

# The Billboard

DECEMBER 4, 1943

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

## VAUDE POST-WAR SET-UP

RADIO

The Billboard Talent Cost Index - - A Radio 'First'

MUSIC

Symphonies Take a Leaf From Book of Showmanship

LEGIT



LIONEL HAMPTON  
Two-Stick Toscanini  
(See page 4)

## BIG COIN SANS BIG STARS

*Roxy bound...*

**THE LITTLE MANAGER OF BIG PEOPLE** establishes a precedent...as three of his great attractions go into the Roxy... one right after another!

**DECEMBER**

# **JIMMY DORSEY**

*and His Orchestra*

featuring **KITTY KALLEN** and **PAUL CARLEY**

Just completed "FOUR JILLS IN A JEEP" for 20th Century-Fox

**FEBRUARY**

# **DICK HAYMES**

*America's Newest Thrill*

FAME Magazine Poll's overwhelming First Choice for

"MOST PROMISING STAR OF TOMORROW"

**JANUARY**

# **HELEN FORREST**

*America's Queen of Song*

Headed for success on her own at the Roxy!

**THE LITTLE MANAGER OF BIG PEOPLE** **BILL BURTON**

RKO BUILDING, RADIO CITY 1201, NEW YORK

# VAUDE'S POST-WAR SET-UP

## Boston Gets New Location For Canteen

### Old Spot Endangers Lives

BOSTON, Nov. 27. — Boston's Stage Door Canteen, closed since October 20 when the building housing the project was condemned by the building commissioner, is now skedded to reopen in new quarters.

In an announcement made this week (24) Mrs. Malcolm Bradley French, canteen co-chairman, said that the new quarters would be located in the Boston Young Men's Christian Union, in the downtown section. Carl B. Wetherell is executive secretary of the B.Y.M.C.U. A Christmas Eve opening is planned.

Brock Pemberton, member of the executive board of the American Theater Wing War Service, Inc., and co-chairman of all the country's stage door canteens, visited Boston last week-end with Solly Pernick, business manager of the New York Local No. 1 Theatrical Stage Employees, and Louis Feinberg, secretary N. Y. Local 802, American Federation of Musicians, to approve the selection of new quarters for the canteen.

### Rumors Nixed

Altho the canteen was admittedly closed because of serious structural defects in the building, rumors were bruited about for some days afterward, that internal dissension and outside influences were responsible. It turned out that the army and navy had requested that the place be closed, since it endangered the lives of servicemen.

Lieut. M. C. Huppuch, of the First Naval District, and Major Bernard Duffy, of the First Service Command, attended the gala canteen opening in September. They declared that they felt uneasy at the time about the safety of the building. They questioned the number of men allowed in the canteen at one time and questioned the safety, too, of an open stairwell.

Military police who were advised to keep close watch reported regular overcrowding. When questioned about the delay in closing the canteen, Lieutenant Huppuch said that a change in State Legislature, over which the army and navy had no control, was responsible. "As a result of the Coconut Grove disaster, new laws were passed and they did not become operative until some time after the opening of the canteen."

### From Walters to Wolper

NEW YORK, Nov. 27.—What's good enough for one niterly op turned legit producer is good enough for another, figures Dave Wolper, owner of the Hurricane. Wolper has just signed Danny Shapiro, Phil Sharig and Milton Pascal, the trio who scored Lou Walters's *Artists and Models*, for his legitler, *Follow the Girls*, new title for the Eddie Davis-Guy Bolton musical neo, *Ankles Aweigh*.

In addition, Wolper has pacted Jackie Gleason, also from the Walters show, which closes at the Broadway Theater tonight.

Others lined up for the cast are Tim Herbert and Buster West, while Gertrude Niesen will hold down the singing lead.

Edgar MacGregor will direct.

### It Took a War (and USO) To Build Backyard Stars

PHILADELPHIA, Nov. 27.—Eddie White, vet vaude and niterly comic, is the first of the local performers to cash in on a stretch entertaining the service boys at off-shore bases. Returned from an eight-month USO jaunt of the Southwest Pacific, White grabbed off loads of local publicity and immediately found an unprecedented demand for his services with a corresponding increase in salary levels.

While the attention attracted was strictly local, it carried so much weight with the populace that he was booked to headline the Earle Theater show for the December 3 week. Marks the first time that the film-flesher has given the nod to a local lad, house playing only the major stage and band names. However, house feels that with the publicity attending White's return from the overseas tour, he is enough of a name now to warrant top billing. Before his USO tour, White's local engagements were limited to nabe vaude houses and nabe niteries.

## Buck Rogers Fantasy With Midas Touch Envisioned as Practical Pattern of Future

### HERE TODAY, LONDON TOMORROW

By JOE COHEN

NEW YORK, Nov. 27.—While more money is now being coined by acts and agents than ever before, it will be a mere drop in the bucket compared to the dough that will be made after the war, according to acts and agents who are doing a little post-war planning these days.



The post-bellum dreams at this stage of the game constitute something of a Buck Rogers fantasy with a Midas touch. Vaude

percenters see no reason why an act shouldn't be able to close at Loew's State Wednesday night and open at the Palladium, London, the following Monday, with club dates at Loew's Iceland or Azores in between.

The agents will tell you that these visions are not the result of smoking reefers or taking to the needle. Air transport, they predict, will make it possible for a trans-Atlantic crossing in about six hours. Shortly after the end of the war they envision giant airliners equipped to carry a load of passengers and all the baggage necessary for an act or band to hop off from La Guardia Airport and land in time to rehearse for the opening show at a Continental spot or at a London music hall or niterly.

Nor will Continental dates be played for peanuts. Europe, they say, will be hungry for entertainment. When all this is over the Continent will have to rely on this country for acts until new native talent can be developed.

The RAF and the Nazi Luftwaffe have damaged many theaters, and the draft has taken a healthy percentage of performers. Potential result, a culturally famished Continent and consequently (See *FAST TRANSPORT* on page 18)

## House in Mood To Pin Peak Tax on Niteries; Basis Is Boom Coin for "Luxury Biz"

### Hike to 30% Seen Yielding \$91,300,000 With \$163,500,000 From Theater Admissions

By CASKIE STINNETT

WASHINGTON, Nov. 27.—A revenue bill goes before the House of Representatives this week with provisions that will raise the tax on admissions to theaters and sports events from 1 to 2 cents for each 10 cents of the ticket cost.

The bill, which finally has emerged from a long-deadlocked Ways and Means Committee, provides the pattern of taxation for the nation for the coming year. It includes all taxes, ranging from excess profit taxes of giant corporations to the tax on the sale of a light bulb.

Among the tax increases which concern showbiz are:

- (1) Permanent use or lease of boxes or seats at theaters, operas, etc., from 11 per cent to 20 per cent of ticket cost.
- (2) Sale of tickets outside of box

office, from 11 per cent to 20 per cent of ticket cost.

(3) Cabarets, roof gardens, night clubs, etc., from 5 per cent to 30 per cent.

(4) Distilled spirits, from \$6 to \$9 a gallon.

(5) Champagne or sparkling wine, from 10 cents per half pint to 15 cents per half pint.

Of the tax hikes, night spots were hardest hit under the present bill. The 30 per cent increase will operate to add almost one third to the average check, and this may well be the turning point in the boom which niteries have experienced recently.

The increase in niterly taxes begins, according to the language of the proposed (See *PEAK NITERLY TAX* on page 16)

## G.I. Needs Top Nat'l Theater Conference

NEW YORK, Nov. 29.—Restricting itself to recommendations and proposals rather than a definite plan of action, the National Theater Conference in its annual three-day meeting at the Piccadilly Hotel here November 26-28, pitched its discussions to wartime and post-war theater planning and entertainment for men in the armed forces. One hundred members from university drama departments and community theaters throuout the country, and from Broadway attended. The meetings were presided over by Lieut. Lee Novelle, U.S.N.R., conference prexy.

Among the proposals made was the establishment of soldier stock companies in every camp, so that the men with a theater bent could provide entertainment for themselves and other G.I.'s. This, together with a program designed to interest men in camp theaters during the demobilization period, will be submitted to military authorities thru the offices of the joint army and navy committee on welfare and recreation.

The conference Saturday (27) was addressed (See *G. I. CONFERENCE* on page 16)

**SAY MERRY XMAS TO SHOW BUSINESS THIS YEAR WITH AN EXTRA WAR BOND AND HOLIDAY GREETINGS AD!**

(See page 22 for the full story of show business's greatest wartime publication, *The Billboard's BONDBARDMENT* Number)

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# Film Rights \$ Up and Up; Hollywood Gets Taken But Prestige Pix Pay

## Screen Goes Overboard for Stage Hits

NEW YORK, Nov. 27.—Continued spiraling of film prices for stage plays, a development of the past two years, will defy the economic law of diminishing returns—for the duration, at least—according to impartial observers. Sympathetic showmen, who've been commiserating 20th Century-Fox over the \$150,000 plus "swindle" pulled by city slicker Mike Todd for the Klieg rights to Gypsy Rose Lee's stinkeroo, *Naked Genius*, can save their tears. Win, lose or draw, the Hollywood boys stand to gain plenty from their annual Broadway swag.

*Kiss and Tell* holds the cash-on-the-line record to date: \$400,000, which Mary Pickford will shell out to George Abbott and P. Hugh Herbert, producer and writer respectively of the farce. Oscar Serlin holds the prestige record, however, since he turned down a bid for \$600,000. Topper, of course, is Warner Brothers' million dollar feeler for *Winged Victory*, but *Victory* is out of the commercial class. Messrs. Abbott, Herbert and Serlin might well point to the Army Air Forces and holler, "unfair competition."

### Broadway Prestige

But even if these three Broadway smashes don't make a dime (and they'll make millions when they finally reach the screen, say the experts), they're worth-while properties to the film companies. For the past two years, practically everything on film has been making money. Weekly film audience has jumped from 60,000,000 and 70,000,000 of a few years back to 100,000,000. Also, exhibitors, because of the limited number of pix available, are forced to take nearly everything on a studio's schedule. If the exhib wants the star-studded epics, he takes the turkeys, too. It all adds up well in the black when they get around to auditing the books. And the inclusion of a half dozen or so hand-picked play scripts on the studio's production sheet doesn't hurt its prestige any, either.

But there's still another reason why film moguls don't object to buying up the Broadway product with six-figured checks. The government takes about 80

per cent of the film industries' excess profits. A couple of million dollars' worth of expenses charged to film buys and written off the tax blank makes a sizable dent in the excess earnings.

### Going Overboard O.K.

Over-bidding is common practice now. Most stage plays are getting three and four times as much coin for picture rights as comparable plays did a few years ago. Some mistakes have been made, but they are few and far between and were more than compensated for in their "prestige value." *The Moon Is Down* cost 20th Century-Fox \$300,000 and it will probably break even or go slightly above the negative cost by the time it is played out. Other duds were *Green Pastures*, Warners' "experiment" for which they paid \$100,000; *Abe Lincoln in Illinois* which cost upward of \$175,000 and didn't make a nickel; *Room Service* which RKO bought for \$255,000; *Too Many Girls* which cost the same studio \$150,000 and *Skylark*, which Paramount got for \$85,000 and hardly made a killing out of it.

### Most Pix Pay Off

The four and six hundred thousand dollar figures are the exceptions, of course. A fairer indication of the average prices paid out for play material may be indicated in some recent and soon-to-be releases: *Arsenic and Old Lace*, \$175,000; *Watch on the Rhine*, \$150,000, plus a percentage after a specified gross is reached; *Old Acquaintance*, \$75,000; *Claudia*, \$137,500; *Best Foot Forward*, \$125,000; *DuBarry Was a Lady*, \$80,000; *The Man Who Came for Dinner*, \$225,000; *My Sister Eileen*, \$225,000, and *Cabin in the Sky*, \$40,000. All of these are expected to be money-makers.

Loss of the foreign play market and the steady decline in the number of novels published annually may also be responsible for the frantic bidding that goes on for anything on Broadway that's filmable. Movie execs are practical in one sense, however. They won't bid on anything that they know isn't picture material. *Harriet*, a Helen Hayes hit,

## Boris Morros Aims to Dese-Dems Grand Opera

CHICAGO, Nov. 27.—Boris Morros's *The Waltz King*, closing tonight at the Civic Opera House, will not go on tour. Show did fair business in its four weeks here. Morros is returning to Hollywood to transform the show into a film.

Morros announced that he intends to give Chicago a season of opera in "humanized" form, similar to his experiment of more than 20 years ago when, in association with Nemirovitch-Danchenko, head of the Moscow Art Players, he revamped Bizet's *Carmen* into *Carmencita* and *The Soldier*.

"Most of us know," said Morros, "that grand opera is produced for the sake of dead tradition, mostly for vocal virtuosity. That's why most participants in opera often act like wooden soldiers. My idea is to put life into the interpretation of the great melodies of the famous masters." He gave no date for the start of his proposed project.

## TODD SAYS HE'S NO "PRISONER" OF FOX

NEW YORK, Nov. 27.—Michael Todd today denied current story that he is now one of a group of "captive producers" in the 20th Century-Fox film company, insisting that he is remaining independent of any movie or other group and has no intention of joining any in the future.

To further emphasize his indie status, Todd announced yesterday that he is offering film rights to his forthcoming musical, *Mexican Hayride*, and any other subsequent productions on the open market for movie bids.

hasn't drawn a nibble because a story about Harriet Beecher Stowe would be taboo for the Southern market. One exception, however, was *Tobacco Road*, which was believed to be devoid of any screen possibilities. Fox bought it for \$150,000 and made it into a film that was unanimously panned by the critics. Because of its record as the Broadway show with the longest run, and the curiosity of the film public, however, the picture is making money.

## Short-Term License Used by Comm. Moss To Control Shows

NEW YORK, Nov. 27.—Uncovering of the fact that since last May 1 the Music Box Theater has been existing on a series of 90-day permits instead of the customary 12-month license reveals that actually theater licensing has become a form of censorship over Broadway's show shops and their wares.

Reason the theater got the short licenses stems from exceptions taken by License Commissioner Paul Moss to Michael Todd's *Star and Garter*, long tenant of the theater. When the theater, which is owned by Irving Berlin, Lee Shubert and the estate of the late Sam H. Harris, applied for its regular annual permit May 1, the commissioner voiced objections to the Todd production. Rather than give the house a clean bill of health, Moss issued the short-term license, usually reserved for burly houses; thus keeping a weather eye on the 45th Street house until such times that the operators and the show therein complied with his regulations.

The short-term license was renewed September 1, after the theater owners filed a copy with Moss of a notice directing Todd to vacate the house. A third renewal granted October 29 will remain in force until January 31; the extension having been granted on Todd's representation that he needed more time to ready his show for the road.

*Star and Garter* will close Saturday, December 4, and will not go on a road tour after all, as Todd is having trouble lining up replacements for his cast.

### License Returned Between Shows

New procedure in licensing calls for return of the license to the commissioner's office when a show leaves a theater dark. Explanation of this by Moss is that when a house is untenanted for any length of time it is customary for the fire department to inspect the premises before reopening. If the inspection uncovers nothing detrimental then the license is returned and everything goes along swimmingly—unless, of course, the commissioner finds something wrong with the subsequent show.

In this instance Moss stated that the Music Box must continue on the three-month permit until May 1, when annual licenses are renewed. The house will then receive the customary legit license and take the Music Box out of its unique position on Broadway today.

## Salt Lake City Spots Scramble for Radio As Printers Walk

SALT LAKE CITY, Nov. 27.—Salt Lake City theaters and niteries tripled their radio time on KDYL, KSI and KUTA here and KLO, Ogden and Salt Lake City today as *The Salt Lake City Tribune* and *The Salt Lake City Telegram* suspended publication because of a strike of the Salt Lake City Typographical Union No. 115.

Closing down of the two newspapers withdrew a circulation of 112,000 from the field, leaving only *The Deseret News* (evenings except Sunday), with a circulation of 40,000, available to the amusement industry, plus the limited amount of radio time available.

The strike takes a hard cut at all amusements plants as it comes with business booming at the beginning of the biggest holiday trade in the local history. There was no advance notice of the strike to the publishers, the public or advertisers. *The Tribune* night shift failed to show up Thanksgiving Day. Both papers suspending left theaters, dance halls, niteries and other amusement enterprises scrambling for radio time.

## F&M Vanities Takes 60G in Louisville

LOUISVILLE, Nov. 27.—Playing to the largest crowd to see a comparable attraction here, the Fanchon & Marco *Skating Vanities* grossed an estimated \$60,000 in 16 night and three matinee performances, ended Sunday (21), at Jefferson County Armory, with attendance of 65,000.

Originally billed for a week's run, *Vanities* was held over for eight performances. Price range was 65 cents to \$1.65.

## Met. Opera Jubilant on Its Diamond Jubilee B. O.; Makes Strong Bid for Broadway Coin

### Horseshoe Still Glitters But Working \$ Brings SRO

NEW YORK, Nov. 27.—The Metropolitan Opera Association's 60th season has started with a bang that the old temple of chant hasn't known for 15 years. Sellout figures thru last night's performance (26) totaled a neat \$51,000 in the MOA sock. Matinee and evening performances today can easily bring first week's take to the 70 grand mark.

Met's "diamond jubilee" season premed Monday (22) to a house jammed to the rafters at an \$8.80 top and went clean to the tune of \$15,000. While there was a generous sprinkling of khaki in the pews, the opera's second wartime Tiffany-night lived up to its rep. There was more dowager-ice than ever on display and Ezio Pinza, Kerstin Thorborg, Armand Tokatyan and the rest of the Met cast sang to what looked like a grand slam in diamonds.

### Russian Salute

*Boris Godounow* was the grand opener selected by the MOA as a special salute to our Russian allies. The cast gave it a creditable presentation. However, the big show of a Met opening is the glitter-sitters out front. They were out in force, and there seemed to be no wartime restrictions on tiaras and sunbursts with the Cafe Society gang augmenting the thinning ranks of the Old Guard in strutting their stuff.

Now that the annual sparkler exhibit and the tune-up week is over the Met can settle down to business for the next 19 weeks as the real longhairs take over. It's the little guy who just loves music who is the backbone of opera audiences. With wartime coin enabling him to step up with Met admishes, he'll be on the buying line heavier than ever.

### Broadway Competition

Post-preem price skeds are scaled from \$1.10 to \$6.05 with ample play in between to enable opera buyers to snare themselves a good seat for the price of a Broadway show. Price pitch is bringing brisk results, according to MOA's b. o. staff. Ducat racks are already substantially emptied by advance sale for next week which, it is believed, will be near capacity by curtain time. Estimate is based on the fact that, while *Magic Flute*, Wednesday, December 1, offering, is "an artistic production" and not a heavy draw, week's old favorites like *Carmen*, *Valkyrie*, *Rigoletto* and December 4 benefit of *Mignon* will take up the slack.

At all events, if the b. o. queues live up to their preview, the Met can look to a banner season. It should be no trick at all to gross in the early 60 grand bracket and that ought to put the old house to wearing diamonds for its jubilee.

## LIONEL HAMPTON

### "Two-Stick Toscanini"

IT STARTED with a grinning 16-year-old colored boy tapping out rhythms with spoons on a Los Angeles drugstore counter to the delight of enthralled customers. They say that's why Lionel Hampton lost his job as a soda jerk. Anyway, Lionel drummed himself right into jobs with Paul Howard, Les Hite and Louis Armstrong until 1936, when Benny Goodman discovered that the virtuoso of the vibraharp, the demon of the drums and the two-fingered Toscanini of the keyboard was what the doctor ordered to preside at the Goodman skins desk.

In 1940, Hampton organized his own band, and in less than a year developed it into one of the biggest in the country. After debbing at L.A.'s Casa Manana, he proceeded to break records for colored orks at the Orpheum, and subsequently for all bands at Chi's Grand Terrace. Followed a summer engagement at the Panther Room of the Hotel Sherman, Chicago, and the distinction of broadcasting over all four networks 10 months after the combo had made its bow.

From there on it's been a parade. "Swingy and solid as Goodman and as sweet as Lombardo," is the way the critics have described Lionel Hampton's music. His opening at New York's Famous Door last month was a gala occasion.

It's a big jump from jerking sodas to fronting one of the country's top bands and a list of over half a hundred exclusive Victor recordings, but the boy from Louisville has made it.



# CIO's 'Johnny' Needs Stuff To Sell Ideas

## Lots of Talent; But Ragged

NEW YORK, Nov. 27.—Showbiz experienced something new this week when the CIO opened its legit musical revue, *Marching With Johnny*, at the Mosque Theater in Newark, N. J., Monday, November 22. It was new for a number of reasons: This was the first musical in many a year to open in Newark; it was the first time a national labor organization had financed a show—*Pins and Needles* was done by one union, the International Ladies' Garment Workers; it was shaping up playing towns where there were CIO members, like Providence, Bridgeport and Philadelphia, in addition to Newark, and nuts to traditions.

This CIO show was doing something else that was different, something that might have a profound effect upon all of showbiz: *Marching With Johnny* was selling labor, and in particular the CIO and everything that group wanted. The blackouts and songs plugged such hitherto non-theatrical topics as racial equality, inter-American harmony, the Four Freedoms, price rollback, political pressure, labor management committees, win-the-war, and, by example, the labor movement of its members.

Should *Marching With Johnny* click, albeit the opening showed a lack of polish and performance, altho not of promise, then it is not improbable that labor will turn to showbiz to sell its story to the public. Right now labor feels it doesn't do too well with the press or radio, hence this CIO venture into legit, and the same outfit's plan for film productions.

With a successful stagershow to its credit the labor unions may want to be the theatrical post-war angel, and if (See CIO "JOHNNY" on page 27)

# 10-Week Light Opera Set for Detroit's Masonic Auditorium

DETROIT, Nov. 27.—With Leo J. Fitzpatrick, general manager of WJR (CBS outlet here), and Henry T. Ewald, president of Campbell-Ewald ad agency, as proxy and v.-p. respectively, the New Light Opera Company has been formed to give a 10-week season starting January 11.

Visiting professionals will be used in name parts, but chorus, dancers and 30-piece orchestra will be recruited locally. Performances will be at the 5,000-seat Masonic Auditorium, Detroit's long-hair temple and present home of the Detroit Symphony. Batonist will be Giuseppe Bamboschek, former Met opera conductor.

Plan is for a change of bill each week with nightly showings except when the symphony plays its skedded concerts. Opener is *Naughty Marietta*. Others in the line-up are: *Bittersweet*, *The Vagabond King*, *New Moon*, *Sari*, *The Desert Song*, *Robin Hood*, *Hit the Deck*, *Roberta* and *Show Boat* which will close the season week of March 14.

## Steak Eater Still Waits

MINNEAPOLIS, Nov. 27.—The "bury the hatchet" dinner which A. E. Joscelyn, manager of WCCO-CBS, promised John Verstrete, news editor for KSTP-NBC, last October 18, was still in the "promise" stage this week.

The offer was made by Joscelyn while at a meeting of Minneapolis-St. Paul retail advertising men staged by Twin Cities radio stations at the St. Paul Hotel.

Joscelyn and Verstrete got into a private discussion on the relative merits of their respective newsrooms, with the KSTP man pointing out where WCCO had erred in reporting a certain story.

"You know," said Joscelyn, "we people ought to get along. How about having dinner with me sometime to bury the hatchet?"

Not adverse to a free dinner—preferably steak—especially when tendered by a rival, Verstrete accepted.

He's been waiting over a month for the invitation.

# Gov't Conspiracy Spotlight Shifts To Louis Kaufman

NEW YORK, Nov. 27.—As the government brought its case against the eight men charged with conspiracy to extort \$1,000,000 from the movie industry to a close this week, the spotlight shifted from already convicted gouger Willie Bioff to one of the eight defendants, Louis Kaufman, Newark agent for the IATSE. He was put on the spot by Andrew J. Roach, pint-sized witness and member of a Newark labor union.

Kaufman was accused not only of being a Capone gang rep in Newark, but of doing a little finagling on his own. Roach testified that last March he made a complaint to the New Jersey police charging Kaufman with agreeing to a bribe of \$150 and a case of brandy to put an unidentified man to work. Records of Roach's complaint, showing that the Essex County Grand Jury had dismissed the charges, were subpoenaed by the defense and brought into court. In identifying his signature on the complaint, Roach declared that phony papers were shown to him during the grand jury investigation. Violent objections by Assistant Attorney General Boris Kostelanetz to the line of questioning in Roach's examination brought the charge from J. B. Wegman, associate counsel for Kaufman, that "this witness (Roach) has a willful disregard for truth and terrific hostility for Louis Kaufman."

Roach also linked Kaufman to dead mobster Frank Nitti in Chicago. Nitti committed suicide after being indicted in the extortion case. Roach said that he had delivered a package to Nitti in Chicago in 1938. He identified Nitti from a photograph. According to his story he went to Chicago, registered at a hotel and waited until a girl he didn't know called for him to take him to a club he didn't know, where a man he didn't know would come and collect the package, the contents of which he didn't know. Kaufman, he said, gave him elaborate instructions for the trip.

Meanwhile FBI agents revealed the arrest of John Torten, member of the New York local of IATSE who, they charged, approached Roach when he was leaving a Newark Theater Friday (19) and said: "You'll never live until Monday morning." Torten, charged with intimidating a witness, was held under \$15,000 bond. As a result of a conference between Federal Judge John Bright and attorneys, no mention of the arrest was made in court.

The government closed its case Monday, after having presented 38 witnesses. Defense which took over Tuesday (25) is planning to call some 60 witnesses. Presentation is expected to take two weeks.

## James FCC Asst. Sec.

WASHINGTON, Nov. 27.—Appointment of Erwin James, former assistant to Commissioner Clifford J. Durr, as assistant secretary of Federal Communications Commission, was announced this week. James, a native of Alabama, has been with FCC since December, 1941.

# "Ice Follies" a Production Gem at N. Y. Garden --- Long Run Looks Like Long Coin

NEW YORK, Nov. 27.—Nothing has been spared productionwise to make the 1944 edition of *Ice Follies* another top-flight blade spectacle. The latest Shipstad-Johnson ice revue, in from a flush tour, bowed at Madison Square Garden Tuesday (23), with production numbers galore and costumes that are eye-dazzlers. The routine follows the pattern of earlier editions, with the possible exception that heavier emphasis is laid on the femme contingent of the big cast. This is natural in view of the fact that 24 of the company's skating lads have swapped blades for Uncle Sam's army brogues. However, the management has picked another crop of pulch femme runner-experts. In the abbreviated costumes, they cut as pretty figures under the spots as any they carve on the ice. So the playdown on the boy angle isn't missed.

The show spots a fine opener with *18th Century Garden*, a "white" ballet which comes as close to pure classicism as anything that can be done on skates. Ensemble appears as a corps de ballet, with Dorothy Sook in a ballerina role and Norah McCarthy and Michael Kirby in a paired assignment. It packs charm and imagination and registers a solid click. Show-piece of all production numbers, however, is *Oriental Fantasy*. The boys have spread themselves on this one with every set of chorus cloaks-and-suits topping the last. Black light finish gives it a smash wind-up. *Candyland*, with Ruby Maxon and Bobby Blake featured in a *Hansel and Gretel* slant, is sure-fire for the kids, as is also *Crazy Quilt Circus*, with a grand parade of electric-driven animals. *Derby Day*, with the fellyettes putting their nags thru a picture-book routine and featuring little

Hazel Franklin, is another standout. Young Miss Franklin is a Shipstad-Johnson newcomer and a welcome addition to the ranks. *Reflections on the Water*, *The Top Hatters* and *Tahiti* also give out with plenty of color, and the finale, *Precision in Plaid*, has the gals blade-coasting in a unison that the Rockettes could envy.

## Comedy in High Gear

Comedy is on the high side this season, with six interludes devoted exclusively to laugh-digging. Frick and Frack, as usual, take the top bracket in this column. This time they are a couple of peddlers, getting a lot of nonsense out of a pushcart. The boys are as funny as anything on ice and could be allowed more than their allotted span. *Grandma Gets Goin'*, a sketch about a soldier coming home to show his hillbilly family how they toughen him up in the army, is good, amusing rough-house. The kids will go for that one, too. Heinie Brock is back to do his hat-grabbing solo, Richard Rasmussen satires a ballerina and the Miltons do a rib-tickling job in a dead-pan tumbling duo. Final big laugh of the program stems from a ridiculous Wild West show, with Shipstad and Johnson as Calamity Jane and her boy friend. Pair spew ice on front pews to everybody's delight. Last slushing showers plant into haughty exit. Pay—(See "ICE FOLLIES" on page 16)

# Steeds Up Takes Of Mexican Clubs

MEXICO CITY, Nov. 27.—The local horse-racing season brought a windfall to show business in this area. Influx of thousands of Americans here for the bangtail runs caused records to be broken at several spots. Races this year were over by 6:30, and consequently the crowds found plenty of time to patronize show spots.

The Folles and Lirico theaters did capacity business, while the Apollo, a burly house, had to put on midnight shows for the overflow. The Paco Miller Revue drew top houses at the Iris. Show will be succeeded December 21 by the A. B. Marcus unit.

Night clubs upped their week-end business by more than 50 per cent as compared to a year ago, while the other days averaged a 30 per cent increase.

# Roy Rogers Set on Blue Net Sustainer; Looks Like Pix Plug

HOLLYWOOD, Nov. 27.—New Western variety show is being readied by the Blue Network as a sustainer, featuring sagebrush star Roy Rogers. Double preview of new ailer will be held this week to iron out last-minute rough spots in script. Others in the cast include Ellen Drew, Gabby Hayes and Sons of the Pioneers. Wendell Niles will handle the announcing duties, while Al Sack batons. New show is being written and produced by Art Rush. Set-up appears to be Republic pix plug with free ride on Blue.

the C. G. despite the fact that enlistments in that organization have closed, because of his service with that org in the Detroit district.

Spot will be filled, it's understood, from within the Blue sales family itself, altho naturally a job will be opened up at the bottom of the Murray Grabhorn organization for a spot sales rep.

# Janet Gaynor Out, Hedda Hopper In, For Ben Hur Java

HOLLYWOOD, Nov. 27.—Janet Gaynor has bowed out of her role as emcee for the *Hollywood Showcase* (Columbia's California net) after 26 weeks under the Ben Hur Coffee banner. Miss Gaynor will be succeeded by Hedda Hopper, who moves in this week. New format will be used, which will give Miss Hopper a chance to utilize a film gossip spot. Janet Gaynor stated she wanted to sever connections with the show due to other radio assignments.

## HARRY JAMES FIRST IN "PIN UP" FIRST

NEW YORK, Nov. 27.—*Pin Up Life Stories*, biographical sketches of band leaders, vocalists and other entertainers in all but the film field, is skedded for newsstand debut December 6. Arco Publications' initial 32-page "one shot" is devoted to Harry James.

In addition to biog material, there will be 67 pictures and a complete list of the James recordings. *Pin Up*, sans ads, will be slanted fan-wise at 25 cents per issue. It's plotted as a bi-monthly.

# Blue's Brooke to Coast Guard; New Eastern S. M. To Be Spot Sales Staffer

NEW YORK, Nov. 27.—Jack Brooke, Eastern sales manager for Blue Spot Sales, leaves for the coast guard next week. Brooke, who came to the Blue after doing a top job for Petry station rep organization in Detroit, was accepted by

**BOLTON HOTEL SYSTEM**  
operating  
**HOTEL OLMSTED**  
Home of Charlie Spivak's Band in  
Cleveland, Ohio  
Frank Walker, Mgr.  
ALL ROOMS WITH BATH  
Catering to and Offering Special Daily and  
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ROLLS 2,000 EACH.  
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No C. O. D. Orders.  
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"Not of oppression and terror, but wisdom, of peace and liberty."  
**TICKETS**  
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Manufactured by  
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Cash with Order. Prices:  
2,000 . . . \$ 4.29  
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10,000 . . . 7.15  
30,000 . . . 10.45  
50,000 . . . 13.75  
100,000 . . . 22.00  
500,000 . . . 88.00  
1,000,000 . . . 170.50  
Double coupons, Double price.

# Dollar Value of Program Ratings

## The Billboard Presents New Program Index

By LOU FRANKEL

NEW YORK, Nov. 27.—Something new has been added to program ratings which in the past were mostly abracadabra to the trade. Now, for the first time in a trade mag, or in the industry, program popularity is being treated as something besides cold figures.



Thanks to *The Billboard Talent Cost Index*, ratings are presented in relation to time, network talent, production, competition, etc.

A rating has now been given a dollar and cents value.

The idea of the *Talent Cost Index* is nothing new, as several of the top ad agencies prepare a somewhat similar compilations as part and parcel of their internal radio department operations. But such comparative analyses have always been confidential and rarely shown to clients.

*The Billboard TCI* is the result of considerable research, intensive thinking and not a little mental torture. The objective is to reduce the relation between talent cost and program rating to cost-per-point.

It has been made possible only with the co-operation of the C. E. Hooper, Inc., research organization specializing in radio audience measurement.

This, the first edition of the *TCI*, is based on Hooperatings for the "First 15" evening programs. *The Billboard* will alternate its *TCI* compilations on these evening ratings and the "First 10" daytime Hooperatings.

### Talent Costs Double Checked

The talent costs estimates, keystone of the *TCI*, are based on figures from experienced production sources, having been checked and rechecked by producers who have bought and sold programs for many years. The figures have been checked by agency sources, and the trade has been found to be fairly unanimous in confirming these figures. Where there has been a differential, the costs used are minimum rather than maximum.

The reasoning behind *TCI* is fairly obvious. Buying the biggest name and the best time is one way of getting a rating. The other, and one much more indicative of skilled ad agency operation, is to achieve a rating within the restrictions of a budget.

Note the following list of the "First 15" programs in the order of their talent-cost-per-point. Note that the first three programs cost less than \$175 per point; that the first five cost less than \$275 per point; that the first nine shows cost \$350 per point or less; note that the last six programs all cost more than \$400 per-point-of-rating, despite their stars' supposed drawing power:

Fitch Bandwagon	\$143.98
Aldrich Family	169.71
Mr. D. A.	172.41
Walter Winchell	228.31
Fibber McGee and Molly	272.44
Edgar Bergen	317.46
Davis-Haley	331.85
Bob Hope	343.75
Burns and Allen	350.00
Lux Theater	421.94
Screen Guild	429.18
Morgan-Brice	433.79
Bing Crosby	442.47
Abbott and Costello	465.12
Jack Benny	787.40

### No Agency Has All the Brains

No one agency has an exclusive on the fine art of producing radio programs that get top survey ratings. Each of the first eight programs in the *TCI* were produced by different agencies. The entire 15 programs rated are spread over 10 agencies.



## Based upon "First Fifteen" Hooperatings for evening

Program	Hooperating	Sponsor	Product	Agency
Bob Hope	32.0	Pepsodent	Toothpaste	Foots, Cone & Belding
Edgar Bergen	31.5**	Standard Brands	Chase & Sanborn Coffee	J. Walter Thompson
Fibber McGee and Molly	31.2	S. J. Johnson	Floor Wax	Needham, Louis & Brorby
Jack Benny	25.4	General Foods	Grape Nuts	Young & Rubicam
Aldrich Family	23.7	General Foods	Postum	Young & Rubicam
Lux Radio Theater	23.7	Lever Bros.	Lux	J. Walter Thompson
Screen Guild Theater	23.3	Lady Esther	Face Powder, etc.	Pedlar & Ryan
Mr. District Attorney	23.2	Bristol-Myers	Vitalis	Pedlar & Ryan
Joan Davis-Jack Haley	22.6	Sealtest	Milk and Ice Cream	McKee & Albright
Bing Crosby	22.6***	Kraft	Cheese, etc.	J. Walter Thompson
Frank Morgan-Fannie Brice	21.9	General Foods	Maxwell House Coffee	Benton & Bowles
Walter Winchell	21.9	Jergens	Hand Lotion	Lennen & Mitchell
Abbott and Costello	21.5	R. J. Reynolds	Camels	William Esty
Burns and Allen	20.0	Lever Bros.	Swan Soap	Young & Rubicam
Bandwagon (Sunday)	19.1	Fitch	Hair Tonic, Shampoo, etc.	L. W. Ramsey

\*Fitch Bandwagon is normally a \$2,250 show. This week, with Kay Kyser as guest, the nut was tilted \$500. Kyser kicked the program up 5.1 in the ratings, placing it among the "First 15" for the 10th time out of the 40 this program has been rated since January, 1942.

\*\*The Bergen program showed the greatest gain in rating, 6.2 from the last Hooper report. The answer is presumably that he benefited from the plus audience Kyser brought to the *Bandwagon*, which precedes the Bergen program. He also had been

Multiple winners are Thompson (3), Y. & R. (3), Pedlar & Ryan (2). Thompson and Y. & R., with their many clients, are trade-rated "big" agencies, and it may be reasoned that they have this program edge by virtue of having so many more clients. With more times at bat there are more opportunities to snag a hit. Yet Pedlar & Ryan, which the trade does not rate as a "big" agency, produced two of the programs on the "First 15." And many another "big" agency isn't represented.

Every program but one on the first 15

uses a network of 120 or more stations, means as much, if not more, than money when it comes to ratings. Longevity also counts. The determining factor, however, is entertainment.

### Entertainment More Than Budget

Entertainment values mean more than budgets insofar as cost-per-point is concerned. This verges on the bromidic, but too many radlomen are prone to reason that high ratings are worth any cost. Actually, canny buying of airtime

Five of the top 15 programs are in Thursday slots on NBC. Obviously, they help each other, as it's easy for the listener to relax thru five programs than shift the dial. Yet costs, popularity and cost-per-point ratings and numbers of performances vary.

Proof that time alone doesn't deliver a rating is the failure of *March of Time* to crack the toppers, even tho it follows

# TCI Proves Consistency Pays

## TALENT COST INDEX

programs, segment ending November 15, 1943

Net (No. Stations)	Perfs. to Date	Opposition	Talent Cost	POINT COST
NBC .....131.....	247	Suspense—CBS R. G. Swing—BLUE Amer. Forum—MBS	\$11,000	\$343.75
NBC .....133.....	286	Jerry Lester—CBS News—BLUE That's Good One—BLUE Alexander—MBS	\$10,000	\$317.46
NBC .....128.....	370	Report to Nation—CBS Spotlight Bands—BLUE Amer. Forum—MBS	\$ 8,500	\$272.44
NBC .....131.....	437	Shirer—CBS Sinatra—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	\$20,000	\$787.40
NBC .....128.....	185	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	\$ 4,000	\$169.71
CBS .....122.....	375	Tel. Hour—NBC Counter Spy—BLUE Heatter—MBS G. Fields—MBS	\$10,000	\$421.94
CBS .....120.....	169	Contented Hour—NBC R. G. Swing—BLUE R. Clapper—MBS	\$10,000	\$429.18
NBC .....125.....	234	J. Carson—CBS Spotlight Bands—BLUE Soldiers W. Wings—MBS	\$ 4,000	\$172.41
NBC ..... 67.....	18	Dinah Shore—CBS Spotlight Bands—BLUE Treasury Hour of Song—MBS	\$ 7,500	\$331.85
NBC .....132.....	326	Major Bowes—CBS Town Meeting—BLUE Heatter—MBS G. Fields—MBS	\$10,000	\$442.47
NBC .....130.....	83	Roma Show—CBS News—BLUE Lum and Abner—BLUE Ourster—MBS Black Castle—MBS	\$ 9,500	\$433.79
BLUE .....158.....	531	R. Digest—CBS M-Go-Round—BLUE Cleve. Symph—MBS	\$ 5,000	\$228.31
NBC .....130.....	97	First Line—CBS R. G. Swing—BLUE Lulu—Blue R. Clapper—MBS Carnegie—MBS	\$10,000	\$465.12
CBS .....128.....	518	Mystery Theater—NBC Jury Trials—BLUE G. Fields—MBS	\$ 7,000	\$350.00
NBC .....134.....	138	We, the People—CBS Quiz Kids—BLUE Old Fash. Revival—MBS	\$ 2,750*	\$143.98

off the program the previous week, due to the death of his mother. The newspaper coverage of this built his audience.

\*\*\*Bob Crosby has been subbing for brother Bing without appreciably affecting the program's rating. Last month it was 21.0, last year 23.7. Obviously the combination of longevity and Thursday listening habits, plus par entertainment is the answer.

Average Hooperating this report was 10.5; last report 10.3; last year 11.3.

(Copyright, 1943, The Billboard)

the Thursday slot. Likewise, the Joan Davis-Jack Haley setto has stayed in the running, as has the Moore-Durante-Cugat combo, and as Abbott and Costello are now doing, even tho they are short on age. The answer is "entertainment value plus slot."

Also strong in slot appeal is Sunday, with Jack Benny, Fitch Bandwagon and Edgar Bergen pulling listeners to NBC. Note, however, the way they shift to the Blue for Winchell.

CBS cops the listeners on Monday with Lux and Screen Guild programs. Yet

the programs which precede and follow this skein don't make the select 15.

And *Three-Ring Time* in CBS's 10:30 p.m. slot is not a cheap show.

### Burns and Allen Rate

Tuesday offers a similar picture, with Fibber McGee and Molly and Bob Hope setting the sequence pattern on NBC. Burns and Allen, on CBS, precede the string, and rate kudos for grabbing listeners the way they do, so that the program before the NBC duo doesn't rate.

Further evidence of the efficacy of entertainment is offered by the Wednesday programs. The Hooperating of October 15 had Eddie Cantor, Mr. District Attorney and Kay Kyser in a string. Yet this month only D. A. remained. The answer is that Kay Kyser did a guest shot on Fitch, thus rushing that program into the last spot on the top 15 shows. In the shuffle, the Cantor and Kyser shows lost their rating and made room for Abbott and Costello.

NBC has 11 of the first 15 programs. (See PROGRAM RATINGS on page 16)

## Top Point Buys Hold Spots and Retain Appeals

NEW YORK, Nov. 27.—Prime essentials for top marks in talent cost and popularity ratings would seem to be, according to the first compilation of the *Talent Cost Index*, consistency in product plugged, time aired and program formula. Three of the first five shows on the TCI list fall in this category, and the same symptoms are apparent elsewhere in the line-up.

The *Bandwagon* has plugged the same product at the same time with the same type of program for better than three years. Walter Winchell has been a Sunday stand-by on the Blue for Jergens for better than 11 years, and *Fibber McGee and Molly* were a Tuesday eve program even as a sustainer before they were bank-rolled by Johnson Wax.

The importance of over-all consistency is further demonstrated by the vicissitudes of Burns and Allen. In 11 years of broadcasting they have had seven sponsors, a variety of air times, and moved from CBS to NBC to CBS to NBC, and are now back on CBS. Apparently they now have a sponsor who believes in consistency. In any event, their ratings are starting to move up.

The value of consistency, in another instance, slaps the hoary fallacy of avoiding duplication. This has long been a vocal prop in showbiz gab, yet time and again show business has proved that a reasonable facsimile will do business. In radio a carbon copy not only does well, it does well on the heels of the original. Thus the *Lux Radio Theater* has been a Monday highlight on CBS for better than eight years. And along comes the *Screen Guild* show, now sponsored by Lady Esther, using the exact formula proved by Lux to plunk itself down after the Lever Bros. program and pick up almost the identical rating.

With radio, for the first season in many a year, coming up with nothing new in program ideas except for *Blind Date*, which is really a summer replacement show that clicked and continued on its own—the answer may lie in the ancient axiom of politics, if you can't beat 'em, join 'em. Meaning, if you can't top the ratings, which after all are the criterion of success, since the opposition is so well entrenched and it's impossible to organize your own trench system, i. e., a sequence of click programs on the one network—if that isn't feasible then perhaps the best thing to do is duplicate a successful show and spot the copy after the original.

## Hooper Sold Radio on Co-Incidental Survey Methods

NEW YORK, Nov. 27.—C. E. Hooper is chiefly responsible for the co-incidental telephone type of radio program surveys. Up to 1934, when he began experimenting with co-incidental radio measurement in conjunction with magazine readership ratings, all telephone research was conducted on the re-call method. Since 1938 and the establishment of C. E. Hooper, Inc., an organization functioning exclusively in the field of radio audience measurement, he has rather conclusively proved to the industry the efficiency of the co-incidental approach as an accurate gauge of listener preferences.

The reaction has been almost spontaneous. Today the Hooper org covers the country, basing its findings on reports from 32 large cities well distributed from Coast to Coast. It has a total of 322 subscribers to various continuous, comparative radio reports. Operations have grown so rapidly that current volume is 18 times what it was when the service was established. Its (See *Hooper Sold Radio* on page 10)

# DIVORCEMENT HITS FM AND VIDEO

## FCC Nix on Dual Ownership Hits Standard Operations As Well as Post-War Boom

Trade No Like But Certain It'll Stick

WASHINGTON, Nov. 27.—While the Federal Communications Commission's Order 84-A does not affect ownership of multiple stations in any area where the multiple stations are not standard broadcasters or where only one of the stations owned is standard, it is nevertheless pouring cold water on the plans of many station operators' applications for FM licenses. It is even, in some cases, giving pause to station owners who are planning applications for television transmitters.

These stations reason that FM, if it comes thru as planned, will be primary service in their local area and that they would then find themselves with two stations delivering the same primary service. It would be just another step for the FCC to rule that FM has then become a standard station operation within the meaning of their "divorcement" order and force the station operator to sell either his standard (AM) station or his FM operation.

The station owners naturally don't want to build up a station that will cut into the listening audience of their present broadcasting unit and then be forced to sell that portion of the audience. It just doesn't make sense, stated several station officials who are withdrawing their FM applications until such time as there is a clear-cut ruling which will protect them against losing the one thing they are selling, "listeners."

### Order Sideswipes New Mediums

The order is bound to effect the growth of frequency modulation, because it's too much to expect that enough new factors will enter the field with enough money to open FM stations and to operate them for a considerable length of time at a loss. As most of the present FM licenses are also owners of regular broadcasting stations, they are in a position to absorb the losses involved and to operate their joint ventures without the FM portion of it being too expensive.

Very few FM stations are independent operations. In Schenectady, N. Y., there is WBCA; in New York City there's the Muzak, the Abraham & Straus and the Finch outlets, all operating without benefit of a standard station footing the bills. And there are a few other such operations throughout the country. They are, however, in the minority, and how long they can continue in the red is a question that is bothering the FCC and Armstrong, inventor of frequency modulation.

### Television Different, But

The television situation is different. Video can by no stretch of the commission's imagination be said to duplicate regular broadcasting. There is still, however, the feeling that if the visual broadcasting field should grow so that most broadcasting is accompanied by an ocular presentation, even it might be classed eventually as multiple ownership. So the television enthusiasts are holding their breaths.

The impact of the FCC 84-A Order on regular broadcasting is one that hits at the independent operator and not the networks. This is because most nets have not been in the position of owning more than one station in any primary area. The only case where a net has had multiple stations was NBC, and with the sale of the Blue the duplication ceased to be.

However, several big indies will be hurt in a big way by the ruling which becomes a must May 31, 1944. This date, however, may be extended if stations can prove undue hardship. In other words the stations will be given time to sell their second outlet in any one area as long as they prove that they're trying.

### 75 Owners Hit

About 75 station owners or part-owners will come under the meaning of the multiple station ruling. Many of these do not appear as owners, despite the fact that it's known in the trade that they do operate the stations involved. The Commission's ruling is directed at multiple station operations, even tho the stations in question are not controlled, in so far as stock is concerned, by the same interests. Section 9-B of the ruling states: "The word 'control' as used is not limited to majority stock ownership but includes actual working control in whatever manner exercised."

To further close any possible loopholes the FCC stated in Section 9-C that "The word 'person' as used includes all persons under common control. This was just inserted so as to avoid the claim that an individual, known to be acting for another, was an independent operator.

Hardest hit will be broadcasters who have built their entire air business on a two-station set-up. Typical of this group is Powel Crosley's Cincinnati operation, with WLW handled as a national, and WSAI pushed as a local. Despite ownership, these stations do not do the same job. WLW, for instance, might be located any place, whereas WSAI is really representative of the area it serves.

Other big and little operations of the same caliber include 50,000-watt KWKH and 1,000-watt KTBS, both Shreveport (La.) Times owned; Little Rock, Ark., with KLRA at 10,000 watts and KGHI with 250 watts, both headed by A. L. Chilton, and Westinghouse's little 250-watt WGL and big WOWO with 10,000 watts, both operating in Fort Wayne, Ind.

### Maybe It'll Help Blue

Divorcement proceedings are likely to bring to a head some of the sales which it is reported the Blue Net expects to put thru. These pending negotiations are denied by Ed Kobak, vice-president of the net, but people on the scene in each case testify that it won't be long now. The Blue, it is claimed, and again denied by Kobak, will buy KECA, the second Earl Anthony station in Los Angeles. Only gimmick here is the possibility that the FCC may feel that the 50,000-watt station in Tijuana,

## Paid Program Listings in Timetables Break Forth in Philly's Evening Bulletin

Anti Contest, Quiz and Giveaway Ruling Opens Door

PHILADELPHIA, Nov. 27.—Paid advertising in the radio timetables of the local newspapers, long feared by radio, has finally come to pass. Since newsprint shortages forced all papers to tighten space on all features, and realizing that the radio logs are essential public service, newspaper publishers felt now was the time to make the program listings produce some sort of revenue. And it remained for *The Evening Bulletin*, with the largest circulation in town, to show the way.

*Bulletin* passed the word around that no programs carrying a contest, quiz or giveaway gimmick will be listed, leaving the time blank for the station. While

### No Lunch, All Gab for Press

NEW YORK, Nov. 27.—Royal Arch Gunnison, Mutual correspondent in Manila, who was captured when the Japs took that city, is due back on the Gripsholm next week. Network is changing the by-now usual routine for greeting returning war correspondents.

Instead of a plush lunch and gab session for the press, Gunnison will talk to the pressmen, but the lunch and off-the-record gabbing will be for a group of Mutual clients and their ad agency men.

Mexico, with which the Blue Net is supposed to be talking representation-plus, puts a primary signal into Los Angeles, and the FCC may therefore figure that the Mexican outlet would be duplicate ownership. This, of course, would complicate the sale.

There are duplicate ownership or operations in Columbus, O.; Wilmington, Del.; Boston; New York City; Albany, N. Y.; Buffalo; Pittsburgh; Reading, Pa.; Memphis; Spartanburg, S. C.; Fort Worth; Dallas; Little Rock, Ark.; Cleveland; Chicago; Des Moines; Lincoln, Neb.; Evansville, Ind.; Sioux Falls, S. D.; Denver; Portland, Ore.; Seattle and Spokane, Wash., that will have to be disposed of.

### Cautious Capital

Naturally no station operators desire to sell a property that they have built, but that's really the least of their worries. Limited profits and limited write-offs are making capital a bit cautious about investing the huge coin that station ownership today requires. As long as there were possibilities of unlimited profits this form of showbiz always had lush coin ready or at least willing to take a chance. There's less willingness to gamble on a lose-everything-win-only-5-per-cent basis.

There is the possibility that station owners will trade stations with operators not represented in their own areas. The FCC, when approached as to its reactions on dual ownership being eliminated on an exchange basis, refused to make any official pronouncement beyond stating that every sale, and a trade is a sale in eyes of the FCC, would have to be considered on its own merits.

Altho the industry was amazed at the FCC announcing the divorcement ruling when it was under fire from both the House of Representatives (Lea Committee) and the Senate Interstate Commerce Committee hearings on the White-Wheeler Bill, there was no doubt but that the FCC could and would make its ruling stick. Stated one FM for a dual op, "If they can do it to RCA, they can do it to anyone."

## Commentators Pressured Four Ways on Air

Pearson Bloody But Unbowed

NEW YORK, Nov. 27.—Drew Pearson, "Washington-Merry-Go-Round" columnist and Blue Network commentator, who last week tangled, once again, with censorship—he broke the General Patton story—and drew salvos of applause when he came out on top in the battle, has his own handbook of the types of censorship that plague commentators. There are four.

First is the regular, authorized blue-penciling of the Office of Censorship which does a good, efficient job, says Pearson. Realizing the newsman's job, the OC gives them a fair break. Then there is the indirect censorship, via political or economic pressure, on publishers and station operators aimed at having them fire the reporter or commentator.

Next there is what he calls the economic pressure as applied by the big business corporations which threaten to, and sometimes do, withdraw advertising unless his column or broadcast is canceled. And finally there is the holding corporation form of killing a story or reporter or commentator.

This works from way up on top. The army, for example, peevish at something he had dug up, would go to RCA, which sells the army a lot of war goods and wants to stay in the clear, and get RCA to send the word down the line until eventually the commentator finds his script clipped or his time canceled without knowing how or why. In newspapers this works via the top holding corporation, which in turn controls the syndicate which handles his column. By the time the ax gets down to the individual involved it's almost impossible to find who is responsible for the cancellation order.

A columnist worth his salt, points out Pearson, has to expect the last three forms of pressure. As for the OC, he seldom finds them at fault, and if he has to by-pass them now and again, it's not without understanding and a bit of hell on both sides.

### Rice To Narrate for NBC

NEW YORK, Nov. 27.—Grantland Rice is skedded as narrator in a new sports-story series of sustainers set for NBC airing. The show will present a different story each week told by Rice between dramatic episodes.

Tony Leader will direct the series. No opening date has yet been set.

considered paramount by both agency and sponsor, Ralph Hart, radio director of the Harry Feigenbaum Agency, exacted an advertising rate from the newspaper for listings in its radio log. Rate limits listings to five words with a tariff of \$2.50. Since the five words take in the name of the sponsor and specific name of program, both items taboo in all cuff listings, the ad rate is considered more or less of a steal.

Some six sponsors, agency footing the bills, hopped on the paid listing bandwagon. Listing stands out like a highlight in the log (highlights also taboo in *The Bulletin*) since the five words take up two agate lines are placed in parentheses and get added distinction in that an asterisk is added to indicate it is an advertisement. Agencies consider it such a good space buy that John Middleton cigarettes, with an out-and-out news show on WIBG, is buying the five-word listing instead of the free mention of merely "news" in the log.

Some five years ago a newspaper syndicate linked papers for paid radio listings, but the idea never materialized. *Bulletin* was then in that newspaper grouping.

Fifty Cents a Word  
Nonetheless, with *Bulletin* listings



# CBS Morgue Has Plenty of Info and Life

## Delivers Answers on Time

NEW YORK, Nov. 27.—CBS this week expanded its reference library into a full-fledged department and so continued its emphasis on programing, which is not as obtuse as it sounds, as this reference set-up is "live" compared to the usual reference room which is just a dis and data morgue.

By reason of this "live" approach, the reference department has gathered and pioneered in compiling information for use by the program makers and writers at CBS. Hence part of the new set-up will be a program research unit.

The unit was started three years ago to correlate and centralize the culling of data, which until then was handled by everyone in every way. With William Ackerman heading the operation, they got together a fairly thoro radio and television bibliography, compiled and provided any data that was required and went looking for info that might be required in the future. As it is no public library in size or funds, much of this early operation was locating and laying lines for future needs.

Now it provides ad, program and research info, as well as dope on war production, census, biographical notes, literary quotes, business statistics, names, dates, addresses, popularity of books, plays and films. It also provides answers to queries anent lend-lease, airline distances, time zone differentials, convoy operation, forms of army burial ceremonies, text of the last message from Corregidor, and the correct titles of people.

As might be expected, such an operation also has its lighter sides. In this vein are requests for dope about the percentage of water in an orange, the names airmen give their planes, and the name of common wine in Central Europe in the 18th century. It's Tokay.

### Background Deliverer

They also dig up data on radio trends and background, program awards, track down out-print books and mags, keep track of the psychological journals and their remarks about radio and all CBS publications. Thus, they were prepared to supply the background on the hitch-hike and cow-catcher problem, the Presidential use of radio in the early 20's, radio programs in 1928, and what happened to advertisers who didn't advertise during the last war. The percentage of corporate deaths was high.

Their facilities are available to CBS and outsiders, particularly radio students. As Bill Ackerman puts it, "What we don't have we usually know where to find."

Ackerman, who heads this operation, is a natural for the job. He hails from Ohio, has the Midwestern solid mental attitude, put in five years as a reporter for *The Cleveland Plain-Dealer*, and came to CBS from Princeton University, where he was on the administrative staff.

He likes to ferret out information and, since his unit is located in what was once a swank dress shop, he also has a certain logical affinity for showcase displays. His department is more like a smart shop than a stodgy library. There are cases displaying the Stanton-Lazarsfeld program analysis machine and explaining its operations, and another on the workings of the CBS short-wave division. These are changed from time to time.

Right now CBS press is trying to interest the reference department in setting up an exhibit of cheesecake as compiled by the CBS photographic staff.

## Lux Wax for Hawaii

HOLLYWOOD, Nov. 27.—Additional stations to carry Lux Radio Theater were announced here this week by CBS spokesman, when it was learned that drama airer will be waxed and shipped to KGMB, Honolulu, and KHBC, Hilo. J. Walter Thompson agency announced that due to shipping difficulties, shows would hit the ether six weeks after their Hollywood originations.

## Notes From Naples

NEW YORK, Nov. 27.—Laugh highlight of the press confab of Niles Trammel and John Royal, NBC prez and v.-p. just back from European front, was Royal's answer to how things were in Naples. "They are back to normal," said he, "so normal the natives are starting to gyp the soldiers."

Which recalled the laugh in one of the programs Dave Driscoll transcribed while he was in Naples. It was a sidewalk interview soon after the recapture of Naples. Said Driscoll in his introduction: "We're broadcasting in front of the Bank of Naples, which is not open for business today."

## Union Pacific Buys Saturday NBC Time Sked

CHICAGO, Nov. 27.—For the first time since the late *Empire Builder* series for Great Northern, a railroad is going to use a transcontinental radio hook-up. Union Pacific Railroad, thru the Caples Company, has signed a contract to sponsor *Young America*, a half-hour broadcast celebrating the railroad's 75th anniversary, on a Coast-to-Coast 45-station NBC network beginning January 8. The new weekly series, to be heard Saturdays, 4-4:30 p.m., will present a vocal ensemble and orchestra under direction of Josef Koestner, together with Nelson Olmsted, story teller; guests soloists and featured workers from the railroad's operating personnel. As an additional feature the series will present personal appearances by the governors of the States served by the Union Pacific, beginning with Governor Dwight Griswold of Nebraska.

For the most part the broadcast will be produced in Omaha, national headquarters of the U. P., thru the facilities of WOW. In addition there will be pickups from points along the line of U. P. operation.

## Keystone Placing Repeats of Net Shows on E.T.'s

NEW YORK, Nov. 27.—While the entire advertising world has been discussing the pros and cons of repeating top network shows on transcriptions, 200 stations throuout the country have been doing just that by arrangement with the Keystone Broadcasting System, which has been building an e. t. net for the past several years. According to KBS officials, the transcription organization has placed as high as five hours on most of the stations, with repeats of shows like Jack Benny, Lum and Abner, and historical almanac of the air.

Among the sponsors lined up for the repeats are General Foods, Lever Bros., Alka-Seltzer, Sterling Drugs, Bervine, Dr. Caldwell, Flex-o-Glass and the Gospel Broadcasting Company.

## IBEW Signs WCCO Spieler To Pact; Ends Year's Talk

MINNEAPOLIS, Nov. 27.—WCCO-CBS and IBEW (International Brotherhood of Electrical Workers) have inked union pact covering station's announcing staff.

Station exec. A. E. Joscelyn, was advised via telephone that the international office in Washington had put its John Henry to the contract which went into effect November 14.

Agreement winds up nearly a year's discussion, in which requests pertaining to working conditions, salaries and hours were agreed upon almost immediately. Stickers were clauses concerning grievances and arbitration which held up okay of pact for months.

# NBC's Trammel and Royal, Back From War Fronts, Verify The Billboard Reports

NEW YORK, Nov. 27.—Niles Trammel, prez of NBC, and George Royal, v.-p. for short-wave stuff, returned this week from a seven-week tour of England and the European theater of operations, and yesterday sat for a press confab that revealed little in the way of news. Mainstay of the Messrs. Trammel and Royal's story of their travels, insofar as radio is concerned, is that our fighting men want more home-town news from home, that our short-wave stations don't put a good signal into the Mediterranean area, that the BBC has a good signal, that the Germans beam in prime musical shows, that the army operates its own low-powered transmitters for the pleasure of its troops, that the G. I.'s are mostly interested in getting sports news on their radios, that the boys need more USO-Camp Shows, and so on ad infinitum.

### Verifies The Billboard Reports

All of which verified, once again, a string of stories that have appeared in *The Billboard* the past many weeks. As has been reported, these NBC execs stated that they went overseas to improve program and news services from the fighting fronts and neutral coun-

## US Maritime Comm. Buys Air Time for Help Wanted Pitch

SAN FRANCISCO, Nov. 27.—With a half-hour nighttime program series, *These Are the People* over local Station KQW, the U. S. Maritime Commission is coming into the picture for the first time as a direct sponsor of radio commercial time.

Airings, pitched to a plea for more help in the yards, are slanted towards white-collar groups, with emphasis laid on the fact that approximately 98 per cent of shipyard jobs do not require great physical strength. Listeners' attention is specifically directed to men and women from business and professions currently employed in the yards and stress is laid on patriotism.

Commercials in this series are testimonials by workers of the white collar group. Talent is drawn from the shipyard employees with a contest angle awarding a \$25 War Bond to the winner on each program. Winner also gets chance to compete for the grand prize of a week's paid engagement (take \$100) at the Warfield Theater here.

Series is presented for the following shipyards: Belair, Bethlehem-Alameda, Maranship Corporation, Moore Dry Dock Company, Permanente Metals Corporation; Kaiser Company, Inc.; Kaiser Cargo, Inc., and Western Pipe and Steel Company.

## Memberships and Ideas Continue "For Sale" on Mutual

NEW YORK, Nov. 27.—Mutual is continuing its policy of selling time to "idea" and "membership" organizations. Net now has Loyal Order of Moose and Small Business Men's Association in this class.

Newcomer will be the Mutual Benefit, Health and Accident Association of Omaha, which starts a weekly half hour Friday evening, January 14, at 8:30 p.m. Show will be called *Freedom of Opportunity*. Talent is still unset, but the Junior Chamber of Commerce is in on the show.

### The Kent-Oppenhaims

NEW YORK, Nov. 27.—Charles Oppenheim, director of publicity for WOR, was hitched to Elaine Kent, radio actress, Thanksgiving Day. Bride is a strip-show specialist, currently with *Young Widder Brown*.

tries. And they stuck to this story. They do have a variety of suggestions for improving and speeding radio service to the troops. These are going to the government, and until then cannot be released. Patently they deal with devoting more of our DX outlets to pumping programs for the servicemen into the fighting areas; they also deal with facilitating the transcribing and shipping of recorded versions of the top commercial programs. And while neither NBC man would so admit, they did agree that it is possible to feed U. S. programs to American troops in the Mediterranean area via NBC.

### Trammel Says Allies Must Control Radio

When it came to post-war international radio, the only comment came from Niles Trammel, who said that "after the war the free countries, the Allies, will have to form an organization to insure that radio will be used only for good, not evil. The latter meaning the type of propagandizing via radio done by the dictators of Germany and Italy."

Right now Trammel sees a need for more recorded programs of action made at the front and beamed to U. S. listeners via transmitters at army headquarters behind the fighting fronts. He has seen in action the wire recorder developed by the army and thinks it's the answer to the need for a portable unit. Which is contrary to the report, two weeks ago, of Dave Driscoll, WOR Special Events Director, who spent weeks at the front and found it too fluid for on-the spot programing.

## New Constitution & Execs in Works in ATS Revamp

NEW YORK, Nov. 27.—The American Television Society is due for an over-all revamping and broadening of policy. Its board of directors in special meeting last week (20) voted to draw up a new constitution for submission to the membership.

Lela Swift, Fred Kugel and Charles Kleinman, of the board, have the task of writing the new constitution and are expected to turn in a revised edition to the board within the next two weeks.

When the new rules and regulations are ratified by the membership, an election of officers may take place. Many members of ATS feel that the heads of the organization must be people able to devote more time than those now at the helm.

### U. S. Navy's Kaltenborn

NEW YORK, Nov. 27.—H. V. Kaltenborn, NBC news commentator, left this week for a tour of the Pacific battle areas. He is traveling under the banner of the U. S. Navy. Robert St. John will sub for him on NBC.

### Goldvargel Forever

NEW YORK, Nov. 27.—Harvey Goldvargel is the latest third-floor legend at NBC. For the first time his name appeared on the registry board last week. When all others were erased in the late afternoon his remained—defiant and implacable. Two, three, four days went by and still the proud name of Harvey Goldvargel glared down at passers-by. Pagette after pagette shrieked his name around the hall. Still no Harvey Goldvargel.

Mr Goldvargel, it develops, was just another brainchild of announcer Fred Utall. He had written the name on the board when no one was looking. If he's found in an NBC blind alley, the pagettes claim they're not guilty.

### MBS Huddling On Regulation Net Programing

#### Board Meeting in Chi

NEW YORK, Nov. 27.—Mutual's program board will open a two-day confab in Chicago on Monday (29) to mull hows and whens of new programs for the web.

Problem is nothing new with MBS. The original program premise, i. e., picking best programs being aired by affiliated stations, hasn't panned out too well. But with the added emphasis on standard network operations, as indicated with the new affiliates contract, programing assumes added importance. Hence the meet.

Following the confab the Mutual executive committee will go into a one-day session. Group expects to be headed home by Wednesday evening.

Program reps will be: Dolph Opfinger, MBS, New York; Linus Travers, Yankee Network; L. A. Weiss, Don Lee; Pinky Hunter, WHK, Cleveland; Julius Seebach, WOR, New York; Frank Schreiber, WGN, Chicago, and Miller McClintock, prez of MBS and chairman of program board.

Exec committeemen are: Miller McClintock; H. K. Carpenter, WHK; W. E. Macfarlane, WGN; J. Shepard III, Yankee Network; Ted Streibert, WOR, and L. A. Weiss.

### Craven Re-States Anti-Fly Stand Before Lea Comm.

WASHINGTON, Nov. 27.—T. A. M. Craven, appearing for the second time before Lea Commission, established his position as dissident member of FCC by testifying yesterday that he thought FCC over-reached its authority on a number of matters.

Craven, known for some time to be in camp opposite Fly, stated last summer before former Chairman E. E. Cox that he was not thoroly satisfied with FCC operation. In his recall this week, he reiterated that he felt FCC held "the doctrine of instituting social reform" thru seizing power that it was not formally granted. Taking a healthy swat at Fly and the rest of the Commission, Craven described the FCC current policy as "narrow, restrictive and discouraging."

These should be replaced by regulations promulgated by reasonable men, he said. Recent Supreme Court decisions upholding FCC and its regulatory powers was cited by Craven, who described them as "striking at the core of free radio." Hearing, recessed this week, will resume Tuesday a.m.

### CBS Affiliates Form Okayed

WASHINGTON, Nov. 27.—Recent flare-up between the Federal Communications Commission and the Columbia Broadcasting System on the subject of station affiliates contract has resulted in a new contract form. Contract, states the FCC, has been revised and the "exclusivity features opposed by the Commission" eliminated.

FCC has given the new CBS contract its blessing.

### Hooper Java

'NEW YORK, Nov. 27.—Home office of the Hooper research org has a neat trick to keep staffers, and they have plenty of these, at their desks in the morning. Realizing most people dash out for an extra java, and so waste time, Hooper instead supplies the coffee and doughnuts.

Each department head fills in order slip for so many coffees, so many teas, so many sugar, cream, etc., and the hot cup and bun are brought in with Hooper picking up the tab. What, no eggs and bacon?

### Post-War Pitch Goes to Plush Audiences, Too

#### Met Opera Sponsors Forum

NEW YORK, Nov. 27.—The new series of 20 weekly Opera Victory Rallies on the Saturday Afternoon Metropolitan Opera Broadcasts is to be geared this year to post-war problems under the title of *The Road to Lasting Peace*. Airings will be made direct from the Met, with the initial broadcast today headlining Elmer Davis, OWI boss. Anthony Eden, Jan Masaryk, and Canada's Premier, W. L. Mackenzie King, have been invited for future airings.

Subjects slated for discussion thru-out the series are world organization, the great powers, small countries, punishment of the Axis, aviation, food, health, education, freedom, trade, etc. Other speakers who will be invited to talk in this series are Secretary of State Cordell Hull, Herbert Hoover, Sir Ernest Bevin, Field Marshal Jan Smuts, Sumner Welles, General Pershing, Bernard Baruch and other noted figures.

This series, aimed as it is at some 12,000,000 or more longhair devotees and plush audiences not only in this country, but in all North and Latin America as well, supplements efforts of some of the nets to bring post-war problems to the attention of the masses. NBC's *For This We Fight* series and the new Blue string of light programs, *America Tomorrow*, are the two outstanding post-war programs.

### Mason Gets Title

NEW YORK, Nov. 27.—Joseph K. Mason has been appointed manager of NBC's continuity acceptance department, effective immediately. Actually Mason has been filling the job for several months without official designation in the absence of Stockton Helffrich, now on military leave.

Prior to 1929 when Mason joined the NBC sales promotion staff, he had been associated successively with the Hercules Powder Company and the E. I. du Pont de Nemours Company. In 1940 he left NBC for a short period, returning in 1941 as assistant to Helffrich.

### Blue Trying Fem Amos-Andy

NEW YORK, Nov. 27.—A female Amos 'n' Andy show, called *Lucky Corners*, is in the works at the Blue Network. The idea is brain-child of staff director Bob Stevens, who is still cutting audition records for the pitch.

### AFRA Asks for Upped Scales At N. Y. Indies

#### Expect Up to 40% More

NEW YORK, Nov. 27.—American Federation of Radio Artists is negotiating contract renewals with indie stations WMCA and WNEW which are expected to bring substantial increases to announcers, actors and singers at those stations. AFRA is also negotiating with NBC on scale for sound-effects men. Increases asked by AFRA are said to average well above the Little Steel formula, and in some cases are as high as 30 and 40 per cent.

It is understood that AFRA takes the view that the steep jumps are justifiable on ground that rates on indie stations are extremely low. For example, staff announcers get \$45 per week plus a variable extras for commercial shows. Actors get from \$5 to \$7 per 15-minute broadcast, and singers about the same. Sound-effects men, tho covered by AFRA, get no extra pay for commercial shots.

Negotiations are expected to be completed by the end of next week. George Heller, executive secretary, is acting for AFRA's New York local.

### KDYL Asks for Video License To Experiment

SALT LAKE CITY, Nov. 27.—Station KDYL (NBC) has applied to the Federal Communications Commission for a permit to operate an experimental television station in Salt Lake City. Application was made under corporate name of Intermountain Broadcasting Corporation.

The station video plans for the present are mainly promotional. The station would set up receivers at busy business centers, and start with hour's television broadcasts daily. The program would be expanded when television sets are available to the public.

### HOOPER SOLD RADIO

*(Continued from page 7)*

clients include nets, stations, advertisers, agencies, station representatives, talent firms and music publishers—in short, anybody or any business interested in the slide-ruling of radio program appeal.

#### Complete Program Survey Service

In addition to the evening, daytime and Pacific Hooper radio reports, which include ratings on sponsored net programs based on total homes called in checking points transmitting the program, plus the change in rating from the last report; ratings on "open and available" time periods, sets in use during particular net programs, sets in use during 15-minute time periods, per cent of listeners and sponsor identification index, there are sectional rating reports issued three times yearly for East, North Central, South, Mountain and Pacific sections. These combine into the basic countrywide picture of available audience, sets in use and network ratings.

C. E. Hooper first became interested in business research when he attended Harvard Business School after graduation from Amherst College. He became impressed "with the relative lack of information about consumers which business men had at their disposal—and even more impressed with the ease with which it could be secured when one took the trouble to go after it."

Eight or nine years after graduation, spent in magazine space selling and as an agency account exec, were to intervene before he put his theories to a practical test. The final result has been to put radio program research on an even more scientific and businesslike basis.

The *Billboard Talent Cost Index* would not have been possible without the cooperation of the C. E. Hooper organization.

### Ad-Medication

PHILADELPHIA, Nov. 27.—Jack Steck, public relations chief at WFIL, doing his bit to help curb enforced absenteeism at the station. Noticing that in spite of the fact that there are more than a dozen medicinal accounts on the station the staff sick list continued to grow. Steck has posted signs all over the station—"Please patronize our advertisers."

### Alcoa Show Has Connectives But No Commercials

#### Nix Soap Opera Appeal

NEW YORK, Nov. 27.—Aluminum Company of America is augmenting its black and white institutional copy, which has for years stressed the humaneness of Alcoa, with a radio program along the same lines. Show will be a Saturday half hour at 11:30 a.m. over NBC, starting December 4.

Program will be scripted by Charles Robinson, who co-authored *Sailor, Beware*, and *Swing Your Lady*, both legities, with Fulton Oursler sitting in as consulting editor. Series will deal with the Thompson Family, a "really average" American family.

Cast of characters will be the same each week but each program will be a complete script. The current intention is to steer clear of the tricks usually found in soap operas, i. e., no triangle romances, no nail-biting thrills, no high-powered come-ons or commercials.

Basil Loughrane is producing for Transamerican, and as far as the sponsor and its agency, Fuller, Smith & Ross, are concerned, the usual plugs just don't exist. They're calling them connectives. Henry M. Neely, the one-time "old stager" with the cloy voice, will handle the spiels. Commercial copy will be more in the vein of an annotation, as it is woven into the continuity to show that the guy working for Alcoa is just like the people in the script. And the script menage is supposed to be the average family.

In one respect the program is something new for Alcoa, as it is aimed at the fem audience, and will stick to the type of story found in the better mags for women. Alcoa tested the copy theme in these mags and, as they have no consumer merchandise to sell, the approach may be as effective for this sponsor as *The Musical Steelmakers* program has been for Wheeling Steel. Latter plugs product but has been a pacemaker as a good-will winner for the sponsor.

Sponsor intends to follow thru on the "average family" theme by billing and plugging the characters and not the players. Cast is headed by Ruth Madison, of *The Merry Widow* legiter; Eric Dressler, Clifford Carpenter, Andrea Wallace and Dickie Van Patten.

Title is a story in itself. It's *Lighted Windows*, and was a sponsor's choice.

### Tele Light Opera Company Makes Bow on WRGB

NEW YORK, Nov. 27.—Tele Station WRGB, Schenectady, N. Y., recently unveiled its light opera company in Julius Eichberg's *The Doctor of Alcantara*. Group, composed of local talent, was organized by the station to produce operettas for which the Schenectady audience has shown a decided yen thru WRGB polls.

The Gilbert & Sullivan *Cox and Box* and *Trial by Jury* are being readied for early video-audio presentation.

### No NAB Flack Appointment

WASHINGTON, Nov. 27.—No successor to Walt Dennis, former news chief of the National Association of Broadcasters, has been named, NAB officials said this week. There was no indication as to when the spot would be filled.

Dennis quit as NAB flack several weeks ago to go with WHN.

### Crack the Axis

**THIS YEAR, DON'T BUY AN ANNIVERSARY AND HOLIDAY GREETINGS AD, BUY AN EXTRA WAR BOND!**

*(See page 22 for the full story of show business's greatest wartime publication, The Billboard's BONDBARDMENT Number)*

"Songs for Heroes"

Reviewed Sunday, 10:15-10:30 p.m. Style—Musical contest. Sponsor—Gimbel Brothers. Agency—Placed direct. Station—WIP (Philadelphia).

In the interest of the Gimbel Brothers department store's Young Budget Shop, this new thrice-weekly stanza, *Songs for Heroes*, reaches out for sweethearts, wives, mothers and sisters of the boys in service. And it is purely on the strength of the giveaway strings attached to the show itself, rather than any inherent listening or entertaining qualities, that brings the folks to the loud-speaker.

Listeners are invited to write in a letter, 100 words or less, naming a waxing they wish played and telling why the song or melody has some special significance to warrant such attention. It's a variation of the *Million-Dollar Band* diamond ring giveaway and the *Keep-Sakes* formulas. Entrants must send along the name and address of serviceman for whom the record playing is intended. Three selected winners on each period rate a two-pound box of candy for the lady with two cartons of cigarettes going to the serviceman.

It's all as prosaic and methodical as that, with the winning letters, as suspected, being just so much sentimental slop. Nonetheless, there is no denying the gimmick must have tremendous appeal among some groups in these times, with the double giveaway a good come-on for letters.

Bill Manns, staff announcer, handles all the wordage, including a midway commercial for the dress department. Adds little to the show itself, with his reading as listless as the winning letters themselves. Makes no attempt to project personality in the program pattern with the result that it's all run-of-the-mill and stilted. *Maurie Orodener.*

DuMont Television

Reviewed Tuesday, 8:30-9:30 p.m. Style—Variety and films. Sustaining on W2XWV (New York).

Again the WOR tele group used a holiday as a program bridge—this time Thanksgiving. Entertainers sang for their supper—literally. Three vocalists and a singing sextet appeared on the *carte du jour*, with a lone act to relieve the musical monotony.

Emcee Jack Creamer (WOR's *Handy Man*) in an enormous chef's hat was surrounded by Conover cuties Marvia Sabre, Lloyd Jones and Ira Agramme, all anxious for a peek at the Thanksgiving turkey. Before Creamer let them look, he insisted they watch each act.

Attractive blonde Dotty Sims, just returned from six months overseas, sang some of the numbers the servicemen liked best in Panama, Newfoundland and the Caribbean. There were the sentimental *I Surrender, Dear*, and *How Sweet You Are*, the Spanish *Besame Mucho* and an earthy rendition of *Amen*. Dotty went to town on *Amen*. She put rhythmic lilt and gayety into the folk-swing-spiritual that had been the boys' favorite.

Phil Barton, who has appeared with the Dick Himber and Ina Ray Hutton orks, make his tele debut crooning *I Heard You Cried Last Night* and *Embraceable You*. Camera had difficulty following his weaving back and forth. Maybe he was with Sammy Kaye, too.

Soprano Adele Ardsley did a nice job on *People Will Say*. Her restrained gestures indicated operatic experience and helped sell her song.

The Debutones, fem sextet composed of Phila Tharpe, Peggy Howard, Garien Roberts, Anne Vincent, Ruth Sims and Jane Shelby, had three spots and came thru with *Put Your Arms Around Me*, *Coming in on a Wing and a Prayer*, and *Sunday, Monday, Always*. Sam Medoff (WOR) does special arrangements for the group and coaches them in their numbers. Under his tutelage the girls make a production of a song. They're good.

The *Bike Parade*, a Ted Husing film, was served as an intermission side dish.

A magician billed as Colon and his aid, Semi-Colon, came on with some pretty tame sleight-of-hand. The camera eye seems to pick up more than the human eye—at least in this instance the magic wasn't particularly mystifying.

Creamer turned in a first-class emceeing job with sprightly turkey talk that didn't wear thin. *Wanda Marvin.*

"Hook 'n' Ladder Follies"

Reviewed Saturday, 11-11:30 a.m. Style — Musical. Sponsor—Goodyear Tire & Rubber Co. Agency—N. W. Ayer. Station—WEAF (New York) and NBC.

Remember the original Maxwell House *Showboat* program? Remember the mass appeal of the show and how it made MHCoffee a household word? Well, *Hook 'n' Ladder Follies* stems from the same era but a different locale.

Where *Showboat* was loaded with molasses and magnolias the *H&L Follies* is strictly home-fried potatoes and succotash. One was Deep South, this one is strictly Midwest. But the basic appeal is the same. And since *H&L Follies* is a good show, it should click and continue.

This program is set in a firehouse, hence the title, with Ralph Dumke, as Captain Walt, emceeing the show. Talent includes Carson Robison, Frank Novak's ork, Ed Durlacher to call the square dances, the Song Spinners, a choral unit that also provides the soloists and a coterie of instrumental groups—ranging from sweet potato thru sax to silver cornet—to provide mountainless hillbilly music.

From start to finish it's a darn near perfect blend. Everything is vintage without being shabby. The only new tune, Carson Robison's *I'm Going Back to Where I Come From*, was in early American style. When the show tried to go modern, with a "memory tune" *Tell Me*, it sounded over-arranged by contrast.

Nice touches were the use of the celeste to background the Song Spinners on *Buffalo Gals*, the guitar supporting Robison, and the slight touch of comedy relief between Homer McGurk (Robison) and Stringbean Crutchit (Budd Hulick). More of the latter would not be remiss. And Ed Durlacher, the caller, should come a bit closer to the mike, since with everyone else bell-clear he sounds foggy.

Commercials are in tempo and mostly institutional for the local shoe repairman who is also having man-power and supply problems. The over-all plug is rationing and conservation via Goodyear heels and soles and stresses the brand name.

Dan Gordon did the spiels, Jack Roche the direction and Max Wylie the production. Entire cast work in costume and studio stage is spruced up with appropriate scenery.

Goodyear Tire & Rubber Company is comparative newcomer to shoe repair biz. With O'Sullivan Heels using radio time (Leon Henderson on the Blue) Goodyear figures to protect its stake, originally only rubber heels, in the market. Interesting is the build-up given the shoe repairmen. Others have mullied this technique and some have tried it, but without notable success. *Lou Frankel.*

"America Tomorrow"

Reviewed Tuesday, 10:30-11 p.m. Style—Educational. Sustaining. Station—WJZ (New York) and Blue.

In line with current public trend toward post-war thinking and planning, the Blue web has instituted a series of eight programs from Washington in which noted figures in labor, management, government and agriculture are skedded to hash over problems of peace.

Opener went along with a swing and was devoted to more or less basic questions, such as "What is meant by the end of the war?" "Is it the end of hostilities in Europe or in Asia as well?" "Should rationing continue after the war?" "Should wage freezing hold over and should prices be controlled?"

Participants argued back and forth, and tho some of them were tough to take as talkers, what they had to say had sufficient interest to offset bad mike presence. William Hillman, at the helm, kept the discussion boiling merrily thruout.

Those on the airing were William Green, AFL prexy; Albert Goss, Master of the National Grange; Senator Harry Truman; Col. Brian Huston, of OPA, and Eric Johnston, U. S. Chamber of Commerce.

This panel is permanent for the eight airings, with occasional guests added at times. If future broadcasts follow this opener in style, it should make an interesting half hour each week, as it's straightforward, down-to-earth talking for the folks who are anxious to know what the experts think about the day after we've occupied Berlin and Tokyo. *Frank Gill.*

Four-Way Pick-Up

NEW YORK, Nov. 27.—Blue web building John Boles into a singing emcee. . . . James Monks, Cassio in *Othello* legitier, back in the regular cast of *Radio Reader's Digest* at CBS. . . . Bob White, new Blue megger on *Dick Tracy*, replaced Walter Kinsella, with Dave Kerman in role of Pat Patton. . . . Nancy Douglass, on *Woman of America* and *Brave Tomorrow*, is doing her shows in a wheelchair. She fractured a leg in auto accident. . . . Helen Lewis, of *Dick Tracy* and *Big Sister*, caught the first news of her G. I. hubby, David Penn, on *Army Hour*.

Renee Terry has received navy citation. Cited by 2,500 midshipmen as "the girl I'd most like to spend the week-end with." . . . Dolores Gillan is the only gal in radio who holds down three running parts on the same show. On Blue's *The Land of the Lost* she plays a doll, a tin soldier and a spotted fish. . . . Robert Hodges, head of WNEW purchasing department, called by Uncle Sam. Wife Lucy replacing. . . . Nita Mack is the new megger of *Now and Forever* at CBS. . . . Dick Stenglein, former NBC pug now in the air corps, returned on furlough to scene of a momentary triumph. A year ago his song, *There'll Always Be You*, was played at NBC. Private Stenglein now touring the studios in hopes of reviving it.

*The Jack Berch Show*, now on the Don Lee web, will go Mutual come January. Show handled by Kenyon & Eckhardt ad agency, packaged by Frederic Ziv. . . . Murray Baum, just back from foreign assignment with the air lines, will appear on *Reylon Revue*. . . . Ward Wilson now across the board on *The Gloom Dodgers* at WHN. . . . Vilma Vernor, one half of the Victory Twins, has recovered from a case of tropical fever contracted while entertaining in the South Pacific. . . . Rye Trier takes over Carol Stone's part in legitier *Lady Behave*. . .

Harry Wismer picked as Sugar Bowl gabber on the Blue. . . . William Lee cast in Mike Todd's *Mexican Hayride*. . . . Sam Wanamaker resigned from NBC. Awaiting induction orders. . . . Lotte Stavisky cast in Ernst Josef Aufrecht's *Good Soldier Schweik* legitier, now in rehearsal. . . . Two additions to *The Right to Happiness*: Doris Dalton and Charita Bauer. . . . Claire Niesen in a running part on *Big Sister*. . . . Gene Hamilton, Blue staffer, narrating training films for the army. . . . Ilytch Sobel, WLIB transmitter engineer, in khaki yesterday (26). . . . Roland Trenchard appointed director of commercial programs at WAAT. . . . The mike in studio 4K is no longer hooked up to loud-speaker in the hallway. Recently, while a tour was looking in, a Blue commentator forgot that the studio walls had very sensitive electronic ears.

