

The **Billboard**

NOVEMBER 6, 1943

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

VAUDE

DOLLARS & DEATH FOR GAGS

MUSIC

**Add Wartime Trend---More
Double-A Bands in the Making**

GENERAL NEWS

**Shot in the Arm for Tanktown
Showbiz From Soup to Nuts**

RADIO

RADIO'S CHANGING TABOOS



DANNY THOMAS
From Sistro to Big Dough
(see page 4)

IT'S
HAPPENED!

HELEN FORREST

GOES ON HER OWN -
DECEMBER 1ST!!!

Management: BILL BURTON • DAVE GOULD, Associate

Showbiz From Soup to Nuts

"GI Shuberts" Give "You've Had It" at British Air Base—and Have They Got It!

U. S. ARMY AIR BASE, Somewhere in England, Oct. 23.—Another addition to the roster of home-talent GI revues made its bow at this heavy bomber station when You've Had It was presented with a cast made up of the lads who fly and service the famous B-17 Fortresses.

You've Had It, organized by American Red Cross Field Director Ben Irwin, was staged by Sgt. Tom Frank, ex-night club singer and emcee. Features of the show included Airforce Boogie, a number written by pianist Sgt. Alvin Trubbe and given a hot production by Lieut. "Rabbit" Robbins and His Gremlins, an outfit of former pro swingers, and station chaplain Capt. Maurice Fulkerson in an anti-Nazi monolog, Bishop of Munster, written by Hollywood scribe Hy Kraft.

Two Day Pass, an original sketch by Lieut. Joel Einsberg, featured Bombarrier Lieut. Michael Mahony, former New York dancer. Sergeant Frank, doubling as emcee, actor and producer, stopped the show with several solo chirps, and Sgt. Johnny Genduso, ex-pro guitarist, brought to life a beloved army character, Artie Greengroin, from the pages of Yank Magazine in a sketch titled AWOL Artie, written by Sgt. Harry Brown.

The show played to a jam-packed audience in one of the station's largest GI "Nisson" huts after what seemed a conspiracy of calamities to prevent it. Any commercial producer who thinks he has casting and staging difficulties should get an earful from Frank and Irwin. However, after a one-shot audience reaction, the GI Shuberts are already fig-

uring to repeat for other air force stations in the area.

Title, You've Had It, stems from theme of title song of the show which has words and music by Ben Irwin and Sgt. "Itch" Rosovsky. It is a pop British slang phrase which Yank GI's have adopted.

"Ice Follies" Set Thru Feb.; Stork Keeps Erhardt Out

CHICAGO, Oct. 30.—The Shipstad and Johnson Ice Follies of 1944, at the local Arena November 5-20, is set thru next February. One of the star attractions, Bess Erhardt, will be missing, having gone into temporary retirement to await the stork.

Show moves into the Madison Square Garden, New York, November 23 to stay thru December 11, with time left open to permit a holdover. The Arena, Philadelphia, gets the spec Christmas Day until January 22.

Next are the Municipal Auditorium, Buffalo, January 24-30; Maple Leaf Gardens, Toronto, 31-February 5; Forum, Montreal, 7-13, and Boston Gardens, 15-27.

Mentalist Dunninger Walks Out Of St. Louis Circus After 1 Show; 5G Pact, He Gets 5G From Packs

Couldn't Accept Two-Bit Blow-Off; Star Billing Turned Down

ST. LOUIS, Oct. 30.—Joseph Dunninger, radio and vaude mentalist, walked out on his contract with the St. Louis Firemen's thrill circus after one performance Monday night (25). Dunninger's exit arose from promoter Tom Packs's refusal to grant the mentalist a special spot on the combination circus and rodeo program. The Arena Company and its president, C. D. P. Hamilton Jr., are stuck for Dunninger's flat guarantee of \$5,000.

Dunninger's Sunday broadcast is carried by 198 stations of the Blue. He did his mental act Monday, following a succession of tumblers, aerialists, clowns, bucking bronks and other circus and rodeo performers. After his first show Dunninger demanded star billing from Promoter Packs. Upon refusal he left the show.

Tank Towns Get Shot in Arm With Checkered Attractions From Legitimate to Longhair

The Largesse Is There But to Bookers It's Horrific Routing

By FRANK GILL

NEW YORK, Oct. 30.—War is blitzing the hinterlands with culture. In fact, chautauqua is on a comeback—without canvas. It's in the high school auditoriums and the opry houses of the smaller cities and towns from Coast-to-Coast that stars of Broadway, Carnegie Hall, the Met and lecture halls are finding their audiences. Not since the pre-war 1937-'38 season has such wholesale demand for talent and top entertainment come to concert, lecture, opera, ballet and legit bureaus here from

harvest, with attendant headaches for booking agencies. (Some headaches!)

The hue and cry in the tank towns is for the cream of the talent, with bigger and bigger names and productions sought to the limit of wartime budgets. Bookings are solid in every bureau, and since culture dates are normally far ahead, often a year in advance, some offices with 1943-'44 bookings filled are now concentrating on 1944-'45 skeds. Main and branch offices and field men of these agencies are constantly deluged by mail and phone for open dates and stars. The small-town culture center continues to be New England, altho the Midwest corn belt is running it a close second. Other sections of the country this season are also taking a flier in arty amusement, with a steadily growing public for longhair entertainment. Gas rationing has crimped travel, so Mainstreeters are pitching in their pennies to bring in talent instead of going after it.

The Spielers Spread Out

Lectures, always a draw in all cities and towns, are enjoying an extra boom now. Two types of platformers are called for—red hot battlefront eyewitnesses and strictly escapist charmers, mostly femmes. The former garner the crowds, provided they obey one nix, horror stories. Too many small-town boys are in battle or enemy hands, and gory details strike too close to home.

But the cracker-barrel era shows signs of returning. Folks want to know what's what and where do we go from here. They want to thrash ideas out after the experts have finished experting, so they (See FROM SOUP TO NUTS on page 11)

Vaude Chapter Is Aired in "B-B" Trial

NEW YORK, Oct. 30.—How the American Federation of Actors (now AGVA) almost fell into the clutches of the "Chicago mob" was brought out in continuing testimony this week in Federal Court by George E. Browne, convicted labor racketeer and ex-prxy of IATSE. Browne, like his pal, Willie Bloff, is "singing" as a star government witness at the trial of eight men charged with conspiracy to extort \$1,000,000 from the movie industry in the hope of reducing his own 8-to-10-year sentence.

In 1939, said Browne, Ralph Whitehead, then president of the vaude artists' guild, approached him with a request for a special charter in the event that Actors' Equity threw Whitehead out of office. Whitehead believed, Browne said, that he could bring most of his members along if IATSE took him in.

Browne was cautious because "he did not want to get into trouble with the AFL." However, he spoke to former Judge Joseph A. Padway, AFL counsel, and Padway told him that anything that Browne could do to assist Whitehead would meet with AFL President Green's approval, Browne testified.

Later Nick Circeola, a member of the syndicate which Browne said controlled (See VAUDE AIRING on page 5)

Dowling-Heller Feud on 'Lines' To Go to AAA

NEW YORK, Oct. 30.—Row between Eddie Dowling and Saul Heller, producer of the Summer Drama Festival last season, over Heller's refusal to pay the star in full (\$1,000) for his performance in The Petrified Forest at the Hanna Theater, Cleveland, week of July 19, on grounds that he gave an "incompetent performance" will have its first hearing before a panel of the American Arbitration Association November 8. William M. Holmes, Bonwit Teller prxy; Producer Arthur Hopkins and Playwright Elmer Rice will sit on the three-man board.

Question before the panel is whether or not Heller committed a breach of contract by his failure to pay Dowling the entire amount stipulated. In a letter to Actors' Equity last August the producer charged that Dowling had read his lines from a script hidden in a menu, causing him to give a performance damaging to the revival's box-office value. Dowling said at the time that he had been ill before his Cleveland appearance, causing him to feel shaky in the role. In order to avoid prompting from off-stage, which probably couldn't be heard amid the gun fire and noise of the performance, he had carried portions of the script on stage to help him.

Equity execs turned the case over to the AAA after deciding that it did not come within the purview of union regulations. By citing it as a question of breach of contract the union avoided the embarrassment of bringing one of its members before the council on charges of incompetency.

Dowling received about \$200 in expense money from Heller.



In This Issue
Bands & Vaude Grosses... 16
General News... 3-5
Reviews, Legit... 26

Subscription Rate: One year, \$7.50. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under Act of March, 1897. Copyright 1943 by The Billboard Publishing Company.

THEY'RE GREEN—SO ARE THEIR \$

“Know From Nothing” War Patrons Bring Prosperity To Nitery Biz; Real Fans

Want Acts' Pictures, Look for Souvenirs

By SAM HONIGBERG

CHICAGO, Oct. 30. — Joe and Rosie Riveter, never before in a position to take in the swank joints they have read about in the papers for years, are making up for lost time, thanks to those hefty defense plant pay checks. Reports from defense boom areas tell of “gold rush” business in established and newly opened niteries, thanks primarily to the men and women on the production line. Also among the newcomers are families entertaining uniformed relatives on furlough.

Night club entertainment, for the most part, is a distinct novelty to them, particularly those atmosphere rooms with Hildegarde-Dwight Fiske talent policies that have never been within the reach of their pocketbooks. Operators and headwaiters spot those new but welcome spenders as soon as they walk in and begin to ease the joint. Everything in the room, from the cigarette girl's bare legs to the dice table eye-full's bleached blond hair fascinates them.

Many of them have never been handed a menu and don't know how to order. Anything the waiter suggests is okay with them, just to be relieved of the painful duty of picking out items not familiar to them. Not many of these new night clubbers come in overalls, and if anything are overdressed.

Caviar, Champagne Biz

A party at the local 885 Club the other night ordered nothing but caviar and champagne. After paying the fat check, they explained to Operator Joe Miller that they have always heard that combination mentioned in ritzy movie scenes and have decided that as soon as their horse comes in the first thing they'll do is to try some of that.

Upper strata cafes with limited seating capacities have their problems. Typical are the Blackstone Hotel's Mayfair Room, Drake Hotel's Camellia House and Ambassador East's Pump Room here. Their respective headwaiters are turning prematurely gray taking care of the regular patrons, and seldom have any room left, particularly at dinner time, for new business. And those rooms happen to top the list of niteries taken in by the new trade. The headwaiters try to be as discouraging as possible, if they are phoning in for reservations, but when face to face with them at the door, have

to be fast on excuses why unoccupied tables are not available to them.

Few headwaiters know most of the trade any more, and few make any attempt to befriend the new doves, convinced that this condition is only temporary.

Losses to souvenir hunters are reaching new heights. This is particularly troublesome today, since few items (such as ash trays, silverware, etc.) can be replaced for the duration.

Acts, particularly pin-up girl singers and dancers, receive fan mail and most letters ask them for pictures. The way the letters are worded, performers reveal, is pretty obvious that the fans have seldom been in a club before.

Swank room performers also find that the true-and-true “smart” material does not go over with as much sock as in former seasons. Songs and stories have to be cornier to net better than average response.

“Henrietta” for B'way, Not H'wood, Says Mike Todd

NEW YORK, Oct. 30.—A report printed elsewhere that Mike Todd had bought Richard I. Hyland's comedy, *Here Comes Henrietta*, for his debut to movie production was scouted here by the Todd office, which confirmed the purchase but said it was for future legit use only. Todd said he has no movie intentions.

With *Naked Genius* piling up mazuma at the box office despite crix scowlings, Todd is now busy readying *Mexican Hayride*, his next musical for Broadway showing. Rehearsals start November 15.

Glazer Coaching Judy Kayne

NEW YORK, Oct. 30.—At Joe Glazer's suggestion, Judy Kayne is reorganizing her all-male band into an all-girl outfit. If the band shapes up, Glazer will take it over.

Monopoly

NEW YORK, Oct. 30. — Ed Wiener realized a press agent's dream this week in cornering every opening in town. Rival p. a.'s realized his strangle hold on the business when during the single week he handled openings at the Versailles, Famous Door, Greenwich Village Inn and the Hurricane, where he is trumpeting Ted Lewis, while the spot remains with Jack Tirman.

The trust-busting division of the Department of Justice has so far received no complaints.

OWI Request for \$5,000,000 Being Fought in House

WASHINGTON, Oct. 30.—Request of Office of War Information for an additional \$5,000,000 appropriation to finance foreign propaganda will be fought out on floor of the House next Thursday (4).

Standing in the way of a recommendation from the House Appropriations Committee, Representative Taber was willing to settle for \$1,000,000 but not a cent more. The New York Congressman led the fight on OWI's appropriation last June when the Domestic Branch was trimmed to a shadow.

Tony Pastor Gets First GAC Booking

NEW YORK, Oct. 30.—General Amusement Corporation's first booking for Tony Pastor is at the Stanley Theater, Pittsburgh, the week of December 31. Pastor's contract, taken over by GAC from Consolidated Radio Artists, becomes effective January 1.

“Swing Shift” Short

NEW YORK, Oct. 30.—*Swing Shift Frolics*, which started as a half-pint amateur show at the Blue, is now in the works as a 20th Century-Fox short. Program, designed for war workers, has already found its way onto the stages of Skouras theaters, and has been piped into war plants in the metropolitan area.

With this movie tie-up *Swing Shift* seems headed for the Major Bowes league.

Showdom's Tribute to Ben Bernie ... It Was Just an Au Revoir ...

New York show business came to a virtual halt last week (28) as some 1,300 members of the profession, including the greats and near-greats in their field, crowded into Temple Rodeph Shalom to say good-bye to Benjamin Anzelevitz. To a good many of those present—to those intimates, friends and admirers—it seemed obvious that the farewell-I-won't-be-seeing-you was really for Benjamin Anzelevitz, but for Ben Bernie just a fond cheerio and au revoir.

For Ben Bernie, his talents, his kindness, his wit and the rich influence he exerted . . . those seemed to be rekindled to life by Rabbi Louis I. Newman, whose eulogy was not mere words . . . and by Bill Brandell, of the Fiars' Club, who brought tears to many in the great throng as, in the perfectly phrased parlance of the profession, mixed with profound yet simple human sentiments, he sent the Old Maestro on his way.

Not to be frivolous about it, but when Bill Brandell, excusing himself, bent over to say a few personal words to the person within the casket, you could have sworn you saw the great performer set to come out and take his bows.

The honorary pallbearers were Phil Baker, Walter Winchell, Jack Benny, Damon Runyon, George S. Kaufman, CPO Dick Stabile, Milton Ager, Fred Apler, Manie Sachs, Jerry Brady, Pat Kennedy, Manny Prager, Mickey Garlock, Al Goering, Jack Pearl, Lou Holtz, Moss Hart, Max Gordon, Paul Whiteman, Harry Green, Chester Conn, Rocco Voceo, Al Lackey, Milton Berle, Sammy Kaye, Billy Rose, Whitey Gordon, Joseph Santley, Maz Levine, Philip Charig.

It was Yowsah's farewell tour . . . the mosta of the besta . . . Ben Bernie off to play the longest engagement of his life . . . Pla-a-a-zent dreams.

DANNY THOMAS

(This Week's Cover Subject)

DANNY THOMAS opened at La Martinique, New York, a short time ago after a three-year run at Chicago's 5100 Club. An indication of his swift rise is the fact that he was originally booked into the Chicago nitery at \$50 per week—but when he played the Oriental Theater in that city before leaving for New York his weekly take was \$1,250.

Thomas was born in Toledo, where he garnered some experience in theatricals in high school, and then thumbed his way to Detroit. In the Motor City he got a start in radio under his own name, Amos Jacobs, and from there landed a steady emcee comic stint in a local nitery. He was signed by the William Morris Agency, who booked him into the Chicago spot, where he got a regular Coast-to-Coast air shot.

In his first month at La Martinique, Thomas broke every previous receipt mark for the spot. Because of his outstanding success, Thomas has been signed to a lucrative contract at the New York nitery which will keep him there till after Christmas.

Biz Ponders Big Tax Lift; Niteries Hit

NEW YORK, Oct. 30.—House Ways and Means Committee approval of luxury tax hikes is being studied by amusement nabobs throuout the country. Increases were voted in night club and theater admissions, wines and spirits excises, beer taxes, jewelry, furs, club and initiation fees, bowling and billiard fees, telephone, telegraph and leased wire services and soaps and dentifrices. Hikes in tobacco, gasoline taxes and an impost on tax-free candles, soft drinks and gum were turned down in committee.

Biggest rises were earmarked for the cabaret and nitery patrons. Tax for hot-spot customers was increased from 5 to 30 per cent. Together with increase in liquor, wine and beer excises, biggest proportionate increases will give cafe owners plenty of headaches. The committee voted to zoom the spirits levy from \$6 to \$10 per gallon, beer from \$7 to \$8 per barrel. Wines under 14 per cent alcoholic content will increase from 10 cents to 15 cents a gallon; 14 to 21 per cent alcohol from 40 to 60 cents a gallon and from \$1 to \$2 per gallon on wines over 21 per cent. Operators will be allowed a \$1.55 mark-up over OPA ceilings for schnapps sales.

A heavy boost is also in line for theaters, which get a 200 per cent admission tax hike. Current rate of one-cent tax for each 10 cents or fraction thereof spent for ducats is elevated to three cents.

The League of New York Theaters is planning to fight this boost, but would not divulge its plans.

Other lifts approved in committee include \$20 annual fee instead of the present \$20 per cent charge per alley and doubling of the \$10 fee for each table in a pool parlor. A 25 instead of a 15 per cent tax will be applied to long-distance telephone calls, while local call charges rise from 10 to 15 per cent. Furs will be slapped with a 15 per cent tax, an increase of 5 per cent; luggage and wallets from 10 to 25 per cent, and jewelry from 10 to 15 per cent.

Of particular interest to many bookers and acts is the new tax of 4 per cent on bets thru pari-mutuel machines.

New Savitt Band Finally Started

NEW YORK, Oct. 30.—Jan Savitt finally got started with his reorganized outfit after a lay-off of a couple of months. Band played its first date Thursday (28), a Coca-Cola shot, and opens at the Vogue Terrace, McKeesport, Pa., for two weeks on November 13. Intervening time is being filled by single dates, including *The Daily Mirror* Servicemen's party yesterday (29), another Coca-Cola shot November 2; Montreal, November 3, and Notre Dame the 6th.

McKeesport booking forced Savitt to cancel two college dates, the University of Syracuse November 19 and M. I. T. November 20.

MCA Has Eye on Warrington Band

NEW YORK, Oct. 30.—Reports are again being circulated that Johnny Warrington, who has cut quite a swath on ballroom dates in the Eastern Pennsylvania district with his WCAU, Philadelphia, radio band, will soon chuck his studio job to go under the wing of a national booking office. Music Corporation of America is steamed up about the band and is going after it.

BG Mulls Concerts

NEW YORK, Oct. 30.—Benny Goodman may play some concert dates on the five open days between his closing at the New Yorker Hotel on December 11 and his theater tour.

Lyman Tour Off; Material

USO May Send Norvo Overseas

NEW YORK, Oct. 30.—Local draft boards settled the question of Abe Lyman's projected overseas tour for USO when they refused to release Lyman's musicians from their jurisdiction. As a result, Lyman will open as scheduled at the Essex House here on November 19.

The other overseas tour, planned by Coca-Cola for Red Norvo, is still up in the air, Norvo continuing to rehearse while he awaits further word from the soft-drink firm. The Norvo band has been on salary for three weeks and has seven more weeks to go under its contract with Coca-Cola. Norvo has devoted some of his time to recording for the Army "V Discs," playing a session Thursday (28).

There is still a possibility that Norvo will tour abroad, but not for Coca-Cola. Camp Shows, Inc., which gave a flat "no" to the commercially sponsored venture, may send Norvo across under its own jurisdiction if Norvo is still hankering for an overseas jaunt.

Camp Shows' scale for musicians taking such a trip is \$90 per man, not too much below the \$125-\$150 Coca-Cola is said to be paying the Norvo sidemen.

Fisher Revamping Case Against Mills

NEW YORK, Oct. 30.—Mills Music withdrew its motion to dismiss the complaint brought against it on 17 Fred Fisher songs yesterday (29) at the request of plaintiff, Fisher's widow, according to Samuel J. Buzzell, Mills's attorney.

Buzzell claims the plaintiff will be given an opportunity by stipulation of the defendant to serve an amended complaint. Mrs. Fisher had charged Mills with breach of contract in an action demanding \$85,000 damages.

Totem Pole Resuming Traveling Band Policy

NEW YORK, Oct. 30.—Totem Pole, Auburndale, Mass., resumes its traveling band policy for Friday and Saturday nights, with Bob Astor playing November 12-13 and 19-20. Successful operation with local bands for the past few months encouraged the spot to buy outside talent.

DUNNINGER WALKS OUT

(Continued from page 3)
show will be aired from New York as usual.

NEW YORK, Oct. 30.—Dunninger's St. Louis walkout was upheld here by Ed Browne, of National Concert & Artists' Corporation, agent for the mentalist, who explained that the original contract called for Dunninger to make nine appearances in the thrill show between Monday (25) and the following Sunday (October 31) and to do a broadcast over the Blue on Sunday. For this he was to be paid \$5,750 (\$5,000 for the performances and \$750 for the airing).

When Dunninger got to St. Louis and found he had been plugged as a blow-off attraction, he protested to Packer, asking for the next-to-closing spot. Packer

Material Protection Bureau



THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter signed by you asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City. It is important that your letter requesting registration be signed by you.

Upon receipt, the packet will be dated and filed away under your name.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

refused and Dunninger bowed out after one show.

According to Brown, Arena President Hamilton agreed to abide by the original contract terms and paid Dunninger \$5,000 for the one performance. The mentalist's radio show will be broadcast from New York.

VAUDE AIRING

(Continued from page 3)

the IATSE, ordered him to issue the charter because "my people would like to get hold of that union." Circella has already pleaded guilty and is in jail.

The charter was issued, but, Browne disclosed, an internal war was touched off in the syndicate, with Circella insisting that the Whitehead group hold the charter and Willie Bioff demanding that it be revoked. Bioff won.

The charter business, Browne added, caused a stormy session at a subsequent meeting of the AFL exec council when representatives of Actors' Equity demanded its cancellation.

Browne also testified that in 1940 Charles (Cherry Nose) Gloe, one of the defendants, told him he didn't like the labor set-up.

Gloe, according to Browne, told the outfit that they were making plenty of money elsewhere, that the present situation was no good and that all of them would probably wind up in jail.

Petrillo Was Browne's Pal

NEW YORK, Oct. 30.—Under cross-examination by A. Bradley Eben, defense attorney, Browne admitted that during 1925, a period when the convicted extortioner frequently carried a pistol, he was a friend of James Petrillo, international president of the American Federation of Musicians. However, he denied that he and the music czar once shot the lights out in a Chicago theater after the conclusion of a performance.

A question as to whether Herbert Green, identified as the brother-in-law of Browne's wife, died from a blackjack beating at the hands of Willie Bioff in 1932, was not permitted to be answered.

Good Neighbors Wanted

MEXICO CITY, Oct. 30.—There's a scarcity of American performers on Mexico's stages.

A survey of vaudeville, burly and night spots showed less than a half dozen Americans in the area.

Theater managers say the wages are higher in the United States—and many of the performers who made Mexico every year or two, have quit the show field for jobs in war factories. Operators are particularly short of dancers.

Increasing R.R. Clogs May Force Longer Stands for Shows; I-Niter Death Knell?

Booking Commitments Send Plays Elsewhere —Boston as Typical Honey-Money Set-Up

BOSTON, Oct. 30.—When the United Booking Office eventually gets hep to conditions around the country, the wartime boom in legit will really begin to break cover. As things stands now, UBO is booking shows around the East, at least, following much the same formula as in peacetime: Two weeks for the Hub, one week for Pittsburgh stuff for touring companies.

As far as can be determined, booking routes haven't been changed much, except for the addition of a few one-night stands, formerly passed by, and scattered cities which have slightly longer runs. The difference is to be found in higher grosses generally and the larger number of shows on the road. But this still does not begin to reach the bottom of the almost inexhaustible well of the new theatergoing public.

As wartime travel becomes more difficult, something will have to be done, for touring companies will find it progressively more difficult to make the quick jumps between cities. One-night stands will be almost out of the picture.

Meantime, before conditions become more difficult, it is possible for legit shows to grab a heavier slice of the lucre that is floating around, waiting to be spent. The answer is simple: Longer runs in key cities, both for new shows trying out and for touring companies of Broadway successes; lengthening of the one-night stands to two or three nights so that shows can play split weeks with adjacent cities.

Longer Stands as Cure-All

Proof of this can be found in Boston alone. As early as last spring it was noted that a show like *Early to Bed*, which did a disappointing business the first week, despite generally good notices and the Hub's traditional preference for musicals, built steadily during its three weeks here until its final stanza was about 20 per cent above the opening. This was a longer run than most new shows have here, for two weeks is the regular run.

The case of *Uncle Harry*, which recently left Boston to continue its tour, is similar. Two weeks on Guild subscription and a third on its own brought in a tidy sum. Final week was below the others, altho still well in the black.

Frisco To Foot ATW \$7,800 Rent Bill; Plan "Door" Radio

NEW YORK, Oct. 30.—Solly Pernick and William Feinberg, members of the board of the American Theater Wing, returned from their "tour of inspection" of West Coast canteens with the report that (1) they solved the rent problem in San Francisco by getting the mayor to underwrite a year's rent (\$7,800) on behalf of the city, and (2) arrangements have been made for the ATW and the Hollywood Canteen to share in whatever commercial revenue comes out of a plan to do a radio shot with the Hollywood Canteen as the central theme, similar to the *Stage Door Canteen* show here.

Permission to use the idea would have to be cleared, however, by Corn Products, Inc., sponsors of the broadcast, who own the radio rights to the theme.

The performance here last spring of *Junior Miss* was remarkable, for it made money for every one of 10 weeks, just as *My Sister Eileen* had a year before. Currently, *Kiss and Tell*, in its seventh frame, is hovering around \$14,000 weekly, which indicates money in the bank on every count-up day. *Artists and Models* remained for a third week, not only for repairs but because the business warrants it. *Porgy and Bess* built steadily and could have stayed on. So could *The Patriots* which started slow, but gained strength at the box office (current Toronto).

Nearly every company manager whose show is confined to two weeks here makes the complaint that he must take his show on to new markets, while those here remain only partly touched.

It would be easy to take advantage of a favorable situation now and make money while the sun shines. It may become a last resort before many months have passed.

BOLTON HOTEL SYSTEM
operating
HOTEL OLMSTED
Cleveland, Ohio
Frank Walker, Mgr.
ALL ROOMS WITH BATH
Catering to and Offering Special Daily and Weekly Rates to the Profession.

MANAGERS
MOTION PICTURE THEATRE MANAGERS
Large chain catering to colored clientele has openings for several men of character and experience. Age 38-45. Will consider younger men in deferrable classifications. Address: BOX D-141, Billboard, Cincinnati 1, Ohio.

50 PERSONAL Christmas Cards \$1.
New sensational Color Tones. Beautiful color designs. Your name printed inside each folder. 21 cards, 60¢, or complete assortment 50 for a dollar postpaid. Remit with order, write plain. Order now.
VOGUE STATIONERY CO.
5434 Cologne Ave. ST. LOUIS, MO.

SERVING AGAIN
Christmas In Wartime
will be happier for all of us if we share it
THE SALVATION ARMY WAY
SHARE YOUR CHRISTMAS
through
THE SALVATION ARMY
ON EVERY FRONT



STOCK TICKETS
One Roll \$.75
Five Rolls 3.00
Ten Rolls 5.00
Fifty Rolls 17.00
100 Rolls 30.00
ROLLS 2,000 EACH.
Double Coupons.
Double Price.
No O. O. D. Orders.
Size: Single Tkt., 1x2".

"Let Our Object Be Our Country"
It's Dangerous To Let Your
TICKET ORDERS
go till needed—then it may be too late.
Order now and have 'em when needed.
THE TOLEDO TICKET CO.
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED
Cash with Order. Prices:
2,000 \$ 4.25
4,000 4.83
6,000 5.87
8,000 6.91
10,000 7.15
30,000 10.48
50,000 13.75
100,000 22.00
500,000 88.00
1,000,000 170.50
Double coupons, Double prices.

RADIO'S CHANGING TABOOS

Hard and Fast Rules Replaced With Intelligent Editing by Continuity Acceptance Staffs

God, Hell, Damn Have Their Places on Today's Air

NEW YORK, Oct. 30.—It's not only the news formula of broadcasting that's changing but also a lot of those pet taboos which every net and station used to keep recorded in its little program code book. The latitude allowed program

editors in dealing with a good many ether verbotens has been considerably broadened. In some cases the embargo has been lifted entirely. Time was when an air mother could only be presented surrounded by an aura of sticky sanctity. Even as recently as two years ago, when *Aussa, the Arab* found it necessary to kill off his mother in order to save the Arab nation, Blue made it burningly clear that she was really just his adopted mama. And when *Another Language* was aired with Rose Franken's insistence that it be played as written or not at all, the net took the curse off its anti-mama pitch by having a celeb mother (Mrs. Roosevelt was one) do an intro to the program.

That restriction is one of those which has been relaxed. Mothers can now get script treatment in terms of reality, let the chips fall where they may. A few "damns" and "hells" now slip by the censors blue pencils, too. And NBC has even let down the bars to permit an e. t. on a Coast-to-Coast hook-up and may give the green light to more of them before another 12 months and a new edition of "NBC good-taste book" is out.

New Set of Values

The primary cause for the nets' swing is, of course, the war. Obviously, current conditions bring up a new set of values and new concepts in human relations. It is natural in a world packed with grim realities that a listener expects some of that realism from his loud-speaker. He has grown more sophisticated and less shockable. There is, naturally, no excuse for obscenity or excessive profanity on the air. At the same time it is silly to edit out the cuss words where the locale and the action obviously require them for honest color and strength.

An example of good and bad taste in the use of the same word, which recently confronted a CBS script censor, is a soldier saying "to hell with it." The hell, in that instance was struck out, but later when he spoke of "the jungle hell" it was permitted. One page of the same script contained three "acceptable" Gods and four permissible hells. The censor deleted two of the first and one of the second despite the fact that they were individually okay. There were just too many of them for one minute's time on the air.

Huns and Japs Get Slapped

It used to be a must of broadcast practice that all races and nationalities get respect, and that went, too, for prominent national figures. The war has changed all that. Cracks about Japs and Huns used to be strictly on the down-beat. But who wants to save the enemy? Nowadays any scripter who can think up a new poke at Hitler, Hirohito and company is right in the groove.

However, while the war has jettisoned some of the ancient air bans, it has emphasized others which were never much thought about.

Suicide for Suicides

A case in point is the play by Selma Robinson on the Gertrude Lawrence program (Sunday, 24). Miss Robinson's play has been aired twice previously over

CBS on the Philip Morris show. It had a suicide ending with the gal joining her dead lover via the window-stepping route. The nets have never had a rigid nix on justifiable suicide in a yarn although they didn't encourage it. However, when it came up for repetition on the G. L. seg, its implications to current conditions were a little too, too, for Blue's script-acceptance experts. What with casualty lists on listeners' minds, the tale about a gal calling up hospitals and doctors in the belief that her dead boy friend was still hanging around (as far as the yarn was concerned he could

(See CHANGING TABOOS on page 10)

FCC To Answer All Lea Comm. Charges

WASHINGTON, Oct. 30.—Chairman James Lawrence Fly of the FCC told the press this week the commission would respond to charges brought against it by the FCC Congressional Investigating Committee, under the chairmanship of Representative Clarence F. Lea.

When queried as to the form of such response, he replied: "I suppose by submitting our own written discussion of their writings, but I would assume that that would be supplemented by giving us complete opportunity to put factual material into the record. However, I am not speaking on behalf of the committee. It is simply our understanding of it at this end."

When asked if he had met and talked with Representative Lea recently, Chairman Fly refused to comment. He stated earlier in his press conference, "I am confident there will be a full opportunity to present our case now."

French & Italian "Scorch" Inspired by OWI, Claims Lou Cowan at "Pulse" Lunch

NEW YORK, Oct. 30.—Testifying to the efficiency and success of OWI's short-wave broadcasts to occupied Europe in the past year, Lou G. Cowan, chief of OWI's overseas radio program bureau, revealed that the upsurge of sabotage and incendiarism among French farmers trying to ruin the harvest for the Nazis was directly inspired by airings from his organization.

Cowan made this statement in his guest speech at the second annual luncheon of The Pulse of New York, Inc., radio and research bureau here—to ad and radio execs Wednesday (27) at the Biltmore.

He offered proof of his statement by quotes from Vichy and Nazi airings, which showed alarm over the rise in barn burnings and crop spoiling this fall. Refugees and underground sources, he added, bore out these alarms, explaining that OWI has a large and faithful listening public among the downtrodden in Europe. This audience, larger in the country than in urban centers, has circumvented the Nazis ukase against own-

World-Telly Gets NBC Ads But No Handouts

NEW YORK, Oct. 30.—Differences between John McKay, NBC press department chief, and Harriet Van Horne, *World-Telly* radio columnist, aren't going to affect NBC's selling of WEAF to new audiences. The ad campaign which NBC is fixing for next month to lure a wider audience to the home outlet will appear in the *World-Telly* as well as in other local dailies.

McKay, miffed at what he believed was discrimination against some NBC airings, put up the bars to Miss Van Horne's receiving any press releases, the program listings still come to her desk.

New Research Blood Forms Organization

NEW YORK, Oct. 30.—New radio research group, dubbed, appropriately enough, the Radio Research Council, had its first confab here this week. Conclave, convened by Dick Manville, of Warwick & Legler, is designed to afford radio researchers an opportunity for informal discussion of problems, methods and solutions.

