENUE

CHICAGO 29, ILL.

P.S.: Truck and Car Owners, a life-saver for your tires.

## GREAT SUTTON SHOWS

WILL OPEN SATURDAY, APRIL 22

WANT GIRL SHOW: Will furnish beautiful Neon Panel Front and Tent. WANT RIDE HELP THAT CAN DRIVE SEMI-TRUCKS. A FEW CONCESSIONS STILL OPEN. FOR SALE—1 Transformer, 100 K.W. (good as new). Address:

F. M. SUTTON, BOX 304, OSCEOLA, ARK.

## TOWER AMUSEMENT CO. WANTS

For spring opening and following dates. Concessions of all kind—Bingo, High Striker, Ball Games, Photo, Fish Pond or any Grind Concession. Rides—Can place any Flat Ride with or without transportation. Opening Lexington, S. C., March 6th; Newberry, S. C., March 13th; Greenwood, S. C., March 20; Ware Shoals, S. C., March 27; all uptown locations. Can use Agents for all Concessions. William Floyd wants Colored Musicians and Performers; Art Hanson, Pop Decker. W. C. Curley Taylor, Bill Are, answer. All wires and mail until March 4th to

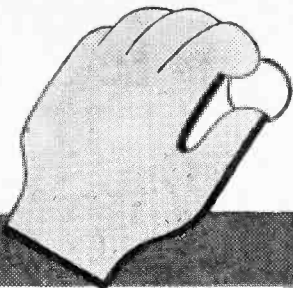
FRANK HARRISON or MILTON STARK McNEARE, Bus. Mgr., West Columbia, S. C.

## JOHN FRANCIS SHOWS

Opening on One of the Choice Lots in St. Louis March 15.

WANT PIT SHOW. Will make exceptionally good proposition. WANT RIDE FOREMEN AND SECOND MEN WHO DRIVE SEMIS. Top salaries. CONCESSION AGENTS OF ALL KINDS, COME ON. WE CAN PLACE YOU. FOR SALE—#12 ELI FERRIS WHEEL. Good shape, with or without truck. Octopus. Practically new. Stored in South.

All Address: JOHN FRANCIS, 4570 NORTH 2D STREET, ST. LOUIS, MO.



# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Address Coin Machine Department, The Billboard, 155 N. Clark St., Chicago 1, Ill.

WALTER W. HURD, Director

C. E. VETTERICK, Editor

## Post-War Planning—7

# FINANCING

The purchase of machines on time had become a well-established procedure in the coin machine trade before the war. Distributors had gradually built up a service of selling machines on time to operators as the prices of industry products increased. Large financing companies had also entered the field and found it a good business.

The experience of distributors and financing companies over a period of years was considered very successful. The financing companies reported that the industry, or at least certain sections of it, was considered to have a high rating as a credit risk. Distributors had actually built their businesses on selling new machines on time or taking trade-ins. Financing companies confined their activities largely to the music and vending sections of the trade because there might be legal questions in some territories concerning games. Distributors working local territory sold all types of machines on time according to the demands of their customers.

Financing of the purchase of coin machines has three important effects on the industry as a whole. It makes possible the maintenance of high prices on machines in general. It also implies a selection of customers and prospective customers because they must be good credit risks. On the other hand, it may also eventually bring about a wider selling of machines due to competition and thus speed up what is regarded as saturation of the market. Some also say that competitive financing may eventually lead to a general policy of selling to locations. Whatever may be the dangers of financing of the sales of coin machines in the distant future, experience in the past decade shows that it is a very healthy thing for the industry. Experience has shown that high prices on all types of coin machines are the only legal means of keeping the sales of such products within reasonable limits. When too many machines are placed in public places, they certainly become a public nuisance, and the public begins to react unfavorably. A lot of ideas have been advanced for limiting the total sales of machines so that the market would never become saturated. High prices are the only known legal means up to the present.

But high prices also call for some plan of financing the sales so that small business men may buy the machines. The history of the industry has shown that the best operators for a stable industry are small business men who go into the trade to make a living. These men need financing of some kind. Distributors in the trade were able to make their services really worth while by selecting operators and financing them in the purchase of enough machines to establish a good route. This service to operators probably made the distributor more essential to the industry than any other one factor. That distributors will continue to offer such a service after the war is practically assured. In fact, experience has shown that financing companies can operate best by offering their services thru local distributors.

When credit risks are involved it naturally follows that those who offer credit, whether local distributors or financing companies, must carefully select their customers. This process of selecting customers or operators is really a good thing for maintaining the stability of the industry. It speaks well for all groups within the industry because credit risks up to the present thruout the industry have stood the test of time very favorably.

In planning for future trade, most indications now promise better machines in all divisions of the industry, which also means that they will be higher in price. This will present any wholesale rush into the operating field after the war, which would mean a quicker return of competitive evils. Established operators have found competitive evils practically eliminated during the war, and they have been able to give their whole attention to the conduct of their business on ethical principles. They will be highly in favor of continuing such a system.

But the industry will welcome new operators after the war and the return of former ones who entered the services. If the industry uses sound financing plans and high grade machines are offered by the manufacturers at prices in keeping with the value of such machines, the operating field should be able to adjust itself without too much confusion.

# PINBALL FOUND AT WAR FRONT

## Acute Lack of Manpower Is a Trade Threat

**Some operators dispose of routes when unable to obtain help**

DES MOINES, Feb. 26. — Man-power shortage is becoming acute in this territory with the call for armed services making heavy inroads among service and repair personnel of the coin machine operators. Previously, operators had fortified against loss of technical employees by hiring men with families, however, as result of heavy drafting of fathers the situation has again turned acute.

Because a large number of farmers have been given agriculture deferments, the number of fathers drafted in the cities has virtually drained possible replacements.

Some operators report they are disposing of their equipment because of the situation, while others are attempting to train older men as replacements. Only one operator has turned to hiring women and this lone case consists of an assistant to help service phonographs.

Business continued spotty, with both phonograph and pinball machines getting heavy play in good locations. Pinball generally is showing an increase in the Des Moines area.

Some defense locations have dropped off due to curtailment of production at the Des Moines ordnance plant. Operators report locations previously getting heavy play from crowded defense workers now have only small crowds and business is down somewhat.

Phonograph operators still report the disk situation as bad, with few new records coming thru.

Arcade business continued at top form while a few vendors still operating in the territory reported business par for the last few months.

## A Glimpse of Tomorrow . . .

Coin machine firms, now engaged in total war work, reveal thoughts and plans for the post-war period. A series.

### ROWE

By R. Z. GREENE, President  
Rowe Manufacturing Company, Inc.

*EDITOR'S NOTE: The following article is the first of a series of Post-War Plans and discussions received from coin machine manufacturers. Manufacturers are invited to submit additional information as the series continues, and opinions of all trade members will be welcome in this department.*

Today we are devoting our facilities to war production. Tomorrow we will render service to our vending machine clientele according to the established traditions of our company.

As the world's largest operators, and thru a survey which we conducted, we know what the operator wants in tomorrow's cigarette machines. Our plans for supplying this demand are complete. We want you to present, however, the exact condition of affairs as we see them at the present time.

We are hearing a great deal about automobiles of the future, modern homes which will make housekeeping automatic, and many other developments now being hatched that will revolutionize our mode of living. But these changes will not be ushered in the minute the war is over. The change will be gradual. Manufacturers cannot possibly get into production on these new discoveries over night. The same holds true of automatic merchandising machines.

#### No Early New Models

Operators want to know when they can buy a totally new post-war cigarette machine with all the visionary improvements of our engineers and designers. The answer is, at the earliest, one year from the time we are again permitted to start manufacturing. Obviously, any drastic changes in mechanical construction require intricate tools and dies and numerous experimental models. These

take months to build. At the present time, the material and man power for this purpose are not available to us or to any other manufacturer.

Vending machines were one of the first items affected by government regulations restricting the use of metal. Since the government does not consider them a necessity, vending machines will be among the last items to be relieved of restrictions. Even if we had our tools and dies ready now for a completely new mechanism there would be approximately a year's delay after metals are finally released, before new equipment could be delivered. It will take all of this time, or more, after we are again permitted to manufacture machines, to build the first production run for testing purposes, to test these machines on locations, and to eliminate the bugs that are bound to develop in an entirely new model. We know from long experience as manufacturers and operators, that it is one thing to build a new model that will work in an experimental room, and quite another matter when such new models are subjected to the use and abuse of the public.

#### Post-War Model Ready

As we see it, operators will need new equipment at least a year before we or any other manufacturer can deliver a satisfactory new model with a wholly new mechanism. We are ready to supply  
(Continued on page 68)

## Pin Game Found On Fast - Action Fighting Front

CHICAGO, Feb. 26.—What may be the biggest pinball story of the present war appeared in newspapers thruout the country this week. Most newspapers featured the story with a two-column headline, explaining that it was a delayed message sent by radio from Cassino. John Lardner, a well-known foreign correspondent for the NANA service, sent the detailed story to America.

The story promises to rival two other famous pinball stories in previous years for top rank in the annals of the trade. It also follows a recent story from the South Pacific area on how "slot machines" are boosting the morale of marines. The two famous pinball stories of previous years include a report of how the Duke and Duchess of Windsor enjoyed playing a pinball game on a tour of the European Continent, a story which appeared in American newspapers October 12, 1937.

The second story concerned Ambassador George H. Earle, who went to Bulgaria for the U. S. government. Reports had it that he took four American pinball games along with him to entertain royalty. As late as January, 1941, newspapers in this country were still publishing reports and rumors about the famous pinball games. Mrs. Earle was rumored to have won some royal jewels at a game of pinball.

The new pinball story is reprinted in  
(See Pin Games on page 70)

## 600 Coin Machines Serve 4 Million Bowling Fans

**Survey shows management of bowling alleys enthusiastic over collections from machines—bowling a favorite sport on West Coast**

LOS ANGELES, Feb. 26.—Coin-operated machines located in bowling alleys are doing good business in this section, a survey conducted by The Billboard revealed. On the basis of these reports, it was also estimated that nearly 4,000,000 persons a year patronize the more than 60 bowling alleys in the Greater Los Angeles area.

Coin machines in the alleys range all the way from 1 to 15, with a lone cigarette machine located in some spots. There are alleys thruout the county with games, and ray guns proving favorites in some localities. On the basis of nearly 4,000,000 people playing in a year, the use of coin machines by average, is comparatively small. The average number of machines is 10. This average is hampered down in some instances because of the fact that it is not always the alley drawing the largest number of people that has the greatest number of coin-operated machines. However, this is logical for the reason that if a spot draws 50,000 people a year, which is roughly 1,000 a week, two, three or four cigarette machines would serve them adequately.

#### Few Novelty Machines

Novelty machines are not in excess on any particular location. Because of the popularity of bowling in the area, which is attested by the fact that the Sunset Bowling Center located in the old Warner Bros. Studio building has 52 lanes and all doing business, the coin-machine game is fighting the strongest of competitions.

Arden Booker, who is a partner in the Leimert Park Bowling Center, has 10 lanes in his alley and attracts an estimated 125,000 people a year. There are six coin-operated machines in the spot with fair business resulting.

Size of the alley in no way gauges the number of coin-operated machines, for another bowling center in the Southern part of the city has 12 lanes appealing

to 75,000 people a year and here are located nine coin-operated machines. This spot reports that the machines are good money-makers.

In alleys using coin-operated machines, the survey revealed that in two out of three spots the machines were making good money. In no spot were the machines declared dead weight. However, in the judging of a machine's ability to make money, here is the margin of error of human judgment: No one has ever  
(See 600 Coin Machines on page 70)

## Writer Who Irked Coinmen "Ghosts" New Baruch Plan

**Trade remembers "Billions in Nickels" which gave unfavorable impression of machines and coinmen — same writer prepared recent Baruch Plan**

WASHINGTON, Feb. 26.—Sam Lubell, a magazine writer ghost, wrote the very voluminous report of Bernard Baruch on post-war reconversion. Mr. Lubell had an important hand in writing the earlier report on the labor outlook.

Lubell will be remembered by the coin machine industry with mixed feelings even tho he has performed such a service in preparing the Baruch report. Lubell wrote a lengthy article on the coin machine industry for *The Saturday Evening Post* (May 13, 1939), which appeared in that magazine under the title of *Billions in Nickels*. At that time the article was considered very unfavorable to the industry because it greatly exaggerated the earnings of machines. Lubell had spent about two weeks in Chicago calling on manufacturers for material and information to prepare the article. Such writers in the trade as Jim Mangan, Herb Jones and Walter W. Hurd co-operated with Lubell fully in preparing an article which he promised would do justice to an important industry, which had not always had good publicity.

When the article actually appeared in *The Saturday Evening Post*, it was a complete disappointment to those members of the industry who had co-oper-

ated so much in helping Lubell get his information. Lubell's answer was that the editors would not accept a favorable article because they felt the industry was not a creditable industry after all. Jim Mangan promptly wrote the editor of *The Saturday Evening Post* asking why such a publication would misrepresent the industry. The editor replied that he did not consider the coin machine industry deserved a favorable article and the publication would not consider an article giving the favorable facts about the industry. Since that time *The Saturday Evening Post* has changed editors and the present editor has a much more liberal attitude towards business of all kinds. But the industry still does not know whether Lubell actually presented the favorable facts about the coin machine industry or whether his original article was the one which actually appeared in print.

## End of Dimouts Permits Higher Game Earnings

LOS ANGELES, Feb. 26.—Lights have come on again on the Coast, with the result that some trivial problems of the operators have been reduced. When the dim-out was on it was necessary to shield even the lights from games from projecting upward. This was done in various ways, but mainly by moving the machine away from windows. In some cases the revenue was cut by the machine not having a good spot. Now that it is unnecessary to have drawn shades after dark the machines can be placed wherever it is believed they will do the most business.

# 300 Attend Philadelphia Music Operators' Banquet

**Club Bali is setting of "most successful affair of kind" —trade firms donate war bonds for distribution as door prizes**

PHILADELPHIA, Feb. 26.—The seventh annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, staged last Sunday (20) at the Club Bali here, was unquestionably the brightest and most successful affair in the entire history of the local association. With more than 300 persons in attendance, including operators and their families and their employees, it represented a real all-operator affair. For the first time distributors, manufacturers and allied industry representatives took a back seat. The evening belonged entirely to the operators and they made the most of it.

It was agreed by all that the banquet committee, comprising Harry Stern, Samuel Snyderman and John Manion did an excellent job in providing a full evening. Much credit for the successful event also goes to Jack Cade, business manager of the association, who acted as emcee.

All formalities were dispensed with, and the guests present were limited in appearance to a stand-up bow, and the only speech-making was restricted to Raymond C. Bernhardt, popular president of the music operators' association. Bernhardt briefly reviewed the accomplishments of the association during the past year, pointing out that "even though we are going thru most strenuous times we have made remarkable progress and shall continue to do so." He further pointed out how the membership of the association had grown during the past year, and introduced all the new members of the association from the floor.

### War Bond Door Prizes

Highlight of the evening was the presentation of War Bonds as door prizes, donated by the Packard Manufacturing Company, Rudolph Wurlitzer Company; Permo, Inc.; Pfanstiehl Chemical Company, Duro Test Corporation, Decca Distributing Company, Motor Parts Com-

pany (Columbia), Raymond Rosen & Company (Victor), Automatic Equipment Company (Seeburg), Keystone Novelty & Manufacturing Company (Mills), Keystone Vending Company (Rockola), Mayflower Distributing Company (Wurlitzer) and by Michael Spector, local jobber.

Among the out-of-town guests present were Leo J. Dickson, president of the Ohio Music Association, Cleveland, and Jack Cohen (with Mrs. Cohen), vice-president of the Cleveland Operators' Association. From RCA-Victor those present were Jack Williams, Jack L. Hallstrom and Herb Hender; orchestra leader Shep Fields; Bill Middleton, business manager of the electrical union; Maurie Orodener, Philadelphia representative of *The Billboard*; Gene Stefens, vice-president of Permo, Inc., coming in from Chicago, and Martin Friedman, Permo, Inc., representative here; and representatives of the Duro Test Corporation, manufacturers of lamps and tubes. Also Joe Nanni, branch manager for the local Decca records distributing company; Bill Vodges and Rex Alexander, record chiefs at the Motor Parts Company, Columbia distributors, and Mort Gellard, in charge of records for Raymond Rosen & Company, local Victor-Bluebird distributor.

Festivities started at 6:30 p.m., continuing well on beyond the midnight hour. Following the dinner a bright floorshow was presented featuring Sonny Mars, the Barbary Coast Boys, DeLloyd McKay and many others, with Alan Fielding and his orchestra providing the music for the show and dancing.

# Plenty of Wartime Worries For Phonograph Operators

By SAM ABBOTT

LOS ANGELES, Feb. 26.—During the week a story came thru that the music machine operators are having it a bit tough. It commands attention, for it is the first breakdown on such items.

The music machine operator has been having difficulties with the shortage of records, the lack of gasoline and the need for good servicemen. While the plight of the operator is no greater than that of the jobber, the story is interesting.

A music machine operator told *The Billboard* that in checking over present conditions, he is not doing so well. Naturally, the question was "Why?"

With the midnight curfew on liquor in California the music operator is losing two hours nightly or 12 hours a week. In a year's time this figures to several days. Then, too, cafes are having trouble getting points for food. So, instead of staying closed one day a week, some remain closed two days. They do not open on regular schedules in bars because of the shortage of liquor. This music machine operator figures that he is operating only nine months a year, or losing 25 per cent of his time. Not only this, operating costs have tripled, he said, but it still takes only a 5-cent

piece to play a tune. Of course, the increase in record prices (this taking into consideration that some records are bought over the retail counter) and the increase in salaries are considered as factors in this case.

The operator would not mind the increase in overhead were he able to operate on the basis of 12 months a year as other businesses do. With only a three-quarter time operation, operators are being hit.

## Mexican Report

MEXICO CITY, Feb. 26.—Mexican trade with the United States is now at its highest peak despite war restrictions and discussions are now pending which will prove helpful after the war. The above statement was made by Fernando Gaxiola, director general of Economia Nacional, just before he shoved off for the Pacific Coast on a trade mission for the government.

The State of Nayarit has set aside (See Mexican Report on page 65)

## West Coast News Notes

By SAM ABBOTT

218 Radio Center Bldg., 1509 Vine St., Hollywood 28, Calif. Phone HO. 1866.

LOS ANGELES, Feb. 26.—Jobbers have been having trouble getting equipment, and their good weeks have been dependent upon whether or not machines were available for resale.

William R. Happel Jr., of Badger Sales, spent several days in the San Diego section looking for equipment and also promoting the sales of Panorams and Hollywood Peep Shows. . . . Harry Kaplan, of Southwestern Vending Machine Company, is expected back in the city any time now from a business trip East. . . . Allan McMahon, of San Jacinto, Calif., was in the city on a buying trip. . . . L. S. Coe, who is entering the arcade business in Pismo Beach, Calif., in town to secure equipment for his new spot. . . . Bob Carter, of San Miguel, also in the city to secure what he could in the equipment line. . . . Percy Shields is liking the section around El Monte more and more each week. He bought a home out that way about a year ago and has been busy getting it fixed up. This construction project is about completed and was done between his duties at the E. T. Mape Music Company. . . . War Stamp and Bond sales continue at the headquarters of the Associated Operators of Los Angeles County, Inc. . . . Al Sunshine, AOLAC auditor, is being kept busy this season with the operators making up their income tax returns. It won't be long now. . . . Hermie Cohen back from a trip up San Francisco way.

### Visitors to Badger

William R. Happel Jr., of Badger Sales Company, recently greeted two former customers of his now in the army. They are Leo Koehn and Norbert Wlodarski. Both were operators in Fon du Lac, Wis., and did business with Badger's Milwaukee branch before entering the service. . . . Ted Bloomer, music and games operator from Mojave, Calif., in town to visit friends and give the display

floors the once over. . . . Jerry Cooper, from that booming military center of Riverside, made one of his usual trips into the city on a buying trek. . . . Here is a new name to the column—J. P. Cusick, of Santa Paula, Calif., a visitor in connection with his music business. . . . A few weeks ago this column reported that it may be difficult to get non-essential materials from the East when the army cracked down on the Japs in the Pacific. A recent news story to the effect that a railroad company had asked permission to get 1,550 boxcars and about 16 heavy duty engines to increase its freight shipments to the West from "50 to 100 per cent" bears out the prediction.

### New Record Firm

While this column was being written it was learned that another record company is getting out platters. The label is Exclusive and some platters under this label were released several years ago. Leon Rene, of the Leon Rene Publishing Company, is in the firm and is releasing *Mexico Joe* and *Play Me the Blues* sung by Ivie Anderson, vocalist formerly with Duke Ellington, and *When the Ships Come Sailing Home Again* and *Now or Never*. Vocals on the last two are by Ceelle Burke, and the music for the four sides is by Burke's orchestra. Jack Gutshall has been named distributor for the West Coast. . . . Art Dawes in town from his bailiwick, San Diego. . . . A. W. Dorfmeier, games and music operator in Fresno, made one of his infrequent trips to Pico. . . . Harold Murphy is now operating his routes full time, having sold his arcade in Indio. The Indio spot was reported one of the most complete arcade spots in this area and was doing land-office business with the soldiers stationed in that desert area. . . . Paul Marchi, of Sacramento, a visitor. . . . Joe Noto, San Francisco distributor, on

(See West Coast Notes on page 65)

## ATTENTION DIRECT POSITIVE OPERATORS



# KODAK

Direct Positive Paper, Super-Speed

THIS dependably fine paper is now available from your regular source of supply in standard rolls or cut sheets.

The temporary shortage was due to the pressing needs of our government and armed forces for this particular paper stock. That situation has now been largely relieved.

Your regular dealer can again supply you with Kodak Direct Positive Paper. Order now.

**EASTMAN KODAK COMPANY, Rochester, N. Y.**

## ANOTHER WEEK NEARER VICTORY!

— HELP BRING IT CLOSER—BUY MORE WAR BONDS

*Wm Rabkin*

**INTERNATIONAL MUTOSCOPE CORPORATION**

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

# Here in CHICAGO

## Here-Again-Gone-Again Man in Salesboard Biz

With his brother and former partner, also seven former salesman, now serving in the armed forces, Joseph Olsher, owner of Midwest Novelty Company, is a here-again-gone-again sort of an individual these days. He is trying to cover an extensive sales territory almost single handed and keep the Chicago office ticking at the same time. In spite of man-power shortages and problems encountered in obtaining merchandise for his salesboard deals, Olsher said he was well pleased with business and prospects.

## Salespower Added to Superior Products

Salesboard salespower is indicated in the new name being put on the general sales manager's door at Superior Products Company. The name is Jack Nelson, known to column for the past 25 or 30 years. Jack whispers that some big things are in work, but announcements must wait until later.

## Doctor Op Can Now Take Pulse of Juke Tone Arm

Don't be surprised when you notice a phonograph operator taking the temperature of his juke box 'cause Doc Op will actually be taking the pulse of his patient's tone arm. A little gadget, looking for all the world like a temperature thermometer, now measures the weight of the pick-up by measuring the pressure of the tone arm. It is designed to enable music servicemen to keep pick-ups

light, reducing record wear. Designed by Bill Hutter, the "pocket scale" is offered by J. F. Bard. Incidentally, Bard will occupy enlarged quarters on March 1 at 414 South Franklin Street, Chicago.

## War Reverses Direction Of Big Shipments

In normal times big shipments of equipment usually go from distributor to operator, but when Joseph Saker, of Ohio and Atlas Novelty Company, got together on a deal the direction was reversed. Other operators have reported that distributors give them quick action when they have equipment for sale. The Saker Music Company now occupies a new building at 226 South St., S.W. in Warren, O.

## Congratulations, Mr. Rubin

Miss Ethel Greenberg, of Universal Automatic Music Company, was married February 6 to George Rubin.

## Showman Stahl Plans Expansion of Routes

DETROIT, Feb. 26.—Harry Stahl, well-known operator and showman, has bought out the estate of his former partner, James McKeown, in the Macomb Vending Company, and reorganized the business as the Stahl Specialty Company. McKeown was lost in action overseas some months ago.

The Stahl Specialty Company is being established in a new building which Stahl has purchased for headquarters at 15700 East Nine Mile Road, East Detroit. Staff has been reorganized, with James Fonner as chief mechanic; Larry De Carado, collector, and Melva Fonner, book-keeper.

Stahl is prominent in the show world as well as in the operating field. He is superintendent of Eastwood Amusement Park and has just been re-elected president of the Michigan Showmen's Association. Formerly active in the music machine field, he sold this route a year ago and is now operating amusement games, and is about to go into the Pamoram field as well.

The Stahl Specialty name, incidentally, is a revival of the one Stahl used when he started in the vending business a number of years ago with Denver St. Clair as his partner.

## POP. RECORD REVIEWS

(Continued from page 23)

jump and jive fans, who may also find much favor in the instrumental "Bizet Has His Day."

### CEELLE BURKE (Exclusive)

"Mexico Joe"—FT; VC. "When the Ships Come Sailing Home Again"—FT; VC.

"Now or Never"—FT; VC. "Play Me the Blues"—FT; VC.

Leon Rene, who has a long string of hit songs to his credit, is distributing his own disk label, Exclusive Records, to promote his own compositions. And for his own bow, offers up four attractive and interesting sides by Ceelle Burke, popular West Coast sepiu maestro, with the band augmented by such instrumental stars as Vido Musso on tenor sax and the trumpeting of Billy May and Larry Neal. It's not the first time in the wax for Burke, his *From Twilight 'Til Dawn* last year being originally made for this label and the master sold to Capitol Records. In addition to his forthright rhythm-making, Burke also adds pleasant voice for the song selling on the ballad numbers, for which the band weaves a highly attractive rhythmic background. Appeal of the sides are heightened by the presence of Ivie Anderson to share the vocal assignment on the mated side for each record. It's been too long since Miss Anderson made the waxed sides sizzle with her sultry chanting, having been long identified with Duke Ellington's band, and her return to the records is a real scoop for this new label. Rene's own song compositions provide plenty of material for band and singers, with Max Walter getting arranger credits on the label, and there is no reason why the sides and their songs should not register in a big way. *Mexico Joe* is a lively jump and jive ditty with Miss Anderson singing all about the Mexicali hep-cat who is strictly on the solid side, dinking also sparked by Musso's tenor horn. Mated side, *When the Ships Come*

*Sailing Home Again*, is the conventional post-war ballad with Burke giving good voice to the lyrical theme which calls for each Johnny to renew his romance with each Jane. *Now or Never*, a romantic ballad, also makes an excellent vehicle for Burke, with the band particularly pronounced in its rhythmic patterns for the voice backgrounds. Most interesting of all the four sides is the mated *Play Me the Blues*, which has Miss Anderson hitting on all vocal cylinders. Taken at a slower tempo than all the other sides, giving Miss Anderson full sway for free expression, *Play Me the Blues* is a forthright torch chant fashioned in the minor key. And while such title might indicate one of those low-down and back-biting blues, it's rather a most serious torchiere of the dyed-in-wool *Music, Maestro, Please* wordage that made for lyrical weepage a decade ago or so. Miss Anderson's vocal further ennobled by Musso's tenor sax figures in the background with Billy May's trumpet growling also adding to the side's sock appeal.