CHICAGO, Nov. 27.—Phil Fortman, NBC news ed, reports for duty as a marine this week. George Faber, of Sioux City, Ia., replacing. . . . Roger (Bob) Chase has joined WJJD announcing staff, coming from WIL, St. Louis. . . . Michael Conner, who writes several CBS shows, got blamed for something he didn't do, in a recent review of *King Arthur's Court*. Conner did not write that one. . . . Howard Hoffman's Monday-thru-Friday show *The Deacon*, on WGN, on which he reads a poem and dispenses common-sense philosophy, has brought him more than 100,000 letters during the past year. . . . Capt. Norman Ross, popular free-lance announcer now with the army air force at Winston-Salem, N. C., is on leave to visit his wife, who is ill in an Evanston (Ill.) hospital.

Joan Barry resumes her discussions on recreational opportunities

in Chicago on the WBBM program *Keep Going*, Chicago Saturday (4). . . . Stu Erwin, stage and screen star of the stage play *Good Night, Ladies*, is featured in a new variety show offered a national food concern. . . . Old Heidelberg Corp., operating a popular eating and entertainment spot, has contracted, thru Sorenson & Company, for six 15-minute remote broadcasts a week for 52 weeks on WIND. . . . Ed Erenberg is leaving the WBBM press department. . . . Allen Post, formerly with WAKR, Akron, and WTAR, Norfolk, and Al Stein, who acquired his radio experience on KFUN, Las Vegas; KIDO, Boise, and KPRO, Riverside, Calif., have joined the announcing staff of WIND. . . . Vera Lane, singing star of the new *Aunt Jamima* CBS show, got an enthusiastic reception on the *Four Freedoms War Bond* show sponsored by Carson, Pirie, Scott & Company and *The Saturday Evening Post*.

PHILADELPHIA, Nov. 27.—Jean Colbert, WCAU fem commentator, becomes director of women's activities for WTAM, Cleveland. . . . James Patrick takes over daily news commentaries for Groves Labs on KYW, replacing Melvin K. Whiteleather, headed overseas as NBC war correspondent. . . . George Hooper, WIBG engineer, upped to transmitter supervisor. . . . KYW now has local lovelies piloting the elevators, cutting complaints to a minimum. . . . Yellow Cab renews Norman Jay's Sunday *Postscript*, round-up of town doings, for another 52 weeks, via E. L. Brown agency. . . . Servicemen invited to WFIL studios to hear Helen Park sing their fave tune as the thrice-weekly *G. I. Sweetheart*, new stanza sponsored by Lichteys' Jewelers. . . . Tom Livezey, local announcer and free-lance for past 13 years, into war work at Brewster Aircraft, still holds on to his *Ranger Joe* stanza on WCAU Sundays. . . . Robert N. D. Arndt upped to vice-prexy at John Falkner Arndt ad agency, in charge of service and operations. . . . Lee Neal, WIP miker, back at his chores after a spell of illness at Jefferson Hospital, with KYW also getting back announcer Franklin Evans following a battle with la grippe.

HOLLYWOOD, Nov. 27.—J. Donald Wilson, writer-producer of *The Whistler*, is spending his spare time at Columbia Studios supervising filming of a pair of his chillers. . . . Margo on the air as Groucho Marx guest, her first mike appearance in many moons. . . . Jane Withers taking bows for her role in *Skippy Hollywood Theater* over KFI. . . . Charles Marion scripter on the Abbott-Costello show. . . . King Mitchell, of KIRO, Seattle, in town for look see. . . . Alan Ladd making his first appearance around town since receiving medical discharge from army. Did stint on Lux. . . . Norman Nesbitt taking his first trip to downtown L.A. since moving from the old KHJ studios on Seventh Street. . . . Harry James has added four strings to his ork for ciggle airers.

Dinah Shore's girl Friday back in town so warbler is happy again. . . . Les Mawhinney, Don Lee web news editor, getting his final citizenship papers. . . . June Hutton takes over the warbling duties on the Bob Crosby show for one airing. . . . Arthur Church, of KMBC, Kansas City, Mo., in town. . . . Don Blanding taking guest spot on Norma Young's *Homemaker's Club*. . . . Art Rush putting the final touches on the script for the new Roy Rogers show. . . . Van Newkirk, of the Don Lee web, planes to Mexico City for vacash. . . . Veronica Lake finally getting around to guesting on Abbott-Costello show. She was slated to start the series, but ill health forced her to withdraw.



# The Billboard Music Popularity Chart

WEEK ENDING NOVEMBER 25, 1943

## SONGS WITH MOST RADIO PLUGS

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

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

Title	Publisher
BESAME MUCHO	Southern
CANDLELIGHT AND WINE (F)	Miller
DON'T BELIEVE EVERYTHING YOU DREAM (F)	Robbins
DO YOU KNOW?	Reis-Taylor
FOR THE FIRST TIME	Shapiro-Bernstein
HOME	Am. Academy of Music
HOW SWEET YOU ARE (F)	Remick
IF YOU PLEASE (F)	Famous
I'VE HAD THIS FEELING BEFORE (F)	Santly-Joy
LITTLE DID I KNOW	Lincoln
MY FIRST LOVE	Dorsey
MY HEART TELLS ME (F)	Bregman-Vocco-Conn
MY IDEAL	Paramount
MY SHINING HOUR (F)	Morris
NO LOVE, NO NOTHIN' (F)	Triangle
OH, WHAT A BEAUTIFUL MORNING (M)	Crawford
PAPER DOLL	Marks
PEOPLE WILL SAY WE'RE IN LOVE (M)	Crawford
PISTOL PACKIN' MAMA	Morris
PUT YOUR ARMS AROUND ME, HONEY (F)	Broadway
SAY A PRAYER FOR THE BOYS OVER THERE (F)	Southern
SHOO SHOO BABY (F)	Leeds
SPEAK LOW (M)	Chappell
STAR EYES (F)	Feist
SURREY WITH THE FRINGE ON TOP (M)	Crawford
THANK YOUR LUCKY STARS (F)	Remick
THE DREAMER (F)	Harms
THEY'RE EITHER TOO YOUNG OR TOO OLD (F)	Witmark
THIS SIDE OF HEAVEN	Yankee
WHEN THEY ASK ABOUT YOU	Berlin

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. While two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal: Atlanta: Cox Prescription Shop; S. H. Kress. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Buffalo: Whiteinan Song Shop; Broadway Music Shop. Butte, Mont.: Dreilbelbis Music Co. Chicago: Hudson-Ross; Sears-Roebeck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Dallas: S. H. Kress. Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E. Wells Music Co.; S. H. Kress. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Houston: S. H. Kress. Jacksonville, Fla.: Butler Record Shop. Kansas City, Mo.: Music Box. Long Island: Temple of Music Stores. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City; S. H. Kress. Louisville, Ky.: Stewart Dry Goods Co. Memphis: S. H. Kress. Miami: Richards Store Co.; Burdine's, Inc. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Plano Co. Newark, N. J.: Record Shop. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; E. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Wannamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: James E. Thelm; C. H. Stephenson Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress. San Francisco: S. H. Kress. Seattle: S. H. Kress. Springfield, Mo.: L. E. Lines Music Co. St. Louis: Aeolian Co. of Missouri; Famous & Barr. St. Paul: Lyon & Healy. Tulsa: S. H. Kress. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. Wichita: S. H. Kress. Youngstown: S. H. Kress.

NATIONAL		EAST		SOUTH	
POSITION	Last This Wk.	POSITION	Last This Wk.	POSITION	Last This Wk.
1	1. PAPER DOLL —MILLS BROTHERS Decca 18318	1	1. Paper Doll —Mills Brothers	1	1. Paper Doll—Mills Bros.
3	2. PISTOL PACKIN' MAMA —BING CROSBY-ANDREWS SISTERS Decca 23277	2	2. Pistol Packin' Mama —Bing Crosby-Andrews Sisters	2	2. Pistol Packin' Mama —Bing Crosby-Andrews Sisters
2	3. PEOPLE WILL SAY WE'RE IN LOVE —BING CROSBY Decca 18564	4	3. People Will Say We're in Love —Bing Crosby	3	3. They're Either Too Young or Too Old—J. Dorsey
4	4. SUNDAY, MONDAY OR ALWAYS —BING CROSBY Decca 18561	6	4. Pistol Packin' Mama —Al Dexter	4	4. People Will Say We're in Love—Bing Crosby
6	5. PISTOL PACKIN' MAMA —AL DEXTER Okeh 6708	7	5. Put Your Arms Around Me, Honey—D. Haymes	9	5. Pistol Packin' Mama —Al Dexter
9	6. OH, WHAT A BEAUTIFUL MORNING —BING CROSBY Decca 18564	3	6. Sunday, Monday or Always—Bing Crosby	4	6. Sunday, Monday or Always—Bing Crosby
8	7. MY HEART TELLS ME —GLEN GRAY Decca 18567	9	7. My Heart Tells Me —Glen Gray	5	7. Oh, What a Beautiful Morning—Bing Crosby
8	8. BOOGIE WOOGIE —TOMMY DORSEY Victor 26054	—	8. Close to You —Frank Sinatra	—	8. I'll Be Home for Christmas —Bing Crosby
5	9. PUT YOUR ARMS AROUND ME, HONEY —DICK HAYMES Decca 18565	—	9. Oh, What a Beautiful Morning—Bing Crosby	10	9. People Will Say We're in Love—Frank Sinatra
—	10. THEY'RE EITHER TOO YOUNG OR TOO OLD —JIMMY DORSEY Decca 18571	5	10. I Heard You Cried Last Night—Harry James	—	10. Put Your Arms Around Me, Honey—D. Haymes
		MIDWEST		WEST COAST	
		1	1. Paper Doll—Mills Bros.	1	1. Pistol Packin' Mama —Bing Crosby-Andrews Sisters
		—	2. Pistol Packin' Mama —Bing Crosby-Andrews Sisters	3	2. Paper Doll —Mills Brothers
		2	3. People Will Say We're in Love—Bing Crosby	4	3. Sunday, Monday or Always—Bing Crosby
		3	4. Sunday, Monday or Always—Bing Crosby	2	4. People Will Say We're in Love—Bing Crosby
		—	5. Oh, What a Beautiful Morning—Frank Sinatra	6	5. Boogie Woogie —Tommy Dorsey
		7	6. Boogie Woogie —Tommy Dorsey	7	6. I Heard You Cried Last Night—Harry James
		—	7. If You Please —Bing Crosby	—	7. You'll Never Know —Frank Sinatra
		10	8. Blue Rain—G. Miller	9	8. Rhapsody in Blue —Glenn Miller
		4	9. Victory Polka —Bing Crosby-Andrews Sisters	—	9. Blue Rain —Glenn Miller
		—	10. Pistol Packin' Mama —Al Dexter	8	10. My Ideal —Billy Butterfield

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. Atlanta: Cable Piano Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. G. McClurg. Detroit: Grinnell Bros. Kansas City, Mo.: Jenkins Music Co. Los Angeles: Morse M. Preeman, Inc. New Orleans: G. Schirmer of Louisiana. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Phoenix, Ariz.: Dawson Music Co.; J. J. Newberry Store. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Sklare Music Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers; Sherman Clay & Co. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

NATIONAL		EAST		SOUTH	
POSITION	Last This Wk.	POSITION	Last This Wk.	POSITION	Last This Wk.
2	1. PEOPLE WILL SAY WE'RE IN LOVE	2	1. Paper Doll	1	1. Paper Doll
1	2. PAPER DOLL	7	2. Pistol Packin' Mama	11	2. My Heart Tells Me
3	3. PISTOL PACKIN' MAMA	1	3. People Will Say We're in Love	—	3. How Sweet You Are
7	4. OH, WHAT A BEAUTIFUL MORNING	4	4. My Heart Tells Me	6	4. Oh, What a Beautiful Morning
4	5. SUNDAY, MONDAY OR ALWAYS	9	5. Put Your Arms Around Me, Honey	3	5. People Will Say We're in Love
8	6. MY HEART TELLS ME	6	6. Sunday, Monday or Always	—	6. Say a Prayer for the Boys
5	7. THEY'RE EITHER TOO YOUNG OR TOO OLD	—	7. White Christmas	4	7. Sunday, Monday or Always
10	8. SAY A PRAYER FOR THE BOYS OVER THERE	8	8. Oh, What a Beautiful Morning	2	8. Pistol Packin' Mama
6	9. PUT YOUR ARMS AROUND ME, HONEY	3	9. How Sweet You Are	9	9. If You Please
14	10. HOW SWEET YOU ARE	15	10. For the First Time	5	10. They're Either Too Young or Too Old
12	11. VICTORY POLKA	—	11. They're Either Too Young or Too Old	10	11. I Heard You Cried Last Night
9	12. I HEARD YOU CRIED LAST NIGHT	12	12. I'll Be Home for Christmas	8	12. Victory Polka
13	13. FOR THE FIRST TIME	14	13. Shoo Shoo Baby	14	13. For the First Time
11	14. IF YOU PLEASE	—	14. Victory Polka	7	14. Put Your Arms Around Me, Honey
—	15. I'LL BE HOME FOR CHRISTMAS	—	15. I've Had That Feeling	—	15. Take It From There
		MIDWEST		WEST COAST	
		1	1. Paper Doll	1	1. Paper Doll
		2	2. Pistol Packin' Mama	2	2. Pistol Packin' Mama
		6	3. Oh, What a Beautiful Morning	3	3. People Will Say We're in Love
		3	4. People Will Say We're in Love	5	4. They're Either Too Young or Too Old
		5	5. Sunday, Monday or Always	4	5. Sunday, Monday or Always
		4	6. They're Either Too Young or Too Old	12	6. For the First Time
		8	7. Victory Polka	7	7. Oh, What a Beautiful Morning
		9	8. Say a Prayer for the Boys	9	8. My Heart Tells Me
		10	9. Put Your Arms Around Me, Honey	6	9. Put Your Arms Around Me, Honey
		7	10. My Heart Tells Me	11	10. Say a Prayer for the Boys
		12	11. If You Please	13	11. How Sweet You Are
		11	12. I Heard You Cried Last Night	—	12. White Christmas
		15	13. I'll Be Home for Christmas	10	13. I Heard You Cried Last Night
		14	14. The Dreamer	8	14. If You Please
		—	15. With My Head in the Clouds	14	15. Victory Polka

## HARLEM HIT PARADE

Following list of most popular records in Harlem is based on sales reports from Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago, and G. & R. Company, Record Shop, Newark, N. J.

POSITION	Last This Wk.	Title	Artist
2	1.	ALL FOR YOU	KING COLE TRIO ... Capitol 139
1	2.	DON'T CRY, BABY	ERSKINE HAWKINS ... Bluebird 30-0813
3	3.	PAPER DOLL	MILLS BROTHERS ... Decca 18318
5	4.	SENTIMENTAL LADY	DUKE ELLINGTON ... Victor 20-1528
—	5.	PISTOL PACKIN' MAMA	AL DEXTER ... Okeh 6708
4	6.	PISTOL PACKIN' MAMA	BING CROSBY-ANDREWS SISTERS ... Decca 23277
—	7.	DON'T GET AROUND MUCH ANYMORE	DUKE ELLINGTON ... Victor 26610
9	8.	RHAPSODY IN BLUE	GLENN MILLER ... Victor 20-1529
7	9.	FROM TWILIGHT TILL DAWN	CEELE BURKE ... Capitol 136
10	10.	GET ME ON YOUR MIND	JAY McSHANN ... Decca 4418

For information on the Leading Music Machine Records see the Record Buying Guides in the Music Merchandising Department of the coin machine section.

# Symphs Using Showmanship

## Philly AFM Local Invites Stations To Contract Talk

PHILADELPHIA, Nov. 27.—Eyes of network officials will be trained on this city as a result of letters sent this week by Guy Scolla, secretary of Local 77, AFM here, to WCAU, KYW and WFIL suggesting a get-together to discuss terms for a new contract. The entire radio industry has been trying to find out what the AFM wants from broadcasters after the old contract expires February 1, and what Scolla has to say will be listened to with great interest.

The national office of the Federation has repeatedly stated that radio station deals are entirely the business of the locals that have jurisdiction, but it is no secret that Petrillo is not going to let a Joe Blow speak for Federation policy.

Scolla has not indicated what he is going to ask from the station ops, and what he does ask for may not tell the whole story since no network shows originate from this city, but WCAU, KYW and WFIL are local outlets for CBS, NBC and the Blue respectively, and what takes place should be a straw in the wind.

## 802 Finally Okays Band Contracts With Vocalists Included

NEW YORK, Nov. 27.—General Amusement Corporation's appeal to Petrillo's office for a ruling on the matter of including vocalists in band contracts made with theaters and location, has resulted in a reversal of the practice Local 802 here had been following, in which the vocalists had to be excluded from band contracts. Practice worked a hardship on agencies who had to fill out contracts long in advance of the booking dates. If 802's procedure were to be followed, it would have meant guaranteeing the services of such-and-such a vocalist, under a separate contract, despite the fact that by the time the date was reached, the vocalists might have been changed three times.

Local 802's ruling came about when a cafe operator discharged a four-piece band because the singer, who was listed in the contract, went into the army. In the case of name bands, the absence of any particular singer has never caused cancellation or termination of a booking; a case in point being the departure of Tommy Ryan from Sammy Kaye's band in the midst of his Strand Theater engagement. Similarly, Jimmy Dorsey's theater bookings for next month have not been canceled because Bob Eberly will no longer sing with the band.

GAC's appeal to the national office of the AFM came about after 802 refused to okay the Woody Herman contract with the Paramount here because the document included the name of Frances Wayne, Herman's new canary. The local compromised by okaying binders that include vocalists providing they are not mentioned by name.

## Hampton on Blue for WMC

NEW YORK, Nov. 27.—Lionel Hampton has been set indefinitely for the War Man-Power Commission show *Soldiers of Production* over the Blue Network every Sunday from 11 to 11:30 a.m., after he played a trial show last Sunday (21).

## Longhair Larceny

NEW YORK, Nov. 27.—Cartoonist with a terrific sense of humor inked in load of laughs in the current issue of *People's Voice*, race paper published here. Based on a news item reporting burglarizing of an apartment in Harlem from which the thieves took nothing but classical recordings, cartoonist has one panel showing a thug talking to his superior, saying: "Look, boss, I got an idea. Let's raid Carnegie Hall and take de whole Philharmonic Orchestra."

Another panel shows a thief yelling at his partner who is going thru a chest of drawers: "Hey, leave that lousy dough alone . . . here's some Shostakovich albums."

The final scene is in prison where one prison-striped vet is saying to another: "It wuz Brahms *Concerto* that got me in. What's your rap?"

## Ellington's Ottawa Gross Best Yankee Figure in 2 Years

OTTAWA, Nov. 27.—Duke Ellington topped the record of any American band for the past two years and came close to equaling the draw of Mart Kenney, Canada's top name band, when he played the Auditorium here on November 16.

Ellington drew a crowd of 3,585 at \$1.00 for the first 2,000 tickets and \$1.25 for the balance. Kenney's average audience numbers over 4,000, which no American band has hit yet.

Cab Calloway plays the Auditorium Tuesday (30) and Count Basie comes in the night of January 4.

## Trade Betting That Victor, Columbia Capitulate to AFL Before WLB Makes Decision

NEW YORK, Nov. 27.—Betting in the trade is 4 to 5 that the disk dispute between the AFM and Victor and Columbia will be settled long before the WLB gets around to making a decision.

Those who are predicting a settlement point to many factors that bolster their arguments. First, the WLB panel that completed its hearings of the case this week (22) will not be ready to forward its report to Washington in less than five weeks, and this date may very likely be extended three weeks more, judging from the number of additional briefs and memorandums still to be presented by both sides in the dispute.

The national office of the WLB will certainly go slow in handling this hot potato and formulation of a decision from that end in less than an additional two months would be considered miraculous. Even if action is speeded up by the panel and the WLB, there is small likelihood that anything will break before February 1, which is the day union contracts with the major network stations expire. AFM has made it amply clear that there will be no network contracts unless the recording subsidiaries are also in good standing, and that point is getting plenty of consideration from the CBS and NBC biggies who also own the Columbia and Victor companies.

## AFM Likely To Cop Decision

Another factor that may push the diskers in the direction of a settlement is the small chance of securing a favorable decision from the WLB on the basis of the panel's report. Regular attendants at the hearings found plenty of reasons

## Listening to Programs Today Is Like Reading Headlines; The "3 B's" Now Simply ABC

By ELLIOTT GRENNARD

NEW YORK, Nov. 27.—The scramble among name bands for a chance to record the latest Cole Porter or Gordon and Warren ditty is no different from the tug-of-war that takes place between Rodzinski and Stokowski or Toscanini and Koussevitsky for a crack at a Shostakovich opus, now that the longhair maestri have developed a flair of showmanship and are eager for that big publicity break.

And now that U. S. Rubber is sponsoring the Philharmonic CBS broadcasts, General Motors ditto for the NBC Symphony and Allis-Chalmers is underwriting the Boston Symphony's performances over the Blue, a conservatory-bred batoneer without a commercial will soon be reading those B. O. ads and believe the finger is pointing at him.

Maestri are no longer studying the classics as a guide to program-making; they're watching the front page of the dailies for tips on selections.

## Headline Programs

When Kiev was wrested from the Nazis by the on-rushing Red Army, Eugene Ormandy put on an unscheduled performance of *The Great Gate of Kiev* (from Moussorgsky's *Pictures at an Exhibition*) which he had the Philadelphia orchestra woodshedding for three weeks until *The New York Times* said "now." Toscanini pulled a similar nifty the

day after Italy surrendered by staging the first act of his Victory programs, which featured the opening movement of Beethoven's Fifth (with its dot-dot-dot-dash theme) and the *Garibaldi Hymn*. Toscanini has already promised *Victory: II* and *Victory: III* when Germany and Japan capitulate.

Other selections designed to point up current events include the Philharmonic's special Czechoslovakian and Polish programs, with a special program dedicated to "the suffering of the oppressed" to come. And when the Soviet Union celebrated its 26th anniversary, Studio H rang with the notes of the *Internationale* as Toscanini gave the down beat.

## Symphony Orks Multiplying

This kind of pyrotechnical programming is symptomatic of the changed viewpoint that symphony music has to be sold like any other piece of show business merchandise and bodes well for the future of a field that has been constantly growing.

When it is remembered that headshakers have long claimed that swing would elbow classical music out of the picture, a glance at some statistics on the subject will open the eyes of the skeptics. In 1900, when swing (nec rag-time) first took hold, there were exactly 13 symphonic organizations in the country. Today, despite the fantastic popularity of popular music, there are close to 250 long-hair orks.

Columbia Records has five of them under contract; the N. Y. Philharmonic, Philadelphia, Cleveland, Minneapolis and Pittsburgh Symphonies. RCA-Victor, which has always been partial to its red seal performers, has 10 (count 'em) 10: the NBC, Boston, Boston Pops, Chicago, Cincinnati, Indianapolis, Los Angeles, National, San Francisco and St. Louis Symphonies. And if some of the minor diskers (Musicraft, for one) go thru with plans to tackle that field, many more 104-piece ensembles will be on wax.

## Stokie and Deems

The public's widespread interest in the Masters stems, to a great extent, from the spadework done by maestro Leopold Stokowski and commentator Deems Taylor. Stokie's antics in front of the Philadelphia Orchestra have rated as much newspaper space as Grable's legs. That boy was copy whether he was giving a first performance by some modern or was bawling hell out of the white-haired ladies out front for whispering. And when he had a baby spot installed to spotlight his expressive hands as he waved out the cellos and called in the oboe, he was murder.

It will take historians to establish it definitely, but when the long-maned maestro did his stuff under the kiliegs in a film co-starring Deanna Durbin, serious music probably won more fans in one showing than it had in 10 years of concert hall performances.

Deems Taylor, a composer of note himself, probably solicited an equal number of music lovers by keeping them informed and entertained with his witty, informal dissertations on the Masters during his 10-year stretch as commentator of the Philharmonic Sunday afternoon broadcasts.

## The Till Take Is Telling

The trail that was blazed by those pioneers still stands as a beacon light and the harvest that is currently being reaped can be credited to those so-and-so's. CBS has had the nerve to buck the swingsters who take to the air at midnight by putting on a high-brow dish every (See *Symph Showmanship* on page 15)



**MARUSCHKA**  
(MA-RÖÖSH-KA)

# Victor Prunes Band List; Powell, Chester, Savitt, Kirby, 5 More Free Agents

NEW YORK, Nov. 27.—Frequent hints in the past six months that there will be fewer recording dates for secondary bands, even when the AFM ban is entirely lifted, has been borne out by the pruning of its band list by Victor. The company's best selling names are still present but lesser names have been dropped as their contracts expired.

Among those whose options were not picked up as they came due in the past 12 months are Abe Lyman, Teddy Powell, Bob Chester, Jan Savitt, John Kirby, Sonny Dunham, Joe Reichman, Mitch Ayres and Irv Carrol.

Remaining are Tommy Dorsey, Glenn Miller, Duke Ellington, Vaughn Monroe, Charlie Spivak, Freddy Martin, Sammy Kaye, Tony Pastor, Shep Fields, Bob Allen, Erskine Hawkins, Spike Jones, Hal McIntyre, Earl Hines, David Rose and Fats Waller.

At least for the duration of the war, scarcity of man power and shellac will keep Victor, and the other disk companies as well, from waxing as many tunes or bands as was done in normal times. And with the AFM ban on re-

cordings still in effect so far as Victor and Columbia are concerned, RCA execs saw no point in keeping so many names on the roster when they could not be put to adequate use. The combination of ban and production difficulties also provided a good excuse to drop bands that were not selling.

Six of the nine names among those that were dropped have a fair amount of drawing power under present conditions and may well provide a label like Ell Oberstein's Hit with much stronger musical fare than it has had to get along with this past year and a half.

Columbia is in the same boat as Victor, so far as the ban and production goes, and Decca, which at least has the AFM green light and appears to have solved its shellac problems, is loaded with names. Which means that most of the boys will probably be peddling their services for many months to come.

## More Bands Offer To Play Camp Dates

NEW YORK, Nov. 27.—This month Sonny Dunham, Blue Barron, Nat Brandwynne, Ray Heatherton, Dean Hudson, Al Trace, Mal Hallet and Reggie Childs bands were offered to Camp Shows, Inc., for gratis appearances at service camps.

Heatherton, Barron and Trace outfits play one date each in the New York area, Brandwynne plays three dates around Detroit, Mal Hallet is set for two camps en route to Upper New York State and Dean Hudson will play one camp in the South, all this month. Dunham and Childs will pick up their dates early in December, Dunham on his way from Miami and Childs after he closes the Arcadia Ballroom here.

## 4 Orks Signed for Republic

HOLLYWOOD, Nov. 27.—New bands for film Trocadero were signed this week by Producer Walter Colmes of Republic. Eddie LeBaron, Gus Arnheim and Matty Malneck have been added to the roster. Bob Chester has already been lined up for the picture.

## Add Musician Shortage

ERIE, Pa., Nov. 27.—Rainbow Gardens, Waldameer Beach Park ballroom, canceled its regular week-end dance last week when no musicians were found available for the date.

## DuPree Promoting Dances for 42 Years

PHILADELPHIA, Nov. 27.—Reese DuPree, oldest dance promoter in the country from the standpoint of service, will mark the 42d year of such activity with a double-feature. On Friday (3) he will bring in Jay McShann for his first local stand at his Strand Ballroom for a race prom. And on December 10 promotes a repeat swing concert for Duke Ellington, moving the maestro's local Academy of Music triumphs in September, to Convention Hall this time. DuPree is credited as being the first dance promoter in the country, being the first to introduce public dances 42 years ago at Asbury Park, N. J. Also gained distinction as a composer in earlier years, with *Shortnin' Bread* the biggest hit to his credit. In addition to his activities here DuPree's promotions extend deep into the Southland, and he is rated as the biggest buyer of Negro bands on the one-night circuit.

## Sherman Set With Parade of Names

CHICAGO, Nov. 27.—Swing music will go into its sixth consecutive year at Chicago's Sherman Hotel when Cab Calloway's band ushers in the New Year with his five. The room has been enlarged several times since Ernie Byfield and Frank Bering inaugurated this policy, latest enlargement increasing seating capacity by 200. Charlie Spivak's band and pianist Robert Crum doing capacity biz now, with Johnny Long replacing Spivak on the stand December 3.

Tony Pastor follows Johnny Long on December 31, Glen Gray coming in January 27. Jimmie Dorsey and his orchestra will take over from February 24 to March 24.

## Georgie Auld a New Fave With Colored Audiences

NEW YORK, Nov. 27.—Georgie Auld, who played the Apollo Theater here this month, is the newest white band to become popular with colored audiences. Auld played two dances last week, at Elkton, Md., Wednesday (24) and the Strand Ballroom, Philadelphia, the following day, for Reese DuPree, race dance promoter.

Charlie Barnet is still tops in that category, however, and Louis Prima is another favorite in the same circle. Prima is set for a week each at the Howard Theater, Washington, and the Royale, Baltimore, in January.

## '44 Summer Scale Upped For Philly Symph Men

PHILADELPHIA, Nov. 27.—Men of the Philadelphia Orchestra playing the al fresco Robin Hood Dell, summer symphony and pop concert series, already set for a hike in wage scale for the seven-week season in 1944. Pact made by the Dell management with the local musicians' union calls for a \$7 weekly pay raise for the 90 tootlers playing the season, scale hiked from \$70 to \$77 per week.

## Basie's Roxy Date Changed

NEW YORK, Nov. 27.—Count Basie's booking at the Roxy Theater here has been moved back to February or March, the date still to be determined. After closing the Lincoln Hotel here, Basie will play the Adams Theater, Newark, N. J., the week of January 13, the Stanley, Pittsburgh, the following week, and one-nighters in Canada from February 2 to 12.

## Sherwood's Roseland Repeat

NEW YORK, Nov. 27.—Bobby Sherwood is set for a return engagement at the Roseland Ballroom here in April, following Ted Fio Rito's closing.

# Col'bia Output Cut by Terrific Labor Shortage

NEW YORK, Nov. 27.—Man-power shortage at Columbia Records' plant in Bridgeport, Conn., center of vital war work, has become so serious that shipments to distributors are reported as low as 30 per cent of last year's orders. Diskers are seeking an essential rating from the War Man-Power Commission, based on the fact that a portion of its production is given over to government orders for records to be used exclusively by servicemen, hoping in that way to secure some workers thru U. S. Employment Service.

In the meantime, Columbia distributor here is trying to round up workers in this area to accept jobs at the Bridgeport factory, offering fat pay checks, inviting working conditions and the assurance that a home will be found for those who take jobs. All available man power in Bridgeport is being steered to war plants by U. S. E. S.

Latest indication of Columbia's tight situation was its notice to distributors this week that shipments of popular albums will be allocated from now on. In addition, diskers promised shipment on five pop releases for November, but delivered only two.

## Bill Burton Parlays His Acts Into Roxy

NEW YORK, Nov. 27.—Bill Burton is parlaying his bookings, having Jimmy Dorsey, Helen Forrest and Dick Haymes follow each other into the Roxy Theater here. Dorsey plays four weeks beginning December 23; Miss Forrest is booked for the next two or four weeks, depending on the film, and Haymes carries on from there.

Burton will have a free hand in selling Miss Forrest to theaters because Helen O'Connell, his other singing girl act whose bookings might normally conflict, is determined to confine her activities to radio dates here in town.

## Rodgers Junks Band

NEW YORK, Nov. 27.—Dick Rodgers has dropped his band and will henceforth be booked as a cocktail act by GAC. He played his last band date in Buffalo Wednesday (24).

Rodgers used to play vaudeville with his sister as the "children" of "Senator" Murphy, and later joined Will Osborne as a jiving songster.

## Visiting Bands Drawing Good Crowds at Ritz BR

BRIDGEPORT, Conn., Nov. 27.—Visiting bands are drawing fairly well at the Ritz Ballroom here, Clyde Lucas attracting 947 persons last Sunday (21) for a gross of \$1,041. Tommy Reynolds drew 1,013 week before (14), grossing \$1,114, and Hal McIntyre pulled 1,435 persons for \$1,578.

## Hart Left His Songs As a Heritage

NEW YORK, Nov. 27.—Musical comedy lost one of its most illustrious writers when Lorenz (Larry) Hart died here Monday (22). One of the top half-dozen lyricists of the past two decades, Hart more than any single songwriter lifted the level of popular lyrics from its "June-Moon" stage to a point where witty, beautifully rhymed phrases became grist for the Hit Parade mill.

But Hart was master of more than polysyllabic rhymes. He had heart and feeling. He was able to achieve complete simplicity without the slightest surrender to the banal.

Thru the tricky rhyme schemes of *Manhattan* to the poignancy of *Ten Cents a Dance* to the elegance of *Lover* to the simplicity of *In a Small Hotel* can be traced a many-faceted, brilliant intellect; a songwriter to whom the whole fraternity of writers will always be indebted.

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## Spivak To Continue Penn's Sunday-On, Monday-Off Policy

NEW YORK, Nov. 27.—Hotel Pennsylvania here will continue its Sunday-on, Monday-off policy started with Tommy Dorsey's engagement, when Charlie Spivak opens there December 19, a Sunday.

Spivak will break the jump from Cleveland, where he closes at the Palace Theater December 16, with two nights at the Met Ballroom, Philadelphia, December 17 and 18.

## CAPITULATION, MAYBE?

(Continued from page 13)

Crosby waxings of Sunday, Monday; People Will Say, If You Please and Beautiful Morning are being matched by Columbia's Frank Sinatra recordings of the same titles, Decca's Crosby-Andrews Pistol Packing and Victory Polka (both with orchestral accompaniment) are going like hot streaks. Glen Gray's My Heart Tells Me is already showing up on the best seller lists and Jimmy Dorsey's Star Eyes is a cinch to make the top. People are saying that in another month Decca will have every record hit in the market.

Victor and Columbia will have to face additional competition from the smaller companies as well. Eli Oberstein's Hit records now featuring name bands are bound to make a dent, especially if he gets the jump on hit songs, as he may with Irving Berlin's My British Buddy which was recorded yesterday by Abe Lyman.

While Columbia has been able to keep to the front with its Frank Sinatra all-vocals and Harry James pops and instrumentals, Victor has not been so fortunate and it is unlikely that continuation of such a condition is deemed desirable or healthy. The moment it becomes intolerable, and from the pace Decca is moving that moment may not be so far off, Victor execs may decide that principle be darned, they've got to make records.

## SYMPH SHOWMANSHIP

(Continued from page 13)

Wednesday at 11:30 p.m., called Invitation to Music; the fact that it is still running after a year proves it has won a listening public.

Invitation is made truly inviting by the thought and showmanship exhibited by James Fasset, who builds the shows for the network. Fasset, too, keeps his eyes on the newspapers and when he reads that a foreign music celeb is visiting this country, there is sure to be a hand-written invitation waiting for him with an offer to play anything he likes. Nice bait to snare a name for a sustaining show.

In that manner, Fasset has been able to get such prominent gents as Sir Thomas Beecham from England; Mignoni and Guarneri from Brazil; Gretchaninoff from Russia, and Milhaud from France. The scripts written for the show point up the special occasion and another flock of dial-twisters on the prowl for live is added to the list of potential symphony patrons.

What this sort of thing has done for business at the box office is the pay-off. The subscription list of the Philharmonic here is just what it has been for years, only fair, but the amount of single ticket buyers for each performance has been spelling SRO.

## ON THE STAND

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

### Abe Lyman

(Reviewed at Essex House, New York)

ABE LYMAN is a flexible leader. When he played for the hep genre in this town who frequent the Lincoln Hotel, Lyman turned on the heat; now that he's moved his crew uptown (in the social, not purely geographical sense) he's serving it sweet.

In the 11 months that have intervened between the two bookings, Lyman has experienced almost a 100 per cent turnover in personnel among the six brass, five reeds, four strings and four rhythm. The change has not altered the quality of his music to any great degree, nor is that the reason for the change in style. The band still plays with a firm beat and the arrangements are smart, but the tempos are designed to aid business men navigate their lighter moments around the floor.

Lyman's vocal highlighters, Frankie Connors and Rose Blane, are still on hand and are still just as effective. Miss Blane tears into a swing tune with zip and zest, and Connors' dulcet tenor glides thru the ballads. Another vocalist is currently on the stand in the presence of Stanley Worth, who doubles from the saxophone section. Worth sings in the standard baritone mode that is so popular these days, and while Worth is no Sinatra, his contribution rounds out the vocal department which now gives complete coverage to the pop song output.

Lyman is in for eight weeks with options, and it shouldn't surprise if the date is extended. Elliott Grennard.

### Charlie Spivak

(Reviewed at Sherman Hotel, Chicago)

CHARLIE SPIVAK'S band today is an ensemble of beauty and good taste and bids fair to take the place Glenn Miller vacated when he dissolved his band to become an army officer. The over-arranged tunes and the unnatural strain-to-please of Spivak's original band have been replaced by simple melodic arrangements with a good beat and beautiful relaxed phrasing and shading.

A modest, almost retiring personality, Spivak wins his crowd with his sweet trumpet playing, guiding and highlighting one of the best brass sections in the business. Jump tunes that give the band a fine rhythmic lift are Swing Low, Sweet Chariot and Half Past Jumpin' Time. Ballads that showcase his sweet melodic style are I Only Have Eyes for You and Besame Mucho.

Featured soloists in the band are Fran Ludwig, tenor; Herb Harper, trombone; Sol Pace, clarinet; Jerry Greco, trumpet, and Lionel Prouting, pianist. Rhythm numbers are sparked by the arrangements of Jimmy Mundy and Neil Heftl, ex-Barnet musico, who is playing trumpet with Spivak. Bert Ross arranges the ballads.

Vocal staff includes baritone Dick Baldwin and Irene Daye, former Gene Krupa canary who looks good and sounds good. Miss Daye sings so vigorously, her style might well be adopted by some of the more anemic male swooners, but she will gain in appeal when her arrangements are scored in a way that will allow her a more relaxed delivery. Carl Cons.

### Barney Rapp

(Reviewed Hotel Clardige, Memphis)

FOUR months of USO work has not diminished Barney Rapp's effectiveness in a hotel. He still does nothing special himself, but does it with so much charm he wins the spotlight from several quite worth-while entertainers among the five saxes, four brass and three rhythm.

Band opened here with the three Moss Sisters as vocalists, who were excellent, but by the end of the engagement they were replaced by Frances Holbrook, formerly of Mitchell Ayres band, who was home here at liberty. Miss Holbrook is a nice-looking femme with possibilities, but needs a lot of development. Judging from what Rapp had done with the Moss Sisters in five months, she is in the place to get it.

Comedy work in the band is carried well by the men, Carroll Higgs, bass,

## Tunesters Head Westward As Publishers Load Up On Scores From Filmicals

NEW YORK, Nov. 27.—Unprecedented number of filmicals scores currently in publishers' catalogs is making it virtually impossible for pop songwriters to place tunes with major pubs and has tune-smiths Coast-bound in droves, figuring the best way to get a plug is first to get the song spotted in a film.

Indicating clearly the predominance of film and show tunes, 10 of the 15 best sheet music sellers and 18 of the 25 songs with the most air plugs in last week's tabulations stemmed from film or legit musicals.

Aside from the movie company publishing subsidiaries, such firms as Santly-Joy, Leeds and Bregman-Vocco-Conn are concentrating more and more on picture scores. All three are currently busy with film tunes, Leeds' plug tune spotted by three studios, Santly-Joy working on RKO's Show Business score and B-V-C pushing 20th-Fox's Sweet Rosie O'Grady score. B-V-C has been drawing so many

Fox film scores that it built up its subsidiary, Triangle Music, specifically to handle part of the filmicals crop. Triangle is currently working on The Gang's All Here. Firm has three more scores coming its way, Something for the Boys, Pin-Up Girl and Bowery After Dark.

Southern and BMI, neither of them having any official ties with Hollywood studios, are both working on Universal pix scores, Southern having Hers to Hold and BMI Hi Ya Sailor. Crawford & Chappell have their hands full with the Oklahoma and One Touch of Venus show scores.

Berlin and Shapiro-Bernstein are virtually the only major pubs currently working on pop material. And with Hollywood's production plans calling for an all-time high of over 110 musicals in the coming months there is little prospect that the heavy concentration of film material will ease up.

The situation is made even tougher for pop songwriters because disks are, as was anticipated, devoting practically all their production to film tunes. Decca, the only major recording firm operating full scale, released six pix tunes out of the eight pop sides cut under its new recording license. Classic's first four releases were all film tunes, and Capitol, which does not record much film material, included one picture tune in its first batch of releases. Since the rest of its releases are generally revamped oldies or specialty material, it offers no solace to pop writers who are heading for the Coast to get in on the gold rush.

## Expelled From Local 802, Two Take Case to Court

NEW YORK, Nov. 27.—Bert Lebow and Bernie Schmidt, music contractors for two Schubert houses who were fined and expelled by Local 802, AFM, lost their appeals to the AFM national office this week and say they will take the matter to court.

Schmidt was expelled July 15, when the 802 executive board convicted him of influencing other leaders to hire certain musicians. Lebow was fined \$1,000 and lost his membership about the same time on evidence that he extracted kickbacks from sidemen.

## Foster Band Is No More

NEW YORK, Nov. 27.—Chuck Foster band, which suspended activities couple of weeks ago after trying to carry on without Foster, has suspended for good. Efforts to reorganize once more around Gloria Foster, leader's sister, didn't work out, more and more of the sidemen receiving draft notices. Harry Lewis, arranger and manager of the band, has gone to the Coast and Miss Foster is in New York.

teams with drummer Joe Fiske in Big Noise From Winetka to pack the crowd around the stand, followed by a sock band-floorshow climaxed in a fan dance by Carroll Higgs, Jimmy Lizon and Paul Reeves. Special mention is due the fat man comic Tiny Brooks. This is the third time this reviewer has seen Tiny in action with different bands in Memphis and he seems to improve every time.

Library is well supplied and the band is good for dancing, interesting for listening. Ted Johnson.

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## War Plant Proms Using Bands But They Want Names

NEW YORK, Nov. 27. — War-plant dances, which had been helping to round out the one-night picture for band bookers, are now presenting the same problems as public promotions-bookers being pressured to supply name bands or else.

One dance, originally scheduled for last Saturday (20) by an Erie (Pa.) plant, was called off when bookers were unable to furnish a name outfit. A similar dance being planned by the Firestone plant in Akron, O., for December 13, depends on whether a name band can be found on a par with Benny Goodman, who was asked for but couldn't be delivered.

Vincent Lopez is set to play at Zembow Mosque, Harrisburg, for the Middletown (Pa.) Air Depot on December 11.

## One-Nights Helping Kenton Get in Black

HOLLYWOOD, Nov. 27.—Single-night engagements, coming at the rate of two or three a week, are keeping the Stan Kenton band busy in addition to its weekly Bob Hope broadcast. Kenton canceled months of bookings to accept the Hope show and a likelihood of winding up the year in the black seemed remote. However, he's played 12 one-night dates in October and had 10 on the books for this month.

A couple of the dates brought Kenton \$1,350 per night and others have come close to that figure on percentage.

## Eddy Howard in Middle of Chase, Union Scale Fight

ST. LOUIS, Nov. 27.—War Labor Board stepped in and effected a temporary settlement when Eddy Howard was ordered not to open at the Chase Hotel here by local union officials who were seeking a wage hike for other musicians playing at the hotel (Friday 19). Howard opened three hours after schedule.

Wage dispute involved Bobby Swain and his six-piece crew, who demanded an increase of 20 cents per hour, from \$1.90 to \$2.10. Until WLB representative worked out a compromise pending future negotiations, all musicians in the hotel were off the stand.

## Hendler New Joy Assistant

NEW YORK, Nov. 27.—Herb Hendler has joined RCA-Victor as assistant to Leonard Joy, head of the artist and repertoire department. Hendler worked on the sales promotion staff at Victor a year ago and since then has been doing band publicity on the Coast.

## ORCHESTRA NOTES

### Of Maestri and Men

SONNY DUNHAM opens his winter run at Hotel New Yorker, New York, December 13, after BENNY GOODMAN checks out December 11. . . . AL DONAHUE moves into the St. Francis Hotel, San Francisco, from January 6 thru February 16. . . . CHARLIE SPIVAK playing the Chicago Theater, that city, and the Palace, Cleveland, weeks of December 3 and 10, respectively, before opening at New York's Hotel Pennsylvania December 19 for 10 weeks. . . . BENNY CARTER set for Christmas week at the Regal Theater, Chi. . . . NAT TOWLES, Midwest colored band, signed by William Morris Agency, booked into the Apollo Theater, New York, week of December 10. . . . PAUL BOVERO, former clarinetist with HORACE HEIDT and orchestra director for the Blue Network, now fronting his own outfit at Hotel Claremont, Berkeley, Calif. . . . PVT. WALTER KING, former drummer with GRIFF WILLIAMS, leading an army band at Baer Field, Ind. . . . BILLY BISHOP switched to the Belvedere Hotel, Baltimore, after 21 weeks at the Desher Wallack Hotel, Columbus, O. . . . MORREY BRODSKY, drummer with BENNY RESH'S band at the Bowery, Detroit, inducted into the army. . . . JIMMIE VINCENT, former Stork Club maestro, fronting a small unit, playing one-nighters in New York. Combo played Newspaper Guild Canteen November 19 and is set for a repeat on Christmas eve. . . . SNOOKUM RUSSELL'S option at the Plantation Club, Hollywood, picked up for four more weeks.

## 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—

### KING COLE TRIO (Capitol 139)

*Vom, Vim, Veedle—FT; VC. All for You—FT; VC.*

The spotlight centered on the small units because of the increasing popularity of the cocktail lounges and musical bars, the Capitol label has grabbed off one of the finest combos around in this grouping that takes in King (Nat) Cole at the piano along with guitar and bass. However, the performance of the trio on wax is a far cry from their actual accomplishments. No novices when it comes to diskings, having been identified with the Decca label for many years, unit's forte is Cole's stellar Steinway artistry. But he gets little real chance to display that here, with the result that neither side impresses. Moreover, the song material is far to trite for the unit's capabilities, and Cole, who is also quite a hand at composition, could easily have shown better face with some of his originals. *Vom, Vim, Veedle* is one of those innocuous riff ditties with the lyrics dating back to the Vo-Do-De-O school of song. Taking it at a lively tempo, the threesome sing verse and chorus in unison to start the side. Guitar, with piano handling the bridge bars, carry a second chorus. King's keyboarding gets a third stanza under way but breaks into song at the bridge. Threesome pick it up for another half chorus to complete the side. *All for You*, a slow ballad, calls on Cole to carry the side with his soft singing. But its planology that sparkles in comparison to his piping. Gives voice in acceptable fashion for the starting chorus, and pounds the black and whites to start a second stanza, sharing the first half of the chorus with guitar and then picks up the wordage at the bridge to sing it out.

Save in such Chicago and Hollywood locales where the King Cole Trio has built up a large following, there is little on either side that smacks of expansive phono appeal. And even then, the performance leaves much to be desired.

### GABRIEL BROWN (Beacon 5003)

*I Get Evil When My Love Comes Down—FT; V. You Ain't No Good—FT; V.*

Strictly in the race register are these two original sides by guitar strumming and blues shouting Gabriel Brown. It's the typical race blues wordage, with the chick crossing up her chappie, wanged and twanged out vocally and instrumentally in typical race blues record fashion.

For the Deep South race locations, Gabriel Brown's outpourings toe the mark, particularly his raspy saga of his dumb and mean chick in "You Ain't No Good."

## Bronx Gets Dancery

NEW YORK, Nov. 27. — Grand Plaza Ballroom, new dancery uptown in the Bronx here, opened Thanksgiving Eve (24), with Eddie Robinson furnishing the music and the Four Ink Spots guesting. Bands will be booked thru Moe Gale office, and spot will follow a policy similar to the Savoy. Eddie Durham replaces Robinson after January 1.

## Astor Has Induction Date

NEW YORK, Nov. 27.—Bob Astor reports for induction Thursday, following his closing at the Totem Pole niter, Auburndale, Mass., Saturday (27).

## PROGRAM RATINGS

(Continued from page 6)

CBS has three, the Blue has one. Irrelevant, yet interesting, is the fact that each of the first nine programs on the TCI sell different products, and the entire list of 15 has only two competing products, soap and coffee.

The intangibles which affect ratings are potent and plentiful. Thus the *Bandwagon* jumps in its ratings, and will so affect its cost-per-point, almost everytime a long time standard name band guests a program. Thus, also, any exceptional newspaper splurge will show up in the surveys, as witness the Bergen program, which jumped six points fol-

lowing Bergen's absence due to the death of his mother.

Publicity, slot, program, all contribute to a program's success. Money helps, but brains help more. You can't buy a rating with gold alone.

## G. I. CONFERENCE

(Continued from page 3)

dressed by George S. Kaufman, who is chairman of the Community Theater War Bond Drive. He advocated War Bond performances by community theaters throught the country as a means of enhancing the value of the theater in wartime. He explained that he had seen a practical application of this idea in Harrisburg, Pa., and added that it was desirable to have bond pleaders make speeches in the intermission as brief as possible. "People leave the theater," he said, "the same day they come!"

Major James Malone, of the Theater Section, Army Special Services, and Frank Keppie, of the joint Army-Navy Commission, were other speakers at this session.

### Maxwell Anderson First Day Speaker

Speaker at the first day's luncheon was Maxwell Anderson, who acted as the conference press correspondent during his recent tour of the Mediterranean theater of war. He gave highlights of his trip and a blueprint for his new play, *Storm Operations*. Rusty Lane, who produced *The Eve of St. Mark* in London, reported on that production. Howard Lindsay explained how *Arsenic and Old Lace* had been released to community theaters for performance even tho its professional use had not been fully exploited. He maintained that there was not enough evidence to prove that managers were benefited or harmed by such early release of Broadway hits.

At the main Sunday session, David Danzig, director of USO Program Service, discussed plans to make fuller use of local talent entertainment in areas around army camps and navy posts. He advocated not only use of community theater talent, but talent in colleges, church groups, war factories, etc. Sam Jaffe discussed the position of Equity in soldier entertainment.

### 366 Khaki Plays Already In

George McConnell, of the Cleveland Little Theater and Western Reserve University, reported on the conference contest for plays from men in the armed forces. With December 1 as the deadline for receiving manuscripts, McConnell said that to date 366 scripts by 278 different uniformed playwrights had been received from all theaters of operations. One sack of 50 manuscripts were received from North Africa. Scripts, which include full-length plays, short plays, skits, musical comedies and radio sketches, will be sent to three primary judges for weeding out. These judges are Playwright Paul Green, Walter Pritchard Eaton and E. P. Conkle, of the Drama Department of Texas University. The choice of these judges will then be sent for final choice by the top panel of judges, including Maxwell Anderson, Howard Lindsay, Lynn Riggs; Rosamond Gilder, of the *Theater Arts Monthly* magazine, and John Rosenfeld, of *The Dallas Daily News*.

In addition to the play winners, McConnell said, the judges have the right to pick the most promising among the servicemen-writers for 25 post-war scholarships and fellowships at 18 universities and colleges. This offer is in addition to the cash awards of \$1,250 split into 64 prizes.

Others who addressed the conference or group discussions were John Haggott, associate producer of the Theater Guild's *Othello*; Kay Strozzi, representing actresses; John Gassner, representing authors, and Oliver M. Saylor.

The Sunday afternoon session was addressed by reps and visitors from the Allied Nations, who spoke of the theater in their respective countries. Among the speakers were Allardyce Nicoll, on leave from Yale University, who recently returned from a tour of England. He spoke on the theater at war. Mrs. Rose Quong and T. Y. Lo, president of China Film Company and chief of the China Defense Supplies Commission, spoke on the theater in China. Raymundo Magalhaes, Brazil's leading playwright, at present on loan to CIAA here; Maj. Victor George, general manager of Canada's army show; Mrs. Margarita Urueta De Villazenor, rep of the Mexican government, and Ron Randell, Australian stage and radio actor, were other speakers. Robert Magidoff, noted radio analyst, spoke on the theater in Russia.

## PEAK NITERY TAX

(Continued from page 3)

law, at 10 o'clock on the morning of the first day of the first month which begins more than 10 days after the date of enactment of the act. That's a legal brain-twister which means nothing more than that the new taxes are imposed on the first day of the month if the law is passed before the 20th of the preceding month.

Booming night club business was duly noted by members of the Ways and Means Committee in filing their report which accompanied the tax bill. Pointing out that increasing cabaret taxes from 5 to 30 per cent of the total bill would yield an increase of \$91,300,000 in revenue to Uncle's bank, the report declared:

### More Luxury, More Tax

"With the exception of a few roadhouses that have been hurt by the gasoline shortage, cabarets have been experiencing an unprecedented demand for their entertainment services. It is felt that this is more of a luxury than those services which are subject to the general admissions tax which is a minimum of 20 per cent."

In that statement, Congress explained why it had laid it on the night clubs heavier than on the theaters. However, the latter were also cited as "profiting from the expanded national income." In reporting its conclusions on the matter of general admissions, the committee said:

"An increase in the general admissions tax from 1 to 2 cents per 10 cents or fraction thereof of the price of the ticket, will raise additional revenue of \$163,500,000. Most types of amusement are greatly profiting from the expanded national income. The 2-cent rate appeared to our committee to be desirable in order to secure additional revenue and which would create no great hardship. On leased boxes, and sales of tickets outside of the box office, the tax is raised from 11 to 20 per cent of the charge."

Raising the rate of tickets sold outside the box office will undoubtedly result in an effort on the part of ticket agencies to get their prices raised, unless their fixed fee is over the cost of the ducat plus tax. At any rate, it will not stretch out any further the range between a box-office ticket and a broker's ticket, since tax on both will be the same.

Other items on which taxes will be raised under the measure and which concern showbiz indirectly are transportation and leased wire service. Railroad, Pullman, airline and bus tickets will have a 15 per cent tax in the future, rather than the 10 per cent tax now added to the cost of the ticket. Leased wires such as those used in certain radio broadcasts and by such services as Muzak, will have a tax of 20 per cent, a lift of 5 per cent. Cost of seats and berths on trains and boats will have a new tax of 15 per cent added. The old rate was 10 per cent.

Little opposition is expected to be encountered when the bill is introduced, since it was thoroly discussed in committee hearings and the Senate is understood to be in accord with its provisions.

## "ICE FOLLIES"

(Continued from page 5)

off is pratt fall on the ice as he attempts to retrieve his hat. It's a sock gag.

Individual footwork rates high as usual for an *Ice Follies* show. As a team Ruby Maxon and Bobby Blake click strongly with the customers throught. They are a smooth combination. Papez and Zwack, McCarthy and Kirby, Colson and Claudet and the Thomas Twins also come in for a good share of applause. Betty Atkinson and her baton-twirling is another hit.

For once, in an ice show, the mike system is on the beam. A quartet, made up of C. Raymond Keast, Herbert Nystrom, Margaret Ritter and Mary Reddington, do ample justice to the songs, and the timing of script reading is perfectly synchronized to the action on the ice. This is a tremendous improvement in effectiveness.

*Ice Follies* skeds a 20-performance run thru December 11, eliminating November 28-29, which are booked for boxing. This will be a record New York run for the show. Preem enthused an opening-night crowd which filled about 80 per cent of the Garden 15,000. The management could make a nice gesture by donating the shelf seats in back of the stage to service lads. The boys could see plenty from up there. The space went virtually to waste on opening night. Scale is \$1.10 to \$3.85. Bob Francis.



**Holiday Booms Chi Trade; Spitalny 62G; Ravazza 24 1/2G**

CHICAGO. — Thanksgiving Day has topped off a big week for the Loop combo houses and the ensuing three-day week-end, November 26-28, continued to draw capacity biz. Friday (26) was a school holiday and the kids turned out in droves, benefitting in particular the Oriental (3,200 seats), which had one of its biggest opening days with Blackstone's magic show. Chicago (4,000) is holding Phil Spitalny's band unit a second week, along with *True To Life* (Paramount) and should roll up another hefty session. Oriental screen has *Doughboys in Ireland*. For its first week with Spitalny, ended November 25, the Chicago attracted a fine \$62,000, playing extra shows opening week-end and on Thanksgiving. Spitalny has been a draw here for years, and this date probably marked his best gross to date, due to higher admission prices and holiday help.

Oriental, for week ended November 25, scooped up a nice \$24,500 with Carl Ravazza and band, and the Modernaires with Paula Kelly (still billed as the Glenn Miller Singers). On screen, a Blondie pic, *Footlight Glamour*.

**Balto Solid \$13,600**

BALTIMORE. — A good \$13,600 was grossed by Hippodrome Theater week ended November 24, with bill headed by Mr. Anthony (John J. Anthony), director of radio's *Good Will Hour*. Also on bill were Walter (Dare) Wahl, the Gray Family, Steve Evans, and Bert Walton. Pic, *Dangerous Blondes*.

NEW ORLEANS. — Jeanette MacDonald played to a \$5,500 capacity house at Municipal Auditorium Thursday (25) at a special Thanksgiving show offered by Irwin Poche, Auditorium manager. Every available seat was taken and almost 200 standees crowded the rear of the house. It was Miss MacDonald's second appearance in New Orleans in two years.

**Calloway, Hawkins Give Philly Best Business in Weeks**

PHILADELPHIA. — Earle Theater (seating capacity, 3,000; house average, \$22,000), getting in the heavy Thanksgiving Day biz, went over the top for the first time in months for week ended Thursday (25). With Cab Calloway's band leading an all-sepia show, gate reached a joyous \$30,000. The Chocolate-teers, Fay Canty, Ralph Brown and, out of the band, J. C. Heard and Jonah Jones, completed the roster. Screen filled with *Dr. Gillespie's Criminal Case*.

Faye's Theater (seating capacity, 2,200; house average, \$10,000), also getting the fatted Turkey Day take, enjoyed one if its best weeks ended with the holiday (25) in reaching \$13,600, with Erskine Hawkins's band for the draw. Spider Bruce and Company provided show support. Screen showed *Adventures of a Rookie*.

**Dexter, Withers Hit 26G in Hub**

BOSTON. — Biz at the RKO-Boston (3,200 seats; 44 to 99 cents) is beginning to show the pre-holiday slump. Al Dexter and his *Pistol Packing Mama* boys and film star Jane Withers drew \$26,000 week ended November 24, just above average.

Unit also included Leon Navara, Chester Fredericks and Kaye Wilson, and Maysy and Brach. Film, *Holy Matrimony*.

KANSAS CITY, Mo. — Dave Elman's *Hobby Lobby* grossed a middling \$10,000 at the Tower for the week ended November 18. Headlining acts were Betty Lou Holt and Fred Ketch. Pic, *Paris After Dark*. House seats 2,100 with tariff 35 cents, matinees; 50 cents evenings.

**Holiday Booms Stem Takes; Strand's Casa Loma, Howard, "Pursuit" 57G; Roxy Strong**

NEW YORK. — Thanksgiving gave the Stem box offices a healthy head start, which will be sufficient to overcome any off day that may come up and provide a healthy take for the week. In this category will be the Strand Theater, which changed its opening day to coincide with the holiday. Pic got far from rave notices, but opener broke the house record with a \$9,700 take. Other Stem

preem was the State, which accommodated capacity crowds all day.

The Paramount (3,664 seats, \$55,637 house average), with the third session of Woody Herman's ork and *I Dood It*, is expecting around \$53,000. Last week saw one of the worst drops in that house. Bill got a meager \$53,000 after opening to a stanch \$80,000. It seems as tho the reviews are catching up with the film.

**Blackstone \$16,500 At Louisville Nat'l; Miller Singers Down**

LOUISVILLE. — Blackstone the Magician grossed a good \$16,500 at the National (2,000 seats, 65 cents maximum) week ended Thursday (25). Pic, *Harvest Melody*.

Minus the usual name band, the vaude bill headed by the Glenn Miller Singers (Paula Kelley and the Modernaires) drew the poor gross of \$13,500 for week ended November 18 at the National. Supporting acts were Ray English, Jean Carroll, Balabanow Duo, and Randy Brown. Pic, *Submarine Base*.

**Jordan Socko in LA**

LOS ANGELES. — With Louis Jordan and His Tympany Five headlining, the Orpheum (2,200 seats) rolled up an excellent \$22,000 for week ended Tuesday (23). Augmenting acts included Selika Pettiford, Monahan and Morris, Sleepy Williams and Pop and Serge Falsch. Pic, *Melody Parade*. House has a 75 cents top.

**BURLESQUE NOTES**

**NEW YORK**

SALLY KEITH, continuing her lengthy stay at the Crawford House, Boston, suffered a third loss in her family in nine weeks. Her mother died in August; her father was killed in an auto accident in Chicago a month ago, and her grandmother, who had resided with the family since Sally was born, died November 14 in Evanston, Ill. . . . HINDU WASSAU, during Waterbury, Conn. (her birthplace), week, celebrated her birthday and Thanksgiving the same day. . . . PVT. JACK MONTGOMERY, former burly producer, being groomed for ground crew chief in the air force with Flight E, 594 T. S. S., Gulfport, Miss. He writes: "Herbie Fay and Ruth Mason came thru here recently in a USO show that all the boys raved about." . . . DONA DAVIS considering changing her Jacques, Waterbury, Conn., house from Hirst Circuit to stock shows.

MARGIE HART taking up vocal culture in preparation for a new Broadway musical. . . . FRANK PENNY, ex-burly comic, has just finished a new film, *Kismet*, for Metro. . . . ARTHUR BRYSON, thru Frederick Bros., booked the Three Speed Kings and Austin and Young for the Apollo, and the Smith Sisters for Fay's, Philadelphia. Latter are with the all-girl ork, *Sweethearts of Rhythm*. . . . BENNY (WOP) MOORE'S son, Benny Herbert, is with the navy at Sampson, N. Y. . . . FREDDIE LEWIS and Leslie Brooks, comic and straight woman, are debuting in burly on the Hirst wheel. . . . BETTY BIDDLE, dancer at the Casino, Boston, celebrated a birthday November 19 by throwing a party for the stock cast, which included Sunny Lovett, Betty DuVal, Red Marshall, Moe Gary, Margie Davis, Judy Montez, Walter Brown, Joe Savino, Sid Kramer; Jackson Sisters, Effie and Trudy; Dawn DeLees and Steve Mills. . . . BEN KORNFIELD, concession manager at the Globe, Boston, was inducted into the army November 24. UNO.

ELLA FITZGERALD is due at the Latin Quarter, Chicago, March 5. . . . SIX MARVELLETTES go into the Latin Quarter, Boston, December 26 after their date at the Town Barn, Hartford, Conn.

**IN SHORT**

**New York:**

SIBYL BOWMAN will make an off-shore tour for USO as soon as her present commitments are completed.

RAYE AND NALDI open at the Copacabana December 16. . . . STATLER TWINS head the show at the Yacht Club, new 52d Street boite, operated by Chick Goldman, of the Pic-a-Rib restaurants, and Dave Danto. Rest of the bill comprises Murray White, Marion Powers, Pearl Robbins and Ming Toy. . . . JOHNNY LONG has been signed for the Paramount starting January 17 for four weeks and options.

DE QUINCEY AND GIVENS have landed an indefinite holdover at the Dixie Hotel. . . . TERRY STONE, formerly of Stone and Victor (he's in the army), is in her eighth week at the Tap Room. \* \* \*

**Chicago:**

MAURICE AND MARYEA and the Six Willys go into the Edgewater Beach Hotel December 17 for three weeks.

GERTRUDE NIESEN, now at the Chez Paree, plays a return at the Elobamba, New York, starting December 30 at double her previous salary, and then goes into the Dave Wolper-Al Borden *Ankles Aweigh* musical. . . . RENEE De MARCO returns to the Blackstone Hotel December 17. . . . GEORGE BURKE, veteran backstage doorman at the Chicago Theater, died here Sunday (14).

DANIELE AND DANICE have opened at the 885 Club. . . . HARRY GREBEN has booked Jay Arnold, singer, with Earl Carroll's road *Vanities*. \* \* \*

**Miami:**

RAMONA renewed for four more weeks at Club Bali. Olympics, roller skaters, also opened here Tuesday (16).

RAJAH RABOID is an added attraction at the Bar of Music. Johnny Polce, baritone, and Judy Haynes, singer, are also new here. . . . JACKIE SMALL headlines the bill at the Drum. . . . KITTY DAVIS has added Madelyn Wallace's Girls (5)

**Here and There:**

TED AND ETHEL WALKER filling the Bert Levey theater time on the West Coast. . . . SAUL GRAUMAN has been held over thru December 10 at Club Trocadero, Evansville, Ind., giving him a record five-week run.

RKO OFFICIALS in Cincinnati have switched their vaude bookings from the 2,500-seat Shubert to the 3,000-seat Albee.

HANNAH WILLIAMS starts at the Mayfair, Boston, December 1. . . . PAUL REMOS AND TOY BOYS are down for the Latin Quarter, Boston, some time in January. . . . DEANE CARROLL has been renewed at Palumbo's, Philadelphia. . . . SENOR CARLOS AND CABALEROS have been signed by Bernard Burke.

HARRIET HAILE GIRLS, Tommy Sacco's line, booked into the Kentucky Club, Toledo. . . . JEAN RICHEY, at Earl Carroll's, Hollywood, the past 11 months, has finished a spot in Jane Withers' new picture, *Rhythm Revelry*. . . . LORNA TREE (formerly Lorna Tomkin), singer, working clubs and theaters in the West.

JOHNNY STRONG, nitery emcee, finished 12 weeks at MGM in *The Canterville Ghost*. . . . GILBERT AND LEE, at the Ramona Room, Hotel Last Frontier, Las Vegas, Nev., recently returned from a two-year tour of the Tivoli Circuit in Australia. . . . MARIA DEL RAYE, formerly of Antonio and Marla, doing a single in the matinee show at the Rendezvous Room, Biltmore Hotel, Los Angeles, and at Valley Lodge, North Hollywood, at night. . . . VICTOR BORGE is headlining the show at the El Cortez, Reno, along with Beth Bernay and the Del Campos. Jane Pickens and Frank Parker soon to play the spot. . . . MARVELLE MYLER currently featured at Paul Young's Romany Room, Washington.

ESTHER SILSBEE, who recently resigned as act booked at the Cincy GAC office, hopped to Chicago to serve as press agent for Bob Evans, the vent, and not as personal manager, as reported last week. Ez Keough is still Evans's agent and guiding light. Evans landed a 2B draft classification last week, and is awaiting an overseas call

from the USO. . . . COLLETTE AND BARRY are producing the floor layouts and highlighting their Little Show (now six girls) at the new Showboat, Cleveland, which is booked by Merle Jacobs, MCA. They're set there until the middle of January. . . . FRANCIS RENAULT is set with Edgar Scouley's *Hip Hip Hooray*, booked in the South for 14 weeks by Phil Tyrell, opening at Clarksburg, W. Va., November 30.

ANITA JAKOBI opened at the Orpheum, Los Angeles, Wednesday (24). . . . GENE GORY AND ROBERTA stay over at Kitty Davis's Airliner, Miami Beach, Fla., thru December 16. . . . THE GOLDEN PAIR will play Warner houses in Pennsylvania thru December 1, and open on the 10th at the Last Frontier Hotel, Las Vegas, Nev.

HIBBERT, BIRD AND La RUE go into Lou Walters' Palm Island, Miami, December 20 for four weeks and options. MARIO AND FLORIA subbing for Hildegard at the Persian Room of the Plaza Hotel during latter's attack of laryngitis. Barry Wood pinch-hitted on her air show. . . . ELLA MAE MORSE signed for the Strand January 31 on the Charlie Barnett display.

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# CUT-RATE TOURISTS STILL HERE

## Long-Term Contracts Force Hotels, Cafes To Cater to Strip Buying Out-of-Towners

NEW YORK, Nov. 27.—Wartime prosperity hasn't diminished the parade of bargain hunting tourists who buy complete entertainment rounds at cut rates to include a stay at a midtown hotel, a nitery session and an evening at a vaudeville. But they are getting less attention than in previous years.

As much as this type of patronage is being discouraged, the bargain buyers keep coming in record-breaking hordes.

Reason for continuation is the long-term contracts signed before the war, when cafes and hotels needed the visiting firemen to fill rooms and nitery tables. Most contracts with out-of-town travel bureaus still have some time to run. Those that have expired are not being renewed, and if the war lasts long enough, those now buying strips will have to pay full freight for a New York stay.

Long the bane of waiters who resent the sub-standard tips, the cafe ops who could use the space for a freer spending clientele, and the innkeepers who are hard pressed for space, the tourists still have a wide range of clubs and hotels because of the prior pacts. Inns include those of the Dreier chain, Pennsylvania, Victoria and Taft among others, while the Hurricane and Leon & Edlies are on the cafe list.

The only compensating feature for niteries on this deal is the fact that the cut-rate customers converge at dinner time when most have some available tables in the less desirable sections.

However, nitery ops are forcing them to spend the difference between the face value of the coupon and the minimum. This usually results in a beef by the customer, but it causes little worry among the nitery impresarios.

Perhaps the only compensation is the fact that most of the customers just come for dinner and show. In this era of liquor shortages it's a break for the operator.

The problem, however, is most acute for hotels. They lose considerable sugar when a heavy crowd holding coupons come in, as the rooms can be sold at regular rates at all times. But there's little they can do about the situation at

this time, as they are obligated to live up to the contract terms.

The theaters suffer least on the set-up as they can be accommodated after a short wait for seats.

The only beneficiary are conductors of rubber-neck tours, one of which is usually provided for in the block buy. Before the gas shortage tourists were driven about in a bus, but since the Office of Defense Transportation no longer permits sight-seeing busses, they are shuttled around town by subway and by foot—which represents a considerable saving for the see-the-town boys.

## Big Talent Nut for Walters' Florida Spot

MIAMI, Nov. 27.—Lou Walters will reopen his Latin Quarter on Palm Island December 22, with a floorshow to equal anything he has done here before. A heavy bank roll will be expended for each show. Joe Candulla has been signed to conduct the ork. The bill announced so far includes a chorus of twelve fems, Rolly Rolls, Doc Marcus, Hibbert Byrd and LaRue, and Cecile Joy.

Ike Levy has signed Dacita and her ork for the opening of his new Monte Carlo spot December 8. Sam Barken with his new Beachcomber will enter the scene December 20 with Maya and ork.

## Nathan Leaves Horseshoe

NEW YORK, Nov. 27.—Ted Nathan has resigned as Diamond Horseshoe flack to go into war work. Irene Mirabella is the replacement. Prior to his Horseshoe job, Nathan was executive secretary of the Cafe Owners' Guild and promotion manager for the Dreier Hotels.

## Fast Transport To Style Vaude's Post-War Set-Up

(Continued from page 3)  
American acts and agents can step in at practically their own terms.

### Scramble for Talent

The high prices that agents see for acts abroad will have a direct effect in maintaining the high salaries in this country, they claim. With so much additional time opened up by fast transportation, houses all over the world will compete for attractions, and consequently they see the possibilities of maintaining present levels.

As for vaude in this country no inroads are seen. Theaters with audiences educated to vaude and band policy will have to continue with about the same pattern of entertainment. In addition, new live entertainment fanciers have been developed by the USO-Camp Shows, Inc., in taking vaude bills before troops, among which are many who have never before seen flesh shows. In addition, rural communities will, at a future date, have sufficient air transport facilities to make a night of it at some distant metropolises.

Helicopter taxi service will not be something confined to the pages of *Popular Science*. In fact, Carl Erbe, press agent and part owner of the Zanzibar, commissioned an architect to draw up plans to make the club roof suitable for gyro landings. That dream world excursion saw practical returns immediately—it made space in the papers.

Even television, which some quarters feel is calculated to bring about a decline

## But Where Will They Eat Their Lunch Packs?

PHILADELPHIA, Nov. 27.—Bill Israel, manager of the Earle Theater, is going to make dead certain that Frank Sinatra fans won't come early and stay late when Sinatra comes in for the December 17 week. In order to insure a turn-over for each show, Israel is going to close the box office at the start of each stage performance, selling tickets only between shows. In that way he aims to be able to clear the house after each show and get a fresh turn-over.

Such maneuvers are more than necessary with the Sinatra booking, as the swoon king is to split 50-50 with the very first dollar against a \$15,000 guarantee. With such complete turn-overs for the five and six shows each day, Earle figures it can do \$52,000 on a capacity scale, which would have Sinatra taking out \$26,000 for the week, representing an all-time high for the house.

## Heavy Schedule for Paradise, Detroit

DETROIT, Nov. 27.—Paradise Theater, only Detroit downtown house now on a regular flesh policy, is now well set to February 1. According to Lou Cohen, co-operator, the house will be able to continue without booking interruptions until May, when it will close again for the summer.

Ethel Waters, Al Cowans and His Musical Madcaps, and Nat Towles' Band, are in this week. December 3, Erskine Hawkins; December 10, Tiny Bradshaw and Lil Green, and Billy Eckstein; December 17, Louis Jordan; December 24, Ella Fitzgerald, and Eddie Durham's all-girl orchestra; December 31, Louis Armstrong; January 7, Benny Carter and His Hollywood Orchestra; January 14, still open; January 21, Ink Spots and Cootie Williams's orchestra; January 28, Count Basie, and February 18, Charlie Barnet (tentative).

in performer employment, will do no such thing. It is claimed that this medium will provide added work for vaude acts, who will probably become the backbone of video.

### Exchange as Snag

This post-war prosperity vision, according to indications, will last for some years. Eventually they figure on competition from European acts, once they develop new blood in the field. This will be particularly true of South America where, prior to the war, competition from Swedish, French and German acts was especially keen. But until Continental acts develop, the gringo turns are figured to be the drawing card in south-of-the-border countries.

There is one fly in the ointment. Agents who did business abroad prior to the war say that monetary adjustments will have to be made. If the franc is pegged at too low a point in comparison to the dollar, it may be impossible to get long-term engagements in France. The same applies in other countries which have a lower monetary standard than the United States. For that reason nations with low dough units may be forced to trade with each other. But that, according to the agents, is a post-war possibility and will not take place until the war-torn countries reach peak show business development.

So with more acts around and with infinitely more playing time, vaude folk are conjuring visions of one of the most prosperous eras in show business.

## Philly AGVA Oks Bookers to MC --For Duration

PHILADELPHIA, Nov. 27.—Growing shortage of performers, particularly in emcees, has forced the local AGVA chapter to relax on its ruling forbidding bookers to perform unless a stand-by is engaged for their act. Club bookers in particular, who used to emcee their own shows, complained that it is virtually impossible to find enough emcees to meet the demand. With acts demanding more money for club dates, there is not enough left to pay for a stand-by act. Recognizing the acuteness of the shortage, AGVA has let the bars down and bookers may now emcee their own shows. However, the lifting of the ban is only for the duration, warned Dick Mayo, AGVA executive secretary.

### Permit Needed in Chi

CHICAGO, Nov. 27.—Locally, bookers and agents must secure a working permit from AGVA before they can double in a show, according to Jack Irving, the union's Midwest head. However, a talent shortage reason will not be accepted as sufficient cause for working as a performer, Irving adds, for a bona fide performer can generally be found to fill in. "And if no performer is around, I'll take the job myself," cracked Irving, a former emcee and singer.

## Roxy Stores Up Names; Richman Raye, Fay Inked

NEW YORK, Nov. 27.—Roxy has lined up enough headliners to last until February. Latest to be inked is Martha Raye, who goes in during January, while Harry Richman, whose recent local vaude appearances were at the State, switches to the Roxy for \$3,500. No date has been assigned him.

In addition, Sammy Rausch, house booker, has pacted Frank Fay for the next show, Phil Baker to be used during February and Bill Robinson to headline with Jimmy Dorsey on the holiday display.

## Film Firms Agree To SOPEG Dicker

NEW YORK, Nov. 27.—Major film companies have signed a stipulation with the Screen Office and Professional Employees' Guild, Local 109, agreeing to negotiate for a new contract to replace the pact which expired in July. Any wage increases granted by the new agreement will be retroactive to October 4.

Pic firms agreeing to the negotiation stipulation are Loew's, Columbia, 20th Century-Fox and Movietone News, and RKO. They will be represented by a joint committee and will attempt to reach a satisfactory system of classifications for the office workers in the New York bases of the film firms.

Any contract mutually approved will have to get the sanction of the War Labor Board.

## Coscia To Sherman To Replace Aldrich

NEW YORK, Nov. 27.—Phil Coscia, for many years an indie agent, joins the Eddie Sherman office Monday (29) to replace Mickey Aldrich, who goes over to the Paramount Booking office to assist Harry Levine, talent setter for the circuit. Levine's former assistant, Milton Berger, left to join Harry Romm, act department head of General Amusement Corporation.

## Unions, COG Ask Senate To Kill High Cafe Levy

NEW YORK, Nov. 27.—A delegation of theatrical and trade unions, along with nitery reps will converge on Washington Thursday (1) to testify against the proposed hike in cabaret taxes before the Senate Finance Committee.

The committee will include spokesmen from the American Guild of Variety Artists, Central Trades Council, American Federation of Musicians, AFM Local 802, Local Joint Executive Board representing waiters and cooks, Cafe Owners' Guild and the Artists Representatives' Association.

The committee will seek to have the proposed 30 per cent tax on nitery bills whittled down to a parity with the increase in theater admissions.

Noah L. Braunstein, COG attorney, said that niteries were willing to take a 10 per cent tax increase which is the figure tacked on to the theater admissions. According to the terms of the bill passed by the House, niteries are nicked with a 500 per cent hike from 5 to 30 per cent of each bill. The cafe ops are willing to settle for doubling of the present levy.

They will testify that any greater increase will kill the industry and force the shuttering of many spots.

### Hotel Statler, Terrace Room, Boston

Talent policy: Show and dance band; relief combo; shows at 7:45 and 11:30. Management: D. B. Stanbro, hotel manager; Victor, room manager. Prices: Dinner a la carte, \$1.45 to \$2.75. Drinks, 50 to 75 cents. Cover charge after 9:30, \$1.

In an already successful attempt to cash in on the lush after-dark business in the Hub, the Statler has gone all out on style. New Terrace Room is now one of the best looking spots in town, offering Ted Straeter's swell band for dancing and show backing, and a couple of classy acts for entertainment.

Decor is simple but highly styled, with dark colors contrasted against flat white. Room, with two adjacent cocktail lounges (one with bar), is spacious and well planned. The capacity (perhaps 300), the moderate prices and low cover, plus attractiveness of the spot, should make for a rushing and continuing business.

Opening (October 28) offered Renee DeMarco and the Three Escorts. Versatile dance team of Fay and Gordon, and magician Gall Gall followed November 15. Dance team seemed a trifle uncertain at first, but quickly worked into a swooping rumba with many spectacular lifts. A music box novelty, obviously patterned after the *Nutcracker* ballet of Tchaikovsky, was nicely cut. A violent, angular Argentine dance and a vignette-like finale completed the list. Male member's intros rather stuffy. But team's work is clean and imaginative. The girl is a stunner.

Gall Gall's magic calls for more intimate surroundings. But still he garnered laughs and co-operation without trouble. His card tricks are too complicated for boozers to figure. Puts them across with plenty of showmanship and without the usual corny gags. His patter is ingenuous and straight. But it gets sympathetic laughs.

He works fast, using cards, chicks, brass cups and coins. Finally enlists audience participation in making the chicks appear in naval officers' coat pockets. Got laughs without unduly embarrassing the officers.

The Ted Straeter band is a honey, of-

## NIGHT CLUB REVIEWS

fering every kind of tune in the most danceable arrangements that still have a fresh, bright quality. Employs three fiddles, bass, piano, rhythm and five winds much trading back and forth from flute to sax, to bass clarinet and regular clarinet. Thus a lot of variety and color is obtained, without using too large a band. Straeter's ivory work is slick and his singer, Kitty Crawford, is both pretty and capable. Bill Riley

### Palmer House, Empire Room, Chicago

Talent policy: Production shows at 8 and 11:30; little show at 10; dance band. Management: E. T. Lawless, managing director; Victor Hagner, room manager; Al Fuller, advertising director; Merriel Abbott, producer. Prices: Minimum, \$3 and \$3.50 (week-ends); dinner from \$3.

In these talent-famine days (including, in particular, the acute shortage of good line girls), the Empire Room's problem to match current bills with highly acceptable shows of preceding seasons is herculean. New revue is a typical example, because most of the Abbott Girls, an Empire Room trade-mark for 10 years, are new and below the high mark set by original Abbotteers. Some of them look too young and inexperienced to work this type of job, and the net result is unfortunately reflected in the two routines—*Ballet School* (opener) and *All-American Girl* (next to closing number). Most of the surrounding acts suffer indirectly, because of this condition. Opener has Leon Fokine, ballet teacher, in the role of instructor, and makes no effort to be a performer—which doesn't help the routine. In the other number, uniformed men help out the kids in a canteen idea, but the thing lacks punch.

Mack Lathrop and Virginia Lee, musical comedy tap team (here before), are on early with their familiar walking-dancing act. They dress well and look good, altho Miss Lee's pajamas outfit in the first number is a bit dated. Both put plenty of showmanship in their work.

Walton and O'Rourke, puppet act, also play a return date, introducing as a closing bit a love bug novelty, working them on ringside tables. More intimate surroundings would help this gag—and it certainly should not be worked in this classy room as an intermission feature, as it was worked on the night the show was caught. Boys still use a small platform, featuring a Negro piano team, Stepin Fetchit type, Harlem j-bug team, and a skeleton pair. Act drags in spots, but is still novel.

Dean Murphy, the headliner, starts slowly in the final show spot with his polished mimicry, but when he is thru, he leaves the unquestionable impression that he has mopped up. The guy stops the show cold. As soon as he reaches his Jimmy Stewart, he has things well in hand, and they become increasingly in his favor with FDR (and there isn't a better floor FDR in the business), Hildegarde, Eleanor and the clever "just what is hell" encore. For polish, few in the game can beat him.

Little show is dull. It is composed of a couple of band numbers, acro specialty by Ruth Schriver (of the line) and a pop song set by Rita Oehman, intimate style singer, who is misbooked here.

Griff Williams remains on the bandstand thru January 13 when he leaves on a theater tour (if not in uniform by then). He will be followed by Ran Wilde, and a return date of Hildegarde. Sam Honigberg.

### Greenwich Village Inn, New York

Talent policy: Dance and show bands; floorshows produced by Mildred Ray at 8:30, 12 and 2. Management: Lou Taylor, manager; Ed Wiener, publicity. Prices: Minimums at \$2.50.

The Broadway crowd has a good incentive to taxi down to the Village, what with Benny Fields topping the display at this spot. Aside from the attraction of Fields, the Inn has one of the strongest supporting line-ups seen here for some time, with Floria Vestoff holding over, and Rosita and Deno and

Rita Montoya buttressing the proceedings.

Fields, as usual, brings out the desire to applaud long and loud, and when in top form can't get off the floor in less than 45 minutes. At the opening show, with a heavy crowd banking the tables, he ran that length of time, but it couldn't reasonably be called overstaying, as he had to make a beg-off speech in order to exit. The audience could have easily taken a few more tunes.

Material is again top-notch. He has added a few more patriotic numbers to his repertoire, including a novel arrangement of *Over There*, and introduced a few new tunes.

The rest of the show is similarly strong audience fodder. Floria Vestoff repeats her excellent footwork with a clearly defined set of taps to make a good impression, while the other dance feature is the forte ballroom work of Rosita and Deno. This pair has a potent set of routines, with lifts spins being pulled off to good advantage. The lad here is a powerfully built citizen and handles the gal with ease. Wind-up taking earned bows.

Rita Montoya has a pleasing pair of pipes with personality to match, but needs guidance in selecting her numbers. Aside from her opening, *Brazil*, tunes didn't mean much, but managed to pull them over with good terp interpolations.

The Mildred Ray Girls are still around to do the production numbers. Joe Cohen.

### Chase Club, Chase Hotel, St. Louis

Talent policy: Dance band; floorshow at 8:30 and 11:30. Management: Harold Koplak, managing director; Andy Dellas, maitre d'hotel. Prices: Minimum, \$1.50 weekdays; \$3 Saturdays and holidays.

Show here is fast and exciting, and one of the finest in town. Eddy Howard, whose boyish enthusiasm and honeyed voice has won him a multitude of fans, emcees the show. Opens by featuring his band, and Hil Radtke's piano on *High Hill Boogie*, after which Roy Bast steps down from the sax section to offer *Back Home in Indiana* and *She's From Missouri*. Howard joins trombone section on the latter number and the orchestra offers some neat ensemble work. *Short, Fat and 4-F* is presented unenthusiastically by Howard's oversize trumpet player. Next comes a not-very-funny version of *Pistol Packin' Mama* with most of the band bedecked in silly hats and joining in the chorus. Not much value to the number and bill would benefit by cutting it out entirely. Howard then offers a medley of pop songs, clutching and stroking the micro-

phone like you-know-who. Femme patrons receive his offering with wild acclaim and his song medley could have continued indefinitely.

