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Amusement Weekly*

OCTOBER 23, 1943

25 Cents



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# NON-SWOONERS ALSO EAT

## Metopera Ballet Theater Gets Diamond and the Rough--Each With Heavy-Sugared Spenditis

By BOB FRANCIS

NEW YORK, Oct. 16.—It used to be that if you passed a theater at intermission time and the sidewalk was cluttered with intense, bespectacled femmes and dreamy-eyed guys, two weeks overdue at the barber's, you didn't have to look to see what was playing. It was always the ballet.

That went for any terp temple around the town. You saw the same faces at any of them. There were a few limousiners there because it was a fine thing to give the arts a break, but mostly the pewsters were gals and guys hep to the piroquette and the entrechat, strictly longhair choreography experts and every one a critic. The dese, dems and dose people went to the musicals to watch the line gals tap.

However, with nearly every big musical incorporating stylized tip-toeing into its dance routines and many of them featuring a prima ballerina, there has been a switch. The balletomanes are shouting their "bravos" most any night at *Oklahoma!*, *Merry Widow* and *One Touch of Venus*, and conversely the crowd in the Met lobby, where S. Hurok is offering up a four-week repertoire of the Ballet Theater, includes a lot of faces which normally would be t'ween-acts gabbing at *Star and Garter*. The Stem customers have discovered that they don't have to be experts to appreciate toe-stepping and that it can also be good fun. The ballet is drawing a new audience.

Ballet Theater can afford to take a bow as one of the prime factors in this trend. Group has gathered in some of the finest dancers in the business, since it was formed a few years ago, and most of the

tulle-and-tights luminaries of current legit are alumnae of its ensembles. The capers of the latter in the book shows have created a yen for the real thing. So now when Anton Dolin & Company preem a new one the house goes standard first night.

That man Dolin can take a nod or two for himself, as well. He rates much of the credit for stepping the group's efforts (See *Metop Ballet Sugar* on page 26)

## Cox Committee Facts To Be Analyzed Before Hearings Continue Under Rep. Lea

### Committee Head Sets New Dignity for Investigation

WASHINGTON, Oct. 16. — Chairman Clarence F. Lea, of the special committee investigating the FCC, this week broke his silence. Calling in reporters Thursday (15), Representative Lea pointed out that the hearings of the committee under former Chairman E. E. Cox contained "a large volume of information." The record would be brought up to date, he said, and put in permanent form for more convenient study and analysis. The new chairman told reporters:

"The evidence so far presented embraces a large number of accusations against the conduct of the Commission (FCC) and its personnel which are within the scope of the investigation as directed by the House of Representatives.

"The ultimate performance of the duties of this committee requires the determination of the facts as to each substantial accusation. It is assumed that the report finally made to the House by the committee will include its findings as to these accusations together with such recommendations as may be found appropriate.

"In order to aid the committee to assume these responsibilities after the hearings are completed, it has been arranged to secure a study and analysis of all the information so that the facts for and against each accusation may be conveniently assembled for the use of the committee members. That work will begin immediately.

"Further hearings will proceed as

## Gander at Standard Names Convinces Romantic Baries More Than Crooning Needed

NEW YORK, Oct. 16.—A Philadelphia drummer named Frank Sinatra is kept awake half the night answering amorous phone calls, even tho his admirers know he is not THE Frank Sinatra, and a character named Bill Ides takes bows in Hollywood cafes because he looks like the swooner, but the object of all the adulation is trying to get out from under—as pre, the other swoon-croon boys. And the reason is simple: They want to continue working long after the kids

grow up and swap their bobby socks for nylons.

A gander at the list of singers who work steadily, swoon or schmoon, has convinced the present crop of romantic baritones that putting over a long run takes more than a queue of high school lassies outside the Paramount stage door, waiting to have their sweat shirts autographed.

They've got to be able to act, or gab or if singing is their only talent, it's got to be broad enough in scope to encompass the entire family, including dad, mother and hard-boiled brother.

### History Is Repeating

Only twice before in the past 16 years have there been comparable situations, and in both cases the crooners, Bing Crosby and Rudy Vallee, made indelible impressions as more than just singers. Crosby's singing is now only part of his movie personality and secondary to his glib, informal piloting of the Kraft Music Hall on the airwaves. Vallee, too, became a radio personality as impresario and confederer of the Fleischmann yeast shows. His courage at attempting character songs and comedy became the

(See *SWOON-CROONERS* on page 13)

## AGVA & SAG In on Four A Merger Gab

NEW YORK, Oct. 16.—Screen Actors' Guild and American Guild of Variety Artists have been invited to sit in on the merger discussions of their fellow Four A unions—American Federation of Radio Artists, American Guild of Musical Artists and Actors' Equity Association. There is no intention as of now to include the screen and variety groups in the amalgamation, but their suggestions are welcomed by the other unions and they are being kept fully informed on all developments, it was said.

Members of the joint merger committee feel that if "One Card" is ever to become a reality, the other groups will, of course, have to be incorporated—but right now they are desirous of formulating a nucleus which will make complete amalgamation easier later on. For that reason, the two "outsiders" are taking more than a cursory interest. Altho representatives of neither SAG nor AGVA have not been present at regular Wednesday meetings thus far, it is understood that a few might be on hand next week.

So far the action of the committee is still in the plodding stage, with problems being tossed around by the general assemblage and then delegated to one of the four sub-committees. Sub-committees and personnel are: 1. Finances, Budget, Dues: Alex McKee (AFRA), chairman; Dudley Digges (Equity); John Lorenz (Chorus Equity), Edward Harris (AGMA). 2. Government and Administration: Ben Grauer (AFRA), Walter N. Greaza (Equity), Ruth Richmond (CEA), Lawrence Tibbett (AGMA). 3. Membership and Constitution: Lucille Wall (AFRA), Bert Lytell (Equity), Phil Loeb (CEA), Conrad Thibault (AGMA). 4. Legal: (See *4A MERGER GAB* on page 26)

## Much Moola, Cheaper Seats Lag at Rodeo

NEW YORK, Oct. 16.—The take of first 10 days of Championship Rodeo at the Garden (opened the 6th) adds up to a case of too much money around. Comparison with last year's corresponding period is strange in some ways. During the first week receipts were about \$7,500 behind, but a pickup thereafter, up to and including Thursday, put the 18th of the series just about \$3,500 in the rear, but the '42 take was a record.

The "strange" theme is this: The cheaper seats, \$1.10 and \$1.65, particularly the former (general admission), with about 3,000 pews available, are practically going begging. That's where "too much money around" comes in. Short or long, it doesn't matter, because the queues at the Garden box offices are something to behold at any time of day. The hottest seats are those in the \$3-\$4 range, and even the town's big shots just can't buy 'em for their clients and themselves.

The follow-up engagement, Boston, November 4-11, will have to worry along without services of star Roy Rogers, who's booked that week for Fox Theater, St. Louis. Rogers wasn't too much of a draw in the Hub last year, anyway.

Rodeo Fans of America held second annual gab-chowfest at Belvedere Hotel tonight to a big turnout which then moved across the street for the performance. A large quota came down from in and around Elmira, RFA headquarters.

## Fly Withholds Judgment on Lea Committee

WASHINGTON, Oct. 16.—Chairman James Lawrence Fly refused to take a crack at the reconstructed Federal Communications Commission investigating committee when he met the press this week for the first time since Representative Eugene Cox had been replaced as chairman of the congressional probers.

Turning aside questions of reporters at his regular press conference, Fly very broadly implied that he was waiting to see what the committee was going to do under the leadership of Chairman Lea.

Chairman Fly refused to comment when asked if he thought the FCC

(See *Fly Holds Judgment* on page 26)

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# Film Actors' Guild Calls 'Conflict' With 4A's on Tele Talent Grip an 'Erroneous' Story; Nitery Angles

## Implied 'Currying Favor' With AGVA 'Unjustified'

Editors *The Billboard*:

The story on page 21 of your October 2 issue on conflict within the Fous A's is erroneous, at least with respect to the Screen Actors' Guild. I would like to correct the misinformation which seems to have reached your staff. There is no basis for the statement that the Guild has launched a jurisdictional battle with the other branches of the Four A's over the field of television. The charter which the Guild holds from the Four A's gives it exclusive jurisdiction in the field of motion pictures, and the Guild has never attempted to expand beyond that. The problem of television will be met by the Four A's affiliates jointly at the proper time.

We feel that it is unfair of you to accuse the Screen Actors' Guild of attempting to impose its will on the other branches of the entertainment committee by trying to "dominate" the National Entertainment Industry Council. We would like to point out that twice in recent months, the Guild assumed the expense of sending delegates to the NEIC in order that there might be solidarity among all branches in evolving a wartime program.

In the motion-picture field the problem of war activities has been worked out very successfully thru the Hollywood Victory Committee. We had relatively little to gain by participating in NEIC. Nonetheless, we did manifest our willingness to co-operate and to support the project; we feel that your implications as to our motives are unwarranted.

Your reference to the Guild's "move for West Coast autonomy for all actor unions" is misleading. I assume that you were referring to the Guild's request that the relationship of the West Coast branch of

the Theater Authority to the parent body be clarified. This request was an attempt to give official status to a function which West Coast Theater Authority has been performing for several years—that of assuming the responsibility for allocating Theater Authority funds collected on the West Coast—and in no way reflects the Guild's intention to "break away from the Four A family."

### Justifies Chicago Trip

Finally, your implication that the Guild is trying to curry favor with AGVA is wholly unjustified. The Guild, as well as the rest of the Four A affiliates, has since the organization of AGVA lent its support whenever it was needed. It is not entirely accurate to say that I made a trip to Chicago to aid Matt Shelvey in working out the Arthur Wirtz contract, because I was already in that city with the Hollywood Bond Cavalcade. However, I have in the past done what I could to solve the difficulties between AGVA and Mr. Wirtz, and if I can be of service in analogous situations in the future I will certainly feel free to do so without the fear of being accused that the Guild was attempting to unduly ingratiate itself. This situation was not entirely dissociated from the Guild, since many Guild members are potential employees of Mr. Wirtz's productions, and since Mr. Wirtz's colleague, Sonja Henie, is a Guild member.

You may feel free to publish the above statement of the Guild's point of view.

KENNETH THOMSON.

Editor's Note — Kenneth Thomson's statement that the problem of television will probably be met by all the Four A affiliates jointly at the proper time is the key to the whole situation. The proper time will probably come when one of the Four A unions feels strong enough to stake its claim to the field. Until that time comes, as the story in the October 2 issue of *The Billboard* pointed out, the Four A unions are jockeying for position. The union controlling television in the post-war period will probably be one of

(See SAG on 4A Conflict on page 26)

## Equity Okays 1-Week Pay Cut on "Public" As Destiny Test

NEW YORK, Oct. 16.—Irving Caesar has obtained permission from the cut-board of Actors' Equity to operate *My Dear Public* for one week, starting Monday (18), at reduced salaries but not below Equity minimums.

Next week is crucial for the Willie Howard comedy. Show has been stumbling along at a weekly loss, with an extensive newspaper and radio campaign, capitalizing on Howard's popularity, trying to undo the damage of sour notices. If *Public* can get by on the trimmed payroll, Equity will probably extend the time period.

### Otherwise, All Is Well

HOUSTON, Tex., Oct. 16.—George B. Shepherd sure had his setbacks in his plans to open the 26 Club here. He spent several thousand dollars renovating and when he was ready in September for his opening a hurricane warning set back the date. The next date set was called off when the city officials refused to give him a permit because his nitery was located within 600 feet of a Presbyterian church. Last Saturday (9) fire swept the club and gutted the location causing a loss estimated by Shepherd at around \$50,000.

Shepherd says he has no further plans for the immediate future.

### A Ham for Croy

NEW YORK, Oct. 16.—The rodeo hits the air Monday night (18). Occasion is presentation of a ham to Homer Croy, author of best-seller *Country Cured* on Ted Malone's *Yankee Doodle Quiz*. Gag was set, except for the OPA point situation. But Malone, steadfast to the end, procured a live pig in the wilds of New Jersey, and is inviting cowboy Bob Estes from the rodeo to lasso the critter in the studio.

## Equity, Mgrs., IA Carry Anti-Tax Fight to Wash.

NEW YORK, Oct. 16.—Representatives of the League of New York Theaters, Actors' Equity and IATSE at 10 o'clock this morning were before the House Ways and Means Committee in opposition to the proposed increase to 30 per cent of the present 10 per cent amusement tax on theater and sporting events tickets.

Action was voted at the League's annual meeting Thursday (14), after a request to join with the actors' union was received from Equity, which set its own legal department to work on the problem a week ago. IA was also invited to sit in. Altho Equity had originally indicated that it would not fight a small increase, the tenor of the group appears now to be against any tax hike whatever.

James Reilly, executive secretary of the League, and several manager-members will represent the producers, while Bert Lytell will be on hand for Equity, and James Brennan, Eastern vice-president, will take care of IA interests.

Marcus Helman was re-elected president of the League at Thursday's meeting. Others re-elected were Lee Shubert, first vice-president; Brock Pemberton, second vice-president; Gilbert Miller, treasurer, and Herman Shumlin, secretary. Named to the board of governors were William A. Brady, Lester Meyer, Norman Pincus, Harry G. Sommers, Vinton Freedley, Max Gordon, Lawrence Langner, Rowland Stebbins and Dwight Deere Winman. The League described its financial position as the "best in five years," but refused to disclose figures.

## Phil Cohen Tops OWI Radio Wing

WASHINGTON, Oct. 16.—Phillip H. Cohen, deputy chief of the Radio Bureau of the Office of War Information, this week stepped into the top spot of the agency, succeeding Donald Stauffer. The latter quit the post as chief of the bureau to return to his ad agency, Ruthrauff & Ryan.

Announcing Cohen's appointment, Palmer Hoyt, director of OWI's Domestic Operations, said that the new chief would supervise all government contacts with the radio industry in matters relating to the war effort. In addition to scheduling and allocating time made available by radio stations for government programs, Cohen will handle all requests by government agencies and officials for unsponsored radio time. He will also work with the War Advertising Council in presenting government information themes on sponsored programs.

Cohen's appointment was something of a surprise since there had been widespread reports that the job would probably be rotated among a number of people. He has been with the Radio Bureau since it was set up in 1941. He was appointed deputy chief in April, and following the resignation of Stauffer took over the job of acting chief.

### Katz Opens L. A. Office

NEW YORK, Oct. 16.—Joseph Katz agency has opened an office in Los Angeles. Tom Ray, recently in San Francisco as NBC spot salesman, returned to the station rep field to manage the new office.

Addition is a part of Katz plan to get a finger in the West Coast spot radio boom.

*She Shot Him To the Top!*



**AL DEXTER**  
the

**'PISTOL PACKIN' MAMA'**  
**MAN AND HIS TROOPERS**

IN THEATRES

JUST CONCLUDED  
Columbus, Palace  
Cleveland, Palace  
NOW

CHICAGO—Oriental  
MILWAUKEE—Riverside  
BOSTON—RKO  
HARTFORD—State  
PROVIDENCE—Metropolitan  
FLASH! Just Signed  
NEW YORK—Loew's State  
WASHINGTON—Loew's Capitol  
*She Shot Him to the Top* ↑

## Cowstar Roy Rogers For 1-Wk. Fox, St. L.

NEW YORK, Oct. 16.—Roy Rogers, star of the Garden Rodeo, will leave the show prior to its Boston opening to do a personal at the Fox Theater, St. Louis, starting November 4.

Republic Pictures in an attempt to build Rogers up to Gene Autry's b.-o. value is exhibiting him in as many parts of the country as possible.

His St. Louis date will be the first stage-show for that house in over a year. Fanchon & Marco, operating the Fox, will continue to shuttle attractions into that stop whenever available in that territory.

### TONY PASTOR (This Week's Cover Subject)

TONY PASTOR took up the saxophone at the age of 16, landing his first job a year later with Irving Aaronson's *Commanders* as sideman and vocalist. After three years with Aaronson, Pastor opened up his own night club in Hartford, Conn., leading his own band at the spot.

The depression forced Pastor to drop night club operation and to turn musician again, and jobs followed with Smith Ballew, Joe Venuti, Vincent Lopez and Artie Shaw. While Shaw was ill, Pastor fronted the band on the Coast and during an engagement at Hotel Pennsylvania, New York. When Shaw left his band, Pastor took over for the remainder of the Pennsylvania date and then organized his own crew, using as a nucleus many members of the Shaw outfit.

Since then, Pastor has become well established in theaters, ballrooms, hotels, on records, on the air and in films. He has played such top spots as the Paramount Theater and Hotel Lincoln, New York; Casa Manana and Palladium, Hollywood; Earl Theater, Philadelphia, and State Ballroom, Boston.

Pastor is a Bluebird recording artist and is booked by Consolidated Radio Artists.

*She Shot Him to the Top* →

**AL DEXTER**  
**'PISTOL PACKIN' MAMA'**  
MAN AND HIS TROOPERS  
He wrote it!  
sings it!  
recorded it!  
on  
**Okeh**  
**1,000,000 RECORDS ALREADY SOLD!**  
**670,000 STILL TO BE DELIVERED**

personal management:  
**Carlos Gastel**  
direction:  
**General Amusement Corp.**

*She Shot Him to the Top* ↑







# NEW PUBLIC SERVICE PROBLEMS

## Heavy Commercial Skeds Build Problems; Force New Answers To Organizations' Requests

### Community Service Groups Learn New Angles

NEW YORK, Oct. 16.—The overabundance of commercial programs, with the subsequent lessening of time available for sustainers, has posed a potful of problems for the directors of public service programs and resulted in a change of operations. Where the PS programs were once fillers on a program schedule—possible with superabundant sustaining shows—the PS programs now get the solid brain work and production that is applied to commercials.

The reasons, according to web execs, are patent. With less sustaining time the nets are airing fewer PS programs. To offset this and hold audiences between commercials they are trying to make them measure to or even top commercials. Thus it is not unusual for a network to pay for talent and assign a crack producer or director to this type of sustainer. Hitherto the organization soliciting time was lucky, in most cases, even to talk with an exec on the phone.

Commercial cornucopia is just one reason for the change in public service operations. Other, and just as important, factors in network operation are government shows, controversial issues, which must be aired and debated and cut into the amount of time available for PS, and the increased popularity of news. All of these are musts where once they were strictly available for cancellation.

### Deliver Names or Angles or Else

As a result of this pressure the fringe outfits that once grifted time by virtue of their ability not to take no for an answer are kaput. Even the top standard organizations are no longer getting air time for the asking. Now they must have some reason or angle and deliver something worth airing.

So more and more of these groups are hiring experienced radio directors. Among these are the YMCA, Girl Scouts, Boy Scouts, American Public Health Association, etc. Where once the long-haired and radio-ignorant publicist solicited time there are now flacks adept in radio and radio relations.

Now they limit their requests for time to a minimum, usually to some annual event, make certain they have a nationally known name to head the show and have a crack writer prepare the script. Thus the web is not hesitant about scheduling time and likewise making an investment by paying for the cast, etc. To the network this is important since unless they follow thru the audience is likely to wind up elsewhere on the dial.

### Must Public Service Airings

There is another twist that has come into the field of PS programing and program relations. With chain time practically oversold net affiliates are feeling the squeeze. Often they have to neglect their local PS obligations. Angle being that local sponsors are also gobbling time. So when the chain commercial and the local commercials get thru with the affiliate's schedule there is not much available for the network PS program and even less for the local PS show. So the webs are asking affiliates to earmark the "must" PS sustainers. And most of the free-time requests are tailored to fit into one of these several substantial, veteran sustainers.

Along these lines CBS recently asked its owned and operated stations to give priority to *People's Platform*, *Invitation to Learning*, *Country Journal*, *American School of the Air*, *Congress Speaks*, *Church of the Air* and *Wings Over Jordan*. Each of these shows is a well rated long-term and designed to fill a different PS slot, i.e., educational, political, religion, race, agriculture, etc.

Where the PS program doesn't fit into

these showcases for one reason or another, the answer has been to try for a tag spot on an established commercial. Thus where time just is not available or a full program is not up to snuff the soliciting agency tackles a Kate Smith, Jack Benny or even *Cavalcade of America* for a closing announcement.

### Commercials Tough for PS

Of course the commercials are even tougher to crash but the value of the time is greater. A brief spot on these programs as one outfit's radio man says, "Gets more message to more people."

Network public service execs see the situation as one helluva opportunity for indie stations in the field of social programing. Unfortunately, not all indie stations have execs with a flair for doing efficient public service programing; nor do all organizations have radio directors of savvy. But more and more are dipping into this field.

Fairly typical, albeit the station is unusually proficient in this type of operation, is the juvenile delinquency program in preparation by WMCA, local indie outlet. Station has rounded up official and quasi-official organizations interested in the problem, and has had them study cause and effect, preventatives and cures. When the committee has decided what it wants done the station will build and air the required programs.

### Only One Ray of Sunlight

There is, in so far as the networks and some of the indies are concerned, only one positive feature to the current PS problem. Just as radio's man-power requirements have been aggravated by the war so have many of the organizations that once plagued broadcasting execs been plagued. Result: Many an outfit has lost its best time grabber or big brain to war work and war services.

This has lessened the PS execs problems to a degree. But what still gives these people the shudders is their nets' evergrowing list of commercials. Not only are they worried about holding on to the network time they now have but, with the public service minded brains pretty much restricted to New York, Chicago and Los Angeles, they are worried about selling affiliated stations on keeping PS programs on the air.

They awake in the night from dreams about a major public service organization on the rampage because its pro-

### Tommy Galanti Delivers

NEW YORK, Oct. 16.—The radio boys in the RCA Building until last week knew Tommy Galanti only as the boy who delivered their coffee from the drugstore. They didn't know that he and his sister were prize-winning jitterbug dancers, winners of a recent contest at Madison Square Garden.

One morning, Tommy, while planking the java on Joe Seifert's desk, overheard him talking about the 100-odd performances which the WJZ Victory Troop—a small band of voluntary radio entertainers—have given for servicemen and war plant workers.

Tommy and his sister volunteered for the troop, were accepted, and did their first stint this week at a show for the wounded vets at the Marine Hospital on Staten Island. They garnered hands and now are a fixture with the strolling band of entertainers.

## Director Guild Thinks of \$\$

NEW YORK, Oct. 16.—Radio Directors Guild is still shying away from reaching for money for its members. However, a committee has been set up to formulate a contract covering working conditions. They have had one confab, will have several more before submitting pact to membership.

Committee is staffed by Earl McGill, Jerry Devine, Bob Shayon, John Macdonell, respectively the prez, v.-p., treasurer and secretary of the RDG, and members Dotie Yates, Harold McGee, Bill Sweets, Roger Bower and Phil Cohan. Latter reps West Coast on the committee.

### Cohen Acting OWI Chief

WASHINGTON, Oct. 16.—No successor to Don Stauffer, OWI Radio Bureau chief, had been selected this week, altho Stauffer had quit the spot and headed south for a vacation. It is understood that he will return to his company, Rauthrauff & Ryan.

Phil Cohen is acting in Stauffer's absence and will hold down the post until a permanent director is named.

gram was heard only on the O. & M. stations of the net.

Some of the public service organizations throw plenty of weight around in Washington and that hurts.

## Collingwood States OWI Doing Necessary Job; White Bread Helps

NEW YORK, Oct. 16.—Charles Collingwood, CBS overseas reporter for the past three years and fresh back from North Africa, yesterday (15) went on record in support of the overseas operations of the Office of War Information. Speaking at a meet-the-editors luncheon staged by CBS, Collingwood, in answer to a query by *The Billboard*, said, "OWI is doing a necessary and essential job. It might possibly, and probably could, be done better. But it certainly is valuable and we couldn't and shouldn't do without it."

In amplification of his remarks Collingwood said, "The day when war could be waged with arms alone is passe. Now you need ideas as well as arms and that's where the OWI comes onto the scene."

An example of this operation was an incident he mentioned early in his talk.

During one of his broadcasts from Algiers he said that bakers in North Africa, thanks to the Allies, once again had white bread on their shelves. He went into detail, explaining how they'd been baking all sorts of dark and dreary bread with the flour they got from the Nazis, how happy the natives were at the sight of white bread, how this meant to the natives that the good days had returned.

The OWI picked up the broadcast and beamed it in many foreign languages. And when the Yanks invaded Sicily and Italy the Italians clustered about the jeeps for white bread.

## Guess Who? Suit Still on Books; Dismissal Denied

NEW YORK, Oct. 16.—Justice Ernest L. Hammer in Supreme Court here Thursday (14) denied a motion by the Bamberger Broadcasting Service and other defendants to dismiss a suit brought against them by Ezekiel Rabinowitz, president of Audio-Scriptions, Inc. The judge contended that facts in the complaint were sufficient to constitute cause of action.

Rabinowitz sought a permanent injunction last month against the Bamberger Broadcasting Service; WOR Program Service, Inc.; N. W. Ayer & Sons, Inc., and Sheffield Farms Company, Inc., to restrain them from airing the *Guess Who?* quiz program on WOR, alleging that the idea for the broadcast was purloined from him in 1941. On September 23 Rabinowitz withdrew a temporary injunction application in order to obtain new evidence, but maintained the suit seeking permanent injunction. Justice Benedict D. Dineen handed down an order to show cause why the injunction should not be granted.

In his suit Rabinowitz contends that he submitted the idea for *Guess Who?* to Bamberger in 1941. It was turned down without comment. Sixteen months later he copyrighted the idea, but claims that his brainchild was placed on WOR by N. W. Ayer.

Meanwhile a number of other program production firms claim to have prior rights to the idea of using unidentified recorded voices as the basis for a quiz show. One traces priority back to 1928 and has so notified the sponsor, WOR and the agency. What the other claimants will do hinges on the final outcome of the Rabinowitz case.

## Allen, Sans Brown And Pious, Returns To Air in January

NEW YORK, Oct. 16.—Fred Allen will be back on the air around the first of the new year but without at least two of his Mighty Allen Art Players. John Brown and Minerva Pious are training to the Coast next week with Jack Benny and do not expect to come back for the Allen opening.

Both will no doubt wave to Allen on the way out, for he's coming back from Hollywood, having been unable to find a picture to suit the Allen talents.

Allen passed his Boston medical overhauling thumbs up and the industry is awaiting announcement of his plans, if any, to follow the Bennys, Hopes and Jolson's, etc., in entertaining the boys in khaki here or abroad.

### Anthony L. A. Station to Blue

HOLLYWOOD, Oct. 16.—One of the two Earl C. Anthony-owned stations in Los Angeles will be sold to the Blue Network within the next month. KFI is now an NBC broadcaster, and KECA, a Blue outlet. Importance of the deal, which is all set with options passed, can be judged by the fact that both Edgar Kobak, of the Noble-to-be net, and Nils Trammell were out here recently to confab with Anthony's representatives.

Blue's first big problem as an independent chain will be to obtain ownership or operation contracts with stations in vital key areas. Its situation in Chicago, with a part-time outlet, is still poor, and while everyone at the home office is confident that the Midwest situation will be cleared up, nothing legal has happened yet.

Blue Spot Sales will send Murray Grabhorn on a tour of the country shortly to line up stations for sales representation, the idea being that if net handles national sales for some of its key outlets the tie that binds will be dough-ler.



# LONG SLANTS ON SHORT PANTS

## Time To Relax May Ease Aches Of Work Nation

WASHINGTON, Oct. 16.—The possibility of weary war workers lulled into a snooze via a broadcast loomed this week, following tests at Mutual's local outlet, WOL. Show now being readied goes network, if it clicks. It will be tabbed *Time to Relax*.

Program pitches to feature a consulting psychologist who will attempt to teach the listener how to go mentally and physically limp. Station feels that a show of this type should catch on since nervous tension is one of the major home front problems.

Due for November airing, new show is the brainchild of Dr. Ralph Slater, psychologist and hypnotist who has guested on *Hobby Lobby* and bagged considerable space in one of the photo magazines a while ago.

## Lewis King Sues WINS for \$14,022

NEW YORK, Oct. 16.—Lewis King last week filed suit in Supreme Court against WINS, local Hearst outlet, for \$14,022. Claim is for three years' commission on Armstrong Publications' *Racing Results* program on WINS. Plaintiff claims he was paid first six months after which his commission was stopped.

King, now commercial director of WPAT, Patterson, has placed Armstrong business for the last nine years on a variety of stations including WAAT, WHN, WNEW, WOV, WHBI and WINS.

General practice on this business is a 52-week contract with six-month cancellation privilege which in effect works out as a six-month option. It is understood that after first renewal station execs made a direct deal with the sponsor. King claims an agreement with the station calling for him to get paid either as a salesman or an agency, or both.

William Weisman is the attorney for the plaintiff. McCauley & Henry are handling the case for WINS and have thus far preferred to remain silent.

## War Effort Doesn't Kill Air-Education

PHILADELPHIA, Oct. 16.—The war effort may be a primary consideration in the public services field of local radio, but station execs are not losing sight of the educational field in building a new generation of radio listeners. Along these lines KYW last week inaugurated a winter series designed to familiarize educators, teachers and pupils with radio procedure and its role in education.

Under the joint auspices of the Philadelphia Board of Education, Westinghouse Radio Stations, Inc., and KYW, monthly classes are held in the local studios with lectures and practical instruction in the various phases of radio on the agenda. Opening lecture on *How Radio Works* was delivered by Ernest H. Gager, KYW chief engineer, with other lectures planned by execs of WBZ, Boston; KDKA, Pittsburgh, and WOWO, Fort Wayne, Ind., along with guest speakers from the radio industry.

Also reaching out into the educational field, WFIL has made arrangements to broadcast the *Cultural Olympics* sponsored by the University of Pennsylvania. Each Saturday a different cultural or educational group handles the broadcast. Weekly notices of the programs are carried in the University periodicals, with all participating schools and institutions calling attention to the broadcasts in their assemblies and daily news bulletins.

## Henry to Blue's Central

CHICAGO, Oct. 16.—Eli Henry, for the past year director of publicity for WLS, has been made publicity head of the Blue Network's Central Division, succeeding Anthony J. Kelker, who enters the navy soon.

## Pepsi Chases Canada Dry

NEW YORK, Oct. 16.—Pepsi-Cola this week bought the White Rock, club-style soda, outfit. Which should mean more business for the station reps, as Pepsi intends moving WR into the lower price brackets and making it a mass-class product.

## Rose Spends \$3,000 On 7-Day Air Bally For "Carmen Jones"

PHILADELPHIA, Oct. 16.—Billy Rose upset tradition and staged the biggest radio campaign ever attending a legitimate stage attraction for premiere of *Carmen Jones*, all-Negro opera premiere, on Tuesday (19) at the Erlanger Theater here. In addition, Rose bought time on FM stations, an unprecedented buy.

Taking radio seriously as a show medium to advertise a show, ad budget was evenly split up between the newspapers and the airlines, with each allotted \$3,000 for an eight-day campaign staged between October 11 and 18. A total of 93 spot announcements are being carried by WCAU, KYW, WFIL and WIP, four local network stations. Spots are both live and transcribed, latter cut by Wolfe Kaufman, advance agent for show.

FM buy was a real surprise, with sponsor-nibbles for such local outlets being as rare as a new electric washer machine. Rose figured that the small FM audience is a highly selective one, geared primarily to the better music which his *Carmen Jones* production promises to offer.

## Davis & Lieber Now Post's

NEW YORK, Oct. 16.—The war has caused a double change in the original radio p. a. firm of Davis & Lieber. First Hal Davis went into the service and shortly after was followed by Les Lieber. Leo Miller and Carl Post then took over management, together with Leonard Feather. Now Miller has gone with the OWI and Feather has left the firm to become an editor of *Look*.

So now the firm is known as Carl Post Associates.

## Spots With Four Out of Five Minutes Commercial, Outsell Orthodox Length Pitches

CHICAGO, Oct. 16.—In face of tirades against boresome commercials and pleas of most radio men for shorter plugs, R. A. Sorensen, owner of Sorensen & Company, ad agency, champion of long commercials, backs up his stand with evidence that in direct selling via radio the long commercial gets the big results. The short spiel just doesn't sell the goods, Sorensen declares, and he applies the same principal to radio as has been successfully used from time immemorial by mail-order houses in which long-winded letters with frequent repetition of salient points have always proved the strongest order pullers.

"We have had some five-minute spots with four-minute commercials," said Sorensen, "and they were very effective. A great deal depends on how the commercials are handled. They can be so camouflaged that they are both entertaining and educational. One necessary element they must have is repetition. On brief spots aimed at direct selling, repetition must be used to get the message across. Maybe the listener is reading a newspaper as he listens to the radio and he may get only a part of the first announcement, but if he catches something that interests him he will listen carefully to the remainder, and so the message gets across."

## Nets Face War Born Problems With Programs Pointed Toward Educating Parents and Kids

### Opinions Differ But All Agree on Urgency

NEW YORK, Oct. 16.—Rising tide of juvenile delinquency sweeping the country is rapidly assuming the proportions of a "must" problem for everybody interested in the day after tomorrow. And radio is thoroly alive to its obligation to combat it. It is aware also that juve habits brought about by current wartime living are not going to be shed when the last shot has been fired. The adolescent problem in the post-war confusion will be even greater and the nets are taking steps to meet it.

Opinions differ slightly among net program execs both as to method of approach and as to whether solution of the riddle should be slanted at the parents rather than the kids. How it is accomplished, however, doesn't matter. All agree that the time is here to jab the educational needle. Any gimmick that will keep good kids good and make bad kids better is welcome.

"Personally," says Margaret Cuthbert, director of children's programs at NBC. "I believe that 90 per cent of the nation's youngsters are all right. It's the 10 per cent who get the publicity. However, we know that we're up against a serious situation and one which is growing increasingly difficult. We are having regular conferences to decide how to meet it."

### "Focus on Parents," Says Cuthbert

Primarily, she thinks, it's the parents who should be dosed with juve delinquency ether medicines, and that the nets' local outlets in particularly affected spots are the ones to do the job.

One of the netwide efforts that NBC will make along this line is the resumption of the program, *Family at War*, skedded for new airing under title of *The Baxters*, November 6. This 1:30 to 1:45 p.m. strip, produced in co-operation with the National Congress of Parents and Teachers, will cover bad boy and girl problem from many angles. Also 12 National Youth orgs will co-sponsor a half hour

weekly program beginning in January. Each group will do a script presenting a cross-section of youth's needs and interests. Shows will be slanted at parents but "if they are good," says Miss Cuthbert, "they'll reach a lot of youngsters, too."

### "Face Them Direct," Says Johnson

Blue net staff, possibly because they air by far the greater number of sessions dedicated to the kids, lean toward facing the teeners direct.

"It takes so long to build a new show," says Grace Johnson, director of Blue's children programs, "that we get quicker results injecting educational matter into established strip shows."

Nearly all of Blue's kid shows are stressing right ways of living, law enforcement and good citizenship. *Dick Tracy*, as an example, cracks down on the black market and sabotage and emphasizes aiding the home war effort. Recently, also, the strip devoted six or seven weeks to a sequence in which Tracy reformed the toughest kid in town and beat the drum for listener clubs to carry out the same notion.

The newest promotional pitch with *Jack Armstrong* is physical fitness improvement. This breaks on the air October 21. Plan is to organize listeners, age 7 to 15, into neighborhood clubs, each with its own leader. Program will provide a manual of instruction for series of exercises. Shot is twofold, to replace physical instructors who have been called into war service and to keep the youngsters healthfully occupied.

Another show being considered, according to Miss Johnson, is a dramatization of kid careers which have gone wrong. It is signposted to show them the right path. If Blue's program board approves it, it will be taken on as a new sustainer.

"One point I want to stress," says Miss Johnson, "is that educational material must be dramatized. If it doesn't entertain, it will kill a whole program."

Ray Nelson, director of daytime programs at WOR, is even more emphatic on this idea.

### Kids Don't Listen to Lectures

"Nothing on the air is any good," says Nelson, "unless somebody hears it and kids won't listen to cut-and-dried lectures and preaching. They never would, and they're sharper today than ever. If you want to get advice and a morale lift over to them, it's got to be dressed up so that they'll absorb the lesson without realizing it."

WOR does get these lessons over, he believes, in most of their juve programs. But there has not been much change in approach. Decency and right living are implied via the adventure thrill route and by the hero's actions in it. In addition Mutual's New York key station (WOR) has a novel program in the works, a sort of infant *Goodwill Court*. Children and parents will appear on this session before a board of experts in child-care and psychology. Littles and bigs can present their problems to mediators who are authorities in their fields. Naturally, under current conditions discussions arising out of wartime delinquency will predominate on such a program, and station feels that the airing will aid materially in solving the problems of listeners in similar circumstances.

"There is no question about radio co-operating in boosting juvenile morale and checking delinquency," says Nelson. "It's a job that has to be tackled now. When the after-war adjustment sets in and these kids are looking for jobs, trying to settle themselves to new standards of (See *Slants on Short Pants on page 9*)



# AD AGENCIES JOCKEYING

## Orgs Vie for That Post-War Dollar With Personnel Format Due for Sharp Overhauling

### Can They By-Pass Resale of Time?

NEW YORK, Oct. 16. — Advertising agencies, unrestricted by Treasury regulations, are budgeting millions of dollars for advertising of their services. Most of this money is going to newspapers and magazines because radio has thus far turned down every contract offered by ad agencies out to sell themselves.

Agencies are not bound by any Morgenthau ruling because they're not engaged in war work and have the right to spend as high a percentage of their income for promotion as they desire. War biz organizations have to keep their ad budgets down to 5 per cent of the first \$1,000,000 and 3 per cent of the rest of their gross.

Thus far full pages have been taken by Young & Rubicam and the Blow Company in New York dailies. Y&R has placed a series of three ads paying tribute first to daily newspapers, second to magazines and last to radio. Angle here is that industry generally looks upon Y&R today as a major radio ad agency, and Raymond Rubicam believes that is an unhealthy condition. Not only did the first ad give the nod to the dailies but particularly to the small country dailies that for generations have regarded N. W. Ayer as their special god, due to the N. W. Ayer Annual Directory of the field. Y&R is out to give Ayer a run for its money in this field.

Blow in its advertising is trying to liquidate its investment in Leon Henderson, who, besides having a small piece of the agency, has also been guaranteed a minimum, which is plenty more than what O'Sullivan is paying for its *Number One Heel* broadcast. Milton Blow (he's the agency) has set up a post-war pitch which is headed by Henderson.

#### Want Radio To Reach \$

Desire on the part of agencies to use radio as one of their selling media stems from fact that they feel certain that thru it they'll reach all the purse-string holders of post-war industries which they may not reach by taking advertising in key city papers. Problem here, besides time, is what type of program to present. Everything from a gigantic plug for America's free way of life to variety shows has been pulled out of the bag by agency radio production departments, but none of them has clicked with the policymakers of the agencies.

Another problem involved is that agencies want to purchase time with a special clause permitting them to pass the obligation to a client at any time during the life of the contract. The big ad brain that conceived that one up saw the plus of being able to hold premium time for a client-to-be, but ran against net rules which forbid resale of time.

#### Agencies Don't Gamble

Agencies never undertake any promotion unless there is at least 200 per cent opportunity of it paying off. They know that at least 20 big manufacturers of consumer products are bound to come out of the war which weren't ad factors before. They also know that expanded lines are certain with hundreds of firms like Silex, which in the past has been only a coffee brewing equipment manufacturer, coming out with products which have never been associated with the trade name in the public mind. In the case of Silex it's a steam iron for the housewife. They know also that the Higginses and the Kaisers of this war have definite plans and that they're not committed to any ad agency. They know also that several big agencies are ready to crack up and that some, like Blackett-Sample-Hummert, are not going to be able to hold all their accounts no matter how many new units result from the blow-up. And the agencies know that

aggressive advertising is the only way to sell their product, which is service.

#### J. W. T. and B. B. "Unhealthy Rumors"

Two agencies about which there are unhealthy rumors are J. Walter Thompson and Benton & Bowles. The latter having lost accounts to Ted Bates, Inc., when Ted Bates left the house some years ago, is expected to lose more accounts, within the next six months, to other members of the firm with wandering eyes. With Chet Bowles with OPA, and Bill Benton leaving only his name with the agency, anything can happen.

Altho J. Walter Thompson is practically tops in radio billing at the moment, the two schools of thought at the agency are said to be so far apart that one of them will break away and take with it the many foreign corporations bearing the J. W. T. name and other accounts looking for fresh plasma for their advertising promotion.

It's this rumor-esque condition that further is inspiring agencies to spend dough on their own promotion. When agencies break up, the fight for their accounts is something to behold. While not part of a break-up the pitches being conducted at the moment on the Owens-Illinois Glass account have cost thousands and the pitching isn't over.

#### That Non-Transfer Obstacles

All ad agency self-praise campaigns which hope to use radio broadcasting are concentrating their ideas on Mutual and the Blue, the only two nets with good evening time still available. Mutual especially, having an advertising man as prey, may find some way of enabling agencies to buy time and hold it for clients, and the Blue, desiring to establish itself as an agency-minded net, may also find some way to circumvent rules which make time non-transferable.

Several small agencies without New

## "Open Door" Policy Restated As Noble Takes Over Blue; 2 Old Net Directors Retained

### FCC Gives Itself a Pat on Back as It Blesses Transfer

WASHINGTON, Oct. 16. — Edward J. Noble this week took over the Blue Network from the Radio Corporation of America with the approval of the Federal Communications Commission. Actual transfer was consummated Thursday when Noble handed over a check for \$6,400,000.

FCC's approval of the transfer had never been in doubt, but public hearings in September on the purchase and the delay in announcing the FCC decision provided opportunities for the CIO to air their grievances against networks' policies in general and Chairman Fly a chance to rap the radio industry for its shortcomings.

At the same time that it approved sale of the azure web, FCC directed that its regulation prohibiting multiple ownership of networks serving substantially the same area be made effective at the end of six months. The gimmick here is that the regulation, which was adopted May 2, 1941, had been suspended indefinitely to make possible the sale of the

### Next Sale, Silence

AUGUSTA, Ga., Oct. 16.—Sign-off time is not for sale at WGAC. It's been sold for over a year, with Belk-Luke department store laying it on the line for both sign-off and sign-on announcements.

First thing that Augustians hear each a.m. is, "In beginning another broadcasting day, the Belk-Luke Company, the home of better values at lower prices, joins this station, WGAC in Augusta, Ga., in bidding you good morning."

Leaving the air, the station salutes its audiences with "Belk-Luke, the home of better values at lower prices, joins this station, WGAC in Augusta, Ga., in saying good night, as we conclude our broadcasting activities."

Next thing that will be sold, says Station Manager Fuqua, is that "Restful period of silence between midnight and 6 a.m."

### Ed Gardner Films For Paramount But Mikes at Warner's

HOLLYWOOD, Oct. 16.—After an initial broadcast at the new Blue Network Playhouse, Ed Gardner has moved *Duffy's Tavern* to the old Warner Bros. lot and taken over sound stage for show. No comment was made by Blue officials over the move, but it is believed that Gardner was dissatisfied with small quarters at new playhouse and wanted larger spot so as to play before bigger studio audience. Gardner is still committed to Paramount for a picture to be done next spring.

York offices have tried within the past few weeks to buy time to tell of some of their unusual accomplishments, but they've been mixed without qualifications. Broadcasting still doesn't like direct selling and it likes it less when it's selling service.

Radio is going to reach for some of that ad-agency self-advertising coin—but "how" is the active question of the moment.

### Fannie Hurst Trys An Ilka Chase But Will Mike at Home

NEW YORK, Oct. 16.—A new half-hour series, *Sunday Evening at Fannie Hurst's*, similar to Ilka Chase's *Luncheon at the Waldorf*, or *People's Platform*, is being prepared, with the famous novelist as the hostess. Miss Hurst will be joined, each airing, by prominent writers including Carl Van Vechten, critic-novelist; Mark Sullivan, columnist; John Erskine, educator-novelist, and others.

Series will originate from Miss Hurst's home, ringing in a surprise visitor each program. Talk will be based on a subject sent in by a listener who will receive a signed copy of the latest book by the author to whom the subject is suggested.

### Philly Station Flacks Play News Pages to Get Call Letters in Print

PHILADELPHIA, Oct. 16.—Now that all the local dailies have thrown out radio pages and columns, limiting coverage to program logs, local stations are seeking all sorts of tie-ups in order to insure some call-letter mention in the news pages. Setting the pace is George Lilley, WCAU flack, tying in with two newspaper promotions that returned radio art work and call-letters to the news pages. Was almost like a bolt from the blue.

Linking with the annual *Book Fair* sponsored by *The Philadelphia Record*, which brought a flock of authors to town to help boost the paper's book review section and particularly the advertising, WCAU carried eyewitness accounts of the literati at the *Fair*, along with spotting a number of the writers for interview shots with the best-selling authors. And with the newspaper generous in the space devoted to its own promotion, WCAU grabbed off plenty of art and call-letter mentions.

Getting a mike picture in *The Evening Bulletin* as compensation, WCAU tied in with the newspaper for National Newsboy Week, giving the mike over to a *Bulletin* newsie for a one-minute spot announcement appeal. Just long enough for the cameraman to click his shutter.

### Phila FM Pool Continues

PHILADELPHIA, Oct. 16.—FCC waived its specifications for FM broadcasting in permitting the five local FM stations to continue their co-operative pooling plan beyond the successful trial period of 90 days. In order to conserve man power and material, five local FM stations will continue to pool equipment and rotate programs until May 1, 1944.

Plan gives eight hours of continuous FM programs each day with only one of the five stations on the air during that day. Pool takes in the FM adjuncts of WCAU, KYW, WPIL, WIP and WPEN and assures program service for the duration, for some 17,000 FM receiving sets estimated to be in operation in this territory.

### Stomach Appeal

CHICAGO, Oct. 16.—Firms using "help wanted" ads on air offer all sorts of inducements to new employees and copy writers rack their brains to dig up angles. The Fannie May Candy Shops, badly in need of girls and women, have been running announcements telling of the ideal working conditions in the Fannie May plant—good wages, rest periods, wonderful cafeteria, frequent raises and so forth, but the response was very poor. A bright copy writer tacked on one pitch that turned the trick. He added "You can eat all the candy you want." Immediately there was a flood of applicants. The "stomach appeal" continues to bring 'em in where other means failed.



# NAB RETAIL PITCH UNIFIES RADIO

## Radio Sold on Itself But No Answers to Retailers' "How" Questions in 100 Minutes

Climax Is Box-Top Come-On as Admen Wait for Twist

By LOU FRANKEL

WASHINGTON, Oct. 16.—The National Association of Broadcasters Tuesday (12) premiered its retail promotion campaign. And premiere it was in the full film sense, as the debut was staged in the streamlined lushness of this town's Hotel Statler before 700-odd retailers, government execs, station and network execs and ad agency men.

From potted palms to cocktail bar it was a premiere. From news-names to out-of-town reviewers it was a film junket. And like many a picture preview, it was nothing to write home about insofar as box office.

Designed to sell retailers on the value of radio, the production, a combination of sound film, platform gab, a chart demonstration and film slides, stacked up as a bust, as in the opinion of many of the rank and file retailers, the production was too long. It runs over two and one-half hours, and it doesn't answer the retailers' prime question, "How can we use radio?"

### Clicks When It Clicks

Where the production clicks, and clicks big, is in its effect on radio as an industry. As a primer on background and problems of the retailer, the picture is a pip. Thus what is old hat to retailers will vitalize radio's thinking ament that market. After viewing *Air Force and the Retailer*, a misleading title in these days of air warfare, no time salesman should fluff his approach to the retailer.

### Presentation Unifies Industry

Another industry asset inherent to the production, and a plus that will in the long run outweigh all other considerations, is its unifying affect on broadcasting. As a result of the NAB retail promotion committee's handiwork, the NAB had already picked up about 40 new member-stations. Thus, for the first time in many a moon, radio and the NAB has something to rally about. And once stations and networks get used to working together, as they are on this promotion, it's not improbable that they will come to thinking together.

This, then, is the presentations' major plus.

As a performance, the Washington showing had a good send-off. Bert Sarazan, promotion exec of the Hecht Company, welcomed the assemblage and set the scene. As he's a Capital City prime promotion man, having him identified with the debut brought the boys out in force. Likewise, thanks to the co-operation of the National Retail Dry Goods Association, the retail org's local members were on hand. And thanks to everyone's co-operation there were plenty of government execs, headed by Secretary of Commerce Jesse Jones in the audience.

### Scott's Secret Seven

NEW YORK, Oct. 16.—Raymond Scott, who grabbed an audience with his famed quintet (actually six musicians), now has come up with another group he calls the Secret Seven (10 men this time), who, according to Scott, will play "hitherto unheard and secret music specially written for them by me."

The title of his first number is *Still Lace and Old Charcoal . . . dmat . . . dmat . . . dmat!*

P. S.—Translation: Dmat means "don't mean a thing."

### Presentation Too Long

Where the show flopped was in its length and the amount of detail devoted to the retailers' problems which, for these top-drawer people, was a waste of time. They know their business and its background and problems. However, in all fairness, it should be noted that the presentation is primarily designed for showing via 16mm. film on a 5 by 7 screen before, maybe, 50 retailers from 100 miles around. Such a hinterland set-up figures to be interested in the exposition of its problems and in the mood for a lengthy and detailed production.

Harry Burke, assistant general manager of WOW, Omaha, handled the platform pitch and started with a short explanation of the thinking that preceded the making of the presentation. Then the first talkie (all the pictures and slide pix were done by Jam Handy) titled, *The History and Development of Retailing*, flashed on the screen. This 20-minute short stars Sheldon Coons, retail and ad exec, who master-minded the presentation. The routine looks as tho it were cribbed from Major Alexander De-Seversky's *Victory Thru Air Power*. The only thing missing is technicolor and a model airplane.

### Retailing Resisted Radio

After setting the premise that retailing emotionally fought radio because it was a change from its accepted procedure, even the retailing, prodded by distributing problems, had gone thru important transitions — peddler, bazaar, traveling store wagon, department store, specialty shop, mail order, credit, etc.—all adding to the expense of distribution, the spotlight returned to Harry Burke.

He used a big pad-chart to talk about *Distribution Tomorrow*. This touched on increased production facilities and employment, as a result of the war, and the many new products that will be available. He deduced that the retailer had better beware or he'll lose out to other modes of distribution: factory outlets, co-ops, super-markets, self-service stores, etc. For an added fear, Philip the Pitch pointed out that if distribution costs are not pared maybe the consumer will want continued government supervision in the form of price ceilings and rationing.

So, continued Burke's 25-minute lecture, retailing's answer is to cut distribution and service costs and increase volume. In other words, retailers, as now established, must meet and lick their problems or someone else will. This is all preliminary to a presentation of the use of new advertising methods and a quarter-hour slide film, *America Takes to the Air*.

### And So to Radio

This deals with the revolutionary discoveries and inventions, and so into radio. Here every radio man is at home. It shows, in forceful and easily understood terms, the importance of radio, and how many sets there are. There are more radios than bathtubs, automobiles and electric homes. Listening popularity, habits, influence and impact. This is the only thing, according to these figures, that people do more than listen to radio is sleep and work. Thus, while the voting population, from 1920 to 1940, increased only 15 per cent, the number of voters jumped 23 per cent, due to radio. Thus when other methods of recruiting petered out the government turned to radio and filled quotas. Thus when Ralph Edwards, on his *Truth or Consequences*, asked listeners to send a con-

### No C.C. & H.H. for KSTP

MINNEAPOLIS, Oct. 16.—KSTP, Twin Cities NBC outlet, has issued a new rate card, as of October 1, and believes itself to be the first station to go on record in print, via rate card, as refusing to accept "hitch-hike" or "cowcatcher" announcements. New card becomes effective November 1.

Altho KSTP probably will have to accept network "hitch-hike" and "cowcatchers" until such time as NBC moves against them, proviso will apply to all spot and local biz.

testant a penny, 210,000 people sat down, wrote a note, inserted a penny or more, and mailed.

So it was shown that radio persuades and commands.

Again the spotlight turned to Burke for a quickie patter on how and why radio works. Perhaps, went his talk, if we can isolate these elements it will be possible for the local merchant to learn how to use something, meaning radio, that national advertisers use with success. In standard song-cue fashion, this was followed by the last film, *Why Radio Works*.

### Psychological Force of Radio

This pic shows how Dr. Paul Lazarfeld, of Columbia University's office of radio research, went about analyzing and evaluating the psychological force of radio. The researcher reasons that people listen because:

- (1) They want companionship.
- (2) They want escape.
- (3) Radio, via news, information, dramas and analyses, adds to their standards of judgment.
- (4) Radio indulges the listeners' yen for vicarious living.

His prime example of the working of the last point was Orson Welles's *Invasion of Mars*, where a combination of listener-imagination, words, sound effects and radio personalities had the nation believing we were being invaded.

### Climaxless Climax

Which brought the audience, by now slightly satiated to the climax, a final pitch from the speaker on *Retailing's Future in Radio*. Only there was no climax.

After a build-up comparable with the best that the theater has ever staged, thanks to *America Takes to the Air* and *Why Radio Works*, the audience was figuratively dropped into the gutter. And with it went the entire value of the NAB retail promotion presentation.

The only answer it could offer was a card, to be signed and dropped into a bowl, which would bring five booklets and obviously a salesman. This was the box-top, a coupon, when the audience wanted action. They wanted the answer then and there, not later. This was the one big gripe among the retailers, many of whom came from Philadelphia, Chicago and assorted points West and South.

And, as if to emphasize its weakness, the spokesmen, in answer to requests for the booklets, explained that they had been delayed in the print shop.

### All Sign Cards

True enough, everyone signed a card for one or all of the booklets. These are *How To Buy Radio Time*, *How To Measure Radio Audiences*, *How To Promote Your Radio Program*, *The Elements of a Successful Program* and *Radio and Retailing in 1943*. But it would have been more effective if the audience had gone away with at least one of these booklets.

There is no denying that, as one Washington ad man pointed out, "This production explains in one setting what has taken me five years to learn. So the next time I call on one of these retailers and try to sell radio, my job is that much easier."

Likewise there is no denying the sickening letdown among the guests when they got none of the answers. Said each of twoscore retailers of all types, "We're

## Special Services N. Y. Radio Section Is Cut to Three

NEW YORK, Oct. 16.—Local office of the Radio Section of U. S. Army Special Services Division has been closely trimmed in last 60 days. Where once a flock of uniformed radio names handled production of a score of shows for servicemen there are now only three men in uniform looking after distribution of material.

All production is now handled on West Coast. Local staffers, headed by Sgt. Norman Noyes, one time NBC sales staffer, are Pvt. Joe Hasel, ex-Blue sportscaster, and Pvt. Sylvan Taplinger, out of the Ted Collins office.

## SLANTS ON SHORT PANTS

(Continued from page 7)

home life, with fathers back from the army and mothers out of the war plants, what radio does now will be invaluable. It's coming, and we've got to prepare for it."

### CBS' "Youth on the Job"

On October 22, CBS skeds a new one, *Youth on the Job*, sighted on the age group from 13 to 17. It is aimed to answer the question, "what can we do with ourselves?", and is a reverse twist for keeping them out of trouble.

The solution of delinquency is providing healthy mental activity, in the opinion of Leon Levine, Columbia's assistant director of education. The net's top undertaking in that direction is their *American School of the Air* program which provides dramatized music, science, geography, history and current events in patterns fitted to primary and lower teenage minds. Besides this daily half hour, which Levine believes is a prime medium to promote right thinking, CBS skeds spot talks to parents by people who qualify with a constructive idea.

"We recognize what post-war conditions are likely to do to the country's youngsters," says Levine. "All CBS can try to do is to cover the trend as well as anybody else. And we shall."

convinced of the value of radio but how do we use it and how have other retailers used it?"

Next Monday (18) the production starts roadshowing. Fourteen caravans, each headed by a top radio exec, will cover 114 cities in the nation in a month of touring that will see showings before about 20,000 retailers and station men.

The tour, in the final analysis, will answer all questions as to the efficacy of the presentation. Unfortunately, the results won't be in for at least three months, or until the industry has a chance to get in some selling effort and tabulate its results.

A newspaper publisher with years of experience with retailers and radio summed it up with, "There was too much history and not enough future. It was swell showmanship and, believe me, we newspaper people have learned something about showmanship from it that we'll put into practice. But it ignored the fact that the retailers know their business. They don't go for fear angles. It was again a good show but far too long. It was!

## Radio Meets Another Wife

WASHINGTON, Oct. 16.—Mrs. Henry Morgenthau Jr., wife of the Secretary of Treasury, has ambitions of becoming a radio commentator.

She has been offered to several networks and it's understood that if she is sold, her "talent fee" will be paid to one of the many charities in which the Morgenthau's are interested.

Altho her name is Elinor there's nothing of Eleanor about her mike delivery.



# AFL Backs NAB Stand on Need for New Laws To Regulate Regulators

BOSTON, Oct. 16.—American Federation of Labor, in its 63d annual convention here, adopted a resolution supporting the broadcasting industry's stand with reference to the FCC and its regulatory powers over radio.

Fitting into the stand of the industry, as espoused by the National Association of Broadcasters, the AFL resolution urges Congress to enact changes in the present Communications Act to limit government supervision of radio and safeguard broadcasting from any actual or implied government censorship authority over program content.

The resolution in full follows:

WHEREAS, In its 1942 report, the Building and Construction Trades Department pointed out in detail the vast potential possibilities of post-war building trades employment in the indicated development of the television, frequency modulation and electronic industries, and

WHEREAS, The expansion of radio broadcasting, television, frequency modulation, facsimile and allied electronic services can best be furthered thru the broadest possible application of the traditional American free enterprise principle, and

WHEREAS, The United States Supreme Court, in its decision of May, 1943, has so interpreted the present Federal Communications Act as to empower the Commission to take practically any action it chooses with reference to radio program material and the business relationships of broadcasters, with a resulting serious threat of governmental domination of broadcasting content, therefore, be it

RESOLVED, That the American Federation of Labor urges that the Congress of the United States should, at the earliest possible date, assure the preservation of freedom of speech on the air waves by enacting changes in the present Communications Act prescribing the limits of government supervision of the radio and allied industries, and definitely safeguarding broadcasting from any actual or implied government censorship authority over program content. By such reconsideration of the Act, we believe, a secure foundation may be laid for the post-war expansion of the radio, television and other new electronic industries upon a free and constructive competitive basis.

## AFL on "Freedom From Censorship"

THE American Federation of Labor at its 63d Annual Convention in Boston passed a strongly worded resolution supporting radio's stand with reference to the FCC and its regulatory powers over broadcasting.

The AFL passed a lot of other resolutions, some of them worded just as strong, but this, as may be seen by the text on this page, was more than a routine resolution. This was deep and long-range thinking by a labor union. This does not deal with wages or organization, hitherto prime factors in the AFL's actions. This deals with freedom. This deals with freedom but not that which is linked with the instruments of injunction, strikes and boycotts.

It deals with freedom from censorship, particularly radio censorship. Not that the AFL says that the FCC is censoring radio, but the union recognizes, what many another organization has overlooked, namely, that the threat of censorship in any field is a threat to every field.

So, the AFL supports radio in its fight against blue-penciling, and by its action rates a solid round of applause from everyone in radio. Not merely a salvo of applause, but wherever possible, a personal thank you from everyone in radio to everyone in the AFL.

The AFL has stepped alongside radio in its fight and it is up to the broadcasting industry to show that it also can think deeply and long-range.

It won't be an easy chore, there are many deep prejudices that need spanning, but it's well worth the endeavor.

## OPEN DOOR POLICY

(Continued from page 8)

clared the agency, "can operate freely only when the controls of public access to means of dissemination of news and issues are in as many responsible ownerships as possible and each exercises its independent judgment."

The commission also hit vigorously at what it termed the radio industry's "rules-of-thumb" for controlling the sale of time.

"Mr. Noble's commitment to consider each request with an open mind on the basis of merit and without any arbitrary discrimination is, in our view, the type of discretion which all licensees must retain under the Communications Act," the commission said. "Only under such flexibility is the fullest utilization of radio in the public interest made possible."

NEW YORK, Oct. 16.—Immediately following approval of the Blue Network transfer, a newly constituted Blue board of directors met here following the resignation of five former directors. Those who resigned are George S. de Sousa, v.-p. and treasurer of RCA; John Hays Hammond Jr., member of RCA board; Charles B. Joffe, chief engineer of RCA's Victor division; Horton Heath, RCA ad and flack director, and Otto S. Schairer, v.-p. in charge of RCA laboratories.

Newly elected board consists of Noble; Franklin S. Wood, his counsel; Earl E. Anderson, v.-p. of American Broadcasting System, Inc., the company which Noble organized to buy the Blue web; C. Nicho-

las Priaulx, ABS secretary-treasurer, and two former directors, Mark Woods, Blue proxy, and Edgar Kobak, web exec v.-p.

New officers elected are Noble, chairman of the board; Priaulx, v.-p. in charge of finance, and Robert D. Swezey, net counsel, as secretary. Others remain in their present capacities.

In an official statement issued after the transfer, Noble said: "One responsibility (of the Blue) is to maintain at all times a platform accessible under reasonable conditions to requests which are reasonable as to purpose and sponsorship. The corollary of that responsibility is the one to resist what we deem unreasonable pressures, however great their force."

Noble stated that policies, set forth in the net code, would retain validity only as they were constantly reviewed "in the light of changing conditions." The Blue, he explained, was not unique among broadcasters in its pledge to serve the public interest, but it will be solely responsible for the manner in which it implements its pledge.

Future net set-up, following the transfer, will have Blue leasing studios from NBC for exclusive use. NBC will not use these rooms. The Blue will also have its own news studio, not newsroom, on the second floor.

NEW YORK, Oct. 16.—Following FCC approval of Blue sale, Station WMCA made application to the FCC for approval of transfer of the station from Noble to Nathan Straus. WMCA held up this request pending the outcome of FCC's action on Blue purchase.

## Too Short for a Head

NEW YORK, Oct. 16.—Ed Beloin (Mr. Billingsley) due back on Benny show in near future. Metro contract has so far been cause of his conspicuous absence. . . Irene Wicker, *The Singing Lady*, now doing a nagging housewife on *Easy Aces*. . . Van Cleave, CBS composer-conductor, asked to do scoring on Mark Warnow's legiter, *What's Up?* . . . Basso-profundo Winfield Honey plays the "Old Man of the Sea" on new Blue sustainer, *Land of the Lost*.

Blue hears two canine shows: *A Man and His Dog* and *Me and My Shadow*. Latter, starring Cliff Edwards, is being watched by Quaker Oats' Kennel Biscuit. . . Arnold Stang doing *Voice of the Army* e. t. produced at NBC. . . Dixie Dugan, Benton & Bowles audition director, on four-week vacash.

Kate Smith daytime show at Ottawa on 19th and 20th for Fifth Canadian War Loan. . . Madeline Lee, the "poor man's Betty Hutton," warbling on movie juke boxes. Miss Lee is normally a radio baby-voice. . . Bob Novak, Y&R megger, demonstrated his sleight-of-hand at meeting of International Brotherhood of Magicians. . . Jack Costello, NBC speller, under the knife for tonsil job.

*She Defended Her Country*, a Russian pic, has been set to English sound track. Radio voices involved are Anne Seymour, Louis Sorin and Paul Mann. . . Blue gabber Doug Martin quit *Baby Institute* because of overcrowded sked. Replaced by Gil Martyn. Arthur Gary, newest NBC announcer, nabbed Matchabelli commercials. . . Patsy Campbell, the "Ethel" of *Joe and Ethel Turp*, recent CBS sustainer, auditioned for Disneyesque radio show as "rabbit-voice."

The War Labor Board approved a jump in basic salary for WLIB technicians. Increase will, in most cases, be about \$5. . . Sue Read, NBC's television girl, starts a five-minute stint on Mutual. She appears thrice-weekly as commentator sponsored by Ball-Bra. . . Diane Courtney, thrush on the R&H show, has developed nationwide beer appeal. A Michigan hops outfit is wooing her to do Midwest spot on a commuting basis. . . Red River Dave signed on WNEW for Steamboat Johnson's hillbilly show.

NBC Westinghouse Show, starring John Charles Thomas and John Nesbitt, due in New York from November 14-December 19. . . *The House on Q Street* starting on Blue October 21, temporarily set for 7 p.m. . . Carl Brisson, Wave pin-up boy, will guest on *Basin Street* when it plays the U.S.S. Hunter College.

During absence of CBS's Davidson Taylor on OWI mission, William H. Fineshriber will aid Douglas Coulter, program director of CBS. . . Bill Christian has taken up sales manager post at WSAI, Cincy, coming from WGST, Atlanta. . . Robert Clark Coleson, formerly with War Department Bureau of Public Relations, appointed manager of Hollywood office of N. W. Ayer & Son.

*Potash & Perlmutter* is latest endeavor of Mrs. Berg of *The Goldbergs*. . . Owens-Illinois auditioned *Green Valley, U.S.A.* . . Joseph A. Grady, staff announcer on WHAT, Philly, appointed program director. . . Margaret Janis, radio warbler, new music librarian on staff of WEEI, Boston.

Billy Williams, Sammy Kaye crooner, four-efed by the army—will continue with the band. . . CBS show, *Fun With Dunn*, scripted by Norman Paul, of Columbia flackery, and Ed Reynolds, of Earle Ferris p. a. office. . . NBC-Blue Guest Relations staff has whipped together its own talent show to be waxed and presented to Ray Knight. . . Clete Roberts is first Blue newsmen assigned to South Pacific area. . . Comic Bill Gray is booked for a variety sustainer on Mutual tentatively called *The Bill Gray Show*. Also featured will be warbler Betty Randall and Bob Stanley's band. . . Singer Robert Merrill replacing Mario Berini on NBC's 6:30-6:45 sustainer heard on the net but not on WEAJ. Program title now becomes Robert Merrill, baritone.

CHICAGO, Oct. 16.—Barbara Luddy, *First Nighter* star, prepping for return of show to WGN-Mutual November 7. She's back from a Hollywood vacation spent with coast guardsman husband R. Ned LeFevre. . . Dorothy J. Crane leaving WIND program department to enter Women's Marine Corps November 1. . . Harry C. Kopf, v.-p. and g. m. of NBC Central Division, named member of board of governors of Chicago Opera Company. . . Upton Close, news commentator, originating his broadcasts from WGN October 17 and 24, with lecture engagements there. . . Jack Ryan, Dale O'Brien, Tony Kelker and Shep Chartoc, publicity heads of NBC, WGN, Blue and WBBM in Chi, staged a farewell press luncheon Tuesday (13) for Ruth Bizzell, editor of *Radio Guide*, which is folding. . . Local and spot billings for WMAQ for first nine months of 1943 were 45.4 per cent ahead of same period in '42. . . Dick Baker, better known as "Two-Ton Baker the Music Maker," pianist-singer, leaving WJJD to free lance in radio and play cocktail lounges and night spots. . . John Turner, studio technician at WGN, has been inducted into the army. . . Anthony J. Kelker, publicity director for Chi division of Blue Network, is entering the navy. . . George F. Strandt, who has been with WBBF, Rock Island, Ill.; WEMP, Milwaukee, and WISH, Indianapolis, in sales and musical capacities since 1925, has joined WJJD sales staff.

HOLLYWOOD, Oct. 16.—Harold Peary can continue being *Gilder-sleeve*. His draft board tossed him a 4-F rating. . . Donald W. Thornburgh, CBS Pacific vice-prexy, heads for Chi and N. Y. to attend meeting of CBS station managers. Arch Morton, KNX sales manager, leaves to join Thornburgh in a week. . . Ben Pollack looking for names to book in his new agency. . . M. R. Robe, of Robe Advertising Company, Chicago, is in town with Mrs. Robe. . . Ken Dolan trained out for Manhattan on a network deal. . . Cornwell Jackson, Coast OWI head, goes to Washington for confabs with superiors. . . Jean Hersholt again takes *Dr. Christian* show to New York for eight weeks in December. . . Rudy Valleé and his coast guard band are in town after winding up Eastern tour. . . Don Gilman due for Eastern trek on Blue Coast program ideas. . . Mady Christians in town for part in new Ginger Rogers film. . . Bing Crosby gets paid for playing golf in his new picture *Going My Way*. Next idea will be to have Crosby ride one of his own nags in a race track story. . . Don Quinn has been inked by RKO to do script for new *Fibber McGee* film. Quinn sold them the original yarn. . . Bob Hope is about to start a new book based on experiences at front during recent trip. . . Manchester Body returns to the air with his news program. . . Johnnie Johnston, of *Duffy's Tavern*, gets guest spot on Erskine Johnson's show. . . Dorothy Allen signed for appearance on Bob Crosby ailer. . . Allen Bode has joined KNX as senior sound effects man. . . Dave Young gets new post as producer for Ruthrauff & Ryan. . . Harlow Wilcox now has five top-flight shows. . . Sam Hayes hits the air with his *Weekly Spectator* quarter hour over Blue. . . Chico Marx is set to do a p. a. tour of army posts in Africa. . . Garry Moore is getting film bids from 20th Century-Fox and Universal.



# PROGRAM REVIEWS

EWT Unless Otherwise Indicated

## "To Your Good Health"

Reviewed Wednesday, 6:15-6:30 p.m. Style—Music. Sponsor—E. R. Squibb & Sons. Agency—B.B.D. & O. Station—WABC (New York) and CBS.

The new Squibb show is a model of smooth programing, intelligent use of first-class talent and innocuous presentation of firm institutionals. With Richard Stark on the mike and Lyn Murray responsible for performance of the 20-piece ork, the soloists and the Squibb male chorus, the 15-minute offering had a good start before it aired. Finished product is as listenable a quarter-hour as any around the clock.

Stark, in representing the sponsor, urged the nation to guard its health, emphasized physical fitness as a patriotic duty and pointed out that Squibb is doing its part in furnishing the armed forces with vital drugs.

Ork offered exceptionally well-rounded musical background with *Oh, What a Beautiful Morning*, from *Oklahoma!*, and Victor Herbert's *Indian Summer*. Chorus has been shipshaped by the versatile Murray. Soloist Audrey Morris sang *The Man I Love* with a Helen Morganish throb, but retained her individuality.

*To Your Good Health* definitely stacks up as good and healthy entertainment. *Wanda Marvin.*

## "Big Town"

Reviewed Tuesday, 8-8:30 p.m. Style—Drama. Sponsor—Ironized Yeast Co., Inc. Agency—Ruthrauff & Ryan. Station—WABC (New York) and CBS.

Taking over a star spot here from Edward G. Robinson is no cinch even for so able a performer as Edward Pawley, but it becomes a headache when a mediocre script goes with it, as in the case of the new season's second airing. Jerry McGill must have been seeing a lot of "B" movies of late, for his script has all the budget earmarks.

In this instance the script takes a long time to build up and when it does it moves leadenly thru some pretty corny dialog and a series of trite situations, as crusading m. e. Steve Wilson of the *Illustrated Press* gets the goods on a ward boss who has had an employee murdered for not coming across.

The plot is pretty wide open and certainly doesn't need the reprise after the first yeast plug, as it moves into the bang-bang car chase (yes, they've got one of those B movie stand-bys, too) and the finale. But it gets a rehash anyway.

Pawley does a convincing job with a none-too-convincingly drawn characterization. Fran Carlon, in Ona Munson's old role as Lorelei Kilbourne, does okay. The rest of the cast is adequate. The organ mood music doesn't add much to the proceedings. The show replaces *Light's Out*. *Frank Gill.*

## "Music of the New World"

Reviewed Thursday, 11:30-12 p.m. Style—Music. Sustaining presentation of NBC Inter-American University of the Air. Station—WEAF (New York) and NBC.

The fact that this series is pitched primarily toward longhair music may militate against popularity, altho the initial broadcast revealed spiel and musical numbers that were full of meat and melody, education and entertainment. Gilbert Chase and Ernest LaPrade, judging from this airing, have a series which should be of interest to the musically inclined. Listeners can learn plenty about the folk music, its origin, use and historical basis in the skedded two 19-week series.

Opener was devoted to the music of Cuba, with examples highlighted by H. Leopold Spitalny's ork and Graziella Parraga, Cuban chanteuse. Both handled their chores expertly and their choice of compositions were varied and interesting. Naturally, Ernesto Lecuona, Cuba's best known classical and pop composer, was represented by his *La Comparsa*, a delicate and tuneful native dance, and *La Conga de Media Noche*, a sparkling bit of deft orchestration and Afro-Spanish

rhythm. Other top composers used were Ignacio Cervantes, Alejandro Caturia and Sebastian Yradier, whose world-famous *La Paloma* resulted from a visit to Havana.

Miss Parraga's group of five songs revealed the various types of folk music and were tuneful and vastly different from the pop conception of Cuban music—rumbas and congas.

The series is planned to include the music of both Americas. *F. G.*

## "Music Goes to War"

Reviewed Monday, 8-8:30 p.m. Style—Music. Sustaining over WNEW (New York).

Idea of dramatizing the value of music for morale and publicizing new material got off to a good start. It's promoted by the Music War Committee of the American Theater Wing and received a first-rate production at the hands of station staffers. Program, first in a weekly series originating from the Maritime Service Training Station (in Brooklyn) and using the Maritime band, moved swiftly, giving the songs expert demonstrations by Barry Wood, the Double Daters and ork leader Lyn Murray, all of whom appeared for free.

Most of the songs were standard mili-

tary faves, including a glittering Merton Gould arrangement of *When Johnny Comes Marching Home*, but the two new ones did the Music Committee proud. Double Daters chanted the blues ultimatum, *Unconditional Surrender*, written by Red Evans, and joined with Barry Wood in Milton Drake's warning against passing along dangerous rumors, humorously expounded in *Has Hitler Made a Monkey Out of You?*

Each week two new songs selected by the committee will be performed by guest stars, with Kate Smith, Paul Robeson, Wilbur Evans and Walter Cassell already committed for appearances. Composers Ray Henderson and Bert Sheffer are radio liaisons for the Music War Committee. *Elliott Grennard.*

## "Full Speed Ahead"

Reviewed Friday, 4:30-5 p.m. Style—Variety. Sustaining on WOR (New York) and Mutual.

On WMCA, New York indie outlet, this show was called *Army Air Forces Salute*. In transit it has added Milton Berle, switched its title but gained no speed. Berle emcees a tepid variety offering that is no different from a dozen other similarly patterned shows.

Designed to laud our flying servicemen, program sloughs off that angle. After a quick bow to women volunteers of the Aircraft Warning Corps and a routine solicitation for recruits to that org, the service question is dropped.

Show caught was top-heavy with vocals. Three singers and a comedian

## Plug for Radio . . . Pass at Gridiron

WASHINGTON, Oct. 16.—It's all right to listen to broadcasts of football games away from home this fall, but the Office of Defense Transportation says don't go to them.

Striking at the source of the thing, ODT this week called on all schools, college and other football teams to confine the sale and distribution of tickets to residents of the local area of the cities in which the games are to be played.

Idea of ODT is to restrict sales so that football games can be held without increasing the load on busses and trains.

Last year the Army-Navy game was limited to residents of the Annapolis area, thus eliminating the traditionally heavy traffic into Philadelphia.

don't add up to much variety.

Guests, Mary Small and Bob Howard, of *Early to Bed*, and Benny Fields, were out of top drawer. All three turned in fine performances. House band, under direction of Bob Stanley, adequately backgrounded program and took the spotlight for two numbers. The Berle tried to give some continuity to a script that was apparently held together by spit and hope, the show Berled down to practically nothing.

Could be that the air force institutional is of necessity bogged down by official red tape and producer Roger Bower and his army aid, Sgt. Sid Weiss, are unable to inject needed adrenalin. It is unfortunate, however, that a program with a worthy objective should take off with clipped wings. *W. M.*

# Program Ad Linage Increase Of 56% Indicated in 12-City Media Records 6-Mo. Survey

## CBS and NBC New Ad Skeds Bound To Up Percentage

NEW YORK, Oct. 16.—Despite growing curtailment of radio news space in the nation's newspapers, radio program ads during the first six months of this year increased 442,597 lines over the corresponding period last year. This was revealed in a survey of Media Records' figures for 12 cities made this week by *The Billboard*.

An analysis of comparative linage in five key cities and seven semi-key centers is given in the accompanying chart.

There are two possible reasons for the large upswing. One, more commercial programs are on the air today and, two, competition between them is keener, with resultant heavy space buying to sell their wares. Then, too, motion pictures are making more and more use of commercial radio programs as promotional pegs for pix and stars. Many deals have movies getting script, talent and air time free in return for buying display ad space on the radio pages. Deals like this intensify competition and opposition programs buy space.

Altho it is problematical whether individual increases cover actual cost to newspapers of radio pages, the outlook for the current half-year, which *The Billboard* will report on when figures are available, seems to point to an even larger increase by 1944. For one thing,

CBS is running its \$1,000,000 eight-week campaign *The Billboard*, Sept. 18) and altho the majority of its display space is being scattered thru all pages of the national press, not the radio pages, this will undoubtedly lead to heavier buying on the radio pages. NBC has spent some heavy sugar on a similar campaign and is due to up its appropriation. The other nets are bound to follow, so that the newspaper radio program ad picture looks extra rosy for the last half of this year.

In going into space buying in a large way, radio is merely following the trend of other industries which become staple and important. Oldsters will recall when railroads had their time skeds printed for free. Gradually, as the roads grew, this free plug space was eliminated, and paid space sold the railroads to the public.

Motion pictures, too, had their early period of gratis newspaper puffs. Today the movies are one of the major newspaper ad space buyers. With the growing importance of radio, there is less and less yen for free space and more use of paid linage to put its message across.

Newspapers will stop worrying about broadcasting competition if this continues. Nobody bites the hand that spends ad millions.

## NBC Tele May or May Not By-Pass Gillette & Mutual

NEW YORK, Oct. 16.—Plan of NBC Television to video sports programs from Madison Square Garden, for servicemen in military hospitals with NBC execs turning their sets over to the hospitals, may be stymied in so far as airing the boxing matches are concerned. Letter are sponsored by Gillette over Mutual.

Gillette contract covers radio and commercial television only, so it's possible NBC hopes to televise the fights without asking permission of Gillette or Mutual. As of this date NBC has not approached either the agency (Maxon) handling Gillette or MBS.

## Royal Still Knows What They Want

NEW YORK, Oct. 16.—Payoff on the razzle-dazzle that preceded the short-waving of the play-by-play of the World Series over the NBC short-wave outlets were the squawks filed by domestic army chiefs. John Royal, chief of NBC short-wave operations, had been breaking into DX programs at the end of each inning with the score up to that point.

Army brasshats squawked to Royal about this and got a blunt "mind-your-own-business" answer. Seems the armchair army wanted the overseas servicemen to hear only the daily resume of the game.

Just when matters were headed for the cause celebre stage came the cable from General Eisenhower asking that actual games be short-waved to his men. So the armchair boot and spurrers who had been beefing had to ask NBC to carry the entire game . . . and that made Royal's trip overseas (he's there now) a lot more enjoyable—it proved he still knew showbiz.

## Radio Advertising Linage

City	1st 6 Mos. 1942	1st 6 Mos. 1943	Linage Increase
New York	21,493	80,207	58,715
Chicago	63,294	112,493	49,199
Philadelphia	258,710	372,455	113,735
Detroit	48,214	58,287	10,073
Los Angeles	118,360	129,247	10,887
Cincinnati	93,886	111,213	17,327
Indianapolis	38,671	74,464	35,793
San Francisco	57,665	49,043	-8,617
St. Louis	30,854	47,021	16,767
New Orleans	5,308	18,497	13,189
Birmingham	14,540	30,780	16,220
Seattle	22,918	52,627	29,709
<b>TOTALS</b>	<b>782,529</b>	<b>1,225,126</b>	<b>442,597</b>







## Grombach Wins 13G in Case Against Waring

NEW YORK, Oct. 16.—A New York jury last week awarded Col. Jean V. Grombach \$13,000 after an eight-day trial in New York Supreme Court in a suit against Fred Waring; John O'Connor, his manager; Stack-Goble Advertising Agency, and Grove Laboratories, Inc. Grombach had charged that the defendants pirated an idea for a radio program.

According to Col. Grombach's complaint, he conceived an idea for a radio program in 1931 known both as *Your Song* and *Stop, Look and Listen*. In 1935 he wrote the final script and auditioned it for Stack-Goble and O'Connor to enlist their help in getting it on the air. Grombach contended that the representatives of the agency and O'Connor heard a complete recording and without his knowledge adopted the idea and sold it to Grove Laboratories, who sponsored the program for Fred Waring.

The action was begun in 1941 and at that time was dismissed by Supreme Court Justice Morris Eder. Early this year, upon appeal, Eder's decision was reversed and a retrial was ordered.

New trial was heard before Justice Dennis Cahalan, who reserved decision when defense attorneys sought to set aside the verdict.

## Song Piracy Charge Denied by NBC, H. Leopold Spitalny

NEW YORK, Oct. 16.—National Broadcasting Company and H. Leopold Spitalny, its musical director, sought once more to dismiss the \$175,000 copyright infringement suit filed against them and G. Schirmer, Inc., by Carmen Delfin, Cuban pianist and composer. In a general denial of all charges filed in New York Federal Court Wednesday (13), the defendants alleged that Miss Delfin was not the original composer of the two songs involved, that the music had for many years prior to her writing been in the public domain, and that the melody, theme and rhythm of the songs had been used by other composers. Defendants also claim that Miss Delfin's compositions were prepared by her expressly for broadcast by Emma Otero, NBC singer and musician, that she licensed NBC to perform the songs, and therefore has no basis for an infringement action.

NBC and Spitalny had filed a previous motion to dismiss, which was denied by the court.

Miss Delfin accused Spitalny of having pirated her songs, *Zambra Gitana* and *Oriental*, and of having them published by G. Schirmer under different titles, using his own name as sole composer and owner. NBC was charged with having infringed on the songs by using them on broadcasts.

## Infringement Suits May Change Neb.'s Anti-ASCAP Mind

NEW YORK, Oct. 16.—If ASCAP does not succeed in winning the right to operate in Nebraska thru amicable negotiations, it may succeed as a result of the copyright infringement suits being brought by copyright owners, who, the members of the Society, are acting independently. Numerous suits are being prepared and several have already been filed by Paramount Music, Shapiro-Bernstein and the Warner Bros. music publishing subsidiaries.

Radio stations, theater operators and cafe owners may be liable for sums way above normal ASCAP fees, as each infringement can cost \$250. Faced with the prospect of paying many times the amount of normal ASCAP fees thru infringements, the most virulent anti-ASCAP-ers may change their minds about keeping the Society out of the State.

ASCAP turned its rights in Nebraska back to the original copyright owners when it was declared illegal for the Society to operate there.

### Bargain Basement

NEW YORK, Oct. 16.—The terrific competitish on Herald Square here—and we're not referring to Macy's and Gimbel's, but the Pennsylvania and New Yorker hotels where Tommy Dorsey and Benny Goodman are beating it out within two blocks of each other—became even more acute Tuesday (12) when Gene Krupa started playing the drums in Goodman's band. The two-for-one show must be particularly irksome to Dorsey because he wanted Krupa to open with his band but couldn't overcome the Pennsy management's objection. The New Yorker bosses similarly held up the Goodman deal with Krupa but only for five days.

## 'Billies Reaping Harvest on Coast

HOLLYWOOD, Oct. 16.—Popularity of hillbilly music has reached such proportions here that the Front Room, bar using Western entertainment which is run in conjunction with the Hollywood Swing Club, has been out-drawing the main room of the nitery.

Demand for mountain musikers was also pointed up when Tex Ritter and 'billy band was signed for a week at the Orpheum Theater, Oakland, but was only able to round up four men. Others were busy playing radio shows or holding down steady jobs in night spots.

Film studios are going heavier than ever on the undistilled corn, with Republic, which has Al Dexter skedded for a flicker, reportedly plunking down \$25,000 for rights to use *Pistol Packin' Mama* for the story title.

## Swoon-Crooners Want More Than Bobby Socks Can Give; Going After Family Trade

(Continued from page 3)

warp and woof of the successful Vallee of later years.

From the first Dick Haymes has eschewed the role of heart-breaker and Manager Bill Burton dropped press agents because they wanted to plant swooning females at ringside tables to pelt Haymes with roses as he warbled. Perry Como has gone his way quietly and unassumingly, and Jerry Wayne's publicists made it clear Wayne is a young man with football shoulders who does not have to clutch a microphone for support.

### "Frankie, I Love You"

Sinatra, who is the very essence of the swoon hysteria, has tried hard to branch out by singing in concert auditoriums, taking the Waldorf Astoria booking where his audience averages 40 years of age, and talking with George Abbott about a legit role as a baseball player in *The Empire's Daughter*.

It may have been an effort to keep his present fans out of the Waldorf that prompted the management to advertise that first night reservations would have to be made by "personal application." And a five-minute perusal of the walls outside the Paramount Theater stage door will indicate what a Sinatra fan is capable of.

The walls are covered with scrawls in red crayon announcing to "Frankie Sweet" and "Frankie Darling"—and the world in general—that "Jerl" loves him and "Mabel" wants him to call her up at such-and-such number for "what you want, Frankie dear." Neither Haymes nor Como has played the Paramount but they have their own admirers who scribble messages on the wall, as have Bob Eberly, Ray Eberle, Vaughn Monroe, Woody Herman and others.

**Non-Swooners Dine Deliciously**  
There are many singers who do noth-

## ASCAP Wins Extension to 1965; Publishers Signed Total 80.2, Writers 82.4

NEW YORK, Oct. 16.—Signatures of the MGM music publishing group (Robbins, Feist and Miller) to ASCAP's 15-year extension agreement on the last day of grace, yesterday brought the publisher members signed to 80.2 and made effective the resolution passed by the Society's board of directors July 14. Signatures of writer-members reached 82.4.

Eighty per cent of both writers and publishers was necessary, and the percentage figure is computed according to royalty disbursements, not numbers of members.

With the receipt of sufficient signatures to make the resolution official, the board yesterday passed a further resolution extending the period during which members could sign the extension agreement to December 1.

Those who signed are now bound to ASCAP until December 31, 1965, the longest contract span in the history of the Society. Previous terms of membership ran for 5 or 10 years.

### Reasons for Extension

The resolution asking for the extension was motivated by two thoughts. The first was intra-mural and was aimed at bringing writers and publishers in the Society closer together in a feeling of mutual trust. Some writers suspected that various publishers would sell out if the broadcasting interests made attractive enough offers for separate deals. Some publishers suspected that certain writer groups had a similar plan in mind, particularly after promulgation of the "Mills Plan" for copyright trust-ship by the Songwriters' Protective Association.

The E. B. Marks-BMI suit, still pending in court, may establish either writer or publisher as controller of the copy-

right, and the winner might have been tempted to bolt the Society for a better private deal. The new extension agreement eliminates that possibility, and the point before the court is now academic.

The second reason for the extension was an effort to strengthen the Society's hand when its contract with radio reaches the end of the first 10-year period in 1950. Continuance of the contract for an additional 10 years is at the option of the broadcasters, and ASCAP could collect only on what it then had in its catalog. The extension guarantees that the licensing org will continue at very close to its fullest strength.

### Berlin Still Not Signed

Altho the MGM publishers signed at the very last minute, the signature had been promised to ASCAP two weeks ago. It was the indefinite status of Irving Berlin, Inc., that caused suspense. Reported in a state of dissolution for many months, tho nothing is yet resolved, it was hoped by ASCAP officials that some way would be found of securing the catalogs of Berlin, and its subsidiary, ABC Music, for the additional 15 years.

However, it proved impossible, as neither Berlin nor his partner, Saul Bornstein, are free to assign any copyright beyond 1950 until an agreement is reached on what songs will go to whom if they do split. It is thought possible that their affairs will be wound up, one way or another, by December 1, and that both the Berlin and ABC catalogs will be ASCAP's.

## "Honey" Clicks 2d Time in 3 Decades

NEW YORK, Oct. 16.—Put Your Arms Around Me, *Honey* has become a hit again after a lapse of three decades. Song, written by Albert Von Tilzer and Junie McCree for *Madame Sherry*, sold about two and a half million copies in 1910.

Two years ago while playing at the Astor Hotel, Dick Kuhn got several requests for the song, and not having the pick of pop tunes at Decca, he made a recording of the oldie. When the filmusical *Coney Island* came out with the tune in it Kuhn's was the only dance band recording available.

Now Decca is bringing out another waxing of it done by Dick Haymes. Sheet music sales this time out have already hit 275,000 for Broadway Music.

## Phil Spitalny Adds Clawson Triplets

NEW YORK, Oct. 16.—Phil Spitalny has signed a new singing trio, the Clawson Triplets, who will open with him in Chicago on November 19. Trio will make its first appearance with the Spitalny ork Sunday (17) on the weekly *Hour of Charm* broadcast over NBC. Triplets were working in the Broadway show *Hairpin Harmony*, and were signed by Spitalny when the show closed.

## Reg Marshall on His Own

HOLLYWOOD, Oct. 16.—Following his resignation as Coast manager for Frederick Bros. Music Corporation two weeks ago, Reg D. Marshall has opened his booking offices within a stone's throw from the offices he occupied when with F.B. However, Marshall is still expected to hook up with a major booking office soon.

**MARUSCHKA**

(MA-RÖÖSH-KA)



## Ex-Goldman Contactmen Paid For Back Wages; Bum Checks; Jack Mills Buying Catalogs

NEW YORK, Oct. 16. — Songpluggers' wage claims and claims on bad personal checks against the defunct Walton Goldman publishing firm have been paid in full and the Walton Goldman catalog, which was turned over to the Los Angeles Board of Trade to be sold at auction, has reportedly been purchased by Jack Mills, altho spokesmen for Mills Music here say the deal has not yet been consummated.

Music Publishers' Contact Employees' Union, representing the 15 songpluggers formerly employed by the bankrupt firm, received checks covering \$2,500 in salary claims and \$1,300 for rubber checks issued by Goldman to cover personal debts.

The union still has claims pending amounting to about \$2,000 for two week notice and vacation pay. These, however, are not considered preferred claims and will be paid along with other general debts. Songpluggers' Union also secured back wages for four girls employed by Goldman in his office here, altho clerical workers were not union members.

Goldman catalog included the three firms of Walton Goldman, Inc., Carmichael Music and National Music. All three pubs were just starting to build their catalogs, only National having been

in operation long enough to get sizable air plugs on their songs. At the time they folded, Walton Goldman, Inc. was working on *May in Mexico* penned by Allie Wrubel and *I'm Getting Around to Tell You* by Al Sherman and Harry Tobias. Carmichael Music was plugging *You Could Hear a Pin Drop* and *Dear Friends and Gentle Hearts* and National Music had *Don't Cry and Is It Madness?*

## "Evening" Became A Hit the Hard Way

NEW YORK, Oct. 16.—In the *Blue of Evening*, which has hit about 350,000 in sheet music sales, has had a peculiar career. Tune was penned while ASCAP was off the air and was used as an instrumental by Muzak. Later lyrics were added and it was copyrighted by Associated Music Publishers.

Tommy Dorsey's Embassy Music became the selling agent, with Embassy paying 10 cents for sheet music, selling it for 22 cents and collecting 25 per cent of the record royalties. The contract provided that Embassy had to raise the ballad to a certain position on the "Sheet" within six months.

Waxing made by Tommy Dorsey and Frank Sinatra didn't mean much at the time and Embassy didn't bother working on the song when they got hold of *There are Such Things*.

*Blue of Evening* was turned back to AMP, who sold all rights to Shapiro, Bernstein, who laid it on the shelf until Victor announced it planned to reissue the TD-Sinatra recording of *It's Always You* backed by the *Evening* ballad. Then Shapiro, Bernstein started a drive which finally landed the tune in the top brackets.

## 'Home for Christmas' Pub Dispute Settled

NEW YORK, Oct. 16.—Dispute between E. B. Marks Music and Melrose Music on *I'll Be Home for Christmas* was ironed out amicably Friday (15), with Marks withdrawing its tune from publication until 1945 in favor of the Melrose version. Marks, however, will receive royalties from Melrose on all records, sheet music and orchestrations sold.

In addition, Buck Ram's name has been added as one of the writers of Melrose's song, along with Kim Gannon and Walter Kent, and Ram will receive ASCAP credits on all performances. Ram will also receive half of Marks' take on the song. Marks will have the option of resuming publication of its *Christmas* song on January 1, 1945.

Three weeks ago Marks had asked Melrose to stop publishing *I'll Be Home for Christmas* by Gannon and Kent, as Marks had published a tune by the same title and with the same lyric idea a year before written by Ram and claimed the Melrose song a lift.

## Mills Seeks Dismissal of Suit Involving 17 Fred Fisher Songs

NEW YORK, Oct. 16.—Mills Music sought last week to dismiss an \$85,000 action brought against it by Fred Fisher's widow, Anna Fisher, charging breach of contract, in New York Supreme Court. Suit involves 17 songs on which Mrs. Fisher charges that Mills made false payments and furnished improper statements since they were assigned to Mills by Fred Fisher, Inc., in 1928.

Mrs. Fisher maintains she demanded a full and correct report from Mills, but the publisher refused to give her a true statement.

Among the songs assigned to Mills were five composed by the late Fred Fisher alone, the rest written in collaboration. Fisher's five songs are *Chicago*, *Eyes That Say I Love You*, *Take Her Back to Your Heart Over Again*, *The Thief and Savannah*, *That Georgianna Blues*. Two written in collaboration with Billy Rose are

## How About Women?

WASHINGTON, Oct. 16. — Hot jazz slows a man down. Or as the War Production Board phases it in an official report just issued, it is the "music of diminishing returns." According to a survey of music furnished to workers in war plants, it was found that hot music is too diverting.

Men like their music hot but personnel managers feel very bitter about this type of music because it takes their attention from their work.

## MCA Buys 50% Of Glaser, Inc.; Sideliners Smile

NEW YORK, Oct. 16.—Band-booking agencies' scramble for names to bolster their lists after Uncle Sam starts drafting baton-waving fathers is believed to be the reason for the deal being consummated this week on the Coast between Joe Glaser and Jules Stein, president of Music Corporation of America, which will give MCA a 50 per cent interest in Glaser, Inc., for \$100,000.

What is puzzling and amusing the trade is MCA's reason for putting up that kind of money when the agency already books virtually all of Glaser's white bands, and has by past actions indicated it is not anxious to handle colored bands. Furthermore, Les Brown, Teddy Powell, Jan Savitt, Freddie Slack, Lionel Hampton and probably others in the Glaser stable are presumably 3A and subject to a draft call.

If it weren't for the draft bait included in the list it would be a swell deal for the agency, since it was willing to pay \$25,000 to the William Morris Agency not long ago for the Slack contract. But as it stands, it is considered by many a risky speculation for MCA on what one booker termed "temporary values."

## Music War Com'tee First Song Choice Gets Waxing by Hit

NEW YORK, Oct. 16.—*This Is My Prayer*, first song chosen by the American Theater Wing's Music War Committee in its quest for patriotic tunes, will also be the first of the MWC choices to break thru as a plug tune with Ell Oberstein's recording of it on his Hit label. Martin Block, who is publishing Alice Remson's tune, will no doubt give the waxing plenty of airings over his *Make Believe Ballroom* program, and if it starts to show up, other recording companies may bring it out.

This is the song that stirred general publisher interest in tunes being sponsored by MWC, when Martin Block, acting as one of the MWC song judges, voted for the *Prayer* ditty and decided to take it for his own publishing firm.

## Composer's Son Vs. Warners in "Love Nest" Suit

NEW YORK, Oct. 16.—A copyright infringement suit, demanding \$100,000 damages, was filed by Laurence J. Hirsch as surviving executor of the estate of composer Louis A. Hirsch in New York Federal Court Thursday (14) against Warner Bros. Pictures, Music Publishers' Holding Corporation; Harms, Inc.; Victoria Publishing Company and Otto Harbach. Suit charges infringement on the song *Love Nest*, used in Warner's film *Yankee Doodle Dandy*.

In 1920 the song was assigned by its composers, Hirsch and Harbach, to Victoria. Harms obtained it when it bought out the Victoria catalog, and Music Publishers' Holding Corporation became the owner when it took over the Harms catalog in 1929.

Hirsch claims that screen rights, which were unknown at the time, were not assigned to the publisher. He further charges deliberate misrepresentation, claiming that the film implies the tune was written by the late George M. Cohan.

Hirsch seeks an accounting for use of the song in addition to damages and also demands an order canceling license grants to Warners. Harbach was included among the defendants when he refused to join in as a plaintiff.

## Music Returns to Detroit's Lafayette With \$500,000 Suit

DETROIT, Oct. 16.—The musicians have returned to the Shubert-Lafayette Theater, but David T. Nederlander, operator of the house, announced this week that he is preparing a \$500,000 suit in Federal Court charging the musicians' union with "coercion."

According to union officials, who expressed amazement at the announcement of the suit, Nederlander called the local's office requesting the men to come back to work and stating that his attorney is going into court to seek a dissolution of the injunction which he had secured several weeks ago. The union stated that it had checked his statements with the court, and ordered the men back to the theater.

Nederlander's announcement of an impending suit stated that both the union and the United Booking office would be defendants, as the UBO had threatened to cancel all bookings for the theater unless he signed with the union. This, despite a contract which has eight years to run, Nederlander said. He also stated that the "pressure" brought to bear upon him by UBO and the Shuberts was inspired by AFM President Petrillo, and that he re-hired the musicians only because the loss of bookings would mean the closing of the house, and he wanted to stay in business.

## Norvo Ready for Overseas Junket

NEW YORK, Oct. 16.—Red Norvo is reported ready to leave this week on the Coca-Cola tour of overseas service camps which is expected to take his band to Presque Isle, Labrador, Newfoundland, Greenland, Iceland, Scotland and England.

Sidemen Dale Pearce, Aaron Sacks, Joe (Flip) Phillips, Dick Taylor, Johnny Blowers, Henry Kohout and Clyde Lombardi will receive from \$125 to \$150 each a week, and Carol Bruce, soloist, \$1,000. All expenses will be paid and salaries are clear above taxes and deductions.

MCA booked the unit, Ernest Anderson, of D'Arcy agency, will accompany the entertainers as manager, and Coca-Cola foots the bill, tho no product plugs will be made on the shows.

Tour which is under order of the U. S. Air Transport Command may be changed at any time and may possibly be extended for an additional 10 weeks beyond the scheduled 10.

## Mickey Mouser at Heart

NEW YORK, Oct. 16.—Red Nichols has been ignoring band bookers who have wanted him to start playing again, but finally the rats got him. The mayor of Albany, Calif., this week appealed for help in ridding his town of the large, black rodents that have been infesting the town, and Nichols stepped forward with an offer to do a modern Pied Piper with his trumpet.

And will you boys dig the jive the former jazz great handed out? "I propose to hit a high note," said Red, "with overtones in the super-audible range."

Could Red mean, "Out of this world"?



## ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

**WALTER SCHUMANN (Hit 7063)**  
*There Was a Little Girl*—FT; VC. *This Is My Prayer*—FT; VC.

Altho the name of the maestro does not figure in familiar orchestra circles, and the two song selections, for which the maestro takes composer credit, are also among the unfamiliar, it is a fine band with a fine brand of dance rhythms that spins out of this new Hit number. Moreover, both song selections fall easy on the ears, and the lyrical content, at least, doesn't date these sides back to the defunct Varsity label. In any event, it's not a slap-bang aggregation that characterized the dinking of the numerous nondescript muskemakers bannered by the label. The Schumann ensemble impresses most for *This Is My Prayer*, a war ballad. Added to the instrumental proficiency of the band are excellent voices. Identified as the Melody Maids, a gal trio blend their voices expertly and effectively with the band instruments for the introduction, carrying on as an unbilled baritone voice gives full meaning to the song story, taking the verse and chorus from the start, set at a moderately slow tempo. Band brasses muted, with the Melody Maids humming a melodic obbligato in the background, get a second chorus under way, with the girls taking over the lyrics for a half chorus, and the male troubadour returning for the last half to complete the side. *There Was a Little Girl* is one of those cute and cuddlesome kiddie songs, dished up in attractive manner by the voices and instruments. Etched in a bright and medium tempo, and with expert guitar rhythms setting the stage for the introduction, the Melody Maids harmonize in rhythm fashion for the opening stanza to tell the lyrical story of the little girl and her little boy friend. The band brasses muted, with clarinet and guitar on the releases, take over for a half chorus, with the Melody Maids returning for another chorus.

With the approach of the Yuletide, public fancy may again find favor in the soldier ballads, for which purposes "This Is My Prayer" can serve the music boxes well.

**CARL LANDT (Beacon 113)**  
*When We're All Back Together Again*—FT; V. *I Just Didn't Understand*—FT; V.

The recording companies falling all over themselves to capitalize on the swoon craze, Joe Davis's Beacon label is the latest label to banner a male singer. In giving the spotlight over to Carl Landt, radio voice, for a brace of ballads backed by pipe organ and trumpet, it's a far cry from the sigh-and-pash school of song as exemplified by Sinatra, Haymes, Como, et al. Landt's vocal efforts are far-removed from such romancy leanings, giving out in his baritone range in forthright manner. With the somber tones of the pipe organ for the background, the muted trumpet barely cutting thru, it's the type of vocal performance better associated with Sunday school teas, and the song material goes a long way in clinching that impression. *When We're All Back Together Again* is a home-sweet-home ballad by Joe Davis, and taking it at a slow tempo, with liberties with the tempo, Landt lays down the opening chorus. The organ gets a second stanza under way, with (See ON THE RECORDS on page 67)

### Draft Board Returns Billy Williams to Sammy Kaye

NEW YORK, Oct. 16.—Sammy Kaye's vocalist, Billy Williams, has been rejected by the army after appearing for induction at Galveston, Tex. He returned to the band Wednesday (18) on Kaye's CBS commercial.