Group selected Paul Lazarsfeld, Manville and Blue's Doc Summers to coordinate its efforts; discussed sundry research problems; assigned a half dozen topics for interim mulling and discussion at next confab November 8. Present at this meet was reps from networks, stations, agencies and research organizations.

The RRC stacks up as an attempt by younger researchers to have themselves an informal trade org. Older research men such as Crossley, Gallop, Roper, et al., older from point of service not necessarily years, have a limited membership set-up which is so tightly organized the newcomers can't get in. Old group attempted to provide for newcomers with a resolution that any member who misses three meetings, there are 12 a year, is automatically dropped. Since no one has missed a gathering and membership is limited there have been no new members.

Hence formation, still in its swaddling clothes, of the RRC.

Single Wage Scale Set-Up for E.T.'s And Live Broadcasts

AFRA Eliminates Differential

NEW YORK, Oct. 30.—Completion of contract negotiations between e. t. producers and ad agencies and the American Federation of Radio Artists yesterday (29) over minimum scales for transcription broadcasts resulted in a 100 per cent victory for the talent union. Complete parity with live commercial program scales are established for actors, singers and announcers. Also for the first time a minimum scale has been set for sound-effects men. Paot has added significance, according to AFRA execs, because there's always been a tendency to keep transcription costs lower than live expenses, even on high-budgeted platters.

Sound-effects men will be divided in two categories—house men and freelancers. Rate for the independents is \$7.50 per hour, not including the equipment. (Effects artists are free to dicker over the price of the paraphernalia.) House men get \$300 per month for the first six months, \$350 for the second six months and \$400 after one year. In addition, rates for five minute-and-under shots are doubled. Noisemakers had been getting \$3 for a one-minute spot and \$5 for two to five minutes work. New rates are \$6 and \$10 respectively.

Much interest is being focused on what action the War Labor Board will take in reviewing the new scales, since increases average well over 15 per cent. Parity is based on the new live contracts, recently upped 10 per cent, and there is that much extra dough to be figured. For a 15-minute disk, for example, the increase is 28 per cent, with similar increases. AFRA's stand, of course, is "like pay for like work," there being no difference at all between conditions of employment in either field.

E. t. execs have advanced the opinion that the WLB will do a lot of deliberating, since a hike of approximately 30 per cent will necessarily up the cost of the product. AFRA's answer, however, is that transcriptions are not consumer commodities and the general public will not be affected.

NABET Awaiting WLB More \$ Decis; Brown Re-Elected

CHICAGO, Oct. 30.—Delegates to the National Association of Broadcast Engineers and Technicians' Convention, in session at the Palmer House this week, re-elected James H. Brown, president. A. T. Powley replaces F. C. Schnepfer as v.-p. National Secretary T. LaCroix retains his post.

Group hoped all the way thru the session for a decision on their petition for a 5 per cent salary increase. Matter, which has been before the War Labor Board since September 9, was delayed by a shifting of the case from the New York WLB to the National Board in Washington. Jurisdictional change resulted from the board ruling that since the contracts of NBC, Blue and Mutual nets are under (See WLB \$ DECISION on opposite page)

Live Shows Cause WHO To Revamp Production

DES MOINES, Oct. 30.—All-time high in live talent shows has resulted in a reorganization of the production department at Station WHO. Each program will be rehearsed and broadcast under supervision of a production man.

Production department will include Jack Kerrigan, manager; Barry Lake, who handles sports, and Charles Miller, formerly of WING, Dayton. In addition, Stan Widney will continue as producer of *Iowa Barn Frolic*.

Announcers will also be assigned to specific shows, and each will become an integral part of programs with which he is identified.

TREASURY SOCKS SALES STAFFS

Blue To Cover So. Calif. With Mexican Station

TIJUANA, Mexico, Oct. 30.—Blue net execs have huddled here with State Department representatives of the U.S.A. and Mexico on proposal that the Blue operate and manage a key station which has a c.p. for 100,000 watts and which is now operating with a 100,000 watts.

Blue's Southern California coverage is less than satisfactory with outlet in San Diego, Calif., having only 1,000-watt peep-squeek in the large open spaces.

New Blue station will be bi-lingual, serving a considerable Spanish-speaking population both here and in Southern California as well as English-speaking segment. Outlet will blanket an area not at present adequately served by a major U. S. chain.

First Blue headache will be to find a top station executive who is both a broadcasting authority and a diplomat. Everything seems set with both governments to okay long-term operating contract as long as actual ownership remains vested in a Mexican citizen.

OWI Requests No Allocation By-Pass At Thanks Session

WASHINGTON, Oct. 30.—Uncle Sam, in the person of the Domestic Radio Bureau of the Office of War Information, this week thanked the networks, ad agencies and sponsors for the job they have done in supporting the war effort. The skimmer doffing came at an off-the-record session in New York, where Elmer Davis, OWI chief, and assorted other OWI radio execs, reported to the national networks and advertisers on what OWI had accomplished in the past year.

Theme of the thank-you was that actually OWI had done nothing but pass along some information which had been used by radio programs and advertisers; that if the interests represented at the session had not carried the ball the war effort, in the past year of OWI operations, would have been a sorry sight.

Aside from the mutual admiration as-sayings, the conclave heard some background data on the war and plans for future operations of OWI radio. Major item, in so far as the audience was concerned, was the request that all queries anent free time be referred to OWI for culling and inclusion in its allocation set-up.

Apparently the resurgence of cuffo announcements, plugs and inserts, via requests directly to the advertiser, agency or network, is on the verge of short-circuiting the allocation set-up of OWI.

Expect Original Alley on Allen's Texaco Return

HOLLYWOOD, Oct. 30.—Allen's Alley stands an excellent chance of being inhabited by its original occupants when it returns to the air on December 12. All four of the famous "Mighty Allen Art Players" are on the Coast, and while all have indicated that they had no intention of returning east for the show, they're certain to be interested in stepping back into their grooves as long as Fred Allen broadcasts while working on the picture he hopes to do in Hollywood this spring.

Allen will be sponsored again by Texaco and will reoccupy his CBS Sunday evening, 9:30-10 p.m. (EWT) slot. Medicos are said to have given him a clear track, and show, it's hoped, will be typically F.A. as he starts year No. 14 on the air.

Gal Peeved So WACs Get Show

NEW YORK, Oct. 30.—Following receipt of a complaint from one of its members AFRA asked the Army Air Force to ease off on its use of cuffo air talent. Radio talent union would not have questioned the program, a network afternoon half hour, except that it was put on a spot by the peeved member.

Latter, a gal vocalist in the name class, hollered copper out of spite against the network airing the show. Seems her hubby tried to place a program for another branch of the armed forces on the web that was rejected.

Payoff is that her gripe did not help her hubby, who is now at sea; one of the top comedians, currently in a legit, is sans a network show and doubly sans plugs for his legit; and the program she squawked about is being replaced by a WAC-staffed show which figures to be a better bet for the station and chain.

FCC & CBS Tangle On Net Broadcast Time Schedules

WASHINGTON, Oct. 30.—This week FCC charged the Columbia Broadcasting System with violating three of the new chain broadcasting regulations in the net's contracts with new affiliates. The contracts questioned are those signed with WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; KEYS, Corpus Christi, Tex., and KGBS, Harlingen, Tex. The chief contention of FCC in the dispute is that CBS set up a time schedule with new affiliates not in compliance with FCC requirements. This regulation specifies that a chain may not option more than three hours of a station's time in any one of the four segments of the broadcast day.

The agency asked CBS for its comments on the charges and pointed out, "These will be considered in connection with applications for the renewal of licenses of stations having such contracts or such arrangements or understandings with the Columbia Broadcasting Company." Thus far CBS has not replied directly to the charges. Instead it advised its affiliates that the contracts in question were discussed with FCC's chief attorney, Charles Denny, who "agreed they fully complied with commission rules from a legal standpoint." CBS's letter concluded:

"We have made every reasonable effort to protect our affiliates from any claim of non-compliance with the rules. If as a result of further conference with the

Commission Regulations Hit At Top Money Earners; Only the Under 10 G-ers Safe With WLB

"Loans" and Escrow Interim Answers to Aches

NEW YORK, Oct. 30.—Station and net sales departments, which have thus far not been hit too hard by the man-power shortage, are being slapped down in Treasury Department regulations which become effective Monday (1). Under the regulations, business firms paying their sales staffs on a commission basis cannot pay any man, without Treasury approval, more money in 1943 than they paid him, or a representative covering the same market or clients, in 1942.

Smaller stations not doing "big" business are disturbed by this ruling to the extent that their sales staffs did not earn more than \$5,000 in 1942 or if they're operating under a union contract and the sales staffs have been unionized. In either of these cases, the sales staffs and their payment come under the rulings of the WLB, which has thus far permitted higher earnings as long as the commission rate itself is not higher than it was in 1942.

However, it isn't these station execs who are calling for bromides. It's the top boys whose business is far ahead of last year, whose selling staffs have always earned anywhere from \$7,500 to \$20,000 and who have already paid most of their men commissions equal to their entire 1942 earnings. Naturally, these men won't have any incentive if they can't continue to collect, and despite the fact that time sales are strictly T or T (telephone or transom) they still have to be serviced.

No rulings have been handed down by the Treasury, despite the thousands of applications before the department. Among these thousands of applications are hundreds of radio stations.

No Rulings for 30 Days

According to a Treasury spokesman, no applications can be passed upon for at least 30 days, and there's an even chance that nothing official will be done until after the first of the year.

That's what's sending station managers to the aspirin department. It's illegal to pay more than in 1942 and in

commission it confirms its desire to extend its jurisdiction into the field of phraseology of contracts as distinct from their legal content or effect, we will, of course, in view of the present state of the law, have no alternative but to comply. If the commission also finds that its jurisdiction applies to non-legal but purely informative letters from us to our affiliates we will do our best to handle these in a manner satisfactory to the commission."

Station Relations Becomes Real Network Operation at Mutual; Connor Heads Dep't

NEW YORK, Oct. 30.—Mutual this week continued its trend toward stand-and-network operation by enlarging its station relations department. Under the new set-up Richard F. Connor, who has been a one-man department, gets the title of director of station relations. This department will cover station relations, station and engineering traffic.

At the same time Connor organized his balltwick into six key corrals. These, with the manager of each geographical unit handling station relations plus other chores, are:

East—Edwin T. Otis; advise, assist and consult with stations on programing problems.

West—James A. Mahoney; responsible for data on contracts, statistics, coverage, marketing.

Central—No appointment as yet; will aid in sales representation.

South—Charles Godwin; ride herd on engineering traffic problems, also FM and television.

Other two department heads are Andrew L. Poole, manager of engineering traffic, who will clear lines, communications and maintenance, and Paula Nicoll, manager of station traffic. She will handle time and program clearances, schedules, changes and serve as liaison between sales and sales service.

some cases 1941, yet they have no hope of a ruling making what they want to pay okay for a long time. Yet the rules become operative November 1.

The Billboard checked with a number of station ops and found that to keep advertisers and agencies serviced and still not violate the law, several temporary expedients have been evolved. One group is loaning its "overpaid" sales staffs, and others who are paid on a percentage or commission plan, an amount equivalent to their actual commissions. The loans are actual, not simply paper transactions, and the technical understanding is that they are to be repaid at "some future date." No withholding tax deductions or Social Security payments are involved in the loans and most of them are "on demand" in form without interest.

Cash Without Violations

This enables the stations to give selling staffs cash each week without violating the law. Another method, and this is only good where the sales rep will earn between five and 10 grand, is to pay him under \$5,000 a year in salary and under \$5,000 in commissions. This keeps the salesman under WLB, instead of the Treasury ruling which permits stations, or any business firm, to continue paying the same commission rate as in the past. Pressure is being brought to bear on the WLB to keep this ruling, which will be of tremendous aid to the "big" small stations where, according to Department of Commerce figures, the majority of the sales staffs earn under \$10,000 a year.

The only out for stations in the other class, i.e., the class in which top salesmen are being paid over \$10,000 and more than in 1942, is to deposit in escrow the payments above the legal limitation, pending a decision by the Treasury. As one key salesman put it, "Some day we may be able to eat the escrow."

The broadcasting business is beginning to feel war controls now. Previous regulations have only caused operating difficulties. They're now hitting at radio's all-important organ, the pocketbook.

Hubbell's Tele Trio

NEW YORK, Oct. 30.—Richard Hubbell, author of *4,000 Years of Television*, has joined *Life* magazine as tele consultant and writer, a new job at the mag. *Life* has published no articles or otherwise been actively interested in the after-war medium since the summer of 1941.

Hubbell stays on at N. W. Ayer as writer in radio and tele departments and remains consultant and writer for Farnsworth Television Corporation.

Three for One

DENVER, Oct. 30.—KFEL is suing *The Denver Post* to collect three times what it spent with the newspaper between February 1, 1942, and March 31, 1943, for program listings that the three other stations in the area have been and are still receiving free.

Not only is KFEL suing for the dough but it's also charging a "blacklist" and "boycott" on the part of the paper. All this is made possible by a statute known as the Colorado Unfair Practices Act. Acts like this are becoming more and more part of individual State's legal codes and many other stations throught the country are carefully watching the results of KFEL's legal action.

AFRA Anti-Service Commercial Stance Revived by Hallmark's Great Lakes "Meet Your Navy"

CHICAGO, Oct. 30.—First test of the American Federation of Radio Artists' ruling against the use of servicemen as entertainers on sponsored shows, made last spring in connection with the *This Is the Army* show proposed by Chesterfield Cigarettes, may come up via the case now under discussion in Chicago over Hallmark Greeting Cards' *Meet Your Navy* Show, fed over the Blue, features a sailor choir from Great Lakes.

AFRA local in Chicago called the sponsor's attention to its ruling about two weeks ago, but did not pull the singing gobs off the air. Since then, negotiations have been under way between the local and James L. Stirton, Blue station manager, to find a satisfactory compromise.

Last summer the ciggie company applied for a waiver when it contemplated doing a show with *This Is the Army* personnel. Waiver was denied on grounds that if permission were granted, a wedge would have been driven into union regulations, with the way wide open for sponsors to use servicemen talent on their programs.

Altho most of the AFRA board members who made the negative decision were not aware of it at the time, it was pointed out that army regulation 609, adopted in 1918, forbids men in uniform to com-

pete with civilians in any civilian employment capacity. Hence AFRA, if it does not care to abide by its own ruling, has something as formidable as an army regulation to fall back on.

Altho the Hallmark show was on the air last year, it had been going for some time before the stand was taken and, since Hallmark had never bothered to request a waiver, the union took no action. Increasing number of commercials using soldied talent, however, has caused AFRA to take stock of the situation.

Understood that AFRA will not force the navy blues off the air, but will effect some kind of arrangement whereby a specified fund is turned over to a navy relief fund or a similar organization each week.

Colston Leigh Now Busy Radio Rep & Indie Producer

Adams Joins Spiel Bureau

NEW YORK, Oct. 30.—W. Colston Leigh, Inc., long known in the lecture field, and more recently in concert management, has added a radio bureau. Angle is to take advantage of trend toward concert and lecture names in radio and to build markets for Leigh artists. Active in the department, which will promote new radio ideas, are Leigh himself, Jack Adams and Thea Dispeker.

In addition Leigh is now dispeking to all clients that he handle their radio representation as well as concert and lecture dates. Radio management clause has been in some past contracts, to the surprise of several war spielers on the Leigh books, who hadn't bothered to read the legal screed too closely.

Initial venture of the new set-up is a packaged comedy show, *The House on Q Street*, which is being aired weekly over the Blue net. In corraling talent for this program, Leigh, strangely enough, went outside usual concert and lecture field and has inked two top legit names, Jessie Royce Landis and Celeste Holm, of *Oklahoma* cast, as well as other legit folk. Jack Adams is producing the show and Bob Stevens is director.

Adams well-known in radio, was formerly with Elliott Roosevelt as exec v.p. of the Texas State net. Miss Dispeker's job will be to handle the longhair music of the bureau, and the artists.

Winchell Column Says Mil \$ Libel Suit Against WW, Sponsor & Blue Is "Scare Stunt" on "Under Cover"

CHICAGO, Oct. 30.—"I see where a Chicagoan has started an action against you and the network for mentioning *Under Cover*—claims conspiracy to defame him. Wanna bet the reason is to attract publicity just to scare bookshops from handling the book? Remind book-sellers that Publisher Dutton indemnifies anyone sued for selling it."

Foregoing is from Walter Winchell's "Memos of a Girl Friday" column yesterday (29), referring to a \$1,000,000 libel suit filed in U. S. District Court here Tuesday (26) against (1) the columnist and radio commentator; (2) his sponsor, the Andrew Jergens Company of Cincinnati, and (3) the Blue Network, Inc. Plaintiff is George W. Robnett, exec secretary of the Church League of America, seeking damages for alleged libelous remarks made by WW in his radio plugs for the book, authored by John Roy Carlson, identified for several years with anti-fifth column activities.

Robnett is mentioned only briefly in Carlson's book, being listed under classifications "Americanism, Spurious"; "Hate"; "National Dissolvents," and "Anti-Semitism." Thru his attorney, J. A. Cobbe, he contends these labels are "wholly false and injurious to his good

The Sad Case of NAB

THE present administration of the National Association of Broadcasters has never been particularly noted for its brilliant strategy shrewd tactics or efficient execution. It has, instead, a fairly consistent record of errors and fumbles. Last week added another to its drab record.

(1) NAB called a meeting of its legislative committee for Tuesday, November 2, the day preceding the opening of hearings on the White-Wheeler Bill, to consider testimony to be given at the hearings and to consider "other legislative matters."

Meetings and words but no action. Does NAB realize how few stations know what the White-Wheeler legislation is all about?

(2) The Senate Banking and Currency Committee reported favorable on the Bankhead Bill authorizing paid government newspaper advertising.

Radio is out in the cold on this pork barrel. Newspapers will cut a juicy melon at Uncle Sam's expense. But radio, which has consistently and efficiently done a job for the government, is lost in the shuffle.

Why did NAB lose so much time in deciding what stand to take and then, when it decided to go along, where was the support? Two men—the general manager of a 250-watter in Oregon, and one NAB exec talked for radio before the committee. They were voted down 11-5.

Can it be that NAB has no following, it could mobilize no support? It can't be that NAB, as now operated, doesn't know how to mobilize support.

Or can it?

Soap on the Face of Tele

NEW YORK, Oct. 30.—Lever Bros. expand their advertising to television when they debut an experimental program series over W2XWV, the Allen B. DuMont station, this Wednesday November 3. Ruthrauff & Ryan Agency engineered the deal and assigned Tom Hutchinson, a staff producer and one time head of NBC television, to supervise the shows.

The soap company, which sponsors six shows on CBS and two on NBC, to the tune of heavy dough, gets the tele time for free, of course. Sam Cuff's established *Face of the War*, news analysis accompanied by maps, will keystone new program. *Face* has had four years of tele airing and was a regular feature on W2XWV Sundays, but will be lifted after tomorrow night's airing.

NBC Campaign for WEAJ

NEW YORK, Oct. 30.—Pitched to draw in a new and different type of audience for Station WEAJ, NBC has skeddad a promotional ad campaign to run in all leading papers here early in November. Unlike previous NBC campaign, which was used by all o. and m. outlets of NBC for individual and net promotion, this series of ads will stick strictly to home station.

Paley's Newest Paper Pipeline Via 6 Queries

NEW YORK, Oct. 30.—Among the innovations discussed, explained and put into operation during the recent home-office confab of the managers of Columbia-owned stations was a program analysis report for William Paley, CBS prexy. Unlike other program check-lists and critiques, this operation is to be between the heads of the stations and the head of the net.

Idea is to provide a pipeline to keep prexy posted on what his station counterparts think of programs without stirring up feelings or personalities. Form, dubbed "Station Managers' Personal Report on Columbia Program," will go out whenever a check-up is desired and come directly to Paley. It limits itself to six questions which are answerable on one side of the sheet of paper.

The queries:

1. "Did you personally listen to this particular program?"
 2. "If yes, how would you rate this program in comparison with all other programs on the air?"
A graduated line, from zero to 100, with matching comment from "very poor" to "the best," is provided for "check" answering.
 3. "How would you grade the following: music, script, talent and direction?" (with boxes labeled excellent, good, fair and poor for answers).
 4. "Do you plan to continue the program?" (Answer boxes are yes, no and, if no, why).
 5. "What suggestions do you have for improving this program for your audience?"
 6. "If you did not listen to this program, did your station carry it?" (Yes. No. If not, will you say why? There are four possible answers: "Blocked by local sustaining;" "blocked by commercial;" "not suitable for my audience," and "too many shows like it already," plus space for any other answer).
- Survey, in addition to being simple and concise, has the advantage of pointing up programs to top station execs who usually concentrate on sundry business matters and let programming alone. Under this set-up station execs still don't materially meddle in the program departments but will be able to lend an ear with some thought.

BBC "Talks" Director Now Working Out of New York

NEW YORK, Oct. 30.—Evelyn Gibbs, talks director for the BBC in London, arrived here this week to join the local BBC bureau. She will work with the special program department.

SP currently prepares and produces special news and events shows which are recorded and sent to London. Miss Gibbs will probably concentrate on gab shows.

Aunt Jemima Chi 5 Minutes Now CBS C-to-C Quarter Hour

CHICAGO, Oct. 30.—Quaker Oats Company sponsors elaborate new musical show for Aunt Jemima Pancake Flour starting next Saturday (6), 12:30-12:45 p.m., CBS Coast-to-Coast. The show, an enlargement of the successful five-minute Sunday show which Quaker Oats has sponsored for the past year, will have a cast of 44. Vera Lane, singer now featured at the Buttery, swank night spot, and Bill Miller, tenor soloist of the *Carnation Hour* and *The Northerners*, will be co-starred. There will be a new augmented chorus, glee club, a large orchestra under the direction of Harry S. Walsh, and Aunt Jemima.

Old-time musical favorites will be featured, along with some of the sweeter pops. Palmer Clark produces and Marvin Mueller announces. Agency is Sherman K. Ellis & Company.

McCann-Erickson Preparing a New Radio Approach

NEW YORK, Oct. 30.—McCann-Erickson, Inc., has organized a radio copy research unit which on the surface presages the eventual revival of radio at this agency. Outfit was one of the biggest but has slumped recently, even to losing Roma Wine account last week.

Researchers are Dr. Hans Ziesel, ad man in Europe and once with Benton & Bowles, and Dr. Herta Herzog, frau of Dr. Paul Lazarsfeld. They will dig deep into all phases of radio, from surface to psychology.

Kitchen Autographs

MINNEAPOLIS, Oct. 30.—Thanks to a young listener to KSTP's *Main Street*, Minnesota, a new fad is sweeping the State. The program, on a personal appearance in one town, was non-plussed when a young lady, who had forgotten her paper at home, pulled a dish towel from her bag and had the cast autograph it. Back home she embroidered the autographs.

The idea was mentioned over the air a few days later. Now the program gets towels, tablecloths, doilies and other linens to be autographed.

Too Short for a Head

NEW YORK, Oct. 30.—Charlie Martin, who recently bid adieu to the Blow agency, has also been in the Blue limelight. On the Sunday (24) *Revlon Revue* a lady in his script committed suicide with too much glamour and gusto for safe airing. When Alex Leftwich, Blue production man on show, caught the bug, Martin immediately let loose his legal eagles with all kinds of suits waved in the face of the Blue web. William Weintraub, head of the agency handling the client, mediated the case, conceded the point to Blue and asked Martin to apologize to Leftwich. Martin tendered his apologies—but the next day, by some act of fate, Leftwich was off the show.

Basil Loughrane, of Transamerica, has directed an e. t. scripted by Edith Meiser for soldiers in hospitals. Title of the shot is *The Adventures of the Old Russian Woman*. . . . Blanchard McKee replaces "John Carter" on *Keepsakes*. . . . Bill Burbridge hooked on part of O'Conner in Air Features' *Linda's First Love*. . . . As a director, Marshall Lang is a great commentator. On his show, the *Modern Farmer*, he had to read farm prices when both Mert Emmert and his pinch-hit announcer failed to show up.

Ex-Lax is doubling its spots on local outlets. . . . Hugh James will spiel the commercials for Trommer's Beer on the John B. Kennedy news program. . . . Bill Todman is the new scripter for Ruthrauff & Ryan on *Battle of the Boros*. . . . Blue gabber Gene Hamilton will be doing the commercials on *Frank Colby and His Words*, sponsored by American Schools.

Larry Markes, young song-cleffer now flying a Liberator in Africa, still sends lyrics to his New York partner, Dick Charles. The fact that his plane, Charlotte, the Harlot, was shot from under him, doesn't seem to cramp his style. . . . At WABC Margaret Early replaces Adelaide Hawley. . . . Jerry Wayne has signed a 13-week renewal on *All-Time Hit Parade*. . . . CBS playhouse No. 4 has been cleaned acoustically, and the Kostelanetz and Morton Gould shows, previously aired at Leder kanz Hall, will be broadcast there.

Rumored that Gertie Lawrence show will, in the near future, be minus Gertie. This, of course, is denied by Weintraub. . . . Tom Fitzdale flacking for Encyclopedia Britannica. . . . Metropolitan Opera Auditions returns to the air November 28 for Sherwin-Williams with some of the programs coming from Chicago. . . . Evelyn Pierce added to Compton agency as program supervisor. . . . N. P. Colwell, former exec of Blackett-Sample-Hummert, now with Joseph Hershey McGillivra, Inc., station rep. . . . Richard Kunstman, former associate ed of *Movie-Radio Guide*, now with Mutual press department.

Robert Presnell, formerly of BBD&O, added to Compton. . . . WMCA salesman Wilbur Stark, donning what the well-dressed man will wear—khaki. . . . Geyer, Cornell & Newell is the adagency for the Blue web.

The cast of CBS' *Gay Nineties* show is touring Fall River, Mass., and Providence next week—putting on vaude shows in each town. . . . Marschalk & Pratt is talking biz with station reps for a secret brainchild just developed in the agency. . . . Dick Sanders in a running part on *Kitty Foyle*. . . . Jackie Ayers is trying to get up a football team at the Professional School with Danny Seymour as coach. But the rest of the kids just won't play ball—literally. . . . Winfield Honey, old-timer of radio—has possibilities as a poet.

CHICAGO, Oct. 30.—Quiz Kids head for four-week Hollywood bond selling campaign November 16. . . . Burrige D. Butler, *Prairie Farmer*-WLS prez, off for Phoenix, Ariz., for winter and will supervise activities of his three Arizona Network stations. Blue's Noble will visit him there. . . . George Fogle, *Ma Perkins* director, leaving for West Coast and B-S-H's Windsor takes over the Perkins show. . . . Carlton (Hoosier Philosopher) Guy writing the gags

for Ed Allen's early a.m. show. . . . Priscilla Thompson, who did announcing, continuity and production at WDBO, Orlando, Fla., has joined WBBM as continuity writer. . . . Jack Mitchell scripting his *Minstrel Time* (Blue Net) from Renfro Valley, Ky. His other Blue show, *Comedy Time*, is being written by Henry Hoopic.

Gilbert McClelland, assistant to Emmons C. Carlson, NBC sales promotion manager, moved to Mutual November 1 as sales promotion manager of CHI office. . . . William B. Ray, manager NBC news and special events, has an article, *The Agent—He Gets 10%*, in the October *Facts* mag. . . . Louis (Studs) Terkel, radio actor recently given medical discharge from the army, is writing for Wrigley (*American Women*). . . . Jack Payne, formerly with WGN, scripting and producing at WAIT. . . . Vernon Fulton has left WLS engineering staff for radar division of Westinghouse. . . . Joseph A. McDonald, NBC legal counsel for six years, transfers to New York November 1 as assistant general counsel for net. . . . Edwin G. Foreman, resigned from John E. Pearson Company, radio sales agency, replaced by Kay Fisher. Shirley Hollender, secretary and office manager, transferred to firm's New York office as office secretary, and is replaced by Betty Butcher.

Charlie Urquhart, former NBC production manager, is now a private in the Signal Corps at Camp Crowder, Mo. . . . Arthur Kulosa Jr., formerly of the Stewart Warner Radio Corporation, joins WIND engineering staff, replacing Paul Prokes, who goes to Johns Hopkins U. research labs (government work). . . . Harry Maus, vice-president and copy ed of Russell M. Seeds Agency the past eight years, has been given leave of absence for the duration to join the coast guard.

HOLLYWOOD, Oct. 30. — George Barclay, of KQW, San Jose, takes over as announcer on KECA-KFI. . . . Jane Pickens in town after winding up p. a. in Oakland and San Francisco. . . . Marjorie Lord gets guest spot assignment on Tom Breneman's *Breakfast at Sardi's*. . . . Ginny Simms doing added scenes for *Broadway Rhythm* at MGM. . . . Bill Goodwin is passing out the cigars this week. He's proud papa (brand new daughter). . . . Pat Bishop has been signed by Walter Lantz to handle narration for a new "Cartune," which is being produced for the navy. . . . George Moscovics, sales manager for CBS Pacific web, heads north for confabs. . . . Ken Bennett and Ed Colmans have given up their announcing berths to sign with Uncle Sam. . . . Allen Reid guesting on Erskine Johnson's *Hollywood Spotlight*.

Bob Garred, former CBS newscaster, married Doris Thomas in Denver this week. Garred is now a lieutenant (j. g.) in the navy. . . . Joe Wolverton, of *City Slickers*, is the latest victim of auto theft epidemic. . . . Jule Styne and Sammy Cahn have inked contract to cliff songs for Joan Leslie film *Cinderella Jones*. . . . Jimmy Durante-Garry Moore show staying in town while Durante does added scenes for MGM film. Show will then head east. . . . Jack Douglas gets nod from J. Walter Thompson agency for additional 13 weeks on *What's New?* . . . Rosemary DeCamp is back in original role for *Dr. Christian* show, as Judy Price.

Pat Friday is taking a warbling assignment on the Old Gold ailer. . . . Georgia Carroll, Kay Kyser singer, beats rationing situation by purchasing a San Fernando valley ranch. . . . Art Baker's new show, *Meet Joe Public*, over KNX. . . . United Airlines show, *In Time To Come*, has its starting date moved up another week. . . . Bill Howarth replaces Wilson Edwards as reporter on *Breakfast News*. . . . Les Paul in town to angle for picture deal. . . . Don Lee web is installing wire into Trocadero to air Garwood Van and Eddie LeBaron. . . . Anita Ellis takes over Nan Wynn's spot on *Ceiling Unlimited*.

Six Chi Stations Use Dough As Listening Come-On; One Bankroll Peals 18 Times Daily

Sponsors Run Gamut From Flour to Shoes

CHICAGO, Oct. 30.—The lure of cash as the price for listening is paying sizable dividends to sponsors of 17 "money shows" on six Chicago stations, and is paying off to the tune of several thousand dollars a week. Games, stunts, songs, news quizzes and bright sayings are some of the gimmicks used to attract audiences, but holding top place among shows is the telephone quiz, which has re-blossomed in various forms during the past year and has grown to amazing proportions.

Sponsors are as varied as the forms taken by shows, ranging from the Pillsbury Flour Company and the Food Research Institute to Noxzema Chemical Company and the Thom McAn shoe chain.

Topping the telephone quizzes is WAIT, 5,000-watt independent station, with *Musical Quiz*, heard 18 times a day, Monday thru Friday. From 10:30 a.m. to 7 p.m. the quiz is heard for five minutes every half hour. A number is picked from the telephone directory by means of a number and exchange wheel, and if the party called can identify a musical selection played in the studio he is awarded \$5. If no one answers the phone, or the party called can't give the correct answer, the \$5 goes into a jackpot. Program has a dozen sponsors. Same station also has a *Super Musical Quiz*, heard daily at 6:15 p.m., on which three calls, each worth \$5, are made.

For number of money shows, WBBM tops the list. *Mr. Moneybags*, phone quiz, is heard at 3:45-4 p.m. three days a week. A phone number is called and if the person who answers can correctly answer the question asked he is awarded a cash prize. *Chicago Brain Battle*, heard Mondays, 6:30-7 p.m., features two teams, each composed of two men and two women. Cash prizes and points are awarded each contestant for correct answer to a question. Points won in each week's contest are recorded in accumulative totals and a special prize is given the winner at the season's end. Other money shows on WBBM are *The Missus Goes to a Party*, games, stunts and songs; *Meet the Missus*, riddles or jokes, and *Do You Know the Answer?*, all quarter-hour shows.

WGN Pays on Four

WGN has four money shows, *Citizens of Tomorrow*, news quizzes, Sunday, 1:30-2 p.m.; *Telephone Quiz*, 6:15-6:30 p.m., Monday thru Saturday, on which several hundred dollars are given away daily; *Spelling Bee*, Sunday noon, and *Stars of Tomorrow*, on which three wrist watches are given away on every program and a \$500 War Bond every 10th program. On WLS Eddie and Fannie Cavanaugh match rhymes for cash prizes; cash for

WLB \$ DECISION

(Continued from opposite page)

consideration, decision is of national import.

The association's original request was a 10 per cent blanket increase. The 5 per cent represents result of final compromise after lengthy negotiations. Percentage is based on the \$300 of the men's monthly salary, not on the entire wage, which goes as high as \$467.75 for master control supervisor.

NABET covers engineers and technicians in nets and major indies all over the country. Its members work under a sliding scale which starts at \$175 a month and is upped until, after nine years, it reaches \$336. A geographical cost of living index which augments the pay in conformity with local subsistence rates, brings New York members' basic salaries to \$366.