Each of these four sides are definite music box material, particularly on the West Coast, where the maestro is a familiar name. However, there is no reason why the sides should not hold as much interest to the folks in the East. Any of the sides are worthy of a phono test, particularly those enhanced by an Ivie Anderson vocal.

### DINAH SHORE (Victor)

"Now I Know"—FT; V. "I Couldn't Sleep a Wink Last Night"—FT; V.

In view of the sales success of the Frank Sinatra and Bing Crosby all-vocal sides, there's reason to believe that the disk marts will make capital of these all-vocal sides, particularly when it offers the voice of Dinah Shore to attract. Yet, it must be remembered that the all-vocals of recent months did not face the disk competition that Miss Dinah must encounter today. And for the Dinah Shore fans, who must be legion, the absence of an instrumental background with its attending grandiose yet silky scoring to set off her voice, leaves very much to be desired for complete satisfaction. The usual mixed chorus, making yeoman attempt to stamp a rhythmic pattern with its sustained harmonies, provide the conventional back-drop for Miss Shore's balladeering, both sides taken at a moderately slow tempo. Song selections count for much in this mating, particularly Ted Koehler's and Harold Arlen's *Now I Know*, which Miss Shore features in Danny Kaye's *Up in Arms* movie feature. Singing the verse in a capella style, the mixed choir effects a beguine beat for the chorus, which rhythmic pattern is called for by the 64-bar love song. Without the vocal flourishes, which are virtually lost in such backgrounds, Miss Shore keeps close to the melodic line for *I Couldn't Sleep a Wink Last Night*, from Frank Sinatra's *Higher and Higher* screen show.

In spite of the shortcomings of these all-vocal sides, the popularity of the artist plus the picture association is bound to bring a fair measure of attention to "Now I Know" among the phono fans.

### 5 RED CAPS (Beacon)

"Boogie-Woogie Ball"—FT; V. "Lenox Avenue Jump"—FT; V.

Blending a fiery eight-to-the-bar piano pounder with the harmonizing in the rhythmic manner by the five Red Caps give the Beacon label a highly contagious jive dish in Joe Davis's *Boogie-Woogie Ball*. The patter and singing concerning the big-doings at an eight-beat gig up Harlem way, side is sparked by the violent boogie-woogie antics of the pianist with the small instrumental group backing the voices. Taking it at a lively tempo, the chorus is first carried by solo voice banked by the sustained harmonies of the others, and finally in rhythmic style by all the blended voices. Pianist opens and closes the side and carries a stanza to bridge the two vocal refrains. Also in jump style is Irene Higginbotham's *Lenox Avenue Jump*, with the piano again featured for a full chorus and the Red Caps combining delightful jive pattern with the uptown lyrics.

Fashioned for heavy music box play, particularly "Boogie-Woogie Ball," appeal of the sides is not for the race locations alone.

### "UP SWING" (Victor Album)

As excuse for issue of this *Up Swing* pop album, Victor would have you believe that swing music was first born only eight years ago. And as an eighth birthday celebration, brings back eight

sides paired by four of the more prominent swingsters of the age—Benny Goodman, Tommy Dorsey, Artie Shaw and Glenn Miller. No question that these eight sides represent some of the best examples during the past eight years, and if nothing else, goes a long way in helping the late-comers make up any gaps in their family of jazz selections. Sides selected were all major selling items, with many still bearing the brunt of a needle to this day. Too familiar to call for any evaluation at this late date, the album contains Benny Goodman's *Stompin' At the Savoy* and *Don't Be That Way*, Tommy Dorsey's *Song of India* and *Yes, Indeed*, and moves up to more recent years with Artie Shaw's *Beguine the Beguine* and *Oh, Lady Be Good*, and the birthday party is polished off with Glenn Miller's *Tuxedo Junction* and *A String of Pearls*.

## FOLK RECORD REVIEWS

(Continued from page 23)

### TEX GRANDE (DeLuxe)

"No Letter Today"—FT; VC. "Don't Wait Too Long To Forgive"—FT; VC.

Already one of the prime favorites among current hillbilly classics, Frankie Brown's *No Letter Today* is offered up again in highly acceptable fashion by Tex Grande and His Range Riders. Particularly effective is the singing of the male quartet in modern harmony style, taking it from the start at a moderately slow tempo. Trumpet and clarinet split a second stanza and the voices return for another chorus, their singing marked with rhythmic characters that add lustre to the familiar lyrics. Also high in popularity circles is the mated side in Denver Darling's *Don't Wait Too Long To Forgive*. A sentimental song packing all the appeal of the wide open spaces in both musical and lyrical content, a baritone and tenor blend voices in pleasant harmony to declare that absence makes the heart grow colder and not fonder. Taking it at a moderately slow tempo, the three vocal stanzas are spaced by instrumental choruses carried by the trumpet.

### JAZZ GILLUM (Bluebird)

"Deep Water Blues"—FT; V. "I Couldn't Help It"—FT; V.

One of the more popular "who-ee" blues singers among the race artists, Jazz Gillum makes his shoutings count for these two characteristic race blues. Taking it at a moderately slow tempo, with instrumental support from piano and guitar, both in a deep blues groove, Gillum goes deep down for Robert Brown's *Deep Water Blues*. It's one of those folk blues with allegorical significance, Gillum going fishing without a pole but seeks out the deep water where the fish can catch all his bait. Blue in more than just the musical motif. A mouth organist joining in, and the tempo stepped up, Gillum is equally at home for his own *I Couldn't Help It*, recounting his he-man character on the savage side, particularly in respect to the women folk.

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New Superior Sales Head



JACK NELSON

CHICAGO, Feb. 26.—Announcement was made this week of the appointment of Jack Nelson as general sales manager of the Superior Products Company. George Sax, president, advised that the appointment of Nelson to direct the sales activities was one of the first steps taken in their program for post-war expansion. "The growth of our business and plans to expand with new additions to our

Detroit

DETROIT, Feb. 26.—Henry C. Lemke, of the Lemke Coin Machine Company, had to turn amateur plumber when the water piping in a hotel over his store burst, and water cascaded into his shop and froze in the near-zero weather. Serious damage was averted by prompt action, however.

Carlo Di Liberto, amusement machine operator, has opened the Oriole Record Shop at 3234 Gratiot Avenue, on the East Side.

Emery Risak, formerly with Mutoscope, and now with the navy in connection with Diesel motor work, was a visitor to local jobbers this week.

H. Pearson, who formerly operated an extensive route of pin games in the city, is now operating in the suburban territory exclusively, using the name of the H. T. Novelty Company, with headquarters at 2344 Gladstone Avenue; but plans a possible return to the local territory.

Ed Morey, machine operator, who has been developing a new type of plastic frame for use in Photomatic machines, reports the product will be placed in production as soon as present priority problems are licked.

Allied Music and Sales Company is moving into new quarters at 3110 Woodward Avenue in about two weeks. New quarters will be much larger than the present, and will facilitate handling of business more expeditiously.

lines when war is over," said Mr. Sax, "requires the need for a large sales force to handle both national and international distribution."

Nelson enjoys a nationwide acquaintance among coin machine people and recently served as sales manager of a prominent manufacturer of phonographs. Previous to his connection in the music field, he was for 20 years connected with The Billboard.

WEST COAST NOTES

(Continued from page 63)

his usual annual visit to Southern California. . . . H. A. Presher in from San Diego and looking over peep machines. Reports that things are going good in the navy base town. . . . Ted Weber, of Weber Music Company, to the marines. . . . Clark Shaw, of Long Beach, making his usual Los Angeles visit in regard to his scales business. . . . M. C. Edwards let the boys in Los Angeles get everything in readiness for him before his arrival. He called long distance to let the boys know that he'd be here Thursday (10) so they could get ready to show him the equipment they have to sell. . . . Ray Faust, of Santa Ana, left a busy military center to visit Los Angeles.

Plan Desert Trips

Reservations are in order for the Palm Springs section. Bert Beutler, of E. T. Mape Music Company, just returned from that section but will be making another jaunt that way soon. . . . Fred Gaunt, of General Music Company, with his wife, Bennie, will soon be figuring a regular business schedule at 29 Palms, which is in the Palm Springs area. . . . Dave Hughes is the serviceman at Fred Trevillians in Santa Barbara and makes the Casino of the Hotel Carrillo on his off time. There are plenty of bar boxes here and they are doing business. . . . Fred Trevillian is handling the Honolulu end of the firm, while his brother, Ollie, is handling the Santa Barbara area.

Hanscom Plans Indefinite

Elmer Hanscom, well-known coin machine man, who has an arcade on the Frock & Meyer Combined Shows in Los Angeles, is now with Abie's Irish Rose at the Belasco Theater here, where he is an electrician. Hanscom was in this field before going into the arcade business and combined his knowledge of electricity to flash up his arcades. . . . Marjorie Morgan, of Southwestern Vending Machine Company, looking forward to her annual vacation. . . . Sammy Kaye, Victor recording artist, into the Hollywood Palladium and doing good business. . . . Premier Records getting set for catalog building with Chuy Reyes and orchestra signed for a session. . . . Peep show film making continues good here. Four firms are now interested in turning out this product. . . . Mollie Simon, secretary at AOLAC, is a notary public and is getting the old stamp oiled up for the big job of notarizing operators' income tax returns.

MEXICAN REPORT

(Continued from page 63)

\$4,000 for the further development of tobacco growing, spurred by reported shortages of cigarettes in the United States.

A record peanut crop, valued at 5,000,000 pesos (\$1,200,000) is being harvested in the State of Guanajuato. Peanut planters there concentrated on larger production because of the increased demand at home and abroad.

Association Letter Campaign Creates Demand for Posters

Much interest is being shown in the National Coin Machine Association's campaign for more letters to servicemen. Typical of the response to the article printed recently in The Billboard is this letter from Robert C. Zimmerman, of Madison, Wis., a former serviceman:

"In the January 29 issue of The Billboard there appeared a sketch of a lonely soldier who had not received a piece of mail, and the sketch was credited to the National Coin Machine Association. The item also explained that posters were going to be made by the association

which would support a campaign for more letters to servicemen.

"When are these posters to be ready for distribution and at what cost? As an ex-serviceman with more than two years in uniform in World War II, I'd like to put up several posters of that type in this office. I'm writing to approximately 40 servicemen now and I want the other members of this office to become active, too.

"I should like to have you tell me something of the association's poster plans."

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SLOTS

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4 5c Mills Brown Fronts, C.H., Each 210.00
3 5c Mills Blue Fronts, C.H., Each 175.00
1 10c Mills Blue Front, C.H. 200.00
1 25c Mills Blue Front, C.H. 275.00
6 5c Columbias, C.A., Each 65.00
1 5c Caille Deluxe, 3/5 65.00
2 5c Mills Cherry Bells, C.H., Each 195.00
6 5c Mills Q.T.'s, Each 85.00
2 Jenn. 5c Cigarollas XV Models, Ea. 85.00

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1 Mills Punching Bag, Refinished 150.00
2 Exhibit Rotary Claws, Each 150.00
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3 Buckley Deluxe Diggers, Each 85.00
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# COINMEN AID TEEN-AGE CLUBS

## Youth Movement Offers Trade a Big Opportunity

1944 Coin Machine Census shows music operators supply most of the juke boxes required—first Teen-Age Club started in Moline, Ill.

By MARGARET WELLS

**T**HE mushroom growth of Teen-Age Clubs throught the country has given the music machine industry an unparalleled opportunity to win public respect and to convert that portion of the public which has always been scornful of juke boxes and the places in which they are found.

Not only are Youth Clubs helping to solve the problems of juvenile delinquency; they are proving that juke boxes, in a decent atmosphere, are an important source of entertainment to teen-age youngsters.

Juvenile delinquency, especially since the war began, has been mounting to an extent dismaying to educators, law enforcement officials and community and national leaders. These adults have tried to discover the underlying causes of the problem, as well as means of combating it.

Many of the youngsters who were becoming problems were innocent victims of the times. In a great many cases there was a lack of parental supervision; the children either came from broken homes or from homes where both parents worked. When school was over the youngsters had no choice but to go to questionable places of entertainment or to hang about the streets. In war centers children left school,

lied about their ages and obtained jobs at wages their elders would have considered fabulous a short time ago.

Entertainment facilities for the younger crowd were either lacking entirely or were hopelessly inadequate in many communities. In other cities and towns, facilities for recreation were taken from the youngsters and turned over to servicemen.

Taverns and the liquor industry came in for their share of criticism where the teen-age groups were concerned. The youngsters insisted on going into taverns because they could listen to juke boxes there. The tavern operators didn't want such trade, yet keeping it away presented problems.

### Moline Youngsters Act

The more thoughtful teensters decided something should be done to provide wholesome entertainment for their generation, and when high school students in Moline, Ill., organized a Youth Club, the idea soon swept the country.

An essential part of the equipment of any such club is a juke box. It has been proved that music is one of the main magnets for drawing youngsters to these youth centers, and few of them could afford to maintain a dance orchestra. Then, too, especially in smaller communities, the teensters may never see a name band or entertainer in the flesh, yet they are familiar with the records made by these groups and individuals. Most youngsters prefer hearing records by good bands to the amateurish efforts of a school group or mediocre professionals. With frequent changes of records on the juke boxes, they can keep up with the latest and most popular tunes, which are as important to them as the score of the latest school football game.

When the Moline club was organized it was given nationwide publicity. Ruth Clifton, one of the founders of the club, went to Hollywood to be a "technical adviser" on a youth movie. Clubs all over the country turned to the Moline center as a guide. And one of the main features of the Illinois club was that it had two juke boxes, one on the first floor and one in the basement.

### Run By and for Members

One of the main points of interest about the Moline club is that it is run by and for young people. The youngsters elect their own members to the house committee, formulate and enforce rules of conduct and punish offenders.

These are the rules (which have never been violated):

1. No intoxicating beverages.
2. No rowdyism that disturbs others.
3. Minimum membership age—eighth grade.
4. Membership limited to Moliners.
5. Only members and guests allowed within dancing and clubroom areas after 6 p.m. and on Sundays.
6. Each member limited to three guests.
7. Members are responsible for the conduct of their guests.

Any eighth-grade pupil, regardless of age, is eligible for membership. The maximum age limit is fixed only as "the age of embarrassment."

In the first 10 weeks it was in existence, more than 1,000 boys and girls joined the Moline club. Membership candidates are issued temporary cards giving them all except guest privileges until their applications are voted upon by a house committee composed of junior and senior high school students. No membership application has as yet been rejected nor has any membership ever been revoked for breaking house rules.

### Trade Is Co-Operating

The Billboard's 1944 census shows the amazing growth of Teen-Age Clubs and also demonstrates the fine co-operation which coin-machine operators have given them. Operators in 99 cities and towns reported such clubs in their communities, with all but five clubs equipped with juke boxes. Sixty-six operators said they had donated one or more music machines to these centers. This figure is especially impressive since the survey included non-music operators. Many operators reported they were servicing machines free.

A number of operators reported there were no clubs in their communities, but efforts were being made to organize them, and the operators expressed their willingness to donate machines. Other operators, located near army camps, said they had supplied machines or service or both in USO centers or post canteens.

Operators and distributors have received quite a bit of highly favorable publicity as a result of their contributions of music machines to Teen-Age Clubs. Newspapers are quick to publicize the clubs and in most cases give the juke boxes—and their donors—prominent mention. This publicity has helped to remove some of the stigma which has been attached to the music boxes.

Any list of communities having Teen-Age Clubs is necessarily incomplete, since new ones are constantly being formed. The Billboard's census showed that Ohio leads in the number of cities and towns having youth clubs, with 13. Ten Illinois towns have such clubs; eight are reported in Texas; seven in Iowa; six in Pennsylvania and Indiana; five each in Michigan, Missouri and Wisconsin; four in Kansas and Minnesota; three in New York and West Virginia; two in California, Florida, Maine, Montana, Nebraska, North Carolina, Oklahoma, Oregon, Tennessee and Washington, and one in Arkansas, Alabama, Colorado, District of Columbia, Georgia, Kentucky, Louisiana, Massachusetts, New Jersey, North Dakota and Vermont.

These are the places where Teen-Age Clubs are already organized or are being formed, according to this trade census: Birmingham; Mena, Ark.; Los Angeles and San Francisco; Carson City, Colo.; Washington; Miami and St. Petersburg, Fla.; Milledgeville, Ga.; Ashton, Chicago, East St. Louis, Joliet, Kankakee, Macomb, Moline, Roseland, Sterling and Watseka, Ill.; Anderson, Evansville, Indianapolis, Mishawaka, Monticello and South Bend, Ind.; Burlington, Des Moines, Dubuque, Fort Madison, Imogene, Independence and Waterloo, Ia.

Hutchinson, Lawrence, Pittsburg and Topeka, Kan.; Richmond, Ky.; Natchitoches, La.; Auburn and Portland, Me.; Dedham, Mass.; Detroit, Iron River, Kalamazoo, Muskegon and Saginaw, Mich.; Faribault, Glenwood, Minneapolis and St. Paul, Minn.; Columbia, Kansas City, Kennett, New Madrid and St. Louis, Mo.; Missoula and Scobey, Mont.; Nebraska City and Omaha, Neb.; Sewell, N. J.; Mount Vernon, Rochester and Wellsville, N. Y.; Greenville and Winston-Salem, N. C.

(See Aid Teen-Age Clubs on page 76)



# AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

## Tunester Tattle

Ivy Riggs Shinn has written a new novelty tune called *Oh! Wuthie*, published by Arcadia Valley Music Publishers, Ironton, Mo. It is being used by a number of hillbilly singers and bands.

Frank Thompson, formerly of the Bill Monroe group, has joined Bill Nettles and His Dixie Blue Boys band of Shreveport, La.

Red Belcher, formerly on the *Breakfast Frolic*, WJJD, Chicago, is now with Station KWTO, Springfield, Mo.

Melvin Dinger and Jack Chapman have received contracts from Recola Recording Company, Hollywood, for a new tune of theirs titled *Wild Rose*, a waltz folk number; music by Dinger and Chapman, lyrics by Ethel Reed.

Twelve radio stations are carrying transcriptions by Dean and Evelyn McKinney, singing sister team known as the Progressive Farmerettes, accompanied by four boys who play a total of 16 instruments. A personal-appearance tour of the stations is being planned by the team.

Mel Butler writes that he and Shep Sessoms have returned to Clinton, N. C., from New York, where they signed an exclusive contract with Main Street Songs, Inc., for the coming year. They have five songs in process of publication.

Bob Patrick continues to develop his Jersey Jamborees, presented Saturdays at the War Memorial Building, Trenton, N. J., into New Jersey's largest radio barn dance. Running for five hours from 6:45 p.m. on, including show and dance, headliner for the February 12 Jamboree was Prairie Maid Norma, cowgirl star of the radio networks. Modern and old-fashioned dancing follows the Western show, and during the evening Bob Patrick's own hillbilly band is picked up by Station WCAU in Philadelphia, sponsored by the Sun Shipbuilding & Drydock Corporation, of Chester, Pa.

## Jersey Jamboree

The Gloom Chasers, long featured on the *National Barn Dance* radio show, are making their first appearance this season in Eastern Pennsylvania at the Pelican, a restaurant, musical bar and cocktail lounge in Bethlehem, Pa. Coming in for a limited engagement, it marks the first time that Western entertainment has been featured at this after-dark spot.

## Eastern Notes

Jimmy Littlefield and Johnny Fortis, Philadelphia songwriters, have written a new tune with hillbilly flavor, calling it *The Barnyard Band*. The song has been accepted for publication by the E. B. Marks Music Corporation, New York, which is rushing the song to print in hopes of doing battle with the redoubtable *Mairzy Doats*.

Music by Eva and Ada is provided for the Saturday night old-fashioned round and square dances at Bert Gilson's Eagle Hotel, Phillipsburg, N. J., with hillbilly callers coming in from Raubsville, Pa.

A "Bunkhouse Frolic," featuring the Sons of the Trail, was presented by the Western team of Deacon and Judy at Moose Auditorium February 11. Deacon and Judy are heard daily on Station WEST in Easton, Pa., and the "Frolic" program also included Sagebrush Bob, Denver Dan and Smiling Jack with Drifty, last named a Western comedian. The show was presented during the early evening hours, followed by dancing.

Robel on Regional Net  
Jolly Jack Robel and his orchestra, one of the most popular of the bands in Eastern Pennsylvania expounding the old-fashioned dance rhythms, and featured on Decca records, now blankets the entire anthracite mining area with his music via the radio. Robel was selected by Anthracite Industries, Inc., Philadelphia, to provide the music for a nightly *Coal Calls* radio series carried to a regional network of seven stations in the territory. Originating at WAZL, Hazleton, Pa., the Robel rhythms are carried Mondays thru Fridays, for a quarter hour starting at 6:45 p.m., by WKOK, Sunbury, Pa.; WBAX and WBRB, Wilkes-Barre, Pa.; WARM and WGBI, Scranton, Pa., and by WEEU, Reading, Pa. Started January 27, the program will continue for 13 weeks, marking the first big-time radio commercial for a band of his sort in this territory.

**Location Comment**  
Asking for New Tunes  
Operators in many cities are asking for new tunes and also for new disks of current favorites, but are finding it difficult to get either. In New York, for instance, there are requests for Gene Autry records but ops say they cannot obtain them.

In Baltimore, ops say that while PPM is losing ground, it is still tops in hillbillies for lack of another tune to take its place. Other Baltimore favorites in hillbillies, include *Rosalita* (Dexter), *No Letter Today* and *Born To Lose* (Daffan). Also favored are *I'm Thinking Tonight of My Blue Eyes* (Autry) and *Night Train to Memphis* (Roy Acuff).

Bridgeport, Conn.: Roy Rogers is coming up in popularity in these parts because of his many films appearing in the territory. *I Think of You* is his most popular number. *I Sold My Saddle* for

*An Old Guitar* also coming up. Cincinnati: *Try Me One More Time* (Ernest Tubbs) a stopper for the hillbilly mazuma. *That's When It's Comin' Home to You* (Tubb) is the way this record is getting ready to go back to its fluid state, according to one op.

## "PPM" Up and Down

Salt Lake City: PPM cannot claim top position here for first time in 10 weeks; but it dropped out of top once before and came back under radio plugging. *Rosalita* (Dexter), Okeh platter, first with ops 1 and 2. *Born To Lose* (Daffan) for op 3. PPM second for ops 1 and 3. (See *American Folk Tunes* on page 71)

# TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By WANDA MARVIN

Frank Sinatra and Columbia Records are in a huddle over The Voice's objection to making more disks without instrumental accompaniment. Sinatra claims he can't compete with the output of name singers such as Bing Crosby and Dick Haymes whose waxings for other labels have musical background. 'Til Columbia signs with the AFM, however, Sinatra may simply have to sing sans instrumental assistance. . . . Charlie Spivak drew a 4-F at the New York induction center last week. The Spivak crew opened at Frank Dailey's Terrace Room, Newark, N. J., Friday (18). . . . Art Kassel and his Midwestern ork go into the Hotel Edison, New York, March 1. . . . Frankie Carle, under contract to Columbia Records for solo piano work, has attractive offer from Victor for recordings of his band. Columbia also wants to sign the outfit but apparently won't meet Victor's figure. Carle may be obliged to work out a deal with Columbia for the ork, since the company feels it has a prior right to the Carle name. . . . Sid Catlett, former drummer with Teddy Wilson, opened at the Three Deuces, New York, last week as leader of a four-piece combination. . . . Vaughn Monroe goes into the Hotel Commodore, New York, in March with a new ork and a new rating—4-F. . . . Ted Fio Rito's ork skedded for a swing band build-up via guest shots on the air. First airing is *Fitch Bandwagon* Sunday

(20). . . . Charlie Barnet on a one-nighter tour thru New England States. . . . Stan Kenton starts his first Midwestern and Southern tour Thursday (24).

Kansas City and New Orleans style jazz will enjoy a new popularity if Coca-Cola signs Eddie Condon and his hot band for their Saturday night *Spotlight Band* show. Plan is to have Condon play in high-school auditoriums all over the country and acquaint the kids with his style of music. Demand for records of (See *Talent and Tunes* on page 71)

**WANTED**  
MUSIC ROUTES OR INDIVIDUAL MUSIC BOXES

BALTIMORE  
MUSICAL SALES CO.  
BALTIMORE, MARYLAND  
140 W. MT. ROYAL AVE.  
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**USED PHONO NEEDLES RE-CONDITIONED**

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

**NEEDLES RE-SHARPENED**

1-10	15c per needle
10-50	12 1/2c per needle
Over 50	10c per needle

**Re-Sharp Needle Service**  
P. O. Box 770 Fort Dodge, Iowa  
A Precision Service

**WANTED For Cash**

**MILLS EMPRESS**  
C. B. BRADY & CO.  
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**WANTED**

100 Mechanisms for hidden installations, 20 record or more. Must be complete with Amplifier and Adapter. Give make and best price. Will buy Adapters separately. I will pay cash for all kinds of Coin Machines. Will buy complete routes.

**GEO. B. SHEPHERD**  
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**RECORD DISCS**

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

**HUGO JOERIS**  
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**REMOTE CONTROL**

25 Wurlitzer Model 120 Wall Boxes	\$27.50 Ea.
8 Model 145 Steppers	25.00 Ea.
1 Model 135 Step Receiver	25.00 Ea.
20 Packard Wall Box Brackets	2.00 Ea.
1 331 Wurlitzer Bar Box	17.50 Ea.

Will take \$900.00 for complete lot.