# Duration Recordings Offer Pubs Little Solace; Expect Pic, Plug Tune Disks Only

NEW YORK, Oct. 16.—After 15 months of anxious waiting, music publishers are much less excited about the settlement of the recording ban than they anticipated. Eager visits to Decca, and to Victor and Columbia as well, have convinced pubs that Petrillo's go-ahead signal won't mean much newly recorded music. While they were familiar with man power and material shortages, publishers didn't realize how acute those problems were till they discovered how it would prevent them from getting their own songs on wax.

Pubs now believe that even if Victor and Columbia do resume recording shortly, there won't be more than one release per company per week. Decca's leisurely schedule of waxing sessions, they feel, is the tipoff. Minor pubs are also resigned to the fact that there won't be much room left for their staff after film tunes and the plug songs of major firms are waxed.

During this past record-less year publishers have found that hits stayed around much longer, altho they had always blamed radio for shortening the life of a song. Where before the top tunes lasted only about three months, in the last year some have hung on for six or eight months. Smaller pubs who managed to get hold of hits have been consoled by this fact, as they are accustomed to spending a lot of time on one

song and for them it meant a bigger return. However, the larger firms who sink a lot of money in high-priced contact men and who figure on learning whether or not a song will break for a hit in its first couple of weeks out, can't afford to devote several months to working on one tune, waiting for it to happen.

Songwriters, too, are letdown by the turn of events. Publishers had been turning them away with the excuse that there were no records, but tunesmiths expected the end of the ban would change that. Now pubs are still telling them there aren't any records, or at least not enough.

## Phil Industrialists Operate Their Own Swing-Shift Dances

PHILADELPHIA, Oct. 16.—With the city refusing to relax its regulations on ballroom dancing after 1 a. m., or by special permit, 2 a. m., war plants in this territory are finding it necessary to sponsor swing-shift dances of their own to keep up morale of workers on the late shifts. New source of employment for local musicians is so fertile the local musicians' union found it necessary to set up a special wage scale for early dawning dance jobs.

Applying only on swing-shift shows and dances put on by the war plants, new price scale calls for \$16 per man for a four-hour stretch terminating not later than 4 a. m. Overtime set at the rate of \$4 per hour or fraction thereof, with leader getting time and a half.

Last winter, numerous dance promoters staged public swing-shift dances at the center-city Town Hall, but in spite of heavy turnouts and support from the local press, the legislators held fast to the curfew hours for dancing. They felt that such proms, running until almost dawning, would attract an undesirable element and increase the problem of juvenile delinquency. It is felt in some quarters that the restrictions on dance promoters are too stringent when there are four all-night movie houses in operation in the midcity theatrical district.

## GAC Gets Pastor From CRA Jan. 1; Carle Deal Pending

NEW YORK, Oct. 16.—Tony Pastor's contract was taken over from Consolidated Radio Artists Thursday (14) by General Amusement Corporation, effective January 1. Pastor will play out commitments made for him by CRA until that date. Altho CRA's contract with Pastor ran until July, 1945, it received no cash thru the transaction, but will receive instead a percentage of GAC's commissions made from Pastor.

A switch has been contemplated for some months by Pastor and his manager, Sy Shribman, who were reported as dissatisfied with their agency, but it was believed that MCA would be the new booking office. However, GAC came thru with a better proposition.

Frankie Carle is also expected to become GAC property January 1, but the details are still being worked out.

## Victory Song Is Ready

PHILADELPHIA, Oct. 16.—Fred Fisher Music is prepared for conclusion of the war. Remembering the helter-skelter in Tin Pan Alley when Pearl Harbor made the headlines, Fisher has taken *Gee Mau! It Was a Tough Fight*, a victory song written by local tunesmith Al Berkman. Publisher is printing sheet music, professional copies and orchestrations, but is holding up its release for the minute word is flashed that the armistice has been signed.

## ON THE STAND

Reviews of orchestras playing hotels, night club and ballroom locations and one-nighters.

### Benny Goodman

(Reviewed at Hotel New Yorker, New York)

GENE KRUPA rejoined Benny Goodman five years after they first separated and five days after the band opened here, and all is right in a good, good Goodman world. BG's "ray" was ex'd out of existence as the band jumped to Krupa's beats, which, incidentally, gave some meaning to Goodman's frequent changes of drummers in recent years.

And all talk of comparison with the champ swing band of 1935 has some basis in fact. With Krupa, Jess Stacy and Allan Reuss back together again in the rhythm section, Hymie Shertzer leading the sax section as of old, and such fine new additions as Lee Costaldo on trumpet, Bill Harris on trombone and Al Klink and Ernie Carcares on reeds, the band makes mighty fine music.

Krupa looks better and sounds better than he has in more than five years. His stickwork is as sure as ever but there is less flamboyancy and more solid rhythm for the ensemble. Playing that way, his drumming has a drive and a lift that is impelling, and the boys respond. When he lets go on solo breaks, the sparks fly higher and brighter because of his restrained thump, thump thumping the rest of the time.

Not a year has gone without further advances in Goodman's playing and the night caught it was ecstatic. The tip-off is the way the other five reedmen watch him with intense concentration, broken only by little gasps of astonishment. The old quartet numbers were revived, bringing the dancers to the bandstand in clusters, and Goodman's duet with Krupa in *Sing, Sing*, lasting no less than eight minutes, ran the gamut of musical expression.

Carol Kay is a good singer, and Ray Dorey is a fine one, but in celebration of Krupa's return, the music went instrumental on this particular night. No one, including Krupa himself, knows at the moment how long he will remain with the band. Without him the band is great, with him it's magnificent.

Elliott Grennard.

### Perry Martin

(Reviewed at Hotel Nicolet, Minneapolis)

WHAT was originally planned to be a thrown-together orchestra to play for the Dorothy Lewis ice show has turned out to be so fine a musical aggregation that it has broken all existing records for engagements at the Twin Cities most popular hotel room.

Perry Martin, vocalist-pianist, was brought in from a radio job in New York to front the band brought together by Billy Stofft, drummer. The 11 local men have played together on many occasions and clicked their sweet styled music. Temporary booking has already passed its 18th week, with latest contract calling for an indefinite stay.

Unusual in its lack of a gal singer, the band depends on Martin for all vocals, and his strong baritone voice is filling the bill. Instrumentation includes three rhythm, three brass, three saxes and two fiddles. Sweet arrangements by Saxman Red McCloud are featured, but the ork also swings out on arrangements done by another reedman, Tommy Bauer. Novelty are worked out by Franny Dear, trumpet.

The band's music keeps dancers on the floor and cuts the floorshows in good style. The ork would make a fine traveling territorial.

Jack Weinberg.

## More Names for Met

PHILADELPHIA, Oct. 16.—Met Ballroom here continues to bring in name bands, with Abe Lyman playing for one night Friday (15), following Bobby Sherwood's closing. Mal Hallett moves in for two weeks Monday (18).

## 802 Stand-By Rule Changes Ellington Band for Capitol

NEW YORK, Oct. 16.—Local 802's stand-by rule for theater dates caused Duke Ellington to open the Capitol Theater here Thursday (14) with four new men. Harold Baker, trumpet; Nat Jones, sax, and Junior Ragland, bass, were off the stand because they don't hold 802 cards. Ray Nance, violinist-trumpeter, is in the same boat but is being billed as a singing and dancing single working with the band.

According to the AFM local's rules, one man without a card makes the whole outfit a traveling band and an entire stand-by ork must be hired for the engagement.

Otto Hardwicke, veteran Ellington alto man, rejoined the band for this date only. Taft Jordan and Dizzy Gillespie are playing Baker's and Nance's trumpet parts and John Simmons is on bass.

## Savoy Reopens With C. Williams, Sultans, Rennie Competish

NEW YORK, Oct. 16.—Harlem's Savoy Ballroom will reopen Friday (22), with Cootie Williams and the Savoy Sultans on the bandstand, regaining its license yesterday. Savoy will have to counter the inroads made by the Renaissance Ballroom, smaller and much older spot popularly known as the Rennie, which has been cashing in on the Savoy's closed doors by running Sunday night dances using colored name bands, except for last Sunday (10) when Bobby Sherwood played there.

Roy Eldridge plays the Renaissance tomorrow (17) and John Kirby is set for next Sunday (24). This, incidentally, is Kirby's first ballroom date in a year.

## JD's 5 One-Nights

NEW YORK, Oct. 16.—With other double A bands ignoring one-night possibilities, preferring to stick to theater and location jobs, Jimmy Dorsey played five dates on the Coast October 1 thru 5 in San Jose, Sarrlento, Oakland, Fresno and San Bernardino. He is reported to have received a \$2,000 guarantee and privileges.

If It's in  
**'TUNE-DEX'**  
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# Weather Downs Stem Takes; Pastor, Ink Spots, 'Life' 78G; Duke, Horne, 'Phantom' 70G

NEW YORK.—A rainy spell failed to dampen Broadway grosses sufficiently to cause serious concern among house managers. The dent made by the weather was offset by the three new attractions hitting the stem this week. The Capitol, Music Hall and State came in with new bills and scored good takes on the opening days.

The Paramount (3,664 seats; \$55,587 house average), with Tony Pastor's ork, the Ink Spots and *True to Life*, is heading for a comfortable \$78,000 for the opener. Last week, the fourth of Vaughn Monroe's ork and *Lady Takes a Chance*, exited to a strong \$55,000, which was preceded by \$62,000, \$60,000 and \$80,000.

The Capitol (4,628 seats), with Duke Ellington, Lena Horne and *Phantom of the Opera* as the attractions, is heading toward a fine \$70,000. Lure of this bill will be offset by the bad reviews given the pic, but stage headliners are figured to provide adequate compensation. Last week, the third of Virginia O'Brien, Allen Jones, Morton Gould's ork and *Johanny Come Lately*, bowed out to an okay \$54,000 after hitting \$63,000 and \$64,000.

The Roxy (5,835 seats; \$50,067 house average), with the third session of Bert Lahr, Lucille Manners, Haakon and Bowman plus *Wintertime*, is figured on producing \$70,000 after hitting \$83,000 and \$90,000. Danny Kaye heads the stage-show coming in Wednesday (20). *Sweet Rosie O'Grady* will be the film companion.

The Strand (2,758 seats; \$39,364 house average), with the third round of Sammy Kaye's ork and *Thank Your Lucky Stars*,

is expecting \$45,000 after hitting \$49,000 and \$56,000.

Radio City Music Hall (6,200 seats; \$94,403 house average), with the second stand of *Lassie Come Home*, together with usual MH stage layout, looks forward to \$100,000 after registering a strong \$110,000.

Loew's State (3,337 seats; \$22,856 house average), housing Jay C. Flippen, Diosa Costello and Hannah Williams plus the first run of *My Kingdom for a Cook*, figures on \$26,000. Last week, with Joe Rines's ork, Chick Chandler and *Dubarry Was a Lady*, brought in a strong \$30,000.

## Balto Hipp \$17,800

BALTIMORE.—Hippodrome Theater grossed a good \$17,800 week ended October 13, with bill headlined by Paul Gerrits. Other acts included Phil Brito, Hickory Nuts, Barr and Estes, and the Lipman Four, acrobats. Pic, *Destroyer*.

## S. F. Dips to 23G

SAN FRANCISCO.—Golden Gate (2,850 seats) dipped to a measly \$23,000 week ended October 13 despite strong stage-show. Average is around \$30,000.

House execs attribute sag to a general entertainment lull. Bill was headlined by the Hartmans, Jane Pickens and Victor Borge.

## Louisville Sags to \$14,100 With Hill

LOUISVILLE.—Grosses at the National (2,200 seats; 40 cents afternoons, 60 cents evenings and Sundays) sagged to \$14,100 for week ended Thursday (14), with a bill topped by Tiny Hill's band. Also on the bill were the Albins, Six Willys, and Foley Miller, with *Buckskin Frontier* on screen.

On Friday (15), Chico Marx and *Hollywood Revue*, Harry (Push-'Em-Up) Burns, Chester Frederick and Company, Elizabeth Talbot-Martin and Three Orantots drew a light crowd for afternoon opener. Pic, *Melody Parade*.

## Woody Herman Big \$30,000 in Philly; Fay's Hits \$10,600

PHILADELPHIA.—Earl Theater (seating capacity, \$3,000; house average, \$20,000) hit the jackpot for the week ended Thursday (14), with Woody Herman's band crowding the house. The maestro, playing day and date with his *Wintertime* movie, went over the \$30,000 mark for one of the best weeks of the season. Band support came from Billy Rogers, Vido Musso, Chubby Jackson and Cliff Lee-man. Paul Winchell and Marlon Daniels made for the added acts. *Spotlight Scandals* on screen.

Fay's Theater (seating capacity, 3,200; house average, \$10,000) topped the house par for week ended Thursday (14), with a combination of Lil Green, Tiny Bradshaw's band and Bill Bailey accounting for \$10,600. Cino and Cortez, Louis McBride and Slim and Sweets rounded out the bill. *Passport to Suez* on screen.

## Hefty 26G for Hutton in Chi

CHICAGO.—With no flesh competition in town, and with the Columbus Day school vacation for help, the Ina Ray Hutton band unit cleaned up a hefty \$26,000 at the Oriental Theater week ended October 14. Show was also abetted by the revival of a Warner "A" film, *Oklahoma Kid*, with James Cagney and Humphrey Bogart.

On Friday (15), Oriental opened well despite rainy weather, with Tiny Hill and band, plus Gus Van, and Shaw and Lee. On screen, first run of *Dangerous Blondes*. This will be the theater's final session without stage competition, as the Chicago Theater will wind up its four-week run of *This Is the Army* Thursday (21) and go back to shagshows the following day.

## Barron, Kirby Orks 85C 3 Days in Prov

PROVIDENCE.—Blue Barron and John Kirby orchestras, teamed in a musical double feature on the Metropolitan's week-end bill ended October 10, did \$8,500 for the three-day stand. Supporting acts were Paul Remos and Toy Boys, and Eleanor Teaman, vocalist.

Fay's, with its regular six-act bill, rolled up a \$6,000 gross last week, with Cordon and Sawyer headlining. On screen, re-issue of *In Old Chicago*.

## "Pin-Up" 18G in LA

LOS ANGELES.—Harry Howard's *Hollywood Pin-Up Girls* grossed only a fair \$18,000 at the Orpheum Theater (2,200) here week ended Tuesday (12). On screen, *Spotlight Scandals*. House charges 75 cents top.

## BURLESQUE NOTES

### NEW YORK

ROSITA ROYCE and her doves, following 20 weeks at the Folies Bergere, has opened at Hi-Way Casino, Fall River, Mass., for a fortnight, after which it will be the Gayety, Montreal, for two weeks, and then the Tic Toc Club, Montreal, for three weeks. . . . CUBA AND JUANITA, ballroom team, have moved from Palm Garden, Columbus, O., to the Algeo Hotel, Toledo. . . . SMITH SISTERS, dancers, held over at Small's Paradise thru Arthur Bryson, who also represents Luck and Lucky, dance team at the Esquire, Montreal, and Austin and Young, singers, dancers and pianists at Murrain's nitery. . . . LEW DENNY is manager of

a Hirst unit that has Julie Bryan, Frank X. Silk, Harry Levine, Dolores Greene, Mickey Pearl and Strut Flash. . . . CLEM BELLINGS' dog act was an extra attraction at the Hudson, Union City, N. J. Clem speaks 17 languages and piloted his own circus thru Siberia and the Far East back in 1912. . . . MILT FROME is 1-A.

ROSALIE (Rose Hoffman) debuted as a feature strip-teaser at the Avenue, Detroit, on the Empire Circuit. . . . RAY LEROY and Arille Rappee, in burly stock out West in 1937, are now in niteries in Columbus, O. . . . LEE FORD, Helen McCree and George B. Hill entertained servicemen in Hanapepe, Kanai, for three weeks pending completion of a theater tour with their *Hits and Bits of 1943* company in Honolulu. . . . RALPH ELLSWORTH, singer, has replaced Ben Hamilton as stock principal in Union City, N. J. . . . LEONA THURSTON is a new strip-teaser at the Club Cobra, which features Zorita. . . . MORGAN SISTERS (June and Dorothy) have opened in a new revue at Jack Silverman's Old Roumanian nitery for five weeks, with an option of five more. . . . DOTTE BATES, former burly soubret, now a wardrobe for *Ice-Capades*. . . . JAYNE FILLAT, Billie Lee, Edna Miller, Kitty Smith and Betty Egles doubling as chorines and as principals in Hon Nickels's Gayety Theater and Gayety Inn, Baltimore. . . . UNO.

### FROM ALL OVER:

CASINO, Pittsburgh, is playing to over 34 per cent women this season. . . . MARY SUNDE, now making her home in Chicago, has closed a four-week run at the Rialto in that city. She will go back into that house soon. . . . SANDRA SEXTON vacationing in Chicago before returning to the Rialto there. . . . ARTHUR CLAMAGE took in several Midwest towns on business last week. . . . MILT SCHUSTER, the agent, was a Detroit business visitor over the week-end. . . . FRED CLARK, former producer at the Rialto, Chicago, is seriously ill at St. Luke's Hospital, Chicago. . . . SALLY WALKER (Mrs. Joe Brown),

ex-chorine, has been forced by ill health to give up her war plant job in Chicago. She's now recuperating at her home, 4655 South Lake Park, Chicago.

TOMMY (BOZO) SNYDER, the burly comic who never speaks, will celebrate his 30th quiet year on the stage next week at the Troc, Philadelphia.

## Review Rialto, Chicago

(Reviewed Friday, October 15)

A look-in at the local burly temple will bring out in a very short time the terrible talent condition brought on by the war. Fat defense jobs, the draft and more lucrative offers from the other amusement branches has robbed the burly field of many of its topnotchers. The chorus, in particular, is as bare of talent as the gals' assorted figures. The line of 10 "dancers" and six show girls appear in three production routines, whipped in shape by Miss Bobbie Pegrin, and when the line girls do any step in unison it is strictly by coincidence. Obviously, few of them remain on the job long enough to enable the producer to do anything good.

Principals include a group of stock people and several Midwest Circuit performers, changing every week. Harry Clexx is top comic in a lengthy drunk routine, saved by his eccentric, shuffle-dance wind-up. Eileen Hubert, who earlier does nicely with an interpretative dance, helps a lot with her French maid character. The other comics are Eddie Lloyd and George Murray, appearing in a couple of scenes, assisted by Murray Briscoe, handsome straight man, and Jack Buckley, another solid straight but not funny as a brat in one of the scenes. Jessie Rogers is the featured strip. She is a good-looking girl, so the eyes are busy even though she doesn't do anything. Tuffy O'Toole, tall blonde and home product in line for a local build-up, is obviously new in the strip field. She carefully parades thru a suggestive turn. Darlene, redhead, is the shiver lady, holding up a late spot.

Bob Goodman, singer and juvenile, is still on hand, and he works in most scenes. Jose Silva, veteran banjoist, is the only vaude-type act on the bill with a lively if dated musical session.

Business has been good here, with the male element still in the lead. Second-run pictures round out the bill.

Sam Hontigberg.

## Hirst Circuit Now Embraces 16 Weeks

NEW YORK, Oct. 16.—Latest Hirst burly circuit route embraces 16 weeks for acts working the wheel.

As presently mapped out shows open at the Hudson, Union City, N. J., and follow with the Jacques, Waterbury, Conn.; Globe, Boston; Palace, Buffalo; Casino, Toronto; National, Detroit; Alvin, Minneapolis; Rialto, Chicago; Gayety, Kansas City, Mo.; Grand, St. Louis; Gayety, Cincinnati; Roxy, Cleveland; Embassy, Rochester; Howard, Boston; Empire, Newark; Gayety, Baltimore; Gayety, Washington; Gayety, Norfolk; Lyric, Allentown, Pa. (Saturday only), and the Troc, Philadelphia.

There is a five-day layoff between the Globe, Boston, and the Palace, Buffalo.

## Rollo Vest Signs a Pair

DETROIT, Oct. 16.—Rollo S. Vest, sepia talent booker, has signed Sheila Guyse, singer, and Buster Mills, tap dancer. Miss Guyse was booked into the Club Zombie. Mills is current at Enrico's Show Bar.

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# More Cafes Taking Name Orks

## Signs of the Times

An act turned down a night club job in Evansville, Ind., because he can't buy a chocolate soda there after working hours.

Night club operators in key cities are getting up early and are making wild dashes for the leading booking offices in order to get first crack at the available list of acts.

An agent refused to quote the price for an act when confronted with an offer. He said that he must first make sure of the job and then check with the act to see if his salary hasn't gone up since the preceding night.

A comedian accepted a job with a band playing theaters only after the maestro agreed to cut him in on the orchestra's percentage deals.

A manager bought his comic a \$1,000 bond with some of the commissions he collected from him during the season. Just a gesture of good will, said the manager.

In Chicago there isn't a single good dance team available. A year ago a dozen of them applied for the same job.

## Detroit Nitery Biz Off Due to Liquor And Food Shortages

DETROIT, Oct. 16.—Definite, tho slight, recession in business since late summer was evidenced in a summary of the business done by the Bowery, barometer of local night club trade, in recent weeks. Drop is running around 15 per cent, evident in most of the spots using entertainment.

Liquor shortage and the cutting of food service in many spots are reasons for the drop. In some places, closing down one or even two days a week has further hurt the total gross.

Highest figure of the past seven weeks at the Bowery was set by Happy Felton, who drew 12,000 customers in his second week, building from 10,000 in the first week. In contrast, 12,000 was the lowest figure set in any week in the preceding month.

Sharing even honors of the past seven weeks, with 11,000 each, were: Marjorie Gainsworth and the Maxellos on a double bill; Marjorie Gainsworth, second week, with Diosa Costello; Diosa Costello with Danny Beck, and Belle Baker last week, starring alone. Yvette drew 9,000, the low of the period.

## Hollywood Slapsie Maxie to New Site; Phil Harris Opens

HOLLYWOOD, Oct. 16.—Because of the need for more room to take care of business, Ben Blue and Sam Lewis move their Slapsie Maxie's from Beverly Boulevard to the site of the old Wilshire Bowl (later the Louisiana) to open November 3. Phil Harris and his orchestra, who proved the big money-makers at the old Bowl, will be featured, along with Ray Martinez and His Latin Music.

Same zany policy will be featured in the new spot, with the addition of entertainment at the bar to be called the Latin Lounge.

To open the spot, Blue and Lewis will feature, in addition to the orchestra, Benny Rubin, Marie Austin, Patti Moore, Benny Lessy, Sid Tomack, Jerry Bergen and others to be added. There will be two shows nightly and a \$3 minimum.

## Kaye, Phil Baker Pacted for Roxy

NEW YORK, Oct. 16.—In a last-minute deal, Danny Kaye was inked for the Roxy to open for about four weeks starting Wednesday (20). This may be the last date for Kaye for the duration, inasmuch as he reports for induction at the completion of the run.

The Roxy is also on the path of another headliner to follow Jimmy Dorsey's Christmas show. Sammy Rausch, house booker, is completing a deal for Phil Baker, of *Take It or Leave It*. Deal, according to

Rausch, is practically consummated, but contract is still to be signed.

Harry Kalcheim, of the William Morris Agency, is handling both deals.

## "Follies" Advance Sale Heavy in Chi

CHICAGO, Oct. 16.—Shipstad and Johnson's *Ice Follies of 1944* is rolling up a heavy advance sale at the Arena where it will open as the first of the big ice specs in town November 6. Opening night has been taken over by the Service Club of Chicago.

Sonja Henie will follow Christmas week with her annual revue, to be staged at the Stadium, as usual.

## Fields, Velez Sought For Cohen-Kipness Show

NEW YORK, Oct. 16.—Alexander Cohen and Joseph Kipness, legit producers, are working on a two-a-day vaudeur, *Nine o'Clock Show*, scheduled to preem the third week in November and make its local bow Christmas Eve. Chester Hale is likely to do the production. Cohen is scheduled to leave for the Coast next week in an effort to get W. C. Fields and Lupe Velez to head the layout.

## Nitery Rivalry Growing in Chi; Latin Q Vs. Riocabana

### Former Nitery Partners, Now on Their Own, in Hot Competish for Talent

CHICAGO, Oct. 16.—An interesting competitive picture among two local night club operators, both comparatively new in the operation field, is developing between Ralph Berger, of the successful Latin Quarter, and Chuck Jacobson, of the Riocabana, which has postponed its opening date to November 18. Berger and Jacobson were partners in the operation of the Latin Quarter when the Randolph Street spot originally opened over a year ago. Jacobson sold his interest when he was drafted into the army and did not get back into the Latin Q picture until a few months later when discharged because of his overage.

The Latin Q has mushroomed into the most successful mass-audience spot in this area within six months after its opening due to a large degree to its central location and war boom. Jacobson's Riocabana is located on the site of the former Harry's New Yorker, on the other side of the Wabash Avenue bridge where traffic is dull.

Jacobson is pouring a small fortune into the club to give it the proper atmosphere and to augment its capacity. From the present plans, he will spend \$3,000 to \$4,000 a week for entertainment, matching the present Latin Q budget.

### Latin Q Takes Round 1

First round in the battle for talent was finally won by Berger, who has a

## Headliner Scarcity Causes Switch to Bands; Agencies Pleased--Like the Bigger %

NEW YORK, Oct. 16.—Shift toward name band policies in cafes is becoming more evident as the shortage of headline acts becomes more acute. The trend, which became evident when the Hurricane inaugurated an ork plus act policy, is spreading and will encompass more night clubs by the end of the year.

Currently two more niteries are seeking to switch attraction emphasis to orks. The Riobamba and the Greenwich Village Inn, both of which have in the past paid out heavy dough for performers, are currently shopping around for big-league orks to follow in the trail blazed by the Hurricane, Folies Bergere and the Park Central Hotel.

However, at the moment, it appears that the difficulty in obtaining appropriate outfits is temporarily stymieing both attempts. The Riobamba tried to get either Jan Garber or Ted Flo Rito to inaugurate the policy Thursday (21), but both orks were not available for that date. Consequently the new policy will bow at its next show.

The Greenwich Village Inn is shopping around for a change since its disappointment in not being able to get Hannah Williams. Miss Williams didn't like the idea of traveling down to the Village and switched to the Riobamba. Again, this spot has been forced to pay more for name attractions because of its location. Management therefore feels that a switch in policy is desirable especially since ork bookings are for longer periods than names.

In both cases, the spot operators feel that the talent budget will not be upped appreciably by the addition of an ork. They can shave the act outlay to some extent.

Switch to the headline ork policy has benefited the Hurricane, Folies Bergere

and the Park Central. Biz has been lifted considerably in those cafes.

### Network Wire Angle

Another factor making the ork proposition more attractive to niteries is the fact that its installation will make it possible to get a network wire, which gives the spot national advertising. This is especially desirable since out-of-town trade is currently bigger than the business obtained from natives.

Bistros are currently relying for more than 50 per cent of their business from visiting spenders and feel that a network wire is the cheapest method of getting effective national exploitation.

In the meantime, the major agencies are happy about this situation. Several have been nursing clubs along feeding them acts in the hopes that they would sometimes succumb to the name band urge. Ork sales, which mean larger commissions, is the ultimate objective of most of the ork offices.

### Band Policy for Chi Stevens

CHICAGO, Oct. 16.—A. S. Kirkeby, operator of the newly acquired Stevens Hotel here, will have a name band policy in the Boulevard Room, scheduled to open New Year's Eve. He is buying on the open market.

His decision to concentrate on the band angle is due partly to the current talent shortage, and he is anxious to avoid the headache of competing with other spots for big acts. The floorshow will consist of one act, much on the order of the policy in his Blackstone Hotel's Mayfair Room and Drake Hotel's Camellia House.

The Boulevard Room is being completely remodeled. A new terrace is being added to improve the view from the back of this huge room.

The Riocabana, opening November 18, will feature Al Kavein's band and acts. The band will be an important feature in the spot's talent set-up.

## Cincy Vaude Nov. 12

CINCINNATI, Oct. 16.—Dark to flesh for more than a year the Shubert Theater stage relights with vaude November 12 when Glen Gray's Casa Loma band moves in for a week. A full season of vaude is planned. Deke Moffitt, who recently left the Gayety burly house here to become musical director for Bill Robinson's musical revue unit, will return to lead the Shubert pit crew, a post he has filled for a number of seasons in the past. Elwood Jones, now at the Paramount Theater here, will manage the Shubert under the new policy.

## Those Optimistic Miamians

MIAMI, Oct. 16.—Despite the common knowledge that there will be no extra gas or trains to bring tourists here for the winter, nitery operators are as optimistic as ever, expecting hefty biz. Five additional hotels and an apartment house were turned over by the army for civilian use, with six more hostleries to shed their uniforms next week. The coming racing season is expected to help the nitery field considerably.

## Academy's, Three-Day Vaude

NEW YORK, Oct. 16.—Academy Theater, of the Skouras chain, will go on a Monday, Tuesday and Wednesday vaude diet starting October 25. Initial attraction is John Kirby's ork.

House is booked by Al Rickard, of the Arthur Fisher office.



Folies Bergere, New York

Talent policy: Dance and show bands; floorshows at 8:30, 12:30 and 2. Management: Arthur Lesser, operator; Dorothy Kay, publicity. Prices: \$2.50 and \$3.50 minimums.

If the show that Arthur Lesser has assembled doesn't do business then this room should undergo some drastic changes. The layout has sure-fire talent and headliners which should be able to outbid surrounding spots for the out-of-

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town trade of which there is a surplus at the moment.

The cast of characters in this extravaganza is topped by Sally Rand, whose broadening beams haven't diminished her ability to sell her fan terpsichore. She is fortunately the show closer, which is a terrific break in her case, as the surrounding talent by this time was able to warm up the room sufficiently to set the scene for her. She did an artistic presentation with the plumes, which was strong enough to take an earned bow.

Sure-fire vaude and nitery vets comprise the rest of the proceedings for which a circus motif effectively ties together the divers ingredients.

Opener is Bob Dupont, whose comedy juggling is always effective in vauders, but even he failed to warm up the house to smooth the path for subsequent acts. The same was true of Wally Boag's balloon sculptures and aero-tap hoofing and Ben Dova's novelty drunk turn. Dova got many laughs and made a strong indent on audience reaction. He substituted a huge plaster nude for the familiar lamp post, which dressed up the act more effectively. Opening night the statue toppled over, but Dova was able to make this look like part of the act and no harm was done, except to the image which left bits of plaster on the floor.

The Diamond Brothers by this time were able to get to the audience risibilities, their blue material being highly effective in chalking up chuckles. They did their aero and dance work, songs and contributed a couple of effective sketches.

Completing the line-up, Frances did a couple of ballet numbers in the production effectively, while Marquita was not so adequate in Latin chirping and cooing.

The line has been effectively used in the production routines. Good routines included their elephant ballet, waltz number and their South American stint and the cowboy finale. The Showmen, a male trio, warbled the vocal background during these turns.

Marty Martin showbaked, while Enric Madriguera holds over for name-band lure. *Joe Cohen.*

**885 Club, Chicago**

Talent policy: Shows at 9, 12 and 2; dance band; intermission pianist. Management: Joe Miller, operator and host. Prices: No cover or minimum; dinner from \$2.50; drinks from 50 cents.

Near-North Side small seater is back to three-act shows, this one featuring Roy Davis, Maurice and Betty Whalen, and Rosilynn Ross. The musical framework remains the same: Mark Talent fronting his small band for show and dance music, and Johnny Honnert toying with piano solos during lulls. Mark acts as emcee, and he would be wise to limit himself to brief, straight introductions.

Rosilynn Ross, new singer in this area, is all eyes and dimples and as cute as they come. Makes a lovely appearance and her work for the smaller rooms is quite acceptable. Shades her tunes nicely, dishing out such varied morsels

as *Tender, Slender and Tall, I Heard You Cried Last Night, Coming In on a Wing* (bit dated now) and a special, *I Wanna Grow Up To Be Yours*.

Maurice and Betty Whalen, blond adagio pair, have played most of the local spots, moving out of one and into another with little time lost. This is one room, however, they should have left off their schedule, for the floor is too small for their type of work. The tricks look out of focus and the ringsiders look like they expect Betty to fall into their collective laps at any moment.

Roy Davis, veteran record-using pantomimist, scores big here. It is to his credit that despite the narrow confines of this floor, he can mimic his characters with perfect timing and create a remarkable illusion of doing the oral work himself. Did Danny Kaye (*Dinah*), Cyril Smith, Alec Templeton (broken record), and Bonnie Baker when caught and could have done more.

*Sam Honigberg.*

**Hotel Nicollet, Minnesota Terrace, Minneapolis**

Talent policy: Dance and show band; floorshows 8:30 and 12. Management: Neil Messick, manager; Jimmy Hickman, room manager; Sally Delaney, publicity. Prices: Dinner \$3 minimum; supper, \$3.50 minimum; drinks, from 50 cents.

With the room completely remodeled, atmosphere is turned toward winter, and Messick has brought in a fine show.

Messick is utilizing the Selma Marlowe Dancers (6) who open and close the show. The girls are very beautifully costumed, know their steps well and round out the show in fine style. Their opener is a waltz to the tune of *The Waltz Was Born in Vienna*, with Perry Martin, ork leader, handling the vocals for one chorus.

Lucille Matthews, comedienne, offers *Love is Sweeping the Country; Hello, Ma; It Happened Again, Gobs and Gobs of Love and Murder, He Says* for her regular routine. Encored with a Russian number that stopped the show.

John and Elizabeth Chadwick, ballroom terpsichers, go in for the sensational in the way of spins and twirls, including one in which the gal rests on one of John's hands while he goes thru at least a dozen or more spins. They do three sets of dances that showstop.

The line comes back for a voodoo number, wound up in strobolite, which concludes show in fine manner.

Food and service top rate despite manpower shortage. *Jack Wetnberg.*

**Kentucky Hotel, Terrace Room, Louisville**

Talent policy: Dance band; shows at 8:45 and 11:45. Management: Sam Friedman, hotel managing director; Ray Elleboudt, manager. Prices: \$1 admission, \$1.50 Saturdays.

Kentucky Hotel opened its newly remodeled main room with Bernie Cum-

mins's 12-piece dance ork and a floor-show that just fits this intimate 475-seat spot. The crowd was thin when caught (12), this chic room with its new classy trim should click with present talent standard.

Band is in fine form, tuning numbers to customers' demand which is for pops not too new, and has picked up a girl warbler who has plenty of what's needed in way of voice and looks. She's Jeanne Bennett and has a scrubbed-face appearance looking more like the kid next door than a pro piper. In show she put over big *Shout, Sister, Shout*, catchy novelty by Cummins's trombonist Freddie Brechlin. Ork chorus added a few licks in this one.

The Stadlers, dance duo, Unicyclists Malsy and Brach and a Dorothy Dorben line hit the mark with floor offerings which could be strung out some without boring anyone.

Dorben's eight lovelies, graceful step-pers all, started things off right with a *Black Magic* number which pleased the house. Black and pink costumes were an eye treat and step routine was arranged intelligently.

Familiar here, the Stadlers repeated act seen last month at National vaude house across the street. They featured world tour with slow motion pantomime which went strong.

Crowd liked Malsy and Brach who can



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do more with unicycles than most. Best of their offering was Brach's spinning 11 hoops atop a ceiling-scraping 'cycle which he balanced on a table the size of the wheel.

Dorben line closed show with rumba trick which was mainly distinguished by good costumes, the girls stepped it off nicely. *George Lamason.*

**Club Alabam, Los Angeles**

Talent policy: Dance band and floorshows at 10:15 p.m. and 12:15 a.m. Management: Curtis Mosbey, manager; Oakland Levy, headwaiter; Patsy Hunter, producer. Prices: Admission, \$1.10; dinner, \$1.50 up; drinks, 40 cents up.

Altho competition has entered the colored nitery field, Alabam has a clientele that will stay with it. Despite \$1.10 admission the spot is packed with colored people, and the white trade here helps a lot.

Harlan Leonard and his ork (10) play for dancing and do a swell job of accompanying the show. Leonard is a smooth-working maestro and adds to his ork set-up with a well-toned sax.

Rockin' Rhythm show opens with Marie Bryant and a line of eight gals in fast-stepping number. Winnie Harris emsees the show with an affected type of accent that takes something out of the flamboyant manner needed to emsee this show.

Clarence Ellis opens with a good rhythm tap, and takes his dancing to the top of an electrified steel drum, with his steel taps sparking when they connect with the drum. Loaded with flags, Ellis lights up when contact is established. A good novelty stunt.

Anise Boyer, of Allan and Anise, does specialties here. A looker, Miss Boyer

has no trouble getting a good hand. Work is smooth.

Mabel Scott is heavily billed but fails to scale the heights indicated. Her tunes included *Mr. Five by Five* and *Murder, He Says*. Her voice is mediocre and her gyrations are flamboyant. Less motivation and accent on voice would make the turn a good one.

The Hi Hatters, two colored boys who can really dance, take off with a soft shoe turn that is smooth and likable. Wind-up is a fast tempoed routine with plenty of splits and leaps.

Pha Terrell, well known Coast band leader, does a bang-up job on ballads. Knows his range and shows good taste in making his selections.

All on for the finale. *Sam Abbott.*

**Havana-Madrid, New York**

Talent policy: Show and relief band. Floorshows at 8, 12 and 2:30. Management: Angel Lopez, proprietor; Ed Wiener, publicity. Prices: \$1.50 to 10 p.m.; \$2.50 after 10 p.m.; \$3.50 Saturdays and holidays.

The new fall show here follows in the pattern which has paid dividends in the past. There's variety and color in the offerings, even if initial show was minus the chorus line because the costumes weren't there on time.

Opener on the bill was the Mexican dance team, Los Ojedas, doing a bright and novel Aztec ritual dance, complete with bells, feathers and gyrations, that set the pace for the show. Singer Ramon Padilla, who has fair pipes but lacks complete control of them, did sufficiently well by two Latin ditties, *Guadalajara* and *Granada*, and gave way to fiery dancer, Maclovio Ruiz, whose clicking heels and castanets pumped the pulse in a gypsy dance, followed by a somewhat similar series of steps titled *Legend of the Kiss*. Los Ojedas followed in return with a duo of comedy numbers; one to the tune of *Cielito Lindo*, which brought laughs and the hands and a recall which netted a skit tango that had its broad satirical moments, and some strained comedy.

Novelty on this nitery floor is petite and pretty America Crespo, Cuban thrush, who chirped her coloratura way thru the long-haired aria *Una Voce Poco Fa*, winning the hand of the evening.

This singing senorita has a very flexible voice, and she garnished her aria with a few extra trills and roulades of her own. A Cuban number was her encore and that too got big applause.

Extra attraction is Rolando, Latin pantomimist, who this time did a wordless skit of Halle Selassie, which, while the make-up was marvelous and some of the mime funny, didn't quite jell with the crowd who gave it tame recognition.

Don Maya's band seemed a trifle unsure during the first show but contribute an over-all adequate background.

*Frank Gill.*

**Club Candee, Syracuse**

Talent policy: Floorshows at 10 and 12:30; dance band. Management: Frank Sardino, manager; Ralph Cohen, headwaiter; Al Norton, booker. Prices: Drinks from 50 cents; minimum, \$1.

With the lifting of the gas ban, spot has gone back to flesh shows. Newly constructed stage proves a vantage point to view proceedings from any part of the house, which has a new capacity of 1,200. Cardino offers a fast-moving show, plenty of good music and a cuisine that has the folks talking. Biz shows steady improvement, with the ropes used on week-ends.

Paul Koslor, emsee, proves weakest part of show, his comedy being anemic. Beverly and Bane, two cute kids, tap their way into favor. Good hoofers. They give the show a fast start.

Joana La Tour, stock thrush here, offers two numbers, with crowd easily pleased. Miss La Tour knows how to handle herself before a mike, and the possessing but a parlor voice, with aid of mike makes for a real songstress. Given a little more polish to her work gal could go far.

Bernard and Rich, featured, are class personified. Go thru their routines with precision, using difficult twists and thrill throws that had the gang out front with them en masse. Team uses straight musical comedy and rumba routines, finishing off with sensational acro bit.

Johnny Mills and his five-man combo cut the show neatly and handle the dance music. Maestro clicks out neatly on the ivories and knows how to handle a show. *Bernard S. Bennett.*

**Iceland, New York**

Talent policy: Show and relief bands; floorshows at 7:20, 11 and 1. Management: Mike Larsen, operator; Axel Petersen, manager; Emmet Conruff, publicity. Bookers: Jack Mandel and Senia Gamsa. Prices: Smorgasbord \$1.49; complete dinners from \$1.85. Minimum, Saturday only, \$1.75.

New show sizes up to an over-all fast combo of terp, chirp and foot-tumbling. With a bit of tightening and a lift here and there it can catch as a solid crowd-pleaser.

Double standout of bill is the acro-tumbling act of the Maxellos, standard Risley troupe, and the chanting of emsee Bill Russell. Maxello quintet's acros were sock with the customers, even if low ceiling smears up production of a top trick or two. It looked once or twice as if a couple of the gals were going to crack their noggins on the roof. Comedy wind-up with stooge planted among table-squatters is good for plenty belly laughs. Russell's chirping was an equal crowd click. He has a good set of pipes and knows how to sell a number. He's leaving the sweet-an'-low stuff to the swoontrats. *Rolling Home*, a rep of war songs and *Russia Is Her Name* had 'em yelling for more.

Russell's mike-ing isn't up to his piping, however. He has fine floor presense and a flair for bringing the customers to him, but his intros lack imagination and give the impression of being dashed off the cuff. The inclusion of a gag or two in his material would build both him and the show. Comedy pitch is something of which both are sadly in need.

The rest of the bill is strictly on the

terp side. The Winnie Hoveler Dancers, a sextet of lookers, are on for three line numbers. Gals are easy on the eyes and well drilled and costumed. Madelyn White offers a trio of bright tap routines to good reception. Marlyn and Martinez, ballroom terpstere, are weakest spot on program. They have not much to sell and sell that badly.

Ted Eddy and his band boys back the show with good effect and don't have to beg the customers to take to the dance floor. Angelo and his Marimba Band have the relief shift.

Reception by jammed room of opening dinner show indicates that latter will be a magnet for continued strong biz.

*Bob Francis.*

**Swan Club, Philadelphia**

Talent policy: Dance and show band, relief band, floorshows at 11 and 1. Management: Joe Toll, proprietor-manager; Jolly Joyce, booker; Samuel Taubman, publicity. Prices: A la carte, drinks from 65 cents; \$1.50 minimum week days.

Building as a must spot among the town's merry-go-rounders on the strength of the show, it is easy to understand why the ringiders will beat a path to the uptown Swan Club. The comfortable environs match the embellishments of the center-city boites, and the talent budget betters most of the others.

Making his local bow as a single, altho familiar as the zanier member of the recently split Three Heat Waves team, is Jackie Winston, who works in indefatigable fashion with an overflowing bounty of familiar and otherwise gags and stories striking his best pose in dialect. More re-

(See Night Club Review on page 27)

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**Paramount, New York**

(Reviewed Wednesday Evening, Oct. 13)

Well-balanced variety bill on stage, with Tony Pastor supplying the music, Ink Spots the singing, Toy and Wing the dancing and Pat Henning the comedy. A good mate for the farcial film, *True to Life*.

The big surprise is Pastor doing without *Let's Do It*. Sings *Making Whoopee*, reconstructed along salacious *Do It* lines and built up tremendously thru his sly, insinuating delivery, but a couple of choruses of the Cole Porter classic was wanted and would have whammed him over as it always does. Band has only one tune, the opening jumper, and played it with terrific spirit that was appreciated.

Pastor's kid brother steps down from the brass section to solo *Can't Get Started* and *After You've Gone*. Lacks finesse but blows gustily, and his youthful enthusiasm was liked. Patti Powers, tall blonde, made a strong impression but more on appearance than performance. She suffers the fate previous Pastor-ized gal singers experienced because of dragging-tempoed ballads. Did *It's Always You* and the newest must in every gal's books, *They're Either Too Young or Too Old*.

Ink Spots appear to be losing their effectiveness just a mite, probably due to overly familiar routines. Did *Put Your Arms Around Me, Honey*; *You'll Never Know*, *My Feet's Too Big* and *If I Didn't Care*. It was only when the last title was announced that the audience showed it really cared. The jiving rhythm singer has improved with time, but the tall balladeer's voice has lost a bit of its power even tho his presentation has become more intensely dramatic.

Pat Henning is doing the routine he showed at this theater about a year ago but it wears well. His one-tone impressions of celebres and panto demonstrations of how movie villains die tickled the house. The sounds are guttural, and so is the humor, but its strictly belly laughs.

Toy and Wing did a couple of slight but cute routines, the girl's closing toe dancing getting the biggest response.

Biz S. R. O. Elliott Grennard.

**Orpheum, Los Angeles**

(Reviewed Wednesday Afternoon, Oct. 13)

Radio Stars on Tour, current bill, has too few names on the outside billing that are familiar to the listening public to fill the house. Will have to go some to roll up even a fair gross. House goes for bands, and this may explain a lot of the empty seats.

Al Lyons and ork on stage start it off with a solid Neal Castagnola arrange-

ment of *People Will Say We're in Love*. Lyons brings on Jane Welborn, winner of *The Daily News-Aragon* Ballroom beauty contest here, for a couple of vocals, including *My Ideal*. Gal combines looks and voice and is a good bet.

Overly vivacious Helen McFarland, copperheaded gal, takes over emceeing to bring on the Girard Trio, a couple and a boy, who go thru a roller-skating routine, the wind-up being a swing, with Miss Girard lighting a match held in her mouth. The moppet, evidently the son, is a smooth skater and knows how to take his bows.

Dave Wallace, vet banjoist, strums *12th Street Rag* and *My Gay Gal* to a good hand. Luther Johnson, colored baritone, did *Sylvia* and *Without a Song* to excellent results. Voice is good but Johnson lacks selling ability.

Hit of the line-up was Bill Hughes and Blackie, the latter a garden variety crow who does bird calls and whistles *Oh, Johnny* and a good part of *The Glow-worm*. Hughes's patter is good and the bird takes its cue's nicely. Swell entertainment.

Jane Wilson, acro dancer, is a little on the hefty side and works a bit stiffly. A hand-walk with kicks made for a good finisher and she was well received. Jack Owens, composer, warbles well on *Pistol Packin' Mama*; *Sunday, Monday or Always* and *All or Nothing at All*. Takes over piano for accompaniment on some of his own tunes, including *Hi, Neighbor*; *Louisiana Lullaby*, *I Dood It* and *The Hut-Sut Song*.

Miss McFarland leaves her emceeing duties to knock off a xylophone solo. Imitates Jessie Crawford's organ technique on *Gypsy Love Song*, and does a good job. *Some of These Days*, with Miss McFarland dancing, is also fair entertainment. Ray Kretzer gives realistic imitations of autos, ducks and chicks. Harry Fields, on leave from the navy, knocks out a good pianolog, including *Minuet in G*, with a little boogie thrown in for good measure. Piano work is excellent but presentation is bad.

Danny Rogers, in the next-to-closing spot, makes the mistake of monologing with bad material. Takes over a table top for a slide-step routine and clean cleating that puts him almost in the show-stopping class. Wind-up has Arnold Stone, a youngster, giving out on *Comin' In on a Wing and a Prayer* and *When Irish Eyes Are Smiling*. Vocals in boy soprano fashion, makes good appearance and does bang-up selling job.

Show runs 80 minutes, and despite the talent, it drags.

On screen, *Silver Spurs* and *The Boy From Stalingrad*. Sam Abbott.

**VAUDEVILLE REVIEWS**

**Golden Gate, San Francisco**

(Reviewed Thursday Evening, Oct. 14)

D'Artega and his all-girl orchestra monopolize the stage, and the audience was receptive to some excellent music which ranged from Bach to barrelhouse. It is the first time the band has been West, altho it is familiar thru recordings. Girls make a pleasing appearance. Opened with a tribute to Irving Berlin, in which many of the noted composer's tunes were played.

Audience recognized at once D'Artega's *In the Blue of the Evening*, and when done in the composer's own version it was something to hear. D'Artega is generous in the use of his girls in the solo spots, not less than six showing up well in individual numbers. Florence, who gives out on drums, was something new to this audience. Gal clicked with her deep-voiced rendition of a gruesome ditty entitled *He Knows How to Knock Me Out*. Wasn't prepared for an encore.

Lois Marie is the band's accordionist who becomes vocal with *Begin the Beguine*. Gloria Faye, warbler, solos in a *Put Your Arms Around Me, Honey* medley and combines with a chorus in Sinatra's specialty, *Sunday, Monday or Always*, and a swing version of *Dark Eyes*.

Evelyn Farney, tap dancer, does astonishing and deft rhythms to Stephen Foster tunes. She combines grace, precision and galeity.

The Watson Sisters, billed as *A Wac and a Wave*, are in the wind-up, with Fanny, the stoutish one, still the self-same lady of major proportions. Pair drew a high quota of laughs with their droll cross-fire, finishing up with a comedy song on army life.

Pic, *The Fallen Sparrow*. Edward Murphy.

**Capitol, New York**

(Reviewed Thursday Evening, Oct. 4)

Current show with Duke Ellington and Lena Horne headlining guarantees enough potency to offset the sour reviews of the screen piece, *Phantom of the Opera*. Opening day had lines thru most of the day in front of the house, and at show caught standees were evident.

The Duke's talented aggregation provide genuine excitement, with Ray Nance, singer; Johnny Hodges, sax, and Rex Stuart, trumpet, prominent in the solo parts. They gave out with jive fodder that kept the customers at a high pitch. Ellington knocked off one of his originals at this session, the *C Jam Blues*, with Stuart taking the tricky trumpet passages without a hitch. The bit was favorably received. The Duke's session at the piano contributed some of his own comps which similarly got the measure of the audience.

His femme chirper, Betty Roche, did a pair of lowdown renditions of *I Love My Rovin' Lover* and *Go 'Way Blues*. Her first number nearly proved a show-stop.

However the real panic came with Lena Horne, visually effective with a tight gold spangled gown and whose renditions of *The One I Love Belongs to Somebody Else*, *Embraceable You*, *Cabin in the Sky* medley and two encores, *Shoo, Shoo, Baby* and *Stormy Weather*, produced a terrific audience reaction. Ellington's accompaniment during her turn is top-notch.

The Deep River Boys with a duo of numbers begged off, while Peg-Leg Bates shamed some of his two legged contemporaries with his flashy dance numbers.

For this engagement Harry Gourfain has designed a smart stage set for the layout and gave the show effective lighting. However, to keep the pace rolling smoothly, the Duke should tighten up on his intros. Joe Cohen.

**State, New York**

(Reviewed Thursday Evening, Oct. 14)

With Jay C. Flippen at the helm as emcee, this week's offering here is strong on comedy and music, with a number of pop oldsters getting big hands, and one bright newcomer to this stage winning his spurs by dint of the novelty of his act and his smart patter. Added attraction—at least to the curious—is Hannah Williams, fresh from columns of court publicity. It's Ruby Zwerling's house band on stage.

Opener flash dance act brings Jane Frazer and the Roberts Sisters, with brisk

taps on drums and levels. Rex Weber follows, after a typical Flippen intro, and puts over his trick singing and Nelson Eddy impression for a big hand. Repeat brings Lee Leonard as stooge for another trick sing, and second recall gives him a chance to put in a plug for War Bonds, which he closes with straight rendition of his oldie pop *Brother, Can You Spare a Dime*, laying on the ending pretty thick.

Professor Backwards, a neat performer who hitherto has gained experience in niteries hither and yon, has improved his patter considerably, and culls laughs by the gross for his gags which are topical, fresh for the most part, and delivered smoothly.

Apex of his acting is taking words from the audience, spelling them backwards and pronouncing them and then writing them backwards on a blackboard.

Hannah Williams, backed by the Three Majors—violin, string bass and piano combo—is introed with *Cheerful Little Earful*, segueing into pop *Either Too Young or Too Old* and *Sunday, Monday or Always*, with the Majors pitching in as chorus background for the last number. Playing coy with the audience, and evidently having trouble with her breathing, she rushes, breathlessly and in her own sweet tempo thru her numbers. Her kitten antics get her some hands, and she springs back to do *Cheerful Little Earful* as a closer.

Flippen's brief own moment is in his usual vein and very funny. He could do more besides emceeing for he still has what it takes to bring the chuckles.

Diosa Costello, that noisy Latin hoyden, brings the bill to a close with her hip slinging, rumba shouting and comedy and goes over big with the crowd when she picks a rumba and jitterbug partner from the audience. This show it was a Spanish teen-ager, who know his steps and

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Oct. 6th—Scott Field, Ill. (Eddie Elkort officiating).  
Oct. 8th week—Tower Theatre, Kansas City, Mo. (Thanks Dick Hoffman).  
THIS WEEK, Oct. 22nd—ORIENTAL THEATRE, CHICAGO, ILL. (Thanks Marcus Glazer).  
Oct. 29th week—Riverside Theatre, Milwaukee, Wis. (Thanks Charlie Hogan).  
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brought down the house tripping the light and fast fantastic with Diosa. Crowd was fair, with screen comedy *My Kingdom for a Cook* no house wrecker. Frank Gill.

**National, Richmond**

(Reviewed Monday, October 11)

The National Theater inaugurated its new vaude policy last week with a show headed by Dolly Dawn.

Show opens with a number by a well-trained house line of 10 girls. The Victoria Troupe, continental novelty act, do a neat bit of cycling. The three girls and a man do just about all that can be done on bicycles and unicycles. For the climax male member serenades with a violin from the top of a 20-foot unicycle. All four then turn into a parading military band. Nice hand when caught.

Norman Lawrence, who does his vocals later in the bill, takes over as emcee and brings on the show's headliner, Dolly Dawn. She appears with the house band, directed by Jack Kaminsky, and gets over as a single even better than she did with her Dawn Patrol. Proves quite as competent with sweet music as she does with her comic renditions of *Murder, He Says*. At each show she invites a serviceman up to work with her during one of her numbers, and after a bit of good-natured kidding sends him on his way with carton of cigarettes.

Fitz and Carroll, eccentric dancers, stopped the show when caught with their comedy hoofing. Lawrence, baritone, does three numbers, perhaps just a trifle too much, a la Sinatra. His voice is pleasing and he returns to sing *Lover* while the line does a ballet number.

House producer Hal Sands has succeeded in getting the National off to the best start it has had in many a season.

Picture, *A Stranger in Town*. Ban Eddington.

**25C for Dunninger's Loew's State Date**

NEW YORK, Oct. 16.—Joseph Dunninger, mental marvel now on the air, will get a chance to use his mystic powers in vaude with a booking at the Loew's State December 9. He will follow with the Capitol, Washington, January 13. Salary is reported to be \$2,500.

Hattie Althoff, of Consolidated Radio Artists, made the deal with Jesse Kaye, Loew booker.

**Leeds, Davis Added To GAC Combo Dep.**

NEW YORK, Oct. 16.—General Amusement Corporation cocktail department is adding two more men to peddle attractions. Mel Leeds, now assistant to Harry Kilby, GAC cafe department head, moves into the combo sector, while Mort Davis, former name band road manager for Charlie Barnet and Benny Carter, will come in next week.

Danny Hollywood will continue to head the detail.

**Jordan To Tour Theaters; Records 4 Sides for Decca**

HOLLYWOOD, Oct. 16.—Louis Jordan and His Tympany Five will close their long run at the Swing Club November 17 to leave on another theater tour. They will head for the Midwest following a theater swing around this area. Last week the combo recorded for Decca *Is You Is or Is You Ain't My Baby?*, *Ration Blues*, *The Things I Want I Can't Get at Home* and *Deacon Jones*.

Outfit, which originally started in the cocktail field, has jumped into the \$2,500 guarantee class for theater dates, plus percentage takes.

**Toledo Spot Switches to Colored Cocktail Talent**

TOLEDO, Oct. 16.—Lambert's Night Club has switched to an all-colored entertainment policy, with Rollo S. Vest Enterprises, Detroit, taking over booking. Spot is being remodeled into a cocktail style by Owner George Lambert.

Opening bill has Marcus Morman, pianist; Darnelle Stephenson, pianist and vocalist, and Bill Ware, Odessa Kemp and Wilhelmina Clark, singers.

**Club Briefs; One Sale Made, Several Reopenings Planned**

ST. LOUIS, Oct. 16.—Jack Langer has announced that his Mounds Country Club, near here, will reopen in November, altho no definite opening date has been set. It was figured here that the spot would not relight before spring, since it is located out of the city. Moe Luckie, Chicago booker, has the account for entertainment.

In Chicago, Jack Irving, AGVA head there, stated that the spot is still on the unfair list because it failed to straighten itself out with the acts booked in before the room folded earlier this year.

**El Morocco Label for Chi**

CHICAGO, Oct. 16.—Tom Chamales has finally found enough help to remodel his Green Mill in the Loop. So the place will be closed for a couple of weeks and reopen with a new face as El Morocco. Reason for change is to avoid conflict with similarly named spot on the North Side.

Two small bands and floorshows will be used.

**Eager a Free Man**

CHICAGO, Oct. 16.—Harry Eager has turned over his lease at the 5100 Club to Seymour Schlossberg, former tavern owner here. New boss will operate with the same policy, retaining Mark Fisher and his band.

Eager cleaned up a neat bankroll for

the past three years with the help of Danny Thomas, comic, who came in an unknown and walked out a name. One of the reasons for Eager's departure is due to disagreement with the owner of the building over a long term lease. Eager may come back into night life with a larger spot. At one time he had a deal on for the Theater-Cafe here, but it never materialized.

**Convert Rink Into Nitery**

ANNAPOLIS ROYAL, N. S., Oct. 16.—The Arena, for 21 years a skating and hockey rink each winter, has been converted into a night club by Donald Reed. He has christened it the Sail Loft, and is catering specifically to sailors. A nautical atmosphere has been provided with suitable decorations and pictures. A dine, dance and floorshow policy is in effect.

**Barbaro Drops Plans**

DETROIT, Oct. 16.—Plans for opening the Penobscot Club, which was Detroit's top swank club during its brief run two seasons ago under management of Les Gruber, by Frank Barbaro, owner of the Bowery, have been dropped for the duration. Idea was to open the spot for the masses.

Barbaro has decided that "running one spot is enough of a headache for the duration," because of help, liquor and other problems.

**IN SHORT**

**New York:**

LINTON WEIL has withdrawn from management of the Rlobamba. . . A. ROBBINS is an addition to the Latin Quarter show starting Sunday (24). . . MARIE McCALL makes her Manhattan night club bow at the 51 Club Wednesday (20). . . DOLLY KAYE is new at the Greenwich Village Inn. . . DAVID BROOKS, singer at the Versailles, is skedded for *Roll Up Your Sleeves*.

**Chicago:**

NELSON SISTERS, now at the Edgewater Beach Hotel, are rehearsing a new act. They will do away with their bar rigging and concentrate on comedy adagio. . . JEANNE CARROLL (formerly Carroll and Howe) will do her new single at the Oriental next month. . . THE STARDUSTERS, vocal act formerly with Charlie Spivak's band, have a management contract with Freddy Williamson, of Frederick Bros. . . RADIO RAMBLERS will stay for another Colony show.

TOMMY KETTERING, publicist and act manager, has joined the Frederick Bros.' office here in a general capacity. Bill Frederick, one of the firm's heads, was in town last week, but spent most of it in Mercy Hospital with a strep throat. Looks like he will take over here, moving in from New York, when brother L. A. settles in the Hollywood office. . . SUSAN MILLER, singer, held over at the Drake Hotel.

ESTELLE SLOAN, tap dancer, into the Chicago Theater Friday (22) for two weeks and options, at \$450 per. Goes into the Latin Quarter November 19. Set thru Bert Gervis, who has her under personal management. . . DON AND SALLY JENNINGS have split up. Don is concentrating on production work here. Sally has dropped out of the business.

PHIL TYRRELL has set Dean Murphy and Rita Oehman into the Palmer House for a run starting November 18. He manages both acts. Same bill will have Walton and O'Rourke and Lathrop and Lee. . . MARY TAFT is building a new all-girl cafe unit, this time a comedy show to be known as *Femmes-a-Poppin'*. It opens in the Victory Room, Buffalo, in two weeks. Line-up includes Marion Vinay and Mary Allgood.

**West Coast:**

HARRY RICHMAN opens at Florentine Gardens, Hollywood, Thursday (21). . . ELLSWORTH AND FAIRCHILDs to Hotel Last Frontier, Las Vegas, Nev., and then to the Trocadero, Hollywood, for three weeks. . . DINAH SHORE recorded three song numbers for film *Three*

*Cheers for the Boys*. . . ANN CORIO, now on personal appearance tour, due in Hollywood for a part in *Call of the Jungle* at Monogram.

JOHNNY (SCAT) DAVIS, now on tour as a single with the Ann Corio unit, has signed a long-term picture contract with Producers Corporation of America. . . GUY CHERNEY held over with the new show at the Club Lido, San Francisco. . . DAVE WHITE and Ruth Stanley now with a USO unit playing evacuation hospital and desert installations.

**Here and There:**

OLIVE WHITE moved into the Bowery, Detroit, last week. . . NICK LUCAS will follow his current date at the Club Casanova, Detroit, with a four-weeker at the Roosevelt, New Orleans, beginning November 11. . . JOHN OSCAR AND JONNIE DOWDY, dancers, and Hazel Calloway, vocalist, have joined the all-colored show at the Plantation, Nashville.

BURNS TWINS AND EVELYN opened with the Russ Morgan ork at the Orpheum Theater, Omaha, October 8, and after their engagement with the band at the National, Louisville, week of October 22, will head for the West Coast, where they open November 3. . . RICHARD GORDAN has been held over another week at the Hollenden Hotel, Cleveland.

LES LESTER AND RUSTY WHITE, Dwight and Gordon and Billie Hayes opened a two-weeker Monday (18) at the Netherland Plaza's Patio, Cincinnati, set by Esther Silsbee, of GAC. . . ROBERT DRAKE AND LITTLE JEAN are in their eighth week at Klub Hawaii, Albany, N. Y.

**In the Armed Forces:**

LESTER OEHRMAN, puppeteer, now stationed at Camp McCoy, Wis. . . MICHAEL DIETERICH, of Carroll and Dietrich, puppet act, an air cadet in Florida. . . MAGIC FLYERS, Leslie and Carroll, and the Freddysons split up by the army.

JOSEPH ST. CLAIR, of St. Clair and Durand, is now at the Naval Training Station, Chicago. . . FRED ELSWIT, of the William Morris Agency, reports to the army Monday (18). . . HAROLD DOBROW, formerly with the William Morris Agency cafe department, is stationed at Camp Van Dorn, Cartersville, Miss.

**Dance Team Opens Club Jalna in DC**

WASHINGTON, Oct. 16.—Georges and Jalna, dance team, will open their own night club here October 28. Label will be Club Jalna. Opening bill will include Miss Rose Marie, Walton and O'Rourke, and Fausto Curbello's ork.

Booking will be out of New York by Johnny Greenhut of Music Corporation of America.

**Setback Seen for Hughes's Vaude Venture in Detroit**

DETROIT, Oct. 16.—Opening of the vaude policy at the Downtown Theater is not likely until near the end of the year. House has been undergoing complete refurbishing at a cost of around \$50,000.

The theater is slated to open this month with a run of *The Outlaw*, Howard Hughes's screen product, and then shift to vaude.

The Paradise, with all-colored shows, is now the only theater on a regular stagershow policy here.

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- 629B—Halloween Cardboard Miniature Hats . . . . . 1.95 Gr.

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# THOSE GROGGY DOUBLE-SHIFT BOYS

## Lug Instruments To Plant by Day & Stand at Night

CHICAGO, Oct. 16.—What makes many an organized unit possible today to fill local dates is the willingness of hundreds of sidemen as well as leaders to double between jobs in defense plants and on regular location jobs. The grind is tough, the participants are often groggy for days, but the practice is becoming more widespread all over the country.

Most of the boys are papas hoping for a deferment from service because of this maneuver. Others want to do their bit by pitching in for Uncle Sam, and in that class fall men who are over age and not subject to the draft.

Douglas Aircraft here has so many musicians in the plant that Chuck Cavallo was able to organize a band for the factory and fill lunch-time sessions there Tuesdays and Thursdays.

The Chamber Music Trio at La Pointe's Red Feather, Milwaukee, doubles in local plants. Tommy Sheridan, pianist, left Lawrence Welk's band to join this outfit and help with the war work by day.

The Knighthawks, veteran foursome here, put in daytime work in war factories. Sid Pritigan, recently with a trio at the Sherman Hotel's Dome, puts his guitar away each day long enough to pitch in with a war job. Ralph Marterl, NBC musician and leader, holds a similar assignment. He fronts a seven-piece Dixieland band which is heard over WMAQ Thursday nights.

The Ted Brown outfit at the Little Club are in overalls between musical hours. So is Bud Doll, of the Dolliodians, at the Brown Derby; Cliff Goman, trumpet man with Carl Lorch's unit, now in a powder plant in Milwaukee; Garde Birch's Four Bards, working nightly in the Winking Pup here; Corey Lynn and his men (5), filling in musically at the (See GROGGY SHIFTERS on page 24)



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### **TUNE-DEX**

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### Safe All Around

CHICAGO, Oct. 16.—J. J. (Bookie) Levin, veteran unit manager here, is playing safe when it comes to putting new combos together. This week he has unearthed three 4F musicians for a unit and will send them out as the Biltmore Boys. The original BB outfit has disbanded, so there will be no name confliction.

## Donegan to Detroit Theater for \$1,250

DETROIT, Oct. 16.—Dorothy Donegan, Negro pianist who has started in cocktail lounges, goes into the Paradise Theater here week of November 5 for \$1,250, her best figure to date. She returns to the Latin Quarter, Chicago, Friday (22) for a long run, but her contract specifies that she can take the November 5 week off to fill the local theater date.

Her new Latin Quarter contract calls for a \$100-a-week raise, bringing the total to a reported \$800.

THREE PEPPERS, leaving the Bill Robinson show, return to Philadelphia November 2, opening at the Swan Club.

## Rogers Denies Talk Of Converting Chi House Into Lounge

NEW YORK, Oct. 16.—Joe Rogers, operator of Rogers' Corner, denied reports that he was taking over the Majestic Theater, Chicago, with the idea of converting the long dark two-a-day vaude house into a huge cocktail lounge operation.

Rogers declared that he was content to concentrate on his Gotham layout for the time being. Rogers also revealed that he has been out of the picture in the operation of Russell's, a Chicago lounge, for about three months. He formerly had a piece of that spot.

## Army Grabs Eddie Jacobi, Bob Mulkey

CHICAGO, Oct. 16.—Two standard unit leaders playing the Helsing lounge chain here have answered the call to service. Eddie Jacobi, guitar-fiddle leader of a trio, passed his physical last week and reports to Camp Grant, Rockford, Ill., October 23. His unit, now at Helsing's State Street, will fold.

Bob Mulkey, guitar-leader of a trio, has been drafted recently. His combo, however, carries on. Howard Bestul, piano, having taken over the leader post.

## Talent-Hungry Radio Lanes Turn To Rich Unit Pasture

PHILADELPHIA, Oct. 16.—Dearth of new talent seeking careers in radio, and the absence of any new names in local radio, finds the local stations searching out the cocktail lounges for new air personalities. Feeling among radio producers is that the cocktail combo field is rich in radio material and is beginning to give such talent the once-over for the very first time.

Stan Lee Broza, program director of WCAU, local CBS station, whose talent discoveries include such top show names as Ezra Stone and the Nicholas Brothers, is the first to examine the potentialities of the cocktail performers. He has grabbed up Bon Bon, one-time Jan Savitt vocalist, in recent years playing the cocktail circuit both as a single and with his own unit, Bon Bon and His Buddies. Bon Bon has been at Lou's

Moravian Bar here for months.

Another attracting Broza's attention is Betty King, most publicized piano-vocal feature here. Currently at Lou Berg's 164 Chelton Bar, Miss King made her air debut October 8 on WCAU's *Dixiana* revue, with a solo series for the septa star in the works.

Lou Morrison, pianist with Jack Lewis's Three Collegians and a Co-Ed, current at the Swan Club, has been grabbed up by WIBG for a series of solo piano rambling sessions. Dale Sisters, instrumental-vocal trio at Neil Deighan's, is another being wooed by radio, gals being given the once-over by the KYW show producers this week; and the Don Renaldo Quartet with Gloria Mann at Flanders Grille has Morville Clothes in bank-rolling the unit for a sponsored show on one of the local stations.

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## 4 Keyes Start Name Policy in Milwaukee

MILWAUKEE, Oct. 16.—Paul La Pointe's Red Feather, newly remodeled cocktail lounge here, goes into a name policy November 21 when the Four Keyes, colored quartet formerly with Ella Fitzgerald, open a run of four weeks, with options. La Pointe is looking around for additional attractions, in the \$750 to \$1,000 class, to follow the Keyes. Booking was made by Erwin Rose, of CRA, Chicago, who negotiated for the unit with Moe Gale, its manager.

## Moline Spot Explodes

MOLINE, Ill., Oct. 16.—A \$10,000 explosion at the Rendezvous here wrecked the heating and air-conditioning equipment, as well as part of the interior. Nearly all of the windows, including two large plate glasses, were blown out, but no one was injured.

## Erskine Butterfield's \$350

NEW YORK, Oct. 16.—Erskine Butterfield returns to the Brown Derby, Washington, for \$350 weekly, the highest sum he has received in a lounge. Increase is due primarily to Butterfield's film work.

## Turner Turns Longhair

PEORIA, Ill., Oct. 16.—Sol Turner, fiddler and leader of a five-piece unit at the Pere Marquette Hotel here, has given up as maestro to accept a musical post with the St. Louis Symphony. Turner's sidemen have added a new violinist and are continuing on their own.

## Another Date for Units

PHILADELPHIA, Oct. 16.—Charley Mayo, operator of Mayo's Show Place, nabe nitery, is the latest to succumb to the musical bar trend that has taken the town by storm. Has dispensed with floorshows in favor of the cocktail combos, the Hickory Boys, alternating with Dot Landy, ushering in the new policy.



## THE CATS AND THE FIDDLE

Four solid characters cutting up high jinks on two guitars, bass and the standard ukulele.

Originally a Midwest group, the boys had to travel all the way to the Pacific Coast to really make their mark. They were featured in movies and recorded for Victor-Bluebird Records, turning out disks that have become collectors' items, such as the popular "I Miss You So." They have since played vaudeville, clubs and lounges throughout the country. Booked by the William Morris Agency.

## Off the Cuff

### EAST:

ART HODES ORK opens at the Hickory House, New York, Thursday (21). . . . MAXINE WEEKS will be added to the Marine Room, Utica, N. Y., Friday (22). . . . MARSHALL MARTZ AND BETTY HALL into Club Elwood, Paterson, N. J. . . . PAUL SUTTON inked for the Community Coffee Shop, Binghamton, N. Y., November 1. . . . JUDY LANG, along with George Scotti, returns to the Musical Village, Philadelphia, November 1. . . . SUGAR HILL QUARTET, current at the Enduro, starts on a USO tour November 15. . . . KING COLE TRIO will return East some time in April after current Coast dates are completed. . . . PENNY PARKER AND WOODY KIRK are down for the American Hotel, Illion, N. Y. . . .

AVA WILLIAMS, piano and voice, into Calvert's, Cleveland, Friday (22). . . . SINCLAIR RIVERS, operator of the Helen Curtis Lounge, Charleston, S. C., has signed Jack Spano, singer, to a management contract. . . . FESS WILLIAMS ORK has moved to the Atlantis, Brooklyn. FOUR QUEENS OF RHYTHM alternating with Jerry Montana's orchestra at Midway Musical Bar, Philadelphia. . . . MADCAPS OF RHYTHM locate at Casino Cafe, Gloucester, N. J.

### MIDWEST:

JERRY SULLIVAN, song and piano man, replaces the Biltmore Girls (3) at the Bismarck Inn, Chicago, Monday (25). . . . TOMMY RIXBY, septa pianist, into the East Town, Milwaukee. . . . GLADYS PALMER, another colored key pounder and vocalist, moves into the Beachcomer, Omaha, November 13. Same spot bought the Music Masters to follow the Cats and the Fiddle. . . . THE AIRLINERS (3) have opened a run at the Bar o' Music, Chicago. . . . THE FOUR BLAZES wound up at the 111 Club, Chicago, to reach Salt Lake City in time for their October 18 opening at the Clover Club. Job calls for only four working hours a night. . . . THE THREE CHOCOLATES staying on thru the first of the year at the Forest Park Hotel, St. Louis. . . . HARRY CARROLL and Polly Baker, West Coast piano team, start Monday (25) at the 100 Club, Des Moines. . . . JOE AND BETTY STEWART, guitar-vibes and vocal team, into the Happy Hour, Minneapolis, on a four-week contract. . . . MANUEL LOPEZ and His Gay Amigos, with vocals by Ginny Brainerd, started Monday (18) at Ted Lipsitz's Stage Show Bar, Detroit. . . . JULES AND WEBB into the Mayflower Hotel, Akron, for four months. . . .

### WEST COAST:

VICTOR VINCENT has opened at the Santa Rita Hotel, Tucson, Ariz. . . . JERRI MARTIN opens at Eddie LeBaron's Trocadero, Hollywood, October 27. . . . FATS WALLER into Florentine Gardens, Hollywood, November 8 for five weeks. . . . AL MONAZI held over at Cafe LaMaze, National City, Calif. . . . DAVE HUDKINS and orchestra at Casa Manana, Culver City, Calif., Sunday afternoons. . . . FREDDIE FISHER at Gene Austin's Blue Heaven in Hollywood. Fisher recently recorded *Pistol Packin' Mama* for Decca.

. . . KING COLE TRIO option picked up by Herb Rose at the 331 Club, Los Angeles, good until January 17. . . . BOBBY SHORT closed in Glendale and moved to the Stardust in Hollywood, following Rose Murphy. . . . DAVE MATTHEWS moved into George's Steak House, Glendale, Calif. . . . DELORICE STAPLES featured at Victory Inn, Los Angeles, during matinee.

### FROM ALL OVER:

FRANK HERNANDEZ QUARTET, featuring Mercedita on vocals, filling an eight-month run at the Casablanca Club, Palm Beach, Fla.

## GROGGY SHIFTERS

(Continued from page 22)  
Villa Moderne, and Benny Laevin, guitarist, who fronts a foursome.

In Omaha, Ralph Goldberg, operator of the Beachcomber, is organizing a unit of four musicians now working in a local plant. He will use them in his downtown cocktail lounge for an indefinite run.

NEW YORK, Oct. 16.—Problem of cocktail combo personnel doubling into war plants has not yet reached serious proportions in the East, but if War Manpower Commission directives become stricter it is expected that more units will be in war industry by day and at the lounge by night, with the problem of getting sufficient shut-eye still to be worked out.

In those spots where this condition has arisen, the combo and management have had to work out the change working schedules. In many cases the lounge was loser as far as hours are concerned.

The Korn Kobbler, as a result of their extra curricular activity, have had to cut down to three days weekly at Rogers' Corner. The Leonard Ware Trio, while working at the Blue Angel, also had to miss the early session.

In Philadelphia the Tommy Cullen ork at the 20th Century Lounge has several boys shuttling into war plants in that area. However, they have been able to work out a schedule that doesn't interfere with their hours at the lounge.

The problem is already making itself felt in booking some of the lesser known outfits. Most of those who have one member doubling into industry will not take out-of-town engagements.

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

### A

Adams & Dell (Martins) NYC, cl.  
Allen & Revel (Shangri-La) Boston, nc.  
Alphand, Claude (Blue Angel) NYC, nc.  
Amazing Mr. Ballantine (Orpheum) Denver 20-26, t.  
Ambrose, Ruth & Billy (La Martinique) NYC, nc.  
Ames, Honey (Jimmy Kelly's) NYC, nc.  
Anderson, Ann (Palace) Columbus, O., t.  
Andre, Andree & Bonnie (Beverly Hills) Newport, Ky., cc.  
Andrews, Avls (Zanzibar) NYC, nc.  
Argentine Duo (Firemen's Show at Arena) St. Louis 22-31.  
Arnaut Bros. (Hurricane) NYC, nc.  
Arres, Don (La Conga) NYC, nc.

### B

Bagley, Eleanor (Village Vanguard) NYC, nc.  
Baldwin & Bristol (Rex Grill) Lowell, Mass., nc.  
Banks, Sadie (Old Roumanian) NYC, nc.  
Bargy, Jean (President) St. Louis, h.  
Bates, Peg Leg (Capitol) NYC, t.  
Beck, Gerdie (Empire) Newark, N. J., 18-21, t; (Gayety) Baltimore 22-28, t.  
Belmont, Dale (Louise's Monte Carlo) NYC, nc.  
Belmore, Barbara (Latin Quarter) NYC, nc.  
Bergen, Jerry (Hurricane) NYC, nc.  
Berry Bros. (Zanzibar) NYC, nc.  
Black, Betty (365 Club) San Francisco, nc.  
Blackstone, Nan (Shangri-La) Boston, nc.

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Bonger, Art, & Andriilita (Holland) Eugene, Ore., nc.  
Bourbon, Ray (Blue Angel) NYC, nc.  
Bowen, Sybil (Palace) Cleveland, t.  
Branco, Richard (Lookout House) Covington, Ky., nc.  
Britton, Pamela (Latin Quarter) NYC, nc.  
Britton, Sherry (Leon & Eddie's) NYC, nc.  
Brooks, David (Versailles) NYC, nc.  
Brown, Walter & Jean (Vine Gardens) Chi, nc.  
Burns Twins & Evelyn (Orpheum) Omaha, t.  
Burton's Birds (Lotus) Washington, re.

### C

Callahan Sisters (Royale) Detroit, nc.  
Cameron, Pat (Sheraton) NYC, h.  
Carlisle, Charlie (Bowery) Detroit, nc.  
Garman, Lee (Phillips) Kansas City, Mo., h.  
Carol Sisters (Helsing's Vodvil Lounge) Chi, cl.  
Carter & Moreland (Palace) Columbus, O., t.  
Chocolate Bards (Kelly's Stables) NYC, nc.

## TRADE SERVICE FEATURE ACTS·UNITS·ATTRACTIONS ROUTES (For Orchestra Routes, See Music Department)

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.

Chords, The (Orpheum) Omaha 22-23, t.  
Claire, Vera (Phillips) Kansas City, Mo., h.  
Claudet, Marguerite (Whitecomb Sulphur Springs) St. Joseph, Mich., h.  
Conrad, Cliff (Embassy) Brooklyn, nc.  
Corday & Triano (Versailles) NYC, nc.  
Corey, Irwin (Ruban Bleu) NYC, nc.  
Cortez, Florez (To Pee) Miami, nc.  
Costello, Diosa (State) NYC, t.  
Cross, Criss (Versailles) NYC, nc.

### D

Dante & Co. (RKO-Boston) Boston, t.  
Davis, Dorothy (Primrose) Newport, Ky., cc.  
Davis, Roy (835 Club) Chi, nc.  
De Croff, Ann (Astor) Montreal, nc.  
Del Rio, Diane (Kitty Davis) Miami, nc.  
Della & Drigo (Elks' Grill) Montgomery, Ala., 18-28.  
De May & Moore (Leon & Eddie's) NYC, nc.  
Deneault, Kay (Parkway) Everett, Mass., nc.  
Dennis Sisters (Hurricane) NYC, nc.  
Dewey Sisters (Tower) Kansas City 18-30, t.  
Dexter, Al & Gang (Palace) Cleveland, t.  
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
Doss, Benny (U. S. Army Camp Show) Alexandria, La.  
Dorsay, Phil (Tony's Subway) Peoria, Ill., nc.  
Dowling, Elaine (Idle Hour) Charleston, S. C., nc.  
Doyle, Eddie & Amy (Playhouse) Anniston, Ala., t; (Lyric) Mobile 25-31, t.  
Doyle, Mary Jane (Phillips) Kansas City, Mo., h.  
D'Roy, Phil (Casino Cafe of Tomorrow) Chi, nc.  
Drayson, Danny (Palace) Cleveland, t.  
Drew, Doryce (Orpheum) Omaha, t; (Orpheum) Minneapolis 22-28, t.  
Dwight & Gordon (Patio) Cincinnati, nc.

### E

English, Ray (Lookout House) Covington, Ky., nc.  
Evans, Bob (Beverly Hills) Newport, Ky., cc.

### F

Fait, Virginia (Sawdust Trail) NYC, nc.  
Farrell, Jack (The Tee) Milwaukee, nc.  
Fitzgerald, Ella (Zanzibar) NYC, nc.  
Flippen, Jay O. (State) NYC, t.  
Floretta & Boyette (Bijou) Cedar Rapids, Ia., t; (Orpheum) St. Paul 22-28.  
Foley, Bernice (Lookout House) Covington, Ky., nc.  
Francis, Leo (Fair) Twelve Mile, Ind.

Frisco, Joe (Club 18) NYC, nc.  
Fuller, Bob (Lookout House) Covington, Ky., nc.

### G

Galante & Leonarda (Mayfair) Boston, nc.  
Gaynor & Ross (Beverly Hills) Newport, Ky., cc.  
Gory, Gene, & Roberta (Kitty Davis) Miami Beach, Fla., nc.  
Ginger Snaps (Chins) Cleveland, cl.  
Good & Goody (Primrose) Newport, Ky., cc.  
Gotschalk, Vincent (Sherman) Chi, h.  
Grandfather's Swing Folies (Lookout House) Covington, Ky., nc.

### H

Habb & Denton (Pines) Youngstown, O., nc.  
Hall, Marjorie (51 Club) NYC, nc.  
Hanneford, George, Family (State Fair) Shreveport, La., 23-31.  
Harding & Moss (Dixie) NYC, h.  
Harrison & Fisher (Latin Quarter) NYC, nc.  
Harter & Au Relle (Hawaiian Gardens) San Jose, Calif., nc.  
Hatten, Alma (Congress) St. Louis, cl.  
Hawthorne, Irene (Versailles) NYC, nc.  
Hayes, Billie (Patio) Cincinnati, nc.  
Henning, Pat (Paramount) NYC, t.  
Herbert, Jack (Edgewater Beach) Chi, h.  
Hickson, Hal (Club 18) NYC, nc.  
Hildegarde (Plaza) NYC, h.  
Hin Lowe, Florence (Capitol) Washington, t.  
Hinds, Nina (Bellerville) Kansas City, h.  
Horne, Lena (Capitol) NYC, t.  
Howard, Winnie, Dancers (Iceland) NYC, nc.  
Howard, Joe (Lookout House) Covington, Ky., nc.  
Hoysradt, John (Mark Hopkins) San Francisco, h.

### I

Ink Spots (Paramount) NYC, t.  
Jagger, Kenny (Sportsman Club) Indianapolis, cl.

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Jans & Downes (Roosevelt) Jacksonville, Fla., h.  
Jaxon, Great (Roanoke) Roanoke, Va., 20, t; (State) Salisbury, N. C., 21, t; (Broadway) Charlotte 22-23, t.

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Jones, Allan (Palace) Columbus, O., t.  
Jones, Homer, & Muskings (Sky Club) Asheville, N. C., cl.  
Jules & Webb (Mayflower) Akron, O., h.  
Juvelys, The (Palace) Cleveland, t.  
(See ROUTES on page 33)

TRADE SERVICE FEATURE  
Billboard  
**Advance Bookings**

TOWER, Kansas City, Mo., Hobby Lobby Show, Nov. 12 week; Blackstone, Dec. 24 week.  
ORIENTAL, Chicago: Charlie Barnet, Nov. 12 week; Carl Ravazza, Glenn Miller Singers, 19 week.  
JUDY STARR, Lake Club, Springfield, Ill., Oct. 30, two weeks.  
100 CLUB, Des Moines: Peter Higgins, Nov. 1, two weeks; Son and Sonny, 8, week.

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# More Moola for Schools As War-Rich Mamas Send Brats Off on Fame Hunt

## Soldier-Sailor Angle Is Big, Too

NEW YORK, Oct. 16.—Cash registers in drama and dance schools in town are making merry music this year following a decided lull since Pearl Harbor. There's gold in them thar tills and it's gold—or greenbacks—from the pockets of a horde of hopefuls, young and not so young, bent on Broadway and fame. The rush is on to get in on the rich harvest of wartime Broadway's show boom or to prepare for a post-war career. Some schools claim this year's enrollments are hitting an all-time high. Other's note improvement over past rosters, but all say it's a bumper year. With one or two exceptions there has been no upping of fees.

Resurgence of mass interest in show careers is attributed to a variety of reasons, primary one being current Broadway hay making; second, the large amount of war workers' extra cash lying around waiting to be put to some use. Most of the academies have a percentage of war workers—some more than others—reciting, gesturing, terping and tapping in their off hours, hoping thereby to clamber on the Broadway band wagon now or in the post-war period when the plants have eased up or shut up.

### Visiting Firemen's Children

This year anywhere from 20 to 50 per cent of the new students are trekking in from the hinterlands; from the Midwest, the South, the Far West and, in some cases, Canada. Influx is attributed by some schools to the fading of the Eastern seaboard bombing scare which kept aspirants inland last year.

There's a greater range in age among newcomers than in the past, with more oldsters (especially in radio classes) getting set to carve their niche when hostilities cease. The tots and teen-agers, too, have upped their quotas, and a definite factor in this rise is given as the recent crop of musicals, comedies and dramas using children or adolescents in their casts. Several of the schools have been kept busy supplying Broadway producers with youngsters for shows such as *Tomorrow the World*, *Life With Father*, *Janie*, *Junior Miss* and *Kiss and Tell*, and there's no lack of replacements in the schools today. The final student lists in all academies are carefully culled from the throng of fond parents' darlings, and current lists have a high average of talent, say teachers. Some children's schools show as much as a 50 per cent student increase this year.

### Footlights Are First

Drama studios, with screen and radio classes on their prospectuses, note that the stage is still the paramount lure to newcomers, altho there is a rising interest in radio. By and large this year's crop of neophytes prefer emoting before visual audiences to splicing over the air or on the screen. Naturally the lure of Hollywood is still strong, but most of the tyro thespis this year hope to get in a

few seasons on Broadway before going West.

Femmes have the two-to-one edge due to inroads of the draft on juvenile males. There are still some 4-Fs and discharged servicemen on the rolls, but they are in the minority. However, interest in a show career is very high among soldiers and sailors on active service. Every school has had applications, either by mail or in person, from uniformed future thespis or terpsis anxious to make provision for after the war.

Dance schools have been besieged by mail from the home camps and from overseas asking that the writers be put on post-war lists. One ballet school tells of a young terpomane who claims he enlisted in the navy in Norfolk just so he could get to New York to study ballet. He did put in some months here, and when ordered to ship overseas, prayed fervently that he be sent to Russia to get in some extra toe exercises between voyages.

Most schools look to continuance of the current boom for some time to come and meanwhile are building up an extensive talent potential to offset the growing shortage. If the war doesn't end too suddenly this new crop of actors, singers, dancers, etc., will get their innings before the demobilized army of experienced troupers sweeps down on Broadway after the war.

## License Comm. Moss Clubs Clubs as Allies of Specs

NEW YORK, Oct. 16.—License Commissioner Moss's warning to college club stewards that passing along an illegal (too much dough) theater ticket fee to their members might render them "accessories after the fact," brought the usual amount of buck-passing among the parties involved. The clubs (including Harvard, Princeton, Knickerbocker, Cosmopolitan, etc.) blamed the brokers, while the latter claimed the clubs were doing the overcharging, and that they adhered religiously to the 75 cents legal service fee. Everybody blamed the public, which remains immune to any action by the Moss office.

The commissioner invited club representatives to his office Wednesday (13) in the second attempt in recent weeks to stamp out ticket speculation. Moss told *The Billboard* yesterday that since his appeal to the general public three weeks ago, only one complaint has been filed. The show: *Oklahoma!*, of course. (The chief "complaint" is dearth of ducats.)

## "Artists" Big 30G in Hub; "Porgy" High 21G; "Patriots" Steady 15G; "Tell" 5th, 15; "Harry" Dips, OK 12

BOSTON, Oct. 16.—With five of the Hub's six legit houses open this week, biz has been perking along like a V-8 in high gear.

Lou Walters set *Artists and Models* up in business at the Opera House Monday (11), and despite some frowning press notices, the show is doing a whopping trade. Looks like \$30,000 for the opening stanza. (2,944 seats. Scale: Opening, \$1.10 to \$5.50; Tuesday to Friday nights, \$1.10 to \$3.85; Saturday night, \$1.10 to \$4.40).

Surprise of the week is continued drawing power of *Porgy and Bess*, returned here for the third time. At the Shubert (1,604 seats, 55 cents to \$2.75), it drew a high-grade \$21,000, just short of capacity.

*The Patriots* is proving a steady grosser

BROADWAY SHOWLOG						
Performances Thru October 16						
	Seats	Scale	Cast	Opened	Perfs.	
All For All (Bijou)	614	\$1.10-3.30	6	Sept. 29	21	
Angel Street (Golden)	789	1.10-3.30	5	Dec. 5, '41	781	
Another Love Story (Fulton)	946	1.10-3.30	11	Oct. 12	7	
Arsenic and Old Lace (Hudson)	1,065	1.10-3.30	14	Jan. 10, '41	2,009	
Harriet (Miller's)	940	1.10-3.85	27	Mar. 3	59	
Doughgirls, The (Lyceum)	1,005	1.10-3.30	36	Dec. 30, '42	341	
Janie (Playhouse)	865	1.10-3.30	39	Sept. 10, '42	464	
Kiss and Tell (Biltmore)	906	1.10-3.30	16	March 17	253	
Life With Father (Empire)	1,082	1.10-3.30	16	Nov. 8, '39	1,670	
New Life, A (Royal)	1,004	1.10-3.30	23	Sept. 15	37	
Three's a Family (Longacre)	997	1.10-3.30	16	May 5	190	
Tomorrow the World (Barrymore)	1,096	1.10-3.30	10	Apr. 14	217	
Two Mrs. Carrolls, The (Booth)	712	1.10-3.30	8	Aug. 3	88	
<b>(Return Engagements)</b>						
Tobacco Road (Ritz)	859	.55-1.65	11	Sept. 4	50	
<b>Musicals</b>						
Early To Bed (Broadhurst)	1,179	1.10-4.40	50	June 17	143	
Laugh Time (Shubert)	1,387	1.10-2.75	14	Sept. 8	69	
My Dear Public (46th Street)	1,319	1.10-4.40	46	Sept. 9	46	
Oklahoma! (St. James)	1,509	1.10-4.40	60	Mar. 31	234	
One Touch of Venus (Imperial)	1,450	1.10-4.40	47	Oct. 7	12	
Something For the Boys (Alvin)	1,357	1.10-4.40	65	Jan. 7	328	
Star and Garter (Music Box)	1,014	1.10-4.40	47	June 24, '42	552	
Ziegfeld Follies, The (Winter Garden)	1,519	1.10-4.40	75	Apr. 1	229	
<b>(Revivals)</b>						
Merry Widow, The (Majestic)	1,715	1.10-3.30	62	Aug. 4	86	
Rosalinda (44th St.)	1,423	1.10-3.30	60	Oct. 28, '42	320	
<b>Closings</b>						
Blossom Time (Ambassador), October 9, 47 performances.						

## Sam'l French Clips Coupons on 4; May Add 'Firebrand' & 1

NEW YORK, Oct. 16.—Samuel French, usually associated with play publishing and amateur royalties, is now riding the crest of the Broadway wave. With its Broadway department more active than it's been in years, French sold four shows currently on the boards and has two more coming up.

*Oklahoma!*, *Harriet*, *Angel Street* and *The Two Mrs. Carrolls* were all handled by the broker-publishers. First two should add up to sock totals each week, while *Street* has provided a bit of long-

term gravy. *Carrolls* is just catching on and may hold for a surprise run.

Two newbies are *The Firebrand*, which Jacob L. Steisel will produce as a musical with Vernon Duke and John La-Touche doing the score, and *The Devil Takes a Whittler*, sold to the Theater Guild.

Decision to do *Firebrand* as a musical may indicate a "modern" trend started by the success of *Oklahoma!*, with producers scrambling for straight oldies on which they can put a couple of high-priced musical geniuses to work. Guild, sponsor of *Oklahoma!*, is also mulling a musical version of *Pursuit of Happiness*, as reported here two weeks ago.

## When Firing Gets Low the Fighters Ra-Ta-Ta Scripts

NEW YORK, Oct. 16.—Occasional lulls in battle provided opportunity for soldiers involved in recent North African and Sicilian campaigns to knock out their entries in the National Theater Conference's \$10,000 playwrighting contest. Evidence of the catch-as-catch-can scripting came in a sack of fifty plays from the Mediterranean theater of operation received at Western Reserve University, Cleveland, NTG contest headquarters. Penned or typed on odds and ends of paper, one even written on the back of an Italian military form, scripts show signs of having been put together under difficulties.

With the deadline set at December 1, 255 entries from men and women in uniform have already been received, their authors ranging from private to major. Sixty-four awards in five classes of competition, including 23 post-war scholarships to 17 theater institutions, will be distributed.

**TRADE SERVICE FEATURE**  
Billboard

### Legit Review Percentages

Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

**"Another Love Story"—11% YES:** Rascoe (*World-Telegram*).  
**NO OPINION:** None.  
**NO:** Barnes (*Herald-Tribune*), Chapman (*News*), Coleman (*Mirror*), Garland (*Journal-American*), Morehouse (*Sun*), Nichols (*Times*), Kronenberger (*PM*), Waldorf (*Post*).



# BROADWAY OPENING

FULTON

(Opened Tuesday, October 12, 1943)

## ANOTHER LOVE STORY

A comedy by Frederick Lonsdale. Staged by the author. Settings by Raymond Sovey. Company manager, Harry A. Benson. Stage manager, Stuart Fox. Press agents, Richard Maney and Sol Jacobson. Presented by Louis Lotito.

George Wayne .....Roland Young  
Mortimer .....Henry Mowbray  
Elsie Williams Browne .....Doris Dalton  
Robert Crayle .....Richard Barbee  
Reginald Williams Browne .....Fred Irving Lewis  
John Asprey .....Arthur Margetson  
Michael Foxx .....Philip Ober  
Molly Asprey .....Augusta Dabney  
Celia Hale .....Fay Baker  
Diana Flynn .....Margaret Lindsay  
Maggie Sykes .....Jayne Coffey

For the second time this year Roland Young is trying to get back into business on Broadway. Last February it was with *Ask My Friend Sandy*. Now it is *Another Love Story*, by Frederick Lonsdale, for which Joseph P. Kennedy put up the dough and with which Louis Lotito, manager of the Martin Beck and party to a real estate venture, make his debut as a producer. Strike two for Young.

This time he's accompanied by Margaret Lindsay, also of the films, and she seems lost in the new medium.

Raymond Sovey has supplied a couple of good-looking sets and the whole thing has been done with taste, if not extravagance, in the full tradition of the drawing-room comedy—and that's probably where the trouble lies. Too much of the proceedings is old-hat Lonsdale, and while it doesn't take much to keep a show going on Broadway these days, it takes more than that.

Script is hopelessly out-dated and dull. When occasionally a few bright remarks crop up, it appears that the author had thought up these gems and then, holding them too good to waste, mounted them in a framework consisting of one part discarded Lonsdale and one part Arthur Wing Pinero. It has been a long time since Broadway has become excited

about the drawing-room set, for whom amusement is a word synonymous with adultery and who's moral code dictates that the most heinous crime on the books is to be a bore (presumably one who does not adulterate).

In *Another Love Story* three separate triangles go on currently, like a three-ring circus. Their only points of tangency lie in the fact that some of the angles are fillal relations. This makes it possible for all the action to take place under the same roof, a problem that never bothers the Ringlings. Miss Lindsay and Philip Ober are involved in the principal one.

Young's tribulations are only secondary. As a dull fellow with only one means of expressing himself (rape), his plight could be vastly entertaining, if his carefully calculated under-playing didn't grate on the nerves after the first act. Miss Lindsay manages to be mildly seductive in the bedroom scene, but for the most part her coolness and reserve belie the great passion she continuously professes for Ober in recitations that also fail to convince. Ober, one of the theater's more ingratiating actors, is miscast, knows it, and falls to be at ease as the casual, charming lady-killer. Arthur Margetson, as an artist, tosses off most of the funniest lines in a characterization that wavers between Noel Coward and Alfred Lunt. Henry Mowbray is the most convincing member of the household, as a butler who must drink to survive service at his mistress's dull dinner parties.

Lonsdale's staging is about as bad as his scripting. No conscientious director could allow so many actors to miss so completely whatever value lies in the lines, particularly if he is the author.

This should send Young back to Hollywood a sadder, but wiser man. The billing may not be as good out there, but the opportunities are better. Same goes for Miss Lindsay. As for the author, by the principles of his own code, he stands convicted. He's a bore—in the dictionary sense. *Shirley Frohlich.*

## 'LB' Foursome Gets Up 17½¢ for 'Behave'

NEW YORK, Oct. 16.—Four backers have fed the kitty for *Lady Behave*. Alfred L. Golden comedy. Limited partnership agreement in name of E. Bennett & Company lists Eva Bennett as general partner, with Leo Shapiro down for \$8,500, High Bennett for \$3,000, Dorothy Marat for \$2,000 and Eva Bennett for \$4,000. Total shares represent a 64 per cent interest in the net profits.

*Behave* is being produced under banner of Ben A. Boyar and High Bennett, with latter staging. Due in town next month.

## METOP BALLET SUGAR

(Continued from page 3)

into the production class. The ballet gets real scenery nowadays and sock costumes. Showpieces like *Bluebird* and *Aurora's Wedding* are as orb-filling as anything to be eyed in the *Follies*. Also, whether or not all the kudos belong to Dolin, the Ballet Theater has steadily gaited programs to lure short as well as longhairs. It's a smart pitch to tie up a session of pure classic terping with others of satire and comedy. It makes for what everybody can understand.

## \$150,000 4-Wk. Run

Ballet Theater premed at Metropolitan Opera House Sunday (10), to record take of \$8,000, with three follow-up grosses of \$4,700, \$5,400 and \$5,300. Full week gait is at nearly \$40,000 pace.

*Widow, Venus* and *Oklahoma!* coming in the 30G-plus class. *Follies* is in the neighborhood of 40G's. Ballet Theater stands to snag about \$150,000 on its four-week stand.

Monday (11) repeat of *Mademoiselle Angot*, first addition to group's new season pieces, packed the Met to the top shelves. *Angot*, a three-scener by Leonide Massine, unfortunately debts to no particular distinction. Piece is colorful and has handsome decor and costumes for a flash bal masque finale, but basic yarn is of the sort which requires heavy program notes to make the panto clear. While troupe gives it everything, Massine's dancery is repetitious and confusing. *Mam'selle Angot* has been conceived in a dimout.

However, there was plenty fore and aft to redeem the program. First staging of season of the Dolin version of *Swan Lake*, with the serenely perfect Markova as the queen and the maestro, as usual, in the prince role, led off. Another favorite, *Helen of Troy*, David Lichine's travesty on the Paris-Helen didoes, completed the bill. Maria Karnilova, Andre Eglevsky and Billie Wynn scored in the latter.

Group continues fall season at Met thru November 7. Two more preems are skedded for addition to the bills. Guest artists will include Massine, Argentinita and Company, Agnes De Mille and Efreim Kurtz. Scale is 85 cents to \$4.40.

## SAG ON 4A' CONFLICT

(Continued from page 4)

the dominating unions in the Four A set-up. That is something worth fighting for.

The article in question did not refer to Theater Authority clarification. But nevertheless, Mr. Thomson knew where to look. It is generally regarded by observers in this section that this is a trial balloon to test the West Coast strength. Should Screen Actors' Guild be the victor in this attempt, it is generally believed that this would constitute a powerful club that could be held over the Four A's and one that would come in handy when the video field is allocated.

Mr. Thomson's statement that the Sonja Henie case was not dissociated from the Guild since Guild members are potential employees of Mr. Wirtz's is very true. But this is also true of the lowliest Class C night club. At the moment, we can only recall one instance where Mr. Thomson attempted to use the influence of his office in effecting a nitery dispute settlement. Mr. Thomson intervened at the request of Jonas T. Silverstone in the Leon & Eddie fracas. There have nevertheless been many other cafe disputes.

# Out-of-Town Opening

## Boston Opera House, Boston

(Opened Monday, October 11, 1943)

### ARTISTS AND MODELS

A musical revue in two acts, conceived and staged by Lou Walters. Directed by John Kennedy. Lyrics and music by Dan Shapiro, Milton Pascal and Phil Charig. Additional music and/or lyrics by Georges F. Kamaroff, Harry Harris, Wright and Forrest. Orchestrations by Hans Spialek, Ted Royal, Don Walker, Emil Gerstenberger, Charlie Cocks. Vocal arrangements by Buck Warnick. Choreography by Natalia Kamarova, assisted by Lauretta Jefferson. Dialog by Lou Walters, Don Ross, Frank Luther. Scenery by Watson Barratt. Costumes designed and executed by Kathryn Kuhn. Clown costumes by Susy Laytha and Lou Eisle. General manager, Thomas Bodkin. Press representatives, Dick Maney and Samuel J. Friedman. Production manager, Wally Wanger. General stage manager, James Cushman. Presented by Lou Walters and Don Ross in association with E. M. Loew and Michael Redstone.