Conditions and wages of members in the three nets are similar, major difference being that NBC and Blue salaries are computed on a monthly basis while WOR's is weekly. CBS engineers et al., are members of the International Brotherhood of Electrical Workers, AFL, and have just negotiated a new contract with Columbia.

bright sayings from listeners is given on the June Merrill program *Of Interest to Women*, and the Thom McAn show, *Something To Talk About*, featuring Chuch Acree, awards cash prizes.

Johnnie Neblett's *Wheel of Fortune* on WCFL awards at least \$50 to every person he calls on the phone who is able to tell how much money is offered. Usually six calls are made.

WAAF has *Hit the Jackpot*, conducted by Bill Anson, with cash prizes for winners of quizzes on the half-hour program.

In addition to the foregoing there are a dozen or more programs which offer merchandise prizes.

Scientific Gag Builds Up Dawn Patrol Session

PHILADELPHIA, Oct. 30.—High watermark in night owl broadcasting will be celebrated here by WIP in an all-scientific, all-night broadcast, *The Night of Stars*, on November 7, running from midnight to 7 a.m., from the Fels Planetarium of Franklin Institute. Special broadcast will mark the end of the first, and the beginning of the second, "Total Broadcast Year" of the Pep Boys' all-night *Dawn Patrol*, which will have accumulated 8,765 hours and 48,768 minutes in its log of consecutive commercial broadcast service. That's the length of time that is now designated as a "T.B.R." by scientists.

Dr. Roy Marshall, of Fels Planetarium, will direct the unusual scientific demonstrations to be featured on the show. Thru the means of light beams, frequency signals from distant stars will be broadcast with running descriptions. All commercial copy will be eliminated, and the history of radio from the first signal by Marconi to the great mysteries of radar and electronics will be demonstrated as far as permissible. Scientists from electronic research laboratories will be featured during *The Night of Stars* in connection with demonstrations of the instruments little known to the public today but which are expected to play major roles in the post-war period.

Fact that the *Dawn Patrol's* getting the historical distinction of being the first single sponsored program to win the first chevron stripe for "one broadcast year" of service is a pop platter show makes this strictly scientific dedicatory all the more surprising. The academic Franklin Institute mixes any and all stunt or scatterbrain stuff. A special lecture and demonstration in the Fels Planetarium will precede the broadcast and studio audience will be made up primarily of scientists and research workers.

Wm. Morris Plans To Collect Some Scripters' Dough

NEW YORK, Oct. 30.—William Morris Agency is building a stable for comedy and straight dramatic radio scripters. Angle is to service ad agencies suffering from shortage of boys who make with the radio words. By creating a talent pool, Morris expects to give over-all service to the agencies. Heading the stable is Mitchell Benson, formerly of WOR and Foote, Cone & Belding.

Benson's job is not only to keep agencies supplied with scripters, but to seek out new scribbling talent. One of the odd results of the new bureau is that not a few radio writers who have been devoting their entire attention to radio for some time have been uncovered as one time successful mag writers. Now, thru Morris, some of these scripters are finding themselves back in the mag field with Morris handling their stuff for the slicks and pulps, as well as for the ether.

NEW PUBLIC SERVICE ASPIRIN?

Junior League Backs Clearing House Test

Community Council Assists

NEW YORK, Oct. 30.—Association of the Junior Leagues of America, a group that in the past has been linked with the more frothy side of life, but also spasmodic charity activities, this week started an experiment that will bring it into aggressive participation in the war on the home front. If the experiment works, it's bound to simplify the lives of special events men at local stations and improve the level of indie's public service presentations.

The Junior Leagues are financing a community radio project in the form of a local public service program clearing house in Winston-Salem, N. C., in association with the Winston-Salem, N. C., Community Council.

Most local charitable groups fumble in their use of radio, unlike their national counterparts which, as detailed in *The Billboard*, October 23, have become plenty air-conscious and know how to obtain time and use every minute effectively. The small-town problem is even greater than the national network's, because the local radio stations are not in a position to co-operate in a production way with public service groups. The result has been that the local pitches lose out to the national presentations, and when they do obtain time, the appeals are not presented in a show business-radio fashion and are therefore less than effective.

The problem has been further aggravated by the war, which has resulted in increased social problems to be handled with curtailed man power, the simultaneous increase in quality of the network-aired PS programs, which compete with locals for time.

The experiment figures to co-ordinate local PS requirements, develop needed local talent and co-operate with local stations. "Thus," according to Gloria Chandler, radio exec for the AJLA, "it will ease the burden on the radio stations and permit community groups to use radio effectively thru better planning, development and production."

The project stemmed from 12 months of research by the AJLA, with Winston-Salem volunteering to serve as a proving ground. The community council represents 30-odd groups serving both Negro and white communities. These include local branches of national groups, i.e., Red Cross, Scouts, "Y", and hospitals, schools and CDVO. The two local W-S stations, WAIR and WSJS, are also participating.

Coming from New York to handle the radio consultants chore will be Charlotte Demerest. She was radio-active locally on WMCA and WQXR.

CHANGING TABOOS

(Continued from page 8)

have been a slogger) and then knocking herself off to be with him was thought to be heavy going for queasy stomachs. Result was that director, Charlie Martin, had to rewrite the whole story and let the gal kick off naturally in bed. Rewrite didn't help the opus any, but it had to be done.

War Sensitiveness

For some reason or other, too, the war seems to have brought out a super-sensitiveness on the part of certain listeners. Program execs can't put the finger on any definite reason, but they know that material which was previously harmless can have repercussions in a smacking editorial headache. Irish dialect stories have to get a thoro pencil combing to avoid a bounce-back, and to air a chirp of *Who Threw the Pants in Mrs. Murphy's Chowder* is a sure signal for indignant-letter barrage. In fact, prohibitions have stiffened all along the line as to any word which may have any implication as to race or color. In *Without a Song* "man" has been substituted for "darker,"

A Lawrence Still

RICHMOND, Va., Oct. 30.—A new type of popularity contest has evidently been launched in Richmond. For the third time in six months the locked display cases in front of WRNL (Blue) have been looted of pictures.

Each time photos of the Musical Steelmakers, Xavier Cugat and Ed Gardner have been taken. On two occasions the Fun Valley Group has been missing.

Gertrude Lawrence evidently doesn't rate. Her picture has remained untouched.

and even perennial *Old Man River* has had to undergo a fine scrubbing-up. Another unexpected slant which has had to get the editorial check-rein is the 4F joke by the air comic. A lot of mail is apt to result from the four-effers and their families who point out that their situation is tough enough without having their infirmities made the subject of wisecracks.

Pity Poor Program Editor

In fact, the poor program editor never knows exactly where the next beef is coming from next. Dorothy Kemble, director of continuity acceptance for Blue, recently passed what seemed a harmless comedy routine. It had to do with glamorizing a gal. As a first step she was told in the script to take off her glasses. Immediately arrived letters from peevish mothers telling of tear-bursting daughters who had to wear cheaters and knew they'd never make the glamour grade.

Miss Kemble notes one change, however, due to wartime living which has lightened the burden of the script censor. The shifting of large groups of people to different localities has made it less necessary to worry about local spots. Population movements, she thinks, makes for a more general spread of sophisticated and tolerant audiences.

Within reasonable limitations she believes that almost anything can be done on the air if it is handled correctly.

When NBC ethered *Blind Date* for Maxwell House Coffee show, ad libbed program got off to bad start and rated a shellacking for bad taste. Original carried a strong sexy whiff with boys dating the gals with plenty cracks about pitching woo in dark corners. However, when Blue took over the seg for Lehn & Fink this month Miss Kemble went to work on the set-up with a fine-toothed comb. The sexy twist has been all smoothed out. The boys get their date,

Philly Favorite Sale Is News; No Saturation Point; KYW Has Local Sponsors for 58 Spots

Stations Becoming Production-Minded on Press Presentations

PHILADELPHIA, Oct. 30.—It wasn't so long ago that all a radio salesman had to do was to walk into an agency or to a prospective sponsor with a batch of transcriptions under his arm, and the program was as good as sold right there and then. But since the war and the Petrillo ban on dishing, its the news programs that are the push-over sales.

Saturation point does not count as far as news programs are concerned. And it is just a question of finding open time to squeeze in another shot. With the addition of Groves Laboratories, St. Louis, KYW now has newsroom turning out 58 locally sponsored news programs a week. In addition, station has a number of sustaining news or news-slanted shows, latest being *News of Today and Tomorrow*, a Sunday production with three staff announcers. One acts as narrator, one handles feature copy and the third is the news analyst.

WFIL, also with a heavy-loaded sched-

but a chaperon is provided in each case. It's just the difference between doing it the right way and the wrong way.

Some Don't Still Don'ts

Of course, there are certain don'ts which all the nets have always observed and will continue to do. Religious sects and creeds, the sacraments, sanctity of the home may now be fictionized, but they are subjects to be treated seriously and respectfully. White slavery and sex perversion are always out. Kidnaping is frowned upon (a rule that has been on the books since the Lindbergh case). There must be no simulated news—an aftermath of the Orson Welles Martian mess. No criminal news or exploitation, and on kids' programs law and order must be obeyed. Crime must not pay. A more recent ruling prohibits the presentation of crimes in detail, due to the fact that some such presentations were literally followed by a wave of similar crimes all over the country. Drunkenness must be handled very carefully—a woman never gets tight—pretending to be is the limit. Incidentally, it may be noted that the Blng Crosby-Andrews Sisters plattering of *Pistol Packin' Mama* has only just been cleared for Blue. The drinking-beer-in-a-cabaret line didn't sit well with the powers. Now it's been shifted to the end of the recording and played down.

Nice Adultery

The beer-drinking angle seems to border on hair-splitting, considering the relaxing of nixes in regard to one or two other subjects which were anathema years ago. Adultery can now be mentioned—but in a nice way—"not glamorized" as one program exec pithily puts it. Extra-marital relations, which by some fine distinction don't come under the head of the "scarlet letter," can also be ether-broached. "But they must be treated unsympathetically."

In sum the sloughing off of air-wave bugaboos totes up to a simple question of good taste. CBS has thrown away the rule book and put all clearance problems in the hands of four authorities who read everything. If some noggin-twister arises which is too tough for the staff to handle, it is passed on up to give boss, Jan Schimek, a private headache. WOR employs much the same system, with general policies embodied in memo form as a guide which closely follow the NAB code but are more flexible. For the application of details they rely on the intelligence of their editing staff. It doesn't matter whether the job is done by book or by head. As one continuity expert says: "Radio comes uninvited into everybody's house. The least it can do is to mind its manners while it's a guest."

Comment

Abie's Irish Rose (NBC, Saturday, 8-8:30 p.m.) has withered. Louis Sorin (Papa Levy) is no Alan Reed (nee Toddy Bergman). Script and playing are also off the track.

Truth or Consequences (NBC, Saturday, 8:30-9 p.m.) was a dippy doodle last week, thanks to the youngster from Foist Ave and a Hundert'n Tent Street singing *Pistol Packin' Mama* with Roy Rogers. Youngster was no quiz-kidder but had plenty of personality.

Hit Parade (CBS, Saturday, 9-9:45 p.m.) is a romp for Sinatra, especially when he sings PPM. When that audience starts to react, it's hard on the home-listeners. But Frank is on the Crosby path. Like Bing, he weaves a song around his delivery and personality.

Gildersleeve (NBC, Sunday, 6:30-7 p.m.) plotting and playing still among the best.

Jack Benny (NBC, Sunday, 7-7:30 p.m.) slumped badly last week. Sounded like everyone was tired after that trip to the Coast. Will undoubtedly improve once he gets settled and rested and organized. But someone should mickey the mike-mouse with the prop laughs.

Jerry Lawrence (WMCA, N. Y., 12-1 p.m. daily) has an easy listening record session. Stresses older tunes and good vocals. Picks platters that are hot but not over-hot—they sound more like jazz than jump.

Life Can Be Beautiful (CBS across the board, 1-1:15 p.m.) had better commercials than script this week. Story was a rehash of boy meets girl and they quarrel; but the plugs were sharp and smart, thanks to smooth rhyming and Richard Stark's announcing.

Jack Berch (Mutual across the board, 1:15-1:30 p.m.). This is strictly a long quarter-hour of flimsy whimsy. Three Sons ork okay both on solo and as support.

Connie Desmond (WHN, N. Y., 3 p.m. daily). A good record jockey. His voice, possibly thanks to his chore with Red Barber this summer, has a clean non-offensive quality that is pleasantly lacking in the phony polish and push found in the usual platter player's kit.

Green Valley, USA (CBS, across the board, 3:45-4 p.m.) is still just about the best strip show. Fine acting, paced by Santos Ortega, writing and directing, paced by Hi Brown, and superfine attention to current events without being obvious or heavy-handed.

Time Views the News (Blue, 4:30-4:45 p.m. across the board). The familiar voiced Westbrook Van Voorhees reads the *Time* mag prepared script. His delivery is powerful and the script is intelligent and well larded with color and human interest. Major difference between *Time's* technique and standard newscasts is the former's ability to hypo the reports with on-the-scene reports from its own men and, of course, the above-mentioned features.

Fun With Dunn (CBS, Monday thru Thursday, 5-5:30 p.m.). A new variety session with Eddie Dunn, Vera Holley, Three Sisters and Jeff Alexander's ork. Dunn has a confident and capable voice, but the material is strictly from Chicago. Nothing exceptional until Dunn gets something to do.

Blind Date (Blue, Monday, 8:30-9 p.m.). Same cast and style that did so well as a replacement on NBC for the Fannie Brice session. Only difference is that now the show gets a dress rehearsal and the decollette ad libs are deleted before airing. Only trouble is that sometimes it still sounds (as on other audience participation shows using servicemen) like the usual set-up which makes clay pigeons out of the guys in uniform. However, the listeners go for it and that's good enough. L. F.

CHICAGO, Oct. 30.—New officers were chosen Friday by the Chicago Radio Management Club at its annual election. Elected were, president, Jack North, of Aubrey, Moore & Wallace, Inc.; vice-president, Harlow Roberts, of Goodkind, Joice & Morgan; secretary, Harry Gilman, of Erwin Wasey & Company; treasurer, Dave Dole, of Henri, Hurst & McDonald.

End of Record Rumpus Seen

Renewal of Panel Hearings Expected To Bring Disk-AFM Dispute To Final Conclusion

NEW YORK, Oct. 30.—Resumption of open WLB panel hearings here on Wednesday (3) will lead to a wind-up of the recording vs. AFM dispute within a month, strategically placed insiders believe, despite circulation of countless rumors that the chips are down for a long drawn-out battle.

It is openly acknowledged that disposition of the three companies still remaining in the WLB case, Columbia and the two RCA subsidiaries, Victor and NBC Radio Recording Division, will be decided by the parent companies with a watchful eye on the broadcasting scene.

The three disk outfits were withdrawn from the panel mediation sessions until CBS and RCA got a line on what the AFM wanted from the networks. It was also believed, by top execs of at least one of the two record companies, that Decca would be restrained from releasing newly-waxed disks until the entire case was settled.

With the release of new Decca records this week, one safety valve was blown out. And AFM's continued inactivity toward negotiating a network contract, in the face of the January 31 deadline for a new pact waiting like a ticking time bomb, has stirred the top web boys into realization that the musicians' union is going to continue sitting tight until Columbia and Victor have signed a recording agreement.

Being Put Up to NWLB

With this in mind, the three disk companies have asked the panel to resume its hearings, aware, as the NAB Steering Committee neatly put it in a press release, that the case will be "adjudicated by the very panel which as mediator brought about the making of the contract which embodies the principle the panel is now supposed dispassionately to evaluate." Or as one low-brow phrased

Stations Battle For Audiences; Press Collects

MINNEAPOLIS, Oct. 30.—A fight for audience interest is on between the three largest Twin Cities radio stations—WCCO (CBS), KSTP (NBC) and WTCN (Blue).

Within a few days after WCCO launched its part of the huge CBS advertising program in Minneapolis-St. Paul papers, KSTP sprouted out with a daily 30-inch ad for an entire week in *The St. Paul Pioneer Press-Dispatch*, *Minneapolis Star-Journal* and *Journal*.

And in the past week WTCN blossomed forth with sizable copy in the same papers.

Messages of all are directed at selling top-flight national and local programs put on the air by local outlets.

SONGWRITERS

Cash in on your Talent!

JOE DAVIS

who published Basin St. Blues, After You've Gone, S'posin', I Ain't Got Nobody, Christopher Columbus, Rosetta, Sweethearts on Parade, Maple on the Hill, etc.

offers YOU an opportunity to GET

1. Your song published FREE
2. \$100.00 advance royalty
3. Royalties on sheet music, orchestrations, phonograph records, electrical transcriptions, synchronizations, foreign royalties, etc.
4. A "Beacon" phonograph record
5. Professional exploitation.

Write for FREE Details.

JOE DAVIS, Dept. BB

331 West 51st Street New York 19, N. Y.

it, "as judge and jury."

The move takes on meaning. The remaining three diskers voluntarily refuse to accept the principle of direct payment to a union, and want to produce a situation where it will be up to the National War Labor Board to order the diskers agreement to the principle. They are not at all certain that the NWLB will make such a decision, especially if public and Congressional sentiment turns hostile to such a principle.

If the NWLB does approve the panel-mediated agreement, the diskers will submit, unwillingly it is true, but will then be in a position to sit down soon with the union on the network deal.

Talk Went Round and Round With CBS Station Managers On What Makes Locals Click

NEW YORK, Oct. 30.—First round-table meet of sales and management execs of CBS-owned and operated ("CO") stations with web execs was held here this week. Confab was a two-day session (Monday and Tuesday) with operators plowing thru a two-page agenda, lunching with Charles Collingwood, net correspondent recently returned from overseas, top-men Paley and Kesten, and deciding on similar semi-annual sessions in future.

Among the matters discussed were:

PROMOTION, including efficacy of past campaigns and what will be done next year.

PROGRAMS, including standard policies, within local regulations, on political broadcasts; standardized program schedules; informal gatherings of program managers and personal program reports.

PERSONNEL, including handling of salesmen under new Treasury Department regulations which freeze all commissions; new and recently sealed three-year pact with International Brother-

A Young Agency... With Experience

NEW YORK, Oct. 30.—"Everyone else is being drafted," shout radio actors Jackie Grimes and Billy Norman, "so we might as well get on the ball." These two juveniles are execs of the youngest advertising agency in captivity. Both boys are all of 17 years old, with almost that many years' radio experience behind them. Already they are working on several accounts which they "cannot divulge" as yet. "We will concentrate on radio and subway work," Billy Norman (under whose name the outfit runs) explained from his office in the General Motors Building.

Mr. Batten, Mr. Barton, Mr. Durstine and Mr. Osborne started somewhere.

Camp Shows' 2-Year Mark on NBC C-to-C.; 10 Names "Cleared"

NEW YORK, Oct. 30.—NBC's special events department skeds an ether birthday party for USO-Camp Shows, Inc., November 25. CSI will be two years old on that date and net plans a 45-minute celebration, 12:15 to 1 p.m., Coast-to-Coast.

Program line-up will air a list of top-fighters who have been appearing for CSI both offshore and at home. Jack Benny, Bob Hope, Kay Francis, Carole Landis, Frances Langford, Jerry Colonna, Pat O'Brien, Andy Devine, Mitzl Mayfair and Merle Oberon have already been cleared for appearance, according to NBC's advices from Hollywood. Others will be added.

Included also will be pick-ups from London, Algiers, Honolulu and Panama, with participation by whatever offshore units happen to be playing those spots at the time. Stan Kenton and his band will furnish the show's music from the Coast.

"Amazing Petrillo" March of Time Saga

NEW YORK, Oct. 30.—*March of Time* photographers yesterday (29) did a take on Local 802, AFM. Members paying dues at the treasurer's cage and the milling mob on the union's exchange floor were played up, officials getting a quick brush-off.

MOT chose an excellent time to catch the music membership en masse as Friday is always the office's busiest day. Sidemen are in a mad scramble to pick up a week-end job and leaders march majestically thru the throngs playing hard to make. They may have only a beer joint date for Saturday night, but they'll take their time picking the men to share their good fortune.

Music is the theme for MOT's next picture, *The Amazing Story of Mr. Petrillo*, which will be released December 3. Some footage was shot at the AFM-ET War Labor Board hearings recently, with James C. being featured. Several hundred feet of film were devoted to name orks and will be incorporated into the next issue, Volume 10, No. 4 of the series.

Local 802's representation in the film will close on a shot from across the street showing the outside of the music mart and the two flags which are prominently displayed. One, an enormous American flag which is raised and lowered out the window each day with appropriate bugleing. The other, a service flag with the number 4,600, indicative of the number of musicians out of circulation for the duration.

HORWIT, WM'S P. A., TO WAR PLANT

NEW YORK, Oct. 30.—Arnold Horwit, publicity head of the William Morris Agency, departed yesterday (29) on a leave of absence for the duration. Les Zimmerman, former free-lance press agent, closes his office to take Horwit's place. Leonard Sitomer remains on as assistant to Zimmerman.

Horwit is leaving for a position as director of incentive and personnel work at Eureka Shipyards, Newburgh, N. Y.

More Diskers Sign With AFM Using Decca Pact as Model; Union Holds Up Classic Deal

NEW YORK, Oct. 30.—With the exception of Columbia, Victor and NBC Thesaurus, virtually all recording and transcription companies in the business have signed or are on the verge of signing with AFM. In addition to the list published last week agreements have been completed between the union and Sonora Radio & Television and Damon Transcriptions.

Contracts signed by Beacon Records, Mid-West Transcriptions and Technisonic Recording Laboratories are awaiting Petrillo's countersignature, which is expected shortly. Thirteen more recording and transcription companies have received agreement forms and have indicated their assent.

Representatives of Classic Records signed over a week ago but the union is withholding its okay on the Classic contract until the diskier agrees to fur-

ther stipulations. While it is not known precisely what demands the union has made, it is understood they revolve around the "bootlegging" charges which brought about the expulsion from AFM of Eli Oberstein, Classic's recording chief. It is assumed the union's stipulations include destruction of all masters under suspicion of having been "bootlegged."

In spite of the fact that all contracts were sent out by AFM the day after the four big transcription companies signed with the federation, the rest of the firms received copies of the Decca agreement and not the WLB panel-mediated pact that the four ET firms signed. While the Decca agreement contains a clause offering the diskier the option of switching to the new contract if it is considered better, Decca has declined the opportunity, figuring its own agreement is okay, and presumably the other companies feel the same way.

MARUSCHKA
(MA-RÖÖSH-KA)

More AA Orks in the Making

Elite Class Numbers Only 9 At Present But List Is Due To Be Swelled in Next Year

NEW YORK, Oct. 30.—Altho the father draft, already making itself felt in band-leading ranks, is going to thin out the lists still further, the net result will probably shoot the remaining maestri into higher income brackets and raise at least a couple into the rarified circles of double-A.

The AA class, for purposes of evaluation, is reserved for those who theoretically have 104 weeks of location and one-night work available to them every year, plus dividends in the form of theater, movie and/or radio contracts. And because theaters are today the common denominator, only those bands with a theater salary of \$10,000 or better a week rate the double-A accolade.

Only nine names of those around today fall into that class. Listed alphabetically, they are Jimmy Dorsey, Tommy Dorsey, Benny Goodman, Horace Heidt, Harry James, Sammy Kaye, Kay Kyser, Ted Lewis and Phil Spitalny.

Of these, only two, Harry James and Sammy Kaye, may be on Uncle Sam's draft list, but the gap may easily be closed from among the contenders in the next class below.

"A" Boys Hot on the Trail

Breathing hotly on their necks are the single-A boys, pulling down from \$8,500 to just below \$10,000 for their theater engagements. This list is more variable, with percentage deals pulling some names into that class despite somewhat lower salaries. However, the sure bets, also listed alphabetically, are Cab Calloway, Xavier Cugat, Duke Ellington, Woody Herman, Guy Lombardo, Abe Lyman, Freddy Martin, Vaughn Monroe and Charlie Spivak.

There are no colored bands in the AA group and only two in the next class, Ellington reaching it on the basis of his current Capitol Theater engagement. Lionel Hampton has been taking "A" money out of most of the race theaters he's played on percentage, and the results of his first booking at a first-run Broadway theater, also the Capitol, may clinch him for the top-money classes. Count Basie is also a serious contender, on the strength of the six films he's done in the past 12 months, and his first date at the Roxy Theater in January may be the turning point for him.

While this group may expect more frequent calls from the draft board than the class above (Monroe expects his induction notice momentarily), those who prove exempt are almost sure to move ahead. The past year has been marked

Andrews Sisters, Mitch Ayres Still Working Together

HOLLYWOOD, Oct. 30.—Before opening this week at the Golden Gate, San Francisco, the start of six weeks of theater dates together, Andrews Sisters and Mitch Ayres' orchestra played the Pacific Square Ballroom, San Diego, last weekend (22 and 23), grossing \$9,700.

A week of one-nighters, following the week of November 4 at the T and D, Oakland, will carry them to Texas, where they are booked for four weeks on the Interstate circuit. Andrews then return here for H. D. Hoover's revue, scheduled for the Philharmonic Auditorium, week of December 27.

by advance after advance for Cugat, Herman, Martin, Monroe and Spivak, and the year to come will offer even greater opportunities.

A Hit Disk Can Do the Trick

For the past year it has been the band shortage that has brought the hikes in salaries, revolving for the most part around movie work. Fat theater grosses brought bids from Hollywood. A turn before the cameras and the theater salary went up. Still bigger theater crowds make still better picture deals.

Now, once again, recordings become a factor after 15 months of doing without. For the most part, record hits that emerged during the ban helped those who needed it least, Harry James and Tommy Dorsey. But *White Christmas* didn't hurt Charlie Spivak and Freddy Martin any; Vaughn Monroe profited from the success of *When the Lights Go On Again*, and Freddie Slack came into being with his waxings of *Cow Cow Boogie* and *Mr. Five by Five*.

Plenty of bands have moved along, regardless of the lack of records, and a hit disk will undoubtedly give them an extra boost. Stan Kenton has climbed without any recordings whatsoever and Bobby Sherwood gained a foothold with only four Capitol sides behind him.

At the moment, it would seem that Columbia and Victor bands are going to have to hustle to compete with the Decca bands, but by the time the new year rolls around, Columbia and Victor will probably be grinding them out and all the band boys will be even-Steven on the brink of a bonanza year.

Monroe's Induction Nears

NEW YORK, Oct. 30.—Vaughn Monroe checks out of the Commodore Hotel here November 10 to be inducted into the armed forces. Induction ends Monroe's fifth engagement at the hotel. Enric Madrigrera moves in the following day for an indefinite run.

Bands Expected To Cash In on Banner Miami Winter Season; 116 Hotels Returned by Govt.

MIAMI, Oct. 30.—This area is all set for a great comeback for the winter season of 1943, and name bands are expected to cash in on the big push. The phenomenal biz enjoyed by the two big pop-priced ballrooms, Frolics Danceland and Flagler Garden, during the past summer indicates larger returns during the regular season.

Glen Gray, who closed this week at Frolics Danceland, broke house records, pulling 2,413 paid admissions on one night and 2,056 on another. P. W. Hunter, manager of the room, says the Frolics has done better this summer, with two ballrooms bucking it, than all of last winter when there was no opposition. Joe Venuti opened here Tuesday (26), and Sonny Dunham follows November 16.

Tony Pastor's recent engagement at Flagler Garden broke all records on a weekly basis, while Les Brown holds the record receipts for one night. Shep Fields, Ina Ray Hutton and other bands played drew tremendous biz at all times.

Ted Powell closes at the spot Wednesday (3), and another name band is being

Duke Hails the King

NEW YORK, Oct. 30.—New Famous Door was jammed full of music celebs at its opening here Thursday (28) with the Lionel Hampton, John Kirby bands, and among the name leaders who came to pay their respects were Duke Ellington and Louis Armstrong. After being introduced as "the first man of jazz," Duke Ellington laid down a very high-brow spiel in his presentation of Armstrong. "Louis has contributed greatly to American culture, and to that part of our culture known as jazz," commented the Duke. "Louis has been king; without doubt the greatest single influence American music has known. His contributions have been inestimable . . ."—and at that "inestimable" the amplification went dead.

"I knew the mike would break down under that," cracked Ellington when the juice was turned on again.

When Armstrong, the subject of all this praise, came to the floor, he ejaculated hoarsely: "If Duke was saying all them big words about me, that ain't me."

Art Kassel Eying Eastern Location

NEW YORK, Oct. 30.—Art Kassel is the latest of the Midwest maestri hunting a location here in the East. Kassel, now at the Bismarck Hotel, Chicago, has become a landmark in that territory but he showed up at the MCA offices here last week to talk over the contemplated move with his manager, Arthur Michaud, and agency officials.

Kassel's yen duplicates that of others who work steadily in their own territory but feel that New York is the gateway to the big time. Tiny Hill did himself a lot of good during his summer stay here at the Edison Hotel, knocking off the *Hit Parade* in addition. Lawrence Welk comes here for a Capitol Theater showing soon, and Bob Strong puts in his first appearance in these parts at Roseland, following Jan Garber and Johnny Long.

802 Hikes Savoy Scale to \$50; Ends Old Feud

NEW YORK, Oct. 30.—Scale for musicians at the Savoy Ballroom has been upped by Local 802, AFM, here from \$38 to \$50 per man per week, and leader money from \$63.50 to \$75 weekly, effective immediately.

Former low scale at the famous Harlem dance emporium has caused many furious political assaults against the 802 administration in the past, opponents pointing to the inequity between the scale at the Savoy and the \$50 scale that covered the Roseland and Arcadia ballrooms on Broadway.

Only last month, when word got around that the Savoy would receive its license to reopen, a petition was circulated among colored and white musicians in this city, demanding that the local raise the level of the Savoy scale. It is doubtful whether the old \$38-per-man scale applied to name sepian bands like Chick Webb's, Cootie Williams's and others that played the uptown spot, but the room has always used two bands and it is the second band that suffered from the low scale.

It is assumed that 802's action in equalizing the scales will put an end to the grumbling on that score.

NEW YORK, Oct. 30.—Cootie Williams, currently at the Savoy Ballroom, appeared at his induction center Wednesday (27) and was rejected for military service. An ear ailment resulting from a mastoid operation which was performed before he went to Europe with Duke Ellington several years ago accounted for the board's action.

Lou Levy's Pic Try Postponed; Sepia Film Off

HOLLYWOOD, Oct. 30.—Movie-making activities of Lou Levy have been postponed with the shelving of Universal's contemplated all-Negro musical, *Happy Days*. Film, with Benny Carter and Louis Jordan orks supposedly set for it, would have gotten Levy off to a flying start as the first Broadway publisher to win a producer's berth out here.

While there are some reports that *Happy Days* was ditched because of booking problems encountered in the Deep South by *Stormy Weather* and *Cabin in the Sky*, Levy asserts his flicker was shelved because it could not be squeezed into Universal's crowded schedule at this time. The pub heads home to New York this week, but will return at a later date for a producing assignment on *Hearts and Cautiflowers* for the same studio.

Frankie Masters to Trianon, Then East

HOLLYWOOD, Oct. 30.—Frankie Masters, currently at the Biltmore Bowl here, is slated for a return engagement at the Trianon Ballroom, Southgate, replacing Bob Chester's outfit, December 1. Before that, Masters goes into the Orpheum for the week of November 24, and after six weeks at the Trianon, heads East on theater tour.

P. A. Plans Fields Day

NEW YORK, Oct. 30.—Shep Fields and his all-sax orchestra open at the Strand Theater here Thursday (4), the day before the birthday anniversary of Adolph Saxe, inventor of the sax, to whom Fields owes so much. Press agents are trying to make something of it.

ON THE STAND

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

Bobby Sherwood

(Reviewed at Park Central Hotel, New York)

BOBBY SHERWOOD has used the past year to good advantage. An extremely talented young musician, he's learned to direct those talents into profitable channels. And his band, which completely reflects its leader's musical personality, is now an integrated organization that knows its job and does it well.

Where once it played a little of this, a bit of that, more of something else, it now sticks to four-beat swing thruout, strictly modern but with a touch of the down-home flavor of which Sherwood's vocal and guitar work always smacks. However, it is his trumpet that absorbs most of his attention, leading a blazing trail closely followed by the seven other brass. Each of the four-man rhythm section bites off the beat, cleanly and decisively, and the five reed men are led thru some smart paces by a brilliant young alto saxist, Ray Beckenstein.

Occasionally, an entire number is given over to Sherwood's guitar solos, and these provide a pleasant interlude. He is also singing sparingly, and when the right kind of number is worked in (*Giddap Mule* is one) the result is swell. Gail Landis, the leader's sister, joined the band for this engagement, and opening night found her too nervous to mean much to the band. She has a sweet, fragile sort of good looks and may yet turn out well for the ballad work.

Whole gang is in there giving the old college try, and, in fact, Sherwood's fronting sometimes resembles a collegiate cheerleader. He handles his trumpet as tho he's trying to wrestle it to the ground (in marked contrast, incidentally, to Sterling Boze, vet jazzist, who unaffectedly knocks out some fine horn improvisations) and appears overly eager and agitated in general. A little more aplomb will help audiences accept the band as an already-arrived aggregation.

Elliott Grennard.

Chuck Foster

(Reviewed at Hotel Claridge, Memphis)

WITH the leader away the band still plays pleasingly. This sums up the Chuck Foster band now led by ex-vocalist-trumpeter Ray Robbins during Foster's absence on important business for his Uncle. Band is carrying on as a co-operative unit, with the missing leader taking one share for use of his name and library. Robbins, Dottie Dotson and Dick Arant, who has played Foster's trombone for 12 years, each have shares in addition to salaries.

Robbins does a pleasing and unassuming job. He does right well with his singing and trumpet playing, but a little more showiness on his part would be an asset to the whole organization.