The Albins offer routines of satiric ballroom dancing that represents the tops in their line. Facial mannerisms are funny, dances refreshingly original and clever. Scored a solid hit, and forced to do several encores. Nelson Sisters (2) do acro work on trapeze. Gals are attractive and offer plenty of difficult tricks on the swing.

The Zodiac Room of the hotel has a strong and solid clik single in Jean Carroll, who is one of the brightest comediennes of the day. Opening her first club date here, the gal has a wealth of special material and is a natural for intimate, sophisticated rooms. Besides originality, she has looks and an innate sense of showmanship. A big hit, she won plenty of new friends here. C. V. Wells.

### Club Charles, Baltimore

Talent policy: Shows 11 and 1; matinee Sunday, 4; show and dance band. Management: Moe Levy, Cy Bloom, Louis Baumel; Miles Baumel, managing director; Marcus Golden, general manager; Sol Tepper, booker. Prices: Minimum, \$1 (\$2 week-ends); drinks, 60 cents up.

Paddy Cliff, Irish tenor and swinger of classes, is terrific in his return en-

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Strand, New York

(Reviewed Friday Evening, Nov. 26)

Old favorites fill the stage bill this week and apparently still have plenty of drawing power...

The music is in the hands of Glen Gray and his Casa Loma outfit and, altho they start out with a touch of pep...

The Berry Brothers are back with their fast, flash eccentric terping and keep the joint jumpin' while they're on stage...

Willie Howard has been a lot better than he is this week. His two standard oldies—the French lesson and the Union Square spiel—drag noticeably...

As far as the crowd is concerned, the top spot this week is Paul Remos and His Toy Boys. The pint-sized performers hit the applause jackpot...

Ork closes with the Army Air Corps Song, complete with waving flags and somewhat jerky planes moving against the backdrop.

Pic, Northern Pursuit, with Errol Flynn. Frank Gill.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Nov. 24)

This spot continues its band policy with Frankie Masters' orchestra, fresh out of a long run at the Biltmore Bowl...

Masters' ork (five reed, five brass, three rhythm) is not the type of band that throws a heavy show. Maestro works hard to put pep into the numbers...

VAUDEVILLE REVIEWS

Last Night is more suited to her style, and her work on it is creditable. Have I Stayed Away Too Long? finds Miss Myles...

Anita Jakobi, acro dancer, turned in a nice performance. Spot somersaults and cartwheels are featured. Has good sense of rhythm.

The Chords use Juice Box Saturday Night to bring in their imitations of Clyde McCoy's hot trumpet, Horace Heidt's band, Henry Busse's Shuffle Rhythm and Tommy Dorsey's trumpet...

Joe Wong supplies clever comedy with his clowning and a swell musical interlude with his vocalizing. Wong, garbed Orientaly, imitates Bing Crosby, and the Ink Spots on If I Didn't Care...

Pic, Find the Blackmailer. Crowd slim at show caught. Sam Abbott.

Earle, Philadelphia

(Reviewed Friday Afternoon, Nov. 26)

A right tight band show, with Ina Ray Hutton setting the downbeats, gives the Earle coterie a rhythmic session very much to their likings...

Quite a feat Miss Hutton performs in being able to round up an aggregation of young kid tootlers (15) who can really toot. Show gets off to a peppery start...

For some reason, and obviously a good one, the band shuns the spotlight in confining its talents to background chores. Jack Purcell, guitarist, gives out with some fiery fingering for China Doll...

On his own, Foster scores solidly for his romancy and swoon-styled word-slinging for Without a Song and a medley of torchy chants of yesteryears.

Miss Morse, in the closing spot and making her first personal in this burg, is solid all the way. In spite of her restraint and reserve in appearance and presentation, gal is a true sultry chanteuse...

Also in keeping with the show pattern, and to show-stopping returns, are the Kim Loo Sisters, jivin' China dolls. Their rhythm singing and harmonies strike home in happy fashion for Victory Polka...

For added measure, giving the running a nice comedy touch, is Walter (Dare) Wahl and his male foil for a fast session of pantomimic acro feats...

Show runs 48 minutes, and could easily have included an ensemble band number. Fired Wife on screen. House packed at late afternoon show caught. Maurie Orodener.

State, New York

(Reviewed Thursday Evening, Nov. 25)

This holiday layout is a smooth job of vaude booking, show being enhanced by one of the top comics in the business. Henny Youngman, in his capacity as emcee...

Youngman's last few dates have been marked by his emergence as one of the top funnymen of this day, and one who can hold his own with the highest priced jokesters in this field...

kept up a steady succession of laughs to give this show a solid bolster.

Rest of the display constitutes good vaude, with only one sagging spot. Helen Parrish, of the films, after a few moments of chatter with Youngman...

Making its first Broadway vaudefilm appearance, Paul Martell's ork manages to get a good reaction, impressing as a pleasant-enough band, altho lacking the showmanship that would put it into the upper class...

Also new on the street are the Three Welles, fresh-looking two-girl-and-boy acro team, alternating with dance interpolations. Trio works smoothly and with sufficient speed to keep the audience interested...

Fred Roner proves himself a polished gonniff. Getting three men from the audience on stage, he has little difficulty in lifting their valuables and amusing the pewholders with a spirited line of chatter...

guy's suspenders best. He walked off to a formidable mitt.

Completing the line-up is David Allyn, the ork chirper, who swooned out Close To You and All or Nothing At All to healthy returns.

The dog on the screen is the first run of The Heat's On. Capacity house when caught. Joe Cohen.

Olympia, Miami

(Reviewed Wednesday Afternoon, Nov. 24)

Dave Tyler and ork open with a special Thanksgiving overture of pops and oldies, getting a big hand. Manager Al Weiss Jr., smoothed out the program by shuffling the acts after the first show.

Jans and Downes, doubling from Club Ball, open with a conventional adagio. For an encore, the fem does an acrobatic doll stunt which gained the duo sound applause.

Stubby Kaye, the biggest emcee to appear here in a long time and a reminder of the late Frank McIntyre, has a good line of gags, some on the ancient side. Also does numerous impersonations, clicking nicely.

Charles Carrer, a clever juggler, made a decided hit, even tho he missed a number of tricks at show caught.

Gene Gory and Roberta, headlined here for the second time in less than six months, lose nothing in being seen

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traditional Anniversary and Holiday Greetings Number]

EACH year for more than forty-five years during the Christmas-New Year Holidays The Billboard has published a special Anniversary and Holiday Greetings Number. In this number outstanding stories and articles by leading show business authorities were featured along with comprehensive reviews of the year in every branch of the show business. In this number, too, hundreds of acts, band leaders, singers, radio networks and stations and show business organizations bought advertising to congratulate The Billboard on its anniversary and to extend season's greetings to the show business at large.

In this crucial war year, however, The Billboard is replacing its traditional Anniversary and Holiday Greetings Number with a special BONDBARDMENT Number. This number will carry a complete SHOW BUSINESS AT WAR section which will feature articles by show business leaders and by editors of The Billboard on the great part the personalities and organizations in show business have played and are continuing to play in the drive toward victory.

The Billboard Bondbardment Number will not carry Anniversary and Holiday Greetings advertising!

The Billboard urges every show business personality, every show business organization, to spend the same or a greater amount of money than they would be spending for an advertisement in The Billboard's Anniversary and Holiday Greetings Number for an extra War Bond. Checks or money orders for the purchase of these bonds, made out to the Treasurer of the United States, will be collected by The Billboard. The Billboard will handle the purchase of the War Bonds, and, of course, the bonds will be delivered to the original purchaser.

All buyers of bonds in this special Billboard BONDBARDMENT drive will have their names listed in specially designed pages in the SHOW BUSINESS AT WAR section of the BONDBARDMENT Number of The Billboard with the following legend:

"The show business personalities and organizations whose names appear on these pages purchased EXTRA War Bonds in amounts equal to or exceeding money they would ordinarily have spent for anniversary and holiday greetings advertisements in this issue of The Billboard.

"Checks for the Bonds have been turned over to the United States Treasury, and Bonds are now being delivered in person and by registered mail to the purchasers.

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often. Gene plays the violin and indulges in original comedy. Obliges with many encores, and is a show stopper. Roberta contributed her star dance and was liked.

LaLage, star of Ringling circus aerial ballet, opened her vaude season here. Wowed with her 60 one-arm plunges. A swell act on any program.

Pic, *Hostages*. Biz very good this show. L. T. Berliner.

### National, Louisville

(Reviewed Friday Afternoon, Nov. 26)

Southpaw violinist Johnny Long has a show that packs a wallop, particularly with the jive fanatics. The house—far over average at opening performance—couldn't seem to get enough of his ride arrangements, his personality, plus his vocalists, Patti Dugan and Gene Williams.

The rides include a bang-up version of *Hallelujah*, with drum and trumpet tricks featured, and a wow *Three o'Clock Jump*.

La Dugan knows the answers when it comes to putting over a song, and proves it with *Choo-Choo Baby* and *Either Too Young or Too Old*. A looker with a lusty set of pipes, the canary could have done a few more tunes without making anybody mad.

Gene Williams, with much the same style but minus the hungry look of Frankie Sinatra, drew plenty of squeals from the down-front femmes with *All or Nothing at All* and a medley of *It's Always You, I Heard You Cried Last Night* and *Paper Doll*.

Band drowned out its vocalists at several points, and treated two other vaude acts not too nicely.

Hal Sherman got generous response with his rubberleg hoofing and line of patter, which sometimes was in fairly good taste.

Sally Joy and Mascot, gal and dog tumbling act, is an okay ice-breaker. George Lamason.

### Review of Unit "Hobby Lobby"

(Reviewed at Tower Theater, Kansas City, Missouri)

Dave Elman's *Hobby Lobby* features Betty Lou Holt and Fred Ketch. This bill has possibilities, and a couple of replacements might make this a highly entertaining show.

The emcee spot is adroitly handled by Marlon Boyette, who, contrary to emcee tradition, sells the acts without resorting to moth-eaten jokes. He starts the show by explaining the bill's tie-in with radio's *Hobby Lobby*, then introduces Renee Melva, who thumps the xylophone to *I Got Rhythm* in a mechanical and uninspired fashion. She closes her act with *People Will Say We're in Love*, played on whisky bottles filled with water.

Marie Lopez follows with a Cass Daley delivery of *Old King Cole* and *Tisket-a-Tasket*, exemplifying that old gag, "If you can't sing pretty, sing loud." She uses all of Daley's tricks, such as wrapping herself around the mike and sticking her teeth out, with poor effect. The p-a. system and the audience took a beating on this turn.

Glen Camp really opens the show with his dog act which carries much heart appeal for the audience. This act features a blind dog playing the drums and another dog playing *Home, Sweet Home* on the piano. Smart and clever act. Camp and the dogs took bows.

A crippled boy, Happy Wilcox, tap dances to *Song of India* on crutches. His dancing is amazingly good and he doesn't miss a lick during his entire turn. A real applause getter.

Emsee Boyette and Floretta Boyette follow with a mental-magic act. Pleases the audience with the mental telepathy act, the emcee touring the audience calling objects for Floretta to identify in rapid-fire fashion. Boyette closes his turn with a single on the magic business, conducted in a light and entertaining vein.

Pretty and vivacious Betty Lou Holt gives the audience a huge lift with her graceful and difficult acrobatic dancing. With winning personality and showmanship, she features a front somersault and complete twist and a one-legged back somersault. She really sells, and at the finish of her turn had the audience off its hands yelling for more.

Easily the feature of the show is Fred Ketch and his dummy, Sergeant Jerry. This ventriloquist act is clever and up to date. Ketch is a master of the art of

### Steaks for Corn

MINNEAPOLIS, Nov. 27.—A 10-minute daily stint has been bought by Curly's night club over WMIN here to cash in on its inimitable gagster, Jimmie Hegg, and on its abundance of good steaks.

Hegg has built an audience on his corny style of jokes. So he ties in well with his *Gag Contest*, 7:05-7:15 p.m. nightly from Curly's. Listeners send gags which are read on air. Applause meter picks winner who is rewarded with two steak dinners.

### No Booze, So Flint Spot Pulls Shows

FLINT, Mich., Nov. 27. — Mayor Or Kelly's Flint Athletic Club is pulling its floorshows December 5 due to the scarcity of liquor. Because the spot can't do all the liquor biz possible, it has become unprofitable to run shows. Bills included four acts and for the past few weeks were booked by Eddie Sligh, of GAC, Chicago.

Club will remain open and will employ Al Riley's ork, local outfit.

SALISBURY, Md., Nov. 27. — Liquor rationing will become effective November 29 to halt runs on the Wicomico County Liquor Dispensary. From that time on liquor will be sold by ration card only to bona fide residents of the county.

### May Reopen Fort Worth Nitery During Stock Show

FORT WORTH, Nov. 27.—The old Pioneer Palace, the night club of Texas Centennial Exposition days that began in 1936 and continued four years, may be reopened as the dine-dance spot for the Southwestern Exposition and Fat Stock Show, March 10 to 19. Show, because its Silver Spur Club and exhibit buildings are used by war workers, will move to the Will Rogers Memorial Coliseum next year.

Near the Coliseum is the available city-owned Pioneer Palace.

PERRY AND BENNETT FRANKS, of the Four Franks, have been classified 4F. Act will continue intact. . . . THOMAS, of Theresa and Thomas, in the air corps. Partner will do an acro single.

ventriloquism. Sergeant Jerry is an impish-looking dummy, dressed in an army uniform. Ketch caps a fine performance by singing a falsetto duet which creates the illusion that he is singing lead to *How Dry I Am*, with Sergeant Jerry singing tenor.

Seymour and Eddie close the show with skillful renditions of *Powerhouse* and *Czardas* on the choral-harmonica and the chromatic harmonica.

Pic, *Paris After Dark*.

Bob Richardson.

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Pittsfield Cirk Closes Owing ActsDay's Dough

NEW YORK, Nov. 27.—Affairs of the indoor circus at the Pittsfield (Mass.) Armory are still in a snarl as Joe Daly, promoter of the affair under auspices of the Pittsfield National Guard shuttered shop Saturday (20) owing performers a day's salary.

Utopian Post-War Detroit Nitery-- If Plans Jell

DETROIT, Nov. 27.—Carl Oglesbee, proprietor of the West Side Club Haymarket, is stepping out with plans for a super nitery to be erected immediately after the war, which will be an enlargement of his present spot.

Rosenthal To Be Inducted

NEW YORK, Nov. 27.—Mortimer S. Rosenthal, associate counsel of the American Guild of Variety Artists, has been ordered to report for induction December 10.

FRANK WEATHERFORD, manager of the chain of Fort Worth's seven Interstate Theaters, will report to Camp Wolters, Tex., December 13 for induction into the army.

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.

- (Routes are for current week when no dates are given)
A
Adair, Yvonne (Leon & Eddie's) NYC, nc.
Adler, William, Ensemble (Rainbow Lounge) NYC, cl.
Albins, The (Chase) St. Louis, h.

THE ANGIE BOND TRIO AMERICA'S FINEST Girl Instrumental-Vocal Act.

Bond, Angie, Trio (Aquarium) NYC, cl.
Brewster, Pat (Chicago) Chi, t.
Brinson, Carl (Blackstone) Chi, h.

- C
Capp, Marjorie (Romany Room) Washington, nc.
Carliste, Charlie (Bowery) Detroit, nc.
Carroll, Deane (Palumbo's) Phila, nc.

- D
Dainty, Francis (Fairmont) San Francisco 1-11, h.
Daniels & Danlee (885 Club) Chi, nc.

- E
Emerson, Hope (Ruban Bleu) NYC, nc.
Emilee, Andre (Leon & Eddie's) NYC, nc.

- F
Faust, Johnny (Club Royale) Detroit, nc.
Fay & Gordon (Statler) Boston, h.

- G
Galante & Leonarda (Troika) Washington, nc.
Gale, Leonard (RKO-Boston) Boston, t.

- Gallus, John (Show Boat) Cleveland 26-Dec. 9, nc.
Gardner, Grant (Papiano's) Salt Lake City 1-11, nc.
Gaudsmith Bros. (Earle) Washington, t.

- H
Harrison & Fisher (Latin Quarter) NYC, nc.
Hartmans (Waldorf-Astoria) NYC, h.

- I
Ink Spots, Four (RKO-Boston) Boston, t.
Jaxon, Great (Grand) St. Louis, t.

POLLY JENKINS AND HER MUSICAL PLOWBOYS

Jordan, Mrs. Louis (Lincoln) Los Angeles, t.
Jules & Webb (Mayflower) Akron, O., h.

JOHN BARRY NOW—6th Wk., Baker's Skytop Club JACKSONVILLE, FLA. JOLLY JOYCE Earle Theater Bldg. PHILADELPHIA, PA.

- K
Karon, Maria, Musicales (Plains) Cheyenne, Wyo, h.
King, Dolores (Zanzibar) NYC, nc.

- L
Lane, Muriel (Henry Grady) Atlanta, h.
Layton's Dogs (Tic Toc) Boston, nc.

- M
McGowan & Mack Ice Revue (Chase) St. Louis, h.
(See ROUTES on page 58)

O. D. MACK THEATRICAL ENTERPRISES HARRY McKAY

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STANDARD AND NOVELTY ACTS WANTED (in fact, any good act desired!!) for Night Clubs, Conventions, Banquets and Theaters. Write—Wire—Come In! RAY S. KNEELAND Amusement Booking Service A.G.V.A. Franchised 418 Pearl Street BUFFALO 2, N. Y.

Now Booking En Route to the Coast BOBBE CASTON Starting March 6 from Detroit Exclusive Management ROLLO S. VEST ENTERPRISES 1715 St. Antoine St. Detroit 26, Mich.

ACTS BREAK YOUR JUMP. ONE TO FOUR WEEKS' WORK. ALL WEEK STANDS. WARREN B. IRONS FOLLY THEATRE KANSAS CITY, MO.

WANTED Hillbillies for one and two night stands in auditoriums; steady work. Fiddle, Bass, Piano Accordion, Girl Team that sings and plays, Comedian, Girl and Boy Tap Dance Team. State lowest. Raymond Strigby, write. Address: Kentucky Valley Folks MILNER HOTEL LIMA, OHIO

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WANTED Young lady with some dancing experience to join organized working trio of girls. Call or write MORRIS NELSON Hotel Parklane CINCINNATI 2, O.

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**PHIL FORREST**  
At the Piano  
"The Clown Prince of Naughty Nonsense"



a sensation at the SKYRIDE, Chicago  
Mgt. Consolidated Radio Artists



**The FOUR BLAZES**  
One of the Finest Entertaining Groups in the Harlequinian Manner.

Held Over!  
The CLOVER CLUB, Salt Lake City  
Direction PHIL SHELLEY, 64 E. Lake St., Chicago

Sepian Sensation of Boogie Woogie  
**DOROTHY CARROLL**  
Singing Songs in a Modern Manner  
Currently BAMBOO ROOM Kenosha, Wis. Direction CRA

THE DON JACKS  
A stage show & dance orchestra all in one.  
3rd Repeat Engagement CROWN LOUNGE, Chicago. Mgt. General Amuse, Corp.

If You're Important to the 'Cocktail' Entertainment Field  
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Is Important to You!

CAN ALWAYS USE TALENTED ACTS suitable for Night Clubs, Hotels or Cocktail Lounges.  
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273-74 Orpheum Theatre Bldg. Sioux City, Iowa  
Can place singles and units for cocktail lounges. Also small bands for clubs.  
Write in full detail with photos

**Music, Record Firms on Coast Cater to Units**

HOLLYWOOD, Nov. 27.—Music publishing firms and recording companies new here are centering their attention on small combos more than ever before. Firms in both lines feel that in the small combo they have better chances of promoting their products than they would have starting cold and approaching name bands. The small combos, too, benefit by the tie-up, for they receive additional publicity thru records and get musical arrangements made for small outfits.

Charlie Shaw, independent publisher, has announced that he will cater to small combos almost entirely. Firm is now releasing *Goin' South*, and orchestrations for small combos are in the making.

Premier Record Company has its first release set to go and is featuring the King Cole Trio, now in 17th month at Herb Rose's 331 Club, on *My Lips Remember Your Kisses* and *S. F. T.* Trio has wrapped itself over this release by taking over the A and B sides. Other tunes to be recorded by this trio and others are set to follow.

**New Owners for Important Chi, Balto Lounges**

CHICAGO, Nov. 27.—Two important Loop cocktail lounges changed ownership hands this month. Tony Romano, operator of the Del Shore, roadhouse nitery which he recently sold to industrial interests, has taken over Elmer's Lounge and the Yankee Doodle.

Elmer's, for the past couple of years, has been operated by Irving Ruby and Adolph Treusch, and has introduced several big cocktail attractions. At least two of them have graduated from the spot into more profitable nitery work. They are Dorothy Donegan, colored pianist, who had her first break there about a year ago and has since been bordering on a four-figure salary in night clubs, and Robert Crum, pianist, now at the Sherman Hotel's Panther Room. Spot also gave the first break as a single to Mel Henke, still playing there.

Milt Schwartz, who with Al Greenfield operates several Loop cocktail rooms, formerly had an interest in the Yankee Doodle. Joe Burman, former fighter, will



"Music for Your Moods" by **THE FORSYTHES**  
Bob Sue  
Currently DOWN BEAT LOUNGE SIOUX CITY, IOWA  
Set by Frederick Bros.' Music Corp.

**RED AND CLAIRE CLARK**  
THE MR. AND MRS. OF SONG REQUESTS  
"YOU NAME IT AND WE'LL PLAY IT"  
HOLDOVER AFTER HOLDOVER  
at the GOLD FRONT CAFE, Cheboygan, Mich.  
MGT. FREDERICK BROS. MUSIC CORP.

**PROFILES**



**TUCKER SISTERS**  
This trio has worked theaters, appeared on radio programs, in addition to filling cocktail lounge engagements. Unit was originally organized in Dallas and gained quite a rep thru Texas before going on the road. It played in Mexico City during a recent tour, and won acclaim with its original three-way harmony and musical novelties.  
Recent lounge engagements include the Little Club, Chicago, and the Shobar, Evansville, Ind. Girls are currently playing a holdover date at Frank Faella's Diamond Mirror Lounge, Passaic, N. J. Their instrumentation includes electric guitar, mandolin and bass fiddle.  
Managed and booked by Frederick Bros.' Music Corporation.

be the spot's manager.  
Consolidated Radio Artists has an "in" on these two accounts, as Irwin Rose, of CRA, serviced Romano at the Del Shore.

**Chanticleer in 255G Sale**  
BALTIMORE, Nov. 27.—The Chanticleer Cocktail Lounge has been sold for \$255,000 by William Lillien to the Eager Corporation, of which Jacob D. Kaplan is president.  
Under the Lillien ownership, the Chanticleer had several tilts with the law and resulted in a 60-day license suspension and a \$100 fine for altering whisky.

King of the Organ  
**Bill Thompson Trio**  
and Carol Horton  
ERIE PRESS CLUB, Erie, Pa.

**MIKE MCKENDRICK'S INTERNATIONAL TRIO**  
FEATURING NOVELTY VOCALS IN FRENCH, SPANISH AND ENGLISH  
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Versatile Singing Pianist TAHITI ROOM, Phila., Pa.

3 Blondes 3 Voices 3 Instrumentalists  
**DALE SISTERS**  
20TH CENTURY CLUB, Phila., Pa.

Sweetheart of Piano and Song  
**AUDREY THOMAS**  
THE CLIQUE, Detroit

A Must on Your List  
**PAT TRAVERS** and **THE MEN ABOUT TOWN**  
Hickory House, N. Y. C.

"Comedy Bombshell of Song"  
**MARIA LOPEZ**  
On tour with Dave Ellman's Hobby Lobby Review

**JAY MARSHALL**  
MASTER OF CEREMONIES USO Tour

In Demand Everywhere  
**The OWEN SISTERS**  
The Nation's Most Popular Girl Trio THE COVE, Phila., Pa.

**DON SEAT**  
Quintette 2 Girls—3 Men

Radio Original One Man Band  
**VINCE "Blue" MONDI**  
The World's Smallest Orchestra Now: Ringside, N. Y.

SIX YOUTHFUL DYNAMOS  
**Jerry Montana** and his **Versatile Orchestra**  
THE AQUARIUM, N. Y. C.

**ARTIE RUSSEL** and His Orchestra  
Dance Music—Show Music—Entertainment now Horseshoe Bar, Sunnyside, L. I., N. Y.

"The Three Majors"  
**BILL—SANDE—FRANK**  
Songs, Music and Entertainment in the Modern Manner Lou's Cocktail Lounge, Newark, N. J.



## New Unit Names In Philly Area

PHILADELPHIA, Nov. 27. — Four new cocktail units make their bow here. Rita Joyce, nitery singer, teaming with the Jerry Pinto Trio, becomes Rita Joyce and Her Men of Music. Managed by Bob Bennett here, unit preems at Dick McClain's Alpine Musical Bar.

Marjorie Hyams, who formerly fronted her own Stylists unit, links with the Serenaders, local trio, to become Marjorie Hyams and Her Serenaders, set to break in at Lou Berg's 164 Clover Bar.

Dick Wharton, who led a large band here for many years, now steps out as the Dick Wharton Trio at Neil Deighan's on the Jersey side. Also, Jimmy Seymour, pianist, has revived the Three Riffs under Jolly Joyce management, septa unit preeming at Margie's Stables.

## FB Signs King Sextette

HOLLYWOOD, Nov. 27.—Saunders King Sextette, which appeared here at the Aragon Ballroom and Gene Austin's My Blue Heaven and is currently at Jack's Tavern, San Francisco, has been signed to a managerial contract by Frederick Bros., Ed Fishman, head of the local office, informs. Sextette heads East about December 1.

## Name Lingers On

DES MOINES, Nov. 27.—Frenchy Graffolier, now a corporal in the army, still gets billing as unit leader at Babe's Restaurant here, even tho he has been in uniform many weeks. He has played that spot for a year and a half, and management figures his name a good draw, even tho he isn't on the stand himself. Frenchy rounded out a seven-week "location" date in the local station hospital recently with rheumatic fever.

## Freeport Org Opens Lounge for Members

FREEPORT, Ill., Nov. 27.—Germania of Freeport, Inc., local organization running the Germania Opera House, has opened a cocktail lounge for its members using entertainment. Julie Huth and Her Stylettes started the policy and were followed this week by the Bob Major Trio, in for a run.

C. L. Gilbert, manager of the theater, is in charge of the spot.

## Vocalions (4) Disbanding

DETROIT, Nov. 27. — The Vocalions, four-man cocktail outfit, are disbanding for the duration, with Eddie Paisley, leader, going to Toronto to run a meat packing house owned by his father. Bill Mango, bass player, goes into the army Monday (29), and Frank Wantuck, sax player, joins Alan Kane's band.

## Tolbert Inks Record Dates

NEW YORK, Nov. 27.—Skeets Tolbert, recently signed by General Amusement Corporation, has been signed to do a series of recordings for Decca. Tolbert recently added Ebenezer Paul, bass player, to his outfit.

## Off the Cuff

EAST:

ART HODES QUINTET, with Pat King, first-timing it in Philadelphia at Hank Collins's Mid-Way Musical Bar, alternating with the Variety Boys and Ethelyne. . . . PHIL PIMENTEL and His Tropical Serenaders have opened at the Circlon, Easton, Pa. . . . OLD GRAD TAVERN, Philly, refurbishing as a musical bar finished, has changed its name to Orsatti's, identifying the owner. . . . RUSSELL MADDOX and His Musical Madcaps at the Club Lido, Camden, N. J. . . . AL MOORE, who piloted the Al Moore Trio at Margie's Stables, Philadelphia, for two (See OFF THE CUFF on page 57)

Revolving RHYTHM  
HARDING and MOSS  
with Billie JOYCE  
ORGAN-PIANO-VOCALISTS  
—REVOLVING STAGE  
"EVERYWHERE THEY GO—  
THEY STEAL THE SHOW!"

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<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Electrified Music!</i> ANDY PADOVA'S <b>STREAMLINERS</b> 4 Boys Presenting Rhythms in Color Under Contract to Albert Pick Hotel Chain Till January, 1944.</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Smartness at the Piano</i> <b>VALERIE LEE</b> With Her Songs and Music Currently: Extended Engagement Class Hat, Belmont Plaza, New York</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>THE CAPTIVATORS</b> Tony Lambardo Accordion and Vibes Bob Pulver Guitarist and Voice Ralph Wolf Hammond Organist—Voice MUSIC THAT CAPTIVATES</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>BERT MANN TRIO</b> Organ • Piano • Drums Currently DUANE HOTEL, N. Y. C.</p>
<p style="text-align: center;">XXX</p> <p style="text-align: center;">Decca • Victor • Bluebird <i>America's Greatest</i> Soprano Sax Artist <b>SIDNEY BECHET</b> and his New Orleans "Feet Warmers"</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>America's Most Unusual</i> <i>Instrumental and Vocal Duo</i> <b>LEO &amp; EDDIE</b> LEO at the Hammond Organ EDDIE at the Hammond Novachord</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">THE ORIGINAL DECCA Recordings Artists <b>THE CATS AND THE FIDDLE</b> One of America's Greatest Sepia Quartettes</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Ten Fingers of Piano Dynamite</i> <b>JEAN HAMILTON</b> Breaking Up the Cocktail Lounge at the LATIN QUARTER, Boston</p>
<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>MARVELLE MYLER</b> One of the Midwest's Finest Piano Entertainers Currently: Paul Young's Romya Club Washington, D. C.</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Petite Pianist and Singer</i> <b>JILL ADRIAN</b></p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>ART TATUM TRIO</b> Piano—Bass—Guitar Until January 10, 1944 THREE DEUCES, New York</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Hollywood's most famous</i> <i>picture and radio septa artists</i> <b>LOUMEL MORGAN TRIO</b> Instrumentalists &amp; Entertainers</p>
<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>The Man With the Funny Horn!</i> <b>SNUB MOSELY</b> and His Orchestra On Decca Records Currently: CAPITOL LOUNGE, Chicago</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>SAUNDERS KING</b> and his Orchestra California's favorite septa small band Heading east soon!</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">4 Boys and An Idea <b>HAL LEAMING</b> Quartette Vocalists • Instrumentalists</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>JULIETTE AND Los Cabelleros</b> Music, Songs and Dances From Old Mexico</p>
<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>ELLIS LARKINS TRIO</b> Featured Ten Months at Cafe Society Uptown Now on Nationwide Coast to Coast Tour.</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">They're All Aces! <b>THE FOUR SPACES</b> Danceable • Vocals Entertainment</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><b>MEADE LUX LEWIS</b> Recognized King of the BOOGIE-WOOGIE PIANO</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">Sensational • Different <b>DON GOMEZ</b> and his Organ, Piano and Solovox</p>

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# Greater 16MM Part in War Effort

## Narrow-Gauge Pix Committee Asks for More War Info Film

WASHINGTON, Nov. 27.—At the close of its two-day meeting last week with the Bureau of Motion Pictures of the Office of War Information, the National Advisory and Policy Committee on Non-Theatrical Films recommended the intensified use of non-theatrical motion pictures and complete mobilization of all 16mm. film projectors in the nation for the war information program.

Representatives of eight national organizations met with Stanton Griffiths, chief of the Bureau of Motion Pictures, and C. R. Reagan, head of the Bureau's Non-Theatrical Division. The committee passed a series of resolutions and suggestions indicating ways and means in which 16mm. films can supplement press and radio in bringing war information to the people, and promised the fullest possible effort in the forthcoming Fourth War Loan Drive.

The committee urged: (1) The full utilization of the existing mass media—print, radio and motion pictures—to meet the demands of the general public for complete and detailed information on the progress of the war; (2) the release of additional informational films which treat in a realistic fashion combat reports, War Bonds and inflation, man power and increased production, conservation and salvage, food and nutrition and other vital war problems, and (3) that films produced and released by government agencies should be channeled thru the Office of War Information to the 236 co-operating 16mm. distributors located in the 48 States and serving the 25,000 or more 16mm. sound projectors of the country.

While in Washington, the members of the committee conferred with numerous federal officials engaged in visual education. Among those attending sessions were L. C. Larson, Educational Film

Library Association, Indiana University, Bloomington, chairman; W. K. Hedwig, Allied Non-Theatrical Film Association, New York; Mary U. Rothrock, Audio-Visual Aids Committee, American Library Association, Knoxville; J. M. Stackhouse, National Association of Visual Education Dealers, Richmond, Va.; Bertram Willoughby, National War Committee for Visual Education Industry, Chicago; George B. Zehmer, National University Extension Association, University of Virginia, and Helen Hardt Seaton, Department of Visual Instruction, National Education Association, American Council on Education, Washington.

### CUTTING IT SHORT

By THE ROADSHOWMAN

EVER since the *Perils of Pauline*, serial film has been cutting absenteeism. For many years it brought people back to the theaters regularly, to see the next breath-taking chapter. Now it is up to *Flash Gordon*, along with *Riders of Death Valley* and half a hundred more modern serials, to bring the war workers back to work more regularly in the plants that are making recess movies a part of their regular personnel activities.

The serials are really doing the job. In the plants of Bell & Howell, manufacturers of motion picture equipment and optical devices, the serials outshow any other type of film. In fact, on the two days a week the serials are shown, the movie audience is double that which turns out for any other film, and the factory theater is crowded far beyond the door.

The serials are shown on Mondays and Tuesdays, usually the worst days of the week with regard to absenteeism. In fact, the absenteeism on these two days has been reduced by 14 per cent in comparison with a 10-week average before the serials were introduced.

THE motion picture industry has been called upon for a new type of co-operation with the government. Ted R. Gamble, national director of the War Finance Division, issued, thru Oscar A. Doob, chairman of the War Activities Public Relations Division, an invitation to all poster artists in the industry to submit suggestions for posters to be used by the Treasury in the coming Fourth War Loan.

"It seems to me," said Gamble, "that from your group of movie poster artists should come ideas for some of the best War Bond posters created so far. We will welcome their suggestions."

The Treasury will use millions of posters—24 sheets; one sheets; 40x60's; 22x28's; car-cards and other sizes.

## The Films Follow the Flag ---Even Into the Jungle

Hollywood's latest films are being seen by an average of 630,000 overseas soldiers each night, a War Department survey shows.

On one night selected as representative, a total of 1,269 film shows were presented in army camps around the globe. Attendances ranged from 15,000 in an open-

### New Projector Order

Existing controls over production of 35mm. motion picture projection equipment and accessories were incorporated in a new limitation order issued by WPB which will have the effect of making more flexible the present manufacture and distribution of this equipment. Order L-325 replaces controls imposed by order No. M-126, steel, and M-9-c copper and establishes a definite framework for governing production and distribution in the industry.

### Training Films Hailed By University Official

IOWA CITY, Ia., Nov. 27.—The progress of motion pictures as an educational tool has been advanced 20 years by the use of training films by the army and navy, John R. Hedges, acting director of the bureau of visual instruction at the State University of Iowa, declares.

"After the war, visual instruction will be one of the most important tools in education," Hedges said. "The use of motion pictures in education is not meant to supplant teachers and textbooks, but as a definite aid to teaching."

"The army and navy reports that in some instances there are savings of as much as 40 per cent in time thru the use of films in the training programs."

Hedges said that the library of the bureau now had 2,200 films, covering various educational fields, from agriculture to international relations. Four hundred Iowa high schools use the films regularly and other use is made by civic clubs, lodges, farm organizations, community groups, hospitals and churches.

### SMPE To Hold Spring Conference in New York

NEW YORK, Nov. 27.—Society of Motion Picture Engineers will hold its 55th semi-annual technical conference in New York April 25-27, it has been announced by W. C. Kunzmann, SMPE convention vice-president.

The fall conference of the Society recently held in Hollywood was the best attended and the outstanding meeting held by the Society since its inception in 1916, Mr. Kunzmann asserted.

"To date all wartime conferences held by the Society have been a success from the viewpoint of attendance and papers presented," he said. "It indicates the Society's playing an important part in its contributions to the existing wartime technical problems within the industry."

Headquarters for the New York conference will be the Hotel Pennsylvania.

## Herald-Trib Forum Hears Greer Garson

Discusses role in post-war era—lauds current use of 16mm. info, training pix

NEW YORK, Nov. 27.—Greer Garson, well-known actress, addressed *The New York Herald-Tribune* Forum this week on the subject "Education for the Millions Thru Pictures." Her address hailed the reconstruction of devastated areas and the retiling of scorched earth. "But," she asked, "what of the spiritual regeneration among the peoples of the earth?" She spoke not of straight propaganda pictures, but urged films which would present, in an entertaining way, instruction on practical subjects. She also saw a widening of education in the arts, literature, music, paintings, history and the sciences thru the medium of the motion picture.

"What the motion picture has contributed to furthering the war effort," she declared, "it can do a thousandfold in the service of peace and good will toward men."

"Many of these films, made for the (See *Herald-Trib Forum* on page 57)

### War Dept. Incentive Pix

Many inquiries have reached the OWI regarding industrial incentives films released by the Industrial Services Division, Bureau of Public Relations, War Department.

To bring about a wider and more effective use of 16mm. war films on the civilian home front with special emphasis on adult groups in general and industrial war plant personnel in particular, plans are under way to co-ordinate closely the film distribution facilities of the War Department Industrial Services Division and the OWI Non-Theatrical Division. Details follow soon.

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Westerns, Actions, Selected Shorts.  
Wanted: 16MM. Sound Projectors.  
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**16 MM. SOUND FILM BARGAINS**  
Shorts—\$4.00 a Reel and Up.  
**RELIGIOUS FILMS OF ALL KINDS**  
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25 Late Westerns and 3 Serials for sale or trade; all in good condition.  
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HIGHEST PRICES PAID FOR 16MM. Sound Projectors. Any Make. Wire Us Collect Today—Cash Waiting.  
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air New Guinea amphitheater to 11 men in a lonely Quonset hut in an Alaskan outpost, where the celluloid reels had been transported the last 60 miles by boat. Other shows were given that same evening in makeshift theaters located on desert oases, in the craters of extinct volcanos, and in the heart of jungles.

In announcing the figures, the War Department said that actual distribution of the pictures is handled by 19 film exchanges which have been established thruout the world under the jurisdiction of commanding generals. Shipments of pictures are predominantly by plane.

The knottiest problem of all, that of getting an adequate number of projectors to the outlying posts, has been solved with a record-size shipment of projectors to overseas bases, and a meeting of every current quota. With a projector on the back of a truck to protect it from the (See *Films Follow Flag* on page 57)





# NSA BALL GAINS RECORD

## PCSA Is Host To Krekos Crew At Club "Night"

### Building Fund in Spurt

LOS ANGELES, Nov. 27.—Mike Krekos and members of the West Coast Victory Shows were guests of the Pacific Coast Showmen's Association and Ladies' Auxillary at a West Coast Shows Night here Monday. Following a halfway recess in the meeting, members of the auxillary were invited into the clubrooms where speeches by the honored guest and his personnel were heard along with those of PCSA representatives. William Sherwin, legal adviser to the club, emceed the meeting.

One of the outstanding events was a pitch for the building fund. While this fund has been steadily increasing, it got a good spurt Monday when over \$500 was donated by members after Harry Fink, building fund committee member, had taken the floor. Krekos presented Fink with a check for \$111, covering six \$18.50 bonds and subscribed by his personnel.

Sherwin presented Krekos to the club. He spoke briefly on the co-operation he had received from his show members and thanked them for helping West Coast to turn in a banner year. Telegrams were read from Al Rodin, Louis Leos, Harry Meyers, W. T. Jessup and Billy Pilgrim, who expressed regret at inability to be on hand, but sent best wishes for continued success of the show.

Charlie Walpert, a West Coast member, presented Krekos with a watch, the gift (See Krekos Hosted by PCSA on page 36)

## Stebler's Playing On Columbia Lots

COLUMBIA, S. C., Nov. 27.—Playing lots here after the road tour closed, equipment of J. G. Steblar's Greater Shows at Assembly and Devine streets during the week ending November 13 had fair business in cool weather, with a free gate under auspices of the Odd Fellows' Lodge.

Ralph Decker and Charlie Sutton were visitors from the Dumont Shows. Louis Augustino visited on his way south. Numerous concessions have been added. Freddie Boswell and Sam Weintraub, co-owners of Columbia Amusement Park, were nightly visitors. Bruno Zachinni joined with four rides. J. Steblar, father of General Manager J. G. Steblar, returned to his home in Stamford, Conn.

Some new performers have been added to the Minstrel Show, which is drawing well. Tommy Carson, business manager of the Lawrence Greater Shows, visited on his way to Florida. Visits were exchanged between Steblar show members and members of the B. & H. Shows in West Columbia.

## Sugranes's Havana Debut Clicks Despite Weather

HAVANA, Nov. 20.—Sugranes's Greater Shows concluded a successful 20-day debut engagement at the foot of Avenue of Port Street. Varied weather prevailed thruout, but business, a 15-cent gate, was good. Night play was fair, while Saturday and Sunday matinees produced large crowds of good spenders. Attendance on several days was held down because of rain.

Shows' staff has J. Sugranes, owner-manager; Mrs. Sugranes, secretary-treasurer; Roberto Escalana, general agent; Marcelo Alonso, scenic artist, and Paco Garcia, electrician. Among the 20 concessionaires are L. del Rio and Richard de Cardenas, with six stores and these agents: Alexander Pita, Sammy Sollino, Mike Lain, Pascual Srado and Frank (Dumbo) Capote. Jack Sollino has ham and bacon, and D. Gazton and Louis (See Sugrane Havana Debut on page 36)



MAKING PLANS for the Pacific Coast Showmen's Association's calendar of events to finish off the year in Los Angeles. Left to right: Ted LeFors, second vice-president and chairman of the Memorial Day exercises to be held at Showmen's Rest, Evergreen Cemetery, December 12; President Ed F. Walsh, under whose guidance the club has made many strides, and Joe Glacy, past president and chairman of the 22d Annual Charity Banquet and Ball to be held in the Cold Room of the Biltmore Hotel December 14. Banquet and Ball will be limited to 300.

## Arcade Takes Good Texas Bow

ROTAN, Tex., Nov. 27.—Arcade Shows opened November 16 under auspices of the American Legion Post after closing with the T. J. Tidwell Shows. Said to be the first show to play Rotan this season, business and weather for it were reported good.

Roster of the show includes Brownie Bishop, owner-manager; Tom (Doc) Ellington, general agent; Bill Reed, secretary-treasurer; J. D. Chapman, superintendent of rides and electrician; Robert Warlick, lot superintendent and electrician; Chester Harvey, Jake Alexander, Harold Woods and Jim Holt, rides; Mrs. J. D. Chapman, front gate; Mrs. Jack Thomas and Mrs. Jim Holt, tickets, and Mrs. Ada Bishop, Penny Arcade. Line-up of concessionaires having one each is: June Titts, Bob Lack, Hank McAlester, Charlie Higginbottom, Shorty Woods, Mrs. Charlie Vandervert, Mrs. Hank McAlester, Mrs. Mildred Warlick, Mrs. Margaret Hart and Paul West. Those having two concessions are Fletcher Titts and Frank Succow, and Charlie Vandervert has three concessions. George Sellers has the Hula Show and Fred Smith the Pit Show.

Visitors included T. J. Tidwell, Jimmy Ellis, Sid Preston, Ray Edsall and Bennie Barnes. Due to the addition of several shows and concessions, Bishop purchased two trucks. Show will play Southern Texas and border towns this winter. Mr. and Mrs. Candy Adams joined.

## Bistany Date Good At Gainesville Fair

GAINESVILLE, Fla., Nov. 27.—Rides of Bistany's Greater Shows, five owned by the show and the Spitfire of Al Wallace, did near-capacity business at Gainesville Community Fair, which ended November 20, reported F. E. Kelly. Girl Revue topped the midway among shows, with Dan Ruley's Animal Show and Dolly Dimples, Fat Girl Show, runner-up. Popular free attraction was the Athenes, high act.

Manager Leo M. Bistany reported excellent co-operation from fair officials, including Jess Davis, Horace Zetrouer and Hershel Haynes, past commander of the American Legion Post. Harry Schad and Jim Hope did big business with bingo, conducted for the Lions' Club.

## The Lighter Side

NEW YORK, Nov. 27.—Guest speaker Harry Hershfeld drew terrific applause on the dais side, probably because he is essentially a performer and is uncanny in his knowledge of NSA habits, customs and make-up. And he hasn't missed any of the six festivals.

By the way, neither has License Commissioner Paul Moss, who took the assemblage by surprise with a strong suggestion that the association merge with the Showmen's League of America. Which reminds us that, altho the commissioner is as New Yorkish as they come, some of his heart is in SLA's Chicago, whose Mayor Kelly is one of his staunch friends.

Talking about the League, its official representative at the banquet was Bernie Mendelson, who was introduced to the throng by President Art Lewis. "O. Henry" Bernie entrained back for Chi on Thanksgiving Day.

The uninitiated had a tough time figuring out the Vera LaBreque-Barbara LaBreque set-up, wife-daughter of N. J. State Fair's Harry E. LaBreque. Each year the gals get closer and closer in age—the looks side.

And talking about the fems, Virginia Kline shoulda been here to describe the gorgeous garments, a department at which Mrs. K. is better than mere tops. (See THE LIGHTER SIDE on page 35)

## Victory Augments Crew

HAVANA, Nov. 20.—Victory Shows' work crew was increased with the arrival of Manager E. Ochoa in local quarters. All equipment will be overhauled and reconditioned before shows' opening early in December. Show will go into rehearsals three weeks before opening, and the other tented attractions will be organized and completed by the end of November. Weather has been good, and season's route is about completed. Arsenio Castrillo, general agent; A. Fuentes, advertising and publicity; A. Acosta, traffic manager; B. Diaz, general superintendent; Armando Casas, scenic artist; Vitalio Ruiz, electrical department; Ramon Cortina, free act. Rides include Ferris Wheel, Chairplane, Goose Ride, Merry-Go-Round and Kiddle Autos. Shows; Cuban Revue, Miss Rosy; Antonio Paz, two shows; Snake, Thelma Salas, and Havana Wonder Horse, William Alvarez. Concessions: Mrs. Clara Tolon, cookhouse; Mr. and Mrs. Morejon. (See Victory Adds Crews on page 35)

## Victory Theme Dominates Gala Gathering in NY

### Civic notables, showbiz stars shine—merger with SLA suggested by Moss

NEW YORK, Nov. 27.—The high point of outdoor show business in the East was again marked by the annual banquet of the National Showmen's Association as a record-breaking crowd of nearly 1,500 jammed the grand ballroom of the Hotel Commodore Wednesday for the sixth annual affair of the organization.

Victory was the dominating motif, as the background of the dais displayed the flags of the United Nations with the NSA's huge Hon head plaque directly underneath. George A. Hamid, president emeritus, called this banquet a symbol of determination to maintain the American way of life. Lieut. Col. Harold G. Hoffman (member), former governor of New Jersey, who was toastmaster, introduced returned heroes from the various fronts. The victory idea was further accentuated as a contingent of representatives from all the armed forces were presented in a stirring march to the stage, where they appeared in parade formation.

However, it remained for License Commissioner Paul Moss, representing Mayor Fiorello H. La Guardia, to bring a surprising new note to the banquet. Marking the 10th anniversary of his appointment to that position, Commissioner Moss declared that, as a believer in show business unity, it was his fondest dream to see a merger of "the two great outdoor organizations," the NSA and the Showmen's League of America. The applause that greeted this suggestion indicated that the idea fell on receptive ears.

### Guests Make Long Trips

Showmen came from many sections of (See NSA PLUGS VICTORY on page 35)

## Bombardment Issue Plugged by Hoffman; Omit Banquet Cards

NEW YORK, Nov. 27.—Toastmaster Lieutenant-Colonel Hoffman, of the New York port of embarkation, rapped for attention just prior to the start of NSA banquet entertainment on the stage and said:

"Ladies and gentlemen, I have an important announcement to make about a magnificent activity by the Showmen's Bible, *The Billboard*."

He then described the Bombardment Number of *The Billboard*, stating that this publication is abandoning its traditional anniversary and holiday greetings issue advertising at the end of the year and instead is having its entire staff in the field for the sale of War Bonds to individuals and companies in every single branch of the show business.

The colonel urged everyone to participate in the patriotic drive, and also called attention to the fact that *The Billboard* Bombardment issue was considered so important that the publication, to conserve paper for the inclusion of the thousands of names of bond purchasers, had elected not to distribute NSA attendance cards.

(*The Billboard* has decided not to distribute these cards at any of the carnival organization banquets this year.)





# J. F. Sparks Turns in Tilt of 40% Over '42

BIRMINGHAM, Nov. 27.—The J. F. Sparks Shows are in Ensley, Ala., quarters after a record season. Business was up 40 per cent over that of last year, reported Secretary Robert L. Overstreet. Opening in greater Birmingham March 11, the show was on tour 35 weeks, closing at Franklin County Fair, Apalachicola, Fla., November 13. Considerable new territory was played, mainly larger cities, the majority of these engagements proving highly satisfactory to the management.

Many difficulties were overcome, some perhaps in a manner never tried before. Parts and repairs for truck and rides proved a major headache. The labor situation definitely another. While the show moved on schedule, many Monday night openings were lost due to labor shortage and for other reasons.

There were two deaths during the season. Four semis were wrecked, involving the death of one man and serious injury to another. Army inductions took several men from rides and concessions, including Kurt Anderson, caller, and Bill Satterfield, counterman, both of Mrs. Sparks's bingo.

Several engagements, with every promise of being winners, were keenly disappointing, while others, less promising, clicked to record grosses. The Fourth of July Celebration at Paintsville, Ky., a record breaker in 1942 and for which high hopes were held, failed to reach expectations or the mark of last year, perhaps due in part to inclement weather. Usual Kentucky territory was passed up, only Somerset being played on the jump north, and Paintsville. Business was good at Somerset.

Entering Ohio for the first time in years, the show clicked at Springfield and Ironton, with Portsmouth off. Despite heavy billing, plenty of radio time and co-operation of newspapers, an anticipated red one in Dayton failed to materialize. This engagement was saddened by the death of Vogel Crawford, of the Aerial Crawfords, free act with the show. Seven weeks in West Virginia gave less than average business. The five Tennessee engagements were satisfactory, Knoxville registering a record gross. Chattanooga, in spite of co-operation of business firms, press and radio, altho fair, was below expectations.

### Alabama Is Better

Alabama dates, generally good for the show, with one exception, topped last

year's. Anniston proved disappointing. Ozark was a pleasant surprise, with soldier patronage heavy. Jackson County Fair, Marianna, Fla., was good, day and night play being excellent. Credit was given Clyde Mayhall, attorney, and the fair board. The 10-day Bay County Fair, Panama City, Fla., clicked solidly to new records. Members of the board co-operated fully. Franklin County Fair, Apalachicola, Fla., closing engagement of the season, surpassed all expectations. The Apalachicola Times was liberal. During the Panama City and Apalachicola dates J. F. Sparks, B. G. Freeman, Jim and Joe Sparks, Bill Jahn and other vet fishermen tried their luck in the Gulf, but no records were broken.

Eight rides and five shows were carried until the Florida tour, when a Roll-o-Plane, Fly-o-Plane and some concessions were added; Beresino Troupe, high wire, was free attraction at Ozark and the Sky High Alcides at Florida dates. Cotton Club had a record season, with Lee Houston's Society Circus and Side Show faring equally well. Girle, Cow With Human Skin, owned by Willis Harghart, did equally well. Buddy Valera's Sahara Rose Show, coming on for Florida dates, also was in the money.

Staff at close of the season included J. F. Sparks, owner-manager; R. L. Overstreet, secretary; Bill Dollar, general agent; Harold Johnson, ride superintendent; R. E. Kerns, watchman. Two changes were made during the season, Bill Dollar replacing Harry Lottridge as general agent when Lottridge closed in Ironton. Houston Wilburn replaced John Linton, electrician, in Maryville, Tenn. Dollar has been re-engaged for his sixth season. Secretary Overstreet will remain.

On the move from Apalachicola to Ensley one truck was damaged in an accident near Port St. Joe, Fla. Show is in quarters purchased by Manager Sparks last spring. Much repair work is scheduled before re-opening in March. Ed Weitzel is now in charge. C. S. Batto, vacationing at home in New Jersey, is expected to return in two weeks, when work will start.

After the Apalachicola date, Lee Houston's boxing kangaroo and other animal acts were at the Macon Shrine Circus, and are now in quarters, Houston having left for the West Coast by plane on a business trip.

### Personnel Departures

Mr. and Mrs. J. F. Sparks, Mr. and Mrs. J. C. Sparks and Mr. and Mrs. J. T. Sparks are at their homes here, Dollar being an occasional visitor from Cordova, where he is in business. Mr. and Mrs. Glenn Gattis, Morris Glinia and Willis Harghart left for Tampa; Mr. and Mrs. Claude Miller and daughter to Miami. Mr. and Mrs. Frank Ashby, Frank Self and I. C. Thomas were among those returning north. Walter Baker, opener on the Cotton Club, went home to Pennsylvania. Mr. and Mrs. Harry Coughenour will be in Panama City before going home to Pennsylvania. O. E. Bradley and crew went to Knoxville after the Macon circus. Buddy Valera's Sahara Rose Show went to Louisiana for winter trouping.

Harold Johnson and Carl Ingraham, ride men, to a winter show in Louisiana; William Henderson, George Smith and Robert Daniels, of the ride crews, to employment in Gadsden, Ala.; Johnny Hampton, with several of the ride crew, to Pascagoula shipyards; Mr. and Mrs. B. G. Freeman to Forest, Miss.; Willis Hightower to Elkton, Ky. The Alcides returned home to Panama City, where they are employed in shipyards.

Mr. and Mrs. Woodrow Moseley and Gussie Johnson to Montgomery; Jeanne Flynn, J. T. Sparks concessions, to Birmingham; Mr. and Mrs. Wilson, of the Side Show, to Valdosta, Ga.; Swede Johnson and Mabel, also of the Side Show, to Marianna; Ruth and James W. Lockwood to Jasper, Ala.; Mr. and Mrs. R. E. Kerns to Southern Florida; Mr. and Mrs. Earl Powell to Mighty Monarch Shows; James Bowman, mechanic, employed in Birmingham; Henry Davidson, in charge of the Funhouse, working in quarters. Of the Cotton Club, David Hicks, musician, left for army induction. B. J. Smith returned home to Jasper; Eunice Moore Odair to Atlanta; Albert Conley to Memphis; Gilforet Bray and Margaret Scott to Birmingham. Jesse and Mary Brown are playing schools and clubs in this area with their unit, including Sparkplug Hall and Charley Howard, also of the Cotton Club.

Mr. and Mrs. J. F. Sparks left to attend the Chicago meetings. Secretary Overstreet plans to spend a few days in the North, returning to his duties in two weeks.

# Floyd E. Gooding New Prexy of SLA; Honor Jack Nelson

CHICAGO, Nov. 29.—Retiring President Jack Nelson was honored Saturday night at the annual president's party of the Showmen's League of America held in the Crystal and Louis XVI rooms of the Hotel Sherman.

The affair, which officially ushered in a week of convention activities, was attended by 400 members of the league and their guests, all of whom spent a gay and enjoyable evening. Due to the extraordinary demand for acts in Chicago night spots, some of the acts promised were unable to appear, but there was a pleasant evening of entertainment and music and the guests enjoyed a bountiful dinner. Art Briese, chairman, and his committee worked hard to provide a pleasing program and were complimented on the success of their efforts in the face of many handicaps.

There are 10 living past presidents of the league and all but one were present at the party. C. B. (Zebbie) Fisher was unable to attend due to illness. Seated at the head table with President Nelson and league officers were Past Presidents Edward A. Hock, Milton M. Morris, Sam J. Levy, Ernie A. Young, J. W. Conklin, J. C. McCaffery, Frank P. Duffield, Frank R. Conklin and Carl J. Sedlmayr. During the dinner there was organ music by a staff organist from NBC.

At conclusion of the dinner, Past President J. W. Conklin, in a brief and appropriate talk, introduced President Jack Nelson, who, in turn, introduced Floyd E. Gooding, in-coming president, who responded with a brief message of appreciation and a pledge to continue the work so ably done by Nelson and his predecessors. The retiring president was presented with a beautiful two-piece traveling set.

Jack Kleine acted as emcee of the entertainment program, which he handled capably. Among the acts were Princess White Cloud, a splendid vocalist; Pinky Tracy, clever comedian, whose drunk bit was a wow; Vincent Gottschalk, in an impressive patriotic reading; Laverne Bowes, marionettes; Louis Tops, trained crow; Bruce Jordan, imitations; Bert By-ton, monologist; Arlene Rae, vocalist; Chief Evergreen Tree, bird imitations; Milt Hinke, pianologue.

### MAGIC

(Continued from page 29)

MASON, combining hoke with straight

magic, pinch-hitted as emcee at the

Club Stevadore, Detroit, last week when

the regular emcee was stricken ill. . . .

BOSCART, featuring small manipulative

magic, is current at Mickey's Show Bar

in Detroit's North End. . . . SGT. MIL-

BOURNE CHRISTOPHER, stationed at

Camp Suttan, N. C., spent last week in

Atlanta arranging "Magic in the Field"

for the Fourth Service Command's Sol-

dier Show Conference. . . . BECKMAN,

Montreal magish, is current this week

at the Lion D'Or in his home town. He's

assisted by Mademoiselle Marie. . . .

KEITH CLARK'S magical feats are in-

corporated in the return of floorshows

at Hotel Philadelphia, Philadelphia. . . .

OTIS MANNING is playing Club Gay

Haven, Detroit. . . . COUNT MAURICE,

who combines magic with juggling, is at

Jefferson Inn in the same village. . . .

HAZEL GALLAGHER, who has been lay-

ing off at her home in Lowell, Mass., last

week rejoined Marquis the Magician as

assistant. Marquis's chief aid is Benny

Chavez (Benny Bonta), of the Bonta

Troupe of Mexican acrobats, and who is

has just concluded his second week at Saks's Show Bar, swank North End night spot in Detroit.

### BIRTHS

(Continued from page 30)

lyn. Father, a former concessionaire with World of Mirth Shows, is now serving in the army. Mother is the former Rosine Tremar, of radio.

A son, Michael, to Mr. and Mrs. John Hartzell, in Savannah, Ga., November 11. Father is with Wallace Bros.' Circus.

A daughter, Joan Ellen, to Mr. and Mrs. Elmer Hirth, at Jefferson Hospital, Philadelphia, November 17. Father is booker and buyer for the William Goldman Theaters Circuit, that city.

A son to Mrs. Catherine Peters at St. John's Hospital, St. Louis, November 17. Mrs. Peters is the widow of Aloys (The Great) Peters, who was killed while doing his act at the Firemen's Thrill Circus at the St. Louis Arena October 22.

A daughter to Mr. and Mrs. Ray Rhodes in San Francisco November 9. Father is account executive at KFRC there.

A daughter, Jacqueline, to Mr. and Mrs. John Grover in San Francisco November 12. Father is an announcer at KPO-NBC there.

A daughter, Janet Kay, to Mr. and Mrs. Robert George at David City, Neb., recently. Father, now in the navy, was former topmounter of the Morse Troupe, and the mother was a singer and dancer.

A daughter to Mr. and Mrs. William Sicaras at Hartford, Conn., recently. Father is on staff of Warner Bros.' Rialto Theater there.

### Divorces

Mrs. Virginia Humberstone from H. Bruce Humberstone, motion picture director, in Los Angeles November 24.

Sanne Pauline, chorus girl at the Grand Theater, St. Louis, from Larry Pauline, musician, of Louisville, November 18.

Doris C. Pearl from dancing partner-husband, Everett Pearl, in Hartford, Conn., recently.

Jean Joyce Nelson Wages, tap dancer, from John W. Wages, night club performer, in Philadelphia November 19.

## WHITESIDE SHOWS WANT

Ride Foreman for Allan Herschell Three-Abreast. Will book or buy Octopus or Tilt-a-Whirl with own transportation. Concessions—Any Ten Cent Grind Stores, including Photo, Lead or Cork Gallery, Tea Pool, Under and Over and Mouse. Shows—Side Show or any money-getting Show with own transportation. Want capable Operator for complete Girl Show. Out all winter playing military and defense areas. Moss Point, Miss., this week. Wire **A. R. DUTCH WHITESIDE, Gen. Mgr.; JOE CARR, Business Mgr.; FRANK GASKINS, Gen. Agent.**

## WANT TO BUY COMPLETE CARNIVAL

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## RIDES WANTED

Carrousel or Track Merry-Go-Round, extra Horses for Merry-Go-Round, Ferris Wheel, Kid Rides or any other Rides for sale. Write

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## FOR SALE

Two-abreast rebuilt Spillman Portable Merry-Go-Round, no inside scenery or lights, horses newly painted and in good condition, \$800.00 cash. Can be seen in winterquarters in Elizabethtown, N. C., at any time.

### R. H. WORK ELIZABETHTOWN, N. C.

## Rogers & Powell Shows

WANT

Season 1944—Show will be enlarged, carrying seven Shows, 8 Rides; playing Kentucky, Tennessee, West Virginia and Southern Fairs. Want Bingo, Ten-Cent Concessions, Cookhouse. Book Shows with or without outfits. Want two Grind and one Wheel Concessions. Pat Brown, Mr. Brewer, Bob Parker, Harry Harris and Joe, get in touch with us. Want Mechanic and Electrician. Rides that do not conflict; furnish transportation if necessary. Have Merry-Go-Round, Chairplane, Wheel and Kiddie Rides.

Shows, Rides, write **JIM ROGERS**. Concessions—**JACK OLIVER**.

Address all mail: **505 GRAND AVE., YAZOO CITY, MISS.**

### FOR SALE

Smith & Smith Chairplane, 24 seats, 22 ft. towers, with rebuilt LeRoI motor or 10 HP electric motor; no ticket booth or fence, \$1000.00; without power unit, \$750.00. Cash. Single Loop-o-Plane, 5 HP motor, \$500.00. Wurlitzer Organ, style 146, never uncrated, with drums, \$500.00. WANT 25 or 50 KW Transformers.

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BOX 373 GASTONIA, N. C.

## GOOD OPPORTUNITY

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# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati I, O.)

**MIXING biz with pleasure?**

**AFTER** closing with the O. C. Buck Shows, Mr. and Mrs. E. C. Evans opened their Twin Pines Cafe in West Columbia, S. C.

**WILLIAM GARY**, who had girl shows with the J. J. Page Shows, reports from his winter home in Mobile, Ala., that he had an excellent season.

**DUE** to an eye infection which occurred while he was working in shipyards at Brunswick, Ga., J. M. Williams is in Riverside Hospital, Jacksonville, Fla.

**CHI: Where we hang our own paper.**

**COLLEEN McCORMACK** (Mrs. N. W. Dillman) returned to Houston, after visiting her husband, Sgt. Norman W. Dillman, stationed at Savannah, Ga.

**JOHNNIE LUCAS** reported from New Orleans, where he will take his rides for the winter, that he had been visiting Al Herman, of the L. J. Heth Shows, who is recuperating from an auto accident.

the past season, closed at Panama City, Fla., November 20, and will return to his home in Shamokin, Pa., for the winter.

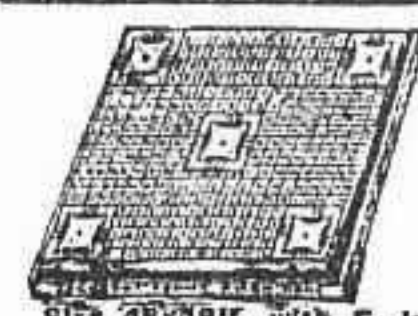
**WORD** from Los Angeles is that Alice (Richey) and Roy Butler will celebrate their 27th wedding anniversary December 18 with their son and daughter-in-law, Robert and Mary. Alice is counsellor, and he is connected with plant protection at Menasco Aircraft.

**DEL CROUCH**, Motordrome operator, who closed a successful season beginning in Norfolk, Va., and ending in Shreveport, La., is wintering in San Antonio, where he has purchased a home. Eddie Phillmore, sojourning there, and the Crouches planned to attend the Chicago meetings and will be back on the road next season.

"**ANNUAL fair meeting should be centrally located,**" opined a down-at-the-heel-trouper, "to give us a chance to make the spot."

**COMMUNICATION** from Cambridge, O., indicates that Tommy Gordon and Claudine-Claude, feature of the Here-Comes-Mabel Show which played Pennsylvania, Ohio and West Virginia and was forced to close because of transportation difficulties, will winter in Cambridge, O., and frame a new show for 1944.

**JOHNNIE B. WILLIAMS** pencils from Pensacola, Fla., that he closed with Harry Clark's Gay New Orleans on the Mighty Sheesley Midway and is now with Bill Miller and the Six Gentlemen of Jazz at the Diamond Bar. With his



## PENNY PITCH GAMES

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Size 48x48",  
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120 Pages, 2 Sets Numbers, Clearing and Policy,  
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Answers All Questions, Lucky Numbers, etc. 40¢  
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"WHAT IS WRITTEN IN THE STARS." Folding  
Booklet, 12 P., 3x5. Contains all 12 Analyses.  
Very Well Written. \$5.00 per 100; Sample 10¢.  
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Wanted—2 Readers to take complete charge of established studio in the heart of Montgomery. Doing from \$300 to \$600 per week. Prefer man and wife. Must be capable and responsible. From Dec. 15 to Jan. 15, and maybe steady work. Percentage basis. State all in first letter or wire.

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## WANT FOR 1944

Buy, book or lease Rides not conflicting; Shows with or without outfit. Help in all departments, Legitimate Concessions, including Bingo, Cookhouse and Popcorn. Address:

R. C. McCARTER, Gen. Mgr.  
**United American Shows**  
Bean Station, Tenn., till Jan. 1st.

## Wanted Season 1944 O. J. BACH SHOWS, INC. Wanted Season 1944

Octopus, Roll-o-Plane, Tilt-a-Whirl with own transportation. Capable people to operate Posing Show, Girl Show, Life Show. Will book Cookhouse, Bingo, Arcade, Palmistry, Popcorn, Waffles, Apples, Photo, Scales, all legitimate Game Concessions. Want Sound Car, Free Act and Billposter. Address: O. J. BACH, Box 222, Ormond, Fla., or O. M. BECKER, 414 S. Main, Elmira, N. Y.

30th annual tour . . . offering 32 weeks of Fairs, Celebrations, also proven spring money spots. Opening early in April.

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Outfits open for showmen . . . all Concessions open. Can place Ride Foreman on percentage. Useful carnival people, write. Address: HAROLD BARLOW, Mgr., 529 North 52 Street East St. Louis, Ill.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$10.00 Comedy One Man Show Prop. Bargain. 50¢ Each, 1000 Heavy Blue Laundry Bags. \$25.00 Hand Organ, Paper Rolls. Working Order. \$35.00 Life Size Wax Head. African King with Crown in Glass Case. Cost \$100. \$30.00 Genuine African Liori Skin. Mounted Head. WEIL'S CURIOSITY SHOP  
12 Strawberry St. Philadelphia, Pa.

## Wanted-KEYSTONE EXPOSITION SHOWS-Wanted

Stock Concessions that will work for a dime and can stand prosperity. Can place Ride Help that drives. Out all winter in Georgia and Florida. Will pay cash for No. 6 Eli Ferris Wheel with transportation. Write or wire all this week. Hoboken, Ga.  
**KEYSTONE EXPOSITION SHOWS.**



**ART SIGNOR**, who was appointed business manager of the Reynolds & Wells United Shows by L. C. (Curley) Reynolds and H. (Izzy) Wells, owners of that org and the World of Today Shows. Until the past season he had been secretary of the Reynolds & Wells United Shows. For a year has been working in a war plant in Houston. He will attend the Chicago meetings and other fair meetings with Reynolds, Wells and W. J. Lindsay, general agent of the shows. Signor has been in carnival business 20 years. After the fair meetings he will go to Arkansas City, Kan., where he and Wells will superintend winter quarters activities.

**HAVING** changed the name of his show to Look-at-Lou's Museum, Lou Davis reported that it had been showing for three weeks on West Dallas Street, Houston.

**IT'S easier to look up to a boss who doesn't talk too much.**

**CLIFF LILES**, head of the Park Amusement Company, is a candidate for the senatorial office from the 14th District of Louisiana, and his election is a foregone conclusion, political leaders of Lake Charles, his home town, declare.

**TRACEY BROS.' Side Show**, with Freda-Fred Van in the annex and Jack (Red) Lang holding down the front, joined Bistany's Greater Shows in Florida, opening at the Gainesville Fair to good results.

**MRS. BERTHA (GYP) McDANIELS**, Arcade and Rocky-Road-to-Dublin operator, coming from the South, visited Mr. and Mrs. Claude R. Ellis in Cincy and departed November 26 for the Chi meetings.

**HAS any manager cracked: "My people closed with so much per capita?"**

**STEPHEN KUZMICKZ**, billposter with the Great Lakes Exposition Shows for



**THEY MET** on the Gainesville (Fla.) Community Fairgrounds, Walter F. Driver (left) and Leo M. Bistany, during the engagement of Bistany's Greater Shows which ended November 20. It was the first time they had seen each other in over 15 years, and Driver, who was in the territory as government inspector of all canvas used in war production, was a daily midway visitor.

**Dancing Dandies** he has been contracted for Hennies Bros.' Shows for '44.

**ANDY H. CARSON**, ex-showman and former co-owner of the Lachman-Carson Shows, is a patient in the tubercular hospital, where it is expected that he will be confined for some time. He would appreciate hearing from friends. Address, in care of Acton Sanatorium, Box 25, Acton, Calif.

**SOME managers believe that a press agent shouldn't be too good as a writer. He is apt to consider facts above reports from the office.**

**SGT. AND MRS. DOUGLAS BLEWETT**, who were married November 1 in Pell City, Ala., are making their home in Anniston, Ala., the husband, whose home is in London, Eng., being stationed at Fort McClellan. Mrs. Blewett, the former Verna Sullivan, has had concessions on Hennies Bros.' Shows and the Mighty Sheesley Midway.

**AFTER** a brief visit to Roanoke, Va., and Gastonia, N. O., Mrs. H. M. Kilpatrick rejoined her husband, Harold, advertising car manager of Dodson's World's Fair

Shows, at Corpus Christi, Tex., for the Rio Grande Valley tour. He has been reclassified into 1-A and was to report to the induction center, San Antonio, November 29.

A **BAND** of real troupers, all 12 of them, is that of Tige Hale, which opened in Al Wagner's New Playland Park, Panama City, Fla., November 20. Conductor Hale, who is at the Wainwright Shipyards, Panama City, says the band will play in the park, which had a big opening, Friday, Saturday and Sunday nights all winter.

**ALWAYS** heard at conventions: "Can there be any wonder?" "We may concede that So-and-So's show had, but —." "When such glaring cases are brought to light." "Point we are trying to drive home does not involve the innocence of —." "We are mapping every foot of our route." "Look! I can only give the idea."

**JOHN R. WARD**, head of the shows bearing his name, who was showing in the defense town of Pascagoula, Miss., passed thru Mobile, Ala., last week and had a business conference with Bernie and Marie Smuckler. He reported a top season's business and said the show might stay out into December if weather held up.

**IN** Pittsburgh Floyd Sheaks, concessionaire the past season with Garden State Shows and American Shows, recently sold a Chairplane to Anthony (Juggy) Podsobinski, Phoenixville, Pa., who is planning to take his show on the road next season with a route thru Pennsylvania and to the South in the fall. Work in winter quarters has been started under direction of Bill Davis. Several fronts will be built.

**NOTES** from Texarkana, Ark., by D. W. (Doc) Powers: Arriving in the past few days to spend the winter were Mr. and Mrs. Buck McClanahan, Mr. and Mrs. Herman Swartz and son, Mr. and Mrs. Roy Allen and mother, Whitey Livingston and Kid Knox. A dinner at Jack Smith's poultry ranch was attended by Mr. and Mrs. Swartz, Mr. and Mrs. Joe (Rosie) Starr, Charlie Jackson and the writer. Mr. and Mrs. Foots Reeves stopped over on their way from Hot Springs to Dallas. Troupers here visited the J. J. Colley Shows in Hooks, Tex. Move is on in these parts for the formation of either an outdoor showmen's club or one for circus fans.

**WITH** the aid of voluntary donations, Dearborn (Mich.) Canteen is operated by Heinle Bohl, former trouper, and has as its slogan, "We Render Service To Those Who Serve." Staff is: Heinle (Pop) Bohl, president-manager; Lela G. (Mom) Baker, secretary-treasurer; Jean Wright, financial secretary. Canteen, which was started January 7, 1942, provides food, entertainment, cigarettes, stationery and facilities such as shoe-shining, pressing, mending, checking, shaving, first-aid, bureau of information and social service. Junior hostesses number about 185 have entertained over 130,000 servicemen from all parts of the globe, and on Sundays about 500 men are fed.

**G. L. WILLIAMS** types from Dartford, Kent, England, where he is successfully managing his cafe business, that until July, 1943, he was working candy floss, ice cream and popcorn. With the closing of Dreamland Park, Margate, in September, 1939, and introduction of rationing on confectionery in July, 1942, it was impossible to carry on at fairs and parks. He adds: "I spent 10 happy years in the United States, six of them with the Bernardi Exposition Shows. Felice Bernardi was my cousin and I can still remember the route from Chicago to Los Angeles. When the war is over I hope to again visit America with my wife and perhaps see some of my old carnival friends."

## ASK FOR A FREE COPY

November - December **BIG ELI NEWS** contains news and stories of interest to all ride men. Read the current issue of the Ride Man's magazine. Then if you like it—ask to be placed on our Mailing List.

Printed for ride men, owners and operators. A Postal Card request is all we need.

Write Today!!

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Opp. Wabash Station,  
Jacksonville, Illinois.

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.

DEE NIFONG, USNR, is in the U. S. Naval Hospital, Long Beach, Calif., after spending 10 months in the South Pacific.

R. V. HOLLIS, Y 2/c, who is back in the navy after having served in World War I, recently returned to the States from the war zone and is stationed at Plaza Barracks, Miami.

CORP. ANGELO R. DeFRANZO, formerly with the World of Mirth, Hennies Bros.' Royal American, Mabel Mack's Mule Show and others, is stationed with the 834th A/B Engr. Avn. Bn. Hd. Co., Westover Field, Mass.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 27.—At the 10th annual meeting in Chicago it appeared that attendance would be large, judging by the sizable volume of correspondence received from members, indicating interest and advising of plans to participate. More applications for membership have come and the situation appears very favorable. Latest application for membership is from Merle A. Beam, owner-manager of Beam's Attractions.

Office of Defense Transportation has sent the association a copy of its request that, so far as possible, its members forgo traveling from December 17 thru January 10. Employers are requested to eliminate vacations during that period and the government will reduce its traveling requirements to a minimum during that time. Further information with reference to the freight rate controversy pending in Congress has been received.

War Man-Power Commission has furnished a copy of the report of its Management Labor Policy Committee, opposing national service legislation and recommending retention of the present voluntary system. United States Commerce Department has submitted a survey covering so-called small business in New England, the Southeast and the Gulf, New York and Chicago regions. The office also has a transportation survey covering air and rail transportation and post-war planning information issued by the United Nations Information Office and a new work on transportation which may be of interest to the industry.

Later letters also came from General Manager Max Linderman, World of Mirth Shows, and Richard Gilsdorf, owner-manager of Dick's Paramount Shows, telling of their intention to attend the annual meeting.

Advertisement for 'Christmas In Wartime' by The Salvation Army, sharing Christmas on every front.

Philadelphia

PHILADELPHIA, Nov. 27.—Mr. and Mrs. Louis Kane, who have returned from the South and will winter here, report a good season with their restaurants and eating stands. They attended the NSA banquet in New York.

Johnny Keeler has purchased a new car and is arranging to leave for Miami soon.

E. K. Johnson, in the city for the winter, reports an excellent season. Mike Zeigler attended the New York banquet and ball.

Woodrow Olson, who is visiting after a recent successful operation, expects to go to work shortly in a war industry. Emmet Bejano is wintering here.

THE LIGHTER SIDE

(Continued from page 31)

The WPB has sure made good its streamlined directives.

The tiredest guy in the bunch was genial Joe McKee, who again had the easy job of assigning the tables. Just as easy as playing third base on an icy diamond with a nothing-ball pitcher and a Ruthian batter.

Jack (Greenleaf) Carr's main interest was in introducing his wife, whose main interest was in building up her spouse. A sort of mutual-admiration society which was almost torn apart when they started to disagree on the merits of the musical, One Touch of Venus.

Vincent Lopez, playing the event for the first time, got sizzling hot during the dance sessions. As one member remarked, "He sure knocked us all for a Lopez." (The wit will please step forward and hang his head in shame.)

Bert Nevins, the Pallsades (et al.) press master, was surrounded by a flock of guests representing all the newsreels. Bert wanted to make sure his publicity contacts didn't miss any knockdown-dragout routines.

Lieut.-Col. Harold Giles Hoffman, the toastmaster, chided President Emeritus George A. Hamid for electing tux instead of white tie and tails. Hamid, who is swift on the draw, leaned over and told the colonel that the tails went to the theater authority's Alan Corelli to use as weeping cloth. Citizen Corelli lost out when running for councilman. Corelli leaned over and whispered that the time to weep is when you do get elected. Stanley Isaacs, who did get elected, leaned over and whispered that tails are not long enough.

Have you all recuperated?

Leonard Traube.

VICTORY ADDS CREWS

(Continued from page 31)

three ball games; Mrs. Hilda Roberts, popcorn and peanuts; Mr. Marin, bingo; Pedro Salazar, Penny Arcade; Mrs. Cuervo, long-range shooting gallery; Mr. and Mrs. Cartaya, penny pitch, duckpond, pan game and pitch-till-you-win; Mr. and Mrs. Martinez, cane rack, cigarette gallery, and C. Valle, frozen custard. Mr. and Mrs. Balido, merchandise games; Medina, cigarette stand; Raul Cancio, candy apples; Mr. and Mrs. Sardinas, novelties, and Gustavo Tomeu, scales. Arsenio Castrillo, general agent, is out on a three-week good-will tour of the cities booked, and will return to quarters before opening and will remain with the shows in an executive capacity.

NSA PLUGS VICTORY

(Continued from page 31)

the country to be present. Probably the longest trip was made by Harry Batt, boss of Pontchartrain Beach Park, New Orleans. Another big trek was by Bill Lynch, the show owner of Halifax, N. S. Other organizations represented included Orange County (N. Y.) Fair, Hagerstown (Md.) Fair, Genesee County (N. Y.) Fair, Gouverneur (N. Y.) Fair, Batavia (N. Y.) Fair, Malone (N. Y.) Fair, Ocean View Park, Norfolk, Va., and New Jersey State Fair. The largest representation came from Pallsades (N. J.) Park.

NSA again distributed life memberships. This year recipients were Sgt. Charles J. Morris Jr., son of "Doc" Morris, of Pallsades Park, whose card was accepted in his name by his father. "Jackie" Morris was decorated by the War Department with the Silver Star for gallantry in action on Guadalcanal. Bill Hartzman, of Cetlin & Wilson Shows, and Dave Endy, of Endy-Prell Shows, received the other gold cards.

Showbiz Notables Attend

The importance which show business in general regards the NSA banquet was

evidenced by the appearance of Milton Berle, the Ritz Brothers, Henny Youngman, Barry Wood and Sally Rand. Earl, Jack and Betty, and Lane and Claire also appeared. Vincent Lopez and the Ovando rumba ork supplied the dance music, while Joe Basile's band played during the dinner session.

Harry Moss, of Music Corporation of America, who emceed prior to Youngman's taking over, stayed to the finish to see that the entertainment ran smoothly. Assistance in collecting this show was by Benny Kutuchuk, of MCA; Al Rickard, of the Arthur Fischer office, and Fanchon & Marco.

Dais Is Distinguished

Lieut. Col. Hoffman again proved himself a capable toastmaster, displaying a sharp wit in introducing the officers and honored guests on the dais. He called Hamid "one of the most astute men" in show business. In fact, he said, if Hamid encountered a wolf he would put it in an animal act. But there were serious moments also as he introduced Staff Sgt. Murray Mendelsohn, who came back from the North African fighting fronts with a distinguished record; Pfc. Herman Du Barry, another returned hero; Lieut. Walton Butterfield, representing the Coast Guard; Lieut. Col. Ivan B. Stickney, of the Marines; Col. E. C. Miller, representing General Terry, of the Second Command Headquarters; Lieut. Com. Rev. Msgr. O'Donnell, who delivered the invocation; Capt. John L. Beebe, head of the Maritime Service Station at Sheepshead Bay; Lieut. John E. Overall, representing Vice-Admiral Leary, U. S. Navy, and George W. MacMurphy, chief of the Recreation Section of the War Production Board.

Other dais occupants were Harry Rosen, NSA assistant treasurer; Jack Wilson, third vice-president; Thomas Brady, lecture bureau impresario; Max Linderman, past president of NSA and senior member of the Board of Trustees; Hon. John J. McCarthy, assistant chief of the New York Fire Department; Max Hoffmann, NSA counsel; Jack Rosenthal, chairman of the banquet committee and NSA second vice-president; raconteur and wit, Tex O'Rourke, who spoke briefly; Harry Hershfield, humorist on NBC's and Mutual's Can You Top This?, who upheld his reputation as a top storyteller; Art Lewis, NSA president; Hon. Louis F. Costuma, first deputy police commissioner; Oscar Buck, first vice-president; Dr. Jacob Cohen, NSA physician; Hon. Bligh A. DODD, of the Gouverneur (N. Y.) Fair, representing the commissioner of agriculture; Lieut. Weiss, in charge of rehabilitating wounded soldiers at Halloran Hospital, S. I.; Alan Corelli, executive secretary of Theater Authority; George Traver, NSA chaplain, and Joseph Hughes, NSA treasurer.

Hamid paid tribute to the yeoman work of the various committees and the chairmen who helped make the event the largest in NSA history. Among them were Art Lewis; Jack Rosenthal and Joe McKee, co-chairmen of the banquet committee; Fred Murray, of the board of governors; Harry Rosen, assistant treasurer; Ethel Weinberg, assistant secretary. Blanche M. Henderson, president of the Ladies' Auxiliary, and Dorothy Packman, the Ladies' Auxiliary past president.

NEW YORK, Nov. 27.—R. C. McCarter, manager of United American Shows, and his wife came to attend the National Showmen's Association banquet at the Commodore Hotel Wednesday (24). G. C. Mitchell, general agent, will open the show in Florida January 1. Equipment of the show is at present in Sarasota, Fla.

Mrs. Strates Is Hostess

NEW YORK, Nov. 27.—Mrs. James E. Strates, wife of the head of the James E. Strates Shows, gave a big Thanksgiving dinner to the members of the Strates shows who attended the NSA banquet here. After the dinner the party were her guests at the Barrymore Theater. After the show there was a round of night clubs. As Mrs. Strates remains at the Strates homestead at Corning, N. Y., during the season, it was a get-together party. Elizabeth and Theodora Strates ably assisted their mother in keeping the guests entertained. Included in the party were Pete Stamos, Dick O'Brien, Keith Buckingham, Steve Gekas, Bob Mansfield, William C. Fleming, Louis Strates, James E. Strates, Bill Jones, Mr. and Mrs. Fournier, Mr. and Mrs. Marinos, George Effingham and Mr. and Mrs. Soloberg. Mrs. Strates intends to make an annual event of the party.

Advertisement for 'WHEELS OF ALL KINDS' by H. C. EVANS & CO. listing carnival supplies and equipment.

Advertisement for 'EYERLY RIDE OPERATORS' by EYERLY AIRCRAFT CO., listing Octopus, Rolloplane, and Fly-o-plane rides.

Advertisement for 'POPCORN SUPPLIES' by GOLD MEDAL PRODUCTS CO., listing popcorn supplies and prices.

Advertisement for 'CONCESSIONERS, ATTENTION' by JOHN L. LORMAN, listing outdoor show world concessions.

Advertisement for 'WANT FOR WORLD'S FAIR MUSEUM' listing museum items and location.

### Troupers Make Merry Aplenty At Beach Party

SAN DIEGO, Calif., Nov. 27.—A get-together and beach party was given by Babe and Moxie Miller at their home in Mission Beach to members of the Regular Associated Troupers. As the Crafts Shows were playing here, with 15 members and over 20 others connected in and around the beaches here, it was an opportune time to stage a party for benefit of the Troupers and to bring all members together.