PRINCIPALS: Jane Froman, Frances Faye, Romo Vincent, Marty May, Collette Lyons, Billy Newell, Radio Aces, Nick Long Jr., Carol King, Peters Sisters, Don Saxon, Mayla, Mildred Law, Harold and Lola, Gloria Blake, Worth Sisters, Joyce Mathews, Three Businessmen and Pearl, Billy Boze, Barbara Bannister, Gloria LeRoy, Helen Thomas Harp Ensemble, Mary Raye and Naldi, Ben Yost and Singers, Sheila Bond, Jeanne Blanche, Lee Loprete, Mullen Sisters, Phyllis Wells, Gertrude Erdey, Betty Jane Hunt, Ratsy Lu Rains.

Bistro tycoon Lou Walters has certainly spread himself. The sheer size of his *Artists and Models* revue is staggering, for it encompasses, on the conventional stage, more things, more people and a greater variety of entertainment than a five-ring circus. On opening night, when show ran until 12:45, it was a behemoth, ungainly, slow and too frequently dull. And so the Boston press reported. But by Tuesday evening, one hour and 10 minutes had been pruned, with obvious and good effect.

This is another *Hellzapoppin* case. The reviewers, including this reporter, will not much care for *Artists and Models*, for generally it is a gaudy, often tasteless and splashy carnival with little conventional appeal. But these are not conventional times, and today's big ticket buyers are not the usual theatergoing

public. You can bet your bottom dollar that when Lou Walters and his boys have finished their chores, *Artists and Models* will be just the kind of entertainment to suit the war workers and the newly rich.

Walters has imagined that a trio of former showmen, now in the dress business, want to put on a show. But, because they cannot decide upon its type, they try everything—burlesque, circus, musical comedy (with and without book), vaudeville, radio and night clubs. *Artists* has all these and more. The list of credits only suggests the size of this colossus. Walters has assembled his cast from every walk of show business, with the night clubs having the largest representation. Some of his talent is good, much of it mediocre. And the same goes for the ideas on which the various scenes are built.

The show's one sketch, and a miniature musical comedy are frankly dull, while a burly spiel and an old vaude turn are hilarious. The biggest laughs are inspired by the corniest numbers. Vulgarly reigns, too. The Radio Aces' *Song of Hollywood* is dirty without being funny, while the gags about virginity, or its lack, in the little musical, are plain smelly.

Altho *Artists* is short on smash hit talent, it has many entertainers who are okay, but even their tricks are familiar. The smart, clean dances by Nick Long Jr. and the classy routines of Raye and Naldi are top drawer. On the other hand, the chorus dances are more nearly callisthenics. Jane Froman's singing is as good as anything she has done, and she has a grand hit song in the lovely *Swing Low Sweet Harriet*. Marty May is good, even with tepid comedy material. The Ben Yost Singers get a warm reception, and the Worth Sisters, living caricatures, are always a laugh. Costumes and sets are literally wild, but they suit the show's atmosphere.

There is a tremendous amount of work to be done here; it probably will be accomplished. If the enormous overhead can be overcome by the high prices and the lodging of the show in a big theater, *Artists'* multiple backers may be raking in the chips for a long time to come.

*John William Riley.*

# The Billboard

The World's Foremost Amusement Weekly

Founded in 1894 by W. H. Donaldson  
E. W. Evans, President and Treasurer  
R. S. Littleford Jr., Vice-President  
W. D. Littleford, Secretary

Joseph Csida, Eastern General Manager  
C. J. Latscha, Advertising Manager  
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These spots may also provide employment for SAG members at some later date.

Again, it is doubtful whether Mr. Thomson could have effectively disciplined Sonja Henie at this time. SAG's pact with the film producers would forbid him to pull Miss Henie from picture work until her present contract with 20th Century-Fox expires.

The *Billboard* believes that many moves within Four A unions are designed with the idea of getting a wedge on television jurisdiction. We are not criticizing the Four A's for this, as such actions indicate a healthy desire on the part of the various union execs to expand. We merely reported a condition which we believe exists.

Mr. Thomson's letter has not disproved our contention, but we publish it for the usual obvious reasons.

## FLY HOLDS JUDGMENT

(Continued from page 3)

would now get a fair investigation.

Asked if he cared to comment on E. L. Garey, chief counsel for the investigating committee, Fly replied: "I have nothing to say." However, it's pretty generally known that Garey was so closely identified with Cox and his methods of conducting the inquiry that a number of principals connected with the controversy do not feel the committee is "under new management" until Garey also is replaced.

When reminded that he had had plenty to say of Garey in the past, Fly merely smiled and refused to comment.

## 4A MERGER GAB

(Continued from page 3)

Henry Jaffe (or an alternate from his office as Jaffe leaves soon to enter the armed forces) (AFRA and AGMA), Paul Turner (Equity) and Rebecca Brownstein (CEA).

Mrs. Emily Holt and George Heller national executive secretary and associate executive secretary, respectively, of AFRA Lawrence Tibbett and Blanche Witherpoon, president and executive secretary respectively, of AGMA; Paul Dullzell executive secretary of Equity, and Ruti Richmond, who acts in a like capacity for CEA, will serve as ex-officio members of all committees.



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

**A**

Agnew, Charlie (Trocadero) Evansville, Ind., 18-29, b.  
Akin's, Bill, Continental Four (Hollywood Lounge) Rochester, Minn., nc.  
Allan, Bob (Arcadia Grill) Canton, O., nc.  
Allen, Bob (Lakeside) Dayton, O., 23, D; (Trianon) Toledo 24, b.  
Andrews, Gordon (18 Club) NYC, nc.  
Andrews, Ted (Butler's Tap Room) NYC, nc.  
Arturo, Arturo (Park Central) NYC, h.  
Astor, Bob (Pelham Heath Inn) NYC, nc.  
Atkins, Boyd (Faust) Peoria, Ill., nc.  
Auld, Georgie (Commodore) NYC, h.

**B**

Baker, Don (Algiers) NYC, cb.  
Baker, Jimmy (Silver Dome) Marinette, Wis., nc.  
Banks, Billy (Fair Park Casino) Greensboro, N. C., nc.  
Bar, Vic (Olympic) Seattle, h.  
Bardo, Bill (Madrid) Louisville, nc.  
Barnet, Charlie (Park Central) NYC, h.  
Barrie, Grace (State) Hartford, Conn., 22-24, t.  
Bartal, Jeno (Lexington) NYC, h.  
Basie, Count (Earle) Phila., 22-28, t.  
Basile, Joe: Toronto, Can.; Columbia, S. C., 25-30.  
Bates, Angie (Daniero's) Belle Vernon, Pa., re.  
Baum, Charlie (Riobamba) NYC, nc.  
Bergere, Maximilian (La Martinique) NYC, nc.  
Belancourt, Louis (Park Central) NYC, h.  
Blue, Bobby (New Roof Garden) Leesville, La., 18-30.  
Bondshu, Neil (Blackstone) Chi, h.  
Borr, Mischa (Waldorf-Astoria) NYC, h.  
Bratcher, Washie (Washington) Washington, h.  
Brandon, Bob (Gibson) Cincinnati, h.  
Brandwynne, Nat (Copacabana) NYC, nc.  
Brally, Gus (Mamie's Grotto) Milwaukee, nc.  
Breese, Lou (Chez Paree) Chi, nc.  
Brigode, Ace (Pla-Mor) Kansas City, b.  
Broome, Drex (Santa Rita) Tucson, Ariz., h.  
Brown, Les (Palladium) Hollywood, b.  
Bruch, Les (Glenn Rendezvous) Newport, Ky., nc.  
Burns, Bill (Cadet) Camden, S. C., nc.  
Busse, Henry (Palace) San Francisco, h.

**C**

Calloway, Cab (Buffalo) Buffalo, t.  
Capello, Joe (Jimmy Kelly's) NYC, nc.  
Carolina Cotton Pickers: New Haven, Conn., 18-25; Hartford 26.  
Carter, Benny (Dreambow) Vallejo, Calif., 23, b; (Sweet's) Oakland 24, b; Klamath Falls, Ore., 27.  
Chatman, Christine: Paris, Tex., 23; Mt. Pleasant 24; Eldorado, Ark., 25; Hot Springs 26.  
Chavez, Eduardo (Folies Bergere) NYC, nc.  
Chiquito (El Morocco) NYC, nc.  
Cisne, Dick (Rice) Houston, h.  
Claridge, Gay (Merry Garden) Chi, nc.  
Codalban, Cornelius (Casino Russe) NYC, nc.  
Coleman, Emil (Mocambo) Hollywood, nc.  
Conn, Irving (Queen Mary) NYC, re.  
Conover, Johnny (Bradford Terrace) Rye, N. Y., h.  
Coriez, Jose (Latin Quarter) NYC, nc.  
Courtney, Del (Castle Farm) Cincinnati 23, nc.  
Craig, Francis (Hermitage) Nashville, nc.  
Cummings, Bernie (Kentucky) Louisville, h.  
Curbelo, Jose (La Conga) NYC, nc.  
Curbello, Fausto (Stork) NYC, nc.  
Curbelo, Herbert (Riobamba) NYC, nc.

**D**

D'Arcy, Phil (Rogers' Corner) NYC, nc.  
D'Artega, Al (Golden Gate) San Francisco 14-27, t.  
Dawn, Dolly (Esquire) Montreal 18-30, nc.  
DeLuca, Eddie (Walton) Phila., h.  
Dennis, Dave (Hurricane) NYC, nc.  
Dickman, Harry (Colonial) Hagerstown, Md., h.  
Dinorah (Greenwich Village Inn) NYC, nc.  
Donahue, Al (Tune Town) St. Louis 12-25, b.  
Dorsey, Tommy (Pennsylvania) NYC, h.  
Dunham, Sonny (Orpheum) Omaha, t; (Orpheum) Minneapolis 22-28, t.  
Durham, Eddie (Savoy) NYC, b.

**E**

Eddy, Ted (Iceland) NYC, nc.  
Edwards, Jack (Belmont Plaza) NYC, h.  
Ellington, Duke (Capitol) NYC, t.  
Ernie, Val (Detroit Athletic Club) Detroit, nc.  
Eyman, Gene (Lowry) St. Paul, nc.

**F**

Farber, Burt (Netherland Plaza) Cincinnati, h.  
Finch, Freddie (Mary's Place) Kansas City, Mo., nc.  
Flo Rito, Ted (Roseland) NYC, b.  
Fisher, Freddie (Blue Heaven) Los Angeles, nc.  
Flindt, Emil (Paradise) Chi, b.  
Foster, Chuck (Hiway Gardens) Stanwood, Ia., 20, b; (Casa Loma) St. Louis 22-Nov. 4, b.  
Four Spaces (Villa Riviera) Long Beach, Calif., h.  
Fox, Roy (Riobamba) NYC, nc.  
Franz, Ernest (Place Elegante) NYC, nc.  
Fraser, Harry (Aloha) Brooklyn, nc.

**G**

Garber, Jan (Terrace Room) Newark, N. J., nc.  
Gasparre, Dick (Monte Carlo) NYC, nc.  
Ginsburgh, Ralph (Palmer House) Chi, h.  
Glass, Bill (Algiers) NYC, nc.  
Gold, Marty (Folies Bergere) NYC, nc.  
Goodman, Benny (New Yorker) NYC, h.  
Grace, Sam (Casa Manana) Albuquerque, N. M., nc.  
Grant, Bob (Plaza) NYC, h.  
Grant, Johnny (Wind Mill) Charleston, S. C., nc.  
Grant, Rosalie (Essex House) NYC, h.  
Grassick, Bill (Wardman Park) Washington, h.  
Gray, Glen (Frolics) Miami, nc.  
Gray, Zola (Frank Palumbo's) Phila., nc.  
Grey, Chauncey (El Morocco) NYC, nc.  
Grimes, Don (Henry Grady) Atlanta, h.

**H**

Haas, Ala (Rogers' Corner) NYC, nc.  
Harold, Lou (Bal Tabarin) NYC, nc.  
Harpa, Daryl (Senator) Sacramento, Calif., h.  
Harrington, Bill (Patlo) Cincinnati, nc.

**ORCHESTRA ROUTES**



Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: 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.

Haseltine, Stan (Candellight House) St. Louis, re.  
Hawkins, Coleman (Kelly's Stable) NYC, nc.  
Haven, Bee (Showboat) Jacksonville, Fla., nc.  
Heath, Andy (Fittes') Wilmington, Del., c.  
Heatherton, Ray (Biltmore) NYC, h.  
Heckscher, Ernie (Peabody) Memphis, h.  
Herbeck, Ray (Schroeder) Milwaukee, h.  
Herman, Woody (Plymouth) Worcester, Mass., t; (RKO-Boston) Boston 21-27, t.  
Hill, Tiny (Oriental) Chi, t; (Riverside) Milwaukee 22-28, t.  
Himber, Richard (Palace) Columbus, O., 19-21, t.  
Hoctor, Gene (Lookout House) Covington, Ky., nc.  
Hoff, Buddy (President) Kansas City, h.  
Horton, Aub (Princess) Los Angeles, b.  
Horton, Harry (Wivel) NYC, re.  
Howeth, Eddis (Palms) Lake Charles, La., re.  
Hudson, Dean (Palomar) Norfolk, Va., b.  
Hummel, Jack (Gloria) Columbus, O., nc.  
Hutton, Ina Ray (Riverside) Milwaukee 18-21, t; (Topper) Cincinnati 23-24, b.

**I**

International Sweethearts of Rhythm: Baton Rouge, La., 20; Monroe 21; Texarkana, Ark., 22; Camp Livingston, La., 23; Camp Claiborne 24; Camp McCain, Miss., 25.

**J**

Jacquet, Russell (Eldorado) Houston, b.  
James, Jimmy (Rainbow) Denver, b.  
Jerome, Henry (Lincoln) NYC, h.  
Johnson, Charlie (Small's Paradise) NYC, nc.  
Johnson, King (Sheraton) NYC, h.  
Jordan, Louis (Swing) Hollywood, nc.

**K**

Karl Sax, Combo (Lyon's Grill) Oklahoma City 23-29, nc.  
Kassell, Art (Bismarck) Chi, h.  
Kaye, Don (Claremont) Berkeley, Calif., h.  
Kaye, Sammy (Strand) NYC, t.  
Kendis, Sonny (Copley Plaza) Boston, h.  
Kent, Peter (New Yorker) NYC, h.  
Kinney, Ray (Book Cadillac) Detroit, h.  
Koch, Eddie (Charlie's Hi Hat) Daytona Beach, Fla., nc.  
Kolax, King: Atlanta, Ga., 21; Anniston, Ala., 22; Chattanooga, Tenn., 24.  
Kora Kobbler (Rogers' Corner) NYC, nc.

**L**

La Banic, Nick (Club 400) St. Louis, nc.  
Lande, Jules (Ambassador) NYC, h.  
Landre, Johnnie (Scottie's Tavern) Southern Pines, N. C., nc.  
Lang, Lou (Belvedere) NYC, h.  
Lansberry, Hal (Diamond Horseshoe) NYC, nc.  
LaPorte, Joe (Old Roumanian) NYC, re.  
LeBaron, Eddie (Trocadero) Hollywood, nc.  
Lee, Cecil (Zombie) Detroit, nc.  
Leeds, Sammy (Primrose) Newport, Ky., cc.  
Lefcourt, Harry (Rogers' Corner) NYC, nc.  
Leonard, Ada (National) Louisville, t.  
Leonard, Harlan (Alabama) Hollywood, nc.  
LeRoy, Howard (Whitcomb Sulphur Springs) St. Joseph, Mich., h.  
Levant, Phil (Blue Moon) Wichita, Kan., b.  
Lewis, Ted (Shangri-La) Phila., nc.  
Light, Enoch (Belmont Plaza) NYC, h.  
Lombardo, Guy (Roosevelt) NYC, h.  
Long, Johnny (Earle) Phila, t; (Lyric) Bridgeport, Conn., 22-24, t.  
Lopez, Vincent (Tati) NYC, h.  
Lucas, Clyde (Palace) Cleveland, t.  
Lunceford, Jimmie (Howard) Washington, t.

**M**

McCune, Bill (Beverly Hills) Newport, Ky., cc.

McGrew, Bob (Kansas City Club) Kansas City, Mo.  
McGrane, Don (Latin Quarter) NYC, nc.  
McIntyre, Hal (Hurricane) NYC, nc.  
McIntire, Lani (Lexington) NYC, h.  
McShann, Jay (Lincoln Temple) Columbus, O., 22; (Castle Farm) Cincinnati 23.  
Madriguera, Eric (Polles Bergere) NYC, nc.  
Malneck, Matty (Biltmore) Los Angeles, h.  
Mann, Milt (10th Hole) NYC, nc.  
Manzanares, Joe (La Salle) Chi, h.  
Murteil, Paul (Arcadia) NYC, b.  
Martin, Dave (St. George) Brooklyn, h.  
Martin, Freddy (Ambassador) Los Angeles, h.  
Martin, Lou (Leon & Eddie's) NYC, nc.  
Martin, Perry (Radisson) Minneapolis, h.  
Martini, Ben (Club 51) NYC, nc.  
Masters, Frankie (Biltmore) Los Angeles, h.  
Masters, Freddie (Enduro) Brooklyn, re.  
Matthey, Nicholas (Russian Kretchma) NYC, re.  
Mauthe, Chic (Glenn Rendezvous) Newport, Ky., nc.  
Maya, Don (Casbah) NYC, nc.  
Melba, Stanley (Pierre) NYC, h.  
Messner, Johnny (McAlpin) NYC, h.  
Miller, Eddie (Palladium) Hollywood, nc.  
Miller, Freddy (St. Regis) NYC, h.  
Mills, Dick (Playmor) Wichita, Kan., nc.  
Molina, Carlos (Del Rio) Washington, nc.  
Monchito (Versailles) NYC, nc.  
Monroe, Vaughn (Commodore) NYC, h.  
Monte, Mark (Plaza) NYC, h.  
Morales, Nino (Stork Club) NYC, nc.  
Morris, George (Armando's) NYC, nc.

**N**

Nagel, Freddy (Aragon) Ocean Park, Calif., b.  
Newman, Ruby (Chanticleer) Baltimore, nc.  
Newton, Charlie (Gables Inn) Pileasantville, N. J., nc.  
Nicholas, Don (Venice) Phila, c.  
Nichols, Red (Sweet's) Oakland, Calif., b.

**O**

O'Hare, Husk (Cambridge) Chi, h.  
Olman, Val (Versailles) NYC, nc.  
Osborne, Will (Roosevelt) New Orleans, h.  
Pafumy, Joe (Belmont Plaza) NYC, h.  
Panchito (Versailles) NYC, nc.  
Parker, Ray (Village Vanguard) NYC, nc.  
Parks, Paul (Valley Lodge) N. Hollywood, nc.  
Pastor, Tony (Paramount) NYC, t.  
Paul, Frankie (Silver Moon) Alexandria, La., nc.  
Paulson, Art (New Yorker) NYC, h.  
Pepito (Havana-Madrid) NYC, nc.  
Perry, Ron (St. Moritz) NYC, h.  
Petti, Emile (Ambassador East) Chi, h.  
Porretta, Joe (Silver Moon) Alexandria, La., nc.  
Powell, Teddy (Flagler Gardens) Miami, re.  
Prager, Manny (Child's) NYC, c.  
Pripps, Eddie (Latin Quarter) Chi, nc.

**R**

Rapp, Barney (Claridge) Memphis, h.  
Read, Kemp (Ann's Kitchen) Newport, R. I., nc.  
Redman, Don (Zanzibar) NYC, nc.  
Reid, Don (Trianon) Chi 24-31, h.  
Reinhart, Dick (Backstage) San Francisco, nc.  
Reisman, Leo (Waldorf-Astoria) NYC, h.  
Resh, Benny (Bowery) Detroit, nc.  
Ray, Alvino (Casa Manana) Culver City, Calif., nc.  
Reynolds, Tommy (Palomar) Norfolk, Va., 4-23, b.  
Ricardel, Joe (Tavern-on-the-Green) NYC, nc.

Roberts, Dave, Trio (Copacabana) Newark, N. J., nc.  
Rogers, Eddy (Schroeder) Milwaukee, h.  
Rogers, Harry (Half Moon) Brooklyn, h.  
Rosal, Anita (Belmont Plaza) NYC, h.  
Rotgers, Ralph (Monte Carlo) NYC, nc.  
Roth, Don (Rice) Houston, h.  
Ruhl, Warney (Hollywood) Kalamazoo, Mich., nc.  
Russell, Snookum (Plantation) Los Angeles 25-29, nc.

**S**

Sandler, Harold (Rogers' Corner) NYC, nc.  
Saunders, Hal (Belmont-Plaza) NYC, h.  
Sanders, Joe (Syracuse) Syracuse, h.  
Schreiber, Carl (Avalon) Chi, b.  
Sears, Walt, Californians (Packers Palladium) Green Bay, Wis., nc.  
Seiger, Rudy (Fairmont) San Francisco, h.  
Shaw, Bob (Walkover) Brockton, Mass., nc.  
Shaw, Maurice (Chateau Moderne) NYC, nc.  
Sherwood, Bobby (Park Central) NYC, h.  
Sherman, Maurie (Tropics) Los Angeles, nc.  
Sims, Carl (Madison Gardens) Detroit, b.  
Siry, Larry (Stork Club) NYC, nc.  
Smith, Russ (Stork) NYC, nc.  
Socassas (Ubangi) NYC, nc.  
Spitalny, Maurice (William Penn) Pittsburgh, h.  
Spivak, Charlie (Orpheum) Los Angeles 20-26, t.  
Stevenson, Bobby (Casanova) Detroit, nc.  
Stoltz, Colie (Casino) Memphis, b.  
Straeter, Ted (Edison) NYC, h.  
Strand, Manny (Earl Carroll Theater) Hollywood, re.  
Strigle, Earle (Seelbach) Louisville, h.  
Strong, Benny (Muehlebach) Kansas City, Mo., h.  
Sykes, Curt (Trianon) Seattle, b.

**T**

Talent, Mark (895 Club) Chi, nc.  
Tatum, Art (Brown Derby) Washington, nc.  
Terry, Bob (St. Regis) NYC, h.  
Torres, Ramon (El Chico) NYC, nc.  
Towne, George (Neil House) Columbus, O., h.  
Trace, Al (Dixie) NYC, h.  
Travers, Vin (Diamond Horseshoe) NYC, nc.  
Tucker, Tommy (Astor) NYC, h.

**V**

Valleau, Boyd (Jubilee) Oshawa, Ont., Can., b.  
Van, Garwood (Trocadero) Hollywood, nc.  
Victor, Frank (Dixie) NYC, h.

**W**

Wald, Jerry (Sherman) Chi, h.  
Walker, Oscar (Fifth Ave.) NYC, h.  
Watkins, Sammy (Hollenden) Cleveland, h.  
Weeks, Anson (Aragon) Houston, b.  
Wells, Lawrence (Trianon) Chi, b.  
White, Bob (Happy Hour) Minneapolis, nc.  
Wilde, Ran (Chase) St. Louis, h.  
Williams, Griff (Palmer House) Chi, h.  
Williams, Bunde (Warwick) NYC, h.  
Wilson, Dick (Coq Rouge) NYC, nc.  
Wilson, Teddy (Cafe Society Uptown) NYC, nc.  
Wingert, Doug (Sycamore Grill) Buffalo, nc.  
Winton, Barry (Essex House) NYC, h.  
Wright, Charles (Drake) Chi, h.

**Y**

Young, Eddie (Cosmo) Denver, h.  
Zarin, Michael (Waldorf-Astoria) NYC, h.

**NIGHT CLUB REVIEW**

(Continued from page 19)  
serve and restraint would give the youthful comic strength of quality.

New to the local scene is Jackie Hamlin, stately blonde with an individual flair for selling a song. A deep-voiced thrush, with class arrangements to match her class and showmanly delivery, Miss Hamlin overcame the vocal limitations brought on by a cold, and scored with a string of pop faves along with the standard show tunes. Murray Pickens, her music arranger, seated at the piano for her offerings.

Equally impressive is boyish Frank Lester, local singer making his entrance in after-dark circles here. On the tidal wave created by the swoon singers, his baritone range with lyrical expressions lends itself to such song selling. Scores handily here with a string of the ballad rages of the day.

Glamorous and musical is Helen Lane, true and showmanly artiste on the electric Hawaiian steel guitar, who makes the instrument stand out like a million. Builds her performance on varying musical moods that take in the classical, show and novelty opuses.

In the opening stanza is Bo Jenkins, septa rhythm tapster of the Robinson-Balley school of stepping. Smarter selling and routining, and with the acquisition of a professional and polished stage presence, should land him in the top register.

Ballroom work by Dawn and Russell is the epitome of grace and charm, and with costumes and routines that are truly distinctive, including a waltz, Highland fling and rhythm turn.

Harry Dobbs' orchestra cut the dance and show rhythms expertly, alternating with Jack Lewis's Three Collegians (fiddle, piano, guitar) and A Co-Ed (Jerry Marcella's vocals). Maurie Orodener.

**ADVANCE BOOKINGS**

BILL BARDO: Topper Ballroom, Cincinnati, Oct. 30-31; Tic Toc Club, Boston, Nov. 7 (3 weeks).

COUNT BASIE: Earle Theater, Philadelphia, 22-28; Golden Gate Ballroom, New York, Nov. 4; Lincoln Hotel, New York, 5-Jan. 1, 1944.

BENNY CARTER: Rainbow Ballroom, Denver, Nov. 18; San Antonio, 22; Galveston, Tex., 23; Harvest Club, Beaumont, Tex., 24; Auditorium, Houston, 25; Port Arthur, Tex., 26; Lake Charles, La., 27; New Orleans, 28; Baton Rouge, La., 29; Shreveport, La., 30.

DEL COURTNEY: Tunetown Ballroom, St. Louis, 26-Nov. 15.

AL DONAHUE: Elks' Club, Fairfield, O., Oct. 25; Coliseum, Tulsa, Okla., 27; Auditorium, Kansas City, Mo., 30; Meadow Acres Ballroom, Topeka, Kan., 31; Brookley Field, Mobile, Ala., Nov. 4-6.

SONNY DUNHAM: Corn Palace, Mitchell, S. D., Nov. 1; Auditorium, Burlington, Ia., 3; National Theater, Louisville, 5-11; Forrest Park, Dayton, O., 12; Castle Farm, Cincinnati, 13; Frolics Club, Miami, 16-Dec. 6.

EARL HINES: Armory, Akron, Oct. 28; Paradise Theater, Detroit, 29-Nov. 3; Book-Cadillac Hotel, Detroit, 12.

DUKE ELLINGTON: Capitol Theater, New York, Oct. 14-Nov. 3.

HAL MCINTYRE: State Theater, Har-

risburg, Pa., Oct. 28-30; Adams Theater, Newark, N. J., Nov. 4-10.

JOHNNY LONG: Sherman Hotel, Chicago, Dec. 3 (4 weeks).

WILL OSBORNE: Dayton, O., Nov. 17; Robbins Theater, Warren, O., 18; Palace Theater, Cleveland, 19 (week); Circle Theater, Indianapolis, 26 (week).

CHARLIE SPIVAK: Sherman Hotel, Chicago, Nov. 5 (4 weeks).

JOE VENUTI: Frolics Club, Miami, Oct. 26-Nov. 15.

JERRY WALD: Oriental Theater, Chicago, Nov. 5 (week); Froggy Hop Ballroom, St. Joseph, Mo., 13; Skylon Ballroom, Sioux City, Ia., 14; Corn Palace, Mitchell, S. D., 15; Arkota Ballroom, Sioux Falls, S. D., 16; Prom Ballroom, St. Paul, 17; Danceland, Cedar Rapids, Ia., 18; Auditorium, Kansas City, Mo., 20; Tomar Ballroom, Des Moines, 21; Palace Theater, Columbus, O., 23-25; Palace Theater, Cleveland, 26 (week).

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### Servicemen Viewing 16mm. Pix Aid in Shaping Production

The 16mm. projector and use of 16mm. film has made it possible to show service men and women pictures in every part of the world. Most people visualize this as a "nice thing" but do not realize that it is responsible for a change in the film fare that they are currently viewing. The New York Herald Tribune recently interviewed Jerry Wald, Warner Brothers' producer and he told of the effect that the audience of 10,000,000 men in uniform is having on the pictures produced today.

The interviewer, quoting Wald, wrote: "These men are super-critical of any spurious depiction of the war, which they are experiencing at first hand. They want war pictures to be factual, honest and sincere."

"Wald should know, for he produced

one of the foremost service pictures, *Action in the North Atlantic*. He is now completing *Destination Tokyo*, which deals with submarine warfare, and he is working on *In Our Time*, also a war film. His next production will be *Sergeant Schmidt, Marine*.

"What I try to do in pictures of this kind is to avoid the formula—trite, true and trite," he says. "This formula has three main divisions as far as service films go. First, there is the story about the captain and the first mate fighting over the same girl. Or there is the yarn about the fresh guy who joins the service and is converted finally. And last there is the plot about the young boy who goes in a coward and comes out a brave man. You have seen variations of these formula films time and again."

"It has been claimed that men in the service don't want to see pictures about the war, that they want technical musicals and comedies. I think any such statement is disproved by the facts. The men in uniform go for a good musical and they also go for a war picture that is not stereotyped and false. Pictures like *Air Force* and *Action in the North Atlantic* were exceptionally popular with the armed forces.

"In making pictures like these, we hew to the line of realism. The actors don't wear make-up and any blemishes they may have are exposed to the camera. In *Destination Tokyo* you will see a mole on Cary Grant's face for the first time on the screen. It will be a real man's face and not that of a pretty boy. Naturally, we try to avoid excessive gruesomeness in the depiction of death, but we have to be pretty realistic about that, too, not to insult the credulity of millions of men who are facing death every day for their country.

"The producer of a service picture has to be particularly vigilant about technical details. For instance, when a bomb explodes, every one within a 100-foot radius is supposed to fall flat on his face or he will be blasted by the concussion. Too many service pictures disregard an elementary military fact like that and are booed off the screen by soldiers as a result. Or, as another example, a soldier firing a machine gun will shake violently with the vibration of the gun. In most service pictures the soldier calmly fires the gun as if he were shooting an air pistol.

"For that reason, expert mechanical advice is constantly necessary. We employed five technical advisers for *Action in the North Atlantic*. Two technical advisers on leave from the navy stand by on the set of *Destination Tokyo*. Altho we try to be as factually correct as possible, there are many things that can only be approximated on the screen because they constitute military secrets. One such is radar, the radio detection device that is used on ships and submarines.

"Shortages of materials is another handicap. We can't get guns and we can't build them of metal. So we have to construct guns out of non-priority materials, guns that actually fire bullets and shells and that appear entirely realistic. We constructed a five-inch gun for *Action in the North Atlantic* and you'd have to get within one inch of it to detect that it wasn't the real thing. We constantly have to rebuild and adapt sets showing submarines or other war machines because of the overnight changes that come about in their construction and design.

"The production of a service picture today is beset by problems and complications that never existed in motion picture production before."

### S. M. P. E. Officials En Route to Hollywood

NEW YORK, Oct. 16.—Good attendance is forecast for the Technical Conference of the Society of Motion Picture Engineers, which takes place in Hollywood October 18 to 22, according to advance reports from movie technicians, engineers and executives. Among the Eastern officers of SMPE who have definitely made arrangements to attend are E. Allan Williford, secretary and past president; Donald E. Hyndman, engineering vice-president; Arthur C. Downes, editorial vice-president; M. R. Boyer, treasurer, and Harry Smith, executive secretary. William C. Kunzmann, convention vice-president, has already arrived in Hollywood to supervise advance arrangements.

Emphasis of the technical sessions, which feature papers by many prominent motion picture engineers and executives, will center around wartime applications of motion pictures.

### Canadian Documentary Films Televised by U. S. Broadcasting Networks

NEW YORK, Oct. 16.—The National Film Board of Canada offices in New York reported recently that for the first time in the history of American television, Canadian documentary films are being televised on a large scale by radio networks in the United States.

Columbia Broadcasting System has recently televised *Peoples of Canada*, and the National Broadcasting Company has used *Road to Tokyo*, *Hot Ice*, *Forward Commandos*, *Mask of Nippon* and *Quebec, Path of Conquest*.

### CUTTING IT SHORT

By THE ROADSHOWMAN

THE NATIONAL ARCHIVES in Washington are undertaking a gigantic job in securing a complete film and radio history of World War II. Their task now not only includes obtaining pictures of all action, both abroad and at home, but transcriptions of radio broadcasts. Typical example of the material being obtained is the entire day's broadcast of Pearl Harbor Sunday, complete with commercials, announcements, rumors, etc. The value of this in the production of future films goes without saying.

A TRIBUTE to the roadshowman was recently released by the Russel Roshon org. It follows: "Circuit operators, or roadshowmen, as they are often called, these great showmen who exhibit films in small towns throughout the country, are not only doing a splendid job in keeping the public morale up to a high standard, but are bringing the movies to communities which otherwise would have no source of entertainment.

"Many mining camps, farms and communities, far remote from the cities and towns which have regular 35mm. motion picture theaters, are being served regularly with high-class entertainment and war information films by these circuit men, who brave every kind of weather to bring enjoyment to these almost isolated populations.

"Some of these men have been called to the colors; while others are carrying on in their stead. To all these good men—on the war front and on the home front—we salute you and wish you well."

ROBERT R. MASKEL is working in a shipyard in Napa, Calif., but like all good roadshowmen he must keep his "hand in." He writes that he closed the Bonnie Blue Theater last March and took a war job. "Like so many," he says, "I am doing my bit and the work is okay, but it is nothing like trouping—

### NEW AND RECENT RELEASES

(Running Times Are Approximate)

**SABOTEUR**, released by Bell & Howell. Alfred Hitchcock's significant screen achievement stars Priscilla Lane and Robert Cummings. A timely story of wartime America and dramatized in one man's conflict with enemy agents. A young aircraft factory worker, falsely accused of sabotage, tracks down the real saboteurs. Fast moving plot, in five days its characters speed across 13 States. Length, 11 reels.

**HELL BELOW ZERO**, released by Bell & Howell. A blinding snowstorm, in equatorial Africa, is one of the thrills of the picture, a one-reel black and white film photographed and narrated by Carveth Wells, famed lecturer. The little known Mountains of the Moon appear on film for the first time. Running time, 10 minutes.

**BROADWAY BIG SHOT**, released by Swank Pictures. A newspaperman and ex-football star is convinced a man was sent to prison on a frame-up and is willing to go to prison himself to get his story. He finds himself in a real jam when the victim dies and the governor, who secretly promised to pardon him, is voted out of office. But he finally gets his news scoop, wins the prison's big football game—plus the warden's daughter and a full pardon.

especially to one who has been on the road all his life.

"I am still operating pictures in two spots four nights a week," he says. "The spots I am playing are very good; showing two nights a week in a government labor camp where Mexican nationals from Mexico are housed. They are in this country to work on farms and enjoy films very much. I have been running all American films and the turnouts are very good. Westerns and musical films have been the best received by our southern neighbors.

"The other two nights have been spent in showing films at a government housing project near the shipyard and the turnouts here have also been good. So far, since being here have seen only one (See Cutting It Short on opposite page)

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10-23-43



Communications to 25 Opera Place, Cincinnati 1, O.

## Outlook Favorable For Cuban Tenter; 2 Weeks in Havana

HAVANA, Oct. 9.—A new tent theater company, the Sorondo-Sugranes Show operated by M. Sorondo, local booking agent, cracked the season here October 2. Prior to coming here, troupe played three days in San Antonio town, currently booming with defense work, but business was mediocre due partially on the show's scarce prices of 35 cents, 60 cents and 80 cents. Management has since revised its admission to 20 cents and 30 cents, with 10 cents extra for reserves.

The show will hold over here for a second week before proceeding on to Mariacao for a week. Doing a matinee and three night shows daily, biz in Havana has been good, according to Sorondo.

Manager Sorondo has just returned here from a trip over most of the coming winter's route and says he has found conditions favorable for a good season.

The 40-people show travels by railroad and busses. New this year is a girl orchestra. Performance is in the nature of a comedy based on army life, featuring A. Alvarez and Mary Cespedes. Other principals include Rosaura Navarro, Melba Gonzalez, Oscar Vasseur, Alejo Masvidal and Pedro Medina. Last named is producer.

Specialties include Gloria Martin, singer and dancer; Arredondo, producing comic; Blanquita, pineiro singer; J. Riveron, acrobatic dancer; Leo Gomez, acrobatic contortionist; Busquet Sisters, dancers; Yolanda Blanco is pianist and leader of the girl orchestra, which includes M. Cortina, Luisa Cano, Lalita Abello, saxes; Margaret Alonso, Lita Blanco and Cuquin Diaz, trumpets; Minita Lopez and Dora Varela, trombone; Carmenchu Guizar, bass violin, and Purita Fundora, drums.

## Canadian Centers Also Housed Many Old Reps

ST. JOHN, N. B., Oct. 16.—Publication in a recent issue of *The Billboard* of a review of U. S. cities known as the bases for dramatic repertoire troupes serves as a reminder that Canadian centers, too, have been publicized as being headquarters for touring repertoire groups. For instance, London, Ont., for H. Wilnot Young and Margie Adams, who headed their group in the central and maritime provinces for about 35 years; Marks Brothers, on tour for many years, and Jere McAuliffe, who used London as his base before switching to Lynn, Mass. He toured the provinces with his rep outfits for over 30 years.

Lindsay, Ont., was the base for Mae Edwards and her husband, Charlie Smith, who headed the Mae Edwards Players. Mae did the female leads and Charlie played character and comedy roles. H. Price Webber and Edwin Grey, husband and wife, who topped their Boston Comedy Company in the provinces, used St. John as their jumping off point before transferring to Augusta, Me.

W. S. Harkins Stock Company, operated annually for 35 years by William S. Harkins, now in the Actors' Fund Home on Long Island, N. Y., and in the late '80s also operated out of St. John. The Harkins tour was limited to the maritime provinces, Newfoundland and British West Indies. Others who made this city their base were the Carroll Players, organized by F. James Carroll for maritime tours and stock at St. John, Halifax and Sydney; Taylor Players, headed by John H. Taylor for maritime and Maine tours; Halifax Majestic Stock Company, organized by E. V. Phelan for maritime tours and Halifax stock; Toler Players, assembled by Sidney Toler for Halifax stock and maritime tours, and O'Shea Players, headed by Oscar O'Shea for maritime tours. In later years Harkins transferred his headquarters to Halifax.

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## Managers, Performers!

We solicit your co-operation in keeping the tent-repertoire page alive and interesting. Managers, we're interested to know how your business is progressing; what effect tire, gas and similar war restrictions are having on your business; the roster of your show and any other information which may be of interest to our readers. Performers, shoot in your personal news items. Your friends are anxious to know where you are and what you're doing. Drop in a newsy line to the rep editor now, even if it's only a penny post card.

## Lair Units End Fat Tent Treks

CINCINNATI, Oct. 16.—John Lair's second Renfro Valley hillbilly unit, featuring Slim Miller, and with C. V. Foley as manager, and Ches Davis, agent, brought its under-canvas season to a close last night at Clinton, Tenn. The unit toured Indiana, Kentucky and Tennessee the last three months.

The other Lair Renfro Valley combo, which this season toured under the Bill Ketrow canvas, featuring Gene Cobb, closed its season October 2 at the Aurora (Ind.) Fair, after 22 weeks in Georgia, the Carolinas, Tennessee, Kentucky, Ohio, Michigan and Indiana. Lair reports a highly successful canvas tour for both units.

This winter Lair will center his activities on his broadcasts from Renfro Valley, Ky., from where his hillbillies are heard weekly over 22 Columbia stations.

## More 10-20-30

By E. F. HANNAN

HERB MARSTON, old-time advance agent now holding down an important job in a Maine war plant, says that he lives on memories kept alive by the rep page in *The Billboard*. Herb asks about a show that played thru Maine after the turn of the century, owned and headed by Bingham, ventriloquist. The show had Kennedy and James, Mickey Finn, Mercer the Magician and others. I can't remember the show but I knew all these performers.

Bingham was one of the first to use walking figures. Micken Finn was a good dancer when I knew him, and in his younger days must have been exceptional. Marston also mentions the Mildred Turner Company. He was agent for that show. After Miss Turner quit rep with the decline of the 10-20-30 days, I made over her best-paying play, *Little Miss Cupid*, into a vaude sketch and she used it for some time. Herb also tells about the *Josh Spruceby* show with which he was connected.

## Rep Ripples

BOB DOWNING is associated with the stage management and also plays the part of a State trooper in Gypsy Rose Lee's play, *The Naked Genius*, starring Joan Blondell and under the direction of George S. Kaufman, which is skedded to open at the Plymouth Theater, New York, next Thursday (21). . . . ANTHONY RUST opened his school show at Barber, N. C., October 8, and plans to put in most of the fall and winter in Tennessee territory. . . . LYNNE TOWNSEND, with the Jack Brooks tent the past summer, is now announcer over Station KAVE, Carlsbad, N. M. Her hubby, Pfc. Al Pitcaithley, is with the Special Service Office at the Carlsbad Army Air Field. . . . DOYLE LYNN, drummer, after winding up the season with Snookum Nelson's Minstrels tent show, has settled for the winter in Wilmington, N. C., with his wife Thelma, chorine. . . . RALPH AND LANYA YOUNG, of the Cootie Playhouse, Cleveland, typewrite that their regular week-end shows continue to draw nicely. Their unit has a show scheduled for October 29 to raise money to buy cigarettes for employees of the Brush Development Company now in the armed forces. Young is supervisor at the Brush Development plant. Ralph reports that the show's juve man, Harvey Goodwin, is now in the navy at Great Lakes Training Station, and

## MAGIC

By BILL SACHS

JOAN JOYCE has been spot-booked on various First Circuit units the last several weeks with her magic, featuring the *Substitution Trunk*. She infers that she bumped into quite a number of local magic lads during her Baltimore and Pittsburgh engagements. . . . OTIS MANNING is the current feature at the Saks Show Bar, Northend Detroit spot. . . . LORING CAMPBELL, assisted by his wife Kathryn, began his new season at the Oklahoma State College for Women at Chickasha September 29 and is booked solidly until next May. This is his 19th winter lyceum tour playing for the leading lyceum and celebrity bureaus. Campbell is this season heralding his turn with a new and attractive two-color, four-page folder. . . . HARRY E. CECIL, the "world's worst magician" of Detroit, stopped off at the magic desk last Monday (11) en route to his old hometown of Hamilton, O., to attend his niece's wedding. . . . WALLACE LEE (Wallace the Magician), of Durham, N. C., is keeping busy at schools and army camps in that area. He has a cleverly printed program in acrostics, worded vertically to read "Buy Bonds To Help Win." Horizontally, the same letters spell out the tricks in his program. . . . THORNTON THE

is still wearing his own shoes, the navy being unable to find a pair big enough to fit him.

DOUG AND LOLA COUDEN, who recently began their new school season, typewrite from Richfield, Utah, under date of October 10 that they're working their way down the valley, heading south toward Arizona and the wide open country. "We're playing 'em all, large and small," they write, "and last week we did 10 shows for \$128, which keeps us in fried chicken. Also booked seven in on day last week, a record which we have tied several times but can't seem to beat." . . . A. J. O'DELL, of New Orleans, pencils an inquiry on Dude Arthur, of the old Arthur's Comedians. Can any of our readers help him out? . . . JAY C. (TOBY) MAISON, former well-known rep and tab comedian, is still with the U. S. Maritime Electrical Engineers on marine construction in Savannah, Ga. He has just completed his final test as master electrician, completing a four-year course in two years and eight months. "Just launched our 26th Liberty Ship, which means more hell for the Axis," writes Maison, "and we are putting them out two each month. Two other shipyards here are doing equally as well. My copy of *The Billboard* gets to me every Wednesday, and it offers me much comfort after a week of toil."

## Caufmans at Flint School

FLINT, Mich., Oct. 16.—Guy and Constance Caufman, veteran repsters who for more than 20 years had their Caufman Players tent show in the Middle West are now associated with the Honolulu Conservatory of Music, Drama and Dance in the Walsh Building here. Caufman is play director at the school, with Mrs. Caufman assisting. They also appear each week over WFDF here, presenting dramatic playlets written by Caufman. In addition, Guy occasionally puts on amateur productions in the territory.

## Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

INQUIRIES HAVE REACHED the desk recently on Johnny and Marie Grooves, Billy Willis, Ruthie Carroll, Everette Bonette, Barbara Jo Woods, Lotie Meredith, Shirley Shelton, Elmer and Lucille DuPres, Rella Finney, Smitty Inman, Velma Lane, Jack Kerns, Billie Neil, Ruthie Jay, Jimmie and Minnie Ferenzi, Steve Roberts, Helen Koutecky, Harry Hamby, Eileen Thayer, Jackie Parr, Helen Tyne, Roy and Millie Meyers, Joe Van Raam, Alice Chiff, Max Ellberger, Betty Steele, Jack and Marge Berquist and Johnny Reed.

STEVE BARR pens from Honolulu: "I am at Pearl Harbor navy yard and would like to see lines from any of the old gang I walked with, particularly Austy Dowdel, Jackie Murphy, Cliff Real and Evelyn Johnson."

MAGICIAN, who closed on Labor Day with the World's Circus Side Show at Coney Island, N. Y., and now working clubs around New York, opens October 30 at Frederick Loeser Company, Brooklyn, to remain thru the holidays. This will mark his third season there. . . . THE GREAT OVETTE scribbles a quickie, to wit: "Had a great time at Abbott's get-together, and made a big hit with my chink act. On way back, stopped off in Detroit, where 60 of the local magic lads turned out at a dinner given in my honor. Harold Sterling and Harry Cecil were responsible for the affair. Jumped into Canada and played two banquets, and stopped for a few minutes in Toronto to say hello to Sid Lotraine. My recent corn and wener roast pulled a good attendance. Bill Russell, of Batavia, N. Y., worked a new illusion which he expects to market soon." . . . L. O. GUNN, the West Coast trixter who has been touring for USO Camps Shows, Inc., the past year, shoots from overseas: "On the go all the time but I love it and the boys like magic. After a recent show I was surprised with a backstage visit from Gus Davenport, of London. I am using two tricks manufactured by his father on my program. Every now and then I run across a copy of *The Billboard* and thus manage to keep up with the magical world. I can't say enough for the kind, courteous treatment the USO units have received from the military authorities."

GLEN POPE, in the navy since January and now on active duty in the South Pacific as an aerial photographer, V-mails as follows: "I could have had an officer's commission in the navy or army, in the entertainment department, but requested active duty instead. I can entertain just as well out here. My wife Marina has taken over my act and is on tour with the Shell Oil Military show, entertaining servicemen." . . . MAX TERHUNE is cast in the role of Merlin, ventriloquist-magician, in Columbia's *The Cowboy Canteen*, now in production. Max has been seen in the past in the Range Buster Productions, released by George Weeks thru Monogram, but shelved when two of the main characters entered the service. . . . PICKING UP where we left off in last issue regarding the happenings at the recent Percy Abbott magic get-together at Colon, Mich., J. Ray Bessel (Baffling Bess) of Ottaway, Ill., has the following to say: "Just to help you get the record straight on the Percy Abbott conclave, let me say that your original comment lamenting the use of off-color gags by some of the performers was very well worded. Several members of our organization, the Knights of the Ebony Wand, who attended the Colon affair agreed that the use of risqué humor by a magician detracts rather than adds to the audience's enjoyment. Mr. Windsor said in your column last week that the raw material was used at a magicians' only show. That is not quite correct. The incidents complained about were at the Thursday night-before party, when 200 soldiers from Camp Custer were invited guests, and a large number of women were present. I saw between 25 and 50 servicemen leave before the program was over, but I don't know whether it was in protest against 'dirty gags' or because the soldiers were interested in other diversions. There was no smut in the public Friday and Saturday night shows. The Colon get-together, as a whole, was the finest magical doings I ever attended. Besides being a magician, I'm a newspaper city editor, and I maintain there was nothing wrong with Charles RossKam's review of the Colon doings as carried in your column, as Mr. Windsor implied in last issue. I'll concede that more than 500 magicians were in attendance, although while there I was told the registration was about 300. I agree with Tommy Windsor that Joe (The Great) Ovette made the biggest hit at the convention. He's a supershowman and the life of any party."

## CUTTING IT SHORT

(Continued from opposite page)

roadshow playing this section with a 16mm. outfit and a few acts of vaudeville.

"About the only contact I have with the business is my weekly issue of *The Billboard*. My feet are getting awful itchy, but guess I can hold out till the Japs and Germans are cleaned out. Am already making plans for a better and bigger portable theater on a semi when the war is over, having learned many new things here in California that can be applied to the new outfit."



# The Final Curtain

**ANDERSON**—Bobby, San Francisco night club entertainer, in that city October 10 as a result of an accidental plunge from an apartment house stairway.

**BAGAROZY**—Armand, 43, president of Columbia Opera Company, at his home in New York October 11 of a heart attack. He had been an opera impresario 15 years and was formerly general director of Cosmopolitan Opera Company. Survived by his widow, a son, two daughters and four brothers, one of whom is Robert Bagar, *New York World-Telegram* music critic, and four sisters.

**BERGMAN**—E. L., 77, father of Maurice Bergman, Universal Eastern advertising-publicity director, at Cumberland, Md., October 9 of a heart ailment. Funeral in Chillicothe, O. Surviving are two daughters and two sons.

**BISHOP**—Sir Yale D., 74, former manager of Wilcox's Restaurant, Savin Rock Park, West Haven, Conn., in Wallingford, Conn., September 26. Survived by two sons, Yale D. Jr. and Lieut. Charles W. Burial in Oak Grove Cemetery, West Haven.

**BOOTH**—Clinton M. (Mike), 46, clown and outdoor showman, in Veterans' Hospital, Memphis, October 8 of a heart ailment. For many years he was with Al G. Barnes, Sells-Floto and Mighty Haag circuses as a clown. In later years he was with Buckeye State and Buckeye Exposition shows. He was with the latter carnival during most of the 1943 season, until taken ill in Leachville, Ark. Survived by a brother, Walter, and a sister, Mrs. Gladys Bowland. Services at the Cosmopolitan Funeral Home, Memphis, with interment in National Cemetery there.

**BOWERS**—Carl L., 56, concessionaire at Conneaut Lake (Pa.) Park the past 15 years, at his home there October 8. Survived by his widow. Services October 11 at Weller Funeral Home, Youngstown, O., followed by burial in that city.

**CARMICHAEL**—Howard C., 68, father of Hoagy Carmichael, songwriter, in Methodist Hospital, Indianapolis, October 11.

**COLE**—Mildred, 50, wife of C. O. Cole, cookhouse operator, in Durant, Miss., recently, where she and her husband operated the White House Cafe. With her husband she formerly operated the cookhouse on Rogers & Powell Shows and was later with Beaty's Rides. Burial in Mena, Ark.

**DUNAS**—Philip, 47, Columbia Pictures district manager, October 9 in Chicago. A veteran of the film exchange business, he started in the old General Film days, and after several years with other companies, went to Chicago as branch manager of Columbia Pictures. Surviving are his widow, parents, two sisters and a brother.

**FELD**—Itzik, 46, Yiddish comedian, director and producer, at his home in Brooklyn October 7 after a long illness. At the time of his death he was directing the play, *Children Without a Home*. Born in Poland of a theatrical family, he appeared in Yiddish stock companies in Europe before coming to this country in 1928. He made his debut at the National Theater, New York, later appearing at the Second Avenue Theater, Philadelphia, and the Public Theater, New York. He later toured South America and Europe. For the past six years he has starred in many musical comedy roles at the Hopkinson

Theater, Brooklyn. Surviving are his widow and a brother.

**FISHER**—Max, 49, songwriter, violinist and orchestra leader, in Los Angeles October 12 following a six-weeks' illness. He toured with his band in theaters and niteries a few years back.

**GOLDFARB**—Morris, veteran outdoor showman, October 3 in Veterans' Hospital, Augusta, Ga. Survived by a stepdaughter, Mrs. J. B. Ivey.

**GRAHAM**—Charlie, 46, cowboy actor in films since silent days, in Veterans' Hospital, Los Angeles, October 9.

**GRANT**—Jack (John N. Younger), of the Grant Family hillbilly vaude act, in St. Francis Hospital, San Francisco, October 7 of pneumonia contracted while working in a shipyard. Before forming the hillbilly act, which consisted exclusively of members of his family, he and his wife did a hand-balancing in vaude for many years. After two of his sons joined the armed forces he left the vaudeville stage. Survived by his widow, Marie, and three sons, Barney, currently with the Earl Carroll Vanities, and Joe and Ted, in the armed forces.

**HADLEY**—Samuel Hopkins, 65, pioneer in the motion picture industry, at his home in Winter Park, Fla., October 11. At one time he was business manager for the film actor Harry Carey and associated with the Mutual Motion Picture Corporation. Survived by his widow, the former Catherine McDonnell, Boston actress.

**HAYES**—James, father of Mary Hayes, owner of the Southern Theater, Norwood, Mass., recently in that city.

**HUZZAR**—Paul, five-year-old Hungarian musical prodigy, in Budapest following an operation for brain tumor.

**JOY**—John Marston, 75, retired electrical engineer who worked on the development of talking motion pictures, at St. John's Riverside Hospital, Yonkers, N. Y., October 12. In 1925, he became associated with William Fox, film producer, and worked on the development of motion picture sound effects. Survived by his widow. Services October 14 at the Havey Funeral Home, Yonkers.

**KATZ**—Isaac, 56, orchestra conductor, at his home in New York October 9. He had conducted orchestras in several New York hotels and had appeared in violin recitals. He studied music in Russia, Germany and Italy, and during the Russian-Japanese War served as leader of a Russian band. Surviving are his widow, two daughters and two sons.

**KENO**—Joe, 59, retired vaude performer and father of Mitzel Green, mimic-singer, in Flushing, N. Y., October 7. Prior to his retirement, he appeared in an act with his wife, Rosie Green. In show business since his youth, he was with several Gus Edwards acts, and later in Edwards' legit musical, *School Days*. Before marrying Rosie Green, who had been a featured dancer in a number of George M. Cohan musicals, he had appeared with several vaude partners.

**KING**—Jack, 60, assistant manager of the Audubon Theater, New York, and former vaude performer, in New York October 8 of a stroke. During his vaude days, he did a song-dance patter act with his wife, Rhea King, who survives him. Services October 11 in New York under the auspices of the Will Rogers Memorial Fund. Lou Handin, of NVA, delivered a brief eulogy.

**KIRKLAND**—Robert D., 36, a radio engineer with the Mackay Radio & Telegraph Company since 1929, at his home in Port Washington, L. I., N. Y., October 11. He had installed the Columbia Broadcasting System's short-wave transmitter at the Mackay station in Brentwood, L. I. Surviving are his widow and two children.

**KLAUBER**—Mrs. Gladys G., 43, wife of Edward Klauber, recently retired vice-president of CBS, October 9 in New York.

**KNAPP**—Jean Wakefield, 34, former radio singer and writer, in San Francisco October 9 as the result of a fall from the third story of her studio home. Survived by her husband, Edward.

**LAHIFF**—Thomas, father of Nancy Carroll, film and stage actress, at his home in New York October 7 after a long illness. Survived by his widow and six children.

**LANTZER**—Clarence F., 50, director of Stark County (O.) Agricultural Society, October 6 at his home in Massillon, O. He had been active in the promotion of Stark County Fair for years and was superintendent of the educational department of the fair board. He arranged the annual county school pageant, a

yearly feature of the fair, and was one of the committee in charge of booking musical attractions. His widow and a daughter survive. Services at the Gordon, Shaidnagle & Hollinger Parlors, Massillon, October 8, with burial in Rose Hill Memorial Park there.

**MCCULLY**—A. M., 60, member of Circus Fans' Association, at Simpson Hospital in Shelbina, Mo., October 11. Survived by a sister. Burial in Maplewood Cemetery, Clarence, Mo., October 13.

**McMURRAY**—James, 88, retired actor and musical comedy director, October 13 in Englewood Hospital, Englewood, N. J., of injuries sustained when struck by an automobile while walking to the Actors' Fund Home, where he has resided for many years. Around the turn of the century, he was a headliner in vaude and burlesque with a piano routine.

**MENDENHALL**—Forrest A., 53, former circus musician, at his home in Danville, Ill., September 18. He was a baritone and trombone player and for several seasons was with Ringling Bros. and Barnum & Bailey, Cole Bros., and Sells-Floto circuses. He was a member of the executive board of the Danville Municipal Band and for 25 years was secretary-treasurer of Danville Musicians' Association (Local No. 90, AFM). Survived by his widow, Oca; a son, Robert James; a daughter, Mrs. Helen Robinson, and a brother, Charles. Services at Lincoln Church, Danville, with burial in Springhill Cemetery there.

**PEDRICK**—Lloyd, of the vaude team of Jackson and Pedrick, October 5 in New York.

**PERRY**—William Osborne, 72, a stagehand on Atlantic City Steel Pier for almost 20 years, October 11 at his home in Pleasantville, N. J., after an illness of several weeks. Survived by his widow, Margaret; a son and a brother. Services October 14 in Pleasantville, N. J., with burial there.

**RENARD**—Herbert F., 41, formerly of the Three Renards, acrobatic trio, at his home in New York October 14. He was a member of the AGVA and Variety Club, San Francisco. Survived by his parents, Paul and Claire F. Renard, other members of the trio.

**RUISI**—Mrs. Joseph, mother of Nino Ruisi, grand opera tenor, at St. Catherine's Hospital, Brooklyn, October 12. Surviving are her husband, three sons and six daughters.

**SCHACHT**—Gustav, 67, former Yiddish actor, October 8 in Beth Israel Hospital, New York. As a character actor he appeared in support of Jacob P. Adler, Bertha Kalich and other Jewish stage stars. He also played in films in support of John Barrymore and Pola Negri. His last appearance was as a member of the Yiddish Art Theater Company. Services at Gramercy Park Memorial Chapel, New York, October 12. Surviving are his widow, a son and a daughter.

**TREETER**—Harvey M. Cole, 75, former circus and vaude strong man, in Indianapolis October 4.

**THOMAS**—John, 62, keeper at the Cleveland Zoo, instantly when attacked by a leopard October 13. He had been employed by the zoo the past four years. Survived by three sons and a daughter.

**WILEN**—Mary, 82, mother of Kathryn Hall, pianist and singer and a member of a well-known musical family of Chester, Pa., October 5 in Northeastern Hospital, Philadelphia, after a long illness. She managed a music store in Chester. Services October 8 in Philadelphia with burial there.

**ZIEGLER**—Mrs. Suzanne Van Valkenburg, wife of Edward Ziegler, assistant general manager and executive secretary of the Metropolitan Opera Association at Le Roy Hospital, New York, October 14. Surviving, besides her husband, is a son and a daughter.

## Marriages

**BOYD-ASCOT**—Al Boyd, producer of the Blue Network radio show, *Meet Your Navy*, to Rita Ascot, Chicago radio performer, last February 1, it was revealed last week.

**HARRIS-REINHARDT**—Dick Harris, trombonist with Tommy Cullen's orchestra at the New 20th Century, Philadelphia, to Dorothy Reinhardt, nonpro, October 5 in Wilmington, Del.

**LIERLY-NEILL**—Harold Lierley, make-up artist, to Noel Neill, film songstress, in Hollywood October 3.

**MCCOLM-ROMAGOY**—Ralph McCollm

to Lorraine Erin Romagoy, both film players, in Los Angeles October 8.

**MONTGOMERY-RIANO**—Lieut. De Witt Montgomery, of the army to Jane Riano, captain of the Kona Club's Rarburn Dancers, October 4 at Angel Island, near San Francisco.

**MOUSE-SMITH**—Roy Mouse to Kathryn Smith in Charleston, Mo., September 15.

**POWELL-JAMES**—Teddy Powell, orchestra leader, to Marguerite James, New York ice skater, in Milwaukee recently.

**SLEZAK-VAN RIJN**—Walter Slezak, character film player, to Johanna Van Rijn, Dutch singer and dancer, in Beverly Hills, Calif., October 10.

**TALIFARRIO-BILLER**—Gus Talifarrio, of the Cole Bros.' commissary department, to Rheta Biller recently.

**THOMAS-WHITEHEAD**—George Thomas, former announcer on Station WCAU, Philadelphia, and now in the armed forces, to Phyllis Whitehead, of the station's office staff, October 13 in Philadelphia.

**VOISE-THOMPSON**—George Voise to Gladys Thompson, dancer on Cole Bros.' Circus, recently in Los Angeles.

**YANCEY-DAUM**—Beemon Yancey, concessionaire with Dumont Shows, to Dorothy Daum.

## Births

A son to Mr. and Mrs. Dave Gould at Cedars of Lebanon Hospital, Hollywood, September 30. Father is dance director, in charge of Florentine Gardens choreography.

A daughter, Gail, to Mr. and Mrs. Harry G. Ommerle at Doctors' Hospital, New York, October 3. Father is vice-president and account executive at Ruthrauff & Ryan, Inc., New York.

A daughter to Mr. and Mrs. Louis Basil September 28 at Temple University Hospital, Philadelphia. Father is the conductor of the Carmen Theater orchestra, that city.

A daughter, Marlene Nancy, to Mr. and Mrs. Henry May September 29 at University Hospital, Philadelphia. Father is the orchestra leader and drummer Henry May, and mother is the singer Kathleen May.

A son, Roger Jr., to Sgt. and Mrs. Roger Scott September 25 at Garfield Hospital, Philadelphia. Father is a former Philadelphia musician now with the Marine Band in Washington.

A son, Joseph Jr., to Mr. and Mrs. Joseph Kessler at Harper Hospital, Detroit, September 30. Father is former manager of the Granada Theater there, and mother was Camille Krim, sister of Sol and Mac Krim, Detroit theater circuit owners.

A son, Palmer Jr., to Lieut. and Mrs. Palmer Beaudette in Hollywood October 2. Mother is Cobina Wright Jr., film actress.

A daughter, Judith Anne, to Mr. and Mrs. Don Finlayson September 30 in Chicago. Father is a member of WLS sales promotion department.

A daughter to Mr. and Mrs. Martin McCarthy in Californian Lutheran Hospital, Los Angeles, October 6. Father is manager of the Los Angeles Monogram exchange.

Twin son and daughter to Mr. and Mrs. Bill Davies October 4 in Chestnut Hill Hospital, Philadelphia. Father is pianist with Joe Stearns's orchestra at the Embassy Club, that city.

A son, Charles Thomas, to Mr. and Mrs. John Dillingham in Boonville, Ind., August 12. Father, better known as the Prairie Drifter, was formerly with Mable Mack Mule Show.

A daughter to Mr. and Mrs. James Arlen October 4 in Detroit. Father is an announcer at WWJ there.

## Divorces

Gwen Anderson Dantine, now starring in *Jante* on Broadway, from Helmut Dantine, Austrian film actor, in Reno, Nev., September 17.

Ray Harmon, former rider and derbyshow contestant, from Ruth Kirtcher Harmon in Kansas City, Mo., September 13.

Zina Ouzarova, internationally known ballerina, from Prince Dzanty Dzambulat, of Russia, in Reno, Nev., September 24.

Albert Hoffman from Mitzel Mayfair, dancer, in Jersey City, N. J., October 5.

Vivian Janis, actress, from Robert Cummings, screen actor, in Las Vegas, Nev., recently.

Leroy Edwin Hall, son of Al K. Hall, vaude actor, from Mary Miles Hall, an annulment, in Los Angeles September 28.

### John T. Tussaud

John Theodore Tussaud, 86, director of Madame Tussaud's world-famous Waxworks Museum in London since 1886, died in that city October 13. He was the great-grandson of Mme. Tussaud, who founded the 136-year-old London exhibition.

At 14, he began the study of sculpture and modeling under his father, Joseph Randall Tussaud, whom he succeeded as artist of the museum. In 1925, the Tussaud establishment was almost completely wrecked by fire. When two years later a new company bought the enterprise, the founder's great-grandson was retained in his old capacity.

In September, 1940, a German bomb shattered two of the museum's galleries but, largely due to Tussaud's efforts, the unique establishment continues to offer entertainment.



# TOPS MARKING STRETCH

## C. & W. Press Petersburg Biz By 50% Uptake

PETERSBURG, Va., Oct. 16.—Gross of the Cetlin & Wilson Shows went up by 50 per cent over last year's at Southside Virginia Fair here October 4-9. Most of the show arrived in time for the Monday opening, Children's Day, with cool weather. It was the best Monday night for the show since it has been playing the fair.

Most business came after 4 o'clock daily from soldiers from Camp Lee. Each day saw the gate reach over 25,000 people. Paradise Revue, Mansion's Circus Side Show, Monkey Show and Circus and Olive Hager's Wall of Death had a big week, all fighting for top honors, with Miss America and Sultan's Harem close in the running. Funhouse had one of the best weeks since joining the show. High places went to the Skooter, Twin Ferris Wheels, Spitfire, Rocket and the Chair-o-Plane. Rolloplane and Merry-Go-Round receipts were increased over any week so far. Concession row claimed it the best this year. Jack C. Lyons, editor of the Petersburg newspapers, gave plenty of free space.

Wednesday evening I. Cetlin and John W. Wilson were hosts to the Shrine Club of Petersburg in a tent erected for the annual get-together buffet lunch. The affair was climaxed by a special performance of the Paradise Revue, with over 80 Shriners attending. Thursday night Owners Cetlin and Wilson were hosts at a dinner in the cookhouse for Will Rogers Tent, Saints and Sinners, of which they became members, recommended by Remmie L. Arnold, past national and local president. Full membership attended the dinner, with Guy Ansell, city manager of Hopewell, Va., (See C. & W. in Petersburg on page 56)

## Monroe Fair Gross Par for Endy-Prell

MONROE, N. C., Oct. 16.—Business was excellent and weather good for Endy Bros.' and Prell shows at Union County Fair here, ended October 9, reported Walter D. Nealand, publicity director.

Monday night attendance was smallest attendance of the week. Tuesday, Kids' Day, had a big afternoon turnout, with schools closed, and there was big attendance at night. Remainder of the week held up to par, the last two days going over last year's figures.

Hotel situation was tough, many show-folks commuting to Charlotte. Near-by soldiers' camp contributed much to gross receipts. No exhibits were made this year. M. W. (Mokey) Williams, fair secretary, gave all possible co-operation.

Joan Endy, of Notre Dame Academy, Southern Pines, N. C., visited her parents, Mr. and Mrs. Dave B. Endy. William Ketrov, veteran ex-circus owner who visited the Endys, reported a good season with his tent show, which he has closed and put into winter quarters. Mr. and Mrs. Jake Shapiro and Harry and Hazel Biggs, concessionaires, were visitors.

## Fire Destroys Miss America Top of CW

DURHAM, N. C., Oct. 16.—Fire destroyed the Miss America Show on Cetlin & Wilson Shows at the American Legion Post's Durham County Fair here Monday night.

After a sellout for the first performance a blaze broke out behind the stage and before it could be put under control the entire tent was aflame. Cause is unknown, and Ben Braustein, press agent of the show, reported damage totaled about \$2,000. Top, stage and wardrobe were lost. Flames were controlled before they reached the front. Arrangements were made to bring another top here from winter quarters.



VIRGINIA GREATER SHOWS, now in their third year and playing in the Carolinas, have had a good season, reports Owner-Manager Rocco Masucci. Opening in April, the org's route has been in Maryland, West Virginia, Virginia and North and South Carolina. This photo of the staff and personnel was taken in Wadesboro, N. C., Oct. 8. Mrs. Sarah Masucci is secretary-treasurer.

## Alabama State Fair Gala Benefit Show Nets SLA \$1,150

CHICAGO, Oct. 16.—Joseph L. Strelbich, secretary of the Showmen's League of America, reported that net returns from the gala benefit show held by Alabama State Fair on the grounds at Birmingham the night of October 7 were \$1,150. This amount has been turned over to the League's charity funds. In addition to this a Red Cross War Relief donation of \$143 was made by concessionaires at the fair.

Entire show was furnished by and thru courtesy of the Grand Ole Opry of Station WSM, Nashville. Members of this (See B'HAM SLA BENEFIT on page 56)

## Double-Bodied Boy Undergoes Operation

CHICAGO, Oct. 16.—Eleven-year-old Ernie Defort, double-bodied boy known professionally as Ernie and Len, is at Mayo Brothers' clinic in Rochester, Minn., where he was scheduled to undergo an operation on Friday for removal of the superfluous body.

The boy is a protegee of J. W. (Patty) Conklin. Defort's parents have opposed an operation but finally acceded to the boy's wishes after surgeons had assured them that they believed the operation would be successful.

## Simpson Rites Largely Attended In Birmingham and St. Louis

ST. LOUIS, Oct. 16.—Remains of James C. (Jimmie) Simpson were interred in Calvary Cemetery here October 11 after impressive funeral services from Donnelly Funeral Parlors at 10 a.m., Father James P. Johnston, St. Patrick's Church, officiating. Many showfolk were in attendance, and floral pieces and expressions of sympathy came from all parts of the country after his death at his home in Birmingham October 6. Services were held in Birmingham October 8 at 11 a.m. from Luquire Chapel, Father John M. Horgan officiating.

The body was brought to St. Louis, and accompanying the widow, Marie, on the journey were Mrs. Bertha (Gyp) McDaniels and Mrs. Sam Perry. The party arrived here October 9 at 3:45 p.m. and

## Page Winds Up With 25% Edge

TOCCOA, Ga., Oct. 16.—This was the closing spot for the J. J. Page Shows, the 22d week of the season and coolest encountered, yet business increased until Saturday (9) when a record matinee and night attendance was registered. Date was sponsored by the American Legion Post, with Crawford and Mills, commander and adjutant respectively, lending every aid possible and with a corps of workers on hand nightly. A date was tendered the show for 1944.

J. J. Page, owner-manager, reported that the season was a financial success from start to finish. Grosses soared to (See PAGE IS TO REBUILD on page 56)

## AU in Seattle Quarters

TOPPENISH, Wash., Oct. 16.—American United Shows played the last stand here before, going into winter quarters at Seattle, Wash., reported C. Schroeder, dog show operator. Several mishaps were experienced during the season, including loss of the Merry-Go-Round at Milton, Ore., while en route to Pendleton, Ore. Two truck mishaps and two tent fires occurred but damage was slight. Walla Walla and Lewiston, Wash., were the best spots. Roster included Frank Schaffer, Ten-in-One and Snake Pit Show; C. Schroeder, Dog Show, and Red Lindsay, Girl Show. Rides were Octopus, Ferris Wheel, Merry-Go-Round, Kiddie Autos and Swings.

## WOT Up 25% at Muskogee; Org Goes to R. & W.

MUSKOGEE, Okla., Oct. 16.—World of Today Shows closed here on the night of October 10, final day of Oklahoma Free State Fair, under the ownership of Denny Pugh and Joe Murphy. Midway gross was 25 per cent over last year's and far exceeded any gross in previous years. Attendance was largest in the history of the fair, Children's Day hitting its highest mark. Weather was ideal.

The show marked up the most successful season financially in its 32-week trek. Despite setbacks, it never missed an opening night. At the closing here all equipment was taken over by L. C. Reynolds and H. Wells, who had purchased the show from Pugh and Murphy, owners for three years, during which they have been very successful. Both returned to Dallas, where they have other business interests.

Members departed to many points. Carl A. Schultz, with Lee Cuddy's Fly-o-Plane, went to Jackson, Miss., to join the Rubin & Cherry Exposition. Tex Chambers, with his crew, Roscoe Boyde, Mr. and Mrs. J. S. Panther, Mr. and Mrs. Frank Woods, S. H. Scott, S. P. Childers, Robert Jones, H. Buster and John L. Say, put his equipment in winter quarters and headed for Dallas, after which he will go to Aransas Pass, Tex., for a two-month fishing trip. Mr. and Mrs. Paul Will went to Huntington, W. Va.; Mr. and Mrs. Earl Lucas, to San Antonio; Mr. and Mrs. Harold English to their home in Lamar, Mo.; Joe Chodio, to Johnson, Pa.; (See World of Today Sold on page 56)

## Ruback's Receipts Setting New Highs

ROSWELL, N. M., Oct. 16.—Jack Ruback declared that business for shows, rides and concessions continues to top records for receipts during his years as owner-manager of the Alamo Exposition Shows. At a five-day stand here under auspices of the State Guards business was good, with attendance of about 17,000, reported Ted Custer. Kiddies' Day matinee October 9 was under direction of Albert Wright. Children were given rides and gifts. The show's representatives, Mr. and Mrs. Jack Turner, arranged the tie-up with local merchants of Roswell.

Joe L. Kingbetter, formerly with the Forsthy Shows, joined with three concessions for remainder of the season. Joe Rosin has good business at his bird store, with Andy Custer as assistant. Mr. and Mrs. Bennie Hyman will give their farewell bingo for the benefit of servicemen when the show plays Hobbs, N. M. Mr. and Mrs. Bill Miller and Mr. and Mrs. Pat Kelley have purchased trailers. Bill Carr is overhauling the Bullet. Tony Kitterman is around again after a short illness.

Rue Chrisman, fire chief of Roswell, praised the show's fire prevention system. Blackie McPett was named chief of the show's fire department and will hold weekly drills. Bob Mayes and Bill Williams will build a fire truck in winter quarters, and a tank wagon will be added for emergencies.

## Howard Museum Has Its Best

ST. LOUIS, Oct. 16.—Management of John Howard's Museum reports the biggest year in its history. It played cities in Nebraska and Oklahoma last winter and spring to good business, then playing Minnesota fairs with the Reynolds & Wells Shows to big business, closing with that organization in Lincoln, Neb., and making a 500-mile run into Cheyenne, Wyo., for two weeks to big biz. Museum opened October 12 in Pueblo, Colo., for a two-week engagement. Ray Swanner, who has been general agent all season, has done an excellent job, Howard said.



# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Oct. 16.—An interesting meeting on October 14 had President Jack Nelson presiding. With him at the table were Vice-President S. T. Jess-up, Treasurer William Carsky, Secretary Joe Streibich and Past Presidents Edward A. Hock and J. W. Conklin. Membership applications approved were from Earl Malone, Jess C. Duggan, William J. Hogan, Smiley Daly, Jack Krutt, Clarence A. Kasin, James Chavanne, Edward Lazar, Robert Sorensen, H. Sam Tiller, Edward Marks and Zeno Carter.

Applications for presentation at the next meeting are from Solly Kann, Marshall L. Green, Dock H. Parks and Milo Anthony, credited to Bernie Mendelson, Frank J. Bligh, H. B. Shive and Lou Leonard. Letters brought donations to the Servicemen's Fund from Ben Levine, Buckeye State Shows, C. A. Sonnenberg and Ollie E. Bradley. Red Cross War Relief Fund was increased by donations from Harry Mamsch. Big news was a message from Birmingham Fair, with checks for \$1,150 for Charity Fund and \$143 for the Red Cross. Letter from the IAFE assured that its convention would be held as scheduled, November 29-December 1.

At the next meeting the regular nominating committee will be elected to make up the slate of officers for the regular ticket. Brothers John Wulf and Edmund were given the obligation of the order, Lew Keller officiating. Harry Mazey, thru with Chicago business, returned to Jacksonville. Letter from Vice-President Fred H. Kressmann advised he will be here soon. Past President J. W. Conklin, who stopped over a few days, left for a trip south and west. Callers included Fitzie Brown, Max Sharp, Maxie Herman, A. R. Cohn, Henry N. Shelby, Pete Wheeler, Sam Bloom, James Campbell, Zebbie Fisher, Rudy Singer, Jack Kerschner, Manny Weinberg, Leo Berrington, William Meyers, Sunny Bernet, Toby Wells, John Wulf, Mike Wright, Edmund Kornrumpf, Edward A. Hock, George Brooks and Ed Wall and others.

Events of convention week: Saturday, November 27, President's Party; Sunday, November 28, Annual Memorial Service; annual meeting and election, Monday, November 29; Banquet and Ball, Wednesday, December 1. First order for a banquet table came from Reynolds & Wells Shows, with Mighty Sheesley Midway following with an order for four tables. Final notices are going out to members in arrears on dues. By-laws provide that if dues for 1943 are not paid before November 1 the name shall be removed from the roster of members.

### Ladies' Auxiliary

At the first fall meeting October 7 in the Sherman Hotel these officers presided: Mrs. William Carsky, president; Mrs. Michael Doolan, first vice-president; Mrs. Henry Belden, second vice-president pro tem; Mrs. Sam Gluskin, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was by Chaplain Mrs. Lillian  
(See SLA on page 37)

# Club Activities



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, Oct. 16.—At the meeting October 13, Vice-President Oscar Buck presiding, most of the business pertained to the banquet Thanksgiving Eve at the Hotel Commodore. Vice-President Jack Rosenthal, chairman of the banquet committee, discussed final details with committees. It looks as tho this year's banquet will be the best ever.

Among out-of-town visitors recently were Bernhard Robbins, secretary of the Michigan Showmen's Association; Stanley Dawson; Dr. Thomas Miller, Front Royal, Va.; Eddie Kalin, Camp Claiborne, La.; Lester Nelson, just mustered out of service; Soldier Bill Moore; Mack Harris, Asbury Park, N. J.; John (Scotty) Kelly; Joe Hughes, Ocean View, Va.; Matt J. Riley, Philadelphia; Murray Zand, Fall River, Mass.; Irving Taffett, Maurice Elk, Edward Fabian, Jack Feldberg, Abe Rapps, Harry Rosen, Francis McAnnaly, Morris Epstein, Harry Stevens, William J. Bloch, Harry Kaplan, Francis Kelly, William Bayless and Fred C. Murray.

Club thankfully received a substantial sum from the I. & T. shows for the benefit fund, collected mainly thru efforts of Trustee Sam Rothstein and Sam Solomon during the Mineola (N. Y.) Fair engagement. Check for \$25 from E. S. Cole for the fund for soldiers' gifts was acknowledged by Chairman Jack Lichter.

In the membership drive William Hartzman, Cetlin & Wilson Shows, is leading with 51; Louis Rice, Endy-Prell Shows, 43; Frank Miller, 16; President Art Lewis, 13; Jack Perry, 11; Past President Max Linderman, 7; total for season to date, 216. Contest closes banquet night.

These applicants were elected to membership: Homer L. Wood and Joseph Aarons, sponsored by Rocco Masucci; Frank R. Ware and James L. Miller, sponsored by Richard Gilsdorf; Frank Sexton, Leonard Ross, Walter D. Nealand, Cash Miller, Stacy Knott, R. E. Eichelberger, Harry Edwards, James R. Casey, Thomas P. Brown, Harry E. Bauer, Herbert W. Anderson and John F. Miller, sponsored by Louis A. Rice; George E. Peden, James O'Brien and Herbert H. Gruber, sponsored by President Art Lewis; Leonard Lundquist, sponsored by Max Linderman; Ernest H. Kern, sponsored by Jack Feldberg; Hans Hoffman, sponsored by Frank Miller; John A. Gibson, sponsored by George A. Hamid; Anthony Pustanio, Scully DeLuca and Samuel DeCara, sponsored by William Hartzman; John T. Doran, sponsored by James Hurd; William J. Finn, sponsored by John J. Carr; Jack Davis, sponsored by Sam Rothstein; Salvador Caponigri, sponsored by Harry Rosen.

Vice-President Buck and Committee Co-Chairman Dave Epstein donated War  
(See NSA on page 56)



## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Oct. 16.—President Edward Walsh presided at Monday night's meeting, with Secretary Charles W. Nelson on the rostrum and 123 members present. An amusing letter came from Plain Davis Morris, who is in Soldiers' Hospital, Sawtelle, Calif. It was announced that after January 1 initiation fee will be \$25. Members who fail to keep up dues and are dropped from active membership will have to pay the additional fee to be reinstated. There will be no more membership drives.

Announcement was made that the Dr. Ralph E. Smith Night had been postponed until more of the road members come in. Applications and reinstatement included those of William George Sheldford Jr., Elmer Heoney, Harry L. Gordon, Frank Lee Anders, William Robert Dowlan, Chester Pruslick, Ivan Gilligan, Patrick B. Berry, Frazier Wells, Frank P. Ellis, H. T. Settles and Tony Swleuski. All received a big hand upon their induction and heard the initiatory rights read by H. A. (Pop) Ludwig.

All committees reported favorably, including Joe Glacy for the board of governors; John M. Miller, finance; Eddie Tait, cemetery board; S. L. Cronin, legislative committee; Harry Rawlings, ways and means; Sam Dolman, membership; Charles Nelson, entertainment (many features are planned); J. Ed Brown, public relations, who presented a novel calendar of winter activities. Charles Farmer, house committee, reported on the Cole circus party and was given a round of applause for the swell catering job he did. Harry Fink, building fund, reported progress. Jim Dunn and Clyde Gooding, sick and relief, reported only one member known to be ill, Plain Dave Morris. Harry Chipman reported for the publicity committee.

President Edith Bullock, Ladies' Auxiliary, granted permission to address the membership, expressed the desire of the auxiliary to assist in entertainment by furnishing salads, cakes and coffee on special occasions. She and the auxiliary were heartily applauded. Mrs. Zack Terrell was given a vote of thanks for her co-operation and interest in the PCSA.

### Ladies' Auxiliary

As it has been President Edith Bullock's custom to invite past presidents to preside at meetings, even tho she has been in weekly attendance, on October  
(See PCSA on page 37)



## Michigan Showmen's Assn.

156 Temple Street  
Detroit

DETROIT, Oct. 16.—Last week's meeting was presided over by President Harry Stahl. Plans for the Halloween Party were elaborated upon and Jack LaRue, in charge of entertainment, promised some pleasant surprises.

Work of the servicemen's committee is gaining in recognition, and much credit is being given to Chairman Jack Gallagher, who unstintingly gives his time and effort. Applications for membership continue to come and membership now is well over 500. New members recently admitted are Mose Kalin, Eddie Young, Al Lytton, Dick Bays, George Rich, Rudolph Rivers, James Fulmer, Michael McNicholas, William Rice, James Helms, Jack C. Deeds, Ted Shulman, John Carter and Al Wagner. Word has been received that Pvt. Johnny Ferrera is overseas.

Each bond that has been awarded at club meetings has been immediately donated to the Servicemen's Fund. Secretary Bernhard Robbins, taking a well-earned rest, is due back soon. Ben and Ed Moss and Douglas Brown were in New York for the World Series.

# International Showmen's Association

Maryland Hotel  
St. Louis

ST. LOUIS, Oct. 16.—First meeting of the season will be held in the club-rooms October 21. Secretary Francis L. Deane sent out notices that lunch and refreshments will be served after the business session. While numerous members are still on the road, there are many here and good attendance is expected. The secretary reports that a number of members have already sent in dues for the coming year.

Letters were received this week from John Howard and Ray L. Swanner from Pueblo, Colo., in which were enclosed dues from some other members on the show, as well as applications from showmen now touring with Howard's Museum. Members of the club attended in a body the funeral of Brother James C. Simpson last Monday, members of the association acting as pallbearers. Members are requested to send in dues early, as 1944 membership cards are ready for mailing.



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Re-Instatement . . . . . \$15

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## TENTS—BANNERS

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## WANTED

Ride Help in all departments. Top salaries for all winter in Florida. Place Ball Games, Pitch-to-Win, Fish Pond, Duck Pond, Hoop-La or any legitimate Concession. Playing all soldiers' camps and defense centers. Address:

**MONARCH MIDWAY**  
N. P. ROLAND and L. PERKINS  
Venice, Florida, this week

## CENTRAL AMUSEMENT CO. WANTS

For ROBERSONVILLE AGRICULTURAL FAIR, October 18-23, and SCOTLAND NECK PEANUT FESTIVAL, October 25-30; Rich Square, November 1-6, Followed by Monroe, N. C., at Camp Sutton, 50,000 Soldiers.

Shows with own outfits. Concessions—Pan, Rat, Beat Dealer, Pea Pool, Penny Pitch, Ball Games, Pitch-Tilt-Wins, Custard, Diggers, Dart or any stock concessions. We are playing good territory for concessions. This is the fourth year in same territory and business is more than double this year.

Ride Help, come on, top salary. All address  
**SHERMAN HUSTED, Mgr., CENTRAL AMUSEMENT CO.**  
Robersonville (N. C.) Fair this week; then Scotland Neck.

## WANT COLLETON COUNTY FAIR

Walterboro, So. Car., week Nov. 1st. Army Air Base, fifteen thousand flyers' pay day. Best spot in South. Georgetown, S. C., Exposition next week.  
Want one more High Free Act for Walterboro. Concessions: Cookhouse and Grab, Novelties, Scales, Photos, Ball Games, Fish Pond, any stock Concession for 10 cents. No exclusive. Girl Show with own outfit, one more Ride, Spiffing, Roll-o-Plane, Tilt-a-Whirl or Whip, Pony Track. Shows with own outfit. **CRESCENT AMUSEMENT CO., Bishopville, S. C., this week.**  
P.S.: Want Agent for Beat Dealer, Over and Under Seven.



ROUTES

(Continued from page 24)

K

Kean, Betty (Riobamba) NYC, nc.
Kelso, Joe (Gayety) Cincinnati, t.
Knight, Evelyn (Plaza Royale) St. Louis, nc.

L

Lu-Cellia (Versailles) NYC, nc.
Laddie, John, & Co. (Primrose) Newport, Ky., cc.
Lane, Muriel (Henry Grady) Atlanta, h.
Labato, Paddy (Stevens) Cleveland, c.
Larkins, Ellis Trio (Blue Angel) NYC, nc.
Laska Sisters (Beverly Hills) Newport, Ky., cc.
Lawlor, Terry (Belmont Plaza) NYC, h.
Layton's Dogs (Parkway) Everett, Mass., nc.
LaZellas, Aerial (Nite Spot) Dallas, nc.
Lee, Bob (Wivel) NYC, re.
Leitt & Felts (Continental) St. Louis, h.
Lester & Irmajean (Gloria) Columbus, O., nc.
Lester & White (Patrol) Cincinnati, nc.
Le Verde, Leon (3700) Cleveland, nc.
Lewis, Joe E. (Copacabana) NYC, nc.
Lewis, Ralph (Chase) St. Louis, h.
Loring, Lucille (Town Tavern) Rockford, Ill., nc.
Lorraine, June (Glenn Rendezvous) Newport, Ky., nc.
Louis & Cherie (Paul's Music Hall) Portland, Ore.
Louise, Phyllis (Monaco's) Cleveland, nc.
Lowe, Hite & Stanley (Earle) Washington, t.
Lynne, Carol (Biltmore) NYC, nc.
Lyon, Ladd (Earle) Phila, t.

M

McArthurs (Greenwich Village Inn) NYC, nc.
McGowan & Mack Ice Revue (Chase) St. Louis, h.
Mack, Mae (Bellerive) Kansas City, h.
Mannion, Evelyn, Dancers (Glenn Rendezvous) Newport, Ky., nc.
Marlowe, Selma, Dancers (Nicollet) Minneapolis, h.
Marshall, Jack (Belmont Plaza) NYC, h.
Masters & Rollins (Hurricane) NYC, nc.
Maurice & Maryea (Commodore) NYC, h.
Maxey, Virginia (Park Central) NYC, h.
Maye, Marion (Kelly's Stables) NYC, nc.
Mazzone & Abbott (Capitol) Washington, t.
Miguel & Molina (Trouville) NYC, nc.
Miller, Folia (Glenn Rendezvous) Newport, Ky., nc.
Miller, Glenn, Singers (Earle) Phila, t.
Miller, Suzanne (Drake) Chi, h.
Moke & Poke (Zanzibar) NYC, nc.
Morgan Sisters (Old Roumanian) NYC, nc.
Moya, Lolita (Glen Park Casino) Buffalo, nc.
Murphy Sisters (Commodore) NYC, h.
Murray, Jan (Capitol) Washington, t.
Myles, Marilyn (Leon & Eddie's) NYC, nc.

N

Nelson, Arthur (Blsmarek) Chi, h.
Nelson Sisters (Edgewater Beach) Chi, h.
Nevada, Vicki (Mayfair) Boston, nc.
Nichols, Les (Howard) Boston, t; (Empire) Newark, N. J., 22-28.
Niles, Marlon (Versailles) NYC, nc.
Norskaye, Nadya (Ruban Bleu) NYC, nc.

O

O'Brien, Virginia (Capitol) Washington, t.
O'Dare, Dale (Mon Parce) NYC, nc.
Oehme, Rita (Glenn Rendezvous) Newport, Ky., nc.
O'Neill, Peggy (51 Club) NYC, nc.
Ovettes, Great (Ringside) Mansfield, O., nc; (Palm Gardens) Columbus 25-30, nc.

P

Patterson & Jackson (Capitol) NYC, t.
Pelletiers (Music Hall) NYC, t.
Pickford, Murry (Mede's Log Cabin) Revere, Mass., nc.
Price, Evan (Bellerive) Kansas City, h.
Price, Georgie (Latin Quarter) NYC, nc.
Price, Walter E. & Helen (USO Camp Show) Durant, Okla., 22-23; Pine Bluff, Ark., 29-30.

Q

Quitsie (Victory Room) Buffalo, nc.

R

Rand, Sally (Folles Bergere) NYC, nc.
Rasha & Mirko (Pierre) NYC, h.
Ray, Jimmie (Hurricane) NYC, nc.
Reeves, Cy (Colony) Chi, nc.
Rhythm Rockets, Four (Latin Quarter) NYC, nc.
Rice, Andy, Jr. (Primrose) Newport, Ky., cc.
Rice, Sid (Old Roumanian) NYC, nc.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Rio, Eddie (Florentine Gardens) Hollywood, nc.
Rio, Joe (Charley's Inn) Miami Beach, Fla., nc.
Rivera, Marta (Cobra) NYC, nc.
Robbins, Gayle (Belmont Plaza) NYC, h.
Roble, Chet (Helsing's Vodvil Lounge) Chi, cl.
Rocco, Maurice (Zanzibar) NYC, nc.
Rooneys, The (Shrine Circus) Toronto.
Rosini, Paul (Mayfair) Boston, nc.

S

Schenck, Al (5100 Club) Chi, nc.
Scott, Hazel (Cafe Society Uptown) NYC, nc.
Shaver, Buster, with Olive & George (Lookout House) Covington, Ky., nc.
Shaw, Sandra (51 Club) NYC, nc.
Shea & Raymond (Strand) NYC, t.
Silver Cyclones (Kitty Davis Airliner) Miami Beach, Fla., nc.
Sinatra, Frank (Waldorf-Astoria) NYC, h.
Slavin, Estelle (Enduro) Brooklyn, cl.
Sloan, Estelle (Royale) Detroit, nc.
Smoothies (Greenwich Village Inn) NYC, nc.
Son & Sonny (Primrose) Newport, Ky., cc.
Sue, Lyda (Strand) NYC, t.
Summer, Helen (Ivanhoe) Chi, re.
Suns, Three (Plecadilly) NYC, h.

T

Talla (Troika) Washington, nc.
Terrell, G. Ray (Alpine Village) Cleveland 4-23, nc.
Thompson, Arline (Versailles) NYC, nc.
Toy & Wing (Paramount) NYC, t.
Tudell, Julio & Jean (Bismarek) Chi, h.

V

Valenti, Tino (Sheraton) NYC, h.
Victory Boys (Enduro) Brooklyn, cl.
Volkoff & Milada (Waldorf-Astoria) NYC, h.

W

Wallace, Madelyn, Dancers (Primrose) Newport, Ky., cc.
Warren, Annette (Carter) Cleveland, nc.
Wayne, Jerry (La Martinique) NYC, nc.
Wayne, Jinja (Chin's) Cleveland, cl.
Webb, Rex (State) NYC, t.
Welch, Roberta (Penthouse) NYC, nc.
Wells, B., & Four Days (State) NYC, t.
Whelan, Maurice & Betty (885 Club) Chi, nc.
White, Beverly (Sky Bar) Cleveland, cl.
Williams, Hannah (State) NYC, t.
Williams, Hermanos (Copacabana) NYC, nc.
Wood, Jane (Lookout House) Covington, Ky., nc.
Wood, Kirk (Leon & Eddie's) NYC, nc.
Woods & Bray (Tic Toc) Milwaukee, nc.

Y

Yost, Ben, Four (Capitol) Washington, t.
Yost's, Ben, Vikings (Beverly Hills) Newport, Ky., cc.

DRAMATIC AND MUSICAL

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

Able's Irish Rose (Auditorium) Rochester, N. Y.
Able's Irish Rose (American) St. Louis.
Army Play by Play (Studebaker) Chi.
Arsenic and Old Lace (State) Harrisburg, Pa., 20; (Shubert) New Haven, Conn., 21-23.
Artists & Models (Boston O. H.) Boston.
Barrimore, Ethel, in Corn Is Green (Cass) Detroit.
Bennett, Constance, in Without Love (Davidson) Milwaukee.
Blithe Spirit (Ford) Baltimore.
Blossom Time (Nixon) Pittsburgh.
Dark Eyes (Selwyn) Chi.
Dough Girls (Lyceum) Minneapolis.
Dough Girls (Arcadia) Wichita, Kan., 21; (Municipal) Kansas City, Mo., 22-23.
Dowling, Eddie, in Manhattan Nocturne (Walnut) Phila.
Gilbert & Sullivan Operas (Hanna) Cleveland.
Good Night Ladies (Blackstone) Chi.
Jane Eyre (Biltmore) Los Angeles.
Junior Miss (Virginia) Wheeling, W. Va., 20; (Hartman) Columbus, O., 21-23.
Kiss and Tell (Harris) Chi.
Kiss and Tell (Plymouth) Boston.
Kiss and Tell (Curran) San Francisco.
Let Us Be Gay (Shubert Lafayette) Detroit.
Life With Father (Erianger) Buffalo.
Oklahoma (National) Washington.
Outrageous Fortune (Wilbur) Boston.
Patriots, The (Colonial) Boston.
Porgy and Bess (Shubert) Boston.
Sons of Fun (Porrest) Phila.
Student Prince (Erlanger) Chi.
Tomorrow the World (Hartman) Columbus, O., 18-20; (English) Indianapolis 21-23.
Uncle Harry (Locust St.) Phila.
What's Up (Playhouse) Wilmington, Del., 22-23.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Franeys, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Ice-Capades of 1944 (Madison Square Garden) NYC.
Ice Follies of 1943 (Winterland) San Francisco.
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. B. & B. Attrs.: Madison, N. C.
Alamo: Hobbs, New Mexico.
B. & H.: St. Mathews, S. C.
Beaty's Rides: (Colored Fair) Canton, Miss.
Beckmann & Gerety: (Fair) Shreveport, La., 23-Nov. 1.
Bistany's Greater: Jacksonville, Fla.
Bright Lights Expo.: Buchanan, Va.
Buckeye State: Russellville, Ark.
Buckeye Expo.: Cherry Valley, Ark.
Bullock: Red Springs, N. C.
Burdick's: Temple, Tex.
Burke, Harry: Baton Rouge, La.
Capell Bros.: Haskell, Okla.
Central Am. Co.: Robinsonville, N. C.; Scotland Neck 25-30.
Cetlin & Wilson: (Fair) Wilson, N. C.; (Fair) Goldsboro 25-30.
Chatham Am. Co.: Olar, S. C.
Colley, J. J.: Denison, Tex.
Crafts: Fresno, Calif.
Craig, Harry: Brady, Tex.
Crescent Am. Co.: (Fair) Bishopville, S. C.; Georgetown 25-30.
Dodson's World's Fair: (Fair) Beaumont, Tex., 20-31.
Dumont: Raleigh, N. C.; Fayetteville 25-30.
Dyer's Greater: (Fair) Booneville, Miss.
Ehdy Bros. & Proll's Combined: Kingston, N. C.; Charleston, S. C., 25-Nov. 6.
Exposition at Home: Asheboro, N. C.; Winston-Salem 25-30.
Fay's Silver Derby: Adairville, Ga.
Fleming, Mad Cody: Douglas, Ga.; Blackshear 25-30.
Franks: Macon, Ga.
Geatsch & Sparks: Natchez, Miss.
Gold Medal: Corinth, Miss.
Great Lakes Expo.: Valdosta, Ga., 19-20; Tallahassee, Fla., 30-Nov. 15.
Great Sutton: West Memphis, Ark.
Greater United: Victory, Tex.; Beeville 27-Nov. 6.
Groves Greater: Gramercy, La., 18-24.
Hames, Bill: Greenville, Tex.
Harvey Greater: Jonesboro, Ark.
Hennies Bros.: (Fair) Mobile, Ala., 22-31.
Henry, Law, & George Clyde Smith: (Colored Fair) Suffolk, Va.
Heth, L. J.: (Fair) Sandersville, Ga.; (Fair) Milledgeville 25-30.
Jones, Johnny J.: Athens, Ga.
Kaus, W. C.: New Bern, N. C.; Columbia, S. C., 25-30.
Keystone Expo.: Fairfax, S. C.; Hinesville, Ga., 25-Nov. 6.
Lawrence Greater: Lancaster, S. C.; Dunn, N. C., 25-30.
Liberty United: Charleston, S. C.
McKee, John: Bernie, Mo.
Magic Empire: McGehee, Ark.

Miller, Ralph R.: (Fair) Marksville, La.
Missouri Am. Co.: Manila, Ark.
Monarch Midway: Venice, Fla.
Park Am. Co.: Alexandria, La.
Pepper's All-State: (Fair) Courtland, Ala.
Pike Am.: Swifton, Ark.
Playland Am.: (Fair) Fitzgerald, Ga.; (Fair) Eastman 25-30.
Reading's: (First & Spring Sts.) Nashville, Tenn., 18-30.
Rogers Greater: Dyersburg, Tenn.
Rogers & Powell: (Fair) Canton, Miss.; (Camp McCann) Grenada 25-30.
Royal Expo.: Vidalia, Ga.
Rubin & Cherry: Caruthersville, Mo.
Scott Expo.: Griffin, Ga.
Silk City: Newark, Del.; Silver Springs, Md., 25-30.
Smith, George Clyde: (Colored Fair) Suffolk, Va.
Snapp Greater: Pine Bluff, Ark.
Sparks, J. F.: (Fair) Marianna, Fla.; (Fair) Panama City 25-Nov. 6.
Stebler's Greater: Greenville, S. C.; Woodruff 25-30.
Strates, James E.: Greenwood, S. C.
Stumbo: Westville, Okla.
Tidwell, T. J.: Vernon, Tex., 18-28.
Tom's Am. Co.: Cairo, Ga.
United Expo.: Leesville, La.
United American: Durham, N. C.
Virginia Greater: (Lions' Fair) Dillon, S. C.; (Lions' Fair) Conway 25-30.
Wallace Bros.: (Colored Fair) Jackson, Miss.
Ward, John R.: Laurel, Miss.
West Coast Am. Co.: Oakland, Calif., 19-25; Emeryville 27-Nov. 11.
World of Mirth: Columbia, S. C.

CIRCUS

Donovan Bros.: Odessa, Tex., 25-26; Big Springs 27-28; Sweetwater 30.
Hamid-Morton: Toronto, Ont., Can., 18-23; Rochester, N. Y., 25-30.
Kelly, Al G., & Miller Bros.: Norman, Okla., 19; Rush Springs 20; Marlow 21; Duncan 22; Lawton 23-24.
Mills Bros.: Earl, Ark., 19; Marianna 20; Helena 21; Clarendon 22; Lonoke 23; England 25; Pine Bluff 26; Dumas 27; McGehee 28; Lake Village 29; Budora 30; Arkansas City, Nov. 1; season closes.
Polack Bros.: (Coliseum) Fort Worth, Tex., 18-23.
Ringling Bros. and Barnum & Bailey: Atlanta, Ga., 18-20; Anniston, Ala., 21; Birmingham 22-23.
Birch: Grafton, N. D., 20; Grand Forks 21; Fargo 22; Valley City 25; Jamestown 26; Aberdeen, S. D., 27; Huron 28; (Corn Palace) Mitchell 29.

MISCELLANEOUS

Birch: Grafton, N. D., 20; Grand Forks 21; Fargo 22; Valley City 25; Jamestown 26; Aberdeen, S. D., 27; Huron 28; (Corn Palace) Mitchell 29.

Campbell, Loring: Humboldt, Kan., 20; Lawrence 21; Topeka 22; Valley Center 25.
Couden, Doug & Lola: School Assemblies, Richfield, Utah.
Daniel, B. A.: St. Louis, Mo., 18-23.
Harlan, Doc & Maxine: Barberton, O., 18-23.
Lippincott: St. Louis, Mo., 18-23.
Long, Leon, with Winstead's Minstrels: Fayetteville, N. C., 18-20; Laurinburg 21-23.
Ricton's Dogs: Athens, Ala., 18-23.
Russell, Slim: Hobbs, N. M., 18-23.
Shout, L. Verne, Theater Workshop: Mt. Union, Pa., 20; Shickshinny 21; Nesquehoning 22; Pine Bench, N. J., 23; Burlington 25; Morrisville, Pa., 26.
Teska's Village: Sikeston, Mo., 18-23; Blytheville, Ark., 25-30.
Virgil, Great: Weiser, Idaho, 20; Ontario, Ore., 21; Emmett, Idaho 22; Gowen Field 23; Mountain Home 25; Shoshone 26; Burley 27-28; Oakley 29.