**J. H. PERES AMUSEMENT CO.**  
922 Poydras Street NEW ORLEANS, LA.

**Will Buy Any Quantity ROCK-OLAS Standards and DeLuxes**

Must be in good working order. Give quantity and best price wanted in first letter.

**KERTMAN SALES CO.**  
557 Clinton Ave., N. Rochester 5, N. Y.

**PERMO POINT**

The favorite needle of coin phonograph operators everywhere!

**PERMO, INCORPORATED** 6415 RAVENSWOOD AVE. CHICAGO 26, ILLINOIS

**HIGHEST CASH PRICES FOR YOUR**

Wurlitzer 616s, 500s, 600s, 700, 750, 750E, 780E, 800, 850, 950; Rockola Standard, Deluxe Master Supers; Seeburg Royal, Crown, Gems, Classic, Envoyes, Regals, 8200, 8800, 9800; Mills Empress and Thrones.

**THE MARKEPP COMPANY**  
3908 CARNEGIE AVE. (HE 1043) CLEVELAND 16, OHIO

# OUTLOOK FOR VENDER GOODS

## No Improvement In Sight Until "Break" in War

Until at least the European phase of the war is won, vending machine operators can expect little improvement in the supply situation. There are indications that certain items of merchandise will be even more difficult to obtain during 1944.

Labor shortages are now sharing the responsibility with material shortages for the lack of many items. This is especially true of confectionery goods, where many manufacturers report that all available personnel is needed just to fill government orders.

The raw materials situation is not especially bright in most lines. Confectionery manufacturers have been advised by the government not to expect increases in their present quotas of 80 per cent of the cocoa used in 1941. Sugar, once so plentiful that President Roosevelt predicted it would be taken off the ration list entirely, now is in such great demand for war uses that the War Food Administration is fighting to prevent a cut in consumer sugar rations.

Imported spices are virtually unobtainable, but manufacturers have done a fine job of utilizing domestic substitutes without sacrificing flavor. Peppermint flavoring, so necessary for gum and some candies, is scarce because growers are withholding stocks until more favorable price ceilings are set.

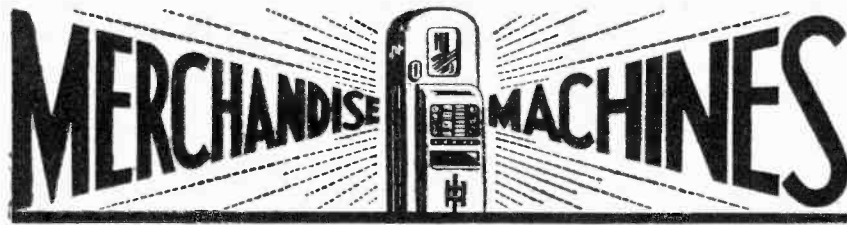
Supplies of leaf tobacco for cigarettes are sufficient for only 22 months' consumption at the present rate, the Bureau of Agricultural Economics warned recently. This warning was coupled with the statement that when present stocks are exhausted, it may be necessary to use tobacco which has not been aged so long. Tobacco trade figures claim, however, that shorter aging would not interfere seriously with the quality of cigarettes.

### Voluntary Rationing

The voluntary rationing system instituted by many manufacturers and jobbers of merchandise vended thru machines seems to be working out satisfactorily. Operators generally seem to be in favor of such a system, since it insures more equitable supplies for all concerned. Naturally, those whose machines are installed mainly in war plants are favored, since such locations are given a high priority.

Penny vending machines have been hard hit by the shortage of merchandise. Even a casual observer is bound to notice the almost complete disappearance of the penny vender of ball gum. Machines which formerly held an assortment of four or five types of candy, if they are stocked at all, usually have only one kind of sweet.

There seems to be an increasing tendency to make substitutions in almost



Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

all kinds of vending machines. When bar candy is hard to obtain, cookies or cakes are frequently installed. Cola beverages are the most popular, but many beverage vending operators, unable to obtain them, are finding the public will accept root beer or fruit drinks.

One confectionery trade journal asserts that because of the shortage of materials the outlook for candy production for 1944 is not predictable under the present wartime conditions. "While manufacturers will exert every effort to produce the maximum amount of candy to take care of the needs of the armed services and civilian population, candy jobbers and other distributors cannot hope for any increase in their quotas for civilian customers. In fact, before the war is over in Europe they may get less than in 1943, because of the increasing tightness of the labor supply," it predicts.

### Gum Prospects

No increases in the amount of gum can be expected. One of the main factors in this situation is that chicle must be gathered by a laborious hand process and chicle gatherers are leaving this type of work for easier or better paying jobs. The supply of chicle is so short of requirements that recently it has been flown out of Mexico and Guatemala instead of being shipped by boat.

Beverage manufacturers undoubtedly will be affected by the recent government decision that sugar sirups could no longer be imported ration-free. Two of the larger bottling companies have been importing large quantities of flavoring sirups, mainly from Cuba, but effective May 1 such imports will no longer be permitted unless ration stamps are surrendered. It is possible, of course, that this action will mean more sugar can be imported from Cuba and that larger supplies will be available for industrial users.

Vending machine operators, in answer to *The Billboard's* 1944 census, reported candy was the hardest item to obtain. Parts and gum were tied for second place, with cigarettes and nuts taking third place.

The most incurable optimist couldn't call the 1944 supply picture bright. The armed services are asking for more and more goods, especially from confectionery manufacturers, and this is bound to be reflected in the quantity of goods available for civilians. Altho materials used in manufacturing merchandise for the army and navy is unrationed, the problem of finding labor to work on civilian production is becoming increasingly difficult.

## Candy Interests Beat Quotas in War Bond Drive

BALTIMORE, Feb. 26.—The Baltimore candy industries, manufacturers, jobbers and salesmen went over the top in the Fourth War Loan drive by a substantial margin. At the moment of this writing, the industries sold and bought \$565,000 in their goal of half a million dollars, and pledges still to be collected by the end of the month are expected to increase the total to \$600,000, according to I. F. Kartman, president of the Lord Baltimore Candy & Tobacco Company, and general chairman of the War Loan committee for the candy industries.

The candy industries originally set a \$500,000 goal. They opened their drive with a dinner-meeting held at the Lord Baltimore Hotel, and while no solicitation was scheduled for that meeting, the matter was taken out of the hands of the committee and sponsors by the membership, who insisted on "starting the ball rolling" by buying and pledging bonds approximating \$100,000.

Sponsors of the drive were the Manufacturing Confectioners' Association of Baltimore, Inc., the Maryland Wholesale Confectioners' Association and the Confectionery Salesmen's Association of Baltimore, Inc.

The membership of the groups and those in the industries and trades were solicited.

In addition to general chairman I. F. Kartman of the committee on the drive, J. Fred Birkmeyer, president of John F. Birkmeyer & Sons, Inc., and at that time president of the Manufacturing Confectioners' Association of Baltimore, and Sasha Spector, of the Specialty Candy Company, were named co-chairmen.

Heads of the three sponsoring organizations are: Ralph J. Klotzbaugh, president Josselyn's, Inc., president of the Manufacturing Confectioners' Association; Henry W. Look, executive and in charge of sales for McDowell, Pyle & Company, Inc., president of the Maryland Wholesale Confectioners' Association; Samuel Rosenthal, president Confectionery Salesmen's Association of Baltimore, Inc.

## Root Beer Wins Favor

Test shows customers choose it in preference to other popular soft drinks

BALTIMORE, Feb. 26.—The growing popularity of root beer in beverage vending machines—even when nationally popular soft drinks are available—has been conclusively proved by Dispensers, Inc., in tests conducted at one of the leading movie houses here.

The theater chosen for the test has always been a good location, and during the past two years, with the influx of war workers, patronage has been even greater. Two beverage venders, both of the cup dispensing type, have been in operation at this spot for some time. Recently Victor Rubin, manager of Dispensers, decided to find out what beverage customers prefer.

One unit was filled with root beer, the other with a new beverage which had proved popular in other areas. The latter did not sell here, so it was replaced with a nationally popular soft drink. After a two-week test it was found patrons still preferred root beer. As a result Dispensers will continue to feature root beer not only at this theater but also at other locations.

Root beer was introduced to customers of Dispenser units after sugar rationing came in and it was hard to get enough of what were considered the most popular beverages. Tried first as an experiment, root beer has proved to be an important factor in beverage operation.

Less sugar is needed to make root beer, and while customers at first hesitated to accept it, they were gradually won over. When customers gave their stamp of approval to this beverage, dispensing operators found it necessary to feature this drink at all their locations. Furthermore they found that the consumption of root beer was much greater than that of the beverage at the second of the two dispensing units in those spots offering a choice. Dispensers, Inc., has found that root beer forms more than 75 per cent of the soft drinks dispensed thru its units.

## Rowe Post-War Plan

(Continued from page 62)

this need with a new model, designed by America's foremost designer, Norman Bel Geddes. It will retain all of the former proven fundamental features of Rowe merchandisers in a vastly improved cabinet, with newly developed, alluring finishes. The mechanism will contain hardened steel gears in the plunger housing and improved materials thruout. Only simple dies that are quick to make are required for this new model. Thus, it will be possible for us to be set up and ready to start making deliveries, as soon as materials for production are released.

The wisdom and necessity of preparing plans for peace are daily becoming more widely recognized. We have all read, talked and thought post-war plan-

ning. We now have a plan that will enable operators to receive priority on delivery of post-war equipment and to accumulate sufficient funds to finance the transition from war to peacetime activities. Many operators have been setting up a cash reserve earmarked for the purchase of new equipment. That is planning for the future on a sound basis, and ties in with our plan.

EDITOR'S NOTE: The Rowe Post-War Plan offers a discount to operators who contract now for equipment to be delivered when production is resumed. The contract reserves the right to raise or lower prices since exact manufacturing costs cannot be predetermined. Those contracting in advance for equipment are promised deliveries from the first production run.

## AT YOUR SERVICE!



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading *The Northwesterner*. It's free!



835 E. Armstrong St., Morris, Ill.

## CIGARETTE AND CANDY VENDING MACHINES

Ready for Location  
National 9-30 ..... \$87.50  
National 6-30 ..... 22.50  
Natl. 6-26 (No Stand) . 19.50  
DuGrenier Model "S" . 38.50  
DuGrenier "Candyman" . 37.50  
Late Nat. Cig. & Candy Mchs. also available.  
Subject to Prior Sale.  
1/3 Dep., Bal. on Delivery.  
Write for Descriptive List.  
Eastern Representative  
NATIONAL VENDORS, INC.  
All prices quoted are ceiling prices or lower.

LOUIS H. CANTOR COMPANY  
230 WEST 54TH ST., NEW YORK CITY

## FIVE CENT PEANUT VENDORS WANTED

Must have good slug rejectors, preferably those that will reject lead slugs. Give full particulars. Immediate action.  
NEPTUNE VENDING CO.  
12 W. Easer St. BALTIMORE, MD.  
Phone: Lexington 6509

**IMPS** NEW . . . . \$9.95  
USED . . . . \$5.50

**WINGS** NEW . . . \$11.50  
USED . . . . \$6.95

**VICTOR'S FAMOUS MODEL V**



Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each.

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

**TORR** 2047A-SO. 68 PHILA. PA

# Beverage, Candy and Gum Firms Top Earners in 1942

**Securities and Exchange Commission report shows profits as high as 134%—tax reductions cut average—vender suppliers top list of 261 "light" manufacturers**

PHILADELPHIA, Feb. 26.—Manufacturers of soft drinks, chewing gum and candy, generally found 1942 a highly profitable year, the first of a series of Securities and Exchange Commission reports shows. Among 261 manufacturers of "light products" these groups showed the greatest profits. Leading the list was the Panama Coca-Cola Bottling Company with 134 per cent profit on its investment, after tax deductions, the seven-year study of profits and operations among 1,106 corporations in 75 industry groups discloses. The American Chicle Company, Hershey Chocolate Corporation, Dr. Pepper Company and D. L. Clark Company reported profits ranging from 24 to 53 per cent on net worth.

Profit figures for 1942 among the manufacturers of "light" products disclose:

Eight of 15 nonalcoholic beverage manufacturers showed profits of 40.2 to 134 per cent on investments before tax reductions, with the industry average at 57.2.

Tax reductions cut the average to 27.2 per cent with clear profits to the Coca-Cola Bottling Company of New York of 19.3; Coca-Cola Bottling Company of St. Louis, 35.6; the Coca-Cola Company, 28; Dr. Pepper Company, 53; Nehi Corporation, 26.2, and Pepsi-Cola Company, 53.5.

Two of the 26 breweries showed the only losses listed for 1942, the Standard Brewing Company of Scranton, Pa., 1.2 per cent profit sank to .2 loss after tax payments and the Wolverine Brewing Company reported a 10.5 per cent loss before taxes.

High profit-making breweries were the Fort Pitt Brewing Company, Sharpsburg, Pa., 23.5 per cent tax-clear; Peter Fox Brewing Company, Chicago, 28.4, and Hyde Park Breweries' Association, Inc., St. Louis, 27.2.

## Clark Leads Gun Makers

Among 11 chewing gum and candy companies, the D. L. Clark Company, Pittsburgh, reported a 92.9 per cent profit, shrunk by taxes to 29.2; American Chicle, 64.2-25.2; Hershey Chocolate, 49.7-24.0, and Life Savers Corporation, Port Chester, N. Y., 62.6-23.7.

Other high profit percentages for 1942 were reported by: Creameries of America, Inc., Los Angeles, 65.5-20.1; Franklin County (Ky.) Distilling Company, Inc., 68.3-52.2; Stokely Brothers & Co., Inc., Indianapolis, 63.7-26.9, and Cream of

from 1936 thru 1942 was undertaken at the request of the Army, Navy and War Production Board Price Adjustment Boards, the Treasury, Maritime Commission and Reconstruction Finance Corporation, to form a basis for war contract negotiation.

Annual reports required under the Securities Exchange Act of 1934 and the Securities Act of 1933 were the source of information on net sales, expenses, maintenance costs, depreciation, amortization, post-war reserves and profits.

Low point in the seven-year period was 1938, the study shows. Profits began dropping late in 1937, frequently were replaced by losses in 1938, and climbed rapidly during 1940 and 1941 to the 1942 boom level.

## Neptune Company Places Nut Venders on Location

BALTIMORE, Feb. 26.—Neptune Vending Company, operators of NAB Diners and other venders, have begun installation of nut venders in this area, according to Milton Katz, head of the concern.

This firm, which transferred its operations from Camden, N. J., several months ago, delayed its nut vending operations until the cake and cookie installations were well established.

Katz said the nut situation was an important factor in the operation. Altho prices are high, only selected nuts are being used, since the company feels that only in that way can locations be assured of fresh, wholesome nuts at all times.

Altho Neptune has been able to take care of its Diner locations to date, some difficulty has been experienced because of allocations on merchandise.

Wheat Corporation, Minneapolis, 56.5-25.6.

The cigarette companies' 1942 tax-clear profit averaged 11.3 per cent; cigars, 7.3; dairy products, 9.9; distilleries, 13.7; floor coverings and miscellaneous textiles, 7.1; food canning and preserving, 10.2; grain mill products, 8; grocery specialties, and miscellaneous food products, 10.4; apparel, 10.8 biscuits and crackers, 8.7; bread and cake, 9.3; breweries, 12.4; hosiery, 10; leather tanning, 11.2; meat packing, 8.4; rayon yarn, 8.2; shoes, 8.8; snuff and tobacco products, 9; raw cane sugar, 13.8; textile fabrics, 10.9.

More than half of America's manufacturers are included in the complete study, to be released within nine weeks. The task of compiling operational data

# VENDER SUPPLY NOTES

**PAPERBOARD CONTROLS**—Trade circles are predicting a general tightening of controls and extension of restrictions over end-uses of paperboard and boxboard by the War Production Board. This move, together with the gathering momentum of the waste paper collection drive, is expected to ease appreciably the acute supply situation in the paperboard field over the coming months.

No machinery exists for allocating waste materials to paperboard mills, and in view of the innumerable sources of supply it probably would prove extremely difficult to set up such a control mechanism.

Meanwhile, demand for paperboard remains at record levels. Industry operations for the week ended January 29, advanced to 95 per cent of 6-day capacity, as compared with 93 per cent for the previous 7-day period, and an average of 90 per cent for January of this year.

**FACT-FINDER**—The Administrator of Agricultural Research reports that during 1943 his organization uncovered the following facts (among many others):

1. It is possible to use milk sugar as a source of sweetening to extend the sugar supply. Milk sugar is only slightly soluble and slightly sweet, but in hydrolysis it can be diverted into the sweet and soluble sugars glucose and galactose. The 10,000,000,000 pounds of whey produced annually in the United States is a potential source of sugar for the production of alcohol or other fermentation products.

2. Surplus grains may be used as sources of starch, dextrin sugars and sugar sirups and glycols.

3. A cork substitute may be used for lining

crown-seal bottle caps. It is composed of about 30 per cent peanut shell pith with proteins and plasticizers, all obtained from agricultural products.

4. The new apple sirup now used as a substitute for glycerine in the manufacture of some cigarettes also may be used in fruit ice.

**CIGARETTE PROBLEMS**—Declining inventories of aged tobacco may mean that manufacturers of cigarettes and cigars may have to change their blends in 1944, thus lowering the quality, the Bureau of Agricultural Economics predicts.

Stocks of all major types of cigarettes are below a year ago, largely as a result of increased domestic usage. Tobacco consumption in the United States last year reached a record high of nine pounds per capita.

"At present, stocks available for domestic use represent somewhat more than 22 months' consumption at the current rate of manufacturing. Any great reduction of stocks below current levels would probably necessitate changes in the blends of cigarettes by the manufacturers," the BAE said.

**ICE CREAM FOR SOLDIERS**—Ice cream rations for soldiers in Britain will be available as soon as freezers and equipment arrive. Commercial production there was halted long ago to conserve materials. Seventy-five huge freezers, with a capacity of 1,350 gallons an hour, are in transit, along with cabinets, dry mix, sirup and flavors. Post exchanges in England will get the first shipment; (See Vender Supply Notes on page 70)

## CIGARETTE AND CANDY MACHINES

Aces High—In Quality and Value—The Very Best in Reconditioned Equipment That Can Be Bought Today!

**U-NEED-A-PAK CANDY MACHINES**  
102 Bar Capacity—Completely Rebuilt and Refinished.  
Like New ..... \$60.00

**ALL MAKES AND MODELS OF CIGARETTE MACHINES**

Attractive in Appearance—Mechanically Perfect—Ready for Locations.

1/3 Deposit, Balance C. O. D.

MIRRORS for All Makes and Models and COMPLETE STOCK OF U-NEED-A-PAK PARTS AVAILABLE

UNEEDA VENDING SERVICE, 195 Avenue O, Brooklyn 4, N. Y.





**Northwestern 1c-5c Standard**  
Porcelain Finish Reconditioned!  
**\$7.95** LOTS OF FIVE each  
**SAMPLE . . . \$8.50**  
Vends Peanuts, Confections, etc. Load capacity 6 Lbs.  
**SPECIAL!**  
1 1/2 Col. Stick Gum ..... \$3.95  
1 1/2 Northwestern 33 Jr. . . 3.95  
5 1/2 Ideal Peanut, 8 Lbs. 7.95  
1 1/2 Col. Cig., New ..... 9.95  
1 1/2-5c Northwestern Del. . 9.95  
1 1/2 Northwestern 39 Bell, New ..... 9.95

1/2 Dep., Bal. C.O.D., F.O.B. Newark. Send for Complete List.

**ASCO, 140 ASTOR ST., NEWARK, N. J.**

**FOR SALE**

9 Bally Coca-Cola Machines, complete with Drums and Carbonator. Make best offer. Ready for immediate shipment.

**WANTED—SLOTS**

Write, wire or phone.

**General Coin Machine Co.**  
227 N. 10th St. Philadelphia, Pa.

**MAKE MONEY With a Route of Good BULK VENDORS**

**COLUMBUS MODEL 'M'**



We have 75 of these smart, attractive 1c Peanut Venders, perfectly reconditioned. Bright green enamel.

**\$6.50 EACH**

**SPECIAL! SPECIAL!**  
Just received over 400 factory reconditioned Model 33 Nut Venders with fool-proof mechanisms, slug ejectors. Adjustable portions, etc.

**GET STARTED DEALS**  
5 Model 33 30 Lbs. Peanuts  
**\$33.50**  
Sample . . \$5.75  
5 or More, \$5.50 Each

**QUICK ACTION OFFER**  
Factory Reconditioned  
1c STANDARDS  
Vends All Nuts, Confections, Etc.  
Globe Holds 6 Lbs. 5 or More  
**\$5.75**  
**SAMPLE \$6.00**

**MODEL V**



The last word in vending perfection. Vends all types of bulk mdee., including Ball Gum.

Introductory Offer  
5 Model V and 30 Lbs. of Peanuts or Candy Peanut Hearts.  
**\$48.50**  
Sample \$8.50 Each.

**SILVER KINGS**



A proven money-maker, low price—less parts. Vends everything: nuts, candy, toys, etc. Hammerloid finish.

Introductory Offer  
5 Silver Kings and 30 Lbs. Salted Peanuts  
**\$45.75**  
Sample \$7.95  
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Clix . . . . . \$9.95	Defenses . . . \$7.95
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Liberty, Token P.O. . . . . \$12.50	

1/3 deposit required with order, balance C. O. D.

Full payment must accompany orders under \$10. Large selection of New and Used Vendors in stock. Send for complete list of New and Used Machines. Rush Your Order While They Last!

**RAKE COIN MACHINE EXCHANGE**  
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# ARCADE NEWS

## Arcades Report Gain Over Same Month of 1943

BALTIMORE, Feb. 26.—Brightest spot in the coin machine picture here is the activities in arcade operation, with operators reporting increases over the corresponding period of last year. In some instances gains up to some 20 per cent are reported. It is true, some days or periods are somewhat spotty, but in an over-all picture, arcade operations have shown an appreciable gain.

It has been undoubtedly one of the bright spots in the coin machine picture. It is true returns from some units, included in the arcade equipment, have not measured up to the levels anticipated. But on the other hand, other units have registered better than previously.

Shooting galleries, or as some term them, shooting ranges, have registered gains in the arcades which operate such equipment. The shell supply is a problem because of wartime restrictions. Pinballs, claws and straight arcade equipment are among the topnotchers in so far as returns are concerned. Ray guns and target guns are, at best, only fair, while "Peeks" are reported as somewhat disappointing to those arcade operators who during the past year had installed large numbers of these units. Many who patronize these establishments have seemingly ignored these units.

### PIN GAMES

(Continued from page 62)

full from *The Cleveland Plain Dealer* (February 24, 1944), as follows:

(Reprinted by Special Permission)

WITH THE ALLIED FIFTH ARMY ADVANCED FORCES NEAR CASSINO, Feb. 21.—(By special radio)—(Delayed)—In a cold grove of trees on a rough mountainside stand any number of olive trees, shaped like pretzels and scarred by shells. Up till now I am describing practically all army field camps in Italy north of Naples. Today's grove, however, has a special feature, namely, a pinball machine nailed to one tree in the middle of the grove.

Major Raymond Lund, of Oldham, S. D., hurried by today on his way to do something or other.

"Don't put any slugs in there," he yelled at your correspondent.

"Where did this thing come from?" I yelled back, but Major Lund had already disappeared.

Your correspondent studied the machine and felt a curious but familiar impulse stealing over him. The machine had a label pronouncing it to be the product of the House of Bisagna. It looked like a soft touch. I was reaching in my pocket for a coin, any coin, when a private first class whizzed past.

### Money Not Needed

"You don't need money," he called. "It's been de-commercialized. Just play it."

Two shells falling near by distracted me. Then I contemplated the layout again. Under the glass cover was a labyrinth thru which a little ball meandered when you pulled one handle. When you pulled another handle a metallic citizen in a clown's costume and with a hat in its hand began moving due west over a metal track. You are supposed to catch the ball in the clown's hat. Nothing could be fairer than that.

I caught the ball on my second try. Seemingly, the House of Bisagna is tolerant of suckers and likes to encourage them. A captain striding down the path behind me paused long enough to state that the machine had been taken from a monastery.

"How do you mean a monastery?" I asked.

"I don't know," said the captain. Like everybody else he was in a hurry. "That's what someone told me."

### Every Building a Monastery

A few minutes later the private first class came back.

"How do they mean this thing came out of a monastery?" I asked him.

"A monastery?" said the private first class. "Oh, yes. Well, they found it in a building on a hill. Around here every building on a hill is called a monastery. It don't mean anything. Know what I mean?"

"More or less," I replied. "Like up at the beachhead," said the private first class. "They got a building

everybody fights for that they call the factory, but it ain't a factory at all. They just call it a factory. I read about it in *The Stars and Stripes*."

"I know the place," I said. "Well, there you are," said the private, and moved on.

There, indeed, we are. This is only an olive grove in Italy with a pinball machine in it, and as soon as people stop moving around so fast and stand still I may be able to find out where it came from.

(Copyright, 1944, by Bell Syndicate, Inc.)

### 600 COIN MACHINES

(Continued from page 62)

been able to set a standard for the amount of money a given machine will or should make in a given spot.

### Management Enthusiastic

Louis Gee, general manager of three bowling alleys, is enthusiastic over the fact that he offers coin-operated machines. They are located in each alley and the 35 machines draw from 112,000 people a year. The alleys have 48 lanes combined.

In the Whittier-Atlantic alley, Gee has 15 coin-operated machines and here the play is drawn from 52,000 patrons. In the South Gate alley, which is located in the town of that name, there are 10 machines to draw from 30,000. The Southeast alley, located in Huntington Park, draws an estimated patronage of 40,000 a year and has 10 machines.

Bowling is a most popular sport in this section with hundreds of defense workers patronizing the alleys. So great is the desire to bowl, that alleys in all cases keep open long hours, with some never closing and operating seven days a week. It has been necessary in some instances to close lanes because of the lack of help. But steady newspaper ads and signs are constantly seeking the employment of pin boys.

Lack of coin-operated equipment in alleys may be attributed not to the demand or any inability to make money, but to, like the shortage of pin boys, the problem of securing suitable vending and novelty machines.

### VENDER SUPPLY NOTES

(Continued from page 69)

other European theaters will be supplied later. Reports from the South Pacific say servicemen there line up patiently when frozen desserts are available.

**NEW BEVERAGE.**—A new beverage which has the flavor of cola plus the natural health properties of papaya has been developed by a Miami food chemist. The new product has been named "Tropa-Cola" and will be distributed thru a newly organized concern in Miami.