Dottie Dotson, canary and chief cut-up of the Foster aggregation, is thrown into increased prominence now, and scores solidly. In addition to fine work in *Knock Me a Kiss*, which she does with Ray Robbins, and her Spanish numbers, she cavorts thru a version of *Pistol Packin' Mama* which packs them down to the stand.

Three saxes, three brass (plus Robbins) and three rhythm men are giving wholeheartedly on the stand and have done a good job here, their first without Foster.

Ted Johnson.

ASCAP's Licensee Figures Dramatize Loss of Locations This Year to Traveling Orks

NEW YORK, Oct. 30.—ASCAP'S loss of licenses in the ballroom, hotel and restaurant fields paints a graphic picture of how gas rationing and other wartime restrictions have cut into one-night and location dates for bands.

In the past year, close to 20 per cent of the Society's licensees in each of these fields have dropped off, leaving tremendous gaps in the band booking picture. There are 391 ballrooms less operating this year, 290 fewer hotels and the restaurant figure is lowered by 1,732. While the hotel and ballroom loss is felt more acutely by bigger bands, many of the restaurants were undoubtedly in the category of roadhouses that formerly played traveling orchestras.

It must be remembered that ASCAP licenses cover only those spots using live music. Rooms using wired music fall into a different category and juke box users are license-free. The Society's figures show a total loss of 2,413 spots in the past year where bands of varying size were employed one year ago.

Loss of these locations to the bookers has brought about a decided change in the routing of bands and economics of the band business. Where formerly a band on a one-night tour could count on five to seven dates a week, now they figure on a three-day week-end only, and the week-end gross has to cover the band's pay roll for the entire week.

"C" Bands Hit Hardest

"C" bands, the category that travel most frequently, were formerly satisfied with a \$1,250 guarantee for a three-day week-end, figuring to balance their books by dates played the rest of the week. Now, however, a three-day week-end must bring \$2,500 in guarantees before it is worth booking. Isolated single dates,

booked ahead, can't be taken for much less than \$1,000 because it takes two dates booked around it at \$750 each to take care of the weekly nut.

The B and double-B bands are in a similar position. Their pay rolls are heavier, sometimes as high as A and double-A outfits, and they can't afford to play a three-day week-end for less than \$3,000 plus percentages. An isolated date has to bring from \$1,250 to \$1,700 with privileges.

Band leaders in the B groups are, nevertheless, netting more money than they did a year ago because theater bookings produce a healthy margin of profit. Leaders of C bands, however, with only occasional theater dates in secondary houses to balance the budget, find it tough holding their bands together with currently higher sidemen's salaries and transportation costs, but try to stick it out, hoping the band shortage will eventually boost them into a money-making bracket.

Capitol Records Signs Two More, Kenton, Miller

HOLLYWOOD, Oct. 30.—Capitol Records, which two weeks ago made its peace with the American Federation of Musicians, has signed up Stan Kenton and Eddie Miller. Following announcement of pacts with Benny Carter, Paul Weston and Dave Mathews orks, observers point out that the new disk company appeared

to be cornering all the young bands in this locality.

First Capitol recording made since the company received the AFM's okay is *Pistol Packin' Mama*, featuring Jo Stafford and the Pied Pipers. Benny Carter heads for San Francisco this week to record four sides for Capitol. Other Capitol recording sessions have included Johnny Mercer, Paul Weston's orchestra and Ella Mae Morse.

Kenton's recording pact with Decca ran out in the past year and presumably Capitol made him a more attractive offer.

Sunday Bands at Bridgeport Ritz Pulling Steadily

BRIDGEPORT, Conn., Oct. 30.—Ritz Ballroom, largest dance palace here, is drawing good crowds with its Sunday night name-band policy. Bob Allen, playing on October 17, drew 1,039 people at \$1.10, grossing \$1,142. The week before, Brynan Kruger, Polish territorial outfit drew a crowd of 989, grossing \$969 at 98 cents admission. On October 3, Bobby Sherwood grossed \$1,482 with 1,348 persons at \$1.10.

Joe Marsala drew the smallest crowd of the season when he played the ballroom on September 26. Because of a death in the family, both Marsala and Adele Girard failed to appear and admission was lowered from \$1.10 to 80 cents. Drew 750 people, bringing the gross to \$637. The week before, Tommy Reynolds pulled in a crowd of 986, and with admission set at 98 cents, grossed \$966.

Sideliners Blow Their Tops As Hampton and Kirby Bands Swing the 'Door' Wide Open

NEW YORK, Oct. 30.—Management of the new Famous Door here has taken jazz out of dingy backrooms, given it a brightly-lit, large, square room as a setting, and from all indications is proving it can be sold at a profit. Unlike the Hurricane, where Duke Ellington was distilled thru floorshow acts and dancing girlie lines, the Door has given the room over to its two swing crews, Lionel Hampton's big band and John Kirby's small one, and the boys have taken it over for keeps.

There is a floorshow but it's entirely musical, put on by the two bands. The Kirby group goes thru a couple of typical numbers, featuring standout trumpeter Charlie Shaver, sensational alto saxist George Johnson and veteran clarinetist Buster Bailey. The Hampton band, too, trots out some typical numbers and anyone who has seen it at various theaters knows the act is strictly murder.

The rest of the time is given over to music for dancing or listening, a pleasure for devotees of either pastime. The six Kirby men play it nice and easy, mixing jazz standards with night club faves, the beat subdued but persuasive. Hampton's 20-piece band is not the least bit subdued, rocking the place with its powerhouse beat. The outfit is studded with soloists, but it is the clever section and group work that creates the terrific effect.

Particularly potent is the use of duets on the same instruments. Two tenor saxes stand at the mike and cut a tune to shreds with their alternate blasts; Hampton and the drummer, pounding on two snares, build a conversation piece by calls and answers until the blood pressure rises; and Hampton and the comically stumpy piano player gives the ivories a thunderous going over.

How the Door is going to follow the

present bandstanders is something to worry about later. Right now it has both Kirby and Hampton set for 10 weeks at a combined salary of less than \$4,000.

Open until 4 a.m., the Door is a natural hangout for sidemen and leaders, free-spending Broadwayites and Harlem-ites, and jazz-happy guys and gals. And when word gets around, the spot can become a must-see for out-of-towners also.

Elliott Grennard.

"KEY MUSIC"

Offers Its Latest Song Hit!

"YOU MADE A 'ONE-WOMAN MAN' OUT OF ME"

(Released Thru BMI)

PIANO COPIES 35c
ORCHESTRATIONS 50c

(Professional Copies on Request)

KEY MUSIC

4612 Fern Place
Los Angeles 32, Calif.

PLAY PIANO

Like you hear it on the radio. You can swing and fire right from sheet music with a solid rhythm. Send one dollar for complete system, nothing more to buy.

NOGGLE MUSIC CO. 1223 No. Howard Street
AKRON, OHIO

WANTED IMMEDIATELY 6 and 7-Piece

Organized Orchestras

FOR HOTELS EXCLUSIVELY

GOOD SALARY, STEADY WORK ASSURED

Leaders Who Apply Must Give First-Class References of Engagements Played During the Past Year.

Must Be Dependable.

Also Need: COCKTAIL UNITS . . . PIANISTS
GIRL ACCORDIONISTS . ORGANISTS

91 Units Now
Booked Regularly

Wire, Write or Phone Today

McCONKEY ORCHESTRA CO.

Chambers Bldg.

Phone Victor 3307

Kansas City, Mo.

If It's in 'TUNE-DEX'

It's An Important Tune!

COLORED BANDS AND ORCHESTRAS

Available for immediate engagements. Union, Well organized, 6 to 14 pieces. Buyers, Promoters, WIRE, WRITE or PHONE now.

FERGUSON BROS. AGENCY, INC.

328 N. SENATE, INDIANAPOLIS, IND. - RILLY 5767

Rains Cut Stem Coin by 30%; Roxy Still Leads With 100G; Para, Strand Hit; State Up

NEW YORK.—A continuous four-day downpour cut grosses by an average of 30 per cent in all Stem vaudefilms. Some houses, such as the Roxy and Capitol, which had a good start the early part of the week, still managed to chalk up comfortable scores, but others, particularly the Strand, were hard hit.

The Roxy (5,835 seats; \$50,067 house average), going into the second week of Danny Kaye, Beatrice Kay, Tommy Tucker's ork and *Sweet Rosie O'Grady*, continues to be the town's bright spot, anticipating a forte \$100,000 after garnering a huge \$116,000 for the opener.

The Capitol (4,628 seats), in the second session of Duke Ellington's band, Lena Horne and *Phantom of the Opera*, are heading toward a strong \$60,000. Prior takes were \$68,500 and \$87,000. Huge grosses are attributed to the stage bill, film being below par.

The Paramount (3,664 seats; \$55,687 house average), swinging into the third inning of the Ink Spots, Tony Pastor and *True to Life*, is looking forward to \$46,000 after registering with \$52,000 and \$70,000.

Radio City Music Hall (6,200 seats; \$94,403 house average), with the fourth round of *Lassie, Come Home* and usual stage layout, anticipates around \$100,000 after knocking off \$94,000, \$102,000 and \$110,000.

The Strand (2,757 seats; \$39,364 house average), with the fifth stand of Sammy Kaye's ork and *Thank Your Lucky Stars*, is working up to \$32,000. Prior registrations were \$31,800, \$40,000, \$49,000 and

\$56,000.

Loew's State (3,327 seats; \$22,856 house average), with Louis Jordan's ork and first run of *Top Man*, is counting on \$32,000. Last week, with Herb Miller's band, Ann Corio and *Johnny Come Lately*, pulled \$30,000.

"Pin-Up" Unit Tops Fine 20G in Denver

DENVER.—Harry Howard's *Pin-Up Girls* did a gross of \$20,107 in seven days at the Orpheum here (20-26), according to Manager Mark Alling. It was \$6,000 under the top set last fall by Tommy Dorsey.

Unit contained six acts plus show girls and a line. Ork was local. Acts included Arren and Broderick, Ben Bert, Al Gordon and dogs, Mr. Ballantine, Bob and Beverly and Larry Stuart.

Film, *Swing Shift Maisie*.

Pin-Up Girls marked the continuation of Manager Alling's policy of using touring units. House had featured pix only for four years.

D'Artega 26G in H.O.

SAN FRANCISCO.—Held over for a second week, D'Artega and his all-girl orchestra grossed a good \$26,000 at the Golden Gate (2,850 seats) for week ended October 27. Also on the bill were the Watson Sisters.

Rains, Competish, Stifle Philly Biz

PHILADELPHIA.—Heavy rains put a damper on the box office last week. With added competition in the engagement of *Ice-Capades of 1944* at the Arena the opening of a giant ballroom-canteen for servicemen, and the bow-in of a fourth legitimate theater, business fell way below anticipations.

Earle Theater (seating capacity, 3,000; house average, \$20,000) considered it good enough in face of the factors with \$21,500 for Count Basie's band for week ended Thursday (28). A heavy fave here, Basie, under more favorable circumstances, should have hit well over the two-bit mark. An all-sepia show, Apus and Estrellita, Sinclair and LeRoy and Shorty Davis, with James Rushing, Earle Warren and Jo Jones out of the band, supported. *The Unknown Guest* on screen.

Fay's Theater (seating capacity, 2,200; house average, \$10,000), hurt further by the fact that an all-sepia bill held forth at the downtown Earle, figured it good enough with a par \$10,200 for week ended Thursday (28), with Jimmie Lunceford's band on tap. Also a heavy fave here, band did not show its true strength. Tina Dixon, Miller Brothers, Radcliffe and Jenkins, and Leon Collins rounded out the bill. *Sherlock Holmes Faces Death* on screen.

Hill Hits Average 14G in Milwaukee

MILWAUKEE.—Tiny Hill and orchestra did an average biz at the Riverside for week ended October 28, with a \$14,000 take. House seats 2,700; prices 44, 50 and 75 cents. On screen, *Frontier Badmen*.

Chi Hi; "Hail," Show 61G; Eddy Howard Ork 27G

CHICAGO.—Biz continues on a high level, both the Chicago and Oriental reporting fine figures for the week ended October 28. Weather was ideal and the attractions loaded with box office value.

Chicago Theater (4,000 seats) had its first stageshow in five weeks, supporting the b. o. picture, *So Proudly We Hail*. Registered a mighty \$61,000. Presentation bill includes Jack Durant, Harry Cool (local Sinatra), Estelle Slean and girl line. Holds over and may remain a third week.

Oriental (3,200 seats) scored \$27,000 with Eddy Howard and band, local product and increasingly popular with each succeeding date here. On screen, Andrews Sisters in another Universal quickie, *Always a Bridesmaid*. On Friday (29) house opened okay with Al (*Pistol Packin' Mama*) Dexter and his six-piece cowboy unit; Hi, Lo, Jack and a Dame, radio singing act, and Harry Savoy, comic, among others. On screen, first showing of *Sherlock Holmes Faces Death*.

Balto Beats Rain To Rack Up \$19,700

BALTIMORE.—Despite three days of steady rain, Hippodrome Theater grossed an exceptionally fine \$19,700 week ended October 27, with bill made up of Jan Murray, the Imaginators, Carr Brothers, Rollo and Verna Pickert and Caryl Gould, Pic, *A Lady Takes a Chance*.

BURLESQUE NOTES

NEW YORK

HARRY J. CONLEY, comic, is forced to remain in burly because of current 30-week Hirst Circuit contract. Co-Producer Hi Bennett, of *Lady Behave*, the comedy Conley was slated for, offered to buy out the pact, but Hirst office refused to sell. And even Equity, called in to help, decided it best for Conley to work out the remainder of the term. . . . PEGGY STARR and Grace Diehl have moved from the Hudson, Union City, N. J., to Jacques, Waterbury, Conn., where new manager is Joe Babbitt, ex-army flier, recently discharged from Halloran Hospital, Staten Island, N. Y., due to wounds. . . . VAN KIRK opened last week at Harry Weinberg's new Philadelphia bistro, the New Yorker. . . . DICK MILLARD, now D. M. Crownover, 3845740, with Flight 53, Sqd. 5, C-9, 90th College Tng. Det., Stillwater, Okla., is doubling as an aviation cadet in the Army Air Corps while attending the local A. & M.

College, and as drum major in charge of the drum and bugle corps. . . . EDDIE (NUTS) KAPLAN'S and Al Golden Jr.'s former co-worker, Sgt. John J. Burns, is in North Africa.

LOIS DEFEE was featured in an Earl Wilson story in *The New York Post*. Interview stressed, "A strip-tease boom in the U. S." . . . ED RYAN is stage manager of the Howard, Boston, and Ben Bernard is backing producing numbers at both the Howard and the Globe there. Charlie Franks, former musical director, was acting manager during Tom Bundy's illness and up to the time of the latter's demise October 19. . . . JEFF ROLAND, former pugilist, and Mary Zablo, tap dancer, with former assisting in scenes, are burly newcomers this season on the Hirst wheel. Team found by Mike Sachs in a Falls River (Mass.) nitery last summer. . . . MARIAN LEE doubling in specialties and in the line-up at the Hudson, Union City, N. J. . . . VICKI WELLES, who opened October 22 at the Casino, Boston, for two weeks after a week at the Gayety, Montreal, says there is more money for the strip-teaser booking herself into independent and non-burly houses and niteries. . . . MIKE JOYCE, former manager of the Columbia, now the Mayfair, is managing director of the Actors' Fund Home in Englewood, N. J. UNO.

Burly Figures Convicted On Indecent Show Charge

TAMPA, Oct. 30.—B. E. Gore, manager of the Howard Theater here; Charles (Cotton) Watts, comic, and Betty Coette, strip, were convicted by Judge Watkins in Municipal Court last week for presenting an indecent show. Similar charges against 11 other performers on the show were dismissed.

Gore was ordered to pay \$200 or serve 30 days in jail, Watts \$100 or 30 days and Miss Coette \$50 or 25 days. They were released on bonds pending a new trial.

Under New Ownership

FOLLIES THEATER

337 S. Main St.
Los Angeles 13, Calif.

Performers and Chorus Girls
Write or Wire

WANTED—DANCERS and STRIPPERS

Also Chorus Producer
MILTON SCHUSTER
127 N. Dearborn St. CHICAGO 2, ILL.
DATE BOOK READY NOW!

Wanted Chorus and Show Girls

Must be young, slender and attractive. Two shows daily. No midnights. Transportation paid. Salary \$40 net per week.

Write or Wire GAYETY THEATER, MONTREAL.

ALLEN GILBERT, Producer

Girls in N. Y. City, apply A. & B. DOW, Brill Building, 49th Street and Broadway.

IN SHORT

Chicago:

MOE LUCKIE, agent, to New York for a couple of weeks. . . . LAURA DEANE DUTTON, singer, moved into the Drake Hotel's Camellia House Friday (29), succeeding Susan Miller, who goes into *Laughtime* in New York November 3. . . . MARILYN ROSS is the name of the singer at the 885 Club, and not Rosilynn Ross as was mentioned in the recent review of the spot.

JOE E. LEWIS returns to the Chez Paree December 10 to headline the new show. . . . GEORGIE TAPPS leaves for Hollywood for a Columbia picture assignment following his current Blackstone Hotel Date. . . . HARRY COOL, now singing at the Chicago, gets his induction physical Saturday (6). . . . SIX WILLYS start juggling at the Edgewater Beach Hotel December 17 for three weeks. . . . MCA has taken over Ralph Lewis's personal management contract from Will Weber for five years. . . . DWIGHT Fiske has established a new attendance record at the Blackstone's Mayfair Room. . . . MARY BROWN, wife of Randy Brown, paddle-ball juggler, will do a paddle ball routine with a line of girls for Mary Taft, local producer. Randy is IA. . . . MARTELS AND MIGNON, adagio trio, will finally split up November 2 when Bob Martell reports to the army. Another partner was drafted over a year ago, and act continued as a trio since then. . . . PIERRE, of Pierre and Renee at the Blackhawk, is a foreman in a defense plant here by day.

Mexico City:

DALE HALL, Duffield Sisters and Jacqueline Joyce at the El Patio. . . . PAUL MEERS and Andree Poupau dancing at the Folles. . . . HEALY AND MACK touring the provinces with Paco Miller's vaudeville unit. . . . RENE AND ROSITA at the Venus. . . . ELISEO GRENET, composer of *Mama Inez* and other Cuban hit tunes, here to stage an operetta. . . . MARION MANN, Chicago radio singer, in town.

West Coast:

ROCHELLE AND BEEBE, comedy dance team, has landed a spot in Paramount's forthcoming musical, *Rhythm on the Range*. They hopped into Hollywood last Saturday (30) from Omaha, where they closed a theater tour with the Shep Fields band.

Here and There:

SELMA MARLOWE LINE (6) at the Nicollet Hotel, Minneapolis, has two sets of twins, the Dumas and O'Hallaran girls. . . . HICKORY NUTS headlined at the Hippodrome, Baltimore, recently.

EDDIE AND MAY DOYLE, jugglers, celebrated their 37th wedding anniversary October 14 while playing the Officers' Club at Lawson Field, Fort Benning, Ga. . . . LEE SIMS AND ILOMAY BAILEY wind up a three-weeker at the Radisson Hotel, Minneapolis, November 6, to move to the Capital Theater, Washington, for a November 11 opening set by Harry Romm, of GAC.

THE BORDENS are at Kitty Davis' Airliner, Miami Beach.

KEN KENNEDY, emcee, has joined a USO unit touring Midwestern camps. . . . BABETTE is back at the 634 Club, Miami Beach, Fla. . . . JAY ARNOLD, after eight weeks at Club Algerian, Denver, opened Friday (29) at the Tower Theater, Kansas City, Mo. . . . HARRY RAY-BURN is in his eighth week at Bee and Ray Goman's Gay '90s, San Francisco. . . . LYDIA AND JORESCO, Terese Randolph, Bette Thomson, Pearl De Lorea current at Cafe Monaca, Cleveland, set by Alice Clark Agency.

CROSS AND DUNN and Edith Mann opened Friday (29) with the new show at Beverly Hills Country Club, Newport, Ky. Bob Evans holds over for two weeks. . . . BUDDY LESTER, en route from Chi to Philly, stopped off at the Primrose Country Club, Newport, Ky., last Friday thru Sunday to play a "gratification" date for his good friend, Harold Marks, Primrose manager. Hal and Dolly are new at the Primrose. . . . DWIGHT AND GORDON, Billie Hayes and Les Lester are holdovers at the Netherland Plaza's Patio, Cincinnati. . . . ANITA CLIFF is winding up a two-weeker at the Cat and Fiddle, Cinoy. . . . JIMMIE COSTELLO opened October 27 at the Olympia Theater, Miami, set by Harry Romm, of GAC.

In the Armed Forces:

BERNIE LIT, emcee, now Pvt. Bernard Lichtenstein, in Camp Lee, Va. Same camp has received Buddy Howe, formerly of Carroll and Howe; Frankie Taylor, former unit producer; Frank Jacobi, screwball bartender, and Gil Ray, emcee, all transferred from Camp Grant, Rockford, Ill. The foursome has staged many shows at Camp Grant.

DOLLARS AND DEATH FOR GAGS

"Funzafire" to Chi Colony for \$2,500 Per Week

CHICAGO, Oct. 30.—Al Borde, local agent, has sold his *Funzafire* screwball unit to the Colony Club, for a run starting November 26, at \$2,500 per week. Show will feature Benny Meroff and include 17 people.

This will mark a change in policy for the spot which reopened three months ago with four acts and a line of girls. Biz has been spotty and has picked up only on week-ends when ads broke in the local dailies.

Borde, William Morris Agency, among others, have stepped in as bookers, following the walkout of Moe Luckie, who has serviced the account since opening. *Funzafire* has been one of Borde's most profitable units to date. It has been on the road for over three years, made the rounds of the theaters a couple of times and has recently completed its second USO tour.

Out-of-Way New Orleans Has Extra Vaude-Buying Ills

NEW ORLEANS, Oct. 30.—Harold Minsky's St. Charles Theater is having its troubles getting shows every week, being out of focus of the routes used by traveling shows. Serviced by the MCA office in Chicago, house has to use freak attractions between name band dates.

Business has been holding up well, the 1,200-seater averaging \$9,000 to \$10,000 weekly. *Cavalcade of Stars* last week broke the house record, topping 10G. Ina Ray Hutton and band opened yesterday (29), following Ada Leonard. Teddy Powell comes in November 5.

House gets an occasional break thru the good graces of Harry Levine, of the Paramount office, New York, who services the Olympia in Miami. Acts playing the Olympia can make the jump in time for a Friday opening.

Sunday Floorshows Click in Ballroom

NORFOLK, Va., Oct. 30.—The Palomar, Norfolk's big ballroom, is experimenting with a Sunday night unit floorshow in lieu of Sunday dancing, forbidden here.

Unit shows playing theater dates in the vicinity are being booked into the Palomar for two shows Sunday nights which are presented on the floor, as there are no stage facilities at the Palomar.

Despite the ban on dancing and also on the sale of liquor, the house has averaged 600 attendance for the last three Sunday nights. Admission is the same as for week-night dancing, \$1.65 a couple.

The Palomar management has been considering a test of the law against Sunday dancing, but has decided against it for the time being.

Fire Destroys Two Fort Worth Spots

FORT WORTH, Oct. 30.—Fire Friday (22) destroyed Chicken Inn, dine and dance spot, with loss estimated at \$4,000. Honky Tonk, a five-year-old Shepherd dog known to thousands of patrons at the place, perished in the flames.

The next night fire destroyed the Silver Dollar, a similar place, located in the same neighborhood.

Wholesale Mexico Closings

MEXICO CITY, Oct. 30.—Federal government closed nearly 200 night spots, saloons and restaurants this month for allegedly selling liquor without complying with government regulations.

He Saved a Blade, Tho

CHICAGO, Oct. 30.—Andre Calgary, the clean-shaven member of the Calgary Brothers, endured it for weeks to raise a vandyke beard so that he could pull a surprise act on agent and long-standing pal, Herman Citron, who was passing thru from New York to Hollywood this week, while the boys were appearing at the Oriental Theater here. Danny Graham, another agent, tipped off Herman before Andre had a chance to break-in the "act," so when he walked into Herman's room expecting a terrific reaction, all he got was a blank face.

Million \$ Gross for Siegel-Murray Show

HOLLYWOOD, Oct. 30.—Dave Siegel, former Cleveland attorney, and Ken Murray, the comic, have reached the million mark this week with their *Blackouts* vaude show at the El Capitan here. Show, in its 71st week, is still grossing \$14,000 to \$15,000 weekly.

Unit originally used 10 acts and is now up to 22. Tip, Tap and Toe, among others, have been in for over a year. Murray still handles the top comedy spots.

Wanna Make Loew's State? Get A I-A Card and See Jesse Kaye

NEW YORK, Oct. 30.—Loew's State within recent months has become a haven for acts waiting for induction or having been sworn in and on furlough. Booker Jesse Kaye has been giving many performers their final dates on a last-minute notice.

Kaye likes to do this, first to provide the acts with a few extra shekels; second to give the act the opportunity to boast that he has played the State which is considered the ace straight vaudey of the country, and third it's good showmanship to announce that this is the last engagement for the duration—it breaks down the most hard-boiled audience.

Kaye has often gone out of his way to give the acts the State or the Capitol, Washington, before reporting for duty. The case of Dick Richards, of the Richard-Adair Dancers, is an example. Not too long ago he played the State, and is

Nabe Clubs Are Paying More (They Have To), But Not for Bad Acts; Post-War Benefits

CHICAGO, Oct. 30.—Neighborhood clubs have upped their talent budgets over 40 per cent to meet the rising show costs and to buy a better grade of act. Because of increasing business, few clubs in the outlying districts are holding on to their pre-Pearl Harbor types of shows. The \$22-a-week performer is almost nonexistent, having either dropped out of the field altogether, or remaining in the saloons which are being ignored by AGVA here.

Dance teams are paid \$200 and more, singers from \$100 and emcees from \$125 in the leading nabe rooms, with hold-overs usually bringing automatic raises. Billy Carr, emcee, and Jessie Rosella, singer, at the Vine Gardens, are in their third six-month run, with \$25 raises accounted for each renewal period. Carr tops \$200, and Miss Rosella \$150.

The Casino on the South Side booked in Phil D'Rey, ventriloquist, for \$300, a salary unheard of in nabe circles a year

Headlines and Double-Quick Pilfering Are 23-Skidooing Jokes --- Cheapies and Coiny

Sinatra and Anti-Swoon-Out

By JOE COHEN

NEW YORK, Oct. 30.—Comics who have long been moaning about the high cost of suitable material can now whip out the crying towels with good cause because history is outmoding many gags faster than they can be replaced.

Individual bits, costing anywhere from a cup of coffee at the Theatrical Pharmacy to extremely fancy prices when done by recognized masters, face the double jeopardy of being stolen after a few performances and having the headlines knock the humor out from under them.

The gag mortality has been particularly high in recent months. The case of Mussolini is a prime example. For many years up to a few months ago he

was considered a fine butt for jokes, but now that he is a sorry figure, gags on Il Duce won't even draw a weak grin. At the same time the fall of Italy knocked jokes about that country out of the librettos of all the comics. An ally of ours cannot be kidded.

Another classification killed by the headlines are lines such as "Wanna buy a hot dependent?", dependency being no longer a cause for deferment, and all jokes on that subject have lost their punch. The condition of the steamship *Normandie* was also capitalized upon by comedians. The comic walked at an extreme slant and explained he had been working on that ship. The *Normandie's* list is only 5 per cent now, so jokes on that subject are n. g.

Milton Berle used to get a healthy laugh with the one about the time he stopped at the Cadillac salesroom to use the little boys' room. He couldn't walk out without buying anything, so he got himself a fancy car. That gag is in cold storage until the war is over.

On Way Up It's Different

Many comics are hoping that Frank Sinatra remains the No. 1 swooner of the age. It's not because they love him . . . it's just that they have invested in a satire on swooners. Jackie Miles, Henny Youngman, Willie Howard and numerous others are now lampooning the sexy singers. This type of material is risky at all times, since Sinatra worshippers, when hearing anything detrimental to their hero, will make a noise like steam escaping from a radiator, but should Frank's popularity go into a swoon-out he can no longer be ribbed, since it isn't considered cricket to lampoon a guy on the way down.

Another expensive item that wears out easily is the song parody. The life of the layout is good only as long as the tunes therein remain popular. When they start slipping on the pop charts, another investment must be made.

While the gag mortality is extremely high at this time, it is nothing to what it will be when the war is over. Most comics have laid out healthy sums for topical pieces, most of them based on the war. Once the armistice comes, funnymen will find that peace has brought the end of cracks on the draft, male scarcity, lady welders and riveters, WACS and WAVES, gas and food rationing, OPA, high prices, hotel accommodations, Hitler, Tojo and other subjects of the day. Maybe that's another good reason people earnestly desire peace.

The end of the war will also mean that many comics cashed in from the service who had nothing but topical material, will have to get an entirely new set of Joe Millers.

They will probably get up a routine a la Johnny Burke. But how many Soldier Burkes can one booker use?

(EDITOR'S NOTE—At the time the above story was filed, the S. S. Lafayette (nee Normandie) listed slightly. Statistician Joe Cohen guessed it at 5 per cent. Middle of last week the ship was righted. All this adds up to the speed-mortality tempo in ships . . . and jokes.)

but joints, more money only because of the talent shortage. Many acts in that category have dropped out of the local picture, taking more profitable jobs in defense plants or stores.

AGVA, too, is discouraging the use of acts "which have no place in show business."



Latin Quarter, Chicago

Talent policy: Shows at 9, 12 and 2; Saturday matinee at 3; dance and show band; rumba band. Management: Ralph Berger, operator; Art Goldie, publicity. Prices: Minimum \$2 and \$2.50 week-nights; \$3 and \$3.50 week-ends; dinner from \$2.85; drinks from 50 cents.

The costliest and probably the best revue Berger has yet rounded up for his Randolph Street spot. Show runs nearly 90 minutes and features Joan Merrill, Dorothy Donegan, Buddy Lester, the Moroccons, Mimi Kellerman, the Dorothy Hild Dancers (8); Curbelo's rumba band, which moved in from New York, and the house ork fronted by Irv Kostal (piano), who has replaced the drafted Eddie Pripps. Amazing part about the floor bill is that despite the current talent shortages, there is an abundance of talent on the floor, and no confilctions between acts.

Joan Merrill, the charming songstress who has had most of the local spots fighting for her services, holds attention with a solid set of tunes that do not wear out overnight. Following her opener, *You Can't Say No To a Soldier* (which she did in Sonja Henie's *Ice-land*), she builds a solid impression with *Manhattan Serenade*, *Summertime* and her recording hits, *How Did He Look?* and *Miss Johnson*. The attractive girl

has in her favor a striking voice with a low and high range and makes a top appearance.

Dorothy Donegan, Negro boogie-woogie keyboard pounder and a proven draw here, returns with her inimitable piano act that rocks the joint before she is half thru. The girl has made surprising improvement in showmanship and timing, and has the house at her finger tips. Her uninhibited style of improvisation, messing up classics as well as standards in ace commercial style, gives her turn unlimited possibilities.

Buddy Lester has wound up a lengthy run as emcee and chief comic and the spot will have a hard time finding a suitable replacement (Joey Adams and Tony Canzoneri followed in after the show was caught, Lester returning to the Club Ball, Philadelphia, November 3). A total screwball, he is great on escapist comedy.

The Moroccons, tumbling trio (a fourth member dropped out following an opening night injury), warm up the show with speedy tricks to circusy and martial music. Mimi Kellerman, interpretive character dancer, does not make as voluptuous an appearance as she used to several years ago, but manages to arrest attention with her seductive numbers. Her trade-mark coal black hair mop is still her most decorative feature.

NIGHT CLUB REVIEWS

The Hild Dancers space the acts with three lavishly costumed routines. The Scotch and military specialties score because of the outfits, while the ballet number, to *Dance of the Hours*, really gives the kids an opportunity to display their schooling.

Kostal's band keeps up with the acts well, and should do even better once the show is set. Curbelo dishes out the Latin stuff just the way the local seniors and senioritas want it. *Sam Honigberg.*

Hurricane, New York

Talent policy: Show and dance band; floorshows at 8:30 and 12:30. Management, Dave Wolper, operator; Albert Berryman, maitre d'hotel; Jack Tirman, publicity. Prices: Minimums at \$2.50 and \$3.50.

It's been five years since Ted Lewis appeared in a Broadway cafe, and after his opening night, the Broadway set wondered why he kept out of the Stem these many years. On bringing him back Dave Wolper proved himself to be an astute showman. Not only did he have to hang the rope up, but it looks like Lewis will increase the record-breaking business the spot has been doing.

The show was nothing short of sensational with Lewis proving himself to be one of the master showmen in the business. His clowning, strutting and general behavior caused a panic. He still dispenses the same brand of corn, but it's the kind that can stand repeat showings and still remain fresh. As indicated by his premiere, the young 'uns are just as susceptible to his offerings as the show-wise oldies.

His talent contingent lends itself excellently to the Lewis show. Foremost is Charles (Snowball) Whittier, his sepia shadow who has been with Ted for 16 years. Needless to say, they did *Me and My Shadow* and *Peanut Vendor* in concert.

A pair of show-stoppers were Paul White and Ted Hale Jr., sepia comics giving out with jive song, dance and talk. By the time Lewis got thru with them, audience applause was at its peak.

One of the surprises of the talent collection here is Geraldine Du Bois, the ork canary. Previously part of an acro dance team, Miss Du Bois has developed into a singer of no small ability. Other singers are the Reid Sisters (3), who impress nicely with their Cole Porter medley and work in the production.

Terping is by Bebe Fox, who after a circus style into by Lewis goes into a gooch tap for good results. Judy Edwards, with a cute strip opening, did some amazing things in the acro and control line. She topped her efforts with a backbend hanky pick-up from a four-foot pedestal.