ADDITIONAL ROUTES

(Too Late for Classification)

Adrian, Lou, Ork (Chicago) Chi 18-23.
Dainty, Francis & Co. (Palace Hotel) San Francisco 20-26.
Drake, Robert, & Little Jeane (Klub Hawaii) Albany, N. Y.
Gaby, Frank (Riverside) Milwaukee 18-23.
Gardner, Grant (Savoy Hotel) Oakland, Calif., 18-Nov. 1.
Kim Lee Sisters (Riverside) Milwaukee 18-23.
Monroe & Grant (Riverside) Milwaukee 18-23.
Reat, Pettit & Lester (Brownie's Marble Grill) Rochester, N. Y., 18-23.
Robinson, Bill, Born Happy Unit (Tower) Kansas City 18-23.
Romas, Flying: Corinth, Miss., 18-23.
Salo, Bozo (Tralon Night Club) Pittsburgh 18-23.
Schauer, Lois (Chicago) Chi 18-23.
Shaw & Lee (Oriental) Chi 18-23.
Van, Gus (Oriental) Chi 18-23.
Wagner, Roy (Chicago) Chi 18-23.
Willis, Six (Oriental) Chi 18-23.

WANT

For Lions' Fall Fair, Hinesville, Ga., Oct. 25th to Nov. 6th. Right in Town.

With 80,000 men in camp with big pay day. Want concessions and one more ride. Photo Gallery, Penny Arcade, Cigarette Gallery, Pan Game, Fish Pond, Bull Games or any 10 cent Grand Stores. No wheels. This show will stay out all winter and play downtown lots, so if you want to make your winter bank roll, come on. This week, Fairfax, S. C.; then Hinesville, Ga.

KEYSTONE EXPOSITION SHOWS

Wanted Wanted Wanted FOR PERMANENT PARK

LOCATED IN THE WORLD'S LARGEST SHIP BUILDING CENTER OF THE ENTIRE SOUTH, WITH A MILLION DOLLARS A WEEK PAYROLL

PANAMA CITY, FLORIDA

Fun House, Glass House or similar attraction; Side Show that has real attractions of merit that possess entertaining powers as well as box-office draw. Want the highest type Musical Revue and Girl Show procurable, with talent, wardrobe and entertaining capabilities which can change its program weekly. Can place Grind Shows with outstanding attractions. Can place Flying Scooter, Dive Bomber, Silver Streak, Rocket or Spitfire. Will buy for cash any of these Rides in good condition. Want outstanding Free Attractions that are sensational, Radio Personalities, Name Bands; salaries no object. Emanuel Zacchini, write. Concession Agents for Slum Stores, Girls for Ball Games, Mitt Readers, other Concessions. Can place Ride Help, Foremen, Second Men and other Help who want steady work at highest salaries; no tearing down or moving. Must be sober, competent and trustworthy men. Want Artist who can do pictorial work as well as lettering; year-round work. Also Builder who has tools and can read blue prints and handle construction. Will buy or book Pop Corn and Peanut outfit. Will book three or four abreast Merry-Go-Round that is in first-class condition, well painted, with good organ.

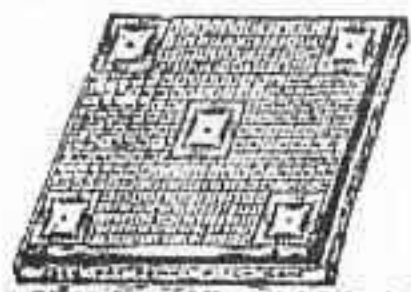
REMEMBER, THIS IS A PERMANENT PARK and offers to Real Show People and Attractions profitable, pleasant and financially remunerative engagement.

All Address, Mail or Wires,

AL WAGNER, President Park Amusement Corp. PANAMA CITY, FLA.

WANT J. F. SPARKS SHOWS WANT BAY COUNTY FAIR PANAMA CITY, FLA., OCT. 25 THROUGH NOV. 6 The big one of the South where there are 20,000 more defense workers employed now than at this time last year. FRANKLIN COUNTY FAIR APALACHICOLA, FLA., NOV. 8-13 With 70,000 soldiers to draw from and more dates to follow. Want well-framed and finished Girl Show for these dates. Fred Miller, wire immediately. Bud Valler, wire wire you; wire again. Also book Glass House, Monkey Show, Fat Lady, Mechanical City, Reptile Show, Dolly Dimples and Pallenens, wire immediately. Book Roll-o-Plane and one or two nice Kiddie Rides. Want Photo Gallery, Frozen Custard, Candy Apples, legitimate Concessions that work for stock. All Replies: J. F. SPARKS, MARIANNA, FLA., THIS WEEK.





**PENNY PITCH GAMES**

Size 48x46", Price \$25.00.  
Size 48x48", With 1 Jack Pot, \$35.00.  
Size 48x49", 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. SEND FOR CATALOGUE Full of New Games, Blankets, Dolls, Cans, etc.

**SLACK MFG. CO.**

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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.

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Instant Delivery. Send for Wholesale Prices.

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Life-size Mummified Japanese Nurse, life-size Japanese Shrunk Heads, native Shrunk Heads. Many other attractions. Send at once for our latest bulletin showing photos and descriptions of the world's best attractions. Our life-size attractions can't be beat. If you want to make yours this fall and winter with a store-show, sideshow, circus, carnival, window attractions, write now for latest bulletin. It's free. Address:

**Tate's Curiosity Shop**  
SAFFORD, ARIZONA

**FOR SALE**

Portable Neon Repair Plant mounted on truck. Complete and ready to go. Equipped with 5 KW. 110 V. generator operated from power take off. Good rubber. Reasonable. Write

**Coreoran Neon Co.**  
MANKATO, MINN.

**WANTED**

The present address of MR. or MRS. T. FLOYD JOHNSTON, who rented an apartment from Mrs. Fredrica M. Smith, 115 St. Louis Avenue, Fort Worth, Texas, during April, 1940, and who were witnesses to the signature of Mrs. Smith on her will at that time. Mrs. Smith is deceased and it is necessary to contact these people in probating the will. Wire collect present address or any information about these persons to ILA F. HENSON, 648 Humble Bldg., Houston, Texas.

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$35.00 Hand Candy Floss Machine. Burns gas.  
\$14.00 New Waterproof Tarpaulin, 10x20 ft. Others.  
\$20.00 Egyptian Mummy, glass case. Money getter.  
\$100.00 Hurdy Gurdy Organ. Small size. Plays.  
\$25.00 Ea. M.-G.-R. Horses, two sizes. Not painted.  
\$4.00 Steel Strong Box, 14x14 in. Double lock.  
**WEIL'S CURIOSITY SHOP**  
12 Strawberry Street Philadelphia, Pa.

**WILLIAM EUGENE CAREY**

or anyone knowing his present whereabouts, kindly communicate with his wife at once. Our baby is seriously ill.

**MRS. W. E. CAREY**

1561 Mistletoe Drive CLEVELAND 6, OHIO

**FOR SALE**

SILVER STREAK IN GOOD CONDITION.  
Price \$6,500.00 Cash.

**ABNER C. ROSENZWEIG**

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**FOR SALE**

30 K.W. A.C. Light Plant enclosed in all-steel Van. Body mounted on a '36 Chev Truck with new tires. \$1500.00 complete. Some terms if I know you. Also Rheus Monkey, \$25.  
P. O. BOX 291, KENNETT, MO.

**Midway Confab**

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

**VICTORY closing weeks?**

O. A. (POP) BAKER, Detroit, will leave soon for a visit at Hot Springs.

SECRETARY of the Smith-Henry Shows is Mrs. Lew Henry.

RACHAEL COCKRAN, of the Smith-Henry Shows, recently entertained her mother and sisters from Roanoke, Va.

MR. AND MRS. FRANKIE HAMILTON, Detroit concessionaires, left for Miami for the winter.

VIC CANARES, who closed a big season as general agent of Johnny Quinn's World of Pleasure Shows, went thru Cincy October 12.

"WHY can't you get tanked on Wednesday instead of Saturday?" asked the manager. "Then why don't you pay off on Wednesday?" asked the workingman.

BUNNY VENUS, dancer and operator of the Artists and Models Shows on Penn

CLOSING his Look-at-Life Museum with the Al Baysinger Shows, Lou Davis opened indoors October 11 in Walnut Ridge, Ark.

"REASON I listen to loud-mouthed jack-potters," remarked a general agent, "is that when they finish and walk away, I feel relaxed."

PEGGIE BAINCHETTI pens from Sherborne, N. Y., where she is visiting friends, that she expects to return soon to Indiana where she is employed in a defense plant.

ALOA, the Alligator Boy (William Bradley Smith) reports having closed with the Endy-Prell shows after eight years of pleasant business association with the Endy brothers.

GEORGE J. GILL, concessionaire, who is recuperating from pneumonia at the Netherlands Hotel, Kansas City, Mo., after closing a good fair season, would like to hear from friends.

JOE BENNETT, general agent of Joyland Shows, is making headquarters in Detroit after supervising closing of the show and the move into quarters at Adrian, Mich.

MARGARET SULLENS, daughter of Mr. and Mrs. Mike Sullens, proprietors of the Johnny J. Jones Exposition dining car,



JACK SCHELL, traffic contact man and labor scout for Crafts 20 Big Shows this season, has taken over sales of The Billboard and handling of the mail for the remainder of the season. The post had been held by Mrs. Roy Rutter, who returned to her home after the Fresno, Calif., engagement.

Premier Shows, visited relatives and friends in Philadelphia.

MR. AND MRS. CLARENCE POUNDS, formerly of the Mighty Sheesley Midway and now living in Burbank, Calif., are working at the Lockheed aircraft plant.

HE and other showfolk in Columbus, O., held a remembrance service for the late J. C. (Jimmie) Simpson, reported Doc Waddell.

WHITEY TATE, of Wallace Bros.' Shows of Canada, is back in Detroit for a season at the Paradise Theater as stage-hand.

W. G. WADE is back home in Detroit after playing the Corn Show at La Grange, Ind. Show is now in quarters at La Grange.

ALWAYS a good laugh: Side-show cowboys who have to strap on their six-guns before walking up the midway to the cookhouse.

JOHN J. QUINN, World of Pleasure Shows, closed the season at a street fair in Auburn, Ind., and moved equipment into quarters in Detroit.

MR. AND MRS. JACK HALLWAY, of the Johnny J. Jones Exposition, have their daughter and granddaughter with them for the remainder of the season.

MR. AND MRS. J. H. WILSON visited the Johnny J. Jones Exposition as guests of E. Lawrence and Arthur Phillips during the Atlanta Fair.

MRS PHIL C. TRAVIS, wife of the manager of Tennessee State Fair, Nashville, visited Mrs. Johnny J. Jones during the Huntsville (Ala.) Fair.



WILLIAM C. (BILL) MURRAY, in his third consecutive season as contracting agent for Virginia Greater Shows, has been agenting since 1922, when he started with the old Smith Greater Shows. He started in show business in 1913 with dramatic stock and vaude. He also has been connected with Lorman-Robinson, Dykman & Joyce, Via-Ken, Krause Greater, Keystone, Miller Bros.' and Sam Spencer shows. A veteran of World War I, he managed the first amusement park opened in 1940 in Starke, Fla., near Camp Blanding.

returned to attend school at Edison High, Miami, Fla.

AT this time o' year the hard-to-get-to-do anything employee starts asking the boss what he wants done to remind him that the loyal ones are entitled to bonuses.

IDA LOUISE DIXON pens from Aransas Pass, Tex., that she left the John R. Ward Shows as legal adjuster in order to take a rest. Joe Carr has been named her successor.

OLIVER EACHERN, brother of Mrs. Johnny J. Jones Jr., was entertained by Mrs. Johnny J. Jones during the shows' engagement at the Atlanta Fair. He is stationed there with a navy medical division.

STANFORD BAKER, after a season with his rides and attractions in Michigan, is employed at war work in Detroit, together with Mr. and Mrs. Morris Helman, who have been in war jobs in Detroit for two years.

H. C. (HARRY) LEVI, former carnival showman and now operator of a credit

clothing store in Montgomery, W. Va., dropped into offices of The Billboard last week while he was in Cincy searching for flash novelties.

BUCKEYE State Shows, in Little Rock last week on the Roosevelt Showgrounds, were under auspices of the auxiliary of the American Legion Post and a portion of proceeds will go to buy playing cards for servicemen.

ACCORDING to a shop superintendent, 80 per cent of midwayites never think about the things that need repairing before loading time until Saturday afternoons.

WHILE the Mighty Sheesley Midway was playing Rome, Ga., Willie Mack Jones staged a birthday party for Johnnie Williams, talker on Gay New Orleans, and Helene Britt. Kid Nelson was toast-master.

LOOKS as the Thanksgiving dinner will be eaten by members of Crafts 20 Big Shows while still on the road, as W. Lee Brandon, general agent, reported the route extended well beyond the holiday date.

AMONG big-game hunters on Crafts 20 Big Shows who sent for their high-powered rifles and are readying for the California deer season are Roger and Frank Warren and O. N. Crafts. General Manager Roy E. Ludington and Owner Crafts are planning a Mexican hunting trip after the shows are barned.

A GOOD run for the Bill H. Hames Shows is reported at suburban Fort Worth, on a well traveled highway. All shows and rides are open and patronage has been good. Show is open only nightly except Saturdays and Sundays, when it has well patronized matinees, with kids predominating.

C. C. (CORKIE) ZIMMERMAN, former cookhouse operator and now working as a steamfitter in Corpus Christi, Tex., reports that he was pleasantly surprised recently by a visit from Staff Sgt. Danny La Ronech Jr., also a former cookhouse operator, who is on furlough after serving overseas in the South Pacific.

REMEMBER when some managers thought their midways were big enough to support two side shows and, to keep off competition, side-show operators put on No. 2 shows, which were never anything to brag about?

VISITORS to the Johnny J. Jones Exposition during the engagement at the Atlanta Fair included Bertha (Gyp) McDaniels, Ralph Lockett, Mr. and Mrs. Buddy Paddock; Morris Lipsky and personnel, who had several concessions at the fair; T. M. (Tommy) Allen, Mary Dennis, Catherine Hayes, Mack MacMann and Mr. and Mrs. Bill Keyes.

WHAT is considered an all-time high in sales of The Billboard at any single engagement was made by Joe A. Pearl, mall agent and salesman of The Billboard on the Johnny J. Jones Exposition, at Southeastern World's Fair in Atlanta September 24-October 3. He ordered 225 copies of the issue of October 2 and was obliged to go to town to pick up 15 more, making total sales of 240 copies.

WILLIAM PARQUIS carded from Bennettsville, S. C., that his name had been wrongly transmitted to The Billboard for an item in the October 9 issue stating that "William (Doc) Parguette, photo gallery operator, closed with Bright Lights Exposition Shows at Lewistown, Pa., to join Virginia Greater Shows at Dunn, N. C." Says he has not changed his name and has no intention of doing so.

JERRY JACKSON reports from Nashville, Tenn., that his Hep Cats are doing stock at the Bijou and Ritz theaters for a five-month run and showing to capacity. Show consists of 22 people.

**RIDE OWNERS**

Have you read September-October **BIG ELI NEWS?**

It contains an important announcement about Government Preference Ratings. This vitally affects all of your future repair orders.

If not a regular NEWS reader, ask for copy of September-October issue NOW!!! Free for the asking.

**ELI BRIDGE COMPANY**

Opp. Wabash Station Jacksonville, Ill.



plays three nights a week and also plays army camp shows. Jackson reports he has signed with Art Lewis Shows for next season.

FRANK S. REED, who after 27 years as secretary for the late Rubin Gruberg and Rubin & Cherry Shows, opened a book store, writes from Shreveport, La., that he is doing well and after three years away from carnivals is satisfied that he made the change. October 23 will be his 81st birthday, his health is good and he puts in 15 hours every day at his store.

EMMETT F. BUCK, former concessionaire with the Great Sutton Shows, Snapp Greater Shows and Hennies Bros.' Shows, pens from Terre Haute, Ind., where he is wintering, that he will have cotton candy, apples and snow cones on Dyer's Greater Shows in 1944. He reports that among showmen wintering there are Davy Campbell, Wiggles Royce, Maude and Hod Sullivan and Eric Schaffer.

JOE ROGERS, former Chicago and New York World's Fair showman, now proprietor of Rogers' Corner restaurant in New York, is reported to be dickering with owners of the Majestic Theater, Chicago, with a view to taking it over and making it into a theater-restaurant. The Majestic, at one time a leading vaude house, has been dark for a number of years.

AN ORDINANCE before city council in Oakland, Calif., proposes a \$500-a-day license tax on carnivals and limitation to two weeks a year. Measure would increase the license from \$250 a week to \$500 a day and provide an additional \$50 a day tax for each separate attraction or concession. Statement to the council by the city attorney declared the ordinance had been drawn after consultation with theater operators in the city.

G. E. (EDDIE) PEDEN pens from Buffalo, N. Y., that he has completed the most successful season in recent years. He was in charge of the stockroom for Lewis and Greenspoon concessions at Ocean View Park, Norfolk, Va., which closed October 4. He expects to spend the winter with his parents in Buffalo, then heading for Ocean View Park the first of year, as considerable remodeling is planned.

ARTHUR P. CRANER announced his appointment by the California State Chamber of Commerce as a member of the State War Service Committee of that body, headed by A. E. Goddard, former mayor of Sacramento. Regional chairman is Ted Huggins, public relations director of the Standard Oil Company and chairman of the promotional department of the proposed Los Angeles World's Fair. Craner has been in close relations with the army, navy, OGD, OPA, ODT and other war agencies as affecting the amusement industry and has a background of over 30 years as an events manager and publicist. Over 25 years an official of the California State Senate, Craner at one time represented showmen in Washington and belongs to many organizations, including the Sportsmen, Horsemen's Association and amusement men's associations. He plans to attend a regional meeting of the committee in Los Angeles late in October.

MIDWAY NOTES from the Virginia Greater Shows: Those recently joining Virginia Greater Shows are Henry Sordelet, novelty shooting gallery and penny pitch; Mr. and Mrs. Edward Duffy, palmistry, and William Parquis, photo gallery. Mr. and Mrs. Tommy Vital report good business on their ball game and penny pitch, respectively. Line-up of Louis Augustino's concessions include Mrs. Louis Augustino, watch-la; Mr. and Mrs. Albert Hall, cigarette pitch; Eddie Carroll, fishpond, and Mrs. Lena Klinetop, penny pitch. Roster of Augustino's Side Show is Walter Woods, manager-announcer; Bill Hall, tickets; Mitzie Woods, lecturer; Charlie Moore, strong man; Daisy Mae, torture box, and line-up of animal attractions, including a lion, silver-haired ape and giant Rhesus monkeys. Chet Klinetop is foreman of the streamlined Whip, with Shorty Edwards at the clutch. Albert Antoinette is foreman of the Kiddie Autos, and much credit is given to Jimmy Monroe and Willie Singleton for setting up and tearing down the Ferris Wheel and never missing a Monday opening. Homer Woods, G. Kirkland, Rocco Masucci and William C. (Bill) Murray visited Ralph and Dave Endy, of the Endy-Prell show, while it was playing Monroe, N. C. Joe Aarons, Joe Conley, Louis Weinstein,



S/SGT. CECIL R. LARSON, known professionally as Jimmy LaRue, sent this photo of himself from Sicily, where he was serving in a bombing unit. He formerly was with the Hilderbrand Shows, Clark and Curly Vernon shows and Four Star Exposition. Says the boys in his outfit get much satisfaction from news of what outdoor shows have done to aid in War Bond drives.

Murray and Woods applied for membership in the National Showmen's Association.

## 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.

JOE MURPHY, former girl-show operator with Alamo Exposition Shows, will report at El Paso, Tex., for induction.

PVT. JOSEPH BRADLEY, with the Art Lewis Shows and Prell Shows during the last 10 years, was inducted into the army and is at Camp Haan, Calif.

LIEUT. JOHNNY J. JONES JR., recently transferred from Chicago to Denver, will reside there with his wife, Marion.

RUSSELL MAY, formerly with the Al Baysinger Shows, is stationed at Farragut, Iowa. His address there is in care of U. S. Hospital, Ward A-11.

CORP. JOHNNIE AUSTIN, formerly with Endy Bros.' Shows, was recently home on a 15-day furlough after serving 11 months overseas.

STAFF SGT. WILLIAM O. PERROT, for three years a concessionaire with the Beckmann & Gerety Shows prior to his induction into the army 18 months ago and a member of the Showmen's League, is stationed at Fort Lewis, Wash.

MRS. FRANCINE WOODWARD JONES, wife of Woodward Jones, former concessionaire on the Johnny J. Jones Exposition, received word from her husband, stationed in England, that he has been hospitalized after being hurt while playing tennis.

SGT. HARRY A. BURT (Pronlx) former agent of Wallace Bros.' Shows of Canada, graduated recently as air gunner at 3 B & G School, Macdonald, Man. Mrs. Burt, the former Sherry Brantley, of Toronto, and their young daughter are residing in Ottawa with his mother, Mrs. L. W. Pronlx.

RUSSELL B. ANDRES, CCS, USNR, former employee of Mrs. Minnie Pounds, when she had the cookhouse on the Mighty Sheesley Midway, is in Ward 25, U. S. Naval Hospital, Mare Island, Calif. He was wounded twice in fighting in the Pacific but his condition is reported as improving.

CORP. CLARENCE HUNTER, for number of years operator of photo galleries, is stationed at Wright Field, Dayton, O. On hearing of James C. Simpson's death October 6, he asked for a special 10-day furlough and went to St. Louis for the funeral services and then departed for Birmingham to spend the rest of his time off.

CORP. E. F. SERVIS V-mails from his post thru A.P.O. 527, care Postmaster, New York City, that *The Billboard* has been arriving to the delight of his company which, it seems, consists of showmen from a piano player of the Bowery to a professional wrestler. He enjoys cutting up jackpots and reports: "This army is just like the road. I've even got a new address again, and hope it is the last one before coming home."

**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  
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**WANT WANT WANT**  
**UNITED WAR FUND DRIVE**  
 (TO RAISE \$60,000)  
**FAYETTEVILLE, N. C.**  
 (ONLY SHOW TO PLAY INSIDE CITY)  
 100,000 Soldiers Here  
**2 WEEKS—NOV. 1st to 13th**  
 WANT—Side-Show, Girl Show with own outfit, Fun House, Motordrome.  
 WANT—Spitfire, Roll-o-Plane, Octopus, Fly-o-Plane, Auto-Ride.  
 WANT—Girls for Posing and Girl Show, Ridec-O Foreman and Second Men for all Rides, Semi Drivers. Wire COLONEL SYKES, Lot Supt.  
 WANT—Eating, Drink Stands; Studio and all Merchandise Concessions. No exclusives.  
 All Address  
**LAWRENCE GREATER SHOWS, INC.**  
 Lancaster, S. C., Fair, This Week; Dunn, N. C., American Legion Fair, Oct. 25; Then the Big One—FAYETTEVILLE, N. C., FOR 2 WEEKS.

**IMMEDIATE DELIVERY**  
 ON FLYS—BALL GAME HOODS—  
 GRAB JOINTS—CONCESSION  
**TENTS!**  
 IN KHAKI, GREEN OR BLUE  
 ● NO PRIORITY NEEDED  
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 ANCHOR QUALITY  
**GET YOUR ORDER IN NOW FOR SPRING DELIVERY**  
**ANCHOR SUPPLY CO. EVANSVILLE, IND.**

**EYERLY RIDE OPERATORS**  
 Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE  
 World's Most Popular Rides  
 ● Operate Slowly ● Keep Well Oiled  
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**EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON**

**HERMAN BANTLY WANTS**  
 Ride Help of all kinds for all winter's work. Slim Green, Paul Johnson, Mickey, Chester Horner, Merry-Go-Round Shorty, all contact at once.  
**HERMAN BANTLY, Care Benny Fox Circus, Camp Pickett, Virginia.**

**Steblar's Greater Shows**  
 WANT for Woodruff Colored Fair, Oct. 25 to 30, followed by Chester Colored Fair, Cookhouse, Custard and Stock Concessions of all kinds. Shows with own outfits. Can place Rolloplane or Octopus. Johnny Riddick wants Performers and Musicians for Minstrel Show. This show will positively show Columbia all winter. Address all mail and wires to  
**J. C. STEBLAR, Gen. Mgr., Greenville, S. C., Oct. 18-23.**



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**DAY & NIGHT SERVICE**  
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

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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**  
2000 PER ROLL

1 ROLL.....75c  
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TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 900,000 HAS BEEN REACHED.

## Direct From the Lots

### Virginia Greater

Wadesboro, N. C. Week ended October 9. Auspices, American Legion. Location, Wade St. and Highway 74. Business, excellent. Weather, good.

Shows moved here from Clinton, N. C., making one of the longest jumps but accomplished it in record time. Much credit is given to Arthur Gibson, chief mechanic, for the good condition of the rolling equipment. Committee, in charge of Francis Liles, was very active and pleased with the line-up. Many officials were guests of the shows' management. William C. (Bill) Murray, general agent, has returned after completing the route for the remainder of the season and will assist Rocco Masucci. He is expected to make a trip to Chicago, to pick up an Octopus and Rolloplane purchased by the show. These will be shipped to winter quarters at Suffolk, Va., to be added to the shows' line-up next season. Manager Rocco has secured the Tidewater Fairgrounds at Suffolk for winter quarters and will keep a skeleton staff all winter. New shows fronts, an entrance arch and a Funhouse are to be built on a 26-foot semi-trailer by Raleigh Gibson this winter.

Mike Balaire's popcorn and candy apple concession is popular. Sol Speight's Cotton Club Minstrels are reported going over big. Jimmy Tyson and George Tyson were added to the Merry-Go-Round crew. Visitors included Sam Lawrence, Lawrence Greater Shows, and members of the Endy-Frell shows which were playing a few miles away. Albert Smith is *The Billboard* agent and mailman. Reported by an executive of the show.

### Smith-Henry

Bedford, Va. Week ended October 9. Auspices, American Legion Post's Victory Fair. Weather, hot. Business, good. Gate, 10 cents.

Spot was advertised as a Community Victory Fair, and altho the town was heavily papered, it was nothing more than a still date. Good crowds turned out nightly, but with practically no afternoon play. Legion Post parade Friday night from downtown to the fairgrounds attracted large crowds. Shows received excellent co-operation from fair and local officials.

Shows, rides and concessions had a good business. Dave Gorman's Congress of Oddities, topped the shows. Spley Copeland's Brown Skin Models rated second. Peggy Ewell's Python Show had a good play and Congo's Darkest Africa proved popular. Twin Ferris Wheels topped the rides. Mike Bosco's pan game clicked. Jack Rockway's bingo topped concessions. Mike Val Dosta reported excellent business, as well as Mr. and Mrs. Hiram Beal.

Among purchases made were Dave Gorman, sound speakers; Congo, top, banners and flash inside; Mrs. Hiram Beal, a car, and George Clyde Smith, canvas. **BOBBY KORK.**

### Alamo Exposition

Albuquerque, N. M. Week ended October 2. Business, excellent.

Attendance records were broken at this stand and State fair officials claim this to be the first time a carnival has received all-day business. Rides, shows and concessions opened daily at 10 a.m. and had excellent business thruout the engagement. Visitors were Mrs. Bill Bass and Mrs. Rose Ruback, back from a two-week vacation. During Governor Dempsey's visit to the fair he was entertained by Albert Wright. Louie Ringold, general representative, spent the week with the shows. Work has started at winter quarters in San Antonio. While his cockhouse was at the Mexico State Fair. Pete Goodman renewed acquaintances with the Alamo showfolk.

TED CUSTER.

### Playland Amusements

Butler, Ga. Week ended October 9. Location, Taylor County Fairgrounds. Auspices, American Legion Post. Business, excellent. Weather, clear.

This was the sixth Georgia spot for this organization and, while the town was one of the smallest in population, gate attendance was one of the best of the year.

Several new rides and shows joined, including Floyd Heth's Tilt-a-Whirl and

Mark Williams's Circus Side Show, with 110-foot banner line. Owner Shan Wilcox announced addition of a Roll-o-Plane.

Move from the Macon Colored Fair was made in good time and everything was ready to open Monday night. Mr. and Mrs. Bill Franks were on the lot Monday night. Illness of Franks at his farm near Rochelle, Ga., prevented his planned return, but he was reported improving and is expected to be out soon. Reported by a show executive.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 16.—Notices that the annual meeting will be held in the Hotel Sherman, Chicago, November 29-December 2 will go to the membership on or before November 3, with details of the program and arrangements. Program will include a review of the industry's contribution to the war effort, consideration of problems raised by the war effort and discussion of further contributions which the industry may be able to make to the war effort next year. There is also to be a detailed discussion of post-war planning, taxation, priorities and rationing, and a full report on public relations. The War Man-Power Commission has sent a list of communities in which changes in the labor situation have occurred since September 1. Of 350 communities more than half are areas where labor shortages are expected in about six months or where there will be a slight surplus in that length of time; 72 communities are classified as having a current acute labor shortage, and only 65 anticipate having a substantial labor surplus in about six months. Names of the communities are available to members. The commission also has indicated that for selective service purposes necessary men engaged in seasonal occupations will not lose their status as necessary if during the off-season they engage in some other occupation in war production or in support of the war effort.

It is anticipated that lumber will be increasingly difficult to obtain in the early months of 1944, because of a 20 per cent deficiency in man power in the lumber industry. Members are urged to recognize this situation in ascertaining spring needs. It is expected that electrical equipment may be somewhat more plentiful next spring. The government has made available lists of State and local business men's organizations covering Alabama, Arizona, New Mexico, Arkansas and Colorado.

## WAYNE COUNTY FAIR

GOLDSBORO, N. C., OCTOBER 25 TO 30 INCLUSIVE

WANT—Two Girls for Posing Show. Must be young and attractive.

WANT—A few Carnival Skilled Workingmen in all departments. Top salaries paid by the office.

CAN PLACE ALL LEGITIMATE MERCHANDISING CONCESSIONS AND EATING AND DRINKING STANDS AT ALL FAIRS.

FREE WINTER QUARTERS FOR ALL ATTRACTIONS JOINING AND BOOKING FOR THE 1944 SEASON, OPENING THE FIRST OF APRIL IN PETERSBURG, VA. Winter Quarters at Fairgrounds, Petersburg, Va.

## PEE DEE FAIR

FLORENCE, S. C., NOVEMBER 1 TO 6 INCLUSIVE

All Address:

## CETLIN & WILSON SHOWS, Inc.

Wilson County Fair, Wilson, N. C., This Week.

## EAST TEXAS STATE FAIR

BEAUMONT, TEXAS—OCT. 22 TO 31

CAN PLACE CONCESSIONS OF ALL KINDS. WILL SELL EXCLUSIVES ON NOVELTIES, SHOOTING GALLERY AND PHOTOS. Address CONCESSION MANAGER, FAIR GROUNDS, BEAUMONT, TEXAS

## AN ASTROLOGER WANTED

MUST DO STRONG ACT AND MAKE HOROSCOPE PITCH TO REAL RESULTS. WE ARE SHOWING TO AS MANY PEOPLE AS YOU WOULD PLAY TO ON A BIG FAIR.

ALL REPLY TO:

**RAY MARSH BRYDON**

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ST. LOUIS, MO.

## FOR SALE

Kiddle Merry-Co-Round, made by the Philadelphia Toboggan Co. A-1 condition, newly painted, used only two years at the Million Dollar Pier, Atlantic City, N. J. For quick sale, \$1,200 cash takes it.

**BOB ADLER**

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## AMUSEMENT DEVICES

MODERN DESIGN—DISTINCTIVE APPEAL

**Moon Rocket**

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NORTH TONAWANDA, N. Y.

## WANT CANDY MAKER

WITH OWN OUTFIT

Top salary or percentage. Everything furnished. At one of the largest Army Camps in the U. S. Location is in Amusement Arcade, where an average of 5000 Soldiers visit daily. Wire or write

**TOM W. ALLEN**

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## WANTED TO BUY

Modern Kiddie Ride in good condition. State full particulars in first letter. Will Pay Cash.

**ABNER C. ROSENZWEIG**

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# St. Louis

ST. LOUIS, Oct. 16.—Charles Oliver, owner of the Mound City Shows, closed his season in Prescott, Ark., last Saturday night, and rides, shows and other equipment are now in his permanent winter quarters here.

Fidler United Shows are operating three rides and some concessions at Vandeventer and Washington avenues, Sam Fidler, owner, having put other rides and equipment in winter quarters here. He plans to play another lot before closing for 1943.

Bernie Smuckler, who came from Mobile to attend funeral services for his life-long friend, "Jimmie" Simpson, returned on Tuesday, reporting a phenomenal year with his rides, which have been on lots in Mobile all year. Mr. and Mrs. John E. Frenkel visited here this week. Secretary of the Interstate Fair, Pensacola, Fla., he came with his wife, who attended an Eastern Star convention. Tom W. Allen spent three days here this week, coming from Waynesville, Mo., on a buying trip. Cliff Liles, owner of Park Amusement Company, accompanied by Harry Beach, who is operating rides on the company midway in Alexandria, La., and who came up for the World Series games and also attended the Simpson funeral, returned on Wednesday.

Elmer C. Velare, who spent several days here this week, departed for Long Beach, Calif., where he has business interests. Sam Gluskin, general agent of the Royal American Shows, is here looking after some property of that organization in this section. Eugene E. Franklin returned to his home here after a four-week trip thru Missouri and Arkansas, playing spots with the Mound City Shows. John Francis left last week for Little Rock, Ark., where he has booked several rides with the Buckeye State Shows for remainder of the season.

H. Frank Fellows, president of Ozark Empire District Fair, Springfield, Mo., spent several days here this week, completing a trip thru the South on which he visited numerous carnivals. Col. A. U. Taylor, secretary of Jackson (Tenn.) Fair, visited friends here. Ralph Lipsky, concessionaire with the Rubin & Cherry Exposition, was among visitors to *The Billboard* office last week when he was here visiting his relatives. He rejoined the show at Jackson, Miss. Crawford Francis, who returned here several months ago to take over management of several rides of the Maryland Shows, plans to enter a war plant.

**SENSATIONAL MARION**  
Presenting THE BREAKAWAY POLE!  
JUST A SLIP OF A GIRL WITH COLOSSAL NERVE  
Currently Playland Park San Antonio, Tex.  
Representative CHARLES ZEMATER, 54 WEST RANDOLPH, CHICAGO

## PCSA

(Continued from page 32)

He she asked First Vice-President Fern Chaney to preside for the first half of the evening.

Board of directors reported that it would accept Donna Day's resignation and it appointed Ruby Kirkendall to hold the secretary's chair until election in December. Many letters were read from members sending dues and donations and among them were Marie Forrest, Ida M. Arnst and Nina Rogers, with other dues amounting to nearly \$50; Peggy Steinberg; Ida Chase, past president of the Ladies' Auxillary of the Showmen's League; Anna McCrosby, Ethel M. Chase; Margaret Farmer, with a large donation from a party given by Edith Walpert and others on the West Coast Shows, and Hazel Christensen.

Lalia Pepin was reported at home after an operation. Ann Stewart was present for the last time, as she is moving to Minnesota for her health. Bank night award went to Ann Stewart and door prize, donated by Ester Carley, went to Emily Mettler, who was present for the first time since April. Peggy Bally and Mamie Butters donated lovely drapes and covers for the powder room. A vote of thanks was given Clara Zeiger for her \$100 donation. The members at Mission Beach brought in their liberty bells full, as well as a large percentage of their award books, which will run to over \$100. Fern Chaney brought in a pig bank that had been filled by Harry Wooding at Mission Beach for the auxillary. Mother Minnie Fisher brought a message from Mrs. Zack Terrell, who had been presented an orchid by the group.

Short talks were given by Martha Levine, Inez Walsh, Gertrude Mathews, Marie Morris, Anna Metcalf, Rita Stag, Dot Cronin, Lillian Eisenman; Mabelle Bennett, who brought in three new members; Blossom Robinson, Betty Coe, Betty Lipes, Tillie Uttke, and Stella Lin-

ton, who introduced her guest, Lentz Lyons. Some new members are Laura May Anderson, Fanny Haworth, Virgie Carabinirro and Carol Kesterson. Frances Barth thanked those who helped serve lunch to Oole Bros.' Circus visitors. Mora Bagby thanked members for many birthday cards she had received. President Bullock announced a West Coast Victory Show Night in November, as there are over 35 members on that show who will be in the city soon. Mission Beach Night also will be observed then, as members from there have done a fine summer's work for the auxillary. A lovely luncheon was served by the committee and a new game called "Mission Beach" was played after members had been taught the rules by Fern Chaney and Emily Mettler, from Mission Beach, San Diego.

## SLA

(Continued from page 32)

Lawrence, followed by "Allegiance to Our Flag."

These membership applications were approved: Marie L. Starr, Jane Reynolds, Jennie C. Gloth, Mrs. Alberta Mack, Mrs. Helen Westmoreland, Bertha Mae Harper, Mrs. Blanche Heth, Mrs. Floyd R. Matter, Anna G. Wilson, Mrs. Edith Case, Olla Meisterman, Nora A. Radtke, Jeane (Renton) Frisbie, Ruth Eloise Deneke, Anna J. Dunlevy, Mrs. Sidney Nathansen and Mrs. C. R. Knox.

President Carsky expressed appreciation for the large attendance. This nominating committee will select officers for ensuing year: Mrs. Lew Keller, Mrs. Edward A. Hock, Mrs. Leah M. Brumleve, Mrs. Jeanette Wall, Mrs. Clara Harker, Mrs. Rose Page and Mrs. Alice Hill. Members on the road are asked to forward all communications to Secretary Elsie Miller, as well as books and dues.

On the night of October 14 the auxillary will hold a social, sponsored by Edith Bullock, president of the Ladies' Auxil-

lary, Pacific Coast Showmen's Association, and Mary V. Taylor, Venice, Calif. Hostesses: Elsie Miller, secretary, and Ida Chase, past president. Beautiful prizes have been selected. A large basket of groceries, donated by Elsie Miller, and War Stamps are to be awarded during the evening. Past President Nan Rankine wrote that she would soon be back in Chicago to attend meetings again. Letters came from Virginia Kline, Edith Bullock, Viola Fairly, Grace Goss, Norma Lang, Jean (Renton) Frisbie, Anna G. Wilson, Mrs. Jack Gallupo, Bessie Polack, Edith Brunt and others. After the regular meeting a board of governors' session disposed of important business, followed by cake and coffee.

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
No. 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. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
Automatic Bingo Shaker. Real Glass... \$12.50  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000... 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x6, per 1,000... 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2 x 8 Loose, \$1.25 per M. Stapled in pads of 25. Per M... 1.50  
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. We pay excise tax. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

**Fayetteville War Fund Drive Signs**  
**Lawrence Shows**

FAYETTEVILLE, N. C., Oct. 16.—Cumberland County's War Fund drive, with headquarters here, will be conducted October 27-November 23. To aid in reaching the goal of \$60,000, the fund officials have contracted the Lawrence Greater Shows to aid in realizing this amount.

Shows will be located in the heart of the city. In addition to the guarantee made by the show management, it will donate 10 per cent of all gross proceeds of each Wednesday's business from front to back. Engagement of the show will be for two weeks.

**Museum and Circus In Toledo All Winter**

TOLEDO, O., Oct. 16.—Museum and indoor circus, sponsored by Disabled Veterans, Chapter 27, will operate in heart of city all winter, starting November 1, with free acts changed weekly. A War Bond will be given nightly as door prize. R. J. Zouary's Miracle of Birth Show has been booked. Advance ticket sale has been good.

E. L. Young is manager and K. G. Barkoot director.

J. P. ALLEN, committee chairman, reports that Oxford (Neb.) Fall Festival, September 4-6, drew large crowds, with attendance estimated at about 4,000 on Saturday. J. C. Michael's Big City Grandstand Circus furnished entertainment for matinees and evenings. Show was held in the city park instead of on the rodeo grounds as originally planned.

**RAY MARSH BRYDON WANTS OSSIFIED MAN.**  
Top salary. All Winter's Work. ALSO WANT TO HEAR FROM WHITE AND BLACK, RUNT AND PERFECT MIDGETS.  
Johnny Carpenter, Hosey Wheeler, Nate Felton and Others, Reply.  
—NOW SHOWING—  
414 WASHINGTON AVE. ST. LOUIS, MO.

**AM IN THE MARKET TO PURCHASE FLYING SCOOTER, FLY-O-PLANE, MOON ROCKET**  
for cash. If you have these rides and are in good condition, will pay cash for same.  
Address BOX D-138  
The Billboard Cincinnati 1, Ohio

**WANT**  
Legitimate Concessions of all kinds, no exclusives. Photos and Pop Corn open. Place reliable Ride Help for all Rides, must drive semi trailers. Foreman for Roll-o-Plane, top salary to good man. Girls for Ball Games, Concession Help for Concessions, Place Second Man for Caterpillar, good salary, all winter's work. Everybody address:  
**AL WAGNER**  
Valdosta, Ga., this week until October 28th; then Tallahassee, Fla.

**RIDE HELP WANTED**  
Operator for Octopus, Wheel, Chairplane that can drive. Top salaries, long season. Concessions for Georgetown and Walterboro. Ball Game and Concession Agents, come on.  
**Crescent Amusement Co.**  
Bishopville, S. C., this week; Georgetown, S. C., week Oct. 25.

**HAVE A DRINK With JOE SELLY**  
When in New Orleans  
**CLUB MOULIN ROUGE**

**FOR SALE HOUSE TRAILER**  
1942 Continental, fully equipped, excellent condition. 27 ft. long, 7 1/2 ft. wide, on good rubber. Three rooms, will sleep 6 easily. Write for complete information and price.  
EDWIN MESSERSCHMIDT, Mahan, W. Va.

**PHOTO MACHINE WANTED**  
100 per cent location for winter. In bus station for colored soldiers. Good opportunity for good operator. Percentage proposition. Write  
E. M. L., P. O. Box #29, Augusta, Ga.

**Where Are You Wintering?**  
Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show.....  
Kind of Show.....  
Owner.....  
Manager.....  
Winter Quarters Address.....  
Office Address.....



# Runs Near Capacity

## Cole History Made in 10-Day L. A. Stretch

**Bonanza streak is kept up in area—show leaves California on October 24**

LOS ANGELES, Oct. 16.—Cole Bros.' Circus, which had not expected to keep its bonanza streak after hitting here, turned in one of the greatest 10 days in its history for the period ending October 10. Opening on Friday (1), show gained momentum, and the first Sunday had three performances, with many turned away at each. Monday night proved the biggest Monday night house the show has had in many a moon. Good houses followed until Friday when there were again two night shows, and two night performances on Sunday to wind-up the stay.

Show moved to North Hollywood and then to Pasadena, where good houses were on hand. Whittier, Santa Monica, Long Beach, Santa Ana and Riverside are (See Cole History in L. A. on page 43)

## Polack Doubles Count in Denver

DENVER, Oct. 16.—Polack Bros.' Circus played to an estimated 70,000 here during a six-day run (4-9). Figure was set by Otto D. Lemert, imperial potentate of El Jebel Shrine, the sponsor. Performances were in Municipal Auditorium, with the six nights drawing capacity houses of 5,000 and the six matinees about 3,000 each. Attendance figure was twice that for last year's Denver stand by the Polack show. Matinees drew large school kid audiences, with Station KMYR co-operating by issuing special tickets which admitted youngsters upon payment of 30 cents. Under-privileged children were admitted free to one matinee.

Circus did two special performances. A one-hour show staged in front of The Denver Post Building on Saturday set a new record for bond sales during one-hour campaigns in Colorado. Dewey Smith, of the State War Finance Committee, reported sales amounted to \$11,161. Most of the acts were used in the show and also were taken to Fitzsimmons Army Hospital on Wednesday for a performance there for wounded soldiers.

Newspaper advertising was concentrated in The Post, with the paper giving good co-operation. All five local radio stations were used. Radio campaign was built around one-minute transcribed announcements made especially for Denver.

## Biz Is Phenomenal For BW in Georgia

WAYCROSS, Ga., Oct. 16.—The Beatty-Wallace circus played to phenomenal business in its swing across South Georgia, officials said.

After big business in Montgomery, Ala., terminating a four-day stay in that State, show entered Georgia at Columbus. Matinee was only fair, but night performance had one of the biggest crowds of the season, patrons being seated to the ring curbs. Same big night business was reported at Moultrie and Valdosta. Matinees were big at the two stands also. Afternoon and night houses here were capacity.

Dory Miller, general agent, is back on show on the front door for remainder of the season. A delegation from Macon Shrine Circus, including Brooks Geoghegan, G. P. Lockhart and Paul M. Conaway, visited at several Georgia stands. Some acts with the show were booked for the Macon indoor date.



SEVERAL PARTIES WERE STAGED for personnel of Cole Bros.' Circus when it played a 10-day stand in Los Angeles. First was that of Harry Chipman, formerly a press agent with the show, at the home of his mother, Mrs. Mabelle Bennett. Left to right: C. Foster Bell, Marion Knowlton, Gene Weeks, Mr. Bennett, Ansel (Buck) Waltrip, Ray Rosard, Jean Allen, Mrs. Waltrip, Whitie Govro, Harry Levy, Hilda Burkhart, Noyles Burkhart, Paul Nelson, Helen Nelson, Elizabeth DiAngelo, Helen Partello, Jack Grimes, Chipman (in white shirt), Dan Mittel, Ethel Freeman, Wyne (Richie) Partello, S. C. Primrose, Shirley Byron, Freddie Freeman, Rose Rosard, Florence Tennyson, Golda Grady, Ed Brady; Jennie Ve Abbott, of The Billboard, and Frank Bennett. Members of the Pacific Coast Showmen's Association and Ladies' Auxiliary also entertained the Cole group.

## Elsie Christensen Injured

CHICAGO, Oct. 16.—Word was received here early this week that Elsie Christensen, of the Aerial Christensens, was injured while doing their act on the Jay Gould Circus at Winchester, Ill., October 9. As they were doing the breakaway, the rope broke and she fell, striking her head on the pavement over which they were working. She suffered a cracked skull on the right side (no pressure) and a long scalp wound. She was rushed to Passavant Hospital, Jacksonville, Ill. She is getting along nicely and expects to be out of hospital in about a week.

## Drukenbrod Is Recuperating

CANTON, O., Oct. 16.—Sterling (Duke) Drukenbrod is in Mercy Hospital here recuperating from an operation. He expects to be in the hospital until early in November. For many years he was with major circuses. He recently returned to his home here after a season at Summit Beach Park, Akron.

## Detroit Shrine in Doubt

DETROIT, Oct. 16.—Prospects for the Shrine Circus here look slim for 1944 because of lack of a suitable building. State Fair Coliseum is being used by the army and probably will not be released in time, and no other adequate building appears available for the two-week run required for the show.

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Four Paths, Ariz.  
October 16, 1943.

Dear Editor:

At this time of the year, when too many circuses crowd into the South, we stop billing and wild-cat our towns. Billing wars are expensive, and if one must day-and-date another show, let it do the billing. If you have as opposition more than one circus, it is a good idea to let them fight each other and then come in and cop the gravy.

When our wagon train arrived here in the center of the biz district, Four Paths, the bosses were surprised to see

## RB Has Overflow Nashville Crowds

NASHVILLE, Oct. 16.—The Ringling circus established two records here Monday and Tuesday. It marked the first time the Big Show had played two days here and overflow attendances were reported the largest in local history.

It was estimated by officials that more than 38,000 (20,000 the first day and 18,000 the second) saw the four performances and added that business compared with that achieved in any city this season. Customers overflowed into the grass at both evening shows.

The local showing was the first in Dixie and marked the initial step down the home stretch.

Newspapers and radio stations were lavish in their praise of the circus, describing it as the "best ever to show in Nashville." Allen Lester, of the press, and Frank Morrisey, of radio, did themselves proud in getting front-page and well-timed publicity.

Department stores co-operated with the circus management in selling bonds and members of the Exchange Club escorted inmates of a crippled children's home to afternoon performances as guests of show management. Weather was fair and warm and altho this area is studded with army camps, patronage generally was from those in mufti.

Fred Smythe's Side Show and the vari- (See RB Nashville Overflow on page 43)

## Visit to JMC Show

By JAMES M. BEACH

PENN YAN, N. Y., Oct. 16.—It was a typical circus day here October 8. I left my office at the Seneca (N. Y.) Ordnance Depot for my first half-day "off duty" in 10 months, with a note left on desk to my commanding officer, reading—Gone to the circus. My mission to Penn Yan was by invitation to visit Jimmy Cole's Circus.

The afternoon performance was a sell-out, with schools dismissed for the performance, but the highlights of the night performance were most significant. The top was filled to capacity, with a unique and clever arrangement made by James M. Cole. No admission was charged. All patrons were admitted by invitation cards only, which were mailed in advance of the engagement. Guests included Circus Fans and friends from Rochester, Syracuse, Canandaigua, Watertown, Oswego, Geneva, Corning, Elmira, Ithaca, Waterloo, Auburn and Seneca Falls and other towns in Western New York State, with sections of reserves for the mayor and council and Board of Education of Penn Yan. Everything was free.

When the equestrian director blew the whistle for the spec, Cole, attired in full evening dress, emerged from the reserved (See VISIT TO JMC SHOW on page 43)

## RB Car Closing At Tampa; 23 Weeks

COLUMBUS, Ga., Oct. 16.—The No. 1 car of the Ringling circus, in charge of Frederick A. (Babe) Boudinot, and Bernie Head, as contracting press agent, will close season in Tampa, Fla., October 23 and will return to car sheds at Sarasota. Car opened in Boston May 17 and will have completed 23 weeks at Tampa. Most of the men had opened several weeks earlier in New York, where billing is done out of the Madison Square Garden bill room and the men live at the Hotel President.

The car displays a service flag with six stars for Gene Hodgeman, Paul Bononis, Harold Barrows, James Craig, William Dowd and Ray Long.

On the car are 23 men besides the manager and press agent. Ed Riley is serving his first full season as boss billposter, and in his department are William Felgley, G. Paul Hale and C. Forrest Biggs. Last named will head for the Bremerton Navy Yard, Seattle, where he will be a welder; Roland Davis, to Oklahoma City and a job as brakeman on the Rock Island; James Kiser, to Detroit to be with his sister, Mrs. Bobbie Lenning (it is Jimmy's second year of trouping); Clarence Keyton, back to Kansas City, Mo.; Fred (Cookoo) Crowthers, back (See RB CAR WILL CLOSE on page 43)

## Jack Raum, Season Over, Goes to Tipton Quarters

PERU, Ind., Oct. 16.—Jack Raum Circus and Rodeo (Victory Attractions) recently closed its fair season and returned to quarters at Tipton, Ind. Fourteen weeks were played in Ohio, Indiana and Michigan, the route being covered in less than 1,500 miles. Unit consisted of the Mansfields, shooting act; Sky High Trio; Aerial Dukes; Banard's dogs and ponies; Eva May Lewis and Caroline Hodgsons, aerialists; Bobby Gordon, wire; Dona Joyce, loop-the-loop; Bob Holt and Joan Silver, barrell jumpers; Joe Bird, trick rider and thrill jumper; Paul Beckley, lightning sign artist; Joe Lewis, Jelly Duke, Bob Holts and Brownie, clowns; sound system by Beckhoff; Maxwell Cooper, on the Hammond organ.

The Beckleys left for Florida; Mansfields playing night clubs; Holts to their farm in Illinois; Ralph Duke, Rockwell City, Ia.; Banards, Etna, O.; Beckhoff, Wapakoneta; Hodgsons, Logansport, Ind.; Cooper, Akron; Lewises, Peru. Last named will play the Firemen's Circus, St. Louis, and Shrine Circus, Houston.

## Mills Bros. Closing Nov. 1

PINE BLUFF, Ark., Oct. 16.—Mills Bros. Circus will terminate its season at Arkansas City, Ark., November 1 and return to quarters on the fairgrounds, Ashland, O. Trek covered six States, General Agent James Dewey reported that closing is due to labor shortage and restrictions becoming acute.





# With the Circus Fans

By THE RINGMASTER

CFA

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 Taps," care Hohenadel Printing  
Company, Rochelle, Ill.)

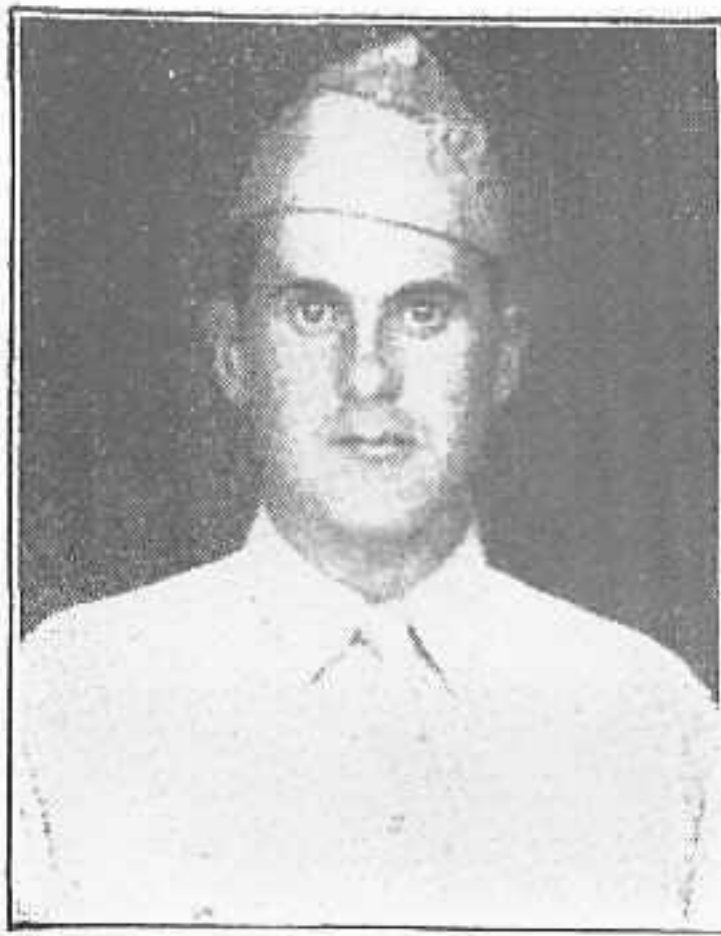
ROCHELLE, Ill., Oct. 16.—Hubert Castle Tent, No. 35, held its last regular monthly meeting at the Utica (N. Y.) City Club with 100 per cent attendance as usual. Arrangements were made by General Manager Baker, who also furnished many surprises such as flowers, cigarettes and lighters.

During the dinner he presented a framed picture of one of his favorite circus acts. Entertainment was furnished by some of their North Frankfort brothers.

## Dressing Room Gossip

RINGLING-BARNUM.—A new act came to light in Evansville, Ind., that of Paul Wenzel and his duck, "Bill." The feathered equillibrist is able to do hand-to-hand as well as keep right side up as Wenzel rolls over. Among those visiting the Parthenon in Centennial Park, Nashville, were Jerry Conn, Chuck Frederick, Ferdie Wolthing, Emmett Kelley, Laura May McKenzie, Bea Mason, Tracy Travers, Georgia Drake, Sally Hobson and the writer. Besides visiting the Parthenon, some of the contingent acted as kids again on the rings, bars and swings in the adjoining playground. Thanks to Paul Jerome, the dressing top was able to keep up with the world series with broadcasts over his radio.

A new wire-walking school has opened in the backyard on the wire belonging to Mario Ivanow. Those attempting feats on the silver thread are Luis Naggy, Frankie Saluto, Ernestine Clarke and lit-



S/SGT. WILLIAM E. ST. JOHN, formerly a member of the Ringling circus train crew, and last on the Mighty Sheesley Midway working for Howard Ingram, is with Co. D 393, Eng. Regt. (SS), at Camp Claiborne, La.

tle Curtis Genders. Dixie is heard round the big top during the southern tour and receiving heavy ovations with Nellie at the steam piano. Next we will be hearing *Darling Nellie Gray!* On the trip thru the Tennessee Valley to Chattanooga, Arthur Burson was able to recall fond memories of wagon-show days while with the Mighty Haag show, playing in that territory. Leck Owens, former Concello leaper, and family visited at Chattanooga. DICK ANDERSON.

COLE BROS.—We were looking forward to Los Angeles for a rest, but I think everyone was pleased to leave, as it was one round of parties and outings after (See *Dressing Room Gossip* on page 43)

## Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

BARNES beckoning.

CLOSING with Mills Bros., Milt Herriott, equestrian director, has returned home to St. Peter, Minn.

K. E. SIMMONS saw the Cole show in Los Angeles October 10 and met several showfolk.

J. D. McNEELY, who pens that he has quit trouping temporarily but may go back next year, is night clerk at the Hotel Fort Barbee, St. Marys, O.

EARLE VANN, musician, who was with

the Barnum & Bailey and Buffalo Bill shows, is employed by the North Carolina Board of Health at Charlotte.

WHEN troupers are at odds with anyone, the odds are generally against the staff.

HERBERT A. DOUGLAS visited with Terrell Jacobs and Robert D. Good, Allentown, Pa., when Jacobs made the Allentown Fair on the World of Mirth Shows.

HUGHIE FITZ and company, with trick dog, Pee Wee, presented eight clown numbers at the Waldorf-Astoria Hotel, New York, October 6 for National Wholesale Druggists' Association. There also was a vaude show.

WILD LIFE EXHIBIT, managed by Rex M. Ingham, closed a week stand at Anderson, S. C., October 9 and moved to Greenville, S. C. Despite good radio and newspaper co-operation business was only fair. George H. Quattlebaum, friend of showfolk, helped in many ways. (See *Under the Marquee* on page 44)

## IN THE ARMED FORCES

CHARLIE FORREST, formerly with Downie Bros.' Circus, left Los Angeles after a brief visit for New York, then going to Canada for training with the Canadian Army. He recently received a medical discharge from the U. S. Army after 18 months, 11 of which were spent in England. He immediately signed with the Canadian Army and then went to Los Angeles for a visit with his wife, Gladys. He hopes to be sent back to England to serve as an expert cable splicer.

JOHNNIE MARIETTA, AS, is with Company 703-43, Camp Waldron, USNTS, Farragut, Idaho.

## THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

New York Garden Results

RESULTS during first week of 18th annual Championship Rodeo, Madison Square Garden, being held from October 6 to 31. Calf Roping—First day (three performances) Clyde Burk (20 2/5 seconds), \$420; Buff Douthitt (22 2/5), \$345; Juan Salinas (23), \$270; Junior Eskew (24 4/5), \$200; Everett Bowman and E. Pardee split (27 4/5), \$100 each.

Saddle Bronk Riding—First day (three performances), Lewis Brooks, \$335; Jerry Ambler, \$280; Andy Curtis, \$225; Zack McWiggins, \$165; Nick Knight, \$100; Vic Schwarz, \$60.

Bull Riding—First day (four performances), Fritz Becker, \$435; Jim Whiteman, \$350; John Chapman, \$285; Fred Basky, \$210; Johnny Martin and Hoytt Hefner split, \$105 each.

Wild Cow Milking, Night of October 6—Jim Snively (33.1), \$130; Asbury Schell (49.2), \$78; Jack Skipworth (50.1), \$53. Night of October 7, Lem Reeves (32), \$130; Bill McMacken (40.4), \$78; Joe Bassett (44.3), \$53. Night of October 8, Everett Bowman (37), \$130; Bob Crosby (42.2), \$78. Matinee, October 9, Ted Yochum (30.1), \$130; Ike Rude (43.4), \$78; Clyde Burk (44.1), \$53. Night of October 9, Gene Rambo (32.2), \$130; E. Pardee (41), \$78; Everett Shaw (66.2), \$53. Matinee, October 10, Richard Merchant (33), \$130; Dave Campbell (41.3), \$78; Bill Hancock (47.1), \$53.

Calf Roping—Second day money (Saturday matinee, Sunday matinee and Saturday night), Clyde Burk (15 4/5), \$420; Toots Mansfield (18 4/5), \$345; J. K. Harris (19 1/5), \$270; Everett Bowman (19 3/5), \$200; Juan Salinas (19 4/5), \$130; Homer Pettigrew and Everett Shaw split (21 4/5), \$35 each.

Steer Wrestling—First day money (six performances), Everett Bowman (8), \$785; Steve Heacock (8 2/5), \$650; Ernest Buffington (9 4/5), \$510; Bill Linderman (10 3/5), \$375; Howard McCrory and Homer Pettigrew split (10 4/5), \$190 each.

Bareback Bronk Riding—First day (four performances), Bill Linderman, \$230; Gene Rambo, \$190; Bob Estes, \$150; Jack Couch, \$115; Bob Burrows and Larry Finley split, \$56.25 each.

Saddle Bronk Riding—Second day (three performances), Louis Brooks, \$335; Eddie Curtis, \$280; Chuck Sheppard, \$225; Jerry Ambler, \$165; Shirley Hussey, \$100; Bill Linderman, \$60.

Wild Cow Milking—Sunday night, October 10, Weldon Young (34.2), \$130; Buff Douthitt (39.4), \$78; Dick Herren (83.1), \$53.

Bareback Bronk Riding—Second day (four performances), Bill Linderman, \$230; Billy Lawrence, \$190; Eddie Curtis, \$150; Dick Griffith, \$115; Bill Her, Jimmy Sloan and Al Garrett split, \$37.50 each.

Wild Cow Milking—Night of October 11, Royce Sewalt (31.2), \$130; Hugh Clingman (32.2), \$78; Hugh Bennett (36.1), \$53.

Bull Riding—Second day (four performances), Gerald Roberts, \$435; Ken Roberts, \$350; Hoytt Hefner, \$285; Dale Adams, \$210; Slick Ware, \$135; Fred Basky, \$75.

Calf Roping—Third day (three performances), Royce Sewalt (18.2), \$420; Asbury Schell (19.2), \$345; Gene Rambo and E. Pardee (21), \$235 each; Everett (See *CORRAL* on page 57)

## TOM MIX, Jr.

AND HIS

### Famous Colorado Cowgirls

Doubling many novel and regular instruments. Just closing 24 weeks as feature attraction with the James M. Cole Circus. Open for reliable bookings. Contact TIM MIX, General Delivery, Rochester, N. Y.

## DONOVAN BROS.' CIRCUS

WANTS GENERAL AGENT

Who can contract indoor dates. Good proposition if you can produce. WILL SELL CANDY PITCH, NOVELTIES AND POPCORN. Answer: Care MACIE HOTEL, SWEETWATER, TEX.

## BEN THE RODEO TAILOR

Maker of Fine Western Clothing  
3209 W. Columbia Ave., Philadelphia 21, Penna.

Orders for Ben's Clothes have skyrocketed within recent months. Wartime conditions have affected Ben as everyone else. Ben has given up several of his Fine Personnel to the Armed Forces, among which were his two sons. Many of his customers and friends are waiting patiently just a little longer for the completion of their orders. He appeals to the patriotism of all customers to tolerate a short delay in the shipping of all new orders.

## O. Roy Bible-Sello Bros.' 3-Ring Circus Wants

Agent, Useful People in All Departments.  
This Show will be off the road two weeks only during Xmas Holidays.  
Address: General Delivery, Cape Charles, Virginia.

## FOR SALE—DOGS

2 Male, One Female French Poodles.  
4 Male Fox Terriers.  
1 Male Brindle Boxer.  
All have worked in act.

BENSON'S WILD ANIMAL FARM  
Nashua, New Hampshire

## TENTS

Used Labor Day Week  
8x10, 10x12, 10x16, 10x19, 12x19, 14x24, 20x30, 20x40, 30x45, 40x60.

Also new Side Wall.

D. M. Kerr Mfg. Company  
1954 Grand Ave. CHICAGO 22, ILL.

**SPANGLES TIGHTS**  
ALBERTIS CO.  
440 W. 42 ST., N. Y. C.  
Paste This in Your Address Book.

**PHONEMEN**  
Who are capable can make real money.  
**SO. CHARLESTON, W. VA.**  
Combined  
**Police & Firemen's Dance**  
Have four other deals to follow.  
CHAIRMAN, Schwartz Bldg., Summers and Va. Sts., Charleston, W. Va.

**AERIAL BAUER'S**  
High Rigging for sale, complete ready to go.  
For price, picture and complete details write  
AERIAL BAUERS  
3400 South St. Lincoln, Nebr.

**FOR SALE**  
Clyde Beatty and Wallace Bros.' Circus.  
Season Route Folder and Program, send \$1.00.  
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# Gates, Stands Hold Leads

## Miss. Bow Is Big Spurt for War Exhibition

### Army Display Thrills

JACKSON, Miss., Oct. 16.—Mississippi State Fair, October 11-16, billed this year as the State's War Exhibition, opened here with an increase in attendance of 35 per cent over Monday of last year, reported Rex B. Magee, general manager.

Rubin & Cherry Exposition, which occupied the midway, arrived at noon on Monday after transportation difficulties. Show was ready Tuesday night. On Monday editors and industrialists of the State were honored in the Press-War Industry Day program. Tuesday, Women-at-War Day, paid homage to women who are aiding in winning of the war in the armed service and on the home front. Wednesday was Navy-Institutions Day, with Vice-Admiral John S. McCain, highest ranking State naval officer, and Rear Admiral Andrew Carl Bennett, commandant of the Eighth Naval District. Other "days" included Thursday, Marine Corps Day; Friday, Army and School Day; Saturday, Servicemen's Day.

### War Exhibits Heavy

The war exhibition was considered the most extensive in any State, and Carl J. Sedlmayr, of the Rubin & Cherry Expo, declared, "Without reservation, I say that I am astounded by this exhibition of war equipment. No State fair where I have been has had 50 per cent of what I find in Jackson." Army displays were presented from Mississippi Ordnance Plant, Jackson Army Air Base and the Quartermaster Corps. Chaplain's branch of the Fourth Service Command sponsored the Chaplains' Chapel, where complete ecclesiastical set-ups of every major denomination were shown.

War industry was represented by the (See MISS. WAR EXHIBIT on opp. page)

### Macon Advance Sale Is Up

MACON, Ga., Oct. 16.—Advance ticket sale for Georgia State is far ahead of previous years, said E. Ross Jordan, general manager. Sale has been undertaken for the last three years and has grown each time. Former Mayor Herbert Smart heads the campaign, assisted by Ralph Brantley. Exchange Club, fair sponsor, operates ticket offices in more than a dozen banks and industrial plants. Regular 50-cent adult tickets come in books of 10 at 35 cents each, including tax. There is no reduction in 25-cent children's tickets. Billing crews are covering a radius of 60 miles, an expansion over reduced coverage last year. Publicity offices are open on the fairgrounds. Paul M. Conaway is publicist, his 14th consecutive year in the post. New departments include a State-wide "Food-for-Victory" show, open cattle show, camera club show and a model airplane display. Fair will run 10 days.

### Swung Some Rain

OKLAHOMA CITY, Oct. 16.—The swing shift had its own special show at Oklahoma State Fair here—and that was good for the first real downpour Oklahoma has soaked in in months. "But rain didn't spoil the fun," says the Douglas Airview News of October 9. The organ of the Oklahoma City plant of the Douglas Aircraft Company played up the fair visit of employees with nearly a page of art and clever captions. Coveralled boys and girls in slacks were depicted in the rain, dodging under the Merry-Go-Round and concession tops, playing bingo and watching the midway ballies and the free acts.



ROSCOE (BO) BELCHER, who since 1938 has been publicity and advertising director of Oklahoma State Fair, Oklahoma City, which this year turned in some top records. Between fairs he serves as manager of Oklahoma City Municipal Auditorium. Photo from Dadswell.

## 110,000 at Ephrata Launches Move for Permanent Grounds

EPHRATA, Pa., Oct. 16.—The 25th annual Ephrata Fair of the Farmers' Day Association, September 29-October 2, had attendance of over 110,000, with rain hampering part of Thursday and Friday night, reported Charles Newman. An estimated 50,000 attended Saturday night.

Penn Premier Shows, largest to play the fair, did big business. On Friday for an hour people rode the Tilt-a-Whirl in a downpour of rain. Other rides included Twin Ferris Wheels, Chair-o-Plane, Tilt-a-Whirl, Super Roll-o-Plane, Kiddie Autos, Kiddie Train and Pony Ride. Shows included Speedy Merrill's Motor-drome, Harry Shaw's Monkey Circus, Side Show and several smaller shows. Owner Lloyd Serfass was complimented on midway arrangement. One new street was closed to afford ample space.

There were about 90 individual concessions on streets above the shows' midway. (See Ephrata Has 110,000 on opp. page)

## Muskogee Climbs To Climax With 65,000 on City "Day"; Mobile War Show Is Massive

MUSKOGEE, Okla., Oct. 16.—A new attendance record was practically assured after the first six days of the 28th annual Oklahoma Free State Fair here on October 3-10, said Mrs. Ethel Murray Simonds, secretary-manager. Opening attendance was about 25,000. With perfect weather, crowds increased steadily, and Wednesday, Muskogee Day, drew more than 65,000.

Near-by Camp Gruber, one of the largest in this section, provided thousands of soldiers to lend a war atmosphere and gave patrons one of finest army displays ever seen here. Three units from the camp provided exhibits, which filled one large building and a large space outside. Massive mobile equipment worth \$150,000 was set up outside the building housing other army displays. This included water filtration units, air compressors and mobile repair shops. Inside the building were all sorts of army guns, ammunition, jeeps, trucks, field kitchens and other army material which kept the building filled with spectators most of the time.

### Army Displays Extensive

Friday afternoon a complete army show was staged in front of the grand-

## All Counts Soar For Greensboro

GREENSBORO, N. C., Oct. 16.—Greensboro Fair closed the night of October 9 after the most successful fair ever held in the city, according to Norman Y. Chambliss, manager, and Mrs. Clyde Kendall, assistant manager. Opening on October 3, with exception of a slight rain Saturday night for about 10 minutes, the fair had perfect weather.

Much to the surprise to the management, the agricultural exhibits were far better than those at the 1942 fair. In 1942 there was a total of 384 farm men and women in Guilford County who exhibited, whereas in 1943 more than 500 farm men and women exhibited their products. Livestock Show had more entries by 14 than in 1942. Baby Beef Show was splendid and the 17 baby beef steers sold at auction in front of the grandstand Friday afternoon brought more than \$4,000 to 4-H boy owners. More than 5,000 people were present for the sale and the grand champion steer brought \$438.

### Transport Is Effective

Excellent transportation in the way of bus lines was provided by the Duke Power Company and other local transportation companies. Many extra busses were placed in service by the transportation companies to take care of the crowds. Advance sale tickets, four for \$1.20, were handled by two Eastern Star Chapters of the city and this sale alone was more than \$7,000, an increase of \$1,500 over 1942.

Grandstand attractions provided by (See Greensboro Hits Tops on page 43)

## Biggest Revue Pulls Fryeburg, Me., Top

FRYEBURG, Me., Oct. 16.—Fryeburg Fair, October 5-7, broke all gate records and grosses went to top figures. It was declared the biggest fair in the history of West Oxford Agricultural Society. Attendance was 28,000, 8,000 more than last year's. Grandstand shows, given on two nights for the first time, set a record for attendance to the free shows. Parimutuel harness racing had a new high mark of \$78,000 during the fair. Baby beef auction, with fewer entries, set a new high of 42 cents per pound.

Revue, biggest in the fair's history and with special scenery, was produced by (See Fryeburg Revue Pulls on opp. page)

## Alabama Nails 25% Tilt Over Past Markers

### Gaze Now Toward '44

BIRMINGHAM, Oct. 16. — Alabama State Fair here, October 4-9, was declared an unqualified success, with records broken, by General Manager Nat D. Rodgers, who said some adverse operating conditions were encountered.

Gates and grandstand were up 25 per cent over previous marks, he said, and, altho the Rubin & Cherry Exposition was delayed in arrival and did not fully operate until Wednesday, it turned in a gross of \$68,000 for the engagement.

An all-time record attendance on Children's Day, Wednesday, was given as 125,000. On this day R. & C. grossed an all-time one-day high of over \$26,000.

"Altho transportation facilities were curtailed," said General Manager Rodgers, "because of rationing, the streetcar lines did a wonderful job in handling the thousands. Visiting showmen who looked the fair over declared it one of the outstanding successes in the history of the Alabama annual. Weather was perfect. Ambitious plans are in the making for the fair in 1944."

## Mitchell, S. D., Corn Palace Draws 150,000

MITCHELL, S. D., Oct. 16.—The 51st annual Corn Palace Celebration here, September 27-October 2, was attended by more than 150,000, reported H. Gellman, who praised the midway management of Frank Paccassi. Weather was perfect and the annual drew from many miles around.

The show, with Russ Morgan, it was reported, grossed \$46,000. Among attractions were six Ferris Wheels, three Merry-Go-Rounds, three Rolloplanes, three Tilt-a-Whirls, three Octopuses, eight kiddies' rides and many concessions, including five bingo games.



FREDERICK WEDDLETON, active in Santa Clara County (Calif.) Fair Association, now manages a theater in Santa Clara. He visited Crafts 20 Big Shows during their San Jose engagement and met many friends with whom he tramped in the early '20s with Western carnivals. Among showbiz posts he has held was that of chief of exhibits and concessions at Golden Gate International Exposition.



# AROUND THE GROUNDS

**DECORAH, Ia.** — Winneshiek County Fair made a profit of \$2,500 this year, reported Secretary Leon Brown. Balance of a debt of \$3,300 left from 1940 has been paid, leaving the association in good condition for future operation.

**DANVILLE, Va.**—A 35-year-old feature of Danville Fair was missing this year, baby show, always a headliner. There was no "best-looking girl," best-looking boy" or "best-looking set of twins." Reason given was that there was no cover over the grandstand on the new grounds.

**CANTON, Miss.** — Plans for the 1944 Spring Show by Madison County Livestock Show Association have been tentatively set here for the third week of March. Departments will be headed by committees, with Earl Holland, 4-H Club leader, head of junior department; E. B. Weeks and Mac Maroney, superintendents of commercial beef cattle; P. F. Simpson and W. W. Billingslea, co-superintendents of Hereford breeding division; H. B. Green and E. C. Lane, hog division; C. B. Cooper Jr. and H. B. Green, sheep.

## Cumberland Results Okay; Factory Workers Enlisted

**CUMBERLAND, Md., Oct. 16.**—Cumberland Fair here on September 22-October 2 was declared one of the most successful staged with Cumberland race meet under auspices of Cumberland Fair Association.

The fair organization was fortunate in getting sufficient help because of a lay-off during reconversion of Kelly-Springfield tire plant. Midway patronage was reported up and gate attendance the largest in recent years.

Exhibits, including cattle and other displays, had larger entries than in some former years.

## FRYEBURG REVUE PULLS

*(Continued from opposite page)*

Al Martin, Boston. Show band was under direction of Chet Nelson and acts included Flying Lamars, Count Reno and His Duck; Helene Weldeman, soloist; Betty and Her Playmates, dog act; Howard Fuller and Sister, acrobats; Aerial Madcaps, high act, and Murial Moran and Her Hollywood Hobby Horses. It was the last outdoor date of the season for Martin.

Society comprises towns of Fryeburg, Lovell, Stow, Waterford, Hiram, Sweden, Porter, Bridgton, Otisfield, Cornish, Baldwin, Standing, Harrison, Denmark and Brownfield in Maine, and Freedom, Eaton, Bartlett, Chatham, Conway and Jackson in New Hampshire. J. H. Woodward, Fryeburg, is president; Francis Buzzell, vice-president; G. Myron Kimball, secretary; Alvin D. Merrill, treasurer; John P. Weston, chairman, finance committee. Admission to servicemen was free.

## EPHRATA HAS 110,000

*(Continued from opposite page)*

Many expressed a desire to return in 1944. Lions' Club of Ephrata exhibited a large Western steer in a special pen and it was given away Saturday night. Officials reported several thousand dollars were realized and will go to needy families and underprivileged children. War Bonds in the sum of \$1,000 were given away. Saturday night the New Holland High School Band played under direction of Joan Cox. Other entertainment was canceled due to rain. Northern Lancaster County Fish and Game Commission had a novel display. A new exhibit was that of the 4-H Vegetable Clubs. Over \$1,200 in premiums were distributed.

Ira E. Fasnacht, fair secretary, and President Charles Yeager declared the fair the most successful ever held here. All prize winners will receive checks from I. Leonard Sprecher, treasurer. Plans are under way for permanent grounds for future fairs. Sunday morning the borough department had all streets cleaned by 7 a.m., leaving no trace of the fair.

## INCREASE IN MUSKOGEE

*(Continued from opposite page)*

well received, with capacity crowds of 5,000 seeing the show Wednesday and Thursday nights and earlier performances drawing around 4,000. Jimmy Joy and his orchestra proved extremely popular. More than 1,000 4-H Club and Future Farmer members were admitted to the grandstand free on one performance as guests of fair officials.

On the midway the World of Today Shows kept ticket sellers making change faster than any other show ever presented here. A high-diving act daily on the midway was free to the public.

Crowds averaging 50 per cent larger than last year's saw afternoon rodeo performances staged by Homer Todd in front of the grandstand, proving that such entertainment is a definite favorite with Muskogee crowds, said fair officials.

## MISS. WAR EXHIBIT

*(Continued from opposite page)*

R. G. LeTourneau booth, where machine tools were turned out, and the Ingalls shipbuilding exhibit, where Vera Anderson, Mississippi girl and champion woman welder, explained ship models and instruments on display.

Highlighting agriculture and farm interests was the National Polled Hereford Association Show with 325 head of registered stock, representing 61 herds in 19 States. Judging of bulls was on Thursday and sales were conducted Friday and Saturday. Only parade was that of Wednesday afternoon at the Navy Day celebration. Admiral McCain, who arrived by plane, was escorted down Jackson's Capitol Street by a Seabee band and drill company to the grounds.

## New Marks at Grandstand

Barnes-Carruthers grandstand show opened with Cervone's band, brought back by popular request. The musical revue, *Let Freedom Ring*, included tributes to the United Nations. Lead-off number is Russia. In order are numbers: *When the Lights Go on Again*, Bobo Barnett (clown), girl acrobats, 10 Charming Ladies of Song, Four Franks, Indian Fantasy, Chinese Wonder Workers and finale of tribute to all United Nations' flags.

Ernie Young, producer of the grandstand show, declared his Monday night attendance was the largest Monday attendance in the State's history. Tuesday's first show, he added, broke all records for first shows in the State. This year the grandstand staged was moved back and additional seats put in front to boost capacity considerably.

# FAIRS

## MARCH ON TO VICTORY!

American and Canadian Fairs have again proved their essential value to the War Effort. Their contributions to the successful prosecution of the War are unequaled and unduplicated. Fairs have definitely helped a wide variety of patriotic endeavors and are **MARCHING ON TO VICTORY!**

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# The Billboard

## CHRISTMAS SPECIAL OUTDOOR CONVENTION ISSUE NOVEMBER 27, 1943

This special section will provide a complete account of the participation of Fairs in the many and varied activities planned to aid the all-out War Effort. Special articles will reveal the excellent records of Bond and Stamp Sales, promotion of Victory Gardens, increased food and meat production, extension of acreage for vitally needed products and other equally important endeavors. The Statistical Directory will list valuable and interesting facts and figures.

Cavalcade of Fairs will be the authentic record of 1943 Fair and Carnival participation in the War Effort. Your Fair or your Show should be adequately represented with advertising so the complete story of your particular individual efforts will be properly publicized.

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WORLD'S HIGHEST AERIAL ACT

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# SEASIDE CHANGES HANDS

## \$275,000 Paid for Virginia Beach Spot by Lewis, Greenspoon Combo

VIRGINIA BEACH, Va., Oct. 16.—Art and Charles Lewis and Jack L. Greenspoon, prominent concessionaires operating as the Greenco Corporation and who this season successfully operated in Ocean View Park, Norfolk, Va., this week purchased Seaside Park here for a reported \$275,000. The holdings consist of two parcels of land, one fronting 1,060 feet on the ocean front and the other 860 feet on Pacific Avenue. Allen Hofhelmer was agent for the Sea Pines Corporation, Seaside owners, and S. L. Nusbaum & Company acted for the purchasers.

Frank D. (Doc) Shean, managing director of Seaside Park the last two seasons, and his partner, Horace Bluford, bid \$225,000 for the Seaside park property, but withdrew from the bidding when the larger offer was made. Shean and Bluford recently took an option on the New Ocean Casino here and are reported mapping plans for its operation. According to Shean, Dr. Dudley Cooper, part owner of Ocean View Park, retains an interest in the amusement resort under the deal consummated this week. Greenspoon has been named manager of Seaside for the 1944 season. Other staff additions will be announced in the near future, Lewis says.

According to a statement issued this week by Art Lewis, head of the operating company, Seaside, for many years a major Eastern resort, will undergo a complete overhauling during the winter. The fun zone will be greatly improved and enlarged, he stated, with the construction of modern concessions buildings and the addition of seven rides to augment the five rides already on the grounds. Seaside's large ballroom will also be remodeled and refurbished, Lewis says, and will operate with a night club policy, using name bands and floorshows. The change to the club policy will give Seaside the largest night club in this area, it is reported.

Plans are also being drawn for the construction of a modern fireproof hotel and theater on the park property, Lewis announces, with construction of these slated to get under way as soon as necessary materials become available. Other proposed changes call for modernizing of the present bathhouse and bathing facilities to handle both the beach and the swim pool. The construction of four restaurants on the grounds is also planned.

Greenspoon also has concessions at Riverside Park, Springfield, Mass., and

operates a string of concessions with the Conklin Shows on the Canadian Class A fairs and at the Fair for Britain in Toronto. He is also owner-operator of the Associated Milk Bars in New York.

## Rolling Green Only 18% Under '42's High Mark

SUNBURY, Pa., Oct. 16.—Overcoming practically every handicap in the book, including gas rationing, limited week-end bus service, labor shortage and the fact that the resort is located two miles from town, Rolling Green Park, on Route 11 midway between Sunbury and Selinsgrove, Pa., closed its season October 3 with gross receipts only 18 per cent in arrears of last season, which was the biggest the playspot had enjoyed in 20 years.

According to E. M. Spangler, owner-manager of Rolling Green, picnic bookings were practically nil this season. Also attributing to the drop in biz was the fact that the park theater, which for the last five seasons played the Ella Kramer Stock Company, a huge favorite in this area, did not open this season. The restaurant, which in past seasons housed numerous parties and banquets, likewise did not open, due to food and labor shortage.

Crystal Pool, rebuilt and modernized two years ago, enjoyed a banner season, Manager Spangler reveals, and of the 11 rides, the Big Coaster and Tilt topped the midway. The Penny Arcade also came in with flying colors, Spangler says, while midway concessions were only fair. Of the out-of-town concessionaires, Mr. and Mrs. T. A. Wilmoth, St. Augustine, Fla., and M. A. Allison, Miami, left for their respective homes immediately after the closing.

Manager Spangler was called to Miami September 25 to the bedside of his son, a captain for Pan-American Airways, who sustained a fractured skull and numerous body bruises in a recent crack-up. He is now in University Hospital, Coral Gables, Fla. Spangler returned here for the park closing, but will return to Miami next week with Mrs. Spangler to spend the winter and be near their son. They expect to return here about March 1.

## Baltimore Season Fattest in Decade

BALTIMORE, Oct. 16.—Recent closing of the Baltimore amusement park season brought down the curtain on the most successful session in a decade, both from the standpoint of attendance and the amount of money that poured into the coffers.

Early-season business was un auspicious due to cold and wet weather, but once favorable weather set in business boomed and never stopped until the wind-up.

In addition to the weather factor, Carlin's Gwynn Oak and Bay Shore parks were favored by excellent bus and street-car transportation facilities.

Daily patronage at each of the three resorts was estimated at better than 8,000, while on Sundays the average reached 10,000. This represented 25 per cent gain over 1942, the best season in recent years. The increase in attendance brought with it a corresponding increase in spending. It is estimated that Baltimore's fun seekers spent approximately \$4,000,000 at the three local amusement spots.

The large influx of war workers here and the close proximity to several largely populated service camps brought thousands of extra visitors to the local amusement zones this season. The three local play spots were the scene of more picnics than ever before.

Concession stands, too, chalked up a record business.

## Cleveland Zoo Aid Killed by Leopard

CLEVELAND, Oct. 16.—John Thomas, 62, a keeper at the Cleveland Zoo the last four years, was bitten and clawed to death Wednesday (13) by Bozo, the zoo's 125-pound spotted leopard, when he was trapped in a small runway between the animal's two cages.

The victim and Emil Franz, another keeper, were shifting the leopard from an outside to an inside cage, when Franz heard Thomas cry out. Running to the eight-foot-square runway, Franz found Bozo standing over the prostrate keeper whose jugular vein had been severed.

Fletcher Reynolds, zoo's director, said officials were at a loss to understand how the accident happened, as zoo employees have strict orders to keep out of the wild animal cages. "There could not have been a possible reason for Thomas to have gone inside the cage," Reynolds stated.

## Jantzen Beach Chalks Record

All departments gain — 80% of devices still operating—labor big headache

PORTLAND, Ore., Oct. 16.—With 80 per cent of its devices operating thru the month of October, and its ballroom skedded to perk until New Year's, Jantzen Beach Park, thunders down the stretch toward its biggest season in history, according to P. H. Huedepohl, general manager of Hayden Island Amusement Company, operators of the popular amusement spot.

Ending its fiscal year September 30, the figures hung up by Jantzen up to that date have been astounding, General Manager Huedepohl reveals. Some of the increases, as announced by Huedepohl this week, ran as follows: Gate admissions up 55 per cent over last year; ballroom up 53 per cent; restaurants, taverns and milk bars up 60 per cent; games up 83 per cent; rides up 93 per cent and concessions up 215 per cent.

The heavy increase in concessions business is attributed to the fact that Jantzen this season increased its number of concessionaires by more than 100 per cent. The resort's swim pool biz showed an increase of 15 per cent over last season, considered remarkable in view of the fact that the plunge opened a month later than usual, due to shortage of help, and the summer, as a whole, was cool compared to the average season.

The season, from a labor standpoint, was a nerve-racking one, Huedepohl says, with the turnover in help running approximately 500 per cent on the season. High wages paid by local war plants made it difficult to hold on to park help, and as a result, Jantzen was forced to resort to high school boys and girls to solve its labor difficulties. Most of the rides were operated by female help, and the park even boasted of several women mechanics in its machine shop.

Jantzen's day crew ranged in age from 55 to 82 years, and operating hours were from 7 p.m. to midnight weekdays and 1 p.m. to midnight on Sundays. In previous years, Jantzen opened daily at noon and ran to 1 a.m. Many of the park's employees worked day shifts in war plants, doubling at night as ride and game operators.

General Manager Huedepohl recently returned from a hurried trip to Chicago where he conferred with Al R. Hodge, secretary of the NAAPPB, on program and entertainment plans for the forthcoming annual conclave in Chicago.

## AC Beauty Pageant Nets \$1,388 Profit

ATLANTIC CITY, Oct. 16.—The Miss America beauty pageant, operating for the first time on a self-sustaining basis, more than paid its own way this year, according to the report issued this week by Harry Godshall, president of the pageant board. Godshall listed receipts of \$22,968.20 and expenses of \$21,579.34, leaving the pageant committee with a profit of \$1,388.86 for the Labor Day week spectacle. The sum will be turned into a fund toward expenses of the 1944 pageant.

Members of the pageant board were highly pleased with the successful operation of the contest this year without aid from the city, without the solicitation of merchants or the asking of contributions. The accomplishment was considered exceptional in view of the limited seating capacity of the Warner Theater, where the pageant program was staged.



NEW OWNERS OF SEASIDE PARK, VIRGINIA BEACH, VA. (left to right), Art Lewis, Jack L. Greenspoon and Charles Lewis, who, operating as the Greenco Corporation, last week acquired the popular playground for a reported \$275,000. The trio of prominent outdoor showmen and concessionaires, who last season operated in Ocean View Park, Norfolk, Va., plan extensive alterations and additions for their new holdings for the 1944 season. Greenspoon has been named manager of Virginia Beach, with the remainder of the staff to be announced at an early date.



# American Recreational Equipment Association

By R. S. UZZELL

Yes, indeed, there will be a convention at Chicago, and a good one! It will be well worth the trip to all who expect to remain in the business. Leonard B. Schloss and A. R. Hodge are bending every effort to put over a convention that will be long remembered. The dates are November 30 thru December 2, and the Sherman Hotel, Chicago, is the place. AREA will meet Monday night, November 29. A speaker of national authority on our big question of men and material has been engaged.

To prepare for our annual conclave at Chicago an executive committee meeting was held Saturday (16) at the office of W. F. Mangels, Coney Island, N. Y. The committee is composed of R. E. Chambliss, M. W. Sellner, Ben O. Roodhouse, Raymond Lusse, William Rabkin, Fred L. Markey, W. F. Mangels and R. S. Uzzell.

Never before have we had such reports of rags and riches. Some parks have been favored by the gods, while others must report much grief and some losses. Some parks got by with week-end operation only. Ride owners and operators now are anxious about repairs for 1944. They are going to be hard pressed unless they find what they want in stock. Old rides must be repaired to keep them safe for operation. They should be gone over by an expert or the builder of the ride who knows just where to look for wear or defects.

It may sound trite to talk in October about the fire hazard in the falling of the leaves. Nevertheless, somewhere each autumn there is a disastrous fire from that cause. We cannot rebuild a park now. The material cannot be obtained.

### Amusement Resorts Vital

All amusement parks are needed to keep up the spirits of civilians and servicemen. We didn't realize this so much until we saw people throw off dull care and worries and relax from hard work or rigorous training the past summer. Service women told us how they appreciated getting away from the constant drill and study. We saw from close, personal contact the useful public service the parks are performing. One large park closed its beer parlor about 4 o'clock to keep a picnic from getting too happy. It sometimes pays well to do such things. The hot summer made the pools doubly enjoyable to servicemen and women, especially after a long hot move by rail.

C. D. Bond left the Dodgem Company for the duration two years ago to join an aircraft concern at Nashville. There he soon met Carmine J. Rice, supervisor of public schools. They will be married October 21 in Nashville.

W. F. Mangels' son, a corporal with the army in Africa, is making the grade and has been transferred from the infantry to a technical division, where he can best serve in the great conflict.

## With the Zoos

PHILADELPHIA.—New addition to the local zoo include a family of five orangutans. Parents have been at the zoo since 1932, when they were imported here from the private collection of Madame Rosalie Abreu in Havana. Other newcomers include the importation of a pair of South American Coypuses, aquatic rodents.

HOUSTON.—Hermann Park Zoo has a new inmate, a baby chimp brought here by Peter Johnson, a merchant marine sailor, from British South Africa and sold to the park department for \$150. The two-year-old female has been named Susie Q and will be a mate to Cheeko, a seven-year-old.

FORT WORTH.—City council has authorized the purchase of a rare group of animals for \$2,650 from the C. B. Goddard Ranch and Game Preserve near Ardmore, Okla. Forest Park Zoo here will receive from the purchase a bull eland and two cows, a Oryx baysa cow and a Oryx algazel cow of the antelope family, two Blesbok does, a Lechwe waterbuck, a pair of blackbuck antelopes and eight Aoudad (bighorn sheep).

## GREENSBORO HITS TOPS

(Continued from page 40)

George A. Hamid, Inc., featured *The Victory Revue*, 15 circus acts and Basile's Madison Square Garden Band. Grandstand played to capacity four nights out of seven, with admission receipts of more than \$6,500, with prices of 55 cents for adults and 25 cents for children. Manager Chambliss said: "I know of nothing that did Greensboro Fair more good than the wonderful grandstand attractions furnished by George A. Hamid. The attractions were the talk of the town, and I personally saw hundreds of people in the grandstand that I know had not attended a fair for several years. I am for up-to-date grandstand attractions 100 per cent."

### Midway Is Praised

World of Mirth Shows for the first time were the midway attractions and the gross for the week was over \$35,000, after deducting federal tax. Manager Chambliss was high in his praise of the rides and shows, as well as concessions, that were provided by Max Linderman, owner, and commented several times "I hope I can get this show back next year. It grossed \$14,000 more than any midway at the Greensboro Fair for the past 10 years."

In commenting on attendance, he said: "While we have not completed a check-up, I know we had more than 75,000 paid admissions, which is an increase of about 15,000 over any previous fair at Greensboro in the past 10 years." Special attraction for opening Sunday was Kochman's Cavalcade of Thrills, which played to capacity, with a return engagement on Thursday to a tremendous crowd. Manager Chambliss added: "Everybody co-operated with our 1943 fair and we expect to hold the fair in 1944 the same week as this year. It was the most successful during the time I have operated the fair for the past 10 years. I was truly surprised over the agricultural exhibits as well as transportation. Success of the fair I attribute to Mrs. Clyde Kendall, assistant manager, as my time prior to the fair was occupied in other work."

## WON, HORSE & UPP

(Continued from page 38)

Grounds, and because it was known as a jinx location. The lot owner said that he had thought seriously of changing the lot name because other shows had passed it up, but because the only other lot in town now had a big building on it, he had dropped the matter. Our competitors had also heard about the lot being jinxed and hadn't stopped to rent it. This left them without lots and, it being too late in the day to make another town, the opposition show managers started propositioning our office.

Having them at their mercy, Co-Owners Won, Horse and Upp opened their hearts and gave them a semi-break, providing that they paid the lot rent, license and water for the four shows. In other words, we were to let them participate in the date. After Manager Upp's proposition, the rolling stock of the other shows was pulled onto the lot and the erection of the longest circus top in history was started. As each show used a 90-foot round top, with three 40-foot middles, it was a simple matter to add their nine middle pieces to our three and our round ends, which made it possible for the first 12-ring circus to operate. There wasn't enough room left for all the side shows to set up, so only ours worked.

Because we had the lot and our round end and three middle pieces were at the front, all tickets were sold out of our wagon. The agreement was that the opposition shows were to keep all that they made off of their grandstand seats, after the crowd had passed ours, what the seat butchers made and their concert money. That night Won, Horse & Upp Circus played to a turnout house, which gave the Chariot & Tableau Circus a straw house, the London Bros.' Silver Mascot Circus a capacity house and the Seldom Scoff Circus a three-quarters house. Our competitors enjoyed good seat, butcher and concert grosses. Our bosses had the biggest front-door sales in their history.

P. S.—Manager Upp stated today that it doesn't pay to be good to other managers. They don't appreciate it. He later learned that the three shows had fed their people in our cookhouse, and we're out of ration points. They are the type who at a later date will forget our kindness and will cover our paper.

## RB NASHVILLE OVERFLOW

(Continued from page 38)

ous stands on midway also reported beautiful biz.

### Three in Evansville

EVANSVILLE, Ind., Oct. 16.—The Ringling show, here October 8 and 9, had to blow the Friday matinee due to late arrival from Owensboro, Ky., on account of railroad congestion. While not capacity, it did three performances to much satisfaction, by far more than a one-day stand would have had. Weather was grand.

Mr. and Mrs. Harold Van Orman entertained friends on the show with a dinner at their Hotel McCurdy Saturday evening. Guests were Mr. and Mrs. Fred Bradna, Mrs. Ernie Clark and daughter, Ernestine; Antoinette Concello, Zefta Loyal, of the circus, and Mrs. Ed Mitchell and Mr. and Mrs. Karl Kae Knecht, of Evansville. Ernestine, Antoinette and Zefta were chums and companions of Mrs. Van Orman when before her marriage she was Harriette Hodgini, premier equestrienne.

Interesting it was to have present five well-known women riders, for Ella Bradna and Mrs. Clark, as Elizabeth Hanneford, were in stellar bareback riding acts years ago; Harriette, up to eight years ago, and Ernestine and Zefta, equestriennes of today.

Van Orman and wife had just returned from the national convention of American Hotel Men, at which Van Orman completed his year as president, October, 1942, to October, 1943. During this year they had traveled 56,000 miles in the interest of the hotel men's association. Harold made 236 talks. He is well known as a speaker and toastmaster, as well as a hotel operator, having four in his own chain, Evansville, Terre Haute, Ind.; Rockford and Decatur, Ill.

## COLE HISTORY IN L. A.

(Continued from page 38)

among the towns yet to be played in this section. Show leaves California October 24 at Riverside.

COLE FACTS: J. D. Newman left here for Hot Springs. Art Concello, of the Russell show, was on the lot Monday night and conferred with Newman and S. L. Cronin. Sid Grauman was the guest of J. Ed Brown at the PCSA honoring performance. Capt. Stan Rogers, Western vice-president of the CFA and now in the camouflage division of the army, attended the show with his family Wednesday (6). George King, former circus man, expects to return to the sawdust in 1944. Buddy Richards, of Russell show, assisted in taking care of the large number of people attending the show. Bill Hoffman, fan, and wife left for Kansas City October 11, where Mrs. Hoffman will enter a clinic.

Al Rawdell, former chairman of the Bob Hunting Tent in Pennsylvania, caught the show here. Marilyn Rich is having trouble with her leg. She threw a cartilage, in the left knee. Phil Escalante, who is in the army near San Diego, was on a 15-day furlough and started visiting the circus when it hit Glendale. Hilda Burkhardt observed a birthday in Los Angeles October 8. Visitors included Mr. and Mrs. C. W. Webb, Mr. and Mrs. Bob O'Hara, Olga Celeste, Cheerful Gardner, Steve Henry, Charlie Nelson, Mr. and Mrs. Charles Clarke and Percy Clarke.

## RB CAR WILL CLOSE

(Continued from page 38)

to Okmulgee, Okla., and Mrs. Crowthers. Tommy Connors, who is rounding out 50 years on the advance of various circuses, returns to his home with his daughter in Philadelphia; Art Stires goes back to his farm near Nelsonville, O.; Berton Savage returns to Philadelphia and a war plant job; Joe McCormick, to Springfield, Ill., near where he has a farm; Ed Riley, to Memphis and his wife.

Eddie Caupert, boss lithographer, closes with 10 men in his department, as follows: W. H. Owen, to Philadelphia; Tommy Clements, Okmulgee; W. S. (Buck) Owens, Nelsonville, O.; Fred Maurer, Canton, O.; Jack Chandler, Milwaukee; Willie Hope, Scranton, Pa.; Joe Bernstein, Paterson, N. J.; E. H. Riche, Newark, N. J.; Sam (Friday) Clauson, New York City; Mike Covitch, Shenandoah, Pa.

Caupert returns to Memphis, where his wife and two sons await him; Buck Owens, Nelsonville, O., to manage a cigar store and poolroom; Fred Maurer Jr., to Canton, O. Willie Hope first started tramping in 1897, Joe Bernstein expects to ship out to sea on a tanker, as he car-

ries a card in the Maritime Union as an ordinary seaman. E. H. Riche will go to Miami for a rest as guest of his old-time friend Charles Niebling, banker from Newark. Sam Clauson will visit with his nephew, physician at the U. S. Public Health Service Hospital in Brooklyn. Mike Covitch intends to mine coal at Shenandoah.

Arthur (Oble) Outten, porter, will return to Philadelphia. Boudinot returns to Chicago, where the Boudinots have an apartment on the North Side. Bernie Head anticipates a job ahead of a hall show for the winter.

Among visitors on the car was H. H. Gunning, old-time car manager, who spent nine years in Europe billing the Barnum & Bailey Circus and the Buffalo Bill Wild West. He lives in Toledo, O., at 322 Machen Street.

## VISIT TO JMC SHOW

(Continued from page 38)

seats to center ring, stepped to the microphone, eulogizing his many friends and admirers for their spirit and co-operation by their presence at this complimentary performance. Cole introduced every Circus Fan and circus agent present to the audience, and also specifically called attention to his company, from general agent, personnel, performers and workmen down to the "pony punks" and cookhouse, for their co-operation during a season on the road in wartime.

During the performance the Coles were ushered into the center ring, and a huge bouquet was presented to Mrs. Cole and a large package to her husband. The band was augmented by addition of several musicians from local high school band. Tim Mix Jr. and company's concert was featured on the regular circus program. Circus moved to Hornell for October 9, and returned to quarters here.

My first circus this season and first time off the road in 10 years was amply repaid to a most estimable host and real showman, Jimmy Cole.

## DRESSING ROOM GOSSIP

(Continued from page 39)

another. The one that Harry Chipman and his mother staged was a honey. Thanks, Harry and Mrs. Chipman. There's one circus fan who really does his share of work any time we come out here and that's Hughie McGill. If he is not taking tickets he is seating people or carrying seat planks or chairs. Wynn Partello gave a farewell party for a few friends on the eve of his departure for the army. If that first aisle, known as Broadway, gets any narrower or more wet we will have to get a boat to make the numbers. Paul Nelson suggests a diving board. A good idea, Paul. Cecil LaBell and Noyelles Burkhart were busy people during the Los Angeles date. Notice Jimmy Reiffenach with a bottle of hair oil; wonder what he uses it for.

Visitors: Slat's Beeson, Homer Hobson Sr., Myrtle Goodrich, Lyle Littell, Martha Joyce and baby, Jack Joyce, Everett Hart; Jim Turney, brother of Dale Turney, former manager of the Tom Mix Show; Minnie Fisher, Alex and Anna Brock, Art Freeman (no relation), Peggy Michell; Bob Brooks, one of the original Flying Thrillers, the other two being Harold Voise and Bert Doss; Leo Loring, now in the army, former boss property man over here; Curley Phillips, Lavern Houser, Mr. Fairburn and Tom Kitchen. Big event of the week was the wedding of George Voise, brother of Jack and Harold Voise, to Gladys Thompson, premier dancer. Received presents from both sides of the dressing room. Another wedding I just caught up to was that of Gus Tallfarro, of the commissary department, and Rheta Biller. Mrs. Edwin Thomas, mother of our announcer, has been with us, visiting Harry and Nena Thomas. FREDDIE FREEMAN.