**WANT MORE SPICES.**—The spice industry advisory committee would like the War Food Administration's office of distribution to raise the quotas of mace and nutmeg which may be distributed to civilian consumer channels. The committee asked that quotas of mace be raised from 40 to 80 per cent and those on nutmeg from 60 to 70 per cent of the corresponding period of 1941.

**NEW CIGARETTE.**—Stephano Bros., Philadelphia concern, plans to introduce a new cigarette by the end of this month.

Rameses Blended is a blend of domestic, Greek and Turkish tobacco, with the same size and price as other popular brands. The Middle West, probably Indiana, has been chosen as a testing ground, and an advertising campaign is scheduled to break late this month.

**BOTTLE-RETURN CAMPAIGN.**—Civilians are slated for a long dry spell unless beverage bottles are returned promptly for re-use, the War Production Board has announced.

At present bottlers can buy only 65 per cent of their 1942 bottle purchases and this allotment cannot be increased, since glass makers are already at 100 per cent capacity on war orders.

A nationwide campaign to get some 500,000,000 "slacker bottles" into circulation is being sponsored by carbonated beverage, milk and beer companies, with the endorsement of WPB.

Meanwhile the army quartermaster corps announces that more than 1,000,000 gross of carbonated beverage bottles—that's 152,000,000 bottles—will be shipped overseas by the army in 1944.

## California Arcade Slump Due To . . . Shh (the Weather)

LOS ANGELES, Feb. 26.—There wasn't much demand in the arcade equipment line during the week because of the weather. Hard rains that washed out roads and broke power lines, killed the week-end, the time the spots get the play. The weather, with snows blocking the route between here and Bakersfield and points north, was responsible for a number of jobbers and operators being

unable to get into town for buying. Rains this season have been the heaviest in several years.

With this section now getting its coldest weather, arcade play has also been affected. However, this is only a seasonal lag and Southern California always expects fine weather to follow the annual seige of cloudbursts and storms.

The advent of the peep show machines is bringing good business to the jobbers having the conversions or the machines to be converted. This, from all indications, seems to be a coming thing. Arcade operators who have been in the business for sometime are swinging to this innovation, and those going into the business are building their spots around such machines.

Production of the conversions is getting into full swing here, with two firms now making them on regular schedules. The films are being made by four firms, a point which should eliminate any worry on the part of the operators as to supply.

**WANTED**  
A-1 ARCADE MECHANIC  
All Year Round. Must Be Sober and Reliable.  
\$75.00 Per Week  
**ALLIED CORP.**  
22-24 Scollay Sq., Boston, Mass.

### 1,000 DOLLARS BUYS

7 new regulation (50 feet by 3 feet) all maple portable Duck Pin Bowling Alleys. Complete with Balls, Score Stands, Pins, etc. Can be easily moved to any location.  
GOLD'S BOWLING RECREATION, Pomeroy, Ohio.

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Batting Practice . . . . . \$ 99.50  
Tail Gunner, New . . . . . \$325.00  
Casino Golf . . . . . \$ 39.50  
Midget Skee Ball, New . . . . \$239.50  
Seeburg Rayolite Gun . . . . . \$ 89.50  
Keeney Air Raider . . . . . \$245.00  
Poison the Rat (Counter) . . . \$12.50

**WESTERN "RECORD-IT," 25c**  
VOICE RECORDER, PERFECT SHAPE, READY FOR LOCATION **\$500.00**

Exhibit 3 Wise Owls, Late Model, Clown Stand, Lite-Up . . . . \$125.00 Set  
Gypsy Palmist Fortune Teller, Lite-Up Floor Model . . . . . \$100.00

We Will Buy Your Arcade or Entire Route for Cash.

Terms: 1/3 Cash, Balance C. O. D.

**B & B NOVELTY CO., 621 West Main, Louisville 2, Ky.**

## GLAMOUR GIRL—2 FOR 5c—CARD VENDOR

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29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE

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Better Order NOW Any Supplies You Need:

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SEND FOR CATALOGUE AND PRICES

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y.  
SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

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A-1 Arcade Mechanic. Year round—six-day week. \$100.00 per week.

### PENNY ARCADE

113 High St. Portsmouth, Va.

### AMERICAN FOLK TUNES

(Continued from page 67)  
They Took the Stars Out of Heaven (Tillman) second for op 2.

Dallas: Best two hillbillies this week are Home In San Antone (Bob Willis) and My Prodigal Son (Roy Acuff).

Fort Worth: Altho not among the top-notchers, hillbillies continues to draw at places where many war workers congregate. Big part of workers are from outside of Texas.

Jacksonville, Fla.: PPM (Dexter) getting some play.

#### Old Favorites Up in N. O.

New Orleans: Old favorites here are Tweedle

O'Twill (Gene Autry) and New San Antonio Rose (Bob Willis). PPM continues slow but steady slump, with Crosby-Andrews disk showing best resistance. Born To Lose holding its own.

Nashville: I'm Thinking Tonight of My Blue Eyes (Autry) and Born To Lose (Daffan) the favorites.

New York: Race locations here going big for Crosby PPM. Rosalita (Dexter) getting some play. Hillbillies as a whole getting little play.

Omaha: PPM, both Dexter and Crosby; Mexicali Rose (Autry); They Took the Stars Out of Heaven (Tillman), and I'm Thinking Tonight of My Blue Eyes (Autry) being played.

Richmond, Va.: Roy Acuff's My Prodigal Son reported by all three ops as tops, caused evidently by personal appearance of the artist in two performances at the 5,000-seat Mosque Theater—two sellouts.

### TALENT AND TUNES

(Continued from page 67)

this type will soar if the youngsters take to it, and Coca-Cola believes they will. New C-C show idea is tied up with juve delinquency and teen-age problems. . . . Easter Sunday With You written by Don Reid, who penned Remember Pearl Harbor, due for air plugging when Reid begins singing on NBC five times a week on Mirth and Madness. . . . Decca will soon release a Kenny Baker waxing of Easter Sunday. . . . Art Kassell and Midwestern ork go into the Hotel Edison, New York, March 1. The Kassell crew is now at the Del Rio Club, Washington, their first location job in this part of the country. . . . Ted Fio Rito's band is skedded for a swing band build-up via guest shots on the air. . . . Herbie Fields disbanded his outfit this week. . . . Eddie Oliver is awaiting induction call. His ork, currently at the Edgewater Beach Hotel, Chicago, is being managed by drummer John Shanahan until a new leader is selected. . . . Johnny Long will experiment with unusual instrumentation on a four-sided waxing session for Decca this week. Nine sax, seven brass and four rhythm will be used. He's trying to decide on another style of playing. The Long ork switched from sweet to swing last summer. . . . Cootie Williams' band, the Ink Spots and Ella Fitzgerald currently on theater tour in Minnesota and Wisconsin. . . . Gus Martel band held over indefinitely at Hotel Peabody, Memphis. Gwen Cooper is Martel's new vocalist. . . . Tommy Dorsey goes into the Terrace Room, Newark, N. J., for a two-week engagement beginning April 14.

#### Platters and Pix

Gene Rogers, swing pianist formerly with Erskine Hawkins, is skedded for a feature role in United Artists' Sensations of 1944. . . . The King Cole Trio will do one number in Columbia's Calling All Stars. . . . Benny Carter and a small swing band will introduce two songs in the same pic, Jumpin' at the Jubilee and Ezekial. . . . Monogram pic, Lady, Let's Dance, with orks of Henry Busse, Eddie LeBaron, Mich Ayres and Lou Bring due for release this week. Some of the musical numbers are Silver Shadows and Golden Dreams, Lady Let's Dance, Days of Beau Brummel, Happy Hearts and Ten Million Men and a Girl. . . . Oklahoma Raiders, Universal musical Western, almost ready for release, has the Red River Valley Boys doing Nelly Bly, Out on the Open Range, Starlight on the Prairie, Trail to Mexico and Cowboy's Dream. Same company has Weekend Pass ready for the trade. In it the Delta Rhythm Boys offer Vienna Life, Harmonica Concerto, We're in the Navy, All or Nothin' at All, Girl of My Dreams; I Am, Are You?; I Like To Be Loved; We Build 'Em, You Sail 'Em; She's a Girl a Man Can Dream Of and Faithful Flo. . . . Columbia will soon have a one-reeler on the market called Community Sing. In the pic Don Baker is at the organ with the Song Spinners singing Alouette, It's a Long Way to Tipperary, Let's Make a Job of It Now, Bless 'Em All and I've Got Sixpence. . . . Paramount signed the Golden Gate Quartet this week for a singing stint in Bring on the Girls.

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**BONUS BELL**  
Sensational "NEW" Globoard  
**Profit \$32.79**

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BRAND NEW  
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Regular Price \$12.50.  
1/3 deposit with order.

**Brand New**

WINGS	<b>\$11.50</b>
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LIBERTY BELL	<b>\$11.50</b>
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CENT-A-PAK—New...	<b>\$9.90</b>
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ROCK-OLA WORLD SERIES	..... <b>\$79.50</b>
RAY-O-LITE	..... <b>\$79.50</b>

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**Sensational "MIDGET SKEE BALL"**

**\$239.50**

"TRAP THE JAP," Munves' Chicken Sam Complete Conversion. It's entirely different in appearance. Doubles your play. Cabinet beautifully repainted. Mechanically it is a Chicken Sam factory overhauled—\$169.50. KUE BALL BILLIARDS (Pin Ball Size), played with a Cue. Fascinating competitive game. Commands big play — LEGAL EVERYWHERE—\$50.00.

Get set for Spring! Write for complete price lists of Arcade Machines or Parts.

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**WILL BUY**

Any Quantity of  
EXHIBIT MERRY-GO-ROUND, SHORT STOP, LANDSLIDE, LONE STAR with Plastic Bumpers.

Any Condition  
Will Pay Top Price for  
EXHIBIT DO-RE-MI, SUNBEAM, DOUBLE PLAY, WEST WIND.

Must Be Good Condition  
Write or Phone for Prices.

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PHONOGRAPHS — PIN BALLS, ETC.

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PINBALL MECHANIC**

Salary \$75.00 Per Week. Write  
**HARRY STAHL**  
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Available now, a perfect conversion unit allowing continued operation of all Seeburg Guns and Remote Music Equipment. You can use a 2051 Tube, which is a later development and far superior to the 2A4G, without removing amplifier or making any wiring changes. NO SKILL NEEDED, just plug in our adapter. This unit is a life saver for you, and you will save considerable money in the long run. Send your orders in now.

**\$14.50, Including 2051 Tube**

**NEW MAPLE BALLS FOR SKEE ALLEYS AND PLAY BALLS**

For 14 Ft. Skee Alley, 3/8, 10, \$5.50; 100 ..... \$52.00  
For 9 Ft. Skee Alley, 2/4, 10, \$5.50; 100 ..... 52.00  
For Play Balls and Roll in the Barrel, 10, \$4.25; 100 ..... 38.50

**GENUINE RUBBER POKERINO BALLS** ..... 75c Each  
**3000 OHMS, 25 WATT, VARIABLE RESISTORS, FOR CHICKEN SAMs** ..... \$1.50 Each

TERMS: 1/3 Deposit With Order, Balance C. O. D.  
WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

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1 Wurlitzer Victory Model '42 500 ... 559.50	1 500 Fortune Scale, Like New ... 125.00
2 Wurlitzer 750E, Clean, Each ... 600.00	1 Watling 500 Guesser Scale ... 125.00
1 Wurlitzer 81 Counter Model ... 74.50	1 Drivemobile ... 365.00
1 Rock-Ola Commando, Like New ... 565.00	1 Western Baseball '39 ... 79.50
1 Rock-Ola Master ... 285.00	1 Chicago Coin Hockey ... 210.00
1 Rock-Ola Standard ... 225.00	2 Texas Leaguers Deluxe, Each ... 42.50
1 Seeburg 8800, RCEs ... 549.50	1 Presto K20 Voice Recorder ... 350.00
1 Seeburg Rex in Metal Cabinet, 30	2 Wurlitzer 145 Steppers, Each ... 27.50
Wire Remote ... 145.00	15 Deluxe 3 Wire Select-a-Matics, #D8201Z, Each ... 28.50
1 Seeburg Regal ... 225.00	

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Victory Cigarette Boards	432	24	\$ 8.64	\$ 4.04	83¢
Victory Dollar Game	432	54	21.80	8.80	33¢
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P. O. BOX 4186 DALLAS, TEXAS

**Mexican Chewing Gum, Cuban Sugar Syrup & Molasses**

PURE HONEY, PINEAPPLE SYRUP, VANILLA SYRUP, ORANGE SYRUP, CHOCOLATE SYRUP, SODA FOUNTAIN SYRUPS, MUSCATEL RAISINS, PRUNES, SOFT-CENTER CANDIES, HARD CANDIES, ALMONDS IN SHELLS, CHOCOLATE BARS, GUAVA JELLY, BOBBY PINS.

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MATCH-KING LIGHTERS

ON THIS SURE-FIRE BOARD DEAL

2268 Holes—378 Sections Containing 6 Holes Each—3¢ per sale Last punch in Each Section FREE 15¢ Buys a Section

PAYS OUT:

12 MATCH-KING LIGHTERS AND 38 PACKS OF CIGARETTES

BIG PROFIT! FAST ACTION! A REAL OPERATING BOARD!

COST OF DEAL COMPLETE

Board and 12 Match-King Lighters . . . \$16.60 F.O.B. NEW ORLEANS

A LIMITED NUMBER OF DEALS AVAILABLE. ORDER NOW. 1/3 CASH, BALANCE C. O. D. ALL ORDERS ACCEPTED SUBJECT TO PRIOR SALE

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SOUTHERN AMUSEMENT CO.

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- CONSOLES In A-1 Condition Club Bell \$249.50 Jumbos, C.P., High Head, 5¢ 99.50 Silver Moon, 5¢ C.P. 189.50 Jennings Totalizer, F.P. 169.50 Jennings Fast Time, F.P. 79.50 Paces Saratoga, C.P. 179.50 Late Model Paces Reels, C.P. 179.50 Sugar King, C.P. 42.50 Callie Roulette, C.P. 149.50 Paces Races, Brown Cabinet, C.P. 179.50 Lucky Lucie, C.P. 297.50 Mills Four Bells, All 5¢ Slots Galloping Dominos, J.P. 525.00 Super Bells, Single 5¢ 249.50 SLOTS Blue Fronts, 25¢ D.J.P. \$269.50 Blue Fronts, 5¢ 149.50 Blue Fronts, 5¢ S.J.P. 169.50 Blue Fronts, 10¢ 229.50 Brown Fronts, 5¢ 224.50

- Mills Bonus, 5¢ \$217.50 Futurity, 25¢ 249.50 Extraordinary, 5¢ 99.50 Mills 2/4 Indian Head, 5¢ 72.50 Mills 2/4 Indian Head, 10¢ 89.50 Mills Q.T., 5¢ Blue 74.50 Watling Rotatops, 5¢ 99.50 Watling Rotatops, 10¢ 149.50 Watling Treasury 59.50 Columbia Back and Front Payout, New Style Head 89.50 Columbia Jack Pot, Chrome New Style Head 99.50 Jennings Four Star Chief, 5¢ 129.50 Jennings Four Star Chief, 10¢ 189.50 Jennings Dixie Bell 129.50 ONE BALL Contests, F.P. \$150.00 Seven Flasher, F.P. 98.50 Club Trophy, F.P. 375.00 Keeney Fortune Combination 375.00

- PIN GAMES 5 BALL FREE PLAY Midways, New Write School Days \$42.50 Cross Line 37.50 Ten Spots 47.50 Sport Parade 42.50 Four Roses 47.50 Sea Hawk 47.50 Velvet 47.50 Monicker 89.50 Spot-A-Card 64.50 Belle Hop 64.50 Champ 64.50 Bolaway 64.50 Majors, 1941 47.50 Miami Beach 54.50 Liberty, Rebuilt 99.50 Gun Club 59.50 Victory 74.50 Contests 150.00 PHONOGRAPHS 8800 Seeburg WRITE Commando Rockolas WRITE 71 Wurlitzer Counter Model \$150.00 41 Wurlitzer Counter Model 110.00

GIVE US A TRY ON REPAIRING AND REFINISHING WORK WANTED TO BUY — LATE MODEL SLOTS, PHONOGRAPHS, SCALES AND PINBALLS WRITE, WIRE OR PHONE. 1/3 CASH DEPOSIT WITH ORDER, BALANCE C. O. D.

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EASTERN FLASHES

By BEN SMITH and BOB SEIDEL

Fisco Expands

Leo Fiske and Bill Conte, Fisco Sales Company, Haverhill, Mass., are welcoming New England operators to their newly enlarged quarters on Main Street, having just added 4,000 square feet of space, the second expansion within three months. Starting a little more than a year ago in modest quarters of about 800 square feet, the Fisco firm now has 8,500 square feet of space over all, in which to conduct its business. Leo says the present expansion is the first step in line with the firm's post-war plans and in the same direction, has just contracted for several distributorships, with others in the process of negotiation. Among other duties Bill Conte supervises the company's operating department and Fiske acts as New England representative for Globe Printing Company's salesboard line.

A Captain Now

Harry Block, Block Marble Company, Philadelphia, reports he has received word that his son, Myron Block, 26, was promoted to the rank of captain shortly after the first of the year. Captain Block is in Uncle Sam's army station in Iran. Before the war Myron took an active interest in his father's business and Harry is keeping Myron's desk ready for his return.

On Tour

"Goldy" Goldman, Globe Printing Company sales manager, has hit the road on a business tour which will take him as far as the West Coast. He is carrying the new Globe board line and expects to be gone about three weeks.

Here and There

Leon Berman, New York Supply Company, is back at his desk after a short illness. . . Max Levine, Scientific Machine Company, also had to stay at home for a while because of illness. He is back in harness again, teaming up with Fred Halparn in the supervision of a very

DETROIT OPERATORS, ATTENTION!

Clean and in Perfect Mechanical Condition.

- 10 Bally King Pins 5 Roll-a-Scores 1 Keeney Submarine 2 Bally Rapid Fires 2 Bally Defenders 2 Slap-the-Japs

AL CURTIS Townsend 9-0065

BEST OFFER TAKES LOT

2 PLAY BALL, 1 SNAPPY '41, 2 SPORT PARADE, 1 SKY LINE, 1 NEW CHAMP, 1 LUCKY, 1 ROXY, 1 FLEET.

ASSORTED RECORDS 10c EACH

Broadway Sales Co.

421 Broadway, Poplar Bluff, Missouri Phone 359

HIGHEST CASH PRICES PAID FOR

STANDARDS, MASTERS, ROCKOLAS, 500, 600, 700, 800 WURLITZERS, VOGUES, CLASSICS AND LATE MODEL SEEBURGS.

ALSO LATE PINBALLS, SLOTS, CONSOLES AND SCALES.

WILL BUY ONE OR A HUNDRED.

Write Condition and Quantity in First Letter.

Southern Amusement Co.

628 Madison Ave, MEMPHIS, TENN.

HARLICH PRESENTS



ONLY \$3.12 NET

ORDER No. 11865

- BIG PROFITS FAST PLAY LARGE HOLES HUSKY TICKETS FLASHY FRONT LOW PRICE

Takes in \$52.80 Aver. Payout 24.80

Aver. Gr. Profit \$28.00

ORDER NOW! DON'T DELAY!

Table with columns: Board Size, Price Per Sale, Name, Price Each. Lists various cigarette boards and their prices.

1000 Hole Girl Cigarette Boards... 94¢ Net 1000 Hole Regular Midget Plain Boards... 82¢ Net

Order from this Ad. 25% with order. Bal. C.O.D.

HARLICH MFG. CO. 1413 W. JACKSON BLVD., CHICAGO (7), ILL.

FOR SALE

- 1 Western's Big Prize \$50.00 1 Keeney's 1938 Skill Time 85.00 1 5¢ Mills B.F., S.J., Serial No. 221608 165.00 1 25¢ Mills B.F., S.J., Ser. No. 388408 299.50 1 5¢ Jenn. 4 Star Chief, Ser. No. 123164 74.50 1 5¢ Jenn. 4 Star Chief, Ser. No. 130131 74.50 1 10¢ Pace Comet, Serial No. F.B 44003M 219.50 2 5¢ Mills Goose Necks, Good Working Order 15.00 4 Columbias, Q.A., Small Cigarette Reels 60.00 3 Vest Pockets, 1 B. & G., \$45; 2 Greens 30.00

HUDSON MUSIC CO.

1207 Broadway PADUCAH, KENTUCKY

SICKING

BOOKED SOLID

Until March 25

on Converting, Rebuilding and Refinishing. Also on furnishing Parts.

SICKING, INC.

1401 Central Parkway, Cincinnati 14, O.

LOOK THIS OVER

- RED, WHITE, BLUE JAR DEALS (Single, Five Fold, Stapled) COMBINATION TICKET DEALS (Definite or With Jackpot Cards) NUMERICAL TICKETS—BINGO JACKPOT BINGO—TIP BOOKS TRADE CARDS—SALESBOARDS

If item you want is not listed write. No catalogs. Write for new low prices. Please state your business and requirements.

WILNER SALES CO.

P. O. BOX 613 MUNCIE, INDIANA



## SPECIALS

### ONE BALLS

Just Off Location—In Excellent Condition!  
 Club Trophy . . . . . Write  
 Fortune . . . . . Write  
 Skylark . . . . . Write  
 Thistledown . . . . . \$ 65.00  
 Fairgrounds . . . . . 29.50  
 Preakness . . . . . 29.50  
 Gold Cup . . . . . 49.50  
 Late 1939 Mills 1-2-3, Completely  
 Overhauled by Mills . . . . . 89.50  
 Mills Owl, Like New . . . . . 94.50  
 Mills Owl, Brand New In Orig. Crates 149.50

### FIVE BALLS

ABC Bowler \$44.50  
 Big Six . . . . . 14.50  
 Dude Ranch . . . . . 29.50  
 Entry . . . . . 29.50  
 Five & Ten . . . . . 129.50  
 4 Diamonds . . . . . 34.50  
 Legionnaire . . . . . 49.50  
 Majors '41 . . . . . 39.50  
 Metro . . . . . 84.50  
 Miami Beach 44.50

### COUNTER GAMES

Libertys, 1¢ . . . . . \$ 6.95  
 American Eagles, Like New, 1¢ . . . . . 9.95  
 Lucky Smokes (New) . . . . . 8.95

### SLOTS

Q.T.'s, Reconditioned & Repainted,  
 5¢ . . . . . \$ 95.00  
 10¢ . . . . . 125.00  
**COLUMBIAS, Gold Award, Clg.**  
 Reels, Convertible to 1¢, 5¢, 10¢  
 & 25¢, Cannot Be Told From New 89.50  
**JENNINGS TRIPLEX** . . . . . 95.00  
**PACE COMETS, 5¢** . . . . . 99.50  
 10¢ . . . . . 99.50  
**CAILLE PLAYBOY, 5¢** . . . . . 99.50  
 We also have completely reconditioned War  
 Eagles done over in the original Mills Copper  
 Chrome Finish, with new cabinets, club  
 handles, new reel strips, new wooden cabi-  
 nets, exceptionally attractive . . . . . Write  
 We Also Have 1 Hand Load Wating,  
 5¢ Play . . . . . Write  
**CAILLE CLUB CONSOLE, 10¢** . . . . . Write  
**PACE CLUB CONSOLE, 1-5¢,**  
 1-10¢, 1-25¢ . . . . . Write  
**JENNINGS CONSOLE, 1-5¢,**  
 1-10¢, 1-25¢ . . . . . Write  
 Write for our attractive prices on late Slots,  
 Blue Fronts, Brown Fronts, Copper Chromes,  
 Silver Chromes. Also 3 Bells and 4 Bells.  
**METAL SLOT STANDS, Some**  
 Crackle Finish, Some Smooth,  
 Original Mills as well as Chicago  
 Metal Stand, In Excellent Cond. . . . . Write  
 2 New Metal Playmore Cabinets To  
 Use on Burlad Music Job . . . . . \$ 39.50

### CONSOLES

Overhauled, Checked and Cleaned  
 Jennings Liberty Bell, Flat Top . . . \$ 17.50  
 Slant Top . . . . . 27.50  
 Derby Day, Flat Top . . . . . 17.50  
 Slant Top . . . . . 27.50  
 Keeney Kentucky Club . . . . . 79.50  
 Exhibit Tanforan . . . . . 29.50  
 Bally Ray's Track, Serial over 4300 . . . . . 94.50  
 Bally Long Champ (Large) . . . . . 39.50  
 Bally Solitaire Flocker . . . . . 39.50  
 Stoner's Zippers . . . . . 34.50  
 Bally "The Favorite," 9-Coin Head  
 Pace Saratogas, Convertible to Free  
 Play or Pay Out . . . . . 149.50  
 Late Jumbo Parades, Like New, Con-  
 vertible to Free Play or Payout . . . . . 179.50

1/3 Deposit — Balance C. O. D.  
 State Distributor for Seeburg  
 Phonographs and Accessories

### BACK THE ATTACK WITH WAR BONDS!

Please address mail to Milwaukee 8, Wis.

## Milwaukee

COIN MACHINE CO.  
 3130 W. Lisbon Ave., Milwaukee 8, Wis.

### MUSIC ARCADE RADIO TUBES

Radio Adapters to Changeover to substi-  
 tute Radio Tubes . . . . . \$2.00 Ea.  
 Special 2050 . . . . . 2.50 Ea.  
 8F8 . . . . . 1.20 Ea.  
 25Z8 . . . . . 1.25 Ea.  
 5Y4 . . . . . 1.00 Ea.