Open house was held from 1 p.m. until late. The new cemented patio was decorated and a large welcome sign painted on the garage greeted all comers. Bingo was played from 2 to 4 p.m., after which lunch was served and all went into the rumpus room. Bill McMahon and Ray Oliver were bartenders thruout the evening. Members from the beach had to go to work, but the Crafts Shows had a night off, and festivities continued until late hours.

J. L. (Spot) Ragland baked Boston beans and Babe Miller was assisted by Ted Bent, Billie Sucher, Ray Oliver and Moxie Miller in preparing the rest of the food. Bar was augmented by Spot Ragland, Herb Sucher, Lucille King, Ruth Korte and Ruth McMahon. An anklet, donated by Billie Sucher, was won by Lucille King. Bank Night was first won by Spot Ragland, then one by Jack Bent and the going-home award was won by Rosanna Denos. Hort Campbell appeared most successful at bingo. Herb Sucher, found on the edge of the fishpond, was fined for fishing without a license. Music was by Moxie Miller on his phonograph.

A number of new members were present for their first party. Frank Howard, Milt Nichols, Ray Oliver; Ethel Myers, who recently joined, were made acquainted with the spirit of the club. Mike and Babe Herman and Harry Wooding, old members, made their first party.

### 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—85 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

### 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7. LIGHT WEIGHT BINGO CARDS Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25 M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100. 8,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000 1.25 3,000 Featherweight Bingo Sheets, 5 1/2 x8. Loose, \$1.25 per M. Box of 25,000 Black Strip Card Markers ... 1.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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### 1944 SEASON'S GREETINGS 1944

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Gen. Supt.

Handle Building, Train or Rides. Also do Special Agent, lay out lot, capable in any position. Sober and can handle help. Would like to hear from. Ralph Clawson. Phone 20969. 120 E. Herndon Ave., Shreveport, La.

Maybelle Crafts enjoying a belated party, as she had to miss all the summer doings. Everyone is looking forward to open house on New Year's Day in the clubrooms, as in previous years. Regrets came from many members from Los Angeles, who couldn't make it because of gas shortage. Present were Hort and Jessie Campbell, Harry Wooding, Rosanna Denos, Dot and Spot Ragland, Ray Oliver, Ethel Myers, Maybelle Crafts, Roy and Mary Ludington, Ruth and Lou Korte, Frank Howard, Ruth and Bill McMahon, Mike and Babe Herman, Jack and Ted Bent, Milt and Lillian Nicholas, Lucille and Hilton Hodges, Billie and Herb Sucher, Lucille King and the host and hostess, Babe and Moxie Miller.

### KREKOS HOSTED BY PCSA

(Continued from page 31)

of his employees. Following the presentation, Hunter Farmer told briefly of the co-operation of the office with members of the show.

Margaret Farmer outlined work done by the show for the Ladies' Auxiliary. It was stated that \$825 had been given the auxiliary by West Coast Auxiliary members. This did not include the \$111 to the PCSA building fund, which Krekos started during his term of office as club president. Edith Walpert explained that weekly events were staged to raise the money for the club work. On hand was one of the largest turnouts ever noted at an affair of this kind.

#### More Specials Calendared

Among those attending were Abe Fabricant, Earl Payton, Max Kaplan, A. F. Montie, A. E. Stein, A. Thompson, Gus Pappas, H. J. Bennett, Charles Enright, Sam A. Abbott, Roy W. Scott, Harry Fink, Robert L. Belles, F. H. Cushing, Ray Rosard, James Troy, C. E. (Candy) Moore, Sam Coomas, Bob Matthews, Eddie Talt, H. A. (Pop) Ludwig, J. Ed Brown, Charles Paige, John T. Backman, John M. Miller, Plain Dove Morris, Frank Murphy, John Weber, Monroe Eisenman, Dan Meggs, Meyer Schlom, William H. Scott, J. E. Pepin, Harry Suker, Harry B. Levine, J. B. Graham, Johnnie LaMonte, Sam and Lucille Dolman, Don Congdon, T. H. Bailey, B. J. Tully, Ross R. Davis, Theo Forstall, H. C. Rawlings, Temple G. Aldridge, William Hobday, Joe Glacy, Jack Joyce, Dick Dobbert, H. B. Clifford, Lee Brandon, Ben Dobbert, Everett W.

Coe, Bill Allman, John P. Davis, Al Willson, Roy Barnett, Fred P. Brunner, Ivan M. Christy, Bud White, Charles Chrysler, Bones Hartzell, Larry (Bozo) Valli, Sam Brown, Eddie Kennedy, David Friedenheim, George W. Hey, Victor L. Johnson, John J. Cousins, Charles P. Carpenter, J. H. Kinkaid, Tony DeFabros, Phillip Bertone, I. B. McCoy.

Tim Revis, Max Weiss, H. J. Dunn, H. G. Farmer, Capt. David Barnett, Jim Gallagher, Mush Ellison, E. S. Fitzgerald, Thomas H. Rhodes, A. T. Carter, Lou Berg, Lobby Naquin, Joseph Gelb, John L. Lorman, Jack H. Beach, Lou W. Johnson, Bill Kohler, Ellis L. Zemansky, Floyd Schoonover, Frank Messina, Bill Messina, Patrick W. Capaldi, Mike Collins, Jack Shaffer, Harry Phillips, A. C. Barton, Fred Zyskin, Loren Kesterson, Frank Bennett, Harry Quillen, Charles Austin, John Denuin and Ed J. Harris.

Refreshments were served by the PCSA house committee, headed by Charles Farmer and assisted by Zack Hargis, Sam Dolman, Jimmy Runn and Dan Dix.

Other "specials" on the calendar include Nomination Night, November 29; Military Night, December 6; Memorial Day, December 12; President's Night, December 13; Annual Charity Banquet and Ball, December 14; Arthur Bros.' Circus Night, December 20, and annual meeting and election of officers, December 27.

### SLA

(Continued from page 32)

Blakely and Betty Gregg. Members are proud and elated over the fact that Hilda Nadine Miller has joined the WAC.

Mrs. Edward Hock, Mrs. Michael Doolan and Mrs. Noble Fairly returned from Hot Springs to attend the conventions. Installation dinner will be held November 30 in the Sherman's Crystal Ballroom at 7 p.m., with Edith Ströblich as emcee. Mrs. Lew Keller will be installing officer. Mrs. Delgarian Hoffman, chairman of the open house, will appoint a committee. Ethel Weer lettered that she would attend. Grace Goss will be unable to attend this year. These have been elected to membership: Betty Jane Davis, Ruby Fay James, Mary Ruby Heyde, Mrs. Cam Glickman and L. C. (Peggy) Reynolds. President Carsky called a special meeting for the night of November 26 for balloting on the ticket of officers for the ensuing year. Nan Rankine, chairman, and Elsie Miller, co-

chairman of books, would like to have all brought in during convention week.

Virginia Kline will be representative of the Ladies' Auxiliary, Pacific Coast Showmen's Association, Los Angeles, at the installation dinner of the SLA Auxiliary. Midge Cohen, Leah Greenspoon, Emma Fink, Ruth Gottlieb, Dolly McCormick, Rose Lang, Bess Hamid, Dorothy Packman and Flora Elk will be in for the conventions as well as many others from the clubs and shows.

### PCSA

(Continued from page 32)

ler advised that the Mission Beach Showmen's Day Celebration in San Diego had been postponed until November 29 from November 22. A committee was appointed to serve at the December 6 Military Night, Hunter G. Farmer, Sam Dolman, Jockey Lewis, Ross R. Davis and Walter de Pelaton to be in charge of details.

H. Christenson donated a \$25 War Bond to the cemetery fund and a \$25 War Bond to the building fund. Mike Herman was donor of a \$25 War Bond to the building fund. Joseph Krug launched a drive for the Lion's Head Christmas Dinner Fund which netted \$86. Thru Joe Mettler, Mission Beach, his guest, Eldon Nichols, well-known magician, gave the members a real treat. Ross R. Davis was given a vote of thanks for having the club radio placed in first-class order.

Among members who had been absent for some time was Max Kaplan, who purchased a fishing boat and is operating off Santa Monica to help out the Coast meat shortage. Frank Redmond, down from the bay cities, is home for the winter. Also, Roy Barnett was out for the first day after several weeks in a hospital for a serious operation. J. King Ross, who closed with Russell Bros.' Circus, is working for an aircraft corporation. M. E. Arthur (owner of Arthur Bros.' Circus; Jimmy Woods, manager of the circus; Walton De Pelaton, treasurer of the circus, and Harry Phillips were just in from the North. Mike Krekos, owner of West Coast Shows, and a number of his employees came from Oakland. Bob Mathews returned from San Francisco, where he closed an engagement with his performing lion. Luncheon and refreshments were served by Charles Farmer and James Dunn. There were 312 members present. The idea of having a special event each Monday has proved an excellent feature.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

## Minneapolis Aquatennial Gets Off to Early Bounce for '44; Vet Hastings Is to Head Doings

MINNEAPOLIS, Nov. 27.—Minneapolis Aquatennial Association is preparing for its 1944 summer show, with the appointment of Tom Hastings as general chairman. Hastings, a top man in the Aqua shows of past years, has been general chairman before. He succeeds Neil Messick, who headed the 1943 event.

Two other Aqua "old-timers," Donald E. McReavy and Gerald L. Moore, have been appointed 1944 vice-chairmen. Mc-

Reavy has been active in the festival since its inception in 1940, handling parade details. Moore was in charge of Boy Scout activities last summer.

Hastings is expected to submit arrangements for the event to the board of directors, headed by Messick, at a meeting in January. This marks the earliest in Aqua's five-year history that plans have been formed. The general chairman desires suggestions from the general public for the events and program and has asked that ideas be submitted to him at Aqua headquarters.

## Toledo Show Bucks Weather to Okay Biz

TOLEDO, Nov. 27.—Ralph W. Conley, secretary of the Disabled Veterans Post which is sponsoring the indoor circus here, reported excellent business despite unseasonal weather, with the event being handled by K. G. Barkoot and Eddie Young, veteran showmen.

Lewis Bros.' Circus, booked by the Paul Spore Agency, will remain for the remainder of the month as the feature, while stage acts are changed weekly. Acts included Barth and Mahr, perch and balancing.

Among visitors have been Mr. and Mrs. Crandall; J. B. Hendershot, Mighty Sheesley Midway, and Dick Dillon and H. J. O'Brien, promoters.

## SUGRANE HAVANA DEBUT

(Continued from page 31)

have the nail and bottle games; Leon Barcia, milk bottle game; Katrin Gomez, hoop-la; J. Sarez, bingo; Juan Navarro, cookhouse and grab stand, with Henry Cortina in charge of the grab layout; J. Morales and A. Arregul, waiters, and Melchor, chef, and others.

Rides: Ferris Wheel, Daniel Vicent, foreman; Mrs. G. Montalvo, tickets. Scooter, Mario Valdes, foreman; Yokl, assistant. Tilt-a-Whirl, Lindo Denis, foreman; Carol, assistant.

Oscar Carrillo has the Circus Side Show, line-up of which includes Conchita, word swallower; Carlos Gonzales, lecturer and magic; Fills, fat girl; Mrs. Elizabeth Carrillo, blade box and annex; Alonso, pinhead; Rene, Enrique and Guillermo Morales, front; and Rene shows. Three Lazo Sisters, acro-ballet, and Victory Duo, trapeze. Sugranes, who is handling the organization this season, looks forward to a successful tour. Show will be motorized.



# The Editor's Desk

By CLAUDE R. ELLIS  
CINCINNATI

HANDS across the sea and all that sort of thing. J. W. Shillan, well known on this side of the big pond as managing director of the British Motor Boat Manufacturing Company, Inc., is the chap behind the cables of congrats aimed at the NAAPPB in 25th annual session in the Sherman in Chi this week. Earlier this month he wrote to this pillar from London: "I have arranged with the president of the Amusement Caterers' Association to cable the president of the National Association of Amusement Parks, Pools and Beaches in Chicago on the occasion of its silver jubilee, and the president of the Showmen's Guild over here will do likewise. I held a luncheon party in the House of Commons for a number of members of Parliament who are interested in outdoor show business, and they are drawing up a cable which a number of them will send to the president of the NAAPPB. This little effort of co-operation between the British and American associations is to foster a greater degree of friendship and understanding. We are all interested in your problems and we feel sure you are interested in ours, and I am hoping that in the future much closer collaboration will be shown between the American and British outdoor showmen and, as of yore, that the most friendly feelings will prevail. I, too, will be sending a cable, because at the con-

vention there will be so many of my American outdoor showmen friends, and I feel the time is now coming when I shall be able to travel to America again and participate in the conventions."

A DIGNIFIED figure at harness-horse tracks, Midwest fair meetings and on fairgrounds and midways passed with the death of Fielding W. Scholler at his home in Indianapolis November 16. Prominent for 40 years as a starting and presiding judge, he had officiated at State and county fairs, beginning early in the season and continuing until late fall in Southern States. He was known as probably the only starting judge who was able to recognize horses and drivers, regardless of numbers, after familiarizing himself with them in the first heat of a race, and thereafter not having to refer to his card. He was at one time coach of Hanover College baseball team. A native of Madison, Ind., he spent his boyhood at Edinburg, Ind., and for many years was a resident of Franklin, Ind., later moving to Indianapolis. His sister, Bess Scholler, Franklin, is a gifted writer.

HE STOOD on his front stoop and got a swell color snapshot of the Big One headed for home with its trainloads of red wagons as it passed thru Gibsonton, Fla., outside of Tampa. "So you see I am

not entirely isolated from show business." That would be Frank Allen, of ride, bingo, Detroit and Happyland Shows note. He and Shirley, the missus, hibernated at their chicken ranch in Gibsonton this year, the road forsaken. The "Bingo Patio" barbecues are still going strong. And stronger yet is the new "Gibtown Lullaby"—gin, rum, lime juice, a little brown sugar and lot of shaved ice! Two and you start buying chicken ranches and giving 'em away.

AL DARNABY has a "secret weapon" up his sleeve to spring as soon as this unpleasantness is over, says Fred T. Ballard, Louisville and Lexington, Ky., newspaperman and show fan. "I am told that it is quite possible that the Evanston sage may bring it forth," he adds, "before the war ends just to help Uncle Henry Morgenthau, who is 'just around the corner.' . . . Eddie Coe, long sec of Lipsky & Paddock Concessions, is at Camp Blanding, Fla., if he has not already been shipped for basic training. . . . Re-election of Phil C. Travis as manager for Tennessee State Fair board, Nashville, is said to give him almost as much satisfaction as his annual personal production of kosher dill pickles. . . . 'Twas ever thus. A correspondent writes: "Now that the frost is on the pumpkin fairs and *Home, Sweet Home* has been played, there'll be sorrow for those who didn't save get-away scratch. The haves will all rush to Chi to cut up big ones and to show their wives' new gowns. The have-nots rode rattlers and jalopies to winter quarters and will hang around, etc., etc." Probably always will be.

# The Crossroads

By NAT GREEN  
CHICAGO

WHEN the IAFE and NAAPPB sessions are finished each afternoon and the boys begin to look around for a little social relaxation at the outdoor conventions they don't have to look far. That sign in the elevators—"A thousand and one things to see and do in the Hotel Sherman"—is not too much of an exaggeration. And if none of the 1,001 things there satisfies, there's entertainment aplenty and in great variety, within two blocks of the hostelry. It's a cinch many of the boys will want to see *Oklahoma*, *Tomorrow the World* and *Kiss and Tell*, the three hit shows a stone's throw from Clark and Randolph. Whether they can get tickets is something else. The jive, jitterbug, boogie-woogie addicts can find the sort of bedlam they like around the corner on Randolph at the Garrick Theater Bar, Down Beat and Brass Rail. They'll find heady corn at Old Heidelberg rathskeller, where Louie convulses 'em with his burly bullfight and Eleven Old Ladies Locked in the Lavatory; danceable music in the Walnut Room of the Bismarck, and vaude-pictures near at hand. And if some of the boys want to lay a bet—sh-h-h!—there's always info available at the city hall right across the street.

A LITTLE ROCK newspaper reveals Max Goodman in a new role. We culled an item announcing that Max would address the Kiwanis Club on *My Thirty Years in Show Business*. Maybe his fellow townsman, E. G. Bylander, could book him for a tour of the platform circuit! . . . Lew Dufour, who has a picture touring Western theaters, came in from K. C. for a

day, departed for New York to attend the National Showmen's Association banquet and was back in Chi in time for the start of the conventions. . . . Charley White, who used to be with the Rubin & Cherry Exposition, is running a tavern called the Alamo in San Antonio and doing capacity biz. . . . Fritzie Brown will stick around Chi until the close of the conventions, then head for New Orleans to look after his "stable." . . . George Blood, head man of the Ringling cookhouse, got a swell break in *The Tampa Tribune* with an interesting double-column story and a three-column photo of the immense cookhouse and how it operates—and, of course, a picture of George. . . . Ray P. Speer, who used to handle publicity for Minnesota State Fair and now manages the Minneapolis Auditorium, spent several days looking over the Shipstad and Johnson ice show, which will play Minneapolis later in the season. . . . Looks like Cole Bros. will add some cars as well as a new big top next season. . . . Larry Benner, magician, back home in Chi for the winter. . . . Frank Cervone, band leader, stopped off for a couple of days on his way to Minneapolis to play for the rodeo staged by Noel Van Tilburg.

AL ENGELN, former Chicago showman, was in town on business for several days. For the last 10 years he has been in the juke box line in Nashville and has built up a substantial and profitable business. . . . C. Foster Bell, who closed recently with Cole Bros.' Circus, has joined out as agent for *Maid in the Ozarks*, which completed a long run in Chicago last

week and is now playing Cincy. *Maid* at the Emery Auditorium and the Passion Play at the Taft—a study in contrasts. . . . Hogan Hancock back in Chi after a busy season. . . . The Ringling route book for the '43 season is a neat little pocket-size edition with an attractive red, white and blue cover, and a world of interesting information in its contents. . . . Albert J. Powell, aerial contortionist, last year with Ringling, has joined the Seabees with a petty officer rating and is at the naval construction training center at Camp Peary, near Williamsburg, Va. . . . Gaylord White, who recently joined the army, got a nice send-off in *The Charlotte (N. C.) Observer*. He writes from Fort Jackson, S. C.: "Incidentally, haven't got away from showfolks yet. A boy named Bert Pettus, bull man with Wallace Bros.-Clyde Beatty Circus last season, has the bed next to mine here at the reception center. I don't believe the folks around us understand our talk very clearly."

IT is a month until the Sonja Henie show opens at the Stadium, but there's a continuous double line at the downtown ticket office. . . . Harry Bert, who closed a couple of weeks ago with Ringling, is handling traffic (human) for RKO. . . . The brand of humor heard on the Magic Carpet has taken a definite turn for the better since Jack Grimes arrived in town. . . . Judging by the flamboyant ties being worn by Irv J. Polack, Phil Shepard, Sunny Bernet and others of the dressy set, King Levinsky has been doing a whale of a business. . . . Boris Morros, picturesque Hollywood personality, is telling Chicago he's going to make it the center of a new type of opera. When we remember how many times Jake Shubert has announced he was going to make the Windy City a production center and then brought in nothing but a moth-eaten version of *Blossom Time*, we're sort of skeptical.

# Out in the Open

By LEONARD TRAUBE  
NEW YORK

THERE may be food for thought, offered for the digestive tracts of Washington & Company, in the amazing paradox of a not unimportant branch of alfresco showbiz which has been furthering the war effort in a very direct way, but, at the same time, has been practically lost in the shuffle as far as the home front is concerned.

It's the fireworks display business, whose 1943 commercial activity was so small that you could cover it in a couple of short sentences, and yet there was plenty of pre-Pearl Harbor material available to make up a fair season of displays in the key centers of the country. The pyrotechnic business is probably the only field subject to an "unofficial" ban by the population, and this marks one of the few times in history that the public at large has been caught in the act of not doing fair and just thinking, hence peculiarly un-American. John Q. Public used his fists and burned up gas in the face of express directives by ODT and OPA, but the fireworks items, not subject to any edicts, this same public spurned, blasted and criticized. It doesn't add up.

Just how little it adds up may be seen from a statement on the subject which we solicited from an authority. This would be Fred C. Murray, vice-president and general manager of International Fireworks Company. We always go to Fred Murray to get out of a hole, and since we are stuck with the declaration that there has been an "unofficial" stifling, let's see how the expert ties the knot.

"It is quite true that there has been a more or less unofficial ban. This still seems to exist despite the provable fact that some fireworks companies have a

large stock on hand which was manufactured previous to December 7, 1941. However, it is virtually a physical impossibility to dismember the material, as the salvage, let alone the danger, in so doing would not even pay for the labor involved. Furthermore, there is no shortage of any of the principal component parts involved in the manufacture of display fireworks."

THIS much of it, at least in substance, most of us knew even from casual contact with the pyro fraternity, but Murray adds a novel twist which has been treated in the newspapers and by the international news services, as well as in *The Billboard*, for he says:

"We all know and appreciate how much Russia has suffered and what she has done and is doing for the cause of the United Nations, yet all their major victories have been celebrated by a magnificent display of fireworks, and the same applies to China in a more limited way. So why there should be any objection to fireworks displays over here has always been a mystery to me which I can only ascribe to the ignorance of the people, who are not acquainted with the real facts and jump to conclusions without knowing the what's what."

Murray also says that every fireworks plant suitable for the purpose has been converted to war work, "but the smaller ones are practically out of business for the duration." The latter, says Murray, are entitled "to some sort of recognition in order to make a living, as men who have spent a lifetime in this busi-

ness are hardly suitable for any other work. Wherever fireworks were displayed this year the crowds were most enthusiastic, especially about patriotic set pieces, which were larger than ever before. The only criticism was from a few misinformed fanatics who criticize everything—sometimes for the publicity they can get out of it."

IN common with a few others around the country, Murray's outfit has been engaged for some time in the manufacture of material used at principal training camps, "preparing and toughening up the boys for their trip across with the earnest hope that by its use it may be the humble means of saving many precious lives."

What about the money accruing to manufacturers from government contracts? "I can truly say that this is a work of love and duty, as the profits are practically nil. We are doing only what everyone else should be doing, namely, using every effort to end this war for the regeneration of the world."

THRU George Hamid we learn that veteran showman Fred LaReine is a very sick man in Norfolk (Va.) General Hospital. Fred, who asked Hamid to inform this column, has been thru a series of great physical misfortunes. They don't come any tougher than Fred LaReine, and it would be a swell idea for those who know him to drop him a line and cheer him on to the road to good health. There is no question of money involved here. In all the years we have known him, he's never even faintly suggested anything of the kind. . . . Big-Hearted Benny Weiss wants all and sundry to know that he's operating "permanent" bingos in Key West, Fla. (managed by brother Harry), Thomasville, Ga. (Wilcox Shows) and Charleston, S. C. . . . And now we're off to the Eastern classic, the banquet of the National Showmen's Association in New York.

# Concello at Selig Zoo

## One-Ringer Put On Under King Title Week-Ends

Russell big top is used, with entrance thru arcade—has continental flavor

LOS ANGELES, Nov. 27.—Art Concello has revamped his Russell Bros. Circus into a one-ringer and is presenting it Saturdays and Sundays at Selig Zoo under the name of King's Olympic Trained Wild Animal Show and Rodeo. Playing under the Russell big top, entrance is thru the arcade, formerly part of the pretentious layout of the zoo. The Continental-flavored show is given three times a day with a top admission of 65 cents for generals.

Getting off to a rather cold start Saturday (19), the show did well that day in view of strong competition offered by football games and factories. Sunday found the first show with doors opening at 1 p.m. a fair turnout, with the generals comfortably filled and one of the blues doing a good business. Before the first show of the day was over a line had formed for the second one.

In the first show Sunday Mrs. Ken Williams, wife of one of the rodeo performers, miraculously escaped death and serious injury when a saddle strap loosened. The horse became frightened and galloped across the arena with Mrs. Williams.

### Russell Seeking License Refund in San Francisco

SAN FRANCISCO, Nov. 27.—Russell Bros. Circus and Wild Animal Show is seeking a refund of \$1,320 on the license fee for its engagement here last June on the grounds that it was a wild animal show and not a circus. A hearing before the board of supervisors is slated next week.

Supervisor Dewey Mead, who objected to the refund on the grounds the show's advertising was misleading, is now in Washington and it is possible the hearing may be postponed until he returns. Mead contends that the show misinformed the public by advertising itself as a circus if it was not and was not entitled to a rebate from the higher fee for circuses.

Despite the billing of "circus," however, the management contended it operated an animal show, for which the license fee is much lower.

### RB Opens W. Q. Gates First Time in Two Years

SARASOTA, Fla., Nov. 27.—For the first time in two years the Ringling show in quarters here opened winter-quarter gates for public exhibition for winter season November 25.

The gates are open daily from 9 until 4. As far as is known, this arrangement will continue thruout the quarters stay until some time in March or early April, when the show leaves for New York to open in the Garden, Roland Butler said.

A new system of admission has been inaugurated, Butler said, in which a flat general admission of 30 cents for adults and 15 cents for children and servicemen is charged. This plan supersedes the system of previous winter seasons in which a gate admission plus several other side charges to cages and acts have been made after gaining entrance to the grounds. The present charge will be a one-way ticket to all activities.

With several army and air corps cantonments within bus and available transportation radius and an expected big tourist and winter-guest season in Sarasota, the present arrangement has all the earmarks of being as good as any big peacetime year.



ON THE JOB for the Hamid-Morton Circus, under Shrine auspices in Atlanta November 15-21, were, left to right: Mike Benton, president of Southeastern World's Fair, who was chairman of newspaper and radio exploitation; Bob Morton; Dr. Charles E. Wilson, potentate of Yaarab Temple; Clyde Beatty, who presented his wild animal act, and Harry Howard, chairman of the circus committee of the Temple. Contracts were signed by Morton and Shrine officials for next year's circus.

## HM Show Grosses \$30,000 in Atlanta

ATLANTA, Nov. 27.—The Hamid-Morton Circus on November 21 closed a great run here and officials are planning a return appearance in 1944.

The show grossed more than \$30,000 on the 14 performances, presented under auspices of the Yaarab Temple (Shrine). The Temple will use its share to aid underprivileged children at the Scottish Rite Hospital and for war activities. More than 55,000 attended.

Clyde Beatty headlined the show and was accorded a great hand. Show was given in the 4,100-seat capacity municipal auditorium.

Among other performers who made up the 23-act show were Rice-Davidson, (See HM Grosses Over 30G on page 54)

## Dailey Entertains Wounded Soldiers

TEMPLE, Tex., Nov. 27.—Dailey Bros. Circus played here November 19 and 20. House for first afternoon was near capacity with school turnout, and night performance was capacity. Saturday afternoon was capacity, and there was a straw house at night.

Saturday morning performers were taken to McCloskey General Hospital (army), going from ward to ward to entertain the wounded boys. Saturday afternoon the show had 500 from the hospital who were able to get about in the center section. Popcorn and peanuts were "on the house" for these boys, according to Mrs. B. C. Davenport, of the show.

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Lower Sand Bar, Mississippi River, November 27, 1943.

Dear Editor:

In our last letter we mentioned the leasing of a showboat to take this show up the Mississippi River, but no further details were given. Now that the first week's rent has been paid and the deal cinched, the bosses gave their permission to release the news. River showmen and natives alike remember the famed Floating Kidneybean Blossom Theater which has plied the Father of Waters for over half a century and is still seagoing. Jonah Sandskow, owner-skipper-actor-author-deckhand-gentleman and writer of his own plays and afterpieces and who also doubles in blue-shirt leads, stated that the flatbottom would make its farewell tour and asked for paper to that effect.

Immediately after signing the lease and the handing over of \$2.40 as the first week's rent, Manager Upp started the work of tearing out seats and stages to make room for the loading of stock and wagons. The equipment was loaded Wednesday night and at dawn Thursday the towing up river was started. With flags flying, bells ringing and our calliope playing the boat drew a lot of attention as it docked at Hankins Landing, La., at noon. The equipment was unloaded and parked on a lot near the hamlet's only fishing camp and store. Be-

cause this was a wildcatted date, the bosses didn't expect a house and gave orders for the seats to be unloaded but not erected. At dusk we could see lanterns flickering in the surrounding brush and swamps, as the natives wended their way to the lot. As fast as the crowds arrived more seats were put up and by the time that the last act started we had a full house. Yet they continued to come from seemingly nowhere and our concert played to a turnout, which forced the show to give a second concert to a straw house.

Flushed with success, the bosses decided that playing a wagon show in towns which could be reached only by water was the business, and they held a mule and horse auction sale after the last concert. The sale left the show with only three teams with which to move a 25-wagon show.

At dawn Friday we were again moving upstream when suddenly we hit a sand bar and the hock threw everyone out of their berths. That stalled the floating circus, and because of the heavy load the tugboat couldn't budge it. After a conference the bosses decided to play the bar, as the sand island was large enough to hold the show. Located in the middle of the river, the show could be seen from both river banks and from the boats that passed. Hearing the calliope, the natives soon spread the word that

### Sawdust Correspondent?

SALT LAKE CITY, Nov. 27.—Russell Bros. Circus, when it played in Salt Lake City on August 10, appears to have made at least one circus fan. This week Ellis J. Fitzgerald filed suit for divorce, mentioning the circus. His wife, Gladys Jean Fitzgerald, he alleged in his suit, "left home August 10, saying she was going to Russell Bros. Circus, and she has failed to return." Since the circus season is over and she has still failed to return, Judge M. J. Bronson granted the divorce.

## Macon Shrine Breaks Records

MACON, Ga., Nov. 27.—All attendance and gross records were shattered by the 10th annual Macon Shrine Circus, which ended a six-day run last Saturday at the Macon auditorium. More than 60,000 admission tickets were sold, according to J. P. Kennington, general chairman, and while final figures on grosses have not yet been compiled, it is known that the Shrine Patrol passed former records by several thousand dollars.

Profits came from two sources, admissions and concessions. As in former years, members of Arab Patrol of Al Sihal Temple manned 16 concessions. Patrons spent more freely this year than ever before. The circus here operates differently from most similar shows. Admission tickets are sold for only 10 cents, or three for 25 cents; reserved seats are 25 cents extra; all acts are presented on a stage; the program is offered in three sections, with 30-minute intermissions between sections to allow for concession play; doors open at 7 p.m. and close at midnight; only one matinee is presented during the week and that is a free show for all children, with orphans as special guests.

Sixty members of the patrol donate their services for the week. Only paid employees are the professional performers and certain members of the executive staff.

The program, first section, Walt Bronlee's acrobats; Hellzapoppin, midget mule worked by Charles Forrest, and Chick Yale's table rock; second section, clown number, Lee Houston's poodle dogs and jumping greyhounds, trained pony; Patine and Rosa, gymnasts; third section, Charles LaBird, juggler; clown band, Tommy and Betty Ross in balancing act (See Tops for Macon Shrine on page 55)

## Sheboygan Shrine Has Packed Houses

SHEBOYGAN, Wis., Nov. 27.—The Shrine Club's annual indoor circus, presenting Lindemann Bros. Sells-Sterling Circus at the Armory November 21-25, got off to a good start Sunday afternoon, the house being packed. It also was filled that night. Very good business was done at both Monday performances, and many tickets were sold for remainder of the engagement. Dr. H. D. Worthing was general chairman of the Shrine committee. Band was directed by Bill Haack; Ardell Pierce was soloist, and Bill Blomberg, emcee.

On the program, in order, were wire-walking dogs, presented by Harry E. Haag; cloud swing, Eva May, and swinging ladder, Shirley Lindemann; clown number, Joe Lewis and others; high-school dancing and menage horses, Milt Herriott; double trapeze, La France Sisters; trick and comedy mule act; Ervin Lange and company, trampoline; Joe Lewis and others; dog, pony and monkey number; comedy acrobatic hand balancing, Leo Demero; loop-the-loop trapeze, Eva May; Blomberg's Alaskan huskies; Hopp Green and others, clown number; triple horizontal bar act, Ervin Lange and company. Intermission. Flying La-Forms, flying return; George Blinks, comedy club juggler; Simon D. J. Collins and others, clown number; Bumpsome Four, comedy tumbling; Ruby Haag, upside-down walking; Joe Lewis and others, clown number; Blomberg's Liberty horses; bicycle riding slack wire; the Langs, novelty acrobats; Wilson, Gray and Sellx, girl acrobats; the Fisher elephants.

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

**BARN luxuries.**  
**BILL FOIX**, lion trainer, is doing war work in Los Angeles.  
**DOC WADDELL** informs that Stanley F. Dawson is now in San Diego, Calif.  
**CLOWN JOE SHORT** and wife, Helen Louise, doll lady, are in Joyland, Kern's Department Store, in Detroit.

**DID you hold a "barn dance" before closing?**  
**BRYON N. HULBURD'S** bears, Tom and Jerry, are with Clyde Bros.' Indoor Circus for winter dates.

**MYRON WATSON** was called from New York to his Springfield, O., home, due to serious illness of his mother.

**CLOWN ED RAYMOND** is at the May Company, Cleveland, his 14th year in Toyland there.

**CIRCUS blue book: Who is Who in Animal Barns?**

**R. B. DEAN**, who was on the press staff of the Beatty-Wallace Circus, has returned to his home in Milford Center, O.

**WHEN Cole Bros.' Circus** was in San Antonio S. Sgt. Frank Kindler, son of CFA Frank Kindler, St. Paul, was entertained on the show.

**REX M. INGHAM** and Bob Nalley, of Ingham's Wild Life Exhibit, caught Sello Bros.' Circus night of November 18 in Vanceboro, N. C., and reported biz good.

**WINTER-QUARTERS thoughts:** "The things we did and the prices we paid!"

**PHIL HUSTON**, actor now appearing in *Othello*, began as a circus trouper. One of his companions in those days was a clown named Mardo, who is still trouping.

**LEE BRADLEY** and Jim Stutz, who made the Hamid-Morton Circus in Atlanta, have opened a novelty stand in heart of town. Business is very satisfactory.

**NOW with the Army Specialized Training Program** at Yale University, New Haven, Conn., is Loomis Dean, formerly official photographer with the Ringling circus.

**REGARDLESS of shortages**, looks like the building of equipment will go on as usual.

**PHILLIP T. FORDHAM** and George Kilpatrick, who had been with the Kelly-Miller Circus, visited Sello Bros.' Circus

and the owner, Roy Bible, at New Bern, N. C.

**DUKE DRUKENBROD**, who underwent a hernia operation some time ago and who is back at his home in Canton, O., feeling fine, reports that he had an excellent season at Summit Beach Park, Akron.

**HOMER B. PHILLIPS** and Gus Kanerva, who were with the Kelly-Miller show, visited Dailey Bros.' Circus at Paris, Tex. Four Millers, Kanerva, Vernon Pratt's Liberty horses and Phillips are now with Clyde Bros.' Indoor Circus.

**REMEMBER the yesteryear cuts depicting a team of horses and a carriage being driven between the front and back legs of an elephant to show the height of "The Largest Beast That Trods the Earth?"**

**CARD from H. R. Brisson**, Baltimore, states that Earl Annon and his brother, (See *Under the Marquee* on page 55)



Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

**PVT. HERMANN WEINBERG**, formerly with the American Eagles and the Billetti Troupe, high-wire acts, is in the field artillery, Fort Sill, Okla.

**SGT. JIM YARBROUGH**, formerly employed by circuses in the Hartford (Conn.) territory, is stationed at Fort Jackson, S. C., with the 95th General Hospital. He went home recently on furlough to Macon, Ga.

**ROBERT BRISON**, formerly with circuses, is in the army at Fort Sill, Okla. He was recently accepted in the Masonic Lodge in Baltimore. Brison had been at the Martin Aircraft Company, where the family is employed.

**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 Tops," care Hohenadel Printing Company, Rochelle, Ill.)

A letter received from Sgt. Joseph M. Helser Jr. who is in the army for the second time, now located at Fort Sam Houston, said, in part: "Since it appears that I am not to repeat my overseas adventure of World War No. 1, San Antonio is about as good a place as I could think of. I find my work in the personnel office very interesting and have rounded up some spare time activities that keep me busy on the post most of the time. Whenever I am in town I drop in for a chat with Tom Scaperlanda and I enjoy the colorful array of circus mementoes which he has in his home. Another great Circus Fan experience to be enjoyed is the Sturtevant collection of circusions. I spent an afternoon with Col. C. G. Sturtevant and even then had but a glimpse of his vast collection of circus historical material. The Hertzberg Circus Room in the San Antonio Public Library is unique.

Technical Sgt. Francis L. Hohenadel and Corp. Eugene Banks, both members of the CFA, have been transferred from Camp Claiborne, La., to Camp Howze in Texas. As this camp is located near Gainesville the boys are looking forward to meeting the CFA members there.

A greeting received from member Moose Moore, Midland, Ont., was printed on birch bark, which Moore said was not rationed yet.

## Collectors' Corner

By **FRED P. PITZER**

292 Madison Avenue, New York City

Bob Sams of Alabama writes: "I have been reading the Collectors' Corner ever since it first appeared and have enjoyed every column. I certainly like the information that you give out on the old-time shows and feel that it is about time that I contribute something."

What Bob contributes is a daily cost sheet of the Gentry Bros.' Circus of May 28, 1929, at McKees Rocks, Pa. The statement shows 338 paid admissions to the main show, but 633 admissions to the side show, which proves that hooch dancers are an attraction. The candy stand took in \$63.05, \$26 came in for balloons and hamburger stand came thru to the tune of \$20. The lonesome note is that the fortuneteller only took in a paltry \$1.15. Should have dubbed her misfortune teller. However, the take for the day was \$2,870.61, the net \$1,806.14 and the velvet \$1,064.47. Not bad, but Gentrys always did have a big following. Clean, nice little show.

Bob Sams likes circus statistics and goes to a lot of trouble digging 'em up. If you like 'em, why don't you scratch Sam's back and he'll scratch yours. The reason we say this is because his letter winds up with "Keep on making the Collectors' Corner as interesting as it has been in the past. You have been doing a swell job and we all love it. I always look to the Collectors' Corner as an authority on circus matters, be-

(See *Collectors' Corner* on page 55)

## THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

**GIB POTTER**, Saskatoon, Sask., for 15 years with circuses, Wild West shows and rodeos, and now a supply assistant in the Canadian Navy, has been going thru his act for entertainment of sailors, soldiers and armen in the Atlantic provinces. Recently, astride a locally owned horse, named Silver, altho chestnut, he stopped traffic in Halifax with a 20-minute exhibition of rope twirling, in behalf of the fifth victory loan. Potter wore his naval uniform, but had on red, white and tan cowboy boots and handkerchief to match. He was accompanied by a naval band. Potter, before enlisting in the navy, appeared in 38 States and all the provinces in circuses and rodeos. At the Calgary Stampede, he won the fancy rope twirling title in 1928.

**MAXINE MAIER**, Orange, Tex., cowgirl, took top honors in the latest of the fall series of Buckskin Rodeo at Beaumont, Tex., November 28 with three firsts in cowgirl competition, overshadowing some good performances by the cowboys. Willard Granger, Orangefield, suffered a fractured leg in the basketball game, and Whitey Baxter was hurt when rolled over by a Brahma bull, it being the third time Baxter has had to go to a hospital this season. Results of the fourth event of 1943: Breakaway, Arthur Gilmore, 3 seconds; Joe Gray and George Pridgeon. Steer wrestling, Adolph Ebner and Brownie Ford. Bareback bronk riding, Corp. Mickey Simmons, Willard Granger and Ken Capps. Tiedown, Cuch

(See *CORRAL* on page 55)

# RINGLING BROS AND BARNUM & BAILEY

Want for Season of 1944

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Including **SWORD SWALLOWER, FIRE ACT, ORGANIZED TROUPE OF MIDGETS, NOVELTY MUSICAL ACT OF FOUR OR FIVE GIRLS, FIRST-CLASS MARIONETTE ACT, GLASS BLOWER, ACCORDIONIST, GUITARIST OR BANJOIST FOR COLORED MINSTRELS.**

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## ACTS WANTED

Suitable for Indoor Circuses and Fairs.

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## FISHER BROS.' CIRCUS

WANT FOR SEASON OF '44

Big Show and Side Show Acts, useful small Show People, Concessions all open. Will buy Trained Ponies and Dogs, Side Wall, Pony Ring, Harness; also Calliope.

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## WANTED TO BUY

Cub Black Bear, not over 8 months old. Female preferred. Write all information, including price.

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Experienced Elephant Man to handle one Bull, well trained and gentle. Queenie from Tidwell Carnival Show. Easy winter job. One location, indoors.

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## WANTED

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WANTS FOR SEASON OF 1944

Flying Return Acts, Aerial Comedy Bar Acts, Girl Acrobatic Acts or Tector Board Acts, Wire Acts, Novelty Acts of all kinds, Girl High School Riders who can double in little aerial numbers, Bare-Back Riding Act or Bare-Back Riders, men and women, with or without stock; 50 Clowns. Address:  
**COLE BROS.' CIRCUS, State Fair Grounds, Louisville, Kentucky.**

### AN OBLIGATION

Cole Bros.' Circus Side Show, now closing the most successful season in circus history, feels a definite obligation to give the American people for the season of 1944 the Greatest Circus Side Show ever assembled. Now want to hear from the best in museum entertainment: Unusual people, strange performances, Freaks, Novelty Acts, Lady Sword Swallower, Fat Girls, flashy Musical Act, Hawaiian Musician and Dancers, Oriental Dancing Girls for spectacular Oriental production, Inside Lecturer of established ability, Talkers and Ticket Sellers capable of making openings. Send late photo and full details of act in first letter. Same will be promptly returned. Address:  
**ARTHUR HOFFMAN, 333 Janeway, Greenwood, S. C.**

**IT DOESN'T HURT HITLER AND HIROHITO IF YOU BUY A HOLIDAY GREETINGS AD, BUT IT DOES IF YOU BUY AN EXTRA WAR BOND!**

(See page 22 for the full story of show business's greatest wartime publication, *The Billboard's BOMBARDMENT Number*)

Get on The Billboard **BOMBARDMENT** Bandwagon

# MEMPHIS WELL; IND. FOR '44

## Mid-South Has Assets of 65G; Deficit Ditched Beaudoin Re-Elected

MEMPHIS, Nov. 27.—At the annual meeting of stockholders of Mid-South Fair Association it was reported that the fair now has assets of about \$65,000 in cash and War Savings Bonds as compared to a large deficit a few years ago.

Mayor Chandler and other city officials recently demanded cancellation of the association's lease of the city-owned grounds, with a view to having the park commission take over complete operation of the amusement park and other properties. However, following a conference with representatives of the fair, the city agreed to postpone its demand until after the annual audit was finished.

Charles C. Cartwright, president of the fair association, presided and four new directors were named to fill vacancies. Joseph Gronauer was elected to succeed the late Fred Goldsmith Sr., Lee McCourt was named to succeed the late W. W. Fischer, William E. Lamb was elected to succeed the late R. M. Dozier, and Bethel Hunt was chosen to replace M. S. Gilliland, who moved from the city.

Directors re-elected for three-year terms are Frank Ahlgren, L. T. Binford, John Maden, M. L. Zook, Marvin Pope, P. A. McPhillips, Clifford Penland, E. O. Bailey Sr., Dr. H. B. Everett, E. A. Harold, E. J. Meeman, H. L. McGeorge and Kenneth Orgill. Bailey was elected chairman of the stockholders, succeeding Cartwright. Henry W. Beaudoin was re-elected secretary of the group and Gronauer and McCourt were chosen as members. Final city action on fair awaits outcome of the audit.

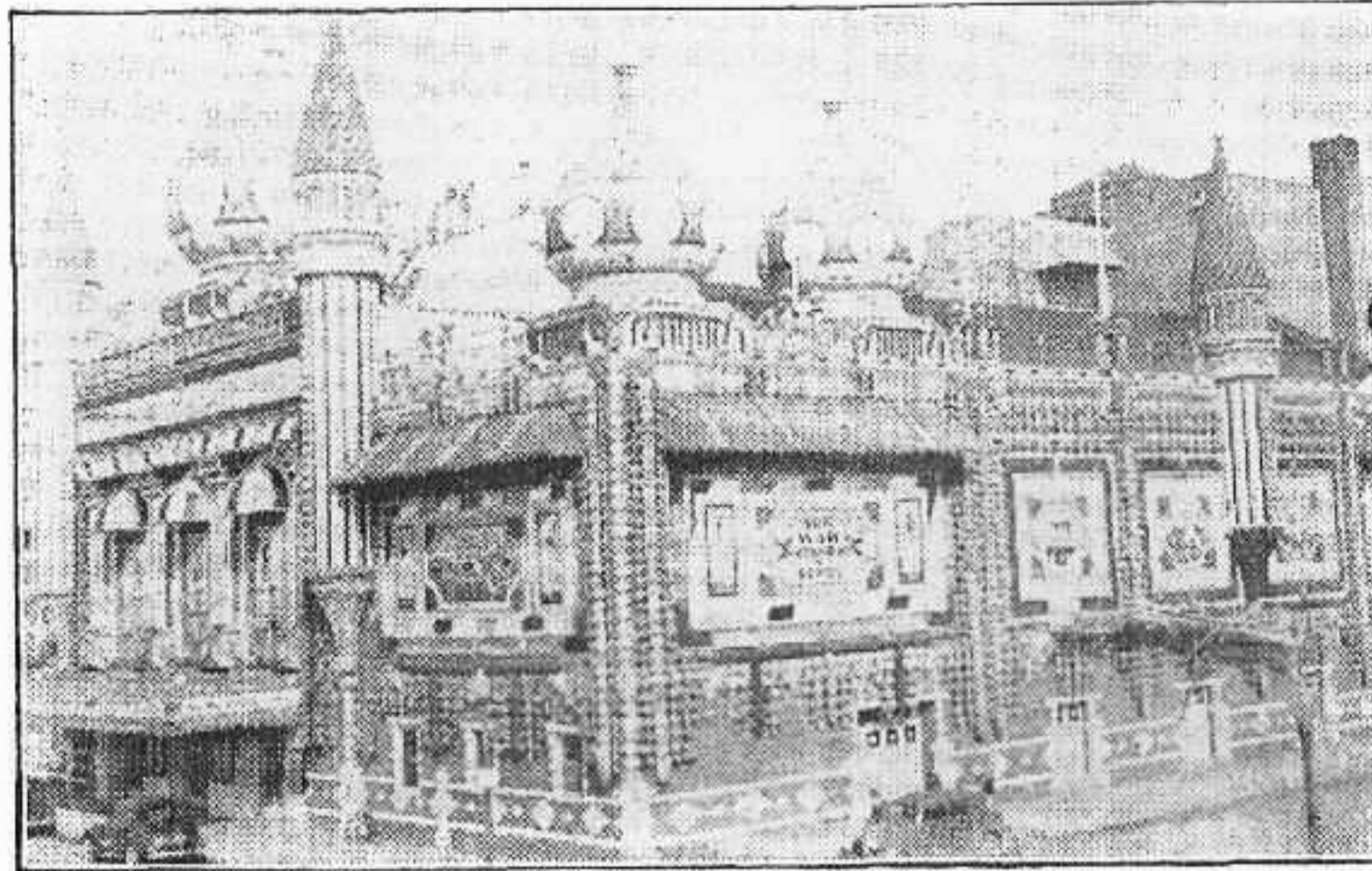
## Youth Stressed On Iowa Card; Gov. at Banquet

DES MOINES, Nov. 27.—Program for the 36th annual meeting of the Fair Managers' Association of Iowa in the Hotel Fort Des Moines here December 6 and 7 was announced by Secretary E. W. Williams, Manchester. Annual banquet will be on the evening of December 7. State Agricultural Society will meet December 8, when the State Fair board will elect officers.

Fair managers' meeting will open at 2 p.m. December 6 with a talk by Carl Smith, Ames, on *The Place of County Fairs in Rural Youth Education*. After a discussion of topics from a question box Secretary Williams will give his annual report. A group meeting for secretaries will follow.

Tuesday the session will open at 10 a.m. with introduction of new secretaries and the president's address by Harry I. Rodman, Winterset. Arthur Brayton, Des Moines Chamber of Commerce, will welcome the managers and Cecil Rooks, Des Moines, will talk on *What Horses and Mules Mean to County Fairs*. Session will close with open discussion on fair problems. Tuesday afternoon, William V. (Jake) Ward, secretary of Illinois State Fair, will talk on *What I Learned at 50 Fairs*, followed by an address by Robert Burlingame, news editor of station WHO. Officers will be elected. At the banquet Gov. B. B. Hickenlooper will give the principal address.

State agricultural convention will open at 10 a.m. Wednesday with addresses by President J. P. Mullen; Herb Plambeck farm editor of Station WHO, and Maj. Frank Miles, Iowa Selective Service.



MITCHELL (S. D.) CORN PALACE, where the annual exposition has been growing for a number of years. Paid admissions are charged to the Corn Palace itself, but a large area on adjacent streets is laid out for midway attractions, which this year attracted unexpected thousands of patrons. The management, which had anticipated a 50 per cent slump in attendance, reported the greatest gates and crowds in many seasons. Outside and inside panels stressed the sale of War Bonds and Stamps, said Director J. M. Patton.

## Fairdom Looking Ahead!

Will It Profit by Its War-Year Experiences?

EDITORIAL

IN practically every line of endeavor wartime conditions have brought changes, some of them revolutionary in their effect on established practices. Under the spur of necessity, advances in many branches of science and industry have been startlingly rapid, and the press is full of predictions of future advances that will bring radical changes in every phase of daily life after the war.

To what extent will impending or proposed changes affect State and county fairs? What of the immediate future? Will fair men, thru their war-year experiences, learn lessons that will enable them to do a better job in the future? To such questions many will reply with that old bromide, "Why cross your bridges before you come to them?" which, to our way of thinking, is a very foolish attitude. True, you don't know what bridges you'll have to cross, but at least you can study conditions and trends and in the light of past experience form some idea of the problems to come and how they should be met. The more

thorough your understanding, the greater will be your chances of solving whatever conditions may confront you.

How long wartime conditions will last is anybody's guess—and only a guess. The same is true as to what may be expected in the post-war world. But, in the light of history, one thing is fairly certain; while economic changes are inevitable, there is not likely to be any great upheaval in our way of life. People, by and large, are slow to change. They are "set in their ways" and innovations that clash with the established order are sure to meet with strong and sometimes bitter opposition. So whatever changes are in prospect, they are apt to evolve slowly, over a period of years. It is quite likely that when the war is over the bulk of the population will return to its usual mode of living. Fairs, a deep-rooted American institution, will go along much as before. But progressive fair men will have learned some valuable lessons from the problems they have had to face, and this should result in increasing the value

## 2d 4-H Show In Indianapolis Voted by Board

INDIANAPOLIS, Nov. 27.—Members of the Indiana State Fair board have decided to hold a second wartime "Little State Fair" next year, according to Paul G. Moffett, board president.

This decision was made in spite of the fact that this year's fair had a much smaller attendance than had been expected. It is expected that the 1944 fair will be along the same lines as this year's, which was centered around the annual 4-H Club gathering. It is said no provision will be made for a midway.

Three members of the board have been reappointed by Gov. Henry F. Schricker. John Bright Webb, Indianapolis; William Settle, Petroleum, and L. J. Demberger, Stewartsville, were reappointed for terms of two years each.

LITTLE ROCK. — Resolutions recommending selection of Little Rock as permanent home of the Arkansas Livestock Show were adopted at the fall meeting of Pulaski County Farm Bureau. Following destruction of the greater part of facilities of the former grounds in North Little Rock by fire two years ago, the show has been without a plant. This fall it was held in Pine Bluff when that city raised enough money to insure success.

CRESCO, Ia. — C. A. Holcomb was elected president of Howard County Fair here; C. E. Farnsworth, vice-president; C. C. Nichols, secretary; Paul Farnsworth, treasurer. Nichols was elected delegate to the State meeting to be held in Des Moines.

of fairs as a vital factor in advancement of agriculture and rural living.

Fairs always have been a means of disseminating first-hand information on improved methods of agriculture and livestock raising and have been largely responsible for much of the advancement in these fields. The introduction of improved farm machinery has been furthered by the fairs, which also have played an important part in modernizing and improving the farm home. When manufacturers return to peace-time production fairs will again be the means of acquainting the people with improved (See *Fairdom Looks Ahead!* on opp. page)

## STATE AND DISTRICT GROUPS GIRDING FOR WINTER MEETS

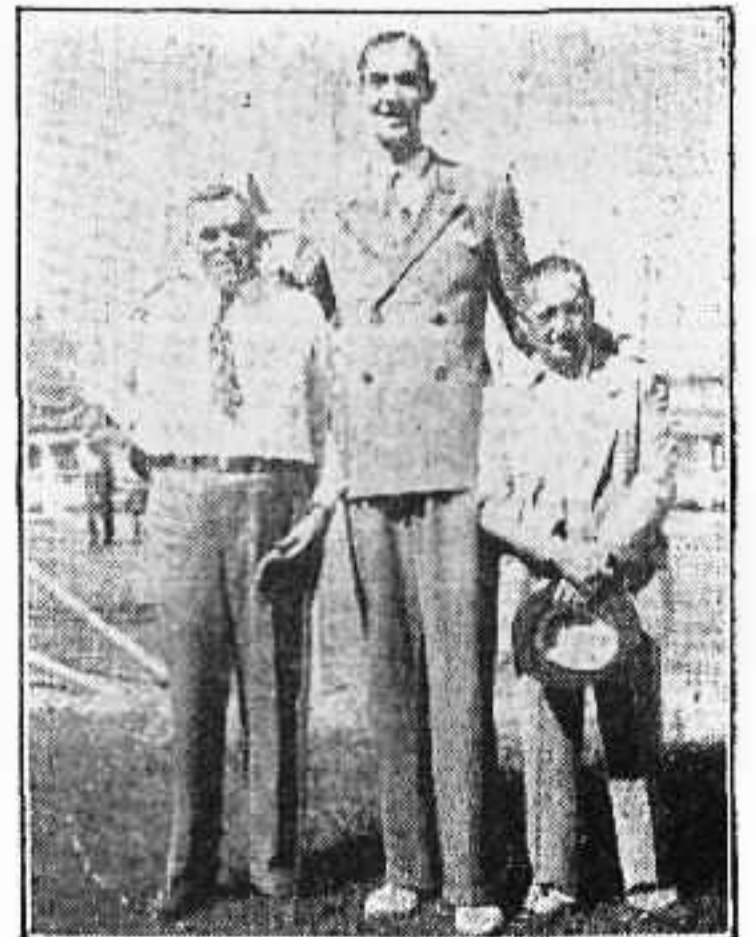
A MAJORITY of associations of fairs will be active this winter. Annual meetings will be held and policies mapped for 1944, these to be centered upon ways and means to continue the fairs in the aggressive spirit that has made them so valuable in war work in the past two years. Officers report that many member boards who, either thru timidity or misguided judgment, allowed their fairs to lapse in 1942 or 1943, intend to resume next year.

In many of the big agricultural States there has been no great falling off in the number of fairs held. Dim-outs on the coasts and adverse conditions in some Southern States caused most of the lapses. The State and district and a few other major fairs that canceled did so, of course, when the plants were taken for government use or transport conditions and the labor situation became such that the boards feared to tackle exhibitions in 1943.

Of the 50 members of the Kansas Fairs' Association, organized in 1924, said President L. H. Galloway, Wakeeney, and Secretary R. M. Sawhill, Glasco, about a third canceled in '43. Secretary A. W. Lombard, Massachusetts Agricultural Fairs' Association, Boston, said there probably will be more Bay State Fairs next year than for several seasons. The slogan of the MAFA annual meeting will be: "More Fairs in '44." The 50 members of Michigan Association of Fairs report healthy annuals in '43 and no disposition to lapse next year, said Secretary H. B. Kelley, Hillsdale.

North Dakota Class B fairs have already set dates for '44, reported Secretary G. A. Ottinger, Jamestown. From the 79 counties of Nebraska Association of Fair Managers, organized in 1910, 48 fairs were repre-

(See *Winter Meetings Set* on opp. page)



THE HEIGHT of something or other! Three showmen caught on a Minnesota fairgrounds. Left to right: H. A. (Hank) Derenthal, of the Minnesota State Fair Board; Henry Hite, of the act of Lowe, Hite and Stanley, and Ernie A. Young, fair booker. How high is Hite? Well, Hank Derenthal is 6 feet and then some!



**WINTER MEETINGS SET**

(Continued from opposite page)

sented by 152 delegates at the 1943 annual meeting as against 170 delegates from 51 fairs in '42, reported President E. S. Schiefelbein, Wahoo, and Secretary Chet G. Marshall, Arlington. President Henry W. Beau-doin, Memphis, and Secretary O. D. Massa, Cookeville, report that of 44 active members of the Association of Tennessee Fairs, formed in 1922, 22 fairs were represented at the '43 annual meet as against 34 in 1942. Secretary O. L. Fowler, Texas Association of Fairs, Denton, said no annual meeting is planned, as only a few fairs operated in '43. Secretary P. O. Benjamin, Louisiana State Association of Fairs, Tallulah, said numerous district and parish fairs have been canceled for the duration, and that no annual meeting has been set. Annual meeting of West Virginia Association of Fairs, organized in 1921, is in abeyance, said Secretary J. O. Knapp, Morgantown, as only two fairs of the membership of 14 were held this year.

**Middle West Huddle**

The healthy Middle West Fair Circuit, of which the State fairs of Minnesota, Kansas, Nebraska, Oklahoma and Louisiana and Ozark Empire District Fair, Springfield, Mo.; Kansas Free Fair, Topeka, and Oklahoma Free State Fair, Muskogee, are active, had a near-record season and '44 plans will be discussed at a meeting in Chicago during the annual outdoor conventions. Badger State '43 fairs went over big and Wisconsin Association of Fairs, reported Secretary J. F. Malone, Beaver Dam, with its 76 member fairs, will lay '44 plans at the Milwaukee annual get-together in February. Virginia Association of Fairs, formed in 1916, has 27 active member fairs and at its January meeting in Richmond will attract many delegates from above and below the Mason and Dixon line. The '43 annual meet had attendance of 276, about 20 per cent off from 1942. Secretary Charles B. Ralston, Staunton, who has been in that post ever since the inception of the organization (isn't that some sort of a record?) said the 1943 fairs set new marks in attendance and gross receipts for the past 20 years.

**Review at Winnipeg**

In Canada a hefty season will be reviewed at the Winnipeg sessions of Western Canada Association of Exhibitions, of which the late Sid W. Johns, Saskatoon, was secretary for so long, and Western Canada Fairs' Association (Class B). Ontario Association of Agricultural Societies, formed in 1902, and now with about 250 member fairs, will meet in Toronto in February to look back upon the accelerated season of '43, said Secretary J. A. Carroll, Toronto, and President W. A. Cockburn, Drumbo. Secretary Carroll said members were gratified that they had carried on this year and felt that they had made substantial contributions to the Dominion in its war plans. Majority of the 235 fairs held reported increased attendances. Because of rationing, adverse weather and other factors, general exhibits were down but some of the livestock shows were the best ever held.

As the 18 Class A exhibitions forming the Canadian Association of Exhibitions are scattered from Vancouver to Halifax and a number of the fairs were canceled, Secretary W. D. Jackson, London, Ont., said that decision as to an annual meeting would be made during the Chicago IAFE annual convention.

"The exhibitions in Canada not now functioning have been canceled in every instance because their plants are being used for war purposes," he said. "Speaking generally, those associations holding their exhibitions have, thruout the war period, been highly successful."

**ROSTER OF ASSOCIATIONS OF FAIRS AND SECRETARIES**

- Western Fairs' Association, Tevis Paine, Sacramento, Calif.
- Association of Connecticut Fairs, Mrs. Louise Blakeslee, Goshen.
- Georgia Association of Agricultural Fairs, E. Ross Jordan, Macon.
- Idaho State Fairs' Managers' Association, Saul Clark, Burley.
- Illinois Association of Agricultural Fairs, C. C. Hunter, Taylorville.
- Indiana Association of County and District Fairs, William H. Clark, Franklin.
- International Association of Fairs and Expositions, Frank H. Kingman, Brockton, Mass.
- Fair Managers' Association of Iowa, E. W. Williams, Manchester.
- Kansas Fairs' Association, R. M. Sawhill, Glasco.
- Kentucky Association of County Fairs, T. R. Webber, Shelbyville.
- Louisiana State Association of Fairs, P. O. Benjamin, Tallulah.
- Maine Association of Agricultural Fairs, James S. Butler, Lewiston.
- Massachusetts Agricultural Fairs' Association, A. W. Lombard, Boston.
- Michigan Association of Fairs, H. B. Kelley, Hillsdale.
- Minnesota Federation of County Fairs, Allen J. Doran, Grand Rapids.
- Missouri Association of Fairs, G. B. Boyd, Springfield.
- Mississippi Association of Fairs, J. M. Dean, Jackson.
- Rocky Mountain Association of Fairs, J. M. Suckstorff, Sidney, Mont.
- Nebraska Association of Fairs, Chet G. Marshall, Arlington.
- New Hampshire Fairs' Association, Dr. R. W. Smith, Concord.
- New Jersey Association of Agricultural Fairs, Lawrence A. Bevan, New Brunswick.
- New York State Association of County Agricultural Societies, G. W. Harrison, Albany.
- New York State Association of Town Agricultural Societies, Clyde E. Shults, Hornell.
- Western New York Fair Managers' Association, Glenn W. Grinnell, Batavia.



**Meetings of Assns. of Fairs**

- Fair Managers' Association of Iowa, December 6 and 7, Fort Des Moines Hotel, Des Moines. E. W. Williams, secretary, Manchester. State Agricultural Society, December 8.
- Indiana Association of County and District Fairs, January 5 and 6, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.
- Illinois Association of Agricultural Fairs, January 6 and 7, St. Nicholas Hotel, Springfield. C. C. Hunter, secretary, Taylorville.
- Kansas Fairs Association, January 11 and 12, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.
- Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallek Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.
- Maine Association of Agricultural Fairs, January 12 and 13, Hotel Eagle, Brunswick. J. S. Butler, secretary, Lewiston.
- Michigan Association of Fairs, January 17 and 18, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.
- Western Canada Association of Exhibitions (Class A), January 17-19, Royal Alexandra Hotel, Winnipeg, Man.
- Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 24 State House, Boston.
- Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.
- Nebraska Association of Fair Managers, January 25 and 26, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.
- Pennsylvania State Association of County Fairs, January 26 and 27, Berkshire Hotel, Reading. Charles W. Swoyer, secretary, Reading.
- West Virginia Association of Fairs, dates to be set in February. J. O. Knapp, secretary, Morgantown.
- Association of Tennessee Fairs, February 1 and 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.
- New York State Association of County Agricultural Societies, February 8, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.
- Ontario Association of Agricultural Societies, February 9-12 (tentative), King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.
- Wisconsin Association of Fairs, February 22-24 (tentative), Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.
- Association of Utah Fairs, March, 1944 (tentative), Newhouse Hotel, Salt Lake City. Sheldon R. Brewster, secretary, Salt Lake City.
- Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

AS INQUIRIES are being made, secretaries of associations of fairs should send in their dates.

- North Carolina Association of Agricultural Fairs, W. H. Dunn, Wilson.
- North Dakota Association of Fairs, G. A. Ottinger, Jamestown.
- Ohio Fair Managers' Association, Mrs. Don A. Detrick, Bellefontaine.
- Oregon Fairs' Association, Mabel H. Chadwick, Eugene.
- Pennsylvania State Association of County Fairs, Charles W. Swoyer, Reading.
- South Carolina Association of Fairs, J. A. Mitchell, Anderson.
- Association of Tennessee Fairs, O. D. Massa, Cookeville.
- Texas Association of Fairs, O. L. Fowler, Denton.
- Utah Association of Fairs, Sheldon R. Brewster, Salt Lake City.
- Vermont Agricultural Fairs' Association, Will Davis, Rutland.
- Virginia Association of Fairs, Charles B. Ralston, Staunton.
- Washington Fairs' Association, Thomas E. Wood, Chehalis.
- West Virginia Association of Fairs, J. O. Knapp, Morgantown.
- Wisconsin Association of Fairs, J. F. Malone, Beaver Dam.

**Canada**

- Canadian Association of Exhibitions, W. D. Jackson, London.
- Ontario Association of Agricultural Societies, J. A. Carroll, Toronto.
- Western Canada Association of Exhibitions.
- Western Canada Fairs' Association.

**FAIRDOM LOOKS AHEAD!**

(Continued from opposite page)

methods and machinery, new uses of many farm products, new home comforts and labor-saving devices. For several years they should be especially effective in furthering the fullest production of foodstuffs, which will be one of the most important problems facing the country.

To accomplish the greatest good in the lines mentioned, fair men must develop better exploitation methods for furthering their aims. And it is here that their wartime experience should demonstrate its value. The last two years has seen the greatest promotional efforts of all

time in stimulating the war effort on the home front. The fairs had their full share of such promotions—Red Cross, War Bond and Stamp sales, recruiting and other activities. The lessons of these drives, if followed thru, can be of untold value to the fairs. County fair men, most of whom give their services to the fairs gratuitously, are business men and (See *Fairdom Looks Ahead!* on page 55)

**WANT**  
Circus and Vaudeville Acts for  
**BIG FOUR FAIR**

Sept. 2-3-4, 1944.

A. S. BURDICK, Sec.

P. O. Box 296 Postville, Iowa



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*Selden*  
**THE STRATOSPHERE MAN**  
WORLD'S HIGHEST AERIAL ACT!

## Pinckley Urges AC Leaders To Look to Future

ATLANTIC CITY, Nov. 27.—Urgent need to start thinking in terms of post-war planning, even planning for 10 years ahead, was urged by Maj. James Pinckley, of the Post Engineers, in addressing a luncheon attended by both show and business interests here last week. Atlantic City should start to plan post-war buildings, said Major Pinckley. Heads of different enterprises, he said, will find that people will want an outlet to use the money that they can't spend on such things as automobiles, and also the money they are now putting into War Bonds. Much of that money will go into real estate, he added.

Many things at the resort could be rebuilt and made more attractive, suggested Major Pinckley, an architect and contracting engineer in civilian life. Pointing to the fact that the Boardwalk is the resort's major attraction, he said it could gain more attention if it were made more attractive. The rebuilding of the ocean amusement piers, he added, making them modern and beautiful, would also add to the Boardwalk's value.

Atlantic City, he warned, will have to go farther than ever before if it wants to hold its position as a leading resort in the post-war period, pointing to the need for parks, improvements in business and residential districts, and particularly improvements of roadside stands at the entrance to Atlantic City.

Major Pinckley warned local interests to watch out for fly-by-night projects and for zoning, so that whatever is built is built to stand, not for a year or two, but for a long time.

While much has been said about post-war planning here in recent months, no definite and concrete step has been made in that direction as yet, altho city fathers say that a community projects committee is now working on such plans as the major outlined.

ATLANTIC CITY, Nov. 27.—Altho local showmen are more concerned with the 1944 season, a movement has gotten under way here to point to the summer of 1945. Interest is being aroused to make preparations for a Diamond Jubilee Celebration of the Boardwalk in the summer of 1945. Every resort that has a Boardwalk will be invited to join in the celebration, bringing nationwide attention to the proposed event.

## Fuzzell Bids for Little Rock Spot

LITTLE ROCK, Ark., Nov. 27.—A five-year lease on property in Fair Park to be used for amusement rides, concessions and shows has been filed in the office of City Clerk H. C. Graham by T. A. Fuzzell, who has been operating at the park for a year. The lease will be submitted to city council.

As noted, Fuzzell guarantees that at least seven rides will be operated. The lease also stipulates that a skating rink may be operated. The city would receive 15 per cent of gross revenue, with privilege taxes and license fees deducted. Fuzzell would receive exclusive rights.

**DUE TO ILL HEALTH, OFFER FOR SALE THE FORTUNE**

Miami Beach, Fla.  
Virginia Beach, Va.

**F. MANSFIELD**

Columbia Club Indianapolis, Ind.

### NEW BATHING SUITS

For Parks and Pools

Job lot, 12 dozen, new, all large sizes. Grey with red stripe—blue with red stripe. \$24.00 a dozen. Send \$2.50 for sample.

**JOHN ENRICH**

3509 N. Marshfield CHICAGO, ILL.



BOB PAULSON started as an office boy at Palisades (N. J.) Park and worked his way up to an assistant's post in the office of Anna Halpin, manager of the Rosenthal Bros.' Skeeter playground. Then Uncle Sam tapped him, and he was schooled in Texas, Arkansas and California, earning his stripes as Sgt. Robert E. Paulson, U. S. Army. Photo was snapped in Iran during the summer—"the coolest summer here in years; 120 in the shade, 167 in the sun." (It's hotter than that for Hitler and Hirohito right now.)

## Funland in Carlin Improvement Plans; Le Maires at Icer

BALTIMORE, Nov. 27.—Carlin's Park has plans for an extensive improvement program, fulfillment of which will be dependent upon obtaining the priorities necessary to carry on the work.

Included in the program, which it is hoped may be carried out in time for the spring opening, is a Funhouse, on which necessary materials, thru priorities have been assured. Other additions and improvements are included in the program, but priorities are still doubtful.

The season recently ended saw the enlargement of Carlin's swimming pool. A Pokorino establishment was also added.

The Le Maires, Fran and Maudie, internationally known ice skaters, have been appointed instructors at Carlin's Iceland. They are slated to remain thru

## Quincy Beats War But Loses Equipm't In Baltimore Fire

NEW YORK, Nov. 27.—T. Jay Quincy has been advised that all of the equipment used by Veenie Quincy in her underwater act was destroyed in a fire which recently gutted the Chernok Transfer Warehouse in Baltimore.

Equipment, valued at close to \$1,000, consisted of a large glass-fronted tank, scenery and props for indoor presentation and side walling and a front for outdoor use, as well as heating and electrical apparatus, much of which is irreplaceable at present. Fortunately, Quincy's high-diving props and tanks were stored in a Long Island storehouse.

Quincy's misfortune is a bit ironical, as he and Miss Quincy were able to escape from France and Italy at the outbreak of war, and after playing Spain and Portugal, returned to New York on the Drottningholm, with all their equipment intact.

Quincy is at present managing the swim pool at the Park Crescent Hotel here.

## Wagner Funspot Bows in Strong

PANAMA CITY, Fla., Nov. 27.—Playland Park, under the direction of President Al Wagner, attracted a good crowd at its formal opening last Saturday night (20). Rides, seven paid attractions and 22 merchandise concessions did good business from opening at 7 o'clock until shortly after midnight.

Rides include Tilt-a-Whirl, Caterpillar, Scooter, Octopus, Rolloplane, Merry-Go-Round, Giant Ferris Wheels, Spitfire, Elephant Ride, Water Bug, Twister and Doodle Bug. In the kiddies' department are the Auto Ride, Merry-Go-Round and Mother Goose. There also is a pony and camel track.

Free attractions for the opening week were Zenka Malikova, high-wire artist; Jumbo and Company, performing elephant; Essau, performing camel, ponies, dogs and donkeys, and 15-piece band under direction of Tige Hale.

At the close of the first night's business, Mrs. Al Wagner served a steak dinner to guests of honor made up of city and county officials at her Rendezvous Cafe on the park grounds.

the winter. Iceland is under the personal management of John J. Carlin Sr. Hockey league games are scheduled for Iceland.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

This is the big week in Chicago. Those of you who may be reading these lines in the lobby of the Sherman Hotel or on the choo choo heading home from the Windy City are reminded to put into practice some of the things learned at the NAAPPB confabs. Lest you do this, the time, money and effort you expended to make the trip will be in vain.

One subject in particular that was scheduled to be discussed at the open forums of the beach and pool men is crying for immediate action. I refer to the all-important subject of juvenile delinquency, one of the greatest problems facing the nation at present. And if members of the beach and pool industry can do just a little to help alleviate the situation, a great contribution to the post-war world will have been made by our industry.

Park and pool men have had lots to say about the subject. It seems to be pretty much the same all over the country, and with fathers now being drafted it's bound to get worse. Pool men can help by co-operating with orgs like the Boy Scouts, Girl Scouts and Camp Fire Girls. Help them to swell their membership rolls and they'll do the rest. Plan gala swim meets for the members of these associations—even offer special cut rates to these groups if you think that will help them entice new membership. We've got to get these kids to direct their youthful exuberance in the right directions.

Discuss the problem with city officials or municipool men and they immediately cry for more city playgrounds and pools. As a matter of fact the average John Q. Citizen seems to feel pretty much the same way. "We need more playgrounds" is the battle cry—but is it the solution? I don't think so. Take New York City, for example. There are hundreds of fine public parks, play areas and swim pools, and not one of them is ever taxed to capacity.

The youngsters still play in the streets and run around under no supervision. As a result many are gobbled up by vice and corruption. And every now and then there's a limp little body picked up from in front of a car or truck. And the cry goes up again, "We need more playgrounds."

But that isn't so. An educational program is needed by all cities to encourage parents to send their children to the public playgrounds and pools, and to educate those parents who can afford it of the fine facilities offered by the commercial enterprises of the community to care for the youngsters. It's no longer a question of private pools looking upon municipools as competitor or of city officials turning a deaf ear to private operators. Each should work with the other for a common cause. To combat this great evil requires more than words in a column like this—more than speeches. It needs action—immediate action. What do you say?

## Over the Waves

LONDON, Nov. 15.—British outdoor showmen will greet the NAAPPB during its annual meeting in the Hotel Sherman, Chicago, November 30-December 2. Managing Director J. W. Shillan, British Motor Boat Manufacturing Company, Ltd., widely known in the States, gives the news. He said arrangements had been made for the presidents of the Amusement Caterers' Association and the Showmen's Guild over here to send cables to the park org while it is observing its 25th anniversary. He said the president of the NAAPPB would also receive a cable signed by a number of members of Parliament who are interested in outdoor biz. Believing that "the time is now coming when I shall be able to travel to America again and participate in the conventions," Shillan announced that he also would send a cabled message.

## Gwynn Oak Chief Maps Plans Before Departing for Fla.

BALTIMORE, Nov. 27.—Plans for improvements in Gwynn Oak Park here before its reopening next spring have been announced by Arthur B. Price, owner-general manager. He said these will include installation of three new Roller Coaster Dipper cars. It is also planned to augment the park orchestra from 12 to 18 members for Dixie Ballroom. Rudy Killian, who has held sway in the Dixie for several years, will continue to direct next season and will recruit the additional musicians. Other improvements are under consideration, but priorities on materials are factors.

Owner Price will leave for Florida to spend the winter, accompanied by Mrs. Price and his youngest son. Mr. and Mrs. Price have been wintering for the past 16 years at Fort Lauderdale, Fla., but this year plan to go farther south. Price also is owner of Lakewood swimming pool, Amusement Center, College Inn restaurant and the Aurora Theater, movie.

## American Recreational Equipment Association

By R. S. UZZELL

Among those who are viewing the future with courage is Fred Levere, of White City, West Haven, Conn. He has had a good 1943 season and sees an encouraging future for his resort. The blackout took its toll, but still left a good volume. Next season may see the blackout entirely removed and night amusements in full swing again, including boxing one night a week. Levere is ready to ride on the crest of any new developments and he has space to accommodate many new rides and attractions.

Cy Bond, with Tennessee Aircraft, Inc., for the duration, wrote a prize editorial for *Tennair News*, headed "Transportation—Wheels to Wings," in which he showed man as a burden bearer limping thru the Stone Age until his aching back, the mother of his invention, suggested wheels. This boon advanced civilization with leaps and bounds. Wheels shortened distances, broke down prejudices, widened horizons and eased the lot of man. It is a long cry from wheels to wings, but the service to man measures an infinitely greater stride.

"Transportation, transportation, more transportation, better, safer, speedier transportation on land, on sea and in the air has been a constant challenge," says Bond. Now it is being met with an accelerated pace by the spur of war. What shall we do with it after the war? And what shall we park men and concessionaires do to keep pace with that new and greater demand now beginning to make itself felt?

While at the Chicago meeting we should be doubly on the alert to catch all of the best thoughts bearing on future amusements. They will change. (See AREA on opposite page)

# Rinks and Skaters

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

## Sanctions Are Passed Out for RSROA Nights

DETROIT, Nov. 27.—Rinks throuout the country are holding RSROA Nights or completing plans for them, according to reports received by RSROA Secretary-Treasurer Fred A. Martin here. Proceeds of the nights are being turned in to the central office to defray expenses of the annual national championships.

Among spots which have recently held "nights" are Millbridge Rink, Lyons, Ill., November 23; Berthalian Figure Skating Club, Berthana Rink, Ogden, Utah, revue, November 23; Skateland Roller Club, Skateland, Denver, November 22; Lakeside Rink, Fort Collins, Colo., November 23; Cheyenne (Wyo.) Roller Skating Club, November 24; Warnoco Skating Club, Greeley, Colo., November 25.

The RSROA has granted sanctions for

a number of special events in rinks. Secretary Martin announced. Among these are Sefferino Roller-drome, Cincinnati, December 6, revue, funds to be used to send skaters to the annual championships; Skateland, Chicago, November 28, special program for season's opening; Rainbow Club, Memphis, November 11, roller show for annual RSROA Night; Rollarena, San Rafael, Calif., November 21, show with skaters from Oakland Roller Skating Club, celebrating the rink's anniversary.

Secretary Martin, who is national chairman of the RSROA branch, Infantile Paralysis Fund, is urging all rink operators to set aside one special night for the benefit of that fund. Sanctions will be ranted gratis by the RSROA for this purpose.

## 3 Carey Scions Now in Service; Junior in USMC

PHILADELPHIA, Nov. 27.—A "2-in-1" party in the home of Malcolm Carey here November 20 was held to take leave of Malcolm Carey Jr., who left November 24 to enter the U. S. Marine Corps at Parris Island, S. C., and to celebrate his 18th birthday, which fell on November 18. Many friends of the notable Carey speed-skating family were present.

Malcolm Jr. was 16 years old at the time of the first national championships and so he was not eligible, which was a great disappointment to his father and to his grandfather, Jesse (Pop) Carey, who had hoped to see three generations of champions.

"As a very small boy, Malcolm Jr. was exceptionally fast," said E. M. Moorar, vet skater and manager of the Carey Carman Rink here. "Just prior to the national championships he was pacing much older boys from one to five miles with little effort. He is taller and much more strongly built than his father or grandfather. Denied a chance to try for the championship, he devoted much time to assisting in the Carey rinks and proved an asset to the business. He became very popular with skaters and will be missed. He enlisted in the marines and passed exams with a high score. 'Pop' Carey now has the three grandchildren in the service, two in the army and one in the marines."

## Chippewa Falls New Spot Getting Big Attendance

CHIPPEWA FALLS, Wis., Nov. 27.—Skateland at the Armory here opened November 11. This is the first roller rink in this city for about a dozen years. The attendance to date has been more than anticipated. Season will run up to Easter, according to Elmer F. Charland, manager.

The rink is located on the second floor of the Armory building, three blocks from the post office. Floor space is 40 by 100. Sessions are held Thursday, Friday, Saturday and Sunday, 8 to 11 p.m., with a matinee Sunday from 2 to 5. Special event nights are held outside of the regular sessions, with a number of civic and church groups already contracted for open nights at a flat rate. Rates are 35 cents plus 4 cents tax.

Personnel consists of Manager Elmer F. Charland; floor manager, Norman Valley; mistress of ceremonies, Evelyn Doncevic; skateroom, Francis Rasmuson; cashier, Charlotte LeaVessure, and soda bar, Virginia O'Connell. Both Valley and Miss Doncevic have had wide experience in rinks. Charland is an old stock company troupier of the 10-20-30 days and has toured with several carnivals.

THE KORDANS, skating act, are at the Palm Beach Cafe, Detroit night spot.

SKATELAND Roller Skating Club, Aurora, Ill., has staged a number of special benefit exhibitions for the Moose and other organizations doing charitable work.

GERRY STANTON, of St. John, N. B., a rink veteran, is still active altho on the verge of 80. He had been employed

at indoor and outdoor ice and roller rinks for many years. He is also a veteran trainer of athletes, including roller and ice skaters and sprinters.

BOB PEGMAN keeps his skates oiled for the time victory arrives and he again can join his partner for the rounds, he pens from Wickford, R. I., where he is in a war plant. Frank Fisher, his partner, is also in war work. They have visited rinks throuout New England with their act before aiding the fight thru their war work.

LIEUT. VINNIE FARRELL, Naval Receiving Barracks, Shoemaker, Calif., made a survey of 2,000 sailors to find out which recreation they liked best. Results, according to Dan Parker in *The Daily* (N. Y.) *Mirror*, showed roller skating second with 501 votes, while bowling led with 666 votes out of 1,107 returns. This indicates future good attendance at rinks wherever the tars locate on their shore leaves.

DETROIT Figure Skating Club has suspended skating tests and competitions which were scheduled for the second Sunday of each month for skaters from outside of the State and on the fourth Sunday for DFSC members. Under a new schedule, judges will be brought in from out of the State and an entire day will be devoted to tests on a Monday once a month. It is believed this system will stimulate skaters, in view of the prevailing shortage of judges.

CHAMPLAIN PROVENCHER, Montreal, was re-elected for the 14th consecutive year honorary secretary and treasurer of the Amateur Skating Association of Canada at the 56th annual meeting in the Windsor Hotel, Montreal, November 20. William E. Roughton, Montreal, was re-elected head, and Col. Sir H. Montagu Allan, C. V. O., E. D., one of the founders of the ASA of Canada in 1887; Jackson Dodds, O. B. E. D. C. L., both of Montreal, and Frank White, St. John, N. B., were re-elected honorary presidents. Titles of champion were awarded to winners of the 1943 Canadian Roller Figure and Dance Championships, which took place at Strathcona Palace Pier, Toronto, November 1 and 2: Senior men's figure, Ted Jenkins; senior ladies, Lenore Kearns; international ladies, Janet Morrill; novice men's, Ross Moulton; junior ladies, Dorothy Price; senior pairs, Bruce Hyland and Lenore Kearns; novice pairs, Betty Jane Pike and Kenneth Rozel; senior dance, Gloria Edwards; international dance, Shirley Kimbell, Ross Moulton.

## AREA

(Continued from opposite page)  
There is no doubt about it. What will the future Coaster be? Shall we profit by past mistakes and blunders? If you would be successful you must be on your toes or the more enterprising men will have you trailing far in the rear of the procession.

Charles C. Worden has bought a new ride for Crescent Park, Providence, to

replace the Flying Trapeze, which he has sold. His new attraction will be ready for operation next May.

Several parks that were closed the past season will be gems for some live op to pick up while on the bargain counter. It is possible that some rides moved out the past season will soon be begging to get back into the same park. Those who take fright easily soon pay the price for their timidity.

As you read these lines we will be well into vitally important discussions at the Chicago meeting. We should like to take home to those who do not attend the fellowship, enthusiasm, good will and real help the fellows will get who are there. But these things are really not wholly transportable. They seem to loose weight and flavor in transit. Those who are present and exposed will breathe it in so deeply that it will influence the conduct of their business next year. Otherwise men would not come year after year.

Despite predictions to the contrary, there will be business done between convention sessions. Some devices and repair parts will be sold. Men will exchange experiences to their mutual profit. How can those who are not here make these personal exchanges?

In one large seaside resort the bingo games multiplied with such rapidity that the proprietors had to get together and agree to run their games only on certain nights each week. Multiplication beyond the patronage requirements brings the same grief in amusements as in grocery stores or meat markets. Too many parks for a community promises nothing but disappointment. Coney Island, N. Y., made the same discovery when it multiplied Scooters and Dodgems to the extent of 13. One summer some of them ran for 3 cents or two rides for 5 cents. And such lack of co-operation spells ruin to competitors. The same parallel runs against manufacturers who sell on ridiculous terms. Good sound business principles are needed in our business as in any other industry if the participants would succeed.

Take good cheer. Our lights will come on again soon and will be brighter than ever.



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PRETTY GIRL PICTURES, COMIC BOOKLETS, Novelties, Jokes, Books, Cartoons, big assortment, \$1.00. Catalog 10c. EDWARD GROSS, Dept. B, Carnegie, Pa. x

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SALESMEN - SALESWOMEN - 6c (COST TO YOU) article sells on sight to workers everywhere for 25c; \$6.00 to \$10.00 day easy. Send 25c coin for sample and full details. BRUMLEY PRODUCTS, Dept. N. 1026 Champa, Denver, Colo. de4x

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WANTED - MILLS SCALES, BIG DIAL MODELS, "Your Exact Weight" style. Will buy as is, complete but not necessarily in operating condition. BABE LEVY, 2830 10th Court South, Birmingham 5, Ala.

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WE BUY, SELL AND TRADE COIN OPERATED Phonographs and Machines of every type. MIAMI DISTRIBUTING CO., 212-14 E. Eighth St., Cincinnati 2, O. Phones Main 1314-1315. de4x

WE WILL PAY HIGHEST CASH PRICES FOR 1939 Rock-Ola Standards and Deluxes and 1940 Rock-Ola Masters and Supers, any quantity. Write, wire or phone BIRMINGHAM VENDING CO., 2117 Third Ave., N., Phone 3-5183, Birmingham 3, Ala. tfnx

5 CENT MILLS BONUS - SERIAL 460049. First \$195.00. I will crate and ship. Machine is perfect. HARLOW ALLEYS, Whitman, Mass.

FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES - ALL Electric Burch, Star, Popmatics, Kingery, Caramelcorn Equipment, Burners, Tanks, Vending Machines. NORTHSIDE SALES CO., Indianapolis, Iowa. ja22x

ALL AVAILABLE MAKES POPPERS. FIFTY All-Electric Machines cheap. Burch, Advance, Cretors, Dunbar, Kingery, Peerless, others. If you want any special type machine, we possibly can supply you. Get our prices on best seasoning made. Also will buy any quantity of French Fry Machines. CAMEL CORN EQUIPMENT, 120 S. Halsted, Chicago 6. de18x

"BULLETS FOR SALE" - .22 SHORTS FOR shooting gallery. Write to T. KANTOR, 19 Green St., Brookline 46, Mass.

CONCESSION TRAILER - EQUIPPED FOR POP corn, carmel corn, hamburgers. Must sell. Write THE KORN KRIE, Three Rivers, Mich.

CRETORS TRAILER, PNEUMATIC TIRES, PERFECT; Twin Poppers, Gasoline Heat, Electric or Steam Power. Beautiful shape, cost \$2,700.00 new, our price \$550.00. KRISPY KIST KORN CO., 120 S. Halsted, Chicago. de4x

FOR SALE - TWO 30 WATT AMPLIFIERS. Write DEWEY CASE, R. R. 4, Watseka, Ill.

TRADE - CHOICE 33MM. FILMS. WANT Rapid Anniastigmatic Portrait Lens, speed F.2. Briggs & Stratton Engines. Describe fully. W. TARKINGTON, Warner, Okla.

4 EVANS AUTOMATIC BOWLING ALLEYS - 56 Ft. Long. BOX 426, c/o The Billboard, 1564 Broadway, New York 19.

227 PAIRS CHICAGO RINK ROLLER SKATES, good condition, sizes 0 to 10, \$3.75 per pair for lot. Public Address System, like new, \$200.00. JOHN LEIDAL JR., 1786 Summit Lake Blvd., Akron 14, O.

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CANVAS - VARIOUS WIDTHS AND WEIGHTS. Tarpaulins, Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels and many other items. MICHIGAN SALVAGE CO., 609 W. Jefferson, Detroit 26, Mich. de25x

FOR QUICK SALE - COMPLETE BOOTH Equipment for 400 seat theatre. Big bargain. MOVIE SUPPLY COMPANY, 1318 S. Wabash Ave., Chicago. de11

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TENTS - 12x12 to 40x200, ALL PUSH POLE. Complete list, \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. SMITH TENTS, Auburn, N. Y. ja29x

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BLACK RUBBER TUBING FOR BLEACH AND Developer. 100 ft. for \$25.00. Limited supply. PHOTO MACHINE SERVICE, 25 Tremont, Boston. de4x

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GLASS MAGNIFYING PICTURE FRAMES TAKE 3" pictures, magnifies it 2 1/2 times. Only two gross left, \$59.00 a gross. 1/2 deposit. U. S. PHOTO SUPPLY, P. O. Box 1366, Chattanooga, Tenn.

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EASTMAN D.P.P. — ALL 1944 DATING. ANY amount; 1 1/2, 2 1/2, 3, 3 1/4. Reasonable. BOX NY-52, Billboard, 1564 Broadway, New York 19.

EASTMAN D.P.P. — 1944 DATING. 30 ROLLS 1 1/2", \$15.00 roll; 5 gross 3 1/4 by 4 1/4 Enlarging Paper, \$6.00 gross; Marful D.P.P., all new stock, 50 rolls 1 1/2", \$6.00 roll; 5 rolls 2 1/2", \$12.00 roll; 3 rolls 5", \$20.00 roll. 1/2 deposit on part or all. THE PHOTO SHOP, 1633 W. Wash. St., Charleston 2, W. Va.

FIRST COME, FIRST SERVED — ONLY ONE gross left Glass Frames, stand up plaster base, 5x7, made to sell for \$1.59; \$67.00 for the gross. 1/2 deposit. U. S. PHOTO SUPPLY, P. O. Box 1366, Chattanooga, Tenn. x

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FOR SALE — 50 NO. 1 PHOTO FLOOD BULBS, 60c each; 50 No. 2 Photo Flood Bulbs, \$1.00 each. Home Portrait and View Camera, guaranteed A-1 condition, \$65.00, or will trade Camera for F3.5 Lens, focal length 4 inch or more with automatic shutter. MOLLENKOPF, 1307 Tyler St., San Angelo, Tex.

HAVE SEVERAL ROLLS OF EACH, 2 1/2", 2" and 1 1/2 inch by 250 ft. Genuine Eastman Direct Positive Paper in original seal packages, late 1944 dating. Will consider your best offer for five-ten rolls or more, either size, or will swap some 2 1/2 inch for 3 inch and 3 1/2 inch Eastman late 1944 dating, or Fast 8x10 View Camera Lens. Also want Four for Quarter Machine, coin operated. Must be good. McLAMB PHOTO STUDIO, 1624 South St., Philadelphia, Pa. de18x

MR. POSITIVE OPERATOR, SOMETHING SPECIAL. 1 1/2" Heavy Card Board Folders. Most expensive loading. Retail at 15c or better, \$45.00 per thousand. Order by wire now, supply limited. 1/2 deposit. U. S. PHOTO SUPPLY, Chattanooga, Tenn.

NEW VELVET FOLDER WITH REMOVABLE Star for 2 1/2x3 1/2 is timely and has eye appeal. Studios going to town on this folder. Fast seller or money back. Sample, 15c. Immediate delivery. Other folders, also. GMEISER, 146 Park Row, New York 7. del1

NO. 2 PHOTO FLOOD REPLACEMENTS — 12 times more life, \$19.20 per case of two dozen Rubber Gloves, durable, \$1.25 a pair, or \$12.00 per dozen. We have only a limited supply of Gloves and Bulbs. 1/2 deposit. U. S. PHOTO SUPPLY, 344 Frazier Ave., Chattanooga, Tenn.

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WANTED — 2 SETS LENSES WITH AUTOMATIC shutters, F.35 or faster. One to cover 2x3 1/2 picture focal length 4 inch or more, and one to cover 3 1/2x5 picture focal length 6 inch or more. Will buy Eastman Direct Positive Paper, 2 1/2x250; also Enlarging Paper, 5x7. MOLLENKOPF, 1307 Tyler St., San Angelo, Tex.

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WE WILL KEEP YOU SUPPLIED WITH EASTMAN Direct Positive Paper. Always fresh stock. Any size. Prices reasonable. Communicate at once. BOX 530, c/o The Billboard, 1564 Broadway, New York 19.

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WILL BUY ANY QUANTITY OF 1 1/2, 2 1/2, 3, 3 1/4 inch Eastman D.P.P. BOX NY-48, Billboard, 1564 Broadway, New York 19.

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BLACKOUTS! — COMEDY MATERIAL PREPARED for prominent Broadway performers. Complete original collection, \$2. Money back guarantee. KLEINMAN, 25-31 30th Road, Long Island City 2, N. Y. de11x

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**MUSICAL INSTRUMENTS, ACCESSORIES**

FINE INSTRUMENTS — ITALIAN ACCORDION, 80 bass, \$225.00; Bass Clarinet, \$245.00; Alto Sax, \$125.00; Cello, \$65.00. Horn, Trombone, Baritone, Clarinet, Upright Bass. CHENETTE, 2826 Cedar St., Baton Rouge, La. de18

50 BAND INSTRUMENTS — SEND FOR BARGAIN list. Nearly all standard makes and grades. JAMES SISTEK, 12912 Broadway, Cleveland 5, O.

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A THOUSAND COSTUMES — STAGE, MASQUERADE; Men, Women, Children, \$1.50 each; single or lots. Closing sale. CONLEY, 308 W. 47th, New York.

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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. de18x

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. de25

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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. de18x

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ACTORS — THREE WEEKS EACH BILL; NO specialties or doubling required; 50 week season. Singles or teams, all lines. Changes due draft. TOWN HALL PLAYERS, Radio Station WTAQ, Green Bay, Wis.

AT ONCE — LEAD TRUMPET, TENOR FOR tenor style band. Location job, 5 nights per week. Salary \$55.00. Living costs low. Others write also. ORCHESTRA LEADER, Idan-Ha Hotel, Cape Girardeau, Mo.

FIFTH SAX (BARITONE SAX FURNISHED) OR Second Tenor. State draft rating. Steady employment. AL MENKE, Fairmont, Minn.

FLOOR MANAGER ROLLER RINK — EXCELLENT salary to right man year round. Located in South. BOX C-123, Billboard, Cincinnati 1, O. de4x

LADY HIGH DIVER AND SPRINGBOARD DIVER for recognized international act. Send photo, full details, experience if any. For interview address T. J. QUINCY, 365 West 46th St., New York City, N. Y.

LEAD TENOR SAX, DOUBLING CLARINET wanted for small club combination. Union. Read, fake, transpose. Location, \$65.00. Immediate opening. Wire CHARLES LO CASIO, 3716 Colonial Ave., Norfolk, Va. x

MIDGETS OR DWARFS WILLING TO LEARN little athletics for act. Good opportunity. Write details. BOX 515, Billboard, 1564 Broadway, New York 19.

MUSICIANS WANTED ON ALL INSTRUMENTS. Also Front Man and Complete Bands. Air mail details to VSA, Box 1299, Omaha, Neb. de11x

MUSICIANS ON ALL INSTRUMENTS. NAME territory band. Top salaries. Air mail or wire details to BENNETT-GRETEN ORCH., Rochester, Minn. de4

NOVELTY ACTS, ATTENTION — IF INTERESTED in working Northwest Fairs and Celebrations, 1944 season. I can use a limited number of good acts for same. I make the conventions, also have AGVA franchise. Send photos and lowest to EARL C. (PETEY) PETERSON, Agent, 3617 Bryant South, Minneapolis 8, Minn. jal

OPENINGS FOR BRASSMEN — RELIABLE, steady work, twelve piece band. Wire details to LEE WILLIAMS, 1611 City National Bank Bldg., Omaha, Neb. Others write. de11

THIRD TENOR DOUBLING GOOD VIOLIN — Commercial hotel band; \$70.00; union tax paid. Six days. Give draft, previous experience. Immediate opening. Others write. BOX NY-54, Billboard, New York.

TROMBONIST — \$65.00 WEEK, UNION TAX paid. Increase probable soon. Long locations, tenor band. Only reliable commercially minded musicians apply. Give draft, experience, age, previous bands. Others write. BOX NY-55, Billboard, New York.

TRUMPET AND SAX MEN IMMEDIATELY for jam outfit. Long location. Must be union, sober, dependable. ORCHESTRA LEADER, Gen. Del., Rome, N. Y. de4

WANTED — MIDGET, DWARF GOOD COMEDY Man or Girl for Comedy Act (must be young). Send photo. F. P. HOLLYWOOD, c/o Billboard, 155 N. Clark St., Chicago 1, Ill. de4

WANTED — AT ONCE. GOOD DANCE PIANIST. Guitar that plays good rhythm and sings a good song. Other musicians write or wire. Union, no drinks, pay good salary. Address LEADER, Stratford Hotel, Indianapolis, Ind.

**LOCATIONS WANTED**

WANTED TO RENT SKATING RINK OR BUILDING good for rink. MORRIS RODOCK, P. O. Box 324, Pontiac, Ill.

WANTED TO RENT THEATER FOR MOVIES IN small towns or halls in small towns good for movies. MORRIS RODOCK, P. O. Box 324, Pontiac, Ill.

**WANTED TO BUY**

A-1 CIGARETTE AND CANDY VENDING Machines wanted. MAC POSTEL, 6750 N. Ashland Ave., Chicago, Ill. de25x

BULLETS — 22 SHORTS. WILL PAY \$100 PER Case of Ten Thousand, or \$1.00 per One Hundred, Send express C. O. D. at once, any amount. Notify by Mail. H. FISHMAN, 42 Asylum Street, Hartford, Conn. de18

COMPLETE ARCADE OR SINGLE MACHINES, new or used. All kinds; no Pinballs. SUNSET AMUSEMENT CO., Box 468, Danville, Ill. de11

MUSIC ROLLS FOR COINOLA OR EMPRESS Orchestrons. Clark rolls only. Must be good condition. WALTER BUTTERLY, Red Rooster Nite Club, Las Vegas, Nev.

MUSICAL LYRE WITH ROSIN GLOVES, Musical Coins. Any other Musical Novelties. R. C. LANGWORTHY, Raleigh Hotel, Room 304, 648 N. Dearborn, Chicago. de11

PRESTO RECORDER IN FIRST CLASS CONDITION; Model K or larger, with or without mike. State price and model; also type cutting head and pickup. Will pay cash. FRANK C. RUOFF, 1104 Bardstown Rd., Louisville, Ky.

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SMALL CIRCUS OR CIRCUS EQUIPMENT — Seats, Light Plant, Calliope. CHARLES MEYER, 625 Westminster Ave., Elizabeth 3, N. J.

WANT 22 SHORTS OR B.B. CAPS — WILL pay good price. Can use Bangadeere Caps. R. CLOTH, 354 Asylum St., Hartford 3, Conn.

WANTED — USED DUCK PIN BALLS IN GOOD condition. Small Adding Machine, Electric Popcorn Popper. Will pay \$2.00 each for new 12SA7GT or 1A7GT Radio Tubes. TYPEWRITER CLINIC, Frederick, Okla.

WANTED TO BUY — 35MM. SERIALS. WHAT have you? State title, condition and lowest cash price. BERT RUSSELL, Newport, N. C.

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment. JUSTICE JOBBERS, Box 150, Chicago. de25x

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COCKTAIL TRIO — A HIGHLY FLEXIBLE combination of Piano, Sax-Clarinet, String Bass, Guitar and Vocals. Adaptable to either intimate or sizable room. A smart cocktail unit. All members draft deferred. Just concluding a year's successful run in Northwest. Available the first of the year. For information, rates, photos, records, etc., wire or write JERRY KELLY, 3708 So. "L" St., Tacoma 8, Wash. de4

High Class Society Band — Five to seven pieces, available for steady dance location. Hotel, ballroom or club. E. L. Holt, General Delivery, Coral Gables, Fla. de4

Talented Versatile Instrumental-Vocal Trio. Seventeen instruments. Delightful solos; close harmony. Elegant dance tunes. Rural revue. Available January. Phil Edwards, Hotel Montecito, Hollywood 28, Calif.

**AT LIBERTY MISCELLANEOUS**

AT LIBERTY — DIRECTOR WITH SCRIPTS FOR stock. No junk. Full scripts and musical tabs. Salary or percentage. Send for list. JOHN H. PORTER, 315 Madison St., Topeka, Kan. de18

Gagwriter, Idea Man — Writing parodies, band novelties, patter, monologues. Fresh material. Desiring connection with legitimate entertainer. Free to travel. Don Frankel, 3628B Dickens, Chicago 47.

Trained, Experienced Dancer wishes position teaching children, adults the art of grace, stage and tap dancing. Beginners specialty. Box 614, Billboard, 1564 Broadway, New York 19. de4

**AT LIBERTY MUSICIANS**

**AT LIBERTY — RHYTHM**  
Drummer. 14 years' experience. Draft exempt, union and sober. Have modern equipment. Solid, no mickes. Address E. P. LEE, Elkins, W. Va.

**DRUMMER — DOUBLES**  
on Marimba, Union, sober, draft exempt, twenty-one, nice appearance. Solid rhythm. Play any style drums. Have appeared in theatres as Marimba soloist. Interested in units or floorshows. MUSICIAN, 5505 W. 31 St., Cicero 50, Ill.

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Good lip, technique; read well, have nice tone. Local #10. Willing to travel. Address BOX C-133, Billboard, Cincinnati 1, O. de11

**ALTO SAX DOUBLING CLARINET, VIOLIN —**  
Union, honorable discharge army. Minimum \$70.00. LEO JOHNSON, 2009 W. Wisconsin Ave., Milwaukee, Wis.

**ARRANGER AND TRUMPET — YOUNG, 4-F.**  
Semi-name band experience. Solid section trumpet. Fully routined. Available Dec. 1. State price in first letter. MUSICIAN, Box 1063, Lancaster, Penna. de4

**AT LIBERTY — DRUMMER. EXPERIENCED,**  
draft exempt, age 29. Hotel style, club, dance. Will travel; location jobs. Neat, new pearl equipment. Wire or write BUDDY DELMAR, General Delivery, Kansas City, Mo. de11

**BAND DIRECTOR — NATIONALLY KNOWN**  
and one of the best, with library and instruments. Can handle anything. BOX C-120, Billboard, Cincinnati 1, O. de11

**CORNET-TRUMPET — THEATRE OR DANCE**  
band; prefer location Florida. Union, appearance, sober, above draft. Just finished season theatrical band. Top salary and give details. HERM MILLER, 458 Gov't St., Mobile, Ala.

**EXPERIENCED YOUNG LADY VIOLINIST**  
wishes to join band in New York or vicinity. ROSALIND BURKE, 932 48th St., Brooklyn 19, N. Y. de11

ELECTRIC SPANISH GUITARIST, UNION. Rhythm, fine takeoffs. Experienced large, small combos. Prefer location within 200 miles. Other good offers considered. GUITARIST, 3515 Seventh Ave., Beaver Falls, Pa. de4

GIRL ALTO, TENOR SAX AND CLARINET — Good reader, any chair. Union, experienced, appearance. MISS DEE MARTIN, General Delivery, Oklahoma City, Okla. de4

GIRL TRUMPET, THOROUGHLY EXPERIENCED in all lines, available after December 4. Exceptional tone and can read. Double Piano and Vocal. Very attractive appearance. Band must be good. Minimum weekly salary, \$60. Write, phone or wire complete details to MILDRED FOWLER, Moorefield, W. Va. de4

GOOD SOLID DRUMMER — HONORABLE DISCHARGE, experienced. Prefer small bands; go anywhere. Address DRUMMER, 211 E. Pacific St., Salina, Kan. de4

HAMMOND ORGANIST — CAFE, LOUNGE, club. Popular and classical; nice style (no corn); no rinks. Give details and highest salary. Address C-132, Billboard, Cincinnati, O. de4

TRUMPET — 4-F, YOUNG, HOTEL BANDS. Fine tone, minimum \$70.00. JIMMY YOUNG-BLOOD, 527 N. 5th St., Paducah, Ky. de4

VOCALIST, PLAY PIANO, WORK SINGLE OR with band. Husband, commercial bass, 4F, union. Desire engagement together. Wire MUSICIANS, Idan-Ha Hotel, Cape Girardeau, Mo. de4

Accordien Player Available Immediately — Will consider any other light work of any kind immediately. Write via air mail to Post Office Box 1922, Los Angeles 53, Calif. de4

Alto Sax-Clarinet—Want work at once with name band or salary equivalent. Ability guaranteed. Musician, 620 4th Ave., West, Decatur, Ala. de4

Bass Man — Draft exempt, union. Read and jam. Travel or locate. Write or wire Owen Zuck, Cairo, Ill. de4

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Charles La Croix—Original Trapeze Act. Available for indoor and outdoor events. Attractive equipment. Platform required for outdoor. Address Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne 4, Ind. de4

AT LIBERTY PIANO PLAYERS

AT LIBERTY AFTER DECEMBER 5 — PIANIST. Read or jam. Will consider all offers. Go anywhere. Single, age 28, 4-F. Write or wire FRED McLAREN, P. O. Box #283, Duluth, Minn. de4

PIANIST — SEMI-CLASSICAL, CLASSICAL, Folk. Ex-pupil of Grainger. Available group; accompanying, solo. Genius. State salary; non-union. L. SLAVIT, 650 Ocean Ave., Brooklyn, N. Y. de4

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At Liberty — Girl Singer. Attractive, 20. Carry good vocal library for tenor band or otherwise. Prefer West Coast or Florida hotel band or smart combo. Excellent wardrobe. Write or wire Julie Hewitt, Idan-Ha Hotel, Cape Girardeau, Mo. de18

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COMEDIAN AT LIBERTY — YEARS EXPERIENCE in burlesque, vaudeville, night clubs and radio. Do Singing, Talking, Vaudeville Acts. Have lots surefire material. Can produce. Write BOX C-103, The Billboard, Cincinnati 1, Ohio. de4

HILLBILLY FIDDLER, GUITAR PLAYER, Singer. 7 years' experience radio, stage. Can Straight Med Acts. Anywhere in U. S. 4F, 25 years old. Address JOHN MALONE, R. D. 3, Reynoldsville, Pa. de25

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TEAM — LIKE TO JOIN BARN DANCE RADIO show or unit. Do Singing, Guitar, Harmonica, Dancing, Magic. Wire ESTEL SCARBROUGH, Drake Hotel, Cincinnati, O. de4

Attention — The Famous London Punch and Judy Show. Indoor circus. Xmas parties, museums, theatres. Have elaborate Punch set up. Ticket if far. Doc Candler, Billboard, Cincinnati 1, O. de4

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# MONEY KEEPS FLOWING

**Novelty merchandise trade does not boost inflation—money flow and trade changes will demand more attention at end of war—merchandise people must think employment and support post-war programs**

Novelty merchandise sells now because people have money to spend. Due to the great industrial boom as a necessary adjunct to winning the war, people earn more and spend more. They have more to spend for amusement, for travel, for all of the other common desires which affect merchandise. People have become accustomed to reading financial reports in the newspapers that show in astronomical figures what people are earning and spending. Bank reports stagger the imagination as to the accumulation of cash reserves and savings. The government report for September shows that in that month alone the gross national income was close to 13 billion dollars, which was 20 per cent above the same month one year ago.

Many business leaders are saying that the country has about reached its limits in industrial production, but trends are still toward increased pay rolls, and the national income will continue to go still higher until war contracts are canceled in considerable numbers.

The nation has become acquainted with the fact of high earnings, and financial statistics because of the general desire to control inflation. Many people still remember some of the results of inflation from World War I. Nobody

wants inflation at the present time, but the real problem is that of controlling the danger.

Money spent for novelty merchandise is usually surplus money. Hence the merchandise trade would increase in proportion as people have excess spending money. Theoretically the merchandise trade would gain most if the national income steadily increased as it has been doing during the last two years. This would make the merchandise trade seemingly guilty of unpatriotic acts if it were not for the fact that there is not enough merchandise available to supply the excess demand. Hence the novelty trade is in the position of selling all the merchandise it can possibly get, and still it does not even begin to drain off enough of the surplus spending money to count in the big fight against inflation.

The public is well acquainted with the various methods being used to drain off surplus money. The best method at the present time is the purchase of War Savings Bonds. It requires all the publicity and selling facilities of the nation in order to get the masses of the people to buy bonds, and still there is plenty of spending money left.

The novelty merchandise trade can support anti-inflation plans to the fullest extent because the public will still have enough money left at the present rate of income to buy all the merchandise that the trade can possibly muster to sell; in fact, the merchandise trade should be just as anxious to win against inflation as the people themselves are. For when inflation runs unchecked, it means that the necessities of life will cost so much that the people then will not have enough surplus cash to buy novelties and gifts. The worst thing that could happen to the merchandise trade during the war and in the early post-war period would be run-away inflation. The necessities of life always come first, and when minimum prices on the commodities are excessively high, as they are during periods of inflation, people do not have enough money to spend on luxuries regardless of their income.

#### Fighting Inflation

The federal government is exercising a number of controls in order to prevent inflation. But money still flows freely in ever-increasing quantity, and this can probably be counted on for the duration. In fact, the problem is now becoming one of preventing a sudden depression after the war. Leaders in business and government are sure that if inflation becomes a run-away force during the next year, it will be followed by a sudden depression when the war ends. By controlling inflation for another year or so, the prospect of preventing a serious depression is greatly increased.

The novelty merchandise trade is greatly interested in the variations in the flow of money, especially when people have surplus money. During the war it is the industrial areas and the industrial workers that have the big increases in income. Farm income has also increased considerably because prices have increased, and yet the shortage of workers on the farm still limits the productive capacity of many farmers so that their income as individuals has not increased at the same rate as the income of industrial workers. Hence the money is really flowing in industrial areas, and firms having specialty merchandise to sell find their best markets in the industrial centers. This does not create any problem now because the merchandise trade cannot supply even half the goods that people would buy if they could get it. But when the war is over, the trade will be vitally concerned by the problem of equalizing the income of people on farms with people working in industrial plants. This is a problem almost as old as the nation itself because industrial workers (See *Money Keeps Flowing* on page 51)

## Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Nov. 27.—WPB last week revoked the supplementary order which limited the distribution of army officers' military insignia to those outlets which had been or would be granted certificates of authority by the Adjutant General's Office of the War Department.

**POTS AND PANS.**—Aluminum ware is definitely on the way back is the report from Washington. True, it's secondary aluminum but perfectly okay for kitchen utensils. It seems that scrap from aircraft production can't be melted down satisfactorily into new plate for wings, so the excess metal or refuse from machining of castings and fashioning of wings and bodies is going to be turned over to a few plants which can take on utensil manufacture. Don't look for aluminum pots and pans next month because even if factories could get started on production immediately it would take a long time to catch up with the demand, but WPB is definitely working on the plans now, and official spokesmen say Mrs. America can count on having new aluminum in her kitchen long before the war ends. Copper stockpiles are said to be bigger than even war production demands now too, so it's possible that some of that metal may be released for civilian items.

**STEEL NEWS.**—While we're on the subject of metals, a tentative allotment of 260,000 tons of steel for domestic consumer production in the first quarter of 1944 was announced last week. Office of Civilian Requirements released figures giving probable production of several essential civilian items: 2,000,000 electric irons are promised for 1944, renewed production of portable lamps and shades is scheduled, as well as increased manufacture of copper cord. OCR found there is an immediate demand for about 6,000,000 irons, but WPB Vice-Chairman Arthur D. Whiteside said recently that only 2,000,000 will be produced under the present plan, which will, of course, bring up distribution troubles. OPA doesn't want to put them on a strict rationing basis. Reports are that OPA has a tentative plan to put the irons beneath a \$5 and \$3 price ceiling; higher priced ones will have an automatic temperature control.

**NO LIGHT ON LAMPS.**—In spite of reports that OCR is scheduling lamp production, manufacturers can do nothing but sit tight until, when and if WPB gives the word. Until an actual order permitting factories to start up again comes thru, previous WPB orders are in force. Meanwhile OPA last week charged 59 producers of lamps and shades with violations of the Emergency Price Control Act and Maximum Price Regulation. Specific complaint was that the manufacturers failed to comply with regulations requiring them to prepare and make available statements relating to production costs and other data essential to establishing ceiling prices.

**FUR BOOM.**—Not that fur sales show any signs of anemia, but the trade expects that if the new tax on furs goes thru as embodied in the bill to be debated in Congress this week, a jump in volume is almost sure to take place before the new tax goes into effect. If the tax bill becomes law January 1 the usual January business may well be expected in December. One group of fur merchandisers is sure, tho, that the bill won't go into effect until the end of January. No matter when it becomes legal the trade can expect the usual rush that precedes a hike in taxes.

**DISTRIBUTION.**—That distributors' headaches will hang over into the post-war period is being pointed out by a good many business and government leaders lately. A Los Angeles advertising firm in a report on distribution of consumer goods said that local outlets are going to be larger than ever and carry a wider variety of goods. Before the war drugstores started the trend of handling everything from sandwiches to radios, and now grocery stores, gas stations, auto supply outlets and other retail stores are adding a multitude of "side lines" since they can't get enough of their regular lines to stay in business. And they're finding these extra-curricular lines profitable enough to plan continuation of a diversity of goods after the war. The chairman of the marketing division of the Committee on Economic Development said that unless the post-war era sees distribution keeping the gap between it and manufacturing efficiency from widening, the least that will happen is that the government will initiate enough public works to take up unemployment slack and the worst is widespread government control of business. Looks as if distributors are being pushed into (See *Merchandise Trends* on page 51)

## Cupid Boosts Sales Say Jewelry Stores

NEW YORK, Nov. 27.—Jewelers the country over are beginning to wish that Dan Cupid would lose his deadly bow and arrow for a little while anyway. In spite of the holiday shopping business, they find that it's the boom in engagements and weddings that's emptying their shelves of merchandise which will be hard, if not impossible, to replace.

Philadelphia and San Francisco jewelers especially are finding romance the biggest reason for their booming sales. San Francisco, because it's the stepping off point for so many servicemen, is the wedding center of the nation today. Marriage licenses issued in 1943 are expected to reach a good 20 per cent more than last year, which means, of course, a big demand for engagement and wedding rings and gifts for the bride and groom. One jewelry store alone in that city estimates that 80 per cent of its current business comes from weddings.

Chicago and Boston report no special boom in romance, but the tremendous buying of much high-class merchandise which has been going on for weeks threatens to deplete stocks seriously even before Christmas. Restrictions on the use of copper, tin and zinc for costume jewelry has almost eliminated the lower-priced pieces, but gold and silver pins, earrings and clips find quick customers among the war workers with plenty to spend these days.

In spite of some easing of government restrictions there are still enough prohibitions on the use of metals for costume jewelry to give retailers a firm basis for their fear that when present stocks are gone, replacements aren't going to be easy to find. Manufacturers are up against these restrictions: they can make no watches for civilians (practically all watches sold now are imported pieces); they can use only very small amounts of copper (as an alloy with silver and gold), and no tin, brass, nickel, rhodium, bronze, lead and zinc; they can use no platinum, only half as much silver as they used in '41 or '42 (whichever was the larger), only half as much gold as was used in 1941 and only half the amount of palladium used in '41 or 28 per cent of the amount of platinum used in that year.

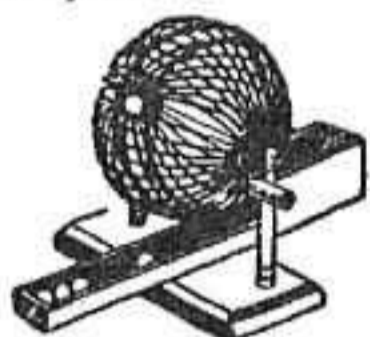
It's no wonder jewelers started adding side lines like pottery, glassware, china and leather goods. One Midwestern jeweler is reported to be keeping his place open but studying farming on the side—just in case!



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**Tobacco Pouch**

A style that lays flat in the pocket and pours the tobacco directly into the pipe comes in several kinds of genuine leather, black or brown morocco grain, saddle or extra select calfskin. This Fills-Easy pouch put on the market by Iwan Ries & Company, Chicago, has a patented self-closing vent and an easy filling wide mouth. Some styles are packed in individual gift boxes, and the company says deliveries—on the double!

**Chain With Name**

Namechain Manufacturing Company, Chicago, has a personalized key chain that should solve many a gift problem. Durable constructed in gold plate, letters spelling out the desired name are linked together with a fine strong chain. Up to 16 letters can be ordered on each chain, and the orders are individually packed in a gift box. The firm says orders can be filled in one day.

**Photo Frames**

One of the biggest sellers are photograph and picture frames, and the styles shown by Home Merchandising Company, Chicago, are right up in front. One style, which comes in three sizes, is a rich simulated leather-grained frame

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LARGE assortment of NEW  
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Perfect quality. Excellent work-  
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**\$8.00 PER DOZ.—\$43.20 SIX DOZ. CARTONS**  
25% Down, Balance C. O. D., F. O. B. Asbury Park, N. J.

INDIVIDUAL BOXES  
Red, White & Blue

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with soft padded reinforced covers. A choice of blue or brown in single or double styles is offered. These leather folders are particularly good for servicemen and women. A frame which holds two pictures, back to back, between two pieces of glass is also an attractive style. These also can be had with a mirror back instead of glass. The firm has other models too in a variety of sizes.

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Large-sized decorative cedar chests are being offered by the Novelty Chest and Sales Company to meet the present big demand for novelties with products made of non-critical materials. The chests are beautifully finished with artistic pictures on top, and will be an asset to any desk or boudoir. They are constructed with large mirrors in the top, and filled with stationery for practical use.

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But not just another game is the "Lonesome Willie" pocket size game put out by Beauharnals, Chicago. "Willie" is a checker game which comes packed ready for mailing to that boy or girl in the service. "Happy Willie" is two games in one, chess and checkers, at a slightly higher price. These two games aren't servicemen's items particularly. With so many families spending quiet evenings at home, every house needs a handy board for twosome games.

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Multiscarf Company, Chicago, is announcing a new and really super line of cedar jewelry of original and exclusive pieces. Lapel pins and clips in cunning deer, horse's head, parrot, butterfly and perky squirrel designs are available in plain or painted styles. Immediate delivery is promised on orders.

**LUMINOUS RELIGIOUS FIGURES AND FLOWERS THAT GLOW IN THE DARK**

Our merchandise is artistically hand decorated in 2, 3 and 4 attractive colors, making it a day and night seller. This is the best value on the market barring none!

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**SPECIALS!**

These flowers are made of finer materials and are of superior quality!

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Send \$2.00 for sample assortment of above five flowers.

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Pays Out 24 8-Oz. Jars Candies and 4 2-lb. Fruit Cakes  
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**B. & R. NOVELTY CO.**  
335 Thompson E. LIVERPOOL, OHIO

**MERCHANDISE TRENDS**

(Continued from page 48)

a position where they can be patted on the back or knifed in the same spot, depending upon post-war conditions.

**TRADE REPORT.**—In spite of Christmas buying which has pushed the percentage of increase over last year's volume to 14, for the week of November 13, merchants are a little less gloomy about stocks. There are signs indicating that merchandise isn't being held back as strictly as formerly when hopes for more materials were practically nil. There are still a lot of items which are definitely scarce or even non-existent, but there are other articles in sufficient quantities to tide retailers over till renewed and increased production is under way. Recent WPB orders relaxing restrictions and other government announcements of scheduled civilian production may be the influence behind this release of goods. Cancellation reports of war contracts and the scaling down of the army budget indicates that men, materials and machinery are being freed for civilian production too.

**MONEY KEEPS FLOWING**

(Continued from page 48)

have always been better organized and have been able to demand more for their labor. In order to create the biggest possible market for manufactured goods, farm income must be increased in the future. When you read the financial statistics in the newspapers today, you can remember that there will be many adjustments to make when the war is over if markets are to be increased to their full possibilities.

**Statistics Help**

Statistics on the flow of money are very helpful in deciding on the best market areas. The United States Department of Commerce is performing a valuable service with limited funds at the present time in making market surveys of the various areas of the country. The department does not neglect any of the various market areas, and even the poorest sections are given a careful check by expert investigators. The department makes interesting reports of these surveys, and they are always helpful to firms that are working for the best market areas. Invariably the best markets for manufactured goods of all kinds are those areas in which wage earners are getting the most pay. This holds especially true for specialty items. In general, the retail outlets follow these shifts in industry and population because people in the retail business have learned that they must follow the crowds and can open up small shops or close them as industrial activity goes up or down.

Business experts have learned to determine what percentage people will spend for various commodities and services as their earnings increase. For example, a survey was made recently which shows how the circulation of newspapers and magazines increase as the earnings of the masses increase. The increase in the purchase of newspapers and magazines was about three times for wage earners as well as for the country as a whole. If the sale of papers and magazines responds so quickly to an increase in wages or income, it would hold much more true in the field of specialty merchandise. Hence, any firm engaged in the specialty merchandise trade can well follow all the statistics and surveys on the flow of money.

Some of the surveys show what percentage of their income people spend for luxuries. The percentage going for luxuries, amusement and travel increases rapidly as income increases. Hence markets can be fairly well gauged by studying the reports on income of the various cities and industrial areas of the country.

If the war is followed by a period of serious upsets and readjustments, distributing firms will have a heartache in trying to adjust their business to these changes. The trade may well hope for a rather well-controlled period of readjustment because it will prevent sudden upsets in valuable market areas.

The war period has made the nation much more conscious than ever of population shifts and what these may mean to the merchandise trade in the future. It may become a serious national problem. It is now known that some of the largest cities have really lost in population while many a small town or city has suddenly found its population growing by leaps and bounds. One of the big questions now before the country is the probability that such rapid shifts in population may continue or whether people who have moved to new industrial

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Each ..... \$9.25

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Write for three color booklet  
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Swell Your Holiday Volume With Florida Fruit Cakes.

The Nation's **FINEST..**  
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**IMMEDIATE DELIVERY**

**GIVE YOUR CUSTOMER THE BEST**  
★ IT'S MELLOW AGED FULL OF FLAVOR  
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No. 23 to 28—Assorted 8" Saints in 2 Colors ..... \$6.25 Doz.  
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No. 14—Cruzifix in Relief, 8", in 2 Colors ..... 6.25 Doz.  
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No. 55—Scene at Bethlehem, Consisting of 7 Pieces ..... 2.40 Set.  
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WITH SALES APPEAL, PLUS!

12 glamour girl pin-ups! Each one lovelier and livelier than the last! 12 full-color prints—reproductions of the original Elvgren paintings. Prints are bound in portfolio, but tear out with clean edge for framing. Each in convenient self-mailer that will go anywhere. B31L52—Per Dozen Portfolios, \$3.60. Send 25% Dep. with Order, Bal. C.O.D.

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centers will remain there so as to become a part of the stable population. The effect of these shifts in population during the war may in some respects be a form of decentralization, one of the things that business men have discussed for many years but have never been able to do very much about.

The press has been reporting in recent months the efforts being made by the firms in the Seattle area to hold the increased population there after the war if possible. War activities in that area have greatly increased. The population grew by leaps and bounds, and business firms in Seattle would naturally like to keep the people as a part of the permanent population. If such a thing can be done by intelligent foresight and planning on the part of business leaders, it is merely one indication of what may happen in various parts of the country after the war. Instead of people flocking back to the cities where they formerly lived, they may remain as permanent citizens of new industrial areas.

This would change the market maps for the entire merchandise trade. It is too soon yet to make any definite calculations on such changes in the national picture, but every merchandise firm must keep its eye on the possibilities of such changes and be ready to change its sales program accordingly.

**Many New Plans**  
Many plans are being discussed now to provide improvement after the war, and it may be possible by intelligent planning to maintain a high rate of national income in that period. Many business leaders are saying that the national income of 80 billion dollars or more should be the aim, and that it is entirely possible as a general program.

One of the big plans being discussed by government leaders is that of encouraging the building of new homes. There is a probability that this will be carried into action because it would provide employment and help take up the slack of returning millions of men from the armed services. People in the merchandise trade would find such a project a great stimulus to the buying of merchandise of all kinds. New homes not only call for staple lines of merchandise, but no family in this modern day is satisfied with a home unless it also has many gadgets and novelties.

While the nation plans to maintain its own employment and national income at high levels, the problems and opportunities of world trade must also be faced. The flow of money in the United States and the very bedrock of our own money system may come face to face with world money problems. Business men learned in the big depression a few years ago that the money system of any country, no matter how stable it may seem, is subject to the influences and trends at work in the money systems in other parts of the world. There are all sorts of political and economic theories going the rounds as to what makes a stable money system, but the fact still remains that we have to adapt our money system in keeping with what the rest of the world does. There is a lot of discussion now about a system of world currency, and something may be done in that respect.

All this may seem academic to the specialty merchandise trade, but in the long run it will probably be one of the main factors in deciding whether people have plenty of surplus money to spend for novelties during the next 20 years or whether they do not. If the business leaders of the world put their heads together to work out a practical money system it might not only be the means of maintaining a high national income at home, but it would also stimulate the sale of American goods in most of the other countries of the world. If a fear-psychology takes hold of American business men, it may be that we will lose many of the opportunities of world trade and curtail our own money circulation to such an extent that growing depression follows. Whatever the theories or the plans for the future, the novelty merchandise trade is interesting in keeping plenty of money circulating freely among the masses of the people. How that can be done is probably a job for the experts, but it is the thing that we need.

**Think Employment**  
While the flow of money is still increasing, the merchandise trade should begin to think of the future and recognize that the one big job when we have won complete victory is to provide stable employment for the masses of the people of the United States. While the merchandise trade is a minor business compared with staple commodities, at the

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4 Windows, All Leather, Black or Tan.

**SERVICE BANNERS**  
15 Designs — \$15.00 Gross Gross Lots Only

**STERLING DOG TAGS**  
Heavy, \$20 Doz.; Light, \$15 Doz.

**STERLING MILITARY PINS**  
\$2.25 DOZEN One-Star, Army, Air, Coast Guard, Navy.

**GENUINE BAYONETS, \$8.50 EACH**

**PENLITE** Flashlights with Batteries, \$8.00 Doz.

**HEAVY STERLING SILVER RINGS**  
\$27.00 DOZEN Army or Navy. Others Made To Order.

No Catalogs—Our Prices Guaranteed Rock Bottom  
1/3 Deposit With Order—Balance C. O. D.  
**BORDER NOVELTY CO.**  
405 Woodward Ave. DETROIT 26, MICH.

**LAST MINUTE HOLIDAY SUGGESTIONS**

Individually Boxed Long Key Chains	\$ 4.00 Doz.
Pass Cases	10.80 "
Zipper Billfolds	24.00 "
Zipper Tobacco Pouches	12.00 "
Plastic Cig. Paks	4.00 "
Leather Cig. Paks	3.00 "
Heavy Leather Cig. Paks	5.40 "
Rubber Weatherproof Snap Cig. Cases	8.00 "
Billfolds	\$12.00, \$15.00, 24.00 "
Gold Filled Heart Shape Lockets	\$4.00 & 5.00 Ea.
Very Attractive Long Shaped Gold Filled Locket	7.50 Ea.
Gold Finished Lockets, Army	15.00 Doz.
Individually Boxed 24K Finish Bracelets, Army, Navy	18.00 "
Identification Bracelets	4.00 "
Identification Bracelets	8.00 "
Double Hearts for Engraving	14.40 Gr.
Pin-Up Books, 12 Gorgeous Creations to Each Book, Doz. Books	4.50
Ration Card, newest and biggest hit, each in envelope	1.20 Doz.
Large line Serpentine Confetti, Hats, Horns and Nolemakers.	

Wire Orders and Deposit.  
**Schreiber Mdse. Co.**  
1001-03 Broadway KANSAS CITY 6, MO. Victor 9209

**Engravers Attention!**



**No. 5R81**  
**Sterling Friendship Ring**  
 Heart Dangles  
 Ideal For Engraving

Big Seller! Wide embossed sterling silver friendship ring with two sterling silver heart dangles. Ideal for engraving initials on hearts. All rings stamped "sterling." Priced for volume selling. Available in sizes from 4 to 9.

**Other - Big - Sellers!**

Available for immediate delivery! Better sterling identification jewelry. Also, a complete line of military and costume jewelry for better business and bigger profit.

(State Your Business)

**Harry Pakula & Co.**  
 5 N. Wabash Ave., Chicago 2, Ill.

same time it cannot shirk its responsibility of providing jobs. Whatever thinking business men do now about the future, they should keep their eyes on that one word, "employment." The merchandise trade is not prolific in providing jobs because the distributing firms are engaged in a service which does not provide jobs for great numbers. But the merchandise trade can help many a manufacturing plant take up the slack in employment by producing novelty merchandise of all kinds.

In the post-war period every job will mean that much in keeping money in circulation and giving as many people as possible money to spend for the necessities and some surplus money to spend for luxuries, novelties and amusement.

There will be organized movements in the near future to provide jobs for the millions returning from the services. The merchandise trade must prepare itself to take part in the great cause of creating as many permanent jobs as possible. It may be the function of the novelty trade to provide many temporary jobs. Whatever it can do, the idea now is to plan for the future with the one objective of helping in the great cause of employment.

**DEALS**

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

**THE BILLBOARD CHRISTMAS SPECIAL** introduced several items that should give the boys plenty of action right thru the Christmas holidays and beyond. Additional proof, if that were needed, that operators, who were badly conditioned by freeze orders and priorities shortly after Pearl Harbor, should now be pretty much convinced that their fears of merchandise shortages were not too well founded and that you can't beat the manufacturing ingenuity of the American manufacturer. Many of the old line staples are no longer available, but an ample supply of substitute non-priority products continues to fill the gap and keep the boys in folding money.

Among the new items offered in the Christmas Special that look good for a run are Mr. Fala, the genuine alabaster ash tray; the Cigarette Case and Lighter deal and the Florida Fruit Cake.

Mr. Fala, manufactured by Bassons Dummy Products, creators of the famous Hitler Pin Cushion, is comparatively inexpensive and has enough consumer oomph to turn over rapidly on a small take card. A take on President Roosevelt's dog, the ash tray should find ready

(See DEALS on page 54)

**Genuine Leather CIGARETTE CASES**  
 15c Each in Dozen Lots

If you know a good thing you'll grab up these cases fast. Genuine leather with tuck-in flap. In big demand. You can make real money at our low prices. Write or wire today.

**PER DOZEN ..... \$1.80**  
**PER GROSS ..... \$18.00**

**BILLFOLDS**  
 Genuine Calfskin, Goatskin and Saddle Leather

Equipped with 4 celluloid pass leaves, snap fastener. Place for identification in front—extra side pocket. Spacious compartment in back for folding money, checks and valuable papers. Billfolds in this style have been retailing at \$2.50.

Sample on Request.  
 Goatskin or Saddle Leather..\$1.00  
 Calfskin ..... \$1.50

**DE LUXE VALUES**

**Goatskin or Saddle Leather.. \$ 7.20 Per Doz.**  
**CALFSKIN.. \$10.20 Per Doz.**

**Genuine Leather IDENTIFICATION TAGS!**

Here's a real "buy" on goods no longer being made. Easily a 15c retailer. Well-made leather tag. Nickel plated chain with self-locking clasp. Hurry!  
 \$9.60 per Gross, \$65.00 per Thousand.  
 1/2 Gross Sample Lot, \$5.00.

**As low as 6 1/2c each**

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 St. Dept. B 124 Waukegan, Ill.

**BARGAIN FINDS**

**MILITARY INSIGNIA JEWELRY PINS.** 14 kt. Gold finish. For all branches of the service. Close-out. At least \$14.40 Gross Value. Special ..... 10 GROSS **\$55.00**

**DESK SETS**—Genuine Onyx base and quality Fountain Pen. Stock 6,000 sets. Individually boxed. .... DOZEN SETS COMPLETE **21.00**

**MEN'S TIES**—Latest patterns. An exceptional value ..... DOZEN **7.80**

**TOMMY GUN**—Fast \$1.29 seller. A good value ..... DOZEN **9.00**

**AMERICAN FLAG SETS.** Lustrous rayon broadcloth. Complete with Eagle, Staffless Hanger. Individually boxed. 2 sizes. Exceptional value. .... DOZ. SETS COMPLETE **\$7.20**

**ZIPPER UTILITY CHUCK-IN BAGS.** For civilian and military use. Can also be used as a lunch or beach bag. 300 dozen closeout. .... DOZEN ..... **6.00**

**2-PIECE UTILITY ARMY SET.** Hang-It, Carry-It, Pack-It. Compact 3-in-1 Wardrobe. Bargain \$1.95 Value. Boxed. .... DOZEN BOXES (24 Pieces) ..... **7.80**

**3-PIECE UTILITY SET.** For Army or Navy. Every imaginable use. Very compact. Bargain \$2.95 Value. Boxed. .... DOZ. BOXES (36 pieces) ..... **12.00**

**SHAVING & DENTAL CREAM.** Excellent quality in lithographed tube. 2 large sizes. 20¢ & 35¢ tubes. Prices to move quantity. .... 10 GROSS **\$55.00**

25% Deposit With All Orders.  
 27 YEARS OF VALUE GIVING.  
 192 Page Catalog FREE With All Orders.

**MILLS SALES CO.**  
 Our Only Mailing Address OF NEW YORK INC.  
 901 BROADWAY, New York, N. Y.  
 WORLD'S LOWEST PRICED WHOLESALE

**BEAUTIFULLY DESIGNED CEDAR CHESTS**

With Mirrors. Filled with Stationery. \$1.75 Each in Half Gross Lots or Over! \$2.00 Each in Dozen Lots; Samples \$2.50 Each.

**WALLETS**

Genuine Stitched Saddle Calf, Individually Packed in Gift Boxes, \$18.00 Dozen; \$2.00 for Sample.

**NOVELTY CHEST & SALES CO.** 3750 ROCHESTER AVENUE DETROIT 26, MICH.

**NEW GIFT, MILITARY JEWELRY, NOVELTY AND GENERAL MERCHANDISE CATALOG—JUST OFF THE PRESS**

LOADS OF PROFITABLE ITEMS IN ALL LINES.

Wire or Write for Your Copy at Once.

**SCHREIBER MERCHANDISE CO.**  
 1001-3 BROADWAY KANSAS CITY 6, MO.

**SALESBOARD USERS**  
 AMERICAN MADE

**8 WATCHES**

In Connection with 1200 Hole Board

TAKES IN ..\$60.00  
 Less 34 Pkgs. of Cigarettes. 5.25

Gross Profit ..\$54.75

**COST PER DEAL \$29.75**

**SEABOARD PRODUCTS**  
 207 Market St. NEWARK 2, N. J.

**DIAMOND WEDDING, ENGAGEMENT RINGS**



No. 119 — 3-Diamond Solitaire with .05 Carat Center stone, 2 melee, \$29.75. Wedding Ring, 3 melee, \$17.50.

No. 118 — 3-Diamond Solitaire with .12 Carat Center stone, 2 melee, \$75.00. Wedding Ring with 2 melee, \$25.00.

No. D2214 — 14K CORAL GOLD, 4 Genuine Rubies, Star Sapphire, 2 Diamonds, \$75.00.

No. 124 — 5-Diamond Solitaire with .25 Carat Center Stone, 4 melee, \$79.50. Wedding Ring, 5 melee, \$97.50.

**LOUIS VAN ZATSMAN**  
 7 WEST 44TH ST. NEW YORK CITY  
 MU. 2-9461—MU. 2-9883.

**NUDIE!**



A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2.50. The business gift item you often want for special occasions. A standout for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$12.00 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.25.

**EXCELLENT OFFER FOR JOBBERS.**  
**AMERICAN ART PRODUCTS**  
 2067 Broadway New York, N. Y.  
 (Were you ever in Paris? Yes, this is it!)

**NOVELTY PANTS**

PRINT ANY NAME OF CAMP OR CITY

**VERY LATEST NOVELTY GOING LIKE WILDFIRE**

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

**MILT WILLIAMS NOVELTY CO.**  
 1033-1035 Mission St., San Francisco 3, Calif.

**PAPER MEN**

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**  
 South Land Annex Bldg. Dallas, Texas

**J. L. Rogers**  
 Insurance Bldg. Raleigh, N. C.

**MAKE Extra MONEY FAST**

Sell Illustrated Comic Booklets (vost pocket size) and other novelties. 10 different sample booklets sent for 50¢ or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send Cash, Stamps or Money Order. GRAYKO, Dept. 135, Box 520, G. P. O., New York.

**PAPER MEN**

Well-known papers for every State in the U. S. A. Different State combinations, but all attractive. Best and lowest price, up-to-date War Maps, and small turn in. Write or wire

**ED HUFF**  
 5411 Gurley DALLAS 10, TEXAS

12 beautiful hand-painted Wall Plaques in popular fruit and vegetable assortment. Regular 39¢ retailer. 112 Hole 1 to 39¢ Push Card, takes in \$4.00. Sells to dealers at \$2.50, 12 or more at \$2.00. Lots of 100, \$1.75 each. Sample \$2.25. 25% With Order.

**G. N. VENDING COMPANY**  
 663 W. Broad St. COLUMBUS 8, OHIO

Headquarters for

**ARMY SUPPLIES**

Send for Our Free Circular.

**Flemingo Trading Co.**  
 8. S. W. First Street MIAMI, FLA.

America's Latest Craze

One Customer Alone Sold Over

\$80,000.00

worth of our Jewelry this year. Hustlers, Gift Shops, Concessionaires, get wise to these fast-selling

KILLER DILLERS

up to 300% profit.

NECKLACES AND BRACELETS

No.	Description	Doz.	Price	
204	Dove Shell Necklace, 20 In.	3.00	\$3.00	
207	Bubble Shell Necklace, 20 In.	3.00	3.00	
209	Horn Shell Necklace, 20 In.	3.00	3.00	
211	Peanut Shell Necklace, 20 Inches, Crystal Plastic	3.00	3.00	
317	Bleeding Tooth Shell Neck-lace, 20 Inches	3.00	3.00	
231	Helmet Shell Necklace, 20 In.	3.00	3.00	
220C	Rose Petal Shell Necklace, 20 Inches	3.00	3.00	
217W	White Tooth Necklace	3.00	3.00	
NOTE—Bracelets to Match				
Above Numbers				1.80
Bracelets to Match Above				3.60
Numbers, 2 Strands				3.60
Above Bracelets in Triple				6.00
Strand Braided				6.00
300D	Dove Shell Leis, 30 In.	4.50	4.50	
Solid Strands				4.50
300H	Horn Shell Leis, 30 In.	4.50	4.50	
300B	Bubble Shell Leis, 30 In.	4.50	4.50	
300C	Rose Petal Shell Leis, 30 In.	4.50	4.50	
300P	Peanut Shell Leis, 30 In.	4.50	4.50	
300LH	Helmet Shell Leis, 30 In.	4.50	4.50	
300BB	Bracelets to Match	1.80	1.80	
Above Leis, 1, 2 or 3 Strands,				1.80
Per Strand				1.80
302	Zombie Jungle Seed and	3.30	3.30	
Berry Necklace, 30 In.				3.30
303	Zombie Jungle Seed and	1.50	1.50	
Berry Bracelet				1.50
501D	Dove Shell Necklace, 3	7.20	7.20	
Strand Braided, Multi Colored,				7.20
25 In. or Crystal Plastic Chain				7.20
501H	Horn Shell Necklace,	7.20	7.20	
Same as Above				7.20
701D	Dove Shell Leis, 3 Strand,	11.40	11.40	
Braided, Multi Colored or				11.40
Natural White, Solid Leis,				11.40
30 In.				11.40
701H	Horn Shell Leis, Same as	11.40	11.40	
Above				11.40
701HC	Horn and Rose Petal,	11.40	11.40	
Same as Above				11.40
701DC	Dove and Rose Petal,	11.40	11.40	
Same as Above				11.40
702	Bracelets to Match, 3 Strand	6.00	6.00	
1100	Dove Shell Necklace,	9.00	9.00	
Double Length, 6 Colors and				9.00
Natural White, 60 In. Long.				9.00
1101H	Dove Shell Necklace,	9.00	9.00	
Double Length, 6 Colors and				9.00
Natural White, 60 In. Long.				9.00
1102C	Cuban Shell Necklace,	11.40	11.40	
Double Length, Hard Shell,				11.40
6 Colors and Natural White,				11.40
60 In. Long				11.40
1103B	Jungle Seed and Berry	7.20	7.20	
Necklace, Natural Grey, Black				7.20
and Red, Double Length,				7.20
60 In. Long				7.20
701B	Jungle Seed and Berry	9.00	9.00	
Necklace, Leis Style, 3 Strands				9.00
Braided, 27 Inches, Crystal				9.00
Clasp				9.00

SEA SHELL BROOCHES AND EARRINGS

800	Flamingo Shell Earring, Cryst-al Plastic Clasp	\$1.65
801	Assorted Snail Shells Earring, Crystal Plastic Clasp	1.65
802	Ring Top Cowery Shell Ear-ring, Crystal Plastic Clip	1.00
803	Pearl Shell Earring, Crystal Plastic Clip	1.25
804	Asst. Cluster Shell Earring, 6 Designs	2.75
805	Gold or Rice Shell Rosette	3.00
904	Cluster Shell Brooch, Per Doz. Carded, 10 Designs	2.75
905	Cluster Shell Brooch, Per Doz. Carded, Gold or Rice	3.00

NOVELTIES

Shell Ash Trays	1.80, 2.00, 2.64, 3.00
Shell Vase, Natural Shell with Everlasting Straw Flowers, Dozen	1.80
013—Wall Plaques, 2 Designs	4.80

FINDINGS

01	Jewelers Brooch Pins, Per Gr.	\$3.00
02	Crystal Plastic Chain, Per Ft.	.10
03	Crystal Plastic Clasp, Per Gr.	1.50
04	Plastic Earring Clips, Per Gr.	1.70
07	Aniline Dye, Per Oz., Any Color	.60
300	Plastic Disks for Earring Foundation, Cross	1.44
450	Plastic Disks for Brooch Foundation, Cross	3.00

50% cash with all orders, balance C.O.D. Sample assortment of our Best Sellers, Jewelry, \$10.00. Returnable. Complete catalog on request.

J. A. WHYTE & SON  
LITTLE RIVER, MIAMI, FLA.

# PIPES

## FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

J. F. GREEK . . . in a card from Bogart, Ga., says he is off the road for the duration. His job is overseeing for a rug mill there.

A GOOD BUY has saved many a "good-bye."

HARRY FLORE . . . infos from Akron that he's back in the med biz. He has lost track of the boys and asks for lines here from Jockey Ross, the spike bender; Chief Van Redfeather, Joe Wallendorf, Madaline Ragan and other old-timers. Cowboy Flore reports getting folding money, but having difficulty getting gas. He works shops on week-days and plays the streets and lots Saturday and Sunday.

EDDIE L. KIEHL . . . inks from St. Paul that business is good, altho not rushing, around the Twin Cities. He recently glimpsed Charles Halligan, Bill Newcomb and Curley Waters. Carl Swain is holding forth at his location in the Hotel Euclid, St. Paul.

POST-WAR PLANNING? Or are you satisfied with your present take?

EILEEN ROGERS . . . pipes from San Francisco: "We are doing swell here in the Crystal Palace Market, and have Mr. and Mrs. Powers, swell demonstrators, with us for the holiday season. They feature a needle which Powers invented. He is so smooth that a customer is clay in his hands, and Mrs. Powers isn't an amateur, either. Bill Bearing, peelers; the Allens, straw flowers, and Weidman, soap specialist, are still in the race here. Phil King, of one-man band fame, has begun his comeback in showbiz. He once was a pitcher of no mean ability. Your truly has been granted an annulment from her husband, Mark Rogers."

MEL FISHER . . . known to hundreds of soap men thruout the country, died in St. Louis recently. His mother resides at 4223 Olive Street, St. Louis.

JIMMY WATSON . . . stopped at the desk last week to give the info that he has been out of the biz for four years, during which time he has been taking T. B. treatment. In recent months he has been doing office work.

PVT. CHARLES P. LOVELAND . . . renewing his subscription to *The Billboard*, sends the following lines: "I have made two trips overseas, and I am now in North Africa. I would like to hear from old firends and read in Pipes what they are doing. It sure is a lot different over here, but no matter where you go you find pitchmen. They even have them here."

HAPPY DAYS AHEAD with the release of material for public use. Means many new gadgets.

PVT. JAMES M. SOBEL . . . with the paratroopers in Fort Benning, Ga., sends in lines for the first time in many years and recalls working for Whitey on the Crafts Shows on the Pacific Coast. From there he went east for Mr. and Mrs. Sid Sidenberg, white-stone workers in St. Louis, and was with them five years. He wants lines here from old pals. His enclosed photo was appreciated by the desk.

JOE GLASS AND ADOLPH RHEINHARD . . . better known as "Ike and Mike" in pitch-dom circles around New York, have quit promoting pitch stars for the duration. Joe Glass is working neckties on the streets and Adolph Rheinhard working name plates, according to lines to the desk from Harry Greenfield. He adds that Robert O'Neill, former health-book worker, has opened a health food shop and is getting the long green in New York.

VIRGINIA KID . . . lines from St. Louis that she is taking care of Wrangler and Little Wrangler. Big Wrangler is doing war work, but eve-

nings and week-ends is devoted to building a show for the time when the final day of war comes.

MADALINE E. RAGAN . . . reports sky juice ruined three Sundays for her on Chicago's Maxwell Street, and that Ray Herbers, her hubby, is still clicking with liniment. Frank Loger is back after a year in the army in Hawaii. Al Rice was seen around the street looking prosperous after playing Michigan fairs. Ray Eader and his wife stopped to visit Madaline on their way to Montana where they will remain on their ranch for the duration. Jack David and Bill Sherman are reported still clicking with vitamins in Chicago's Boston Store. Herb Casper has opened a jewelry store on State Street there, for the holidays. Madaline sends a clipping of the recent slaying of Jack T. Schreine, 39, in the Windy City. He was a Maxwell Street pitchman who traveled about the country selling herbs. Chicago police are searching for a phony marine in connection with the murder.

### WON, HORSE & UPP

(Continued from page 38)

some "furriners" had occupied the bar with a circus contraption. That night we played to another packed house—which proves that you can set a circus down anywhere this year and get money with it.

That night everything was loaded except our elephant, Crumwell, and at dawn Saturday we used him to push the boat off the lot. With the bull on the bar and the boat out in the river, the staff spent the rest of the day trying to figure out a way to put the bull back onto the boat without putting the boat back onto the bar. As this is being written no decision has been made and the score stands one to one, with the office owing another \$240 for the coming week's rent. May have to stay here until high water puts the boat two feet over the sand bar. MAJOR PRIVILEGE.

### HM GROSSES OVER 30G

(Continued from page 38)

comedy acrobatics; Miss Betty, trapeze; Harriett Beatty, tiger and elephant act; Jean Evans, trapeze muscular endurance; Torelli's dogs; Van Leer's horses; Randow's boxing exhibition; White Brothers, ground gymnasts; Johnny and Betty, aerialists; Laddie Lamont, Scotch clown; Leer's Liberty horses; clown feature; the Kimris, French aces of the air; Howard's chimps; Winifred Colleano, aerialist; elephants; Flying La Mars.

Because some 2,500 people were turned away Friday, Saturday and Sunday nights, plans were made to increase the seating capacity to 5,500 next year. Admission prices ranged from 75 cents to \$1.50 and the Shrine took \$7,500 in gross profits as its share.

Hundreds of underprivileged children were entertained at the matinees, and many performers visited hospitals and army and navy camps, as well as veterans' hospitals to entertain.

### DEALS

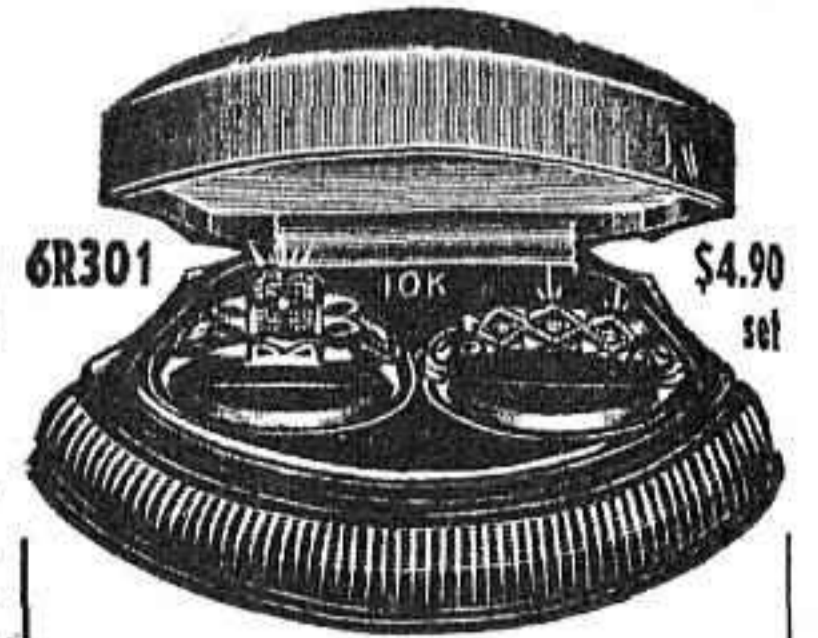
(Continued from page 53)

acceptance everywhere and duplicate the successes of previous Basson releases.

Operators who like to get their deals as a complete package should be interested in the Hershey Sales Company cigarette case and lighter combination. Deal consists of 12 moisture-proof, military inscribed, plastic cigarette cases and lighters to match, each set in an individual box and all packed in a display case. The latter has an easle support. Merchandise is distributed via a 1,000-hole board that takes in \$50.

The Goldwyn Company's Florida fruit cake seems to be a delicious, appealing addition to the Goldwyn line of confections and re-use containers which have produced so well for operators in the past. Cake weighs three and one-half pounds and is worth a look-see.

HAPPY LANDING.



### DIAMOND RING SETS

10K Gold Mountings

6R301	1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .	Set \$4.80
6R305	3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .	Set 6.40
6R302	3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . .	Set 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

BIELER-LEVINE  
37 South Wabash CHICAGO 3



### AFTER VICTORY



## WE'LL BE SELLING YOU

The OAK RUBBER Co.  
RAVENNA, OHIO

### 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 Aves. NEWARK 4, N. J.

### 5,000 ITEMS AT FACTORY PRICES

Gum, Candy, Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Write for list.

BLAKE SUPPLY CO.  
219 E. Markham St. LITTLE ROCK, ARK.

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.

### XMAS GO-GETTERS, SERVICE MEN'S MAGAZINE

and other publications. Fast sellers. Hot Yank excerpts. Song, DIRTY GIRLIE FROM BIZERTE, biggest army hit; Service Joke Books, Patriotic Calendars. Get aboard. Put gold in your pockets for Christmas. Live wires net a GRAND monthly. Talking, breathing illustrations. Laws killing ordinances. Samples 10¢. Crew Managers, Sheet Writers with best references get circulation. The American Citizen petitioning Congress pushing Rehabilitation Laws—put returning service men and wounded on their feet. Samples free.  
SERVICE MEN'S MAGAZINE  
Est. 1916 169 Duane St., New York 13, N. Y.

### The Avenue Pitch Store

Want Pitchmen—nice location. Write or wire for further information.

PROF. S. W. HALL  
628 Central Ave. CINCINNATI, O.

### MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)  
GENERAL PRODUCTS LABORATORIES  
Manufacturing Pharmacologists  
187 E. Spring St. Columbus, Ohio  
BUY WAR BONDS FOR VICTORY

FAIRDOM LOOKS AHEAD!

(Continued from page 41)

tradesmen who cannot be expected to know a great deal about publicity and exploitation, but the value of exploitation has been forcefully impressed upon them during the last couple of years thru the war effort, and it is certain that the more progressive among them will see the value of adapting the methods used to the exploitation of their fairs.

Wartime Lessons Valuable

Fairs have a greater opportunity than ever before to enlist the co-operation of civic leaders, business men, industrialists and newspapers. With the proper leadership they can become the motivating factor in community affairs. There is no reason why a fairground should be idle five weeks in a year. Many fair boards, working with their community leaders, have made their fairgrounds a center of activity from spring to fall. Many more are planning to do so when transportation conditions return to normal. Celebrations, picnics, stock sales and many other events can be staged during the summer months. Many fairgrounds have auditoriums where traveling shows of all sorts can be presented, and the demand for entertainment, which undoubtedly will continue, offers fair boards a splendid opportunity to build their organizations into civic leaders.

Success of fairs in the years ahead rests squarely in the hands of the fair boards and the use they make of the lessons learned from wartime operation.

CONCELLO AT SELIG'S

(Continued from page 38)

Williams dangling, unable to free her foot. As the horse made for the exit he was stopped and she was given first aid. After a doctor had examined her it was announced that she had suffered a broken knee, bruises and shock.

Show runs 90 minutes and combines circus and Wild West acts. There is no after-show, a point which is stressed over the loud-speaker by Norman Carroll, announcer. The Wild West is part of the main show and consumes about 25 minutes of the entire running time. Concessions lined along the palm walk did big business Sunday.

The Program

Program follows in order: Patriotic spec. Shetland ponies directed by Jorgen M. Christianson. LeClare, clown juggler, featuring roll-around ball on pole balanced on the chin. Dorothy Morales, swinging ladder. Christianson's dancing horses, ridden by Christianson, Norma Rogers and Myrtle Goodrich. Olivera Duo, high-pole balancing. Clown flight. Rodeo—Cy Compton in trick and fancy roping; Princess Sunbeam, fancy riding; Sky Eagle, boomerang throwing. Ken Williams, trick roping. Si and Fanny Wilkins with trick mule, Abner. Chief Sugar Brown and the Indian Sun Dance. Juan, wire walker. Five-elephant act, with Norma Rogers handling top mount on track. Shaller Trio, juggling, spin wheels, balancing and trampoline. Clown walkaround. Christianson's nine Liberty horses with Shetland.

Concello has a good show. Clown numbers by Dutch (Brownie) Baker, who also will produce for Russell Bros. in 1944.

Staff includes in addition to Concello, Waldo T. Tupper, general manager and handling publicity; Wallace Love, auditor; Dan Dix, front gate; Thomas Murray, reserved seat sales, and Joe Collings, band leader. Band uses six pieces and Hammond organ.

CHATTER: Dan Dix unable to make the PCSA meetings because of his business with the Escalante show in Anaheim. Show moves to Los Angeles soon. Jack Joyce with wife, Martha, and son on hand for the Sunday afternoon shows. S. L. Cronin on the lot, meeting old friends. Mr. and Mrs. Martin Arthur made the two matinees Sunday. . . . Jack Shaller, local booker, saw his three youngsters offer a nice routine. Ben Stone, local concessionaire, in town from Mariette. Nick Wagner, veteran PCSA member, was noted at the gate talking to Dusty Rhodes, in from the Ringling show for the winter, and Waldo Tupper. The circus at Selig's should help the Merry-Go-Round business across the street at Lincoln Park, where Ross Davis operates. . . . Bill Johnson doing all right with his balloon sales. He heard that his son was a Nazi prisoner after his plane was shot down. Circus is using Local 47 musicians. Show is to really start papering and publicizing now that it has been seen that the idea seems certain to catch on.

TOPS FOR MACON SHRINE

(Continued from page 38)

and head-slide, and Peter the Great, boxing kangaroo.

Lee Houston brought his circus unit from the J. F. Sparks Shows, which had closed. His staff working here was Leo Houston, trainer; Frank Wiskowski, assistant; Buck Smith, head groom, and Walter Daniel, sparring partner for kangaroo.

Bronlee was producing clown, assisted by Iza LaBird, Charles LaBird, Chick Yale, Tommy Ross and Charles Forrest. It was a "home-coming" for Forrest, who as a member of the Brock aerial bar act was badly injured in a fall here several years ago and was hospitalized in Macon for several weeks. Granted a medical discharge from the army recently, he plans to troupe with a circus next season.

Several times during the week there were added attractions. These included vocal numbers by John Hinton, formerly with the Coburn Minstrels, who is a member of the patrol and served as stage manager for the circus. Lee Wood was musical director. Others on executive staff were C. H. Willis, auditor; Charles Leonard, master of properties, and Paul M. Conaway, director of publicity.

Serving with Kennington on the committee were Brooks Geoghagan, G. P. Lockhart, C. R. McCord Jr., Corliss H. Edwards, Boyce Miller and Frank B. Steger.

Ira Kaplan, potentate of Al Sihah Temple, was official receptionist; Grady Gillon, past potentate; Boyce Miller and Julian V. Kennedy were emcees; Steger and John Haddock, superintendents of tickets; Corliss H. Edwards, superintendent of concessions; Isadore Putzel, chief electrician; E. F. Elliott, sound engineer. Front doors were in charge of P. D. Griffith, J. R. Beach and V. E. King. George F. Yetter was in charge of balcony, and John W. Graham, in charge of reserved seats.

Showmen concession operators included Ollie Bradley, who had peanuts and popcorn; Mrs. Ollie Bradley, fish-pond; Frank Zarella, candy floss, and Arthur Causey, photos. Earl Martin assisted Bradley, while Mrs. Bradley was assisted by Anthony Pietro.

Visitors during the week were Ray W. Rogers, York, S. C.; Charles Sparks and Arnold Maley, Atlanta, and a group of Shriners from Atlanta, where the Yaarab Temple circus was being held the same week. A Macon delegation returned the visit.

COLLECTORS' CORNER

(Continued from page 39)

cause its readers always seem to know what they are talking about."

We can't resist Doc Jones. He just delights in sitting up there in his circus train office, fashioned after one of Forepaugh's private working cars and rattles off stuff that we like to hear. And here is what he sends us about the Adam Forepaugh show with which he was connected as principal veterinary:

Adam Forepaugh died in 1890 and his son, Adam Jr., took over. In the early days he formed a partnership with George W. Lynde, a distant relative of the Forepaugh family and launched an 18-car show. Started out of Philadelphia in May, routing wildcat one week in advance. Featured the Peek Sisters in Roman-standing hippodrome races, Wild West and a small menagerie. I have a letter Addie wrote me from Trenton, N. J., saying that the show would go into Connecticut and Massachusetts and asked my advice on our old 1895 route from Troy up thru Northern New York. By the way that year we had our blowdown at Cohoes. Addie played Troy, Whitehall and Port Henry, where I visited the show. It was an elegant layout. Everything new and was titled "The Only Living Adam Forepaugh Circus and Menagerie; Adam Forepaugh and George W. Lynde, Equal Owners." The show failed to draw a profitable income. Addie's health was failing and he developed locomotor ataxia and old Charley White took care of him to the end, which occurred in 1902, which dropped the final curtain on the family for all time. I was with the old show the season of 1885 and was employed on three roles.

J. W. Shafer, of Iowa, wants to know during what year was Buffalo Bill and Pawnee Bill combined; Buffalo Bill with Sells-Floto and were there any other

shows with which Buffalo Bill was tied up? What year did Buffalo Bill "go off the road" and "how many wrecks did Buffalo Bill ever have?" Go ahead, Cornerites, look it up and let us know.

CORRAL

(Continued from page 39)

Echols, 12 seconds; John Wallace and Earl Cooley. Saddle bronk riding, Buddy Hebert, Ted Barrios and Shorty Bubisson. Cowgirl flag race, Maxine Maier, 13.2 seconds; Dorothy Cash and Dutch Gilmore. Gowgirl barrel race, Maxine Maier, 11.4 seconds; Dorothy Cash and Jackie James. Cowgirl cutting contest, Maxine Maier, Dutch Gilmore and Dorothy Cash.

UNDER THE MARQUEE

(Continued from page 39)

Jack, and families, will go to San Francisco to work in a war plant. At present Earl is employed in Baltimore at Davinson Chemical Company. They were formerly with Bell Bros.' Circus.

W. H. WOODCOCK was in charge of Dolly Jacobs's performing lions and elephants, which played Shrine Circus, Wichita, Kan. After the date he returned to his home at Hot Springs. Unit was brought from the Terrell Jacobs Wild Animal Circus on the World of Mirth Shows.

COLE BROS.' CIRCUS at Texarkana, Ark., was visited by Bill Newton, Mr. and

Mrs. Estes, Charlie Jackson, Herman Swartz, Fred Hawkins, Roy Allen, Mrs. R. A. Miller and sister, Mrs. Paul Flanagan, Mr. and Mrs. Murphy, Mr. and Mrs. Roy Wisner, owner of Roy's camp, and Doc Powers, who cut it up with the Cole troupers.

TIME changes things: In the old days so deeply were showmen involved in their business that when the band played "Home, Sweet Home," from the block boy up to the stars everyone was helpless at any other profession.

THE marriage of Bronson C. McDonald and Virginia Eberhart was announced in Brownwood, Tex., by Mr. and Mrs. Harry Craig, of the Harry Craig Shows. Wedding was in Brady, Tex., October 17 and was said to be the climax of a romance that trailed from Skowhegan, Me., to Macon, Ga. The McDonalds will reside in Houston after completing the season with an indoor circus in the South.

THE grandson of Mrs. John G. Robinson III, Gordon Mougey Jr., only son of one of the John Robinson twins (Leonora), is now general manager of Dorr Field, Arcadia, Fla., a major training field giving primary flight training to AAF cadets. He is a native of Cincinnati and is playing an important part in the war effort. Mougey's first job was with the Curtis-Wright Exhibition Company, doing acrobatic and stunt flying at shows thruout the country. He next flew with Joe Mackey for the Ohio Oil Company, under the name, Lincoln Flying Aces, and then was employed by the Chevrolet company to do sky writing.

LETTER LIST

(Continued from page 47)

Fein, Mr. and Mrs. Henry Olsen, Lew Orton, Myron Parker, Bob Patrick, Friday Pedote, Frank Piekens, Jane Ponda, Jack Powers, Bee Quist, Irving Raymond, Ed Redington, Joe Rhodes, The Roberts, Earl Robbins, W. F. Romero, Augustine Harris, George Spot Healy, Martin J. Hebron, Lillian Higgins, W. R. Hilderbrand, Mrs. B. Hear, Geo. Frisbee Howley, Frederick Hunt, Charles T. Huston, Peggy Ann Jones, Billy Kibel, Harry Katherine or Irene Kiley, William Kirma, Fred Klu, Pete Kawa Kline, Nate Lady Stella Lager, Ann E. Lane, Murray LeMar, Elaine Leicester, Martin Lee, Bonnie Lunn, Anne McDonald, Marie McKay, Leo McKenna, George Mack, Connie Madam Marsha Malany, Wm. J. MARTIN, William Murray, Fred C. MAYNARD, Wm. Miller, Betty Mueleman, Charles Nathansen, Sidney Neise, Iko Newburger, Milton Norman, Ed Dean, Myrna Dawn, Alice Del Rio, Diana Duffy, Mrs. Fern Duke, H. J. Dusk, Naomi Edwards, G. A. Ellie, Madame Rose Eric, Miss Haja Ernst, Mary Evans, Frank G. Fabian, Emily Febray, Narelto Felix, Nabor Flores, Miss Marissa Flying LeForms, The Fournier, Frances Frances, Dorothy Frita, Mrs. Lillie Fromas, Harold A. Gallagher, Edward Gardner, William George Jr., Harold Glenn, Bud GRAY, Anthony M. Gruver, Harry Hall, Otis Halligan, Mrs. Jack Hamilton, Marion Adams, Grover Arnado, Nick Arnaldine, Miss Ballard, Martin B. Berns, H. Bolt, Harriet Blouin Rellin Troop Brennan, Miss E. Broad, Mrs. Murry Bulson, Wm. H. BURGHER, Anthony H. Burrell, Jerome L. Bush, Joe Cannon, Jerry Carden, Robert J. G. T. Carmyle, Madge Carpenter, Wm. C. Chase, La Verne Cina, Fred Clifford, Roy T. Cobee, Rex Gail Crawford, Margaret Dahstedt, Arvid Delaney Feidler Road Shows Carnival

Halstead, Mrs. Virginia Varnachore, Varnie Varnadore, Varnie Vaughn, Forest D. E. Venzon, Fred (Filipino Orchestra) Walker, Honey Lee

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# Show Flop in Winston-Salem; Promoters Vamoose on Moose

WINSTON-SALEM, N. C., Nov. 27.—Moose Benefit Circus and Thrill Show, promoted by Joe E. Baxter, scheduled for this week, was a flop. Walter D. Nealand, who was signed by Carlos T. Wilson, secretary of the Moose Lodge, to handle publicity, radio and be equestrian director, gave the following data regarding the blow-up.

Tuesday night at 11, when the show-folk were supposed to be paid a half-week salary, Joe and George Baxter left town, taking Monday and Tuesday receipts of the show, money from the official program and owing every performer the week's salary, with exception of Julian West, manager for Mrs. Tom Mix and the Ray W. Rogers' five-elephant act, who drew some advance money by wire before leaving quarters in York, S. C. Besides these acts, others on the program were Tommy and Betty Ross, Eddie Kreiger's Animals, Jack Darling and Chick York, clowns; Frank Doss, and Johnny Miller's Radio Jamboree, a local number. *The Journal and The Sentinel*, Station WSJS; J. T. Howey, sound truck, and Nealand also have money coming to them. T. Westbrook Wilcox, local attorney, is handling claims for unpaid salaries for the performers and legal action has been started against the promoters. Contracts with performers were signed by Wilson and George B. Baxter. Wilson denies any liability and claims that contracts, which were signed with his name, were not authorized.

Nealand further states that Joe E. Baxter sent an advertisement to *The Billboard* and signed his (Nealand's)

name, unauthorized, for performers of a similar event in Wilson, N. C., auspices Junior Chamber of Commerce. Nealand states that he never authorized this and disclaims any responsibility. He expects to join Eddie N. Williams at Raleigh, N. C., next week.

Members of the Moose committee issued a statement in which they expressed their regret for the sudden and unexpected closing of the circus at Southside Baseball Park.

## **ROUTES**

(Continued from page 23)

**M**  
McLean, Ross (Rogers' Corner) NYC, cl.  
MacArthur, The (Blackhawk) Chl, re.  
Maghandis, Two (Rockhead's Paradise) Montreal, until Jan. 11, nc.  
Maghandis, Two (Rockhead's Paradise) Montreal, until Dec. 14, nc.  
Mandels, The (Capitol) Washington, t.  
Mannion, Lynn, Dancers (Henry Grady) Atlanta, h.  
Mardoni & Louise (Jefferson) St. Louis, h.  
Mariyn & Martinez (Daly's Terrace Room) Newark, N. J., 3-9, nc.  
Marvin Sisters (Leon & Eddie's) NYC, nc.  
Mathews, Steve & Dorothy (Eau Claire) Eau Claire, Wis., 1-11, h.  
Maurice & Maryen (Park Plaza) St. Louis, h.  
Mata & Hari (Roosevelt) New Orleans, h.  
Maurice & Andrea (Washington Youree) Shreveport, La., 22-Dec. 6, h.  
Maysy & Brach (Hipp) Baltimore, t.  
Merrill, Joan (Latin Quarter) Chl, nc.  
Merry Maes (Palace) Columbus, O., t.  
Miller Bros. & Lois (Regal) Chl, t.  
Miller, Glenn, Singers (Riverside) Milwaukee, t.  
Mills, Buster (Snow St. Cafe) Providence, nc.  
Milton, Jack (Blackhawk) Chl, re.  
Minnievitch's Rascals (Oriental) Chl, t.  
Moffett Sisters (Albee) Cincinnati, t.  
Moke & Poke (Boulevard) Elmhurst, L. I., N. Y., nc.  
**M**  
Moore, Muriel (Monte Carlo) NYC, nc.  
Moreno, Consuelo (El Chico) NYC, nc.  
Moroccons, Four (Florentine Gardens) Hollywood, nc.  
Morris, Doug: Buffalo 28-Dec. 5; (Maple Leaf Gardens) Toronto 6-10.  
Morse, Ella Mae (Earle) Phila, t.  
Moya, Lolita (Glen Park Casino) Buffalo, nc.  
Munro & Adams (Gayety) Kansas City, t.  
Murphy, Dean (Palmer House) Chl, h.  
Murtah Sisters (Walton Roof) NYC, nc.  
Myler, Maryelle (Paul Young's Romany Room) Washington, nc.

**N**  
Nash, Marie (Earle) Washington, t.  
Neal, Ginger (Snow St. Cafe) Providence, nc.  
Nichols, Les (Trocadero) Phila, t; (Hudson) Union City, N. J., 5-11, t.  
Niesen, Gertrude (Chez Paree) Chl, nc.  
Nelson Sisters (Chase) St. Louis, h.  
Novellos, The (National) Louisville 28-Dec. 2, t.  
**O**  
Oehman, Rita (Palmer House) Chl, h.  
Orla, Nina (St. Moritz) NYC, nc.  
Overman, Wally (John Q. Public) Seattle, nc.  
Ovettes, Great (Scruggs Dept. Store) St. Louis until Dec. 24.  
**P**  
Paddock, Jean (Romany Room) Washington, nc.  
Page, Buddy (Central) Passaic, N. J., t.  
Page, Diane (Charlie's Inn) Miami Beach, Fla., nc.  
Parks, Bernice (Bowery) Detroit, nc.  
Parrish, Helen (State) NYC, t.  
Pastimes, The (Edgewater Beach) Chl, h.  
Patterson & Jackson (Zanzibar) NYC, nc.  
Petty, Ruth (Romany Room) Washington, nc.  
Price, Evan (Bellerville) Kansas City, h.  
Princess & Willie Hawaiians (Wagon Wheel) Akron, O., nc.  
Pupi Dancers (Havana-Madrid) NYC, nc.

**R**  
Radcliff & Jenkins (Regal) Chl, t.  
Rae & Waterfall (Central) Passaic, N. J., t.  
Rapps & Tapps (Madrid) Louisville, nc.  
Reed Sisters (Hurricane) NYC, nc.  
Reilly, Betty (Glenn Rendezvous) Newport, Ky., nc.  
Remos, Paul (Strand) NYC, t.  
Reso, Harry (Alpine Village) Cleveland, nc.  
Reyes, Billy (Blackhawk) Chl, re.  
Rhythm Rockets, Four (Latin Quarter) NYC, nc.  
Rice, Sunny (Central) Passaic, N. J., t.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.  
Richman, Harry (Florentine Gardens) Hollywood, nc.  
Roberts & Alicia (Leon & Eddie's) NYC, nc.  
Robertos, The (Copley Plaza) Boston, h.  
Robbins, A. (Beverly Hills) Newport, Ky., cc.  
Robinson, Ann (St. Regis) NYC, nc.  
Robinson, Al (Village Barn) NYC, nc.  
Rocco, Maurice (Zanzibar) NYC, nc.  
Rock & Dean (Moose) Johnstown, Pa., nc.  
Rolando (Havana-Madrid) NYC, nc.  
Rose Marie (La Martinique) NYC, nc.  
Rosini, Paul (Saks Show-Bar) Detroit, nc.  
Rever, Prad (State) NYC, t.