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# Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

## Tie-In at Mineola In 3d Bond Drive

MINEOLA, N. Y., Oct. 16.—Actively participating in the Third War Loan Drive, Mineola Rink offered free admission and skating on October 14 to each patron purchasing \$5 worth of War Stamps. As an added incentive Manager Earl Van Horn gave away a \$25 War Bond as a door prize.

Even non-stamp-buying patrons, who gained entrance by paying the regular admission price of 35 cents, were assured that they were contributing to the drive, since all money taken in at the box office was used to buy War Bonds.

Special features of the bond party were exhibitions by members of the Earl Van Horn Dance and Figure Club, under sanction of the Amateur Roller Skating Association.

## Latest Members of RSROA Represent Wide Territory

DETROIT, Oct. 16.—Roller Skating Rink Operators' Association's board of directors has just completed approval of five new members, which will strengthen the association membership in several sections of the country, according to Fred A. Martin, secretary-treasurer.

New members approved are Mrs. H. B. Caple, Caple's Midtown Roller Rink, Des Moines; James V. Hoare, Southern Rink, Philadelphia; Mike Vella, Cleveland Roller Bowl, Cleveland; Ernest V. Borgman, Pike's Peak Skateland, Colorado Springs, Colo.; and Nathan Gordon, Skateland Rink, Chicago.

A number of additional applications for membership have also been received from the West and the South, Martin said, and are now being processed for approval.

were bombing subs a mile from where I was visiting and I was told they had gotten several.

One night while things were as peaceable as a church and I was reading *The Billboard*, suddenly they let loose the "cans" and the house and windows shook; it lasted nearly an hour. The woman who lived where I was visiting, a former trouper, had two German spies as tourist guests before I got there. She has been all over the world and understands and speaks German. She became suspicious of them and caught inklings from their conversation and nightly perusal of large maps of the Maine coast. She was four miles from an FBI office and had to wait until they started away. Then she took the number of their car and names and immediately got in touch with FBI and it got them. Her name is Alice Burnham and she is a musician, having toured with May Butler's band, also made the European tour with the original Kilties' band as a French horn soloist.

In the past year I have read several articles bemoaning the fact that professional speed events of the past were detrimental because of creating rough skating, and the question has arisen as to whether speed will ever be revived. I believe it will be some time before professional racing will attain the popularity of the previous decade, if ever. It cannot be said that the box office showed much financial results, also contestants in former years surely made little out of it, if anything, with one or two exceptions. As for roughness, most of it was confined to speed skaters themselves and naturally it was instrumental in creating fast skating among patrons to a certain extent.

### Few Accidents Noted

One fact stands out to the credit of speed skating and covers all distances and endurance races. To my personal knowledge covering a number of years (to be exact about 50 years of handling professional events) and unlike other sports, I know of very few serious accidents and I personally know of only one being fatal to a contestant. Many years ago a death was caused by over exertion in a winner in a six-day race in New York. As to minor injuries they were numerous but not of a serious nature. Most of the former speed skaters are still alive and are now successful operators. Almost to a man they are veterans of World War I and the majority served overseas.

Compare this with other major sports and it is some record! Football is noted for its roughness. Just check up on serious and fatal accidents. In baseball drastic steps had to be taken in recent years to curtail serious accidents. You will no doubt remember that for several years "bean baling" became so serious that it caused a sensation. Track is another. Look up the records of fatal results from exhaustion and how many you will find that developed serious heart trouble. I could go thru the records of many others and in nearly all could cite incidents that would make professional speed skaters "sissies" in comparison.

A recent writer and one in favor of revival of professional speed races neglected to mention that his city, which promoted one of the first big events, was a hotbed for rough tactics and that he was under the arm of a professional

speedster who advocated and taught dangerous tactics.

### Old Champs Active

In a recent article this writer created a very interesting "sob" story about a very recent amateur champ but forgot to mention that this boy had not been coached very long and was substituted to enter for the championships because of the failure to live up to training rules by another very fast boy who no doubt would have made the event very interesting for the other speedsters and perhaps would have changed the color of the event and perhaps created a different story.

Altho the former speed champs did create some (and now laughable) rough stuff, they stuck together like leeches and after the events foul tactics were forgotten and they spent what little they derived out of the events in having brotherly times together. No one ever saw Carey, Launey, Blackburn, Peters, Berkheimer, Hamilton, Cloni, Eglington, Harley Davidson, Fred Martin, Oly Moore, Altman or several others carried off the floor on a stretcher because of injuries, altho many were the tough falls. They were back in there on the line for the next start and are still hustling for good old roller skating. Most of these champs started their racing when still in short trousers and if they wished to do so could show up many youngsters.

FOUR MACKS, night club skating act, returning from a year's work in army camps, were visitors at Mineola (N. Y.) Rink.

DEFENSE WORKERS and high school students will benefit by Wednesday matinee sessions, 3 p.m. to 6 p.m., at Mineola (N. Y.) Rink.

CHRIS SANTANIELLO, former pro at Mineola (N. Y.) Rink before donning army khaki, is stationed at New Orleans, La.

A HALLOWEEN MASQUERADE is scheduled for October 31 at Mineola (N. Y.) Rink, according to Manager Earl Van Horn.

SGT. HERBERT DAISLEY, former luminary of the Earl Van Horn Dance and Figure Club, was a visitor at Mineola (N. Y.) Rink while home on a 10-day furlough.

DEATH of Otis Loretta, veteran circus animal trainer, in Corry, Pa., recently brought to light the fact that he began his professional career in 1883 as a fancy roller skater.

S. SGT. CECIL LARSON (Jimmy LaRue) pens from overseas: "In regards to Pvt. M. C. Boyter's tale appearing in the August 7 issue, of having operated the first rink in North Africa, it may be true but should be limited to the Casablanca area of which Larsen speaks. I viewed rinks in Cairo and Ismaylia last year. Nevertheless, he had a good idea. I wish we had some rinks here in Sicily, as I was something of a professional skater myself a few years back. I still enjoy rolling around on the little wheels."

### UNDER THE MARQUEE

(Continued from page 39)

to lack of help, bird unit has been closed. Some birds will be retained on this unit and the remainder sold.

JAKE DISCH (Corrigan, the Cop), who worked the Lions' Fall Festival, Veedersburg, Ind., October 8 and 9, writes that it was a big success. Capt. Earl McDonald did his high dive. Jack Herring had charge of acts.

IT used to be: "The customer is partly right." Now it's: "He'll stand up to see the show and like it."

ART (DOC) MILLER, Mr. and Mrs. Carroll Miller and Clate Hawkes caught the James M. Cole Circus at Horseheads, N. Y., spending a day as guests of the Coles. For season's end, the equipment and rolling stock looks exceptionally well.

RECENT mention was made of Campbell Bros.' Circus Advertising Car No. 1. In a letter to *The Billboard*, W. J. Gilman, Long Beach, Calif., states that he was local contracting agent on the show for six years.

DURING week of the Allentown Fair Robert D. Good visited Terrell and Dolly Jacobs. Last named is an honorary member of the Circus Model Builders' Association, of which Good is a member. Other members who visited were Ed Holt and Charles Deck, Allentown; Mr. and

Mrs. Harold Moore and Mr. and Mrs. Russ Warner, Reading; Charles Doelker, Harrisburg. Jacobs had his show side-walled after his tent was badly torn by a twister in Lewiston, Me.

WILLIAM F. HEWES, former showman, is a patient in the USA hospital, Camp Pinedale, Fresno, Calif., due to a severe leg injury. He is anxious to hear from his brothers, Russell and Jack, who are in show business. Parents are ill.

NEWS scoop: A big-top pusher advised his men that the wartime man-power shortage is merely temporary.

A CORRESPONDENT writes that the Beatty-Wallace show has done big business all along the route. It ran into opposition at Nashville and Chattanooga, Tenn., and Montgomery, Anniston and Gadsden, Ala., with the Ringling crew—all clean.

O. R. BIBLE, manager of Sello Bros.' Circus, reports good business on the eastern shore of Maryland. Show recently lost Tarzan Jr., chimp, when it was bit by a copperhead snake. Red English is boss canvasman and Charles LaBird, side-show manager.

THEN there was the menagerie chameleon butcher who, when a native asked what the lizards he had for sale were, always answered, "Elephant lice."

J. S. RAMSEY, who closed as general agent of Hunt's circus (second season), went ahead of Beers-Barnes for remainder of the season. On October 1 he went to a Oxford, N. C., hospital, but is now okay. Visited Mrs. Addie Forepaugh at Brewster, N. Y.; Justus Edwards, former Russell agent, and Dave Costello, rider, now in business at Henderson, N. C.

WHEN the Ringling show was in Evansville, Ind., Corp. Rusty Bader, former cornetist with Merle Evans and now at Camp Breckenridge, Ky., with the 83d Division Artillery Band, paid Evans and the band a visit. Sat in and played matinee and night performances October 9. Bader's brother, Lew, is a trombonist in the band.

G. W. McINTOSH, of the McIntosh monkeys, informs that a monkey house is about complete at quarters, Bellevue, Mich. Twenty-five miniature cages were (See Under the Marquee on page 57)

## Speed Skating "Rough Stuff"

By E. M. MOORAR

Manager, Carman Rink, Philadelphia

RETURNED from Maine several weeks ago. It is all right in summer. My trip was interesting as well as exciting, as while there I picked up a little knowledge of what the war front is like. They

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# The Editor's Desk

By CLAUDE R. ELLIS  
CINCINNATI

THAT "doggone town" of Norfolk, "full of beauty and war talk," as the late George M. Cohan once chirped, is going to be an amusement park capital. After being more or less in the doldrums, the historic city in its wartime renaissance has attracted top talent to its park-beach possibilities. The late Otto Wells met in-and-out biz and storm grief for years at Ocean View. New ownership was smart in contracting Art and Charlie Lewis and Jack Greenspoon on the concession end. 'Tis said they got nothing but moola this season. These showmen-concessionaires are proving this by their newest expansion at Seaside Park, Virginia Beach, to the tune of 275 grand. Frank D. Shean made more than a creditable showing against necessary military precautionary odds at Seaside, which had been having a precarious existence before his advent. Shean and a partner, liking the Norfolk potentialities, expect to exercise their option on the Casino spot near by Seaside. Park history is in the offing along the Chesapeake Bay-Cape Henry-Atlantic sands.

† † †

SHE has been bedridden 11 years. She composes verse. She arranges greeting cards and does many other things to occupy her time. *The Billboard* is a doubly welcome weekly visitor to her and her mother. Her tramping days have long, long been over. But she is not satisfied to be personally busy or content. She intends to see that the lot of many another shut-in is brightened. Her latest activity has to do with planning a little paper or journal (it must be mimeo-

graphed at first) to be sent to other handicapped and invallided ones to carry messages of courage and hope. She is, as many may have guessed by now, Kathryn Juanita Elliott, of Buffalo.

† † †

WHEN the New York World's Fair passed into, shall we say, innocuous desuetude, the supposedly exposition-smart attractionists were about unanimous in adjudging that it would be the last one in many years, probably in a generation. Developments appear to have upset this solemn judgment. There have been rumblings for months, even in a global war, presaging that in the States at least and perhaps in Mexico it may not be so long before the cash customers can again walk down an Avenue of Flags—this time undoubtedly those of the United Nations. Los Angeles appears to have the pole in what acute observers believe will be a race to stage a real Exposition of the Earth. They see in all this talk of the post-war world an opportunity to present an event that would encourage a new commingling of peoples such as has never before been possible or practicable. Out is Los the first step taken has the force of appropriate logic—a commission is already "inviting interested business, social and cultural organizations to express viewpoints on the feasibility of the proposed event as to its permanent benefits."

† † †

"AMONG the outstanding parachutists of early days whom I have not seen mentioned in ages,"

writes D. W. (Crazy Horse) Powers from Texarkana, Ark., "were the two Baldwin brothers, who came from Illinois, and Gaugleizer, who in later years had a tent and awning plant in Joplin, Mo., across from the front gate of the old fairgrounds. These men did their stuff for celebration committees and at the early street fairs which played attractions and which were the inception of the organized carnivals of today." . . . Won't be long now, confides one of 'em, before the leaf fraternity will be on the main drags with the famous words: "Did you get your dow-dow yet?" . . . What ever became of Road Map Johnson? . . . When some semi-successful managers see a youngster coming to the front they advise him: "Hold the nut down and don't let your show get too big," while they themselves are discarding their own advice.

† † †

AS general manager of Alabama State Fair, Nat D. Rodgers promises, "if permitted to be carried out without restrictions," a 1944 fair that will surpass anything ever held in Birmingham. . . . Business deal, after a summer of hard work in Seaside Park, Virginia Beach, kept Frank and Frances Shean from anticipated seats at the New York world series games. . . . Pat Purcell, on the sports desk of *The Minneapolis Times*, is as contented as a fish in very little water! . . . Roy Ludington wonders how much a Jap geek show would gross. . . . Bernie Smuckler, who knew the late "Jimmie" Simpson 'way back in the former's stage days, left Mobile posthaste to attend the last rites in St. Louis. . . . Crafts Shows signed "The Terrible Dane." Adolph has learned that there's a whole nation of 'em. . . . Who's who on midways this season: If his hat is battered and his face is grimy—he is probably the owner or one of the bosses.

# Out in the Open

By LEONARD TRAUBE  
NEW YORK

PART III

HAVING read here the suggestion that the outdoor amusement organizations representing the trade should not hold their Chicago conventions this year unless they talk war, consider their 1943 season in terms of a wartime America, and adopt a 1944 program that is directly connected with the war effort, Max Cohen, general counsel of the American Carnivals' Association, addresses this column thus:

"Apropos your column of last week, I am hurrying an advance galley proof on our program to you. I hope you will find it of interest."

From the aforementioned proof we note the following war subjects:

- Discussion of industry's contribution to the war effort.
- Post-war planning.
- Patriotic activities in 1944.
- Discussion of new problems created by the war effort.
- Discussion of further contributions which the industry can make to the war effort.
- Related subjects cover:
  - Discussion of association's policies for 1944, taxation, railroad transportation, motorized transporta-

tion, priorities, rationing, legislative program, public relations, adoption of policies and legislative program for 1944.

The ACA is the youngest of the trade associations meeting in Chicago. This will be its 10th annual convention and shapes up as the most important one. On paper it has quite an agenda, and the subjects are of such a nature that the sessions should be sizzlers. Leadership will determine the conduct of the carnival men's meetings.

† † †

THE customers will forgive a slight detour from the beaten path. The subject is lottery, which is not such a derailment at that. Practically every fair and every carnival and amusement park, most circuses and everyone in the amusement machine industry is professionally familiar with the "take-a-chance" topic.

Last week a big newspaper syndicate and an important financial newspaper discussed two unique types of lotteries. First, Eldon Roarke's piece for the Scripps-Howard Newspaper Alliance, written from Fairbanks, Alaska. He wrote:

"The big story of the year here is the break-up of ice in the Tanana River. Everybody has tickets

in the Ice Pool—and if they have guessed the exact minute of the break-up they are rich. The break-up this year came on April 28 at 7:22 p.m. No one guessed the exact time, but four tickets missed it by one minute. So the \$80,000 in the pool was split among the four. Tickets in the pool are sold all over Alaska—\$1 each. Groups of people frequently form 'companies' and buy a block of tickets and drop them in with a different guess on each one. Nobody, tho, has been able to figure out any system for winning. The expenses of the pool are taken out of the proceeds, and the rest goes into the prize pot."

The "game-of-chance" story in *The Wall Street Journal* is not as direct, but direct enough. The headlines are a cutis: "Travel lottery—Civilians have a 50-50 chance of getting a seat on an airliner." It's a skillfully done analysis (by Richard P. Cooke) about the complexities in the air travel set-up, with a hammer aimed at those who have no priority on such transportation, yet manage to obtain accommodations. Says Reporter Cooke:

"For just plain civilians without any war reason for flying, the present priorities system provides a sort of travel lottery for those willing to take a chance. It's what the airline men call 'go-show.' These are travelers who wait for the seats made available by people with reservations who, for one reason or another, fail to turn up to use them. It's like theater patrons who try the box office at 8:15 p.m., just before the curtain, at the favorite show on Broadway; occasionally they get a ticket."

You see what we mean?

# The Crossroads

By NAT GREEN  
CHICAGO

NOW that Frank Kingman has definitely announced the dates of the annual IAFE convention, fair men and showmen can begin planning for the event. The IAFE has an opportunity this year to present some concrete ideas for the best methods of furthering the war effort thru the fairs next season. The experience gained during the season just closed has taught the fair men some valuable lessons in wartime operation and should enable them to intelligently plan their 1944 annuals. With so much at stake it is to be hoped that there will be a representative gathering at the convention. Reports from the East indicate that there will be a larger attendance than usual from that part of the country. Many more Eastern showmen than usual are said to be planning to attend, possibly with an eye to extending their operations further west next year, to get away from the restrictions imposed along the Eastern Seaboard. With many carnivals off the road this year and others changing ownership, this year's convention should be exceptionally interesting. There will be more than the usual number of new alignments coming up, new problems to discuss and maybe even some brand-new ideas. All in all it should be an important gathering!

† † †

THE Chicago Hobbies Show will be on at the Sherman in a couple of weeks and circus fans will have an opportunity to look over some interesting stuff in their line. . . . State Street has had more

than the usual touch of showbiz during the last couple of weeks. E. C. (Scales) Thompson has a guess-your-weight stand at State and Randolph and is guessing weights in return for purchase of War Bonds. . . . Down at State and Madison a band of Indians put on a show, also to stimulate bond sales. . . . Last Saturday (16) the famous main Stem was turned into a midway when a civic celebration was staged to mark the opening of the subway. . . . Show Folks, Inc., celebrated its first anniversary with an all afternoon and evening reception at the Ann Lynch Home October 10. . . . That was Doug Baldwin, former IAFE prez, introducing Eleanor Roosevelt at some spot in the South Pacific in a newsreel shown in Loop theaters last week. . . . Paul Jones, former State Fair of Texas publicity man, now with the Red Cross, in from Washington for a few days. . . . Sunny Bernet will emcee the thrill show and rodeo at Milwaukee. We'd like to lamp Sunny in his boots, chaps and ten-gallon hat!

† † †

FROM Atlanta Lon B. Ramsdell writes: "Atlanta has been the capital of the circus world this week. Seated in the Ansley Hotel lobby cutting up vast amounts were Arthur Hopper, Bernie Head, Babe Boudinot, J. C. McCaffery and Lon Ramsdell. Ramsdell was in Atlanta representing Jimmy Cagney. Vernon McReavy in town preparing the way for the Hamid-Morton indoor circus, which opens in November. George Kitzinger escorted Head and Ramsdell

thruout the fair and then ordered them home in a taxi due to bad dogs. Bucky Allen and Mr. and Mrs. Sam Beaty, formerly of the O. C. Buck Shows, were on the fair's midway and picked up the Kitzinger party on a tour of their own."

† † †

WORD comes from London of the death of John Theodore Tussaud, 85, director of London's famous Mrs. Tussaud's Wax Museum. During the nearly 60 years of his association with the museum as director and chief artist Tussaud created more than 1,000 wax likenesses of famous personages. During the early part of the present century wax shows were immensely popular. Every large city had its wax museum, some making a specialty of figures of famous personages, others being "museums of horror," showing notorious criminals, tortures and anatomical specimens. Wax shows became a standard part of most large midways until along in the '20s when their popularity began to wane. There are still enough of such shows extant to keep B. W. Christophel busy in St. Louis and Leopold C. Schmidt in Jersey City turning out figures.

† † †

TAYLOR TROUT, former Florida promoter and for six years playground director at Hollywood, Fla., has been in Chicago the past week playing the Flamingo Club with his juggling act, billed as "Taylor Trout and Mickey." Mickey is the attractive feminine half of the act. . . . Fred H. Kressmann back from a business trip to New York on which he visited Madison Square Garden rodeo. . . . J. W. (Patty) Conklin arrived in Chi a few days ago on the first leg of a journey that will take him to Hot Springs, Los Angeles, Western Canada and Minneapolis before he returns to the Windy City for the outdoor conventions.



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.

AGENTS & DISTRIBUTORS

BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample line, \$1.00. MISSION, 2328 West Pico, Los Angeles, Calif. Zone 6. oc23

BEST YET — HITLER'S LATEST WILL AND Testament, hot and snappy, \$2.00 per hundred, delivered free. Fast 10c seller. Catalogue snappy numbers free with first order. LA FRANCE NOVELTIES, 49 Hanover St., Boston 13, Mass. oc23x

BIG BARGAINS FOR BIG PROFITS — MEN'S used Pants, 25c; Suits, \$1.50; Overcoats, 50c; Shoes, 12 1/2c. Over 100 sensational values. Experience unnecessary. Free wholesale catalogue. SUPERIOR, 1250-KA Jefferson, Chicago. x

EVERY DEFENSE WORKER WILL BUY MY Genuine Leather Clip Holder to hold identification badges. Sample 15c. GAMEISER, 3065 Brighton 13th St., Brooklyn, N. Y. oc30x

GLORIOUS GIRL "PINUPS" — 160 SUBJECTS in color, \$11.00 thousand. Artists Models, \$7.20 thousand. C.O.D.'s 1/2 deposit. Samples, \$1.00. JAS. REED, Dept. B-31, Hollis, N. Y. oc23

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. de4x

MAGIC RACES — AT CIGARETTE TOUCH SIX horses are off. Fast seller. Big profits; 65 races, \$1.00; quantity prices. Sample free. BARKLEY, 1316 Arch, Philadelphia 7, Pa. oc23x

PINE BUR EARRINGS, \$2.50 DOZEN PAIRS; Coconut Hair Flowers, \$6.00 dozen. Postpaid. PRIETO, 3404 S. W. 24th Terrace, Miami, Fla. oc23x

SEND STAMP FOR BARGAIN SHEET ON 30 Useful Xmas Gift Items from 25c to \$12.50. GOLDSHIELD PRODUCTS, Dept. B, 350 Greenwich, New York. no6x

SNAPPY NOVELTIES — JUMBO ASSORTMENT, containing 25 Peace Cards (not Terms of Surrender cards), 25 Hitler Pictures (an exclusive item with us), 12 packages Fun Cards (144 cards). By express only, \$1.00 F. O. B. Free wholesale lists of books, novelties, etc., with first order. TORIAN'S, Dept. B, Hampton, Va. oc30

WE PAY YOU \$5.00 FOR SELLING TEN \$1.00 Boxes. 50 beautiful assorted name imprinted Christmas Cards. Sell for \$1.00. You make 50c. Free samples. CHERFUL CARD CO., 29, White Plains, N. Y.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. oc30x

\$3.00 FIRE EXTINGUISHER — SELLS WHOLESALE or direct; substantial cash income daily. "FIRE-KILLER," 107-A N. Franklin, Syracuse, N. Y.

BUSINESS OPPORTUNITIES

EXCEPTIONALLY LARGE PROFITS WITH Krispy Chips. Operate a plant in your locality. A new, different, delicious confection. No machinery. No investment. Eager market. Credit? Yes. Spare time until proven. KRISPY CHIP CO., 558 N. 14th St., East St. Louis, Ill. x

FORTIFY THE FUTURE — OWN BUSINESS. Home, office. Free full particulars; 127 Sure-Fire Money-making Plans. NATIONAL ENTERPRISES, 815-G Douglas, Nashville 4, Tenn.

GET VALUABLE TIPS ON THE ROADSHOW Film Business — Free 16-Page Booklet tells how to get started in the business, how to operate, stories of actual operations and a special section of answers to questions frequently asked by Roadshowmen. BOX C-444, Billboard, Cincinnati. tfn

START A MONEY MAKING BUSINESS — Small capital required. Details sent sealed for dime. Write now. EASTWOOD, P. O. Box 623, Parkersburg, W. Va.

INSTRUCTIONS BOOKS & CARTOONS

INFORMATION — HOW TO LOCATE MOST any article made in the United States (dime coin). RAKES SPECIALTY SERVICE (B), 2053 W. 35th St., Chicago 9, Ill.

MAGAZINES — BUSINESS, VOCATIONAL, Diversion. Current single copies. Choose from 569 different publications covering Advertising, Amusements, Art, Astronomy, Aviation, Beverages, Fashions, Dancing, Dogs, Hobbies, Insurance, Journalism, Medical, Music, Photography, Radio, Selling, Sports and more than 150 other fields. List with prices free. COMMERCIAL ENGRAVING PUBLISHING CO., 34H N. Ritter, Indianapolis 1, Ind. x

SONG STORIES BY CUNNINGHAM — NEW, original, humorous Songs and witty Recitations in 100 page volume, leatherette bound, sent postpaid anywhere, only 50c, with money-back guarantee. BOX C-83, Billboard, Cincinnati 1, O.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. oc23

MISCELLANEOUS

FOR SALE — OLD TIME REGINA MUSIC BOX with penny slot. AL DELL, Box 96, Groveland, Ill.

NAME PLATE TAPE — 25 ROLLS, 5 POUNDS each roll; 10 rolls BX Cable, 250 feet each; 60 #1 Photo Floods. Make best offer. BOX 493, Billboard, 1564 Broadway, New York 19.

WE BUY EVERYTHING — SUBMIT YOUR prices and samples. LEWIS NOVELTY CO., Distributors, Jobbers, Wholesalers, 170 Eddy St., San Francisco, Calif. oc30

PRINTING

ALL KINDS JOB PRINTING, COMIC NOVELTIES. Big sample packet, 25 cents. Military, Personal Stationery. DICKOVER PRINTING, 5233 Cleveland, Kansas City 4, Mo. no13

DRAWINGS AND CUTS MADE TO ORDER BY professional artist. 500 letterheads or envelopes printed, \$1.85. LEE CRESSMAN, Washington, N. J. oc23

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

\$1.00 POSTPAID — 100 8 1/2x11 BOND LETTERHEADS; 100 6 3/4 Whitewave Envelopes, neatly printed. Satisfaction guaranteed. MERO PRODUCTS, Box 344, Punxsutawney, Pa. oc23

\$1.00 EACH POSTPAID — 200 LETTERHEADS, 200 6 3/4 Envelopes, 300 Cards, 200 Postcards. BENNEVILLE PRINTING, 907 W. Roosevelt, Philadelphia 40, Pa.

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. Unneeded parts in stock. What have you to sell? MACK POSTEL, 6750 N. Ashland, Chicago. no6

ALL KINDS RECONDITIONED 5c SELECTIVE Candy Machines, 1c Peanut Vendors, Floor Stands. Free list. ADAIR, Box 166, Oak Park, Ill.

AT ONCE — WANTED STONER UNIVENDORS, Rowe or other 5c Selective Candy Bar Vending Machines. FARAM, 1518 Hollywood Ave., Chicago, Ill.

H. C. EVANS LARGE ROLLETO SR. CONSOLE, automatic payoff, used five weeks, top condition, \$550.00. 1/3 certified deposit, balance C. O. D. L. S. COPELAND, 1303 Carondelet St., New Orleans, La. oc30

FOR SALE — ONE SLIGHTLY USED MILLS FOUR Bells, four 5c Coin Heads with ash trays, serial No. 2404; four Mills 25c play Blue Front Bells, serials all over 410,000, club handles, knee action levers; one Watling 25c play Rol-O-Top, serial No. 86,447; one Jennings 25c play Chief, serial No. 132,424; three 5c play Pace Saratogas, equipped complete; four Mills 5c play Jumbos, late style coin heads, almost new, serials all over 9,000. All above equipment in perfect working condition and clean. Make me offer for the lot or each item wanted. PALMANTIER SALES CO., 1108 12th St., N. E. Canton, O. x

FOR SALE — BALLY '41 DERBY, F. P., \$299.50; Mills 1-2-3 of '40, \$69.50; Mutoscope Drivemobile, \$299.50; Keeney Submarine, \$179.50; Chicken Sam, Jap Conversion, \$119.50; Bally Bull, Jap Conversion, \$89.50; Texas Leaguer, \$32.50; Rock-Ola Ten Pins, High Dial, \$49.50. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich.

FOR BEST BID — 25c GOLD CHROME, 47,000. Will trade 25c rebuilt War Eagle for Counter Model 81 Wurlitzer with Stand. J. E. KENNEY, 131 E. College St., Iowa City, Iowa.

MARBLE SPECIAL — GLASS, ASSORTED colors, 10,000 to case, \$14.75 per case, F. O. B. Factory. Charms, assorted, ten gross to carton, \$9.00 per carton. Parcel Post paid. Full cash with order. TORR, Philadelphia 42, Pa. oc30

PHOTOMATICS — WILL BUY MUTOSCOPE Photomatics, late or early models. Cash. State price, serial number, etc. TONY BRILL, 311 N. Reno St., Los Angeles 26, Calif. oc30x

PHOTOMATIC WANTED FOR CASH — ONE TO ten good machines. Please describe fully. McGUIRE, 313 N. Santa Ana, Bellflower, Calif. de4x

TRACKTIMES, 1939, BROWN CABINET, \$95.00; Bally Race Track, \$100.00. Perfect condition. 1/2 deposit. H. H. BERGER, 750 Grand Concourse, New York.

WANT TO BUY — WURLITZER 700, 800, 750, 850, 950; Drive Mobiles, Ace Bomber, Wind Jammer, Peek Show, Kirk Night Bomber, Super Bomber; all arcade equipment. Keeney Super Bells, Bally One Ball Free Play Games and late 5 Ball Games. ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md. no13

WANTED TO BUY — RECTIFIERS FOR EVANS Bangtail Console Race Horse Machines, in A-1 condition. Have for sale Evans Bangtails and Galloping Dominos. Write for prices. COPELAND WHO. CO., 1303 Carondelet St., New Orleans, La. oc23x

WANTED — MUTOSCOPE 2c SLOT, FLOOR Model Card Vendors, and other Arcade Machines. ERWIN BALDRIDGE, P. O. Box 111, Redford Station, Detroit, Mich. oc30

WIRE YOUR BEST OFFER — MILLS 50c BLUE Front, Pace 50c Comet, Challenger, 5c Saratogas, Number Reels. COLEMAN NOVELTY, Rockford, Ill.

2 5c 1943 VICTORY CHIEFS, \$275.00; 2 10c 1943 Victory Chiefs, \$300.00; 2 5c 3/10 Mills Cherry Bell, \$160.00; 2 5c Mills Red Fronts, \$120.00; 1 5c 4 Star Chief, \$80.00; 1 5c Mills Skyscraper, \$50.00; 6 Rockola Dial-A-Tone Boxes, \$15.00; 10 310 Wurlitzer Boxes, \$20.00; 15 100 Wurlitzer Boxes, \$20.00; 2 Seeburg Cadet, R.C., \$275.00; 2 Rockolas '39 Standard, \$175.00; Milco Checks; write. BIRMINGHAM AMUSEMENT CO., 731 2d Ave. North, Birmingham 4, Ala. x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS. LARGEST selection of Mechanical Machines obtainable. Will buy for cash, fifty All-Electric French-Fry Poppers. Ten Burch Machines cheap. CARMEL CORN EQUIPMENT, 120 S. Halsted, Chicago 6. no13

ALL KINDS ALL-ELECTRIC POPCORN POPPERS, Burch, Star, Peerless; Peanut Roasters, Caramelcorn Equipment, Burners, Tanks, lowest prices. NORTHSIDE SALES CO., Indiana, Iowa. no13x

BARGAIN — BASTIAN BLESSING COUNTER Freezer, latest model, 60 gallon hardening cabinet. Makes ice cream, frozen custard, frosted malted. NOVELTY CO., 2262 E. Falls, Niagara Falls, N. Y. oc23

POPCORN MACHINE, ALL ELECTRIC, \$30.00; P.D.Q. Camera, like new, complete, only \$85.00, and Trombone with case, \$3.50. JOHN HUNTINGTON, 707 S. Maple Ave., Green Bay, Wis.

TANGLEY CALLIAPHONE — REBUILT BY Wurdeman, Minneapolis. Century electric motor, blower, double B belt drive, extra music rolls. Perfect condition, \$350.00 cash F. O. B. HAROLD DINGFELDER, Sleepy Eye, Minn. x

FOR SALE—SECOND-HAND SHOW PROPERTY

CANVAS—VARIOUS WIDTHS AND WEIGHTS. Taraulins, Waterproof Covers, 9x12 ft., \$8.95; 12x14 ft., \$12.95; 15x20 ft., \$21.95. Imitation Leather, Paints, Enamels and many other items. MICHIGAN SALVAGE CO., 609 W. Jefferson, Detroit, Mich. oc23x

FOR QUICK SALE — COMPLETE BOOTH Equipment for 400 seat theatre. Big bargain. MOVIE SUPPLY COMPANY, 1318 S. Wabash Ave., Chicago. no13x

FOR SALE — 35MM. SOUND FEATURES AND DeVry 1000 Ft. and 2000' sets of equipment. R. J. JONES, Mt. Holly Springs, Pa.

FOR SALE — 35MM. SOUND PICTURES; ALSO other equipment. TENT SHOW, Chuckatuck, Va.

FOR TRADE OR EXCHANGE — 16MM. SOUND Films, Westerns, Dramas and Cartoons. What have you? CARL RANDOLPH, Afton, Tex.

KIDDIE AUTO RIDE — 8 CAR COMPLETE. Platforms, electric motor, extra wheels and tires. Ready to operate, \$350.00 cash F. O. B. HAROLD DINGFELDER, Sleepy Eye, Minn.

SPITFIRE FOR SALE — LATE MODEL, ALL safety devices. Ride in perfect condition. Cash only \$4,600.00. Address all mail BOX C-96, The Billboard, Cincinnati 1, O. oc30

TENTS—12x12 TO 40x200, ALL PUSH POLE. Complete List, \$1.00. Hand roped, good as new, rented couple weeks. Sidewalk, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. SMITH TENTS, Auburn, N. Y. no20x

TENTS — SKATING RINK, SHOW AND CON- cession, all khaki, new and slightly used. Taraulins. CAMPBELL TENT & AWNING CO., Springfield, Ill. de4

TRIPLE HORIZONTAL BAR RIGGING FOR SALE. Completely rigged up for circus or stage. JOHNNIE SCHMIDT, 318 N. 26th, Waco, Tex. 35MM. SOUND FILMS FOR SALE — SEND FOR big list. We buy your films and we trade films. What have you? U. S. FILM SERVICE, 350 Monroe St., Passaic, N. J.

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION, POSITIVE OPERATORS! — AL- though stock limited, we can still supply Bulbs, Frames, Lenses, Scales, Booths, Chem- icals, etc. U. S. PHOTO SUPPLY, Chattanooga, Tenn.

BUY, SELL — HAVE 20 ROLLS EASTMAN 1 1/2", \$18.50; 10 rolls 3 1/4", \$28.00; 1944 dating, 1/2 with order. BOX N.Y.-48, Billboard, 1564 Broadway, New York 19.

CASH FOR YOUR PHOTO EQUIPMENT—WHAT have you? Give details. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. oc30

DARK ROOM APRONS — (LIMITED QUAN- tity), excellent protection from damaging chemicals \$2.39 each. U. S. PHOTO SUPPLY, Chattanooga, Tenn. x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. oc30x

DIRECT POSITIVE OPERATORS — WE HAVE the best line of Frames in all sizes, assorted and in Red, White and Blue; Chemicals, Folders, Backgrounds painted in oil (send for photos), Eastman Paper, Rubber Gloves; everything you need for the studio. Write for new illustrated catalog today. HANLEY PHOTO COMPANY, 1207 Holmes St., Kansas City, Mo.

DIRECT POSITIVE 1 1/2" DIREX, NEW STOCK, \$11.00 roll; 5 rolls, \$50.00. FULLY, 475 William, Buffalo 6, N. Y.

DIREX POSITIVE PAPER — 1944 DATING. 20 rolls 1 1/2"x250", \$12.00 per roll; 10 rolls 1 1/2"x1,000", \$50.00 per roll; 2 gross 3 1/4"x4 1/4, \$7.00 per gross; 20 gross 5x7, \$12.00 gross. Wire deposit. All or part. BOX 494, Billboard, 1564 Broadway, New York 19.

DIRECT POSITIVE ROLLS CUT ANY WIDTH, \$3.00 roll. Perfect cut guaranteed. Send or write HENDERSON, 149 W. 20th St., Indianapolis 2, Ind.

EASTMAN DIRECT POSITIVE PAPER AT REG- ular Eastman list prices. Offer and stock limited to operators who will qualify. UNITED PHOTO SUPPLY SERVICE, Gatesville, Tex. de4x

EASTMAN DIRECT POSITIVE PAPER — 1944 dating, 2 1/2"x250 ft., \$25.00 roll, any amount. Deposit with order, balance C. O. D. DAVE H. NATHANSON, 127 Ellis St., San Francisco 2, Calif. oc30x

EASTMAN DIRECT POSITIVE PAPER — 8 rolls 1 1/2"x250", \$12.50 roll, 1944 dating, 4x6, \$10.50 per gross; expires December, 1943. BOX 492, Billboard, 1564 Broadway, New York 19.

EASTMAN DIRECT POSITIVE PAPER — 6 rolls 1 1/2"x1,000", \$60.00 roll; 20 gross 4x6, \$10.00 per gross; 50 rolls 1 1/2"x250", \$15.00 roll; 10 rolls 2 1/2", \$19.00 per roll; 10 rolls 3 1/2", \$24.00 per roll. All 1944 dating. Wire deposit. BOX 495, Billboard, 1564 Broadway, New York 19.

EASTMAN D.P.P. — 50 ROLLS 1 1/2"x250 FT. AT \$18.00 roll; 25 rolls 3 1/4" at \$27.00. All 1944 dating. 1/2 with order. BOX NY-49, Billboard, 1564 Broadway, New York 19.

FOR SALE — EASTMAN D. P. P., EXPIRES June, 1944; 1 1/2"x250, \$13.50; 2 1/2"x250, \$17.50. Any amount. Wire, write 50% de- posit. BONOMO, 25 Park St., Brooklyn 6, N. Y. oc30x

HAVE TEN ROLLS EACH EASTMAN 1 1/2", 2", 2 1/2" and 3". Late dating, reasonable. LANKSTON STUDIO, 1276 Lafayette Ave., Terre Haute, Ind. oc23

HAVE 23 ROLLS 2 1/2 INCH, 6 ROLLS 3", 5 rolls 4" Direx Positive Paper, entire lot, \$17.50 per roll. 1/3 deposit. H. E. HINE- MAN, 8039 Woodman Ave., Van Nuys, Calif.

NO. 1 PHOTO FLOOD BULB REPLACEMENTS— Five times the life. Eight dollars per dozen. U. S. PHOTO SUPPLY, 344 Frazier Ave., Chatta- nooga, Tenn.

PHOTO MOUNTS—1 1/2"x2", 100 FOR \$2.00; 500 for \$6.00; 1,000 for \$10.00. UNITED PHOTO SUPPLY SERVICE, Gatesville, Tex. no6

PHOTO CONCESSIONS — SAVE MONEY. Order my tested formula and instructions for \$10.00; make chemicals in bulk cheaper, and better results. State equipment and type paper used. Send sample strip. Photomatics bought and sold. I sell Stainless Steel Springs, Shafts, etc. 50,000 Folders, 1 1/2x2, \$25.00 per 1,000. 25% cash, balance C. O. D. HERMAN MILL- MAN, 17 W. 20th St., New York City. x

WANTED TO BUY LENS — WHAT HAVE YOU in automatic shutters suitable for direct positive? JACK'S STUDIOS, 249 Chestnut St., Abilene, Tex.

WANTED — DIRECT POSITIVE CAMERA, IN good condition, and equipment for novelty photo studio. P. O. BOX 347, Black River Falls, Wis.

WILL TRADE ONLY—WE HAVE 1 1/4, 1 3/4, 2 1/4- inch Eastman Direct Positive and 2 1/2-inch Direx B. Will trade for 3 1/4, 3 1/2 and 4-inch Eastman Direct Positive. GERBER & GLASS, 914 Diversey, Chicago, Ill. tfn



4 ROLLS EASTMAN POSITIVE PAPER, 1 1/2"x250 ft.; 5 rolls Drex Positive Paper, 2 3/8"x250 ft.; 2 1/2 qts. Sepiatone; \$95.00 takes all. Will not split. 1/3 with order. One Aluminum Drum for Photomaton, \$10.00. ED MOREY, General Delivery, Detroit, Mich.

ACTS, SONGS & PARODIES

MUSIC PRINTED, \$7.00 UP; SONGS RECORDED, \$2.50. Melodies, \$6.00; Piano Arrangements, special offers. (Stamp.) URAB-B.B., 245 W. 34th, New York 1. no6x

SONGWRITERS! — NEED COLLABORATION? My work absolutely guaranteed. Member Professional Songwriters' Association. "88" KEYS, 1110 1/2 Taylor St., Ft. Wayne 6, Ind.

VENTRILOQUIAL DIALOGUES, MONOLOGUES, Stories, Quips, Wisecracks. Comedy and Sophisticated Songs. Lists ready. TIZZARD, 104 W. 71st St., New York, N. Y.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — HAMMOND ORGAN AND 2 B-40 Cabinets, like new. HUDSON ROLLER RINK, 415 W. Jefferson St., Butler, Pa.

SENSATIONAL CLOSEOUT — ORCHESTRAS, musicians, 15 old Orchestras, \$1.00; 35, \$2.00; 100, \$5.00. Send money order. ALVIN BAKER, Box 1226, Springfield, Mass.

WANTED TO BUY — HAMMOND ELECTRIC Organ. State lowest cash price. Full information in first letter. ART HAGNESS, Grand Forks, N. D.

COSTUMES, UNIFORMS, WARDROBES

A THOUSAND COSTUMES — STAGE, MASquerade; Men, Women, Children, \$1.50 each, single or lots. Closing sale. CONLEY, 308 W. 47th, New York.

CHORUS COSTUMES — SLIGHTLY USED, short and long, all colors, two dollars each. FOLLIES COSTUMES, 209 W. 48th St., New York. oc30x

CHORUS COSTUME CLEARANCE — ONE DOLLAR, perfect condition; principals, three dollars. Men's wardrobe. GUTTENBERG, 9 W. 18th St., New York City. no6x

CHORUS PANTIES, 75c; STRIP PANTIES, \$1.00; Net Bras, 60c; G-Strings, 50c; Net Bras Rhinestoned, \$1.50; Lace Pants, \$1.25; Rhinestone G-Strings, \$10.00 up. Free folder. Cards ignored. Mail orders add 10c postage. C. GUYETTE, 346 W. 45 St., New York 19, N. Y. x

TUXEDO SUITS, \$10.00; ORCHESTRA COATS, Velvet Curtains, Cykes, Cellophane Hulas, Striptease Chorus Costumes. Iveness, Wigs, Capes. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. oc30

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest price. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. Write NELSON ENTERPRISES, 336 S. High St., Columbus, O. oc30

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. oc30

EARN MONEY — ANSWER UNSPOKEN QUESTIONS, tell unknown birthdates. Professional Mindreading, Second-Sight Course, \$1.00. MAGICAL ENTERPRISES, Box 1118, Roseville, Mich. oc30

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. oc30x

ANIMALS, BIRDS, REPTILES

GIANT RATS (NUTRIA), \$25.00; AGOUTI, \$22.50; South American Porcupine, \$15.00; Grey Fox, \$5.00; Toucan, \$75.00. REX INGHAM, Ruffin, N. C. oc23

MEXICAN SELECTED MALE CANARIES, \$55.00 dozen. Bird Cages, wood and wire made, \$14.00 dozen; bamboo made, \$14.00 dozen. NATIONAL PRODUCTS COMPANY, Laredo, Tex. x

PET MONKEYS (IDEAL GIFT) — BUY NOW so you have your Monkey ready for Christmas and New Year holidays. Young Black Spider Monkeys, tame, with collar, \$35.00 TONY CAVAZOS, Laredo, Tex. no13x

POSITIVELY NOTHING LIKE HIM — FAST, beautiful Collie Pickout Dog, doing 3-4 other outstanding tricks; whole show himself. Small Hand Balancing Dog, Arab Somersault Dog and Back Somersault Dogs. WICK LEONARD, 3209 Sullivan Ave., Columbus, O.

TAME MEXICAN BLACK SPIDER MONKEYS, \$35.00; tame Snookum Bears, \$20.00; tame Mexican Donkeys (Burros), \$25.00; dens Harmless Snakes, \$15.00; dens Poisonous Snakes, \$15.00; Mexican Beaded Lizards, \$8.00. Wire WORLD'S REPTILE IMPORTER, Laredo, Tex.

HELP WANTED

LEAD TENOR, GOOD VOCALS — HABITS free; union tax paid. Long locations, reliable small dance combo. State salary and details. WALT HAYDEN, 2959 Winthrop, Indianapolis, Ind.

LEAD TENOR — \$70.00 WEEK MINIMUM, union tax paid. Good chance of raise later. Hotel tenor band. Must have fine tone, style phrasing, commercially minded. Immediate opening. Long locations. Others write. Give draft, experience. BOX C-72, Billboard, Cincinnati 1, O.

MELODY HARMONICA PLAYER FOR PROFESSIONAL Act. Draft exempt. SUITE 805, 1619 Broadway, New York City. CO. 5-8602.

MIDGETS OR DWARFS THAT DO LITTLE athletics to learn established act. Good opportunity. Write details. BOX NY-39, Billboard, 1564 Broadway, New York.

MUSICIANS WANTED — ALL WORK LOCATION. Top salaries for right men. Must have good references. JOE CAPPO, 1008 Pine, Orange, Tex. c23

MUSICIANS WANTED ON ALL INSTRUMENTS. Intact sections or complete bands also needed. Air mail all details at once to VSA, P. O. Box 1299, Omaha, Neb. de-1x

MUSICIANS — NAME BAND LOCATIONS, ALL instruments. Pianist, Arrangers, Vocalists. Top pay, steady work. Wire, write ORCHESTRA, Roof Garden, Leesville, La.

TENOR SAX — SALARY FIFTY, SIX NIGHTS, long engagement. Very reasonable town to live. LEONARD GONYEA, Box 29, Middleton, Wis.

TRUMPET — MUST CUT FIRST AND SECOND takeoff; also Tenor Sax. Good salary. A name territory band. Wire. Others write. BENNETT GRETEN, Rochester, Minn.

WANT DANCE MUSICIANS FOR LOCATION — State draft rating. HARRY COLLINS, Grand Island, Neb. no6

WANT MANAGER FOR ARCADE — WANT sober, reliable married man who can take complete charge, take care of and repair machines; 100 machines in arcade. Good proposition to right man on a percentage basis. BOX C-94, The Billboard, Cincinnati 1, O. oc30

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines wanted. MAC POSTEL, 6750 N. Ashland Ave., Chicago, Ill. oc30x

BINCO STAND — OUTSIDE, LARGE SIZE. What have you to offer? GEO. SELL, Hartford, Wis.

BLOWER FOR CALLIOPE — WITH OR WITHOUT electric motor. Give description, condition and cash price. EARL BELL, 1727 "M" St., Bedford, Ind.

WANT BASE BALL PITCHING MACHINE — With or without nets. Must be good condition and priced right. F. SHAFER, Odon, Ind.

WANT TO BUY — PORTABLE ROLLER SKATING Building; also Chicago Rink Skates, Parts and Shoe Skates. Write ROLLER RINK, Sanborn, Minn.

WANTED — ONE UP AND DOWN MOTOR FOR Bally Rapid Fire Gun. RIDGE MUSIC CO., Box 167, Lakeland, Fla.

GET QUICK RESULTS! — BIG PROFITS! AT LOW COST

Use a Classified Advertisement in the



Prepare your copy below and mail today

10c a Word — Minimum \$2.00 — CASH WITH COPY Blind Ads 25c Extra To Cover Cost of Postage

BE SURE TO INCLUDE NAME AND ADDRESS IN WORD COUNT Use this convenient order form

The Billboard Pub. Co., 25 Opera Place, Cincinnati 1, O.

Insert following classified ad under classification.....

I enclose remittance in full in amount of.....

From .....

Address .....

City and State .....10-23-43

Table with 4 columns and 10 rows for ad classification and details.

Forms Close Thursday for Following Week's Issue

WANTED TO BUY — C. B. CAPS OR PETERS Krumble Ball .22 Short bullets or regular .22 shorts. No high speed. Will pay highest price. R. CLOTH, Sportland, 354 Asylum St., Hartford 3, Conn.

WANTED — SOLOVOX; ALSO P. A. SYSTEM for small ballroom, and Watling Fortune and Guesser. WM. FIELD, 518 W. Riverside, Spokane, Wash.

WANTED TO BUY — 16MM. SOF PROJECTOR and 16MM. Sound Film, both features and shorts. JACK'S STUDIOS, 249 Chestnut St., Abilene, Tex.

WANTED — WILL BUY LARGE OR SMALL Cigarette Vending Machine Route in Southwest. Address BERRY LANGFORD, 1713 Young St., Dallas 1, Tex.

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment. JUSTICE JOBBERS, Box 150, Chicago. oc30x

WILL PAY \$175.00 PER CASE .22 SHORTS OR Longs. Will pay \$10.00 for Daisy Cork Guns in good condition. Wire or write ARMY BAZAAR, 217 Main St., Salinas, Calif. no6x 40 FT. ROUND TOP FOR SPILLMAN MERRY-Go-Round; also Charlie Chaplin Film "The Rink," 16 or 35MM. SHUMAN AMUSEMENT CO., Sandusky, O.

At Liberty Advertisements. 5¢ a Word (First Line Large Light Capitals) 2¢ a Word (First Line Small Light Capitals) 1¢ a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only MINIMUM 25¢ CASH WITH COPY

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.

AT LIBERTY AGENTS AND MANAGERS

ASSISTANT THEATRE MANAGER, PUBLICITY Director, Booker, Agent. Long experience. High class theatres and attractions only. Expert publicity, real booker, contractor. State salary. MANAGER-AGENT, 146 N. Winter St., Adrian, Mich. oc30

AT LIBERTY MISCELLANEOUS

EXPERIENCED MILLS PANORAM SERVICE Man — I know the Panoram; can make any repair and keep them running. Will go anywhere. Past draft age. Available at once. R. W. WILLIAMS, 1822 Webster St., Omaha, Neb.

PSYCHOMETRY MIND READER WITH WONder Trained Small Birds to deliver special message wants location; department store, club, etc. JOSEPH CRISTO, 1672 70th St., Brooklyn, N. Y. no20

Gagwriter, Idea Man — Writing Patter, Comedy, Parodies, Band Novelties. Low rates. Dealing connection with legitimate entertainer. Free to travel. Don Frankel, 3623B Dickens, Chicago 47.

AT LIBERTY MUSICIANS

AT LIBERTY — EXPERI-

enced Organist, with Hammond Organ, Speaker, Vibratone and Deagan Chimes. Union. Play Organ, Piano and sing simultaneously. Write all details. BOX C-88, Billboard, Cincinnati 1, O. oc23

A-1 TRUMPET EXPERT —

Small band Arranger. Disbanding own outfit. Handle stage, bars, hotel, etc. Have complete library. All specials, all kinds of material, gags, etc. Handle emcee and vocals. Wire or phone MUSICIAN, Room 620, St. James Hotel, San Diego, Calif.

HAMMOND ORGANIST —

With organ, large amplifier. One of the few who play Boogie Woogie, popular and classics. Radio, night club experience. Write all details. G. L. DINGLE, Box 425, Luverne, Minn. oc23

HAMMOND ORGANIST —

Past middle age. Features popular tunes only. Open for cafe or rink. State particulars. 2719 S. Beulah, Philadelphia, Pa.

ALTO, DOUBLE TENOR — 4-F, SEMI-NAME experience. Send details in first letter. BOX C-95, Billboard, Cincinnati 1, O. oc30

(Continued on next page)



MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place Cincinnati 1, Ohio

Office Hours— 8:30 A.M. to 4:30 P.M. Monday to SATURDAY

Parcel Post

Merrill, Mrs. Jas., Woods, Rosa Lee, 11/2a
Palmer, Mrs. Esther, 24c

ABBOTT, Willard; Ackley, Wm. Sylvan; Acuff, Homer; Adams, Ned; Adams, Tom E.; Adams, Walter; Adkins, Buster; Aldorf, James; Alexander, Art; ALLEN, Casey; Allen, Clifford; Allen, Florence; Allen, G. T.; ALLISON, Arthur; Allyn, J. W.; Aman, Clifford; Alvarado, Antonio; Ames, Geo. L.; Anderson, A. E.; Anderson, Arthur; ANDERSON, E.; Anderson, Beryl; Anderson, Mrs. Edith; Anderson, Kal; ANDREWS, Jos.; Andrich, Pete; ANGELL, Jos.; ANGUS, Clark; Applebaum, Sam; Arbogast, Geo. M.; Arboget, Geo. O.; Arcearis, Joe; Archer, H. L.; ARNETT, James; Ash, Carrie; ASHMORE, Wilmer; Aske, Clarence E.; Audrey, Prof.; AULTMAN, Jasper; Avery, Jos. R.; Axmacher, Earl; AYCOCK JR., Douglas; Ayers, Evelyn; Ayers, Mrs. Ray

Bearaw, Harry; Beaman, Joe; Bernard, J. M.; Bernstein, Mrs. Barbara; Bernstein, Blinky; BERNSTEIN, Morris A.; BERQUIST, Reynolds; BILLINGSLEY, DeWitt T.; BILLUPS, Sammy; Bish, Bill; Blackburn, Bob; Blackhorse, Bill; Blandy, Eddy; BLANKENSHIP, Walter; BLEDSOE, Robt.; Blevins, Carter R.; Blumenthal, Al; Bourdwan, Muriel & Barbara; BODY, Jerry; BOISENEAU, Chas. B.; Bolinger, Hazel; Bolt, J. P.; Borax, Geo.; Bosawald, Francis S.; Bost, Jackie; BOUDREAU, John; Bourgeois, Mrs. H. M.; BOWMAN, Wm. H.; Boyd, Alex; BOYD, Chas. R.; ROYER, Eugene; Boyle, Nellie J.; Boze, Harley; Bozeman, Mrs. Mary; Braconier, Mrs. Dorothy; BRADLEY, Alonzo; BRADLEY, Geo.; BRADLEY, Earl R.; Bradley, Itonia; Bradley, Millicent E.; BRANDON, Joe; BRANTLEY, Ernie P.; BRASHBAIRNS, Clyde; Brasno, Olive; BREACH, Howard; Breeca, Del; BREMER, Geo. P.; Briggs, John; Brines, Mrs. Carl; BRITT, Winfield L.; Britton, Ernest; Broadbent, Betty; Brodie, Wm. Nell; BROOKEY, Chas. E.; BROOKS, Chas. F.; BROOKS, Chas. Russell; Brooks, Curley; BROOKS, Deo



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Brown, Mrs. Cecelia; Brown, Mrs. Cecily; Brown, Chas.; "Kingfish"; Brown, D. J.; Brown, Elsie; Brown, Ernest C.; Brown Jr., Jas.; Brown, Jas. Frank; Brown, W. S.; Brown, Kenneth P.; Brown, Mary B.; Brown, W.; Brown, W. B.; Brown, W. S.; Brown, Walter E.; BROWNE, Derwood A.; Bruer, Ed R.; Brunelle, Everett; BRUNELLE, Jos.; Bruno, Louis; Bryant, G. W.; Buchanan, Fred; Buchanan, Lonnie; Buck, Mrs. Evelyn; Buck, Mrs. O. O.; Buckholz, Otto; BUCKLES, Leslie; Buckner, S. S.; Bullard, Jack; BULLARD, Travis; Burch, Bob; Burchett, Claud; BURGESS, Earl; Burrell, Glenn; Burke, Mrs. Agnes; Burke, Curley; BURKE, Herbert; Burke, Jack; Burke, James; Burleson, Baby; BURNS, John A.; Burnett, Jerome L.; Burto, Leon; Burton, H.; Bush, Madam; BUSH, Robt. Wm.; Butlers, Mrs. Mayme; Butler, W. H.; Ryers, Jane; Byrd, Eva Mae; Cable, C. W.; CAGLE, Hubert; CAHILL, Joseph; Cain, Geo.; Caldwell, Hosea; Caldwell, J. E.; CALDWELL, Sammie Lee; CALES, Calvin; CALES, Robt. W.; Calhoun, I. O.; CAMERON, Isaac; Cannarisse, Miss Bobby; CANNON, Wm. T.; Carey, Al; CAREY, T. J.; Carl, Mann; CARLYLE, John R.; Carner, Bob; Carozza, Martin; Carrigan, James J.; CARRILLO, Theodora; Carroll, August; Carroll, Doris; Carsey, Jingles; Carter, Lester; CARTER, William; Carter, Dolores; Carver, W. O.; Carwell, Chas. Leo; Carry, Tommy; Case, James E.; Case, Mrs. James B.; Casey, Mrs. Mildred; CASEY, Paul Allen; Casillas, Casimiro; CASPER, John; CATEY, Earl W.; Cattell, Frances; Chalmers, Edw.; Chandier, Ray; Chapman, Keith; CHASE, Frank; Chester, James B.; CHASTAINE, Badger; Christiani Family; Cibull, Mr. & Mrs. Frank; Cich, Geo.; Cline, Jimmie; Claire, Wm.; Clark, Audrey; Clark, Mrs. Betty; Clark, Miss Billie; CLARK, Fenley; Clark, Harry; Clark, Paul E.; Clark, Slim; Clarkson, Al; Cleek, Ernest D.; Clewley, Carroll R.; Clovis, Evelyn; Cochran, Robt.; Coe, Mrs. Eddie; Cohee, Rex; Cohen, Chas.; Cohen, (Bingo); Cohen, Harry C.; Cogswell, Alvina; Colborn, John H.; Coleman, Bob; Collins, Carrie; Collins, Mrs.; Collins, R. E.; COLLINS, Willie; Conestrelli Family; CONN, Ralph Louis; CONNOR, Frank; Conrad, Desmer; Conroy, Tex; Cook, Chas. G.; Cook, Ralph; Cooke, Welby; COOPER, John; Cooper, Marvin B.; COOPER, Robert; Cooper, Tom; COPELAND, Edgar Lee; Corey, Lolema; CORNELI, Albert; Coronado, Dolores; Cornettes, Midge; COSTELLO, James; Costello, Larry Jan; Costley, Horace; Cotton, Mr.; Cotton, Mrs. Dan; Coughlin, John; Coulston, Donald; Courtney, Albert; Cousins, John J.; COWELL, Arthur B.; Cox, James O.; COX, John Wm.; Craig, Jerry K.; Craden, Sam; Crane, Oloise; CRAWFORD, Calvin E.; CRAWFORD, Eugene C.; Crawford, Frank; CREECH, Titus; Cress, Harry, Mgr.; Crimi, Mrs. Cleo; Cross, Dixie; Crowe, Charlie; CROWE, Chas.; CROW, Y. O.; Crowley, Mrs. Emma; CROWLEY, G. C.; Crumley, Carolyn; Crumpler, John; Dacquel, Jimmie; Dail, Edw.; Dallas, Thelma; DALY JR., Wm. B.; DAMON, Ernest; DANIEL, Norman; DANIELS, Raymond; Darge, John J.; Darpell, Joe; Darrell, Dorothy; Data, D. M.; Davidson, Mrs. Gypsy M.; Davis, Mrs. Connie; Davis, Dorothy; DAVIS, Jackie Levine; Davis, James Wm.; Davis, Lou Richard; Davis, Peggy; Davis, Robt. W.; Davis, Vic; Davis, W. E.; Davis, (Mr. & Mrs.); Dawson, Clifford; Daynell, Wm.; DeGlopper, Earl; Deal, Chas.; Dean, Aloha; Dean, Jimmie; DEBOW, James; Dean, Russell S.; Delmont, Frenchy; Demetro, Archie; Demetro, Mrs. Mary; Demetro, Walter; Demons, Leona; Denham, Elbert H.; Dennis, Buddy; Dennis, Theodore; DENNISON, Ernest Woodrow; Dent, G. R.; Denton, Oliver G.; Devault, Mrs. Pansy; Diaz, Pete; Dickens, Edw.; Dieffenbach, Walter; Diener, Albert; Dietz, Mrs. Kathryn; Dillin, Ellwood; Dippery, Grace; DIXON, Travis; Dobrats, Eugene; Doering, Herbert; Doll, Daisy; Demonas, Nick; Donnelly, Sgt. Russell; Donaldson, Slim; Donohue, Joyce; Dorothen, Lady; Dougherty, Mrs. S. T. (Bunnie); Douglas, Cleo; Douglas, White; DOWD, James; Dowdy, James; Downe, Homer; Drake, Bernard; Drew Jr., James H.; Drew, Joyce; Drouillon, Frank D.; Drouin, Pvt. Wm.; Druckenmiller, Ervin; DuBarry, Mrs. Wm.; Dube, Frank J.; Ducharme, Henry; Dufault, Roland E.; Duffield, Rebecca; Duffy, J. P.; Dugan, Daniel; Dunlevy, Anna J.; Dunleavy, Jim; Dunn, Chester A.; Dunn, Jeff; DUNN, Samuel; Durant, Wilfred T.; DUNNIVAN, Wallace H.; Duval, Zonia; DWINAL, Chas.; Dwyer, Miss K. O.; Dwyer, Howard S.; Dyer, Marie Edw.; Earle, Martin; Earle, Mrs. Mickey; Ealy, Joe; EBARDT, Norman; Edgar, H. O.; Edgar, Mrs. Horace; EDMONDS, Orville B.; Edwards, A. B.; Edwards, Mrs.; Edlah, M.; Edwards, Mrs.; Egan, Madam; Eldridge, Earl Joe; Ellis, Mrs. Buster; Ellis, Mack; Elswick, James; Emerson, Geo.; ENGLAND, Harold; Ephriam, Frank; Ethington, Johnnie; Evans, Britt; EVANS, Clarence; EVANS, Ralph; Everton, Ronnie; Eysted, Beul; Eyster, Clyde W.; Fallon, Mrs. E.; Fallon, Margo; Faraday, Harry E.; Farrington, Ray; FAULCONER, Granville D.; Fee, Bill; Feerer, Jerome; Feeler, Tommy; FELMAN, Jos. A.; Fenstermaker, Robt. W.; FINEGOLD, Harry; FINN, Jos. Leo; Fisher Bros.; FISHER, Thos.; FITZGERALD, Edw. R.; Fitzgerald, Jimmie; FITZGERALD, Kenneth B.; Fitzgerald, Maurice; Flynn, Alma

FIZZELL, Francis; FORCE, Harold; FORD, Frank; Fornataro, Geo. J.; Foss, John; FOSTER, Jack; Fox, George; Frank, E. J.; Frank, Tony; Frazier, Grace M.; Frazier, Owen; FREE, Wm. Byrd; FREEMAN, Morris; Frost, B. B.; FULKNER, Robt.; Fullmer, Howard; GABLE, Jos. Chas.; Gaines, Robert; Gallie, Ben; Garber, L. F.; Gardner, Ed M.; Gardner, Sailor; Garchoe, Jos. A.; GARLAND, Albert C.; Garman, William; GARRETT, Leonard; Gasper, Mrs. Edna; GATES, Jack; Gates, John; Gelfman, Max; GENTRY, Robt.; GEORGE, Joe; Gibbs, Larry H.; Gibson, James; Gibson, Mrs. Nettie; Gilbert, Otis W.; Gilbert, Pat; GILHAM, James; GIK, Joe; Gilmore, John; Gladen, Mary & Chuck; Glassman, Nathan; Glassman, Mrs. Sam; Gloth, Lewis; Gloth, Max; Gloth, Herman; GLOVER, Thos.; Goad, Dan; Goldstein, Irving; Gouzas, Billy; GOTCHER, Chas.; Govreau, Pfc. Leo; Govro, White; Gowen, Bill; Grabata, Basil; Graham, Mrs. J. B.; Graham, Mrs. R. C.; GRANT, Clard; GRANT, Louis; Grass, John; Grattol, Merle J.; GRAVHS, ROY; GREEN, Clifford; Green, Mrs. Ethel; Green, Johnnie; Greene, Bruce; Greene, Norman L.; Greene, Pete; Gregory, Carolyn; Gresta, Mickie; GRIBBLE, Ralph; Griffith, Norma; Groscurth, Clifford; Gross, James Orr; Guarge, Ford; Guilford, Wm.; GUTHRIE, Porter; Guyer, John R.; Guyot, Robt. M.; Hagelans, Wm.; Hall, Chas. R.; Hall, J. O.; Hall, Louis; Hall, Duke; Hall, Ed L.; Hallock, Wm. A.; Hall, Russell; Hammond, Harry; HAMMOND, Clyde; HANE, Chas.; HANEY, James; Hangsterfer, A. F.; Hansen, John; Hansen, Mrs. John; HANSON, Arthur; Hanson, Oscar W.; Harcourt, Lady; Harden, Geo.; Harder, LeRoy; Hardin, Clarence O.; Harding, Wm. R.; Harman, Mrs. Eddie; HARNER, Chester; Harper, Jean; Harply, Bill; Harrington, Bill; Harrington, Harley; Harris, Robt.; Harris, Raxy; Harrison, Harry; Hart, Roy Osro; Barhan, Henry; HARTLEY, Walter; Hartung, Robt. B.; Hartz, Ben A.; Hawkins, Eskine; Hawkins, Mrs. E.; HAY, Henry; Hayden, Donald L.; HAYES, Kay; Hayes, James; HEATH, Paul E.; Heaton, Richard A.; HECK, Wm.; Hadden, Bert G.; Hegeman, Wm. E.; Heggerman, Bob M.; Heggins, Pat; Henderson, Cortus; Henderson, Jesse; Henderson, Roy; Henderson, Ruth V.; Hendricks, T. C.; Henderson, T. M.; HENNESSY, Frank Wm.; Henry, Art & Marie; Herman, Mrs. Eddie; Heron, James J.; Higgins, Arthur; Hileman, Alved; Hill, Mrs. Frances; Hill, Stacey E.; Hills, Irene; Hinkleley, Raymond; Hines, Duncan; HIXON, Edw.; Hogan, Henry; HOKE, Wilbur; Holbrook, V. W.; Holliday, W.; Hollingshead, J. C.; Holmes, Jack; Hooper, Warren; HORN, John; Hosford, W. G.; Houghton, Alice; HOUSE, Leonard; Houser, Mrs. Cecelia; Houser, Clifford; Howland, Roy; HOWELL, Edgar; Howell, Morton F.; HOVER, Geo. W.; Hudson, Dean; Hudson, Maxine; Hudspeth, Fred H.; HUGH, Wm. Oscar; Hughes, Claude; Hughes Jr., John; Hull, Richard; HUNKLER, Paul; Hunn, Herman; HUNT, Gilbert Earl; Hunt, Harry (Kid); HUNT, Joe; HUNTER, Ray; Husted, Sherman; HUTTER, Albert; INGHAM, Walter; Inglo, Glen H.; Jaehura, Stephen; Jackson, Caroline; JACKSON, Edw.; JACKSON, Frank; Johnson, Herbert; Johnson, Sgt. Louis; JACKSON, Robt.; Jacobin, John H.; JACOBS, Earl; Jahn, Mrs. A.; Jain, Super; Jeffreys, Jerry; Jenner, Walter; Jimenez, Julio; Johnson, Efrim N.; JOHN, Gus; Johnson, Mrs. Edna; JOHNSTON, Edw.; Johnson, Noble; Johnson, Geo. E.; Johnson, Jimmy; Johnson, Johnnie J.; Johnson, Lewis M.; Johnson, Lillie; Johnson, Logan C.; JOHNSON, Louis; Johnson Sr.; Johnson, Newton M.; Johnson, R. S.; JOHNSON, Roland; Johnson, Russell; JOHNSON, Wm.; Johnson, W. C.; Bill; Johnstone, Ann; JOHNSTON, Jerrel Poist; Jones, Mrs. Agnes; Jones, B. R.; Jones, Cowboy Jack; JONES, Eugene A.; JONES, Fred; Jones, Glen; Jones, John W.; Jones, John Wm.; JONES, LeRoy; Jones, Lewis; Jones, Ollie; Jorgensen, Hans; Kaibach, Wm.; Kane, Eleda; KARI, Matt; Karr, Jos. E.; Kauffman, Angus; KAYNE, Don; Keating, Catherine; Kehn, Virginia; Keith, John; Kellam, Mrs. Katherine; Kennedy, Don Earl; KENYON, Howard; Kent, Chas. Mass.; Kexley, Dixie; Kexley, Jesse R.; Kettle, Lillian; Keyes, Lank; Kid, Melvin; KILGORE, Rolland; KILPATRICK, Harold M.; Kimball, Dude; Kimmel, Don; King, Floyd; KING, Henry; KING, Ward Earle; King, John; Kingsbury, Donald; Kirkham, Leo; Kissel, Jerry; Klines, Elmer & Elvira; Kline, Chas. F.; Klock, Audrey; KNAPP, James F.; Kneel, Toby; Kniely, Donald R.; Knight, Stanley C.; Knoll the Great; Koartez, Tony; Kortez, Tony; Kowalski, Stanley; Kramer, Stan; KREIS, Philip; Kirby & St. Clare; LaBa, Dewey; LaBarrie, Babe; LaMaar, G. P.; LaMar, Paul; LaRose, Rosa; LaRue, Cleve; LaToy, Harry; LABAW, Jas. Wm.; Lafayette, Art & Ivy; LAGRONE, Roscoe; Lamb, H. R.; Lambon, Harry W.; Lane, A. A.; Lane, Heavy; Lane, Kay; LANE, Lacey Louis; Langford, Walter; Langley, George; Lauder, James; LAUGHLIN, Elmer; Lawrence (Mindreader); Lawson, Marshall; Lawson, Willie; LAZIER, Bill; LEDEBETER, Geo. Edwin; Lee, Lucille; Lee, Paul; Lee, Princess; Legans, Gladys; Leibman, Rupe; Leist, John; Leiter, Mrs. Melba; Leo, Ivan; Leon, Al; Leonard, Patrick; Lepore, Mattico; Leslie, Bart; Levy, S.; Lewis, Edgar; Lewis, Mrs. Eva & Joe; Lewis, Capt. (Rubber Man); LEWIS, Robert; Jones; Lewis, Robert X.; LEWIS, Wm.; Lewis, Wm.; Linwood, Miss M.; Little, John; Little, C. W.; LITTLE, James; Littleton, Margaret; Lloyd, Billy; LOCKHART, Wm. F.; Logsdon, David; Logsdon, Louis; Long, F. D.; LOPEZ, Jas. Rud; Lopez, Juan; LORD, Jack; Lorenz, J.; Lottridge, Harry; LOUSULL, Harry; Lovitt, Manley; Lowe, Mrs. Pauline; Lowry, Glen; LUNDGREN, Howard M.; LUNDY, Wm. B.; McAuliffe, H. C.; McBRIDE, Lawrence M.; McCAHEM, Frank; McCall, Al; McCall, H. L.; McCALLOM, Claud; McCool, Ronnie; McComb, Ernest; McCoy, John; McCREADY, Cluade M.; McCREERY, Robert W.; McCane, Mrs. Elinor; McDonald, Clarice; McDonald, Cluado; McDonald, Norma; McDonald, Robt.; McDONNELL, Raymond; McDowell, Karl K.; McDOWELL, Paul; McDrum, Wm.; McFarland, Andrew; McFarland, Tohe D.; McGee, Jimmie; McGIRE, Richmond; McGIN, Jos.; McGOWAN, FRANK JOE; McGuire, Frank O.; McHENRY, Gilbert; McKESSON, John; McKnight, C. H.; McLain, Bill; McLELLAN, Lester Geo.; McLemore, Thomas; McMillan, Betty; McNamee, Danny; McRae, Malcolm; McROBERTS, Thadus; McShain, E.; McSpadden, J. R.; MACK Jr., John; Mack, Johnnie; Mago, Paul; Magoon, Mrs. Wand; Mallery, Richard

CLASSIFIED ADVERTISEMENTS

AT LIBERTY — ALTO SAX AND CLARINET doubling Flute. Age 22, 4-F. Semi-name band experience. Prefer name or semi name band. State instrumentation. Salary must be good. Write, wire or phone FRANK PRONIO, Box 314, Cecil, Pa. Phone: Bridgeville 4622R3. oc23
BASS PLAYER — WIDELY EXPERIENCED hotel, radio, theater, night clubs. Age 39, union, neat, reliable. Photo on request. Desire change. Location preferred. Available in November. Only top salaries considered. Write P. GRENY, 1653 Orchard, Chicago. no6
DRUMMER — UNION, YOUNG, MARRIED, 4-F. Have good equipment. ORVAL HOOPER, 1661 N. Orange Dr., Hollywood, Calif. oc23
EXPERIENCED DRUMMER — JOIN IMMEDIATELY. Draft exempt. Any proposition considered, dance or shows. Florida or Southern territory preferred. New equipment, plenty rhythm, reliable. TOM WRENN, 52 Walnut, Asheville, N. C.
GUITARIST — ELECTRIC, MODERN TAKEOFF. Available 2 weeks. 4-F classification, single. Go anywhere. Plenty experience, age 27, sober, reliable. Play all styles and rhythm. Salary. CLEO PYLE, Box 403, Mason City, Iowa. oc30
HAMMOND ORGANIST — WITH OR WITHOUT own organ, available immediately. Prefer hotel, radio or restaurant. Union, 4-F, age 26. Excellent references. Address BOX C-91, care The Billboard, Cincinnati 1, O. oc23
TENOR ALTO SAX AND CLARINET — READ, fake, takeoff. Sober, reliable, union, married. Prefer location North or East. State all in first. MUSICIAN, Hotel Rex, 120 W. Montcalm St., Detroit, Mich.
Draft Exempt String Bass — Read, fake, Experience with small to large orchestras. Age 25. Want \$100.00 per week. Leave immediately. Wire Rudy Bandy, Hotel Yorba, Detroit, Mich. Telephone LaFayette 2250.
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Farrell, Eleanor
Faylor, Jasper
Field, E. L.
Forster, Gus X.
Goldstein, A.
Goodner, Archie C.
Gould, Jay E.
HALEY, Vernon J.
Hamlin, Erva
Hendrix, Mrs. Bobby
Henson, Earl William
Hill, Mrs. Thelma
Hodges, Ted
Hopper, Harry H.
Hos, Leland
HOWARD, Floyd Thomas
Hubbman, Bob
Hus, Charles
Jacobs, Mrs. J. K.
Jenkins, Henry
Jenkins, Howard
JOHNSON, Bert A. (Whitey)
Johnston, Lloyd G.
Johnston, T. F.
Jones, Jean
Jones, S. L.
Kiger, Leo
Knapp, Idill
KOSTENBADER, Robert Dale
LaToy, Harry
LaMaire, Jack
Legon Jr., Walter
Lear, Ray

Linder, Ora
Loeke, Edward L.
McAnich, Lucille
McCooy, T. F.
Marcus, Maggie Lou
Marquardt, Hugo
MERRICK, Narciss
MONTGOMERY, Paul
Miller, Loretta
Nation, Roy
NELSON, George Oscar
Nelson, Pete
Nichols, Jim (Pug)
Nottingham, Polly Jo
O'Day, Jimmie
O'Neil, Mrs. James
Parker, Miss Boots
PARKER, James Lemuel
Patrick, T. W.
Pfund, Robert
Reynolds, Duke
Robbins, Harry
Roberts, Johnie
ROBERTS, Maxwell Aldria
Robinson, Shirley Peggy
ROSE, Wesley
SCHNECKLOTH, Harry Henry
SCOTT, Dan Herbert
Sewell, O. M.
Sherrard, Bob
Sherwood, D. D.
SHORES, Edgar Ray
Shipworth, Jack
Smith, Violet T.
Stanley, L.
STANLEY, Sam
Stegall, J. P.
Stutz, Jack
Tezka, Adam
Tommy, Texas
Tyree, Mrs. Marcella
Ware, G. E. (Happy)
WARMOUTH, Alfred Thomas
WARNOCK, James Melroy
Washburn, Nelson
Wolles, Vernie B.
WICKER, James C.
WILLIAMS, Aubert L.
WILLIAMS, Barney George
Williams, Bubble & Ramona
Willis, Mrs. Billie
Wipnet, Rosina
Woods, Speedy
Worl & Worl (Lady Knife Throwers)
Young, Johnny (Red)
Zacchini Bros. Shows

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Also state how long the forwarding address is to be used.



# merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Address Merchandise Dept., The Billboard, 155 N. Clark St., Chicago 1, Ill.

## Merchandise Trends . . .

CHICAGO, Oct. 16.—The business world began to eye tax moves by Congress during the week, and the specialty merchandise trade was no exception to the rule. The House Ways and Means Committee began public hearings and there was much tax discussion in political circles. As usual, the differences between the tax plans of Congress and the Treasury Department occupied the center of the stage.

The Treasury had recommended increases in excise taxes on several luxury items, and when Congress gets down to action the list of items for increased luxury tax may grow some. The specialty field would no doubt get hit on some items. This week the emphasis shifted to talk of a federal sales tax which would fall on all lines of merchandise. There was much agitation for the sales tax last year, but the opposition of the administration stopped the idea. This year there is strong support again for a federal sales tax and Congress seems to favor the idea. But the administration is again opposed.

LUGGAGE PRICES AGAIN.—The OPA, in an order October 11, put all types of luggage under uniform price control. This will simplify the situation, at least. OPA said there had been a demand from the trade for simpler control, and also the increased shortage of merchandise had made the new order necessary. Under the new order the manufacturer will affix the price ceiling tag on luggage, showing the top retail price for such items. The general level of March, 1942, prices is followed in the new order.

MERCHANDISE REPORTS GOOD.—Recent reports from stores in all parts of the country show that such outlets had a small increase in business for the country as a whole. A small decline was reported for the Midwest and East. The specialty merchandise field received a nice boom because of the government period for sending gifts to men in the armed forces overseas. This stimulus was expected to start holiday trade early and to keep sales of gift items at a high rate for many weeks.

Chain stores, which include some important outlets for novelty goods, showed a decline in August sales; retail sales for all stores gained in August over 1942; the big stores showed a slight decline for the first week in October as compared with 1942.

Wholesale firms reported increased calls for goods during early October. Mail orders continue to increase.

DELAY INSIGNIA BAN.—The War Department says independent dealers can continue to sell uniform insignia, gold braid and buttons until January 1. The ban date had been set for October 18. Reports say that a lot of firms handling insignia do not like the order because after January 1 the business will be given exclusively to about 400 large firms not permanently in the specialty business. The Military Suppliers' Association of America, Inc., is taking up the matter.

STRETCHING RUBBER.—At a recent chemical trade meeting in New York it was reported that 30,000 tons of synthetic rubber had been produced in the last month. This was a big increase and it was predicted that by next March the country would be producing at the rate of 845,000 tons of synthetic rubber per year. The need for tires will take all this and more, so there is not much hope for specialties yet. Trade authorities did say there would be a good increase during the last quarter of this year in the supply of natural rubber.

PAPER PICTURE GLOOMY.—Further cuts in paper supplies continue to face all lines of business. Newsprint and paperboard are getting the heaviest cuts. The only optimistic reports were that the South is increasing its output of pulpwood and that there would be plenty of pulp supplies from Canada but for the labor shortage. The WPB recently issued a new order on conserving corrugated board.

In an amended form of M-241-a, issued October 5, the WPB dropped list E from this order altogether. List E formerly mentioned salesboards among other items restricted.

MONEY SUPPLY GROWS.—Altho the recent bond drive absorbed some of the

money and affected the entire merchandise field, yet the general trend in money supply seems to be upward. August incomes of the people showed a general increase of 22 per cent. The per capita circulation at the end of September was \$36.22 more than a year ago. The people are also expected to save a total of \$36,000,000,000 during the year. There is plenty of money circulating for holiday trade.

## DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### THE PLACEMENT MAN:

We have written about him often, but requests continue to come thru for information on this valuable cog in the operating machine, and because he does play an important role, we don't mind repeating.

The finest deal in the world will not turn over successfully unless sufficient quantity of cards is placed to take care of the law of averages. Some spots complete faster than others. Some don't pay out at all. But if enough locations are covered the average return will be satisfactory when the deal itself is sound. When placements are made wisely, the operator cleans up, and the placement is entitled to a full share of the credit.

To be worth his salt a placement man must be a good pavement pounder, a good judge of locations, a good talker and, above all, he must be a good cold-turkey solicitor. He must be able to walk in cold on a prospect he has never seen before and not only sell him on the idea of working a card but also inspire him to literally break his neck to complete the deal as fast as possible. It is in rapidity of turnover that real money is made.

A good placement man can close 18 to 20 orders a day. When placements run much over that figure it is usually a sign of sloppy spotting. It is important to

### Sales Vs. Excise Tax

WASHINGTON, Oct. 16.—When the powerful U. S. Chamber of Commerce again put its influence back of the move for a federal sales tax, with no exemptions, the question was raised about the possibility of a double-tax increase for many luxury items.

When the Treasury Department made its recommendations for increases in certain excise taxes, such specialty merchandise as jewelry, furs, luggage, handbags, wallets and toilet preparations were named in the list for increased taxes.

Definite recommendations have been made here that since the federal sales tax will apply to the retail sales, the boost in excise taxes can later be made on the sales by manufacturers.

However, a spokesman for the Chamber before the House Ways and Means Committee, said firmly that the federal sales tax would make unnecessary the big increase in excise taxes on luxury items which had been proposed by the Treasury.

## Price Tags Put On By Manufacturers

WASHINGTON, Oct. 16.—The OPA said that price increases on certain types of luggage is unjustifiable and proceeded to issue an order, October 11, which will set up a new plan of uniform price control for the luggage trade.

Under the revision, effective October 16, manufacturers will be required to attach retail ceiling price tags to all luggage, giving the top legal price for each item. These ceilings will be based on a fixed mark-up over their own maxima.

Manufacturers will continue to set their ceilings by using a formula based on March, 1942, prices, but non-leather luggage types introduced since that date may not be sold at retail for more than the highest prices charged for these types between March 1, 1942, and August 31, 1943.

Previously all ceilings were set by retailers under general price regulations. Ceilings for new items were based on prices for the most nearly similar type produced earlier.

get coverage, but it is also important to discriminate and not throw cards around haphazardly. An operator soon gets hep to this after checking returns.

More often than not best placements are obtained thru cold canvassing rather than thru distribution among friends, tho newcomers are frequently misled into believing they can depend on acquaintances to keep them going. This business just doesn't work that way and that's something to keep in mind when laying a deal.

Speaking of placements, unless an operator is able to develop a fair number of locations which are steady repeaters he will have his hands full trying to keep his operation going in one locality. Repeat locations which are good for more than one deal and which operators can depend on to turn over new deals as he gets them are the foundation for success. Without them the operator is nothing more than a canvasser and is bound to run out of prospects eventually.

## Silver Gains In Prestige

Industrial and monetary uses may put silver high on list of useful metals

NEW YORK, Oct. 16.—Silver metal continues to be front-page news as post-war money plans are being discussed and new industrial uses for the metal are found. The war period seems to be bringing silver into its own. The fact that so many nations use silver as their money base means the price of bullion may always be at a high level for the specialty merchandise field. Even at war prices a lot of jewelry and novelty items are on the market and the public is buying at a high rate.

The demand for silver for industrial purposes is stimulating production and is also leading to new processes in mining it. This may mean that silver production after the war will bring the bullion to a much lower price level than at present.

The head of an engineering firm here, G. H. Niemeyer, of the firm of Handy & Harman, recently issued a statement on the importance of silver in war production. He expressed the view that silver will be much more important as a metal after the war. It is now very valuable as an alloy and industrial firms have learned much about its use in this way.

### Useful in War

"The precious metals industries are literally shooting our enemies with silver projectiles," according to Niemeyer. In its numerous ordnance applications silver has a variety of qualities which add to the effectiveness of military equipment. Its ductility, its malleability, its superb electrical and thermal qualities, its superior tensile strength in comparison with metals previously used are all contributing to improvements in various implements of war.

Thus, silver brazing alloys results in a joint which under stress, strain and vibration stands up in such varied applications as nonferrous ship piping and numerous airplane, gun and shell parts.

While the wartime efforts of Winnie the Welder have become familiar to the American public, the efforts of Bertha the Brazor and Susie the Solderer have yet to gain full recognition. Thousands of women are employed as brazers in various fields of war work.

Silver brazing alloys comprise the most important wartime use of silver. The alloys made by Handy & Harman, for example, contain silver, copper, zinc, cadmium and phosphorus.

## Lifts Curb on Cheap Luggage

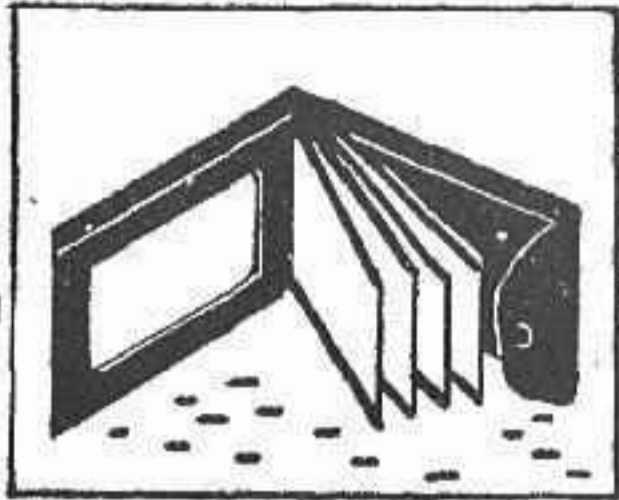
WASHINGTON, Oct. 16.—The War Production Board this week amended Order L-284 by removing all restrictions on the manufacture of luggage items that have a factory price of \$1.50 or less.

This revision was taken as an indication that materials for making small luggage items must be more plentiful. It will also be a great boost to the sales of articles that are now very popular. Boston bags, carryalls, kit bags and all types commonly known as luggage are covered by the order. Production of the low priced items is now expected to show a large increase.









**BILLFOLDS**

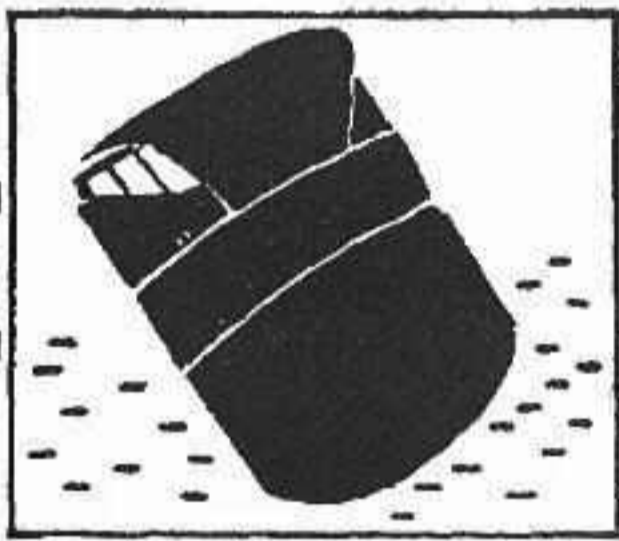
of Genuine Leather in Two Grades

**GOATSKIN, Per Dozen...\$7.20**  
**CALFSKIN, Per Dozen...\$10.20**

Seven pockets for Folding Money, Cards, Passes, Auto and Draft Cards, etc. Four of these in Celluloid Window Style. Snap Fastener Closing. Durable Construction, Attractively Styled.

Sample Postpaid:

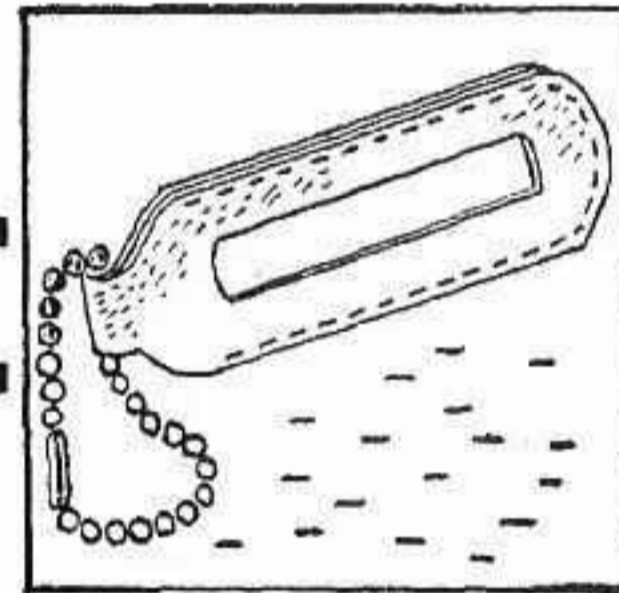
Goatskin, \$1; Calfskin, \$1.50.



**CIGARETTE CASES**

Genuine Leather

**PER DOZEN .....\$18.00**  
**PER GROSS .....\$18.00**



Genuine Leather

**IDENTIFICATION TAG**

With Nickel-Plated Key Chain and Clasp. In big demand and will be difficult to secure when these are gone. Murrelous 10-cent seller.

**\$9.60 Per Gross**  
**\$65 Per Thousand**  
**Half Gross Sample Lot \$5**



**LUGGAGE TAG**

Genuine Leather

With 7 1/2-inch leather strap, complete with metal buckle. A fine quality luggage tag of genuine leather with printed blank for name, address and city. Celluloid window cover. Tag measures 2 by 3 1/4 inches—a 25-cent retail seller.

**Sample Half-Gross \$6**  
**\$10.80 Gross**

25% Deposit With Order—Balance C. O. D., F. O. B. Factory.

We Propay Shipping Charges on All Cash In Full Orders.

**PETER PEYTON**

405 1/2 Washington St.  
Waukegan, Ill.

**Popular Items**

**Lather Leaves**

Gobs of lather for washing or shaving is the result when a single paper leaf is joined with hot or cold water. Beauty of the item is that each leaf is discarded after use and thus carrying a messy bar of soap is dispensed with. Lather Leaves were designed especially for soldiers in the field, in camp and on leave. They are ideally suited for many civilian activities. Peter Peyton is offering them in four different types of packets. Illustration shows packet, which holds 24 leaves, for the air corps. Other illustrations available are sailor, soldier and nurse. The leaves make for demonstrating. Straight sales as a novel utility item are also recommended.



**Book Shelf Games Demand**

The demand for book shelf games by men in the services started something. People everywhere have found these games attractive and practical in the home. The convenience of the new size and the ease with which they can be laid aside appeals to householders. Besides there is such a wide variety of the games. E. S. Lowe Company offers a line of 44 pocket-size games at popular

**They Glow in the Dark**

LUMINOUS RELIGIOUS FIGURES and BLACKOUT FLOWERS

101 DIFFERENT SUBJECTS—ALL SIZES

**ORDER NOW FOR CHRISTMAS!**

Holy Family. Doz.....\$7.50  
Assorted Altars. Doz..... 6.50  
Assorted 8" Saints. Doz.... 6.50  
Assorted 5" Saints. Doz.... 3.60  
Large Crucifix. Doz..... 6.50  
Large Bust of Christ. Doz... 6.50  
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SEND \$2.00 FOR SAMPLE ASSORTMENT OF THREE 5" FIGURES AND YOUR CHOICE OF ANY OTHER TWO FIGURES.

Large Gardenia with Bud \$ 3.60 Doz.  
Small Gardenia with Bud 2.75 Doz.  
Luminous Red, White & Blue  
Victory Boutonnieres .. 12.00 Cr.

SEND \$2.00 FOR SAMPLE ASSORTMENT OF ANY FIVE FLOWERS.

WE CAN'T GUARANTEE LAST MINUTE DELIVERY! ORDER NOW! 1/3 DEPOSIT, BALANCE C. O. D., F. O. B. NEW YORK.

**NITE GLOW PROD. CO.**

105 W. 47th St. New York, N. Y.  
Phone: MEdallion 3-5794.

**LUMINOUS BLACKOUT FLOWERS**

RUSH \$1.00 FOR 6 DIFFERENT FLOWERS AND A PRICE LIST.  
**HALE NOVELTY CO.**  
2861 E. 13th St. Brooklyn 29, N. Y.

**SOCIAL SECURITY PLATES**

Red, Blue and Gold colors, on metal, \$6.00 per 100, F. O. B. Chicago, while they last. Sample 10¢ each.

**CHARMS & CAIN**

407 S. Dearborn St. CHICAGO, ILLINOIS  
Tel.: Wab. 3548-3547-3548

**Our Three Dimension Sculpturette Pictures**

The high relief giving them such a lifelike appearance that the figures appear to step out of the frame.

Beautifully colored, in white frames.

1/2 dozen of a number smallest quantity sold

#3671K—SUSIE

#3670K—BROTHER & SISTER



Size of picture 5 1/2 x 8 1/2 in., size all over 7 1/4 x 10 1/4 in.  
\$7.20 per doz. pieces.



Size 6 1/2 x 8 1/2 in., size all over 8 1/4 x 10 1/4 in.  
\$7.80 per doz. pieces.

#3947K—HORSEHEAD WALL PLAQUES

Such big sellers that they were out of stock for several weeks, but they are in again and all orders can be filled promptly.



#3817K—HANDPAINTED MINIATURE PORCELAIN SLIPPERS



3x4 in., made of terra cotta composition, ivory finish, shaded brown. \$5.40 per doz. pairs, in three doz. lots, \$4.80 per doz. pairs. Packed 1/2 doz. pairs in box. One box smallest quantity sold.

2 1/2 in. long, 1 1/4 in. high, in assorted colors, and the hand-painted ornaments either harmonize with or contrast from the background colors, the effect is charming. \$2.40 per doz. pieces, packed 1 doz. in box, assorted.

**We carry a large line of GIFT GOODS from \$1.80 to \$90.00 per doz. Complete set K of illustrated price lists mailed to any re-seller on application.**

No C. O. D. orders without a 25% deposit.

**LEO KAUL**

IMPORTING AGENCY, Inc.

115-119K South Market St.  
Chicago 6, Ill.

**PEARL PLATES for Wire Workers**

We have just received new consignments of Fresh Water Shells and can make immediate and unlimited deliveries. Pictured is No. 8567—70 Ligne Double Love Birds.

Blue Ocean .....\$21.00 Gross  
Iridescent Fresh Water ..... 13.50 "  
Orchid Fresh Water ..... 13.50 "

5 gross lots of assorted designs, 5% discount  
Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Brooklyn, N. Y.

**Order Today!**

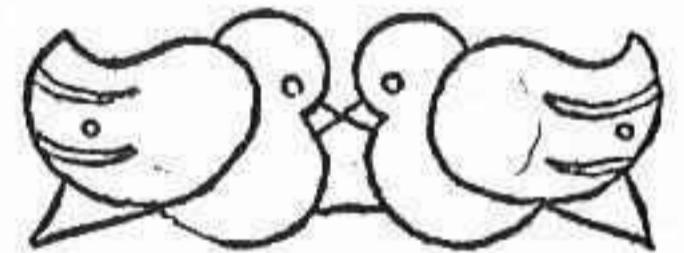
Send \$1.50 for sample card of 15 different Gold Plated Sterling Silver Insignias for cementing. WE ALSO SUPPLY WIRE FOR WIRE WORKERS—WRITE FOR DETAILS!

**JOBBERS! WRITE FOR SPECIAL DEAL!**

SEND FOR CATALOG OF COMPLETE LINE OF PEARL PLATES

**MURRAY SIMON**

109 SOUTH FIFTH ST., BROOKLYN 11, N. Y.  
PHONE: EVERGREEN 8-6690



8567

**MILITARY INSIGNIA JEWELRY**

If you haven't seen our exquisite line of Military Insignia Jewelry write for catalog today! A complete assortment of genuine Ocean Mother of Pearl pieces with Gold Plated Sterling Silver Insignias.

**COMPLETE LINE OF "MOTHER" PINS**

White Mother of Pearl Heart with Rolled Gold Plate on Sterling Silver Base — Hand-Made Gold Wire Name.

Individually carded, per dozen.....\$4.20

Individually boxed, per dozen..... 4.80

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

SEND \$4.00 FOR ONE DOZEN ASS'T

SAMPLE "MOTHER" PINS



No. 491

**TREND CREATORS**

1265 BROADWAY  
NEW YORK, N. Y.

**INTRODUCTORY LISTINGS** Covering All Items NOW READY

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.



**ACME PREMIUM SUPPLY CORP.**

3333 LINDELL BLVD., ST. LOUIS 3, MO.



**BILLFOLD SPECIAL**  
\$7.20 Doz.



COMBINATION LEATHER PASS CASE & BILLFOLD with room for nine passes back to back. Available in black color only with snap-button fastening. Imitation leather lined.  
B12L149  
PER DOZ. - - - \$ 7.20  
PER GROSS - - - 78.00  
AS ABOVE IN GENUINE ALL LEATHER with all leather lining.  
B12L148  
PER DOZ. - - - \$ 9.00  
PER GROSS - - - 96.00  
PRICES LESS 2% CASH DISCOUNT  
Either above numbers supplied with Army Insignia or Navy Insignia gold stamped on outside at no extra charge. Please specify if desired, otherwise plain will be shipped.

**JOSEPH HAGN CO.**  
Distributors  
223 WEST MADISON CHICAGO 16, ILL.

prices. The firm promises fast delivery, and especially welcome mail orders from distributing firms when buying trips are limited.

**Personalized V Stationery**  
The patriotic theme Victory has been incorporated in personal stationery designs, and reports of the public response are encouraging. Victory Letters is making a specialty of this merchandise, paper and envelopes printed to order, and the new designs offer three color tones that make it very attractive. The colors are red, white and blue, and the paper stock used is a water-marked bond. The item is boxed with 50 sheets and envelopes each. The item is being suggested as a special gift for men in the services.

**Games for Holidays**  
There has been a decided trend toward dart games and probably the war background has brought it about. Wilson Sporting Goods Company recommends a line of dart games for the holiday market. Dart games are said to offer real diversion in the home. The firm claims the largest and most exclusive line of such games in the country, and distributors find them a very fast seller.

**Ration Book Holder**  
Milady need not worry about the 20 or 30 ration books she must handle when Ration Book No. 4 is released providing

**SPECIALS**  
FOR THIS WEEK ONLY  
U. S. GLASS INTERMEDIATES

Ash Trays, Gro.	\$3.75
Tea or Coffee Cups, Gro.	4.50
9 Oz. Tumblers, Crystal Clear, Gro.	4.00
4 1/2" Kitchen Bowls, Gro.	4.10
4 1/2" Nappies, Gro.	4.00

**AMERICAN MADE SLUM**

Jr. Air Raid Warden Bands, Per 100	\$1.25
Catalin Charms, Gro.	1.00
W. M. Rings, Asst. Gro.	1.00
27" Shoe Laces, Bk. Gro.	.75
Hat Bands, Asst. Colors, Hundred	2.00
Tattoo Transfers, Gro.	.85

**IMPORTED SLUM**

Miniature Charm Knives, Gro.	\$1.00
Large Metal Whistles, Gro.	1.00
Tin YoYo Top, Gro.	1.10
Charms, Plaster Filled, Asst. Gro.	1.20
9308—Roly Poly Pictures, Gro.	.60
8170—Colluloid Teeth, Gro.	.75
7319—Water Flowers, Paper, Gro.	.35

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

**NOVELTY PANTS**  
Remember Pearl Harbor Ogden, Utah  
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.

**NUDIE!**  
A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Connection. Retail for \$2. The business gift item you often want for special occasions. A stand-out for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$10.80 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.00.

**EXCELLENT OFFER FOR JOBBERS. AMERICAN ART PRODUCTS**  
2067 Broadway New York, N. Y.  
(Were you ever in Paris? Yes, this is it!)

**LEADING SELLERS IN FUR COATS**  
LOWEST JACKETS PRICES CAPES • SCARFS  
ALL GENUINE FURS!  
Our new 1943-1944 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.

**H.M.J. FUR CO.**  
150-B West 28th St., N. Y. C.

**OVER 1000 JOBBERS**  
SELL OUR **BINGO SUPPLIES** ★

Specials—1500s—7 Colors  
Specials—3000s—7 Colors  
Specials—5 Ups—6 Ups—7 Ups to Pad.  
Black and Red Markers  
Admission Tickets (Rolls)  
Attendance Prize Coupons

We still have **BINGO CAGES** on hand. Inquire today!



**WRITE FOR CATALOG!**  
**MORRIS MANDELL**  
131 West 14th St. NEW YORK, N. Y.

**COMIC CARDS**  
Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10c sellers. Send 15c for sample cards and folder.

**XMAS CARDS**  
Now ready. Many new numbers. Catalog on request.

**M & M CARD CO.**  
1033-1035 Mission St., San Francisco 3, Calif.

Headquarters for  
**ARMY SUPPLIES**  
Send for Our Free Circular.  
**Flamingo Trading Co.**  
9. S. W. First Street MIAMI, FLA.

**"DEFINITION OF AN AMERICAN HERO!"**  
Sells fast because it's different!! Retail at 25¢. Costs \$1.25 dozen. Send dollar bill for dozen samples and quantity prices.

**J. P. WRIGHT**  
163 Carlisle Avenue Paterson 1, N. J.

We Are Direct Manufacturers of Greatest Line of Outstanding Design and Full Color

**SERVICE BANNERS AMERICAN FLAGS**

A thousand illustrations would not show the full beauty of the heavy flock designs, borders and raised lettering!

**TAKE ADVANTAGE OF SPECIAL \$2 SAMPLE OFFER!**

Brings you a banner assortment with \$6 to \$7 retail value!

You make a friend with every sale. You can re-canvass same territory 50 times and sell more on each call. No store is complete without our New Stock of flock banners, American Service and Patriotic. Also large American flocked flags.