Rapid Flores, Like New . . . . . \$225.00 Ea.  
 Chicken Sams, Like New . . . . . 125.00 Ea.  
 Seeburg Duck Gun, Like New . . . . . 80.00 Ea.  
 Tom Mix Gun, Like New . . . . . 80.00 Ea.  
 Jailbird Gun, Like New . . . . . 150.00 Ea.  
 Bally Hi Hands, F.P. & P.O. . . . . 150.00 Ea.  
 Silver Moons, F.P., Like New . . . . . 100.00 Ea.  
 Bobtails, F.P., Like New . . . . . 100.00 Ea.  
 Fast Time, F.P., Like New . . . . . 80.00 Ea.  
 Jumbo Parades, Like New . . . . . 80.00 Ea.  
 Bally Bull Guns . . . . . 100.00 Ea.  
 Bally Bull converted into Hitler . . . . . 100.00 Ea.  
 Bally Big Tops, F.P., Like New . . . . . 100.00 Ea.  
 Western Baseball DeLuxe, Like New . . . . . 125.00 Ea.  
 Mountain Climber, Like New . . . . . 150.00 Ea.  
 Evans Jungle Camps, F.P. . . . . 80.00 Ea.  
 Seeburg 20 in '43 Hi-Tone Cabinet . . . . . 500.00 Ea.  
 24 Wurlitzer in '42 Victory Cabinet . . . . . 450.00 Ea.  
 Rock-Ora Commandos, New . . . . . 650.00 Ea.  
 Seeburg Plaza, Like New . . . . . 250.00 Ea.  
 Seeburg Casinos, Like New . . . . . 250.00 Ea.  
 Gun Cabinets . . . . . 2.50 Ea.

**BATTISTA TURCOL & SONS**  
 1008 Union St. WILMINGTON 160, DEL.

active war plant. . . Charlie Katz may have an important announcement to make soon. He has been busier than the proverbial bee getting ready for it.

Eastman Kodak announces that direct positive paper is once more available in fair abundance for civilian use. . . . Mike Munves expects to have his new quarters in order within the next couple of weeks. He knew he had a man-sized job on his hands when he decided to move, but he didn't realize how big a job it really was until he got started. When he is finished he should have one of the best coin machine show spots in town.

Joe Ash and Irv Morris, Active Amusement Machine Company, must believe in the adage "The early bird gets the worm." Very often they've been up at the crack of dawn and out of the house to cover Joe's arcade installations in and around Philly. . . Roy Torr occasionally plays around with the idea of breaking away for a spell of fishing and relaxing down in Florida. But staying close to his business has become such a habit, Roy never seems to get around to doing it. It's nice to dream anyway.

Did you know that Marty Kaufman, R. & K. Sales, is an avid fight fan? He comes into New York regularly to take in the fights at the Garden. . . Sam Holzman and his wife are having, as he puts it in a card he sent along, "a wonderful time in Miami," especially so with Sam's mind at ease after the fine job he did organizing the first annual get-together of the Arcade Owners' Association.

If the armed forces learn of George Ponser's shooting ability he is sure to be tagged for combat duty. George, standing 30 feet off, split three matches while demonstrating the accuracy of his eyes and his new arcade gallery guns. . . Runyon Sales is undergoing some real modernizations. Glass enclosed offices and soundproofing, too.

1 5¢ Orig. Chrome, 2-5, Ser. 454,828. \$375.00  
 2 5¢ Gold Chrome, 2/5, Ser. 473,456-475,424 . . . . . 375.00  
 1 10¢ Copper Chrome, 2/5, Ser. 469,870 400.00  
 2 10¢ Mills Bonus, Ser. 451,913-452,780 . . . . . 375.00  
 1 25¢ Bonus, Ser. 456,546 . . . . . 450.00  
 All above have been stored for over a year, look just like new. Knee action, drill proof, club handles. Can return if not satisfactory.  
 1 25¢ Mills Club Bells, Serial 428,794, Perfect . . . . . \$475.00  
 3 5¢ 3/10 Cherry Bells . . . . . 300.00  
 3 10¢ 3/10 Cherry Bells . . . . . 325.00  
 2 25¢ 3/10 Cherry Bells . . . . . 350.00  
 All Cherry Bells knee action, new drill proof cabinets, club handles. Guaranteed like new, mechanically and appearance.  
 1 50¢ Blue Front, over 400,000 . . . . . \$550.00  
 5 Brand-New Buckley's Double Daily Track Odds, never out of crates . . . . . Write  
 1 Mills 10¢ War Eagle, 2/4 Pay, Good Condition . . . . . 75.00  
 2 Paces Reels, 5¢, Rails . . . . . 145.00  
 1 Mills #30 Ice Cream Freezer, 2 1/2 Gal. 40 Gal. Hardner, used one year . . . . . 750.00  
 1 12 Hole Mills Disp. Cabinet, used 1 yr. 375.00  
 1/3 Deposit, Balance C. O. D. or Slight Draft.  
**J. EDWIN THAMERT**  
 1402 Harrison Blvd. BOISE, IDA.

### IN FINE CONDITION

Thoroughly Checked and Inspected  
 20, 24 or 32 RECORD BUCKLEY BOXES (Late Model), Special . . . . . \$15.95  
 TWIN 12 WURLITZERS IN STEEL CABINETS (complete with Buckley 30W Adapter, Speaker, Amplifier, Etc.) . . . . . 74.95  
 24 MODEL WURLITZER (Same as Above) . . . . . 94.95  
 BAR BRACKETS (for Buckley Boxes) 1.95  
 30 WIRE CABLE IN LONG LENGTH (Used) . . . . . .25  
 20 RECORD ROCKOLA WINDSOR HIDEAWAY (Complete With Speaker, Amplifier, 30W Buckley Adap.) 64.95  
 SINGLE SHIELDED WIRE, New, Ft. .18  
 DOUBLE SHIELDED WIRE, Used, Ft. .18  
 SEEBURG COLONEL (R.C.E.S.) 369.95  
 1/3 Deposit, Balance C. O. D.  
**AUTOMATIC WIRED MUSIC CO.**  
 487 Orange Street NEWARK, N. J.

### SLOT MACHINES

Reconditioned and Guaranteed  
 2 5¢ Mills Original Chrome Bell, 1 Cherry P.O. . . . . \$265.00 Ea.  
 5 Columbia . . . . . 95.00 Ea.  
 3 5¢ Mill O.T., Green . . . . . 75.00 Ea.  
 5 5¢ Mills Blue Front . . . . . 175.00 Ea.  
 2 10¢ Jennings Big Chief . . . . . 165.00 Ea.  
 3 10¢ Pace Comet All Star . . . . . 75.00 Ea.  
 1 5¢ Jenn. Silver Chief, 1 Cherry P.O. . . . . 300.00  
 3 5¢ Bonus Bell . . . . . 275.00 Ea.  
 2 5¢ Pace Kitty . . . . . 75.00 Ea.  
 1 50¢ Mills Gooseneck, 2-4 P.O. . . . . 100.00  
 1 25¢ Pace Cherry Bell . . . . . 175.00  
 Slot Machine Cabinets, Complete . . . . . 6.75  
 Bases . . . . . 2.50 Ea.  
 Sides . . . . . 2.50 Ea.  
 Cabinets are of best quality oak—unpainted.  
 Terms: 1/3 Deposit, Balance C. O. D.  
 Phone—4-1109—Between 12M and 1 P.M.  
**AUTOMATIC COIN MACHINE CORP.**  
 338 Chestnut St. SPRINGFIELD, MASS.

## ARCADE OWNERS!

There's a "Good" Fortune for You

## 'CUPID'S WHEEL'

The Most Fascinating of All Arcade Machines

Because It's Got "PLAYER APPEAL"

- Simple to understand!
- Simple to operate!
- Lightning fast!
- Animated lighting action!
- Absolutely trouble-proof!
- Factory constructed!
- Sturdy, handsome cabinet!
- 6' 1" high—24" wide!
- Available 1c or 5c play!

WHAT IT HAS NOT!  
 No Complicated Adjustments  
 No Transformers  
 No Rectifiers  
 No Trick Gadgets  
 No Special Parts  
 No Special Bulbs

IMMEDIATE DELIVERY. **\$295.00** F. O. B. 1/2 Dep. Balance C. O. D.  
 ORDER NOW.



"You Can Always Depend on Joe Ash All-Ways"

## ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST. PHILADELPHIA 23, PA.

## ANNOUNCING

### Converting, Rebuilding, Refinishing Melon Bells—To Melon Pot Bells

Featuring Pot Award on two bells and one bar combination, which pays out 18 coins plus Melon Pot . . . fully metered, cheatproof. Award feature makes it the outstanding machine of today. We feature our new gold and red chrome ultra-modern finishes. Club handles installed on all machines.

WE REBUILD and CONVERT 1c, 5c and 10c MACHINES TO 25c MACHINES.

All Converted Machines can have any of the three following popular pay-out combinations: 1 Cherry 3, 5, 10, 12, 18, 20, or 1 Cherry 2, 5, 10, 14, 18, 20, or 2 Cherry 3, 5, 10, 14, 18, 20.

FOR FURTHER INFORMATION WRITE, WIRE OR PHONE.

## CHROME COIN COMPANY

3518 E. LAYTON AVE. CUDAHY, WIS.

PHONE: SHERIDAN 8400

4630 W. NORTH AVE. MILWAUKEE 8, WIS.

PHONE: HOPKINS 5800

## SALESBOARDS

OUR PRICES REDUCED CONSIDERABLY—IMMEDIATE DELIVERIES

1000-Hole Jackpot Charley 30-Hole Jackpot, 25c. Thin \$1.25, Semi Thick \$1.40, Jumbo Thick \$1.65. 1000-Hole CHARLEY BOARD 25c. Thin 96c, Semi Thick \$1.16.

Lots of other BOARDS AT REAL LOW-DOWN PRICES.

WRITE FOR CATALOGUE

Deposit required with all orders

## A. N. S. CO.

312 Carroll St.

Elmira, N. Y.

## HIGHEST CASH PRICES

FOR USED SLOTS & CONSOLES  
**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD.  
 CHICAGO 12, ILLINOIS

# Let's Quit Kidding

## FRANK O'BRIEN originated

### the Idea of Rebuilding and Refinishing Slot Machines

#### 20 YEARS OF EXPERIENCE

SEND YOUR SLOTS TO THE MAN WHO ORIGINATED THE IDEA. . . We will rebuild and refinish your present equipment, change to 3/5 if necessary and omit the gold award . . . COMPLETE.

# \$67.50

### ACME VALUES FOR RESALE

IF YOU WANT MACHINES AND PARTS WHICH ARE THE BEST, WE OFFER

#### MILLS SLOTS

- All Are Refinished, Club Handles, No Phony Rebuilds, Guaranteed.
- WAR EAGLES, 5c, 2/4, SJ. . . . \$ 99.50
- WAR EAGLES, 5c, 3/5, SJ. . . . 179.50
- WAR EAGLES, 10c, 3/5, SJ. . . . 199.50
- WAR EAGLES, 25c, 3/5, SJ. . . . 274.50
- WAR EAGLES, 50c, 3/5, SJ. . . . 549.50
- (All War Eagles Are 20 Stop, Refinished Giffter Gold.)
- BLUE FRONTS, 5c, 3/5, CH. . . . 199.50
- BLUE FRONTS, 10c, 3/5, CH. . . . 219.50
- BLUE FRONTS, 25c, 3/5, CH. . . . 299.50
- BLUE FRONTS, 50c, 3/5, CH. . . . 599.50
- (All Blue Fronts Factory Refinished, 8.J.)
- BONUS, 25c. . . . \$325.00
- EXTRAORDINARYS, 5c. . . . 189.50
- EXTRAORDINARYS, 25c. . . . 249.50
- ROMANHEAD, 5c, 3/5, GA. . . . 145.00
- QT'S, 5c, Green. . . . 89.50
- VEST POCKETS, 5c, B&G. . . . 49.50

#### ONE BALLS

- DARK HORSES . . . . . \$165.00
- RECORD TIMES . . . . . 175.00
- BLUE GRASS . . . . . 195.00
- SPORTSMAN (Revamped and In original carton). . . . . 475.00

#### PARTS FOR MILLS SLOTS

- CLUB HANDLES . . . . . \$ 4.25
- REEL STRIPS (Set of 3). . . . . .95
- JACK POT GLASS. . . . . .95
- ESCALATOR GLASS . . . . . .45
- REEL GLASS (Set of 3). . . . . .70
- Escalator Springs . . . . . .20
- SIDEARM SPRINGS. . . . . .45
- MAIN OPERATING SPRINGS . . . . . .20
- HANDLE SPRINGS. . . . . .20
- CLOCK SPRINGS . . . . . .20
- SLIDE SPRINGS. . . . . .20
- FINGER SPRINGS . . . . . .10
- AWARD CARDS, 3/5. . . . . .15
- SLIDES, 5c, 3/5 Sets. . . . . 25.00
- SLIDES, 10c, 3/5 Sets. . . . . 29.50
- TIN REELS (Set of 3). . . . . 5.00
- WOOD CABINETS (NEW). . . . . 14.50
- LOWER BLUE FRONT CASTINGS. . . 10.50
- WAR EAGLE CASTING (Set of 3 Pieces), Refinished Giffter Gold. 37.50

If You Are Looking for Mills Parts, Write Us.

All Quotations F. O. B. Dallas, Texas. Parts Orders Full Cash; Equipment 50% With Order, Balance C. O. D.

WE ARE WHOLESALE AND SELL FOR RESALE ONLY

# ACME AMUSEMENT CO.

2418 FAIRMONT ST. DALLAS 4, TEXAS

Phone Central 3938

# FRANK O'BRIEN

SOLE OWNER, FORMERLY DISTRICT MANAGER FOR MILLS AND JENNINGS

## See Problem in Getting Freight Over Mountains

LOS ANGELES, Feb. 26.—A news story from Washington to the effect that civilians may be forbidden to make rail trips by midsummer because of the mounting volume of war traffic destined for Southern California isn't being given too much consideration or thought. However, it is believed—and the talk is current—that the West Coast may have some trouble getting nonessential freight from the East when such a travel order is put into effect. This would add to the headaches of the jobbers and create a bad condition.

One thing in the favor of the jobber here is that in the past much of the business has been coast-wise rather than nationwide, the Rocky Mountain freight rates being the bugaboo.

It is doubtful that sufficient equipment is available on the Coast to supply the operators and that some effort to get machines from over the Rockies will have to be made. This condition is one that is predicted to come soon. Result of it will have to be awaited, for no one will venture an opinion.

## PHONOGRAPHS

RECONDITIONED—A-1 CONDITION

- 5 Wurlitzer 412s in Seeburg All Plastic Lite-Up Cabinets, Ea. \$ 82.50
- 10 Wurlitzer 61 Counter Models. Each . . . . . 72.50
- 8 Wurlitzer 616, Each . . . . . 90.00
- 5 Wurlitzer 616 Remodeled Lite-Up, Each . . . . . 100.00
- 2 Wurlitzer 24s, Each . . . . . 160.00
- 2 Wurlitzer 600, Each . . . . . 228.00
- 3 Seeburg Rexts, Each . . . . . 165.00
- 1 Seeburg Gem . . . . . 215.00
- 1 Vogue . . . . . 265.00
- Wurlitzer Phonograph Gears Without Hubs, Each . . . . . 3.50

1/2 dep. with order, balance C. O. D., F. O. B. New York  
**ALBENA SALES CO.**  
587 10TH AVENUE, N. Y. C.  
LONGACRE 5-8334

**OLIVE'S SPECIALS THIS WEEK CONSOLES**

BAKER'S PACES (Daily Double) Serials 6818-6933-7841 Each \$275.00  
1938 TRACKTIME . . . . . Each 125.00  
BONUS BELL, 5c . . . . . Each 250.00

**RED, WHITE AND BLUE TICKET DEALS**

Rush Your Orders.  
\$250.00 Per Gross, or \$2.25 Each Deal in Less Than Gross Lots.

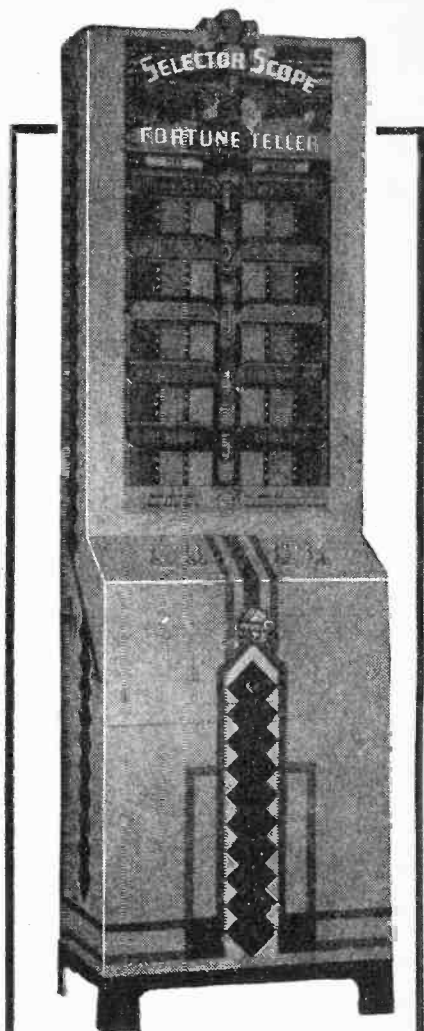
Terms: 1/3 Dep. With Orders, Bal. C.O.D.  
**OLIVE NOVELTY CO.**  
2625 LUCAS AVE. ST. LOUIS, MO.  
(Phone: Franklin 8620)

**FOR GUARANTEED PACE EQUIPMENT**

**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

**FOR SALE**

1 Mills Cherry Bells, 3/10 payout, good, original finish \$175.00 prepaid.  
Send Money Order With Order.  
**HENRY NOTHDURET, Mgr.**  
Mount Olive, Illinois



## SELECTOR SCOPE FORTUNE TELLER

(Designed by Harry Williams)  
*Gives Old Dame Fortune a New Lease on Life!*

Here's that grand old Money-Making Appeal all ready with a honey of a new act and decked out in flashy new costume from top to toe!

Just look at this different action and you'll want SELECTOR SCOPE for the star attraction in your Arcade! Five questions for men and five for women are shown in lights on the brilliantly colored panel. Player selects question by pressing corresponding button for men or women. When coin is inserted lights flicker up and down, accompanied by mystic rapping sound effects, before answer is revealed in lights! Popular questions get the play—answers are new, unusual! Great fun for players—and what a come-on for watchers!

The perfect Arcade Machine . . . enclosed Cash Box with individual key—animated lighting effects adjustable to up and down or side to side action—simple mechanism—sturdy, handsome cabinet. AVAILABLE in 1c or 5c PLAY. Dimensions: 7 ft. high, 16" deep, 25" wide. Crated weight, 226 lbs.

Operator's **\$375.00** Price

1/3 Deposit, Balance C. O. D. IMMEDIATE DELIVERY!

**Exclusive National Distributor**

**MONARCH Coin Machine Co.**

1545 N. Fairfield Ave., CHICAGO 22

**WANTED!**

**EXPERIENCED ARCADE MECHANIC**  
To Work In Norfolk, Va.  
Apply  
**GEORGE PONSER CO.**  
783 South 18th St. NEWARK, N. J.

**FOR SALE!**

**50 LBS. NAMEPLATE TAPE**  
Used in Roovers Nameplate Machine.  
\$2.00 Per Lb. 1/3 Dep., Bal. C. O. D.  
**GEORGE PATERSON**  
6 West 190th St. BRONX, N. Y.

**MILLS 5c, 10c, 25c  
SLOTS FOR  
IMMEDIATE DELIVERY**

- 4 MILLS 25c GOLD CHROMES, 2-5
- 10 MILLS 25c BROWN FRONTS,  
Drillproof, C.H., Knee Action
- 6 MILLS 10c BROWN FRONTS,  
Drillproof, C.H., Knee Action
- 15 MILLS 5c BROWN FRONTS,  
Drillproof, C.H., Knee Action
- 8 MILLS 25c BLUE FRONTS, S. J.,  
Drillproof, C.H., Knee Action
- 14 MILLS 10c BLUE FRONTS, S. J.,  
Drillproof, C.H., Knee Action
- 10 MILLS 5c BLUE FRONTS, S. J.,  
Drillproof, C.H., Knee Action
- 6 MILLS 25c GOLD CHROMED WAR  
EAGLES Drillproof, 3-5, C.H., Knee Action
- 4 MILLS 10c GOLD CHROMED WAR  
EAGLES Drillproof, 3-5, C.H., Knee Action
- 10 MILLS 5c GOLD CHROMED WAR  
EAGLES Drillproof, 3-5, C.H., Knee Action
- 2 JENNINGS 50c CHIEFS, 3-5
- 3 MILLS FOUR BELLS, High Serials
- 6 KEENEY SUPER BELLS
- 10 MILLS JUMBO PARADES, F. P.
- 3 MILLS 5c GOLD Q. T.
- 2 MILLS 5c BLUE Q. T.
- 2 MILLS 1c GOLD Q. T.
- 3 MILLS 1c BLUE FRONT Q. T.
- 14 MILLS B & G VEST POCKETS

**PHONOGRAPHS**

- 2 WURLITZER VICTORY MODELS
  - 1 MILLS THRONE OF MUBO
  - 3 WURLITZER ROLAWAYS
  - 2 WURLITZER 24s
  - 2 WURLITZER 618
  - 2 WURLITZER 412
  - 1 BALLY RAPID FIRE GUN
  - 1 KEENEY SUPREME GUN
- IF WHAT YOU WANT IS NOT LISTED,  
WRITE US, AS WE HAVE A LARGE  
STOCK OF ALL TYPES OF VENDING  
MACHINES. WRITE FOR PRICES.
- Terms: 1/3 Certified Deposit, Bal. C.O.D.

**STERLING NOVELTY CO.**

669-671 S. Broadway, Lexington 20, Ky.  
"WE ARE WHOLESALE AND SELL  
FOR RESALE."

**80% of Japanese  
National Income  
To Go for Taxes**

WASHINGTON, Feb. 26.—Americans who are complaining about heavy taxes should be cheered by reports from Japan. News releases and broadcasts reveal that 80 per cent of Japan's national income this year will be poured into the government's war budget, the Office of War Information reports.

The biggest drain will be in the form of indirect taxes, with cigarette and tobacco taxes averaging about 59 per cent, alcoholic beverages and soft drinks taxes above 70 per cent and amusement taxes at 200 per cent.

**Firm Chartered To Handle  
All Types of Machines**

ALBANY, N. Y., Feb. 26.—The Coin-Matic Machine Service, Inc., of New York City, has been incorporated with the secretary of state, authorized to deal in coin-operated machines of all kinds. Capital stock consists of 200 shares of no par value.

Directors until the first annual meeting and subscribers to the capital stock are: Louis Selden, 2323 Avenue L; Rose Berk, 515 East 35th Street, and Freda Gordon, 2045 Union Street, all of Brooklyn. The papers were filed by Arthur Scholder, 175 Fifth Avenue, New York, attorney for the corporation.

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FILMS**

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AND PANORAM  
"PEEK SHOWS"**

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*Quality Products Will  
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**D. GOTTLIEB & CO.  
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**60  
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**SPOTTEMS  
\$19.50 Each  
MARKEPP COMPANY**

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**WANT AMMUNITION**

.22 SHORT OR LONG  
Any Amount—Immediate Cash  
Will Pay Highest Prices!  
**PEERLESS VENDING MACHINE CO.**  
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NOW DISTRIBUTING SPORTSMAN—SIMILAR TO THOROBRED—\$450.00

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ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

1 MUTO. CARD VENDER, 2c CHUTES.	\$ 54.50	KICKER & CATCHER	\$ 24.50
NAME IN HEADLINES-PR. PRESS.	295.00	GOTT. 3-WAY GRIPPER	17.50
SHOOT THE CHUTES	139.50	WESTERN MAJOR LEAGUE	154.50
EVANS PLAY BALL, Perfect	225.00	PIKES PEAKS	19.50
5c AMERICAN EAGLES	17.50	SKY FIGHTERS, Perfect	365.00
MT. CLIMBER, GROETCHEN, A-1	159.50	KEENEY SUBMARINE	179.50
BALLY RAPID FIRES, A-1	225.00	BINGO-COUNTER ARCADE GAME	12.50
MUTOSCOPE CARD VENDERS, Late	45.00	CARD VENDER, Floor Size Life-Up	24.50
BATTING PRACTICE, Latest	129.50	EXH. HAMMER STRIKER & STAND	74.50
BALLY CONVOY	295.00	CASINO GOLF, Perfect	39.50
BACK GLASS FOR BALLY ONE BALLS	6.00	ANTI-AIRCRAFT SCREENS, New	9.50
JAP CONVERTED CHICKEN SAMS	149.50	NEW 5c F. P. COIN CHUTES	4.25
CHICAGO HOCKEYS	234.50	EXHIBIT COUNTER STANDS	10.00
PHOTO CELLS—Seeburg & Bally	3.50	ABT MODEL F & CHALLENGER	24.50
WATL. TOM THUMB JR. SCALE	79.50	WATL. HOROSCOPE Ticket Scale, F.S.	159.50
WATL. TOM THUMB FORTUNE	99.50	MILLS MAIN CLOCK GEARS	2.50

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

SLOTS — ONE BALLS — CONSOLES

SUPER BELL, 3-5c, 1-25c	\$695.00	1940 GAL. DOMINOES	\$145.00
FAC. REB. WATL. BIG GAME, P.O.	125.00	KEENEY SKYLARK COMBINATION	245.00
JENN. BOBTAILS, C.P.O.	119.50	1941 1-2-3 F. P., Like New	94.50
JENN. SILVER MOON, F. P., A-1	119.50	BALLY CLUB TROPHY	345.00
RECORD TIME	175.00	KEENEY POT SHOT	54.50
LONGACRE	545.00	PIMLICO	445.00
DARK HORSE	175.00	1 NEW LONGACRE	625.00
1 NEW SARATOGA COMB.	209.50	USED SARATOGAS COMB.	139.50

PIN GAMES—NEW AND USED

STAR ATTRACTION	\$49.50	KEEP 'EM FLYING	\$139.50	AIR CIRCUS	\$119.50
'41 MAJORS	49.50	SHORT STOP	29.50	SILVER SPRAY	59.50
KNOCK OUT	114.50	PAN AMERICAN	39.50	FLEET	24.50
YACHT CLUB	24.50	BOOM TOWN	34.50	5-10-20	124.50
LIBERTY (Gottlieb)	159.50	SHOW BOAT	49.50	BANDWAGON	42.50
FOUR DIAMONDS	49.50	MIDWAY, New	175.00	PARADISE	44.50
MIAMI BEACH	49.50	BLOWWAY	64.50	STREAMLINER, New	195.00
NEW CHAMPS	54.50	BELLE HOP	54.50	GLAMOUR	27.50
SPOT-O-CARD	69.50	SCHOOL DAYS	39.50	TEXAS MUSTANG	69.50
CHAMPS	47.50	SPORT PARADE	39.50	HOROSCOPE	47.50
LEGIONNAIRE	49.50	SNAPPY	49.50	MYSTIC	37.50
WOW	37.50	JUNGLE	59.50	BIG TIME	42.50
SOUTH PAW	54.50	FOX HUNT	39.50	DUDE RANCH	39.50
HI HAT	49.50	SPOT POOL	59.50	ALL AMERICAN	39.50
DIXIE	39.50	BOSCO	72.50	STRATOLINER	39.50
VENUS	74.50	TOPIC	84.50	BIG PARADE	117.50
METRO	39.50	FLICKER	39.50	FOUR ROSES	49.50

WILL PAY \$45.00 EACH FOR EXH. WEST WINDS, SUN BEAMS,  
DO-RE-MI, STARS AND DOUBLE PLAY. \$35.00 FOR ZOMBIES.