No Lewis show would be complete without the *St. Louis Blues* with the maestro's clarinetting. That he did. *Joe Cohen.*

Hotel Roosevelt, Blue Room, New Orleans

Talent policy: Dance and show bands; floorshows, 7:30 and 12:15. Management, Roy Bartlett, hotel manager; Al Bourgeois, publicity. Supper from \$1.50; dinner from \$2.50; drinks from 50 cents.

Despite wartime conditions, management of this lone Class A nitery of the city continues, to put on fine shows with little upping of food or drink bills.

Having the unusual distinction of being held over for another four-week contract in the spot, Will Osborne's prolonged stay has neither reduced patronage nor taken away any of the high prestige of this nicely rounded crew of musickers. Osborne may have copied Vallee or may not have, but his voice is better. He features five numbers in the current bill.

Rita Lopez opens in rhythmic interpretations of Latin-American dances. Rita's performances are smart, timely for Latin-flavored section, and appreciated.

Helene Standish does a nice turn with Jerome Kern's *The Song Is You*. She is one of the most sophisticated singers seen on this floor in some time.

Mimicry takes on new turns when Arthur Blake climaxes his interpretations of Dorothy Lamour, Bette Davis, Charles Laughton, among others, and a version

of Mrs. Roosevelt on her recent trip to the South Pacific.

Two diminutive cyclists are Larry and Lynn, with Larry riding "the world's highest unicycle," skipping rope with it and then staying up to imitate Ted Lewis.

Stuart and Lea, dance team, show off some elaborate costumes. They click castenets well, too. *Phil G. Muth.*

Club Lido, San Francisco

Talent policy: Dance and show band; floorshows 8, 10, 12. Management, M. Maggiorre and Felix Garces; Don Steele, publicity. Booker: MCA. Prices: Dinner \$2.50; drinks from 50 cents.

Club is located in the North Beach district and just about the oldest bistro in town. Capacity about 600 and caters to the middle class.

All-American Follies is the current offering, with Guy Cherney, singing emcee, in his 17th week; George Cortello's Hollywood Canines; Georges and Joanne, ballroom team; Jean Aloise, tapper and baton twirler, and the Ivan Fehnova line of 12—six show girls and six dancers.

Girls open in a military number which is enhanced by the baton whipping and tapping of Jean Aloise, a newcomer who looks promising. Next, George Cortello and his trained dogs mimic movie personalities such as Mae West, Popeye, Stepin Fetchit, Ginger Rogers, etc. Dogs work almost entirely on their hind legs and garner plenty of laughs. A hit.

Line comes on next for an audience-participation number, *Canteen Bounce*. Practically all of the participants were servicemen. Georges and Joanne next present a brace of ballroom numbers and were well received, especially their jitterbug version of a cakewalk. Guy Cherney is the next-to-closer, singing current pop favorites. Sells a song well and knows how to handle an audience. Also gives the rest of the bill good support.

Closing number brought the girls on for a patriotic finale in which the entire cast participated. Line has been considerably improved since Fehnova took over a couple of weeks ago. Roland Drayer and his orchestra handle the show well as he has done for the past four years. *Edward Murphy.*

LA MARTINIQUE, N. Y.

Presents

Tommy Dorsey's and Glenn Miller's

SINGING STAR



"SKIP" NELSON

CBS NETWORK

Feature With Tommy Dorsey in MGM's

"BROADWAY RHYTHM"

Soon To Be Released

Personal Mgr. BEN POLLACK

WILLIAM MORRIS AGENCY

NICK LUCAS

AND HIS GUITAR

Return Engagement for 5 Weeks

BLUE ROOM, ROOSEVELT HOTEL

New Orleans

Starting November 11th

Exclusive Management: General Amusement Corp.

AL SAMUELS

Held Over for 6th Week

ST. LOUIS, MO., FOREMOST "400 CLUB"

Thanks to Ez Keough



LADY ETHEL & DR. JESTER

America's

Most Distinguished Mentalist

Currently

Normandie Roof, Mount Royal Hotel, Montreal.

M. C. A., N. Y. C.

SAUL GRAUMAN'S Musical Stairatone

Revue

FLASH, SOCK ENTERTAINMENT

A BOX-OFFICE BOOSTER

- New SMALLER Stairatone
- New SPECTACULAR Routines
- New ELABORATE Wardrobe

NOW PLAYING

LEADING THEATERS, CLUBS, HOTELS

Management

Frederick Bros. Artist Corp.

Available November 8 Out of St. Louis

SHEILA GUYSE

The Lovely New Sepia Singing

Discovery

Exclusive Management

ROLLO S. VEST ENTERPRISES

1715 St. Antoine St. DETROIT 26, MICH.

Blackstone Hotel, Mayfair Room, Chicago

Talent policy: Dance band; floorshow at 9:15 and 12:15. Management: A. S. Kirkeby, managing director; Mary Anderson, publicity. Prices: A la carte; no cover or minimum.

Two-act show co-featuring the local favorite, George Tapps, and a local newcomer, Marina, Russian soprano and daughter of the operatic Nina Koshetz. The Tapps return was a last-minute booking affair, thanks to the folding of Irving Caesar's *My Dear Public* in New York, which released him for this date. The Caesar misfortune is a break for the room, Tapps being the sorely needed commercial item on the bill.

Marina has enough voice to pass around three to four of our more popular cafe singers, but lacks the commercial personality and appearance that are so essential for hotel and nitery work. She is more of a concert act despite her efforts

NAT D. RODGERS

WANTS

Good Comedian, strong Straight Man, young Talking Woman for Army Camp Units playing Louisiana and Mississippi. Long run if you have the stuff and good, clean material. ALSO Piano Player, man or woman. Must read, fake & transpose. Wire

NAT D. RODGERS

Astor Hotel ALEXANDRIA, LA.

ACTS, CHORUS GIRLS

Plenty Work in South. Send Photos. Lowest Salary and Full Description.

ASSOCIATED ARTISTS, INC.

Barnett Bldg. Jacksonville 2, Florida

ACTS--ACTS--ACTS

Can Break Your Jump in Route Either Coast.

TOM DRAKE AGENCY

712 Midland Bldg. KANSAS CITY, MO. Phone: Victor 6029 Hazel Randall—Associates—Bob Sperry.

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.

WANTED

Colored Musicians and Acts for night club. All winter work. Sax that doubles Clarinet, Trumpet, Piano, Drummer, Bass, A-1 Vocalist and other worth-while Acts or Teams. Contact

S. J. BODDIE

416 9th Ave., No. NASHVILLE, TENN.

WANTED—IMMEDIATELY

Girl Dancers, all types; Sister Teams, Mistress of Ceremonies and Acts.

Sid White's Southern Theatrical Agency 506 Jefferson Ave. MIAMI BEACH, FLA.

NOVELTY ACTS—ENTERTAINERS—SMALL BANDS

Contact

BERNICE HAWLEY THEATRICAL AGENCY

For HOTELS—CLUBS—THEATERS. Send photos and full details. 418 1/2 N. Hudson OKLAHOMA CITY, OKLA.

FOR SALE

Hammond Electric Organ, Style A Console, with 2 B-40 Speaker Units; also Solovox. Phone, write or wire

GEO. W. KARNs

Silvermoon Rink WATERLOO, IND.

WANTED

Strong B. O. Stage Attractions with adv. access. for Fri.-Sat. A natural 1200-seat modern house. Standard Acts, contact Betty Bryden Office, Fox Bldg., for our regular 5-Act Sunday Bill.

LAKEWOOD THEATRE

14249 East Jefferson Detroit, Mich.

to include familiar numbers. Technically the girl's voice has admirable range and control and lends vocal justice to her lengthy set, including *Play Gypsy*, a love song medley, *Dark Eyes*, *Begin the Beguine* and *Last Rose of Summer*.

Tapps is a fine ballet-tap dancer and improves in showmanship with each succeeding date. When caught he, too, stayed on too long, obviously because of his enthusiasm and love of his work. The boy inspires the numbers and sells them with original looking turns and tricky leaps which charge them with excitement.

Neil Bondshu is back at the piano doing a top-notch job on show and society dance tempos. He has been in Hollywood for a Warner screen test.

Morton Downey returns for a couple of weeks, starting November 8. S. H.

Gomez and Beatrice To Statler at \$750

CHICAGO, Oct. 30.—Luis Gomez and Beatrice, currently at the Chez Paree, have been set for the Statler hotel chain starting in Boston December 6 at \$750 and rooms. While Gomez is a veteran in the field (Gomez and Winona, etc.) the team is only a year old.

Its theater salary is already \$1,000.

LADY ETHEL AND DR. JESTER, mental act, are currently on the Mount Royal Hotel, Montreal, bill with Nina Korda, Mignon, and Fitz and Carroll.

Follow-Up Reviews

GREENWICH VILLAGE INN, NEW YORK. — This Village hospital has stretched its budget to the limit with the current show, which is topped by Barry Wood, who is reported getting a healthy \$2,000 weekly and is to stay a minimum of four weeks. His booking represents a sound investment, according to the applause meter.

Wood, with a long and distinguished radio and vaude history, makes his nitery bow with this engagement. He's equally at ease in this medium. His song selection and delivery is designed to satisfy all shades of musical thought. He gave the crowd variety, with tunes ranging from the current swoon numbers to the raucous *Pistol Packin' Mama*, and got healthy returns for each effort. He did a trio of encores and was evident he could have done more.

Floria Vestoff, the secondary attraction, displayed her usual proficiency, giving out with three energetic and well-designed tap numbers to get good returns. Other dance item is *Camilita* and Lee, whose routines needs considerable ballroomology polishing.

The Mildred Ray line (8) rounds out the bill. Ned Harvey is on the podium. J. C.

DRAKE HOTEL, CAMELLIA HOUSE, CHICAGO.—Laura Deane Dutton, striking auburn-haired songstress, made her local bow with a set of tunes which she sold despite the lack of a trained voice and a gown she almost had on (or maybe because of it). The outfit, however, made her appearance far too risqué for this society room and distracted from her work.

There is a fighting spirit about her delivery and, with the interesting arrangements she employs, has a chance in less informal rooms. Started with *Great Day*, then *I Heard You Cried Last Night*, *You Made Me Love You* and *You Go to My Head* medley, a tribute to singing stars employing their theme songs (good idea) and finally *Night and Day*.

Charlie Wright's society outfit will remain here thru December 2, moving out after a long run to make way for Nick Brodeur's (piano) new seven-piece band. Dawn Roland (Mrs. Wright) remains with Charlie to decorate the stand, physically and vocally. S. H.

VERSAILLES, NEW YORK.—The risqué recitations of Dwight Piske brought out the Blue Book in full force on his opening night, and it's likely that he will continue to attract the chl-chl for the

Rise in Florida Action Seen But Not in Names; Army Still Has Major Spots; 116 Hotels Back

NEW YORK, Oct. 30.—Florida night clubs, according to the outlook of local bookers, is set to have a terrific season—but cannot see the possibility of booking names there this year.

Localites, who by this time, in previous years, were all set with the Miami and Miami Beach opening programs have failed to book a single name act in the clubs of these towns, as most of the major hotels are still being used by the armed forces. The Royal Palms, which was considered the ace spot for names, is still in government hands, while several of the hotels that dabbled with medium priced talent and orks which have been turned back by the army may not get ready in time to book big attractions.

However, local percenters look forward to much traffic in acts. Most of the spots down there had their best summer in years. Nearly all pared their talent budgets so that prices could conform with the \$50 monthly base pay of army privates and found the formula brought big profits. These spots will most likely start spending their usual amounts to take care of the winter visitors.

Biggest problem among local hotels and clubs is that of getting the returned

hotels back in shape. With shortage of building materials, several may find it impossible to open before mid-season.

Other factors that may stymie operators are transportation and curfew problems. Bookers believe it will be difficult for many to get to Florida because of the tight railroad and bus situation. They believe that this may force many to winter up north. The curfew is still causing gray hairs among nitery ops. While restrictions have been eased somewhat, the early closing hour has caused a slump in late biz.

Lou Walters is set to reopen his Latin Quarter December 17, the only major spot with a definite reopening date. However, Walters is expected to cling to his formula of production shows without big names.

Tip-off on the type of business being done this season is given with the fact that none of the agents and bookers have left for Florida so far. By this time two years ago most of those who made annual hegiras were down there lining up shows. Last year the gas situation and the taking over of the hotels by the army caused a prolonged stay up north, but since then 116 hotels have been returned and still there is not enough interest to cause bookers to forsake New York offices.

AGVA Trouble Brewing in Florida

NEW YORK, Oct. 30.—Probability that Matt Shelvey, national administrator, will have to go down to Florida to straighten out the nitery situation there, is seen with the fact that trouble is developing between the Florida Supper Club Association, representing cafe owners and the AGVA office there.

Situation came to light when George Hoover, representing Paramount Theater interests in Florida, told AGVA that it would be impossible for him to sign with the union, as the members of the FSCA would then refuse to let acts double into the Olympia Theater, Miami.

According to AGVA reps here, the cafe owners org. is refusing to deal with Arthur Kaye, AGVA Miami rep, and threaten to boycott all acts who belong to AGVA. Under those circumstances, Hoover claimed that he couldn't sign with the Guild as he would then have to bring in all his acts from New York. Under the present set-up Harry Levine, Paramount booker, sets the major acts (See *Rise in Florida* Seen on page 20)

NATIONAL THEATRICAL ENTERPRISES

1020 FIFTH STREET

MIAMI BEACH, FLORIDA

WANTS

SINGERS—COMEDY, MC'S, NOVELTY ACTS.

DANCERS TAP, ACROBATIC, EXOTIC.

You Must Forward Photos, Stating Lowest and Your Last Club Engagement

WE BOOK THE ENTIRE SOUTH

ROLL TICKETS

Printed to Your Order

100,000 for

Cheapest GOOD TICKET on the Market

Dept. B \$19.50

10,000 .. \$6.50
20,000 .. 7.75
50,000 .. 12.50
100,000 .. 18.50

Keystone Ticket Co. Shamokin, Pa.

Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

HUMORISTOCRAT

TOM O'NEAL HELD OVER

HELISING'S VODVIL LOUNGE, Chicago.

Thanks to Tweet Hogan.

MAGIC

By BILL SACHS

JOHN S. VAN GLIDER, magician, polish-jed scholar and true Southern gentleman...

and Stantone, who for years had their crack mental turn in major vaude houses...

induction, postals from Del Monte, Calif.: "Still reading The Billboard and your column..."

Honolulu House Opens With American Talent

HONOLULU, Oct. 10.—Civic Theater, having a 1,400 capacity, opened here October 8...

Taking No Chances

PHILADELPHIA, Oct. 30.—The scarcity in acts becoming increasingly acute, nitery ops are buying months in advance...

AGVA Completes Two Pacts

NEW YORK, Oct. 30.—American Guild of Variety Artists negotiated a new pact, with the Casino Russe raising minimums...

DEL BREECE, who was hitting it off swell in the better bistros before his

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

A

Allen Sisters (Queen Mary) NYC, nc. Amazing Mr. Ballantine (Worth) Ft. Worth...

B

Babette (634 Club) Miami Beach, Fla. Bagley, Eleanor (Village Vanguard) NYC, nc. Balabanows, The (Riverside) Milwaukee, t...

C

Calgary Bros. (Riverside) Milwaukee, t. Callahan Sisters (Royale) Detroit, nc. Cappiello & Mario (Village Barn) Hartford...

D

Dale, Dorothy (Colony) Chi, nc. Dante & Co. (Temple) Rochester, N. Y., t. Davidson & Scott (Earle) Washington, t...

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.

Dodge, Beth (Orpheum) Omaha, t. Doloret, Tina (Colosimo's) Chi, nc. Dombey, Ken (Puritas Springs Park Rink) Cleveland, p...

Hild, Dorothy, Girls (Chicago) Chi, t. Hin-Lowe, Flor. (Mickey's) Detroit, nc. Hoffman, Lew (RKO Boston) Boston, t...

Edwards & Arden (Tic Toc) Milwaukee, nc. Edwards, June (Hurricane) NYC, nc. Emmy, Carlton (Oriental) Chi, t...

Iberia, Sinda (El Chico) NYC, nc. Ink Spots (Paramount) NYC, t. Jaxon, Great (Roosevelt) Jacksonville, Fla., h...

Fanchon (Queen Mary) NYC, nc. Farrell, Jack (Tower) Kansas City, t. Fiske, Dwight (Versailles) NYC, nc...

POLLY JENKINS AND HER MUSICAL PLOWBOYS (U. S. O. T. #20) For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Iliou, N. Y.

Foley, Bernice (Lookout House) Covington, Ky., nc. Franzell, Gregory (Henry Hudson) NYC, h. Froeba, Frankie (Club 18) NYC, nc...

Jones, Homer, & Muskings (Brass Ball) Savannah Beach, Ga., cl. Jules & Webb (Mayflower) Akron, O., h...

Galante & Leonarda (Mayfair) Boston, nc. Gale, Gerri (Village Barn) NYC, nc. Gaye, Gloria (K Grill) Syracuse, N. Y., nc...

Instrumental and Vocal Stars—THE VICTORY TRIO Indefinitely at Margie's Stables, Philadelphia. Write Wire Phone Walnut 4677 Walnut 9451 Earle Theater Bldg. PHILADELPHIA, PA.

Hall, Marjorie (51 Club) NYC, nc. Harden, Dan (Edgewater Beach) Chi, h. Harding & Moss (Dixie) NYC, h...

JOLLY JOYCE Earle Theater Bldg. PHILADELPHIA, PA.

Karson, Maria, Musicales (Plains) Cheyenne, Wyo., h. Kay, Dolly (Greenwich Village Inn) NYC, nc...

Hi, Lo, Jack & The Dame (Oriental) Chi, t.

O. D. MACK THEATRICAL ENTERPRISES 609 Shubert Bldg. PHILADELPHIA, PA. HARRY McKAY Exceptional Singer and Guitarist

Maxellos (Iceland) NYC, nc. Maysy & Brach (Palace) Cleveland, t. Merrill, Joan (Latin Quarter) Chi, cl...

Neal, Ginger (Merry-Land) Buffalo, nc. Nichols, Les (Gayety) Baltimore, t; (Gayety) Washington 5-11, t.

Padilla, Ramon (Havana-Madrid) NYC, nc. (See Routes on page 33)

Advance Bookings

LOUIS JORDAN: Paradise, Detroit, Dec. 17-23. JOHNNY PERKINS: Oriental, Chicago, Jan. 7-13. THE NOVELLOS: National, Louisville, Nov. 26-Dec. 2.

OFF THE CUFF

EAST:

AUDREY THOMAS, pianist-singer, has opened at the Training Table, Newark, N. J., and follows with the Clique, Detroit. . . . BOBBY MATSON, songs and piano, has reopened at the Belvedere, Utica, N. Y. . . . SID PRUSSIN AND HENRI RENEE, combo leaders, are now in the army. . . . BERT MANN TRIO signed with the William Morris Agency. . . . DOROTHY DENNY is new at Maxim's, Bronx. . . . MARGO GAVIN into the Green Gables, Little Falls, N. Y., November 2. . . . TRUDY SACKS has started at the Newark Recreation Center. . . . PAUL SUTTON is signed for the Community Coffee Shop, Binghamton, N. Y., November 5. . . . JUDY LANG goes into the Musical Village, Philadelphia, November 15. . . . SUGAR HILL QUARTET shifted to the Roosevelt Hotel, Pittsburgh.

LENNY PAYTON, augmenting his trio to a quartet, into Hank Collins' Midway

Bar, Philadelphia, alternating with Russ Stevens's Quintet. . . . BETTY KING moves her piano-vocals to the College Inn, Philadelphia, the Mellowaires filling her spot at the 164 Clover Bar in that city where the Angie Bond Trio holds over. . . . TED OLIVER'S Victory Three into the Swan Club, Philadelphia. . . . JOHN SULLY'S unit into the Rustic Tavern, near Camden, N. J. . . . JACK LEWIS brings his Three Collegians and a Co-ed to Margie's Stables, Philadelphia. . . . DALE SISTERS return to the New 20th Century, Philadelphia, alternating with Tommy Cullen's band. . . . FOUR KINGS into the Cove, Philadelphia. . . . FOUR BLUES and DeLloyd McKay into Kallner's Rathskeller, Philadelphia. . . . JEAN LANEAR brings her piano-vocals to LaMaina's Cocktail Lounge, Camden, N. J. . . . THREE CATS AND A CANARY making their Philadelphia bow at the Hotel Majestic Bar. . . . JUDY AND JILL and Earl Howard alternating at the Hotel Normandie Grille, Philadelphia. . . .

DOT AND DASH added at DuMond's, Philadelphia.

MIDWEST:

LOUISE DOUGLAS, vocalist, has joined Earle Strigle's combo at the Seelbach Hotel, Louisville. . . . PAT FLOWERS has opened a four-week run at the Downbeat Show Lounge, Sioux City, Ia., following the Nov-Elites, who have moved to Chin's, Cleveland. Miss Flowers came in from Baker's Bar, Detroit. . . . TOASTY PAUL augmented to seven pieces and moved into the Vine Gardens, Chicago, for a show and dance music assignment. . . . LOUIS FALKENSTEIN, former Chicago night club operator, is doing well with his cocktail lounge in Waukegan, Ill. . . . THREE BITS OF RHYTHM will return to Chicago following their current run at the Rose Room, Newark, N. J., which winds up this week.

PHIL SHELLEY, of Chicago, is going to the West Coast next month to be with two of his accounts planted in major films. They are Maurice Rocco, boogie-woogie pianist, who has a role in

Paramount's forthcoming *Incendiary Blonde*, and Arthur Lee Simpkins, Negro singer, to appear in Metro's all-colored musical, *The Life of Florence Mills*. . . . ROBERT CRUM, pianist at the Sherman Hotel, Chicago, will go to New York following his current date which runs thru January 18. He is no longer heard on the band broadcasts from the hotel's Panther Room due to short tag-end of the airings given him. . . . THE CHARACTERS (3) stay over at Helsing's Washington Street, Chicago, thru January 8. . . . DOROTHY DAVIS, singer being groomed by Charles (Tweet) Hogan, her manager, has returned to the Primrose Country Club, Newport, Ky. She has invested another \$400 on wardrobe. . . . GLADYS KEYES, piano-novachord, to remain at the Hotel Belden, Canton, O., another month. . . . TOM FERRIS, pianist now in the army, has been transferred to Fort Logan, Colo., from Jefferson Barracks, Mo. . . . CHARLOTTE MORRIS, piano-voice, has landed a staff job on WJJD, Chicago, succeeding Dick Baker, who is leaving to branch out in cocktail and nitery work. . . . HENRY NEDHAM



WILLIAM MORRIS AGENCY

OF BIG *Little* ATTRACTIONS

COCKTAIL COMBOS • SMALL BANDS • NAME ATTRACTIONS

<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Hammond Organist</i></p> <h2 style="text-align: center;">SUZANNE SUMNER</h2> <p style="text-align: center;"><i>Smart, Suave, Swing, Stylist</i></p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>America's Most Unusual Instrumental and Vocal Duo</i></p> <h2 style="text-align: center;">LEO & EDDIE</h2> <p style="text-align: center;">LEO at the Hammond Organ EDDIE at the Hammond Novachord</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Hollywood's most famous picture and radio septia artists</i></p> <h2 style="text-align: center;">LOUMEL MORGAN TRIO</h2> <p style="text-align: center;">Instrumentalists & Entertainers</p>	<p style="text-align: center;">XXX</p> <h2 style="text-align: center;">BERT MANN TRIO</h2> <p style="text-align: center;"><i>Organ • Piano • Drums</i></p> <p style="text-align: center;">Currently DUANE HOTEL N. Y. C.</p>
<p style="text-align: center;">XXX</p> <p style="text-align: center;">Decca • Victor • Bluebird</p> <p style="text-align: center;"><i>America's Greatest Soprano Sax Artist</i></p> <h2 style="text-align: center;">SIDNEY BECHET</h2> <p style="text-align: center;">and his New Orleans "Feet Warmers"</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>America's Great Piano Man</i></p> <h2 style="text-align: center;">NAT JAFFE TRIO</h2> <p style="text-align: center;"><i>Bass—Piano—Guitar</i></p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">THE ORIGINAL DECCA Recordings Artists</p> <h2 style="text-align: center;">THE CATS AND THE FIDDLE</h2> <p style="text-align: center;">One of America's Greatest Septia Quartettes</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Ten Fingers of Piano Dynamite</i></p> <h2 style="text-align: center;">JEAN HAMILTON</h2> <p style="text-align: center;">Breaking Up the Cocktail Lounge at the LATIN QUARTER, Boston</p>
<p style="text-align: center;">XXX</p> <h2 style="text-align: center;">MARVELLE MYLER</h2> <p style="text-align: center;"><i>One of the Midwest's Finest Piano Entertainers</i> NEW YORK BOUND Available in the East after Oct. 25.</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Petite Pianist and Singer</i></p> <h2 style="text-align: center;">JILL ADRIAN</h2>	<p style="text-align: center;">XXX</p> <h2 style="text-align: center;">ART TATUM TRIO</h2> <p style="text-align: center;"><i>Piano—Bass—Guitar</i> Until January 10, 1944 THREE DEUCES, New York</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>Queen of the Clarinet</i></p> <h2 style="text-align: center;">ANN Du PONT</h2> <p style="text-align: center;">PERSONALITY PLUS 3 BOYS and ANN</p>
<p style="text-align: center;">XXX</p> <p style="text-align: center;"><i>The Man With the Funny Horn!</i></p> <h2 style="text-align: center;">SNUB MOSELY</h2> <p style="text-align: center;">and His Orchestra On Decca Records Currently: CAPITOL LOUNGE, Chicago</p>	<p style="text-align: center;">XXX</p> <h2 style="text-align: center;">SAUNDERS KING</h2> <p style="text-align: center;">and his Orchestra <i>California's favorite septia small band</i> Heading east soon!</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">4 Boys and An Idea</p> <h2 style="text-align: center;">HAL LEAMING</h2> <p style="text-align: center;"><i>Quartette</i> Vocalists • Instrumentalists</p>	<p style="text-align: center;">XXX</p> <h2 style="text-align: center;">JULIETTE AND Los Cabelleros</h2> <p style="text-align: center;">Music, Songs and Dances From Old Mexico</p>
<p style="text-align: center;">XXX</p> <h2 style="text-align: center;">ELLIS LARKINS TRIO</h2> <p style="text-align: center;"><i>Featured Ten Months at Cafe Society Uptown</i> Now on Nationwide Coast to Coast Tour.</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">They're All Aces!</p> <h2 style="text-align: center;">THE FOUR SPACES</h2> <p style="text-align: center;">Danceable • Vocals Entertainment</p>	<p style="text-align: center;">XXX</p> <h2 style="text-align: center;">MEADE LUX LEWIS</h2> <p style="text-align: center;"><i>Recognized King of the BOOGIE-WOOGIE</i> PIANO</p>	<p style="text-align: center;">XXX</p> <p style="text-align: center;">Sensational • Different</p> <h2 style="text-align: center;">DON GOMEZ</h2> <p style="text-align: center;">and his Organ, Piano and Solovox</p>

WRITE, WIRE, OR PHONE

WILLIAM MORRIS AGENCY

NEW YORK CHICAGO HOLLYWOOD

CIRCLE 7-2160 STATE 3632 CRESTVIEW 1-6161

(3) has organized a three-piece unit for a job at Doc J. H. Cusick's Theaterbar, Terre Haute, Ind. Nedham is the former vibes man with Bill Akin's outfit. . . . Frederick Bros. has signed Jack Goodwin, piano-voice of the Dwight Fiske school. He started at Eddie Mitchell's, Philadelphia, for that office.

BLAINE JOHNSON (4) will head for the West Coast following his run at the Dome, Minneapolis. . . . BILL AKIN (4) moves into the Trocadero, St. Paul, November 8 from his current date at the Hollywood Show Bar, Rochester, Minn. . . . STAN AND JEAN NELSON into the Dome, Minneapolis. . . . MIKE MCKEN-DRICK (3) into the Show Bar, Evansville, Ind. . . . "JETTE" KAY, organist, held over at the Melody Mill, La Crosse, Wis. . . . BOB KAY, guitar-voice, into Kasee's, Toledo. . . . CLARENCE BROWNING, col-

ored pianist, has moved into the Hollywood Show Lounge, Chicago. . . . PATTI HARTFORD, new singer, breaking in at the Barritz, Chicago. . . . RUBY CUM-MINGS (4) held over at the Hillside, Chi-cago. . . . BARBARA LUNT, singer, joined the Funatics at the Brass Rail, Chicago. . . . AL AND LINDA DAVIS into the Admiral Lounge, Chicago, Tuesday (2). . . . THREE BEES AND A HONEY have replaced the Tay Voge Trio at the Brown Derby, Chicago. . . . PHIL FORREST, comedy pianist, has a new holdover con-tract at the Skyrise, Chicago. . . . WALT SEARS and His Californians (3) into Packer's Playdium, Green Bay, Wis. . . . JACK GARDNER, piano, into the Ad-miral Lounge, Chicago. . . . SCAT MAN (5) has drawn another holdover at the Capitol Lounge, Chicago. . . . FREDDIE STIVERS, guitarist, now in the navy. . . . MADONNA MARTIN, Negro keyboard pounder, has started at the Rondevo, Beloit, Wis. . . . VERA RAE HASSEL, singing pianist, has been added to the line-up at Helsing's Vodvil Lounge, Chicago.

JACK RUSSELL, cocktail booker with GAC in Chicago, has spent a week in the New York office. . . . HELEN SCOTT, of the Scott Sisters, singling temporarily on piano and solovox with Julie Huth's Musical Stylettes at the Kentucky Hotel, Louisville, while Sister Adele is vacation-ing in Texas. The girls will reunite in Chicago next month. . . . STAN OLSEN (4) has moved from the Flame, Duluth, Minn., to the Northland Hotel, Green Bay, Wis. . . . LAVERNE HUTCHERSON, former Major Bowes singer, held over at Tinney Cosgrove's Silver Congo, Peru, Ill.

NIK AND BERNYCE NEVEL have opened at the Anderson (Ind.) Hotel Monday (1), following a run at the Foeste Hotel, Sheboygan, Wis.

GENTLEMEN OF NOTE (3) open at the Oliver Hotel, South Bend, Ind., No- vember 8. . . . TOBY BROWN, of the Little Brown Jugs (4), has been 4Fd, which gives his entire outfit now a clean 4F rating. Unit started Monday (1) at the 115 Club, Grand Forks, N. D. . . . JUAN MAKULA, five men and a girl, headed for the West Coast following their run at the Radisson Hotel, Minneapolis. . . . DIXIE PAINTER, piano-voice, is back at the Berkshire Lounge, Chicago. . . . THREE KINGS OF RHYTHM give out till 5 a.m. at Cragin's Cocktail Lounge, Chicago. . . . CABIN BOYS have moved into the Three Deuces, Chi-cago. Dorothy Carroll, colored pianist, shares bandstand honors in that spot. . . . JEAN ELDRIDGE, colored pianist and singer, is at Ted and Len's, Detroit. . . . DOROTHY BERLIN, accordion, and Ruth Arden, electric organ, stay over at the Wardell-Sheraton Hotel, Detroit.

HEISER SISTERS, accordionists, have opened at Mickey's Bar, Detroit. Set by Alice Clark Agency.

RAQUEL (Mrs. Rosado) dropped out as singer with Jose Rasado's outfit to take an art course in Chicago. Unit is picking up a week at the Whirlway, fol-lowing a run in the Loop's Preview. Gwendlynn is the new maracca shaker. . . . CHARLES RICH and His Knights of Rhythm are holding on at the Preview, Chicago, during afternoon sessions, turn-ing over the evening spot to Roy Eldridge. . . . JOHNNY PARDIMON, colored pian-ist, staying over at the Baritz, Chicago. . . . THREE BITS OF RHYTHM into the Wyoming Stage Bar, Detroit. . . . FOUR STEPS OF JIVE landed another four months at the Bar o' Music, Chicago. . . . ANN RICHARDSON, manager of the CRA office, Chicago, tossed a cocktail party Saturday (30) at the Chi Medinah Club in honor of visiting Charlie Green, CRA head, who met some of the office units during the affair.

BOB FORSYTHE has been 4Fd by the army. He and Sue closed at the Rose Bowl, Chicago, Sunday (31) and moved into the Downbeat Lounge, Sioux City, Ia., November 5. . . . HUMBER AND BAR-RIE, piano-voice, opened Tuesday (2) at the Playdium, East St. Louis, Ill. . . . CLARENCE LEVERENZ, piano-organ, has replaced Don Miller at Huck's Redford Inn, Detroit, moving over from the Rose-dale Show Bar in that city.

FROM ALL OVER:

CLEO BROWN, colored pianist, and Belva White, piano-voice, into the Ba-hamas and Corktown, Detroit, respec-tively. . . . DUKE SCHILLER (4) into the Wheel Club, Parkersburg, W. Va. . . . JEAN WILKINS, organ-piano, held over at the Hotel Touraine, Boston. MAX COOPER (4) has been given a holdover on the opening night of his engagement at the Jules Landry French Restaurant, Hattiesburg, Miss., and will

PROFILES



DON ROTH

Don Roth, accordionist and vocalist, is a leader of a seven-piece unit which is adapted for the smart hotel supper rooms as well as the better cocktail lounges. He has the reputation of going into rooms normally using larger bands and scoring just as well. Instrumentation also includes piano, string bass, trumpet, guitar, baritone sax (doubling on clarinet) and drums.