We give you an opportunity to buy several dozen banners of your choice with a **ONE WEEK TRIAL MONEY BACK GUARANTEE**

If you find they're not as fast sellers as we claim and proud to be shown, Send Back for Full Refund, plus postage. We have made this offer for the past two years in advertisements in The Billboard and other publications and we can assure you no one has yet returned any but **HAVE REPEATED IN GROSS LOTS.**

**JOBBERS**  
may request same sample line and if they prove to us that they are jobbers we will quote them jobbing prices in gross lots. We know you will be satisfied and we will take care of you with 48 HOUR SERVICE.  
1/3 Deposit With Order, Balance C.O.D., F.O.B. N. Y.

**HARRY REITER**  
143 W. 20th St., New York, N. Y.



"Liberty"  
9 1/2"x12". \$1.75 Doz.



"Red Border Service Banner"  
8 1/2"x11". 1 to 5 Stars.  
\$1.50 Doz.



"Pledge"  
19"x23". \$5.50 Doz.



"In Service"  
7"x11". Army, Navy, Marine, Air Corps, Coast Guard, Merchant Marine and W.A.C. 1 to 3 Stars.  
\$1.50 Doz.



"Keep 'Em Flying"  
9"x12", \$1.50 Doz.  
17"x19", \$4.00 Doz.



"Old Glory"  
19"x23". One of the most outstanding flags and fastest sellers we have. \$5.50 Doz.

**LARGEST 10c PACKAGE OUT!**  
**MacARTHUR CANDY and TOY**

Here it is! The General Douglas MacArthur 10c package of confections and novelty. It's the largest package out today—3 1/2"x5 1/2"—beautifully done up in red, white, blue and gold. All confections in the box are individually wrapped and novelties are assorted to the case. Mail, Wire, Phone Your Order NOW! Immediate delivery.

One case, 100 boxes (sample order).....\$7.25  
5 case lots ..... 7.00 per case  
1/3 Dep., Bal. Sight Draft Bill of Lading Attached. F. O. B. Brooklyn, New York

**JOBBERS, GET SPECIAL DEAL!**  
**PIONEER SPECIALTY COMPANY**  
38 CROSBY AVENUE, BROOKLYN, N. Y.



Phone: Applegate 7-2640

**Midwest K. C., Mo., Specials**

Handkerchiefs, Flocked Rayon, Army, Mother, Sweetheart, etc. Gross	\$ 9.50
Gold Finished Locketts with Chains, All Branches, Doz.	13.50
Gold Finished Insignia Pins, Carded, All Branches, Doz.	1.00
Sterling Int. Onyx Insignia Rings, All Branches, Doz.	13.50
Rhinestone Insignia Pins, Extra Big Value, All Branches, Doz.	4.50
Double Chain-Double Heart Bracelets, All Branches, Doz.	7.20
Army Insignia Rings, Heavy Weight Gold and Silver Finish, Doz.	4.50
Compacts, All Metal, Round and Square, Doz.	\$13.50, 18.00 and 24.00
Insignia Plastic Beaded Key Chains, All Branches, Doz.	3.00
Sterling Silver Mother, Sweetheart, Wife, etc., Brooch Pins, Doz.	9.90
Sterling Silver Bracelets, All Branches, Doz.	\$12.00, 15.00 and 24.00
Frat Pins, Attractively Carded, All Branches, Doz.	5.50
Sterling Silver Service Pins with Pendants, Army, Navy, Air and Marine Corps, Doz.	6.75
Big Special Sample Line, 40 Items. Retail Value \$30.00. Price	13.50
Wrist Watch, Army Style, Waterproof, 7 Jewels. \$45.00, Retail Value, Each	29.50
Lace Handkerchiefs, Bright Assorted Colors, All Branches—Mother, Sweetheart, etc. Doz. \$2.00; Gross	21.00
Pocket Knives, One and Two Blades, 2 Doz. in Carton, Doz.	6.50
Mechanical Pencils, Flashy, Good Value, \$2.00 Price Tickets, Doz.	10.00

We have no catalog or circulars—Send us a list of your jewelry requirements.  
Order from this ad. 25% With Order—Shipments Prepaid When Full Amount of Cash Sent.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

**Fancy Souvenir. PILLOW TOPS**  
\$4.00 ★ Doz. & Up  
Representing Army, Navy, Air Forces, Marines and Coast Guard

**OLYMPIC NOVELTY CO.**  
220 Fifth Ave. New York City

**WANTED—All Kinds of BALLOONS**  
Any quantity. Any size. Can also use balloons printed for advertising. Send samples and prices.

**BEN STONE, Concessionaire**  
406 S. Main St., Rm. 101, Los Angeles 13, Calif.



# LATHER LEAVES

"SOLVES THE SOAP PROBLEM"

**DEMONSTRATORS:** This is tops for demonstrating. Gobs of lather for washing or shaving from a single paper leaf. A winner that the demonstrator can parlay into real money. No one likes to carry a messy bar of soap. Result: Big Sales.

Designed for the service man . . . and the civilian worker as well. Ideal for all outings.

Attractively packaged, 24 scented leaves to the packet. Packets and boxes available with illustrations of soldier, sailor, aviator or nurse. 12 packets to the box—12 boxes to the carton (144 ten-cent packets). Sells for 10¢ per packet.

25% Deposit With Order, Balance C.O.D., F.O.B. Factory. WE PREPAY SHIPPING CHARGES ON ALL CASH IN FULL ORDERS.

**PETER PEYTON** 405 1/2 WASHINGTON STREET WAUKEGAN, ILLINOIS

**Soap**  
Lather Leaves  
EVERY LEAF AN INDIVIDUAL BAR OF SOAP

**\$7.20 GROSS**

Mail a Book of LATHER LEAVES to a Boy or Girl in the Service of Their Country

**SAMPLE BOX OF 12 \$1.00 PACKETS . . .**

she has a Cada Sales Product Ration Book Holder. The container, made of a quality cloth in assorted colors, trimmed with high-grade imitation leather and having genuine leather pockets (for loose stamps), is roomy and will compactly hold every ration book issued—and for the whole family. The container has a genuine leather-mounted snap fastener and is suitably inscribed with the "V" for victory, the companion three dots and a dash.

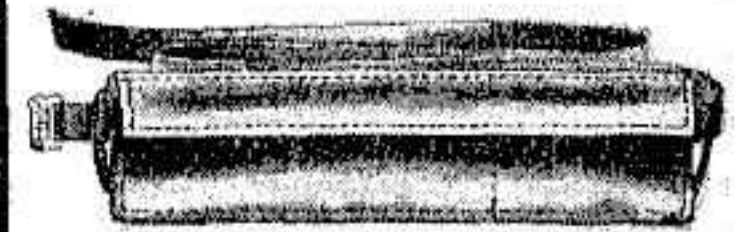
burne, Tex., and that the next time he makes that spot he will be well prepared with a truckload of med. George adds that Shorty Treadway, of soap fame, blew into Texarkana recently after several months' campaigning deep in the heart of Texas. Shorty was well heeled, which indicates that the lad still can extract the long green.

**CARL HERRON . . .** tells that most of the pitchers have left New York for a warmer clime. Neil Kane and Larry Friedman, however, are still cutting glass, Neil claiming he has enough geedus salted away to fill the

### Two Popular Watches

The public is now decidedly watch conscious, so to be able to offer two attractive watches at popular prices is something to note. Lee Industries has a men's military watch at a bargain. The watch comes in assorted designs and also a good wrist strap attached. Gift boxes are supplied and the item is very appropriate for sending to those in the services. The men's watch is matched by a ladies' watch of modern design and also very appropriate for a gift. The firm says that stocks are limited.

### 3 "BEST SELLERS"



**Safety MONEY BELT**  
Khaki, sturdy construction, safe locking. **\$48.00** Per Gross

**GENUINE LEATHER CIGARETTE CASE**  
with PICTURE FRAME

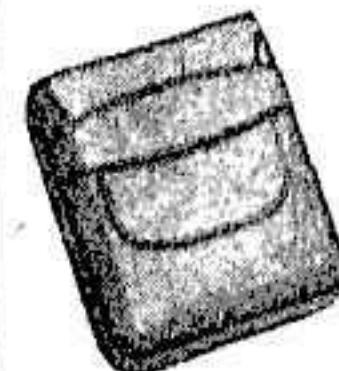


H1 Saddle Sheep  
H9 Beige Pin Seal  
H12 Brown Cow Hide  
H13 Black Cow Hide  
H14 Gray Beige Sheep

Individually packed in colorful gift box

**\$48.00** Per Gross

**GENUINE LEATHER CIGARETTE CASE**



E1 Saddle Sheep  
E9 Beige Pin Seal  
E12 Brown Cow Hide  
E13 Black Cow Hide  
E14 Gray Beige Sheep

**\$28.80** Per Gross

12 TO A CHIPBOARD CONTAINER

Write to DEPARTMENT B

**R. A. GUTHMAN & CO.**  
600 W. JACKSON BLVD. CHICAGO 6, ILL.

### JOBBER'S WANTED!

For Fast Selling Line of "Morale Building" Novelties.

Every Cigar, Stationery, Drug, Notion and Novelty Store will buy our original, Timely Novelties.

Rush 50c (Refundable) for 5 Different Samples and Jobber's Money Making Deal. No Free Samples.

**D. ROBBINS & CO.,** Newsweek Building, New York City

**SHOOT THE PANTS OFF THE JAPANAZI**

### PRIZE PACKAGE DEALS AND JOKE ITEMS

For the Jobbing Trade

## ATTRACTIVELY PACKED FOR COUNTER DISPLAY

We are making up 10¢ prize package deals, packed in individual containers, ready for counter display by retailers. Also making up display cards containing a large variety of popular Jokes, Tricks and Puzzles; each item enclosed in envelope with directions. Prices quoted on request.

**EAGLE SPECIALTY CO.,** Main & McCoy Sts., Akron, Ohio

### MILITARY APRONS

**DOZEN \$6**  
Retail for \$1.50

In Khaki or Navy Blue for Sailors, Soldiers, Marines, Wacs, Waves and Spars. Ideal for the travelling civilian. Large capacity, bound with good quality imitation leather. A quick seller as a gift for (or direct to) service men and women.

**CADA Products**  
2710 SOUTH PARKWAY  
CHICAGO 16, ILLINOIS

### WOOD JEWELRY

Lapel Gadgets • Pendants • Pins • Photo Lockets • Gold Wire Mother Hearts

**\$10.00 For Sample Assortment**  
Or Write for No. 43

**New Catalogue**  
Charles Demee  
WOOD PRODUCTS  
PHONE 1115 E. WALNUT ST.  
LOCUST 3913 MILWAUKEE, WIS.

### 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. Sample copy 10c. Full cash or money order with order. Satisfaction guaranteed. We pay postage.

**TRIAL ORDERS, 35 COPIES, \$1.00.**  
**JAY-JAY CO.**  
1803 SURF AVE. BROOKLYN, N. Y.

# BINGO

SUPPLIES—CARDS—PLASTIC MARKERS  
Write for Bulletin  
AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

# PIPES

FOR PITCHMEN & BILL BAKER

Communications to  
25 Opera Place, Cincinnati 1, Ohio

**GLIMMED TOURING INDIANA . . .** recently in a shiny ambulance was the Regan-Herbers Opera Company, with Texas Tommy at the wheel.

**FRENCHY THIBAUT . . .** dropped off at the desk last week to report good takes over the week-end at Maysville, Ky. Frenchy resumes working Cincinnati shops and lots.

**RAY HERBERS . . .** and Bill Baker cut up jackies last week, awaiting the one and only Madaline Ragan's arrival from Chi.

**GEORGE SAUERWEIN . . .** shoots from Texarkana, Tex., that he just concluded his greatest pitch at Cle-

### WALLETS

8.00 Dozen  
4 Windows, All Leather, Black or Tan.

### RINGS

HEAVY STERLING SILVER  
\$27.00 DOZEN  
Army or Navy In Stock. Others Made To Order.

### SERVICE BANNERS

18 Designs  
\$15.00 Gross  
Gross Lots Only

### MILITARY PILLOW TOPS

Finest Quality. \$6.00 Dozen.

### STERLING MILITARY PINS

\$2.25 DOZEN; \$25.00 GROSS  
Army—Navy—Air—Coast Guard—Engineers

### NOVELTIES—Dice, Tricks, Hot Gum, Etc.

Musical Horn . . . \$7.50 Gross

No Catalogs—No Samples—Money Back Guaranteed.  
1/3 Dep. Must Accompany Order, Bal. C. O. D.  
**BORDER NOVELTY CO.**  
405 Woodward Ave. DETROIT 26, MICH.

### RINGS

Want any quantity from 50 to 10,000 in any condition (Larries okay). Submit sample or ship Rty. Exp. subject to inspection. Brass stock, sterling silver or rolled gold plate, men's, women's, white stones, cameos, etc. Quote prices in letter with sample to

**STERLING JEWELERS** Carroll, Ohio

### MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
137 E. Spring St. Columbus, Ohio  
BUY WAR BONDS FOR VICTORY

### HARD TO GET NECESSITIES

—ALSO—  
MILITARY PATRIOTIC ITEMS

Priced below competition in 192-page Wholesale Catalog. FREE. Write Today! 27 Years of Values!

### MILLS SALES CO.

Out Only Mailing Address OF NEW YORK INC.  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

### MIRROR SERVING TRAY

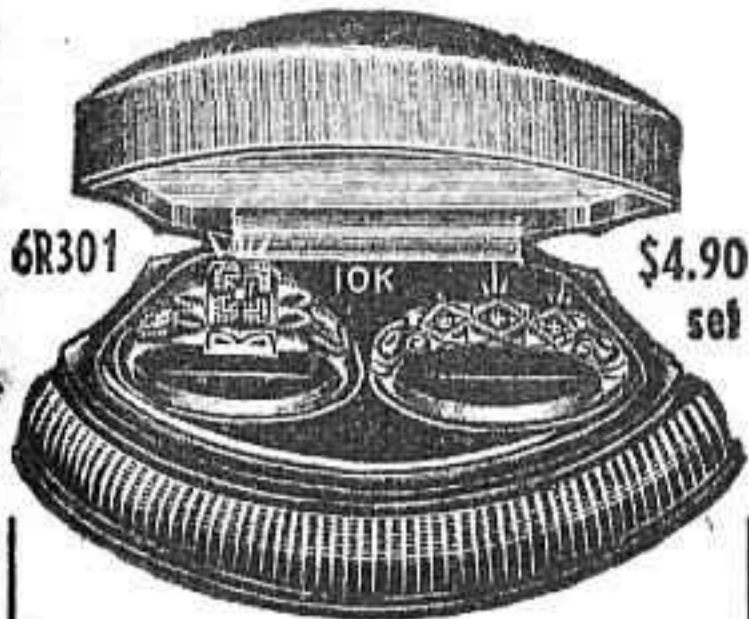
Size 18 1/2 x 10 1/2  
Chrome frame, walnut and plastic handles. Attractive, practical and useful—and at a price so low you can't afford to pass 'em up.

**BB102—Price, \$15.00 Per Doz. Sample, \$1.45.**

**ROHDE-SPENCER CO.**  
223-225 W. Madison St. CHICAGO 6

**MAKE Extra MONEY FAST**  
Sell ILLUSTRATED COMIC BOOKLETS for adults (vest pocket size) and other novelties. 10 different sample booklets sent for 50c 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, Stamps or Money Order. GRAYKO, Dept. 91, Box 520, G. P. O., New York.





6R301 **\$4.90**  
50¢

**DIAMOND RING SETS**

10K Gold Mountings

- 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set **\$4.90**
- 6R307—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set **5.65**
- 6R305—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . .Set **6.40**

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

**BIELER-LEVINE**

37 South Wabash CHICAGO 3

hollow of Archie Smith's wooden leg. Carl also tells that Louie Rosenberg can be glimpsed every Sabbath morn on Chatham Square in Chinatown working to large tips, and Jerry, the run mender, is getting the long green on 14th Street near Hearn's. Jerry is reputed to be one of the top coin-getters in the metropolis. Sam Harris can be spotted on a Sunday morning at 42d Street with his eyeglass cleaner. Carl wants a pipe from Dave Ross.

**G. R. JAMES . . .**  
inks from Tampa that he is readying a pen layout. James tells that the coin is plentiful but that he has seen no pitchers about. The gates at Tampa Shipbuilding Company are wide open, he says, and even with but little effort ready scratch can be obtained. James asks for a pipe from Dick Robinson, map purveyor.

**DURHAM EDDIE BROWNING. . .**  
is seriously ill, pens W. W. Lee. Browning is at Duke Hospital, Durham, N. C., for treatments and would appreciate word from his old friends.

**HARRY MAIERS . . .**  
is still heading the homeguard at Birmingham, and tells of hefty takes at the fair there and the one at Atlanta.

**Pitchdom Five Years Ago**

**FRED X. WILLIAMS** and Harry Reed, purveyors of sheet, were in Cincinnati after working the California rodeos and were preparing to work Ohio fairs. . . . After a record run of five years and four months of continuous operation under canvas, Ricton, "Barnum of the Sticks," had placed his show in storage, while he and Mrs. Ricton enjoyed an overdue vacation. . . . Morris Kahntroff was getting the dough in Baltimore after a trek thru the South. . . . Al Decker was getting ready scratch in Minneapolis shops and lots following poor business at early Minnesota fairs. . . . Jerry Kahler, sheetie, was working New England territory. . . . Blanche Belanger and her partner, Eddie Robertson, were caravanning from New York to Indiana territory with their crew of sheet workers. . . . Charlie Clark was getting the geedus on Chicago's Maxwell Street. . . . Donald E. Crabb was doing well in Winona, Minn., after poor results in North Dakota towns. . . . Jack Dare was working Carthage, Tenn., to fair-to-middlin' business. . . . Colonel Baker, med show conductor, had his show in quarters and was operating a cafe in Crouse, N. C. . . . T. D. (Senator) Rockwell was just getting by in Seattle after being sloughed in Spokane. . . . Maurice (Speed) Hascal, Herb Johnston, Eddie St. Matthews, Dutch Hendrickson and Jack Flowers were working Wisconsin fairs to nice business. . . . Carl Swanson and Eddie Kiehl were in Kenosha, Wis., handing out glass cutters. . . . Leo E. Eymann was telling it to the natives in the Northwest to fair biz. . . . Among the pitch fraternity in Darlington, Wis., were White Alm, Glen Bernard, Tony Tracyer, Charlie Ross and Bill Dyke. . . . Al (Slim) Clark was working novelties at the Brookfield (Ill.) Zoo. . . . V. W. Tate's White Owl Med Show was playing the Hoosier State to big crowds but little money. . . . That's all.

**Next Issue LIST NUMBER**

Will Feature the Following Lists:

- FAIRS
- COMING EVENTS
- DOG SHOWS

Order a copy from your news-dealer NOW or mail 25c in postage or cash to

**Billboard**

Circulation Dept.  
25 Opera Place  
Cincinnati, Ohio

**Vitamins Get Play**

By E. F. HANNAN

**H**AVING been on the move lately, I have been agreeably surprised at the number of med men and demonstrators that I have seen working vitamins. In one city I noted six demonstrators working stores with these items, one of them showing a display of several hundred dollars' worth of goods. I saw a woman demonstrator sell \$1 packages as fast as she could hand them out. I saw a pitchman sell a 25-cent package and get good results, and in a 5 and 10 store I saw an energetic worker make plenty of passouts with a 15-cent trial package.

A window demonstrator I know is having fine success with vitamins and I have written lectures on these products for several med men who at first were doubtful about vitamins catching on but who found it could be worked in connection with their regular line, more as a health food idea than strictly med. Most workers string along with the A's and D's and work in the B's in combination packages. Vitamins right now run into money, but the fact that it can be pushed on a one-a-day idea of dosage makes it possible to stress the long treatment from a small package.

There is a Mississippi med trick that sells a combined package at \$2.50, giving a health book that explains the vitamin idea gratis. This show plays a town as long as possible.

The owner of a med catering to colored folks told me that he would handle vitamins in a big way as soon as he got well conversant with it. The sale of vitamins seems to belong to med showmen and allied workers.

**AMERICA'S LATEST CRAZE**  
**One Customer Alone Sold \$75,600.00**

Worth of Our Jewelry This Year.

GIFT SHOPS, CONCESSIONS, JEWELRY WORKERS, GET WISE TO THESE FAST-SELLING

**KILLER-DILLERS**

UP TO 300% PROFIT.

- Sea Shell Necklaces, \$3.00, \$4.50, \$6.00, \$7.20, \$11.40, \$24.00 Dozen.
  - Sea Shell Bracelets, To Match, \$1.80, \$2.00, 3-Strand \$6.00 Dozen.
  - Sea Shell Brooches, 80c, \$1.00, \$2.65, \$2.75, \$3.00, \$4.50, \$6.00 Dozen.
  - Sea Shell Earrings, \$1.25, \$1.65, \$2.75, \$3.00 Per Dozen.
- 50% cash with orders. Sample assortment, \$10.00. Complete Price List on request.

**J. A. WHYTE & SON**

Manufacturers

LITTLE RIVER MIAMI, FLORIDA  
Cable Address: SEA SHELL KING  
Tel. 70927



**AFTER VICTORY**



**WE'LL BE SEEING YOU**

**The OAK RUBBER Co.**  
RAVENNA, OHIO

**PAPER MEN**

Can use experienced Men or Women on old reliable publication, most states. NEW WAR MAPS get CASH. Regular terms—QUICK SERVICE. Write or wire ED HUFF, 5411 Gurley, Dallas 10, Texas.

**BIG PROFIT SELLING U. S. WAR WORKERS**

Beautiful post card size Decals for all War Workers for windshield, lunch box, suit case or window. Designs of B24 Bomber, Jeep, Tank and Wings. Retail 2 for 25¢. One man sold 30,000 near one plant. Send for assorted samples of 100—\$4.00. 1/3 with order, balance O. O. D.

E. A. GORNEY, 302 Arnet, Ypsilanti, Mich.

**FIRE EXTINGUISHER CLOSEOUT—Limited Supply**



50c  
Easy to Operate  
Sturdy! Effective! Non-Poisonous!

Here's a fast-selling, low-priced product that's different and in demand. Popular plunger-type. Made of non-critical materials. Puts out fires instantly. Safe to use. Nothing to get out of order. Can retail for \$2. Only 800 left. Closing out at \$8 a dozen. Gross price \$64.80. Send 25¢ dep., bal. C.O.D.

ILLINOIS MERCHANDISE MART  
500 N. Dearborn St., Dept. F, CHICAGO, ILL.

**Theft Proof KEY LOCKING Gas Caps**



\$2.50 Retailer  
**CLOSE-OUT 79¢ EA.**  
With Two Keys  
No More When These Are Gone  
IN BIG DEMAND BECAUSE OF GAS RATIONING!  
Genuine Monarch Key Locking Gas Caps. Stainless. Two sizes to fit all cars. Guaranteed quality. Regular \$2.50 seller. Special close-out price 79¢ each in lots of 50. Smaller quantities 89¢ each. Boxed with 2 Keys. Terms: Check with order or C. O. D. Hurry while supply lasts.  
**CARTER SALES COMPANY—Dept. B**  
Elston & Wolcott Aves. CHICAGO 14, ILL.

**CHewing GUM SORRY!**

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

**PAPERMEN**

Plenty money in the cotton states this year, and entire South is open; collections greater than in past ten years. When ready to come, write either

**JIMMIE KELLY** | **J. L. Rogers**  
South Land Annex Bldg. | Insurance Bldg.  
Dallas, Texas | Raleigh, N. C.

**GET ABOARD, Live Crew Managers and Salesmen.** Service Men's Magazine (Est. 1916) sponsoring Order of Blue Star for getting ammunition to front. Fast selling service joke books. Year's review "Yank" Army Paper, facts, fiction, hot cuts, new to public. Will Rogers joke book. Premium items. Free copy U. S. Law killing all ordinances. Samples 10¢. **SERVICE MEN'S MAGAZINE**, 169 Duane St., New York 13, N. Y.

**CREW MANAGERS, SHEET-WRITERS,** with EXCELLENT REFERENCES ONLY, to promote **THE AMERICAN CITIZEN** Established 1930  
169 Duane St., New York 13, N. Y.  
Sponsored by Service Men's Magazine established 1916. Specializing post war REHABILITATION LEGISLATION. Supporting Congressman Patman's Bill and other legislation behalf of service men and their dependents. Samples free 20 per cent turn in.

**RAZOR BLADES**

Millions Sold  
**ACE** Blades are better quality. Leather stropped to fine sharp, cutting edge. Flashy display cards or cartons. Rush name for free details.  
**ACE BLADE CO., Dept. 16, Buffalo 3, N. Y.**

**Engraving Jewelry STILL AVAILABLE**

Immediate Shipment — Order Now  
From Catalog #26 we can still supply—stocks limited; also a few other styles not listed in catalog #26. Send for up to date list now.  
**MILITARY JEWELRY**  
Send open order for your needs—give some details.  
**STATE YOUR BUSINESS.**  
**HARRY PAKULA & CO.**  
5 N. Wabash Ave. Chicago 2, Ill.

**ORIGINATORS OF THE GENUINE INSECT REPELLENT Lamp**

to Keep Mosquitoes and other Insects Away  
and  
**DOCTORS SAY VERDARAY**  
to Conserve Vitamin A and Reduce Fatigue  
FREE Literature—SAVE ELECTRIC—Toledo, O.

**WOOD JEWELRY**  
Genuine Cedar  
Many New Hand-Painted and Original Designs for Your Display  
Send \$10 for Sample Assortment  
**GUARANTEED PROMPT DELIVERY**  
ORIGINAL CREATIONS BY KASHER  
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**FAMOUS ELECTRIC ENGRAVING PENCIL**

Favorite of 5 and 10's, pitchmen, libraries, industries, etc. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Guaranteed one year. Five-day approval. "Just with a twist of the wrist engraves fine, medium or big lettering in gold, silver or color foil on almost any smooth material; wood jewelry, sea shells, silk, leather, plastic, enameled metal, etc. Famous professional model, switch on 7-foot safety cord, \$7.25 cash (M.O.) postpaid, with six rolls superior gold foil. Famous, practical electric pencil in 1931.  
**R. E. STAFFORD** 2434 N. MERIDIAN ST. INDIANAPOLIS 2, IND.



## R. A. Troupers To Have New Clubrooms

LOS ANGELES, Oct. 16.—Last meeting of summer for the Regular Associated Troupers September 12 at the home of Jean Catlin was largely attended. Babe Miller presided as president pro-tem, with Jean Catlin, first vice-president, and Lillabell Lear, secretary-treasurer, reports Lucille King. Minutes of the previous meeting received a big hand, as they were written as a burlesque of a regular meeting being presided over by the Men's Auxiliary at the home of Frank and Vera Downie. The Downie affair saw 10 presidents among the men, each presiding and with a different opinion as how the meeting should be conducted, with Frank Downie as head legal adjuster for the evening.

The Catlin home was gala, the meeting being downstairs in a 30-foot rumpus room with the bar well stocked. Food cooked by Minnie Pounds was delicious, especially the chili, about which only she knows. Babe Miller and Jean Catlin were hostesses. Reports from Levine and Mora Bagby on new clubrooms were applauded. New rooms being necessary, President Hanscom signed a lease for the entire front of the sixth floor of the Walker Auditorium Building for two years. Special decorating is planned for the rooms, a 50-foot assembly room, with 20 feet adjoining, which will give the main room 70 feet; two rooms, one 20 and the other 15 feet, to be used for the Men's Auxiliary and meeting and card rooms, each with separate entrance. Rooms will be available to members next summer, when regular meetings will be discontinued. Summer parties will be held in the clubrooms instead of in members' homes. It was voted to meet this winter on Thursdays instead of Friday nights, first meeting November 4 to be in the new club, 730 S. Grand Avenue, Rooms 660-663, Walker Building.

Summer parties netted the club \$650 and five War Bonds. Betty Lipes, accepted for membership, attended her first social. Jenny Perry and Nancy Meyers drove in from their show. Lucille Dol-

man and Joe and Ethel Krug came from the Bowen Shows and Clarence and Inez Alton from Sunnyland, Calif. J. L. (Spot) Bagland phoned from Fresno with greetings from Crafts Shows. Word from Ruth Korte was that she had recovered from an accident. Harry Levine was on the donating list. C. H. (Fat) Alton and Inez attended their first summer event. Dues have been paid by Mora and Ernest Bagby, Neil and Harold Robideaux, Martha and Harry Levine, Frank and Vera Downie, Lucille and Sammy Dolman, Bill and Nancy Meyers, Ethel and Joe Krug, Betty and George Coe, Sis Dyer and June Dyer Cushings, Rosemary Loomis, Alterita and Merk Foster, Clara and Doc Zeiger, Billie and Herb Sucher, Johnny and Carmen Cardwell, Babe and Moxie Miller, Dick and Cecilia Kanthe, Gladys and W. (Red) Patrick, Estelle and Elmer Hanscom, Lucille King, Marlo LeFors, Jessie and Hort Campbell, Helen Smith, Marie Bailey, Inez and Clarence Alton, Lillabell Lear, Walton DePellaton, Harry Wooding, Harry Warren, Jenny Perry, Jean Catlin, Minnie Pounds, Lucille Hodges, Bill and Gladys Dill, Ada Mae Moore, Tillie Palmer, Jimmie Dunn and others whose names are not now available to the writer. Tommy Settles was elected to membership. A vote of thanks was extended to Jean Catlin and Babe Miller.

## Events for Two Weeks

- October 18-23**  
 N. Y.—New York. Rodeo at Garden, 18-21.  
 O.—Ripley. Farmers' Fall Festival, 21-23.  
 S. D.—Mitchell. Blue & White Day, 23.  
 CAN.—Toronto, Ont. Shrine Circus, 18-23.
- October 25-30**  
 IND.—Hammond. Civic Center Circus, 25-28.  
 N. Y.—Buffalo. Dog Show, 30-31.  
 New York. Rodeo at Garden, 25-31.  
 WIS.—West Allis. Rodeo & Thrill Show at Fairgrounds, 23-31.

### NSA

(Continued from page 32)

Bond awards for the leading year book ad bringer-inners. Oscar Buck also donated \$100 to be used by the veterans' committee and Jack Lichter for servicemen's Christmas packages. Chairman Jack Carr is readying fall and winter entertainments for the clubrooms. First will be an informal dance, Saturday night, October 23.

After a successful operation Johnny J. Kline left the hospital on October 15 but will be confined to his home for two weeks. John F. King reported from Naval Hospital, St. Albans, L. I., that he was improving and might be able to leave for a short visit with relatives. Lloyd

Coffey, who has been under observation in Veterans' Hospital, the Bronx, was permitted a night off to attend the meeting. Banquet tickets, placed on sale by Co-Chairman Joe McKee, went like hot cakes. Bill Bloch was re-appointed chairman of the reservations committee by Chairman Buck.

## PAGE IS TO REBUILD

(Continued from page 31)

unprecedented heights at some spots, while others registered better than average business, giving the show a 25 per cent edge over last year.

Show played in Virginia, Tennessee, Kentucky and Georgia. Highlighting the season were Johnson City, Greenville, Clinton and Lake City in Tennessee; Bristol, Va.; Somerset, Danville, Lexington and London in Kentucky, while Rome and Toccoa in Georgia were tail-enders for high grosses. Other spots on the route were good.

### Georgia Worst for Labor

Altho the labor situation was a headache from the start, it evidenced itself fully when the show hit Georgia, and there it operated with short crews but managed with co-operation to get rides up and down. There was no trouble in securing cars for fall moves or gasoline.

Many members followed the show in Johnson City, Tenn., into quarters, while others decided to make a try at lengthening the season. Others went immediately to their home towns. Among those accompanying the show to Johnson City were Roy Fann, Sam Housner, Eddie Brenner, C. F. Tidball, John and Dewey Metcalfe, Jack King and his assistants, Albert Miller, Frank and Dot Earle and Mr. and Mrs. R. E. Savage. Jack Caruso and his concessions went to North Carolina to join another show. John and Eddie Llewellyn also went to North Carolina with their concessions and assistants Jack and Bessie Smith. Mr. and Mrs. Roy Carey and agents trekked to South Georgia to participate in a doings. Sam Housner and Dee Hale shipped some of their equipment to Central Georgia to join another show. Eddie Brenner will leave shortly for the Carolinas. Most of the Minstrel Show people went to Johnson City and may play theaters and halls in and around the home port.

### Rebuilding Is Planned

Plans are to rebuild the show, with a possibility that it will be enlarged to some extent for 1944, especially by addition of two riding devices and about three shows. A new front will be built and new canvas is already on order. Roy Fann will again be general superintendent, while Jack King will take care of the animal house. Lee Crane is on hand to take care of canvas, and John Red Metcalfe has a big job on his hands taking care of the electrical end. A small crew will be used until first of the year.

The management intends to attend all fair meetings this winter. Show closed with 6 rides, 6 shows and 25 concessions. Staff remained intact and personnel the same with only one or two exceptions.

## WORLD OF TODAY SOLD

(Continued from page 31)

Jimmie and Edith Case to San Antonio, where their little daughter is attending school; Mr. and Mrs. John Lime to play some late southern celebrations; Bill and Leona Crowe, to San Antonio; Earl Malone to Killian, Tex., where he will place his concessions for the winter; Johnny Bejano and Paul, James and Louise Chavanne to Hot Springs; Harry Leonard, to Mississippi; Sis Cook, to Lubbock, Tex.; Fred Head, to Waco, Tex.; Louise Excello, to New York; George Spairs, to Lansing, Mich.; George Collins, to St. Louis; Tex Vaughn, to Muskogee; Jack Frost, to Burk, Tex.; Mr. and Mrs. Benny Spencer, to Shreveport; George P. Harvey, to Los Angeles; Louis Stine, to Alexandria, La.; J. D. Swords, to Miami; Mr. and Mrs. Ed Blackie, to Fort Worth; Jack Guthrie and family, to Corpus Christi, Tex.; Paul Bozomgo, to Tampa; W. H. (Red) Gunn, to points in Texas; Elmer Jackson, to San Antonio; Mr. and Mrs. John Mason Stone, to Kansas City; Ivan Wiss, to Kansas; Mr. and Mrs. Foots Reeves and Mr. and Mrs. Bob Harris, to San Antonio; Anna Wilson, to Wichita, Kan., and Grady and Mrs. Ford, to Texas. Mr. and Mrs. Noble C. Fairly will spend several weeks in Hot Springs before going north in the interest of the show for Reynolds and Wells.

**Fairly Business Manager**  
 MUSKOGEE, Okla., Oct. 16.—L. C. (Curley) Reynolds, one of the new own-

ers, took over all equipment of the World of Today Shows last Monday and stored it in buildings on the fairgrounds here, which will be winter quarters. It was originally intended to continue the show on the road until about November 15. Reynolds and Wells plan much work during winter, as they intend to considerably enlarge the show.

While it was originally planned to combine the World of Today Shows with the Reynolds & Wells Shows, the owners have decided to take out two separate shows next season. Reynolds & Wells Shows, which are in winter quarters in Arkansas City, Kan., will go out under management of H. (Izzy) Wells. Reynolds will be general manager of the new acquisition, with Noble C. Fairly as business manager. Fairly was engaged here this week. Reynolds also re-engaged most of the showmen and workmen with the World of Today Shows. Reynolds and Wells, who have been successful for the past seven years, have owned and operated the Reynolds & Wells Shows, building up a good name in the outdoor business.

## B'HAM SLA BENEFIT

(Continued from page 31)

Saturday night radio show are known to hundreds of thousands of listeners all over the South.

Active in promoting success of the party were members of the Alabama State Fair staff, J. C. McCaffery, Andy Markham, Spot Harris, Murray Goldberg, Lou Leonard, Nat D. Rogers, Eph Glosser, Vince and Ruth McCabe, Andy Kasin, Carl J. Sedlmayr, Sam Solomon, Sam Gordon, Desplenter Brothers, Charles Shepherd, Joe Gelb, William Carsky, Irving J. Polack, Smitty, Charles Fisher, Edi Lazar, C. A. Lamar, Skeeter Lorow, Bobo, Tommy Martin, Jack Benjamin, Bush and Laub, High Pockets, Shorty Stupp, the Barnes-Carruthers office, Bill Stephens, M. H. Barnes and others.

League has expressed its grateful acknowledgement for the effective co-operation in putting the show over.

## C. & W. IN PETERSBURG

(Continued from page 31)

and Editor Lyons as honored guests. Friday night members of Southside Virginia Fair Association were guests of the management at a chicken and spaghetti dinner in the cookhouse. Friday afternoon orphans of Petersburg Girls' Home were guests of the show.

The owners were kept busy by many visitors from Petersburg, the city being the winter quarters location of the show. Among visitors were Max Homovik, Captain Bowman, Camp Lee Station Hospital; Ralph G. Lockett, secretary of the Art Lewis Shows; Charles B. Ralston, secretary, and Gus Dull, president of Staunton (Va.) Fair, and R. C. McCarter, general manager of the United American Shows. Frank Joseph joined here with his Rolloplane. Mrs. Wilson returned here from her home in Roanoke, Va.

## SIMPSON RITES

(Continued from page 31)

Cliff Liles and Harry Beach from Alexandria, La.

Active pallbearers were Ray Marsh Brydon, Bernie Smuckler, Cliff Liles, L. M. (Pete) Brophy, William Dolezal and Benjamin Doerr. Honorary pallbearers, all of whom were present at the services, were Cash Wiltse, Claude Saunders, John Brophy, Harry Beach, Francis L. Deane, Dee Lang, William McCoy, Sam Gluskin, Tom W. Allen, John Lorinzini, Corp. Clarence Hunter and Frank B. Joerling.

Among those who attended services in Birmingham were J. C. McCaffery, Carl J. Sedlmayr, Mrs. Betty Jane Hartwick, Mrs. Rachel Lilly, Mrs. C. W. Bradley, Mrs. Paul Pierce, Mrs. H. A. Atchison, Mrs. Fionnie Barfield, Mrs. A. W. Wallace, Mr. and Mrs. H. T. Wallace, Mrs. Ann Avery, Izzy Cervone, Mrs. Clara Bohne, Mrs. R. L. Whittington, Mr. and Mrs. Sam Solomon, Mrs. Alfred Duprey, Mr. and Mrs. L. R. Abdul, Mr. and Mrs. W. S. Russell, Mr. and Mrs. Johnny McMath, Odell Putman, Allie Moore, Mrs. Grace Patterson, Mr. and Mrs. Irving J. Polack, Nat D. Rodgers, Mr. and Mrs. J. F. Sparks, Louis Brittain, J. P. Graham Jr., William L. Andrews, Mr. and Mrs. H. D. Gray, Louis Leonard, Mrs. Roy Bullion, Mrs. E. C. Beckham, Mrs. C. Smythers, Mr. and Mrs. Bethel Powell, A. J. Bath, Joseph Gelb, Joe Redding, J. C. Donahue, Mr. and Mrs. Max H. Kimmerer, Max Goodman, Murray Goldberg, Mr. and Mrs. D. Friedenheim, Walter F. Kemp, Lolita Kemp, Mr. and Mrs. Sam F. Perry, Mrs. Bertha McDaniels, Mr. and Mrs. Ben Blakely and Lula Gerson.

**DONOVAN BROS.' CIRCUS WANTS**  
**FOR WINTER SEASON**  
**OPENING OCTOBER 25**  
 ACTS DOING 2 OR MORE. WIRE, AERIAL AND HORIZONTAL BAR. State your lowest in first letter for all winter. WANT TO HEAR FROM THE FOLLOWING: Eddy Steeler, Fuzz Plunkett, Tex Otton, Kenneth Waite, Willard Isley, Jingles Carney, Claude Meyers and Ray Zimmerman. If at liberty answer airmail: **Care MACIE HOTEL, SWEETWATER, TEXAS**

**WANTED**  
**SKETCH ARTIST . . CHESS . . CHECKERS**  
 and all kinds of Novelty Concessions.  
 RENT or PERCENTAGE in Amusement Center.  
**SCHORK and SCHAFFER**  
 1663 Broadway (at 52nd St.) New York City

**WANT FOR**  
**DISABLED VETERANS MUSEUM AND INDOOR CIRCUS**  
 OPENS NOV. 1, TOLEDO, OHIO  
 High-class Animal Show, any good Freak Show or Oddity, or will use organized 10-in-1. Don't misrepresent. Can place Grab Joint and a few more legitimate Concessions. No Money Games. Space for Demonstrators and outright sales. All winter's work in heart of Toledo. Sensational Acts that can work indoors, height 16 ft. Let us hear from you. Space limited.  
**K. G. BARKOOT, Director** **E. L. YOUNG, Mgr.**  
 PHONE: MAIN 0426. 624 SUMMIT ST., TOLEDO, OHIO.

**WANT INDOOR CIRCUS ACTS**  
 CIRCUS—ANIMAL—NOVELTY ACTS FOR WEEK DECEMBER 12TH. SEND PHOTOS, DETAILS, ETC.  
**HUNTER ARTIST BUREAU**  
 3834 N. MARYLAND AVENUE MILWAUKEE, WIS.



**Notes From Stanley Dawson**

NEW YORK, Oct. 16.—The writer, who was with Cole Bros.' Circus, started back east from Denver. At Columbus, O., met Doc Waddell, John Vogel, Charley Harper, Dick Cavanaugh, Don Howland, Ollie Heffner, Joe Lewis, formerly of Sparks Circus, has a floral business there. While there had a visit with Bernie Head, in advance of the Ringling circus.

Leaving Columbus for New York and my first appearance on Broadway for several years. Bill Roddy, another old-timer, came back to Broadway after an absence of eight years. He is now manager of Constance Bennett. Charley Brags left town the day I arrived in advance of Junior Miss. Elliott Foreman is still with MGM. Johnny Coutts came from his Florida home to spend a few weeks in New York.

Vic Leighton is doing a big job with USO-Camp Shows, Inc. The Levitt Brothers, Leo, Harry and Sam, are still on Broadway. Leo has a job at the Lambs' Club. Joe Dick is around the Hotel Flanders. Ed Dolan left for Washington, D. C. Eddie Lester is living at the Rex Hotel. Harry Lambert is living at the Flanders. Spent a couple of hours with Bobby Clark at the Lambs' Club. Clark is interested as to what became of Jack Foley.

Noticed around the Garden: Uncle Mike Jacobs, Whitey Martin, Eddie Foran, Davey Meek, Buddie Hutchinson, Joe Bowers, formerly with Tom Mix; Darby Hicks, Al Tucker, John Maguire, Sam Floto, Nathan (Able) Albert, Abraham Golden, Charley Frank. Tommy Haynes is in the box office at the Center Theater. Theo Wolfram, with whom I used to pal around with in Paris, comes into New York often. He was formerly Paris correspondent for *The Billboard*.

In letters received: Chuck Connors is on the road to recovery at Veterans' Hospital, Portland, Ore., and last report from Miami is that Mae Morrison, wife of Harry (Kid) Morrison, is dangerously ill. Claude (Kid) Long is a daily visitor at the Morrison home in Miami. Frank Head, formerly manager of the Hot Springs Auditorium, is on the draft board in that city. From the West Coast I hear that Frank Wise gave a party to Charley Armitage at Frank's Los Angeles Hotel and that Tarzan Hyde, formerly of Shanghai, entertained Wise when the Cole show played Fresno.

In a letter from Harry Preston Wolfe,

publisher of *Columbus Dispatch* and *Ohio State Journal* he advises that he entertained Roland Butler and wife during the Butlers' stay in Columbus.

**Siegristers Gift Buddies**

CANTON, O., Oct. 16.—The Charles Siegrist Showmen's Club has sent to each of its members in the armed forces overseas a Christmas package. Later members in the coast guard, navy and marines will be remembered with gift boxes, also members serving in this country. A special fund was raised within the club membership, and the task of preparing the gift packages is in charge of a committee headed by Sterling (Duke) Drukembrod, executive chairman of the club, assisted by John Drabble, Eddie Lewis, Morgan Johnson and Rex McConnell.

**Record Season for Harrison**

HAVANA, Oct. 16. — Harrison Circus had a record season of 14 weeks, said J. Suarez, general agent, who has piloted the show for past five years. Opening June 24 in Havana, show closed in San Antonio October 3. Show was produced under direction of E. Lopez. Felo Alvarez was equestrian director.

**CORRAL**

(Continued from page 39)  
Bowman (21.2) \$130; Glen Shaw (21.3) \$70.

Saddle Bronk Riding—Third day (three performances), Eddie Curtis, \$335; Gene Rambo, \$280; Bill Hancock, \$225; Jack Wade, \$165; Alvin Gordon, \$100; Nick Knight, \$60.

Wild Cow Milking—Matinee of October 12, John Bowman (29.3), \$130; Irby Mundy (38.1), \$78; Pat Parker (38.2), \$53.

**UNDER THE MARQUEE**

(Continued from page 44)  
recently added, also a pony and new specimens of monks. Glenn and Bess McIntosh are employed at a war plant. Vern Scanlon, general agent, is a master sergeant in the armed forces at Bend, Ore. Gene McIntosh is a lieutenant in the tank destroyers at Camp Tod, Tex.

NOW that the midget welders who work in plane wings are making big money, we often wonder whether they will be willing to return to side-show stages at (?) per week after the war is over.

FROM FLOYD BERNARD, Lakeland, Fla.: "So much has been written and so many stories told about the old Campbell show that some times I wonder whether our latter-day showmen may have the idea that it was a rather small organization or perhaps a 'gilly' show. This is not true. Campbell Bros.' Great Consolidated Shows had about 30 railroad cars; big top was 140 with three 60s, and other canvas was in proportion. I was with the show, being with it at the time of the elephant-car fire at Pawnee City, Neb., our first stand of the 1904 season out of Fairbury, Neb. It was one of circusdom's major tragedies."

REMEMBER the truck-circus operator who, when he bought his first elephant, was told to oil it, and he kept it as oily as a greased pig because he thought the bull had to be oiled every week?

PFC. AL PITCAITHLEY, stationed at Carlsbad, N. M., enjoyed Mike T. Clark's letter on the Campbell show. In regard to his query on the fire at Pawnee City, Neb., Al believes it was in Bert Chipman's book, *Hey Rube*. Clark was right in that it was at the opening stand. So much equipment was lost that show closed for about three weeks until it could be rebuilt. A bull lost in the fire was presented to the University of Nebraska, the skeleton was mounted and can be seen at Lincoln in the museum. A short type-written account of the fire is framed there. Pitcaithley states that Art Lind, now in the sanitarium at Spivak, Colo., recently sent him a 1909 Campbell Bros.' program, his parents having been with the show that season.

CIRCUS FANS' favorite parting shot: "When you're in town again, stop at my house. You'll always find the flag up."

**CHARLESTON, S. C., VICTORY FESTIVAL**

Auspices

CITY RECREATION CENTER

OPENS OCT. 26

12—BIG DAYS AND NITES—12

THIS IS POSITIVELY THE LARGEST DATE IN THE SOUTHLAND THIS YEAR

WANT FLY-O-PLANE, SPITFIRE OR SKOOTER.

CAN PLACE ONE MORE GOOD SHOW, MINSTREL OR ANIMAL CIRCUS. ARCADE. ALL LEGITIMATE CONCESSIONS —Novelties, Jewelry Workers, Pitchmen. WANT Semi Drivers and Ride Help. All address ENDY BROS. & PRELL'S SHOWS, INC., Kinston, N. C., this week.

**WANT — SOUTH'S 3 BIG DATES — WANT WANT EVERYTHING NOT CONFLICTING**

Concessions of all kinds—Custard, Grab, Bingo. All legitimate Concessions for Winston-Salem Colored Fair, Oct. 25th thru 30th; Monroe, N. C., soldiers' payday, Nov. 1st thru 6th; Concord, N. C., downtown location, Nov. 8th thru 20th, 2 big weeks. You all know Winston-Salem. No Ex. on Cookhouse or Grab for Winston-Salem. Place Octopus and Roll-o-Plane and Kiddie Auto Ride with transportation. Especially want for Winston-Salem—Minstrel Show, complete, with or without equipment. Must be good. Want Colored Dancers for Colored Girl Show at Winston-Salem. All address:

ROY GATTO

AT ASHEBORO, N. C., OR

W. AVERY JONES, Secy

WINSTON-SALEM COLORED VICTORY FAIR, 301 1/2 N. CHURCH ST.

**W. C. KAUS SHOWS**

Week October 25 WANT Week October 25  
For S. C., State Colored Fair, Columbia, S. C.

Will book Octopus or any Flat Ride. Concessions open. The best concession date in the South. Grind Shows with own transportation. Scottie can use more Musicians and Talent. We have several more weeks of proven spots. Get on a winner.  
RUSS OWENS, Manager, New Bern, N. C., this week.

**SOUTHERN STATES SHOWS WANT**

For long season South: Experienced, sober, reliable Ride Help, especially Operators for Single Loop-o-Plane, Kiddie Auto and Kiddie Airplanes. Preference given Semi-Truck Drivers. Will book limited number of Ten-Cent Stock Concessions not conflicting with what we have. Can use Concession Agents for office-owned concessions, prefer men and their wives; no single girls allowed. One more high-class Free Act.

All communications to JOHN B. DAVIS, Ocala, Fla., this week.

**HARRY BURKE SHOWS**

Want for the best location in city of Baton Rouge, Main and 19th Street: Concessions that work for stock. Come on, will be there all winter.  
HARRY BURKE, Mgr., Baton Rouge, La.

**DUMONT SHOWS**

VICTORY CELEBRATION, FAYETTEVILLE, N. C.  
Downtown, two blocks from Prince Charles Hotel, Oct. 25th to 30th.

Want Shows with or without equipment. Good opening for Minstrel Show. Will furnish complete outfit. Mollie Decker wants Posing and Dancing Girls. Concessions of all kinds, wire for space. Only limited number will be booked. Useful Showtalks, come on. This show will stay out until first week in December. All address: RALEIGH, N. C., THIS WEEK; THEN FAYETTEVILLE, P.S.: Harry Webb can place Agents Sign Siallo and Wheels.

**JOHN R. WARD SHOWS WANT**

Minstrel Show Performers, Girls, Musicians, Trumpet, Piano Player. Ride Men for all Rides, Truck Drivers and Foremen, Sign and Scenic Artist, Office Secretary. Place Concessions. Show out all winter. Laurel, Miss., this week; Hattiesburg and Pascagoula, Miss., follow. P.S.: Want to buy Calliola.



**INSURANCE**

**CHAS. A. LENZ**

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE  
CHICAGO, ILL.

**POPCORN OPERATORS**

Can place 1 Stand, Macon, Ga., Fair, Oct. 29-Nov. 6. Place 2 Stands, the Anderson Fair, Anderson, S. C., Nov. 1-6. Write or wire.

**O. E. BRADLEY**

GRADY HOTEL MACON, GA.

**DYER'S GREATER SHOWS**

Want First and Second Men on Tilt, percentage or salary. Operator for Kiddie Rides. Stock Concessions, come on. Prentiss Co. Fair, Booneville, Miss., this week; New Albany next; Grenada Co. Fair, Grenada, Miss., Nov. 1-13. This is the big one.

**BETTY ARCHER**

Your brother, Jack Coleman, dying Roper Hospital, Charleston, S. C. Come now.

**LESLIE COLEMAN**

**SILK CITY SHOWS WANT**

For Silver Spring, Md., week October 25, suburb of Washington, D. C.

Shows of all kind, especially Girl Show. This spot very good for same. Can place Flat Ride, Want Legal Adjuster. Also Concessions of all kind, especially Popcorn. Geo. Dover, wire; can place you now; Photo Gallery, Bingo or Flat. Want Free Act, must be high. South all winter. All address: NEWARK, DELAWARE, THIS WEEK.





# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 155 N. Clark St.,  
Chicago 1, Ill.

*Association Work—11*

## LOCAL VISITORS

It is well known in trade association work that the regular meetings of an organization are regarded as a true index of whether the organization is alive or dead. Accordingly, the officers and the program committee of every business organization are put to their wit's end to find ideas and plans for making the meetings interesting to the membership.

It should be said that all the members of an organization are just as much responsible for making the meetings interesting and profitable as the leaders are. But in practice it does not work out that way. The big majority of the members are inclined to sit back and depend on the leaders to make the meetings attractive to them, and if some rabbit is not pulled out of the hat to get their attention they soon drop out.

Both members and leaders in coin machine associations should give more intelligent planning to inviting local visitors to meetings. Officers and committees that worry about planning programs may find this idea very helpful at times. The membership should be definitely informed of what the idea is, before starting on a general program of inviting visitors or guest speakers to the local meetings. At first, the rank and file of members may not get the idea, but the work of all organizations for its members is largely educational anyway and hence the reason for telling the membership frankly why visitors are invited.

It can be assumed that the majority of those having considerable money invested in the operation of coin machines will at once give their support and attend the meetings—however dreary or uninteresting a local speakers may be.

The general purpose of inviting local visitors to attend meetings of a trade group is to get men from civic, business, fraternal and official circles whose good will may be of real benefit to the association or its members. It is a well-known form of public relations work and is practiced by all trade organizations that understand the benefits of influential contacts. Members of the coin machine industry have

always been hesitant about inviting visitors because they felt their trade was falsely held in ill repute and to invite outsiders would be to spread unfavorable reports.

But some years ago the coin machine industry reached such proportions that it could no longer go unobserved and must begin to build up useful contacts similar to the organized plans of all other lines of business. It is not possible any longer to put thousands upon thousands of coin machines in as many locations and not attract the attention of the public, of business and of all others.

So local trade groups must face the situation and plan to cultivate the friendship and understanding of leaders in all walks of life in the local community.

Every city and town has some very capable leaders in its organizations and groups of various kinds. This includes trade, civic, fraternal and charitable groups well known in every city. There are local officials and politicians also, whose friendship may be cultivated without fear of unfavorable reaction. There is nothing secret about inviting such people to be present at occasional meetings and also to speak to the group. The membership must be urged, for well-known reasons, to be present at such times.

Local trade groups should not overlook the newspapers, charitable organizations nor the leaders in retail organizations, if any. The planning of programs for these occasions is a matter for real work and many trade groups will make it only a quarterly or perhaps an annual affair. The groups from which sympathetic visitors may be obtained is much wider than many will at first suppose. I remember a music operators' association that invited a local pastor to address the group—the speech was really worth while from a business standpoint.

Every time your organization makes a friend for the industry, it helps that much in bringing the trade into its own.



# COMMITTEES IN HOPPER

## OPA Plans To Announce Three Advisory Groups

Sales by Distributors Definitely Under MPR-429 Order

WASHINGTON, Oct. 16.—The following telegraphic release was made by the Office of Price Administration this week, giving interpretations of MPR-429 as it applies to the coin machine trade: "THE OPERATOR OR THE FINAL PURCHASER OF A MACHINE IS CLASSIFIED AS THE USER, AND THE DISTRIBUTOR WHO SELLS TO THE OPERATOR IS COVERED BY THE PROVISIONS OF MPR-429. OPERATOR TO OPERATOR SALES ARE COVERED. SALES BY OPERATORS TO DISTRIBUTORS FOR RESALE ARE NOT. MARCH, 1942, PRICES ARE SUPERSEDED ON SALES NOW COVERED BY MPR-429. CONTINUED STUDY OF COIN-OPERATED MACHINES INDUSTRY AND PLANS FOR CONSULTATION WITH ADVISORY COMMITTEE ARE IN PROGRESS."

After this official statement, the following information was later given to the press:

"STATUS OF COIN MACHINE PRICE REGULATION STILL UNCHANGED. ADVISORY COMMITTEES HAVE BEEN NAMED AND SENT DEPARTMENT OF JUSTICE FOR CERTIFICATION. WHEN THE DEPARTMENT CERTIFIES, MEN WILL BE INVITED TO BECOME MEMBERS AND OPA WILL ANNOUNCE FORMATION OF COMMITTEES. MPR-429 STILL STANDS AND WILL CONTINUE TO DO SO UNTIL OPA FEELS IT WISE TO MAKE OTHER ADJUSTMENTS. THEY HAVE NO REASON TO DO THIS NOW."

### General Comments

On the basis of these reports the coin machine trade may now determine the answers to a number of questions that have come before the trade. The following facts are apparent in the reports, given in the form of an editorial analysis, and not being official in any sense:

1. OPA concludes that coin machine sales, not otherwise regulated, were under general price regulations until MPR-429 went into effect September 1. On September 1 the rules of MPR-429, regulating the sales of used machines, went into effect and superseded March, 1942, ceiling prices under general regulations.

2. Sales of used machines by distributors to operators are definitely covered by the regulations of MPR-429. Sales by operators to operators are also covered by the same rules. Sales by operators to distributors for resale are not covered by this order.

3. The operator or final purchaser of a machine is classed as the user, and the distributor will come under the qualifications of a retailer under the order.

4. OPA is pushing thru the appointment of industry advisory committees as soon as possible. Further consideration will be given to the problems of the coin machine trade when the committees can be gotten together. According to latest information, three advisory committees will be appointed to represent manufacturers, distributors and operators respectively.

5. On October 5 the first amendments to MPR-429 were issued by OPA, and further amendments and changes may be expected from time to time. While the first amendments do not relate to the coin machine trade directly, the order is reprinted in full below so that the trade may note the trend of amendments:

### First Amendments

WASHINGTON, Oct. 12.—Part 1366—Used Consumer Durable Goods—MPR-429, Amdt. 1—Ceiling Prices for Certain Used Consumer Durable Goods.

Maximum Price Regulation 429 is amended in the following respects:

1. Section 1 (m) is amended to read as follows:

(m) All kinds of store and office fixtures including, but not limited to filing cabinets, lockers, storage cabinets, wardrobes, movable safes and store measuring devices used in the sale of merchandise such as scales, liquid and bulk measures and linear measuring machines. This regulation does not cover the sale of business machines, such as accounting, computing, recording, reproducing and writ-

ing machines, time clocks, registers, and machines for handling checks, mail, fares or tickets or for sorting or changing coins.

2. Section 1 (n) is amended to read as follows:

(n) All kinds of beauty and barbershop furniture, fixtures and equipment.

3. A paragraph (p) is added in Section 1 as follows:

(p) All kinds of household sewing machines.

4. Section 4 (a) (1) is amended to read as follows:

(1) Sales by a householder who is selling goods which he originally bought for use. Sales by dealers or auctioneers whether for their own account or for the account of a householder or anyone else, and sales of used goods out of a residence as a regular business are covered.

5. Section 4 (a) (2) is hereby revoked.

6. Section 4 (b) is amended to read as follows:

(b) "Person" includes an individual, corporation, partnership or any other organized group of persons; their legal successors or representatives; the United States or any government, or any of their political subdivisions.

### To Find Ceiling

7. Section 8 is amended to read as follows:

Section 8. How to find the ceiling price for each class. The ceiling price for the used article must be no more than:

Class I.  $\frac{3}{4}$  (75 per cent) of new.

Class II.  $\frac{1}{3}$  (33  $\frac{1}{3}$  per cent) of new.

Example for Class I: If the selling price of a new article is \$40 you determine the ceiling price of the used article by multiplying \$40 by 3 and dividing the result by 4; 3 times \$40 is \$120; \$120 divided by 4 is \$30; \$30 is the ceiling price for the Class I used article.

Example for Class II: The selling price of the new article is \$30. To determine the ceiling price of the used article you divide the \$30 by 3; \$30 divided by 3 is \$10. This is the ceiling price for the Class II used article.

No sales, attempts to sell, offers to sell or deliveries shall be made at prices higher than the ceiling price. Of course, sales may be made at lower than ceiling prices.

8. Section 11 is amended to read as follows:

Section 11. Credit, delivery, packing and other charges. (a) Any additional charge for credit, packing, delivery or anything else which is not quoted and

billed separately is considered part of the selling price. You may charge for those services only to the extent allowed by this section.

(b) If you were engaged in the business of selling goods during March, 1942, and during that month made a separate charge for the extension of credit, or for delivery or packing, you may make a charge for any of those services on the sale of goods covered by this regulation no greater than the charge you made during March, 1942, and you must quote and bill those extra charges separately.

(c) If you were not engaged in business during March, 1942, or if you did not extend credit or delivery or packing service during that month you may make a charge for any of those services rendered the buyer, no greater than the charge made by your closest competitor selling used goods, who makes a separate charge for that service. You must quote and bill those extra charges separately.

(d) You cannot require the customer to take any of these services.

This amendment shall become effective October 5, 1943.

Issued this 5th day of October, 1943.

PRENTISS M. BROWN,  
Administrator.

## Supreme Court of Arkansas Upholds Sunday Beer Ban

LITTLE ROCK, Oct. 16.—The controversial 1943 Kidd Act prohibiting Sunday beer sales in Arkansas was upheld by the Arkansas Supreme Court recently. Representative James R. Campbell, of Garland County, as attorney appealed for Frank Barber, of Hot Springs, who had been fined \$50 under the act by Garland Circuit Court. He questioned whether the act (S. B. 43) actually passed the House.

In the opinion Justice Holt pointed out that altho the emergency clause failed in the House validity of the law was not affected because a separate vote is required on attaching the emergency clause.

The Journal shows the bill passed the

## Patriotic Coinman

FORT WORTH, Oct. 16.—Corp. Sam A. Frankrich, who was a coin machine operator in Fort Worth until Uncle Sam called, bought \$27,300 worth of War Bonds of the latest issue. He already had bought bonds of the other issues.

He is co-owner of the Frankrich Distributing Company as well as the Arcade, a downtown Fort Worth attraction.

Senate February 2 with an emergency clause. Transmitted to the House the same day, it was passed February 9 but the emergency clause failed.

The minority opposing the measure had reconsideration of the proposed emergency clause postponed several times and it never came to final vote in the House.

### Question Dates

There was another controversy over date of the bill's return from the House to the Senate. Date of transmission endorsed on the bill was March 11, but a letter of transmittal from the House clerk to the Senate was dated March 15, four days after adjournment.

The Supreme Court ruled that even if the proper date of transmittal was March 15 the act was legal. "It may often happen, in the case of bills passed in the closing hours of a session, that there is not sufficient time to enroll them properly and present them to the executive before an adjournment takes place," Justice Holt said. "The effect is not that, under the circumstances, the bill fails to become a law."

The bill was signed by Governor Adkins March 23, 1943, without an emergency clause. The court ruled it became effective June 11, 90 days after adjournment and was in full force when Barber was arrested June 23.

The court cited a former opinion (Foster vs. Graves) to prove passage of the emergency clause was not necessary to make the act legal.

## Federal Tax Report . . .

WASHINGTON, Oct. 16.—Amusement machine delegates appeared before the House Ways and Means Committee October 14 but no report on testimony was available today. Al Blendow and Herman Brothers, representing the Arcade Owners' Association, were called before the committee October 8 and given about 10 minutes time to present their views. They asked that seasonal arcades be taxed on a basis of four or six months each year and that all arcades be given a flat rate of \$250 or \$300 per year. There was no indication as to how the committee reacted to these requests. The trade will not know until the bill comes out of the committee, but at least the arcades got a hearing.

## RED, WHITE AND BLUE TICKET DEALS

2040 R. W. B.—PROFIT \$30.00 PER DEAL.

Beware of Imitations. Our Tickets Are Individually Machine Sewed—Triple Counted—Backed Up by a Legitimate Mfr. of 25 Years' Experience—Made by Americans.

DOZEN \$36.00 IN DOZEN GROSS \$400.00 IN GROSS \$3.50 PER  
LOTS ONLY LOTS ONLY LOTS ONLY SAMPLE DEAL

WISCONSIN DELUXE CORP. 1902 N. THIRD ST. MILWAUKEE, WIS.

## ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Pony Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK



# EASTERN FLASHES

By BEN SMITH and BOB SEIDEL

## Washington Report

Al Blendow, AOA president, and Herman Brothers, AOA attorney, appeared before the committee on ways and means in Washington October 8 and were given an opportunity to present two proposals

for the committee's consideration: (1) That summer arcades be taxed on a four to six-month operational basis. (2) That a flat tax of between \$250 and \$300 be placed on all arcades. One of the committee members questioned Al on the latter

**ARCADE SPECIAL: NAME IN HEADLINES OUTFIT, INCLUDING A NEW NINE FT. NEON SIGN. THIS MACHINE USED A SHORT TIME AND HAS A QUANTITY OF BLANK PAPERS INCLUDED. PRICE, INCLUDING THE \$175.00 NEON SIGN, IS ONLY \$425.00. ACT QUICK!**

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS	
Bally Bull Gun .....	\$ 89.50
Bally Rapid Fire .....	229.50
Exhibit Eticamline Digger .....	89.50
Western Sunor Grip .....	50.00
Gottlieb 3-Way Grippers .....	17.50
Gottlieb Single Gripper .....	9.50
Shoot the Chutes .....	135.00
High Dial Ten Strikes .....	65.00
Anti-Aircraft Screens .....	9.50
Seeburg Two-Play Hockey .....	69.50
EXH. ROTARY, PUSHER TYPE .....	229.50
A.B.T. Challenger & Model F's .....	\$ 22.50
Card Venders, Floor Size .....	24.50
Mercury, Cig. Reel, Token Payout .....	12.50
Mills Skill Flip, Arcade Game .....	64.50
1939 Western Baseball .....	64.50
Bally Defender .....	345.00
Chl. Coin Hockey .....	229.50
Battling Practice, Late Model .....	129.50
Sky Fighter, Late Model .....	319.50
Exhibit Racer, Money Maker .....	125.00
MUTO, METAL 2 for 5¢ CARD .....	
VENDERS .....	39.50

**WE REPAIR BALLY 1-BALL AND 5-BALL MOTORS, OPEN TYPE, \$5.00; SEALED, \$12.50**

PIN GAMES	SLOTS	CONSOLES	ONE BALLS
Cash PO Watl. Big Games, New Orig. Crates .....	Stage Door Canteen .....	Record Times .....	\$175.00
\$150.00	50¢ Mills 3/5 P.O. ....	Santa Anita .....	229.50
Cash Big Games, Rebuilt by Watling .....	5¢ Silv. Moon Chief .....	Jenn. Golf Ball .....	109.50
130.00	10¢ Dixie Bell .....	Exh. Air Circus .....	109.50
Gal. Dom., Late Head .....	5¢ Blue Frants .....	Home Run '40 .....	27.50
149.50	5¢ 4-Star Chiefs .....	Wild Fire .....	39.50
Jenn. F.P. Bobtail .....	25¢ 4-Star Chief .....	Sport Parade .....	39.50
99.50	5¢ Silver Chief .....	Monicker .....	84.50
Mills Four-Bell .....	Bally PIMLICO, A-1 .....	Twin Six .....	49.50
595.00	Club Trophys .....	Belle Hop .....	54.50
Bally Sun Ray, F.S. ....	Keeney Fortunes .....	Big Chief .....	42.50
179.50	Keeney Skylark .....	Stratoliner .....	39.50
Super Bell Comb., 5¢ ..	Sport Specials .....	All American .....	39.50
234.50	Broadcast .....	Champs .....	47.50
Super Bell, 5¢-5¢ .....	School Days .....	Horseshoe .....	47.50
365.00	South Paw .....	TEN SPOT .....	49.50
Cash .....	Slugger .....	Hi-Hat .....	49.50
365.00	Bolway .....	Arizona .....	175.00
Big Game, Cash Payout ..	Santa Fe .....	Brazil .....	175.00
119.50	Grand Canyon .....		
Baker Pacor, 30 to 1 .....			
DD .....			
319.50			
Gun Club .....			
69.50			
Duplex .....			
47.50			
Speed Ball .....			
49.50			
Spot-a-Card .....			
69.50			
Texas Mustang .....			
69.50			
Sea Hawk .....			
47.50			

**WILL PAY \$40.00 EACH FOR EXH. SUN BEAM, STARS, DO-RE-MI, WEST WIND AND DOUBLE PLAY.**  
ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D.  
**EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago 47, Ill.**  
PHONE: HUMBOLDT 6288

## PINBALLS

Ready to go on location

1 ATTENTION .....	\$ 42.50	2 FISHIN'. Ea. ....	\$139.50	2 PLAY BALLS. Ea. ....	\$ 32.50
3 CHAMPS. Ea. ....	59.50	1 GUN CLUB .....	57.50	1 SEA HAWK .....	37.50
5 CONTESTS. Ea. ....	150.00	1 MAJORS '41 .....	49.50	1 SPORT PARADE ..	37.50
1 CROSSLINE .....	27.50	1 T. MUSTANG ...	64.50	1 SCORECARD ...	42.50
1 DEFENSE .....	97.50			1 ZOMBIE .....	32.50

## CONSOLES, ONE BALL, PHONOGRAPHS, SLOTS

All equipment in A-1 condition

1 BOBTAIL, cp. ....	\$189.50	1 SEVEN FLASHER. ....	\$129.50	14 Wur. 120 Boxes.	
2 BIG GAMES, fp. Ea.	89.50	1 CLUB TROPHY ...	write	Ea. ....	\$ 27.50
1 FASTIME, fp. ....	89.50	1 FAIRMOUNT .....	639.50	20 Wur. 100 30	
4 JUMBO PAR. fp. Ea.	99.50	1 TURF KING .....	549.50	Wire Boxes. Ea.	25.00
5 JUMBO PAR. cp. Ea.	127.50	3 GRAND STANDS. Ea.	79.50	5 Wur. 310 Boxes.	
1 TRACKTIME, cp. ...	139.50	3 1940 1-2-3 fp.		Ea. ....	22.50
1 SILVER MOON, cp.	189.50	Ea. ....	99.50	2 VICTORY	
1 SUGAR KING, cp. ...	79.50	4 WUR. 61. Ea. ....	89.50	SPEAKERS, Floor	
2 SUPER BELL,		2 WUR. 71. Ea. ....	124.50	Samples. Ea. ...	30.00
Comb. 5. Ea. ....	249.50	Slightly Used Rock-Ola	COMMANDOS—Write for Prices.		

We buy, sell and trade all makes of slot machines; also rebuild and refinish like new. All work guaranteed. Write us what you have.

## SOUTHERN AMUSEMENT COMPANY

628 MADISON 5-3609 MEMPHIS, TENN.  
Terms: 1/3 Deposit With Order, Balance C. O. D.

## Selling Out AT COST

\$20,000 STOCK

OF

## 1 and 5 Ball Free Plays • Slots • Parls

ALL IN ONE LOT — OWNER RETIRING

Reply BOX 569—The Billboard, 155 N. Clark Street, Chicago 1, Illinois

proposal and asked Al whether such a flat tax would be fair. Al answered that in his opinion it would be; that liquor stores were subject to a flat tax regardless of how many bottles of liquor any one store might have on its shelves. That answer seemed to satisfy the congressman. Al also managed to get across the thought that the arcade industry should be taxed as a business and not as a group of individuals. When Al and Herman left the hearing they had no way of telling what action the committee would take. Time alone will answer that.

### Stationed in London

Willie Blatt received a letter last week from son, Private Burton, who is now stationed in London. Burton is gradually becoming acclimated to the big English city and speeding up the process by looking up Londoners whom he had met when they visited the States. Burton is particularly anxious to meet up with Alfie Cohen who operated under the firm name of Coin Operated Games of England before the war. Alfie got his start as a big-time distributor thru Willie Blatt, the latter going along with Cohen to Chicago way back when, and introducing Alfie to the manufacturers there. Neither Burton or Willie have Cohen's present address and Burton would appreciate hearing from someone who may have this information. He can be reached by mailing a letter to Private Burton Blatt, 12-14-59-83, 689th Ordnance, Ammunition Company, American Post Office 641, c/o Postmaster, N. Y.

### Short Takes

Louis Rabkin, arcade owner, visting along 10th Avenue reports he enjoyed a very successful season at Seaside Heights, N. J., and Keansburgh, N. J. He operates arcades at both spots. . . A proposal before the ways and means committee would do away with the flat \$10 tax on bowling alleys and substitute instead a 20 per cent levy on the take of these alleys. In other words, for every quarter taken in by a machine, five cents would go to the government. . . The number of heavy juke boxes moving in and out of the Albena store finally took its toll on the store floor. Ben Horowitz had to rip it up and replace the floor with sturdy new timber. . . Dave Robbins, well-known coin machine distributor and jobber before the war has become an important factor in the novelty post card business. His new enterprise has been growing by leaps and bounds. . . Clarence L. Rockefeller, Wooster, Mass., has sold the Good Luck Company arcade at Old Orchard Beach, Me., to the Freeman Shore Enterprises, of Boston. . . George Ponsler recently opened his seventh arcade. This one, the largest of them all, is located in Virginia. . . Ed Sullivan, in his Daily News column (October 13) says, "Juke boxes will up their prices to a dime a dance when they get their new recordings." . . Abe Green, of Runyon Sales, is asking how he would look in a uniform?

### Buckley and Sugarman Confer

Pat J. Buckley and Barney Sugarman held a very important discussion the other day in Barney's private office. According to reports plans were being formulated for the general welfare of the coin machine industry and as soon as some loose ends are tied together public announcements will be made.

## "E" Flag Will Fly Over Bally Plant

CHICAGO, Oct. 16.—The Army-Navy "E" award flag, awarded for outstanding production of war materials, will soon be hoisted over the home of Bally games and venders, according to announcement by George Moloney, vice-president and general manager of Lion Manufacturing Corporation, Chicago.

"Many of our friends," Moloney stated, "are unfamiliar with our corporation name, as distribution of Bally products was handled by our sales organization, Bally Manufacturing Company. However, the Lion plant on which the army

and navy are conferring the "E" award is the same plant in which Bally products were manufactured for years, and the old Bally organization is active in the production of war material. George Jenkins, for example, general sales manager of Bally Manufacturing Company, is now supervisor of a very important part of our total production. Herb Jones, Bally advertising manager, is acting as my assistant in the management of all Lion production. Our engineering and production staff, which produced Bally games in the past—are now breaking records in production of war material."

Moloney stated that the letter informing Lion Manufacturing Corporation of the "E" award had been received, and that the date of the ceremony of award would be announced later.

### WANT TO BUY FOR CASH

SEEBURG CHICKEN SAM OR JAIL-BIRD RAY-O-LITE GUNS AT \$95.00 EACH, COMPLETE WITH BASE. \$15.00 LESS WITHOUT BASE. Equipment must be in Perfect Working Order. We are not concerned in the appearance of the Cabinet as long as it is not broken.

WE ARE ALSO INTERESTED IN PURCHASING NIGHT BOMBERS, SUPER BOMBERS, ACE BOMBERS, SKY FIGHTERS, KEENEY SUBMARINES, EVANS TOMMY GUNS, KEENEY AIR RAIDERS, RAPID FIRES AND ALL TYPES OF COMBINATION OR FREE PLAY CONSOLES.

### W. B. NOVELTY CO., INC.

917 Broadway 1903 Washington Blvd  
KANSAS CITY, MO. ST. LOUIS, MO.

### Authorized

Distributors of

## PFANSTIEHL NEEDLES

FOR THE STATE OF NEW JERSEY

ROYAL DISTRIBUTORS

409 N. Broad St., Elizabeth, N. J.

### WANTED TO BUY —

EXHIBIT

## STARS

Wire or Write

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago 47, Ill.

### TWO CLUB DAILY BASE BALL BOOKS

\$40.00 Per Gross

Tip Books .....

7-11 NOVELTY CO.

809 Morton Street ANDERSON, INDIANA

### WANTED TO BUY

Exhibit

## LEADERS

Quote Quantity Available and Best Price.

MONARCH COIN MACH. CO.

1545 N. Fairfield, CHICAGO 22, ILL.

## WANTED

Mills 3 Bell and 4 Bell Machines in good mechanical condition. Give price and condition in first letter.

GEORGE W. DUN

BOX 123 SABINA, OHIO

### FOR GUARANTEED

## MILLS EQUIPMENT

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

Argentine .....	\$54.50	Metro .....	\$32.50	Topic .....	\$74.50
Bombardier .....	85.00	Majors, '41 .....	39.50	Torpedo Patrol .....	85.00
Big Chief .....	27.50	Paratroops .....	85.00	5c Mills Vest Pocket	
Eagle Squadron .....	85.00	Powerhouse (Rebuilt) ..	50.00	(Blue & Gold) .....	42.50
Formation (Plastic) ..	39.50	Pan American .....	39.50	American Eagle .....	9.50
Home Run, '42 .....	70.00	Sport Parade .....	34.50	Tot .....	10.00
Majors, '39 (Plastic) ..	29.50	Show Boat .....	42.50		

## HY-GRADE NOVELTY CO.

353 N. VINE

WICHITA, KANSAS



**MARKETT VALUES**

PHONOGRAPHS	
Mills THRONES .....	\$179.50
Mills EMPRESS .....	194.50
Wurlitzer 61 .....	74.50
Wurlitzer 41 .....	100.00
Wurlitzer 71 & Cab. Base .....	135.00
Wurlitzer 500 .....	259.50
Wurlitzer 600 .....	239.50
Wurlitzer 24 .....	139.50
Rockola Imperial 20 .....	89.50
SPECTRAVOX-PLAYMASTERS .....	229.50
SINGING TOWERS, Model 100 .....	179.50
Seeburg PLAZA .....	239.50
Seeburg REGALS .....	194.50
Seeburg CLASSIC .....	259.50
5-10-25c BAROMATICS .....	42.50
WALLOMATICS (Wireless) .....	34.50
ARCADE EQUIPMENT	
ALL STAR HOCKEYS .....	\$209.50
JAILBIRDS .....	119.50
SHOOT THE CHUTES .....	119.50
KEEP PUNCHING .....	89.50
Exhibit ROTARY .....	179.50
PACE 54 FT. ALLEYS .....	375.00
TEN STRIKES, H.D. .....	59.50
TEN STRIKES, L.D. .....	49.50
KICKER & CATCHER .....	19.50
SLOTS	
25c MILLS CLUB BELLS .....	Write
25c MILLS EXTRAORDINARY .....	\$199.50
5c SILVER CLUB CHIEF .....	169.50
10c SILVER CLUB CHIEF .....	179.50
Single Safe, Single Door .....	22.50
Single Safe, Double Door .....	39.50

**WANTED FOR CASH** Rockola Standards, Deluxe, Master, Supers; Seeburg Gem, Regal, Mayfair, Envoy, Concert Grand, Royals; Wurlitzer 616, 24s, 500, 600.

**WE ARE WHOLESALERS ONLY THE MARKEPP CO.**  
3908 Carnegie Ave. Cleveland 15, O.  
Henderson 1043

**Bell Products Buys Refurbishing Div. Of Sullivan-Nolan**

CHICAGO, Oct. 16.—Al Sebring, head of Bell Products Company, announced this week the purchase of the refurbishing division of the Sullivan-Nolan Advertising company.

Bell Products, starting immediately, are refurbishing the less profitable equipment into games that have been demonstrated as having the widest player appeal. This new service actually re-creates the old games. The highest form of creative skill is used to make cabinets, playboard and backboard as beautiful as new equipment. Mechanical parts are brought up to perfection in every detail.

"We have already started converting games," said Al Sebring. "This is really a re-creation service for old games. They're handsome beyond description when we get thru with them. We are specializing in the conversion of games into Sportsman, War Admiral, Race King and Challenger.

"I'm certain that the industry will be interested in this new work we are doing in our own factory, and they can be sure that their old games sent to us for conversion will have my closest personal attention."

Bell Products Company, with its predecessor Grand National Sales Company (both headed by Al Sebring), have been in the coin machine business for more than 10 years. Their wide experience with the operator, distributor and jobber put them in a position to be of great service to the industry as a whole.

**Richmond Parking Meter Receipts Climb Upward**

RICHMOND, Va., Oct. 16.—Richmond's parking meter receipts returned to the 1942 level during the month of September, the first month after the lifting of the pleasure-driving ban in this section, according to figures released by the city comptroller.

September collections amounted to \$4,244.30 or \$39 less than the amount collected during the same month last year. It was the first time that meter receipts had passed the \$4,000 mark since the pleasure-driving ban was put into effect last spring. Last month's collection was \$2.38 more than the monthly average of \$4,006 set here during four years of operation.

Total collections for the first eight months of the fiscal year were listed as \$30,341.03 or \$5,986.62 less than the amount collected during the same period in 1942.

The city comptroller's estimate of revenues from parking meters this year was \$35,000, and city officials yesterday predicted that 1943 receipts would top that figure by at least \$10,000.

**FOR GUARANTEED BAKERS PACERS PACES RACES and SERVICE BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

**MECHANIC WANTED**  
For New York City route familiar with Seeburg and Wurlitzer Equipment. Will pay top salary to right man, or share with another operator.  
BOX 496, The Billboard, 1564 Broadway, New York City 19.

**ARCADE EQUIPMENT**

2 Sc. Batting Practices, Each .....	\$ 99.50
1 Mutoscope Golf Game .....	89.50
1 Mutoscope Gryptograph .....	169.50
4 Mutoscope Card Vendors, Each .....	39.50
1 Exhibit Striking Power .....	109.50
1 Gypsy Card Reader .....	109.50
1 Skill Derby, Resprayed .....	89.50
1 Tennis Two Play Game .....	59.50
1 Western De Luxe B.B., Resprayed .....	119.50
1 Evans Ski Ball .....	89.50
2 Gottlieb Skeeballettes, Each .....	40.50
1 Rockola Ton Pin .....	34.50
2 Evans Ten Strikes, H.D., Each .....	45.00
2 Peek Shows with Slides, Each .....	29.50
2 Seeburg Jap Conv., Each .....	139.50
2 Shoot the Chutes, Each .....	115.00
1 Seeburg Hitler-Muss., Resprayed .....	119.50

**COUNTER GAMES**

5 Kicker & Catchers, Each .....	\$ 15.00
5 Pikes Peaks, Each .....	12.50
2 Chester Pollard Golf, Each .....	14.50
1 Home Run .....	9.50
1 Spit Fire .....	9.50
1 Play Golf .....	9.50
1 Loom .....	14.50
1 Skill Shot .....	14.50

**CONSOLES and SLOTS**

1 Jennings Fast Time, F.P. ....	\$ 59.50
1 Bally Skill Field .....	49.50
1 Keeney Triple Entry .....	134.50
1 Mills V.P. Chrome with Meter .....	59.50
1 Mills V.P., B. & G., with Meter .....	49.50

Every Machine Is Guaranteed To Be Clean and In Working Order.  
1/3 Deposit, Balance C. O. D.

**CHARLES POLGAAR**  
860 Floral Ave. ELIZABETH, N. J.

**FOR SALE**

**BUCKLEY DIGGERS** TREASURE ISLAND, REBUILT..\$50.00  
DE LUXE, REBUILT .....

CONSOLES—4 Bells, Jumbo P. O. and F. P., Baker's Pacers, Paces Races, Bally's Ray's Tracks.

SLOT SAFES—Stark Novelty, Palmantier and Chicago—Singles, Doubles, Triples.  
Prices right. Write for prices.

**ADVANCE DIGGER CO.** 1702 MACK AVENUE, DAYTON, OHIO

**SPECIAL OFFER**

**GENUINE A.B.T. (Guaranteed) PELLETS**  
100,000 .....\$2.50 Per M  
50,000 \$2.75 per M. 25,000 \$3.00 per M.

**GENUINE KEENEY SUBMARINE PELLETS**  
\$32.50 Per M | \$4.00 Per Hundred

**STEEL PELLETS** For Challenger  
**TEXAS LEAGUE**  
\$5.00 per 100—\$40.00 per 1000

Free Play Coils for All Games, \$1.00.

**WRAPPERS**—1 M to 50 M, 65¢ per M  
50 to 100 M, 55¢ per M  
100 M and Over, 50¢ per M  
Larger Quantities, Write for Special Prices.

**ELECTRIC MAGIC WELDER**  
Handy gadget. A must for \$19.95  
Mechanics.

**PHOTO ELECTRIC CELLS, C. E. 23**  
Can be used for Chicken Sam, Japs, Chutes, Rapid Fires and other Ray Guns. \$2.50 Each

**REPLACEMENT RELAY FOR DEFENDER GUNS**  
This relay takes the place of the can type, four prong relay used in Defender Guns. \$7.50 Each

**WIRE.** 8 Conductor Cable for any Bally Game or Seeburg Gun, 25¢ per foot.

**TUBE TESTER and ANALIZER and OHM METER.** Complete \$75.00.

**1/3 With Order, Balance C. O. D. WRITE FOR FREE CATALOG.**

**NEW MAPLE BALLS FOR SKEE ALLEYS AND PLAY BALLS**  
for 14 ft. Skee Alley, 3 1/4", 10, \$5.50; 100, \$52.00  
for 8 ft. Skee Alley, 2 3/4", 10, \$5.50; 100, \$52.00  
for Play Balls and Roll in the Barrel, 10, \$4.25; 100, \$38.50.

**ECONOMY SUPPLY COMPANY** 615 Tenth Avenue New York City

**ARCADE EQUIPMENT**

2 World Series, Each .....	\$ 95.00	1 Bomb the Axle, Floor Model .....	\$119.50
2 Western Baseballs, Each .....	95.00	1 Piker and Jaker, Floor Model .....	119.50
3 Batting Practices, Each .....	125.00	1 Skill Jump with Stand .....	59.50
3 Texas Leaguers, Each .....	45.00	1 Test Pilot .....	200.00
1 Shoot the Chutes .....	165.00	8 Bean the Japs, Each .....	75.00
3 Slap the Japs, Each .....	165.00	4 Buckley Deluxe Diggers, Each .....	75.00
5 New Tokio Guns, Each .....	330.00	6 Assorted Diggers and Electro Hoists, Ea.	50.00
1 Anti-Aircraft .....	69.50	2 Rotary Claws, Each .....	160.00
2 Keeney Submarines, Each .....	225.00	1 Mills Test Your Strength .....	125.00
1 Jennings Barrel Roll .....	125.00	1 Gatter Floor Mod, 3-Way Strength Tester	125.00
2 Ten Strikes, H.D., Each .....	60.00	1 Casino Golf .....	35.00
2 Ten Strikes, L.D., Each .....	50.00	6 Chester Pollard Golf Machines, Each .....	85.00
2 Skeeballettes, Each .....	85.00	1 Map of the Hand Card Vendor .....	45.00
1 Panoram .....	325.00	1 Wizard Future with Film .....	35.00
1 Watling Tom Thumb Scale .....	85.00	3 Radio Love Message Card Vendors, Set.	85.00
1 Sheffer Lo Boy Scale .....	40.00	1 Floor Model "Astroscope" .....	125.00
1 Deluxe Toledo Lo Boy Scale .....	75.00	1 Floor Model "Your Destiny" .....	125.00
4 Mills Punching Bags, Each .....	185.00	1 Floor Model Vitalizer .....	75.00
2 Exhibit Striker Punching Bags, Each .....	165.00	1 Exhibit Vitalizer .....	85.00
2 Exhibit Bicycles, Each .....	125.00	3 Pikes Peaks, Each .....	20.00
2 New Mutoscope Card Vendors and Cards, Each .....	60.00	4 Model "F" A.B.T. Guns, Each .....	18.00
5 S.U. Marble Gio's Exhibit Type Lite-Up Card Vendors with Bases, Each .....	35.00	2 Advance Shockers, Each .....	15.00
5 Older Type Exhibit Card Vendors, No Lite-Up, Each .....	25.00	8 Gottlieb Three-Way Grippers, Each .....	17.00
1 Color of Eyes, Card Vendor .....	65.00	2 Kicker and Catchers, Each .....	20.00
1 Color of Hair, Card Vendor .....	65.00	6 Home Run 1¢ Guns, Each .....	15.00
3 Oracle Fortune Teller, Set .....	85.00	6 Shoot the Japs 1¢ Guns, Each .....	20.00
8 Floor Mod, Drop Picture Machines, Ea.	45.00	2 Super Grippers, Each .....	50.00
		1 Warner Voice Recorder, 25¢, with 500 Records .....	595.00

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1 Pace Saratoga Sr. with Rails .....	\$125.00	1 Evans Late Head Galloping Dominoes, Two-Tone Cabinet .....	\$175.00
2 Four Balls, Serial Over 2400, Each .....	WRITE	1 Paces Races .....	85.00
2 F.P. Jumbos, Each .....	65.00	4 Baulah Parks, Each .....	85.00
1 Triple Entry .....	150.00	6 Oigarettes XV Models, Each .....	75.00
1 25¢ Bally Club Bell .....	275.00		

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Slap the Jap, Reb. ..	139.00	1939 West. Baseball .....	94.50	Pikes Peak .....	19.50
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Keeney '38 TrackTime .....	125.00	Jenn. Good Luck, 5¢ .....	35.00		

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Rock-Ola Monarch ..	135.00				

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# MUSIC MERCHANDISING

## Music Boxes Win Approval

Philadelphia report says machines keep youngsters interested in clubs

PHILADELPHIA, Oct. 16.—The importance of teen-age clubs, with particular stress on the attraction of a juke box and other amusement devices as a means of curbing juvenile delinquency, was stressed in a report made last week by Helen McMann. Her report was based primarily on a study of the teen-age club set up early in the summer at the Roxborough Community House under auspices of the Philadelphia Amusement Machine Operators' Association, working with a council composed of representatives from various educational and civic groups in the city.

Miss McMann undertook the teen-age study as a representative of the Philadelphia Board of Education, for which she is a truancy officer for the parochial school system there. With the local press and prominent city leaders putting it up to the school system to devise some definite measures to reduce juvenile delinquency, this study was one of the first major steps in that direction. That the club selected as a typical and ideal set-up is the one sponsored by the operators' association indicates that the local industry will be called upon to play a leading part in the solution of this growing problem.

It was revealed in the report that Philadelphia piled up a total of 2,467 juvenile delinquency cases this year up to September 1, compared to an even 2,000 in the same period in 1942—an increase of 20 per cent. In the next age group, 16 to 20, there were 3,240 arrests in the first eight months of this year, as against a full year's total of less than 3,000 a year ago.

In the Roxborough section of the city, long recognized as one of the tough neighborhoods, the rate of juvenile delinquency has been running increasingly higher, more pronounced here because parents and older brothers and sisters are working round the clock at the numerous war factories. Miss McMann, in her report, stressed the fact that in the three months that the Community House teen-age club was set up, there has been a decided drop in the rate of delinquency in the Roxborough precinct.

There was a heavy drop the first few weeks when the teen-age club first was opened, with a steady rate of decrease being shown for the weeks that followed and as the club gained in popularity and appeal with the neighborhood youngsters.

### Music Machines Important

Highly significant in the McMann Report, which has not been made public as yet, was her emphasis on the important role being played by music machines. She stressed the fact that while the music machine was virtually the sole source of entertainment at the club, its appeal was strong enough to keep the youngsters interested. For added diversification, the report stated, there was a game room that proved very popular. Thru the efforts of the music association, the game room was equipped with a number of amusement machines. Her report supported the contention long voiced by music machine leaders here that the teen-age clubs, with a full complement of music and amusement machines, are strong enough in appeal to help Philadelphia's youngsters who are "losing their bearings" in a topsy-turvy wartime world.

The recommendations for a city-wide chain of teen-age clubs, for which project the music operators have already pledged their support, is being studied by a special committee of the Board of Education. It was reported that some officials of the school system are still prejudiced against setting up such teen-age clubs because their appeal is based principally

### Chicago Plan

CHICAGO, Oct. 16.—Leaders from civic, religious and business organizations met in a "Conference to Aid Youth" here October 11 and discussed a general program for providing amusement centers for the teen-age groups in the city. Mayor Kelly took the lead in this important meeting to forward the cause of youth.

The conference gave birth to a city organization that will work for the establishment of centers thruout the city.

No mention was made of the wide use of juke boxes at the general meeting, but only one day passed before the first teen-age club in Chicago was announced and the report to the city press said juke boxes were being used to furnish music.

on coin-operated devices. However, it is felt that press and public pressure will eventually make the board "see the true light." The only definite step taken by the board to fight delinquency was the announcement this week that a staff of 99 special counselors in secondary schools has been set up to answer students' questions as well as advise them on vocational problems as a means of reducing delinquency by prevention rather than cure.

However, such a step was not hailed in any quarters as a fit remedy. It is felt that Miss McMann's searching study will play an important part in stirring up the board's interest in favor of the teen-age clubs.

Jack Cade, business manager of the operators' association, who was the guiding spirit in getting the music men interested in the teen-age project, hailed Miss McMann's report as pointing the way for a big job ahead in which the music machine industry can and must play an important role. He disclosed that

## Cincy Ops Sending Armed Forces Jukes, Records and Needles

CINCINNATI, Oct. 16.—Appointment of members to its rotating executive board and donations of records and phonograph needles highlighted the October 12 meeting of the Automatic Phonograph Owners' Association at Hotel Gibson here. Earlier in the day plans for a banquet were formed at a session of the executive board at the Association's office in the American Building.

Appointments of Sam Butler, Phil Ostand and Louis Fotzer to the executive board were formally confirmed by the body of the association.

Following suggestions by Vice-President Charles Kanter, the association will immediately put into effect a plan to send records and phonograph needles to the armed forces stationed overseas. Each member will donate 10 new records and a quantity of needles. Paul Cohen, Cincinnati distributor for Decca, was a guest at the meeting and, altho not a member, was so taken with Kanter's idea that he volunteered to donate 50 new records and 5,000 needles. Ray Bigner, Sam Butler and Joe Winberger will each donate a 12-record phonograph. Bigner and Butler are prominent Cincinnati operators and association members. Winberger heads Southern Automatic Music Company, local distributor for Seeburg. While not a member he is much interested in the association's activities.

The executive board has turned over the planning of the association's banquet to a committee composed of Ray Bigner, Jack Cavanaugh and Charles Kanter. The function is to be held late in November with the exact date and place yet to be set.

on the strength of Miss McMann's report, the advisory committee handling the Roxborough Community House project has decided to enlarge the physical facilities of the club, particularly since colder weather will make the indoors more attractive. Operated in the reception foyer of the Community House, the teen-age club will be set up in the center's main auditorium.

### Distributor Honored

PHILADELPHIA, Oct. 16.—The Philadelphia Dispatch, in its monthly "Who's Who In and About Philadelphia" hall of fame for men deservedly prominent in mercantile, industrial and professional activities, again made it a rare occasion by turning the spotlight on a member of the amusement machine industry. Included among the prominent figures singled out was Robert L. Harper, head of the American Phonograph Company, distributor of music machines here.

"Among those lines of business which have expanded rapidly during the past few years, the distribution and servicing of music machines is one of the most important in the business and social life of the city," said the newspaper in presenting Harper. "With this thought in mind, we are pleased to mention the name of Robert L. Harper, of American Phonograph Company, located at 212 South Ninth Street.

"Harper, who received his early education in schools of Grand Rapids, Mich., and graduated from the Union High School, has been identified in the business since 1924, and in Philadelphia since 1931, is a man of broad and intimate knowledge of the business and is fully equipped to meet the requirements of the trade. His machines are recognized as a standard of the highest quality in this line and are in use among an extensive clientele, whose confidence he enjoys.

"We commend Harper to our readers in general and particularly to those operating cafe, clubs, etc., who by taking advantage of the opportunity extended by Harper can make substantial savings which may be used to pay for the machines sold by American Phonograph Company. Harper, who served in the Merchant Marine in the last World War, takes an active interest in civic progress and his city's commercial and industrial development, and is an outstanding member of his community. His favorite hobby is fishing."

### From Fox Holes or Trenches

AUSTIN, Tex., Oct. 16.—Soldiers in trenches and fox holes, not the boys of Tin Pan Alley, will have to compose the lasting songs of World War II, according to Arthur Kreutz, University of Texas music professor.

To date, he said, the syndicated "croon'-moonin', Junin'" ballad writers haven't issued a tune that has particular favor with the men who man the guns.

Professor Kreutz's published prediction caused *The Dallas News* to editorialize as follows:

"Months ago, when this war was younger, *The News* observed that a chief need of the United Nations was a battle song. The first World War yielded songs that quickened the fighting spirit of our troops, stimulated the morale of the people, and survived to become part of our permanent store. Thus far the songs most frequently heard are those of the many branches of the service, some of them classic with age, others newly born. Tin Pan Alley has given us nothing to equal the old favorites as quickeners of the blood of millions, despite the popular appeal of *Praise the Lord and Pass the Ammunition* and *Johnny Got a Zero*, which have been sung to near exhaustion.

"At this high stage of the conflict the need is even more urgent. Arthur Kreutz, assistant professor of music theory at the University of Texas, says that if we have any great new war songs they may have to come from men in the trenches. In earlier wars some of our imperishable songs were born in the smoke and hell of battle. But in the stress of mechanized warfare or the dampness of fox holes there may be less inspiration.

"From these or other sources, however, songs that voice the spirit of this stupendous struggle may be expected before victory is won. The competition open to composers, conducted by the National Broadcasting Company and the National Federation of Music Clubs, may yield them, or the hoped-for battle song may come from some obscure soldier to win the world's heart and undying fame."

## MUSIC IN THE NEWS

DEFEND WAR SONGS—A defense of the wartime output of Tin Pan Alley is being launched by the American Society of Composers, Authors and Publishers, *The New York Times* reports.

The first shot fired was in the form of an advertisement in *The International Musician*, published by the American Federation of Musicians. Similar advertisements will appear in other trade publications.

Robert Murray, director of customer relations for ASCAP, who wrote the ad, said that the songwriters were criticized because they had not yet produced the equal of George M. Cohan's *Over There*. "There wasn't any radio in the time of *Over There* or it wouldn't have lasted thru the war," is his answer. "There are many good war songs, but they are chewed up by radio."

Murray said that government and military officials recognize the importance of war songs, but some of them seem to think all ASCAP has to do is issue an order and have an *Over There* written. He cited as examples of effective songs of this war *Praise the Lord and Pass the Ammunition*, *Coming In on a Wing and a Prayer* and *Johnny Doughboy Found a Rose in Ireland*.

The society's advertisement said that more songs have been written in six months of this war than during all of World War I. "But they're not as good . . ." they say, "the ad continues. "How do they know? What yardstick do they use? There are many of them and as with all songs some will be good and a few will be great. It isn't time, yet, for us to know."

SOMETHING NEW HAS BEEN ADDED—*The St. Louis Globe-Democrat* relays the story of a juke box there which began giving forth unusual "music" after repairmen had set the records whirling again. The "music" sounded distinctly like "Meow." It turned out to be a cat

locked inside the cabinet accidentally by the repairmen, who were hastily called back to "let the cat out of the box."

"MUSICAL GAG" CLICKS—Three Hollywood screen stars—Lucille Ball, Judy Garland and Greer Garson—have emerged from what started out to be a gag as successful songwriters, *The Kansas City Star* says.

To amuse themselves on their recent cross-country bond-selling stint, the actresses wrote some comedy lyrics titled *I've Got the Rooney-Pidgeon-Skelton Blues*. Each verse told about working with the male stars named and wound up: "At least, we're eating." An MGM official heard the lyrics and now the studio will have music put to their words and will use the song in the picture, *Ziegfeld Follies*.

PATRIOTIC SONG AIDS SOLDIERS—*The Los Angeles Times* reports that a patriotic song, *Here Comes America*, will help servicemen overseas to have cigarettes.

Maynard Spencer and Al Reno, composers of the song, helped entertain servicemen at military hospitals, and heard many of them speak of the limited supplies of "smokes" available at bases behind the lines where the wounded were sent for rest and recuperation. A (See *MUSIC IN THE NEWS* on page 67)



# MOVIE MACHINE REVIEWS

## Program 1136

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date October 4.

Credit Soundies with a scoop for putting *Gerlie From Bizerte* on film. This version, needless to say, is NOT the one the soldiers know. THE SONG SPINNERS, PATRICIA HALL AND FRANK RAYE are featured. Background is a native cafe. (Soundies.)

JOHNNY LONG'S orchestra stars in *Let's Get Away From It All*, popular a few seasons ago. Bandstand background. Vocals are by an unidentified man and girl. (Soundies.)

SPIKE JONES AND HIS CITY SLICKERS, masters of corn, appear in *Blacksmith Song*. Words are based on the poem by Henry Wadsworth Longfellow. The scene is the exterior of the smithy, and Jones is the blacksmith. (R.C.M. reissue.)

*When Hitler Kicks the Bucket* is sung by TONI LANE. The lyrics recount all the delightful things that will happen on the day of Hitler's funeral. (Soundies.)

LARRY CLINTON AND HIS ORCHESTRA star in *Dipsy Doodle*, a straight orchestral number. Some nice solo work

by various members of the band. Bandstand background. (Soundies.)

*La Rosita*, an oldie, is given new life by JIMMY DOHSEY AND HIS ORCHESTRA. No vocals on this one, which has a bandstand background. (Soundies.)

Probably the longest title ever to be used on a movie machine is *Who Threw the Overalls in Mrs. Murphy's Chowder*. THE MAXWELL GIRLS, five-girl group providing their own accompaniment, are featured. Scene is the exterior of Mrs. Murphy's boarding house, switching to an inside shot showing her reaction to the catastrophe.

*Jungle Jamboree* shows a native ruler being entertained by several dancers and finally doing a little rug-cutting of his own. Features dancers PAULINE BRYANT, COOK AND BROWN, and THE JUNGLE JIVESTERS. (Soundies.)

## Program 1137

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, October 11.

"Jitterbugs' delight" would be a good subtitle for *Au Reet*, starring JIMMY DORSEY AND HIS ORCHESTRA, with HELEN O'CONNELL doing the vocals. The song, naturally enough, deals with a jitterbug. Bandstand background. (Soundies.)

THE DELEGATES, ELMER, SONNY and GLEN, sing the wacky verses of *They're Going To Build a Monument*. The band leader (unidentified) gives his reason for not wanting a monument built in his honor. Bandstand background. (Weiss.)

*Boxcar Rhapsody* presents BORRAH MINEVITCH AND HIS HARMONICA RASCALS as a group of hoboes riding a boxcar. An unidentified knife thrower practices his art on MINEVITCH as an added attraction. (R. C. M. reissue.)