SEND FULL CASH FOR ORDERS UNDER \$25.00.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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**NEW MACHINES WITH SPECIAL DISCS AND REELS**

WRITE FOR PRICES

5c Gold Chrome	5c Cherry Bell, Blue	Super Track Time
10c Gold Chrome	5c War Eagles	5c Super Bell
25c Gold Chrome	5c Mills Console	Galloping Domino Jackpot
5c Copper Chrome	10c Mills Console	5c Jumbo Parade, Cash
10c Copper Chrome	25c Mills Console	5c Jumbo Parade, Conv. Mint
25c Copper Chrome	5c Handload, Emerald	Vendor
5c Regular Chrome	Columbia Bell, GA, Rear Pay	5-5-5 Mills Four Bell, New
10c Regular Chrome	Mills Vest Pockets	Style Head
25c Regular Chrome	Evans Vest Pocket Domino	5-5-5 Mills Four Bell, Old
5c Brown Front	5c Mills Mystery Bonus	Style Head
10c Brown Front	10c Mills Mystery Bonus	25c Pace Race Red Arrow
25c Brown Front	50c Mills Brown Front	Long Acres

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Rockola Commando	#120 Wurlitzer Wall Boxes	#430 Wurlitzer Speakers
1525 Rockola Wall Boxes	#145 Wurlitzer Stepper Units	

Floor Samples Used and Rebuilt Slot Machines, Equipped With Special Discs and Reels. Write for Prices.

**MOSELEY VENDING MACHINE EX., INC.**  
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**CIGARETTE MACHINES**

All in A-1 Operating Condition  
**7-COL. STEWART-McGUIRE, MODEL "8"**  
(15c Operation Only)  
\$13.00 Each In Lots of 10  
(Plus \$2.00 Each for Packing)  
Single Machines \$15.00, plus \$2.00 for Packing.

(15c and 20c Operation)  
\$18.00 Each In Lots of 10  
(Plus \$2.00 Each for Packing)  
Single Machines \$18.00, Plus \$2.00 for Packing.  
On the above, with Double Shift Container, to be installed by you, add \$10.00 for Each Machine.

**6-COL. ROWE IMPERIALS,**  
\$20.00 Each In Lots of 10.  
Single Machines \$22.50 Each.

**8-COL. ROWE IMPERIALS,**  
\$25.00 Each In Lots of 10.  
Single Machines \$27.50 Each.

1/8 Deposit, Money Order or Cashier's Check.  
Balance C. O. D., F. O. B. St. Louis.

**AUTOMATIC  
CIGARETTE SALES CO.**  
2208 LOCUST ST. ST. LOUIS, MO.

**Fish Pond Board, 25c Play**

ONLY 48 NUMBERS AND JACK POT  
Takes in Average Profit  
\$12.00 \$5.00  
PRICE - - - - - \$1.50 EACH  
6-\$8.00—12-\$15.00—25-\$25.00

**FREE** One PAPA CHARLEY 50c Jack  
Pot Board with each six Fish Pond  
Boards ordered.  
**ART CRAFT GUILD, Port Washington, Wis.**

*The trend is towards*  
**VICTORY IN '44**

No new games will be made for the duration, but you can keep your old games up to date with attractive and colorful

**VICTORY GAMES CONVERSIONS**

Only five minutes required to make these startling change-overs right on location. No skilled labor or tools required. No playing time lost.

Your Total Cost Per Game Is Only **\$9.50** F. O. B. Chicago, Ill.

and here is what you get—A NEWLY DESIGNED, MULTI-COLORED SCORE GLASS, a NEW SET OF TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers, and New Instructions and Score Cards.

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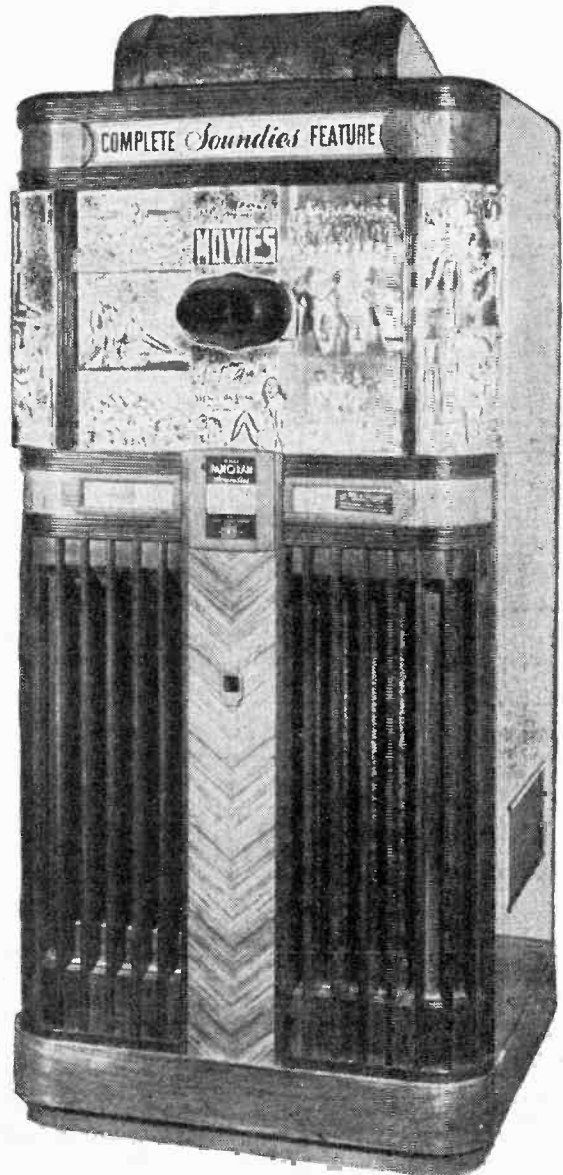
BOMB THE AXIS RATS for Star Attraction	BOMBARDIER for Victory
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SMACK THE JAPS for Ten Spot	MISS AMERICA for All American
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WRITE, WIRE OR PHONE YOUR ORDER TODAY.

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America's foremost manufacturers of Pin Game Conversions  
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# SOLO-VUE Complete PANORAM Conversion



WRITE FOR COMPLETE DETAILS!  
**GEORGE PONSER COMPANY**  
763 South 18th Street Newark, N. J.

### Pinball Fans Reported Dwindling, Due to War

BALTIMORE, Feb. 26.—The number of pinball fans is said by local operators to be steadily dwindling as more and more of the best players are called to the service. This is believed to be responsible for spotty collections from most games other than those found in arcades. Out-of-town people and workers who have drifted into the city as the result of Baltimore's war boom have helped, to some extent, to offset patronage from those who have gone to war. Sales in good conditioned coin machines are now being experienced on an even keel. Of course, there is no longer the sales activities that formerly featured coin machine activities. One of the reasons is the ceiling price schedule, and operators find, in most instances, they are unable to make a good sale or a good buy. They are finding it better to retain their own units. In some instances operators are finding it good business to break up some of the poorest equipment for parts. There is some activity in juke box sales, with operators reporting making some good buys.

### AID TEEN-AGE CLUBS (Continued from page 66)

New Rockford, N. D.; Akron, Bucyrus, Circleville, Cincinnati, Cleveland, Dayton, Mansfield, Risingsun, Toledo, Troy, Van Wert, Youngstown and Xenia, O.; Chelsea and Tulsa, Okla.; Eugene and Portland, Ore.; Franklin, New Castle, Philadelphia, Pittsburgh, Reading and Wilkes-Barre, Pa.; Kingston Springs and Nashville, Tenn.; Amarillo, Austin, Beaumont, Fort Worth, Houston, Huntsville, San Antonio and Stephenville, Tex.; Brattleboro, Vt.; Spokane and Tacoma, Wash.; Beckley, Charleston and Wheeling, W. Va., and Milwaukee, Rhineland, Thorp, Waupaca, and Wauwatosa, Wis.

To realize the full importance of the Teen-Age Club movement, it must be remembered that in some of the larger cities there may be as many as a dozen clubs.

#### Some Opposition

The rise of these clubs has been a great boon for the coin machine trade, because many people criticized any place using a juke box, and were prone to classify them all, good, bad and indifferent, as "juke joints," and to claim that they all led the younger element astray. What many of these critics failed to realize, was that the type of location was the source of trouble, not the fact that it contained a juke box. By putting juke boxes in youth clubs, the entire industry is bound to be benefited.

That there is still some opposition to juke boxes was brought out by the questionnaire sent to the trade. A woman operator said there was no club in her community, altho one was needed, but her community was "too religious" and would regard such an organization as a "honky tonk."

A Mississippi operator noted that a stiff State dance hall license law made Youth Clubs impractical in that State, but said efforts were being made to have the law repealed.

Despite such obstacles as these, however, the Teen-Age Club seems to be here to stay, even after the present emergency, and the trade has in them an excellent opportunity to win continued good will.

### "KING" SPECIALS

RECONDITIONED FREE PLAY PIN GAMES	
All Baba	\$25.00
Anabel	35.00
All American	35.00
Attention	40.00
Brite Spot	25.00
Big Chief	35.00
Big Six	19.50
Bordertown	25.00
Band Wagon	35.00
Belle Hop	49.50
Box Score	14.50
Buckaroo	24.50
Broadcast	34.50
Bally Beauty	19.50
Big Show	19.50
Big Leaguer	19.50
Big Town	19.50
Big Time	34.50
Blonde	24.50
Bowling Alley	19.50
Big Parade	100.00
Champion	19.50
Cadillac	19.50
Crossline	29.50
Contact	19.50
Cowboy	29.50
Commodore	19.50
Duplex	55.00
Drum Major	24.50
Dixie	24.50
Doremi	50.00
Four Roses	39.50
Flicker	49.00
Flash	24.50
Follow-Up	19.50
Formation	39.50
Fox Hunt	32.50
Follies	19.50
Flagship	24.50
Golden Gate	24.50
Gold Star	35.00
Horoscope	47.50
Home Run	47.50
Hot Spot	24.50
Jolly	19.50
Jumper	19.50
Jungle	47.00
Lucky	19.50
Lucky Strike	24.50
Lite A Card	24.50
Leader	49.50
Landslide	40.00
Mister Chips	\$19.50
Miami Beach	34.50
Metrol	34.50
Mystic	32.50
Merry-Go-R'nd	29.50
Majors	39.50
Monicker	85.00
New Champ	47.50
Oh! Boy	19.50
Polo	19.50
Punch	19.50
Power House	19.50
Paramount	14.50
Paradise	44.50
Rebound	19.50
Red Hot	19.50
Rotation	29.50
Roxy	19.50
Sky Ray	40.00
Sea Hawk	40.00
Sky Blazer	65.00
Summer Time	19.50
Score a Line	19.50
Sparky	29.50
Short Stop	24.50
Super Charger	24.50
Score Champ	29.50
South Paw	59.50
Sky Line	29.50
Super Six	19.50
St. Moritz	19.50
Stars	50.00
Sunbeam	49.50
Stratoliner	37.50
Sporty	19.50
Sports	19.50
Speed Ball	49.50
Short Stop	29.50
Speedway	29.50
Topper	19.50
Towers	75.00
Ten Spot	49.50
Up & Up	14.50
Velvet	34.50
Victory	85.00
Vacation	19.50
Vogue	19.50
White Sails	19.50
Wildfire	34.50
Zowie	49.50
Yacht Club	19.50

MUSIC	
5 Seeburg Envoys, RC, ES	\$398.50
2 Seeburg Majors, ES	375.00
5 Seeburg Gems	225.00
5 Seeburg Mayfairs	175.00
4 Seeburg Regals	265.00
5 Seeburg Vogues	269.50
5 Wurlitzer 412s In New Cabinet	75.00
1 Wurlitzer 61	75.00
1 Rockola 1939 Standard	199.50
6 Rockola Playmasters	125.00
5 Rockola Imperial 20 Hideaways, with Adapters	75.00
15 Rockola Bar Boxes	18.00
15 Rockola Wall Boxes	18.00
5 Seeburg Transmitters	15.00
20 Seeburg 3 Wire Wall-O-Matics	25.00
15 Seeburg 3 Wire Bar-o-Matics, 5-10-25	39.50
5 Seeburg Wireless Organ Speakers	25.00
5 Buckley Boxes	6.00
20 Packard Wall Boxes	32.50

### PANORAMS

4 Late Model, Like New, \$375.00

### ARCADE EQUIPMENT

1 Western Sweepstakes	\$ 75.00
5 Scientific Batting Practices	100.00
8 Evans Ten Strikes	45.00
2 Rockola Ten Pins	45.00
2 Radio Rifles	65.00
8 Rolls Film for Radio Rifles, Lge.	8.00
4 Exhibit Rotary Merchandisers, Arm Type	195.00
1 Mutoscope Hockey	60.00
1 Exhibit Hammer Strike	50.00
3 Shoot the Chutes	135.00
1 Skeeball	35.00
2 Target Roll Alleys (14 Ft.)	85.00
2 Striking Clocks	100.00
1 Pull the Monkey's Tail	125.00
1 Exhibit Bicycle Trainer	110.00
1 Grotchen Name Plate	75.00
1 Hot Mon Golf	75.00
1 Keeney Skee Ball Alley (12 Ft.)	50.00
1 Split Peg	15.00
6 White O-Ball Alleys (14 Ft.)	60.00
6 Roll-A-Ball Alleys (14 Ft.)	65.00
4 Exhibit Rotary Merchandisers, Claw Type	125.00
1 A.B.T. Red, White and Blue	20.00
20 Merchantmen, All Alike	40.00

### SLOTS AND CONSOLES

25¢ War Eagle, 2/4 P.O.	\$150.00
Mills Roman Head, 10¢, 3/5 P.O.	149.50
Bally Royal Flush	85.00
Keeney Red Head Track Times	50.00
1937 Flat Head Track Time	65.00
1939 Mills One, Two, Three, F.P.	60.00
1940 Mills One, Two, Three, F.P.	80.00

Terms: 1/3 Deposit, Balance C. O. D.  
**KING AMUSEMENT DEVICE CO., INC.**  
711 MAIN STREET, ASBURY PARK, N. J.

### FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED  
IF NOT SATISFIED RETURN WITHIN 10 DAYS, MONEY WILL BE REFUNDED

ARCADE	SLOT MACHINES	ONE BALL, F. P.	
Mutoscope Poker Rolls	\$ 80.00	Bally Eureka	\$ 30.00
Mutoscope Lift-o-Graph	169.00	Bally Gold Cup	49.50
Mutoscope Sky Fighters	Write	<b>ONE BALL PAYOUTS</b>	
Exhibit Mystic Eye	145.00	Bally Freakness	\$ 30.00
Exhibit Smiling Sam	125.00	Bally Santa Anita	285.00
Exhibit Striking Power	120.00	Bally Grand National	85.00
Exhibit 1¢ Card Vendors	35.00	Bally Thistle Downs	80.00
Evans Ten Strikes	65.00	Bally Fair Grounds	35.00
Genco Play Balls	190.00	Bally Fleet Woods	30.00
Keeney Submarine	225.00	Bally Stables	60.00
Keeney Anti-Aircraft	75.00	Keeney Velvet	32.50
Eally Bull	95.00	Keeney Pot Shot	90.00
Eally Rapid Fire	225.00	Keeney Winning Ticket	90.00
Bally Alley	35.00	Western March Grass	70.00
Rockola Ten Pins	60.00	Western Derby King	80.00
Rockola World Series	100.00	Gottlieb Zipper	85.00
Warner Voice Recorder	595.00	Gottlieb Derby Day	25.00
Radio Rifle	75.00	Mills Spinning Reels	125.00
Chicken Sam	125.00	<b>COUNTER GAMES</b>	
Western Baseball	85.00	ABT Target Pistols	\$ 25.00
Mountain Climber	140.00	Pikes Peak	25.00
Mills Try Your Strength	75.00	Hitler Target Pistol	25.00
Mills Grip & Lung Tester	75.00	Bally Bellance Dice	35.00
Texas Leaguer	50.00	Marvel Daval, F.P.	20.00
Pop Corn Machine	70.00	5¢ American Eagle	20.00
Gottlieb Skee Ballette	85.00	Peanut Vendors	12.00
Voice Recorder	400.00	Skillmaster	30.00
<b>SLOT MACHINES</b>		U O U	12.00
MILLS:		Major Sires	17.00
5¢ Blue Front	\$185.00	Little Whirlwind	9.00
10¢ Blue Front	220.00	Pick-a-Pack	12.00
25¢ Blue Front	300.00	10¢ Gitter, Like New	130.00
5¢ Bonuses	Write	Columbia Fruit Reel	80.00
5¢ Roman Head	190.00	Columbia Bell Cigarette	80.00
10¢ Roman Head	220.00	Reel	19.00
25¢ Roman Head	270.00	Shipman Stamp Machine, New	30.00
5¢ Front Vendor	95.00	West Pocket, Green	30.00
5¢ War Eagle	150.00	1, 2, 5¢ Coin Chutes	
10¢ War Eagle	200.00	Ray Gun Lamps	
25¢ War Eagle	275.00	30 Wire Cable, Used	
5¢ Dial	125.00	and 500 Other Machines Not Listed	
5¢ Lion Head	60.00	Crating Charge of \$7.00 extra for each machine.	
10¢ Lion Head	80.00		
5¢ Melon Bells	175.00		
1¢ Rebuilt Arrow Vendor	45.00		

### STEWART NOVELTY COMPANY

250 SOUTH STATE Phone 3-5055 SALT LAKE CITY, UTAH

### EASTMAN DIRECT POSITIVE PAPER

Latest Dating!  
100 Rolls, 1 1/2", at \$4.50 Per.  
28 Rolls, 2", at \$6.00 Per.  
26 Rolls, 2 1/2", at \$8.00 Per.  
23 Rolls 3", at \$10.00 Per.  
4 Rolls, 3 1/4", at \$11.00 Per.  
7 Rolls, 3 1/2", at \$13.00 Per.  
20 Cross, 5x7, at \$8.00 Per.  
\$50.00 1/3 Deposit.

**GEORGE PATERSON**  
6 West 190th St. BRONX, N. Y.

FOR GUARANTEED  
**JENNINGS EQUIPMENT**  
**BAKER NOVELTY COMPANY**  
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CHICAGO 12, ILLINOIS

### BRAND NEW MACHINES NEVER BEEN UNCRATED

Waiting Big Game, F.P.	\$125.00
Waiting Roll-a-Tops	199.50
<b>USED MACHINES IN GOOD CONDITION</b>	
Exhibit's Longchamps, Automatic	\$ 49.50
Jennings Liberty Bell	39.50
Jennings Silver Chief, 25¢ Play	Write
Jennings Silver Chief, 5¢ Play	Write
Mills Brown Front, 5¢ Play	Write
Mills Cherry Bell, 5¢ Play	Write
Pace Royal Twin Comets, 5¢ & 25¢	Write
Combination	\$195.00
Jumbo Automatics	199.50
Waiting Big Games, Auto.	109.50
Jennings Longshot, Practically New	199.50
Jennings Fast Time, Free Play	69.50

**J. B. WOOD**  
EL DORADO, ARK.

### WANTED

MILLS JUMBOS, CASH P. O.  
Animal Reels Only—Must Be Complete and Late High Heads With Block Type Knee Action Stop Levers.

**VALLEY SPECIALTY CO., INC.**  
1061 JOSEPH AVE., ROCHESTER 5, N. Y.

# Lack of Equipment Slows Down Distributor Volume

West Coast record producers expected to alleviate disk shortages in near future — tax matters interest operators

LOS ANGELES, Feb. 26.—Local coin machine jobbers report that trading is good "when we can get the equipment." This report was current from nearly every jobber contacted, but it is the same report that has been coming in for the past several months. On the other hand operators said their business was good.

Arcade equipment selling hit a low during the first part of the year, but in the machine field, phonographs, consoles and similar machines continued to move. However, the movement of these machines was contingent upon the statement regarding whether the jobber had the equipment in stock. While the lack of arcade sales wasn't considered outstanding in importance, it is worthy of some thought. Southern California is now getting its coldest weather, and the sales lag is believed to be seasonal.

### Records Produced Locally

Not too many records are available for distribution here, and a number of the machines have a lot of rationed tunes on them. This condition may be alleviated in the near future by the fact that two local concerns sprang into production during the month, to produce records for both retail and music machine operator trades. One of the firms has its own pressing machines, while the other is depending upon record making companies to supply its needs.

The matter of taxation has caused some talk here. The Associated Operators of Los Angeles County, Inc., continues to feel optimistic over the outlook of securing a sympathetic understanding of the operator's problem. Income taxes, which will soon be due, are hitting the boys' pockets, and this also will cut down buying in this field as well as others. The liquor shortage isn't too acute but there are no signs of it getting better. Reports from the Tavern Association, an organization with which AOLAC works in co-operation, thru its manager, Ray Adams, has revealed there are hopes of increased liquor supplies. When these will be available, no one knows.

This time of the year is never conducive to good trading in this area. The weather is against the operator and jobber alike; income taxes are coming up and other factors reduce spending. With the advent of warmer weather and clearer skies things will get rolling.

**CLOSE-OUT!**  
Evans' Sensational Stimulator

## WIN-O



**WHILE THEY LAST—**  
OUTFIT COMPLETE WITH MOTOR, ONLY, LIST PRICE \$12.50

**\$3.85**

Outfit includes unit illustrated plus 1000 Win-O Cards, Motor, Electric Cord and Button, Blackboard, Streamers, Display Card, "Free" Tabs.

BUY LOCATIONS FROM COAST TO COAST ARE RIPE FOR WIN-O! ORDER TODAY AND CLICK OFF BIG QUICK PROFITS! QUANTITY LIMITED . . . ACT NOW!

Terms: 1/3 Deposit, Balance C. O. D.

**H. C. EVANS & CO.**  
1520 W. Adams St., Chicago

### KING PIN SPECIALS

Mills 5¢ Q. T. (Green)	\$ 84.50
Mills 5¢ Q. T. (Blue)	84.50
Mills 1¢ Q. T. Giltter Gold	79.50
Mills 5¢ F. O. K.	79.50
Watling 5¢ Rol-a-Top	100.00
Watling 10¢ Rol-a-Top	119.50
Watling 5¢ Treasury	75.00
Face 5¢ Comet, Blue	65.00
Face 10¢ Comet, Blue	75.00
Face 5¢ Bantam	35.00
Face 10¢ Bantam	37.50
Jennings 5¢ Duchess	45.00
Jennings 5¢ Goose-neck	35.00
Jennings 25¢ Goose-neck	35.00
Jennings 25¢ Golf Ball Vender	75.00

Terms: 1/3 Deposit With Order, Balance C.O.D.

**KING PIN GAMES COMPANY**  
828 Mills Street Kalamazoo #21, Michigan

### SALESBOARDS

DELUXE BOARDS WILL MAKE AND SAVE

You \$\$\$—Write for New Low Prices.

25¢ J.P. Charles, 960 Hole Card Deal	.98
25¢ J.P. Charles 1000 Thick Board	1.55
5¢ Lulu Thick Board, 600 Hole	1.17
5¢ Lulu's, 1440 Hole Card Deal	1.39

25% Dep. Order Samples Today—All Kinds.

**DELUXE SALES CO.**  
Blue Earth, Minn.

### FOR SALE

1 Drivemobile, Like New	\$350.00
1 Rapid Fire (Bally), In Good Order	250.00
1 Chicken Sam, Converted Into Jap Gun	150.00

**CEN-TEX AMUSEMENT CO.**  
214 Central Ave. BELTON, TEXAS

### FOR SALE

Mills Blue Fronts; Jennings Chiefs, 5¢, 10¢ and 25¢; Pace Comets; Jennings Dixie Bells, nickel play; Jennings Club Consoles, 5¢ and 10¢ play; one Bally Bell Combination, 5¢ and 25¢ play; also Bally Big Tops and Watling Big Game Consoles.

**Automatic Vender Co.**  
152 Houston St. MOBILE, ALA.  
Phone 62359

### MILLS SLOTS

RECONDITIONED—Guaranteed

By Our 48 Years of Experience

WRITE FOR PRICES

1 50¢ GOLD WAR EAGLES	
3 5¢ GOLD WAR EAGLES	
2 10¢ GOLD WAR EAGLES	
6 25¢ GOLD WAR EAGLES	
3 5¢ GOLD CHROMES	
5 10¢ GOLD CHROMES	
8 25¢ GOLD CHROMES	
2 5¢ SILVER CHROMES	
3 10¢ SILVER CHROMES	
7 25¢ SILVER CHROMES	
5 25¢ BROWN FRONTS	
2 5¢ BLUE FRONTS	
2 10¢ BLUE FRONTS	
9 25¢ BLUE FRONTS	
12 5¢ Q.T.'s Originally Blue Made Gold Glitter	\$89.50
5 10¢ Q.T.'s, Same as Above	99.50
12 5¢ VEST POCKET, Blue and Gold	54.50

All Machines have Knee Action, Drill Proof, Club Handles and are fully guaranteed.

We have all types of Coin Machines. Tell us what you want.

**SICKING, INC.**  
1401 Central Parkway, Cincinnati 14, O.  
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### FOR SALE

Top gun holding castings for Keeney Anti-Aircraft, hand made, unbreakable, nice job, perfect fit. While they last, \$5 each C.O.D.

**A. L. ROBERTS**  
287 BANK ST. NORFOLK, VA.



Announcing **STREAMLINER**  
CONVERTED FROM **STARS**

Streamliner, United's latest conversion, is sweeping the nation. Send in your obsolete STARS today.