**S**  
Sailors, Three (Albee) Cincinnati, t.  
Scott, Hazel (Cafe Society Uptown) NYC, nc.  
Scott, Margaret (Pierre) NYC, h.  
Seiler & Seibold (Albee) Cincinnati, t.  
Semon, Primrose (Windmill) Bronx, N. Y., nc.  
Shea & Raymond (Latin Quarter) NYC, nc.  
Sherman, Tessie & Maurice (Powetou) Phila 28-Dec. 2, nc.  
Shrimplins, The (Town Tavern) Jamestown, N. Y., 28-Dec. 5.  
Silver, Cyclones (Idle Hour) Charleston, S. C., nc.  
 Sloan, Estelle (Latin Quarter) Chl, nc.  
Smart, Doris (Am. Legion Club) Columbus O., 1-13, nc.  
Smith, Betty Jane (RKO-Boston) Boston, t.  
Solar, Willie (Village Barn) NYC, nc.  
Sporn & Dakoff (Hollenden) Cleveland, h.  
Stewart, Phyllis (Cafe Society Uptown) NYC, nc.  
Sunner, Helen (Ivanhoe) Chl, re.  
Suns, Three (Pleasantly) NYC, h.  
Swifts, Three (Capitol) NYC, t.  
**T**  
Tapps, Georgie (Florentine Gardens) Hollywood, nc.  
Thompson, Arline (Drake) Chl, h.  
Thompson, Helen (St. Regis) NYC, nc.  
Thorpe, Josephine (Glenn Rendezvous) Newport, Ky., nc.  
Tones, Three (885 Club) Chl, nc.  
Tops & Wilda (Zanzibar) NYC, nc.  
Tracey & Baker (51 Club) NYC, nc.  
Tudell, Julio & Jean (Bismarck) Chl, h.  
**V**  
Vallett, Ted & Flo (Lookout House) Covington, Ky., nc.  
Van Hill & Walker (Jeff's) Miami, nc.  
Vance, Tari (Glenn Rendezvous) Newport, Ky., nc.  
Veston, Florida (Greenwich Village Inn) NYC, nc.  
Vine, Billy (Latin Quarter) Chl, cl.  
Vivian (Chicago) Chl, t.  
**W**  
Wahl, Walter Dare (Earle) Phila, t.  
Walkmirs, The (Music Hall) NYC, t.  
Wallis, Ruth (Belmont Plaza) NYC, nc.  
Walters, Cy (Blue Angel) NYC, nc.  
Walton & O'Rourke (5100 Club) Chl, nc.  
Warren, Annette (Carter) Cleveland, nc.  
Washington, Dinah (Famous Door) NYC, nc.  
Watson, Betty Jane (Pierre) NYC, nc.  
Wayne, Justine (Elysee) NYC, h.  
Wells, Three (State) NYC, t.  
West, Jack & Jane (Villa Madrid) Pittsburgh, nc.  
Whalen, Maurice & Betty (Beverly Hills) Newport, Ky., cc.  
Wheeler, Bert (Palace) Columbus, O., t.  
White & Hale (Hurricane) NYC, nc.  
Williams, Hannah (Mayfair) Boston, nc.  
Wilson, Marcellus (Zombie) Detroit, nc.  
Winchell, Paul (Paramount) NYC, t.  
Woods & Bray (Nixon Cafe) Pittsburgh, nc.  
Wray, Lucille (Monte Carlo) NYC, nc.  
Whight, Bob & Peggy (St. Regis) NYC, nc.  
**Y**  
Youngman, Henny (State) NYC, t.  
Yvette (Capitol) NYC, t.  
**Z**  
Zacchini, Aiken, S. C.  
Zachni: Aiken, S. C.

**Q**  
Quitste (Showboat) Cleveland, nc.  
**R**  
Radtcliff & Jenkins (Regal) Chl, t.  
Rae & Waterfall (Central) Passaic, N. J., t.  
Rapps & Tapps (Madrid) Louisville, nc.  
Reed Sisters (Hurricane) NYC, nc.  
Reilly, Betty (Glenn Rendezvous) Newport, Ky., nc.  
Remos, Paul (Strand) NYC, t.  
Reso, Harry (Alpine Village) Cleveland, nc.  
Reyes, Billy (Blackhawk) Chl, re.  
Rhythm Rockets, Four (Latin Quarter) NYC, nc.  
Rice, Sunny (Central) Passaic, N. J., t.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.  
Richman, Harry (Florentine Gardens) Hollywood, nc.  
Roberts & Alicia (Leon & Eddie's) NYC, nc.  
Robertos, The (Copley Plaza) Boston, h.  
Robbins, A. (Beverly Hills) Newport, Ky., cc.  
Robinson, Ann (St. Regis) NYC, nc.  
Robinson, Al (Village Barn) NYC, nc.  
Rocco, Maurice (Zanzibar) NYC, nc.  
Rock & Dean (Moose) Johnstown, Pa., nc.  
Rolando (Havana-Madrid) NYC, nc.  
Rose Marie (La Martinique) NYC, nc.  
Rosini, Paul (Saks Show-Bar) Detroit, nc.  
Rever, Prad (State) NYC, t.

**S**  
Sailors, Three (Albee) Cincinnati, t.  
Scott, Hazel (Cafe Society Uptown) NYC, nc.  
Scott, Margaret (Pierre) NYC, h.  
Seiler & Seibold (Albee) Cincinnati, t.  
Semon, Primrose (Windmill) Bronx, N. Y., nc.  
Shea & Raymond (Latin Quarter) NYC, nc.  
Sherman, Tessie & Maurice (Powetou) Phila 28-Dec. 2, nc.  
Shrimplins, The (Town Tavern) Jamestown, N. Y., 28-Dec. 5.  
Silver, Cyclones (Idle Hour) Charleston, S. C., nc.  
 Sloan, Estelle (Latin Quarter) Chl, nc.  
Smart, Doris (Am. Legion Club) Columbus O., 1-13, nc.  
Smith, Betty Jane (RKO-Boston) Boston, t.  
Solar, Willie (Village Barn) NYC, nc.  
Sporn & Dakoff (Hollenden) Cleveland, h.  
Stewart, Phyllis (Cafe Society Uptown) NYC, nc.  
Sunner, Helen (Ivanhoe) Chl, re.  
Suns, Three (Pleasantly) NYC, h.  
Swifts, Three (Capitol) NYC, t.  
**T**  
Tapps, Georgie (Florentine Gardens) Hollywood, nc.  
Thompson, Arline (Drake) Chl, h.  
Thompson, Helen (St. Regis) NYC, nc.  
Thorpe, Josephine (Glenn Rendezvous) Newport, Ky., nc.  
Tones, Three (885 Club) Chl, nc.  
Tops & Wilda (Zanzibar) NYC, nc.  
Tracey & Baker (51 Club) NYC, nc.  
Tudell, Julio & Jean (Bismarck) Chl, h.  
**V**  
Vallett, Ted & Flo (Lookout House) Covington, Ky., nc.  
Van Hill & Walker (Jeff's) Miami, nc.  
Vance, Tari (Glenn Rendezvous) Newport, Ky., nc.  
Veston, Florida (Greenwich Village Inn) NYC, nc.  
Vine, Billy (Latin Quarter) Chl, cl.  
Vivian (Chicago) Chl, t.  
**W**  
Wahl, Walter Dare (Earle) Phila, t.  
Walkmirs, The (Music Hall) NYC, t.  
Wallis, Ruth (Belmont Plaza) NYC, nc.  
Walters, Cy (Blue Angel) NYC, nc.  
Walton & O'Rourke (5100 Club) Chl, nc.  
Warren, Annette (Carter) Cleveland, nc.  
Washington, Dinah (Famous Door) NYC, nc.  
Watson, Betty Jane (Pierre) NYC, nc.  
Wayne, Justine (Elysee) NYC, h.  
Wells, Three (State) NYC, t.  
West, Jack & Jane (Villa Madrid) Pittsburgh, nc.  
Whalen, Maurice & Betty (Beverly Hills) Newport, Ky., cc.  
Wheeler, Bert (Palace) Columbus, O., t.  
White & Hale (Hurricane) NYC, nc.  
Williams, Hannah (Mayfair) Boston, nc.  
Wilson, Marcellus (Zombie) Detroit, nc.  
Winchell, Paul (Paramount) NYC, t.  
Woods & Bray (Nixon Cafe) Pittsburgh, nc.  
Wray, Lucille (Monte Carlo) NYC, nc.  
Whight, Bob & Peggy (St. Regis) NYC, nc.

**Y**  
Youngman, Henny (State) NYC, t.  
Yvette (Capitol) NYC, t.  
**Z**  
Zacchini, Aiken, S. C.  
Zachni: Aiken, S. C.

Dark Eyes (Cox) Cincinnati.  
Doughgirls (Colonial) Boston.  
Doughgirls (Coliseum) Evansville, Ind., 1; (English) Indianapolis 2-4.  
Gilbert & Sullivan Operas (Forrest) Phila.  
Good Night Ladies (Blackstone) Chl.  
Jackpot (Shubert) New Haven, Conn., 2-4.  
Jane Eyre (Geary) San Francisco.  
Junior Miss (Arcadia) Wichita, Kan., 1; (Auditorium) Denver 3-4.  
Kiss and Tell (Locust St.) Phila.  
Kiss and Tell (Harris) Chl.  
Kiss and Tell (Curran) San Francisco.  
Life With Father (Davidson) Milwaukee.  
Little Women (Shubert Lafayette) Detroit.  
Marching With Johnny (Metropolitan) Providence 1; (Klein Aud.) Bridgeport, Conn., 2-4.  
Oklahoma (Erlanger) Chl.  
Patriots, The (National) Washington.  
Pitts, Zasu, in Ramshackle Inn (Wilbur) Boston.  
Porgy & Bess (American) St. Louis.  
Sons of Fun (Hanna) Cleveland.  
Student Prince (Royal Alexandra) Toronto.  
Sullivan, Margaret, in Voice of the Turtle (Walnut) Phila.  
Three's a Family (Hershey) Hershey, Pa., 1; (War Memorial Aud.) Trenton, N. J., 2; (Erie) Schenectady, N. Y., 3-4.  
Tobacco Road (Playhouse) Wilmington, Del., 2-4.  
Tomorrow the World (Selwyn) Chl.  
Without Love (Biltmore) Los Angeles.

## **CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Arcade: Hamlin, Tex.  
B. & H.: Sumter, S. C.  
Bistary Greater: Orlando, Fla.; (Colored Fair) West Palm Beach 6-15.  
Bullock's Southern Empire: Strong, Ark.  
Burke, Harry: Baton Rouge, La.  
Chatham Am. Co.: Brunson, S. C.  
Colley, J. J.: Hooks, Tex.  
Craig, Harry: Brownwood, Tex., 29-Dec. 5.  
Dadson's World's Fair: Brownsville, Tex.  
Fay's Silver Derby: Dublin, Ga.  
Groves Greater: New Iberia, La.  
Keystone Expo.: Hoboken, Ga.  
Lee Bros.: Lake Charles, La.  
Magic Empire: Monroe, La.  
Mighty Monarch: Sebring, Fla.  
Miller, Ralph R.: Scotlandville, La.  
Park Am. Co.: Alexandria, La.  
Rio Grande: Woodville, Tex.  
Stebiar Greater: (Senate & Heldt Sts.) Columbia, S. C.  
United Expo.: Leesville, La.  
Whiteside: Moss Point, Miss.  
Zacchini: Aiken, S. C.

## **CIRCUS**

Clyde Bros., Indoor: Ada, Okla., 1-2; Seminole 3-4; Okmulgee 6-7; Wewoka 8-9; Muskogee 10-12.  
Patterson Bros.: Marion, O., 12-13; Upper Sandusky 14; Kenton 15.  
Polack Bros.: Davenport, Ia., 29-Dec. 5; Fort Wayne, Ind., 9-12.  
Sello Bros.: Bolton, N. C., 30; Elizabethtown Dec. 1; Blandenboro 2; Whitesville 3; Fair Bluff 4.

## **MISCELLANEOUS**

Barrett, Roy (Grand Leader Store) St. Louis, until Dec. 24.  
Belling, Clem (Howard) Boston 28-Dec. 2.  
Birch, Pratt, Kan., 1; Alva, Okla., 2; Cherokee 3; Enid 6; Kingfisher 7; Anadarko 8; Lawton 9; Ada 10.  
Campbell, Loring: Rupert, Idaho, 2; Twin Falls 3; Burley 6; Bancroft 7; Soda Springs 8; Afton, Wyo., 9; Cokeville 10.  
Couden, Doug & Lola: School Assemblies, San Bernardino, Calif.  
Rickett's Dogs: Florence, Ala., 29-Dec. 4.  
Russell, Slim: Night clubs in San Antonio, Tex., 29-Dec. 5.  
Slout, L. Verne, Theater Workshop: Fort Edwards, Wis., 1; Wild Rose 2; Hancock 3.  
Turtle, Wm. C.: Night clubs in Seattle, Wash.  
Westley, Roger (Mattione's) Stockton, Calif., 2-15.

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**ICE SHOWS ON TOUR**  
Carnival on Ice (Netherland Plaza Hotel) Cincinnati.  
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.  
Ice-Capades of 1944 (Municipal Auditorium) Buffalo 28-Dec. 5; (Maple Leaf Gardens) Toronto 6-10.  
Ice Follies of 1944 (Madison Square Garden) NYC.  
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.  
Lewis, Dorothy (Statler Hotel) Cleveland.  
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.  
**DRAMATIC AND MUSICAL**  
(Routes are for current week when no dates are given)

Able's Irish Rose (Plymouth) Boston.  
Able's Irish Rose (Municipal Aud.) Charleston, W. Va., 1-2; (Midland) Newark, O., 3; (Weller) Zanesville 4.  
Army Play by Play (Hartman) Columbus, O., 1; (Victory) Dayton 2; (Park) Youngstown 3.  
Arsenic and Old Lace (Cass) Detroit.  
Barrymore, Ethel, in Corn Is Green (Studebaker) Chl.  
Blithe Spirit (Nixon) Pittsburgh.  
Blossom Time (Shubert) Boston.  
Carmen Jones (Boston O. H.) Boston.  
Dante (Erlanger) Buffalo.



# 300 Attend SLA Memorial Service

CHICAGO, Nov. 29.—Dr. Charles Copeland Smith delivered an impressive address at the annual memorial service of the Showmen's League of America held yesterday in Bal Tabarin of Hotel Sherman. Service was attended by some 300 show people, Bernard Mendelson, chairman of the memorial, had had constructed an entirely new replica of Showmen's Rest with the marble elephants at the four corners and in center, and above the large center elephant was an illuminated list of the names of 26 brothers who had passed on in 1943.

The program included an organ prelude by Howard J. Bartle; *Panis Angelicus*, sung by Oxford Quartet; invocation by Dr. Smith; vocal selection by Oxford Quartet, and address by Dr. Smith. The audience then stood in silence in honor of the departed showmen. After another number by the quartet, the Harold Taylor Post, American Legion, sounded taps. A quartet number, benediction by Dr. Smith and organ solo concluded the service.

All of the living past presidents of the league attended the service.

# OUT-OF-TOWN OPENING

(Continued from page 27)  
mistake he had turned out two respectable, tho not particularly successful plays—*Treat Her Gently* and *Sorrow for Angels*—in which he showed a growing talent for sharp, epigrammatic dialog and subtle characterization. But the dialog of *Ramshackle* proceeds with deadly monotony; the characters are rubber-stamp bores and the play's dilapidated framework totters with the weight of it all.

Beyond this, Arthur Sircom's staging is confused and heavy gaited; Frederick Fox's Gloucester Inn is completely misconceived and the acting thruout is sluggish and uncertain. All around, the production is a humdrum affair.

Yet so far as atmosphere and locale are concerned, Batson has shown imagination. In a small Vermont town there was a wispy-minded librarian who became horribly tired of endless frustration. So, on the basis of an ad in a literary magazine, she invested her savings in a hoary old Gloucester seashore hotel. And with it she inherited its peculiar boarders and a series of misadventures. There is the alcoholic female proprietor who brought up her son to be a con man, but made a mistake in sending him to Harvard; there are Nazi spies and saboteurs, a lady from the FBI, mysterious guests who arrive, then disappear; a suspicious handy man and other assorted characters; bodies in trunks, closets and elsewhere. There is thunder, rain and blinking lights, creaking doors and so on. They're all there—every banal trick of stupid melodrama and flatulent comedy.

The work of the principals herein, let alone that of the lesser players, had best be left undescribed. Not one makes even the best of his feeble material. The producers of this piece will show great mercy if they immediately consign *Ramshackle* to the dark, impersonal caverns of Cain's Warehouse. Then playwright Batson, now a corporal in the Signal Corps, can salvage certain aspects of his play and rewrite it for the amateur drama leagues.

# BROADWAY OPENING

(Continued from page 27)  
tively. He still has the movie tendency to throw the profile to the footlights, however.

Vivienne Segal, as his fiancee and as the bloodthirsty Queen Morgan La Fay, puts over a well comedy performance, and nets top hands for her rendition of the new song addition, *To Keep My Love Alive*, which has some very nifty lyrics that bring recalls. In fact, it's the lyrics that sell this number and there are plenty of them. Julie Warren, as Vivienne's rival, has looks and charm, even if her pipes aren't anything to talk about. She joins Foran in his two pops and does a fair job with them.

Chester Stratton, as Galahad, is inflexibly funny and keeps the pace fast when he's on stage. His lampoon of the swoon-song school in the modernistic *Lunchtime Follies* gets over big, and with Vera-Ellen (more of this young miss later) turns in a sock rendition of *On a Desert Isle*, another of the holdover tunes. As King Arthur, Robert Chisholm presents a neat piece of sustained comedy and joins Foran near the close

in putting over one of the best written songs in the score, *You Always Love the Same Girl*. John Cherry's Merllin, played for all the laughs it can garner, Stuart Casey's Sir Lancelot and Robert Byrn's Sir Kay all add plenty to the general hilarity of the proceedings.

A couple of youngsters, not unknown around Broadway, take over the terp chores and do a terrific job, solo and duo. Vera-Ellen stops the show cold with her second act solo and Jere McMahon, a young man who knows his footwork and how to sell it, gets his biggest moment in the *Camelot Samba* sequence and gives with plenty.

The cast is peopled with the best looking choline line seen here in quite a time; every girl is a looker who can dance. These days it's an oddity if a ballet isn't thrown in somewhere during a musical, but in this case William Holbrook and Al White Jr., have devised several fast and peppy numbers to compensate. The boys and girls get a good workout in the *Lunchtime Follies* and in the final samba, both of which are colorful.

Nat Karson hasn't stinted at all on his sets, which add glamour to the show, or on his costumes, which are eye-filling.

Frank Gill

# COIN SANS STARS

(Continued from page 26)  
in the neighborhood of 24 grand with an *Ohello* sans Robeson. And certainly *Something for the Boys* would not be going 98 per cent clean without a *Merman* or *Ziegfeld Follies* riding in the upper 30Gs without a Berle.

However, the indications slant toward a definite switch from the vehicle angle. In the main the personalities are picked to fit the show. And if the show is good, Mr. and Mrs. Public will step up with an open pocketbook, regardless of stars and followings.

# OFF THE CUFF

(Continued from page 25)  
years, now playing bass with Louie Armstrong's orchestra. . . . TOMMY MANDRELL'S unit at Washington Cafe, Camden, N. J. . . . BETTY KING, piano-vocals, recovered from an illness and returns to Eddie Mitchell's, Philadelphia. . . . THE MELODIERS get the call at Eddyside Grill, Easton, Pa. . . . CLAIRE COLLYER, piano-vocals, making her Philadelphia bow at Tahiti Bar. . . . SHARON CLARKE, vocalist, leaving the musical bar circuit for a USO show tour. . . . DON RENALDO QUARTET into the Cove, Philadelphia, with the Freddy Baker Quartet taking his place in the same city at Flander's Grille. . . . FRANK DePAUL at the organ at Club Imperial, Atlantic City. . . . BONDS AND COOK first double song and piano pair ever presented at Lou's Chancellor Bar, Philadelphia. . . . LADY ARMSTRON at the piano, with vocals by Boots, at the Royal Bar and Grille, Camden, N. J. . . . VAL FRANCIS new keyboarder at Margie's Victory House, Philadelphia.

HUMBER AND BARRY, along with Mary Collier, open at the Town House, Albany, N. Y., December 8. . . . DOROTHY ROSS starts her 75th week at the 23 Room of the George Washington Hotel. . . . TUCKER SISTERS stay on at the Diamond Mirror, Passaic, N. J., until January 1. . . . MARSHALL MARTZ, organist, opens December 3 at the Tavern, Steubenville, O. . . . AL TRACE and His Silly Symphonists play a repeat engagement at Loew's State, New York, opening December 2. They also have signed with Eli Oberstein to make eight records under the Hit label.

# MIDWEST:

EVERETT HULL and His Topnotchers (4), who have signed up with CRA, Chicago, were not managed by Phil Shelley, as was stated here recently. Shelley merely booked the unit. Outfit starts at the Sherman's Dome, Chicago, November 29, and will pair up with Barbara Lunt, singer, who opens the same night. . . . BOB SABER, accordionist at the Baritz Lounge, Chicago, has been set on a radio series in that town for the Evans Fur Company, and will go under the name of Bob Roberts. . . . LA VERNE HUTCHERSON, colored baritone, starts at Elmer's, Chicago, December 3. . . . RABY CUMMINGS has reorganized his outfit to include three men and a girl. Formerly all males. . . . MINTO MARVIN QUARTET held over at the Schroeder Hotel, Milwaukee. . . . STAN OLSEN and Betty West, piano-organ and voice team, have moved into the Northland Hotel, Green Bay, Wis. . . . BUNNY DOC TRIO have moved from the Duluth (Minn.) Hotel to

Packer's Playdium, Green Bay, Wis. . . . JOSE ROSADO (4) has moved into Orrie's, Lyons, Ill. . . . JOHNNY CONSTANTINO has joined the booking staff of the Phil Shelley Agency, Chicago. . . . JOHNNY STEPHENS and ork into the Famous Bar, Akron, December 6. . . . Don JACK'S screwball unit presented an hour's show for servicemen at Gardner Hospital, Chicago, last week. . . . SIMPSON AND ROBINSON, colored piano-voice team, have moved into the Brass Rail, Chicago, for four weeks and options. . . . DOROTHY DONEGAN, boogie-woogie pianist, has played a week at the Lake Club, Springfield, Ill., before leaving for the East. . . . TWO GENTLEMEN FROM BROADWAY (Eddie Rogers Salecto and Ricl Taylor) have gone to the Philly area. . . . HENRY NEEDHAM TRIO into the Sportsman's Club, Peoria, Ill. . . . TUCKER SISTERS (3) have left this area for a tour of Eastern spots, starting with the Diamond Mirror Lounge, Passaic, N. J.

# WEST COAST:

MATA ROY, formerly pianist with Jimmy Noone, has opened a single at George's Steak House, Glendale, Calif. . . . GLORIA NYGARD to the Backstage in San Francisco. . . . FREDDIE FISHER and Jimmy Noone bands will make Soundies. . . . BEN LIGHT continues at the Marine Room of the La Jolla (Calif.) Beach and Tennis Club and will soon round out a year here. . . . JEAN VARINO and Her Mission Belles at Mission Inn, Riverside, Calif. . . . JACK ROSS and orchestra to the California Hotel, Fresno. . . . MAE MACK, who recently arrived on the West Coast from Chicago, at the Chi Chi Bar in Palm Springs, Calif.

# FROM ALL OVER:

BILL THOMPSON Trio and Carol Horton closed a 10-month date at the Press Club, Erie, Pa., and were succeeded by the Four Drakes.

FOUR SENATORS and Joanne Ryan move into the Westward-Ho Hotel, Phoenix, Ariz., December 15 for an indefinite run, following a record 32-week date at the Statler Hotel, St. Louis. Unit is slated to do some picture work while on the West Coast. . . . EVAN PRICE and Jeffrie Gill are staying over at the Bellerive Hotel, Kansas City, Mo.

# FILMS FOLLOW FLAG

(Continued from page 38)  
rain and a canvas backdrop raised between two trees, one audience watched a film while sitting on wooden boxes, metal cans and containers.

In the Russell Islands, where a new film is shown every other night, a coconut plantation has become one of the most popular outdoor film houses, and felled coconut trees were used for chairs. In New Guinea there are 225 theater bases receiving three different features weekly, while 25 less accessible spots receive two feature changes a week.

Where troop movements and local conditions made any other arrangement impossible, soldiers have cheerfully walked five or six miles to see a picture. In some cases presentations of films have been interrupted by bombings; during one performance an enemy plane, coming in under a cover of clouds and sighting the rays of the projector, released its bomb load. One shell struck a hundred yards from the projector and threw it 10 feet into the air. The men immediately set to work repairing it, and the next night the show went on in the same location, with the same apparatus.

Even in the most isolated spots, nearly all pictures are seen by the soldiers while the films are playing in this country. In some cases, thru fortunate timing and circumstances of shipment, photoplays are seen in certain bases prior to their Broadway or Hollywood premieres. Pictures shipped to the overseas forces during the first 10 days of November included *Jane Eyre*, *Sahara*, *Top Man*, *Flesh and Fantasy*, *Destroyer*, *Princess O'Rourke*, *Holy Matrimony* and *True to Life*.

On one October night, 62 film shows were presented on Guadalcanal alone. Films were projected on screens set up

in mess halls, barracks, hospital wards, Red Cross buildings, gun emplacements, airplane hangars, dugouts and tents. On one Pacific island, *Yankee Doodle Dandy* was shown in a large grass hut hurriedly erected by soldiers, Australian civilians and natives. Fur-clad Eskimos were special guests at one screening on a barren rock island in the Greenland area, where a generator was used to produce current for the projector.

In some localities the picture shows have been good-will builders. Natives have often been invited to screenings in return for special favors. In other areas, despite posted guards, curious natives have proved their adeptness at crashing the gate by taking up posts in trees or atop near-by thatched houses to catch the entertainment. A constant patron at one of the Egyptian theaters was a stray dog, whose particular dislike to certain characters—manifested by barking when they appeared—delighted the American troops.

During screening of *The Cat People* a native audience jabbered incessantly all thru a scene showing the initiation of a tribal chief. One soldier interceded with an M.P. who wanted to remove a native woman with a crying child. "Aw, let the kid cry," he said. "It makes us all feel like we were back home."

Very definite picture preferences have been expressed by the men in service. They do not want propaganda films, they say, or crude westerns. They like musical shows with name bands, the type of *Thousands Cheer*, sophisticated comedies, good action dramas and mysteries. *Stormy Weather* made a particular hit with Negro troops abroad. Among the most popular recent pictures, according to poll indications, were *Mr. Lucky*, *Arsenic and Old Lace*, *The Youngest Professor*, *Reveille With Beverly*, *Lady of Burlesque*, *Shadow of a Doubt* and *The Palm Beach Story*.

# HERALD-TRIB FORUM

(Continued from page 38)  
exclusive use of the armed forces, have been released to the regular theaters so that the public might be better informed as to the care and training of men in uniform. The motion picture industry has given its full co-operation and resources to the making of such films, with its best actors, directors, writers, camera men and technicians. The standard 35mm. film has been reduced to 16mm. to facilitate the transportation and screening of motion pictures for American forces thruout the world. The same simplification of equipment might very well be used in peacetime to give the screen an even greater audience than it has now.

"Films, it has been proved, have speeded up the training of servicemen by 40 per cent in time and efficiency, and what is being done now in camps, fields and ships will soon be done universally in schools and colleges. Already in surgery, in industry, in science, in many other fields, instruction by technical films is being widely used. Thomas Edison was right when he said, 'Educators now (his day) are all book-minded, but they will find the motion picture in time.'"

# NEW AND RECENT RELEASES

(Running Times Are Approximate)  
**DAY OF BATTLE**, released by OWI. An inspiring and dramatic account of the life and death of an aircraft carrier, how she was built and how she lost her life valiantly against the Japanese in battle in the South Pacific. Running time, 10 minutes.  
**THREE CITIES**, released by OWI. The story of three typical American cities—Norfolk, Virginia; Willow Run, Michigan, and Ogden, Utah—and how the war workers in each tackled and conquered wartime living problems. Running time, 10 minutes.

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# Coin Machines

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## FREE PLAY CLAUSE

At this writing it is not known whether the coin machine amendments proposed to the federal tax law by the Associated Operators of Los Angeles County (Calif.) were made a part of the new 1943 tax bill which was scheduled to come before the House for debate November 24. Later news reports on the bill will appear elsewhere in this issue since the bill will probably be in the hands of the Senate finance committee by the time our readers get this report.

Rumors at this time indicate that the House committee did not include the proposed amendments in the 1943 bill. This would have the effect of leaving the federal tax law on coin machines unchanged, unless amendments are added from the floor of the House. The latter step seems definitely an impossibility since reports show that "gag rule" will apply to the passage of the bill in the House.

Since the Senate finance committee will get the bill after it has passed the House, the eyes of the industry will turn next to see what that committee does with the bill. Last year the Senate committee gave much more considered attention to the question of coin machines than had been given in the House. This year, however, the House committee gave the coin machine questions some careful attention, and the Senate committee should already have some background information.

If the House fails to make needed corrections in the tax rates, then the next chance will be in the Senate committee. There are three general changes being sought by the amusement games division of the trade. The national arcade association is seeking a flat fee of \$250 to \$300 federal tax on arcades instead of a separate tax on each machine. The California proposal would also put a \$10 tax on penny counter machines instead of the present \$100 rate; and it would make a separate classification for free play pinball at \$25 per year. In many districts free play games have been assessed \$100 per year as gaming devices.

Considerable misunderstanding of the California proposals seems to have arisen in the trade, many operators gaining the impression that the amendments

would put the federal rate on all pinball games at \$25 per year.

There are two clauses in the California amendments which refer to amusement machines, and which read as follows:

"2. Any pinball machine or machine of similar character or design which is operated by the insertion of a coin, token or similar object, and by, or as a result of, the operation of which the player becomes entitled to extended use thereof or to the redemption of such use, shall be taxed at the rate of \$25 per annum.

"3. Any amusement or music machine, the operation of which is controlled by the insertion of a coin, token or similar object and by the use thereof or from which nothing of a tangible nature is received, shall be taxed at the rate of \$10 per annum."

Clause 2 is intended to classify free play pinball games in a distinct group by act of Congress. The 1942 law left the responsibility of defining and classifying free play games to the Internal Revenue office and many operators remember the long and confused situation that followed. The above clause would define free play games in the body of the law and hence settle the matter in that way.

The big question is whether operators would be willing to pay a \$25 fee in order to have free plays so classified. A federal law of this nature would go far to set precedent for all the States as to definitions of free play games.

Clause 3 is intended to keep the present \$10 federal tax rate on all amusement machines not classified as gaming devices, or as free play games. If the arcade proposal should also pass it will substitute a flat rate for the establishment instead of the \$10 rate on each amusement machine in the arcade.

Due to the complex nature of legal statutes, members of the trade need time and considerable study to analyze proposals. Time is short in getting any relief in this Congress. However, the California proposals will be further analyzed in succeeding issues for the guidance of the trade.

# Texas Income From Machs. Jumps in Year

Games provide bulk of 1942-'43 tax collection—some laws conflict

AUSTIN, Tex., Nov. 27.—Coin machine taxes totaling \$299,103.10 were collected by the State of Texas in the 1942-'43 fiscal year just closed, State Comptroller George H. Sheppard reported this week. This represents an increase of \$25,408.26 over revenue from coin-operated machines in 1941-'42.

Slot machines, pinball games and other devices the State classifies as "skill or pleasure machines" accounted for \$241,022.50 of the 1942-'43 revenue. Nickel machines contributed \$231,550 of this amount.

Juke boxes and other "merchandise or music" machines, taxed at the rate of \$2.50 annually, brought in \$58,080.60 in State revenue. Penny merchandising devices and cigarette machines are not taxed as such, but the cigarette dealer pays a permit fee and in addition the State collects 3 cents tax on each package of cigarettes sold in Texas.

Curiously enough, in the case of slot machines, the State's "left hand of tax collection" does not seem concerned with what its "right hand of law enforcement" does. The State comptroller charged with administering the license tax law collects thousands of dollars annually on such machines. But under another State law which forbids gambling the same machines may be confiscated and the owner fined.

The comptroller is charged with collecting the tax on coin-operated machines; he has no enforcement duties so far as the other State law prohibiting gambling devices is concerned. If an agent of the comptroller's office discovers a slot machine, he may confiscate it only if the license tax fee has not been paid. If the fee has been paid he has no further enforcement powers.

There have been instances where an agent of the comptroller's department attached a slot machine for evasion of the State tax fee. Later the fee was paid and the machine released, the comptroller's agent notifying a county official of the machine's whereabouts.

Some county officials have written heated letters to the comptroller for permitting certain machines to operate after the tax fee is paid. In such cases, H. A. Smith, in charge of that division of the comptroller's office, is called upon to explain. This he does by letter, stating the comptroller has no authority other than to see that the tax is paid. If the machine is in operation, the comptroller, under the law has to presume the device is possessed legally. In some respects, this might be interpreted as an inference that the county official is falling down on his enforcement job. Anyway, it puts an end to arguments and the local official seldom replies to the explanation.

Right now, however, there are many places the comptroller's agents don't tread. They are the various military installations controlled by the federal government. However, if a civilian owns a machine on U. S. grounds and gets a share of its revenue, he is liable for the State tax.

## Brown of Simco Sales Is Released From Army Life

BALTIMORE, Nov. 27.—Joseph Brown, assistant manager of Simco Sales Service, operators of ice cream vending machines in the Baltimore and Washington areas, has been honorably discharged from the armed forces.

Until a stoppage was placed on production of mechanical vending machines of various kinds, Simco Sales Service had in operation approximately 1,000 ice cream venders in the Baltimore market and another 1,000 units in the Washington territory, according to Joseph "Skelly" Garfink, general manager.

## Fear of "Black Market" Delays Ceiling on Cars

CHICAGO, Nov. 27.—Reports from Washington reveal that price ceilings on used cars have not been applied because of fears expressed in trade circles and by OPA officials that they would result in a used-car black market. Regulations setting price ceilings on used cars have been ready for some time, it is reported. Used-car dealers are believed to have collectively opposed ceiling prices, arguing that they would be forced out of business. It is estimated that 35 per cent of used-car transactions are thru regular dealers.

## Harry Rosen Joins Atlantic Distributing

NEW YORK, Nov. 27.—Harry Rosen, well-known New York coinman who was connected for many years with the Modern Vending Company, has joined the Atlantic Distributing Company, Seeburg music distributor, and will make his headquarters there from now on. Harry has confidence in the firm's future and the move was made in preparation for the post-war era in which music will play an important role.

In making the move Harry explained: "It is going to be a great pleasure working with my old friend Meyer Parkoff. Especially so since it is my belief there is a great future ahead for music equipment in this city, and we at Atlantic Distributing have plans ready to insure our customers' cashing in on that future." Harry did not lose any time getting into the swing of things at Atlantic and is now preparing to increase the service facilities of the firm so that Seeburg music operators can operate at full efficiency. When word got around that Rosen had joined with Parkoff the boys began to drop into the Atlantic Distributing offices to wish him luck. Harry says he will have some surprise announcements to make soon.

## Iowa Paper Reveals Names Of Those Paying Slot Tax

DES MOINES, Nov. 27.—Following publication in *The Des Moines Sunday Register* of the complete list of persons and organizations who paid the 1943-'44 special federal tax on "coin-operated gaming devices," Governor B. B. Hickenlooper, when asked what use might be made of the list by State law enforcement units, said:

"The question of local law enforcement is the responsibility of county and city officials under the State law. It is their job. The law does not contemplate, in fact forbids, the State going into local law enforcement problems except where there is a general breakdown or where a request for aid has come from local officials. Wherever inter-county traffic in slot machines or any other contraband is involved, the State agents are after it."

The list of those who paid federal taxes on slot machines was principally made up of clubs and fraternal organizations. Also included were taverns, pool halls, cafes, cigar stores, with an occasional hotel, dance hall and grocery.

## Most Purchasers Able To Obtain Favorite Beverages

CHICAGO, Nov. 27.—Despite wartime restrictions, 70 per cent of purchasers of carbonated beverages report they have been able to obtain normal supplies, according to the Home Makers' Guild of America after conducting a nationwide survey. The Guild, composed of some 2,000 women consultants who obtain cross-sections of the American buying public, reported that only 15 per cent of those questioned said they had to "shop around" in order to purchase their favorite beverages.

## Arms Official Elected to Rock-Ola Executive Post

CHICAGO, Nov. 27.—Rock-Ola Manufacturing Corporation, producers of carbines, light rifles of heavy caliber, for the armed forces, has elected A. R. Kelso to the office of executive vice-president. Kelso was formerly with the U. S. Cartridge Company.

# Ingenuity That Entertained Nation Now Electrifies War

Years of pioneering in electronics enables industry to set pace in war production program

By MORRIS MIDKIFF

AUSTIN, Tex., Nov. 27.—An industry which contributed largely to America's pleasure in peacetime was prepared to fill serious assignments when war came. From making mechanisms for bouncing balls on a colorful playing field to making machines for dropping bombs on the enemy; that's one of the changes quickly effected by the coin machine industry. Years of painstaking pioneering in low-cost production of electrical equipment have resulted in giving the armed forces of the United States a tremendous supply of ingenious devices for war use.

The coin machine industry, for years a much-maligned but fast-growing stepchild, has been constantly experimenting and improving in the field of electronics. The low-voltage relay system, the photoelectric cell, the rotary selector, the transformer, and the solenoid, as well as many other devices, have been improved and then manufactured on a mass production basis. The result was that when war came the basis was already laid for large-scale supply of such things as bomb sights, Link trainers, radar devices, bomb door openers and mechanically operated machine guns.

### Mechanical Marvels

In the first place, the coin machine, such as the marble table and the coin-operated phonograph, has been developed into an amazingly intricate and clever machine. As a mechanical game of chance, it has reached a remarkable development. A glance at the hundreds of wires and dozens of relays, solenoids and selectors which are necessary to choose odds, add scores, and generally operate the flashing lights are evidence of that. It is as complex as the finest watch.

In the development of these machines, the engineers necessarily improved many technical electrical devices. The "Ray Gun," with which the customer shoots at a scurrying target without threatening everybody in the vicinity with flying lead, involved the practical use of the photoelectric cell. This was done years ago, and today the cell has many uses in war production and protection as well as in secret war devices.

To operate the complex marble tables, low-voltage relay systems involving solenoids (devices which transfer electrical energy into motion), complex relays, transformers, and rotary selectors, were necessary. These were used to control lights, set odds, add scores and so forth. Today they are opening bomb doors, dropping bombs, firing guns, controlling planes, and operating anti-ice mechanisms, among other things. They are even

helping train soldiers, as in the Link trainer, electrical gun ranges and remote-control targets.

### Mass Production

Secondly, the needs of the industry for masses of machines at a low cost per unit has brought about mass production. Since in many States the machines are subject to being seized, a low-cost mechanism is essential. So manufacturers have developed machines complete in every way which sold before the war at prices ranging from \$150-\$250. Hand-built by earlier methods, they would cost at least five times as much.

With war, coin machine production stopped entirely and the industry started producing electric war devices. Because of the industry's experience in the mass creation of intricate electrical devices, it has been possible to make thousands of planes and equip them all with the devices which make these planes among the best in the world. Such equipment would have undoubtedly been a serious bottleneck without the ready facilities of the industry.

### Provides Skilled Men

In addition and not least important, the industry has been supplying trained electrical mechanics and engineers for the maintenance of these devices. All over the country, persons repairing these machines have gained a working knowledge of applied electronics which would take years to duplicate in formal schooling. Most of these are now in the armed forces or in vital production jobs, ranging from simple repair to teaching advanced classes in electrical engineering.

On such a basis it is not hard to imagine the completely mechanized leisurely civilization sometimes forecast by minor prophets. With devices already perfected it is possible to build a house or a factory almost completely controlled by push-buttons, where everything from raising windows to cooking dinner might be done by electricity. Low-cost production of the necessary equipment has already been attained, and after the war, trained men to install and maintain the systems will be ready.

## Virginia Shows Sharp Loss in Quarterly Income

RICHMOND, Va., Nov. 27.—A decline of nearly \$4,500,000 in Virginia's revenue for the first quarter of the current fiscal year is reported by State Comptroller H. G. Gilmer. The balance sheet showed an aggregate of \$30,439,903 for the period. The State collected a total of \$34,924,430 in the same quarter of last year. War-enforced rationing of the products dispensed by the ABC Board liquor monopoly accounted for the largest single decline in revenue for the period. A decrease in motor vehicle fuel taxes, beer revenue taxes and unemployment compensation commission taxes, combined to force a secondary decline in revenue.

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- \$49.50 Each—Schooldays, On Deck (Plastics), Horoscope.
- \$54.50 Each—Spot Pool, Spot-a-Card.
- \$85.00 Each—Roll Call, Destroyer.

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ABT Target Skill, \$15; Kicker & Catcher, \$15; Shocker, \$10; Gottlieb 3-Way Grips, \$12.50; Vest Pockets, Green, \$32.50; Blue & Gold, \$45; Watling Tom Thumb Scale, like new, \$75; Watling 500, can't be told from new, \$135.00.

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**TWO 1943 DECISIONS**

(Continued from last week)

We hold that the "free game" feature does not warrant the destruction of the machines as devices used for the purpose of unlawful gaming.

Second. Does the fact that it is possible to cancel some of the "free games" without playing them warrant destruction of the devices in the absence of proof they were actually used for unlawful gaming?

The legislative emphasis in Section 60 of the Act of 1860 is on use and employment, not the nature of the device. The expression "gambling device" does not appear anywhere in the section, altho it does appear in Section 603 of the Penal Code. It condemns "any device or machine of any kind, character or description whatever, used and employed for the purpose of unlawful gaming as aforesaid." On the other hand, the authority to destroy them is limited to cases in which the court "is satisfied that such device or machine was employed and used for the purpose of unlawful gaming as aforesaid." There is nothing in the section which authorizes the seizure and destruction of devices merely on the ground that it would be possible to use them for unlawful gaming. This is made doubly clear by the proviso in Section 605 (Section 55 of the Code of 1860) that: "This section shall not be construed to apply to games of recreation and exercise such as billiards, bagatelle, tenpins, etc., where no betting is allowed." Obviously it would be possible to use all the games specifically mentioned and innumerable others, in themselves harmless, for unlawful gaming; it would be possible to use the pinball machines for unlawful gaming even if they had no "free game" feature whatever, thru an arrangement by which the proprietor would bet with the players on the score or permit the players to bet between themselves. And altho we have upheld the seizure and destruction of slot machines without proof that they were actually used for unlawful gaming, the basis of the decision was that, "when the nature of the machine is shown to be such as fits them solely for an unlawful purpose, they become in the language of some of the courts of other States 'outlaws.'" Com. v. Kaiser, GO Pa. Superior Ct. 26.

Moreover, the right to seizure and destruction under Section 60 is not limited to device or games of chance. There seems to be some misunderstanding about this. The devices prohibited by Section 605 are games or devices of "address or hazard." "Address" is not a synonym of "hazard," it is an antonym; it means "skillful management; dexterity; adroitness," Webster's New International Dictionary and the New Century Dictionary. Thus a chess board and men set up for play with a "house player" and played for stakes would be subject to seizure and destruction (see State ex rel. Dussault v. Kilburn, 111 Mont. 400, 109 P. (2d) 1113, 1116); whereas, the mere fact a game involves a substantial element of chance would not be enough to condemn it. Com. v. Hihallow, 142 Pa. Superior Ct. 433, 16 A. (2d) 656. This is not to say that proof that a device or machine operates entirely by chance is without significance. Since normally people do not play games of pure chance for recreation or amusement without betting on the outcome such proof would be some evidence of their use for unlawful gaming.

**Really Bagatelle**

The pinball machine is essentially a modified game of bagatelle. Since the burden of proof was on the Commonwealth and there is no evidence whether playing involves any element of skill we are bound to assume that it does. Appellees in

their brief vigorously assert the play involves skill; that the speed of the ball, which is controlled by the player, materially affects the score; and that the Supreme Court in Com. v. Klucher, 326 Pa. 587, 588, 193A. 28, referred to them as "games of skill." And in Com. v. A Certain Gambling Device, Pa. Superior Ct., (opinion filed herewith), it was stipulated that "the playing of the game on the machine involves a mixture of chance and skill."

One must keep a proper perspective. In Urban's Appeal, the existence of a simply operated "free game" canceling device and recording meter in connection with proof that a substantial number of them are actually used for unlawful gaming was held to be evidence which helped to justify a finding that all the machines were used for unlawful gaming. See also Mills Novelty Company's Appeal, 316 Pa. 449, 175A. 548. Altho there is no proof in this record that they have, it may be that the proprietors of the machines involved in this case will use them for unlawful gaming. But even if we were fearful of that development we have no power to make a broad, sweeping prophylactic rule; the Legislature has given us no such authority.

It is scarcely necessary for us to give lip-service to the considerations which make gambling a menace to public welfare. Altho it is sanctioned in some form in many of our States the public policy of this Commonwealth is opposed to it. Plotnick v. P. U. C., 143 Pa. Superior Ct. 550, 18A. (2d) 542. The difference between the public risk of operation of pinball machines on the one hand and of bowling alleys and billiard parlors on the other lies, perhaps, in the fact that the former are easily accessible to children and others who can ill afford to spend their limited means for such an idle pastime. The law should deal severely with any who further exploit them by adding a gambling incentive. And because of their large numbers and the diversity of their distribution, there may be presented a difficult police problem. But the remedy, if it comes, must emanate from the Legislature.

We hold that the mere fact that these machines are so constructed that it is possible to cancel some of the "free games" without playing them is not, by itself, sufficient evidence to support a finding that they were used for the purpose of unlawful gaming.

The order is affirmed, (2) costs to be paid by the Commonwealth.

*NOTE (2): We have deliberately refrained from a discussion of the numerous authorities from other jurisdictions which have been cited. They are discussed and analyzed in a comprehensive note in 135 A.L.R. 104. Altho any student of the subject must concede the existence of a difference of opinion many of the cases involve interpretation of statutes of a public policy which differs from ours. In a number of States games of chance are prohibited whether or not they are used for gambling.*

**CALIFORNIA DECREE**

CIV. NO. 2867. Fourth District, June 17, 1943. (Reprint 59 A. C. A. 306).

I. B. GAYER, Respondent, v. THOMAS WHELAN, as District Attorney, etc., Appellant.

(1) Lotteries—What Constitutes Pinball Games.—Pen. Code, 319, defining a lottery as any scheme for disposal or distribution of property by chance among persons who have paid or promised to pay a consideration for the chance of obtaining the prize or a part of it, excludes a pinball game from consideration as a

lottery, as but one person can play or operate it at a time and he alone reaps the reward of a free game or games.

(2) Gaming—Offenses—Possession of Pinball Machine—Operation by Money.—The first requirement Pen. Code, 330a, penalizing possession of a slot machine or other mechanical device, that such device be operated by money or other thing of value which is staked or hazarded by the player, is met by a pinball machine which is operated by the deposit of a nickel in its mechanism.

(3a, 3b) Id.—Offenses—Possession of Pinball Machine—Amusement of Free Game as Merchandise or Article of Value.—The amusement of a free game awarded the player for a high score in operating a pinball machine does not amount to merchandise, money, checks or tokens redeemable in or exchangeable for any other thing of value, within Pen. Code, 330a. The "representative or articles of value" obtained thru such a score must be some material or tangible thing of value and merely securing the amusement of a free game does not come with that definition.

(4) Statutes—Construction—Language of Statute—Determination of Legislative Intent.—Where the language of a statute is free from ambiguity, and where the words used are given their ordinary and usual meaning, the courts should not look further in its interpretation and should not change its effect by giving the words some unusual or seldom used meaning.

APPEAL, from a judgment of the Superior Court of San Diego County. Charles C. Haines, Judge. Affirmed.

Action to recover possession of pinball machine seized under Penal Code, Section 335a. Judgment for plaintiff affirmed.

Thomas Whelan, District Attorney (San Diego) in pro, per., and Duane J. Carnes, Deputy District Attorney for Appellant.

Morris Lavine, Arthur Mohr, Charles W. Lyon and Swing & Swing for Respondent.

MARKS, J. — This is an appeal from a judgment ordering the return to plaintiff of fourteen pinball machines which defendant, in his capacity as district attorney of San Diego County, had seized and proposed to destroy under the provisions of Section 335a of the Penal Code.

The parties agree that the findings are supported by the evidence and fairly present the issue raised on this appeal. Therefore we will look to the findings for a brief summary of the facts.

**Issue at Court**

Plaintiff owned 14 pinball machines which were placed in various business houses in the city of Escondido for operation by the public. On October 29, 1941, defendant in his capacity as district attorney of San Diego County, seized them as lottery or gambling devices and gave notice of his intention to summarily destroy them. Plaintiff brought this action to recover their possession and was given judgment. The trial court found:

"That said machines and each of them were slot machines, contrivances and mechanical devices which were played and operated by placing and depositing therein coins, by means whereof and as a result of the operation of which it was possible in part by skill in such operation but mainly by hazard and chance in the result of such operation to win the opportunity to thereafter play one or more free games, that is to further operate the machine or con-

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trivance without the deposit or placing therein of any additional coin or coins.

"That no merchandise, money, representative or articles of value, checks or tokens, redeemable in, or exchangeable for money or any other thing of value, was won or lost or taken from or obtained from such machines, nor was anything so won, lost or obtained except free games herein above referred to; that said free games were represented upon said machines by means of an electric light illuminating a number which showed the number of free games won; that said free games were obtained from said machines by automatic release of the coin slot attached to the machines, thereby permitting the winner to play said free games without depositing additional coins in the machines in payment thereof; that the players of said machines did not obtain therefrom any tangible tokens, checks, tickets or other physical representative or token of value."

Defendant maintains that the foregoing findings do not support the judgment for the reason that the free games that could be won on the machines represented such an award of value that it brought their operation within the statutes prohibiting lotteries and gambling on such devices. This is the sole question presented on this appeal. It is one of first impression in California under the precise facts before us.

The operation of a similar machine is clearly and briefly described in *Middlemas v. Strutz*, 71 N.D. 186 (299 N.W. 589). Reference to that description makes it unnecessary to repeat it here.

**Many Decisions**

While there are no cases precisely in point in California, counsel have been diligent in citing authorities from other jurisdictions. The decisions on the question involved are in conflict.

Among many cases cited by defendant are, *Middlemas v. Strutz*, supra; *People v. Gravenhorst*, 32 N.Y.S.2d 760; *State v. Wiley—Iowa*—(3 N.W.2d 620); *Kraus v. City of Cleveland*, 135 Ohio St. 43 (19 N.E.2d 159); *In re Sutton*, 148 Pa. Super. 101 (24 A.2d 756); *Steely v. Commonwealth*, 291 Ky. 554 (164 S.W.2d 977); *People v. One Pinball Machine*, 316 Ill. App. 161 (44 N.E.2d 950); *Giomi v. Chase*, 47 N.M. 22 (132 P.2d 715).

It is conceded that where the machine returns tokens, money or other articles that may be redeemed for something of value or used to replay the device, as a reward for the player making a high score, or when he may receive money in exchange for a high score, the machine is a gambling device coming within the provisions of the majority of the statutes. A study of many of the cases relied on by defendant discloses the existence of such payoffs which distinguish them from the instant case and eliminates them from further mention. The only cases we have discovered, relied on by defendant, in which there was not some form of a payoff following a successful game, are, *Middlemas v. Strutz*, supra; *State v. Wiley*, supra; *Steely v. Commonwealth*, supra; *People v. One Pinball Machine*, supra, and *Giomi v. Chase*, supra.

The *Middlemas* case turns upon the definition of the word "effects" which is used in the prohibitory statute of North Dakota. The court held that the right to a free game came within the definition of "effects" and therefore made the machines gambling devices. Our statute is not so broad and contains no such language.

*State v. Wiley*, supra, turns on the language of the Iowa statute which classes as a gambling device "any slot machine or device with an element of chance attending such operation." No such provision appears in the California statute.

We are not able to distinguish *Steely v. Commonwealth*, supra, *People v. One Pinball Machine*, supra, and *Giomi v. Chase*, supra, from the instant case. They support the position of defendant except perhaps for the difference in rules governing statutory construction prevailing in those jurisdictions and in California.

Plaintiff has been careful not to cite any case in which it appears that there was any kind of a payoff in connection with the operation of the machine. He cites, among other cases, *People v. Jennings*, 257 N.Y. 196 (177 N.E. 419); *State v. Waite—Kan.*—(131 P.2d 708), and *In re Wigton*, 151 Pa. Super. 337 (30 A.2d 352). *People v. Jennings* merely holds that where the high score obtained by the player only entitles him to the amusement of additional free games, there is no reward of sufficient value to bring the machine within the definition of a gambling device. *State v. Waite*, supra, *In re Wigton*, supra, and *Commonwealth v. A Certain Gambling Device*, 151 Pa. Super. 346 (30 A.2d 357), seem to be exactly in point with the instant case. They hold that the reward of free games for a high score is not of material value and does not bring the pinball machine within the definition of a gambling device.

Little can be gained by further review of cases from other jurisdictions. However, before passing this phase of the case, it should be observed that in practically all of the cases cited by defendant it has been said that the reward of free games for a high score is a thing of sufficient value to render the machine a gambling device or lottery. With few exceptions this is dicta in the opinions in which it appears.

Section 335a of the Penal Code provides in effect that after due proceedings taken, any peace officer may seize and destroy any machine or device, the possession or control of which is penalized by the State laws prohibiting lotteries or gambling. Defendant maintains his right to destroy the pinball machines because their possession is penalized by both the lottery and gambling laws of the State.

(1) Section 319 of the Penal Code defines a lottery as follows:

"A lottery is any scheme for the disposal or distribution of property by chance, among persons who have paid or promised to pay any valuable consideration for the chance of obtaining such property or a portion of it, or for any share or any interest in such property, upon any agreement, understanding, or expectation that it is to be distributed or disposed of by lot or chance, whether called a lottery, raffle, or gift-enterprise, or by whatever name the same may be known."

**Pinball Not Lottery**

It is at once apparent from the clear language of the section that in order to constitute a lottery two or more persons must have paid or promised to pay a consideration for the chance of obtaining the prize or a part of it or a share or an interest in it to be distributed by lot or chance between or among them.

This definition excludes the pinball game from consideration as a lottery. But one person can play or operate it at a time. That person places his nickel in the slot and he alone operates the machine. He alone reaps the reward of a free game or games. There is no distribution of the reward, if any, as it must be enjoyed by the one player. There is neither opportunity for contribution to the fund for the right to play, nor any chance for distribution of the reward among several who might have paid a required fee for such a privilege. This clearly eliminates the pinball machine from consideration as a lottery device, as defined in the statute, without consideration of the question of the free game being "property."

Defendant relies on the case of *People v. Settles*, 29 Cal. App. 2d Supp. 781 (78 P.2d 274), as supporting his argument that the pinball machine is a lottery device. The statement of facts in the *Settles* case is too brief for us to determine the exact nature of the game there held to be a lottery. The court stated that to a certain point the game resembled that of *Tango* as described in *People v. Babdaty*, 139 Cal. App. Supp. 791 (30 P.2d 634). From this description we conclude that the game involved in *People v. Settles*, and there held to be a lottery, bears no resemblance to the pinball games we have here so that case cannot be considered as authority here.

(a) Section 330a of the Penal Code provides in part as follows:

"Every person, who has in his possession or under his control, either as owner, lessee, agent, employee, mortgagee, or otherwise, or who permits to be placed, maintained or kept, in any room, space, inclosure or building owned, leased or occupied by him, or under his management or control, any slot or card machine, contrivance, appliance or mechanical device, upon the result of action of which money or other valuable thing is staked or hazarded, and which is operated, or played, by placing or depositing therein any coins, checks, slugs, balls, or other articles or device, or in any other manner and by means whereof, or as a result of the operation of which any merchandise, money, representative or articles of value, checks, or tokens, redeemable in, or exchangeable for money or any other thing of value, is won or lost, or taken from or obtained from such machine, when the result of action or operation of such machine, contrivance, appliance or mechanical device is dependent upon hazard or chance, . . . is guilty of a misdemeanor, . . ."

The first requirement of the section is that the mechanical device be operated by money or other thing of value which is risked or hazarded by the player. That requirement is met by the pinball machine which is operated by the deposit of a nickel in its mechanism. (3a) The remaining question is this: Does the amusement afforded by a free game, or games, awarded the player for a high score amount to "merchandise, money, representative or articles of value, checks, or tokens, redeemable in, or exchangeable for money or any other thing of value"? The existence of at least one of these factors is made necessary by the statute in order to classify the machine a gambling device.

Certainly the amusement of a free game is neither merchandise nor money nor checks nor tokens redeemable in or exchangeable for any other thing of value. Merchandise and money are tangible articles that do not include the intangible amusement of a free game. Their definitions are too clear and well known to require argument supporting this conclusion. The same should be true of checks or tokens redeemable or exchangeable for money or any other thing of value. Those checks or tokens must of necessity be at least material or visible in order to be exchangeable.

In some cases from other jurisdictions it appears that the high score was shown in illuminated numbers on the machine and the player was rewarded by the delivery of money or merchandise thereby won. Such transactions were held to be sufficient to bring the machines within the prohibitions of the law. Here nothing of the kind occurred. The machine registered the score but the player received nothing in exchange for it but the right to continue the game. He received no check or . . . (See TWO 1943 DECISIONS on page 66)

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## Panel Industry Hearings

NEW YORK, Nov. 27.—The War Labor Board Panel which has held many hearings on the Petrillo record ban here, held what is regarded as the final hearing November 22. The Panel will now prepare its report for the War Labor Board headquarters in Washington, and it is expected that the Panel will take at least five weeks yet to complete the report and possibly three weeks beyond that. Additional briefs, memorandum, etc., from both sides may yet be filed with the Panel. When the Panel report reaches the Washington office, it is expected that the board will take at least two months in handling this hot potato so that no final decision may be reached before February first.

Opinion here is that Victor and Columbia may make some settlement with Petrillo much sooner than February 1. Final reports on the Panel hearings in New York indicate that the committee itself will make a report favorable to the Petrillo side of the record situation.

Trade reports here indicate that record supplies will decrease because a number of the recording companies are dropping the lesser names in their lists and making recordings only by the big names. A new angle was introduced recently when such firms as Hit Records made one-time contracts with bands and musicians. This may place more records on the market by smaller manufacturing firms. The supply of records is still very definitely limited by the shortages of man power and shellac. The AFM ban merely adds to the other difficulties.

No new developments in pushing for copyright amendments here reported this week. However, powerful organizations are at work on getting copyright amendments which will permit collecting fees from juke boxes.

## MUSIC IN THE NEWS

By MARGARET S. WELLS

A FEW KIND WORDS.—Robert M. Yoder, whose column, "Sharps and Flats," in *The Chicago Daily News*, is our idea of tops in columning, recently wrote a little essay on the songs one finds himself singing or whistling as he waits for an elevator or walks down to somebody's office.

He claims that nine times out of 10 the songs that come unbidden to the lips are songs you blush to be heard singing. For instance, an elevator unloaded a group of people just in time for them to hear a grown man singing, "I'd rather have a paper doll to call my own—"

He says this grown man does not want a paper dolly nor does he agree with the sentiments expressed in that remarkably nutty number. Yoder should know, because he's the fellow who was caught singing it.

Mr. Y has a slight allergy to popular music, apparently. At any rate when he finishes dissecting the words to the No. 1 tune on the hit parade, there's little left of them. He claims *Paper Doll* "sets a new high for sheer vapidity even in a field where vapidity is normally very great. Little as you expect from the words of a popular song, this one is outstanding. And it appears to prove all over again that the why of a hit song is completely incomprehensible—either that or this country is in an extremely bad way. . . . The words are so moronic you would think even the kindergarten class would rebel at saying them.

"Look at what the song says," he goes on. "It is sung by a man, and what a man. He is going to get himself a dolly. Isn't that sweet? And it isn't even a real dolly; so completely abject has the fellow become that he is going to settle for a paper doll. A doll, he sings, 'that other fellows cannot steal.' What's the matter, have the bigger boys been stealing his other dollies? What kind of a crowd does he hang around with, for heaven's sake? A lot of nasty old doll stealers apparently, but he'll fix those big bullies, he'll get one they can't steal."

The next phrase of the song, however, really inspires Yoder. "It says that once he has this burglar-proof dolly, suitable for girls of six, then the 'flirty, flirty' guys with their flirty, flirty eyes will have to flirt with dollies that are real." It not only says "flirty, flirty," it says "dollies," he continues. This remarkable case of arrested development not only talks like that, but he is content to leave the real girls, the flesh and blood girls,

to the other fellows, which is a mighty curious revenge."

He concludes disgustedly, "You'd think nobody would sing a thing like that even if masked."

TEXAS, U. S. A.—Fairfax Nesbit, who conducts a "dine and dance" column in *The Dallas News*, recently undertook to clear up a slight misunderstanding on the part of some residents of the Eastern half of the nation. He also had a few words to say about the record-making situation. He wrote:

"When Decca kissed and made up with James Petrillo, it looked like Victor and Columbia would be following suit right on the heels of the first reconciliation. But right now negotiations between the latter two recording groups and Boss Petrillo are at something of a standstill, altho no doubt everything will be worked out eventually. However, at present the burden of waxing the new hits with orchestral background falls on good old Decca, where they're working like eager beavers to supply the huge demand, and still the supply lags behind.

"One of those insular New Yorkers recently gave us a wide-eyed routine of surprise to discover that we'd heard some of the new hits from *Oklahoma*. Yep, we hastened to explain, we have radios down here, and night clubs, and juke boxes, and record players at home; we've also done away with the pony express and use the regular United States mail service and, on occasion, air mail. We also have modern conveniences, air conditioning, use the telephone and all sorts of Twentieth Century gadgets."

In other words, bud, when you say anything about Texas or Texans—SMILE!

### "White Christmas" Chosen

CLEVELAND, Nov. 27.—The Cleveland Phonograph Merchants' Association has decided to revive last year's December hit tune, *White Christmas*, for the hit tune of December, 1943. Decca features Bing Crosby in this recording; Columbia, Charlie Spivak; Victor, Freddy Martin.

Records played most at this time on coin phonographs are, in order of their popularity, *Pistol Packin' Mama*, by Al Dexter; *Paper Doll*, Mills Brothers; *Victory Polka*, Bing Crosby; *Sunday, Monday or Always*, Crosby; *Put Your Arms Around Me*, Honey, Dick Kuhn, and *I Heard You Cried Last Night*, Harry James.



## PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

### Platters and Pix

Decca's releases of last week included two more pic tunes, both waxed by Jimmy Dorsey. Tunes are *They're Either Too Young or Too Old* from Warner's *Thank Your Lucky Stars*, which will undoubtedly start spinning as soon as it reaches machines, if advance demand is any indication, but can be built up even stronger if tie-ups are worked out. Mate is *Star Eyes*, which definitely offers opportunity for display material and other tie-ups, as Jimmy Dorsey plays it on the screen in MGM's *I Dood It*.

The Hit label also brought out *They're Either Too Young*, waxed by Jan Garber. Garber also cut two more film tunes for Hit, *My Heart Tells Me* from 20th-Fox's *Sweet Rosie O'Grady*, and *No, Love, No Nothin'* from *The Gang's All Here*.

Columbia released another version of George Gershwin's *Embraceable You*, sung by Kate Smith. Waxing would probably be good for a few spins at any time, but can be exploited particularly right now as the tune is featured in MGM's *Girl Crazy*.

All the films listed above, with the exception of *The Gang's All Here*, have already been released nationally, and the one exception will start making the rounds of theaters December 24, so operators should check on all local playdates and key display material to coincide with the films currently at local houses.

### Para's "Lady"

Paramount's film version of the Broadway success, *Lady in the Dark*, will have its world premiere in Los Angeles early in February. Film features the Kurt Weill-Ira Gershwin score written for the show, and altho none of the tunes made exceptional headway in coin machines during the show's run, pic plugging may stir up heavier demand for the songs.

All three of the major diskers have waxings of the tunes, Decca having an album done by Hildegard and Robert Hannon, which includes *Jenny, This Is New, Girl of the Moment, My Ship and One Life to Live*. Columbia also has a version of *Jenny* waxed by Danny Kaye and Victor has the tune available by Leo Reisman, Sammy Kaye, and Mitch Ayres (Bluebird). Also available on the Victor and Bluebird labels are *This Is New* by Leo Reisman and Mitch Ayres and *My Ship* by Sammy Kaye and Bob Chester.

### News Notes

*Swing Out the Blues*, Bob Haymes' starrer for Columbia, will be readied for

### Amendment Loses

WASHINGTON, Nov. 27.—The 1943 tax bill known as HR-3687 was passed by the House November 24. The coin machine tax amendment recommended by the Associated Operators of Los Angeles County (Calif.) was not in the bill. The result is that the federal tax on coin machines will remain as in the 1942 tax bill unless the Senate makes changes. The 1943 tax bill will next go to the Senate Finance Committee, which should begin action soon on the bill. The Senate Committee will also hold hearings, and the coin machine trade will have another chance to make pleas for amendments. The Senate Committee usually gives more time to such pleas than the House Committee, altho the House Committee this year was very considerate in listening to pleas of representatives of the trade. When the Senate Committee makes its report on the bill, the Senate will then get the bill, debate it and finally vote on it. If the Senate should add the coin machine amendments the bill would then have to go back to a joint Senate and House Committee for approval. The time for recessing Congress is drawing near, and it is expected that the Senate will rush the tax bill thru as soon as possible without giving much opportunity for amendments.

national release at the end of December. . . . Title of UA flicker featuring Sammy Kaye has been changed from *Song of the Open Road* to *Song of Youth*. . . . *The Heat's On*, Columbia's picture featuring Xavier Cugat and Hazel Scott, got its first showing in New York Thanksgiving. . . . Sophie Tucker added to the cast of Andrew Stone's *Sensations of 1944*, which already has Woody Herman and Cab Calloway orks. . . . Benny Goodman is readying a score of new arrangements for the 20th-Fox film version of his career, *Moment for Music*.

## Juke Box Offend? It Is a Symbol of Our Free America

CHICAGO, Nov. 27.—Gene Kyes, Nebraska music operator, submits a clipping from *The Oakland (Neb.) Independent* in which one of his locations figures prominently. He operates a juke box in Gramp's Emporium, mentioned in the following letter to the editor:

Dear Editor:

Replying to your editorial in last week's *Independent* in regard to the juke box, I know the torture your nervous system suffers when at the mercy of the modern juke box. Only those who love good music and song can understand the exquisite pleasure it would give to our frayed and overwrought nerves to destroy utterly to the last ruckus squawk this offending juke box, as well as the moron who started it all by plugging in his nickel.

But would we, if we could, do this thing that would give us such joy and relief? No, I am sure we would not. For if we did, no more would the walls of Gramp's Emporium echo the excited chatter of young America; no more would they gather there after the show or ball game to worship their newest hero; no more would our young Lothario, with the last outlaw hair glued into glossy smoothness, bask in the love light of his steady girl friend in all her red-lipped beauty, as they enjoy an ice-cream soda.

It is well these youngsters of ours have such a place. They have no past; therefore they cannot evaluate the future. They do the sensible thing and ignore all but the present. All this we would be taking away from them.

So, when the vanguard of young America comes barging into the Emporium and nonchalantly plugs in his nickel, let's you and I take our frayed nerves and seek a place of peace and quiet; perhaps our own fireside. Then when we light up our favorite pipe we can say: Thank God for Gramp's Emporium, for as long as we have such places, that long will we enjoy a free America.

A FELLOW SUFFERER.

### Cold Weather Relaxes Midnight Ban on Music

BALTIMORE, Nov. 27.—Cooler weather is welcomed by music operators since it means relaxation of the "no-music-after-midnight" rule in certain neighborhood locations. Operators report gains of 50 per cent in collections at taverns and restaurants, where, in cold weather, phonographs can be played after midnight without disturbing near-by residents. Many of these locations serve war workers and others who frequent the places after midnight when the demand for music is greatest. Except in air-conditioned locations, police regulations forbid loud music after midnight during the summer months in certain areas of the city.

# 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.

## Pics in the Offing

J. L. Frank arrived in Hollywood early last week to confer with producers at Columbia and Republic studios on picture contracts for Ernest Tubb and His Texas Troubadours and Pee Wee King and His Golden West Cowboys. Both outfits are feature attractions on the NBC-WSM Purina Grand Ole Opry heard Saturday nights over WSM from Ryman Auditorium, Nashville. In a telegram to Dean E. Upson, commercial manager at WSM, Frank said that Tubb and King both would do musical Westerns for the two companies. Titles of the films and shooting skeds have not been announced.

## Valley Folks to Tour

The Kentucky Valley Folks, radio hillbilly show which has been working spots in Ohio and broadcasting over WLOK, Lima, is closed temporarily but will take to the road around December 15 with a 10-people unit, playing one and two-night stands in auditoriums. Ed Hiler, who has been with Renfro Valley Barn Dance the last two years, is to manage the Valley Folks and has three men on the advance contacting committees and arranging advance ticket sales.

## Location Comment

The astonishing run of *Pistol Packin' Mama* continues without abatement from one end of the country to the other. It dominates the 23 cities reporting this week to a greater extent than at any previous time. Besides *PPM*, only seven other tunes are mentioned. Getting more and more frequent mention is *They Took the Stars Out of Heaven* (Floyd Tillman). A new entrant is *The Last Letter* (Ted Daffan), which gets mention from Detroit.

## Tunester Tattle

Ben Shelhamer Jr., co-writer with Edward Crowe of a number of folk tunes, is now a corporal in the army.

*Sweet Potato Polka* has just been recorded by the Korn Kobbler for the Fred Zly Transcription Company. Other transcriptions of the tune have been made by the Jesters, Art Dickson and His Musical Mustangs, Skatin' Tunes, and the Kidoodlers.

Jesse Scott, writer of *Thinking Tonight of Our Army, Navy and Marines* and *Victory Cannon Ball*, writes: "When I receive

my copy of *The Billboard* the first column I look for is 'American Folk Tunes,' as I like to know what is going on in that field. Only trouble with the column is that it's not large enough. I'd like to see it cover more artists in the hillbilly field." (Come on, boys! Kick in with some news notes. We welcome them.—Ed.)

From Little Rock, Lou Wayne (*Sweethearts and Strangers*, etc.) writes: "I want to tell you how much I appreciate your column, 'American Folk Tunes.' Give us all the information you can about folk tune artists, acts, singers and their tunes. Since the inclusion of your column in *The Billboard* I feel that I can no longer afford to miss a copy, and I am sending in my subscription. Heretofore I have been buying it on the stands." (Thanks, Lou! With the help of you boys we'll keep her going.)

"Mountain Red," a Kentucky boy who has been in radio around Detroit for a dozen years, now has a daily program on WCAR, Pontiac, Mich., in addition to playing night spots. He plays the guitar and sings folk tunes.

Slim Henderson, who has a three or four-piece combo (depending upon how quickly he can replace men called by Uncle Sam), has quite a following around Detroit. He's now playing at the Grand River Bar in the Motor City.

## Crosby-Andrews Disk Tops

Baltimore: The Bing Crosby-Andrews Sisters' recording of *Pistol Packin' Mama* has won instantaneous favor with ops and patrons at all spots, tho there is still reported a partiality to Al Dexter's disk. *No Letter Today* continues to run second to *PPM*. *Paper Doll* (Mills Brothers) also a big favorite even tho not a hillbilly. Ops who have had the new Decca release of *PPM* and *Victory Polka* for more than two weeks, report they just can't get enough of this double-faced number to go the rounds. Op 1, *PPM*, both Dexter and Crosby-Andrews disks going strong. Op 2, *PPM* (Dexter) going strong. Ops 1, 2 and 3, *No Letter Today* (Daffan) gaining.

Bridgeport: *PPM* (Dexter) still the leader, with *Rosalita* (Dexter) gaining ground and *No Letter Today* (Daffan) holding up well. Ops 1, 2 and 3, *PPM* (Dexter) going strong. Op 1, *Rosalita* (Dexter) and *No Letter Today* (Daffan) gaining.

Cincinnati: Going strong for *PPM* (Dexter), with *They Took the Stars Out of Heaven* (Floyd Tillman) coming along. *PPM* (Crosby) gaining, according to Op 1; going strong, according to Op 2. Op 2, *Rosalita* (Dexter) and *Born to Lose* (Daffan) going strong.

Denver: *Honey Song* (Louise Massey) gaining, according to Op 3.

Des Moines: Op 1, *PPM* (Dexter) going strong. Op 2, *PPM* (Crosby) going strong.

Detroit: Ops 1 and 3, *PPM* (Dexter) going strong. Op 2, *PPM* (Crosby) going strong.

Eric: Ops 1, 2 and 3, *PPM* (Dexter) going strong.

## Dexter Vs. Crosby

Milwaukee: Al Dexter and his nationally known gun-totin' mater are packing them in at a local theater, but ops say they haven't noticed any particular spurt in demand for the tune. One, in fact, reported that Dexter had given way to Crosby almost entirely. Op 1, *PPM* (Crosby) going strong; *Born to Lose* (Daffan) gaining. Op 2, *PPM* (Dexter) going strong; *Rosalita* (Dexter) going strong; *Born to Lose* (Daffan) losing ground; *Honey Song* (Andrews Sisters) gaining.

Minneapolis: Ops 1 and 2, *No Letter Today* (Daffan) gaining. Op 3, *PPM*, both Crosby and Dexter, going strong.

New Orleans: *PPM* seems definitely pegged on top by a wider margin than ever. *No Letter Today* showing renewed hope in some spots. *Home in San Antonio* (Bob Willis) getting more play. Autry holds his own with three or four, ops taking any good one by him available for replacement on worn-out numbers.

*I Hung My Head and Cried* is probably his top by margin. Ops 1, 2 and 3, *PPM* (Dexter) going strong.

New York: Lawrence Welk at the Capitol Theater featured *PPM*, which went over with a bang, with Holly Swanson, bass player, doing the vocal and the other band boys adding comedy. Welk finished off with a sort of introductory mention about Dexter's ork being the next added attraction coming to the Capitol, starting December 2 or 9.

Philadelphia: Ops 1, 2 and 3, *PPM* (Crosby) going strong.

## "Think of Me" Climbing

Richmond: Roy Rogers' *Think of Me* seems to be making the biggest current bid for popularity among the hillbillies. Crosby has run Al Dexter's *PPM* completely out of the listings as far as this section is concerned and the *Oklahoma!* numbers remain as near the top as possible. Ops 1, 2 and 3, *PPM* (Crosby) going strong. Op 1, *Rosalita* (Dexter) gaining. Op 2, *Think of Me* (Roy Rogers) gaining.

San Francisco: Op 1, *No Letter Today* (Daffan) going strong. Op 2, *PPM* (Dexter) going strong.

Salt Lake City: *PPM*, which once occupied top spot for all three ops, nearly back to that spot. Altho not on top for any op, it averages up best of any number, Sinatra-Crosby regardless. *PPM* now on most of the machines, but it is still too early to classify. Looks prom-

## Coinman Active in Community Affairs

TALLAHASSEE, Fla., Nov. 27.—A. E. (Lon) Bagnall, head of Tallahassee Music Company, large music operator, has been named chairman of business and professional men in the United Community-War Fund Drive. Bagnall is a former director of the Tallahassee Chamber of Commerce, a director of the Leon County Welfare Association and an active member of the Kiwanis Club.

using, however. *Born to Lose* (Daffan) in second place. Not much of anything else is notable. Ops 1, 2 and 3, *PPM* (Dexter) going strong.

St. Louis: Ops 1 and 3, *PPM* (Crosby) going strong. Op 2, *PPM* (Dexter) going strong; *Home in San Antonio* (Willis) gaining.

Tulsa: Constant and heavy demand for hillbilly tunes of all types here is reported by J. B. (Doc) Largent Amusement Company. "We can't keep a record ahead when it comes to hillbilly stuff," he says. Popular Music Company, another popular op serving the jukeboxes. Ops 1, 2 and 3, *PPM* (Dexter) going strong.



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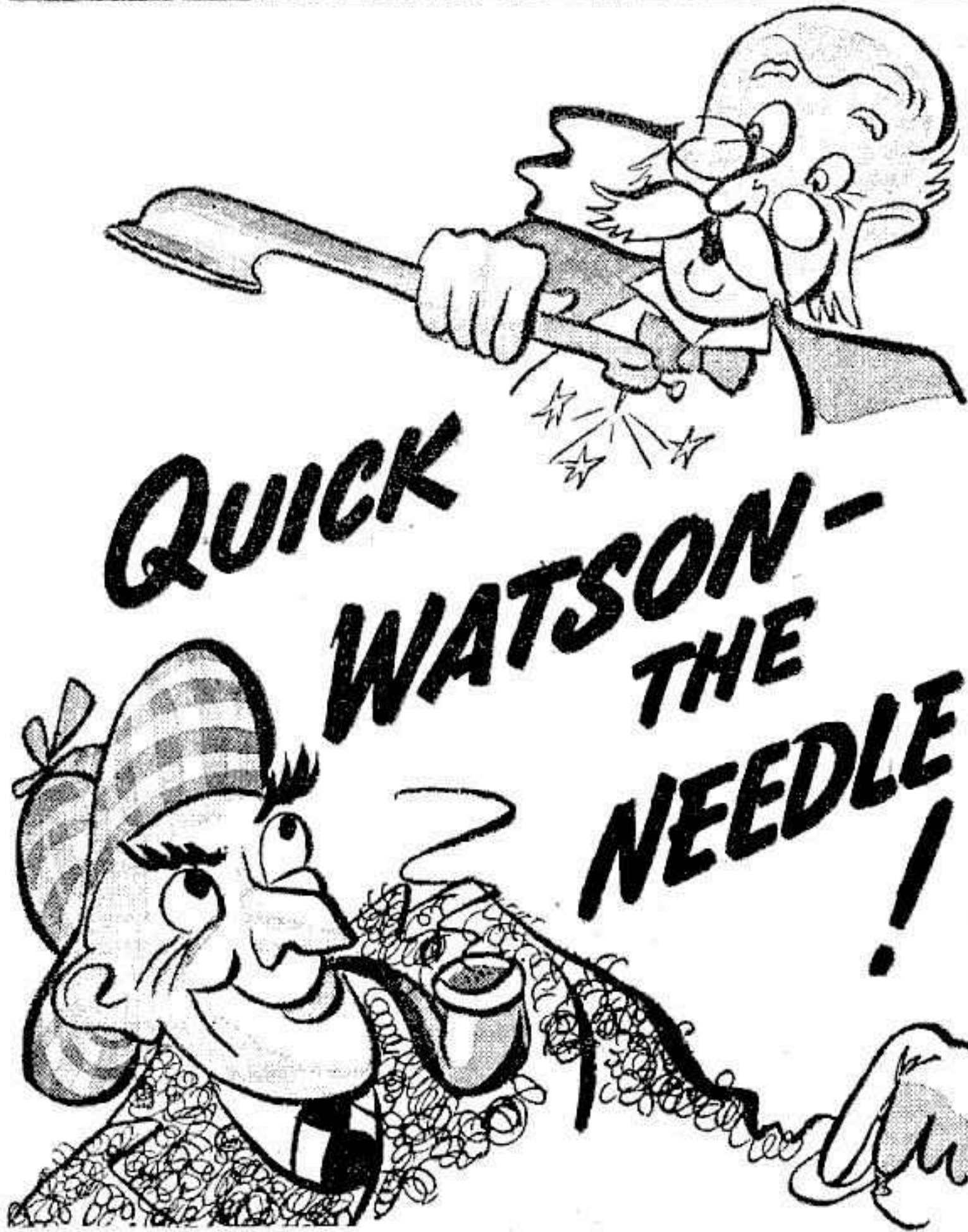
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Tommy Dorsey (25145)
4. **TAKE THE "A" TRAIN**  
Duke Ellington (27380)
5. **RHAPSODY IN BLUE**  
Glenn Miller (20-1529)
6. **HOLIDAY FOR STRINGS**  
Dave Rose (27853)
7. **DON'T CRY, BABY**  
Erskine Hawkins (30-0813)
8. **STAR DUST**  
Artie Shaw (27230)
9. **THE WALTZ YOU SAVED FOR ME**  
Wayne King (27224)
10. **LET'S GET LOST**  
Vaughn Monroe (20-1524)



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

TUNE IN! RCA's full-hour radio show, "What's New?" —the latest in music, news, comedy, science, drama. Saturday nights, 7 to 8, EWT, Blue Network.

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

BUY WAR BONDS EVERY PAYDAY

**Here in CHICAGO**

**Don't Call Them "Penny Arcades"**

Now and then you still hear the term "Penny Arcade" used to describe coin fun spots in general. In the booming arcade business of today, penny play machines are becoming rarities. Those that cannot be graduated to nickel chutes often have to yield to different machines. According to Joe Munves, arcade authority, a Chicago guest during the past month, there are many arcades today without a single penny machine.

**Has a Musical Background**

J. F. Bard, national distributor of Tonedart phonograph needles, has been a music man most of his life. A record distributor for many years in New York, he came to Chicago two years ago as Western agent for Continental Record Company. His firm features religious, educational, foreign language and children's records in addition to popular recordings. For the past two years he has watched the development of Tonedart needles. When he contracted for the manufacturer's entire output he thought he was taking on a sales problem of substantial dimensions. Today he worries about increased production rather than sales.

**No Juvenile Problem Here**

No "teen-age clubs" are needed to solve the recreation problem for sons and daughters of Art LaBeau, St. Paul distributor. In fact, three farms which Art owns in the St. Paul area provide recreation for dozens of teen-age friends of the LaBeau family. Week-ends and evenings after school find a gang of happy youngsters riding horses at LaBeau's stables. He has 65 horses in all. Small wonder that the LaBeaus are a family of equestrians. Nearly all of the youngsters (three girls and three boys) have taken prizes in races or riding competitions. Arthur Jr., 17, oldest son, is now serving in the navy, according to his proud dad who visited Chicago recently.

LaBeau was one of the organizers of the first successful association in Min-

nesota, many years ago. Six years ago he was active in forming the present organization. At the "war conference" LaBeau stated that any new national association could best be formed by the representatives of existing associations. It was his opinion that the group attending the conference was not representative of the entire industry, and he also stressed that helping to win the war was the paramount issue at this time.

**Industry Can Provide Employment**

Pleading for some constructive action, Leo J. Kelly, Chicago distributor, told the group at the "war conference" that employment of ex-servicemen following the war should occupy the industry's attention now. He suggested questionnaires be sent to all distributors, manufacturers and operators in order to learn how many ex-servicemen the coin machine industry can employ after the war. Kelly objected to organization efforts which might be interpreted by newspapers as selfish objectives.

**Returns to Civilian Life**

Irv Ovitz, who left Atlas Novelty Company to join the armed forces, returned to civilian life last week after being honorably discharged from the army. He had been stationed at Camp Swift, Texas. An injury to his back, sustained while in service, caused him to be released.

**Finds Happy Hunting Grounds**

"I have to pinch myself to make sure it's me," said big Joe Huber when describing his Wisconsin resort. Joe has always been an active outdoor man with hunting and fishing his favorite recreation. Now he doesn't have to make long trips to find sport; it's right in his back yard. During the past month at coin machine gatherings, Joe was telling about some good ones that didn't get away. With the resort closed until next season, Joe and family will spend the winter in Chicago.