KAYE POPP and STANLEY CATRON, an attractive pair of kids from the cast of the Broadway musical, *Something for the Boys*, go thru a vigorous dance routine in *Strolling Through the Park*. Two other pairs of dancers also appear. (Soundies.)

*International Revue* stars JACK HYLTON AND HIS BAND. The band's theme song, *She Shall Have Music* is presented in varying styles against backgrounds of Venice, Barcelona and Paris. (Soundies.)

LARRY CLINTON'S orchestra does a smooth job on the oldie, *My Reverie*. Bandstand background. Vocals are by an unidentified girl whose voice is nicely suited to the song. (Soundies.)

*There's a Pampas Moon on the Campus* has a rumba rhythm, sung by DIANA DEL RIO, with HAL BORNE'S ork. A campus hangout provides the background. Short dance interlude by a group of students. (R. C. M. reissue.)

PATTERSON and JACKSON a versatile team, star in *Do I Worry?* Reel starts with an eccentric dance by both, and is followed by an impersonation of the Ink Spots by one of the men. Night club background. (Soundies.)

## Program 1138

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, October 18.

THE SKATING CONTINENTALS, a man and girl, go thru a complicated routine on roller skates in *Good Skates*. Night club background. (Soundies.)

*Deep Purple* stars LARRY CLINTON'S orchestra, with vocals by the same girl who sang *My Reverie* (above). Despite its age the song is still top-drawer. Bandstand background. (Soundies.)

Radio and recording star BARRY WOOD delivers *El Rancho Grande* with verve. The scene is a fiesta, with play. (See *Movie Machine Review* on page 65)

their knowledge to make these wartime controls work better.

Heading the parade of business men new to OPA is James F. Brownlee, director of General Foods and president of Frankfort Distilleries. He has been appointed deputy administrator in charge of the agency's price department. Among the administrators recently enlisted by OPA is Geoffrey Baker, formerly with General Foods. Baker left OPA last summer to go to Lend-Lease Administration, but Chester Bowles has won him back to the OPA fold.

Other recruits from business to the OPA staff include: Jean P. Carroll, St. Louis, on leave from Kroger Grocery and Baking Company—director of the food price division. Reagan P. Connally, New York, president of the Interstate Department Stores—director of the consumer goods division. Clarence W. Slocum, Fanwood, N. J., president of Beckwith-

Chandler Company, producer of paints and varnishes; now heading two price divisions, industrial materials and industrial products. Byres H. Gitchell, St. Paul, president of the Golden Rule Department Store—chief of the newly formed retail distribution branch of the consumer durable goods price division. Colin S. Gordon, Chicago, vice-president of Quaker Oats and director of the Chicago Board of Trade—price executive of cereals, feeds and agricultural chemicals. Herbert J. Bird, Chicago, Swift & Company—chief of the poultry and egg section. Carl Lovegren, Piedmont, Calif., president of Hunt Brothers' Packing Company—head of the canned fruits and vegetables section.

All of these appointments are in the price department. Names of additional new personnel for the rationing department will be announced in the near future.

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## OPA Appointments

WASHINGTON, Oct. 16. — Chester Bowles, new general manager of the Office of Price Administration, has succeeded in bringing some outstanding, practical business executives to the agency. In discussing the appointment of these new executives Bowles emphasized that in addition to their business records the men must believe in firm price control and rationing and must use

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Junction Boxes	1.25
5c Coin Chute	3.50
10c and 25c Coin Chutes	1.00
5c Slides	.85
Volume Control	2.25
Tone Arms (Comp.), 412—616	8.50
Magazine Switch Boxes	1.50
Coin Chute Guards, 412—616	.75
Coin Chute Assembly, 5c, 10c and 25c (Comp.), 412—616	7.50

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DHM Resistors 20W (All Sizes)	.55
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100 Ass't Carbon Resistors	3.00
5c, 10c and 25c Coin Chute (Comp.), 12—16	3.00
Selectors (Comp.), 12—16	2.00
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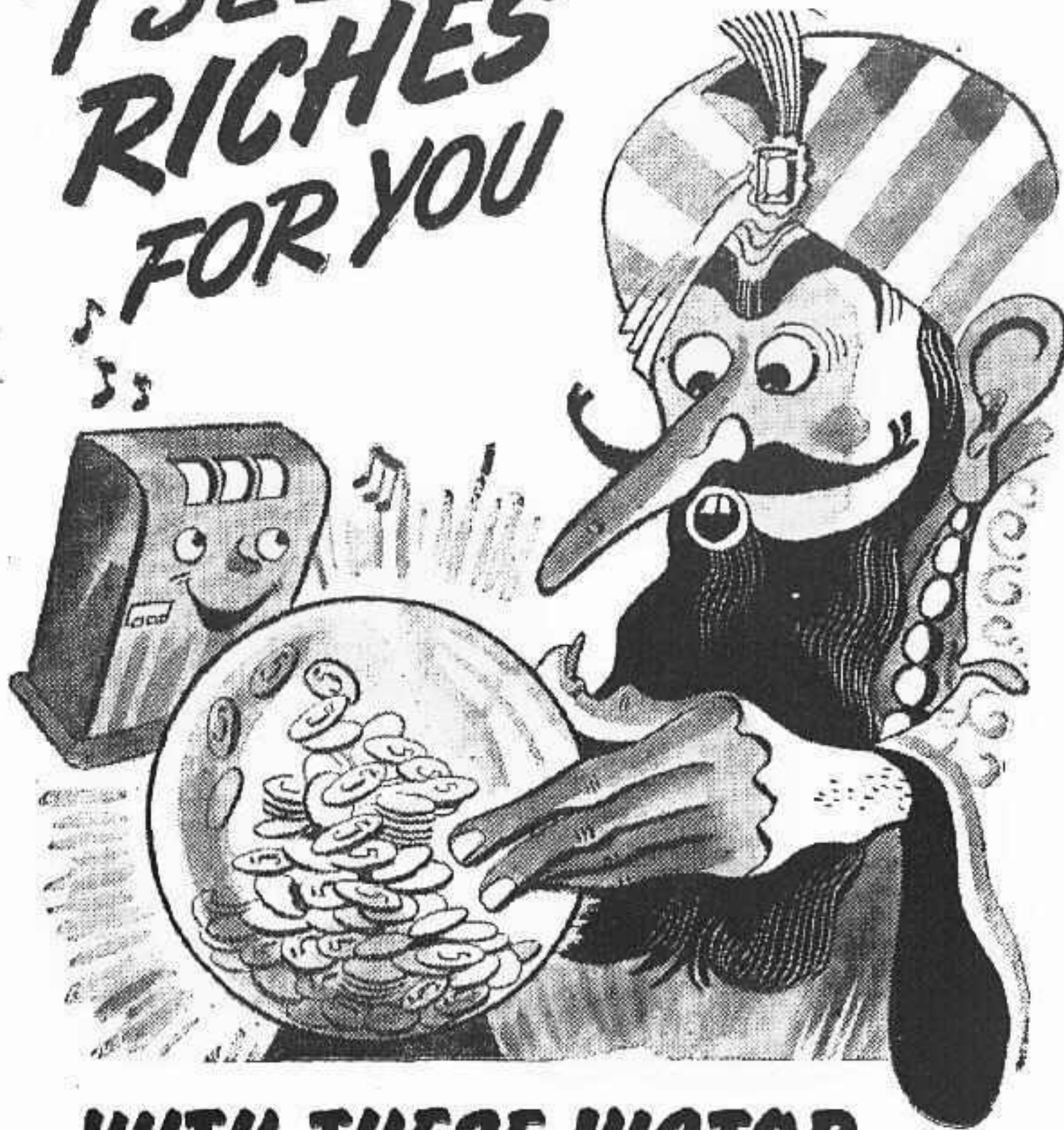
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2 RHAPSODY IN BLUE	Glenn Miller	20-1529
3 HOTCHA CORNIA	Spike Jones	30-0818
4 DON'T CRY, BABY	Erskine Hawkins	30-0813
5 WARSAW CONCERTO	Freddy Martin	20-1535
6 SENTIMENTAL LADY	Duke Ellington	20-1528
7 GOODBYE, SUE	Perry Como	20-1538
8 OUR WALTZ	David Rose	27853
9 IT CAN'T BE WRONG	The Four Vagabonds	30-0815
10 BLUES IN THE NIGHT	Dinah Shore	B-11436

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# 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 GLADYS CHASINS

## Territorial Favorites

### RICHMOND:

**Oh, What a Beautiful Morning.** Bing Crosby.

Another tune from the Broadway hit *Oklahoma*, this one hasn't caught on as quickly nationally as *People Will Say We're in Love*. When the touring company hits the road, however, it will no doubt spread a demand for this song far and wide. Waxings are also available by Frank Sinatra (and that one is starting to move in some areas) and Peter Piper, altho the latter has been crowded out almost completely by the other two versions.

### DETROIT:

**Dipsy Doodle.** Tommy Dorsey.

Here's one from way back that's reported at the very top of the list in the war production center. It's the Larry Clinton version that first made this tune famous, but TD cops all the honors for this revival. Last week the tune rated a mention in Memphis, too, so ops in other areas who are hard up for records might try this one for a comeback.

### DES MOINES:

**What Do You Do in the Infantry? The Sportsmen.**

If the infantry instead of the WACS were stationed in Des Moines we'd suggest that might be the reason this song is so popular there. But since they're not, it may be because this is another war song penned by Frank Loesser, of *Praise the Lord* and *In My Arms* fame. Besides being in big demand in the Iowa city, the *Infantry* number has been accepted as the official song of that branch of the service.

### Note

For a listing of songs played most (See Talent and Tunes on opposite page)

# RECORD BUYING

Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs throughout the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

## GOING STRONG

**IF YOU PLEASE** ..... BING CROSBY ..... Decca 18561  
FRANK SINATRA ..... Columbia 36679

With plugging in Paramount's *Dixie*, waxings by the top crooner and swooner, and plenty of plays on the airwaves, there wasn't much question about the future of this tune. It took a little longer than its mate, *Sunday Monday or Always*, but it is now on an equal footing.

**YOU'LL NEVER KNOW**.. DICK HAYMES (Song Spinners) ..... Decca 18556  
(15th week) FRANK SINATRA (Chorus)..... Columbia 36678  
WILLIE KELLY ..... Hit 7046

**PISTOL PACKIN' MAMA**.. AL DEXTER (Al Dexter) ..... Okeh 6708  
(13th week)

**IN MY ARMS**..... DICK HAYMES (Song Spinners)..... Decca 18557  
(10th week)

**I HEARD YOU CRIED** HARRY JAMES (Helen Forrest) ..... Columbia 36677  
**LAST NIGHT** ..... DICK HAYMES (Song Spinners) ..... Decca 18558  
(9th week)

**SUNDAY, MONDAY OR ALWAYS** ..... Decca 18561  
FRANK SINATRA ..... Columbia 36679  
(8th week)

**PAPER DOLL** ..... MILLS BROTHERS ..... Decca 18318  
(7th week)

**WAIT FOR ME, MARY**.. DICK HAYMES (Song Spinners) ..... Decca 18556  
(6th week) WILLIE KELLY ..... Hit 7049

**PEOPLE WILL SAY WE'RE IN LOVE** FRANK SINATRA ..... Columbia 36682  
BING CROSBY ..... Decca 18564

Names in parentheses indicate vocalists.



# PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

By GLADYS CHASINS

### Platters and Pix

Twentieth Century-Fox has come along with another of those Betty Grable musicals, *Sweet Rosie O'Grady*, which promises to do as much for the title as *Coney Island* did for *Put Your Arms Around Me, Honey*. Tune is available on the Decca label by Phil Regan and Dick Robertson.

Two new tunes from Warner Bros.' new musical, *Thank Your Lucky Stars*, have been brought out by Decca waxed by Kay Armen. Sides were apparently cut before the APM-Decca settlement as they are all-vocals, but phono fans are used to that by now and these are the only available waxings of the tunes, *How Sweet You Are* and *The Dreamer*.

*Doughboys in Ireland*, Columbia's new musical starring Kenny Baker, features *All or Nothing At All* in its score. Ballad has slipped off in most territories by now, but pic plugging might give it another lift and ops might try putting it back when the film comes to town. Waxings are available by Harry James and Frank Sinatra (Columbia), Jimmy Dorsey (Decca) and Freddy Martin (Victor).

Universal's *You're a Lucky Fellow, Mr. Smith*, which is set for national release October 22, featured *What Is This Thing Called Love?* Ops might try reviving waxings of the tune by Tommy Dosey (Victor), Lena Horne (Victor), Ted Straeter (Decca) and Eddie Duchin (Columbia) during local playdates.

### UA Productions

United Artists is currently working on a group of musicals which stack up as good material for tie-ups. Among them is *Song of the Open Road*, with Sammy Kaye and his orchestra in a featured role. *Up in Mabel's Room* and *Sensations of 1944* will both feature top name bands, altho they have not yet been set. *Music From Heaven* will feature a score by Cole Porter, Jerome Kern and George

and Ira Gershwin. Ops should watch for further details as these films near completion, as all are large-scale productions and should produce some tunes for the hopper, in addition to name-band tie-ups.

### Three Cheers

It looks like ops may be cheered up a little when Universal's new *Three Cheers for the Boys* starts making the rounds. Pic is still in production and when it's completed will be a cavalcade of show business in wartime, featuring a number of recording artists, including the bands of Charlie Spivak, Freddie Slack and Ted Lewis, and Dinah Shore and the Andrews Sisters. Andrews Sisters have already cut 10 tunes which are associated with the trio's name and which are available on the Decca label by the singing sisters.

### News Notes

Completed and awaiting release are MGM's *Broadway Rhythm* with Tommy Dorsey and Ginny Simms, RKO's *Higher and Higher*, starring Frank Sinatra, and Warner's *Shine On, Harvest Moon*, featuring the title tune. . . . *Harvest Melody*, PRO pic with Rosemary Lane and Johnny Downs and Eddie Le Baron's ork, will be released November 22. . . . *Hi Ya, Sailor*, Universal musical set for release October 15, stars Delta Rhythm Boys, Ray Eberle, Wingy Manone and the Leo Diamond Quintet.

### TALENT AND TUNES

(Continued from opposite page) often over the radio for the week ended Thursday, October 7, see the Music Popularity Chart in the Music Department.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the septian best sellers under Harlem Hit Parade.

### MOVIE MACHINE REVIEW

(Continued from page 63)

ers in Mexican costume. There is a short turn by an unidentified girl dancer. (Minoco reissue.)

A semi-classical reel is *Dancing Strings*, starring HELENE and her violin. ROBIN ADAIR, an attractive dancer in gypsy costume, also appears. Lavish night club background. (Soundies.)

*Boogie Man* is a boogie-woogie number by JOHNNIE LONG AND HIS ORCHESTRA. Vocals by an unbilled male singer. Bandstand background. (Soundies.)

MARVEL MAXWELL sings in *Tea on*

the Terrace. Orchestral background by Ted Fio Rito's band. For eye appeal there is a group of sun-bathers who also dance. (R. C. M. reissue.)

*Maud Chant*, strangely enough, turns out to be an Hawaiian version of *Good Night, Ladies*, done by LANI McINTYRE AND HIS ORCHESTRA. Vocals are by the orchestra. Four hula dancers also appear. (Soundies.)

*Toot That Trumpet* features COOK and BROWN, dancers; FRANCINE EVERETT, singer, and the SEPIA STEPPERS. Not billed is an excellent hot trumpeter. Night club background. (Soundies.)

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PAUL WHITEMAN and HIS ORCHESTRA

(Vocal by Guest Stars Johnny Mercer and Jack Teagarden)

## 'WAITIN' FOR THE EVENIN' MAIL'

JOHNNY MERCER

(Vocal with Freddie Slack's Orchestra)

Capitol Record No. 137

## 'MOONDREAMS'

## 'COMIN' THROUGH THE RYE'

MARTHA TILTON

(Vocal with Gordon Jenkins' Orchestra)

Capitol Record No. 138

## 'ALL FOR YOU'

## 'VOM, VIM, VEEDLE'

KING COLE'S TRIO

(Vocals with Instrumental Accompaniment)

Capitol Record No. 139

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# GUIDE—PART ONE

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



### COMING UP

**PUT YOUR ARMS AROUND ME, HONEY** . . . DICK KUHN . . . Decca 4337  
 . . . DICK HAYMES (Song Spinners) . . . Decca 18565

All the credit for this tune's gala debut goes to the film musical, *Coney Island*, which revived the 30-year-oldie. Kuhn had the jump on Haymes, as his was the only waxing available when the demand started and it's still way in the lead. However, the Haymes version came out less than two weeks ago and hasn't arrived yet in most cities, tho operators report a heavy call for it.

**I NEVER MENTION YOUR NAME** . . . JACK LEONARD (Ray Bloch's Orch) . . . Okch 6715  
 . . . DICK HAYMES (Song Spinners) . . . Decca 18558  
 . . . ALLEN MILLER . . . Hit 7048

Altho it's still being crowded out of the No. 1 spot it held for a couple of weeks, this tune is up a notch again. It missed landing on the top of the pile by a very narrow margin, and with its show of renewed strength this week may be ready to give the new entry that held it down a close race.

**NO LETTER TODAY** . . . TED DAFFAN (Chuck Keeshan and Leon Seago) . . . Okch 6706

After holding on to the position above this for several weeks, Daffan finally bowed out in favor of a pop tune and slipped down a peg. It hasn't really lost much ground, tho, as the three top numbers were running practically neck and neck. Tune has been fluctuating in different areas, gaining where the hillbilly craze is comparatively new and fading out a bit in these cities that first showed a hunger for corn.

**BLUE RAIN** . . . GLENN MILLER (Ray Eberle) . . . Victor 20-1536  
 . . . BEA WAIN . . . Bluebird 30-0816

This ballad still hasn't indicated any great potentialities, and it's pretty far below *No Letter Today*, but it is doing better than a lot of others. What it has established is that it's a handy disk to have around when there's an empty slot to fill.

Double-meaning records are purposely omitted from this column.

# "TUNES THAT NEVER GROW OLD"

## STANDARD RECORDS



MEAN BIGGER PROFITS FOR ALL MUSIC MACHINES!

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163 WEST 23 STREET, NEW YORK, N. Y.



# 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.

## War Boosts Folk Tunes

Frank Loeser, who has such hits as *Jingle, Jangle, Jingle; Let's Get Lost* and others to his credit, believes that American folk tunes are being brought more and more to the front because of the war. He feels, from his experiences in army camps (he's Pvt. Frank Loeser now), that the American folk song and hillbilly tunes are definitely coming into their own primarily thru the mixing of so many of rural and urban boys. This type of music, he says, appears to be taking precedence over everything else. "There is also the feeling," says Loeser, "that because of the war we instinctively turn to simpler and more fundamental things, and what would be more natural than to turn to our own type of American folk song music?"

Loeser recently decided to turn his hand to the writing of a natural American song, and the result is *Have I Stayed Away Too Long*, which those who have

heard it predict that it has a chance of becoming a hit.

## Now Papa's Packin' One!

As reports from various parts of the country come in telling of *Pistol Packin' Mama* beginning to slip, there's a new note from a couple of spots. Perhaps it was inevitable. At any rate, from Detroit and Louisville comes word that *Pistol Packin' Papa*, a Gene Autry recording, has made its appearance and is gaining popularity. Inquiry reveals that *Pistol Packin' Papa* is a very old number that seems destined to ride into popularity on the coattails of the Dexter wow. It is typically hillbilly and the Decca recording is typically Autry. Decca's Chicago office reports that the number is being used by several locations there.

## Folk Songs Air Show

In face of the increased popularity of folk songs with city folk, Station KYW, Philadelphia, has scheduled a Sunday afternoon series devoted to the American folk songs known and loved for generations. Titled *Songs Made in America*, Mary Watson, studio organist, has been assigned to present the weekly program, running from 1:15 to 1:30 p.m. on Sundays, started October 10. While there have been any number of Western units presented on Philadelphia sta-

tions, this marks the first time that a popular artist was called upon to present a program devoted entirely to American folk songs.

## Tunester Tattle

Bing Crosby and the Andrews Sisters have just made a recording (Decca) of *Pistol Packin' Mama*, one of the first recordings since the new pact was signed with the AFM. It is said to be exceptionally good and may be instrumental in extending the vogue of PPM, which has shown signs of waning.

Spike Jones and His City Slickers are back in Hollywood after a triumphant Eastern tour, with two broken house records to their credit—Milwaukee and Hammond, Ind., and the biggest Sunday house for New York's State Theater. They took back with them some new "instruments" to add to their washboards, cow bells, slide whistles, etc., and new arrangements to add to the Bob Burns's *Arkansas Traveler* show.

The growing popularity of folk songs have the music publishers combing the archives for old numbers that will fit into the present-day picture. There is a vast amount of material that has not been touched.

## Location Comment

Reports from 23 cities indicate that there still are no serious challengers coming up to take the place of *Pistol Packin' Mama*, altho here and there reports indicate that the number is past its peak and is only hanging on because it has no likely successor. From all indications the number is still good for several months of strong play. Three cities—Chicago; Jacksonville, Fla., and San Francisco—mention only PPM in their reports. In eight other cities it's still PPM and *No Letter Today*.

## Still Strong

Baltimore: While ops state PPM and *No Letter Today*, in that order, are beginning to lose ground, there appear to be

no other hillbillies as popular as these two and for that reason they remain on top. Ops 1, 2 and 3, PPM going strong. Ops 1 and 2, *No Letter Today* gaining. Op 3, *No Letter Today* going strong.

Bridgeport: PPM still going strong, according to ops 2 and 3. Plugged well at the Loew-Lyric last week by Marlon Hutton. Op 2, *No Letter Today* (Daffan) coming up well.

Buffalo: PPM still very good, altho it has by now reached its peak hereabouts and in fact is beginning to slightly tire the customers. It should be good for several more weeks, however. *No Letter Today* also holds up okay, but it won't get any stronger. Hillbillies may fade when more new name records come out. PPM going strong, according to all three ops. Ops 1 and 3, *No Letter Today* gaining.

Cincinnati: PPM still tops among the hillbillies, but not as pronounced as it has been. *Rosalita*, while in the upper bracket, is difficult to obtain. *No Letter Today* most promising of those moving up. Ops 2 and 3, PPM going strong; *Rosalita* gaining.

## "Papa" Gaining

Louisville: PPM still hot as ever here, but requests are coming in for *Pistol Packin' Papa*, which seems about to ride into popularity on the coattails of PPM. All three ops say PPM is going strong. Op 1, *No Letter Today* going strong. Op 2, *Pistol Packin' Papa* (Autry) gaining. Op 3, *No Letter Today* going strong.

Detroit: Op 3, PPM going strong; *No Letter Today* going strong; *Pistol Packin' Papa* (Autry) gaining.

Dallas: Ops 1 and 3, PPM (Dexter) going strong. Ops 2 and 3, *No Letter Today* (Daffan) gaining.

Des Moines: Ops 1 and 3, PPM going strong. Op 3, *No Letter Today* going strong.

Erie: Ops 1 and 2, PPM going strong. Op 3, PPM gaining; *No Letter Today* gaining.

Fort Worth: PPM is outdoing anything in more than a year. Song has received much publicity in the newspapers due to three recent robberies and one murder in which principals were pistol packin' mamas, and the head writers love it. Ops 1, 2 and 3, PPM going strong. Ops 1 and 3, *No Letter Today* gaining.

## "Blue Eyes" Big in Philadelphia

*I'm Thinking Tonight of My Blue Eyes* (Bing Crosby-Decca) was the September selection for the juke box ops' Hit Tune of the Month Campaign and went over so big that the record is still lingering in the machines, and with the hillbilly rage strong here it may stick on the coming-up lists for all three ops checked.

Hollywood: PPM going strong, according to all three ops. Op 2, *No Letter Today* (Daffan) gaining.

Indianapolis: PPM seems to have taken the edge off a lot of the hillbilly records, but they are beginning to come back now. Ops 2, *I Hung My Head and Cried* and *You'll Be Sorry*, both by Gene Autry, going strong. Op 3, PPM going strong.

Jacksonville: Negro spots going strong for PPM. Number going strong, according to op 1 and gaining according to op 2.

Memphis: PPM going strong, according to all three ops. Op 2, *No Letter Today* going strong.

Milwaukee: Op 2, PPM going strong; *No Letter Today* going strong.

New Orleans: PPM out front as *No Letter* slips a bit. *Rosalita* gives Al Dexter a threat for his PPM. Ernie Tubbs's *I Hate To See You Go* and Bob Willis's *Home in San Antone* doing well. Ops 1 and 3, PPM going strong. Op 2, PPM gaining. Op 3, *No Letter Today* gaining.

Richmond: They'd be out of business without PPM, *No Letter Today* and the numbers from *Oklahoma*. PPM going strong, according to all three ops. Ops 1 and 3, *No Letter* gaining. Op 2, *No Letter* going strong.

## Salt Lake City's Seven Faves

Salt Lake City juke box patrons have scattered their favors among seven numbers. PPM still among the leaders, altho ops report it apparently is on the skids. Ops are turning it over for *Rosalita* and getting swell results. *Born To Lose*, second best, and Gene Autry's *You'll Be Sorry* still in there pitching. *No Letter Today* never sensational but highly satisfactory as steady nickel grabber. *Home in San Antone* (Bob Willis) hasn't kept its early promise. Louise Massey's *Honey Song* just beginning to show.

San Francisco: Ops 2 and 3, PPM (Dexter) going strong.

St. Louis: *I Hung My Head and Cried* (Gene Autry) is the best hillbilly in this section. Ops 1 and 3, PPM (Dexter) going strong. Op 1, *No Letter Today* (Daffan) gaining; *I Hung My Head and Cried* (Autry) gaining.

## 5 SAVOY HITS GOING LIKE WILDFIRE!

No. 115

Unusual Version of

"PISTOL PACKIN' MAMA"

backed by

"DON'T FORGET TO WRITE A LETTER"

by Hank Hill & his Hilltoppers



No. 110

BONNIE DAVIS

"I DON'T STAND FOR THAT JIVE"

"NO LOVE BLUES"

No. 112

"GET IN TOUCH WITH ME"

"SO LONG"

Novelty Blues

No. 510

"JOHNNY DOUGHBOY POLKA"

"GAY VIENNA"

No. 116

"PUT YOUR ARMS AROUND ME"

Another Hank Hill & his Hilltoppers hit

"AND SO IT GOES"

featuring Rose Leonard and Buddy Klein's Savoy Eight.

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# RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

## POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. 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.

## NOTE

Decca's only new release is an all-vocal waxing by Kay Armen, new chirper, who sings two tunes from the new film musical *Thank Your Lucky Stars*. Titles are *How Sweet You Are* and *The Dreamer*, and as both are already among the most played tunes on the air and this is the only recording available of either side, this record should find its way onto machines in short order. Decca is also readying its first instrumental recording made since it signed with AFM, Bing Crosby and the Andrews Sisters accompanied by the Vic Schoen ork, doing *Pistol Packin' Mama* and *Victory Polka*. Two of the smaller diskers, Capitol and Savoy, both offer up a few sides this week. Capitol made available six sides, including *The Old Music Master*, which gets plugging in the new *True to Life*, waxed by Paul Whiteman, and *Waitin' for the Evenin' Mail* done by Freddie Slack, with Johnny Mercer handling the vocal chores. Also two sides—by Martha Tilton and two by the King Cole Trio. Savoy turned out four sides, including new entries of *Pistol Packin' Mama* and *Put Your Arms Around Me*, *Honey* waxed by Hank Hill. Both of these sides will come up against competition by name artists, but with production difficulties limiting supplies, these versions should draw their share of coins.

## THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

## THIS IS MY PRAYER... WALTER SCHUMANN (Vocal Refrain). Hit 7063

While the band's name is a newcomer, the music making is, in top order and impresses as a finely knit aggregation of instrumentalists and vocalists that is far superior to the nondescript Peter Pipers, Willie Kellys and Hal Goodmans bannered by the Hit label for the past year. In the least, they turn in an expert and excellent performance for *This Is My Prayer*, an attractive soldier ballad that packs a prayer for the safe return home of our boys serving overseas. An unbilled male voice for the lyrical expressions, and the Melody Mads, harmonizing trio blending their tones with the band instruments, gives the record strong vocal force. Moreover, the song story is timed to the approaching yuletide season when such lyrical themes are sure to attract wider attention.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.



# ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

(Continued from page 15)

the baritone picking it up at the bridge to carry out the side. The tempo is stepped up for William Campbell *I Just Didn't Understand*, and with Landt again taking tempo liberties, gives out for the torch lyrics to start. The organ picks up the last half of a second chorus, with the singer taking over the tag line to complete the spinning.

There is little here in either song or style to commend the waxing for phono play, its effectiveness being reserved for home spinners.

## BENNY BELL (Bell 432)

*McCarthy and McGinnis*—FT; V. *I Had But Fifty Cents*—FT; V.

A brace of novelty sales with appeal slanted to music boxes and home parties, this couplet offers two familiar comedy songs by Benny Bell. Waxing is peddled by the Specialty Sales Company, New York, and should find wide circulation among those seeking out such disks. Set to the traditional Irish reel music, *McCarthy and McGinnis* is an original comedy patter telling the story of the two fighting Irishmen who are dead in the same bed, but don't know it. *I Had But Fifty Cents* is the lyrical novelty, dating back to celluloid collars and buttoned shoes, about the girl ordering everything on the restaurant menu when the gent has but a half-buck in his pocket. A piano and sax provides the musical accompaniment for the vaudeville performance.

For the tap and tavern locations, both of these sides should go great guns in the music boxes.

## CLUB CASSADA ORCHESTRA

(Radio 201)

*Sweet Violets*—FT; V. *Hootshe Kootshe*—FT; V.

The label identifying this issue as a release of the Radio Record Company, New York, it is probably another reissue of an old party record, as the aforementioned Bell disk, which should find some market in these days of disk insufficiencies. Such marketing is limited to the *Sweet Violets* side, the one-time out-house classic, with the non-descript Club Cassada Orchestra ensemble offering up five sets of special verses. *Hootshe Kootshe* is an innocuous novelty ditty of rhythmic proportions, with neither band nor song distinguishing itself. It's one of those simple and silly catch-phrases that gives feeble excuse for a song that makes no sense and less meaning.

If it is the ribald records that the operator seeks to catch the coins, the "Sweet Violets" can hardly miss at the frothy tap and tavern fountains.

## POPULAR ALBUMS

*Riverboat Jazz* (Brunswick B-1010) is the latest package in the Brunswick Collectors' Series of old masters offered up by Decca. Going back to circa 1926, another chapter in the history of American jazz music in show-casing the New Orleans brand of blues blowing that was brought up the Mississippi to Chicago, where it influenced that school of jazz. Of the eight sides of riverboat music, the only band that actually played on those paddle-wheel steamers was Dewey Jackson's Peacock Orchestra, represented here with *Capitol Blues*. As for the others, their playing exemplified that type of hot jazz and included *Snag It* by King Oliver's Dixie Syncopators; Jelly Roll Morton's *Levee Serenaders* for Mr. Jelly Lord and *Midnight Mama*, and spotlighting the blues blowing and singing of trumpeter Ernest (Kid Punch) Miller, Jimmy Wade and His Dixielanders for *Gate Blues*, Albert Wynn's Gut Bucket Five for *Parkway Stomp*, and Albert Wynn's Creole Jazz Band for *Down by the Levee* and *She's Crying for Me*. Personnel of each group, as many as could be identified or accounted for, is listed on each label. The two Jelly Roll Morton sides were originally issued as by the Levee Serenaders and without using the ringleader's name.

*Jimmie Noone's Apex Club Orchestra* (Brunswick B-1006). More than any other, it is pretty generally agreed in swing circles that it was Jimmie Noone who influenced the present-day style of hot clarinetitis. Also going back to those

torrid '20s, the eight sides in this album afford an excellent insight into the Chicago school of jazz, yet marked by the slow, easy and relaxed swing spirit of a small group of blues-blowing New Orleans musicians. Save for *Apex Blues*, Noone's thematic, that is as jump-inspiring as any of the opuses of recent origin, sides all favorites of the back year, taking in *Sweet Lorraine*, *I Know That You Know*, *Sweet Sue*, *Four or Five Times*, *Every Evening*, *My Monday Date* and *Blues My Naughty Sweetie Gives To Me*. Adding to the collector's appeal of the sides is the fact that the piano boy in that early band is Earl (Father) Hines. That the album is tagged Volume 1 indicates that a second collection of Noone sides is in the stacking.

*Harlem Jazz* (Brunswick B-1009). The spontaneous jazz of the early and turbulent '30s, in the speakeasy era when the New York Harlem sector jumped and Duke Ellington reigned supreme and most rhythmically at the Cotton Club, this package of eight sides represents still another chapter in the history of jazz. In addition to Ellington's *Double Check Stomp* and *Jolly Wog*, the selected sides bring back the memories of the reckless abandon in rhythm that characterized the playing of Don Redman at Connie's Inn, represented here in the *Chant of the Weed* theme and *Shakin' the African*, and stemming from the same Harlem hottery, Fletcher Henderson for *Radio Rhythm* and *Just Blues*. Completing the session is Luis Russell, then at the Saratoga Club, for *Saratoga Swing* and *Case On Dawn*.

*Cab Calloway* (Brunswick B-1004). The hi-de-ho master is represented in this collector's series with eight sides that first attracted attention to him in the same Harlem sector at the Cotton Club. All familiar, sides takes in *Minnie the Moocher*, *Kickin' the Gong Around*, *St. Louis Blues*, *Bugle Call Rag*, *You Rascal You*, *Some of These Days*, *St. James Infirmary* and *Nobody's Sweetheart*.

*Boswell Sisters* (Brunswick B-1003). Rhythm singing at its best has always been identified with the Boswell Sisters (Connee, Vet and Martha), and the packaging of these eight of their better sides that date back to circa 1931 offers a real listening treat for the diskophiles. And over the years, their style of harmony singing has lost none of its attractiveness. Sides take in *When I Take My Sugar to Tea*, *Wha'd Ja Do?*; *Roll On, Mississippi*, *Roll On*; *Shout*; *Sister, Shout* (their radio theme); *Shine On Harvest Moon*, *Heebie Jeebies*; *River*, *Stay Way From My Door*, and *It's the Girl*. All the sides were major selling items in those days, and enhancing their merchandising appeal today is the all-star accompaniment that added so much to their singing, with the band boys better known in this day as Jimmy and Tommy Dorsey, Joe Venuti and Eddie Lang.

*The Face Is Familiar* (Decca A-342). A radical departure in dishing, this album comprises six sides of original recitations by Ogden Nash, famous humorist, from his book, *The Face Is Familiar*. His poetry ever light and witty, some of the selected pieces strike a genuine funny bone in its satire, while others sound much too coquettish and trifling to hold attention in its spinning. In all, the six sides take in 13 pieces. And since Ogden Nash enjoys a large readership, some of that flock will undoubtedly be taken in by these records and purchase them up as a sign of loyalty. Moreover, the fact that Nash has been identified with the Guy Lombardo beer commercial, doing the emcee chores for the radio show, may help widen the small and highly selective market of disk buyers for such spinning.

## MUSIC IN THE NEWS

(Continued from page 62)

program to raise funds was planned, culminating in *Here Comes America Day* sponsored by the Kiwanis club of two California towns.

Copies of the song were placed on sale and the proceeds were turned over to the Kiwanis Club, which paid the publisher for each copy sold and the balance of the money was forwarded to a tobacco company which has arranged to send cigarettes to the men at the front. Each pack sent carries greetings from the composers of the song and the Kiwanis Club.

**SHERLOCK HOLMES SET TO MUSIC**—On Sherlock Holmes's slightly stooped shoulders has been placed a singular honor—that of having his adventures set to music. *The Birmingham News Age-Herald* reports that Harvey Officer, New York business man and a charter member of the Baker Street Irregulars (a group of Holmes fans), has written a

*Baker Street Song Book* containing 13 ballads and a *Baker Street Suite* for violin and piano, privately printed for members of the Irregulars.

Now in the advertising business, Officer was once a music teacher and has composed an operetta as well as numerous songs and string quartets.

Officer's first musical contribution to the Holmes devotees was made at the 1942 meeting of the club, when he offered a ballad, *The Road to Baker Street*, which was sung with gusto to the tune of *Mandalay*.

This was such a hit that members asked him shortly before the 1943 meeting to write a symphony or sonata on *Sherlock Holmes* for the occasion.

Officer managed to oblige with the first two movements of his *Suite* for the meeting; since then he has completed the suite and the 13 ballads. These include songs about such friends and enemies of Holmes as Gregson, Lestrade, Irene Adler, Mrs. Hudson, a *Song of Dr. Watson*, and even a little number on *Professor Moriarity*, all names familiar to Holmes addicts.

To this column's notion, the lyrics sound as tho they might have been inspired by the works of Sir William Gilbert and Sullivan. For example, this verse on *Professor Moriarity*:

"Moriarity was a villain,  
Out for arson, theft or killin',  
London was pervaded by him.  
Only Sherlock dared defy him."

Or this verse about Irene Adler, always merely "the woman" to Holmes followers:

"She is the daintiest thing  
Under a bonnet,  
On this planet;  
Were I a bird I would sing  
Sing her a sonnet,  
But I cannot.  
She is the daintiest thing;  
Once she was loved by a king."

# Record "Libraries" Help Operators To Offset Shortages

BALTIMORE, Oct. 16.—Despite the reported shortages on records, music box operators report they are managing to get enough records to keep their spots supplied all the time. They characterize music box operation as one of the brightest spots in coin machine operation.

Music box operators point out that in addition to the great popularity of hill-billies, they are finding a growing partiality to polkas, cowboy tunes and ballads.

Many operators have large libraries of records upon which they can call whenever they find it necessary to change records. Operators are constantly going over these, selecting a number of favorites of yesteryear, which are again found in favor. By this means they manage to offer different, tho not always new disks.

# Pick Show Tune

PHILADELPHIA, Oct. 16.—Having concluded its most successful Hit Song of the Month promotion for September in *I'm Thinking Tonight of My Blue Eyes*, which carried over to October, the Philadelphia Music Machine Operators' Association have now centered their promotional spotlight on *People Will Say We're In Love*, the hit song from *Oklahoma*. It marks the first time that the Hit Song tag was placed on a show tune by the music operators. Last month's selection was jointly promoted by the Ohio State Operators Association, and if conditions permit, future selections will be singled out for joint promotion by both associations.

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Ask the man  
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## Chocolate Magnate, Milton S. Hershey, Passes 86th Year

CHICAGO, Oct. 16.—America's "chocolate king," Milton S. Hershey, was interviewed recently by *Forbes* magazine on his 86th birthday.

Hershey's philosophy is simple: "I've always worked hard, lived rather simply and tried to give every man a square deal. That's why, perhaps, I've been in business so long—87 years."

At 40 the fame of his chocolate products had made his name a household word in the United States, as well as thruout a good deal of the world. He is, however, best known to his "family" of 6,000 young men. Years ago he and Mrs. Hershey, who had no children of their own, took two young boys to educate. This in turn led to the founding of the Hershey Industrial School. "His boys" receive a high school education and a choice of trades ranging from auto mechanics to welding. Their training is so thoro that they are "spoken for" by business organizations before they graduate. Some 475 of his orphan family are now in the armed forces. Some time ago Hershey handed over his fortune of \$84,000,000 to the school, which every year takes in another 1,000 boys.

Hershey's business life has been far from smooth. At 19 he owned a confectionery business in Philadelphia. Seventeen years later, with four failures against him, he bought the chocolate machinery exhibited by Germany at the World's Columbian Exposition in Chicago. Then in eight years he achieved wealth and the (See *Chocolate Magnate* on page 70)



Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

## Cigarette Shortage Looms, Commerce Dep't. Reports

Manufacturers using reserve 1944 and 1945 stocks as demand soars

WASHINGTON, Oct. 16.—A cigarette shortage is facing Americans, the Department of Commerce reports. Tobacco now being used in cigarettes is coming from 1944 and even from 1945 reserves, the department said, adding that there is a "substantial gap" between demand and supply.

The report estimates 1943 consumption at nearly 300,000,000,000 cigarettes, which is 35,000,000,000 to 50,000,000,000 cigarettes more than the industry can buy tobacco to make. Present cigarette supplies are described as "adequate, perhaps abundant," altho the supply is being maintained thru the use of reserve stocks.

The United States is sharing 42 per cent of its cigarette tobacco supply with other countries under an international distribution system. Referring to this the department reported in its monthly magazine, *Domestic Commerce*, that next year's leaf demand cannot be met.

The demand, it said, will be at least as great as the 780,000,000 pounds needed this year, while American manufacturers will be allowed only 463,400,000 pounds of an expected 1943 crop of 800,000,000 pounds. This is in contrast to 535,200,000 pounds used in 1940 when Americans smoked 180,700,000,000 cigarettes. Anticipated demand from the home front alone this year will be nearly 300,000,000,000 cigarettes.

These figures do not include the uncounted billions of cigarettes which are

being consumed by American fighting men overseas. These are uncounted, the report says, since they are tax free and are not included in Treasury Department statistics on which the department bases its estimates.

## Predict Increased Sugar Allotments For Trade Users

NEW YORK, Oct. 16.—Sugar brokers and dealers are predicting that sugar allotments to industrial users for November and December will be increased to 90 per cent of 1941 use from the present 80 per cent level. Should their predictions come true, candy bars and soft drinks will be much more plentiful by the end of the year.

Candy manufacturers recently benefited from an increase in their cocoa allotment, which was raised from 70 per cent to 80 per cent of the 1941 use. Action on the sugar allotments is expected today, when certificates will be issued to manufacturers for the final two months of the year. Recent comment by the War Food Administration to the effect that there is no immediate prospect of any increase in the sugar ration is regarded by dealers as applying to home use.

There has been some talk of an end to sugar rationing, but a slump—which appears to have been temporary—in arrivals of sugar from Cuba and Puerto Rico quieted this idea. The amount of sugar which came into the United States by water in September was 23 per cent less than in August, and 40 per cent less than in July. The result was that stocks of raw sugar held by refiners at East Coast ports have dropped to 104,000 tons on October 2, compared with 194,000 tons on August 21.

Arrivals of raw sugar in the week ended October 2, however, were 78,500 tons, or some 22,000 tons more than in the previous week. It is believed that this indicates that an upward trend will continue. The decline in September was due largely to an embargo on shipments of sugar by rail; this embargo since has been lifted.

## OPA To Establish Ceiling Prices on Edible Tree Nuts

WASHINGTON, Oct. 16.—Ceiling prices will be established in the near future on all varieties of edible tree nuts, both shelled and in the shell, the Office of Price Administration has announced.

The prices, to be set at all levels from the grower to the commercial user and individual consumer, will represent approximately a 10 cent per pound reduction under going prices of shelled nuts but will be somewhat above these prices for 1942.

The basic figures forming the price structure of the regulation were worked out in co-operation with the industry and with the War Food Administration. Maximum prices to be set will reflect more than present parity to the growers.

Examples cited today by OPA of these basic figures on orchard run, unprocessed nuts are: walnuts, \$472.50 a ton; almonds, \$680 a ton; filberts, \$400 a ton; pecan, seedlings, \$360 a ton; pecans, improved, \$468 a ton.

The regulation will reflect in general normal trade practices, OPA food price officials said.

## ICC Upholds Rise In Rail Rates for Peanut Shipments

WASHINGTON, Oct. 16.—Despite protests from government agencies and officials, proposed increases in rail rates on shelled or unshelled peanuts shipped from five Southern points to Central & Illinois Railroad territories have been upheld by the Interstate Commerce Commission. The Office of Price Administration, the War Food Administration and the director of economic stabilization all protested against the proposed rates.

Section 1 of ICC Tariff 563 publishes reduced temporary rates on peanuts from shipping points in Eastern North Carolina, and according to the railroads, over certain circuitous routes, these five points were intermediate from Eastern North Carolina and could apply the lower rates. Altho no shipments have been made from Asheville and Marion, N. C., and Atlanta, Augusta and Savannah, Ga., the cities involved, it was never intended that the Section 1 rates should apply to them, it was said.

A proposal to remove this application was opposed by the three government agencies, but none was indicated by shippers or dealers, the commission said in its formal report on the case. The rates, suspended by the commission since the original effective date May 20, would result in higher charges from origin points located between Eastern North Carolina and the five points.

The affected rates, tho increased by the suspended schedules, would still be lower than the present authorized rates from Virginia, considering distances, and even lower than the temporary competitive rates from Eastern North Carolina, the commission pointed out.

### Peanut Situation

To prices quoted must be added freight, selling, shrinkage in cooking, salting and one-half cent a pound profit for the seller.

RICHMOND, Va., Oct. 16.—Weather conditions continue favorable in all peanut sections. Harvesting is getting actively under way in the North Carolina-Virginia district. With continued good weather it is expected the crop in this area will start moving in a small way next week. In the Southwest, digging and harvesting is progressing slowly as a result of rains last week over most of Texas. Many of the late peanuts are being left in the ground as long as possible to obtain fullest benefit from recent rains.

While the movement of farmers' stock goods has been fairly heavy to both shellers and crushers, sales of farmers' goods have been somewhat limited. Many farmers are holding their crop in the belief that future developments may change the price situation. Demand from manufacturers and processors has been unseasonably light, as many processors are awaiting final decision on allocations and the effect of the rollback order on peanut butter prices.

The War Food Administration announced on October 1 that Food Distribution Order 78, which limits the use of peanut butter and peanuts for edible purposes, has been suspended during the period of September 1 to November 1, insofar as the restrictions on use and consumption are concerned.

Suspension of the operation of quotas as established under the terms of the order is temporary. This action is considered necessary to permit the Food Distribution Administration to make a complete study of the information which will be submitted by the industry under terms of the order. On the basis of such information, the FDA will review the present allocations to determine whether revisions of quotas may be advisable.

According to a report released by the Bureau of Agricultural Economics on the fat and oil situation, prices on these commodities are expected to continue relatively high during the balance of 1943, thruout 1944 and probably into 1945, due to the large government purchases for lend-lease, which will tend to prevent any market decline.

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The Outstanding Ball Gum Vendor with a fascinating amusement feature that BATS THE BALL THRU THE AIR. 1 Home Run (with 25 lb. carton Ball Gum—includes winners) complete only... \$24.50.  
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## Cold Cabinets To Sell Candy At End of War

NEW YORK, Oct. 16.—*Business Week*, October 2 issue, published a resume of developments toward refrigeration for chocolate candies after the war. According to this business magazine, one of the oldest problems of the candy trade has been that of keeping chocolate candy fresh during the summer. Suppliers of candy for vending machines have been working on this problem probably as hard as the general candy trade. A special chocolate covering has been developed for the government to supply the armed forces overseas, and this may prove useful after the war.

It now seems definite that refrigerated cabinets will be supplied to retail stores soon after the war as a means of keeping chocolate candy fresh. Since there is likely to be a strong trend toward refrigerated vending machines, this stimulus to the refrigeration idea will likely prove very favorable to the vending trade.

According to *Business Week* there are a number of firms working on the refrigerated cabinet idea to sell candy. Whether they may have vending machines in mind also is not mentioned. Two of the firms that have already completed interesting developmental work in this field are Stephen F. Whitman & Son, Inc., and Advertising Novelty Manufacturing Company. About 1,200 cabinets were built by the Advertising Novelty firm some two years ago and were placed in stores thruout the country. The refrigeration units boosted the sales of chocolate candy from 50 to 350 per cent, according to reports.



## Cigarette Jobbers Hear Conflicting Shortage Reports

PHILADELPHIA, Oct. 16.—Conflicting reports on expected cigarette shortages have left the local jobbers puzzled. A number of manufacturers of popular brands have served notice on local jobbers that there will be a 30 per cent cut in all standing orders and that no extra orders will be accepted. It is explained that increasing shipments of cigarettes for servicemen overseas is taxing the resources of the companies to such an extent that it will be impossible to take care of all civilian needs.

Alarmed over the 30 per cent cut, the jobbers immediately queried the representatives of the other cigarette companies, and received encouraging reports that no such cut of any type in standing orders is contemplated. The cigarette representatives advised the jobbers that they have been told by their factories to accept any and all extra orders.

In addition to the 30 per cent enforced by some of the manufacturers, jobbers are greatly concerned about the hoarding that is sure to follow the announcement of a proposed increase in cigarette taxes next year. Jobbers complain that they will never have enough cigarettes to take care of the approaching holiday season and hoarders.

Jobbers say that while it may be necessary to ration retail dealers, as is being done now with cigars, operators of cigarette vending machines will not be rationed. Regardless of the 30 per cent cut, jobbers stated that there will be no cutting down in cigarette shipments for the local vending machine operators. They pointed out that all cellophane-wrapped cigarettes now are being held in reserve for the machine operators, and will do all in their power to see that the operators are kept well supplied with cigarettes.

## Candy Men Battle Proposed Federal Levy on Products

(Reprinted from The Chicago Daily News)

WASHINGTON, Oct. 16.—The proposal for a special tax on candy, which has been worrying the confectionery makers ever since the war created a need for more revenues, was given another airing when a delegation from Chicago prepared to go before the House Ways and Means Committee in opposition.

This time the Treasury Department is proposing a special tax of 35 per cent on candy sales, and the delegation, headed by Philip P. Gott, president of the National Confectioners' Association, suggested that the idea was both misplaced and ruinous.

"Bake milk, eggs, nuts, fruits, sugar and chocolate and you get no-tax cookies; freeze them and you get no-tax ice cream," H. R. Chapman, chairman of an industry committee and vice-president of the New England Confectionery Company, Cambridge, Mass., told the congressmen. "But boil the same ingredients and what do you get? Thirty-five per cent tax candy!"

### Would Change Purchases

Consumers in general would switch from taxed candy to non-taxed food articles and thus automatically deprive the government of much of its contemplated new revenue, according to Chapman.

The House committee rejected candy excise tax proposals in 1941 and 1942, and Chapman told its members today that reasons against taxing the industry's products have grown stronger since then.

"Candy is a low-cost food desired alike by our armed forces, war-plant workers and civilians in general," he asserted. "Taxing it would be unwarrantably burdensome, impractical and unjustly discriminatory."

### Heavy U. S. Orders

Exhibited at the hearing were candies used in various rations of the armed services, including the new standard lifeboat package, which is practically all candy.

The U. S. government will buy 300,000,000 pounds of candy this year for direct issue and for resale in post exchanges and other service stores, the congressmen were told.

# VENDER SUPPLY NOTES

**CONFECTIONERY PRODUCT SALES INCREASE**—Sales of manufacturers of confectionery and competitive chocolate products were 12 per cent higher in August, 1943, than in August, 1942, according to the Bureau of Census. For the first eight months of 1943 dollar volume was 22 per cent over that of the corresponding period of 1942, and sales in August this year rose 17 per cent over the level reached in the preceding month.

Manufacturers of chocolate products competitive with confectionery increased their sales 16 per cent in August, 1943, compared with August, 1942; manufacturers-retailers, 5 per cent, and "other manufacturers" 12 per cent.

**NUT ORDER**—An order issued by the OPA provides for setting aside of one-sixth of the unshelled merchandise walnuts offered for shipment from Washington, Oregon and California to help meet large requirements for shelled nuts.

**SEEK TOBACCO PRODUCTION INCREASE**—Officials of the Department of Agriculture are trying to devise means of increasing tobacco production next year in order to avoid dangerous depletion of stocks.

This year's aggregate production, it is estimated, will be about 1,371,000,000 pounds for all types, as compared with 1942 production of 1,412,000,000 pounds and the 1932-1941 average of 1,349,000,000 pounds.

Flue-cured and burley tobacco prospects declined considerably in August, and now the flue-cured crop is estimated at 795,000,000 pounds and the burley crop at 371,000,000 pounds.

The current rate of production of these products is below the rate of consumption, according to officials of the food distribution administration, and current stocks are being depleted comparatively fast. They added the time has arrived when further depletion might have a serious effect because it would mean cessation of production or use of tobacco not properly aged.

At a recent meeting of the tobacco advisory committee it was announced that the trade will be able to obtain more glycerin and sugar, with allotments of glycerin for October equaling 70 per cent of normal use.

Officials of the industry said it would benefit considerably if the war manpower commission ruled its workers essential, but so far WMC has turned down appeals for such a classification.

**SERVICEMEN COME FIRST**—One of the large chains of candy stores in Pittsburgh has taken a step that may be followed by other companies as the war continues. In order to fill requests for candy for overseas Christmas gift shipment, the company closed all its retail stores from Monday (11) to Friday (15) inclusive. Only their factory was open, and all orders were handled there. All employees were shifted to the factory during this five-day period.

The firm, thru a large newspaper ad, explained that it would be unable to fill both civilian orders and those destined for shipment, and that it considered the latter orders more important.

**INCOME FIGURES**—Income payments to individuals in August are estimated at \$11,658,000,000, 22 per cent higher than in the same month last year, Secretary of Commerce Jones has announced.

The August total is slightly less than that paid out in July, but the decline is mainly a result of the usual July-August drop in dividend and interest disbursements.

Income payments to individuals totaled \$90,524,000,000 in the first eight months of the year—26 per cent greater than for the same period in 1942. More than four-fifths of the pronounced rise in individual incomes over the year may be traced to three types of payments: wages and salaries in manufacturing, federal government pay rolls (including pay for the armed forces), and net income of farm operators. These three parts constituted only two-fifths of total income in the January-August period of 1942.

**"SILENT" CIGARETTE RATIONING**—Altho many smokers may not have realized it, the rationing of cigarettes has already begun. It is a voluntary move by jobbers, who are now filling only a percentage of standing orders to the trade. Where a given number of cigarettes were delivered to retailers in the past, the number now is being cut.

This action is not in any way attributed to

the government, but is the expedient adopted by jobbers to meet the situation of a rising demand for cigarettes, with no substantial increase in production from the factory.

There is no chance of stepping up production of cigarettes, for factories are now running at their maximum capacity. They cannot obtain more cigarette manufacturing machines because the company which makes most of them has long since been converted to war production.

Demand for cigarettes continues unabated, and it is considered possible that before many weeks smokers may find their favorite brands out of stock at the moment.

**AFRICAN COCOA IMPORTS**—Shipments of cocoa from Africa during September were greater than from all other sources combined, reports by New York cocoa brokers reveal. Bags from Africa amounted to 268,435, as compared with the next greatest source, Bahia, with only 112,425 bags. A total of 455,758 bags was received during September. To September 30, the New York market handled 3,287,207 bags, as compared with the 12-month 1942 total of 1,593,968 bags.

**THAT'S A LOT OF PEANUTS!**—Georgia-Florida-Alabama Peanut Association has reported to its members that the organization handled more than 790,000 tons of peanuts in six years. During the same period the co-operative organization handled about \$112,000,000.

"The administrative expenses for the six-year period were about \$595,000, or one-half of 1 per cent of the money handled by the association," the latter's report to members said. "Salaries and wages paid by the Georgia-Florida-Alabama Peanut Association were less than one-third of 1 per cent of the money handled under its program."

"The amount allowed GFA for operating expenses has been borne by the Secretary of Agriculture and is now deducted from growers' payments."

"During the first four years of GFA operations of the peanut program there was a reported loss of millions of dollars to the Department of Agriculture, due to the fact that under the price fixing the growers received \$8,500,000 more than the total for which their peanuts sold. In the years 1937 to 1940 growers who sold thru GFA received an average of \$18.76 more per ton than their peanuts sold for."

## "Coke" Battle Rages

NEW YORK, Oct. 16.—The "cola" battle still rages. Coca-Cola and Pepsi-Cola are no longer fighting over names and trade-marks, but Coca-Cola is still watching vigilantly any concern putting out a soft drink with the name "cola" in the title. Typical was a suit argued last month in Denver before the 10th United States Circuit Court of Appeals.

In 1925 Standard Bottling Company, the region's largest soft drink bottler, signed a consent decree not to put out any beverage resembling Coca-Cola in any way and not to use the word "cola" in any soft drinks. With cola drinks flourishing at fountains and in ads ever since the 1942 Pepsi-Cola armistice, Standard went into the United States District Court and got the 1925 decree modified so that the word "cola" could be used in trade-marks and advertising.

The presiding judge stipulated, however, that all proposed designs and publicity be submitted to him privately before public use, so he can be sure there's no similarity to Coca-Cola designs.

Coca-Cola appealed this decision, claiming that both the law and the facts are the same as in 1925, and that if it was wrong for Standard to put out imitative drinks in 1925, it is still wrong in 1943.

Meanwhile, in Seattle, a federal judge ruled that use of the word "coke" or "koke" as applied to a soft drink belongs exclusively to the Coca-Cola Company. A. A. Rutherford was enjoined from making or distributing a soft drink called Koke and from using the word "koke" or "coke" in connection with any soft drink.

The judge's decision was handed down as a consent decree in a suit brought by the Coca-Cola Company charging that Rutherford's use of the name Koke misrepresented his product and enabled dealers to pass it off as Coca-Cola.

## Cigarette Venders Report Good Sales Despite Handicaps

BALTIMORE, Oct. 16.—While cigarette vending machine operators are being allocated Camel cigarettes just as are all jobbers of cigarettes, the operators state their sales volume is not being affected. For, while they find it necessary to service their units with fewer Camels, they are still getting an ample supply of other popular brands, and report their takes are holding up to former levels, with many reporting collection gains.

This is particularly true in the case of operators serving war plants. Their cigarette supplies are as substantial as they have ever been.

While expressing some concern as to the amount of future supplies, operators feel certain they will be provided with ample supplies to take care of the cigarette needs of essential war plant workers.

Of more concern, at the moment, to operators is what effect the draft will have on their service personnel, for without enough help to service the units, the operators would find themselves in an unfavorable position.

## Imported Candy

CHICAGO, Oct. 16.—Importations of candy from our neighbors to the South are helping to fill the nation's craving for sweets.

Increasing amounts of chocolate and hard candies bearing Mexican, Cuban or Argentine labels are seen on shelves here. Altho the variety is not as wide nor the quality as good as that to which Americans are accustomed, the shortage of domestic products makes almost any kind of candy welcome, and the new imports are therefore moving in good volume.

At the start of the movement, most candy came from Cuba and Mexico, with fairly large amounts being supplied by Puerto Rico and Central American nations. Of late, however, candy made in Argentina has appeared in stores.

The big mail-order houses and some variety chains led in introducing the imported confections, but now independent retailers are stocking them. The amount of these products being distributed is unknown, but trade association officials here say the candy is coming in in carload lots at West Coast ports and that volume at Eastern cities is comparable.

Candy manufacturers do not regard the imports as a permanent threat to their business because the foreign sweets cannot compete on a quality basis with domestic items and the price for the foreign lines is somewhat higher.

### Increasing Volume Foreseen

Producers and exporters in Cuba, Mexico and other Latin-American nations are exhibiting none of the lassitude traditionally ascribed to them. A confectioner in Chicago reports that the country is being flooded with offers from exporters for candy in carload lots. The fact that American production still falls far short of demand, coupled with the quantity offers from abroad, would pre-empt an increasing volume of imports.

Some manufacturers are asking: "Why, if it is possible to transport candy up here, can't we get the raw materials we need so that the candy can be produced at home?"

The answer to this question must lie, of course, within the sphere of the State Department. It is probable that long-range policies aimed at cementing friendship in South America outweigh the demands of domestic producers, who already are filling a very substantial volume of orders for the armed services and war plants in addition to a tremendous civilian business.

## Fred Melchior, Omaha, Now at Oklahoma Camp

OMAHA, Oct. 16.—Fred Melchior, former manager of the Canteen Company, of Omaha, candy vending machine operator, has been called into the army and is with the infantry at Camp Gruber, Okla. He has been succeeded by C. J. Buck as manager. Buck came to Omaha from Sioux City, Ia.



# ARCADE NEWS

## New Penny Arcade Added to Ranks of Baltimore Locations

BALTIMORE, Oct. 16.—The Penny Arcade opened by Morris Meyers at 427 East Baltimore Street makes an interesting addition to arcade row on East Baltimore Street.

This location has been completely remodeled and enlarged, and is now more than double its former size. The site has been occupied, until several months ago, by a combination lunch spot and arcade. Now while space is given to a lunch counter, the location is devoted primarily to arcade operation. More than twice as many units are operated, including guns of various kinds, a photomatic machine and other equipment.

That arcade operation in East Baltimore is definitely gaining in popularity is indicated by additions made and contemplated. The new arcade just opened supplements several that have been in operation for a number of years. Plans are being completed for the opening of another arcade on East Baltimore Street, near Calvert, which is but two blocks west of the recognized row.

## Philly Arcade Men Wind Up Extended Resort Operations

PHILADELPHIA, Oct. 16.—Localites operating arcades at near-by resorts, having enjoyed a boom summer and kept their arcades in operation for post-season September and part of October are only now returning to Philadelphia.

All but Marty Mitnick, local music and pinball operator, have returned to town, and resumed local operations. Mitnick, who operates an arcade at Ocean City, Md., has sent back word to his associates that business continues so big at that resort, he intends remaining for another few weeks.

September vacationists and the presence of servicemen made post-summer arcade operation most profitable.

## CHOCOLATE MAGNATE

(Continued from page 68)

respect of all with whom he came in contact.

### Rename Town

Back in 1906, Derry Church, Pa., the present center of many of the Hershey interests, was renamed "Hershey" by the Reading Railroad, with the United States

Post Office's consent. There are no company houses there, 90 per cent of the homes being individually owned. Hershey has developed 10 new ventures in the town since passing his 70th birthday. These include a gigantic community building with swimming pool, library, a modern theater, game rooms and a cafeteria; two hospitals; a hotel recognized as one of the finest and most luxurious in the country; a museum which houses the world's largest collection of Stiegel glass; an industrial junior-senior high school capable of serving 1,500 students, and a sports arena seating 15,658. On the side, he added frozen food products, soap and furniture to his business activities.

Hershey's business interests have not been confined to this country. He was the first American to grow and refine sugar in Cuba. He now owns 65,000 acres there and employs 12,000 persons. In order to offset the hardship to employees which would result from the seasonal work on his sugar plantations, he started two new ventures; growing peanuts for extraction of oil and raising henequin fiber for the making of rope. For his unstinted interest the Cuban government conferred upon him its highest honor, the Order of Carlos Manuel de Cespedes.

## Market First of Season's Crop of Virginia Peanuts

SUFFOLK, Va., Oct. 16.—The Birdsong Storage Company announced this week the first movement of the season's crop of Virginia peanuts to Suffolk.

A truck load of peanuts constituted the first delivery. According to the storage company the peanuts were of fair quality, hulls were reasonably bright, meats matured and soli, and the load generally was of good weight.

The peanut crop, which was running about two weeks ahead of its regular season up to the middle of the month, has been somewhat slowed by the rainy weather of the past 10 days. Growers said that unless weather conditions improved, it could be assumed that the harvest would take place about the usual time.

## First Philly Drugstore to Sell Fountain Pepsi-Cola

PHILADELPHIA, Oct. 16.—Pepsi-Cola, long merchandised exclusively in bottles, made its first fountain sale appearance this week at Doc Kaitz's midtown drugstore. Radio jingles advertising Pepsi-Cola, heard on all the local stations, are now being altered to add the note that the soft drink is available in 10-ounce glasses at soda fountains.

Altho new to fountain sales until now, as reported in *The Billboard* many months ago, Pepsi-Cola has been sold at fountains here exclusively at the chain of Loft candy stores. Same combine owns both the soft drink and candy companies.

## Tax Calendar

ALABAMA: Nov. 10.—Tobacco use tax reports and payments due. Tobacco wholesalers' and jobbers' reports due. Nov. 20.—Sales tax reports and payment due.

COLORADO: Nov. 14.—Sales tax reports and payment due. Use tax reports and payment due.

DELAWARE: Nov. 15.—Wholesale dealers' monthly cigarette tax report due.

FLORIDA: Nov. 10.—Agents' cigarette tax reports due.

GEORGIA: Nov. 10.—Tobacco wholesale dealers' reports due.

ILLINOIS: Nov. 15.—Cigarette tax returns due. Sales tax reports and payment due.

IOWA: Nov. 10.—Cigarette vendors reports due.

KANSAS: Nov. 5.—Cigarette distribution reports due. Nov. 10.—Cigarette stamp reports due. Nov. 15.—Compensating tax reports and payment due. Nov. 20.—Sales tax reports and payment due.

KENTUCKY: Nov. 10.—Cigarette tax reports due.

LOUISIANA: Nov. 1.—Soft drink wholesalers' reports due. Tobacco wholesalers' reports due. Nov. 15.—Soft drinks wholesalers' reports due. Tobacco wholesalers' reports due. Nov. 30.—New Orleans sales tax reports and payment due. State sales and use tax returns and payment due.

MASSACHUSETTS: Nov. 15.—Cigarette distributors' tax reports and payment due.

MICHIGAN: Nov. 15.—Sales tax reports and payment due. Use tax reports and payment due.

MISSISSIPPI: Nov. 15.—Sales tax reports and payment due. Tobacco reports due from distributors, manufacturers and wholesalers. Use tax reports and payment due.

NEW MEXICO: Nov. 25.—Use or compensating tax reports and payment due.

NORTH CAROLINA: Nov. 15.—Sales tax reports and payment due. Use tax reports and payment due.

NORTH DAKOTA: Nov. 1.—Cigarette reports due.

OHIO: Nov. 15.—Cigarette use tax reports and payment due.

OKLAHOMA: Nov. 15.—Sales tax reports and payment due. Nov. 20.—Use tax reports and payment due.

RHODE ISLAND: Nov. 15.—Tobacco products tax reports due.

SOUTH CAROLINA: Nov. 10.—Soft drinks tax reports due.

SOUTH DAKOTA: Nov. 15.—Sales tax reports and payment due. Use tax reports and payment due.

UTAH: Nov. 15.—Sales tax returns and payment due. Use tax returns and payment due.

WASHINGTON: Nov. 15.—Sales tax reports and payment due. Use tax reports and payment due.

WEST VIRGINIA: Nov. 15.—Sales tax reports and payment due.

WISCONSIN: Nov. 10.—Tobacco products tax returns due.

WYOMING: Nov. 15.—Sales tax reports and payment due. Use tax reports and payment due.

## Less Gas for Civilians

WASHINGTON, Oct. 16.—Less gasoline, of progressively poorer quality, is predicted in an Office of War Information survey. Sharp curtailment of civilian driving was forecast as a result of the mounting demand for gasoline for greatly expanded military operations.

The report estimated that quantities available to civilians now are running 500,000 barrels short of the daily prewar consumption, and added bluntly that the shortage "will intensify for the duration."

The gloomy survey of civilian supply prospects was made public just after the Petroleum Administration for War had announced reorganization of its foreign operations division in a manner indicating that greater use would be made of oil sources abroad.

Daily production of all types of gasoline at present is about 1,800,000 barrels, with one-third going to lend-lease and the armed forces.

In 1942 12.5 per cent of all gasoline produced in the East, Midwest and Southwest went to the armed forces and lend-lease. Requirements for next year and 1945 are estimated at more than three times this amount.

### FOR SALE—MACHINE GUN GALLERY

FELTMAN, 6 Guns. Can be seen in operation. \$1,500.00 takes entire outfit, including sufficient BB's for indefinite use. Must sacrifice; lease out.

Korn Smax Machine, Like New, Complete with Copper Kettle .....	\$225.00
Mills Punching Bag, Clean .....	125.00
Photo Machine, Bosch & Lomb, F.2 Lens, Deluxe Cabinet .....	275.00
6,000 Sticks 12" by 7/8" Electra Projection Carbon, AC or DC, 5c per Stick.	
Watling 1c and 5c Slot Machines.	

20 Fire Doors, Laboratory Approved for Theatre Use, All Sizes.  
Fairground Cash Pay Out Machines \$30.00  
Aksarben Cash Pay Out Machines .. 30.00  
Forty Stock Wheels.  
Entire Carnival Unit for Organizations, Including Bingo Stand, Blower, Etc.  
Two Pace Penny Weighing Scales, Ea. 45.00

### SHOWMEN'S EXCHANGE, INC.

707 GEE STREET, N. W. WASHINGTON, D. C.

### GLAMOUR GIRL-2 FOR 5c-CARD VENDOR

ACCURATE—SIMPLE—STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE

SEND FOR COMPLETE LIBRARY



Which ever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y.

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

### INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.  
Penny Arcade Headquarters Since 1895.  
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

### ARCADE

6 Batting Practices, Each .....	\$ 95.00
1 Chicago Coln Hockey .....	195.00
1 Western Majors .....	150.00
1 Knockout .....	90.00
1 Seven Up .....	37.00
1 Big Chief .....	23.00
1 Keeney's Four Diamonds .....	38.00

All Machines in good working condition.  
One-Third Deposit, Balance C. O. D.

### SAMUEL PRESTON

1147 Keyes Ave. SCHENECTADY, N. Y.

### SPACE FOR RENT IN PENNY ARCADE

Busiest Corner on Broadway, N. Y.  
BOX No. 497, Care The Billboard,  
1564 Broadway, New York 19, N. Y.

### FOR SALE

10 Cases .22 Long Rifle Cartridges.  
25 Rolls Name Plate Tape, 5 lbs. Per Roll.

MAKE BEST OFFER

BOX NO. 498, Care The Billboard, 1564 Broadway, New York 19, N. Y.



# West Coast News Notes

By SAM ABBOTT

218 Radio Center Bldg., 1509 Vine St., Hollywood 28, Calif. Phone HO. 1866.

LOS ANGELES, Oct. 16.—For the majority of coin machine firms in this section business was good. Out of 10 firms five reported that business was very good and one said "as usual," which is taken as an indication that it must be in the good class. Two failed to report and only three in a nonchalant way said that it wasn't on the up and up.

In breaking down a report of this kind, there are several ways to arrive at a fair analysis. All along there have been coin machine jobbers who reported things were not so good when the shipping and servicemen were falling over themselves getting out shipments. In all fairness, it must be said that such reports did not come from pessimists. Why firms reported business slow as compared with the others can be attributed only to the point that perhaps such firms had been fortunate in getting stock. This and similar cases have cropped up during the entire year.

However, those reporting good business were as enthusiastic over the present as they are the future. There was no hesitancy in reporting this condition.

The entire business report boils down to the fact that 50 per cent of those reporting had good business. Whether it was due to the fact that they were fortunate in having merchandise or what—it is still good news.

The tax situation is coming to a point. No news of definite value has been received here by the Associated Operators of Los Angeles County, Inc., at this writing. The main point here is that the tentative schedule has advanced so, it was necessary for Curley Robinson, AOLAC managing director, and Arthur Mohr, the legal adviser, to go to Washington. They had been waiting for the word to appear in Washington for several months.

In the matter of taxation, the local representatives along with others who are representing the coin machine industry expect or hope to secure a "just and fair interpretation of the federal tax on pinball games." In some instances it is reported that AOLAC and like groups will be fortunate in holding the levy at its present station. However, despite the fact that Robinson and Mohr have been so advised, they are still hoping to secure that "fair interpretation." It is not unlikely that they will fail to reach their goal. On the basis of reports from their last visit to Washington, their chances of securing a favorable session are good. Both Robinson and Mohr were fortunate in making inroads in Washington in a brief time. Others who have made the same inroads have done so at a time expense.

The ceiling price situation has caused much worry here and at this time it still seems upset. Jobbers have been waiting and watching for something to develop that will give them a basis upon which to work. On the basis of the business report made by *The Billboard* here during the past week, it seems that most of the jobbers are taking things as they come and go right along.

## Happel Travels

Traveling is the main subject at the Badger Sales Company here. William Happel Jr., manager, was out of his office nearly all the week on a tour thru the section his firm serves. Mary Jane Dick, secretary, was all set to take off on a cross-country trip to Baltimore. Miss Dick left her desk early in the week but was called back to her post within a few days when Elaine Ryan, the firm's auditor, became ill. . . . One of the manufacturers reporting good business during the past seven days was the Shipman Manufacturing Company, maker of stamp vending machines. Jack Olson, sales manager, said that they had been very busy, but he modified his statement to say that it was principally on defense work. This firm is making stamp machines which have been ruled essential when its machines are not busy turning out valuable defense parts. When the punch presses are not busy with Uncle Sam's job, the stamp machines are being made. Quite a few have been run thru, but these, Olson said, have been shipped right out. Shipman recently issued a bulletin to the effect that the war effort was affecting the production of stamp machines and that more orders had been received that can be built. As the machines come off the assembly line they

are being shipped. . . . Jack Olson Jr., son of the Shipman sales manager, has been transferred to Chico (Calif.) training field for his advanced flying instructions. Young Olson is the recipient of the gold star award given by the air corps upon the completion of 65 hours without a single accident or deviation from good flying regulations.

## McClelland to the Marines

Tom Wall, of California Games, reports that Everett McClelland has entered the marines. . . . Irvin Rich, of Consolidated Novelty Company, attended the preview of the latest King Bros. picture, *The Unknown Guest*, held at the Ambassador Hotel Theater recently. . . . Coast Cigarette Venders reports that it is having trouble securing help. . . . General Venders has lost Douglas Harper, J. D. Owen and Flint Campbell, of the staff, to the army. Business here is going good, but it is a difficult thing to handle, for it is necessary to train new men.

## Gaunt Returns

Fred Gaunt, of General Music Company, and his wife, Bennie, have returned from a trip to the beach, where they spent a brief vacation period. . . . Frank Duarte and Richard (Dick) Lord, of the E. C. McNeil Company, have left the firm for work in armament plants. . . . Homer Gillespie, of Long Beach, Calif., left there recently for a vacation in Oregon. . . . Phil Robinson has returned to Los Angeles from a visit to Las Vegas, Nev. Things are reported moving along at top speed in that Nevada town. While in Las Vegas Robinson took in the show at the Hotel Last Frontier in the famous Ramona Room. . . . Barney Kaplan, well-known coin machine man, left recently for the navy. . . . Bill Wolf, of California Amusement Company, which opened here recently, is dividing his time between the operating business in San Diego and the jobbing firm in Los Angeles. . . . Frank Butterfield, who has been located in San Diego for the past three years, arrived here recently to take charge of the service department at California Amusement.

## Jones Lauds Operators

Spike Jones, who heads the City Slickers group, is lauding the music machine operators he met in his travels over the nation on his Coast-to-Coast theater tour. Jones met a number of the operators in the Middle West and also in the East. "They're a swell bunch and they treated us royally," Jones said in summing up the situation. Jones sent June Bundy, press angel, ahead to make the contacts, for Spike Jones is a band leader who believes in juke boxes. Whenever he makes a record his first concern is how it will take with the coin machine operators.

# Business Activity In Northwest Area Continues Strong

MINNEAPOLIS, Oct. 16. — Northwest business activity continues to be extremely strong, with a new monthly record in iron ore shipments and a new high in city member bank deposits recorded in the monthly review of agricultural and business conditions in the Ninth Federal Reserve District. Business activity remained at a high level, bank deposits expanded, while farm production and farm income remained at record levels. Loans of city member banks expanded to reverse a recent trend, according to the review of the Minneapolis Federal Reserve Bank.

## Signs of Money

The coin machine operating business followed the general upward trend, with operators reporting collections moving steadily ahead thus far. Opening of the 1943 University of Minnesota football season with two victories in a row by the Golden Gophers has served to set this grid-mad town afire. Night clubs, taverns and other locations around town where coin-operated machines are in operation have been getting a very strong play from civilian and military population alike.

Jobbers, however, are in a peculiar position. The OPA order has done the industry no good, and no one knows just

which way to turn. Operators aren't spending any money for equipment, and are holding out on any used machines they are not operating. The situation here, as elsewhere, is muddled and awaiting clarification.

Bright spot of the month, of course, is the news that there are to be records available. The rush of new disks hasn't materialized to any great extent as yet, but the music machine operators look ahead to the time when they will be able to get more than they have in the past. Of course, production of records is still a problem that hasn't been solved, despite Petrillo's decree.

## Richmond, Va.

RICHMOND, Va., Oct. 16. — Wedding bells are ringing out along Richmond's retail record row. Nancy Miller, of Walter D. Moses & Company, left on a month's honeymoon in New York with her husband, Staff Sgt. George Hamilton, and Florence Madison, of the Corley Company, doubled with John Byers on October 2.

Leon Gary, of Gary's Record Shop, is in New York on a buying trip.

Mrs. Mary Carpenter left last week to visit her husband, Roy, who is stationed with the armed forces in Kentucky.

A birthday party was given Joe Wigington, Joe Wigington Amusement Company, on September 26 at the Sixth Street Tea Room. Master of the flowing bowl was Zap Baccigolupo, and Service Manager Thelma Chandler cut the cake.

Max Abramson, United Artist publicity representative, has been in this territory for the past two weeks arranging tie-ups with the amusement machine operators.

## Detroit

DETROIT, Oct. 16.—Edward Zielesch, serviceman for the J & J Novelty Company for six years, has been inducted into the army and assigned to the signal corps for training in Texas.

Robert L. Todd has joined the ranks of Detroit's colored music machine operators, with the organization of the Todd Music Company. Headquarters are at 295 Hendrie Street. Todd was formerly a collector for the Brilliant Music Company before establishing his own route a few weeks ago.

A & P Food Stores, leading grocery chain, has placed War Stamp vending machines in 25 of their local stores, mostly supermarkets. Machines vend both 10 and 25-cent stamps.

Viola Devroy, of the Modern Music Company, reports demand for records booming so fast in this town that it is outrunning supplies.

George A. Snyder, one of the city's oldest active operators, who founded the Commercial Music Company in 1920, is moving to Flint, where he will be associated with his son, John C. Snyder, proprietor of the Century Coin Machine Company, in addition to operating a few machines on his own in Flint and Detroit. Floyd T. (Ted) Snyder, who was a partner, is in the navy, and the Sny-

der Automatic Music Company has been taken over by Mrs. Floyd T. Snyder, who is establishing headquarters at 9163 Burnette Avenue.

Andrew Brazzil, serviceman for the Brilliant Music Company, has been inducted into the army and sent to Fort Knox, Ky.

Mrs. William Palmer, whose husband is a partner in the Brilliant Music Company, is back home after a visit in Canada.

Max Marston is back from a tour of Northwestern Ohio buying up machines. He bought out the route formerly operated by Art Barger, with headquarters at Pioneer, O., which will be operated by the Brilliant Music Company. William Palmer made the trip with Marston.

Rose Marie Bennett, of Brilliant company's record department, was rushed this week by the volume of business.

## Mexican Reports

MEXICO CITY, Oct. 16.—Many small communities in the provinces have installed juke boxes in their parks, and dances are held almost nightly. Most of the jukes offer Mexican tunes, although many are now about 50-50. The most popular American records are those featuring name dance bands.

Mexico's tobacco crop will be 7 per cent larger than last year, but it will be 30 per cent below the average of the last five years.

Domestic consumption of tobacco has increased to such an extent that in the last few months stocks have declined considerably.

Since the Palace of Fine Arts has gone in for concerts, high-brow record sales have taken a jump. Every musical work of special interest performed in the concerts finds an immediate response in public demand for the recordings.

The Mexican branch of RCA-Victor is contributing to the United States war effort by sending thousands of old recordings for re-use in soldier's recreation centers. Last year the company sent more than 100 tons of such recordings.

Recordings in Mexico are fast taking the place of former artists' press books. The impresarios now are no longer satisfied with the hallyhoo of the press stories designed and written to promote the artist; they now demand to hear the artist as recorded. If satisfactory, usually a contract follows.

Mexico is rapidly reducing its foreign debt. The nominal foreign debt was about \$280,000,000 in principal and a like amount in interest, the government reported. Recently these obligations have been slashed to \$30,700,000 and about \$2,000,000 interest.

An authoritative market survey of retail food price, essential clothing and rents, disclosed increases of from 11 to 29 per cent from January thru August this year. Corn, basic ingredient of the tortilla (a must on the Mexican bill of fare) went from 20 centavos per kilogram to 29 centavos during the eight-month period.



# Z-O-O-M

## 24 BRAND NEW

—No More—No Less

FIRST COME—FIRST SERVED

\$29.50 FULL CASH  
Each WITH  
ORDER

SPECIAL TOP DISPLAY SIGN FREE

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



Buy  
**WAR BONDS!**

**SOUTHERN  
AUTOMATIC MUSIC CO.**  
540-42 S. 2nd St., Louisville, Ky.  
531 N. Capital Ave., Indianapolis, Ind.  
312 W. Seventh St., Cincinnati, Ohio  
425 Broad St., Nashville, Tenn.

**Buffalo Business  
Reported Good in  
Spite of Problems**

BUFFALO, Oct. 16.—The month of September has always been a fill-in period between summer and winter operations, and therefore its takes cannot really be regarded as representative of the coming fall and winter. Nevertheless, business has held up quite well despite many problems and the outlook for the coming months is good, altho the trend continues toward consolidation and shortening of all routes. At the moment ops are pulling in equipment from the outlying summer spots and are concentrating more effort on the city locations.

Despite terrific gas shortage in the area and the ban on pleasure driving there was much week-ending, and spending at the near-by vacation spots, mostly around the American side of Lake Erie; this boom is attributed to vacationers who'd otherwise traveled further, but took their summer relaxation near their home towns, and also many families who rented summer homes for the entire season. Tho the summer locations for coin machines were handpicked, due to help and equipment shortage, business was terrific. The pinnacle of summer success was reached over the July 4 week-end. Crowds in locations were this year composed mostly of girls, and they spent as much as the men ever did on amusement machines. This summer is said to have tallied about 50 per cent more business for the coin machine operators than last year. Equipment (which is very plentiful and varied) on the Crystal Beach boat, which was plying between Buffalo and the Canadian shore,

did terrific business, and doubled previous takes during July and August.

The record situation is expected to get better and it should soon be somewhat ironed out, according to local opinion. This past season has brought exceptionally strong disks, and more enduring hits than ever, but possibly that was due to lack of competition in the top recording class. The amazing favor accorded hillbillies here stemmed from the same situation. The music ops' association is going along strongly, holding together and letting nothing and no one step on its toes. Ops are beginning to think about post-war plans, and some may take on new lines in place of or in addition to coin machines.

**Taxes Cause Withdrawals**

Higher taxes caused pulling out a considerable number of machines. Some of the city locations are going out of business for the duration due to taxes and liquor shortages. Practically every op reports some spots closing. Ops are really up against it now more than ever, with the draft taking more of the service personnel. Gas restrictions are becoming ever more stringent.

Most of the ops have hung on and all the prominent men in the business are managing quite well, tho they are pitching right in and are "doing their own."

The price ceiling on used coin machines hasn't had a very pronounced effect on trade here. Prices weren't affected considerably, and according to one prominent source the ceiling has merely caused more care in advertising used machines. Locally effects haven't been felt as there is little to buy and sell.

The 1943 Music Year Book of *The Billboard* was well received by the juke box ops. Most of them remarked on the size and the careful work that went into the book, and are keeping the book for future reference.

**WANTED**  
100 A.B.T. CHALLENGERS  
Must Be in Good Working Condition.  
Quote Best Price.  
**FOR SALE**  
4 (New) 7 Column U-Need-a-Pak  
Cigarette Machines, in Original  
Cartons (Model 500) ..... \$110.50  
2 (New) 9 Column U-Need-a-Pak  
Cigarette Machines in Original  
Cartons (Model 500) ..... 122.50  
5 Victory (5 Ball), Each ..... 75.00  
6 Gross Take Tip Books, 120 to  
Card, Per Gross ..... 30.00  
With or Without Seals  
**BEST OFFER TAKES**  
10 New Seeburg 20 Wire Wallomatics  
5 Used Late Model Rock-Ola Bar Boxes  
6 Used Late Model Rock-Ola Wall Boxes  
**INTERNATIONAL SALES CO.**  
Southern Standard Bldg. Houston 2, Tex.

**FOR SALE**

2 Jumbo Parades, Late Heads, C.P.S.	90.00
5 Jumbo Parades, Old Head, C.P.	75.00
1 Western Big Prize, C.P.	75.00
1 Western Seven Flasher, C.P.	85.00
1 Bally Sanfa Anifa, C.P.	275.00
1 Keeney Winning Ticket	75.00
6 Keeney Skylarks	250.00
2 Keeney Fortunes	275.00
2 8 Col. Rowe Imperials	22.50
6 8 Col. Rowe Royals	70.00
8 10 Col. Rowe Royals	90.00
10 10 Col. Rowe Presidents	100.00
6 11 Col. DuGreniers (Champions)	110.00

1/2 Certified Deposit With Order

**EMERY J. GOUSSET**  
291 East Court Street  
Kankakee, Illinois  
Phone 286

**PHONOGRAPHS**  
5 A.M.I. Singing Towers ..... \$150.00  
10 A.M.I. Boxes ..... 15.00  
10 Seeburg Wallomatics ..... 25.00

**CONSOLES**  
2 Royal Draws ..... \$100.00  
1 Keeney Skiltime ..... 100.00  
2 Triple Entry ..... 100.00  
1 Tracktime ..... 100.00

**CIGARETTE MACHINES**  
15 Rowe Imperial, 8 Column ..... \$ 30.00  
7 Du Grenier, 9 Column ..... 35.00  
3 Du Grenier, 11 Column ..... 45.00  
2 Du Grenier, 7 Column ..... 30.00  
3 Mills, 6 Column ..... 20.00  
5 Stewart-McGuire, 10 Column ..... 25.00

**ARCADE EQUIPMENT**  
20 A.B.T. Target ..... \$ 17.50  
5 Pike's Peak ..... 17.50  
5 Kicker & Catcher ..... 17.50  
4 Keeney Texas Leaguer ..... 35.00  
2 3-Way Grippers ..... 15.00  
2 1-Way Grippers ..... 12.50  
1 Ranger, 1c ..... 20.00  
2 Evans Play Ball ..... 200.00  
2 Bally King Pin ..... 250.00  
3 Skeebalettes ..... 50.00  
2 Western Baseball ..... 75.00  
2 Duck Ray Guns ..... 60.00  
2 Casino Golf ..... 40.00  
2 Chicago Coin Hockey ..... 200.00  
2 Anti Aircraft ..... 45.00  
1 Bean 'Em ..... 50.00  
1 Keeney Submarine ..... 200.00  
1 Scheffler Low Boy Scale ..... 40.00  
4 Slap the Jap ..... 150.00

Deposit 1/3 With Order.

**MORPLAY MUSIC CO.**  
MACOMB, ILLINOIS

**OUTSTANDING BUYS  
IN CIGARETTE VENDING MACHINES**

Just because these Machines are being sold at these Low Prices does not mean they are not in A-1 operating condition. Every one of these Machines is in operative condition or else is in operation at the present time. If you need Machines do not hesitate to purchase these, as they are really a steal at the prices quoted below. We are cutting down the extent of our operations and for that reason are offering them at these very low prices.

7 Col. STEWART-McGUIRE, MODEL "8"  
(15c and 20c Operation)  
With Double Shift Container, holding 325 Packs.  
\$30.00 Each in Lots of 10.  
Single Machines, \$35.00 Each.  
With Standard Container,  
\$20.00 Each in Lots of 10.  
Single Machines \$25.00 Each.  
8 Col. U-NEED-A-PAKS  
\$20.00 Each in Lots of 10.  
Single Machines, \$25.00 Each.  
6 Col. ROWE IMPERIALS  
\$22.50 Each in Lots of 10.  
Single Machines, \$25.00 Each.  
8 Col. ROWE IMPERIALS  
\$27.50 Each in Lots of 10.  
Single Machines, \$30.00 Each.  
9-30 NATIONALS  
\$45.00 Each in Lots of 10.  
Single Machines \$50.00 Each.

1/3 Deposit, Money Order or Cashier's Check,  
Balance C. O. D., F. O. B. St. Louis.

**AUTOMATIC  
CIGARETTE SALES CO.**  
2208 LOCUST ST. ST. LOUIS, MO.

**WHILE THEY LAST!**



**AFRICAN GOLF**  
The IDEAL COUNTER GAME  
NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

**ALSO AVAILABLE:**  
HI-LO CHUCK-LUCK  
MIAMI COLOR GAME  
MONTE CARLO-CROWN & ANCHOR

**H. C. EVANS & CO.,** 1520-1530 W. ADAMS STREET  
CHICAGO 7, ILL.

**WANTED FOR CASH**

**SEEBURG'S "CHICKEN SAMS"  
"JAIL-BIRDS"**

**\$90.00** - - - - - **\$90.00**

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 CO., INC.**  
1348 NEWPORT AVE., CHICAGO, ILL.

**WANTED 100,000  
USED RECORDS**

**WE PAY HIGHEST PRICES!**

With or without jackets. Can use all makes—vocals, instrumentals, classical or boogie-woogie. Give us an idea as to how many you've got, type and condition. We'll make you a spot cash offer that will more than pay you for your trouble.

**WRITE, WIRE OR PHONE**  
**ROL'S RECORD STORE**  
311 S. Wabash Ave., Chicago, Ill.

**WANT MECHANIC**

Who knows Pace's Races, Track Times, Mills Jumbos, Silver Moons, Etc.  
**TRUCK AND GAS FURNISHED.**  
**\$75.00 PER WEEK TO START.**  
BOX 295, Care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

**MAKE US AN OFFER**  
For All or Any Part

2 Big Parade	1 School Day	2 Exhibit Wings	6 Seeburg Wall Boxes, Used
1 Victory	1 Sport Parade	2 Polo	1 24 Seeburg Adapters, Used
1 Bosco	1 Sea Hawk	1 Commodore	1 16 Seeburg Adapter, Used
1 Gun Club	1 Metro	1 Pylon	1 Skee-Ball-Ette
2 Jeep	1 Home Run	1 Big Chief	2 Short Stop
1 Knockout	1 Toplo	1 Rodeo	1 West Wind
4 Grandstands	1 Rockola Ten Pins, new H.S. Head	1 Border Town	1 Fox Hunt
3 Pacemakers	1 R.H. Skill Time	1 Play Ball	2 New Charm Cabinets
3 Grand Nationals	1 R.H. 25c Skill Time	1 Silver Spray	6 Wurlitzer Wall Boxes, New
1 Pimlico	2 High Hand Bally	1 A.B.C. Bowler	1 Wurlitzer Adapter, New
1 Skylark	3 Fortunes	1 Bally Dark Horse	1 Pace Reels, C.P.
1 Jungle	1 Silver Moon	1 Horoscope	2 Wireless Adapters for Wall Boxes and Adapter for Wurlitzer Phono.
1 Sky Blazers	2 B.C. Gallop, Domingo	1 Stratoliner	12 Used Buckley Boxes
1 Salute	2 Black C. Gallop, Dom.	1 Keeney Anti-Aircraft, Brown Cabinet	2 Steel Phono Cabinets with 2 Wurlitzer Units in Each
3 Camps	2 Fast Times	3 Three Score	
1 Five & Ten	2 O'Boys	1 Contact	
1 Defenso	1 Silver Skates	1 Punch	
1 Miami Beach	1 Show Boat	2 Blue & Gold Vest Pockets	
2 Score a Line	1 Band Wagon	1 Chrome Vest Pocket	
1 Exhibit Stars	1 Score Champ	1 Green Vest Pocket	
1 Sunbeam	1 Bally Alley	3 Columbia Slots	
2 Big Time	1 Bally Gold Cup	1 Q.T. Free Play	
1 Sky Ray	1 Caddy		
2 Line Up	1 Score Card		
1 Formation			

**ARUNDEL AMUSEMENT COMPANY**  
418 THIRD STREET (Phone: Annapolis 3491) EASTPORT, MD.

**We Have What You Need**

All Games Ready for Location  
**5-BALL FREE PLAY GAMES**

Silver Skates	.....\$36.50
Stratoliner	..... 36.50
All American	..... 33.50
Big Chief	..... 36.50
Bangs	..... 12.50
Follies	..... 16.50
Punch	..... 16.50

Write for prices on other equipment, salesboards.

We have Bells and Counter Machines.  
1/3 Dep., Balance C.O.D., F.O.B. Chicago.

**CENTRAL MFG. CO.**  
4355 W. Harrison CHICAGO

**THE WEEK'S BEST BUYS**

1 Radio Rifle	.....\$ 69.50
1 Paces Races (Black)	..... 100.00
1 Spark Plug (Counter Model P.C.)	..... 22.50
1 Black Jack "21" (Counter Model)	..... 6.00
1 Ganco Play Ball (Slide Doors)	..... 145.50

1/3 Down, Balance C. O. D.

**MICAL'S AMUSEMENT SERVICE**  
27 Stroud St. Wilmington 21, Delaware

**FOR GUARANTEED  
PACE EQUIPMENT**  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS



DON'T BUY ANY RADIO TUBES UNTIL YOU COMPARE THESE PRICES!!!

Table of radio tube prices including 01A, 1A5GT, 1B5-25S, 1H4Q, 1N5, 1Q5, 1R5, 1LE3, 1B5, 1T4, 1T5, 1V, 1Q5GT, 2A5, 2A6, 2Q5, 2A7, 3S4, 5T4, 5U4G, 5W4GT, 5Y3GT, 5Y4G, 6A3, 6A4, 6AC7-18S2, 6AB, 6AQ7, Television, 6AD7GT, 6ABG, 6AE5GT, 6C5GT, 6E5, 6F5GT, 6G5, 6F8Q, 6F6GT, 6F7, 6F8Q, 6GB, 6J5, Metal, 6J5G, 6K7GT, 6L7, 6S07GT, 27, 24A, 30, 31, 32, 34, 36, 38, 41, 42, Large, 43, 45, Large, 46.

55 or 44, Panel Lamps, Mazda, 10 for 65¢. The above is only a partial list. Please send us a list of your requirements. NO ORDERS FOR LESS THAN \$5.00 ACCEPTED. 50% DEPOSIT ON C. O. D. ORDERS. ALL TUBES GUARANTEED. Please send L-265 certificate with order—No Consumer Sales. RADIO TRADING CO. 58 MARKET ST. NEWARK 1, N. J.

Tax Body Expects States To Continue 1943 Trends

Report Based on Legislation This Year

CHICAGO, Oct. 16.—In a report on tax trends in the various States, the Federation of Tax Administrators said there will be a continuation of the trend toward more and higher State taxes on manufacturing distribution, or consumption of liquor and tobacco. This prediction was based on the trends in various legislative sessions this year.

The trend, the federation said, became apparent in 1941 and 1942 when several States adopted new taxes or raised levies on these products, but it became more pronounced this year under the influence of fiscal problems and other uncertainties created by the war.

"Motive of many legislatures in raising more revenue from liquor and tobacco consumption," the federation said, "apparently was to compensate, in a limited fashion, for the falling off of gas tax revenues and to give States a greater share from these forms of 'luxury' consumption, especially for relief and welfare purposes and, in some cases at least, to provide money for post-war planning and rehabilitation purposes."

Revenue on Liquor Falls

The federation felt that State tobacco tax revenues could be expected to maintain their present high level despite increased tax-free consumption by members of the armed services. On the other hand, it expressed the opinion that the outlook for liquor tax revenue had darkened considerably, despite higher taxes levied by the States, and pointed out that a marked decline in receipts was in prospect or already in evidence in many States.

Delaware, Florida and New Mexico, it was pointed out, levied new cigarette taxes this year, which brought to 31 the number of States now taxing tobacco products. Alabama also took action in this field thru legislation which, in effect, allows Mobile County to levy a cigarette tax in addition to the regular State levy now in effect.

Florida Tax Highest

While the Delaware and Florida laws tax cigarettes exclusively, the New Mexico statute also imposes a levy on cigars and cigarillos. Cigarette tax provisions of the Florida law, providing for a levy of 3 cents on a standard package, are the highest of the three new laws. The rates under the Delaware and New Mexico statutes are 2 cents a package. Five States extend their cigarette tax laws this year. Massachusetts and Wis-

consin extended their levies until June 30, 1945; New York until March 31, 1944; Ohio until March 31, 1945, and Wisconsin until June 30, 1945. In extending its levy Wisconsin earmarked receipts for the rehabilitation of State war veterans and for post-war public works projects.

New Levies on Liquor

New taxes on alcoholic beverages were enacted by the States of Alabama, Florida, Utah and Washington. Alabama levied a tax of 10 per cent on hard liquors and wines. Florida levied a new tax of 20 cents a gallon on fortified wines, except natural sparkling wines, to replace an old levy of 10 cents a gallon. Utah enacted a retail liquor tax of 4 per cent on the purchase price, and Washington imposed an additional 10 per cent tax on the retail selling price of all alcoholic beverages.

Some States raised the rates on certain liquors, and still others extended their levies. Among other action in the liquor tax field the States of Illinois, Maine, Missouri, North Carolina and Tennessee adopted new licensing laws.

WILL SELL, BUY OR TRADE

For Any Good Vending Equipment FOR SALE—SLOTS Refinished and Rebuilt Factory Work. No. 10 5¢ Watling Rol-a-Tops, 3/5 D.J.P. \$ 90.00 8 10¢ Watling Rol-a-Tops, 3/5 D.J.P. 120.00 6 25¢ Watling Rol-a-Tops, 3/5 D.J.P. 135.00 2 5¢ Blue Front, Club Handle . . . 125.00 1 5¢ Jennings Chief . . . . . 175.00 1 5¢ Jennings Century, 3/5 Pay, D.J.P., Used, Good Condition . . . \$ 60.00 Used Slot Stands, Each . . . . . 15.00 CONSOLES—GOOD, USED 2 1938 Keeney's Track Time . . . . . \$ 75.00 1 Triple Entry . . . . . 125.00 GEORGE W. DUN BOX 123 Phone 2061 SABINA, OHIO

COIN MACHINE MECHANIC

Must know guns. 48 hours per week, steady job year around, top salary. PLAYLAND ARCADE 25 E. Washington Street Phoenix, Ariz.

WE HAVE ON HAND

Used MILLS Chromes, Brown and Blue Fronts, and Q. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

SICKING, INC. 1401 Central Parkway, Cincinnati, O. 927 East Broadway, Louisville, Ky. We are Wholesalers and Sell for Resale

FALL SPECIALS

MUSIC Singing Picture Speakers, New . . . \$ 14.50 Wurlitzer 61 with Stand . . . . . 79.50 Seeburg 12 Rec. Keyboard . . . . . 49.50 Playboy Wurlitzer 616, Complete with 2 Seeburg 30 Wire Boxes, Adapter and Cable . . . . . 125.00

LEGAL EQUIPMENT

Daval Charm, Excellent for Arcade \$ 59.50 Target Skills & Big Game Hunters. 16.50 Gottlieb Gridders, 3 Way . . . . . 16.50 Bally Alley . . . . . 29.50

ONE BALLS

Just Off Location—In Excellent Condition! Club Trophy . . . . . \$340.00 '41 Derby . . . . . 350.00 Fortune . . . . . 335.00 Skylark . . . . . 285.00 Sport King . . . . . 285.00 Blue Grass . . . . . 165.00 Thistle-down . . . . . 65.00 Fleetwood . . . . . 29.50 Fairgrounds . . . . . 29.50

COUNTER GAMES

Cubs, 1¢ & 5¢ . . . . . \$ 4.95 Aces, 5¢ . . . . . 4.95 Liberties, 1¢ . . . . . 6.95 American Eagles (Used), 1¢ . . . . . 6.95 Daval 21 (New) . . . . . 6.50 Lucky Smokes (New) . . . . . 8.05

SLOTS

WATLING Rol-a-Top, 3-5, 5¢ . . . . . \$ 79.50 10¢ . . . . . 84.50 Watling Hand Load, Like New, 5¢ 129.50

COLUMBIA Convertible, Late Style Cigarette Reels . . . . . 74.50

GAILE Commander or Playboy (Exceptionally Clean), 5¢ . . . . . 74.50

PAGE 5¢ Comet . . . . . 69.50 10¢ Comet . . . . . 84.50

PAGE DELUXE SLUG-PROOF 5¢ . . . . . 114.50 10¢ . . . . . 124.50

PAGE ROCKET® 5¢ . . . . . 119.50 10¢ . . . . . 129.50

CONSOLES

Overhauled, Checked and Cleaned Buckley Track Odds (Old Head) . . . \$ 99.50 Jennings 4-Coin Multiple, Brand New Used . . . . . 39.50 Jennings Liberty Bell, Flat Top . . . 17.50 Slant Top . . . . . 27.50 Derby Day, Flat Top . . . . . 17.50 Slant Top . . . . . 27.50 Jennings Fast Time, F.P. . . . . 59.50 Keeney Red Seven Coin Head Track Time . . . . . 69.50 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 Flicker . . . . . 39.50 Exhibit's Chuck-a-Lotte, 7-Coin Head . . 39.50 Exhibit's Races, 7-Coin Head . . . . . 49.50 Galloping Dominos . . . . . 59.50 Stoner's Zippers . . . . . 34.50 Bally "The Favorite," 9-Coin Head . . . 39.50 Sugar King, P.O. (Floor Sample) . . . 69.50 Jennings Good Luck . . . . . 29.50 We have over four hundred 5-Balls. Write for our reasonable prices on these or any other type of coin-operated equipment. 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 3, Wis.

Milwaukee COIN MACHINE CO. 3130 W. Lisbon Ave., Milwaukee, Wis.

Table of Wurlitzer and Jockey Club prices. Wurlitzers: 616 \$75.00, 61 \$75.00, 24 \$150.00, 600 \$250.00, 500 \$275.00, 750 \$450.00, 750E \$475.00, 950 \$595.00. Jockey Club \$150.00, Mills Four Balls (4-5¢) \$700.00, 25¢ Baker's Pacers \$700.00, Exh. Races \$150.00, Keeney Track Time \$150.00, Skill Time \$175.00, Ray's Track \$150.00, Big Games, F.P. \$125.00, P.O. \$150.00.