Some of the Roth engagements include Washington Hotel, Indianapolis; Kansas City, Mo.; Chez Paree, Omaha (there for two years); Trianon, Seattle, and Black-stone Hotel, Fort Worth. He is now fea-tured at the Rice Hotel, Houston. Man-aged and booked by McConkey Orchestra Company.

remain there until New Year's. Unit has started to broadcast over WFOR, local NBC outlet.

HOMER JONES and His Musikings have opened an indefinite run at the Brass Rail, Savannah Beach, Ga. . . . HOW-ARD LEROY outfit, with Marguerite Claudet on vocals, is in its second month at the Whitecomb Hotel, St. Joseph, Mich. . . . BUDDY JOHNSON and Chris-tine Chatman entertained recently at the Army Air Forces Navigation School, Sel-man Field, Monroe, La.

REVIEWS

Three Collegians and a Co-Ed (Reviewed at Swan Club, Philadelphia)

Jack Lewis's foursome is one of the most engaging units playing the local circuit. For many years a band leader, Lewis jumped on the cocktail combo bandwagon several years ago and has continued to forge ahead.

Unit plays everything and anything. With Lewis' complete mastery of the fiddle, equally proficient for the hot and sweet stylings, and the smartly styled pianology of Louis Morrison, they run the gamut of everything in the books.

Outstanding are the vocal efforts put forth. Guitarist Frank Lester not only looks like Frank Sinatra, but also sings like the swoon kid. Co-ed in the com-bination is Jerry Marcello, an attractive mss with a full voice that gives out effectively on the rhythm and swing ditties.

Unit makes a fine appearance, far re-moved from their Joe College billing, and display plenty of showmanship sparks in their playing and singing. Maurie Orosenker.

Don Chiesta

(Reviewed at Colony Club, Chicago)

Chiesta is a veteran leader around these parts, concentrating for the most part on Latin fare. These days he is fronting a four-piece outfit, handling both South American and pop tune as-signments. This particular job calls for dance music and, for the size of his out-fit, comes thru with a commendable job.

To his credit is the absence of any letdowns, being on the job to please the customers. Music is on the soft, rhythmic side, and quite a treat to the ears. Chiesta blows a muted trumpet and when the occasion calls for it shakes the maraccas, as well. In support are piano, drums and accordion. An un-billed girl vocalist lends decorative ap-peal during the Latin sets, but disappears when the boys play straight American dance music. Sam Honigberg.

Helen Ward Soon To Warble With James or Goodman

NEW YORK, Oct. 30.—Helen Ward is reported ready to move into a vocal spot with either Harry James or Benny Good-man within the next few weeks. If she joins James, it will probably be Decem-ber 1, when Helen Forrest checks out to start working as a single.

However, there is a strong possibility that Miss Ward will take Carol Kay's place with Goodman, having shared the triumphs of Goodman's rise to fame in 1936.

Army Packs "Pistol" In New Hit Kit

NEW YORK, Oct. 30.—Servicemen over-seas will get their first chance to hear Pistol Packin' Mama, the tune that has become such a smash hit thruout this country when the November edition of the army Hit Kit reaches them.

Other tunes included in the November Hit Kit are I Can't Give You Anything But Love, If You Please, We're Shovin' Right Off Again, The Marseillaise, I Heard You Cried Last Night and Let Me Call You Sweetheart.

Goodman May Lose Costaldo

NEW YORK, Oct. 30.—Band-leading yen of Lee Costaldo, trumpeter with Benny Goodman, has Willard Alexander, William Morris Agency band chief, in a peculiar spot. Costaldo fronted a band for about two weeks over a year ago and his 4-F draft rating makes him a good bet to fill band gaps in the Morris roster. However, close relations between Alex-ander and Goodman, who is MCA prop-erty, make it hard for Alexander to en-courage Costaldo's venture.

It was at Alexander's suggestion that Costaldo joined Goodman "for about a year," after which time he was promised his own band. The year is now up and the trumpeter is itching to get going.

W. C. Handy Injured

NEW YORK, Oct. 30.—W. C. Handy's condition was pronounced "serious" by Harlem Hospital physicians after the composer suffered a fractured skull due to a fall from a subway platform Thurs-day (28).

Handy was on his way to entertain servicemen at Long Beach, L. I., in a show sponsored by the Songwriters' Pro- tective Association when he toppled to the subway tracks.

Skip Nelson Singles

NEW YORK, Oct. 30.—Skip Nelson is the latest band vocalist to step out as a singing single, replacing Jerry Wayne at La Martinique here Thursday (3). Nelson sang with Glenn Miller, Tommy Dorsey and Chico Marx. Ben Pollack, who managed the Marks band, is handling Nelson.

Prima Gets 3 Weeks at Golden Gate Theater

NEW YORK, Oct. 30.—Louis Prima has been booked into the Golden Gate Thea-ter, San Francisco, for three weeks, from November 4 to 24. Following that date Prima will play a return engagement at the Rainbow Randevu, Salt Lake City from November 26 to December 7. He just closed a week's run at that niter, Thursday (28).

Joyful Utica

UTICA, N. Y., Oct. 30.—Cocktail lounge here operated by Tommy Joy has taken a full-page ad in The Utica Daily News praising the work of its featured singing pian-ist, Joy Paige. Biz has been so big that Mr. Joy has a "duration" holdover contract for Miss Joy anytime she cares to sign it.

EDDIE SUEZ

THEATRICAL AGENCY
Presenting
OUTSTANDING TEAMS
AND
SINGLES
Distinctive and Different for the
Discriminating Buyer

ANN RUBERT
The Dynamic Mito
Piano-Vocals

PAUL MALLORY & SUSAN CARROLL
Piano & Vocal Stylists

SALLY LaMARR
Sophisticated Lady of
Song and Her Piano

BEN TRACY & THELMA BAKER
Piano & Vocal
Features

SANDRA SHAW
A Versatile Delovely
Piano-Voice-Accordion

PENNY & FRANCINE
Two Lovely Girls
Piano & Vocal Duo

BETTY KING
New Septa Vocal
Queen and Her Piano
WCAU (CBS)
Radio Star

BILLY HAHN AND MARY LOU
Sparkling Piano with
Ear-Carressing Vocals

SYLVIA SHEARER
Tops in
Piano-Vocal Varieties

KERRY NOLAN & MARY LOVE
Versatile
Piano & Vocal Twosome

PATRICIA PAGE
Piano-Vocal-Guitar
Favorite

TESS HEALY & BILL
A Voice and a Piano
That Is Different

WANDA DEE
and Her Magic Piano

BILLY WINTON & LEE LAWLER
Piano & Vocal Varieties

NICK DeFRANCIS
Piano-Vocal Varieties

JOHNNY PARIS
Society Favorite
His Songs & His Piano

THELMA MAHER
A Lovely Lady and
Her Accordion

EARL HOWARD
Septa Piano-Vocal Star

WIRE --- WRITE --- PHONE
EDDIE SUEZ
THEATRICAL AGENCY
SHUBERT THEATER BLDG.
PHILADELPHIA, PA.
Phonest:
Pennypacker 7083. Kingsley 1665-8-7.

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

Chi Biz Way Up, Houses Choked

CHICAGO, Oct. 30.—Monday (1) will see all of Chicago's legit houses lighted and good prospects of their remaining so thruout the season. With shows clamoring to come in, a shortage of houses during the winter is inevitable. Business thru September and October has been exceptionally good, and several smash hits skedded for the next couple of months presage a fat season.

Ralph T. Kettering, veteran producer who has been out of the business for several years, made his bow last week as operator of the 900-seat Civic Theater with the Brock Pemberton play *Janie*. Received fair notices but picked up after a few days and is building.

Revival of *The Student Prince* (Erlanger) did surprisingly well. It's one of the best productions of the show in both cast and scenery that has been seen here in many years. Had three excellent weeks. *Without Love*, the Constance Bennett opus which opened at Erlanger Monday (25), got off to a good start. It will be followed by *Oklahoma* November 15. *Tomorrow the World* opens at the Selwyn November 7.

The Walls King opens at Civic Opera House Monday. Other shows coming in are *The Corn Is Green*, Studebaker, November 8, and *Oklahoma*, Erlanger, November 15. At Studebaker the army show, *The Army Play by Play*, is doing near-capacity business. *Dark Eyes* will conclude an excellent three weeks November 6. *Good Night Ladies*, at the Blackstone, and *Kiss and Tell* at the Harris, continue to big takes.



Legit Review Percentages

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

"Slightly Married"—11% (Closed Oct. 30)

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

"Victory Belles"—0%

NO: Guernsey (*H-T*), Barratt (*News*), Mortimer (*Mirror*); Garland; Schubart (*PM*), K. S. (*Times*), Brown (*Sun*); Rascoe, Waldorf.

"Manhattan Nocturne"—61%

YES: Chapman, Morehouse, Waldorf, Garland; Cook (*W-T*).
NO OPINION: Coleman (*Mirror*).
NO: Nichols, Barnes, Kronenberger.

Lust in Reshuffle (London Style)

LONDON, Oct. 23. — Phyllis Dixey, the Gypsy Rose Lee of the British Isles, like many of her American sisters-under-the-skin, is satisfying a yen to don clothes and go legit. After plans for her appearance in the title role in Du Maurier's *Tribby* failed to come off, Phyllis landed a spot in Anthony Kimmins's revival, *White Parents Sleep*, at the Theater Royal, Brighton, now moved to West End. For her debut as a mummer, the ex-stripteuse goes whole hog, for not only is she swaddled in dry goods from head to toe, but those clothes she wears are royal raiment, she plays the role of Lady Clavering.

Shubert-Myerberg, "Belles"—"Nocturne" — It All Adds Up to 2 Times Zero

NEW YORK, Oct. 30.—Competitive openings Tuesday (26) of *Victory Belles* and *Manhattan Nocturne* occasioned considerable comment this week. Consensus was that there was no necessity for two starters in one night during a light week, but that the Shuberts, peeved at Michael Myerberg's venture into theater operations (he's the new lessor of the Mansfield Theater, which houses *Belles*), pressured a co-incidental unveiling of *Nocturne* at their Forrest Theater.

Myerberg took over the Mansfield lease last month from the Mutual Life Insurance Company because he didn't want to have to dicker with the Shuberts over houses for his forthcoming productions. Because of the shortage of playhouses, with managers clamoring for good locations, Shuberts have cracked down hard on rent guarantees, forcing several closures. Myerberg came to grips with them over the Plymouth Theater, where his *Skin of Our Teeth* held forth until the freres made a deal with Mike Todd to bring *Naked Genius* into that house.

Understood that the attempt to "embarrass" the Mansfield proprietor caused little excitement in the Myerberg camp. The repercussions might have been louder had *Belles* turned out to be any great shakes as a play.

Neither production, incidentally, bothered to file its opening date with the League of New York Theaters, a method which establishes more or less of a priority on a date. Both announced their openings via newspaper columns, with *Belles* beating *Nocturne* to the draw.

BROADWAY OPENINGS

THE FORREST

(Opened Tuesday, October 26, 1943)

MANHATTAN NOCTURNE

A drama by Roy Walling. Directed by Stella Adler. Settings by Perry Watkins. General manager, S. Lipp. Company manager, William Croucher. Press representative, Vince McKnight. Presented by Walter Drey and George W. Brandt.

Eddie Talmo	Dehl Berti
Peter Wade	Eddie Dowling
Ann Stevens	Terry Holmes
Grace Wade	Lorraine MacMartin
Monroe Lessing	Donald Keys
Cimbel	Tom McElhany
Helen	Julian Caffrey
Dolan	Wendell Corey
Mahoney	John Farrell
Judge Petrie	Howard Smith
Carew	Robert Tomp

With a potential handicap of two strikes against it via (1) poor reports of road tryout and (2) opening night weather which would put a bedraggled audience in a mood to damn anything on any stage, *Manhattan Nocturne* came to bat at the Forrest. It can be reported that it didn't miss the third. Roy Walling's new melo didn't knock out any homer, but it connected for a solid single to put itself firmly on base.

It's nearer the mark to say that it connected for a double, because the play's main sock stemmed from two performances, both of them outstanding. It is no news item to report that Eddie Dowling turns in another fine job of acting, but it is news when a completely unknown gal debuts on Broadway in an extremely difficult part and draws honest cheers at the final curtain. Terry Holmes did just that and deserved them.

Walling saga of a Big Town interlude has been done a dozen ways before. It is the oldie about the tart and the right guy. This time it has a new twist because the gal has been a victim of amnesia for the year she has been in the business.

A washed-up writer engages a call-girl to bed-pace in a cheap hotel room as correspondent in a divorce suit. After the usual raid, he discovers that the tart is sick and that she isn't as tough as she makes out. She goes to sleep—alone for once—and he sits up to start a new book.

These incidents surprise both of them so much, that in the morning they find themselves drawn together. She breaks down and tells him about the dirty deal she got from a guy named Carter who married somebody else. He decides they will help each other make a comeback. He'll take her to his farm in the country and put her on her feet (no double meaning intended). However, the law steps in and the gal is due for a quickie stretch in Bedford via a pimp, a crooked dick and a bored judge. Of course, it comes out all right.

Taken apart, it sounds like a pretty bad dish of corn. But Walling tells it in a simple, straightforward, moving fashion. He avoids the obvious and is smart enough not to let his characters fall in love. How it would be without the Dowling-Holmes combination is something else again. The whole show resolves itself around them and could be

junked by over-or-under-playing. Both keep strictly to a middle ground. This, and a fine staging job by Stella Adler, perhaps make it seem of sterner stuff than it really is.

Dowling plays with fine restraint and deliberately builds the gal's character, sometimes even at the expense of dulling flashy opportunities of his own. Terry Holmes has come a long, long way since her stage bow a couple of years ago at the strawhat theater at Sayville, L. I. She has learned to use her voice and her hands effectively and to emote in a trying, emotional part without chewing up scenery. Teamed with Dowling, any remaining unevenness is minimized by his stagecraft. The result is a splendid Broadway beginning.

The other characters of *Nocturne* merely drift in and out to keep the tale moving. The only other part of any length is the police court judge, played absolutely right by Howard Smith. Dehl Berti makes a properly nasty pimp and there are other good bits by Tom McElhany and Wendell Corey. There isn't a bad performance all the way down the line. Perry Watkins' two settings of a sordid hotel room and a judge's chambers in felony court are completely in keeping.

There is no reason why *Nocturne* shouldn't get the benefit of a run. There's plenty hokum in it, but it's well disguised and adds up to an easy pill to take. Also, there is Eddie Dowling back to fill a stage with quiet authority and Miss Holmes to carry right along with him. They make *Nocturne* worth seeing.

Bob Francis.

MANSFIELD

(Opened Tuesday, October 26, 1943)

VICTORY BELLES

A farce-comedy by Alice Gerstenberg. Staged by Henry Adrian. Setting and costume supervision by Edward de Forrest. Production assistant, William J. Rathbun. Stage manager, Carella Adler. Press representative, Marjorie Barkentin. Presented by Henry Adrian.

Miss Ann Stewart	Ellen Merrill
Miss Kathlene Stirling	Sally Gracie
Miss Mary Berton	Marie Gale
Mrs. Grace Stewart	Mabel Taliaferro
Geejan	Addison Randall
Mrs. Mildred Stirling	Jessie Miller
Miss Flo Hilliard	Barbara Bennett
Lieut. James Richardson	Ralph Clanton
Pvt. Eric Stanley	Stanley Phillips
Sergt. Joe Collier	Walter Appler
Col. Edward Horton	Raymond Van Sickle
Donald Bacchus	Philip Denman
Thomas Richardson	Robert Ober
June Winkle	Margaret Eckman
Mr. Papa	Burton Mallory
Two Policemen	William Paul, Oscar Miller

There is no excuse for this one. At least a show trying to crash the current legit boom should be a professional job, even if it isn't prize fare. But *Victory Belles* is a tyro in writing and direction. It tries hard to get laughs but only garners yawns.

Initial idea was to have fun with a flutery mama who is worried about the post-war man shortage and wants to get her daughter married off. Somewhere about midway in the proceedings, which

have a definite high school flavor, the author decides to take a fier in spy melo and rings in a butler who poses as an FBI sleuth. Thereafter the accent is on sleuthing, with the marriage business taking a back seat until the final curtain. It's all pretty depressing.

The cast, for the most part, doesn't help things any, altho the basic fault is in the staging. Barbara Bennett, making a Broadway comeback, fights hard to make something of her role, but the dialog and direction throw her far too often. Several lesser players, notably Stanley Phillips and Ellen Merrill, are completely wasted and the rest, including veteran Mabel Taliaferro, just get nowhere.

The only redeeming feature of the whole production is Edward de Forrest's set, which is far too good for the stupid shenanigans that go on in front of it.

Frank Gill.

CORT THEATER

(Opened Monday, October 25, 1943)

SLIGHTLY MARRIED

A farce by Aileen Leslie. Staged by Melville Burke. Setting designed by Phil Raiguel. Company manager, George Leffler. Stage manager, Boyd Agin. Press representative, Charles G. Stewart. Produced by Melville Burke.

Brian Quin	Leon Ames
Stanley Quin	Scotly Beckett
Audrey Quin	Leona Maricle
Margaret Quin	Patty Pope
Terry Jamison	Tom Seidel
Josie Dowling	Mona Barrie
Keith Morehouse	Jimmie Smith
Lisa Ward	Kathryn Keys
Grandma Jamison	Isabel O'Madigan
Bella	Teddi Sherman
Hortense	Kate Harrington
Ambulance Driver	Bert Horton

What has this Aileen Leslie farce stymied from the start—if it isn't the gradual wearing-thin process that begins in Act 2—is that it has been beaten to whatever punch it might have had by two earlier arrivals. *Kiss and Tell* and *Three's a Family* combined, cover virtually the same territory and were received by a much more favorable press—so if theatergoers still think in terms of value for their money, *Slightly Married* would come out a poor third.

Judged on its own merit, however, the farce, which was known as *Mother's Day on the West Coast*, from which it beat a hasty path to greener fields, makes for a mildly amusing evening. While it shrinks to nothingness under careful scrutiny, it clocks enough laughs to justify its existence. In the second half, however, the laughs are less frequent and interest bogs down.

Leon Ames and Leona Maricle, the only Broadwayites in a Hollywood cast, are the parents of an impossibly drawn 17-year-old daughter, who has got herself what she thinks is married to an equally insipid soldier, also 17 (he lied about his age). After waiting three days for the license to become legal (they never heard of a wedding ceremony), the consummate their marriage at a tourist cabin. When daughter announces she is pregnant and it is subsequently revealed that she has overlooked a slight technicality, the family decides that daughter should lay low for the duration while mother pretends that she is having the baby. The rest is obvious, completely unsophisticated farce, even occasionally hitting below the belt of good taste. It's one of those things described as "not a critic's show."

Ames and Miss Maricle succeed in taking their roles out of the one-dimension class, making plausible, human people out of the parents, insofar as the script allows. The movies' Scotty Beckett plays the kid brother with deft assurance. He knows where storks come from. Patty Pope, as the daughter, is pretty, but you could never tell from this one whether she can act or not. Jimmie Smith, as the unhappy bridegroom, might have an appealing personality hidden under all that suffering that could lead him to better things. Mona Barrie is amusing as a family friend approaching old maidhood. Ditto Tom Seidel, as Miss Maricle's medico brother, who seems to know what's required of him and plays it with gusto, if not subtlety. Teddi Sherman is funny as one of several maids.

Melville Burke directed as tho they all had five minutes to finish before a test blackout. (But who ever heard of a slow farce?) If Burke, who also produced, and Columbia Pictures, who backed, are patient, *Slightly Married*

might settle down to a fair-to-middling run as a cut-rate attraction.

Shirley Frohlich.

Show closed Saturday (30). Review printed for the record.

Yiddish Art

(Opened October 18, 1943)

THE FAMILY CARNOVSKY

Drama in two parts and seven scenes by I. J. Singer. Directed by Maurice Schwartz.

THE CAST: Maurice Schwartz, Anatole Winogradov, Isidore Casher, Rebecca Weintraub, Muriel Gruber, Paul Levitt, Lisa Silbert, Mario Gang, Yudel Dubinsky, Rose Greenfield, Zella Gould, Leon Gold, Boris Auerbach, Michael Goldstein, Abraham Teitelbaum, Morris Feder, Seesel Pearson, Meyer Scherr, Morris Krohner, Jenny Casher, Rosetta Cohen, Frank Kressman, Benedict Stein, Solomon Krause, Gelia Liptzin, William Nager, Schloime Crouse, Moyshe Byelavsky, Dorothy Leibert.

The Yiddish Art players returned to celebrate a quarter century anniversary at a new stand—the former Adelphi Theater, renamed Yiddish Art—with the unveiling of a new addition to their repertoire, I. J. Singer's The Family Carnovsky.

Singer's play is keyed to a direct theme with none of the usual by-passes, and is far simpler to follow than some of Maestro Schwartz's more ambitious presentations.

For once Singer is concerned with taking his characters from only one town to another. This time they are in Berlin and New York. Against a background of rising brutality, the Carnovsky family

seeks its destiny and final "eye for an eye" revenge.

Schwartz is in top form as the persecuted surgeon who deals out personal justice to the cowardly wrecker of his son's mind and health. He plays with restraint and builds the character surely for a final all-cut impact.

There has been a growing doubt that the "language" theater retains its usefulness. It's obvious that the huge audiences which Kessler, Adler and the early days of the Yiddish Art used to draw have fallen away.

Out-of-Town Opening

FORREST, PHILADELPHIA

(Opened October 28, 1943)

A Connecticut Yankee

A new musical adaptation in two acts and five scenes of Mark Twain's "A Connecticut Yankee." Music by Richard Rodgers, lyrics by Lorenz Hart, book by Herbert Fields, directed by John C. Wilson.

THE CAST: Vivienne Segal, Dick Foran, Harold Douglas, John Cherry, Robert Chisholm, Chester Stratton, Jere McMahon, Stuart Casey, Julie Warren, Robert Warren, John Cherry, Kathryn Anderson, Mimi Bari and Vera-Ellen.

Finding it most difficult to resist the charm and appeal of a Richard Rodgers melody, particularly when it is wedded to the wordage of a Lorenz Hart, a ton of transgressions may be easily and happily overlooked.

It was 16 years ago, and here in Philadelphia, that nostalgia reminds of an earlier premiere of an earlier version. This time, with composer Rodgers the producer, it must be emphasized that this is not a mere revival of the earlier hit.

The settings and costumes are entirely new. In that direction Nat Kanson plays no small measure in providing the show's pleasantries. Moreover, the score has been sprinkled with brand-new Rodgers and Hart songs, dipping south of the border for a samba song-and-dance ensemble and borrowing a note from the war plants for a musical Ye Luchtime Follies setting that even has Sir Galahad doing a devastating Frank Sinatra swoon satire.

But for all the new words and music, now, as then, the musical highlights still remain My Heart Stood Still and Thou Swell. Both songs have held on thru the years and pack the same appeal as when first introduced in 1927.

The story is too familiar to bear repetition at this late date, but it may be

mentioned that this Connecticut Yankee, on being whisked back to King Arthur days after being conked by a champagne bottle, brings to the knights of old the assembly line productiveness of present-day war plants.

While comparisons are odious, one cannot help but recall the way a young man by the name of William Gaxton distinguished himself in the earlier version as the Yankee. Dick Foran, of the movies, has been drafted for that role now.

Julie Warren, a tiny mite and terrific looker, as Foran's heart throb, fairs a bit better. Gal is new to the legitimate stage, hailing from the Hollywood lots.

A most happy choice in casting is Vivienne Segal as the thwarted bride and the wicked queen, going a long way in helping to cover up the neophytes sharing the lead with her.

Show-stopper is Vera-Ellen as one of the court ladies, teamed as Sir Galahad's heart interest. New to the local stage, at least, sports a pair of twinkling tootsies sparked with heel and toe tapping that is plenty tuneful and toothsome.

The rest of the cast, for the most part, fit their parts well. And all that remains is to learn their parts. Stage direction of John C. Wilson, first-timing for a musical, was loose and spotty.

Philly Broadway Keeps Punching 10 Minimum

PHILADELPHIA, Oct. 30.—Fresh crop of new bookings, in keeping with booming biz being enjoyed by local legit, promises to keep the three Shubert houses lit indefinitely.

Forrest Theater, with A Connecticut Yankee teeing off Thursday (28), has Boston Opera Company for three weeks of Gilbert & Sullivan repertoire starting November 15.

Walnut St. Theater, with Mark Warnow's new musical What's Up?, starring Jimmy Savo (opened on Monday, carries on with The Patriots on November 8, followed on 23d by Alfred de Liagre's Voice of the Turtle, new script returning Margaret Sullivan to the stage.

Locust St. Theater returns Tobacco Road November 1 for umpteenth local engagement, following on 15th with a fortnight for Kiss and Tell. Erlanger Theater, indie house currently holding Billy Rose's Carmen Jones, has two weeks of Philadelphia Opera Company repertoire starting November 29.

Pfeiffer-Goldberg Eying Follow-Up for Waning 'Maid'

CHICAGO, Oct. 30.—Julius Pfeiffer and Dan Goldberg, big clicks with marathon-run Maid in the Ozarks, are planning another show. Maid, now well into its second year at Great Northern Theater, is beginning to taper off and its

The Billboard

The World's Foremost Amusement Weekly

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

Joseph Csida, Eastern General Manager C. J. Latscha, Advertising Manager B. A. Bruns, Circulation Manager

EDITORS: Claude R. Ellis, Leonard Traube, Walter W. Hurd. ASSOCIATE EDITORS: Lou Frankel, Nat Green, Elliot Grennard, Sam Honigberg, Joseph M. Koehler, William J. Sachs.

OFFICES: Publication Office: 25-27 Opera Place, Cincinnati 1, O. Phone: MAin 5306. New York—Joseph Csida, Manager, 1564 Broadway, New York 19, N. Y. MEdition 3-1615. Chicago—Maynard Reuter, Manager, 155 No. Clark Street, Chicago 1, Ill. CENtral 8480. St. Louis—F. B. Joerling, Manager, 390 Arcade Bldg., St. Louis 1, Mo. CHEstnut 0443. Hollywood—Sam Abbott, Manager, Room 218, 1509 Vine Street, Hollywood 28, Calif. HOLlywood 1866. Philadelphia—7222 Lampaort Road, Philadelphia, Pa. MAdison 6895. England—Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1. Australia—Kevin Brennan, City Tattersall's Building, 198 Pitt Street, Sydney. ADVERTISING RATES: Fifty cents per agate line. \$7 per column inch. Full Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Member of Audit Bureau of Circulations. CIRCULATION RATES: Twenty-five cents per single copy on all newsstands. Subscriptions: \$4 for six months, \$7.50 per year, \$12.50 for two years, \$16.50 for three years. Rates in foreign countries or to men in the Armed Forces on request.



Dickens' 'Tale' to Music, London Reply To Dig-Back Trend

LONDON, Oct. 23.—Broadway's near-trend to turn straight dramas of past seasons into lush musical showcases, paced so successfully by the Theater Guild with Oklahoma! (based on Lynn Riggs's Green Grow the Lilacs), is about to be duplicated here.

Arnold has seven productions on his fall and winter schedule and, in addition, has interests in six current attractions and five West End theaters.

Tough Trouping for 'Doughgirls' But It's Sell-Out in Salt Lake City

SALT LAKE CITY, Oct. 30.—Road company of Doughgirls had the SRO sign out three times for two performances at Capitol Theater.

In the jump from San Francisco, normally a 24-hour rest period for touring performers, the company made it in 32 hours, of which more than half was made standing in aisles and vestibules.

They had to forego a willing press, but lack of spot publicity didn't hurt for hundreds were turned away from both performances.

owners may road it within the next few weeks.

"Several West Coast shows have sought bookings at the Great Northern," says Pfeiffer, "but we believe we will have to produce our own shows to make money. We are now considering a new show to be headed by a Hollywood star."

BROADWAY SHOWLOG. Performances Thru October 30. Dramas: All For All (Bijou), Angel Street (Golden), Another Love Story (Fulton), Arsenic and Old Lace (Hudson), Harriet (Miller's), Doughgirls (Lyceum), Janie (Playhouse), Kiss and Tell (Biltmore), Life With Father (Empire), Manhattan Nocturne (Forrest), Naked Genius (Plymouth), New Life (Royal), Othello (Shubert), Slightly Married (Cort), Three's a Family (Longacre), Tomorrow the World (Barrymore), Two Mrs. Carrolls (Booth), Victory Belles (Mansfield). Musicals: Early To Bed (Broadhurst), Laugh Time (Shubert), Oklahoma! (St. James), One Touch of Venus (Imperial), Something for the Boys (Alvin), Star and Garter (Music Box), Ziegfeld Follies (Winter Garden), Merry Widow (Majestic), Rosalinda (44th St.).

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

ORCHESTRA ROUTES



Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; cl—cocktail lounge; h—hotel; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; t—theater.

A
Akin's, Bill, Continental Four (Hollywood Lounge) Rochester, Minn., nc.
Allen, Bob (Palace) Cleveland, t; (Topper) Cincinnati 6-7, b.

B
Baker, Don (Algiers) NYC, cb.
Baker, Ken (Casino) Hollywood, nc.

C
Cabin Ork (Three Deuces) Chi, nc.
Calloway, Cab (Palace) Columbus, O., 2-4, t.

D
D'Arcy, Phil (Rogers' Corner) NYC, nc.
D'Artega, Al (Orpheum) Los Angeles 3-9, t.

E
Eddy, Ted (Iceland) NYC, nc.
Edwards, Jack (Belmont Plaza) NYC, h.

F
Farber, Burt (Netherland Plaza) Cincinnati, h.
Fellows, Bob (Pirate's Den) Hollywood, nc.

G
Garber, Jan (Strand) Utica, N. Y., 2-4, t; (Earle) Phila 5-11, t.

H
Haas, Ala (Rogers' Corner) NYC, nc.
Hamilton, George (Chanticleer) Baltimore, re.

I
Hawkins, Coleman (Kelly's Stable) NYC, nc.

Hawkins, Erskine (Plantation) Los Angeles, nc.
Headerton, Ray (Biltmore) NYC, h.

J
Jackman, Sherwood (Book-Cadillac) Detroit, h.

K
Kari, Sax, Combo (Lyon's Grill) Oklahoma City, nc.

L
Lande, Jules (Ambassador) NYC, h.
Landre, Johnnie (Scottie's Tavern) Southern Fines, N. C., nc.

M
McCune, Bill (Beverly Hills) Newport, Ky., cc.
McGrew, Bob (Kansas City Club) Kansas City, Mo.

N
Nagel, Freddy (Aragon) Ocean Park, Calif., b.
Newton, Charlie (Gables Inn) Pleasantville, N. J., nc.

O
O'Hare, Husk (Cambridge) Chi, h.

P
Pafumy, Joe (Belmont Plaza) NYC, h.

R
Ramos, Ramon (Wm. Penn) Pittsburgh, h.

S
Salter, Lou (Miramar) Santa Monica, Calif., h.

T
Tatum, Art (Three Deuces) NYC, nc.

V
Valleau, Boyd (Jubilee) Oshawa, Ont., Can., b.

W
Wald, Jerry (Oriental) Chi 5-11, t.

X
Walzer, Oscar (Fifth Ave.) NYC, h.

Y
Yates, Joe (Frolic) Miami, nc.

Z
Zarin, Michael (Waldorf-Astoria) NYC, h.

ADVANCE BOOKINGS

CHARLIE AGNEW: Peabody Hotel, Memphis, Nov. 23-Dec. 31.

BOB ALLEN: Club Madrid, Louisville, Nov. 8 (week); Tunetown Ballroom, St. Louis, 16 (week); Coliseum, Parkersburg, W. Va., 24; Terrace Room Newark, N. J., 26 (2 weeks).

MITCHELL AYERS: Auditorium, San Jose, Calif., Nov. 11; Auditorium, Fresno, Calif., 12; Auditorium, Sacramento, Calif., 13; Worth Theater, Fort Worth, 18-21; Auditorium, Shreveport, La., 23; Majestic Theater, Dallas, 25 (week).

BILL BARDO: Ritz Ballroom, Bridgeport, Conn., Nov. 28.

CHARLIE BARNET: Palace Theater, Youngstown, O., 9-11; Oriental Theater, Chicago, 12-18.

GRACIE BARRIE: Joyland Park, Lexington, Ky., Nov. 12; Topper Ballroom, Cincinnati, 13-14; Palace Theater, Columbus, O., 18-18; Dayton, O., 19; Trianon Ballroom, Toledo, 21; Tunetown Ballroom, St. Louis, 23 (2 weeks).

AL D'ARTEGA: Rainbow Rendezvous, Salt Lake City, No. 12-18.

AL DEXTER: Paramount Theater, Anderson, Ind., Nov. 12; Paramount Theater, Hammond, Ind., 14; RKO Theater, Boston, 18 (week); State Theater, Hartford, Conn., 26-28.

TONY DI PARDO: Plantation Club, Dallas, Nov. 2-29.

AL DONAHUE: Jewish Progressive Club,

Mann, Mill (18th Hole) NYC, nc.
Maunone, Winky (Babalu) Hollywood, nc.

Martell, Paul (Arcadia) NYC, b.
Martin, Dave (St. George) Brooklyn, h.
Marcellino, Muzzy (Florentine) Hollywood, nc.

Martin, Freddy (Ambassador) Los Angeles, h.
Martin, Lou (Leon & Eddie's) NYC, nc.

Martin, Perry (Nicollet) Minneapolis, h.
Martini, Ben (Club 51) NYC, nc.

Mattney, Nicholas (Russian Kretchma) NYC, re.
Mauthe, Chic (Glenn Rendezvous) Newport, Ky., nc.

Mays, Don (Havana-Madrid) NYC, nc.
Melba, Stanley (Pierre) NYC, h.