**A Tip to Distributors**

The Billboard recently received one of the novel postal card announcements sent to operator-customers by Hy-G Amusement Company, Minneapolis. The "Notice" mentioned that the firm would be closed Saturdays until further notice, due to war conditions. Below were listed the names of Hy-G officials, parts manager and servicemen, giving their home phone numbers. Tacked on the wall, this convenient listing will enable operators to obtain emergency service

**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 thruout 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**

<b>PISTOL PACKIN' MAMA..</b> (19th week)	AL DEXTER (Al Dexter) ..... Okeh 6708 BING CROSBY-ANDREWS SISTERS (Vic Schoen Ork) ..... Decca 23277 FREDDIE "SCHNICKELFRITZ" FISHER. Decca 4425
<b>SUNDAY, MONDAY OR ALWAYS</b> (14th week)	BING CROSBY ..... Decca 18561 FRANK SINATRA ..... Columbia 36679
<b>PAPER DOLL</b> (13th week)	MILLS BROTHERS ..... Decca 18318
<b>PEOPLE WILL SAY WE'RE IN LOVE</b> (8th week)	FRANK SINATRA ..... Columbia 36682 BING CROSBY ..... Decca 18564
<b>IF YOU PLEASE</b> (7th week)	BING CROSBY ..... Decca 18561 FRANK SINATRA ..... Columbia 36679
<b>PUT YOUR ARMS AROUND ME, HONEY...</b> (6th week)	DICK KUHN ..... Decca 4337 DICK HAYMES (Song Spinners) ..... Decca 18558 CLAYTON McMICHEN ..... Decca 6091
<b>OH, WHAT A BEAUTIFUL MORNING</b> (4th week)	BING CROSBY ..... Decca 18564 FRANK SINATRA ..... Columbia 36682
<b>VICTORY POLKA</b> (2d week)	BING CROSBY-ANDREWS SISTERS (Vic Schoen Ork) ..... Decca 23277

Names in parentheses indicate vocalists.



quickly on Saturdays and in the evening. Worth passing along, isn't it?

**Chicago Host to Scores of Out-of-Town Distributors**

Scores of out-of-town members of the industry, principally distributors, had an opportunity to get better acquainted with Chicago's loop district November 14, 15, 16, when events were scheduled at three of the largest downtown hotels.

At the Bismarck Hotel, Wurlitzer distributors held meetings Sunday, Monday and Tuesday, and each evening Wurlitzer Open House drew a capacity house of Wurlitzer friends and customers.

At the Morrison Hotel, more than a hundred coin machine distributors, representing all sections of the country, made up the largest group attending the "Second Wartime Conference of the Coin Machine Industry" November 15-17. Only a few operators and manufacturers were present at the sessions which sought to form a new national association for the industry.

The third mecca for coin machine men was the Hotel Sherman Pent House where Bally Manufacturing Company held Open House for visiting coin machine men on Tuesday and Wednesday evenings of the same week.

**Price Ceilings Dominate Gossip Among Trade Members**

With the world at war, a sober atmosphere pervaded meetings and informal discussions at conferences in Chicago. Chief topic of conversation was the matter of price ceilings on used machines. Distributors are hopeful that some revision of the OPA ruling will result from the December 1 meeting of the Industry Committee with OPA officials in Washington. Many were disappointed that favorable information was not available during the "Wartime Conference." Nearly all agreed that sales by distributors were frozen solid under existing regulations.

Efforts to organize a new national association provoked little active interest among the majority of trade members. Several speakers at open forum meetings stressed the war effort as overshadowing all other considerations at this time.

A bright picture of coin machine earnings seemed unanimous among all operators and distributors contacted. Conversions, remodeling and adaptations of equipment have enabled operators to keep collections at a record level. Arcades represent the biggest opportunity of all where equipment and suitable lo-

cations are available, according to leading distributors.

**Volume and High Notes Here**

Squawks and squeals ordinarily cause Bill Hutter, sound engineer, to rush to the control room at industrial broadcasting installations. Now they cause him to rush to the tiny cradle containing four-week-old Valerie Jane. But it's special music to Bill when his own baby cries, and to Mrs. Hutter, the former Kathryn Lewis. Members of the trade knew both when they were associated with Rock-Ola Manufacturing Corporation.

**Reunion for Eddie and Morrie**

Morrie Ginsburg, of Atlas, returned to Chicago after a short trip to Florida and to Camp Peary, Va., where he visited his brother, Seaman (s/c) Eddie Ginsburg. In Florida he joined Phil Greenburg, of the Pittsburgh Atlas office. Chicago friends of Eddie Ginsburg will have an opportunity to see him in a couple of weeks as he is expected home on leave.

**Buffalo Coinman Epected**

Ben Kulick, of Mills Amusement, Buffalo, was expected in Chicago soon following his trip to California and Texas. He visited his son on the West Coast. Kulick planned to spend a few days in Chicago before returning to Buffalo.

**Sailors Want To Know What Tunes Are 'Solid'**

FORT WORTH, Nov. 27.—Lewis A. Provasek, naval fireman with the South Pacific fleet, in a letter to *The Fort Worth Press* suggested that this newspaper's weekly Service Edition, a miniature sheet intended for mailing to men and women in service, include hit tunes of the week. Missing his nickerdeon music, Fireman Provasek said he and the other sailors still had a desire to know what tunes are leading.

*The Press* complied with the sailor's request and included six leading song hits in the next Service Edition published. The song hits will be a weekly feature of the miniature edition.

**Music Op Aids War Fund**

CHEYENNE, Wyo., Nov. 27.—Wolf Relwitz helped put Cheyenne's War

Fund campaign over the top when he contributed one day's collections from 100 phonographs which are operated in the area by his firm, Royal Music Company.

**St. John, N. B.**

ST. JOHN, N. B., Nov. 27.—George Bishop, Summerside, Prince Edward Island, has acquired a building there for a warehouse and repair shop. The central location greatly facilitates the handling of all types of coin machines by this dealer-distributor. Ralph Williams is in charge of servicing. Bishop is a breeder of pedigreed dogs and operates a billiard hall and diner. He has enlarged his operation of coin machines on the island.

William Michaels, Charlottetown, P. E. I., a pioneer distributor and operator, recently entertained his brother, Edward, home from action with the

Canadian Army in Sicily. Four members of the Michaels family wear war uniforms. Bill Michaels is distributing coin machines, with accent on juke boxes and pinballs. He also supplies prize merchandise for operators and is credited with bringing the first pinball machines to the island.

A rumor is current thru the Eastern Provinces that Central Canadian coin machine interests are buying out one of the biggest distributing entities in the Atlantic Provinces, and which extends thru not only Nova Scotia, New Brunswick and Prince Edward Island, but Newfoundland. Clinching the deal is reported as in the works.

The patriotic angle is stressed by Leo Coyle, Summerside, P. E. I., a coin machine operator, formerly a commercial artist in Boston, by decorations of painted flags of all the United Nations on the walls of his location.

**SAVOY SCOOPS 'EM AGAIN!**



Real Corn on the Cob — 2 HITS!  
**"THEY'RE SENDING THE JUDGE TO JAIL"**  
 A Hillbilly Novelty  
 Backed With  
**"YOU PUT A PATCH ON MY BROKEN HEART"**

SAVOY  
 No. 114

SAVOY gave you  
**"PISTOL PACKIN' MAMA"** Our #115  
 Now we give you another SENSATIONAL record  
**"SHE DIDN'T LAY THAT PISTOL DOWN"**  
 and another nickel snatcher

**"CUDDLE UP A LITTLE CLOSER"** (Our #119)  
 by TEDDY TUCKER with THE HILLTOPPERS

—To Be Released Soon—  
**"MAKE WITH THE BULLETS, BENNY"**—"OH, THEODORA" No. 118  
**"JOHNNY DOUGHBOY POLKA"** (VOCAL) "SEND ME SOME ROSES" No. 117

WIRE, PHONE OR WRITE—FIRST COME, FIRST SERVED  
 Operators, Dealers, send for release card—NO CONSUMER SALES

**SAVOY RECORD CO.**

58 Market Street

Newark 1, New Jersey

**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**

**BLUE RAIN** ..... GLENN MILLER (Ray Eberle) ..... Victor 20-1536  
 BEA WAIN ..... Bluebird 30-0816

Altho it's still not quite strong enough to move over the top, this ballad is keeping operators happy by drawing a heavy and steady supply of coins. It's Glenn Miller's version that remains the big attraction, Bea Wain just coming in for an occasional mention. Tune still has its eye on Going Strong, culling an increasing number of plays each week.

**WHITE CHRISTMAS** .... BING CROSBY ..... Decca 18429  
 FREDDY MARTIN (Clyde Rogers) ..... Victor 27946  
 CHARLIE SPIVAK (Gary Stevens) ..... Columbia 36649

This smash hit of last year has been cropping up in different areas for the past few weeks, but it wasn't till this past week that operators all over the country started putting it on machines. Bing Crosby's waxing is way out front, as it was last year, but all versions are spinning. It's enough to say that operators all over the country are confident that this Christmas tune will repeat its first performance.

**THE DREAMER** ..... KAY ARMEN (Balladiers) ..... Decca 18566  
 PETER PIPER ..... Hit 7061

All the tunes in Coming Up this week are grouped close together and they're all spinning heavily, so altho this ballad only worked from fourth place to third, it actually made a substantial jump. Kay Armen's name is becoming more familiar on title strips now that Decca has released a few sides waxed by her, and it's her version that attracts most of the coins.

**NO LETTER TODAY** ..... TED DAFFAN (Chuck Keeshan and Leon Seago) ..... Okeh 6706

This hillbilly stand-by lost a little ground this week after making a sensational comeback last week. As stated above, however, all the tunes in this bracket are doing well, and this is no exception. Its nosedive can be attributed to the swift rise of newer entries.

Double-meaning records are purposely omitted from this column.

NOW AVAILABLE

ORDER TODAY!

'PISTOL PACKIN' MAMA'	} The Pied Pipers and Paul Weston's Orchestra
'DEACON JONES' (No. 140)	
'G. I. JIVE' (No. 141)	} Johnny Mercer with Paul Weston's Orchestra
'WRITE MYSELF A LETTER'	
'HOW SWEET YOU ARE' (No. 142)	} Jo Stafford with Paul Weston's Orchestra
'OLD ACQUAINTANCE'	
'SHOO-SHOO BABY' (No. 143)	} Ella Mae Morse with Dick Walters' Orchestra
'NO LOVE, NO NOTHIN' '	

ORDER FROM YOUR NEAREST CAPITOL DEALER!  
 NEW YORK CITY CHICAGO HOLLYWOOD DALLAS ATLANTA

# EASTERN FLASHES

By BEN SMITH and BOB SEIDEL

## BONDBARDMENT

You undoubtedly have heard of *The Billboard's* *BOND* Number, an issue to be devoted to the theme "Show-men at War" . . . see house ad page 15, November 27 BB. Editorial material will highlight how much show business is really contributing toward the war effort, and in addition to this the issue will feature a beautiful two-page spread listing the names of individuals who bought bonds during the bondbarding drive. We are going to provide this precious space because we all know how important the cause is for which it is to be used . . . but that isn't all. We are not accepting anniversary or greeting ads in this issue. In place of such advertising *The Billboard* says "BUY BONDS with that money."

Nor are we stopping there. So long as the drive is on every member of *The Billboard* staff is pressing to get as large a bundle of War Bond money as possible, whether it comes from people directly connected with show business or from individuals in allied fields. You can help us do that. Buy your bonds thru us for the next month or so and your name will be listed free in the "Bondbarding" spread. Send us your check made out to the United States Treasury for whatever amount you can afford and your bond, plus an attractive certificate made out in your name showing that you are a *Billboard* Bondbardier, will be returned to you. Many coinmen have already come thru handsomely. HOW ABOUT YOU?

## TO WASHINGTON

Roy Torr, one of the real old-timers in the vending machine and supply distributor field, is getting his house in order so that he can be set to leave for Washington, D. C., on December 1 as a member of the Coin-Operated Machine Industry Committee. Roy says, with tongue in cheek, that he is the only a figurehead in his own business anyway and claims it runs better when he is not around. He has just returned from a 10-day stay in Chicago, and one of the first things he did when he came back was to release an announcement that he has taken over the entire supply of parts and globes for the Silver King line of machines for the duration. Burt, of Automatic Games Company, who handled that before, is now a lieutenant in the navy.

## WILL MOVE SOON

Sam Sacks, Acme Sales Company, is now looking around for new and larger quarters and the firm will probably be located at a new address within a month or so. Sam's phono plastic replacement business has grown considerably in the past several years and, as Sacks has decided to add a department to manufacture other items as well, the move became necessary.

## OF THIS AND THAT

Leon I. Wachtel, father of Perry Wachtel, De Perri Advertising Agency, passed away November 18. He was 55. . . . Leon Berman, New York Supply Company, is back from a short visit to Montreal, where he was the guest of Moe Fine, Roxy Specialty Company. Leon reports much activity in that Canadian city. . . . Dorothy Levine, Acme Sales, has been a very sick girl for the past three weeks. . . . Tom Vigneux, Vigneux Bros., Toronto, was seen along 10th Avenue. . . .

Draft board humor. Genial George Holtzman listed Bessie (Economy) Berman as a dependent on the grounds that Bessie has been living on her gin rummy winnings from George. George claimed Bessie couldn't live without that income. "I-A" the board retorted. . . . Reports are that Herman Gross is living the life of Riley in Florida. He has a lovely home there. . . . Willie Levy has returned from Charleston, W. Va. . . . Hymie Budin came in on one of his periodic visits from Norfolk.

## ADDING TO LINE

Irv Sachs, Etreb Sales Company, says that since introducing his cement for broken plastic parts he has been encouraged to add other items to his line. He expects to make an announcement on this shortly.

## Detroit

DETROIT, Nov. 27.—Max Marston, of Brilliant Music Company, has returned from a business trip thru Ohio. Morris R. Kaplan, sales manager, is staging a big campaign for needles and special records. Joseph Brilliant is leaving on a business trip to both New York and Chicago. William K. Palmer, partner in the company, is seriously ill with a cold.

Joseph Brilliant, of Brilliant Music Company, reports a rapid turnover in equipment for the music field in this territory.

The Coin-o-Matic Vending Company, cigarette machine operators, has been reorganized, following the induction of Charles Starler into the army. Under the new set-up he is the sole owner, and his former partner, Sidney Feingold, manager of outside departments, and his brother, Herman Starler, office manager.

Horace Rankin, mechanic for Seeburg phonographs, was examined at the induction center, but was rejected when the doctors found a chipped bone in his knee.

## TWO 1943 DECISIONS

(Continued from page 61)

token that he could exchange for anything.

Defendant maintains that the language of the section, "or as a result of the operation of which any . . . representative or article of value . . . is won or lost," is broad enough to include the amusement of a free game.

### The Dictionaries

In support of this argument he relies on what was said in the cases already cited, to the effect that a free game giving amusement to the player is something of sufficient value to render the machine a gambling device. He argues that the words "representative or articles of value" have the precise meaning of "things of value," and concludes that the free game was a representative or article of value under the cases already cited. He bases his argument on the fourth definition of "article" in the *New English Dictionary*, Oxford, 1888, Volume 1, page 471, which is as follows: "A separate thing (immaterial or material)," and on the following definition in *Century Dictionary*, 1911: "Article . . . 6. A material thing as part of a class, or absolutely, a particular substance or commodity: as an article of merchandise; an article of clothing; salt is a necessary article. 7. A particular immaterial thing; a matter."

In Webster's *New International Dictionary*, "representative" is defined as follows: 1. "One that represents; a person or thing that represents, or stands for, a number or class of persons or things, or that in some way corresponds to, stands for, replaces, or is equivalent to, another person or thing; a typical embodiment; type."

The usually accepted definition of "thing," is an inanimate object as contradistinguished from person. (*Black's Law Dictionary*, 3d Ed.). Applying these two definitions to the facts here would indicate that in order to constitute the pinball machine a gambling device, in so far as the use of the word "representa-

tive" in section 330a of the Penal Code is concerned, the numbers displayed when a high score is obtained would have to represent or stand for some inanimate object which the player would receive as a reward for the high score. The trial court found that the player received no such thing and certainly the right to the amusement of a free game cannot be classed as such inanimate object.

In *Junge v. Hedden*, 146 U.S. 233 (13 S.Ct. 88, 36 L.Ed. 953), it was said: "In common usage, 'article' is applied to almost every separate substance or material, whether as a member of a class or as a particular substance or commodity." In *People v. Epstean*, 102 Misc. 476 (170 N.Y.S. 68), "article" was held to mean a particular object or substance, a material thing or class of things. (See, also, *Carter v. Wilmington etc. Co.*, 126 N.C. 437 (36 S.E. 14); *Junge v. Hedden*, 37 F. 197; *Harrison Supply Co. v. United States*, 171 F. 406 (98 C.C.A. 362).)

It would therefore seem that the usual and ordinary meaning of the word "article" is some material or tangible object, altho, according to the definitions submitted by defendant, occasionally it may be used to refer to something "immaterial."

(4) It is a cardinal rule of statutory construction that, where the language of a statute is free from ambiguity, when the words used are given their ordinary and usual meaning, the courts should not look further in its interpretation and should not change its effect by giving the words some unusual or seldom used meaning. (*Bagg v. Wickizer*, 9 Cal. App.2d 753 (50 P.2d 1047); *Taylor v. Lundblade*, 43 Cal. App. 2d 638 (111 P.2d 344); *People v. Stanley*, 193 Cal. 428 (225 P. 1); *Pacific Coast Dairy v. Police Court*, 214 Cal. 668 (8 P.2d 140, 80 A.L.R. 1217).) Here we find no reason to ascribe to the word "article" the rather unusual definition which defendant would have us give it.

As was said, in *People v. Garcia*, 37 Cal. App.2d Supp. 753 (98 P.2d 265):

"As we said in *People v. Zimblit*, (1939) 35 Cal. App.2d Supp. 745, 747 (91 P.2d 252) 'Crimes are not to be built up by courts with the aid of inference, implication and strained interpretation' (Ex parte McNulty, (1888) 77 Cal. 164, 168 (19 P. 237, 11 Am. St. Rep. 257), and 'penal statutes must be construed to reach no further than their words; no person can be made subject to them by implication.' (Ex parte Twing, (1922) 188 Cal. 261, 265 (204 P. 1082)."

(3b) Under the foregoing rules of statutory construction we are required to hold that the clause of Section 330a of the Penal Code, under consideration, must mean that the representative, or article of value, obtained thru a high score on the pinball machine, must be some material or tangible thing of value, and that securing the amusement of a free game or games on the machine, and nothing more, does not come within that definition and is not within the prohibition of the section.

The judgment is affirmed. Barnard, P. J., and Griffin, J., concurred.

# 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 this week entered two more Christmas tunes waxed by Bing Crosby and the Andrews Sisters, both always good for steady play around the yuletide season, *Jingle Bells* and *Santa Claus Is Coming to Town*. Disker also made available its album of the *Oklahoma* score waxed by the original stage cast. *Beautiful Morning* and *People Will Say* are already among the top spinners on machines, but operators can try a couple of the other tunes, particularly *The Surrey With the Fringe on Top*, which ranks among the songs with the most radio plugs. Columbia released four hillbilly sides on its Okeh label, two waxed by Gene Autry and two by Roy Acuff. *I'm Thinking Tonight of My Blue Eyes*, one of the Autry sides, has been picking up in popularity on the strength of the Bing Crosby rendition. Hit label is readying an Abe Lyman recording of the new Irving Berlin tune *My British Buddy*, written for the *This Is the Army* show abroad. Hit recording will probably be the first version of the tune to be made available.

## 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.

As no records were received for review, there will be no listing of *The Week's Best Releases* this week.

**IT'S HAPPENED!!!**  
**"They're Sendin' the Judge to Jail"**  
 (on Savoy Record #114)  
 Featured in Columbia Pictures short "Community Sing Reel," Hillbilly & Novelty Acts.  
 Send for Prof. Gopies.  
**CHERIO MUSIC PUBLISHERS, INC.**  
 1585 Broadway N. Y. 19, N. Y.

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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

CLASSIC Records' Eli Oberstein introduced a new angle into the recording field when he signed Jan Garber for a single recording session last week. Garber cut four sides for Oberstein, the only contractual stipulation being that Garber would not record the same tunes for any other record firm within the next three years. Oberstein is also working out a similar deal with Abe Lyman. This may start other small diskers, who would be unable to get name artists under term pacts, following suit. Many band leaders, impatient to get their names on recordings of new tunes, would be willing to record for secondary labels as long as the deals weren't binding, and small diskers would be able to secure names they otherwise couldn't reach. . . . Oberstein is also working on term pacts, hoping to conclude one with Sonny Dunham by the time the trumpet-playing maestro arrives in New York for his Hotel New Yorker engagement in December. Classic recording chief is also trying to line up a contract with Connee Boswell, who has been recording for Decca. . . . Capitol Records is backing a new publishing firm, which will exploit the Capitol output in addition to other material. New firm will open around December 15. . . . From Nashville, Tenn., comes the report that Kay Armen's recording of *The Dreamer* looks all set to be the No. 1 hit there, as Miss Armen is featured as staff artist on local Station WSM. Alumni of the WSM staff include Dinah Shore and Kitty Kallen. . . . Retail record shops in Philadelphia report another bull's-eye for *Pistol Packin' Mama*. First shipment of the Crosby-Andrews Sisters' version arrived in shops on a Saturday and by the end of the day headed the week's best sellers for all dealers, marking the first time a record ever made the full week's listing in one day.

## Territorial Favorites

### ST. LOUIS:

**I'll Be Home for Christmas. Bing Crosby.**  
Reaching operators only about a week ago, this tune caught phono fans just as they're starting to get the yuletide spirit. St. Louis is the first city to report it among the top faves, altho other areas mentioned it among those waxings starting to spin. Tune is keyed for current consumption, with every man, woman, boy and girl missing someone who's away, and operators will probably find it an increasingly heavy draw as the season nears.

### RICHMOND:

**Think of Me. Roy Rogers.**  
Roy Rogers's personal appearances thruout the country and the heavy build-up he's getting from Republic Pictures are reflected in the popularity of his recordings. This is the latest wax-

## Des Moines

DES MOINES, Nov. 27.—The Mayflower Distributing Company's Des Moines office is getting settled in its new headquarters, near the downtown district. Irving Sandler, manager, reports the moving job was completed without mishap.

The Mayflower Distributing Company has purchased the equipment of the Ligouri-Woods Company, formerly operated by Tommy Ligouri and Jack Woods. The two operators probably will be called into the armed service shortly.

Betty Anderson is the latest addition to the Nelson Amusement Company staff. Miss Anderson has been hired as a typist to accompany a serviceman on the phonograph route and change the title cards, count money and handle the book-keeping work.

Charles Devore, employed by the Nelson Amusement Company as head mechanic, will leave shortly to enter the army. Tommy Freestone has been added to Nelson's service staff.

ing released by the cowboy star, and in Richmond it's in there whirling with the rest of the leading hillbilly tunes.

### DES MOINES:

#### Later Tonight. Kay Armen.

The popularity of waxings by this new songstress doesn't seem to be limited to Nashville, where she sings on a local radio station. Miss Armen is doing equally as well out in Iowa, where her waxing of the frequently air-plugged tune from 20th-Fox's *Wintertime* ranks among the highest.

### Note

For a listing of songs played most often over the radio for the week ended Thursday, November 25, 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 seplan best sellers under Harlem Hit Parade.

## Philadelphia

PHILADELPHIA, Nov. 27. — Herman Scott, treasurer of the local Music Machine Operators' Association, is sharing his machine operations with a war job as a means of further contributing to the war effort.

Jack Beresin, head of Berlo Vending Company, showed the way when he contributed a fee of \$200 he had received as an arbiter in a local case involving a motion picture theater, to the Heart Fund, charity drive of the local Variety Club. Beresin is chairman of the drive and he now wants it known that he is available for further arbitration as long as the Heart Fund will be benefited. Always taking an active part in charitable endeavors, Beresin is also serving on the Industry and Finance Committee for the United War Chest drive.

Eddie Cohn, manager of the Downtown Record Shop, became the father of a daughter, Virginia Ellen, born November 9 at St. Luke's and Children's Hospital. Announcement in the form of theater tickets advised the local boys of the world premiere of "It's a Girl" in the Cohn household.

Majestic Music Company at neighboring Camden, N. J., reports a brisk business in the sale of used phonograph records, as well as in the rental of music machines for private weddings, parties and social functions.

Congratulations to Martin Friedman, factory representative here for Permo Products Corporation, Chicago, in being raised to a Master Mason in Equity Lodge.

The November summary of the Securities and Exchange Commission here revealed that George Lawrence Lloyd, a director in Decca Records, Inc., reduced his stock holdings of \$1 per capitol stock by 1,800 shares, retaining 2,685 shares.

Raymond Rosen & Company, local Victor recording distributor, announce that Armand DiStefano, salesman covering the city dealers and music machine operators, has taken over the post of record sales promotion head.

## City Denies Pinball Permit On Blind Man's Application

MILWAUKEE, Nov. 27.—Pinball games and the city license system were back in the news again this week when a Circuit judge denied the application of a blind man for a pinball license for a particular location. The city council had denied the license because the ordinance provides that no licenses will be issued for games in locations frequented by minors. The court upheld the council, saying that the location catered to minors and hence the pinball game would be played by youngsters.

ATTENTION, OPERATORS!

We Have Taken Over the Next Smash Hit of the Country . . .

**"I'LL BE AROUND"**

By Alec Wilder

YOU HAVE IT ON YOUR MACHINES NOW—THE MILLS BROTHERS' DECCA RECORD BACKED WITH "PAPER DOLL."

--Turn It Over--

GET THOSE EXTRA NICKELS NOW!

Also Available on Columbia -- a Great Recording by Cab Calloway.

WATCH FOR THE RECORD RELEASE OF RED NORVO AND MILDRED BAILEY.

**EDWIN H. MORRIS & CO.**

1619 Broadway, New York 19, N. Y.

For

INTERNATIONAL

OR

FOREIGN

RECORDS IN ANY LANGUAGE

IT'S

**VICTOR**

"V" SERIES

Ask your local jobber for complete catalogues in the various languages . . . or write—

**STANDARD PHONO CO.**

163 WEST 23<sup>RD</sup> STREET, NEW YORK 11, N.Y.

BE A BONDBARDIER—  
BUY AN EXTRA BOND INSTEAD  
OF AN ANNIVERSARY AND  
HOLIDAY GREETINGS AD THIS YEAR!

(See page 22 for the full story of show business's greatest wartime publication, The Billboard's BONDBARDMENT Number)



**VICTOR'S TOPPER**

Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish Topper only . . . \$7.95 Each. (Porcelain Finish \$1.00 additional.)

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

# MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

## View Cigarette Shortage With Growing Alarm

CHICAGO, Nov. 27.—Operators of cigarette vending machines in many cities are experiencing "runs" on one or two leading brands contained in their machines, but none have reported serious hoarding or scare-buying of other advertised brands. The majority of operators, however, believe that extreme shortages of the most popular brands of cigarettes may result if buying sprees continue.

Cigarette venders containing two of the most popular brands of cigarettes are quickly "cleaned out" after machines are serviced, according to many operators. Stocks of these top-heavy favorites are replenished in advance of regular service calls only when ample reserve stocks permit and when servicemen are available for such extra work. A form of rationing is possible by cigarette machine operators who wish to protect their reserve stocks of favorite brands; either by leaving the "sell-out" columns empty until the next regular servicing call at the location, or by stocking the entire machine with brands that are not being hoarded.

Most tobacco men have expressed belief that the situation would become worse. But in Hartford, Conn., where dealers experienced a wave of "scare buying" that necessitated rationing two weeks ago, supplies are now reported normal, sales unlimited.

Many cities reported extreme scarcity

of one or two popular brands of cigarettes, but none reported a general scarcity of advertised brands.

Wholesalers all over the country reported manufacturers of popular brands of cigarettes had limited future consignments to 20 or 30 per cent less than those of July and August, the smallest business months of the year.

Widespread rationing of both cigars and cigarettes was reported in Chicago, Baltimore, Rochester, Albany, N. Y., Charleston, S. C., Little Rock, Richmond, Va., Omaha, Des Moines, Charlotte, N. C., and some cities in Utah and Idaho.

Reports of noticeable scarcity of certain brands of cigarettes came from Detroit, New Haven, Conn., Albany, Rochester, Atlanta, Minneapolis, Milwaukee, Chicago, Memphis, New Orleans, Birmingham, Raleigh, N. C., and Spokane.

### Venders Cleaned Out

PHILADELPHIA, Nov. 27.—Wide circulation in the local newspapers last week that there is an acute shortage in cigarettes resulted in a terrific buying spree on part of the public that caused dealers to put on a stop-check and virtually cleaned out all the cigarette vending machines. While the local tobacco industry admitted that cigarettes are not as plentiful, leaders indicated that under normal buying conditions, there was enough for everyone. However, the damage was already done by the scare stories in the newspapers.

Grave concern was expressed by the vending operators. While the supply on hand is generous, and cigarette jobbers have promised to give operators priorities on order shipments, the cigarette buying spree on the part of the public has altered the situation. Apart from the fact that vending operators must spread out their supplies, man-

power situation does not allow for additional visits to locations to re-stock the machines.

Threat of new taxes with the new year has also resulted in a run on buying, with dealers and jobbers warning that there will be real shortages if the public goes in for serious hoarding of cigarettes. As a result, a "voluntary rationing" system for virtually all brands of cigarettes and cigars was forecast by the local tobacco industry, which sees a serious shortage within a few months if the present rate of buying continues.

### Selling More "Lesser Knowns"

BALTIMORE, Nov. 27.—The cigarette situation has developed into a serious affair, according to vending machine operators. Even large operators who buy direct from cigarette manufacturers have expressed grave concern. Such operators enjoy an advantage over competitors who depend on local jobbers in that their allotments from manufacturers provide them with a larger supply than is provided by jobbers.

While some local jobbers make a big play for supplying their vending machine customers, other jobbing organizations look out for their regular retail dealer customers, and regard cigarette venders as a side outlet. Fortunately, some jobbers have an interest in the machine routes and for that reason see that they are taken care of as well as possible, even to the extent of neglecting some of their regular dealer customers.

Retailers can ration customers on the same basis they are being rationed by jobbers. Operators must either cut down on the number of packages placed in each machine, or let the vender remain without cigarettes for definite periods. Local operators have not had to resort to this and have managed to get enough cigarettes to keep their venders well supplied. However, they have found it necessary to stock some of the compartments with cigarettes other than the most popular brands. Operators are hopeful of getting good supplies of the lesser known brands to take care of their vending needs. Since voluntary rationing on the most popular brands, there has been increased consumption of other brands.

### Top Brand Sold Out

SALT LAKE CITY, Nov. 27.—Tobacco tycoons and Department of Commerce officials may argue until they are blue in the tonsils about whether or not there is a cigarette shortage, but Salt Laker know there is one; they can't buy their favorite brand of cigarettes. The drug store at the busiest intersection in Salt Lake City for the past two weeks has rationed one brand at two packs to a customer and two days during the last week had no cigarettes of that brand at all. Two other brands of the leading five were about to be rationed at two packs to a customer.

The full impact of the shortage has not yet been felt by the cigarette venders but is expected to add to the woes already spotlighted by the candy bar shortage. The extent of the shortage, reflected by tax returns (Utah has a State tax of 10 cents a hundred), will not show up for about a month.

### Denounces "Panic Buying"

NEW YORK, Nov. 27.—Heavy shipments of tobacco under lend-lease agreements and extensive reservations of supplies for the armed forces are partly responsible for the growing scarcity of popular brand cigarettes reported thru-out the country.

Lend-lease figures disclosed that between March 15, 1941, and October 1, 1943, a total of 429,919,263 pounds of tobacco costing \$155,210,346 were made available for shipment abroad. Lend-lease tobacco purchases for the month of August were 20,187,900 pounds and for the first eight months of this year, 177,186,600 pounds.

Labor shortages have added to the tobacco industry's problems.

"Panic buying" by consumers, which has resulted since reports of a short- (See Cigarette Shortage on opp. page)

**BULK VENDORS**

**SILVER KINGS**

A proven money-maker, low price—less parts. Vends everything: nuts, candy, toys, etc. Hammerfold finish.

Introductory Offer 5 Silver Kings and 30 Lbs. Salted Peanuts or Candy Peanut Hearts.

**\$44.00**

Sample \$7.95, 10 or More \$7.50 Ea.

Reconditioned Model V Vendors, \$6.50 Each. Send for Complete List of Machines.

1/3 deposit with order—Rush your order now.

**RAKE COIN MACHINE EXCHANGE**  
2014 Market Street  
PHILADELPHIA 3, PA.

**Cigarette Machines**  
Completely Rebuilt and Refinished

**7 Col.—Model S DUGRENIER**

**\$31.50**

These machines have been refinished and completely rebuilt by service mechanics of New York and are as good as new. They will give years of trouble free service.

1/3 deposit with order, balance C.O.D., P.O.R. New York. Mention whether 15¢ or 20¢ operation is wanted.

**HERALD VENDING CORP.**  
373 Grand Street  
BROOKLYN, N. Y.



**VICTOR'S FAMOUS MODEL V**

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each. (Porcelain Finish \$1.00 additional.)

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).



**TORR 2047 A-SO. 68 PHILA., PA.**

**SELL TO STORES!**  
New Line of Comic Morale Building Novelties

Retail stores buy quantities **BIG PROFITS!** Be our distributor. Sell and Deliver to Stores. **SMALL CAPITAL REQUIRED.** RUSH 60¢ (refundable) for 5 Different Samples and DISTRIBUTOR'S MONEY MAKING DEAL. No Free Samples.

**D. ROBBINS & CO.** News Week Bldg., New York City



## Beverage Makers Overcome Sugar Shortage With Imports

### Government agencies have tried to stop sirup traffic from Cuba, Mexico

NEW YORK, Nov. 27.—At least one soft drink manufacturer has found a means of partially overcoming the handicap of sugar rationing. The method is simple—flavored sirups containing large amounts of sugar are shipped here in large quantities from Cuba and Mexico. Various government agencies have tried to stop the shipments, but every time some means is found of getting around efforts to control this traffic.

The Pepsi-Cola Company has been the main importer of such sirups. Immediately after sugar rationing began the firm contracted for the entire surplus of Mexican sugar up to 30,000 tons annually for three years. The arrangements were made thru a semi-governmental agency controlling sugar in Mexico.

After converting the sugar into a beverage sirup, it was shipped in tank cars to the company's branches in the United States. An order of the War Production Board forbidding the use of tank cars for such a purpose resulted in the company's using barrels for sirup shipments.

The Mexicans found this business so profitable that they began importing sugar from Cuba, where it could be bought for 4 cents a pound and resold in Mexico at 7 cents.

Other soft drink firms, becoming interested in the possibility of importing sirups, went directly to Mexico and started a thriving business.

### Ship To Florida

The Cuban sirup, unlike the Mexican, could not be used directly in beverages. The Cuban product is about 75 per cent sugar, the rest is water and a small

amount of flavoring. The mixture is then labeled "flavored sugar sirup" and shipped to Florida.

Since the War Shipping Administration has control of all ships of 500 registered tons or more, the sirup is shipped in smaller boats. To discourage shipments, WPB recently issued an order forbidding the shipment of new barrels to Cuba. This, however, merely accelerated the sale of secondhand barrels, and it is reported that the empty barrel traffic to Cuba is heavier than ever.

A few months ago the Department of Agriculture issued an order giving OPA full authority over products containing sugar. The sugar branch of OPA prepared an order to stop the importation of such sirup, but it was vetoed by Prentiss M. Brown, then OPA administrator, on the grounds that the shipments soon would decrease since consumers of sugar were getting 80 per cent of their requirements instead of 70 per cent.

Walter S. Mack Jr., Pepsi-Cola president, defended the practice on the grounds that it makes additional sweetening available to the public and that it is not interfering in any way with the purchase of sugar by the United States.

He declared that the present method of rationing sugar is unfair to any company that did not have a well-established business in 1941, which is the base period for determining the amount of sugar allotted to industrial users. He said that many of his company's bottlers had not started business in 1940 or 1941 and therefore had not developed their business to a point where they had a substantial sugar use base.

Mack said his company organized the Mexican-American Flavors Company in 1942 for the importation of sugar sirup in order to help these new bottlers. The new company was formed with the full knowledge of all interested government agencies before any investment was made or any contracts signed, he added.

Complete line of all Parts and Globes FOR SILVER KING MACHINES

**TORR 2047 A-SO. 68 PHILA., PA.**

West Coast News Notes

By SAM ABBOTT

218 Radio Center Bldg., 1509 Vine St., Hollywood 28, Calif. Phone HO. 1866.

LOS ANGELES, Nov. 27.—Music machine operators in this section got in two "Saturday" nights this week, when servicemen and war workers came into town Wednesday night for their round of spots Thanksgiving Eve and the regular Saturday night business.

There hasn't been much change in the jobbing set-up here. Some of the firms continue to "discover" equipment and it is moved before it even gets into the house.

While there is a definite shortage of equipment, many of the location owners in this section do not seem to realize that they can't have everything in the coin machine line.

There may be a definite trend in music coming before very long. This prediction is based on the fact that Louis Jordan and His Tympany Five heard on Decca Records turned in a big gross at the Orpheum Theater here last week.

Entertain Servicemen

Members of the coin machine industry here are aiding in entertaining servicemen. While there is much more of this good work going on that has been reported a most interesting case has come to light.

It Makes One Wonder

In making the rounds this week, this writer picked up this little story. It seems that a local music operator has a machine located in the neighborhood of City Hall.

It Makes No Difference Now. And, it probably doesn't.

Happel Returns From East

William Happel Jr., manager of the Badger Sales Company here, returned Wednesday from a trip East and a visit to his branch office in Milwaukee.

New Calendars

Jack Gutshall, of Jack Gutshall Distributing Company, again has a nifty calendar called Lady in the Dark to take over the wall decoration from Sweet and Lovely of this year.

Increased Pix Making

Making of Peck Machine pictures continues strong here with Quality Pictures and Les Lorden mapping plans to increase production.

Jack Olson Vacations

Jack Olson, sales manager of Shipman Manufacturing Company, makers of stamp vending machines, and Mrs. Olson vacationing in Portland.

The Denver Kaplans

Lewis Kaplan, son of H. A. Kaplan, of the Southwestern Vending Machine Company, and his recent bride, Joyce Steinberg, are now located in Denver.

Bakersfield, made one of his quick trips in from the city over the Ridge Route to see what was going on in metropolitan Los Angeles.

Cigarette Machines Good

Operators of cigarette machines are looking for help. Business is good and it is a job to keep the machines properly serviced.

Coinage News

CHICAGO, Nov. 27.—The Treasury Department last week released a report on the amount of money in circulation for the month of October.

Minor coin, which designates the small change jangling in Mr. and Mrs. America's pockets, is in circulation to the amount of \$247,967,792.

At the same time, many sections of the country are reporting a very serious shortage of pennies.

Many Reasons

A variety of reasons for the penny shortage has been given. Merchants are sure that the price ceiling levels are in part, at least, responsible.

One cashier for a Baltimore war plant said that war workers have too much money in their pockets to bother with small stuff.

At any rate, all reports indicate that it's not the man on the street who's short on pennies.

Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., Nov. 27.—Picking of peanuts in Virginia-North Carolina area was not delayed as much as was at first expected by rains which fell early in the month.

Movement of farmers' stock in the Southeastern section is practically completed. Some lots of peanuts put in storage earlier in the season are now being moved at the CCC schedule price.

Good picking weather has prevailed over most of the Southwestern section during the past week and peanuts continue to move in volume.

The demand for peanut meal continues active. Altho supplies in the Southeast are increasing, the movement is still rather light.

Richmond, Va.

RICHMOND, Va., Nov. 27.—Among visitors in Richmond this past week was Tex Fletcher, the singing cowboy, now helping Uncle.

Seen in Richmond was Seaman S/C Eddie Ginsburg, of Atlas Novelty Company, Chicago, now stationed with the Seabees at Camp Peary.

H. F. Lukhard, manager of the Corley Record Company, returned to his desk this week after a serious throat operation.

A nice tie-up has been made between Gary's Record Shop and Loew's, Richmond, exploiting the hit tunes from Girl Crazy.

The penny shortage which is prevalent in the Western part of the State, is almost non-existent here.

CIGARETTE SHORTAGE

(Continued from opposite page)

age became public, was attacked by Matthew Forbes, director of the Cigarette Merchandisers Association.

A real shortage may develop if smokers start hoarding, he warned. He insisted that the single-pack buyer, who has always represented about 98 per cent of the consumers, will have no trouble in buying his package of cigarettes when needed if ration buying is continued and hoarding discouraged.

he'll have plenty of the copper for penny venders, provided, of course, the penny venders are as well supplied as he is!

# ARCADE NEWS

## "Knock Lady Out of Bed" Is Popular Version of Old Idea

BALTIMORE, Nov. 27.—"Knocking the Lady Out of Bed," current craze in arcade thrillers, has been installed in the Playland arcade on East Baltimore Street, where the rear section of the establishment has been set aside for this new game.

The game consists of trying to "knock the lady out of bed" by throwing baseballs at oversize buttons about 15 feet in front of him. Nine balls may be thrown for a quarter. Two scantily-clad girls recline on couches which tilt when buttons are hit and the girls are spilled out on the floor. Sometimes only one girl is spilled out.

The reclining girls consume hot dogs and pop, all the time eying the customers. If the aim of the customer is good, he receives a package of cigarettes for three straight hits, and for four straight hits the prize becomes two packages. A net from the platform to the ceiling protects the girls from customers whose aim happens to be bad. During periodic lulls in play the girls rearrange

## Arcade Owner Has Other Entertainment Interests

BALTIMORE, Nov. 27.—Arthur B. Price, owner and operator of Amusement Center, largest arcade in the city, will spend the winter in Florida. He will be accompanied by Mrs. Price and their youngest son.

Price has varied interests in the amusement and entertainment field. In addition to the Amusement Center arcade, he owns and manages Gwynn Oak Amusement Park, in which a large arcade is operated during the park season. He also is owner and manager of Lakewood swimming pool, Aurora Theater and College Inn restaurant and bar.

costumes, comb their hair and freshen make-up.

This is a new wrinkle in an old, old game, but it certainly is packing them in at this establishment. It is said to be an attraction that helps arcade business generally thruout the district.

## "Funland" Owners Boost Gift Fund

CHICAGO, Nov. 27.—Two members of the industry were first to contribute to *The Chicago Times* "Christmas Presents for Servicemen" fund when Paul Gerber and Max Glass, proprietors of the Funland Amusement Arcade in Hotel Sherman, started the ball rolling with a check for \$500.

"It's fun to give," said Gerber and Glass in a joint statement. "We are glad to do our bit in support of this inspiring campaign to bring Christmas joy to men in the armed forces."

Generous Chicagoans have an opportunity to co-operate with the three Servicemen's Centers in their efforts to provide holiday hospitality for men in uniform, many of whom will pass the traditional family feast day away from home for the first time in their lives.

*The Times'* plan is indorsed by leading Chicago officials and military leaders, including Mayor Edward J. Kelly, who was chiefly responsible for establishment of the Servicemen's centers. These centers have given Chicago the reputation among servicemen of being "the most hospitable town on earth."

# American Spending Reaches Record High of 91 Billions

See record collections per machine the total volume may not increase

CHICAGO, Nov. 27.—With Americans spending 91 billions of dollars a year, per machine earnings in the coin machine industry should establish a new record. Total coin machine earnings, however, may not eclipse that of other years since shortages of machines, replacement parts, merchandise and help is a mitigating factor.

Figures released by the Commerce Department show that American incomes totalled \$12,545,000,000 in September, and that in spite of higher tax payments American people have more money to spend than ever before. If the rate of spending on amusement, music and vending machine merchandise remains in proportion to national spending, operators will report 1943 as a boom year.

## September Tops '42

September income payments to individuals was 20 per cent above the \$10,450,000,000 figure for the same month a year ago, 7 per cent higher than August's \$11,677,000,000 total and \$383,000,000 above the previous peak attained in June, according to the Department of Commerce. For the first nine months of the year such payments aggregated \$103,088,000,000 compared with \$82,355,000,000 in the corresponding period of 1942.

After adjustment for seasonal variation, income payments during the quarter ending with September were at a record annual rate of \$144,300,000,000, the department said, adding that the actual total for the year probably would be \$142,000,000,000. The 1942 figure was \$114,039,000,000.

## Effect of Pay-As-You-Go

With the pay-as-you-go income tax act in operation thruout the third quarter, the department provided this comparative table to show the changing disposition of income payments during each quarter of 1943. The figures are

in billions of dollars at annual rates adjusted for seasonal variations:

	1st	2nd	3rd
	qtr.	qtr.	qtr.
Income payments	\$134.7	\$140.5	\$144.3
Personal taxes	14.6	14.7	18.0
Disp. inc. after taxes	120.01	125.8	126.3
Consumer expenditures	90.3	89.4	91.2
Net sav. of individ'ls	29.8	36.4	35.1

The department said the August to September increase in income payments was due mainly to seasonal influences, including the usual rise in farm income and dividend and interest payments.

## Wages Lead Increases

Salaries and wages during September accounted for \$8,680,000,000 of all income payments, a gain of \$214,000,000 over August and \$1,517,000,000 over September, 1942. Dividend and interest payments were up from \$466,000,000 in August to \$986,000,000 compared with \$894,000,000 a year ago.

The department pointed again to the slackening rate of expansion in income payments, asserting that from the fourth quarter of last year thru the third quarter of 1943 the rate of increase for each quarter has been 7.2, 6.3, 4.3 and 2.7 per cent, respectively.

## West Coast War Workers Hope to Stay, Poll Shows

VANCOUVER, Wash., Nov. 27.—Thousands of workers who trekked to the West Coast and found a duration pot of gold in shipyards and aircraft plants probably will not return to their original homes after the war.

In this war boom town, for example, 60 per cent of the 9,000 families that immigrated to war housing projects would like to remain after peace is won. These figures are not wishful thinking by the Chamber of Commerce; they're based on a poll taken by the Vancouver Housing Authority.

The 60 per cent would like to stay if satisfactory employment and housing were available. Twenty-four per cent thought they'd like to move on—but they didn't say they were going back to their old home towns. The remaining 16 per cent said they hadn't made up their minds.

These immigrant workers came from hundreds of cities, towns and farms in all parts of the nation, and represent all walks of life.

If these people like their new homes well enough to remain, it may be logical to assume that workers transplanted to scores of other war centers along the West Coast are thinking along the same lines.

W. K. Peery, executive director of the housing authority, has warned his city's planners not to take up where they left off when the war began, but to start thinking of a peacetime community starting with approximately its present population.

On the other hand, perhaps hundreds of cities, towns and villages in other sections of the country whose census figures showed declines had better be making plans, too—on a reverse basis.

## Liberty Amusement Co., Baltimore, Reports Gains

BALTIMORE, Nov. 27.—The Liberty Amusement Company, since its recent change to a partnership by S. Carl Mantell and Milton Adler, has registered an appreciable gain in collections, due largely to the number of new locations opened.

This concern, which had a number of excellent locations, has been fortunate in acquiring additional equipment, including both music boxes and wall boxes. In addition to music boxes, Liberty Amusement also operates coin machines of various kinds.

It maintains a service shop in the rear of the building and thus is able to give efficient service on the machines in operation.

Despite the record shortage, this concern is managing to get enough favorite recordings to take care of the location customers in a satisfactory manner. Hill-billy tunes are in big demand, the favorite being *Pistol Packin' Mama* by Al Dexter or the popular combination of Bing Crosby and the Andrews Sisters.

## No Essays Entered for Contest on Liquor Evil

CHICAGO, Nov. 27.—A prize of \$100 for essays on liquor conditions, offered by the Ohio Anti-Saloon League to Ohio pastors, failed to attract a single applicant, it is reported. Pastors were asked to write regarding liquor conditions in their respective communities. The deadline for the contest, started last May, was moved from July 15 to October 15 and still there was no response.

Sam P. McNaught, Ohio superintendent of the league, commenting on the disappointing results, said: "If you can analyze that one for me I'll be your Irish uncle."

## GLAMOUR GIRL-2 FOR 5c-CARD VENDOR

ACCURATE—SIMPLE—STURDY CONSTRUCTION

29

DIFFERENT  
MUTOSCOPE  
NOVELTY  
CARD  
SERIES  
AVAILABLE  
FOR THIS  
MACHINE

SEND FOR  
COMPLETE  
LIBRARY



(Counter Model Only)

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y.

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

Better  
Order NOW  
Any Supplies  
You Need:

● GRANDMOTHER  
PREDICTION CARDS,  
LOVE LETTERS,  
PALMISTRY LETTERS,  
HOROSCOPE CARDS,  
WIZARD PEN CARDS,  
ETC., ETC.

● STEREOSCOPIC  
VIEWS, VIEW-A-SCOPE  
FILMS, ETC.

● PUNCHING BAGS  
AND ACCESSORIES.

SEND FOR  
CATALOGUE  
AND PRICES

## ARCADE

- 3 A.B.T. Model F Guns
- 1 A.B.T. Adnex Gun
- 1 A.B.T. Challenger Gun
- 2 Bally Eagle Eye Ray Guns
- 2 Holly Grippes on Stands
- 1 Bang-a-Deer Gun, Shoots Real Bullets
- 1 Skill Jump on Base, Late Type
- 2 Free Play Pin Games
- 1 Mills Horoscope, 6,000 Cards
- 4 Exhibit Drop Picture Machines, Floor Models, and All Have New Pictures, Electric Motors
- 1 Casino Golf
- 1 Exhibit Punching Bag
- 1 Mills Large Floor Model Shocker
- 2 2c Mutoscope Card Vendors, Lightup Tops and Bases
- 1 1c Mutoscope Card Vender, Lightup Top and Base, Around 20,000 Cards With Machines
- 1 Solon Horoscope, Grandma Type, About 10,000 Cards
- 1 Kicker & Catcher on Stand
- 1 Mills Flip Skill on Base
- 1 Mutoscope Photomatic With Outside Lights, But Very Clean Inside and Out

Machines will be sold as one unit only and not separate. Send in your bids around December 15. Will sell. All machines just off Summer Lake location. A-1 condition and clean; in storage.

FERRAL ASSID

1411 Ohio

Lansing, Mich.

# MARKET REPORT

## Baltimore

### Baltimore Business Booms; Ceiling Price Unpopular

BALTIMORE, Nov. 27.—Price ceilings have had varied results, according to reports from both distributors and operators. Among these have been brisk sales on some types of machines, principally pinballs; the withholding from the market and installation on location of high-priced consoles and a virtual sellout of some lower-priced console models.

The price-ceiling regulations on coin machines is definitely unpopular with Baltimore distributors and operators. Both agree that if a console was bought for \$600 several months ago or longer, but still is in first-class condition, and the ceiling price put on it is \$400, the owner would stand to lose \$200 on the transaction. Because of the scarcity of this particular model and the demand for it the owner should be able to sell for \$700 or \$800 or more according to the value put on it.

Both distributors and operators feel that values should be established by the individual buyer and seller, or vice versa, and not be determined by an outsider or third party who has no interest in the transaction.

Music box operation, despite the reported shortage of records, continues to highlight the coin machine field. While some operators report collections spotty, collections, in general, continue to register consistent gains.

Hillbilly tunes, together with the polka trend, highlight the disk field. Operators report getting a fairly good supply of

these records but state they are not getting enough.

Because few releases have come thru in recent weeks operators are finding it necessary to dig into their record "storage" house for old favorites of yesteryear.

Music men have been happy over recent release of Bing Crosby-Andrews Sisters' recording of *Pistol Packin' Mama* and *Victory Polka*. Initial shipments received in this market have been completely sold out.

Another highlight of the month in this market has been the city arcades. Collections are reported better than holding their own. An added indication of the popularity of arcades has been the opening of a new arcade here and plans for another to be opened within the next few weeks. Also a local operator recently opened a new arcade in a near-by State.

The spotlight was focused on cigarettes during the month, and the rationing of this commodity on a so-called voluntary basis has invoked the interest not only of cigarette vending machines operators but of the entire cigarette trade industry and the consumer-smoking public.

Cigarette venders report their sales are holding up at this date despite the rationing, as they have managed to get enough cigarettes to take care of their machines. This is especially true in the case of direct buyers.

What cigarette operators are concerned about is what may happen in the future, especially in view of the growing cigarette consumption among the military and civilians, particularly war workers.

Candy bar machines operators, especially those serving Baltimore's many important and vital war plants, report volume would run much higher were more candy bars available. The dearth of workers in candy plants, together with

shortages of shipping cartons, is said to be holding down total volume sales.

Reports received from candy manufacturers reveal materials are steadily piling higher in their warehouses due to a lack of workers to convert them into finished products. The candy bar shortage a year ago found workers available but there was lack of products such as sugar, chocolate, etc.

Beverage vending operations report gains in some instances, with the demand considerably greater than the supply. Greatest consumption is reported at bowling alleys, offices of city, State and governmental agencies and war plants.

The over-all picture in the coin machine field in this market for the month has been good considering the times, with indications the same bright picture will continue.

## Havana

### Automatic trade holds rationing, shortages as chief deterrents

HAVANA, Nov. 27.—Conditions in Havana were spotty during the past month, with phonograph business up, pinball and counter games fair and some vending operators reporting good volume. Distributors for games and phonographs continue to do a fair business in spite of shortage of many items. Phonographs and wall boxes are getting scarce, but most operators have purchased reserve stocks and are well prepared to carry on for several months to come.

Music operators contend there will be ample records for all their machines and that the customers will continue to play whatever tunes are on the dial. Music-box collections are reported showing gains ranging up to 20 per cent. The record situation, however, is worrying operators. Shortages on popular recordings and the necessity of turning in old records for new ones are the two biggest problems faced by music-box operators.

Cigarette production, long accepted as one of the country's most important business barometers, can no longer be regarded as a true index of industrial activity. Tobacco shipments for consumption at sea or in the export market are not subject to the excise tax and consequently do not show up in the monthly figures by the government relative to revenue collections from this product.

Drink venders are getting all the play possible under the sugar rationing program. Some locations are running out of their allotment within three days and the machines are idle until the next shipment comes in. Candy machines, especially in theaters, are getting nice business.

In order to save tires, gasoline and cars, operators are grouping service calls and trying to make one trip do for each territory. It used to be that an operator would make an extra trip out if one wall box got out of order, but he now waits until his regular run. Operators are now talking of putting service calls, including record changes and collections, on an every-other-week basis instead of the current weekly basis. They anticipate very little opposition from locations on this. Operators are quite worried over gas and tire rationing.

## MARKEPP VALUES

### MAKE US AN OFFER ON THE FOLLOWING SLOTS JENNINGS

- 3 5c CONSOLE CHIEFS
- 4 10c CONSOLE CHIEFS
- 3 25c CONSOLE CHIEFS
- 1 \$1.00 CHIEF
- 9 5c SLUG PROOF CHIEFS
- 1 10c SLUG PROOF CHIEF
- 1 25c SLUG PROOF CHIEF

### 22 Pieces. WHAT WILL YOU PAY FOR THIS LOT? WATLINGS

- 8 5c ROLATOPS, 2/4 P.O.
- 11 5c ROLATOPS, 3/5 P.O.
- 1 5c CHERRY BELL, 3/5 P.O.
- 1 10c CHERRY BELL, 3/5 P.O.
- 4 10c ROLATOPS, 2/4 P.O.
- 1 25c ROLATOPS, 2/4 P.O.
- 1 25c ROLATOPS, 3/5 P.O.
- 58 1c TREASURYS, 3/5 P.O.
- 3 1c TWIN JACK, 2/4 P.O.

### 88 Pieces. WHAT WILL YOU PAY FOR THIS LOT? WIRE • PHONE • WRITE SUBJECT TO PRIOR SALE BEST OFFER TAKES THE LOT

## MARKEPP COMPANY

3908 Carnegie Ave., CLEVELAND 15, O.  
Phone: Henderson 1043.

## SPECIAL!

- 2 Seeburg Envoys, ESRC, Each ..\$349.50
- 4 Wurlitzer 24 Buckley Systems (Metal Cabinets), Each ..... 105.00
- 1 Seeburg Rex, 30-Wire Remote (Metal Cabinet) ..... 105.00
- 1 Seeburg K-20 Remote (For Cellular or Back Room) ..... 165.00
- 1 Rock-Ola Commando, Like New 495.00
- 2 Wurl. 71 Counter Models. Ea. 122.50
- 1 Wurl. 81 Counter Model ... 149.50
- 1 Wurl. 61 Counter Model ... 69.50
- 1 Wurl. 600 Keyboard ..... Write
- 1 Wurl. 616 Amplifier with Tubes 19.50
- 3 Wurl. 600 Amplifiers with Tubes, Each ..... 42.50
- 100 Tubes #616G, Each ..... 1.75
- 1 Chicken Sam Amplifier, Complete with Tubes ..... 42.50
- 1 Seeburg Wireless Speak Organ 37.50
- 1 Seeburg Speaker in Lite-Up Cabinet, #5016X ..... 25.00
- 2 PM Speakers in Lite-Up Cab. 27.50
- 5 #1501 Rock-Ola 5c Wall Boxes, Each ..... 17.50

1/3 deposit, balance C. O. D.

F. O. B. New York.

**DAVE LOWY** 594 10th Ave. New York City  
Longacre 5-9495

## WILL PURCHASE ANY QUANTITY

## Exhibit LEADERS

Quote Quantity and Best Price

**Monarch Coin Mach. Co.**  
1545 N. Fairfield, CHICAGO 22, ILL.

## MILLS SLOTS

Quarter Melon Bell, 421000, \$210.00; Nickel War Eagle Bell, 289000, \$75.00; Nickel War Eagle Bell, S.J., 356000, \$75.00; Dime War Eagle Bell, S.J., 405000, \$130.00; Quarter War Eagle Bell, S.J., 394000, \$175.00; lot for \$625.00. 3 Combination Cash and Free Play Jumbo Parades, very slightly used, \$150.00 each; 3 Sport Special 1 Ball Free Play, \$110.00 each. You pay crating.

## ROY WOODEN

1012 N. 6th St. KANSAS CITY, KAN.

## WANT AMMUNITION!

22 SHORTS—ANY AMOUNT. Will pay highest prices—Immediate cash! FOR SALE—Photomaton, in good condition, 25¢ slot—Make offer.

**PEERLESS VENDING MACHINE CO.**  
220 W. 42nd St. NEW YORK CITY  
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FOR GUARANTEED PACE EQUIPMENT BAKER NOVELTY COMPANY  
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CHICAGO 12, ILLINOIS

## ATTENTION! ROUTE FOR SALE! "A LITTLE MINT"

Located in Lordsburg, New Mexico; 27 pieces, consisting of 750E, 850, 950 Wurlitzers; Packard Boxes and Auxiliary equipment, all on location. Extra Phonographs, plenty parts and Auxiliary equipment for 5 years' operation; 10,000 Phonograph Records, 50 Mills Bluefront Slots, Automatic Payouts, 2,000 late Salesboards. New territory available to buyer, for Phonographs, Automatic Payouts and Salesboards. No tax other than federal—can furnish Office Staff and Mechanic.

Ten-year established business on Main Street. Dealer in Guns, Ammunition, Jewelry and Radios. All the rebuilding and repair on Radios, Slots and Phonographs that you want to do.

Will sell entire business or operation. Selling on account of ill health but no forced sale. Cash will be required. No propositions.

**C. E. EMBREY**  
**LORDSBURG VENDING MACHINE CO.**  
Lordsburg, New Mexico.

## WILL PAY TOP PRICES

FOR SEEBURG MODELS REX, ROYAL, GEM, REGAL, VOGUE AND CLASSIC.

WE ARE ALSO INTERESTED IN BUYING OTHER SEEBURG, WURLITZER, ROCKOLA AND MILLS PHONOGRAPHS.

Please State Price Expected and Condition of Phonographs.

**W. B. NOVELTY CO., INC.**

1903 Washington Blvd.  
ST. LOUIS, MO.

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KANSAS CITY, MO.

## FOR SALE

These Games Have Been in Storage the Past 3 Years, Used Very Little, Mostly Like New.	FREE GAMES	Dude Ranch ..\$24.50	Pylon .....	Arlington .....
Triumph .....	Band Wagon ... 24.50	Line Light ... 15.00	Grand Stand ..\$85.00	
Skipper .....	Big Town .....	Three Score ... 24.50	Scientific Batting Practice ...\$105.50	
Pole .....	Big Six .....	Rebound .....	PHONOGRAPHS	
Bally Reserve .. 17.50	Formation .....		In First-Class Condition	
All Baba .....	Dixie .....		C Classics — 2 Gems —	
Wings .....	Fantasy .....		4 816 Wurlitzers—	
Big League .....	Anabel .....		2 Rockola Cts., 40's—	
Merry-Go-Round. 24.50	Boom Town .....		SEND BEST OFFER.	
Sparky .....	Fleet .....			
Flagship .....	Beauty .....			
Brite Spot .....	Roxy .....			
Pan American .. 27.50	Line Up .....			

**G. E. MOODY**

224 WEST LINCOLN AVENUE  
FERGUS FALLS, MINN.

## Two Test Cases Reported Before Supreme Court

PORTLAND, Ore., Nov. 27.—Two mult-nomah County Circuit Court decisions declaring the 1943 pinball machine and juke box tax law unconstitutional have been appealed to the State Supreme Court by State tax commission attorneys.

The commission was named defendant in two actions brought by Portland men. Circuit Judge Walter Tooze heard the suit involving the pinball machine tax, and three circuit judges, Earl C. Latourette, of Oregon City, and Alfred P. Dobson and Ashby C. Dickson, of Portland, made an en banc ruling on the juke boxes.

The principal legal question was whether juke boxes and pinball machines could be considered a reasonable classification for tax purposes.

## RECTIFIERS REPAIRED

YOUR OLD RECTIFIERS REBUILT LIKE NEW

Keep your Games and Phonographs in A-1 operating condition. Send us your OLD RECTIFIERS to be rebuilt to give New-Unit Performance and Longevity. We have rebuilt thousands. All Makes, Types and Sizes Rebuilt for You

At \$2.50 Each

Detach Rectifiers from Transformers before shipping. Transportation to us must be prepaid. All rebuilt units are returned C. O. D., plus transportation.

**LANDAU LABORATORIES** 549 W. Randolph Street CHICAGO, ILL.

# LUCKY FOR YOU!

We've just acquired the complete stock of over 500 top notch games from three of the country's most outstanding Arcades. The mechanisms of all this equipment is being thoroughly overhauled by our own staff of engineers; and we've got our experienced cabinet-makers and sprayers putting the cabinets into "new" condition. The equipment below is in addition to that listed in our ad in The Billboard of November 27th.

- |   |   |  |   |
|---|---|--|---|
| Night Bombers<br>Radio Rifles<br>Sky Fighters<br>Rapid Fires<br>Air Raiders<br>Keeney Submarines<br>Air Defense<br>Test Pilots<br>Gypsy Card Reader<br>Mystic Pen | Major Leaguer<br>Deluxe Baseball<br>Batting Practice<br>High Balls<br>Lindy Striker<br>Height Machine<br>Chicago Coin<br>Hockey<br>Bally Basketball<br>Raise Devil<br>Hindu Fortune<br>Teller | <b>EXHIBIT</b><br>Bangaway<br>Two Way Pistol<br>Knockout Punch<br>Bags<br>Chinning Machine<br>Smiling Sam<br>Kissometer<br>Maglo Heart<br>Cock-Eyed Circus<br>Dumbell Lift<br>Love Nests | <b>MUTOSCOPE</b><br>Love Teller<br>Love Pilot<br>Career Pilot<br>Monkey Lift<br>Liftograph<br>You Missed Your<br>Phone<br>Punching Bags |
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WRITE TODAY FOR PRICES AND DETAILS!

**MIKE MUNVES** WE HAVE BEEN BUYING AND SELLING ARCADES SINCE 1912  
520 WEST 43RD ST. (Tel. Bryant 9-6677) NEW YORK CITY

## "UNCLE SAM" Needs Me—

Each machine has just been taken off location, is in perfect A-1 operating condition, and cabinets are exceptionally clean. These consoles have had perfect care and have seen very little use. Some have been operating less than 6 weeks.

- |   |   |
|---|---|
| 2 Evans Lucky Stars<br>2 Keeney (2 Way 5c) Super Bells<br>2 Keeney Triple Entries<br>1 Evans '41 J.P. Bangtails<br>1 Evans '39 Bangtails<br>1 Baker's D.D. Mystery Award Pacers | 2 Bally Roll 'Ems<br>3 Keeney 5c Super Bells<br>1 Bally Hi-Hand<br>1 Evans Galloping Domino, '41 J.P.<br>1 Evans '40 Galloping Domino<br>1 Paces Racers, Latest Model |
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I can sincerely tell the buyer that he will be getting "right" machines. Joe Ash will vouch for these statements.

Make me your very best offer!

F. MANGRUE.

Write me at  
**ACTIVE AMUSEMENT MACHINES COMPANY**  
900 NO. FRANKLIN STREET PHILADELPHIA 23, PA.

# TURKEY

Get your Turkey Cards from us now. We stock all sizes to take in any amount you want. Beautiful turkey picture on each card. Also cards for Ducks, Geese, Chickens, etc.

## Get in on Profits with such non-rationed prizes

We also have a full line of Salescards for every kind of Deals. We supply anything and everything you need in the Salescard line. We save you money. We are the largest exclusive Salescard manufacturers. Be wise. Write or order today. Jobbers-Operators only.

## W. H. BRADY COMPANY

Manufacturers

EAU CLAIRE, WISCONSIN

Salescards, Push Cards, Jackpot Cards, Bookboards

**BUY WAR BONDS AND HELP SPEED VICTORY**

# MASTER GEARS For All Model Wurlitzers \$8.00

- Plastic Knobs for Packard Boxes .....\$1.00 Ea.  
Packard Solenoid Coils .....\$1.00 Ea.  
Special Lite Up Replacement Cab. ....\$75.00 Ea.  
(For Any Model Mechanism.)

Large Stock of Packard Parts.

Write for Your Needs

1/3 Deposit, Balance C. O. D. Prices F. O. B. Los Angeles.

**JACK GUTSHALL DISTRIBUTING CO.** 1870 W. Washington Blvd. Los Angeles 7, Calif.

# JAR DEAL TICKETS

1836 Tip Combination

2050 and 1950 Red-White-Blue

Standard Printing—Protected Numbers—Banded With Tape.  
Distributors and Operators, write for special prices.

## A B C NOVELTY COMPANY

Manufacturers

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## RED-WHITE-BLUE

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|-------------------------------|---------------|--------------------|
| 1950 TICKETS (FIVEFOLD) ..... | PROF. \$25.50 | \$36.00 Doz. Sets  |
| 2050 TICKETS (FIVEFOLD) ..... | PROF. 31.00   | \$400.00 Per Gross |
| 2160 TICKETS (SINGLE) .....   | PROF. \$29.00 | \$35.00 DOZ.       |
| 2040 TICKETS (SINGLE) .....   | PROF. 30.00   | 33.00 DOZ.         |

Write for Prices Other Tickets, Tips, Boards. 25% Deposit, Balance C. O. D.

## WILNER SALES CO.

P. O. BOX 613 MUNCIE, IND.

# Two Philadelphia Associations May Combine Annual Banquets

PHILADELPHIA, Nov. 27.—The annual banquet of the Music Machine Operators' Association and that of the Pinball Operators' Association promises to be a joint affair this year. The two groups have held several joint dinners and meetings during the past year in connection with various war-effort projects in which both associations joined to make them all-industry enterprises.

Feeling is strong among the membership of both associations that if an annual banquet is held this year it should be a joint affair. Both Jack Cade, business manager of the music group, and Joseph Silverman, business manager of the pinball group, favor a combined banquet. Both men pointed out that each association has lost none of its identity when both groups joined, instead benefiting by the combination, and there was no reason why both groups could not join their annual banquets into one large affair. The banquets, annually held in the early part of the year, serve as installa-

tion ceremonies for the new officers as well as to consolidate the activities of the particular association during the year.

The combined annual banquet, if it should materialize, also may be an all-operator affair, according to expressions of the membership of both groups. Current sentiment is that invitation to the affair be restricted exclusively to operators, excluding distributors and manufacturers' representatives. A combined affair is virtually assured to be a financial success, and the membership feels that this is one time they can successfully put over an annual banquet for themselves only, without depending on any outside support in any way.

## UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

"Let me take this opportunity to congratulate you on doing such a fine job in supplying corner plastics to the many customers we have referred to you. I have yet to receive a report from any of these customers that the plastics you have supplied are unsatisfactory, and all things considered, we feel grateful that you are offering such service under such conditions as exist today."

Jack Nelson,  
Manager, Service Division,  
Rock-Ola Mfg. Corporation.

We mold the following UNBREAKABLE replacement plastics and now have them available for:

Wurlitzer Model 24 Top Corner (Red)	.....	1.50
" " " 24 Lower Sides (Red)	.....	5.00
" " " 81 Top Corners	.....	4.25
" " " 800 Top Corners	.....	4.25
" " " 500 Top Corners (Red or White)	.....	6.75
" " " 700 Top Corners	.....	17.50
" " " 700 Lower Corners	.....	17.50
" " " 750 Top Corners	.....	17.50
" " " 750 Bottom Corners	.....	17.50
" " " 850 Top Corners	.....	19.50
" " " 850 Bottom Corners	.....	17.50
" " " 950 Lower Corners	.....	15.00

### ROCK-OLA MODELS—

Standard, Master, Super, Deluxe	
Top Corners	.....\$17.50
Lower Sides	..... 17.50
Top Door Plastics	..... 9.50
Top Door Plastic for "Master"	..... 5.00
1940 Junior Top Corners	..... 5.00
1940 Junior Lower Corners	..... 6.75

The Above Available in SOLID Red, Yellow or Green.

SEEBURG HI-TONE, Models 8800 & 8200, Bottom Corner Plastics (Solid Red or Green), \$22.00 Each.

### GUARANTEED UNBREAKABLE!

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.
60 Gauge Green Plastic (thickness of a new half dollar)	..... 3¢ Per Sq. In.
80 Gauge Red Plastic (thickness of a new silver dollar)	..... 4¢ Per Sq. In.

We Cut Sheet Plastic To Desired Size.  
10% Discount on Complete Sheets.

20% DISCOUNT ON SHEETS & UNBREAKABLE

PLASTICS ON ORDERS OF \$125. or more

### 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 Red Top Plastics (above front door)	.....	2.00
" 700 Upper Back Sides (green)	.....	5.50
" 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
" 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. Checks Acceptable.

## ACME SALES CO.

414 W. 45th St. NEW YORK 19, N.Y. CIRCLE 6-7740

## 1944 Civilian Tire Requirements Will Far Exceed Output

WASHINGTON, Nov. 27.—One-third of the people who will require new tires next year for essential civilian use will be unable to obtain them.

This gloomy picture was painted by Rubber Director Bradley Dewey, who warned that only those whose gasoline ration permits them to drive over 601 miles a month can get new tires. The rubber industry's outlook for civilian tires is even gloomier than Dewey's.

Official estimates of 30,000,000 passenger car tires as the rock bottom requirement are offset by the rubber industry's production estimate of 20,000,000 of these tires in 1944.

Despite all efforts to keep civilian cars operating, the fact that the minimum number of tires needed probably will not be produced, is expected to force many cars off the road. Unexpected developments may occur to change the situation, but the rubber industry is not counting on such surprises.

### Two Factors Responsible

Two factors are mainly responsible for the darker outlook for passenger car tires. Essential military requirements have risen more rapidly than was expected. The demand for farm and tractor tires is also heavier than was estimated. Thus facilities and materials for these tires will be diverted from civilian tire production, which is at the bottom of the priority list.

Secondly, a \$70,000,000 expansion of plant facilities by the rubber industry to meet military and essential civilian requirements is running behind schedule. The program ran into opposition and the projects that have been agreed upon have also been delayed. Even with high priorities, new manufacturing equipment is difficult to obtain quickly. Some of the new facilities will not be completed until 1945.

The only things civilians can do to counteract this situation, says Dewey, are to take better care of the tires already in use and to drive as little as possible.

## Frankrich Co., Ft. Worth, Sells Machines to Cleere

FORT WORTH, Nov. 27.—The Frankrich Distributing Company has sold its juke boxes and cigarette machines to Clarence Cleere, who recently moved here from Brownwood, Tex. About 200 machines exchanged hands and were left on their old locations.

The Frankrich company, composed of Leslie J. and Jack Frankrich, who have been conducting the business, and Sam Frankrich, who is in the army, will continue to handle marble boards. The company will continue to operate its downtown Arcade.

A good downtown spot for coin machines has been created thru the opening of the Bob Roberson Cafe,

**FOR SALE!**  
NAMEPLATE TAPE  
2 Lbs.—5 Lbs. Per Roll—\$3.00 Per Lb.  
7000' BX Cable, 14-3 Wire, 250' Length. Make offer.  
**PEERLESS VENDING MACHINE CO.**  
220 W. 42nd St. NEW YORK CITY  
Wisconsin 7-8610



MUSIC	
8 Wurlitzer 616	\$ 75.00
1 Wurlitzer 51	40.00
2 Seeburg Classics	250.00
1 Seeburg Envoy, ESRC	375.00
10 A.M.I. Wallboxes	15.00
5 Seeburg Wall-o-Matic	30.00
CIGARETTE MACHINES	
20 Rowe Imperial 11 Col.	\$ 25.00
5 Stewart-McGuire 10 Col.	25.00
ARCADE MACHINES	
4 Batting Practice	\$100.00
10 Slap the Japs, Seeburg	150.00
1 Shoot the Chutes	150.00
4 Evans Ten Strike	50.00
3 Western Baseball, '39	75.00
1 Western Baseball, Deluxe	125.00
3 Skeebalettes	50.00
1 Seeburg Duck Gun	50.00
1 Markman Rayolite Duck	40.00
1 Toledo Springless High Boy Scale	100.00
1 Sheffer Lowboy Scale	40.00
1 Sheffer for Parts	10.00
1 5¢ Tally	10.00
1 1¢ Target Practice	7.50
8 Kicker & Catcher	17.50
10 Pikes Peak	17.50
1 Barnyard Golf	10.00
1 Totalizer	10.00
3 Drop Picture	10.00
CONSOLES	
2 Royal Draw \$100.00	1 Kentucky Club \$100.00
1 Tracktime 100.00	1 Mills Flasher 35.00
5 BALL FREE PLAY PIN GAMES	
3 Nippy \$25.00	2 Bat. Champ. \$25.00
2 Majors 40.00	2 Blondie 25.00
2 All American 40.00	1 Salute 25.00
2 Pan American 35.00	2 Limglight 25.00
2 Sport Parade 40.00	1 Roxy 30.00
2 Big Chief 35.00	2 Super Charger 30.00
1 Broadcast 35.00	2 Flagship 30.00
1 Champ 45.00	1 Bowling Alley 25.00
2 Short Stop 25.00	2 Boomtown 30.00
1 Cadillac 25.00	1 Dbl. Feature 30.00
1 Fox Hunt 30.00	2 Fifth Inning 25.00
1 Box Score 25.00	2 Brite Spot 30.00
3 Super Six 35.00	2 Ragtime 30.00
2 Exh. Leader 30.00	1 Bordertown 30.00
1 Big League 30.00	2 Jolly 25.00
1 Commodore 25.00	2 Progress 30.00
1 Roller Derby 25.00	2 League Leader 30.00
1/3 Deposit With Order.	

**MORPLAY MUSIC COMPANY**  
N. Side Square Phone 935  
MAGOMB, ILLINOIS

# Owners, Fans Welcome Games in Overcrowded Bowling Alleys

PHILADELPHIA, Nov. 27.—The advent of cooler weather has brought a decided pick-up in business at the coin machine arcades operated as adjuncts of bowling alleys. More bowling alleys are setting aside part of the establishment for a coin-operated arcade, and as bigger crowds continue to flock to the bowling alleys, the machines there enjoy bigger and better play.

The War Production Board ban on new building construction has frozen the number of bowling alleys in the city, counted as less than 100. As a result, those in existence are attracting crowds beyond normal capacities. With war plants working around the clock, the bowling alleys are in operation every hour of the day.

While waiting for an empty alley, bowling fans find amusement machines help pass the time. Bowling alley managers admit that many parties would leave because of the long waits for an alley save for the fact that the machines afford relaxing amusement during the waiting period.

The bowling alley arcades in the city, numbering more than 30 now, are all operated by regular coin machine operators, leasing the space usually on a percentage basis. Moreover, only nickel machines are placed in the bowling emporiums, with every type of machine winning approval.

### "Bollerdrome" Is Successful

Popularity of bowling has also caused

operators to bring out their old bowling type machines. Wherever located, the bowling machines enjoy a good play. At the present rate, it is expected that coin machine arcades featuring the bowling machines will be set up by operators throught the city. Already, one such arcade is enjoying a huge success. Dave Rosen, veteran pins and music operator, has set up a Bollerdrome in the arcade of a Howard Johnson's Restaurant on City Line. The coin-machine arcade featuring mostly the bowling machines, the Bollerdrome has become one of the most popular places in that section of the city. Rosen, for one, is shopping around for suitable sites to set up other Bollerdrome arcades. Other operators, seeing the success of Rosen's experiment, are mulling similar plans, particularly for sections of the city not serviced by the regular bowling alleys.

## Rationing Doubled Eating Out, Restaurateurs Hear

NEW YORK, Nov. 27.—Patronage of New York restaurants rose 100 per cent more after this country's entry into the war and the start of food rationing, Paul Henkel, president of the Society of Restaurateurs, declared at the regular monthly meeting of the organization. The result of this greatly increased business was that it took many restaurant operators a month or more to equip themselves to handle the situation.

"One of the first moves," Henkel said, "was to encourage the public to eat earlier. Previously the bulk of business came between 1 and 2 p.m. and between 7 and 8 p.m. Today the public can be seen in larger numbers entering restaurants at noon sharp and as early as 6 p.m., which enables the restaurants to have two or more seatings."

"The charge that good service in restaurants is gradually becoming extinct is entirely in error and unfair to the restaurateur. Restaurants are a very important factor in the industrial set-up of the nation. With the increase in patronage we also have had to contend with increased costs and labor shortages."

"With the ban on pleasure driving many doormen have been eliminated, but these positions were held mostly by older men and their elimination did little to help the labor shortage."

## Danville Official Asks Adoption of Curfew Law

DANVILLE, Va., Nov. 27.—Chief of Police Ural W. Watson is advocating a curfew law for Danville such as that now on trial in Richmond. He is conferring with social welfare authorities, sounding out their sentiment on the subject and contends that juvenile delinquency has reached a stage in Danville where something radical should be done about it. This week he has had eight requests from Danville parents to find missing daughters, all under 18 years of age.

## PIN GAME PARTS

FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941

OVER 1000 GAMES WITH BACK GLASSES BEING STRIPPED FOR PARTS.

WANTED Will pay \$10.00 each for the following games: Blondy, Formation, Power House, Big League, Big Town, Follics, Attentions, Mr. Chips.

Ship one or a hundred C. O. D.

Don't Junk That Game!! We Have the Part You Need.

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3400 Armitage Ave. CHICAGO, ILL. Telephone: Belmont 5400

## WANTED TO BUY R AND G CHIPS

Will pay \$17.50 per thousand.

### ACME NOVELTY CO.

1124 Hennepin Avenue Minneapolis 3, Minnesota

## OPA Acts To Hold Restaurant Prices

CHICAGO, Nov. 27.—In New York and Chicago the Office of Price Administration has recently been taking definite action with respect to prices in restaurants. Restaurants are among the most popular types of locations available to the coin machine trade, and the action of OPA may indirectly affect patronage in these locations. The regional OPA in Chicago took definite steps to set ceiling prices for restaurants in the area.

OPA investigators made a survey of 9,000 eating establishments in Manhattan recently and found that 3,400 of these places had let their prices creep above the official price level. Reports are not available to indicate how inflationary prices affect the play of machines in such establishments. Present statistics show that the public has so much spending money that inflationary prices in restaurants would hardly cut down the play of machines.

The New York survey showed that establishments were rapidly increasing prices on drinks and many very popular dishes.

In New York, the Association of Restaurant Owners co-operated in making this survey. OPA expressed great appreciation for this help in checking on abuses of the price ceilings.



FIRST PRIZE WINNER. Mrs. Jane Greenwood, 66-year-old war worker in the machine shop at Mills Industries, Inc., celebrates with co-workers after she won first place on an amateur radio program honoring Mills employees.

## FALL SPECIALS

### MUSIC

- 1 Buckley System, complete with 3 Bar Boxes and about 150 ft. Wire; 1 Hideaway Steel Cab, with 2 12-Record Rockola Mechanism; 2 Permanent Magnet Speakers in Cabs. & Rockola Amplifier, A-1 Condition \$174.50
  - 1 Twin 12 Wurlitzer In Steel Hideaway Cabinet 99.50
- We are dismantling a Seeburg Wired Music System and invite your inquiry for any parts you may need.

### ONE BALLS

- Just Off Location—in Excellent Condition!
- Club Trophy \$340.00
  - '41 Derby 350.00
  - Fortune 335.00
  - Skylark 285.00
  - Thistledown 65.00
  - Fleetwood 29.50
  - Fairgrounds 29.50
  - Proakness 49.50
  - Gold Cup
  - Late 1939 Mills 1-2-3, Completely Overhauled by Mills 89.50
  - Mills Owl, Like New 84.50
  - Mills Owl, Brand New In Orig. Crates 149.50
  - Spinning Reels 94.50

### FIVE BALLS

- ABC Bowler \$44.50
- Air Force 69.50
- All American 29.50
- Bandwagon 29.50
- Bang 12.50
- Belle Hop 44.50
- Big Chief 29.50
- Big Parade 99.50
- Big Six 14.50
- Big Time 34.50
- Bola Way 59.50
- Broadcast 39.50
- Defense (Genco) 89.50
- Defense (Baker) 29.50
- Dixie 24.50
- Dude Ranch 29.50
- Duplex 39.50
- Entry 29.50
- Five & Ten 129.50
- Fishin' Rev. 69.50
- 4 Diamonds 34.50
- Fox Hunt 24.50
- Hi-Dive 44.50
- Home Run '42 59.50
- Knock Out 89.50
- Legionnaire 49.50
- Liberty 129.50
- Majors '41 39.50
- Metro \$34.50
- Miami Beach 44.50
- Monicker 84.50
- New Champ 59.50
- Pan American 39.50
- Polo 19.50
- Pylon 24.50
- Red, White & Blue 29.50
- Repeater 39.50
- School Days 44.50
- Shangri-La 119.50
- Sky Chief 139.50
- Snappy '41 39.50
- Sparky 29.50
- Sport Parade 39.50
- Spot Pool 54.50
- Stratoliner 34.50
- Target Skill 34.50
- Ten Spot 39.50
- Tex. Mustang 59.50
- Thumbs Up, Rev. 89.50
- Twin Six 39.50
- Velvet 34.50
- Venus 70.50
- Victory 84.50
- Wild Fire 34.50
- Wow 24.50
- Zig Zag 49.50

### COUNTER GAMES

- Cubs, 5¢ \$ 4.95
- Aces, 5¢ 4.95
- Libertys, 1¢ 6.95
- American Eagles, Like New, 1¢ or 5¢ 9.95
- Lucky Smokes (New) 8.95

### SLOTS

- WATLING
  - Roll-a-Top, 3-5, 5¢ \$ 79.50
  - Watling Hand Load, Like New, 5¢ 129.50
  - COLUMBIA Convertible, Late Style
  - Cigarette Reels 74.50
  - CALLE Commander or Playboy (Exceptionally Clean), 5¢ 74.50
  - 10¢ 79.50
  - PAGE
  - 5¢ Comet 89.50
  - 10¢ Comet 84.50
  - PAGE DELUXE SLUG-PROOF
  - 5¢ 114.50
  - 10¢ 124.50
  - PAGE ROCKETS
  - 5¢ 119.50
  - 10¢ 129.50
- Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes. Also 3 Bells and 4 Bells.

### CONSOLES

- Overhauled, Checked and Cleaned
  - Jennings 4-Coin Mult., Brand New \$ 89.50
  - Used 39.50
  - Jennings Liberty Bell, Flat Top 17.50
  - Slant Top 27.50
  - Derby Day, Flat Top 17.50
  - Slant Top 27.50
  - 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 84.50
  - Bally Long Champ (Large) 39.50
  - Bally Solitaire Flicker 39.50
  - 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
  - Pace Saratogas, Convertible to Free Play or Pay Out 149.50
- 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 8, Wis.

**Milwaukee COIN MACHINE CO.**  
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## SALESBOARDS & DEALS

- 25¢ J.P. Charley Boards, 1000 Hole 1... \$1.79
  - 25¢ J.P. Charleys, 960 Hole Card Deal 1.29
  - 25¢ J.P. Money Board, 800 Hole 2.35
  - 5¢ LULUS, 1440 Hole Card Deal 1.68
- DRASTIC PAPER SHORTAGE—Order Now. 1/3 Deposit. Write for List. Large Stock.

### DELUXE SALES CO.

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## CASH BOX LOCKS

75¢ Each HARD TO GET LIGHT BULBS All Sizes

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## WANTED—RADIO RIFLES

Also Bally King Pins, Photomatic Machines, Photoframes. Will pay top dollar. Any quantity. Advise condition, price, etc.