WE ARE ALSO REVAMPING **GRAND CANYON** from DOUBLE PLAY

**SANTA FE** from WEST WIND

**ARIZONA** from SUN BEAM

**MIDWAY** from ZOMBIE

**BRAZIL** from DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

**United MANUFACTURING COMPANY**  
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### GET HEP TO SMART MONEY



**5c PLAY**

**\$25**

**\$10**

**\$5**

**BIG \$28.95**

Profit on 1000 hole, 5¢ play, big flashy new beautiful board. "Smart Money's" copping' the coin everywhere, 73 winners; special THICK slot symbols. Write for price list 438-5.

ORDER NO. 1000 SMART MONEY—5¢ PLAY, \$25 Top—\$28.95 Profit.

ORDER NO. 1000 SMART MONEY—10¢ PLAY, \$50 Top—\$45.80 Profit.

**GARDNER & CO.**  
2309 ARCHER • CHICAGO

### READY FOR DELIVERY

MILLS GOLD CHROME BELLS, 5c, 10c, 25c, 2/5 payout	MILLS VEST POCKETS, reconditioned Blue & Gold \$55.00
MILLS CHERRY BELLS, 5c, 10c, 25c, 3/10 payout	MILLS BLUE FRONTS, 5c, 10c and 25c.....WRITE
MILLS BROWN FRONTS, 5c, 10c, 25c, 3/5 payout	MILLS THREE BELLS, like new.WRIT
	KEENEY '38 TRACK TIME...\$85.00
	KEENEY '38 KENTUCKY CLUB 75.00

**JONES SALES COMPANY**  
31-33-35 Moore Street, BRISTOL, VA.-TENN.  
Tel. 1654

**CENTRAL OHIO QUALITY BUYS**

"THERE IS NO SUBSTITUTE FOR QUALITY"



Wolf Solomon

- 5c BLUE FRONTS, over 400,000, orig., C. H. .... \$199.50
- 10c BLUE FRONTS, rebuilt, knees, C. H. .... 199.50
- 25c BLUE FRONTS, original, over 400,000, C. H. .... 275.00
- 5c BROWN FRONTS, 3/5, A-1, knees, C. H. .... 249.50
- 5c CHERRY BELLS, 3/10, A-1, knees, C. H. .... 249.50
- 10c CHERRY BELLS, 3/10, A-1, knees, C. H. .... 269.50
- 25c CHERRY BELLS, 3/10, A-1, drill proof, C. H. .... 299.50
- 25c CHERRY BELLS, 3/5, A-1, knees, C. H. .... 299.50
- 5c & 10c CHROME BELLS, 1 Cherry P. O. .... WRITE
- 5c CHROME BELL, 3/5 P. O., same as new. .... WRITE
- 5c & 10c JENNINGS CLUB CONSOLE CHIEFS, set. .... 500.00
- 5c Q. T. GLITTER GOLD. .... 115.00
- 5c COLUMBIAS, cig. or fruit reels. .... 55.00
- 5c JENNINGS GRANDSTANDS, cig. reels, check P. O. ... 29.50
- 1c Q. T. BLUE FRONTS. .... 49.50
- 5c JENNINGS CHIEF 4-STAR, A-1. .... 119.50
- 3 DOUBLE SAFES, heavy, A-1 shape. .... 69.50
- 200 CLUB HANDLES, new. Each. .... 5.00
- 150 LARGE GEARS for Mills Clocks. Ea. .... 2.75
- CONSOLES**
- 5 BALLY HIGH HANDS, late serials. .... \$149.50
- 5 SUPER BELLS, comb., F. P., like new. .... 269.50
- 10 JUMBO PARADES, F. P., A-1. .... 89.50
- 5 JUMBO PARADES, C. P., late models. .... 119.50
- 15 SILVER MOON TOTALIZERS, like new. .... 109.50
- 5 BOBTAIL TOTALIZERS, A-1. .... 109.50
- 5 WATLING BIG GAMES, C. P., A-1. .... 109.50
- 1 2-WAY SUPERBELL, 5c & 25c, like new. .... 435.00
- 1 2-WAY SUPERBELL, 5c & 5c, like new. .... 399.50
- 20 BALLY CLUB BELLS, like new, comb. F. P. .... 229.50
- 1 KENTUCKY CLUB, A-1. .... 89.50
- 2 BALLY BIG TOPS, F. P., A-1. .... 89.50
- CHICAGO COIN**
- HOCKEY
- \$209.50
- BATTING
- PRACTICES
- \$119.50
- BALLY RAPID
- FIRES
- \$239.50
- KEENEY AIR
- RAIDERS
- \$249.50
- KEENEY
- SUBMARINE
- GUNS
- \$199.50
- DELUXE
- WESTERN
- BASEBALL
- \$129.50

- 40 ROWE ROYALS, 8 Col. .... \$ 79.50
- 5 9-30 NATIONALS ..... 79.50
- 2 DU GRENIER Champions 11 Col. .... 119.50
- 1 UNEEDA PAK, 12 Col., 1939 ..... 72.50
- 3 UNEEDA PAKS, Latest Model, 15 Col., King Size ..... \$119.50
- 2 UNEEDA PAKS, 15 Col., 1940 ..... 82.50
- 1 DU GRENIER STREAMLINES, 9 Col. .... 79.50

- A.B.C. BOWLER ..... \$49.50
- BELLE HOP ..... 64.50
- DIXIE ..... 82.50
- 5-10-20 ..... 129.50
- GUN CLUB ..... 59.50
- HORSCOPE ..... 49.50
- OWL, Free Play ..... 89.50
- 1-2-3, 1940 ..... 85.00
- WILD FIRE ..... 39.50
- INVASION ..... \$165.00
- MYSTIC ..... 32.50
- METRO ..... 32.50
- PAN AMERICAN ..... 45.00
- POL-O ..... 29.50
- SEA HAWK ..... 45.00
- SILVER SPRAY ..... 39.50
- SPOT-A-CARD ..... 72.50
- REPEATER ..... 39.50
- SCHOOL DAYS ..... \$38.50
- STAR ATTRACTION. .... 52.50
- STRATOLINER ..... 39.50
- SPORT PARADE ..... 45.00
- SPARKY ..... 39.50
- SNAPPY ..... 49.50
- TRAILWAYS ..... 39.50
- VELVET ..... 39.50
- WOW ..... 32.50

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

**FACTORY REBUILT AND REFINISHED**

**BLUE FRONTS — BROWN FRONTS — CLUB BELLS**  
THESE MILLS FAVORITES GUARANTEED TO LOOK AND OPERATE LIKE NEW EQUIPMENT — ALL WITH KNEE ACTION — CLUB HANDLES — DRILL PROOF — IMMEDIATE DELIVERY IN 5c, 10c, 25c PLAY

**REFINISHED GOLD GLITTER WAR EAGLES**  
CLUB HANDLE—KNEE ACTION—DRILL PROOF  
3-5 PAYOUT or ONE CHERRY 2-5 PAYOUT—5c—10c—25c—50c

- MILLS BUYS**
- Original Gold Glitter
- Q. T.'s:
- 2 5c, Like New ..... \$110.00
- 1 10c, Like New ..... 130.00
- 25c New Blue Q.T. .... \$165.00
- 1c Refinished Gold
- Glitter Q.T. .... 89.50
- 5c Vest Pocket, B. & G. .... 49.50
- 5c Futurity, 3-5 ..... \$125.00
- 10c Bonus, 3-5 ..... Write
- 25c Blue Front, K.A.C.H. .... Write
- Drill Proof, Oval Card Write
- 5c Vest Pocket, Blue & Gold ..... 49.50
- 5c Vest Pocket, Chrome 60.00
- 25c Melon Bell, Drill Proof, C.H.K.A. .... Write
- ORIGINAL CHROME BELLS**
- 1 5c 2-5 Payout ..... Write
- 2 10c 2-5 Payout ..... Write
- 2 25c 2-5 Payout ..... Write
- 1 25c Gold Chrome ..... Write
- 25c Mills Dice ..... \$ 75.00
- 1 25c Cherry Bell, Drill Proof, C.H.K.A. .... Write

- JENNINGS CHIEFS**
- 5c Silver Chiefs ..... \$169.50
- 10c Silver Chiefs ..... 189.50
- 5c Silver S.P. .... 189.50
- 5c 4-Star Chief ..... \$125.00
- 10c 4-Star Chief ..... 150.00
- 5c-10c-25c Triplex ..... 119.50
- 5c Redskin ..... \$149.50
- 10c Redskin ..... 169.50
- 10c Club Special ..... 159.50

- WATLING ROL-A-TOPS**
- 5c 3-5 Payout ..... \$ 85.00
- 10c 3-5 Payout ..... 95.00
- 10c All Stars ..... \$ 85.00
- PACE COMETS**
- 5c Deluxe, S.P. .... \$ 99.50
- 5c Rocket, S.J. .... 125.00
- 10c Rocket, S.J. .... 150.00
- CAILLE**
- 5c D.J. 3-5 Payout. \$50.00
- 10c D.J. 3-5 Payout. 60.00
- 25c D.J. 3-5 Payout. 75.00

- MUSIC**
- 800 Wurlitzer ..... Write
- 500 Wurlitzer ..... Write
- 24 Wurlitzer, 32 V.D.C. .... \$225.00
- 24A Wurlitzer, 32 V.D.C. .... 225.00
- 50 Wurlitzer ..... 72.50
- 8800 Seeburg ..... Write
- 8800 Seeburg, R.C. .... Write
- Major, R.C. .... 375.00
- Mills Throne ..... 175.00
- '40 Empress ..... 245.00
- Sport Page ..... \$ 59.50
- Turf King ..... Write
- Kentucky ..... Write
- Santa Anita ..... Write
- Jockey Club ..... Write
- Race King ..... 275.00
- Jenn. Goodluck ..... 69.50
- Folding Stands ..... 7.50
- ACCESSORIES**
- Seeburg 30 Wire 20 Rec. Boxes ..... \$ 8.50
- Wallomatic... Large Type ..... 12.50
- 5c-10c-25c Baromatic 47.50
- Stroller ..... 30.00
- 1 Packard Box ..... 32.50
- Wurlitzer 30 Wire Box, New ..... 29.50
- 120 5c Box, 2 Wire ..... 34.50
- 125 5c-10c-25c Box ..... 49.50
- 130 Adapter ..... 35.00
- Totalizer ..... \$125.00
- Saratoga, Aut. P.O. .... 85.00
- Saratoga, Comb. F. P., Aut. P.O. .... 185.00
- '38 Track Time ..... 75.00
- '38 Skill Time ..... 75.00
- ARCADE**
- Supreme Tokyo Gun ..... \$300.00
- Jenn. Roll in Barrel. 139.50
- Texas Leaguer ..... 39.50
- Mills Flip Skill ..... 49.50
- Anti-Air Craft, Ref. .... 75.00
- Shoot the Jap, Ref. .... 149.50
- Hit Hitler, Ref. .... 149.50
- Chicken Sam, Ref. .... 125.00
- '39 West, Baseball ..... 89.50
- Evans-In-Barrel ..... 115.00
- '39 Bangtails, Late Head ..... \$149.50
- Paces Races, Black ..... 85.00
- Paces Races, Lt. Oak. 100.00
- Royal Draw ..... 125.00
- Four Bell ..... Write
- Bobtail, Aut. P.O. .... 135.00
- Ref. Box Stands ..... 15.00

1/3 Deposit, Balance C. O. D. Write, Wire, Telephone.  
**TWIN PORTS SALES CO., 723 E. Superior St., DULUTH, MINN.**

Talk about a Stake  
Here it is... and  
**PLENTY JUICY**



Yes Sir! A prize winning stake, and "believe it or not" without rationing points. Board takes in 1024 holes at 5c. \$51<sup>20</sup> Pays out \$24<sup>09</sup>. Average profit \$27<sup>11</sup>.

**SUPERIOR PRODUCTS**  
14N. PEARL ST. CHICAGO

**—FOR SALE—**  
Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.  
**L-C SALES CO.**  
855 Pearl St., P. O. Box 2988      Beaumont, Texas

**COIN MACHINE MOVIES**  
16MM. SOUND FILM for use in Panorams and other makes of Coin Operated Machines or any ordinary 16MM. Sound Projector.  
**FOR SALE—\$32.50 TO \$39.50**  
Reel of 8 Subjects. Just Enough "Spice and Oomph" to Bring in the Dimes. (Specify if for use in Panorams.) 1/3 Deposit With Order, Balance C. O. D.  
1667 N. McCADDEN PL.      **PHONOFILM**      HOLLYWOOD, CALIF.

**WHIRLAWAY !!! WHIRLAWAY**

**ALL TIME TOP MONEY MAKER**  
SEND IN YOUR  
BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT  
WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

**ROY MCGINNIS COMPANY**  
2011 MARYLAND AVE.      BALTIMORE, MD.

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**MILLS**  
for coin machine information  
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**JENNINGS'**  
Symbol of Service  
CONTACT US ON ANY  
COIN MACHINE SUBJECT  
37 Years' Experience  
**O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.**

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Leading distributing firm needs men thoroughly experienced on Music (especially Seeburg Wireless), Pin Balls and Consoles for shop work and reconditioning; also experienced Operators for Music Routes. Excellent pay, permanent connections and real opportunity now and after the war. Must be fully experienced and able to work efficiently on their own without instruction. Write in confidence, giving age, marital and draft status, experience, etc.  
**THE GENERAL VENDING SERVICE COMPANY**  
308 NORTH GAY STREET, BALTIMORE 2, MARYLAND      Phone: PLaza 0011

**WILL PAY CASH FOR**

<b>PHONOGRAPHS</b>	<b>5-BALL FREE PLAY</b>
ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES	STARS SUNBEAM WEST WIND DO RE MI DOUBLE PLAY
WURLITZER 500 600 — 750E 800 — 850	

Send us your list for quick action! WE PAY HIGHEST PRICES!

**5-BALL FREE PLAY GAMES**

Yacht Club ..... \$25.00	Silver Skates ..... \$37.50	Ten Spot ..... \$49.50
Double Feature ..... 24.50	Cross Line ..... 39.50	Legionnaire ..... 49.50
Sparks ..... 29.50	Flicker ..... 39.50	Snappy ..... 49.50
Dixie Ranch ..... 29.50	Horoscope ..... 47.50	Majors '41 ..... 49.50
Dixie ..... 32.50	Snappy ..... 47.50	Star Attraction ..... 52.50
Sport Parade ..... 37.50	Miami Beach ..... 47.50	Zig Zag ..... 52.50
Big Chief ..... 37.50	Sea Hawk ..... 47.50	Four Roses ..... 62.50
Metro ..... 37.50	ABC Bowler ..... 47.50	Home Run '42 ..... 69.50
All American ..... 37.50	Champ ..... 47.50	

**ARCADE EQUIPMENT**

Chi Coin Hockey ..... \$250.00	Ex. Fist Striker ..... \$150.00	Evns. 10 Strike, HI-Dial \$65.00
Keeney Air Raider ..... 265.00	West. Baseball ..... 79.00	Ev. 10 Strike, Low Dial 45.00
Watl. Horos. Ticket	West. Del. Baseball ..... 125.00	ABT Fire & Smoke ..... 27.50
Scale ..... 155.00	Watl. Guesser Scales ..... 115.00	Pikes Peak ..... 19.50
Keeney Submarine ..... 220.00	Batting Practice ..... 129.50	Gott. Triple Grip ..... 18.50
Bally Rapid Fire ..... 225.00	Keeney Tex. Leaguer ..... 44.50	

**CONSOLES**

Bally Hi-Hand ..... \$149.50	Keeney Kentucky Club ..... \$115.00	Jenn. Good Luck, 5¢ \$ 35.00
Jumbo P.O. Late Hd. 129.50	Sport Page, 1-Ball P.O. 65.00	Gallop, Dominoe ..... 100.00
Record Time ..... 189.00		Sport Special ..... 165.00

**PHONOGRAPHS**

Wurlitzer Victory Model ..... \$485.00	Wurlitzer 416 ..... \$ 90.00
Curved Glass for Evans Ten Strike ..... \$2.75	
Leval Marvelous Cleaner for Pin Ball Games and Phonographs, Gal. .... 2.00	

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

**BACK THE ATTACK WITH WAR BONDS!**

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

**FAIRMONT  
TURF KING  
JOCKEY CLUB**

ARE ALL GOOD GAMES  
SO IS  
**ROCKINGHAM**

Our new one ball payout,  
similar in player appeal to  
**FAIRMONT**  
Now being converted from  
**GRAND STANDS  
PACEMAKERS**  
and  
**GRAND NATIONALS**

Also Converting  
SPORT SPECIAL • SPORT EVENT  
BLUE GRASS • DARK HORSE  
To SPORTSMAN

Our new one ball free play,  
similar in player appeal to  
**LONGACRE**

See Your Distributor For  
Prices and Delivery

**BELL PRODUCTS CO.**  
2646 W. NORTH AVE. CHICAGO, ILL.



**Ops, When in Need of Games, Parts or Supplies  
Write Us. Listing a Few of Our Many Available Parts**

<b>PARTS FOR MILLS</b>	P.O. Slide Spring ..... \$ .25	Bally Ratchet Shoulder
Main Clock Gear ..... \$ 3.50	P.O. Finger Spring ..... .15	Screws ..... \$ .25
Clock Idler Gears ..... 2.50	Wood Slot Cabinets ..... 12.50	Bally Shooter Gauge .. 1.75
Club Handles ..... 4.75	Wood Slot Bases ..... 3.50	Vane Coin Boxes ..... 13.50
Old Style Handles ..... 1.50	Wood Slot Sides ..... 4.50	
Four Bell Handles ..... 2.50	Bottom Pay Slides ..... 5.00	<b>PHONOGRAPH PARTS</b>
Alum. Upper JP Insert ..... 2.00	War Eagle Castings ..... Write	Wurlitzer Main Gears .. \$ 6.00
<b>PRE-WAR SPRINGS</b>	<b>SHATTER-PROOF GLASS</b>	Seeburg Main Gears .. 3.75
Clock Springs #2860A \$ .25	Jackpot Glass ..... \$ 1.00	Write
Handle Spring, HY4, #3198 ..... .25	Reel Glass (Set 3) .. 1.00	Speaker Cabinets ..... Write
Handle Spring, O.C., #3196 ..... .25	Escalator Glass ..... .50	Utah 12" Speaker ..... Write
Side Arm Spring, #2726 ..... .25	<b>PIN GAME PARTS</b>	Photograph Motors ..... Write
Main Oper. Spring, #2896 ..... .50	A.B.T. Coin Chutes ..... \$ 3.75	Converters ..... Write
Escalator Spring, #2728 ..... .25	A.B.T. C.C. Slides ..... 1.00	Rectifiers ..... Write
	Bally Shooter Springs. .25	Wall Boxes ..... Write
	Bally Payout Unit	Bar Boxes ..... Write
	Spring ..... .25	Plastics ..... Write

We pay top dollar for your used coin-operated  
equipment now as before—always a square deal!

**Joe Huber**  
**AUTOMATIC GAMES SUPPLY COMPANY**  
1807-1809 UNIVERSITY AVE. ST. PAUL 4, MINNESOTA

**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**IDEAL'S SPECIALS THIS WEEK**

**GUNS** Repainted Red, White and Blue  
Army and Navy Decals  
Look and Operate Like New

Axis Rats (Seeburg) ..... \$189.50	Rapid Fire (Bally) ..... \$249.50
Jap Gun (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun) ..... 189.50	Tail Gunner (New) ..... 295.00
Keeney Air Raider ..... 249.50	Tank Gun (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun) ..... 189.50
Keeney Anti Aircraft ..... 89.50	Tokyo Gun (New) ..... 330.00
Parachute (Seeburg) ..... 189.50	
Keeney Air Raider ..... \$225.00	Bally Rapid Fire ..... \$225.00
Keeney Submarine ..... \$159.50	

**WANT TO BUY FOR CASH**

We Will Pay the Following Prices for the Following Machines:

Zombie ..... \$40.00	West Wind ..... \$50.00	Wurlitzer 24 ..... \$125.00
Double Play ..... 50.00	Do-Re-Mi ..... 50.00	Chester-Pollard Foot-ball Game ..... 75.00
Stars ..... 50.00	Sunbeam ..... 50.00	

**WE ALSO WANT TO BUY**

Blue Fronts, Brown Fronts and Cherry Bells, 5¢, 10¢, 25¢ & 50¢ Play. State Quantity You Have in First Letter, Giving Rock-Bottom Prices, Serial Numbers, Types and Models.

Terms: One-Third Deposit, Balance C. O. D.

**IDEAL NOVELTY CO.** Phone: Franklin 5544  
2823 Locust St. St. Louis, Mo.

**Step up and See  
HOOTCHIE-KOOTCHIE!**

SEE HER IN ALL  
HER MECHANICAL  
SPLENDOR!...SHE  
SHAKES AND SHE  
QUIVERS!...THE  
BOARD SENSATION  
OF THE YEAR!

TAKES IN  
1296 @ 5¢  
**\$64.80**

PAYS OUT  
**\$32.59**

PROFIT  
**\$32.21**

ORDER NOW!

CONSOLIDATED MFG. CO. - 2001 SO. CALUMET AVE. - CHICAGO, ILL.




**KEENEY CONTESTS, One or Five Ball, Real Clean, \$125.00,  
or Five for \$100.00.**

**JENNINGS FREE PLAY MINT VENDER SLOTS, \$65.00.**

Rush one-third deposit with order

**AUTOMATIC SALES CO.**

203 SECOND AVE., N. NASHVILLE 3, TENN.

**FOR SALE**

3 Rockola Monarchs with Buckley Adapters ..... \$175.00	17 Buckley Wall Boxes, New Style ..... \$ 17.50	1 Hawthorne ..... \$ 65.00
15 Buckley Wall Boxes, Old Style ..... 7.50	1 Fairmount ..... 750.00	5 West'n B.B. DeL. 135.00
3 Longacres ..... 525.00	3 Record Time ..... 165.00	1 Mills 1-2-3, F.P. .... 45.00
	2 Rapid Fires ..... 225.00	3 Bally Ray's Track ..... 95.00
	3 A.B.T. Targets ..... 22.50	2 Sport Kings ..... 375.00
		3 Sport Pages ..... 65.00

Terms: 1/3 Deposit With Order, Balance C. O. D.

**CENTRAL VENDING CO.**  
310 S. 24TH STREET OMAHA, NEB.

# Our Expert Service Department

RE-BUILDS — RE-CONDITIONS —  
RE-FINISHES — REPAIRS —

Your old run-down "CHICKEN SAMs" and "JAIL-BIRDS" and converts them into "SHOOT THE JAP" Ray Guns. Cabinets are completely repaired and Amplifiers overhauled and reconditioned.

FOR **\$59.50** F. O. B. Chicago

**FREE** **FREE**

To Create New Customers

10 GUN LAMPS With Every Jap Machine

"SHOOT THE JAP" Ray-O-Lite Guns

\$179.50 1/3 DEPOSIT, BALANCE C. O. D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns: A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C.O.D. charges, or \$60.00 with your order—balance of \$119.50 C.O.D.

- GUN LAMPS** ..... \$1.00  
for SEEBURG Ray Guns
- GUN CABLES** ..... \$2.75 EACH  
Five-Wire Standard 8-Ft. Length, Rubber-Covered, Good Quality.
- PHOTO ELECTRIC CELLS (#CE-23)** ..... \$2.50  
(Can be used on "CHICKEN SAMs," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns)
- TOGGLE SWITCHES** ..... \$2.50  
Complete Assembly for SEEBURG Ray Gun Cabinets

**\$100.00** WANTED FOR CASH **\$100.00**  
SEEBURG'S "CHICKEN SAMs"  
"JAIL-BIRDS"

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

**Chicago Novelty Company, Inc.**  
1348 Newport Avenue Chicago, Ill.

## LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

**MILLS GOLD CHROMES**  
5c, 10c, 25c, 50c Play  
**WRITE FOR PRICES**

**MILLS BLUE FRONTS**  
5c, 10c, 25c, 50c Play  
**WRITE FOR PRICES**

### RECONDITIONED CONSOLES

Mills Three Bells (Late) .....	\$895.00	Mills Four Bells (New Cabinets) .....	\$695.00
Evans Galloping Dominos, Late 1941		Keeney Super 2-Way, 5-25¢, Cash .....	450.00
Jackpot .....	395.00	Keeney Supers 2-Way, 5-5¢, Cash .....	395.00
Evans Dominos, 1940 .....	295.00	Evans '41 Bangtails, Jack Pot .....	395.00
Evans Lucky Lucre, 5-5¢ .....	295.00	Baker's Pacer Dally Double .....	295.00
Evans Lucky Lucre, 3-5¢, 2-25¢ .....	395.00	Baker's Pacer .....	249.50
Mills Jumbo (Combination) .....	189.50	Pace Racer, 25¢ (Late Brown) .....	295.00
Mills Jumbo, Late High Head, P.O. .....	149.50	Keeney Super Bells .....	249.50
Mills Jumbo, High Head, P.O. .....	129.50	Bally Club Bells (Late Models) .....	249.50
Mills Jumbo, P.O. .....	89.50	Bally Sun Ray, Free Play .....	149.50
Bally Big Top, P.O. .....	89.50	Bally Pig Top, Free Play .....	124.50
Jennings Derby Day .....	39.50	Exhibit Silver Bell .....	79.50
Pace Saratoga, Late '41 .....	149.50	Pace Reels, Late '41 .....	149.50
Mills Jumbo, Free Play .....	89.50	Mills Jumbo (Late Free Play) .....	124.50

### RECONDITIONED ARCADE EQUIPMENT

New Selectoscope Fortune Teller .....	\$375.00	Mutoscope Ace Bomber, New, Refinished	\$395.00
New Gilles Tail Gunner .....	325.00	Mutoscope Skyfighter, New, Refinished	395.00
New Shoot Your Way to Tokyo .....	330.00	Mutoscope Drive-Mobile, New, Refinished	395.00
Keeney Submarine .....	225.00	Genco Playball, Lite-Up Model .....	189.50
New Axis Rats, Chicken Sam, Refinished,		Seeburg Shoot-the-Chutes, Refinished,	
New Rock-o-Lite .....	179.50	New Rock-o-Lite .....	179.50
Scientific Batting Practice .....	129.50	Bally Torpedo .....	225.00
Bally Racer, Refinished .....	89.50	Exhibit Fist Striker (Late Model) .....	149.50
Evans Play Ball .....	225.00	Exhibit Tiger Pull .....	89.50
Uncle Sam Grip .....	89.50	National O.K. Fighter .....	159.50
Caillie Push or Hug .....	89.50	Exhibit Hi-Ball .....	79.50
Caillie Push or Grip .....	89.50	Exhibit Rotary Merchandisers .....	179.50
Groetchen Pikes Peak .....	19.50	Gottlieb 3-Way Gripper .....	19.50
Mills Flip Skill .....	49.50	Casino Golf .....	39.50

**BUCKLEY WALL BOXES, \$19.50**  
Late Chrome, Illuminated,  
24-Record, Good as New ...

**PACKARD PLA-MOR \$32.50**  
BOXES, All Rebuffed and Re-  
finished. Look Like New ...

**30 WIRE CABLE**  
NEW ..... 50c Foot  
USED ..... 30c Foot  
New Shielded 2-Wire Cable ... 12c Foot

**KEENEY WALL BOXES, 20-**  
Record Boxes. Guaranteed **\$6.50**  
Perfect.

## WANTED—USED MACHINES—HIGHEST CASH PRICE PAID

Send List of Machines you have to sell and let us quote prices.