Messner, Johnny (McAlpin) NYC, h.
Miller, Freddy (St. Regis) NYC, h.

Mills, Johnny (Candel) Syracuse, nc.
Molina, Carlos (Del Rio) Washington, nc.

Monroe, Vaughn (Commodore) NYC, h.
Monte, Mark (Plaza) NYC, h.

Morris, George (Armando's) NYC, nc.
Mossley, Snub (Capitol Lounge) Chi, nc.

Munro, Dave (Utah) Salt Lake City, h.
Nagel, Freddy (Aragon) Ocean Park, Calif., b.

Newton, Charlie (Gables Inn) Pleasantville, N. J., nc.
Nicholas, Don (Venice) Phila, c.

Noone, Jimmie (Streets of Paris) Hollywood, nc.
O'Hare, Husk (Cambridge) Chi, h.

Ohman, Phil (Mocambo) Hollywood, nc.
Oliver, Eddie (Edgewater Beach) Chi, h.

Ortiz, Eddie (Panama) Los Angeles, nc.
Osborne, Will (Roosevelt) New Orleans, h.

S
Salter, Lou (Miramar) Santa Monica, Calif., h.
Sandler, Harold (Rogers' Corner) NYC, nc.

T
Tatum, Art (Three Deuces) NYC, nc.
Terry, Bob (St. Regis) NYC, h.

Torres, Ramon (El Chico) NYC, nc.
Towne, George (Nell House) Columbus, O., h.

Trace, Al (Dixie) NYC, h.
Travers, Vin (Diamond Horseshoe) NYC, nc.

Tucker, Tommy (Roxy) NYC, t.
Valleau, Boyd (Jubilee) Oshawa, Ont., Can., b.

Venuti, Joe (Frolic) Miami, nc.
Victor, Frank (Dixie) NYC, h.
Wald, Jerry (Oriental) Chi 5-11, t.

Walzer, Oscar (Fifth Ave.) NYC, h.
Waples, Bud (Ansley) Atlanta, h.

Weeks, Anson (Aragon) Houston, h.
Williams, Cootie (Savoy) NYC, b.

Williams, Griff (Palmer House) Chi, h.
Williams, Sande (Warwick) NYC, h.

Wilson, Dick (Coo Rouge) NYC, nc.
Wilson, Teddy (Cafe Society Uptown) NYC, nc.

Wingert, Doug (Sycamore Grill) Buffalo, nc.
Winton, Barry (Essex House) NYC, h.

Wright, Charles (Drake) Chi, h.
Zarin, Michael (Waldorf-Astoria) NYC, h.

ORCHESTRA NOTES

Of Maestri and Men

TOMMY DORSEY, JAN SAVITT, SHEP FIELDS, TEDDY POWELL, JACK TEAGARDEN and HERBIE KAYE set for Coca-Cola shots from November 1 thru 6. . . . JIMMY DORSEY set for a week at the Chicago Theater, that city, starting December 10. . . . CHARLIE BARNET doing a 10-week theater tour after closing the Park Central Hotel, New York, hitting Maryland, Philadelphia; Youngstown, O., and Chicago. . . . BOB ALLEN playing Frank Dalley's Terrace Room, Newark, N. J., November 26. . . . JUDY CAROL replaces SISTER ROSETTA THARPE as vocalist with LUCKY MILLINDER. MISS CAROL has appeared in three films and was in DUKE ELLINGTON'S Jump for Joy. . . . DEAN HUDSON into the Palomar Ballroom, Norfolk, Va., for three weeks, with four college dates booked in between. HUDSON'S commercial for the Lance Company to start around the first of the year. . . . LES BROWN came within 500 tickets of equalling CHARLIE SPIVAK'S record-breaking first-night at the Hollywood Palladium. . . . HAL MCINTYRE has signed GLORIA VAN, formerly with GENE KRUPA, JOHNNY (SCAT) DAVIS and TED FIO RITO to handle his vocal chores. . . . BEN YOUNG is doubling as field man for the Mike Falk booking office, Detroit, in addition to leading his band at the Vanity Ballroom that city, tation Club, Los Angeles, October 25, for four weeks.

CHARLIE AGNEW, held over at the Trocadero, Evansville, Ind., until November 12, set by Gus C. Edwards into Hotel Peabody, Memphis, November 23 thru December 31. . . . J. K. (ANDY) ANDERSON has taken intact the Rhythm Kings, group of Cincy 17-year-olds, and is dickering with Robert L. Weems, of Frederick Bros., for handling. The 14-piece crew will be fronted by Ralph Willoughby, vocalist, and will feature Mel Hargus, pianist and arranger. Dottie Kane is the fem canary.

. . . JOHNNY LONG opens the Sherman Hotel, Chi, December 3 for four weeks, and shares the New Year's Eve spotlight with CAB CALLOWAY. . . . JERRY WALD concludes his run at the Sherman Hotel, following with a week at the Oriental Theater, Chi, starting November 5. Starts a 10-day tour November 12, thru Missouri, Iowa, South Dakota and Minnesota.

8x10 GLOSSY PROFESSIONAL PHOTOS, 100 for \$6.25

As low as 5c Ea. in quantities. Photo Post Cards, other sizes, made from your negatives. If negative cannot be supplied send good glossy print and 75c extra for making negative. Drop us a card for free samples, complete price list and ordering instructions. Prompt, courteous service. Eastman-Kodak materials. Quality guaranteed.

Mulson, Dept. B, 310 E. Washington Ave., Bridgeport, Conn.

Communications to 25 Opera Place, Cincinnati 1, O.

Cuban Op Shows War Pictures

Uses Radio Advertising

HAVANA, Oct. 30.—The war has increased interest in foreign films in Cuba, giving roadshowmen an opportunity to show this type of picture in areas where imported products were previously taboo. Reason for the upswing in Russian releases, according to D. Gonzalez, head of Blue Ribbon Films, is the tremendous interest in that country which is now bearing the brunt of the fighting in Europe.

There is also revived interest in other Russian films, many of which have been on the market for some time. Series have already been stitched together on China and Middle Europe, with others to follow.

Francisco Rodriguez, roadshow operator working this territory under the firm name of Crusellas, is always on the alert for new ideas that will increase business for his operation. Rodriguez pointed out that, like all roadshowmen, he is interested in getting new faces in his audiences. New faces means more cash taken in at the box office and if audience increases can be maintained the profits for the season are higher than average. Rodriguez has a radio station plug his roadshow for a week prior to the opening. Mention is made of the date and places where films will be shown.

On the night scheduled for the show after the first radio announcement, Rodriguez had to run two shows to accommodate the crowds that turned out. Rodriguez thinks this is one of the best plans to get new people started coming to roadshows.

The radio station tie-in not only helps the showman but the radio stars as well, he pointed out. Then, too, the audience has an opportunity to see its favorite local radio stars. This, Rodriguez explained, creates a lot of good will and

reacts to the benefit of the roadshow operator.

Roadshowings in airports also helps solve the problem of entertainment for night workers. At the airport of San Antonio town, which employs many workers, this problem has been successfully overcome by the regular use of good features and short subjects, along with government educational films. The films are shown approximately 90 minutes before the late shift begins work.

ANFA Holds 1st Fall Meeting

NEW YORK, Oct. 30.—The Allied Non-Theatrical Film Association held its first fall meeting October 27 at the Sheraton Hotel, New York. As the meeting was devoted entirely to discussing problems concerning the general welfare of the association and the industry as a whole, it was open to ANFA members only.

Among those present were W. F. Kruse, Bell & Howell Company; Lieut. and Mrs. H. Fleck, Vaporate Company; Thomas Brandon, Brandon Films, Inc.; Paul Bray, Bray Pictures; Jerome J. Cohen, Jerome J. Cohen, Inc.; Sam Goldstein and Mort Sackett, Commonwealth Pictures; Mary Sullivan, Cinema, Inc.; D. A. Weber and wife, Flberbilt Company; Harry Kapit and Mrs. Blanche Gutlohn, Walter O. Gutlohn, Inc.; Bert Willoughby, Miss Anderson, Ed Stevens of Atlanta, Mr. and Mrs. S. J. Sperberg, Ideal Pictures Corporation; Herman Ross, Al Carrick, Institutional Cinema; William K. Hedwig, Nu-Art Films, Inc.; C. Feldman, Harold Daumstone and Milton Salzberg, Pictorial Films, Inc.; Harry Post, Post Pictures Corporation; P. E. Shanahan and Mr. Blake, Skibo Productions, Inc.; Charles L. Yuille, Southern (Ideal) 16 mm. Pictures; Wilfred L. Knighton, ANFA recording secretary.

Red Cross Film Plugs Need for Donors of Plasma

NEW YORK, Oct. 30.—With Lowell Thomas as narrator and actual civilian defense accident cases used, the Red Cross has made a blood donor film in 16mm. entitled *They Need Not Die*, which is in constant demand for showings here at church, lodge, school and service club meetings.

Each of the 33 centers of the North Atlantic area has a print of the film which is loaned out with a projector for the special meetings. Calls for the film average around 25 a month from each center.

The film which traces the preparation and use of blood plasma from the donor to the injured case was originally devised here and has since been used in Washington. The film was made at the Red Cross Blood Donor Center here.

Hospitalized Servicemen View 16mm. Thru "Greatest Mother"

NEW YORK, Oct. 30.—Today the American Red Cross operates one of the largest 16mm. motion picture services in existence with distribution extending to the remotest outposts occupied by U. S. troops. Even in Britain, according to Red Cross authorities, where soldiers may attend movie houses, there is always a large audience for Red Cross films in the various centers.

In the Southwest Pacific, the Aleutians and other isolated outposts, the 16mm. are a godsend to the troops. Sometimes they have to be dropped by parachute. This was done for troops in the Owen Stanley Mountains of New Guinea some time back.

Latest Hollywood productions on 16mm. are made available thru an arrangement with the major movie companies and the Special Services Division of the army. Sometimes the Red Cross supplements the full-length features with shorts which its buys outright.

An audience of more than 750,000 hospitalized soldiers and sailors is entertained each month by 16mm. Red Cross films. Only the lighter and less exciting



NEW AND RECENT RELEASES

(Running Times Are Approximate)

COURAGEOUS DR. CHRISTIAN, released by Swank Pictures. The kindly doctor is interested in moving the disease-ridden and impoverished community of squatters' town to a model housing project. Defeat stalks his trail until a near tragedy awakens the community. Stars Jean Hersholt. Length, seven reels.

MYSTIC CIRCLE, released by Post Pictures. A story dealing with the supernatural—fake spiritualistic mediums—and mind readers working to fleece a grief-stricken woman. Stars Betty Compson, late Mrs. Harry Houdini and Robert Fliske. Running time, 71 minutes.

GREAT GUY, released by Brandon Films. James Cagney, Mac Clark and Edward Brophy in a two-fisted expose of the tricks of those who profit by dishonest weights and measures. Running time, 70 minutes.

CUTTING IT SHORT

By THE ROADSHOWMAN

WAR ACTIVITIES COMMITTEE of the motion picture industry announced this week that prints of the War Department's full-length topical feature, *Battle of Russia*, are being rushed to the screens of America. The film was turned over to the WAC by OWI for theatrical distribution at the request of the War Department. Twentieth Century-Fox, handling the processing of the film, said in a press release: "With three government agencies—the War Department, State Department and Office of War Information requesting that the WAC present this picture to the public, 20th Century-Fox is happy to serve as the medium thru which it is effected." The \$164 question is: "Has anyone heard anything about 16mm. prints?" The three government agencies want the film shown everywhere. There is a sizable segment of the public which will be missed unless the 16mm. exhibitors are included in the program.

A CHANCE for some roadshowman, library or distributor to do a good turn for the boys, turns up in the mail in a letter from Walter Reed Hospital, Washington. Dale W. Marming, soon to be released from the army on a medical discharge, writes that a condenser in their 35mm. projector has burned out. They have a 16mm. projector but have been unable to get films. Marming declares that many of them have been in the hospital for a long time and films are their only entertainment. "Films are the one thing that helps them to keep on top," he says. The projectors in the hospital are silent and they cannot show sound pictures. Marming reports that they would also like to obtain some silent pictures.

films are shown here, and the patients' preferences are for comedies, Westerns and girl shows. Portable machines are brought to the hospital wards and bed-ridden patients can view the pix from their beds. For less restricted patients showings are held in the recreational hall.

More than 300 16mm. projectors, some with portable generators, have been shipped overseas. Others are on order and are to be shipped when available. Except for the short subjects, purchased by the Red Cross, distribution is by the Army Special Service, since showing of pix on military outposts overseas comes strictly within the province of the Army Special Service and the Red Cross steps in only on request. Sometimes, however, the Red Cross is able to obtain films and projectors quicker than the army can.

The best developed motion picture service, according to Edward Doyle, Red Cross national director, is in Great Britain. The Red Cross has set up a cinemobile department with trained op-

erators in London, and they visit Red Cross clubs on a definite schedule. The unit consists of a small truck, usually canvas covered, equipped with projector, screen, films and other accessories. The operators in London are usually specially trained English girls, but male operators are employed in rural areas where the trucks visit only a few clubs a week and are away from the base for some considerable time.

For Complete Coverage of the ROADSHOW FIELDS Use the

CHRISTMAS SPECIAL

NOVEMBER 27, 1943

This big issue with its many special articles and features provides the best possible reader attention for everyone selling products or services to Indoor Show People. The extra distribution assures the most complete coverage of all divisions. Advertise in the Christmas Special and get quick, direct results.

FORMS GO TO PRESS
Wednesday, Nov. 17
Mail Your Advertising Copy Today

The Billboard Pub. Co.
25 Opera Place, Cincinnati 1, O.

SOUND FILM RENTALS

Largest 16MM. Sound Film Library in the South! Choose from 500 Features in our office! All Colored Cast—Religious—Roadshowman's best selections! We Can Serve You Best!

IDEAL SOUTHERN MOTION PICTURES
9536 N. E. 2nd Ave. MIAMI 38, FLORIDA

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts.
Wanted: 16MM. Sound Projectors.
OTTO MARBACH, 630 Ninth Ave., N. Y. City

Your 16MM. Library can get
STOLEN PARADISE
Recent Monogram release from
ASTOR PICTURES CORP.
130 West 46th St. NEW YORK, N. Y.

35 MM. HOLMES PORTABLE, \$595.00
WESTERN ELECTRIC SEMI-PORTABLE, \$215.00

Both complete with Amplifiers, all cables, tubes, speakers, etc. 50 Independent Features. Send stamp for list.

MINOT FILM EX.
MILLBRIDGE, MAINE

FOR SALE—FEATURE PROGRAMS, Complete. 16MM.—Sound on Films. Buffalo Bill Jr.—"Fighting Cowboy" and Cartoon Comedy, \$25.00. Ken Maynard—"Texas Gun Fighter" and Short, \$25.00. Reb Russell—"Lighting Triggers" and Short, \$60.00. Reb Russell—"Border Vengeance" and Short, \$60.00. "Phantom Express" and Short, \$25.00. Four Reel War Picture, \$15.00. Reb Russell—"Blazing Guns" and Short, \$30.00. B. CLAYTON, Box 258, Brunswick, Ga.

ROADSHOWMEN

COMPLETE 16mm. Sound Programs

The largest selection in the world. Projectors supplied at reasonable rates. Lowest rental and large selection guarantee.

Ideal Pictures Corp.

28 East 8th Street
CHICAGO 5, ILLINOIS
(or any of its branches or affiliates)

Roadshows and Theatres

Make Money with our Choice WESTERNS, RELIGIOUS and SPECIAL Features. Greatest 16mm. Library. Prices you can afford to pay. BIG FREE LIST.

SOUTHERN VISUAL EQUIPMENT CO.
492 So. Second Street Memphis, Tenn.

16 MM. SOUND FILM BARGAINS

Shorts—\$4.00 a Reel and Up.

RELIGIOUS FILMS OF ALL KINDS

All in Good Condition—Send for Lists.

MULTIPRISES Waterbury, Conn.

WE BUY 16MM. FILM & PROJECTORS

SOS PORTABLE SOUND!
HIGHEST PRICES PAID FOR 16MM. Sound Projectors. Any Make. Wire Us Collect Today—Cash Waiting.
448 WEST 42ND STREET, NEW YORK

FOR SALE

16MM. SOP Ampro Arc Projector, Model "AA," complete with 30 amp. high intensity rectifier, 85 watt Ampro PA-3 tri-purpose amplifier with eight input jacks for phono, monitor, mike, exciter, fader relay control with line voltage adjustment (90 cycles AC), theatre performance, guaranteed perfect condition, \$1265.00.
BOX D-142, care The Billboard, Cincinnati 1, O.

WANTED 16mm. SOUND AND SILENT PROJECTORS

Highest Prices Paid
ZENITH 308 West 44th St.
NEW YORK CITY

Wolcott Closes Biggest Season; Plans To Retire

BROOKHAVEN, Miss., Oct. 30.—F. S. Wolcott's Rabbit Foot Minstrels concluded its under-canvas trek here Tuesday (26), the final results revealing that the all-colored show enjoyed the biggest season in its history, altho the company was considerably smaller than in other years, due to the shortage of musicians and performers.

Manager Wolcott, who has owned and operated the Rabbit Foot organization since October 25, 1912, with the show's closing here this week announced his retirement from show business. He plans to settle on his plantation near Port Gibson, Miss.

Troupe this season played under a 70 by 160-foot top and moved on eight trucks and a bus. Admissions were scaled at 60 cents for adults and 40 cents for children, with 25 cents extra for reserves. Concert admission was 25 cents. Due to careful routing, the show encountered little opposition from other tenters all season, Wolcott says. A number of return engagements were played during the summer.

On the show's staff were F. S. Wolcott, owner-manager; Mrs. F. S. Wolcott, treasurer; W. S. Campbell, tickets; Mrs. J. C. Goddard, secretary; J. C. Goddard, sound car; Mrs. Hilda Manis, concessions; Ed Gentry, lot superintendent; M. L. Frisbie, outdoor advertising, and Elmer Yancey, general agent.

Performers included Sweetie Walker and Lassas Brown, comedians; Sonny Fox, emcee; Odessa Miller, Lena Warr, Bernice Oxley, Carre Mayo and Jesse Mae Shepherd, chorines, and Ruth Abner, blues singer. Orchestra had Sarge King, Blaine Elliott, Morris Mayo, Willie Hodges and Freddy Jones.

Terrell, With 4 Pix Houses In South, Still Has Rep Yen

Roseland, La.

Editors *The Billboard*:

Have had several letters thru your valuable showmen's bible, as to my whereabouts. After closing my Arizona Cowboys, an eight-piece combo, in New Orleans, I took out two tent shows with the Joy Amusement Company, of that city, and played the defense areas for two years. After a two-year partnership, I bought out their interest in both outfits. I have closed the tents for the duration and sold practically all of the equipment. About a year ago I built the Roseland Theater in this sawmill town of 2,000 population. Recently I opened a new theater in Amite, La. The new theater is named The Bonnie in honor of Mrs. Terrell. I am making arrangements to open another house in Greensburg, La., and one in Mississippi. This will give me four theaters to look after, which should keep an old Toby comedian from getting restless for the road.

I often wonder what results an old-time show would have these days with a good, loud street band in flashy uniforms, and a repertoire of six good bills of the Harrison type, with vaude between the acts and heavy billing. I recently dug up a copy of *The Billboard* dated October, 1926, with write-up of Billy Terrell's Comedians in Georgia, playing the Baldwin County Fair and grossing \$3,800 on the week. That was my highest week with my repertoire show in its 16 years on the road.

Would like to read a line from all those who worked for me from 1919 to 1937. Send it to *The Billboard*. I'm sure they will publish it. Let's keep the repertoire page open, for who knows, some day it might come back in a bigger way.

BILLY TERRELL.

John Ellis Convalescing

GRAND RAPIDS, Mich., Oct. 30.—John Ellis, veteran performer and director, is at the Herkimer Hotel here convalescing from two recent major operations. In recent years, Ellis has been playing universities, colleges and high schools with an hour's presentation of *Rip Van Winkle*, supported by Mrs. Ellis. He would appreciate a cheery note from old trouper friends during his convalescence.



GLORIA SADLER ALLEN, 21, only child of Harley and Billie Sadler, prominent tent rep operators of Sweetwater, Tex., and wife of Lieut. Richard Allen, U. S. Army, who died in childbirth at Sweetwater Hospital October 29. A feature of her father's show for many years, Gloria had a host of friends scattered throughout the country, in show business and out, who will mourn her passing.

Al and Anita Freeland Put Cincy Amateurs Thru Paces

CINCINNATI, Oct. 30.—Al H. and Anita V. Freeland, veteran rep and stock folks now located here, put on their third home-talent production of the season at Winton Terrace Auditorium here Wednesday night (27). The Winton Terrace dramatic group, known as the Variety Club, is directed by Mrs. Freeland as director. Bill offered Wednesday was *Snowbound in Texas*, a one-act musical written by Free-

Repdom Mourns Passing of Gloria Sadler

SWEETWATER, Tex., Oct. 30.—All repdom mourns the passing of Gloria Sadler Allen, 21, only child of Harley and Billie Sadler, prominent Southwest tent and rep show operators, who died in childbirth at Sweetwater Hospital early Friday. Her child preceded her in death by a few hours.

Gloria Sadler appeared with her parents' tent show for many years and had had several offers for vaude and the legit stage. A little more than a year ago she was offered a screen test by Paramount.

She gave up a promising show career to become the wife of Lieut. Richard Allen, instructor at the army flying school in Lubbock, Tex. The marriage took place at Liberal, Kan., August 1, 1942. Lieutenant Allen resigned from the U. S. Army Academy at West Point, N. Y., shortly before that.

A committee from the Texas House of Representatives, of which Sadler is a member, represented the lower house at the funeral services held at the First Baptist Church here this afternoon. Burial was made in Cameron Cemetery, near Waco, Tex.

Expressions of sympathy poured into the Sadler home here from show people and other friends scattered throughout the country.

land. Winton Terrace is a local government housing project.

In the cast of *Snowbound* were Lou Vasseur, Charles Meyer, Joe Cianciola, Hope Lane, Ruth Raley, Marge Ciancio, Mary Eplinghoff, Gertrude Meyer, Elizabeth Hunt, Mrs. Bailey, Collette Trott, Lucille Kriehoff, Mary Sacca, Mickie Diskin, May Stewart, Alma Cox and Mr. and Mrs. Freeland. Specialties were offered by Collette Trott, Marge Cianciola, the Hornberger Sisters and the Shields Accordion Orchestra.

The home-talent group has been offering a bill a month under the Freeland's guidance.

Rep's Heydeys in Cycles

By E. L. PAUL

WHEN old-timers talk about the heyday of rep, it should be kept in mind that rep has had several periods of heyday. And in this fact lies the hope that there will be others in the days to come. Roughly, the history of repertoire may be divided into three periods, each differing from the others in time as well as in method of production. While these periods overlap each other, and there is no sharp, dividing line separating them, they may be easily recognized.

Beginning in the early 1880's with the Waite & Carner Company, which many claim was the first of the popular priced 10-20-30 dramatic organization, up to the year 1906 was what might be termed the first period. During the intervening years scores of repertoire companies operated, especially thruout the East, and most of them put on productions that compared favorably with those which were seen in the Broadway theaters of that day. They played cities like Newark, N. J.; Trenton, N. J.; Albany, N. Y. (what old-timer does not remember Hermanus Bleeker Hall?); Cohoes, N. Y.; Providence; Erie, Pa.; Scranton, Pa., and cities of a like population. The season was a straight 42 weeks, and one show followed another in, the scenery of one waiting to be unloaded while the other was being taken out. And they all carried scenery, as a booking could not have been had without it.

About this time the authors and owners of plays which had enjoyed a Broadway production began to lease them thru various play brokers to the rep shows and permanent stocks that flourished around the turn of the century. And most of these popular-priced companies had one or more of these plays in its lineup. They filled in with such non-royalty bills as *The Sea of Ice*, *The Celebrated Case*, *The Two Orphans*, *The Octoroon*,

The Lady of Lyons, *Fanchon the Cricket*, *The Count of Monte Cristo* and plays of like caliber, which the old-timers will tell you would be just too big a mouthful for the present-day boys and girls.

I am not one of those who claim that everything good died with the past, but I recall that one season my wife, Mamie Sheridan Wolford, had *Camille*, *L'Aiglon*, *Under Two Flags*, *Shadows of a Great City*, *Lady Lil*, *The Second Mrs. Tanqueray* and *Lady Windemere's Fan* in her rep. I doubt if many of the present-day companies would not be snowed under by such a class of plays, and I doubt if the public would go to see them if they were produced by repertoire companies. "Other times, other manners," in show business the same as everywhere else!

Be that as it may, the end came suddenly to this first period, and without any handwriting on the wall. The introduction of 10-cent vaudeville, which had a sudden and tremendous vogue for a time, came like a flood to sweep the dramatic companies out of existence. And about this time the motion pictures began to have an influence in curtailing the rep business.

It looked as tho the rep business was done forever. But, lo and behold, out of nowhere came the airdrome period to absorb every actor who was at liberty, and to create hundreds, yes, thousands more! But the story of these two later periods I will leave for a future writing. The point I want to make now is this: Rep has made many comebacks, just when it looked as if the end had come. It goes into a coma now and then, and it seems as if the patient has indeed stopped breathing. But if you will hold a mirror close to its mouth, you will always find moisture there. And while there's life there's hope!

Rep Ripples

MR. AND MRS. HARRY GRAF (Madge Kinsey), of the Madge Kinsey Players, an Ohio institution, are in New York catching a few of the big shows and scouting around for scripts for their 1944 tour. . . . EDDIE AND BABE MASON are still located in Mansfield, O., where Eddie is still putting in his best licks on war work at the Westinghouse plant. His son, Jean, is now an air cadet at Miami Beach, Fla. . . . LOWERY'S SHOW, three-people trick, is reported enjoying a good play in halls and schools in Ormsby County, Nevada. . . . IVOR HAUTALA has replaced Harold Lyman with Val Radio Players' band at WEBC, Duluth, Minn. John Capisky, accordionist with the gang, has been sworn into the marines and is awaiting his call. . . . MR. AND MRS. WILLIAM MURDICK and daughter, Marie, of the Murdick Bros.' Circus, spent last Tuesday and Wednesday (26-27) visiting at the winter quarters of Carter's Dramatic Company at Altona, Mich. . . . M. L. FRISBIE closed his 23d season with W. S. Wolcott's Rabbit Foot Minstrels at Brookhaven, Miss., last week and will spend the winter in Port Gibson, Miss.

MAGIC

(Continued from page 21)

gone and Pfc. G. Thomas Magrum on maneuvers in California, Fort Leonard Wood is without a conjuror these days. Woo says he recently caught the Great Huber's performance with a USO show at the fort, and speaks highly of his presentation. . . . GEORGE T. PURVES JR., of Assembly No. 31, SAM, Indianapolis, typewrites: "We had the Great Nicola as our guest at our recent meeting, and it proved one of the outstanding affairs ever held by our group. Nick talked for more than an hour on his experiences in magic in various parts of the world, illustrating his talk with motion pictures he took himself. It's a fine program for any group, especially magicians. We had over 60 magicians present from Indiana and Illinois." . . . ROYAL L. VILAS Assembly No. 20, SAM, Western Connecticut, held its annual Night of Magic in Bridgeport, Conn., recently as part of the organization's war effort. New officers of the group are James P. Ryan, president; Wesley Johnson, vice-president; Charles Munkasy, secretary-treasurer, and Edward Grella, sergeant at arms. Munkasy has succeeded Dr. Joseph Milstein, now a first lieutenant in the army medical corps.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

PVT. DON J. KING, former drummer and band leader for Hal J. Ross and Ray (Pop) Dunlap, is now beating it out for Uncle Sam in the 412th AAF Band at Madison, Wis.

SGT. FRANK W. GORDON, now in the army surgical group in Atlanta, cards a request for lines to appear here on some of his old walkie pals, especially King Brady, Eddie Leonard, the Three Ryans, Eagle Miller, Larry Rock, Goldie Locks Rice and Sorettie Lunnon.

FRANKIE REDSTROM pencils from Michigan that Mario Alessandro is in the Arizona desert serving with the army rangers as an instructor.

INQUIRIES HAVE REACHED the desk recently on Lou DeVine, Billy Cavanaugh, Jack Murry, Bill Steel, Forrest (Sourpuss) Bailey, Charley Hayden, Charles Smalley, Vivian Broach, Tillie Sweet, Duffy Torrentino, Earl Clark, Edith Merrith, Charles (Muggsy) Hurley, Chick Snyder, Irving Wayne, Bobby Friedman, Sammy Shanks, Teddy Moore, Buster Huff, Truett Turner, Johnny Wallings, Glenn Austin, Leo Seltzer, Bernice Ryan, Bill Hill, Hazel Love, Al Allison, Gertie Scholl, Ralph Baker, Marie Sweeney, Bill Feeman, Pete Whitney, Bill Emrich, Peggy O'Neal, Johnny Rosasco, Ivy King, Jack Picot, Eleanor Carron, Wes Aronson, Jean Carter, Steve Irwin, Helen Stuart and Russel Huff.

WANTED

Entertaining Waiters, Singers, Dancers, Musicians who can wait tables. Salary and tips. Short hours, 8 to 1. (No drunks or chasers wanted.) Send photo and details. Friends, write.

ART NEWMAN, care "Dutch Mill" 5203 Montgomery Road Norwood, Ohio

ALLEN—Gloria Sadler, 21, wife of Lieut. Richard Allen, instructor at the army flying school, Lubbock, Tex., and only child of Harley and Billie Sadler, nationally known tent show operators of Sweetwater, Tex., in Sweetwater Hospital October 29 in childbirth. Her child preceded her in death by a few hours. Miss Sadler appeared for years with her parents' tent theater company, known as Harley Sadler's Own Show, and turned down several offers to appear in vaude and legit. A little more than a year ago she was offered a screen test by Paramount. She married Lieutenant Allen August 1, 1942, at which time she retired from the stage. Services at First Baptist Church, Sweetwater, October 30, with burial in Cameron Cemetery, near Waco, Tex. Survived by her husband and parents.

BLACKWELL—Joe E. (Coxie), former minstrel and vaude performer and brother of songwriter Harry Blackwell. October 23 in Bowling Green, Ky. He operated the Evanston and Belvedere theaters in Cincinnati. Survived by three sons and a brother.

BRODERICK—Florence, 84, legit actress, at the home of her son in Lorain, O., October 21. Burial in Los Angeles.

CARTER—Harrison (Nick), 52, motion picture script writer, of a heart attack at his home in Los Angeles October 23. Born in New Jersey, he was in World War I, enlisting in the British Wooster Guards when 17 and becoming a captain at 21. Survived by a son, Nicholas, of Waterford, Conn.

CORTESE—Frank, 79, harpist. October 23 at his home in Philadelphia following a heart attack. He played with the Philadelphia Orchestra and appeared in concerts in Europe and America. Survived by his widow, two daughters and a son. Services October 27 in Philadelphia. Interment in Holy Cross Cemetery there.

DIECK—Herman L., 70, former drama editor and critic for *The Philadelphia Record*, in Friends Hospital, Philadelphia, after an illness of seven years. He leaves a brother. Services October 25 in Philadelphia with burial in Northwood Cemetery there.

EDWARDS—Frank, 69, former theater owner and mayor of Seattle, at his home there October 18. He started with John Danz's organization there and later bought the Winter Garden, Seattle.

FITZGERALD—Louis T., movie operator for the past 20 years, recently at Peterborough, N. H.

GRAVES—Rufus E., 88, veteran park manager, at his home in Haverhill, Mass., October 16. He was a member of the firm of Graves & Ramsdell, and at one time controlled and operated Pine Island Park, Manchester, N. H.; Cape Elizabeth, Portland, Me.; Highland Park, Brockton, Mass.; Rockingham Park, Salem, N. H.; Canobie Lake (N. H.) Park, and Hampton Beach (N. H.) Casino. He was a member of the New Hampshire Senate in 1897-'99.

GREENE—Ensign Robert Edmund, USNR, former page in National Broadcasting Company's mail room, killed in action overseas September 29, according to a telegram received by his parents. Survived also by his widow.

GRUNBERG—Solomon, 60, European theater operator, October 26 at his home in Philadelphia of a heart attack. He was in the motion picture business in Paris from 1931 to 1940, when he came to America. His widow and a daughter survive. Services October 27, with burial in Philadelphia.

HANCOX—William C., 67, sound engineer with World Broadcasting Corporation, New York, at his home in that city October 24. Surviving are his widow, a son and three daughters.

HANDLEY—Frank, 37, assistant manager of the Capitol Theater, New York, the past 10 years, found in the washroom of the theater, a suicide, October 24. He also managed the Criterion Theater, New York, for six months. Services were held October 28 at Walter B. Cooke's Chapel, New York. Survived by his widow.

HOFFMAN—Russell J., 49, auditor for Radio Corporation of America, at Veterans' Hospital, Lyons, N. J., October 22. Surviving are his widow, a son, two daughters and his mother.

HOLLENBECK—Grace, secretary to her brother, Dr. Hollenbeck, mentalist, in Omaha, October 22. She was a singer in *Madcap Princess* and also at the New York Hippodrome. Burial at Lake Oloboji, Ia., October 25. Survived by a son, Howard L. Mead, of the vaude team of Holly and Howard; her mother, a sister and three brothers.

HUPPER—Harry L., stage manager of the Strand Theater, Portland, Me., October 26 of a heart attack at his home

The Final Curtain

in that city. He also served in a similar capacity at other Portland theaters for 40 years. He was a 32d degree Mason. Services conducted October 28. Survived by his widow, Jessie M. Hupper, and a sister, Mrs. Michael Johnson.