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FACTORY REBUILT 5-BALL FREE PLAY NOVELTY GAMES

United Midway	\$175.00	United Brazil	\$195.00	United Arizona	\$195.00
United Grand Canyon	185.00	Exhibit Action	175.00	Gott. Five & Ten	165.00
United Streamliner	205.00	United Santa Fe	195.00		

1-BALL AUTOMATIC PAYOUT TABLES

Bally Santa Anita	\$325.00	Keeney Fortune, F.P. & P.O.	\$395.00	Bally Pacemaker	\$135.00
Bally Sport King	350.00	Keeney Skylark, F.P. & P.O.	325.00	Bally Thistle-down	110.00
Rebuilt Fast Track	225.00	Gottlieb Daily Races	35.00	Bally Hawthorne	110.00
Rebuilt Challenger	350.00	Bally Hi-Lo	35.00	Three Up	35.00
Mills Spinning Reels	125.00	Mills Jumbo Parade	\$185.00	Bally Gold Medal, J.P.	65.00
Mills 1-2-3, Bally P.O. Unit	89.50			Gottlieb Multiple Races	45.00
Mills 1-2-3	59.50			Keeney Super Ball	\$255.00

COMBINATION FREE PLAY AND PAYOUT

BALLY ONE-BALL FREE PLAY GAMES

'41 Derby	\$345.00	Blue Grass	\$195.00
Record Time	175.00	Dark Horse	195.00

FREE PLAY CONSOLES

Bally Big Top	\$95.00	Exhibit Tanforan	\$40.00
Watling Big Game	65.00	Groetchen Sugar King	35.00
Mills Jumbo Parade, Blue	110.00	Keeney '38 Tracktime	125.00
Jenn. Silver Moon, 25¢	150.00	Callie Roulette, 25¢	350.00
		Jenn. Bobtail	150.00
		Jennings Good Luck	45.00
		Bally Bells, 5¢ & 25¢	95.00
		Evans '37 Bangtalls	65.00

AUTOMATIC PAYOUT CONSOLES

Evans Royal Lucre	\$350.00	Mills Dewey Slot Machines	145.00
Mills Jumbo, Latest	150.00	Keeney Triples Entry	135.00
Keeney Triples Entry	135.00	Bally Ray's Track	125.00
Bally Ray's Track	125.00	Mills Jumbo, Bwn. Cab.	95.00

Mills Owl, 5-Ball Free Play, Fac. Reb. \$75.00

Exh. Rotary Merchandiser, Chrome Claw Type \$175.00

Exh. Merchandiser Diggers \$95.00

Mills 1-2-3, F.P., Animal or Fruit Reels \$50.00

Mills New Jumbo Parade CABINETS, Latest Model, Red & Blue, Payout \$25.00

Mills New Glitter Gold Q.T., 1¢ Play, ORIGINAL CARTONS \$99.50

Mills Factory Rebuilt Glitter Gold Q.T., 5¢ Play \$135.00

Bally Kingpin \$295.00

Chicago Coin Rollscope, Bowling Game, 9 Ft. \$125.00

Jenn. Latest Model Fac. Reb. Victory Chiefs—Nickel, \$325.00; Dime, \$375.00; Quarter \$400.00

Mills Club Bell Console Slot Machine, Fac. Reb. \$425.00

Mills 5¢ Blue Fronts, Double Jackpot, Thoroughly Reconditioned, Very Clean \$185.00

ARCADIE EQUIPMENT

Evans Play Ball	\$225.00	Drivemobile	\$425.00
Rock, Tom Mix Rad.		Mutos, Ace Bomber	495.00
Rifle, Fac. Reb.	125.00	Mutos, Sky Fighter	425.00
Exh. Vitalizer, Latest	135.00	Batting Practice	135.00
Bally Rapid Fire	265.00	Bally Defender	425.00
Keeney Submarine	250.00	K. O. Fighters	225.00
West, Baseball Deluxe	129.50	Keeney Anti-Aircraft, Fac. Reb.	125.00
Gott. Skoe Ball Este.	95.00	Keeney Air Raider	285.00
Condition		Test Pilot	345.00
			1275.00

IN STOCK FOR IMMEDIATE DELIVERY:

Mills 3 Bells, 4 Bells, Jumbo Parade; Keeney Twin Super Bells, 5¢ & 5¢ or 5¢ & 25¢, Cash Payout or F. P. & P. O.; 4-Way Super Bell, 4-5¢, 3-5¢ & 25¢; Evans '41 Bangtalls, J.P.; Evans '41 Domino, 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.

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**FOR SALE!**

Photomats	\$1000.00 Each	2 Big Parade, Each	\$115.00
Direx Positive Paper, 1044 Dating		2 Five, Ten, Twenty, Each	110.00
1 1/2 "x500"	\$15.00 Per Roll	2 Bosco, Each	50.00
Nameplate Taps	Write for Price	2 Horoscope, Each	39.50
250 ABT 2¢ Coin Chutes (New)	Write	2 Zig Zag, Each	39.50
1 Groetchen Mountain Climber	\$125.00	2 HI HAT, Each	39.50

**WANT TO BUY**

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**KEEP 'EM OPERATING**

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**NEW REVAMP**

Supreme Shoot Your Way to Tokio Gun \$930.00

Exh. Action 5-Ball, F.P. 169.50

Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend. \$149.50

Groetchen Columbia, G.A. or Jackpot 82.50

Keeney Submarine 229.50

Batting Practice 129.50

Jenn. Golfarola, Latest Model, Like New 139.50

Jenn. Olgarola, Mod. V 79.50

Jenn. Olgarola XXV 169.50

Ev. Ten Strike, H.D. 79.50

Jenn. Fastime, F.P. or P.O. 89.50

Jenn. Bobtail, P.O. 129.50

Keeney Super Ball 239.50

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Pace Reels, 5¢, P.O., Chrome Railing 132.50

Pace Saratoga, Comb. F.P. & P.O., Chrome Rail 169.50

**WE HAVE ALL PARTS**

**NEW 4 BELL \$27.50 CABINET**

Compl. Scoring Unit for Ten Strike, Low Dial \$17.50

Mills, Jenn. & Watl. J.P. Glass 1.25

Mills Escalator Glass .75

Pin Game Locks .75

Pin Game Clock 1.75

Western Kicker Coil 6.00

ABT Coin Slides (Only) 1.50

ABT Coin Chutes, F.P. & Reg. 3.75

Curved Ten Strike Glasses 2.50

Exh. Bicycle Gear 10.00

Main Gear for Chicken Sam Motor 2.50

**2051 TUBE \$2.55 Ea.**

**—FOR ALL MAKES OF COIN-OPERATED EQUIPMENT**

Jackpot for Mills Vest Pocket \$19.50

Chicken Sam Gun Stock (Only) 12.50

Wurlitzer & Seeburg Casters (4) 1.50

5¢ or 10¢ Wurl. Coin Chutes (Reb.) 3.00

Tone Dart Needles .50

Complete Stock of Miniature Bulbs Write

Phone Condensers, 8-12-16-20-30, M.F.D. 450 W.V. Write

Fibre Contact Divider for relay on 3 and 4 Bells and other equipmt. 25c

Toggle Switches for Chicken Sam \$2.50

Bally Escalator Belts .50

Photo-Colls for Ray Gun 3.50

Write for Complete List of All Parts and Equipment

Please Send Check in Full for Orders Under \$10.00.

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OFFICES [ ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG ]

**Better Tone From Records**  
**Forecast by Sound Engineer**

Altho he has had a hand in important developments of the past, William H. Hutter, Chicago sound engineer, prefers to talk about things to come. This attitude is characteristic of most scientists, perhaps, but particularly of quiet, gray-haired Bill Hutter who has made a specialty of better tone qualities from radio and from records.

the combination broadcasting and public address system.

**Designs New Needle**

At the Oscar W. Hedstrom Company, equipment designed and installed by Hutter serves two subsidiary war plants

The man who developed the first commercial public address system, designed the first electronic system of amplification for phonographs, created the renowned tone qualities of Capehart instruments, and later employed the principle of diffusion in his Rock-Ola tone columns, believes that revolutionary developments are ahead in the sound reproduction field.

The neighbors' radio will no longer bring you the strident tones of a base-ball announcer or the ceaseless wailing of over-worked hillbilly tunes when radios are equipped with such things as column speakers, dual tone resonators, high fidelity reproducers, reflectors, etc. And the same improvements will also assure new clarity and brilliance of reproduction from your own radio or phonograph, Hutter declares. Furthermore, he is prepared to prove his points right in his own laboratory, altho commercial application of these and other principles will wait until the post-war period.

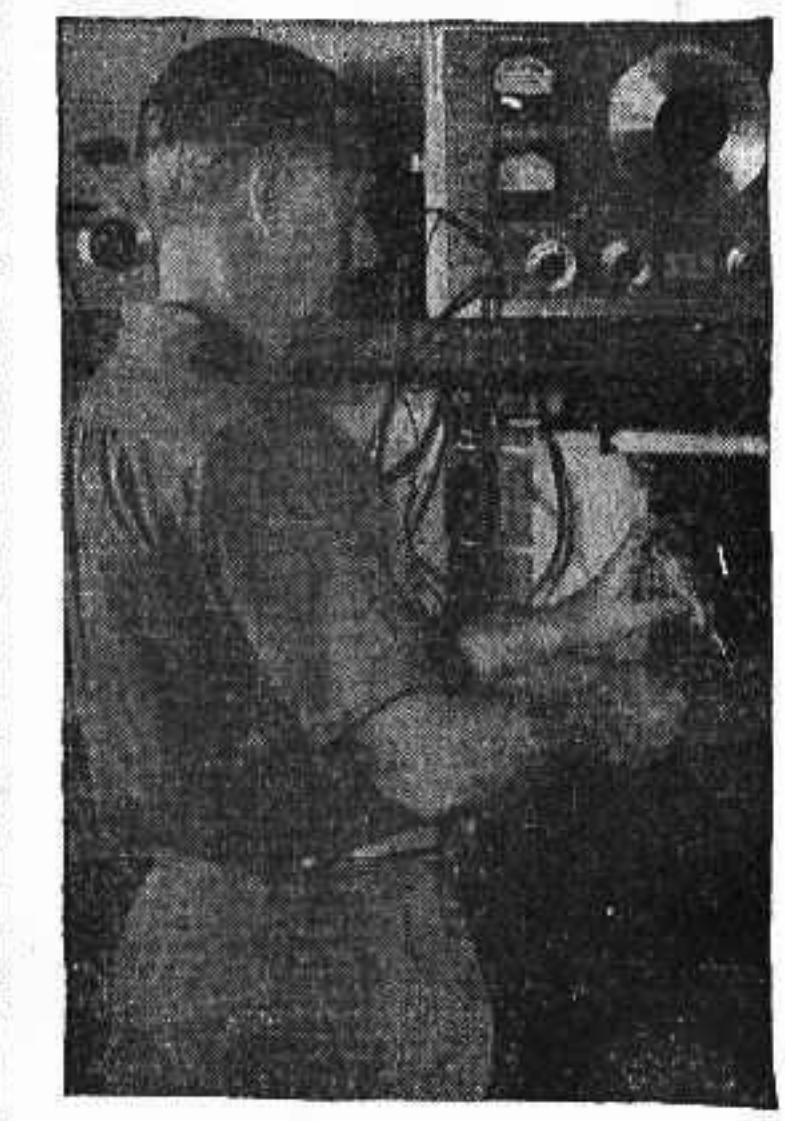
**Disk Records Best**

Hutter is also prepared to provide interesting comparisons in reproduction of sound from different mediums, records, film, copper wire, etc. However, he foresees nothing that will take the place of disk-style records in coin-operated phonographs, since they are selective, easy to stack and handle, are low in cost and there is a large existing library. Better materials for disk records, uniform quality in needles, and advanced design in pick-up generators, will be important factors in achieving better reproduction along with improved speakers, Hutter stated.

Industrial broadcasting has occupied the attention of Hutter since the war began, along with pilot trainers, sound-proofing equipment and special bullet stoppers on testing ranges. The Chicago Times credits Hutter with being the man who started all this "muslo-while-you-weld fanfare" which some employers are boosting as a real stimulant to production.

"It's an idea I've had for 20 years," Hutter acknowledged. "It came to me when I was vice-president of a phonograph manufacturing company. I couldn't help noticing how playing records during working hours stepped up efficiency around the plant."

One of Hutter's largest installations is the industrial broadcasting system at Rock-Ola Manufacturing Corporation, where he was employed as chief sound engineer. Here a central broadcasting studio serves 200 speakers thruout the giant plant. More than 3,500 employees may hear music or spoken messages over



WILLIAM H. HUTTER, sound engineer, specializes on better tone reproduction from phonograph records.

**ACME VALUES FOR RESALE**

**ONE BALLS**

LONGACRES, F. P. \$475.00

'41 DERBY, F. P. 350.00

CLUB TROPHY, F. P. 325.00

BLUE GRASS, F. P. 210.00

RECORD TIME, F. P. 190.00

All above games thoroughly cleaned, mechanically perfect, rails scraped and shellacked.

**MILLS SLOTS**

WAR EAGLES, 2/5 P. O., 5c. \$199.50

WAR EAGLES, 3/5 P. O., 5c. 179.50

BLUE FRONTS, 2/5 P. O., 5c. 219.50

BLUE FRONTS, 3/5 P. O., 5c. 199.50

BLUE FRONTS, 3/5 P. O., 25c. 299.50

BONUS BELL (Genuine), 5c. 269.50

VEST POCKETS, 5c (B & G). 49.50

2/5 P.O. Listed are equipped with Mills genuine Chrome Discs and Slides. All Slots refinished, repainted, have club handles.

**PACE ALL STAR COMETS, 3/5, 10c. \$75.00**

**PARTS FOR MILLS SLOTS**

CLUB HANDLES \$ 5.75

JACKPOT GLASS 1.25

REEL GLASS (3) .75

ESCALATOR GLASS .50

MAIN OPERATING SPRINGS .50

CLOCK SPRINGS .50

HANDLE SPRINGS .50

ESCALATOR SPRINGS .40

SLIDE SPRINGS .35

FINGER SPRINGS .15

AWARD CARDS, 3/5 .25

REEL STRIPS (3) 1.05

WOOD CABINETS (New) 13.75

DISCS (S. P. Only). Ea. 4.00

REELS, Ea. 2.25

CLOCKS (Brass Gears) 16.50

SIDE VENDORS (6 Only). Ea. 7.50

MECHANISM BASES With 3/5 Posts 6.50

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11 SEEBURG WSZZ BOXES, Ea. \$12.50

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**FULL CASH WITH ALL PARTS ORDERS. EQUIPMENT 50% DEP., BAL. C. O. D.**

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Gold Chromes  
Original Chromes  
Brown Fronts  
Blue Fronts  
War Eagles  
Gold Q.T.  
25c Blue Front, Hand Load  
25c Gold Chrome, Hand L.

Blue Front Q.T.  
Four Bells  
Club Consoles  
Vest Pockets  
Jumbo Parades  
Super Bells

ALSO HAVE  
JENNINGS SLOT MACHINES  
PACE SLOT MACHINES  
JENNINGS CIG-A-ROLLS XXV

**PHONOGRAPHS**

2 Seeburg 8200 Hi-Tones  
10 Mills '41 Thrones, Marb.  
2 Mills '39 Thrones  
Seeburg Colonel  
Wurlitzer 618  
Wurlitzer 412  
Wurlitzer Relaways

5 Organ Speakers

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: 1/2 Certified Deposit, Bal. C.O.D.

**STERLING NOVELTY CO.**

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"WE ARE WHOLESALERS AND SELL FOR RESALE."

by remote control. The record library contains 500 selections, chosen by Hutter with the aid of research studies undertaken by General Electric, Westinghouse and Massachusetts Institute of Technology. Recorded music is played at fatigue periods, 9 to 9:30 a.m. and 3 to 3:30 p.m., also during the lunch period. Care must be exercised in the selection of records, according to Hutter. "Put on a Harry James trumpet solo, for instance, and you might disrupt the whole tempo of the assembly line. Vocal records are distracting, too, if played during working hours. We recommend piano and marimba numbers and Strauss waltzes," Hutter said. He pointed out that request numbers, including vocals and jive, are played during the noon hour.

Hutter is the designer of the new Tonedart phonograph needle which was developed over a period of years. In this needle, Hutter endeavored to balance the three factors which contribute to satisfactory reproduction of recorded music—the construction of the needle itself, the pick-up with which the needle is used, and preservation of tone fidelity. Repeated experiments showed that shank material having high internal resistance eliminated needle resonances. Further experiments showed flexibility or elasticity was obtained by construction which provided tapered spring action giving 360 degrees of compliance. It was also found that the safe approximate limit of needle point hardness was that which gives about 2,800 plays with a pick-up weighing two ounces, averaging about 140 plays per record. Older records would yield many times this number of plays, but present day "softies" will not stand up with harder needle points, or for more than about 140 plays with an ideal needle point, according to Hutter.

**NEW! WESTERHAUS INVASION—THE LATEST 5-BALL CONVERSION: PRICE \$165.00.**

SPECIAL! NAME IN HEADLINES PRINTING PRESS—AN ARCADE MUST! PRICE \$295.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

EXH. STREAMLINE CARD VENDERS. \$ 45.00	1939 WESTERN BASEBALL..... \$94.50
BALLY RAPID FIRES, A-1..... 225.00	PIKE'S PEAKS..... 19.50
MUTOSCOPE ACE BOMBER..... 429.50	MERCURY CIG. REELS TOKEN P. O... 10.00
GOTTLIEB SINGLE GRIPPER..... 9.50	SEEBURG TWO-PLAYER HOCKEY.. 89.50
ANTI-AIRCRAFT WITH SCREEN.... 79.50	TEXAS LEAGUER, A-1..... 49.50
ADVANCE SHOCKER..... 12.50	EXH. HAMMER STRIKER & STAND.. 79.50
MUTOSCOPE DRIVEMOBILE, A-1.. 425.00	CASINO GOLF, Like New..... 39.50
EXH. FOOT EASE, Latest Model... 79.50	BATTING PRACTICE, Latest..... 129.50
KICKER & CATCHER..... 22.50	WHATSIS—3 on Stand—Latest.. 134.50
EXH. KISS-O-METER, Perfect..... 250.00	EXH. MAGIC HEART, Like New... 250.00
CARLINA SCALE, A-1..... 29.50	EVANS TOMMY GUN TRACER LIGHT 169.50
BINGO COUNTER ARCADE GAME.. 12.50	MUTO. SKY-FIGHTER, Perfect.... 365.00
ANTI-AIRCRAFT SCREENS, New... 9.50	PHOTO CELLS, SEEBURG & BALLY. 3.50
USED 5c FREE PLAY COIN CHUTES.. 1.50	PIN GAME LOCKS, COMPLETE..... .35

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

SLOTS—ONE-BALLS—CONSOLES

CASH P. O. WATLING BIG GAME, NEW..... \$150.00	10c JENN. DIXIE BELL, A-1..... \$145.00
ABOVE, FACTORY RECONDITIONED. 130.00	5c JENN. 4-STAR CHIEF..... 109.50
JENN. SILVER MOON, F. P..... 119.50	5c BLUE FRONTS S. J., 3-5 P. O. 150.00
BALLY SUN RAY F. P. CONSOLE.. 159.50	KEENEY FORTUNE, CASH OR F. P.. 345.00
BIG GAME CASH P. O., USED A-1.. 115.00	KEENEY SKYLARK, CASH & F. P... 265.00
HIGH HANDS CONV., A-1..... 130.00	RECORD TIME, 1 OR 5 BALL.... 169.50
EXH. RACES 7-COIN CONSOLE.... 69.50	BALLY FLEETWOOD, 1-BALL P. O.. 69.50
MILLS 1941 1-2-3, PERFECT..... 87.50	MILLS OWL, 1 OR 5 BALL..... 74.50
BALLY GRAND NATIONALS..... 79.50	BALLY GRAND STANDS..... 79.50

PIN GAMES NEW AND USED

BOLOWAY..... \$64.50	STREAMLINER, New..... \$195.00	LEADER..... \$44.50
TOPIC..... 84.50	GRAND CANYON, New..... 175.00	ACTION, New..... 145.00
BIG PARADE..... 109.50	FOX HUNT..... 35.00	METRO..... 39.50
GUN CLUB..... 69.50	SILVER SKATES..... 39.50	MIAMI BEACH..... 49.50
DUPLEX..... 47.50	SILVER SPRAY..... 52.50	NEW CHAMPS..... 54.50
ZOMBIE..... 47.50	BANDWAGON..... 39.50	STAR ATTRACTION 52.50
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SPOTACARD..... 69.50	BROADCAST..... 39.50	SPORT PARADE..... 39.50
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SEA HAWK..... 47.50	BOSCO..... 69.50	BIG CHIEF..... 42.50
SPOT POOL..... 57.50	ALL AMERICAN..... 39.50	STRATOLINER..... 39.50
TEN SPOT..... 49.50	CHAMPS..... 47.50	FOUR ROSES..... 49.50
LEGIONNAIRE..... 49.50	DIXIE..... 34.50	HOROSCOPE..... 47.50
SNAPPY..... 49.50	HI HAT..... 49.50	BIG SHOW..... 24.50
SHOW BOAT..... 49.50	HI DIVE..... 54.50	DUDE RANCH..... 32.50
CAPTAIN KIDD..... 59.50	FLICKER..... 39.50	MAJORS, '41..... 49.50
TWIN SIX..... 59.50		FOUR DIAMONDS..... 49.50
		PLAY BALL..... 42.50

WE WILL PAY \$40.00 EACH FOR EXH. STARS, SUN BEAMS, DO-RE-MI, WEST WINDS.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**EMPIRE COIN MACHINE EXCHANGE**

2812 W. NORTH AVE. CHICAGO 47, ILLINOIS Phone: Humboldt 6288

**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 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 "G" (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.  
8 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.  
8-30 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.

**OPERATORS, ATTENTION**

We will trade  
(15) Seeburg 9800s ES and RC  
(4) Wurlitzer 800  
For Wurlitzer 600 RS KB  
Wurlitzer 500-500A

**OHIO VALLEY MUSICAL COMPANY**

4024 Armitage Ave. Chicago

**Tip Boards—Tip Tickets**

Get our prices before buying, we can deliver most any type of envelope or book tickets, with or without jack pot seals. Write us, stating what type you use and the amount you will buy. We give quick service on all orders. All goods guaranteed.

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Floor Sample..... \$89.50  
Evans' PLAY BALL Reconditioned Like New..... \$229.50

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**RED, WHITE AND BLUE JAR TICKETS TIP BOOKS**

Plenty of Them—Prompt Shipment.

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**OUR MOST IMPORTANT MESSAGE TO YOU! BUY WAR BONDS**

More and More To assure us of the earliest possible Victory.

**OLIVE NOVELTY CO.**

2625 LUCAS AVE. ST. LOUIS, MO. (Phone: Franklin 8820)

**FREE 20 GUN LAMPS**

See large ad page 81 Chicago Novelty Co.

1348 Newport Ave. CHICAGO, ILL.

**SPECIAL OFFER**

All machines O. K., rails scraped, ready for location.  
2 Metros, \$22.50 each; 1 Silver Skates, \$25.00;  
1 Gold Star, \$25.00; 1 Super Charger, \$17.50; 2 Blondies, \$15.00 each; 2 Jollies, \$15.00 each;  
2 Sportys, \$15.00 each; 1 Big Town, \$15.00; 2 Sports, \$14.00 each; 2 Roxys, \$15.00 each; 2 Cadillac, \$15.00 each; 2 Power Houses, \$17.50 each. Deposit.

**WEST COAST AMUSEMENT CO.**  
820 South McMill Ave. Tampa 6, Fla.

**HIT THE CHIPS**

**GARDNER & CO.**  
2309 ARCHER • CHICAGO

You're in the money with Gardner's unusual Jackpot Money Boards. Buy 'em NOW—Cash Chips or anything you want.

"CASH CHIPS"—IS MONEY IN THE SOCK—a go-getter that chips in a profit of \$42.05 on a 1500-hole 5c board. Has famous Gardner LARGE JUMBO HOLES and thick slot symbols. Write for new price list 438-1. Order No. 1500—Cash Chips.

**FREE PLAY GAMES CAREFULLY CHECKED AND PACKED**

All American..... \$39.50	Super Chubbie..... \$40.00	Wild Fire..... \$32.50
ABC Bowler..... 45.00	Spot Pool..... 49.00	Pursuit..... 34.50
Horoscope..... 39.00	Twin Six..... 39.50	Spottem..... 17.50
Show Boat..... 39.00	Sports Parade..... 39.50	Variety..... 17.50
Snappy..... 39.00	Silver Skates..... 39.50	Scoop..... 17.50
Spot a Card..... 59.50	Towers..... 69.50	Lot o Fun..... 14.50

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.**

**CENTRAL OHIO QUALITY BUYS**

"There Is No Substitute for Quality"

- 30 MILLS PANORAMS, Like New.....\$325.00
  - 15 BALLY CLUB BELLS, Comb. F. P., Like New..... 229.50
  - 2 BALLY CLUB BELLS, Comb. F. P., Brand New.... 299.50
  - 5 BALLY HIGH HANDS, Comb. F. P., Late Serials.... 149.50
  - 35 JUMBO PARADES, C. P., Late Heads..... 99.50
  - 15 JUMBO PARADES, F. P., Blue and Red Cab..... 99.50
  - 1 JUMBO PARADE, Combination, Like New..... 149.50
  - 30 SILVER MOON TOTALIZERS, F. P., Like New..... 109.50
  - 1 BALLY BIG TOP, F. P., A-1..... 89.50
  - 10 WATLING BIG GAMES, C. P., Fruit or Animal..... 109.50
  - 10 WATLING BIG GAMES, F. P., A-1..... 99.50
  - 2 TWO WAY SUPERBELLS, 5c-5c, C. P., Like New.... 399.50
  - 5 5c SUPERBELLS, Comb. F. P., Like New..... 249.50
  - 2 CHARLI HORSES, C. P., 5c-5c Number Reels..... 149.50
  - 3 JENNINGS CIGAROLLAS XV, 5c or 15c..... 109.50
  - 2 MILLS 4-BELLS, Late Serials..... WRITE
  - 1 4-WAY SUPERBELL, 5c, 5c, 5c, 25c, Like New.... WRITE
- SLOTS**
- 5c BLUE FRONTS, Rebuilt, Knees, C. H.....\$169.50
  - 10c BLUE FRONTS, Rebuilt, Knees, C. H..... 199.50
  - 10c CHERRY BELLS, 3/5 P. O., Knees, C. H..... 275.00
  - 25c CHERRY BELLS, 3/5 P. O., Knees, C. H..... 315.00
  - 50c CHERRY BELLS, 3/5 P. O., Knees, C. H..... 475.00
  - 10c BONUS BELL, Late..... 299.50
  - 5c JENNINGS CLUB CONSOLE CHIEFS, Like New..... 205.00
  - 5c WAR EAGLE, 3/5 P. O., C. H..... 119.50
  - 10c WAR EAGLE, 3/5 P. O., C. H..... 139.50
  - 5c COLUMBIAS, Cig. Reels, Rear Pay, A-1..... 52.50
  - 5c COLUMBIA, Like New, Club Model, 3/5 P. O..... 119.15
  - 1c MILLS Q. T. BLUE FRONTS..... 49.50
  - 10c MELON BELLS, Late, Knees, C. H..... 275.00
  - 25c MELON BELLS, Late, Knees, C. H..... 300.00
- CIGARETTE VENDORS**
- 40 ROWE ROYALS, 8 Col., All Colors.....\$ 79.50
  - 5 ROWE ROYALS, 10 Col., A-1..... 99.50
  - 5 ROWE ROYALS, 6 Col., A-1..... 69.50
  - 5 DU GRENIER CHAMPIONS, 11 Col., King Size..... 119.50
  - 5 UNEEDA PAKS, Latest Model, 15 Col., King Size.. 119.50
  - 2 UNEEDA PAKS, 15 Col., 1940, King Size..... 85.00
  - 2 UNEEDA PAKS, 12 Col., 1939..... 72.50



Woolf Solomon

**MUSIC SPECIALS**

2 WURLITZER 600's A-1. \$239.50 EACH.

5 BRAND NEW BUCKLEY 32 SELECTION WALL BOXES, ADAPTER AND 175 FT. OF NEW B8 WIRE CABLE. ALL \$225.00

USED KEENEY WALL BOXES 24 SELECTION. \$5.00 EA.

2 TWIN 12 WURLITZER KITCHEN CABINETS COMPLETE WITH ADAPTER. \$75.00 EA.

1 ROCKOLA 1940 COUNTER MODEL, STAND AND SPEAKER ALL FOR \$129.50

BUY WITH CONFIDENCE.

HI HAT.....\$59.50	SEA HAWK.....\$42.50	HOROSCOPE.....\$42.50
SOUTH PAW..... 49.50	JEEP..... 129.50	BIG PARADE..... 109.50
SCHOOL DAYS..... 45.00	TEN SPOT..... 49.50	BOSCO..... 59.50
1940 1-2-3..... 89.50	VICTORY..... 89.50	GUN CLUB..... 89.50
SKYLINE..... 29.50	SPORT PARADE..... 49.50	CROSSLINE..... 32.50
LEGIONNAIRE..... 49.50	MYSTIC..... 32.50	LANDSLIDE..... 29.50

**PIN BALL FREE PLAYS**

1/2 CERTIFIED DEPOSIT WITH ORDER.

**CENTRAL OHIO COIN MACHINE EXCHANGE, INC.**  
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

# War Workers Find Variety Of New Thrills in Arcades

Five new arcades added to Baltimore "block"—all busy night and day

BALTIMORE, Nov. 27.—Conditions incidental to large-scale war production have highlighted arcade operation, stamping it as one of the principal operations in the coin machine field.

Prior to the national defense and war production programs in Baltimore, there were two arcade operations in the so-called "block" section, that area centered around the burly, semi-burly low-priced emporiums. Since then five additional arcades have opened with another in the making. All are enjoying brisk business.

The large influx of out-of-town workers to Baltimore war plants has made this possible. Baltimore has several large airplane plants, employing more than 100,000 workers. This is supplemented by several large shipping plants which employ many thousands. And to this is added the large numbers of workers in other plants engaged in war work or semi-war work. Then there are many thousands more working on full or overtime schedules in so-called civilian occupations.

Arcade patronage is mostly from the war workers, since many of Baltimore's former coin machine players are now in the service of Uncle Sam. These workers are mostly from the hillbilly towns or countryside of West Virginia, Tennessee, Kentucky and other neighboring states.

With former interests dislocated by moving into metropolitan Baltimore, hundreds of war workers seek diversion, relaxation and amusement in the "block" of East Baltimore street. Many have found coin machines at the arcades a new "thrill," resulting in heavy patronage of these spots. Three shifts on which most of the war plants are operating provide different "off-periods" for the workers, bringing steady patronage to the arcades from early morning until the wee hours of the next morning. The Fair Grounds arcade is open 24 hours a day.

With plenty of loose change in their pockets, war workers are free with their pennies and nickels, and arcade collections reach substantial proportions. One of the reasons why they flock to the "block" is that it offers a diversified form of amusement, without the formality of "dressing up." Both men and women can amuse themselves at the arcades for hours if they wish, spending

according to their means or their enthusiasm. Later they can see a movie, a Western thriller, a burly show, or take in a night club, all without going outside the "block." There are plenty of restaurants. There is no necessity for leaving the "block" until they are ready to go on their work shift or go home to sleep.

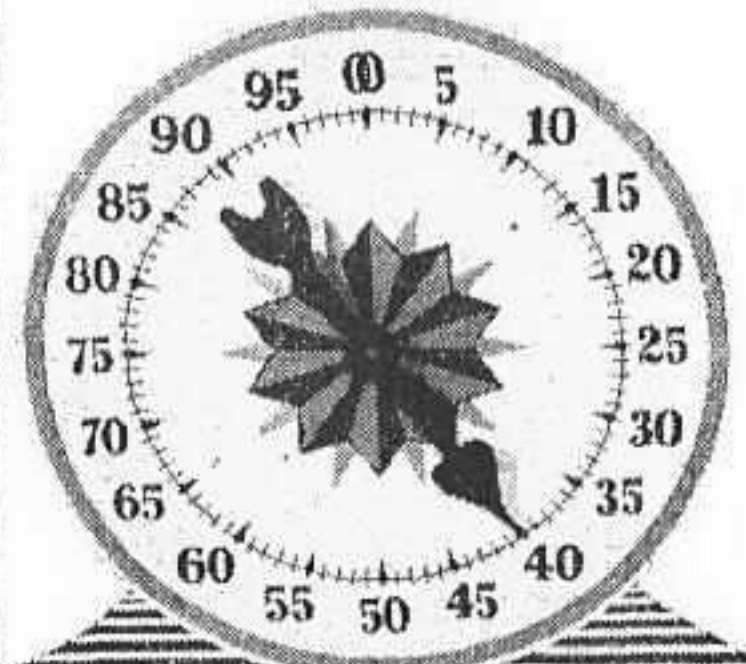
It is not surprising therefore why arcade operators have established several new arcades in the "block" with another scheduled to open within two blocks to accommodate the "overflow" of arcade patrons.

There are other arcades in Baltimore, but it is the "block" that is getting the cream of arcade patronage.

**CLOSE-OUT!**

Evans' Sensational Stimulator

**WIN-O**



**WHILE THEY LAST—**  
OUTFIT COMPLETE WITH MOTOR, ONLY, \$3.85  
LIST PRICE \$12.50

Outfit includes unit illustrated plus 1000 Win-O Cards, Motor, Electric Cord and Button, Blackboard, Streamers, Display Card, "Free" Tabs.

BUSY LOCATIONS FROM COAST TO COAST ARE RIPE FOR WIN-O! ORDER TODAY AND CLICK OFF BIG QUICK PROFITS! QUANTITY LIMITED . . . ACT NOW!

Terms: 1/3 Deposit, Balance C. O. D.

**H. C. EVANS & CO.**

1520 W. Adams St., Chicago

**YESTERDAY-TODAY-TOMORROW**  
Square Dealings  
Friendly Service

BUY BUY **BONDS**  
BYE BYE **AXIS**

**GLOBE PRINTING COMPANY**  
1023-25-27 RACE ST. PHILADELPHIA, PA.

**WANTED**

**KEENEY ANTI-AIRCRAFTS**

Black or Brown. In Any Condition, Any Amount.

Write giving full particulars in first letter, including price and quantity.

**MOTOR SPECIAL**

Send us your burned out Wurlitzer, Seeburg, Rockola or Mills Phonograph Motors and we will repair same for you within 10 days for only \$8.00.

**SUPREME ENTERPRISES** 557 ROGERS AVE. BROOKLYN, N. Y.

**JAR DEAL TICKETS**

1836 Count Combinations  
2280 Count Combinations

2040 Count Red, White and Blue  
120 Tips With 10 Seal Cards  
Also Sales Boards

Write for New Low Prices  
**AUTOMATIC AMUSEMENT COMPANY**

633 Massachusetts Ave.  
Indianapolis 4, Indiana

**WANTED HOLLY GRIPS**

Will pay \$4.00 each, any condition. Must have all parts. Write for full amount.

**Cliff Wilson Distr. Co.**

231 D STREET LAWTON, OKLAHOMA  
BOB BARNETT, GET IN TOUCH WITH ME.

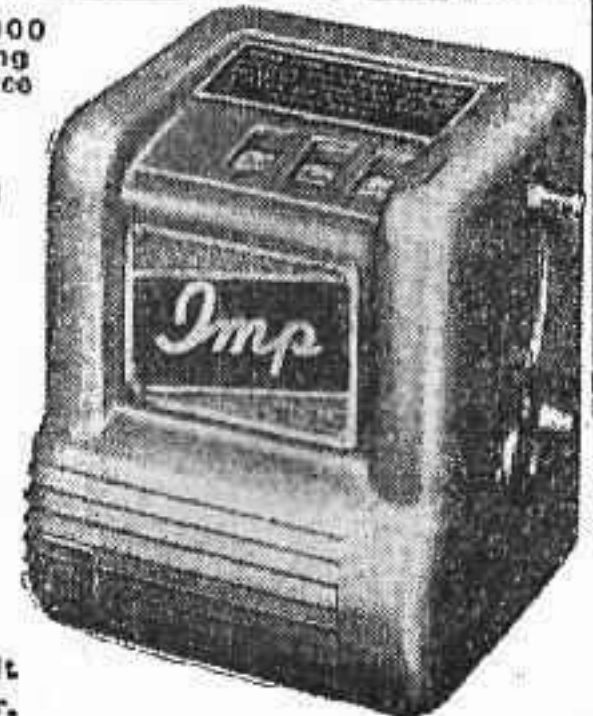
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**BAKERS PACERS**  
PACES RACES and SERVICE  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

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**  
814 DIVERSEY, CHICAGO, ILL.

**SALESBOARDS**

Our Victory Boards are the sensation of today—efficient, economical, with a new concept. A trial order will convince you. Order today. Our stock is limited.

Name	Sales	Per Sale	Takes In	Maximum Profit	Price Each
Victory Cigarette Boards	432	2c	\$ 8.64	\$ 4.04	66c
Victory Dollar Game	432	5c	21.60	8.60	77c
Victory Jackpot Charley Jr.	462	5c	21.60	9.70	\$1.25
Jackpot Jim	1000	5c	50.00	20.50	2.55
Jackpot John	1000	10c	100.00	33.00	2.93
Victory Jackpot Charleys	432	25c	108.00	36.00	1.35
Jackpot Charley (Thin)	1000	25c	250.00	56.00	2.35
Jackpot Charley (Thick)	1000	25c	250.00	56.00	2.93

Regular Push Cards—Any Following Sizes: 20-25-30-35-40-50-120 or 150 Hole, \$3.50 per 100. Terms: Minimum Order \$25.00. One-Third With Order, Balance C. O. D.

**TEXAS WHOLESALE NOVELTY HOUSE**  
P. O. BOX 4186 DALLAS, TEXAS

There is no substitute for Quality  
Quality Products Will Last for the Duration  
**D. GOTTLIEB & CO.**  
CHICAGO

**"Active's" Super Values!**

Here are the best buys in America. Best—because these machines have been thoroughly reconditioned, are exceptionally clean, in A-1 condition, and are ready for instant use. They are just what a buyer looks for in a machine. And—they are "priced right." You can't go wrong with an "Active re-finished game."

**CONSOLES**

FREE PLAY

Club Bells	.....\$224.50
Fast Times	..... 79.50
Hi Hands	..... 144.50
Jumbo Parades	..... 99.50
Super Bells, 5c	..... 234.50
Super Bells, 5c-5c	.....

**ONE BALLS**

FREE PLAY

Sport Special	.....\$167.50
Record Time	..... 167.50
Contest	..... 149.50

**ARCADE**

Keep Punching	.....\$ 89.50
Play Balls (Late Model)	..... 164.50
Ten Strikes	..... 49.50
Bally Basketball	..... 89.50
Batting Practice	..... 109.50
5 1c Mutoscope Picture Machines, Latest Model. Each	..... 95.00

**BRAND NEW**

Super Bells	.....\$325.00
Home Run '42	..... 125.00
Arizona	..... 175.00
Grand Canyon	..... 175.00

1/3 With Order, Balance C. O. D.  
"You can always depend on Joe Ash ALL-Ways"

**Active Amusement Mach. Company**

900 N. Franklin Street  
Philadelphia 23, Pa.

**Predict Less Liquor Supply**

Shortages reported from more than half of the States and no relief in sight

CHICAGO, Nov. 27.—A special report by the Illinois Liquor Stores Association here said that retail stores are now getting about 40 per cent of the liquor supplies that they need, and that the public demand is about 240 per cent of the present supply. This is a report from only one State, which would probably apply to many other States of the nation.

Beer and liquor shortages have been serious in certain sections of the country for some time, and operators of coin machines were reporting that this shortage cut down the patronage of locations and hence served to decrease the earnings of coin machines in such places. Only recently operators began to report that liquor and beer shortages were spreading to all parts of the country and were seriously curtailing coin machine patronage.

It now seems to be confirmed from the liquor trade itself and also from government officials that liquor and beer shortages will be an increasingly serious problem for another year at least.

Recent reports say that the demand now is about four times that of last year and that shortages are reported from practically every part of the nation. For the country as a whole, supplies are said to be down as much as 60 per cent.

**Many States Report**

More than half the nation's States report liquor is scarce and the situation progressively getting worse. Rationing, either by State control or voluntarily, now is in effect in some 30 States. Rations range from one bottle a day a customer to one a month.

Officials look to a bleak New Year as far as easing of present shortages is concerned and there seems little likelihood there will be enough whisky to quench holiday thirsts.

Scotch importers are said to be getting only 10 per cent of their normal supply, while nationally advertised brands of rye and bourbon are reported hard to find. Rum, brandy and gin appear the most in package store windows.

Grumbling on the part of customers is prevalent in many sections, most complaints being that stores have ample supplies but are doling it out only to established patrons and friends.

In Kentucky, home of some of the country's largest distilleries, bottled in bond whiskies are nearly extinct, rye almost impossible to obtain.

Distillers, however, say they have enough stocks on hand to last until the end of the war provided discretion is used in releasing it.

Now Converting  
Blue Grass, Record Time, Dark Horse, Sport Special, Sport Event

**SPORTSMAN**

TRIED! TESTED! PROVEN!  
Similar in player appeal to Longacre and Thoroughbred  
Here is the Service we give:

1. We create and design a new play board for your games—colorful, original, spectacular.
2. We replace the old 17x23 inch backboard and glass with a new backboard cabinet and glass, size 23x23.
3. All mechanical parts are thoroughly checked—adding parts where necessary for 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.

Operators may obtain price quotations from their distributors or by writing us direct.

**WE WANT TO BUY**

Blue Grass, Dark Horse, Sport Special, Sport Event

If you have any of these games that you wish to sell, write us, quoting your lowest price.



**BELL PRODUCTS CO.**

2000 N. OAKLEY

CHICAGO, ILL.

**PREST-O, CHANGE-O**

and in five minutes you have  
A BRAND NEW 1943 PIN GAME CREATION

Yes, it's as simple as that. VICTORY GAMES CONVERSIONS require no skilled labor and no playing time is lost while making the change-over.

Just write, wire or phone your order today for one of these startling and colorful conversion units and we will immediately ship you all the necessary materials to convert your old games right on location. We know you can't go wrong, because over 5,000 conversions are now in use.

Here they are—

WORLD SERIES	.....for.....Seven-Up	SLAP the JAPS	.....for.....Stratoliner
BOMBARDIER	.....for.....Victory	SINK THE JAPS	.....for.....Seven-Up
KNOCK-OUT the JAPS	.....for.....Knock-Out	HIT the JAPS	.....for.....Gold Star
BOMB the AXIS RATS	.....for.....Star Attraction	SMACK the JAPS	.....for.....Ten Spot

\$9.50 each. Cash with order, F. O. B. Chicago, Illinois

Each conversion packed complete with a NEW MULTI-COLORED SCORE GLASS, a NEW SET of TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers. And NEW INSTRUCTIONS and SCORE CARDS.

If you do not operate any of these games now, send us your name and address for information on future conversions.

VICTORY GAMES, 2140-44 Southport Avenue, Chicago 14, Illinois  
Telephones: DIVERsey 5680-5681.  
Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

**McCALL'S SPECIAL SALE**  
All A-1 Reconditioned

CONSOLES	.....\$175.00
PACE'S RACES (Brown Cabinet)	..... 325.00
BAKER'S PACERS (Daily Double)	..... 125.00
1938 TRACKTIMES	..... 189.50
BALLY ROLL 'EMS	..... 239.50
BALLY CLUB BELL	..... 139.50
BALLY HIGH HANDS	..... 99.50
MILLS JUMBO (Payout)	..... 129.50
JENNINGS SILVER MOON	..... 225.00
KEENEY'S SUPER BELL (Payout)	..... 89.50
FREE PLAY CONSOLES (5¢ Comb.)	..... 89.50
BIG GAME	..... 79.50
BIG TOP	..... 99.50
MILLS JUMBO	..... 99.50
JENNINGS SILVER MOON	..... 99.50

1/3 Deposit, Balance C. O. D.  
**WE BUY, SELL AND EXCHANGE**  
1147 Locust St. ST. LOUIS, MO. **McCALL NOVELTY CO.**

**WANTED**  
ALL MODELS WATLING SCALES  
(Except Guesser Models)  
**CASH WAITING**  
Give Serial Numbers First Letter.  
**W. E. EASTBURN**  
Care Camp Exchange, Camp Shelby, Miss.

**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.  
PRACTICALLY NEW 5c Blue and Gold Mills Vest Pocket Bells.....\$54.50  
**SICKING, INC.** 1401 Central Parkway, Cincinnati, O.  
927 East Broadway, Louisville, Ky.

**SALESBOARDS**  
Write for Prices and List of Cigarette and Jackpot Money Boards and State Your Requirements  
**NEW DEAL MFG. CO.**  
411 NORTH BISHOP DALLAS, TEXAS

**1000 HOLE JACKPOT CHARLEY SALESBOARD**  
Extra Thick — 30-Hole Jackpot — Protected Numbers — Ave. Profit \$57.65  
**SPECIAL \$2.09 EACH**  
**JOHN GLASSPIEGEL CO.** 534 N. WATER ST. MILWAUKEE 2, WIS.

**WANTED... 500 PHONOGRAPHS**  
WURLITZER PHONOGRAPHS 600, 750, 750E OR LATER MODELS  
Will pay highest cash price or will trade you brand new Slot Machines for your complete route.  
Write at once, giving models, price and guaranteed condition.  
**MOSELEY VENDING MACHINE EX., INC.**  
80 Broad St., Richmond, Va. Phone—Day, 3-4511, 3-4512. Night, 5-5328

# ARCADE OWNERS!!!

HAVE YOU SEEN THE SENSATIONAL

## SOLO-VUE?



OPERATORS who visited the conference in Chicago were most favorably impressed with the highly successful CONVERSION OF PANORAM to SOLO-VUE.

By this conversion . . . only the person who inserts the coin can see the picture . . . everyone present can hear the music. Purchasers are assured of films . . . especially designed and produced for SOLO-VUE.

**PRICE ONLY \$495.00**

1/3 Deposit, Balance C. O. D. or Sight Draft

Write for details . . . or visit our display room for demonstration.

**GEORGE PONSER COMPANY**

763 SOUTH 18TH STREET

NEWARK, N. J.

# Court Okays Police Control Of Placements

Op will appeal case to prevent limiting machines in location

MEMPHIS, Nov. 27.—A juke box operator here who had sought to test the city license ordinance in court lost his case in the Chancery Court November 12. Operators here had been watching the case carefully since it was definitely a test of the power of the police department under the new ordinance to decide how many juke boxes could be licensed and where they could be placed.

The ordinance gave the police department power to control the placing of machines and also provided that only one juke box and one game might be placed in any location.

Small operators have complained that in many cases they could not secure permits and that favoritism was being shown larger operators. Operators also complained that for about a month no permits were issued at all.

The operator who had brought the test issue in court declares he will appeal at once to the State Supreme Court, and his attorney expects that the high court may decide on the question in January. The operator affirms also that he plans eventually to carry the case to the United States Supreme Court if necessary in order to get a favorable decision.

The Memphis license provides among other things that each license bear the serial number of the machine and that locations cannot change machines without getting new permits. The total number of permits for juke boxes is said to be about 700 at the present time. Last week there were 35 additional applications being investigated by the department. But many operators complain that applications are piling up and that the department acts very slowly in considering them.

## B. J. Fine Moves Into New Quarters

BALTIMORE, Nov. 27.—As a step toward expanded post-war distributing activities, Ben Fine, trading as B. J. Fine Company, has taken new and much larger quarters at 1417 North Charles Street.

At this new location, Fine, who has been identified with the coin machine field since 1925, occupies a three-story structure. In addition to providing him with offices and display space, the new quarters give him facilities for a service shop and warehouse.

Fine also trades as the Empire Coin Machine Company.

## CLEVELAND COIN OFFERS:

### CONSOLES:

- 2 1938 Track Times, Each . . . . . \$125.00
- 1 Triple Entry . . . . . 150.00
- 1 High Hand, Combination . . . . . 135.00
- 1 Bally Club Bell, 25 Cycle . . . . . 185.00
- 4 5c Beulah Parks, Each . . . . . 75.00
- 1 Jumbo Parade, Combination . . . . . 175.00
- 1 Sugar King . . . . . 50.00
- 1 Black Paces Races . . . . . 85.00
- 1 Keeney Four Nickel Super Bell . . . . . WRITE
- 1 Bob Tall, Free Play . . . . . 110.00
- 1 Silver Moon, Free Play . . . . . 125.00
- 1 Big Game, Free Play . . . . . 110.00

### SLOTS:

- 3 5c Blue Fronts, C.H., Each . . . . . \$165.00
- 3 10c Blue Fronts, C.H., Each . . . . . 195.00
- 1 5c Bonus Bell . . . . . 250.00
- 1 Cigarolla, XV Model . . . . . 85.00
- 1 5c Watling Treasury . . . . . 65.00
- 1 10c Factory Reconditioned ROMAN HEAD, 3/5 Payout Club Handle (Beautiful) . . . . . 210.00

### MUSIC:

- 10 A.M.I. SINGING TOWERS, VERY CLEAN, EACH . . . . . \$195.00

### ARCADE EQUIPMENT:

- 2 Batting Practicos, Each . . . . . \$125.00
- 1 Hockey . . . . . 225.00
- 2 Keeney Submarine Guns, Each . . . . . 210.00
- 2 Shoot the Chutes, Each . . . . . 165.00
- 3 New Tokyo Guns, Each . . . . . 330.00
- 3 Rotary Claws, Each . . . . . 150.00
- 3 Western Baseballs, Each . . . . . 95.00
- 1 Regular Tom Thumb Watling Scale . . . . . 75.00
- 15 Tom Thumb Fortune Telling Scales, Each . . . . . 85.00
- 1 Toledo Lo Boy Scale . . . . . 75.00
- 2 Keeney Air Raiders, Each . . . . . 265.00
- 3 Exhibit Vitalizers, Each . . . . . 85.00
- 3 Texas Leaguers, Each . . . . . 45.00
- 2 Exhibit Bicycles, Each . . . . . 125.00

MILLS PANORAMS CONVERTED TO PEEK SHOWS . . . . . 425.00  
FACTORY RECONDITIONED LIKE NEW PIN GAMES

EAGLE SQUADRON BOMBARDIER PARATROOPS \$139.50 SHANGRI-LA PRODUCTION each TORPEDO PATROL INVASION . . . . . \$165.00

One Set of FOUR UNITS 10c Completely AUTOMATIC COIN OPERATED PACE 45 FOOT DUCK PIN ALLEYS, in Excellent Condition, Complete . . . . . \$1000.00  
One 6 MACHINE GUN FELTMAN RANGE, Complete With PELLETS, TARGETS, ETC. . . . . WRITE

1/2 Deposit With All Orders, Balance C. O. D.

WE ACCEPT TRADES. WHAT HAVE YOU?

## CLEVELAND COIN MACHINE EXCHANGE

2021 PROSPECT AVE.  
CLEVELAND 15, OHIO  
Phone PROspect 6316-7

## FOR SALE

- Mills Four Bells . . . . . \$595.00
- Keeney Four Ways, 3-5 & 1-25c Conv. 499.00
- Keeney Twin Bells, 1-5 & 1-25 or 2-5c Conv. . . . . 399.00
- Keeney Super Bells, 5c Conv. . . . . 249.00
- Bally Club Bells, 5c Conv. . . . . 249.00
- Mills Jumbo, F.P. . . . . 89.00
- Paces Races, Brown, 5c, C.P.O. . . . . 159.00
- Paces Races, Black, 5c, C.P.O. . . . . 89.00
- Jennings Good Luck . . . . . 49.00
- Jennings Long Champ . . . . . 39.00
- Jennings Totalizer, Conv. . . . . 159.00

PIN BALLS  
Thorobred, F.P., with Base, 1 Ball . . . . . \$485.00  
All Five Balls Real Cheap.

PHONOGRAPHS  
20 Rec. Seeburg Gem . . . . . \$119.00  
20 Rec. Light Up Rockola . . . . . 99.50  
16 Rec. Light Up Rockola . . . . . 75.00  
12-Rec. Seeburg . . . . . 70.00  
12 Rec. Rockola . . . . . 39.00  
24 Rec. Twin Wur, Steel Cab, with 15 Keeney Wall Boxes and 1 Tone Col. . . . . 159.00

Write for list for Real Bargains.  
**HARRY HOKE**

520 Minnesota Ave., N. E. Washington, D. C.

## HAVE 75 SLOTS

AVAILABLE

BLUE AND BROWN FRONTS  
SERIALS OVER 400,000  
5-10-25c DENOMINATIONS

Will operate on a percentage basis in your territory with a good Mechanic. What have you to offer? Federal tax paid for this year.

BOX D157, The Billboard,  
Cincinnati 1, Ohio.

**\$95.00** WANTED FOR CASH SEEBURG'S "CHICKEN SAMS" **\$95.00**  
"JAIL-BIRDS"

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

\$150 for Bally Rapid Fires. We also recondition Rapid Fire Guns and will turn out fine work.

## Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

## SIX FOOT MINIATURE SKEE BALL

Legal—Fits All Locations  
WATCH FOR IT NEXT ISSUE  
Operators—Write!

AMUSEMENT SPECIALTY, INC.

1011 WINTHROP ST.

(President 4-6194)

BROOKLYN, N. Y.

## WE WANT TO BUY

- ONE BALLS
- FIVE BALLS
- LATE MODEL PIN GAMES
- 30-WIRE CABLE
- ARCADE EQUIPMENT

of all kinds  
PHONOGRAPH EQUIPMENT

of all kinds  
STATE QUANTITY AND YOUR BEST PRICE IN FIRST LETTER!  
WE WILL BUY FOR CASH!

**B. D. LAZAR COMPANY**  
1635 FIFTH AVE. PITTSBURGH, PA.  
(Phone: GRant 7818)

## WANTED TO BUY

- CHICAGO COIN HOCKEY
- KEENEY SUPER BELLS
- EXHIBIT STARS
- BALLY HI-HAND

Write or Wire Quantity and Best Prices.

**ATLAS NOVELTY CO.**  
2200 N. Western Ave. CHICAGO 47, ILL.

# RADIO TUBES for the COIN MACHINE TRADE

All Prices Net as Shown in This Ad

## 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	6B5 \$2.00	CK7C \$1.15	7B6 \$1.35	47 \$1.15
1N5 1.65	6B8G 1.35	6L6 1.90	7F7 1.65	56 .85
2A3 2.00	6B8M 2.00	6L7G 1.60	12SK7GT	58 .95
2A4G write	6C6 1.05	6L7M 1.85		75 .90
3Q5 1.65	6D8 1.65	6R7 1.15	12Z3 1.45	76 .95
5X4 1.15	6F6G .95	6S7 1.65	12K8 2.35	77 .95
5U4G 1.05	6F6M 1.25	6SC7 1.85	24 .95	78 .95
5Y3 1.00	6F8 1.25	6SQ7 1.15	30 1.45	80 .95
5Z3 1.60	6H6G 1.15	6V6M 1.35	37 .90	83 1.35
6A4 1.65	6J5 1.20	6V6G 1.15	38 1.15	70L7 2.85
6A6 1.65	6J7 1.35	6X5 1.05	41 .90	2051 2.60
6A7 1.15	6K6 1.15	6Y6 1.55	42 .90	25Z5 1.25
6D6 1.05	6K7 1.15	7B5 1.35	45 1.20	117Z6 2.35
6A8 1.35	6K7M 1.35			

18 Inch Lumiline Bulbs....\$0.95  
 12 Inch Lumiline Bulbs.... .85  
 #51 Bulbs, box of 10..... .65  
 #55 Bulbs, Box of 10...\$0.65 box  
 #63 Bulbs can be used 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.

# Games that get the play

- GRAND CANYON** . . . . . Converted from DOUBLE PLAY
- SANTA FE** . . . . . Converted from WEST WIND
- BRAZIL** . . . . . Converted from DO-RE-MI
- ARIZONA** . . . . . Converted from SUN VALLEY
- MIDWAY** . . . . . Converted from ZOMBIE

- Increased earnings
- Trouble-free operation
- Lasting popularity

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

**United MANUFACTURING COMPANY**  
 6123-25 N. WESTERN AVENUE CHICAGO

## 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.

# CHROME COIN COMPANY

## CONVERTING! REBUILDING! REFINISHING!

MILLS ALL One Cherry or Late Two Cherry Payout  
 PACE MODELS TRY THESE PAYOUTS FOR GREATER PROFITS

! OUR !

<b>3-5 One Cherry</b> Victory Pay-Out Models	OR	<b>2-5 Original</b> Factory One Cherry Pay-Out	OR	<b>3-5 Original</b> Factory Late Two Cherry Pay-Out
---	----	---	----	--

Any machines can be had with glitter gold chromed finish. All machines are equipped with club handles and all parts installed are brand new. All our work is guaranteed!

**TERMS:** Ship all machines to us prepaid; we ship them back C. O. D.

For further information, write, wire or phone **SHERIDAN 8400**  
 We specialize in rebuilding Slot Machines to One Cherry Payout.

# CHROME COIN COMPANY

CODAHY, WISCONSIN

## READY FOR DELIVERY

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| MILLS GOLD CHROME BELLS, 5c, 10c, 25c | MILLS THREE BELLS               |
| MILLS CHERRY BELLS                    | MILLS VEST POCKETS              |
| MILLS BROWN FRONTS                    | NEW BUCKLEY TRACK ODDS, DAILY   |
| MILLS BLUE FRONTS                     | DOUBLE MODEL                    |
| MILLS BONUS BELLS                     | JENNINGS SILVER MOONS, CASH PAY |

**JONES SALES COMPANY**  
 31-33-35 MOORE ST., BRISTOL, VA.-TENN.  
 We Wholesale and Sell for Resale.

**WANTED TO BUY FOR CASH!**

<b>PHONOGRAPHS</b>	<b>5-BALL FREE PLAY</b>
ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES	STARS SUNBEAM WEST WIND DO RE MI DOUBLE PLAY
WURLITZER 500 600 — 750E 800 — 850	

Send us your list for quick action! WE PAY HIGHEST PRICES!

**FACTORY REBUILT 5-BALL FREE PLAY GAMES**

United Midway . . . \$175.00	Exhibit Action . . . \$175.00	Exhibit Streamliner . \$175.00
United Arizona . . . 175.00	Exh. Grand Canyon . 175.00	

**ARCADE EQUIPMENT**

Bally Rapid Fire . . . \$225.00	Shoot the Chutes . . \$139.00	Rock-Ola 10 Pin, Low Dial . . . \$42.50
Chi Coin Hockey . . 225.00	Battling Practice . . 115.00	Kicker & Catcher . . 27.00
Evans Tommy Gun, Late Model . . . 225.00	Bally Shoot the Bull. 100.00	ABT Challenger . . . 27.50
Keeney Submarine . . 220.00	1939 West. Baseball 94.50	ABT Streamline, Model F . . . . . 27.50
Exh. Flat Striker . . 150.00	Tom Mix Rad. Rifle. 85.00	Pikes Peak . . . . . 19.50
Exh. Bicycle Trainer. 125.00	Skee Ball Ette . . . . 85.00	Gott. Triple Grip . . 18.50
Watt. Guesser Scales. 115.00	Ev. 10 Strike, Hi-Dial 65.00	Skill Shot . . . . . 12.50
Slap the Jap, Reb. . . 139.00		

**5-BALL FREE PLAY GAMES**

Double Feature . . . \$24.50	Broadcast . . . . . \$37.50	Ten Spot . . . . . \$49.50
Sparky . . . . . 29.50	Bombardier . . . . . 37.50	Belle Hop . . . . . 52.50
Flicker . . . . . 27.50	Silver Skates . . . . 37.50	Zig-Zag . . . . . 54.50
Pan American . . . . 32.50	Snappy . . . . . 39.50	Capt. Kidd . . . . . 57.50
Dixie . . . . . 32.50	School Days . . . . . 39.50	Jungle . . . . . 57.50
Sport Parade . . . . . 37.50	Horoscope . . . . . 47.50	Texas Mustang . . . 67.50
Stratoliner . . . . . 37.50	Miami Beach . . . . . 47.50	Spot a Card . . . . 69.50
Zig Zag . . . . . 37.50	Sea Hawk . . . . . 47.50	Victory . . . . . 89.50
Big Chief . . . . . 37.50	ABC Bowler . . . . . 47.50	Gobs . . . . . 95.00
Metro . . . . . 37.50	Champ . . . . . 47.50	Yanks . . . . . 95.00
All American . . . . . 37.50		Big Parade . . . . . 109.50

**CONSOLES**

Bally Hi Hand . . . \$135.00	K'ney Kentucky Club \$115.00	Mill Jum. Parade, F.P., Brown . . . \$75.00
Keeney '38 TrackTime 125.00	Jenn. Good Luck, 5¢ . . 35.00	Mills Spin. Reels, PO. 87.50
Evans Galop. Domino 100.00		

Seeburg Rex, Remote Control, with 10 Buckley Boxes and 2 Extra Jensen Speakers . . . \$275.00  
 Mills 1-2-3, F.P. . . . . \$150.00 | Curved Glass for Evans Ten Strike . . . \$275  
 1/3 Deposit, Balance O. O. D., F. O. B. Chicago.

## BACK THE ATTACK WITH WAR BONDS!

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

**FOR SALE**

1 Supreme Gun Shoot-Your-Way-to-Tokyo, Like New . . . . . \$260.00	<b>I WILL PAY \$90.00 each for</b>
7 Test Grippers, Counter Models, Ea. . . 7.00	2 Wurlitzer 616, fully illuminated and in good condition.
1 Pikes Peak, Like New . . . . . 18.00	<b>I WILL ALSO PAY \$50.00 each for</b>
1 Four Roses . . . . . 25.00	1 Captain Kid
1 Twinkle . . . . . 18.50	1 Southpaw
1 Triple Threat Football Game . . . . . 18.50	1 Bosco
1 Gun Club . . . . . 42.50	
1 Topper . . . . . 22.50	
1 Home Run . . . . . 32.50	
1 Skee Ball Alley . . . . . 85.00	
1 Chicken Sam, Jap Conversion . . . . . 125.00	
100 1000-Hole Cigarette Boards, Ea. . . 1.00	

1/3 Deposit, Balance O. O. D.

**MAJESTIC AMUSEMENT COMPANY** 25 E. Baltimore Ave. Clifton Heights, Pa.

LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE  
BILL HAPPEL CARL HAPPEL

**"NEW ROCK-OLA COMMANDOS"**  
NEW MACHINES IN FACTORY-SEALED CASES

**SPECIAL** MILLS PANORAM SOUNDIES  
COMPLETELY RECONDITIONED AND REFINISHED, PERFECT CONDITION. LARGE STOCK OF SNAPPY SOUND FILMS IN STOCK. **\$350.00**

12 ROCK-OLA SPECTRAVOX WITH PLAYMASTER — COMPLETELY REBUILT AND REFINISHED. LOOK LIKE NEW MACHINES. SOLD ON SIX MONTH GUARANTEE **\$299.50**

20 WURLITZER MODEL 616, Illuminated, Completely Rebuilt and Refinished in New De Luxe Marbl-Glo. Sold on Money-Back Guarantee. **\$129.50**

**RECONDITIONED CONSOLES :**

Keoney Super Bells (Comb.) . . . . .	\$244.50	New Mills Four Bell Cabinets . . . . .	\$ 39.50
Evans Lucky Lucre (Late '41 Model), 5-25¢ . . . . .	305.00	Baker Pacers (Late Daily Doubles) . . . . .	295.00
Evans Domino (Late '41 J.P. Model) . . . . .	395.00	Paco's Racer, 25¢ (Late Brown Model) . . . . .	305.00
Evans Lucky Star (Late '41 Model) . . . . .	189.50	Bally Club Bells (Late Serials) . . . . .	225.00
Evans Lucky Lucre, 5-5¢ . . . . .	249.50	Bally Roll 'Em (Refinished Like New) . . . . .	189.50
Paco '41 Saratoga (Comb), F.P., P.O. . . . .	159.50	Bally Sun Ray (Free Play Model) . . . . .	149.50
Paco Reels Jr. (Late '41 Models), P.O. . . . .	149.50	Bally Hi-Hand (Refinished), F.P. & P.O. . . . .	129.50
Paco Saratoga Jr. (Late '41 Models), P.O. . . . .	129.50	Mills Jumbos, Late Comb., F.P. & P.O. . . . .	189.50
Paco Saratoga Sr. (Skill Field '41), P.O. . . . .	129.50	Mills Jumbos, Late (Like New), P.O. . . . .	159.50
		Mills Jumbos, Late (Free Play) . . . . .	124.50
		Mills Jumbos, Free Play (Refinished) . . . . .	89.50

**ALSO IN STOCK FOR IMMEDIATE DELIVERY**  
NEW MILLS GOLD CHROMES, NEW MILLS CLUB BELLS, MILLS BLUE FRONTS, MILLS 3 BELLS, MILLS 4 BELLS, KEENEY 4-WAY SUPER BELLS, KEENEY 2-WAY SUPER BELLS, WURLITZER, SEEBURG, ROCK-OLA PHONOGRAPHS.  
Write for Prices on All Coin Machine Equipment Not Listed.

**RECONDITIONED ARCADE EQUIPMENT**

Supremo Shoot Your Way to Tokyo . . . . .	\$330.00	Genco Playball (Late Lite-Up) . . . . .	\$189.50
Chicago Coin Hockey . . . . .	225.00	Keoney's Submarine . . . . .	225.00
Seeburg Shoot the Chutes, New, Modernized Rock-o-Lite . . . . .	179.50	Seeburg Chicken Sams, Modernized New Axis Rats, New Rock-o-Lite . . . . .	179.50
Exhibit K.O. Pull-Up Puncher . . . . .	169.50	Exhibit Rotary Merchandisers . . . . .	179.50
Mutoscope Grip-o-Graph . . . . .	189.50	Kirk's Blow Ball (Modernized Jap) . . . . .	89.50
Exhibit Punching Bag Trainer . . . . .	249.50	Bally Basket Ball . . . . .	89.50
Exhibit Chinning Rings . . . . .	195.00	Keoney Anti-Aircraft, Modernized in Red, White, Blue . . . . .	79.50
Groetchen Mountain Climber . . . . .	149.50	Exhibit Foot Ease Vitalizer . . . . .	79.50
Callio Push or Hug . . . . .	89.50	Exhibit Magic Eye (Modernized) . . . . .	89.50
Callio Push or Grip . . . . .	89.50	Jannings Barrel Roll . . . . .	169.50
Western DeLuxe Baseball, All Modernized New Rock-o-Lite . . . . .	129.50	Exhibit Cock-Eyed Circus (Each) . . . . .	59.50
Exhibit Striking Clock . . . . .	89.50	Exhibit Love Nest (Each) . . . . .	59.50
Bally Basket (Refinished) . . . . .	89.50	Exhibit's All Loto Model, Like New Love Meters, Wheels of Love, Wise Owls, Etc. . . . .	49.50
Love Teller (Floor Model), Refinished . . . . .	149.50	Exhibit Tiger Pull . . . . .	89.50
Uncle Sam Grip . . . . .	89.50	Electric Chair (Refinished) . . . . .	129.50
Groetchen Pike's Peak . . . . .	19.50	Gottlieb 3-Way Gripper . . . . .	19.50
Mills Flip Skill . . . . .	49.50	Exhibit Late Model Gard Venders . . . . .	29.50
Casino Golf . . . . .	49.50	Groetchen Zooms . . . . .	24.50
Stewart-McGuire Oig. Machine . . . . .	89.50	Owl Dial Lifter . . . . .	59.50
Keoney Texas Leaguer . . . . .	89.50	Evans Tommy Guns . . . . .	179.50
Bally Bull's Eye . . . . .	95.00	Radio Rifle . . . . .	79.50
Exhibit Hi-Ball . . . . .	79.50		

**WANTED—USED MACHINES—HIGHEST CASH PRICE PAID**

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. 1/3 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**  
2546 NORTH 30TH STREET  
MILWAUKEE 10, WISCONSIN



**THE KEY**  
TO FEWER SERVICE CALLS  
ON YOUR GAMES, MUSIC  
AND WALL BOXES



**MATCHLESS LAMPS**  
**MATCHLESS ELECTRIC CO.**  
564 WEST RANDOLPH ST. • CHICAGO 6

**JENNINGS'**  
Symbol of Service  
CONTACT US ON ANY COIN MACHINE SUBJECT  
37 Years' Experience  
O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

**ORIGINAL RED, WHITE AND BLUE JAR-O'-DO**  
2100 Tickets. \$33.00 Definite Profit.  
**\$2.90 per set—in any quantity**  
**JOHN GLASSPIEGEL CO.** 534 N. WATER ST. MILWAUKEE 2, WIS.

**NEW LOW PRICES**  
**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. New low price \$1.48 each.

400 Hole Fins and Bucks, 25c Jumbo Thick. Take-in is \$100.00. Definite payout \$70.00. Definite profit \$30.00. New low price \$1.48 each.

500 Hole Charley Board, 25c. Take-in is \$125.00. Definite payout \$85.00. Definite profit \$40.00. New low price \$1.21 each.

1000 Hole Charley Board, 25c. Take-in is \$250.00. Definite payout \$200.00. Definite profit \$50.00. New low price \$1.48 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. Lots of 5c Jackpot Numbers at new low prices.



**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.

**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.

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.

**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.

**WANTED TO BUY** One or a Hundred.. **CASH WAITING**  
WURLITZER Phonographs Models 24, 24A, 500, 600, 600E, 700, 750, 800, 850. Also Models 71 and 81. Give serial numbers, complete description first letter. We mean business.  
**BILL FREY, INC.,** P. O. Box 4141, Miami 25, Florida



A WAR BOND IS A GOOD BUY

—THEN—

MIAMI VALUES

PHONOGRAPHS

Mills Empress \$189.50
Seeburg Model O 149.50
Rockola Windsor with Adapter 149.50
Rockola Windsor with Buckley Adapter, In Metal Cabinet 149.50

WALL BOXES

Seeburg 30 Wire Select-o-Matics \$ 9.50
Seeburg 3 Wire Bar-o-Matics, 5/10/25 37.50
Seeburg 3 Wire Selectomatics 29.50
Seeburg Wireless Wall-o-Matics 29.50
Wurlitzer Model 331 29.50
Wurlitzer Model 111 37.50
Wurlitzer Model 120 37.50
Wurlitzer Model 125, 5/10/25 37.50
Packard Playmor 32.50
Rockola Dial-a-Tune for 40-41 Models and Older 22.50

ACCESSORIES

Wurlitzer 145 Steppers
Wurlitzer 304 Steppers
Sparker in Cabinets, All Makes, \$10.00 Up.

Limited Supply 2050 TUBES \$255 Each

CONSOLES

Bally Hi-Hand, F.P. \$149.50
Saratoga 59.50
Jennings Silver Moon, F.P. 119.50
Keeney Super Bells, 5c Comb., Like New 249.50
Bally 5c Club Bells, Comb., Like New 249.50
Jumbo Parade, P.O., Blue & Gold Cabinet, Like New 109.50
Liberty Bell 34.50
Dark Horse 39.50
Rio 24.50
Baker's Races, Brown Cab., Daily Double 975.00

SAFES

Heavy Welded and Stamped Double \$ 99.50
Heavy Welded and Stamped Single 49.50
Safe Stands, New 39.50
Safe Stands, Used 29.50

SLOTS

All Makes and Models—Write.

All Subject to Prior Sale. 1/3 Deposit With Order, Balance C. O. D., F. O. B. Cincinnati. We Buy, Sell, Trade All Types Equipment. We Also Have Rebuilt Cold Storage Cabinets for the Home and Restaurant. Equipment for Your Locations. Routes Wanted—Routes for Sale.

Miami Distributing Co.

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FAYETTEVILLE, N. C.

WANTS TO BUY

1000 PEO WHIRLWINDS
1000 PACE WHIZ BALLS
500 GOTTLIEB GRIPPERS

(1 or 3-Way)

Will accept these any condition providing all parts are there and complete with locks and keys. Write, stating how many, your price and general condition.

THE VENDING MACHINE CO.

P. O. BOX 1021 FAYETTEVILLE, N. C.

6-SC7 CONVERTERS

Expert Workmanship—Will Not Pull Apart—Built To Last for the Duration No Time Lost . . . Can Be Installed on Location in 30 Seconds

6-SC7 . . . To . . . 7-F7 . . . \$2.50
5-Z3 . . . To . . . 5-U4G . . . 2.50
2A4G . . . To . . . 2051 . . . 5.00

ACE MUSIC, P. O. Box #322, Nashville, Tennessee

—FOR SALE—

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.

L-C SALES CO.

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TIP BOOKS

We Can Now Make Delivery on 120 Ticket Books at Reasonable Prices. Write for Prices.

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2704 So. Walnut St. Muncie, Ind.

GUN STOCKS BRAND NEW \$9.50 EACH

A very fine stock which can be used on practically all of Seeburg Guns. Change-overs from your old Gun Stocks can be made in about 20 Minutes.

Toggle Switch Assembly \$2.50
Photo Electric Cells (#CE-23) \$2.50

(Can be used on "CHICKEN SAMS," "JAP," "CHUTES," "RAPID FIRES" and other Ray Guns)

Photo Electric Cells for Bally "Defender" Ray Guns—Best Quality—Perfect Cells (#CE-20) \$2.95

Chicago Novelty Company, Inc.

1348 Newport Avenue Chicago, Ill.

IMPORTANT

Consumer's or Supplier's Certificates must accompany all orders in accordance with the terms of WPB. Order #L-265.

HARD TO FIND RADIO TUBES

Safety-First. Guard yourself against Loss of Income on account of idle machines; put in a supply of Tubes you use regularly in your equipment. "HARD-TO-FIND" Tubes for your Phonographs, Ray Guns and Panorams is our Specialty.

With scarcities of critical Radio Tubes developing everywhere, we have become an "EMERGENCY PROCUREMENT AGENCY" for many of the finest operators and jobbers throughout the country. We are trained to locate sources of supply—to purchase—to speed deliveries of vital Tubes that you may need for your machines. All Tube orders accepted subject to prior sale.

Table listing various radio tube types and their net prices, such as OZ4, 1B5/25S, 1H4G, etc.

Every Order Subject to Prior Sale

\* NO ORDERS FILLED OUTSIDE U. S. \*

SIGN THIS

"SUPPLIER'S CERTIFICATE"
I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order (or invoice) under the provision of Limitation Order L-265, with the terms of which I am familiar.

Date

Signature

SEND WITH ORDER

FREE To Create New Customers FREE 20 GUN LAMPS With Every Jap Machine "SHOOT THE JAP" RAY-O-LITE GUNS

\$179.50 1/3 Deposit, Balance C.O.D. \$179.50

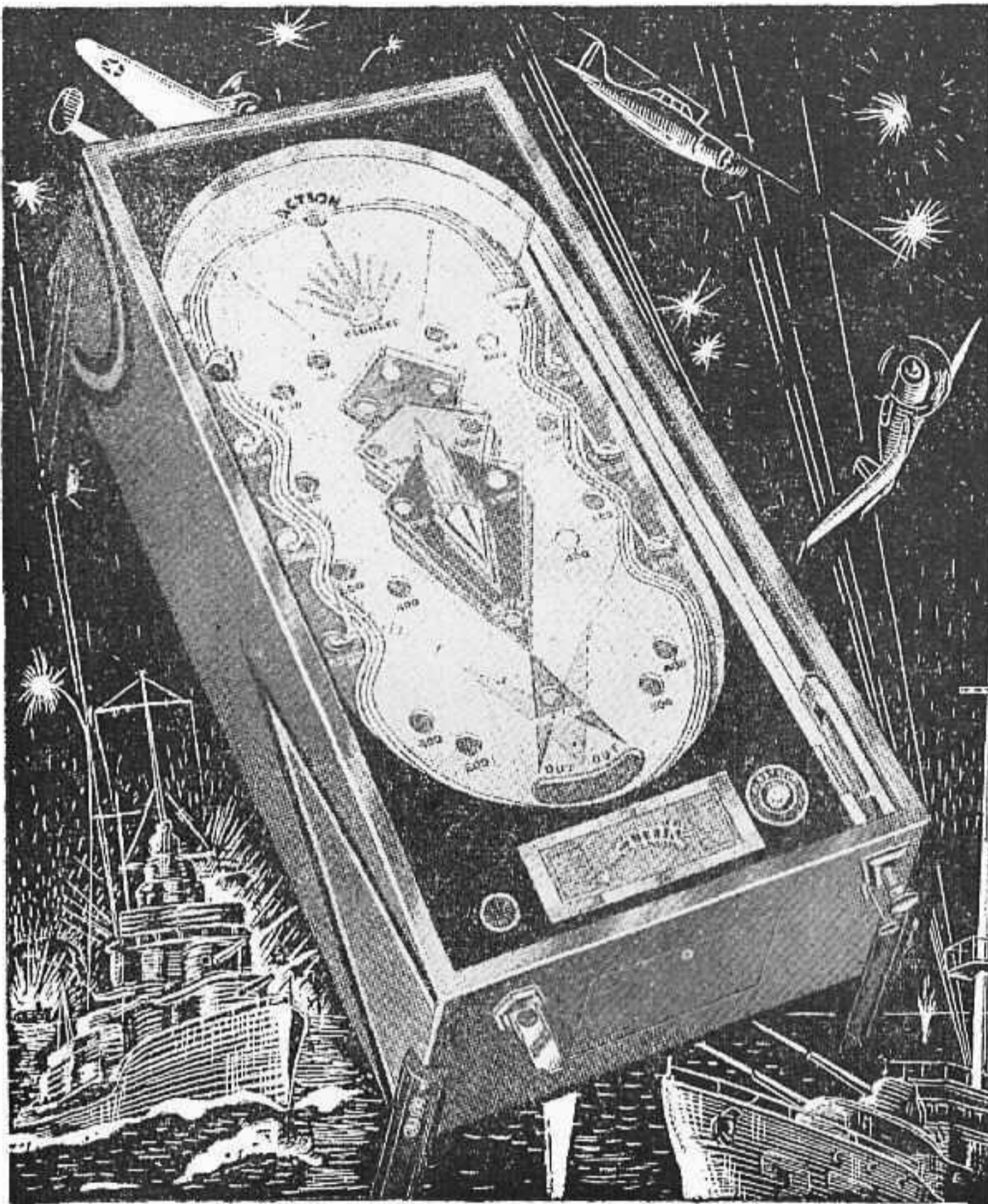
The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine.

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

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# ACTION IS THE WORD FOR *Bally* PRODUCTS

ACTION was the name of Bally's 1935 pin-game hit. And ACTION is the word for Bally\* products today. Bally\* products are in action on all fronts and on the high seas, blasting the enemy out of the sea and the sky . . . protecting the lives of American fighters.

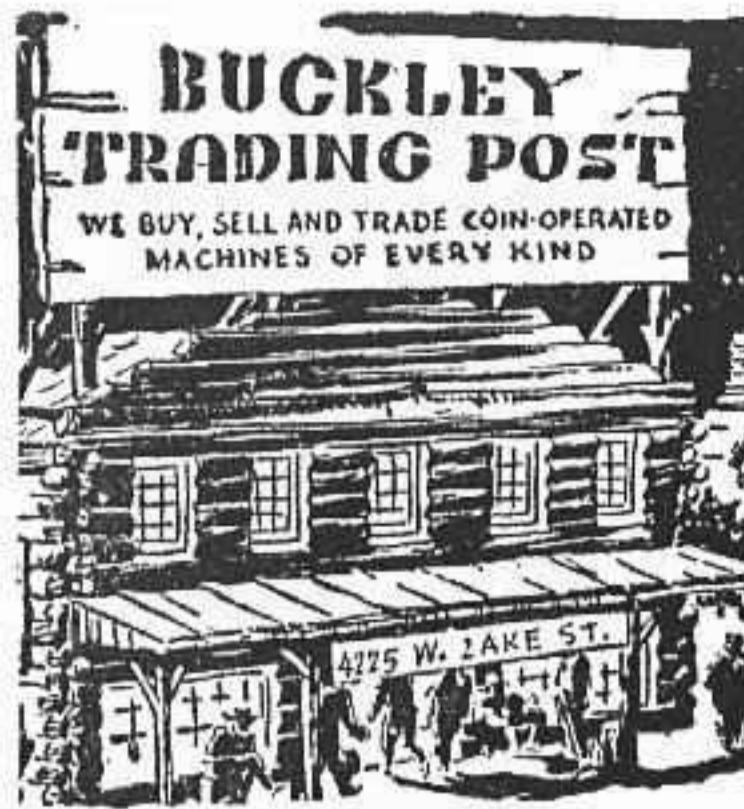
Bally\* engineers and workers are proving daily that their skill—developed in peace-time production of coin-operated games and venders—is a valuable asset to America in time of war. And Bally's\* performance in war production is a forecast of Bally's\* performance in the victorious future.

Operators and distributors who want early information on Bally's post-war equipment are urged to place their names on a special mailing list now being compiled for Bally's Post-War Flash No. 1.

\*War products manufactured by Bally organization are on contracts in the name of Lion Mfg. Corporation, of which Bally Mfg. Company is a division.



**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO



**THE TRADING POST BUYS THE TRADING POST SELLS**

No Arcade Complete Without  
**SUPREME GUN—SHOOT YOUR WAY TO TOKIO**  
PRICE . . . . . \$330.00

**Wanted To Buy—Cash Waiting**

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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—Combination
Wurlitzer 500	Rockola DeLuxes	Keeney '38 Skill	
Wurlitzer 600		Time	
SLOT MACHINES			
Mills	Jennings	Watlings	
	Mills Vest Pocket	Bells	

**FOR SALE**

Routes and Complete Arcade. Owners going into service and retiring, get complete information today.

**CONSOLES—FOR SALE**

Jumbo Parade, F.P. . . . .	\$ 87.50	Watling Big Game . . . . .	\$ 75.00
Jumbo Parade, Combination . . . . .	160.00	Bally Hi-Hand . . . . .	145.00
Keeney Kentucky Club . . . . .	90.00	Stanco Bell—Single . . . . .	125.00
Jennings Fast Time, F.P. . . . .	80.00	Bally Roll-Em . . . . .	175.00

**ONE BALL PIN GAMES**

Mills Owl . . . . .	\$ 75.00	Challenger . . . . .	\$105.00	Thistledown . . . . .	\$ 75.00
Bally Hawthorne . . . . .	89.50	Victorious Turf Champ . . . . .	184.50	Keeney Skylark . . . . .	185.00
Bally Blue Grass . . . . .	175.00	Bally Sport Special . . . . .	185.00	Keeney Contest . . . . .	195.00
Mills 1-2-3, F.P. . . . .	82.50	Bally Victory . . . . .	95.00		

**BUCKLEY DIGGERS**

REBUILT TREASURE ISLAND . . . . .	\$55.00	REBUILT DE LUXE . . . . .	\$100.00
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**SLOT MACHINES**

Mills—Jennings—Watling—Caille. Tell us your requirements.

**SUPPLIES**

Perforated Program Strips. Per M. Sheets . . . . .	\$3.50	Buckley Long Life Needle . . . . .	\$0.35
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## 4 TREMENDOUS ACTION BOARDS!

**25¢ SALE BOARDS**

**MUTUEL JACKPOT-25**

TAKES IN \$270.00  
AVERAGE PAYOUT \$213.10  
AVERAGE PROFIT \$56.90

**25¢ Hit and Quit 25**

TAKES IN \$250.00  
AVERAGE PAYOUT \$162.20  
AVERAGE PROFIT \$87.80

**25¢ QUIETER BARREL**

TAKES IN \$100.00  
AVERAGE PAYOUT \$61.70  
AVERAGE PROFIT \$38.30

**25¢ JIM DANDY 25**

TAKES IN \$73.50  
AVERAGE PAYOUT \$42.71  
AVERAGE PROFIT \$30.79

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# SWAT 'EM!

And swat 'em hard with your consistent purchases of War Bonds. Your investment in Uncle Sam will reap the harvest of Victory... And assures your future security!

SPEED THE DAY  
OF UNCONDITIONAL  
SURRENDER...

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AWARDED TO THE J. P. SEEBURG CORPORATION  
FOR OUTSTANDING PRODUCTION OF WAR  
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FINE MUSICAL INSTRUMENTS SINCE 1902

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*Because...* **YOU ARE BUYING WAR BONDS**



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It's comforting to know that your sons and ours are fighting with the finest planes, tanks, ships and guns in the world. They wear good clothing and they eat good food. They receive the most expert medical care fighting men have ever been given. It all costs money . . . BILLIONS in money . . . most of it raised through War Bonds. Let's all remember, they are GIVING their lives. We're only asked to LOAN our money. It's little enough to do. Let's DO it to the utmost of our ability!



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