Will Trade for Arcade Equipment. O'BRIEN MUSIC CO. 89 Thames Street NEWPORT, R. I.

TO SETTLE ESTATE 100 Saratoga Consoles, Convertible \$210.00 Ea. 75 Columbia 1¢ to 25¢ Slots . . . 100.00 Ea. 25 Watling Rolatops, 5¢ to 10¢ Pl. 175.00 Ea. 40 Watling 2-4 Play Slots . . . . . 100.00 Ea. 12 Jennings Chief, 5¢ Slots . . . . . 175.00 Ea. 25 Evans Galloping Dominos . . . . . 110.00 Ea. 1 30 In. Roulette Wheel . . . . . 40.00 All Ready for Location. Send 1/3 Deposit. JOHN EMRICH 3508 W. Marshfield CHICAGO, ILL.

WANTED Late or Early Model Mutoscope PHOTOMATICS ALSO Arcade Equipment. Will Buy for Cash Brill Amusement Co. 311 NO. RENO ST. LOS ANGELES 26, CALIF.

SALESBOARDS Table with columns: No. of Holes, Name, Profit, Price. Includes Money Boards, Put & Take, Lucky Buck, Cigarette, 5¢ Charley, 25¢ Charley, Jack Pot Charley, E. Z. Pickup, Texas Charley, Happy Charley, Put & Take, K. O. Board, Lucky Pup.

FOR SALE Fifty new Mills Slot Machine Locks, complete with keys. What am I offered? L. J. REYNOLDS MUSIC CO. 111 North Cascade, Colorado Springs, Colo.

Red, White & Blue Jar Deals 2050 Tickets Makes \$30.50 Definite Profit Sample \$3.50 Dozen \$36.00 Write for prices on gross lots All tickets machine folded and banded. All sets guaranteed. Buy from established manufacturer. Brogdon Printing Co. P. O. BOX 823 2704 So. Walnut Muncie, Indiana

READY FOR DELIVERY MILLS GOLD CHROME BELLS, 5c, 10c, 25c MILLS CHERRY BELLS MILLS BROWN FRONTS MILLS BLUE FRONTS MILLS BONUS BELLS MILLS THREE BELLS MILLS VEST POCKETS NEW BUCKLEY TRACK ODDS, DAILY DOUBLE MODEL JENNINGS SILVER MOONS, CASH PAY JONES SALES COMPANY 31-33-35 MOORE ST., BRISTOL, VA.-TENN. Tel. 1654 We Wholesale and Sell for Resale.



# BARGAINS

ALL MACHINES LISTED BELOW MUST BE SOLD

## CONSOLES

2 Bally Club Bells, 5c, F.P., Used 4 Wks., in Original Crates, Like New, Each	\$275.00
1 Keeney Super Bell, 5c, F.P. & P.O., Very Clean	200.00
1 Keeney Super Track Time, 9 Coin Odd and Even, Used 3 Weeks, P.O., Like New, Priced at	325.00
1 Keeney Kentucky Club, 7 Coin, P.O.	89.50
1 Keeney Red Head Track Times, 7 Coin, P.O. (1938)	89.50
1 Keeney Track Times, P.O. (1937)	79.50
1 Evans Galloping Dominoes, J.P., P.O., 2 Tone, 7 Coin, 1941	300.00
1 Jennings Multiple, Very Clean, 2 Interchangeable Glasses (One Cherry and One Race Horse)	79.50
1 Jennings Good Luck, 5c Play, P.O., Like New	49.50
1 Mills Flasher, 5c Play	29.50
5 Mills 1-2-3 Automatic Pay Pinballs, Each	22.50
2 Mills 1939 Model F.P. Pinball, Pigeon-Hole Type, Each	22.50
2 Bally High Hand, A-1 Condition, Each	125.00
30 F.P. & P.O. Pinballs from \$12.50 to \$79.50 in price..	125.00
2 Mills Jumbo, Cash Payout, Each	125.00

## SLOTS

1 25c Mills Bonus Bell, 3-10, Very Clean	\$275.00
2 25c Mills Blue Front, S.J.P., Club Handles, Each	275.00
1 25c Mills War Eagle, 3-5	175.00
1 25c Mills Dice Machine with Safe Stand, Very Clean, 4 Plays	129.50
1 25c Watling S.J.P., 2-4 Pay	59.50
1 10c Mills Bonus, 3-5, Very Clean	275.00
2 5c Mills Bonus, 3-5, Very Clean, Each	250.00
8 5c Mills S.J.P., Slug Proof, Very Clean, Each	124.50
1 5c Mills Smoker Bells	79.50
20 Mills Blue Front 1c Q. T.'s, Keyed Alike, Each	52.50
8 Mills Green Front 1c Q. T.'s, Keyed Alike, Each	47.50
8 Mills Blue & Green Front 5c Q. T.'s, Keyed Alike, Each	69.50
10 Columbias, Like New, C.P., Cherry Reels, From \$69.50 to \$89.50 in Price.	
3-5c Pace Comets, 3-5 Pay, Each	79.50
2 5c Cailles, 3-5 Pay, Each	47.50
55 Baby Watling Mint Venders, 5c Play, All To Go, Each	20.00
8 5c Watling Double J.P., 5c Play, 2-4 Pay, Blue Seal, Each	37.50
3 Mills S.J.P., 5c Play, Bullseye, 2-4 Pay, Each	49.50
1 Jennings Victory, Double J.P., 5c Play, 2-4 Pay	49.50
1 5c Superior Double J.P., Gold Award, 2-4 Pay	32.50
1 Mills Lionhead, 5c, 2-4 Pay, Very Clean	79.50
2 Mills 1c Skyscrapers, Very Clean, Each	47.50
5 Watling 1c D.J.P. Front Venders, As Is, Each	27.50
2 Pace 1c D.J.P. Front Venders, As Is, Each	22.50
20 American Eagles, Check Pay, Cherry Strips, Each	8.50

## MISCELLANEOUS ARTICLES

30 Mills Q.T. Safes, Keyed Alike, Each	\$ 10.00
50 Mills Folding Stands, Any Amount, Each	3.50
50 Case-Hardened Chains, Each	1.50
10 Late Model Double-Door Safes, Crinkle Finish, Each	59.50
20 Older Safes, Jennings and Mills Mixed (Both Kind Single and Double Doors and Light and Heavy Metal), from \$15 to \$37.50 Each.	
12 Favorite Jennings 1c Skill Flip Gum Venders from \$5 to \$12.50 Each.	
20 A.B.T. and Other Makes 1c Skill Flips from \$5 to \$12.50 Each.	

Plenty of All Kinds of Checks, Send Sample.

Send a deposit of 1/3, balance C. O. D. or sight draft.

# WAYNE SALES CO.

616 E. MAIN ST.

GREENVILLE, OHIO

## Omaha's Business Reported Assuming More Even Level

OMAHA, Oct. 16. — Omaha coin machine business in September began to assume a more even keel, tho reduced gas rations still plagued most operators already burdened with shortages and man-power worries.

Operators were divided on the effects of the American Legion's 25th annual national convention on business. Most, however, said the Legionnaires spelled more and better business, especially for the juke boxes, which they shared with their World War II prototypes.

Most operators are working over schedules on service calls to get the most mileage out of every trip. Schedules are being mulled over particularly to eliminate overlapping of service.

A general business gain of 23 per cent for the city and 19 per cent for the near-by capital, Lincoln, was reflected in coin machine business, operators said.

Some locations for pinballs and juke are experiencing a beer shortage and are closing Sundays, but, operators said, this has had little effect on business, since what is lost on a Sunday is made up during the week.

Cigarette vending machine operators report no shortages as listed in other parts of the country. One large operator said, however, he was having difficulty getting Camels. Soft drink vending machine business continued steady.

Candy vending machine business was up 15 per cent as the route operators move into their best season. Operators are not increasing locations and are continuing to ration non-war and non-military locations.

Juke box wholesalers report heavy movement of machines, many of them to Nebraska military establishments. The Decca-APM deal with its portents of more settlements of the recording ban is looked upon hopefully by juke box men, who say their customers are playing heavily but getting tired of the oldies.

## MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY

- |                  |               |
|------------------|---------------|
| Gold Chromes     | Four Bells    |
| Original Chromes | Three Bells   |
| Brown Fronts     | Club Consoles |
| Blue Fronts      | Vest Pockets  |
| War Eagles       | Jumbo Parades |
| Gold Q.T.        | Super Bells   |
| Blue Front Q.T.  |               |

ALSO HAVE JENNINGS SLOT MACHINES PAGE SLOT MACHINES JENNINGS CIG-A-ROLLAS XXV

PHONOGRAPHS  
ROCK-OLA '39 DELUXE  
ROCK-OLA '39 STANDARDS  
SEEBURG COLONEL  
SEEBURG COMMANDER  
WURLITZER 616  
WURLITZER 412  
WURLITZER ROLAWAYS  
SEEBURG ROLAWAYS  
ROCK-OLA ROLAWAYS

PACKARD, SEEBURG, BUCKLEY, ROCK-OLA & KEENEY WALLBOXES. Program Strips in 5,000 Lots, \$2.65 M. IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

WE CARRY A COMPLETE LINE OF MILLS PARTS

Terms: 1/3 Certified Deposit, Bal. C.O.D.

## STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. "WE ARE WHOLESALERS AND SELL FOR RESALE."

## The Famous, Patented Chicago "ACE" Lock insures

"UTMOST Security!"



### Only the Ace ROUND Key Opens It

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

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## CHICAGO LOCK CO.

2024 N. Racine Ave., Dept. 68, CHICAGO

## CARL TRIPPE Price Plus Guaranteed Satisfaction



## RECONDITIONED ARCADE EQUIPMENT

A.B.T. Challenger	\$ 27.50	Keeney Sub Gun	\$189.50
A.B.T. Casino, 1c	35.00	Keeney Texas Leaguer DeLuxe	89.50
A.B.T. Fire and Smoke	22.50	Kicker and Catcher	22.50
A.B.T. Model F Target	15.00	Kill the Jap, 1c	22.50
A.B.T. Jungle Hunt	25.00	Lord's Prayer on a Penny Machine	150.00
A.B.T. Color Target	15.00	Mills Cigarette Machine, 6 Col. (Double)	89.50
A.B.T. Target Skill	27.50	Mills Panoram	295.00
Bally Alleys	29.50	Mountain Climber (Groetchen)	139.50
Bingo	5.00	Mutoscope Console (Floor Model)	15.00
Bomb Hit, 1c	6.50	Pace 5 Jacks	25.00
Cannon Ball	11.50	Photoscope Counter Model	10.00
Chicago Coin Hockey	209.50	Pikes Peak	12.50
Crystal Gazer (Repainted)	29.50	Pingo	12.50
Edwards Gripper	5.00	Planetellus Horoscope, 10c, with Base	69.50
Electric Defense Gun 1c Shocker	15.00	Ray-o-Lite Seeburg (Airplane)	69.50
Electric Lifting Machine	22.50	Rockola Ten Pins	69.50
Electric Shocker (Advance)	12.50	Rockola Ten Pins, Repainted Red, White and Blue	69.50
Evans Play Ball	199.50	Roll-o-Cent	2.50
Evans Ten Pins (Repainted)	89.50	Rotary Diggers, Exhibit	189.50
Evans Ten Pins	69.50	Rotary Merchandiser, Exhibit	189.50
Exhibit Iron Claw	89.50	Rubber Neck Grip Test	89.50
G-Man Triple Gripper	10.00	Scientific Batting Practice	119.50
Gottlieb Single Gripper	10.00	Shipman Postage Stamp, New	29.50
Gottlieb Triple Gripper	15.00	Skee-Ball-Ette (Gottlieb)	89.50
Hanson Gripper	5.00	Tank Gun, Repainted	149.50
Health-o-Meter Scale	17.50	Western DeLuxe Baseball (Repainted)	89.50
Home Run	11.50	Your Future Home (Repainted)	29.50
International Mutoscope (With Stand)	29.50		

Terms: 1/3 Deposit With Orders, Balance C. O. D.

## IDEAL NOVELTY CO.

Phone: Franklin 8544  
2823 Locust St.,  
St. Louis, Missouri

## LAST CALL

1 5c Galloping Domino, 1941, Jackpot Model, Two Tone Cabinet, Perfect	Each \$329.50	1 Super Chubbie (Like New)	Each \$49.50
1 5c Paces Races, Brown Cabinet, High Speed Motor	169.50	1 A.B.C. Bowler	39.50
1 Bally Rapid Fire	189.50	1 Star Attraction	39.50
1 Evans Ten Strike, High Dial	49.50	1 1/2 Pace Bantam Slot	29.50
2 Kirk Guesser Scales	89.50	4 1c American Eagles (Token Payouts)	5.50
2 Bally Speed Balls	39.50	3 1c Mercurys (Token Payouts)	5.50
		3 1c Groetchen Zephyrs	4.50

1/3 Deposit With Order.

## ENTERPRISE NOVELTY CO.

511 PERRY STREET ALBION, MICHIGAN

## —FOR SALE—

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.

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855 Pearl St., P. O. Box 2988 Beaumont, Texas

## PIN GAME PARTS

FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941

OVER 1000 GAMES WITH BACK GLASSES BEING STRIPPED FOR PARTS.

## WHAT DO YOU NEED?

**WANTED**  
Pin Games and Slots for CASH. State Quantity, Price and Condition.

Don't Junk That Game!!  
We Have the Part You Need.  
**WRITE-WIRE-TELEPHONE**  
**WINNER SALES CO.**  
3400 Armitage Ave. CHICAGO, ILL.  
Telephone: Belmont 5400

## FOR SALE

Machines guaranteed to be in perfect condition, ready for location.  
1 Mills 1c D.J. Escalator Slot ..... \$ 50.00  
5 Mills 5c Blue Fronts, S.J. Ea. ... 135.00  
7 5c Jennings F.P. Silver Moon Totalizers, Look Like New. Ea. ... 80.00  
9 5c Mills F.P. Jumbo Parades. Ea. ... 65.00

PIN GAMES  
2 Parades. Ea. .... \$30.00  
2 Entrys. Ea. .... 30.00  
6 Bally Mystics. Ea. .... 20.00  
3 Model III Wurlitzer Bar Boxes ... 25.00

One-Third Certified Deposit Required, Balance C. O. D.

## WANT TO BUY

Will pay \$130.00 cash for Seeburg's Model Gems, \$120.00 for Mills Throne. Must be in A-1 mechanical condition. Also good cabinets, ready to put on location.

## ROYAL AMUSEMENT

M. T. DUFF  
Winchester, Va.  
Phone 4809

## PENNY PHONETTE SYSTEM

Consisting of 13 Wall Boxes, Power Supply and Adapter.

OTHER BARGAINS  
GROETCHEN COLUMBIA, G.A. Cig. Reel. .... \$59.50  
COLUMBIA BELL. .... 75.00  
MILLS 1-2-3 (1940) ..... 82.50

## W. B. CO., INC.

1903 Washington Blvd., St. Louis, Mo.

## FOR GUARANTEED

**JENNINGS EQUIPMENT**  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

## 25c Jackpot Charlies 25c

960 Holes—30 Hole J. P. Nonprotected Cards.

## 5c Lulu's 1440 Holes 80%

Payout—Profit \$14.40. (Can be increased to \$19.20 up to \$28.80.)

EITHER OF THE ABOVE DEALS \$1.65 Each 100 or More—\$1.75, 10 or More—\$2.05 Lots, 3 or More, IMMEDIATE DELIVERY.

1/3 Deposit, Balance C. O. D.  
**DELUXE SALES CO.**  
BLUE EARTH, MINN.

## WANTED MECHANIC

Wanted—Mechanic thoroughly familiar with Wall Boxes and Amplifiers. Top salary.

## Tampa Amusement Co.

113 N. Willow Ave. TAMPA, FLA.



**WE HAVE A VERY LARGE STOCK OF SALES-BOARDS FOR IMMEDIATE DELIVERY**

- 400 Hole Win a Fin, 50c Jumbo Thick. Take-in is \$200.00. Definite payout \$120.00. Definite profit \$80.00. Price \$1.65 each.
  - 400 Hole Fins and Bucks, 25c Jumbo Thick. Take-in is \$100.00. Definite payout \$70.00. Definite profit \$30.00. Price \$1.65 each.
  - 500 Hole Charley Board, 25c. Take-in is \$125.00. Definite payout \$85.00. Definite profit \$40.00. Price \$1.28 each.
  - 1000 Hole Charley Board, 25c. Take-in is \$250.00. Definite payout \$200.00. Definite profit \$50.00. Price \$1.65 each.
  - 1000 Hole J.P. Charley, 25c, 30 hole J.P. Take-in is \$250.00. Average payout \$200.00. Average profit \$50.00. Price \$1.79 each.
  - 1200 Hole Charley, 25c. Take-in is \$300.00. Definite payout \$232.00. Definite profit \$68.00. New Low Price \$2.03 each.
  - 2000 Hole Charley Board, 25c. Take-in is \$500.00. Definite payout \$400.00. Definite profit \$100.00. New Low Price \$3.73 each.
- 1/3 deposit with order. Write for our latest circular on Salesboards. In this line over 20 years.

**RE-CONDITIONED**

Takes  
1 to 3  
Nickels  
at the  
Same  
Time



**as Good as New Cabinet, Railing and Legs**  
**Refinished in Attractive Color**  
 Lite-A-Line—The ever popular table. A 10-ball game that is faster than any 5-ball game. 3 coin chutes. 3 profits from 1 table. Electric Flash Number Boards. Spectacular Score Drome. Skill-Luck gets permanent play. Three incomes instead of one. Accepted at once by better locations everywhere. Nothing can compete with:

**LITE-A-LINE**

Lite-A-Lines are on the same locations since the day they were introduced. \$89.50 each, 1/3 deposit with all orders.

**A. N. S. CO.**

312 CARROLL ST., ELMIRA, N. Y.

**OHIO SPECIALTY CO.**

**LARGE CINCINNATI OPERATOR QUILTS BUSINESS!**  
**OHIO SPECIALTY CO. BUYS ENTIRE STOCK**

We bought the entire business—lock, stock and barrel—from a large Cincinnati operator. (Their name we promised not to mention.) They were forced out of business due to present conditions. Their loss is your gain—so act quick as these games won't last long at these ridiculous low prices. All offered subject to prior sale. Don't hesitate, wire, write, call at once.

Armada . . . . . \$18.95	Landslide . . . . . \$19.45	Yacht Club . . . . . \$19.45
2 Baker's Defense . . . . . 24.95	2 Leaders, Ea. . . . . 23.95	Vacation . . . . . 13.95
Big Time, Ea. . . . . 23.95	2 Limelight, Ea. . . . . 18.45	2 Velvets, Ea. . . . . 32.45
2 Big Six, Ea. . . . . 13.45	3 Mystic . . . . . 24.45	Falling Sun (Rec. 10 Spot) . . . . . 49.50
2 Bandwagon, Ea. . . . . 18.45	2 Oh Johnny, Ea. . . . . 19.45	3 Sink the Jap (Rec. 7 Up), Ea. . . . . 49.50
2 Big Chiefs, Ea. . . . . 18.95	Playmate . . . . . 13.95	Commander (Rec. Flicker) . . . . . 59.50
Boontown . . . . . 18.45	Punch . . . . . 9.95	Peacherino (Rec. Jolly) 39.50
2 Barrago, Ea. . . . . 27.45	Pole . . . . . 17.45	
2 Broadcast, Ea. . . . . 27.45	Umps . . . . . 27.45	<b>COUNTER GAMES</b>
C. O. D. . . . . 18.95	Red Hot . . . . . 13.95	Poison the Rat . . . . . \$13.95
Charm . . . . . 17.45	2 Speedway, Ea. . . . . 22.45	Kill the Jap . . . . . 19.50
2 Dude Ranch, Ea. . . . . 18.95	Short Stop . . . . . 22.45	Flippers . . . . . 3.95
Doughboy . . . . . 24.95	Score Champ . . . . . 18.45	Tickette . . . . . 2.95
Dixie . . . . . 17.95	Salute . . . . . 19.45	Cig-a-Reel . . . . . 4.95
Duplex . . . . . 27.95	Sparky . . . . . 22.45	Sweet Sally . . . . . 3.95
Four-Five-Six . . . . . 18.95	Twin Six . . . . . 27.45	Roll-a-Cent . . . . . 3.95
Fox Hunt . . . . . 19.45	Target Skill . . . . . 31.95	I-O-U . . . . . 3.95
4 Glamours, Ea. . . . . 17.45	Thriller . . . . . 18.95	
Hi-Stopper . . . . . 18.45	Turf Champ . . . . . 39.85	
2 Holdover, Ea. . . . . 19.45	Wow . . . . . 13.95	

**SUBJECT TO PRIOR SALE**

Mills Thrones of Music . . . . . \$135.00  
 Can furnish Keeney Adapters for Above  
 Keeney Wall Boxes . . . . . 2.45  
 Keeney Wall Boxes (Con. 30 Cable) . . . . . 4.95  
 5 T12 Roll-a-Ways with Keeney or 30-Wire Adapters, Each . . . . . 90.00

**USUAL DEPOSIT REQUIRED**

Will Buy or Trade for Wurlitzer 750E. Write.

**29 W. COURT ST., CIN'TI, O.**

**SALESBOARDS**

**ALL ORDERS SHIPPED SAME DAY RECEIVED**

- 400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00 . . . . . \$ .85
  - 850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT. . . . . 2.75
  - 1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT. . . . . 3.10
  - 1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20 . . . . . 2.50
  - 1200 HOLES VICTORY BELL, SPEC. THICK "C," 5c, AVERAGE PROFIT \$38.57 PROT. . . . . 3.60
  - 1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75 . . . . . 3.25
  - 1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT. . . . . 2.50
  - 1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT. . . . . 3.00
  - 1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG. . . . . 1.00
  - LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST, STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.
- MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA**

WRITE  
 WIRE  
 PHONE  
 VISIT

**MILLS**

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

**WANTED NEEDED IMMEDIATELY TOP PRICES PAID**

- Late Slots, 25¢, 50¢ & \$1.00
- Late Bally One Ball Machine
- Mills 3 & 4 Bells
- Keeney 3 & 4 Way Super Bells
- Mutoscope Voice-a-Graph
- Scientific Pokerinos
- Photomatic Photo Frames
- Eastman Direct Positive Paper
- Late Phonos
- Kirk Night Bomber
- Recording Discs, 5 Inch

**FOR SALE**

- ALL MACHINES COMPLETELY RECONDITIONED**
- MILLS**
- 1 5¢ Emerald Chrome \$355.00
  - 1 10¢ Bonus, Like New. 295.00
  - 1 5¢ Original Chrome. 275.00
  - 1 5¢ Brown Front . . . . . 245.00
  - 1 5¢ Cherry Bell . . . . . 235.00
  - 1 5¢ Bonus . . . . . 225.00
  - 1 10¢ Blue Front . . . . . 220.00
  - 3 5¢ Blue Front . . . . . 180.00
  - 1 10¢ Roman Head . . . . . 165.00
  - 1 5¢ Roman Head . . . . . 145.00
  - 1 10¢ War Eagle . . . . . 129.00
  - 1 10¢ Glitter . . . . . 109.50
  - 1 5¢ War Eagle . . . . . 95.00
  - 1 5¢ Lion Head . . . . . 50.00
  - 1 5¢ Vest Pocket . . . . . 32.50
  - 1 5¢ Goose-neck Bell, SJP 20.00
- GROETCHEN**
- 4 Columbia Bells, Cig. Reel . . . . . \$ 55.00
- JENNINGS**
- 3 25¢ Chiefs . . . . . \$220.00
  - 1 10¢ Chiefs . . . . . 190.00
  - 1 5¢ Chiefs . . . . . 150.00
- PHONOS**
- 1 Rockola 1807 Moderne Speaker, New . . . . . \$57.50
  - 1 Rockola 1808 Organ Speaker, New . . . . . 55.00
  - 2 Popular Adapters for Twin Rockola, New . . . . . 55.00
  - 2 Cedar Adapters for Wurlitzer 500A, New 50.00
  - 1 Keeney Adapter for Rockola . . . . . 35.00
  - 8 Seeburg Selectomatic 30-Wire Boxes . . . . . 20.00
  - 50 Phonettes, Late Model, New . . . . . 20.00
  - 18 Keeney Wall Boxes . . . . . 6.00

**PACE**

- 2 5¢ Comets . . . . . \$ 67.50
- 2 5¢ Slug Rejectors . . . . . 104.50

500 Other Machines Not Listed.

**STEWART NOVELTY COMPANY**

133 EAST SECOND SOUTH STREET (Phone 3-5055) SALT LAKE CITY 1, UTAH

**2 WIRE CABLE**

\$12.00 PER 1,000 FEET

Used on army maneuvers, in good condition. Specs: 18 gauge weatherproof twisted—7 strands—4 steel—3 copper, all tinned. Spooled on 2,000-ft. reels, 1 reel minimum. 1/3 with order, balance C. O. D.

WELLS ELECTRIC CO., 4521 Diversey, Chicago, Illinois

**SALESBOARDS \* IMMEDIATE DELIVERY**

JAR DEALS—MERCHANDISE DEALS  
 LARGE SELECTION—LOWEST PRICES

Free Circular

**DIVERSO PRODUCTS COMPANY**

617 N. 2d Street Milwaukee, Wisconsin

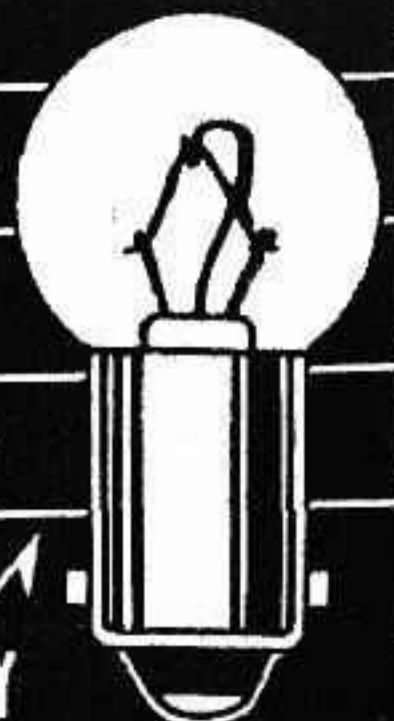
Every single

**MATCHLESS LAMP**

is a noteworthy achievement in quality

**MATCHLESS ELECTRIC COMPANY**

564 WEST RANDOLPH STREET CHICAGO 6, ILL.



**ORIGINAL RED, WHITE AND BLUE JAR-O'-DO**

\$2.90 per set—in any quantity

2100 Tickets. \$33.00 Definite Profit.

**1000 HOLE JACKPOT CHARLEY**

\$2.45 each—in any quantity

Extra Thick—30 Hole Jackpot—Protected Numbers  
 \$57.65 Ave. Profit—Material and Workmanship Guaranteed

**JOHN GLASSPIEGEL CO.** 534 N. WATER ST. MILWAUKEE 2, WIS.

**SALESBOARDS**

LARGE STOCK SALESBOARDS AND NOVELTY DEALS  
 Write for Price List

**AVON SALES COMPANY**

892 AVON STREET AKRON, OHIO



**CENTRAL OHIO QUALITY BUYS**

"There Is No Substitute for Quality"

- 75 JUMBO PARADES, C. P., Late Heads, Like New... \$ 99.50
- 25 JUMBO PARADES, F. P., A-1..... 89.50
- 4 TWO WAY SUPER BELLS, 5c-5c, C. P., Like New... 399.50
- 5 SUPER BELLS, Comb. F. P., Like New..... 249.50
- 25 SILVER MOON TOTALIZERS, F. P., Like New..... 109.50
- 10 BOBTAIL TOTALIZERS, F. P., Like New..... 109.50
- 15 BALLY CLUB BELLS, F. P. Comb., Like New..... 229.50
- 2 CHARLI HORSES, C. P., 5c-5c, Number Reels..... 149.50
- 1 FOUR WAY SUPERBELL, 5c-5c-5c-25c..... Write
- 10 MILLS 3 BELLS, Can't Be Told From New..... Write
- 5 MILLS 4 BELLS, Like New..... Write
- 2 EVANS JUNGLE CAMPS, F. P., A-1..... 89.50
- 5 BALLY HIGH HANDS, Comb. F. P., Late..... 149.50
- 3 JENNINGS CIGAROLLAS XV, 5c & 10c, Like New.... 109.50
- 4 WATLING BIG GAMES, F. P..... 89.50
- 1 EVANS GALLOPING DOMINOES, Br. Cab..... 139.50
- 45 ROWE ROYALS, 8 Col., All Colors..... 79.50
- 35 NATIONAL 930s, 9 Col., Like New..... 79.50
- 5 DuGRENIER CHAMPIONS, 11 Col., King Size..... 119.50
- 5 UNEEDA PAK, Latest Model, 15 Col., King Size... 119.50
- 5 ROWE ROYALS, 10 Col., A-1..... 99.50
- 3 ROWE ROYALS, 6 Col., A-1..... 69.50
- 2 UNEEDA PAKS, 1940, 15 Col., King Size..... 85.00
- 2 UNEEDA PAKS, 1939, 12 Col..... 72.50
- 5-10-25c BLUE FRONTS, Late C. H., Knees..... Write
- 5-10-25c BROWN FRONTS, Late C. H., Knees..... Write
- 5-10-25c GOLD CHROME BELLS, Like New..... Write
- 5-10-25c SILVER MOON CHIEFS, Like New..... Write
- 5-10-25c BONUS BELLS, Like New..... Write
- 5-10-25c CHERRY BELLS, Like New..... Write
- 5c & 25c CAILLES, Like New..... Write
- 5-10-25c FOUR STAR CHIEFS..... Write
- 5-10-25c SILVER CHIEFS, Like New..... Write
- 5-20-25c JENNINGS CLUB CONSOLE CHIEFS..... Write
- SINGLE SAFES, 2 Doors..... 49.50
- DOUBLE SAFES, 2 Doors..... 69.50
- ROCK-OLA '40 COUNTER, Stand & Speaker..... 129.50
- KEENEY SUBMARINE GUN, Like New..... 199.50
- 1c QTs, Late, Blue Fronts..... 49.50
- 5c COLUMBIA, Club Model, 3/5, Like New..... 119.50



Woolf Solomon

**WE HANDLE ONLY TOP GRADE COIN OPERATED EQUIPMENT. ALL EQUIPMENT RECONDITIONED AND REFINISHED, READY FOR LOCATION. CRATED SAFELY SO THAT YOU GET IT IN A-1 SHAPE.**

**"BUY WITH CONFIDENCE!"**

- |                         |                         |                            |
|-------------------------|-------------------------|----------------------------|
| SPOT POOL..... \$ 49.50 | PIN BALL FREE PLAYS     | TEN SPOTS..... \$49.50     |
| SUNBEAMS..... 55.00     | FOUR ROSES..... \$35.00 | DIXIE..... 27.50           |
| ZIG ZAG..... 59.50      | SCHOOL DAYS..... 45.00  | CROSSLINE..... 32.50       |
| JUNGLES..... 59.50      | PARADISE..... 37.50     | BROADCAST..... 32.50       |
| 5-10-20..... 119.50     | HORSCOPE..... 45.00     | REPEATER..... 39.50        |
| VICTORY..... 89.50      | SPARKY..... 37.50       | STAR ATTRACTION..... 49.50 |
| SKY LINE..... 29.50     | SNAPPY..... 49.50       | STARS..... 42.50           |
| DUDE RANCH..... 27.50   | LEGIONNAIRE..... 49.50  | ALL AMERICAN..... 37.50    |
|                         | SPORT PARADE..... 42.50 |                            |

**CENTRAL OHIO COIN MACHINE EXCHANGE, INC.**

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

**MILLS**

**VEST POCKET BELL**

5c Play Only

Complete With Automatic

**JACK POT**

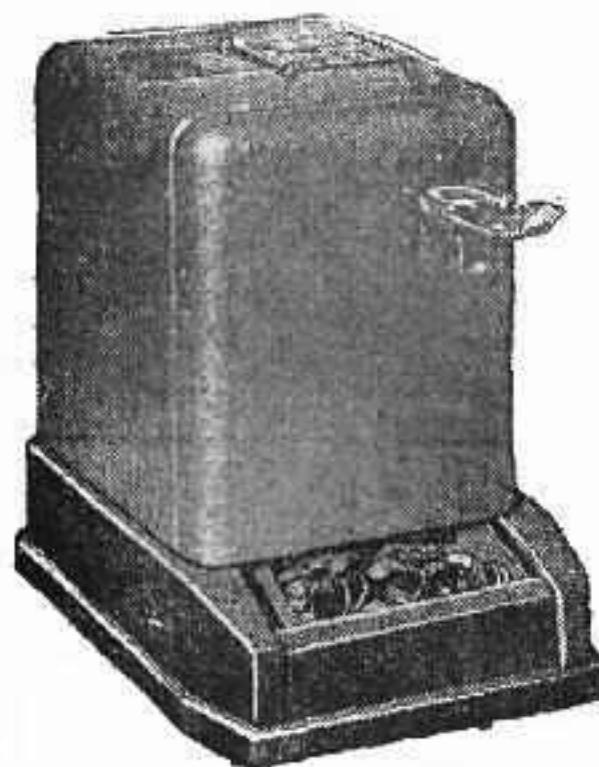
Pays out automatically just like a big Slot. Will pay for itself the first week.

**NEW MACHINE.....\$87.50**  
**REBUILT MACHINE..\$75.00**

CERTIFIED DEPOSIT WITH ORDER

- SIMPLE
- FOOLPROOF
- REGISTERS ALL JACKPOTS
- COLOR—BLUE AND GOLD

**VALLEY SPECIALTY CO., INC.**  
1061 JOSEPH AVE., ROCHESTER 5, N. Y.



**Richmond Curfew Ordinance Awaits Aldermen's Action**

RICHMOND, Va., Oct. 16.—Richmond's new curfew ordinance is now on its way to the board of aldermen with the 16 to 3 approval of the city council which is convinced that some restrictive measure is absolutely necessary to curb increasing juvenile delinquency.

The curfew as approved after long debate is a substitute for the measure submitted by the special committee headed by Councilman Conway C. Mundy. Offered by Councilman Robert M. Bradley, it eliminates the fine provided for minors and provides that children violating the ordinance be taken to the Juvenile Bureau rather than the Detention Home if their parents or guardians cannot be located. It also strikes out the possible 10-day confinement in the Detention Home and provides for such offenders to be turned over to the Juvenile Court.

Councilman Perry Seay contended that the curfew would not prevent juvenile delinquency, and that there is no evidence that it has been successful in other cities. A different approach is necessary and the curfew is an invasion of private rights, he declared.

Councilman Cecil S. Harris said no one trained in juvenile work and no probation officer could be found who opposed the measure. Urging its adoption as a dire necessity, Councilman Mundy declared that it is endorsed by the Juvenile Court judge and the Safety Department. He scored the Community Council for failing to appear or be represented at any curfew committee meeting for a discussion of the curfew.

The measure now gives a police officer the right to question any minor found on the streets after 11 p.m. without an adult escort. The officer is empowered to take the offender to his own home if the parents are responsible people, or to turn him over to the Juvenile Bureau. Parents of the child or the operator of the public place in which he is found may be fined from \$5 to \$25.

**For Brand New and Used SLOT MACHINES and AMUSEMENT GAMES**

Write  
**MOSELEY VENDING MACHINE EX., Inc.**  
OO Broad St., Richmond, Va.  
Phones:  
Day, 3-4511-12; Night, 5-5328

**Active's 'Weekly Special'**

6 Mills '40 1-2-3

**\$79.50**

"All Silver" Bumper Repair Sleeves for Pin Games.

Only \$2.75 for Package of 25.

You Can Always Depend on Joe Ash—All-Ways

**ACTIVE AMUSEMENT MACHINES CO.**  
900 No. Franklin St., Philadelphia 23, Pa.

**20% DISCOUNT**

ON ALL ORDERS OF \$125 OR MORE FOR OUR OWN

**UNBREAKABLE PLASTICS!**

Plastic replacement parts covered by this offer are listed in the star-bordered box. We reserve the right to withdraw this offer without notice.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

- We mold the following UNBREAKABLE replacement plastics and now have them available for:
- Wurlitzer Model 61 Top Corners... \$ 4.25
  - " " 600 Top Corners... 4.25
  - " " 500 Top Corners (rod only)... 6.75
  - " " 750 Top Corners... 17.50
  - " " 750 Bottom Corners... 17.50
  - " " 850 Top Corners... 19.50
  - " " 850 Bottom Corners... 17.50

**ROCKOLA MODELS**—Standard, Master, Super; Top Corners (red or yellow).....\$17.50 Ea.

We have the following SHEET PLASTIC available (size of sheet approximately 20"x50"—1000 square inches):

- 40 Gauge Yellow Plastic (thickness of a new dime), 2¢ Per Sq. In.
- 60 Gauge Red Plastic (thickness of a new half dollar), 3¢ Per Sq. In.
- 80 Gauge Red or Yellow (thickness of a new silver dollar), 4¢ Per Sq. In.

We cut sheet plastic to desired size, 10% discount on complete sheets.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

We have on hand a small stock of ORIGINAL\* plastic replacement parts for Wurlitzer phonographs.

- Model 71 Top Corners..... \$ 3.50
- " 71 Bottom Corners..... 4.50
- " 500 Grille Plastics..... 3.50
- " 700 Top Corners..... 9.35
- " 700 Red Top Plastics (above front door)..... 2.00
- " 700 Upper Back Sides (green)..... 5.50
- " 700 Lower Sides..... 10.35
- " 800 Top Corners..... 14.50
- " 800 Lower Sides..... 15.00
- " 800 Top Center Plastics (onyx)..... 4.00
- " 800 Upper Back Sides (green)..... 6.50
- " 800 Top Red Plastics (above front door)..... 8.50
- " 800 Grille Plastics (bubble part)..... 4.00
- " 850 Direct Top Center (red)..... 14.50
- " 850 Lower Side Plastics..... 15.00
- " 750 Top Center Plastics (red)..... 5.50

\*Sorry—no discount on our limited stock of original plastic replacement parts for Wurlitzer Phonographs.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT.

WE MAY HAVE IT IN STOCK.  
TERMS: 1/3 Deposit with Order—Balance C. O. D.—F. O. B. New York. No Orders Taken Without Deposit—Checks Acceptable.

**Acme Sales Co.** 414 W. 45th St. N. Y. 19, N. Y. Circle 6-7740

**SPECIALS FOR SALE**

- JENNINGS SILVER MOON, F.P. \$ 99.50
- MILLS JUMBO, F.P. 77.50
- BALLY HIGH HAND COM. 139.50
- BINATION 215.00
- KEENEY SUPER BELL COM. 345.00
- BINATION 162.50
- KEENEY SUPER BELL TWIN (5 & 5) 82.50
- VICTORIOUS 1943 49.50
- MILLS 1-2-3 (1940) 49.50
- MILLS VEST POCKET BELLS.. 49.50

**WE BUY, SELL AND EXCHANGE**  
9147 Locust St. ST. LOUIS, MO. M<sup>Y</sup> CALL NOVELTY CO.

**WANTED**

**WURLITZER 616's**

Any Quantity. State Lowest Price and Condition.

**ACME SALES CO.**  
414 W. 45th St. New York 19, N. Y.

**YESTERDAY-TODAY-TOMORROW**

BUY BUY **BONDS**  
BYE BYE **AXIS**

Square Dealings  
Friendly Service

**GLOBE PRINTING COMPANY**  
1023-25-27 RACE ST. PHILADELPHIA, PA.

There is no substitute

for Quality  
Quality Products Will Last for the Duration  
**D. GOTTLIEB & CO. CHICAGO**

**LAMPS, 50c**

**BOX OF TEN**  
Just received 10,000 Radio Panel Lamps suitable for Pin Games and many other purposes. Matchless Brand: No. 47, No. 46, No. 55—10 in a box, 50c per box of 10.

**CHICAGO NOVELTY CO., Inc.**  
1348 Newport Ave. CHICAGO, ILL.



**MONARCH—MORE and BETTER GAMES**

BACK THE ATTACK WITH WAR BONDS!

FACTORY REBUILT 5-BALL FREE PLAY NOVELTY GAMES		
United Midway ... \$175.00	United Brazil ... \$195.00	Gott. Stago Door Canteen ... \$195.00
United Grand Canyon 185.00	Exhibit Action ... 175.00	Gott. Five & Ten ... 165.00
1-BALL AUTOMATIC PAYOUT TABLES		
Mills Spinning Reels \$125.00	Mills '41 1-2-3 ... \$145.00	Sull-NolanFastTrack \$325.00
Mills 1-2-3, Bally P.O. Unit ... 89.50	Gottlieb Daily Races ... 35.00	Three Up ... 35.00
Bally Hawthorne, JP 95.00	Keeney WinningTicket 150.00	Bally Gold Medal, J.P. 65.00
Bally ThistleDown, JP 95.00	Bally HiLoah ... 35.00	Gottlieb Multiple Races 45.00
Bally Hi Hand ... \$150.00	Bally Proakness ... 35.00	Bally Stables ... 35.00
Bally Club Bell, Fac. Reb. ... 255.00	Paco '41 Saratoga ... \$160.00	Mills Jumbo Parade ... \$185.00
	Bally Club Bell ... 220.00	Keeney Super Bell, 25¢ 325.00

FREE PLAY CONSOLES		
Jenn. Silver Moon, 10¢ ... \$150.00	Bally Big Top ... \$ 95.00	Keeney '38 Tracktime \$125.00
Jennings Bobtail, 5¢ ... 115.00	Watling Big Game ... 65.00	Paco Saratoga, Rails ... 120.00
Mills Jumbo, Brown ... 75.00	Jennings Fasttime ... 50.00	Caillie Roulette, 25¢ ... 350.00
Evans Jungle Camp ... 75.00	Jenn. Silver Moon, 25¢ ... 150.00	Jennings Good Luck ... 45.00
AUTOMATIC PAYOUT CONSOLES		
Paces Reels, Rails ... \$145.00	Mills Jumbo, Latest ... \$125.00	Bally Bells, 5¢ & 25¢ 95.00
Paces Reels, Rails & Skillfield ... 145.00	Keeney Triple Entry ... 135.00	
Jenn. Derby Day ... 40.00	Evans '40 Dominos ... 150.00	
Watl. '41 Big Game ... 150.00	Bally Ray's Track ... 125.00	
Jennings Liberty Bell 40.00	Exhibit Tanforan ... 30.00	
	Groetchen Sugar King 35.00	

FOR IMMEDIATE SHIPMENT—VARIETY MILLS AND JENNINGS FACTORY REBUILT SLOTS **5c-10c-25c-50c**

ARCADE EQUIPMENT		
Chicken Sam Jap, outstand- ing respray job ... \$175.00	Pikes Peak ... \$ 19.50	Bally Racer ... \$195.00
Seeburg Parachute ... 160.00	ABT Challenger ... 32.50	New, Reb. Tokyo Gun 330.00
Chicago Coin Hockey 275.00	Texas Leaguer ... 49.50	Batting Practice ... 135.00
Mutoscope Sky Fighter 395.00	Bally Rapid Fire ... 265.00	Exh. Vitalizer, Latest 120.00
Ten Strike, High Dial 95.00	Keeney Submarine ... 250.00	West. Super Strength 75.00
Gottlieb Triple Grip ... 25.00	West. Baseball Deluxe 129.50	Test Pilot ... 345.00
Kicker & Catcher ... 27.50	Gott. Skee Ball Ette ... 95.00	

IN STOCK FOR IMMEDIATE DELIVERY: Mills 3 Bells, 4 Bells—4 Nickel, 3 Nickel and 25c; Jumbo Parade; Keeney Single Super Bell, 5c or 25c; Twin Super Bell, 5c & 5c or 5c & 25c; 4-Way Super Bell, 4-5c, 3-5c & 25c; Paces Reels, 5c, also 10c & 25c combination; Baker Pacer, Daily Double Jackpot; Evans Lucky Lucre; Evans Royal Lucre; Jenn. Silver Moon; Pace Saratoga, F.P. & P.O.; Bally Roll 'Em; Club Bell; High Hand; Evans '41 Bangtails, J.P.; Evans '41 Dominos, J.P., and many others.  
WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED.  
TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

**MONARCH COIN MACHINE CO.**

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

**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.

**BLOCKBUSTERS**

Our new 800-Hole Bookboard in both 5¢ Bingo and 25¢ Jackpot Charlie is the only really basically new idea of the last 25 years. Both have real possibilities as smash hits that make maximum profits. Take a look at something different—send \$1.00 per sample mailed prepaid. You'll come in on a new beam. Get your samples NOW.

Also Push Cards, such as 100, 150, 200, 240, 600-Hole. Profitable Put & Take Cards. Seal Cards with girls' names in all sizes to move merchandise deals. Also 1-20¢ to 1-99¢, both with and without Seals in both 12 and 24 holes. We have stocks of Salescards for you here. Anything you want. Just ask for it. Samples, catalogs free on request.

**W. H. BRADY COMPANY**

Manufacturers  
EAU CLAIRE, WISCONSIN

Makers of Salescards, Push Cards, Bookboards

BUY WAR BONDS TO SPEED VICTORY

**ACCLAIMED—FROM COAST TO COAST!**

OUR SENSATIONAL . . . NEW . . . PROFIT-SHARING . . . PANORAM DEAL!!  
AVAILABLE TO RELIABLE OPERATORS

Wherever you are located, in whatever State, here's the big deal of '43. Here's the most unusual opportunity for you to cash in with Mills Panoram—on a PROFIT-SHARING BASIS!! The Headache of BIG INVESTMENT IS REMOVED. YOU ALWAYS BEEN LOOKING FOR TO MAKE MONEY ON SOMEONE ELSE'S INVESTMENT! GET IN TOUCH WITH US TODAY!!

**THE GEORGE PONSER CO.**

763 South 18th Street NEWARK, N. J.

We still have a number of  
**PANORAMS**  
FOR OUTRIGHT SALE  
Write today for prices!

**WE CAN FURNISH FOR IMMEDIATE DELIVERY**

Rebuilt Mills Gold Chromes, Bonus Bells, Blue Fronts, Q. T.'s, Vest Pockets, Pace Comets, Jennings Silver Moon Chiefs, Four Star Chiefs in 1¢, 5¢, 10¢ and 25¢ play. Also brand-new Rockola Commando Phonographs in original crates and a full line of One Ball and Five Ball Tables. We carry a complete stock of Reel Strips, Jackpot Glasses and all types of Springs for Mills Machines. Write and tell us what you are interested in.

**SOUTHWEST AMUSEMENT COMPANY**

1712 FIELD STREET

DALLAS, TEXAS

WE ARE WHOLESALE AND SELL FOR RESALE

**GOING STRONG**  
**BRAZIL**  
CONVERTED FROM  
(DO-RE-MI)

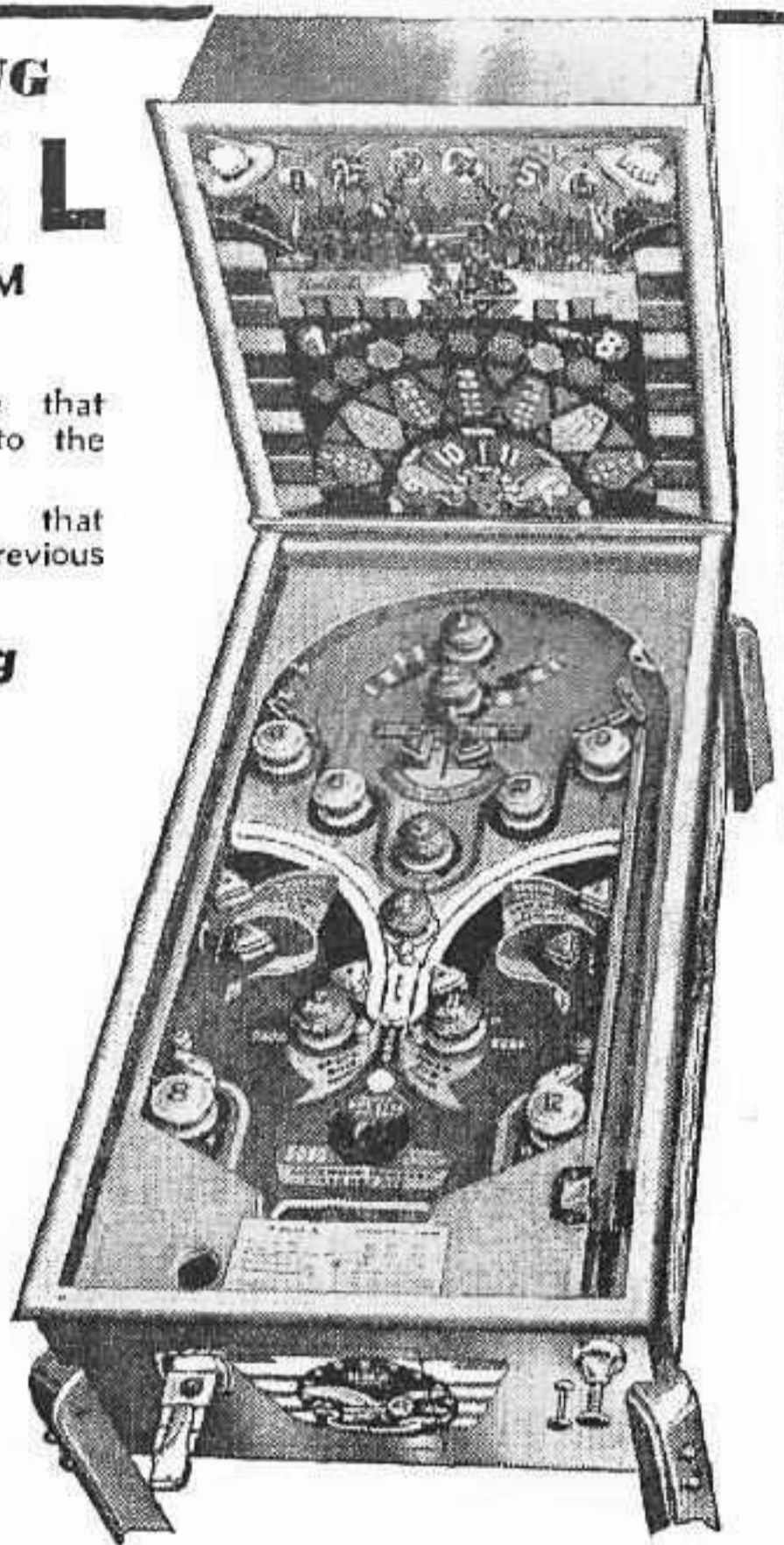
With Return Ball feature that creates last ball suspense to the Nth degree.

Location reports indicate that BRAZIL is out-earning all previous United conversions.

Also Revamping

- ★ MIDWAY from (ZOMBIE)
- ★ ARIZONA from (SUN BEAM)
- ★ GRAND CANYON from (DOUBLE PLAY)
- ★ SANTA FE (from WEST WIND)

IF YOU HAVE ANY OF THE ABOVE GAMES WHICH YOU DO NOT WANT CONVERTED, QUOTE US YOUR PRICES.



SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

**United MANUFACTURING COMPANY**

6123-25 N. WESTERN AVENUE

CHICAGO

**CHROME COIN COMPANY**

Converting! Rebuilding! Refinishing!

**MILLS AND PACE SLOT MACHINES**

All Mills double jack-pot machines, such as War Eagles, Roman Heads, Extraordinaries and Blue Fronts, are made to a single jack-pot machine, giving it new single jack-pot appearance.

All cabinets are refinished, and machines are finished off in glitter gold chrome or original finish, as specified. Club handles are furnished with our rebuilt jobs, giving the machines a neater and greater attracting appearance.

In rebuilding your machines are completely taken apart; that is, jack-pot, escalator and mechanism are completely overhauled.

For operators or locations looking for something different in the line of a pay-out, try our 3/5 One Cherry Victory Pay-Out Machines for greater profit and satisfaction.

All our work is guaranteed! We stand back of each and every machine we convert, rebuild and refinish.

TERMS: Send all machines to us prepaid; we ship them back to you C. O. D.

For further information write, wire or phone  
SHERIDAN 8400

**CHROME COIN COMPANY**

CUDAHY, WISCONSIN

**WILL BUY ANY QUANTITY**

1c Mills Blue Fronts. Mills Golf Ball Vendors—10c or 25c Play. Saratoga—Comb. War Eagle. Any Mills Slot with Escalator. Wire or write us your best quotation in first letter.

**COIN MACHINE DISTRIBUTING COMPANY**

5746 BAUM BLVD.

Hiland 7000

PITTSBURGH, PA.

**NOTICE TO USERS OF 6SC7 AND 5Z3 TUBES**

6SC7 are next to impossible to secure. We have an adapter to make the changeover to 7F7 that requires no change in your amplifier. All that you have to do is plug your 7F7 in adapter and then plug adapter in your amplifier and you are ready to go. We also have an adapter for the changeover from 5Z3 to 5U4G that works same way, no worry, anyone can make the change. Carry these in your service kit as standard equipment. Price \$3.00 each lots of six. One-third cash deposit, balance C. O. D.

**HERMITAGE MUSIC CO.**

416 A Broad

Nashville, Tenn.



# ANNOUNCEMENT!!!

We wish to announce to operators and distributors that on October 8, 1943, we sold the entire refurbishing division of our business to the **Bell Products Company, 2000 North Oakley Street, Chicago 47, Ill.**, which company is headed by **Al Sebring**, who is well known to you all.

**Bell Products'** announcement in this issue tells you of their intentions to continue refurbishing 5-ball, 1-ball free play and 1-ball payout games. Since selling this division of our business to **Bell Products Company**, all of the games we had in our plant on order have been moved to their plant. The orders will be completed and shipped under their company name.

As pioneers in the refurbishing of pin ball games... we wish to take this opportunity to thank all those in the trade who have... since the inception of this business... contributed so marvelously to our success. To those people... and to Our Other Customers... we express our deepest gratitude for the business we have enjoyed.

## SULLIVAN-NOLAN ADVERTISING CO.

527 W. Chicago Ave. Chicago 10, Ill.  
**THOMAS D. SULLIVAN, Pres.**

## Fort Worth OPA Orders Prices of Food Rolled Back

FORT WORTH, Oct. 16.—Cafes, taverns and night clubs of the Fort Worth 40-county district of OPA, almost bogged down with government regulations and other wartime problems, will have a brand-new worry November 1.

The OPA director for this area has just announced that effective that date places that serve food will have to roll back their prices to the levels of April 4-10 of this year. Managers of the places affected, including many good coin machine spots, say that in many cases substantial raises in prices of food have been made to meet the increasing wages for workers.

It is feared the rollback in prices may be disastrous to some locations. Many of the higher type places already have been hit in the rollback in the price of beer which made all concerns adopt a standard price for small bottles of beer—13 and 18 cents. Cocktail lounges and the better type of restaurants and night spots for months had been getting 15 and 20 cents for these two types of beer without complaint from the customers.

Legal control advocates were glad to receive news of the election in Stephens County of which Breckenridge, Tex., is the county seat, and in which 4 per cent beer by weight was retained by a two-to-one vote. During the last year the prohibitionists have carried several Texas counties, where selling of beer became illegal.

There is a strong possibility that Tarrant County, of which Fort Worth is county seat, will have a prohibition election before 1943 ends. It probably will be in November.

## READY FOR LOCATION

### SLOTS

- 1 Jennings Chief, 5c, S. J. P., 3-5 P. O. .... \$ 95.00
- 1 Mills F. O. K., #385,000, 5c, 3-5 P. O. .... 89.50
- 1 Blue Front, #386,000, 5c, D. J. P., 3-5 P. O. .... 184.50
- 1 Blue Front, #1385,000, 5c, D. J. P., 3-5 P. O. .... 184.50
- 1 Blue Front, #382,000, 10c, D. J. P., 3-5 P. O. .... 195.00
- 3 5c Melon Bells, Over #435,000, 3-5 P. O. Ea... 185.00
- 1 10c Melon Bell, #435,000, 3-5 P. O. .... 234.50
- 1 5c Cherry Bell, #422,000, 3-5 P. O. .... 210.00
- 1 5c Cherry Bell, #426,000, 3-10 P. O. .... 210.00
- 1 25c Roman Head. .... 125.00
- 1 25c Wolf Head, D. J. P. ... 89.50
- 3 5c Mills Q. T. Ea. .... 59.50

Paces Races, 5c, Black Cab..\$89.50

5c Green Vest Pockets with Jack Pot Attachment & Meter. Each.\$59.50

### ARCADE

- 2 Mutoscope Two-Man Hockey, Ea. \$ 59.50
- 1 9-Fl. Target Roll ..... 69.50
- 2 Bally Shoot the Bull, Ea. .... 79.50
- 2 Chicken Sams, Ea. .... 119.50
- 2 Chicken Sam, Jap Conv., Ea. ... 139.50
- 2 Mills Punching Bag, Ea. .... 119.50
- 1 Chester Pollard Football ..... 119.50
- 1 Mutoscope Liftograph ..... 199.50
- 2 Kickers & Catchers, Ea. .... 19.50
- 2 Poison the Rat, Ea. .... 19.50
- 1 Shoot the Ducks ..... 39.50

NEW YORK SUPPLY CO.  
585 10th Ave. NEW YORK, N. Y.

# SUPERIOR

The Most Renowned Name in America for Distinctive Salesboards

BUY MORE WAR BONDS

**SUPERIOR PRODUCTS** 14 N. PEORIA ST. CHICAGO

### OLIVE'S SPECIALS FOR THIS WEEK

1 BALL FREE PLAYS

- MILLS 1-2-3, 1940 ..... \$85.00
- MILLS 1-2-3, 1939 ..... 25.00
- VICTORIOUS 1943 ..... 145.00

CONSOLES

- DERBY DAY (FLAT TOP) .... \$25.00
- LIBERTY BELL (FLAT TOP) ... 25.00
- LONG CHAMPS JR. .... 25.00
- JUMBO PARADE (FREE PLAY) 67.50

REBUILT INVASION BY WESTER-HAUS ..... WRITE

WE WANT TO BUY 200 FIVE BALL FREE PLAY PIN GAMES. Send Us Your List and Prices. Terms: 1/3 Deposit, Balance C. O. D.

**OLIVE NOVELTY CO.**  
2625 LUCAS AVE. ST. LOUIS, MO. (Phone: Franklin 8920)

## Red, White and Blue JAR DEALS

The Original JAR O'DO-UNIVERSALS

Machine folded. "The best and most popular Ticket—machine counted."

2100's

- Takes in ..... \$105.00
- Pays Out ..... 72.00
- Gross Profit ..... 33.00

No. 6064 Each \$ 3.25

- Single Lots ..... \$ 3.00
- Dozen Lots ..... 3.00
- 100 Lots ..... 2.75

Stapled Tickets, 85c Per Bag—Extra.

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

WRITE FOR COMPLETE LIST of ALL PARTS and EQUIPMENT

**2051 TUBE \$2.55 Ea.**

**EQUIPMENT**

- Exhibit Rotary Merchandiser, Glass Type, Nov. Candy Vend. \$149.50
- Groetchen Columbia, G.A. .... 82.50
- Chi Coin Hockey ... 229.50
- Batting Practice ... 129.50
- Jenn. Golfaria, Latest Model, Like New... 139.50
- Jenn. Cigarola, Mod. V 79.50
- Jenn. Cigarola XXV. 169.50
- Silver Moon, F.P. ... 99.50
- Silver Moon, P.O. ... 129.50
- Keeney Super Bell ... 239.50
- Hi Hand ..... 154.50
- Pace Reels, 5c, P.O. Chrome Railing ... 132.50
- Pace Saratoga, Comb. F.P. & P.O., Chrome Rail ..... 169.50

**Backboard glasses, motors, rectifiers, coils, fuses, award cards, reel strips, balls for Keeney Sub., rebound rubbers, amplifier and radio tubes. Write**

**Actual Size Fibre Contact Divider for relay on 3 and 4 Bells and other equpmt. .... 25c**

- Main Gear for Chicken Sam Motor ..... 2.50
- Chicken Sam 3000-Ohm Variable Resistors .. 1.25
- Toggle Switches for Chicken Sam ..... 2.50
- Chicken Sam Gun Stock (Only) ..... 12.50
- Photo-Coils for Ray Gun 9.50

WE HAVE PARTS FOR ALL MAKES OF COIN OPERATED EQUIPMENT! Please Send Check in Full for Orders Under \$10.00. 1/3 Deposit on Orders Over \$10.00. PLEASE ADDRESS YOUR MAIL TO CHICAGO 47, ILL. TERMS: 1/3 Deposit, Balance C. O. D.

**Atlas NOVELTY CO.**  
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT  
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

Over 75,000 Now Giving Trouble-Free Service!

**IMP \$7.70**

WHILE THEY LAST! Regular Price \$12.50.

1/3 deposit with order.

**GERBER & GLASS**  
914 DIVERSEY, CHICAGO, ILL.

**CONTINENTAL Distributing Co.**  
822 North Third Street Milwaukee 3, Wis.

**HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**WANT TO BUY WILL PAY**

- \$ 40.00 for Wurlitzers 616 or 716
- \$ 3.00 for American Eagles
- \$100.00 for SANTA ANITAS
- \$400.00 for Wurlitzer 850s
- \$425.00 for Wurlitzer 950s

**ROBT NICHOLS**  
948 Laguna St. SAN FRANCISCO, CAL.

**VEEDER-COUNTERS**  
For Registering Jack Pots on MILLS VEST POCKET BELLS

Complete with all brackets. Can be attached in 1 minute. Sample \$2.50. Lots of 5, \$2.25. Lots of 10, \$2.00.

**VALLEY SPECIALTY CO., INC.**  
1061 Joseph Avenue ROCHESTER 5, N. Y.

**WANTED A-1 ARCADE MECHANIC**

Top wages. Must be steady. Must be sober.  
BOX D-135, The Billboard, Cincinnati 1, O.

**JAR DEAL TICKETS**

- 1836 Count ..... } WRITE
- 2280 Count with 50 Seal Card ..... } FOR
- 2520 Count with 50 Seal Card ..... } PRICES

1/3 Deposit, Balance C.O.D. Supply Limited.

**AUTOMATIC AMUSEMENT COMPANY**  
633 Mass. Avenue INDIANAPOLIS, IND.



# RADIO TUBES for the COIN MACHINE BUSINESS

Sign and Return Certificate With Your Order

## SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

Signature

Date

We have GUN LAMPS for Chicken Sam, Parachutes, Rapid Fires, etc. Write for Price.

1B5 \$1.45	6D6 \$1.05	6K8 \$1.35	7B6 \$1.35	38 \$1.15
IN5 1.65	6A8 1.35	6K7M 1.35	7F7 1.65	41 .90
2A3 2.00	6B5 2.00	6K7G 1.15	12SK7GT	42 .90
2A4G write	6B8G 1.35	6L6 2.00		45 1.20
3Q5 1.65	6B8M 2.00	6L7G 1.60	12SQ7GT	47 1.15
5X4 1.15	6C6 1.05	6L7M 1.85		56 .85
5U4G 1.05	6D8 1.65	6R7 1.15	227 .70	58 .95
5V4G 2.15	6F6G .95	6S7 1.65	235 .95	75 .90
5Y3 1.00	6F6M 1.25	6SC7 1.85	25Z5 1.10	76 .95
5Z3 1.60	6F8 1.35	6SQ7 1.15	25Z6 1.35	77 .95
6A4 1.65	6H6G 1.15	6V6M 1.35	24 .95	78 .95
6A6 1.65	6J5 1.20	6V6G 1.15	30 1.45	80 .95
6A7 1.15	6J7 1.35	6X5 1.05	35L6 1.45	83 1.35
	6K6 1.15	6Y6 1.55	35Z5 1.25	70L7 2.85
	6K7 1.15	7B5 1.35	37 .90	2051 2.60

18 Inch Lumiline Bulbs.....\$1.35 | \$55 Bulbs, Box of 10...\$0.65 box  
 12 Inch Lumiline Bulbs..... .85 | \$63 Bulbs can be used  
 #51 Bulbs, box of 10..... .65 | instead of #81, box of 10. .75  
 Special Polish for Phonographs.....\$3.00 Gal.

No Order Shipped Under \$5.00 - 1/2 Deposit Must Accompany Order.

**RUNYON SALES CO.** 123 Runyon St., Newark, N. J.

## DON'T SELL UNTIL YOU GET OUR OFFER WE'LL PAY SPOT CASH for

Any make or model Phonograph, all types of Arcade Machines, Pin Games, Consoles, Free Play and Payouts, Slots, Night Bombers, Defenders, Sky Fighters, etc., etc.

WHAT HAVE YOU TO OFFER? - - - WRITE, WIRE OR PHONE AT ONCE

FULL DETAILS AND PRICE

**RUNYON SALES CO.** 123 Runyon Street, Newark, N. J.

## SALESBOARDS

NAME	HOLES	MAXIMUM PROFIT	NET PRICE
2¢ CIGARETTE BOARD	1000	\$12.00	\$1.50
5¢ On the Fence	884 Thick	31.90	3.80
5¢ LUCKY PUNCH	1000 Thick	23.05	3.35
5¢ Big Catch	1000 Thick	30.00	3.40
5¢ SADDLE UP	1000 Thick	25.95	3.80
25¢ V Note	484 Extra Thick	41.00	3.10
5¢ COME RIGHT UP	1050 Extra Thick	30.10	4.50
5¢ Trading Post	1200 Extra Thick	27.92	4.20
5¢ KING OF BELLS	1000 Extra Thick	27.80	4.40
5¢ Gobs of Dough	1200 Extra Thick	34.75	4.50
5¢ LITTLE SLUGGER	1200 Extra Thick	34.40	4.40
5¢ T Formation	1684 Extra Thick	48.95	5.50
5¢ GOLD PRINCE	2400 Thick	54.20	5.75
25¢ Cocoanuts	1884 Extra Thick	140.00	7.20
5¢ LAGONA	1884 Extra Thick	44.00	5.75
25¢ Charlot-Book	1000 Extra Thick	98.00	5.50
25¢ FIESTA	1850 Extra Thick	140.00	7.20
25¢ Charley Board	1000 Extra Thick	50.00	2.50
5¢ BOOMITY BOOM	1000 Extra Thick	24.00	3.80
5¢ Jumbo Hole Board			

**SHERIDAN SALES CO.** 4126 SHERIDAN RD. CHICAGO 13, ILL.



# JENNINGS'

Symbol of Service

CONTACT US ON ANY COIN MACHINE SUBJECT 37 Years' Experience

O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

WANTED TO BUY ANY QUANTITY MILLS THRONES; MILLS EMPRESSES; WURLITZER 600, KEYBOARD. ALL KINDS OF SLOTS.

State low down price, condition, serial numbers first letter.

**BILL FREY, INC.** P. O. BOX 4141 MIAMI 25, FLORIDA

LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

## 'NEW ROCKOLA COMMANDOS'

NEW MACHINES IN FACTORY-SEALED CASES

WRITE FOR PRICES

15 ROCK-OLA SPECTRAVOX WITH PLAYMASTER - COMPLETELY REBUILT AND REFINISHED. LOOK LIKE NEW MACHINES. SOLD ON SIX MONTH GUARANTEE **WRITE**

### RECONDITIONED PHONOGRAPHS AND WALL BOXES

Seeburg 9800 New Rock-o-Lite	Write	Wurlitzer New Modernized 600K	Write
Seeburg Classics New Rock-o-Lite	Write	Wurlitzer New Modernized 24	Write
Seeburg Gems New Rock-o-Lite	Write	Wurlitzer Model 780	Write
Seeburg Rex in New Hi Tone, 9200	Write	Wurlitzer Model 616 New Rock-o-Lite	Write
Seeburg Rex New Rock-o-Lite	Write	Rock-Ola Windsor New Rock-o-Lite	Write
Rock-Ola Rhythm King New Rock-o-Lite	Write	Rock-Ola Imperial New Rock-o-Lite	Write
Rock-Ola (New) 1523 5-10-25 Wall Boxes	Write	Seeburg Bar-o-Matic, 5-10-25c	Write
Rock-Ola 1501 Wall Boxes	Write	Packard Pla-Mor Boxes	Write
Rock-Ola 1502 Bar Boxes	Write	Buckley Illuminated 24 Boxes	Write
Keeney Boxes	Write	Seeburg Select-o-Matic	Write
New Shielded 2-Wire Cable	.12c Foot	Used 30-Wire Cable	.25c Foot

### NEW MILLS GOLD CHROMES

5c, 10c, 25c PLAY

WRITE FOR PRICES

### NEW MILLS CLUB BELLS

5c, 10c, 25c PLAY

WRITE FOR PRICES

### RECONDITIONED CONSOLES AND SLOTS

Bally Club Bells (Late Serials)	Write	Keeney Super Bells	Write
New Mills Jumbo, P.O.	Write	Bally Roll 'Em (Refinished)	Write
Used Late Model Jumbo, P.O.	Write	Bally Hi Hand (Refinished)	Write
Mills Jumbo (Combination)	Write	Pace Rools (Late Model)	Write
Jennings 4 Star Chiefs (Rebills)	Write	Pace Saratoga (Late Model)	Write
Evans Lucky Stars	Write	New Mills 4 Bell Cabinets	Write
Evans Lucky Lucro, 5-25c	Write	Evans Lucky Lucro, 5-5c	Write
Mills Jumbo, F.P.	Write	Pace's Racer, 25c	Write

### RECONDITIONED ARCADE EQUIPMENT

Supreme Shoot-Your-Way-to-Tokyo	Write	Genco Playball (Late Lite-Up)	Write
Seeburg Shoot-the-Ghutes	Write	Keeney Anti-Aircraft (Refinished)	Write
Chicago Coin Hockey	Write	Chicken Sam New Axis Rat (Conversion)	Write
Bally Rapid Fire	Write	Scientific Batting Practice	Write
Keeney's Submarine	Write	Groetchen Mountain Climber	Write
Pee Basket Ball	Write	Evans Tommy Guns	Write
Kirk's Blow Ball	Write	Crack Shot Target	Write
Rotary Merchandisers	Write	Kirk's Guess-er Scales	Write
Kicker and Catcher	Write	Mills Flip Skill	Write
Gottlieb 3-Way Gripper	Write	Groetchen Pike's Peak	Write

## WANTED-USED MACHINES-HIGHEST CASH PRICE PAID

ROCK-OLA Commando, new or used. WURLITZER 800, 700, 500, 600, 616. SEEBURG Colonel, Major, Envoy, Classic, Vogue, Regal, Gem. ARCADE MACHINES: Sky Fighter, Night Bomber, Super Bomber, Ace Bomber, Rapid Fire, Air Raider, Sky Battle, Chicken Sams, Torpedo. Consoles, Slots, Wall Boxes, all makes; Mills Panoram.

Send List of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by airmail.

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance O. O. D. All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

**BADGER SALES COMPANY**  
1612 WEST PICO BLVD.  
LOS ANGELES 15, CALIF.

**BADGER NOVELTY COMPANY**  
2848 NORTH 80TH STREET  
MILWAUKEE 10, WISCONSIN

## KEEP YOUR LOCATIONS ALIVE WITH THESE COLORFUL CONVERSIONS

- Bombardier ..... for..Victory
- Bomb the Axis Rats. for..Star Attraction
- Smack the Japs .... for..Ten Spot
- Knock-Out the Japs. for..Knock-Out
- Sink the Japs ..... for..Seven Up
- Slap the Japs ..... for..Stratoliner
- Hit the Japs ..... for..Gold Star

HERE IS WHAT DOES THE JOB Each conversion consists of a NEWLY DESIGNED MULTI-COLORED SCORE GLASS, NEW STYLE, OVER-SIZE BUMPER CAPS WITH ILLUMINATED JAP FACES IN COLOR, ALSO NEW INSTRUCTION and SCORE CARDS. Nothing Else To Buy. ALL THIS FOR ONLY

\$9.50 EACH

Cash with order. F.O.B. Chicago, Ill. Completely transforms your old game into a NEW 1943 CREATION.

This is your only opportunity to place something NEW in that dead spot.

Only five minutes required to make the change-over, no tools or skilled labor needed.

Players go for the NEW SCORING FEATURE, which awards re-plays by hitting the illuminated Jap Bumpers, Bombers or Battleships.

DON'T DELAY-ORDER TODAY. Shipments made same day order is received.

**VICTORY GAMES**, 2140-44 Southport Avenue, Chicago 14, Illinois

Telephone: DIVERsey 5680-5681

Eastern Distributor LEADER SALES CO., 131 N. 5th St., Reading, Penn.

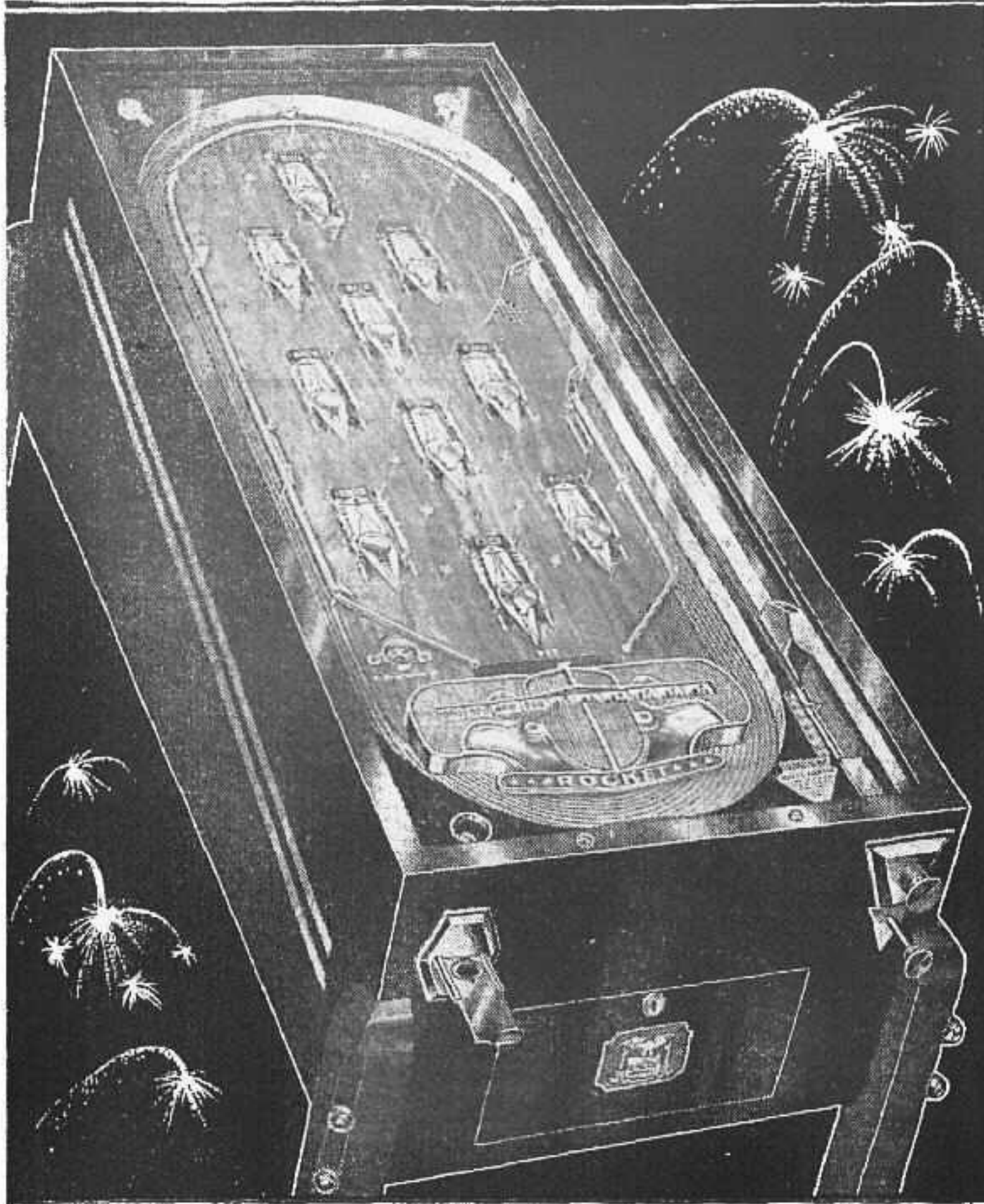
## TIP BOOKS-Immediate Delivery

ALL TICKETS ARE ATTACHED TO BOOKS. 120 Combinations-24 Bunches-5 Tickets in Bunch. Styles: Straight Tip, 15 Die Cut Jackpot.

\$40.00 Per Gross-In Lots of 25 Gross or More \$37.50. In Lots of 12 Books-\$3.75 Per Lot. 25% with order, bal. C.O.D. Sample Books 35c Each.

CHARLES CARTER, 352 East McCarty Street, Indianapolis, Indiana





**PAST** performance is the foundation on which operators and distributors base their faith in the future... their confidence that the organization which created *Rocket* (which is pictured above for old time's sake), *Airway*, *Action*, *Jumbo*, *Bumper*, *Bally Reserve* and other historic Bally games can be counted on to bring forth successful games and venders in the days of victory and peace to come.

**PRESENT** production at the Bally\* plant is one hundred per cent for Uncle Sam. Night and day, seven days a week, the Bally\* organization is producing vital equipment for the Army and Navy... and proving that the technical skill developed in peace-time design and production of coin-operated games and venders is a valuable asset to America in time of war.

**FUTURE** plans of the Bally organization call for quick production of new games and venders immediately after the defeat of the Axis... and for exploitation of marvelous new electrical principles developed by war-time technology. In the post-war era, as in the past, "you can bank on Bally" for the newest in money-making games and venders of all types.

\*War products manufactured by the Bally organization are on contracts in the name of Lion Mfg. Corporation, of which Bally Mfg. Company is a subsidiary.



**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO

**THE BEST QUALITY**  
**RUBBER TUBING, 10c** Per Foot **\$8.95** Per 100 Ft. or More  
3/16" Hole, Pure Gum Surgical Rubber for **PACES RACES**

**GEARS**  
For Bally Spin. Motors

B-1A  
B-1B

B-1A Reduc. Gear—\$1.70 ea.  
B-1B Reduc. Gear—\$2.20 ea.

**\$7.50** Ea. over 500 parts  
**\$8.50** Ea. In Canada

**SERVICE-KIT** NO. C-20

**GLASS CARTRIDGE FUSES**

WE HAVE THEM — **WRITE**  
WHAT DO YOU NEED?

WE CARRY A COMPLETE LINE OF **MAZDA BULBS—ORDER SOME NOW**

**SPRING KIT** \$2.25 Ea.  
Over 200 assorted and important springs

**JUST OUT**  
Make Your Old Slots NEW with "Marco" Slot Springs. Write for Prices.

**CANADIAN DISTRIBUTOR**  
**REGENT VENDING SALES** 779 BANK STREET OTTAWA, ONTARIO, CANADA

IF YOU DON'T SEE IT — **WRITE**  
ALL PRICES SLIGHTLY HIGHER IN CANADA

**HARRY MARCUS CO.**  
816 W. ERIE ST. CHICAGO, ILL.

**GUARDIAN**  
**SERVICE KIT FOR PIN GAME OPERATORS**  
The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry. **BEWARE OF IMITATIONS**  
Buy Guardian and You Won't Come to Grief

**No. 450 Complete, Still Only \$7.50**  
CONTAINS Silver Points, Phosphor Bronze Leaves, Litters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

**No. 1100—NEW SERVICE KIT . . . \$9.50**  
This New Kit Contains a Very Handy and Useful Contact Switch Assembly. Tool. Value \$2.00. Plus 60 Extra Assorted Genuine Phosphor Bronze Leaves, Value \$4.00, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

**BLOCK MARBLE CO.** 1527 FAIRMOUNT AVE. PHILADELPHIA, PA.  
**GET IT FROM BLOCK—THEY HAVE IT IN STOCK!**

**SIMON SALES**

Will Pay Good Prices for:  
**EVANS SUPER BOMBERS**  
**BAKER SKY PILOTS (New Model)**  
**.22 SHORTS**

**WRITE, PHONE OR WIRE OUR . . .**  
MAIN OFFICE: 152 W. 42nd STREET, NEW YORK 18, N. Y.  
Phone Pennsylvania 6-9495

**READY FOR LOCATION**

2 Milite Empreses (Mahogany), Each . . . \$169.50	1 Western Baseball . . . \$ 65.00
2 Master Rock-Olas, R.C., Each . . . 225.00	1 Western Baseball Deluxe . . . 115.00
1 600 Wurlitzer Keyboard . . . 249.50	
1 600 Wurlitzer Rotary (Packard Keyboard) with Leather Sides . . . 249.50	
2 618 Wurlitzer Lito-Up, Each . . . 79.50	
5 #320 Two-Wire Wurlitzer Boxes, Ea. . . 25.00	
1 Supreme Gun . . . 270.00	

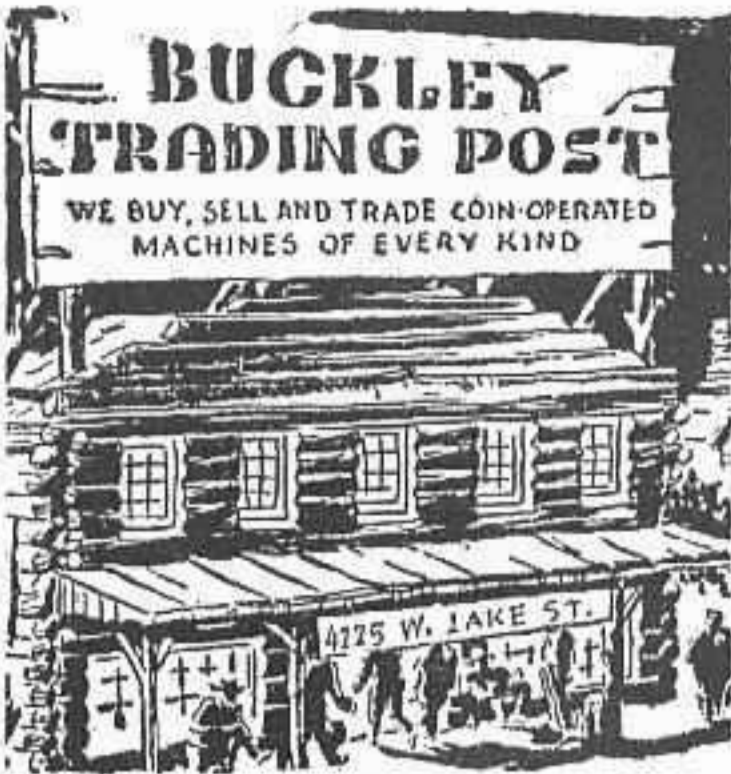
**WILL PAY TOP DOLLAR FOR**  
ANY MAKE WURLITZER  
ANY MAKE SEEBURG  
ANY MAKE ROCK-OLA  
ANY MAKE MILLS

1/3 Dep., Bel. C.O.D., F.O.B. N. Y.  
**DAVE LOWY** 594 10th Avenue, New York City. Longacre 5-9495  
"Let's Trade Together, Even If It's Ideas"

**WANTED**  
**KEENEY ANTI-AIRCRAFTS**  
Black or Brown. In Any Condition, Any Amount.  
Write giving full particulars in first letter, including price and quantity.

**SUPREME ENTERPRISES** 557 ROGERS AVE. BROOKLYN, N. Y.





**ALWAYS**  
Consult the  
**Trading Post When  
You Want To Buy  
or When You Want  
To Sell**

**SPECIALS—FOR SALE**

Supreme Gun—Shoot Your Way to Tokio. No Arcade Complete Without It.  
Introductory Price .....\$330.00

**COMPLETE MUSIC SYSTEM EQUIPMENT  
WALL BOXES—ADAPTERS—SUPPLIES**

- Buckley Boxes—New.....\$35.00
- Buckley Boxes—Rebuilt .... 25.00
- Wurlitzer Box Model 100... 25.00
- Wurlitzer Box Model 310... 25.00
- Keeney Wall Boxes ..... 5.50

**THE  
BUCKLEY  
BOX**



**BUCKLEY DIGGERS**

REBUILT TREASURE ISLAND .....\$55.00 | REBUILT DE LUXE .....\$100.00

**SUPPLIES**

- Perforated Program Strips, Per M. Sheets .....\$3.50
- Buckley Long Life Needle .....\$0.35
- Buckley 275A Bulbs ..... .12

All Prices Subject to Prior Sale. Terms—Cash With Order.

**WANTED TO BUY IMMEDIATELY**

- | PHONOGRAPHS      |                   | CONSOLES           |                   |
|------------------|-------------------|--------------------|-------------------|
| Seeburg Classics | Wurlitzer 24      | Keeney Super Bells | Mills Three Bells |
| Seeburg Envoy    | Rockola Monarchs  | Keeney '38 Track   | Mills Four Bells  |
| Seeburg Regal    | Rockola Standards | Time               | Pace Reels—Combi- |
| Wurlitzer 500    | Rockola DeLuxes   | Keeney '38 Skill   | nation            |
| Wurlitzer 600    |                   | Time               |                   |

**SLOT MACHINES**  
Mills Jennings Watlings

**WE BUY—WE SELL**

Send for Complete List—Send Your List of Machines for Sale



**PARTS AND SUPPLIES FOR ARCADE MACHINES**

- A.B.T. Coin Chutes, New, 1¢ or 5¢, Each .....\$2.95
- Curved Glass for Skee-Ball-ETTE, Gottlieb, Evans 10 Strike, Rock-Ola 10 Pins ..... 2.50
- Free Play Assemblies for All Pin Games, Each ..... 1.50
- Texas League Bats (Steel), Deluxe Model, \$3.50; Old Style ..... 2.50
- Also Backboard Glass for Pin Games, Tubes and Channel Springs for Keeney Submarine
- Bulbs, 6.8, Screw and Bay, Nos. 46, 50, 55, Per 10 ..... .55
- Keeney Gun Bulbs, No. 1503, 35¢ Each, Per 10 ..... 3.00
- Burglar Alarms .....\$1.25
- Radio Rifle Film, Per Roll .....\$10.00
- Bell Timers ..... 1.50
- Rubber Male Plugs ..... .10
- Cataline Plungers, Each ..... 2.00
- Rectifier ..... 4.50
- Castling (All Types), Each ..... 1.00
- Rock-Ola World Series Bats (Steel) ..... 3.50
- Composition Balls for Batting Practice ..... .20
- Slides for Chutes (New), Each ..... .95
- Doors for All Pin Games ..... 1.50
- 7-Wire Cable, Per Foot ..... .25
- Live Rubber Rings, All Sizes, Per Doz. .... .50
- Rubber Tips, Per Doz. .... .80
- Dead Rubber Rings, All Sizes, Per Doz. .... .25
- 10 Strike Buttons ..... .75
- Metal Balls for Pin Games, Each ..... .15
- 2¢ Coin Chute Dogs ..... .20
- Plunger Springs, Each ..... .10
- 2¢ Coin Chute Springs ..... .15
- Peek Show Film, Per Set ..... 2.50
- Viewscope Film ..... 1.00
- Wooden Balls, All Sizes ..... 2.50
- Western Baseball Bats ..... 2.50

**WE STILL HAVE THE LARGEST ASSORTMENT OF FACTORY REBUILT ARCADE MACHINES IN STOCK! WRITE FOR FREE COMPLETE LIST OF MACHINES OR ANY PART FOR ANY PIN GAME OR ARCADE MACHINE.**

**MIKE MUNVES** WE HAVE BEEN BUYING AND SELLING MACHINES SINCE 1912  
520 WEST 43D ST. (TEL. BRYANT 9-6677) NEW YORK CITY

**STIK-TITE** GUARANTEED CEMENT

**For Phonograph Plastic Parts**

Until now there hasn't been a cement on the market that could satisfactorily repair a broken phonograph plastic part. Stik-tite was especially formulated to do just that job and do it well.

A Stik-tite unit contains 7 items and is so simple to prepare and apply a ten-year-old can do it with ease.

**"STIK-TITE WELDS LIKE IRON"**

Supply Limited—First Come, First Served

1/3 Deposit With Order, Balance C. O. D., F. O. B. New York. Exclusively Distributed by

**ETREB SALES CO.** 147 W. 42ND STREET NEW YORK, N. Y.

**\$7.50** Per Unit

No C. O. D. charges on full cash with order. Each unit contains enough Stik-Tite to repair dozens of plastic parts. The first plastic repaired more than pays for the unit cost.

**FREE PLAY GAMES CAREFULLY CHECKED AND PACKED**

- |                         |                          |                              |
|-------------------------|--------------------------|------------------------------|
| ABC Bowler .....\$45.00 | Show Boat .....\$39.00   | Towers .....\$69.50          |
| Airliner ..... 14.50    | Snappy ..... 39.00       | Wild Fire ..... 32.50        |
| Gun Club ..... 45.00    | Speed Ball ..... 32.00   | Sports Parade ..... 39.50    |
| Haroscope ..... 39.00   | Spot a Card ..... 59.50  | Silver Skates ..... 39.50    |
| Lot o Fun ..... 14.00   | Spot Pool ..... 49.00    | Majors, 1941 ..... 44.50     |
| Pursult ..... 34.50     | Super Cubble ..... 40.00 | Ten Spot ..... 29.00         |
| Scoop ..... 17.50       | Twin Six ..... 39.50     | 100 Used Records ..... 11.00 |
- All Pin Games have been stored in a good dry place and are packed in "New Cartons." When any of our equipment comes to you it looks nice and operates perfectly. "Ready for Location"—"Buy With Confidence." Send for Complete List.  
NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, N. Y. Tel.: Freeport 8320.

**IMPORTANT**

Consumer's or Supplier's Certificates must accompany all orders in accordance with the terms of WPB. Order #L-265.

**ATTENTION**

2051 TUBE  
\$2.60

2051 TUBE  
\$2.60

Seeburg Chicken Sam, Shoot the Jap and Shoot the Chutes Operators.

The following information will enable you to keep your equipment in operation and avoid loss of income due to the extreme shortage of 2A4G Tubes.

We can furnish No. 2051 Tubes individually boxed standard brands, any quantity, \$2.60 Ea.

**TUBE SUBSTITUTION**

Replacing 2A4G With 2051 Tube

Remove 2 1/2 volt filament leads No. 2 & 7. Connect No. 6 & 7 to ground. No. 8 to center tap of 3000 ohm resistor. No. 2 to positive side of 6 volt leads. Side of 2 1/2 volt lead connected to 125 volt winding to high voltage lead on filament of 80 tube.

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4.	\$1.65	6A8..	\$1.35	6N7GT	1.65	7B5..	\$1.35	37...	\$0.90
1B5/25S	1.35	6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15
1H4G.	1.05	6B8..	2.00	6Q7G.	.90	7F7..	1.65	41...	.90
1H5G.	1.35	6B8G.	1.35	6R7G.	1.15	12SK7GT	1.10	42...	.90
2A3..	2.00	6C5G.	1.05	6SC7.	1.35	12SQ7GT	1.10	43...	1.10
1Q5GT	1.65	6C6..	1.05	6SF5GT	1.00	24A..	.90	45...	.85
2051	2.60	6D6..	1.00	6SJ7GT	1.15	25L6GT	1.15	47...	1.15
5U4G.	1.05	6F5G.	1.15	6SK7.	1.05	25Z5.	1.10	56...	.85
5V4G.	1.65	6F6G.	.95	6SQ7G7	1.15	26...	.75	57...	.95
5W4G.	1.05	6F8G.	1.35	6SR7.	1.05	27...	.70	58...	.95
5Y3G..	.75	6H6GT	1.15	6V6G.	1.35	30...	1.05	59...	.95
5Y4G.	.80	6J5..	.95	6V6GT	1.15	31...	1.05	77...	.90
5Z3..	1.15	6J7..	1.35	6X5GT	1.05	32...	1.35	78...	.90
6A4..	1.65	6K7G.	1.15	6Z4/84	1.10	35Z5GT	.85	79...	1.65
6A6..	1.65	6K8GT	1.35	6L6G.	2.00	83...	1.35	80...	.75
6A7..	1.00	6L7..	1.65					81...	.75

Every Order Subject to Prior Sale

**SIGN THIS**

**CONSUMER'S CERTIFICATE**  
I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

Date

Signature

**SEND WITH ORDER**

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

**\$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.

**WE RE-BUILD—RE-CONDITION—RE-FINISH—** Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

For **\$59.50** F. O. B. Chicago

**Chicago Novelty Company, Inc.**

1348 Newport Avenue

Chicago, Ill.



# ANNOUNCEMENT

## TO MY FRIENDS IN THE BUSINESS:

Throughout the years of development and growth of the Bell Products Company, the interest and cooperation of my friends have contributed much to the progress of our business—and consequently, to whatever we may have accomplished in the progress of our industry as a whole. I take pleasure in acknowledging my appreciation, of their loyalty.

So this announcement of the purchase of the Refurbishing Division of the Sullivan-Nolan Advertising Company will, I am certain, further cement the friendships we have made and establish new and pleasant business relationships with hundreds of added distributors and operators throughout the country.

Our own factory for the refurbishing and “re-creating” of your old games, puts us in a position to be of even greater service to the industry. And with more than 10 years experience with the problems of the operator, the distributor and the jobber, I am certain that Bell Products Company has much to offer, through their new service to those in the industry.

## HERE IS THE SERVICE WE ARE NOW PREPARED TO GIVE:

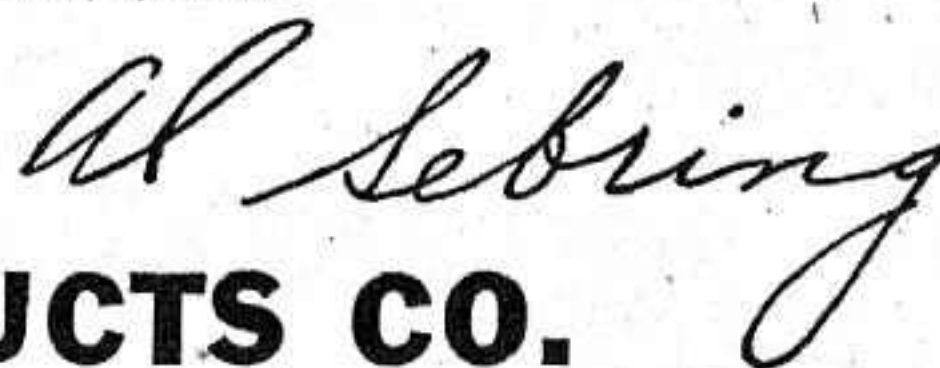
1. We create and design a new play board for your games—colorful, original, spectacular.
2. We replace the old 17 x 23 inch backboard and glass with a new backboard cabinet and glass, size 23 x 23 inches.
3. All mechanical parts are thoroughly checked—adding any new parts wherever they may be necessary to bring your game up to mechanical perfection.
4. Cabinets are redesigned in their entirety—new, smart, colorful.
5. New moldings—new legs—to make of the finished product a game of real beauty.

In every manner, the same type of creative talent, the same artistry, and the same manufacturing skill go into the re-creation of your games that you were accustomed to seeing in new equipment.

So you will be more than interested, I believe, in this new service that is available—a service that makes it possible for distributors and operators to change their less attractive, less profitable equipment into games that have been demonstrated as having the widest player appeal.

Shown at the left are the games which we are now converting. In sending your equipment to us, you may be certain of the utmost in satisfaction—which I personally guarantee.

Sincerely yours,



**BELL PRODUCTS CO.**

2000 N. OAKLEY

CHICAGO 47, ILL.

## WE ARE NOW CONVERTING THE FOLLOWING GAMES

BLUE GRASS DARK HORSE SPORT SPECIAL SPORT EVENT	ARE BEING CONVERTED INTO	<b>SPORTSMAN</b>	SIMILAR IN PLAYER APPEAL TO	<b>LONGACRE AND THOROUGH- BRED</b>
GRAND STAND GRAND NATIONAL PACEMAKER	ARE BEING CONVERTED INTO	<b>WAR ADMIRAL</b>	SIMILAR IN PLAYER APPEAL TO	<b>JOCKEY CLUB</b>
SEA BISCUIT THISTLEDOWN	ARE BEING CONVERTED INTO	<b>RACE KING</b>	SIMILAR IN PLAYER APPEAL TO	<b>LONG SHOT</b>
SPORT PAGE BLUE RIBBON	ARE BEING CONVERTED INTO	<b>CHALLENGER</b>	SIMILAR IN PLAYER APPEAL TO	<b>SPORT KING</b>

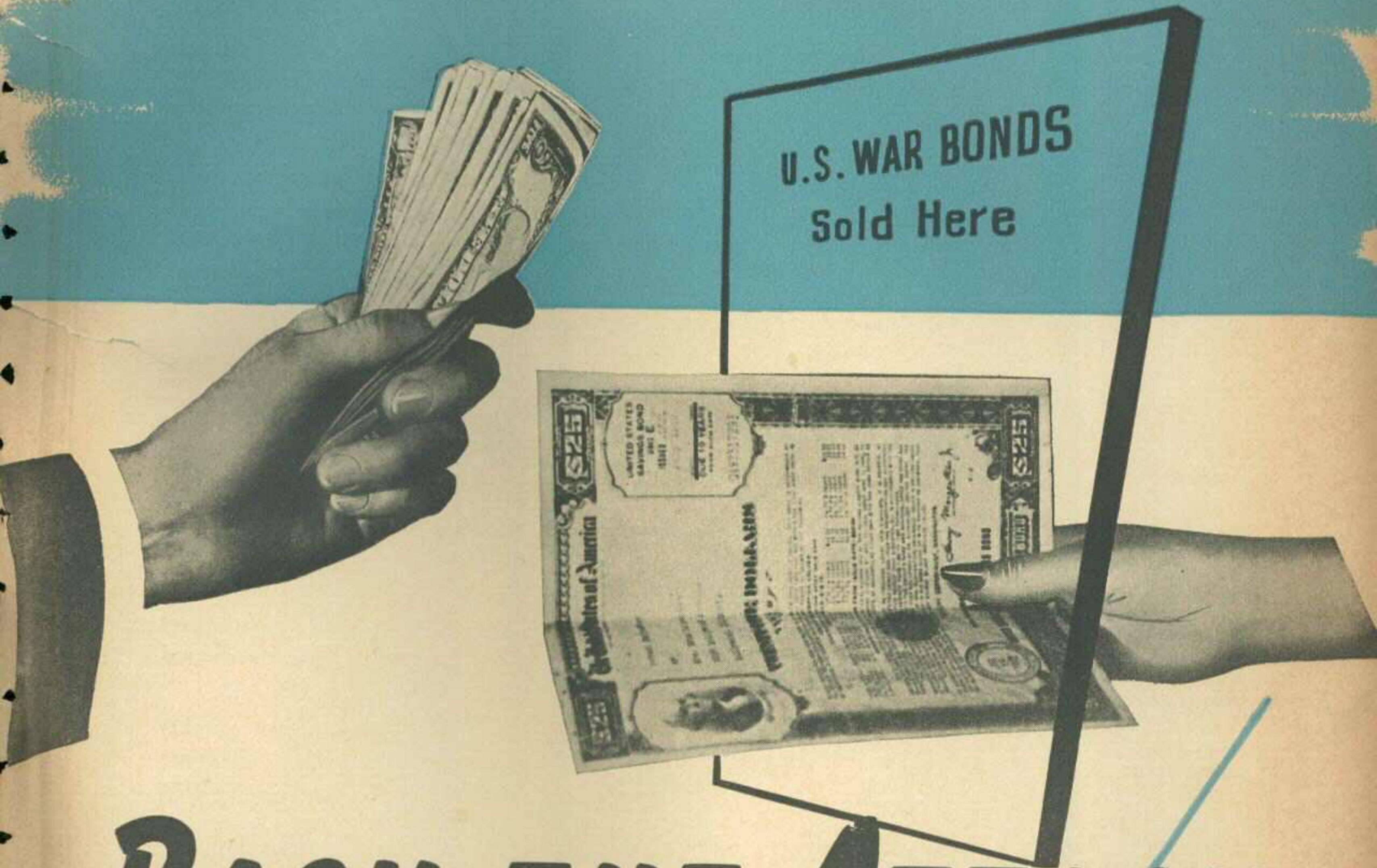
Operators may obtain price quotations from their distributors or by writing us direct.

Note: Any equipment shipped to Sullivan-Nolan Advertising Co., October 8 or after, will be refurbished in our plant.





# When Money Becomes **OFFENSIVE!**



## **BACK THE ATTACK**

*Your Money is urgently needed NOW*

# **BUY MORE U.S. WAR BONDS**

AWARDED TO THE J. P. SEEBURG CORPORATION FOR OUTSTANDING PRODUCTION OF WAR MATERIALS

IN EACH OF ITS FOUR FLANTS

**Seeburg**  
Fine Musical Instruments  
Since 1902





YOU CAN *Take a swing at 'em, too*



**LAY YOUR MONEY ON THE LINE**

*For War Bonds*

With millions of the cream of American youth battling in a hell of shells to beat down Axis aggression, it's not much to ask the rest of us safely back home to loan our government our money to buy those lads their munitions of war. Lay your money on the line for War Bonds **THIS** week and **EVERY** week to the utmost of your ability. You'll be amazed at the amount of satisfaction you'll get from knowing you're helping to pay the price of Victory. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. "The Name That Means Music To Millions."



AWARDED TO OUR  
NORTH TONAWANDA PLANT

**WURLITZER**

IS WORKING FOR UNCLE SAM



FOR WURLITZER PARTS AND SERVICE  
SEE YOUR WURLITZER DISTRIBUTOR