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance C. O. D.  
All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

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MILWAUKEE 10, WISCONSIN

## ATTENTION, OPERATORS

- |                            |                                       |
|----------------------------|---------------------------------------|
| 5 5c Mills Gold Chromes    | 1 10c Mills Club Bell                 |
| 4 5c Mills Silver Chromes  | 1 25c Mills Club Bell                 |
| 6 10c Mills Gold Chromes   | 1 50c Mills Blue Front                |
| 8 10c Mills Silver Chromes | 1 50c Mills Gooseneck, Like New       |
|                            | 1 50c Jennings Gooseneck, Like New    |
|                            | 6 25c Jennings Club Bells, Refinished |
|                            | 1 50c Jennings Club Bell, Refinished  |
|                            | 5 25c Jennings Four Star Chiefs       |
|                            | 3 Mills Four Bells, Serial Over 2000  |
|                            | 1 Mills Three Bell, Serial Over 1000  |
|                            | 8 Buckley Track Odds                  |
|                            | 2 Lucky Lucre                         |

### PARTS FOR MILLS SLOTS

Club Handles .....	\$4.25	Handle Springs .....	\$.25
Reel Strips (Set of 3) .....	1.00	Clock Springs .....	.25
Jackpot Glass .....	1.25	Slide Springs .....	.25
Escalator Glass .....	.50	Finger Springs .....	.10
Reel Glass (Set of 3) .....	.75	Award Cards, 3/5 .....	.20
Escalator Springs .....	.25	Clock Gears (With Dog & Rivets) ...	3.25
Main Operating Springs .....	.25	Main Clock Gears (Without Dogs & Rivets) .....	2.50

1/3 Deposit, Balance C. O. D., F. O. B. Dallas, Texas.

Ship in your old slots for refurbishing. We will ship them back to you like brand new. Casting refinished glitter gold or your own selection. (Worn parts replaced.) Complete job from \$60.00 to \$85.00.

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Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

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FOR POKERENOS

2 1/4" INFLATED—HAND-FINISHED  
Ball has no cracks or breaks. Gas will not escape. Ball is very lively.  
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# ATLAS PARTS LIST

## WRITE FOR COMPLETE PARTS LIST

### MISCELLANEOUS AND INTER-CHANGEABLE PARTS

Part No.		
44	6.8 Bay. Bulbs Tub. Head	\$.05
46	6.8 Screw Bulbs Tub. Head	.05
47	6.8 Bay. Bulbs Tub. Head	.05
50	6.8 Screw Bulbs Rd. Head	.05
51	6.8 Bay. Bulbs Rd. Head	.05
55	6.8 Bay Bulbs Rd. Head	.05
1503	6.8 Screw 50 Candlepower	.20
27	27 Volt Bay. Special	.20
1458	20 Volt Bay	.08
1460	22 Volt Bay	.09
1455	18 Volt Screw	.05
1456	18 Volt Bay	.05
81	6.8 Bayonet Single Contact	.05
1484	25 Volt Bay	.15
1129	6.8 Volt Bay, 21 Candlepower 1 Contact	.09
1130	6.8 Volt Bay, 21 Candlepower 2 Contact	.10
89	12-16 Volt, 6 Candlepower, Single Contact	.08
87	6.8 Volt, 15 Candlepower, Single Contact	.08
63	6.8 Volt, 3 Candlepower, Single Contact	.05
1454	14 Volt Screw	.05
1184	6.8 50 Candlepower, Double Contact	.05
93	12-16 Volt, 15 Candlepower, Single Contact	.10
1183	6.8 Volt, 50 Candlepower, Single Contact	.15
82	6 Candlepower, Bay., Double Contact	.08
1481	14 Volt Screw	.07
1133	6.8 Volt, 32 Candlepower, Single Contact	.10
2320	6.8 Volt, 32 Candlepower, Double Contact	.15
1154	21 Candlepower, Double Contact	.15
1489	Gun Lamps	1.00
923	Photo Cells for Chicken Sam and Rapid Fire	3.50
928	Photo Cell, Hit in Any Direction	3.50
135	6 Amp. Cartridge Fuse	.05
136	7 1/2 Amp. Cartridge Fuse	.05
137	10 Amp. Cartridge Fuse	.05
138	15 Amp. Cartridge Fuse	.05
139	20 Amp. Cartridge Fuse	.05
164	3 Amp. House Fuse	.05
165	5 Amp. House Fuse	.05
166	10 Amp. House Fuse	.05
167	20 Amp. House Fuse	.05
168	30 Amp. House Fuse	.05
176	Counter Game Lock	.50
121	Bakelite Male Plug	.10
182	Rubber Male Plug	.10
187	Pig-Tail Chain Wire	Ft.
189	Large Suction Cups (Machine Screw)	.10
190	Small Suction Cups (Machine Screw)	.08
191	Large Suction Cups (Wood Screw)	.10
200	3/4 Inch Steel Balls	.35
211	ABT Secondary Slide	.35
212	1 3/4 Inch, 2 Blade Leaf Switch	.10
213	3 Inch, 2 Blade Leaf Switch	.10
217	Bally Spiral Rebound Spring	.05
218	Fuse Block Holder	.10
237	Triangular Plastic Bumper (All Colors)	.25
238	Oblong Plastic Bumper (Extra Long)	.25
239	Oblong Plastic Bumper (Regular)	.25
240	Plastic Bumper Posts	.15
304	1c Coin Chute Regular	5.00
305	1c Coin Chute F.P.	5.00
306	1c Slides	1.50
308	Collection Books	.10
314	25c F.P. Coin Chutes	5.00
315	25c Regular Coin Chutes	5.00
316	5c F.P. Coin Chutes	3.75
317	5c Slides	1.50
318	5c Regular Coin Chutes	3.75
319	Jack Plugs	.50
322	Wheels for Amer. Eagle and Marvel	Ea. 1.00
607	Contact Blades, Heavy	Dz. .50
608	Contact Blades, Light	Dz. .50
609	Contact Blades, Short	Dz. .35
612	Large Blue Steel Springs	.05
613	Bronze One Inch Balls	.50
614	Bronze 1 1/2 Inch Balls	.50
615	Bronze 1-1/16 Inch Balls	.50
616	Blue Steel Gates	.05
634	Fish Paper, Contact Insulating	Dz. .25
635	Relay Coils, Mills 1-2-3	.75
645	Jog Stops, ABT	.35
649	Gears, Bally Escalator	Set of 2 1.50
659	Bally Contact Blades	Pkg. 100 1.00
660	Terminal Lugs	Pkg. 100 .50
668	Miniature Snap Sockets	.10
669	Miniature Screw Sockets	.10
338	Perfection Cleaner	Qt. .75
196	Clock for Amer. Eagle and Marvel	2.50
196A	Handle for Johnson Coin Head	2.00
678	Toggle Switch, Double Pull, Double Throw	.75
340	Laval Cleaner	Cal. 2.50
339	Shielded Metal Covered Wire	Per Ft. .15

### PHONOGRAPH PARTS

105	Seeburg Phono. Casters	Set \$1.50
106	Wurlitzer Phono. Casters	Set 1.50
124	Seeburg Volume Control Keys	.05
125	Selector Buttons for '41-'42 Seeburg	.20
127	Selector Keys, Seeburg, Red	.10
141	Lock for Seeburg BarOmatic	1.00
142	Lock for Wurlitzer Cabinet	1.00
143	Lock for Seeburg Phono	1.00
144	Lock for Seeburg Wall Omatic	1.00
145	Lock for Seeburg Select Omatic	.75
147	2.5 Amp. Fustat	.30
148	1.8 Ampt. Fustat	.30
149	1.6 Amp. Fustat	.30

## ORDER BY PART NUMBER

### Phonograph Parts (Cont.)

Part No.		
150	3.5 Amp. Fustat	\$.30
152	1/4 Amp. Slo-Blo Cartridge Fuse	.15
153	1/4 Amp Cartridge Fuse	.10
154	1/2 Amp. Cartridge Fuse	.10
155	2/3 Amp. Cartridge Fuse	.10
156	1 Amp. Slo-Blo Cartridge Fuse	.10
157	1 Amp. Cartridge Fuse	.05
158	2 Amp. Cartridge Fuse	.05
159	2 1/2 Amp. Cartridge Fuse	.10
160	3 Amp. Cartridge Fuse	.05
161	4 Amp. Cartridge Fuse, Special for Seeburg	.10
162	4 Amp. Cartridge Fuse	.05
163	5 Amp. Cartridge Fuse	.05
170	Caster Insert	Set of 4 .40
181	Cash Box Lock	.50
301	7 1/2 Watt Bulb	.08
302	15 Watt Bulb	.08
309	25 Watt Bulb	.08
310	60 Watt Bulb	.08

### Write For All Phonograph Tubes

320	Corner Plastics, Wurl. 24 & 616	\$.75
329	Seeburg Phono. Motors	Ex. 6.50
330	Wurlitzer Phono. Motors	Ex. 6.50
332	Baromatic Motors (New \$6.50)	Ex. 2.50
333	Wall Omatic Motors	Ex. 2.50
600-O	8 Mfd. 450 WV, Dry	.75
600-A	8 Mfd. 450 WV, Can.	1.25
600-B	8 Mfd. 450 Volt Condenser, Wet or Dry	1.60
602-A	16 Mfd. 450 Volt Condenser, Dry	1.25
602-B	16 Mfd. 450 Volt Condenser, Wet	2.75
603-A	20 Mfd. 450 Volt Condenser, Dry	1.50
604-A	40 Mfd. 450 Volt Condenser, Can.	2.00
604-B	40 Mfd. 450 Volt Condenser, Dry	1.75
501	18 Inch Glass Rods for Seeburg Grills	1.25
502	20 Inch Glass Rods for Seeburg Grills	1.25
503	26 Inch Glass Rods for Seeburg Grills	1.25
549	Pfafs. Needles for Home Phono.	1.25
550	Permo Point Needles	.35
551	Tone Dart Needles	.40
554	Pick Up Heads for Seeburg Early Model. Echge	3.50
555	Pick Up Heads, Seeburg '41-'42 Models. Echge	3.50
556	Crystal Pick Up for Rockola & Mills	Exch. 5.00
558	Pick Up Head Scales (with Pocket Clip)	1.50
169	Title Strips (20,000 Strips)	5.00
618	Lumiline Caps (2) Set	.25
800	.05-400 Volt Condensers	.30
801	.02-400 Volt Condensers	.30
802	.01-400 Volt Condensers	.30
803	.1-400 Volt Condensers	.30
804	10-25 Volt Condensers	.65
805	4-450 Volt Condensers	.75
806	5 Prong Plug	.25
807	2000 Ohm 10 W. Resistor	.50
808	3000 Ohm 10 W. Resistor	.50
809	5000 Ohm 10 W. Resistor	.50
810	10,000 Ohm 10 W. Resistor	.50

### PIN GAME PARTS

107	1 1/2 Inch Steel Balls	\$.25
108	1-1/16 Inch Steel Balls	.25
109	1 Inch Steel Balls	.25
110	Coin Slide Reset Springs	.10
112	Leg Bracers	Set of 4 .40
117	Small Live Rubber Bumper Rings	.04
118	Small Dead Rubber Bumper Rings	.04
119	Large Live Rubber Bumper Rings	.05
120	Large Dead Rubber Bumper Rings	.05
122	Fibre Post Insulators	Pkg. .50
130	Extra Large Rubber Bumper Rings, Live	.07
131	Extra Large Rubber Bumper Rings, Dead	.07
132	Rubber Rebounds	.05
133	Rubber Thumb Guards	.05
134	Rubber Plunger Tips, Slipon	.05
172	Independent Lock	.50
174	Epo Lock	.80
177	Ace Lock	.80
183	Mills Lock	1.50
185	Time Clock	2.25
192	Plunger Spring	.10
194	Gate Spring Assembly	.10
195	Extra Heavy Duty Rectifier	7.00
201	20 Junction Rectifier	6.00
202	24 Junction Rectifier	6.00
203	28 Junction Rectifier	7.00
204	32 Junction Rectifier	7.00
205	1/4 Inch Felt Stripping	Roll 25 Ft. .35
210	Outer Plunger Springs	.05
219	Bally Armature Plates, New Style	.10
220	Bally Armature Plates, Old Style	.10
223	Exhibit Coils (Specify Coil Number)	.60
232	Metal Plunger Housing Exhibit	.75
307	Cat. Outer Plunger Housing Exhibit	.75
610	First Model Gate Spring	.10
622	Silver Bumper Sleeves	Pkg. 2.75
670	Bally Fibre Plunger Tip	.05
671	Genco Fibre Plunger Tip	.05
672	ChiCoin Fibre Plunger Tip	.05

Part No.		
673	Exhibit Fibre Plunger Tip	\$.05
354	Stoner Coils (Specify Coil Numbers)	.75
674	Genco Late Type Armature	.60
801	Stoner Plastic Bumpers	.75
802	Complete Plastic Bumpers (Genco-Bally)	.75
674	Genco Late Type Armature	.75
676	Exhibit Wiper Disc	.75
355	Chi. Coin Solenoid Plunger, Ass. Large or Small	1.50
360	Chi. Coin Coils—Spec. Coil No.	1.50
364	Gottlieb Armature Plates for Pin Games	.15
365	Gottlieb Numbered Plastic Bumpers, Complete	.75
366	Gottlieb Coils (Specify Coil Number)	1.25
350	Pin Game Counting Meters	.75

### CONSOLE AND BELL PARTS

121	MILLS MAIN CLOCK GEAR Complete	\$3.50
103	Watling J. P. Glasses	\$1.25
104	Mills J. P. Glasses	1.25
111	Lock for Mills Consoles	2.00
113	Reel Glass for Vest Pocket	.25
114	Jenn. J. P. Glass	1.25
115	Mills Escalator Glass	.75
116	Mills Reel Glass	.50
146	Mills Lock for Vest Pocket Bell	1.50
173	Lock for Mills Bell	2.00
175	Lock for Pace Bell	1.75
184	Lock for Vest Pocket (Substitute)	1.00
235	Coin Carrier—4 Bells	1.25
312	Vest Pocket Bell Slides	1.50
313	Vest Pocket Bell Chutes	3.50
325	Glasses for Mills—4 Bells (Set of 5)	11.00
327	Super Bell Spinner Motors	12.50
328	Super Bell Sequence Motors	10.50
337	Super Bell Glasses	10.00
605	Jenn. Back Door Lock	2.00
606	Jenn. Back Double Door Lock	2.00
619	Fibres for Mills 3 and 4 Bells	.19
620	Mills Short Medium Clock Gear	1.50
621	Mills Long Medium Clock Gear	1.50
624	Lock for Mills Q.T.—Back Door	1.50
625	Lock for Mills Q.T.—Front Door	1.50
628	Award Card, Mills 2-4 Pay	.50
629	Award Card, Mills 3-5 Pay	.50
636	Dog Stops, Mills Vest Pocket	.35
637	UCM 505, Scav. Plate, Jumbo	3.50
640	Rivets, 3 and 4 Bell Fibres (Pkg. 100)	.25
641	Locks, Watling Back Door	1.50
642	Bonus Glass, Mills	1.00
643	Locks, 3 and 4 Bells	2.00
650	Reel Strips, Super Bell	Set 1.50
508	Mills Reel Strips	Set .75
800	Mills J. P. Plates	2.00
352	Mills Clock Spring No. 2860	.15
390	Mills Spring No. 3196	.15
391	Mills Clock Spring, 2860, New Type	.15
379	Mills Clock Arm, Assembly 3011	.75
380	Wipers for 3 Bells and 4 Bells 3544	1.00
381	Mills Club Handle	6.50
382	Mills Jumbo Handle	4.00
383	Mills Late Head for Jumbo 5c (can be reamed for 25c)	4.50
384	Mills Late Head for Four Bell 5c (can be reamed for 25c)	4.50

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### ARCADE EQUIPMENT PARTS

140	Release Button for 10 Strike	\$0.50
171	3000 Ohm Resistors for Chicken Sam	2.25
180	Chicken Sam Toggle Switch	2.50
207	1 Inch White Cat. Balls	Ea. .25
300	7 Watt Christmas Lamps	.08
326	Motors for Chic. Coin Hockey—Exch. Price	10.00
611	3/8 Inch Balls for Keeney Texas Leaguer	Ea. .15
623	Bally Torpedo Balls	per C 3.00
631	Balls, Keeney Submarine	per C 3.00
632	Trigger, Chicken Sam	.60
500	Chicken Sam Belts	1.50
504	Chicken Sam Gun Stocks	8.50
507	Score Card for Batting Practice	4.00
509	Jap and Hitler Conversion for Chicken Sam	18.50
188	9 Ft. Gun Cable for Chicken Sam, 5 Wire	2.25
557	1489 Gun Lamps	1.00
236	Western Base Ball Kicker Coils	6.00
186	Rapid Fire Gun Stock	4.50
368	ABT Firing Pins for Target Skill	.75
369	ABT Sleeves for 368	.75
370	ABT Dogs to Convert 1c to 5c Coin Chute	.50
371	ABT Handle Springs for Target Skill	.60
559	Main Gear for Chicken Sam Motor	2.50
850	Panoram Proj. Lamps	4.75
851	Excitor Lamps	.65

### BACKBOARD and TOP PAINTED GLASS PIN TABLE—PAY TABLE—CONSOLE

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GET ON OUR MAILING LIST  
 Keep Your Equipment Working Through  
 ATLAS SERVICE on Parts, Games, Phonos, Etc.

Send check in full for all orders under \$10.00. TERMS: 1/3 deposit on orders over \$10.00—Balance C. O. D. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

## ATLAS NOVELTY CO.

The House of Friendly Personal Service Since 1931

2202 NORTH WESTERN AVENUE

CHICAGO 47, ILLINOIS



"Bally" engineers and workers are proving daily that their skill—developed in peace-time production of coin-operated games and venders—is a valuable asset to America in time of war. And "Bally's" performance in war production is a forecast of "Bally's" performance in the victorious future. Lion Manufacturing Corporation, Chicago, manufacturers of "Bally" games and venders.



★ ★ FOR VICTORY...BUY U. S. WAR BONDS AND STAMPS ★ ★

# REBUILDING AND REFINISHING OF MILLS SLOTS (All Types)

## \$95<sup>00</sup>

SEND US YOUR MACHINES  
10 DAY SERVICE

**BUCKLEY TRADING POST**  
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PITTSBURGH 19, PA.

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ABC Bowler .....	\$49.50	Jungle .....	\$59.50	Sky Ray .....	\$34.50
Air Circus .....	119.50	Line Up .....	29.50	Snappy .....	47.50
Band Wagon .....	34.50	Majors, '41 .....	42.50	Speed Ball .....	34.50
Big Chief .....	34.50	Metro .....	34.50	Sport Parade .....	32.50
Big Time .....	34.50	Miami Beach .....	49.50	Spot A Card .....	69.50
Bolaway .....	64.50	New Champ .....	59.50	Stratoliner .....	37.50
Boom Town .....	34.50	Pan American .....	34.50	Super Charger .....	29.50
Broadcast .....	34.50	Paradise .....	39.50	Super Chubbie .....	44.50
Cadillac .....	22.50	Pep .....	29.50	Ten Spot .....	44.50
Cross Line .....	34.50	Play Ball .....	34.50	Ten Spot Conv. ....	49.50
Dixie .....	29.50	Pursuit .....	34.50	Topic .....	89.50
Flicker .....	34.50	Repeater .....	34.50	Twin Six .....	39.50
Four Diamonds .....	44.50	Roxy .....	19.50	Velvet .....	39.50
Four Roses .....	39.50	Sara Suzy .....	29.50	Victory .....	89.50
Gold Star .....	39.50	Silver Skates .....	34.50	Wild Fire .....	44.50
Home Run '40 .....	25.00	Sky Line .....	47.50	Wow .....	34.50

### CONSOLES

Silver Moon, F.P. ....	\$125.00
Fast Time .....	80.00
Turf Champ, Victorious 1943, F.P. ....	125.00
Derby Time, One Ball .....	85.00

### MILLS PARTS

MILLS CLOCKS .....	\$14.50
PAGE PARTS, TOP GLASS FOR PAGE REEL	

### MUSIC

New AMI Systems, Complete Steel Cabinet and 5 Wall Boxes, Speaker .....\$250.00

Terms: One-Third Deposit, Balance C. O. D.

### MOTOR SPECIAL

Send us your burned out Wurlitzer, Seeburg, Rockola or Mills Phonograph Motors and we will repair same for you within 10 days for only \$8.00.

Old Type 24 Boxes .....	\$5.00	New Cabinets for 12" and 15" Speakers \$	7.50
Buckley Steel Pedestals .....	3.50	Used 1 1/2 A.B.T. Chutes .....	2.00
Buckley Bar Brackets .....	1.00	Wurlitzer 320 Boxes .....	17.50

### WANTED

**KEENEY ANTI-AIRCRAFTS**  
Black or Brown. Any quantity. State condition and price wanted. Also any old type Genco Pin Games.

1/3 Deposit With Order, Balance C. O. D.

**SUPREME ENTERPRISES** 557 ROGERS AVE. BROOKLYN, N. Y.

### FOR SALE

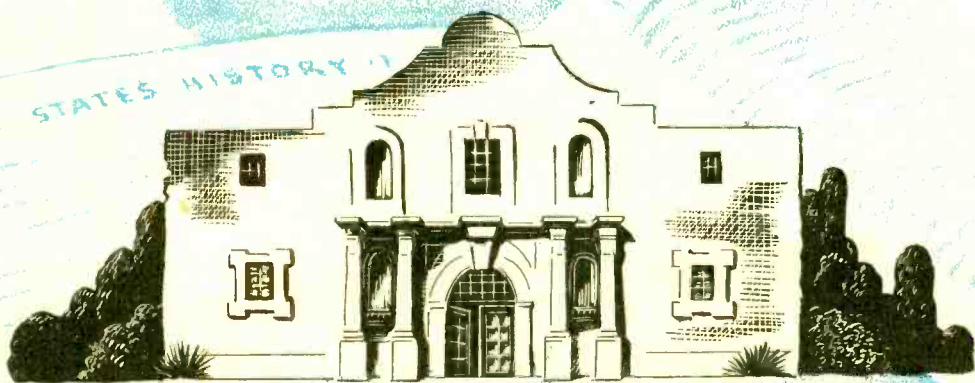
**11 Mills Panoram Peep Shows, \$495.00 ea.**

Converted and Ready for Operation.

No Deal Complete Unless You're Satisfied

**SOUTHWESTERN VENDING MACHINE CO.**  
2833 WEST PICO BLVD. LOS ANGELES 6, CALIF.

# Remember the ALAMO!



**E**XACTLY 108 years ago 187 men in an old stone mission house on a Texan prairie, outnumbered more than 12 to 1 and with no hope of aid, awaited the attack, of a murderous enemy, which came at dawn. Four hours later they were dead, but so were 1500 of the attackers. Six weeks later an aroused Texas annihilated this same enemy at San Jacinto. The Alamo had been remembered.

We again, today, face a murderous enemy. We have had our modern Alamo. Remember Pearl Harbor? And we shall have another and greater San Jacinto—if we all remind ourselves that it must be paid for. Don't forget that we need guns, shells, bombs and bullets in ever increasing amounts—so

**BUY THAT EXTRA BOND TODAY!**

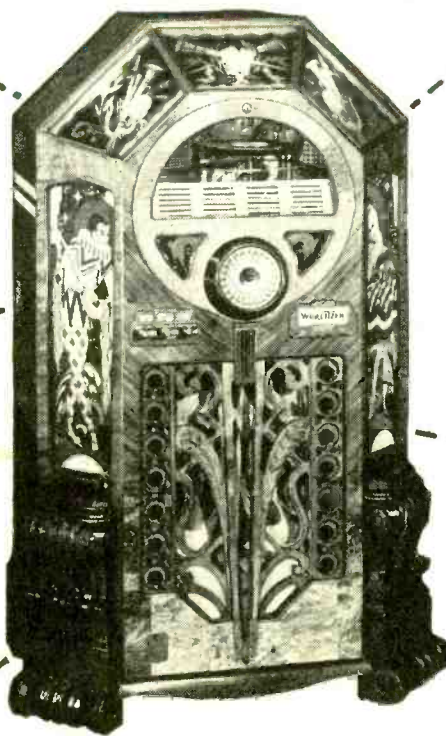


AWARDED TO THE J. P. SEEBURG CORPORATION  
FOR OUTSTANDING PRODUCTION OF WAR  
MATERIALS IN EACH OF ITS FOUR PLANTS

*Seeburg*  
FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS

No matter how you look at it . . . .



## IT'S THE OUTSTANDING WAR-TIME PHONOGRAPH

*From the standpoint of*

### STONE

No pre-war phonograph can approach the tone of the Modernized Wurlitzer. All-wood construction with better baffle is the reason. Wherever installed, it proves an ear pleaser that encourages increased play. The location benefits. The Music Merchant benefits. He not only has a splendid source of immediate profits but he stands in with the location owner—and WILL when the war is over.

*From the standpoint of*

### SERVICE

Mechanical selectors on the Modernized Wurlitzer mean simplified service—fewer service calls—less strain on war-stripped Service Departments. Less service means more profits. Is it any wonder Wurlitzer Music Merchants hail the Modernized Wurlitzer as a money-maker AND a money-saver—the OUTSTANDING wartime phonograph available today. See and hear it at your Wurlitzer Distributors.

*The new modernized*

# WURLITZER

A NAME THAT MEANS

*Music TO MILLIONS*



Awarded to the  
North Tonawanda Division