IMIG—Hugo H., 72, dramatic actor, and father of Otto Imig, tab and rep comedian, October 10 at the home of his daughter in Girard, Pa. As a young man he studied dramatics at the Chicago Conservatory and for several seasons was associated with Shakespearean companies, working with such stars as Richard Mansfield and Robert Mantell. Later he married Mabel Pelham, having their own dramatic stock under canvas, the Pelham Players. Survived by a daughter and two sons. Services in Girard, Pa., with burial in Plateau, Pa.

JEPHSON—Edward, 67, actor, in New York October 23. Born in Liverpool, England, he came to the United States in 1923. He became a member of Actors' Equity Association before playing in *The Pludgeon*, and was in the original cast of *So This Is London* and *Lady Be Good*. He appeared with George Arliss in *The Merchant of Venice* in 1928 and later in *Outward Bound*. He was also in radio productions. Services under the auspices of the Actors' Fund of America at Walter B. Cooke's Chapel, New York, October 27, with interment in Kensico Cemetery, Westchester County, New York.

KING—Jack Albert, 41, songwriter, at his home in Hollywood October 26. He wrote the score for several Marlene Dietrich pictures, and also was the composer of *How Am I To Know?*, *Everything's Been Done Before*, *You Still Belong to Me* and *Anytime's the Time To Fall in Love*. Born in Tacoma, he resided in Hollywood the past 25 years. Survived by his mother, Mrs. Bertha King.

LANE—Harry J., 66, actor and retired member of the business staff of Actors' Equity Association, in Hospital for Joint Diseases, New York, October 27. He joined Equity in 1921 and later handled stock companies and the administration of contracts. He retired from Equity in 1939. In 1916, he toured as a member of the Comstock & Grest Experience company. He had also appeared in *He Fell in Love With His Wife*, *Polly of the Circus* and *Excuse Me* under the management of Henry W. Savage. He was the first actor to whom a life membership in Equity was granted. Requiem mass at St. Malachy Church, New York, October 30, with interment in Calvary Cemetery there.

LONERGAN—James M., 83, legitimate theater executive, October 22 in Royal Oak (Mich.) General Hospital following a long illness. He had been in the legitimate theater field in Detroit for half a century, going there in 1873 as auditor for C. J. Whitney, owner of the old Whitney Opera House. Lonergan later was general manager of the theatrical interests of E. D. Stair, partner in the Stair-Haviland Circuit, and also owner of legitimate houses in Detroit and elsewhere for nearly 50 years. Survived by a son. Interment in Woodlawn Cemetery, Detroit.

MARKS—Frank, 58, Canadian concessionaire, October 25 in General Hospital in Calgary, Alta. Besides being asso-

ciated with Whittier and Polo parks in Winnipeg as concessionaire, he had been at the exhibitions at Regina, Saskatoon, Edmonton and Calgary. Survived by his widow, Kathleen; a daughter, Juanita; two sons, William J. and Patrick B.; his father, Joseph; seven brothers and a sister. Services October 30 at St. Mary Cathedral, Winnipeg, followed by burial in St. Mary Cemetery there.

Fond Memories That Linger as Seasons Go By.
SEDGWICK MEIKLE
November 7, 1939.
DR. EDWARD R. JOHNSON.

MATTES—Lieut. Merwin B., 25, formerly with Photo News Service, Inc., New Haven, Conn., printers of theater programs, in action in the South Pacific.

PIERCE—George W., rink operator, in Anderson, Ind., October 19. He was president of the Anderson Roller Rink, which he erected in 1940, and vice-president of the Pierce Governor Company since 1912. Survived by his widow.

RAND—Bessie, performer, at her home in Ashtabula, O., October 25. She was known as Bessie Reynolds with many shows. Interment in Edgewood Cemetery, Ashtabula. Survived by a brother.

RYAN—Harold H., 50, radio announcer and carnival man, in New Albany, Ind., September 24. He started in show business as a talker with carnivals, and later was manager of the minstrel show on the J. F. Murphy, Nat Reiss and Mighty Sheesley shows. After retiring from the road he became an announcer at Station WGRC, Louisville.

SCADUTO—Joseph, 45, motion picture character actor, in Hollywood October 19 after a long illness.

STANDISH—Joseph W., veteran actor, at his home in Cleveland October 27. He was a relief manager of Ohio Loew's Theaters in that city, and formerly was a stage and screen actor. Survived by his widow, Gertrude Bailey Standish; a son, Simon, and two daughters, Estelle and Barbara.

SULLIVAN—Charles E., 54, retired motion picture executive and one time business associate of former Ambassador Joseph P. Kennedy, at his home in Quincy, Mass., October 22 after a long illness. In 1926, he joined Kennedy in the motion picture industry as assistant treasurer, and later became manager of exchange operations of the FBO Pictures Corporation. He was sent to the studios in Hollywood in 1927 as vice president and served in the same capacity for RKO until his retirement three years ago due to ill health. He was also associated with Howard Hughes, film producer, for two years.

In Memory of My Beloved Husband
George Yamanaka
Died in Columbia, S. C., Oct. 25, 1942.
LUCY YAMANAKA

VALLE—Martin, 73, musician and father of band leader Val Ernie, at his home

in New York October 27. He became a doctor of music in Italy and staged band concerts throught Europe. High Mass was held at St. Patrick Cathedral, New York, October 30, with burial in St. John Cemetery, Forest Hills, L. I. Survived by his widow, two daughters and two sons.

WALSH—Frank, 52, operator of the Highland Theater, Highland, N. Y., in that city October 20 of a heart attack.

WHITE—Ted, 65, veteran animal man with Cole Bros.' Circus, trampled to death by an elephant at Douglas, Ariz., October 28.

Marriages

BANBURY-LIGHT—Sgt. Maurice Banbury to Mary Margaret Light, daughter of Gil Light, operator of the Michigan Theater, Detroit, October 19 in that city.

CAMPBELL-McNAB—Sgt. Gordon Campbell, Army Air Corps, to Donna McNab, of the staff of the Cohen Theater Circuit, Detroit, recently at Kingman, Ariz.

DONNELL-GREENE—Darrell Donnell, newscaster on KFRG, San Francisco, to Harriet Greene, a member of the OWI staff in that city, October 23 in San Francisco.

HUTTON-PARISOTTO—Ina Ray Hutton, band leader, to Louis P. Parisotto, musician, September 28 in Memphis.

JORDAN-BLANCO—Vance Jordan, of the Ringling-Barnum diner, to Alicia Blanco, of the side show, at Jacksonville, Fla., October 30.

MORISE-SMITH—Roy Morise to Kathryn Smith, of Byers Bros.' Shows, in Charleston, Mo., September 15.

PATTERSON-LEE—Joe (Whittie) Patterson, USNR, formerly with H. W. Jones's bingo concessions of Norfolk, Va., to Ethel Jean Lee, nonpro, at Atlanta October 20.

Births

A daughter, Luanne, to Cadet and Mrs. G. A. Bigbee Jr., at St. Vincent Infirmary, Burbank, Calif., October 10. Mother is the daughter of Ed and Louise Hall, concessionaires.

A daughter to Mr. and Mrs. Patrick Berry, of Arthur Bros.' Circus, at Eugene, Ore., October 3.

A son, Jeffrey David, to Corp. and Mrs. Irwin Sobel at St. Joseph Hospital, Chicago, October 23. Mother is the daughter and former secretary of Phil Shelley, Chicago agent.

U. S. Aleutian Forces Well Supplied With 16mm. Projectors, Films

WASHINGTON, Oct. 30.—The task force occupying Kiska was equipped with motion picture films and projectors prepared to provide an entertainment service a few hours after the initial landing on the Aleutian Island, Lieut. Col. H. W. Clark, of the Field Service Section of Special Service, Army Service Forces, declared in a report to the War Department.

Kiska, Adak and other islands in the chain now held by U. S. forces have 63 projectors on hand and a schedule for troops of 125 free daily showings of 16mm. films, gifts of the motion picture industry. Even on Attu, outermost of the group, a continual flow of films has been shown in tents, quonset huts and other improvised theaters for the past five months.

Colonel Clark has just returned from a two-month tour of the island outposts covering 10,000 miles, where he inspected entertainment and recreational facilities provided by Special Service to insure their best utilization in the interests of soldier morale.

Aleutian hospital wards have had twice-weekly showings, and hospital ships anchored in the bay have been serviced. Army Service Forces provide also the motion picture facilities for the navy, afloat and at shore installations.

"We are well on our way to reaching our objective of having motion picture equipment everywhere in the world, where it is needed by our troops," said Colonel Clark.

Every island in the chain, he said, has at least one projector, an adequate supply of new films and receives new issues over a regular circuit. On Adak, from where films are channeled to the outlying islands, a repair depot with ample replacement parts and personnel maintains the equipment.

MAX REINHARDT

Max Reinhardt, 70, noted theatrical producer, at his New York hotel apartment November 1, the result of a stroke suffered three weeks ago while he was producing *La Belle Helene*, and after which pneumonia had developed.

Reinhardt, German-born, was deprived of his Berlin theater in 1933 when the Nazis assumed power. He then left that country to continue his career in Vienna and Paris. After his Austrian property, including a chateau in Salzburg, was taken over by the Nazis, he came to the United States, made it his permanent home in 1934 and became a citizen in 1939.

He produced *Midsummer Night's Dream* in the Hollywood Bowl and later toured the country with it, until finally Warner Bros. produced the movie in 1936. He directed *The Eternal Road*, *The Merchant of Yonkers*, *Sons and Soldiers*, and *Rosalinda*, the English version of *Der Feldermaus*, by Strauss, which is still running. In 1939 he founded the Reinhardt's Dramatic Academy in Hollywood. Divorced from his first wife, Elsa Helms, in Latvia, he married Helene Thimig, Austrian actress, in 1935.

Besides his widow he is survived by two sons, Gottfried, former Metro-Goldwyn-Mayer producer and now a signal corps sergeant, and Wolfgang, Warner Bros. producer. Services in New York City November 3.

Red Ones on Last Go-Round

Gooding Heads Regular League Ticket for 1944

CHICAGO, Oct. 30.—Floyd E. Gooding, veteran Ohio showman, has been nominated for president of the Showmen's League of America on the regular ticket. Nominating committee, G. L. (Mike) Wright, chairman; Ned Torti, James Campbell, Rudolph Singer, Charles G. Driver, Percy Pivor and Edward Wall, presented its ticket at the regular meeting Thursday night. In addition to Gooding, the candidates are: First vice-president, Sam Solomon; second vice-president, B. S. Gerety; third vice-president, E. Lawrence Phillips; treasurer, M. J. Doolan; secretary, Joseph L. Streibich. One trustee for a five-year term is to be chosen and Sam J. Levy was nominated.

For board of governors those nominated are, in alphabetical order, M. H. Barnes, Leo Barrington, Sunny Bernet, Oscar Bloom, Sam Bloom, Max Brantman, Oscar C. Buck, James Campbell, William Carsky, Mel G. Dodson, Charles G. Driver, Walter F. Driver, Frank Ehrenz, David B. Endy, Sam Feinberg, Paul Flannigan, John W. Galligan, George A. Golden, Max Goodman, Sam Gordon, Nat S. Green, Al Horan, S. T. Jessup, Al Kaufman, Johnny J. Kline, Fred H. Kressmann, H. A. Lehrter, Ernest (Rube) Liebman, Morris Lipsky, Lou (See Gooding Heads Ticket on page 33)

Dr. Smith Speaker For SLA Memorial

CHICAGO, Oct. 30.—Bernard Mendelson, chairman of the committee in charge of the annual Showmen's League memorial service, announced that Dr. Charles Copeland Smith would be the speaker at the service, which will be held in the Bal Tabarin of the Hotel Sherman at 1:30 p.m. Sunday, November 28. Dr. Smith has been secured thru courtesy of the National Manufacturers' Association, to whom he is under contract.

Because of ODT regulations regarding travel, there will be no service at Showmen's Rest. For this reason Chairman Mendelson requests that as many showmen as possible attend the service in the Bal Tabarin. There will be music by the Oxford Quartet, and the auditorium will be appropriately decorated. E. Courtemanche is in charge of floral decorations.

Committee members, in addition to Chairman Mendelson, are Charles Hall, Charles G. Driver, Ames Campbell, Max Brantman and E. Courtemanche.

West Coast Light Up Again

SAN FRANCISCO, Oct. 30.—Outdoor shows operating on the Pacific Coast are now getting about as much light as they did prior to the dim-out rules issued in midsummer of 1942. Lieut.-Gen. Delos C. Emmons issued the modification orders and, while an area immediately bordering on the Pacific Ocean is still subject to stringent rules, those in all other sections have been greatly liberalized and the shows are in full bloom again with the possible exception of higher and more decorative lights.

Other wartime regulations will soon be lifted, it is said, and if no unforeseen happenings occur it is likely that the shows in a position to hit the road in 1944 will have regulatory matters far easier than during the season now closing.

Man power and gas and oil situation may enter into the 1944 picture for the shows and it has been said that some Far West shows might go back to rails, altho shows that used some rail equipment this year report that there were some difficulties.

Krekos in Repeat Coast Stands Finds Returns Still Okay

SACRAMENTO, Oct. 30.—Business for the West Coast Victory Shows ranged from light to good here and at the two previous spots, Oroville and Marysville, Calif., reported Art Craner. Weather continued good.

Run to Sacramento, where the location was at Fifteenth and C streets, October 13-18, was less than 100 miles from Oroville and show was ready for opening night. The show played the capital city last spring, near the ball park, and returned to the same lot. Sacramento having been played this season by numerous shows and harvest being in full force, business, while not disappointing, was only fair to light and gave evidence of too many shows this season. Concession Manager Harry Myers said his end was fair, while ride and show departments were somewhat better.

In Oroville, October 6-11, the location was downtown on Minor Street. Business was surprisingly good. Town was booked by General Representative W. T. Jessup as a filler. Not being in a defense area and with gold mining, for which the town is noted, dead, and the spot off main highways, the management (See Krekos in Repeats on page 37)

Smith-Henry Ends Paying Period With Suffolk Fair Finale

SUFFOLK, Va., Oct. 30.—A successful conclusion to the season's tour of the George Clyde Smith-Lew Henry Shows was scored at Tidewater Colored Fair here October 19-22, reported Bobby Kork. Officials said attendance was up about 30 per cent over that of 1942. Good words for the show came from city and fair officers on *The Suffolk News*.

On Thursday 2,000 employees of a peanut products factory who turned out proved good spenders. Friday, Children's Day, was big and shows, rides and concessions did outstanding business. Spicy (See Smith-Henry Finale on page 33)

WPB Section Chief Is Slated For ACA Annual Chi Confabs; Legislation Up to Industry

ROCHESTER, N. Y., Oct. 30.—Secretary Max Cohen, American Carnivals Association, said that an acceptance had been received from George W. McMurry, chief of the Recreation Section, Service Trades Division, Office of Civilian Requirements in the War Production Board, to participate in the Chicago 10th annual meeting of the association. He will address the meeting informally on the subject of priorities, outlining functions and interests of his office and their relationship to the carnival industry. It is planned to have him also available for informal discussions on subjects handled by his office and in which members of the association may have problems.

'44 Program Pending

ROCHESTER, N. Y., Oct. 30.—Max Cohen, general counsel and secretary-treasurer of the Amusement Carnivals Association, Inc., in announcing that the 10th annual meeting will be held in the Hotel Sherman (Room 118) Chicago, beginning Monday night, November 29, at 11 o'clock, Chicago time, said it was contemplated that the meeting would be held in two or, if necessary, three sessions nightly until business is completed, subject to the action of members and directors. No session is contemplated for Wednesday, December 1, to avoid



DR. CHARLES COPELAND SMITH, who will be the speaker at the Showmen's League of America annual memorial service in the Bal Tabarin, Hotel Sherman, Chicago, November 28. Because of travel restrictions, there will be no service this year at Showmen's Rest, and a large turnout is expected at the Sunday afternoon services in the Sherman.

Gecoma in Sugary Tour of 31 Weeks

BUCHANAN, Va., Oct. 30.—After the best season in years, the Bright Lights Exposition Shows closed here on the night of October 23.

General Manager John Gecoma, with praise words for the season's business, said equipment consisted of 6 rides, 5 shows and 20 concessions and that the show was out 31 weeks.

Staff remained the same thruout the season. Departures included John Gecoma, manager, to office in Pittsburgh; L. C. Heck, assistant manager, Florida after a business trip to Baltimore; Hattie Dolan, treasurer, her home in Schuyler, Va.; Joe Rea, lot man and animal (See Gecoma Ends 31 Weeks on page 33)

conflict with the annual Banquet and Ball of the Showmen's League.

While the detailed program has not been announced, it is generally understood that the opening session will be devoted to a review of the year's activities of the association, including the industry's contribution to the war effort, and subsequent sessions will be devoted to consideration and adoption of a 1944 program, election of directors and officers and formulation of the legislative policy and general plans for next year.

Sessions will be streamlined and the secretary's report will be presented in printed form.

Secretary Cohen explained that the association was not sending individual invitations to non-member shows, but that a general invitation was extended thru *The Billboard*. Out of respect to the memorial services of Showmen's League Sunday afternoon, November 28, it is the policy of this association not to open its sessions until Monday, altho members are in attendance at convention headquarters on and after the Saturday preceding the opening of the meeting. Shows expecting to be represented at the meeting are requested to notify the ACA offices, fourth floor, Central Trust Building, Rochester, N. Y., and those desiring additional information are requested to write to the association offices.

JJJ To Barn On Win Side

Tour of 6,534 miles called okay by Phillips—personnel scatters for winter

ATHENS, Ga., Oct. 30.—The season's tour of the Johnny J. Jones Exposition, which has successfully weathered touring hardships imposed by World I and the first two years of World War II, ended here with the finale of the American Legion Fair, October 25-30. Closing date also marked the 10th year of direct management of E. Lawrence Phillips, former Washington (D. C.) theater owner and long friend of the late Johnny J. Jones, who gave up active theater management to assume the show interest in 1933.

Organization had a short jump to Augusta, Ga., its winter home since war activity took over occupancy of Volusia County Fairgrounds, De Land, Fla., in the spring of 1942. Some of the pretentious offerings of past years were curtailed to meet wartime conditions by Manager Phillips. Show played in seven States and the District of Columbia, 6,534 miles were traversed and the midways were provided at nine large fairs. Management enjoyed the accelerated spending power of the amusement-going defense and military populace that lifted grosses at still dates, sent some fairs to an all-time high and gave the management a successful season. Equipment will be stored in Augusta quarters and railroad cars will be tracked on the Georgia & Florida Railroad. A skeleton crew will remain in quarters until first of the year, when a rehabilitation program will be started. Management plans to operate next season on about the same basis of size as this year. Several dates played this year have been contracted again.

Where They'll Winter

General Manager Phillips plans to go to his home "Fairview," Orlando, Fla., for a rest before attending the Chicago meetings. Assistant Manager Milton Morris and Mrs. Morris will return home to Washington, D. C. Superintendent Bert Miner and Mrs. Miner will take a vacation before returning to Augusta. W. B. Tutem, auditor, will go home to De Land. Mrs. Hody Jones plans to visit her son, Lieut. Johnny J. Jones, in Denver. Carl Barlow, concession manager, at his home in Washington, D. C., is recuperating from a recent leg injury. Dr. John La-Marr will go to Rock Island, Ill., for a (See JJJ GOES TO BARN on page 37)

C. & W. Hit Wilson Highs

WILSON, N. C., Oct. 30.—At Wilson County Fair here, October 18-23, 10th year of its operation by the American Legion Post and with attendance and receipts up 50 per cent over any former year, the Cctlin & Wilson Shows had a record gross in their sixth consecutive engagement. Good weather prevailed.

On Tuesday, Children's Day, shows and (See CW Hit Wilson Tops on page 33)

Sells Lion Act to Geren

PARIS, Ky., Oct. 30.—Plans of Owner-Manager Bill Geren in winter quarters of Geren's United Attractions here include an increased roster of attractions for 1944. He reports having contracted the Capt. Billy Sells lion act as a free attraction. He plans to start work in quarters February 1 after his return from the Indiana fairs meeting in Indianapolis. Mrs. Geren is convalescing after a long illness.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Oct. 30.—President Jack Nelson presided at an interesting meeting October 28 and with him at the table were First Vice-President Fred H. Kressmann, Third Vice-President S. T. Jessup, Treasurer William Carsky, Secretary Joe Streiblich and Past Presidents Edward A. Hock, Sam J. Levy and J. C. McCaffery. Committees are all in real action, and the Servicemen's Fund is doing well.

Tom Rankine is still in the hospital. George B. Flint has gone in for an operation. Tom Vollmer, William Coultry and Nate Hirsch, confined at their homes, are recovering. Membership drive has a total of 162, with more applications coming in every mail. A pep talk by Chairman McCaffery brought \$520 more in the Red Cross War Relief Drive. Convention registration committee is Charles Zemater, George B. Flint, Smiley Daly, James Campbell, Orval Harris and Val Coogan. Committee on a commemorative tablet for Showmen's Rest has drawing and plans, and will soon take action.

Application of those elected to membership came from Robert L. Overstreet, Harvey I. Friedman, R. A. L. Bogan, John J. Gallagher, Lawrence H. Goodhue and Gordon M. Dickinson. Jess Druggan, Manny Brown and John Rogers were given the obligation, Past President Levy officiating. Present after an absence were I. J. Polack, W. W. Davies, Fred H. Kressman, Sam J. Levy, Robert Seery and Lou Leonard. Donations to the Red Cross came from M. J. Doolan, \$100; I. J. Polack, \$100; Casey Merchandise Company, \$25; M. Ohren, \$25; Jack Nelson, \$50; Maurice Hanauer, \$25; Julius Wagner, \$25; Leo Berrington, \$25; Manny Weinberg, \$5; Elmer Byrnes, \$10; Ray Oakes, \$10; George Brooks, \$5; Pety Pivor, \$5; W. W. Davies, \$5; Charles Bohdan, \$5; Al Kaufman, \$5; James Campbell, \$10; Max Hirsch, \$10; John Hannon, \$5; J. Kaplan, \$10; J. C. McCaffery, \$10; Al R. Cohn, \$5; John Wulf, \$5.

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Oct. 30.—A largely attended and interesting meeting October 27 was presided over by President Art Lewis, with President Emeritus George Hamid, Vice-President Jack Rosenthal, Vice-President Oscar C. Buck, Treasurer Joseph Hughes, Assistant Treasurer Harry Rosen, Chaplain George Traver, Dr. Jacob Cohen and Counselor Max Hofmann on the dais. George Hamid and Jack Rosenthal spoke regarding the banquet on Thanksgiving Eve, November 24, in the Hotel Commodore. Reports from committees indicate that it will be the greatest ever.

Alan Corelli, national executive secretary of Theatre Authority, Inc., a candidate for city council on the independent ticket, a guest of President Lewis, also was seated on the dais. When business had been concluded members of the auxiliary were invited into the meeting rooms and Secretary Corelli gave a short, interesting talk regarding his candidacy. It is said he is the first New York showman to run for a city office.

Former Treasurer Jack and Mrs. Greenspoon off for a sojourn in Hot Springs, Ark., but will return for the (See NSA on page 36)



Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., Oct. 30.—First regular meeting of the season is scheduled for November 5 and meetings will be held weekly thereafter. C. F. (Doc) Zeiger, Ivan Mikelson and George Howk spent several days at Excelsior Springs, Mo. Rink, Louie and Al Loer returned here; also G. H. Roberts and Jack Sterling, of the Reynolds & Wells Shows. Jack Starling is back after a successful season.

Charles Elliott and his concession manager, E. H. Bradford, who were on the Wayne Hale Shows and later played indie spots, are back for the winter. Lloyd Anderson, now in the navy, visited during a furlough. Wally and Marie Brunk were here on a business trip. Cecil (Tex) Cummins, of the Tivoli Exposition Shows, has arrived in the city. Mr. and Mrs. Clifford Worsley, formerly with the Landes Shows, are visiting Mr. and Mrs. Bogart. Mary Margaret Mellor, daughter of Past President W. L. Mellor, was heard recently over Station WDAF in a piano recital.

W. Frank Delmaine, secretary of the Tivoli Exposition Shows, arrived last week after putting the show in winter quarters in Joplin, Mo., and reported that Axel Bendixen, owner of the Bendixen Shows, is visiting friends on the West Coast; also that Eddie Strombaugh is now employed in a war plant in Lebanon, Ind., and that Mr. and Mrs. Joe Green and daughter, Pat, have taken up residence in Webb City for the winter. Joe Howard, after closing with the show, is in Joplin. George Lee Edwards and H. W. Epperson left to work in shipyards at Portland and Harley (Father) Everet is in Kansas City for the winter. Mr. and Mrs. Eutah, who visited friends and relatives in Indiana, are now located in Joplin. George (Skeets) McAllen returned to his home in Waldron, Ark., and Carl Larsen to his home in Batesville, Ark. Brother Delmaine also reports a prosperous season, the show having done banner business.

Banquet and Ball Committee continue to publicize the annual event, to be held as usual on New Year's Eve, preceded by the Ladies' Auxiliary "Tacky Party" on the night of December 30. Secretary G. C. McGinnis again requested all members to postal their permanent addresses so that he may forward mail and information on club's activities.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Oct. 30.—Regular Monday night meeting was called to order by President Edward Walsh, with Vice-President Harry Taylor, Vice-President Bill Meyers and Secretary Charles Nelson on the rostrum. One hundred and sixteen members were present and the meeting started off with a salutation to the flag. Regular routine of business followed. Communications included a newsy letter from Brothers Stanley Dawson and Al Rodin. Latter recently built a new home in Oakland, where he has settled with his family. He invites show friends to look him up when in the bay area.

Applications were read and approved on Conrad William Leopold, C. S. Johnson and Harry R. Bassett; also a reinstatement of Roy Draper. All were elected to membership. The various committees reported favorably. Brother Harry Pink conducted another of his whirlaway one-man drives for the Building Fund Committee. Leading with \$5 from himself, he followed with a \$2 punch from Brother H. B. Clifford and \$1 taps from Brothers Joe Glacy, Harry Chipman, Bill Hobday, Ed Walsh, Charlie Nelson, Charlie Farmer, B. L. Johnson, Harry Taylor, Ted Le Fors, Pickles Pickard, Monroe Eisenman, Joe Metter, Mr. Platten, Sam Dolman, Sammy Coomis, Clyde Gooding, Harry Lewis, Mr. Cotton, Mr. Carpenter, Mr. Kinkaid, Mr. Kent, Mr. Wilson, Mr. Reed, George Coe, Mr. Lowney and Mr. Rhodes.

Brother Sammy Coomas called attention to the annual Christmas Dinner Fund, and Brother Pink again entered the ring and started punching for the Holiday Fest. He drew an additional \$16.

Brother Jack Hughes told an amusing story on Brother Pat Shanley, who is sojourning in Los Angeles after a siege at Gilman Hot Springs, where he will return soon. Story was about a fellow whom Pat befriended years ago when he operated the Old Continental in San Francisco. After many years, the fellow made a special trip to the springs after learning of Pat's illness and repaid Pat with interest, proving that all the world isn't bad after all.

At the board of governors meeting were President Ed Walsh and Brothers Joe Glacy, Charles Farmer, Eddie Brown, George Coe, Ted Le Fors, Sammy Dolman, Harry Taylor, Charles Nelson, John T. Backman, Harry Fink and Eddie Tait.

The board accepted the invitation of Carl H. Sonitz, manager of the Victory House at Pershing Square, to present another Showmen's War Bond & Savings Stamp Day, similar to the one staged December 31, 1941. J. Edward Brown, Sylvester L. Cronin and Jack Hughes were named to handle the details of the event.

The night of November 8 was selected as Dr. Ralph E. Smith Night, and the Ladies' Auxiliary has offered to serve the coffee and cake for the occasion. The Auxiliary was invited to attend the open house in the men's clubrooms that night.

The Penny Arcade of the Lion's Head netted an additional \$1.42 for the Christmas Dinner Fund.

After the meeting hot dogs and beer were served by Brother Charles Farmer, acting for the house committee.

Brother Joe Glacy, chairman of the 1943 banquet and ball committee, announces that the advance sale is on now for the event scheduled for December 14 in the Gold Room of the Hotel Biltmore, Los Angeles. There will be limited seating capacity. Tickets are \$7.50 each (includes everything).

Ladies' Auxiliary

President Edith Bullock and a full staff of officers opened the meeting on October 25. Letters came from Donna Day, former secretary; Virginia Kline, Clara Zeiger, Ida Chase, Ruth Korte and Ruth McMahon. Lalla Pepin was present after a recent operation and Leta Johns was reported convalescing after an operation October 22. Bank night award went to Emily Mettler, and door prize,

donated by Mrs. Bobby Miller and Florence Weber, went to Elsie Sucher. Another door prize, donated by Betty Coe, was won by Peggy O'Neil, and the 13th member coming into room received a prize donated by Fern Chaney, which was won by Jenny Rawlings.

Rose Rozard, rummage sale chairman, who announced that the sale would be held December 8, asked for volunteer workers. President Bullock announced December 6 as date of a birthday party for the auxiliary and that the liberty bells, to be in by that time, would be opened. A straw vote will be taken November 8 when members can write in (See PCSA on opposite page)



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, Oct. 30.—At the meeting October 25 President Harry Stahl presided and all officers were present. Membership committee was applauded, and Chairman Mannie Brown was commended for the 37 new members reported this month. Committee will devote its efforts to reinstating former members. Chairman Jack Gallagher, servicemen's committee, reported Christmas packages for all club servicemen were in the mail and that every showman on the list, whether or not a member, had been remembered.

With 58 members attending, two \$25 War Bonds were sold. With the recent purchase of another \$500 bond, the club has now topped the \$60,000 mark in War Bond sales.

At the October 18 meeting President Stahl instructed the sergeant at arms to hang out the S. E. O. sign, attendance of 127 members making it the biggest meeting since spring.

Past President Harry Ross, a visitor, pointed out that business conditions were never more favorably suited to fund-raising activities on the part of the ways and means committee. Back from New York with praise for the welcome extended to showmen by the National Showmen's Association was Secretary Bernhard Robbins. NSA hospitality included a guest membership card, which has been framed and is hanging in his office.

Public Relations Chairman Nat Golden announced that the Gould cup would be awarded at the Halloween Party. Trophy, named after its donor, Sam Gould, will be an annual award to the most outstanding member in efforts in behalf of the club. At each meeting of the past 18 months the club has sold at least one War Bond. At this meeting three \$25 War Bonds were sold.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, Oct. 30. — First business meeting October 21 brought out many members, all enthusiastic over the winter season in the clubrooms. Meetings will be held every Thursday night. Secretary Deane reported many had already sent in dues and most of those present paid up. Lunch and refreshments were served after the business session, this to be a regular feature of meetings.

Elected to membership were Sidney Belmont, Joe J. Smith, Edward N. Campbell, J. P. Murphy, Orville Williams, Charles O'Bailey, William Seghers and Roscoe Walkup. Frank B. Joerling, who had returned from Caruthersville, Mo., after a visit to the Rubin & Cherry Exposition, had a message from President Sam Solomon to the effect that he would be on hand to wield the gavel at the next meeting.

TENTS—BANNERS

We have Canvas for your needs. No priorities needed.

Charles Driver — Bernie Mendelson.

O. Henry Tent & Awning Co.

4862 North Clark St. CHICAGO 40, ILL.



JOIN PSCA NOW!

Initiation and Dues \$20

Re-Instatement \$15

Until Dec. 31, 1943—Only

SAVE \$15—ACT TODAY!

Starting Jan. 1, 1944

Initiation and Dues \$35

Re-Instatement \$25

Pay Your Dues Now—and SAVE

PACIFIC COAST SHOWMEN'S ASS'N

623 1/2 S. Grand Ave. Los Angeles 14, Calif.

TENTS

New and Used

CARNIVAL and SKATING RINK

Write for Prices

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. ALTON, ILL.

CARNIVAL CONCESSION TENTS

We have Canvas released by the government that needs no priority. Send in your inquiry today.

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron St. Chicago 12, Ill.



PENNY PITCH GAMES

Size 46x46", Price \$25.00.
Size 48x48", With 1 Jack Pot, \$35.00.
Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete 7.00

1/3 Deposit on All Orders.
SEND FOR CATALOGUE
Full of New Games, Blankets, Dolls, Games, etc.

SLACK MFG. CO.

124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1943

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 3-p., with Blue Cover, Each .03
Analysis, 8-p., with White Cover, Each .15
Forecast and Analysis, 10-p., Fancy Covers, Ea. .06
Samples of the 4 Readings, Four for 25¢.
No. 1, 34-Page, Gold and Silver Covers, Each .35
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Ouija Boards, etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy.
1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound 25¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 35¢
Signa Cards, Illustrated, Pack of 36 15¢
Graphology Charts, 9x17. Sam. 5¢, per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
Instant Delivery. Send for Wholesale Prices.

Shrunken Japanese Soldier Shrunken Japanese Nurse Shrunken Japanese Heads

See the Shrunken Body, once a mighty fighting soldier, now a shrunken midget; once a tender nurse, now a shrunken beauty. A reproduction of the Japanese body in shrunken condition, every detail true to life. Crowds flock to see them. Everyone wants to see a dead Jap. Black human hair, eye lashes, brows. Cannibals actually shrink human heads and bodies. We send lecture telling all about it. Fill your show house every night. Biggest window attractions in America. Shrunken bodies, length over all about 5 feet; wt. about 8 lbs. Shipped in nice casket, post paid, each only \$15.00. Shrunken Jap Heads about half life size, postpaid \$8 each; the three post paid only \$35.00. If C.O.D. send one-half. Order today. Address: TATE'S CURIOSITY SHOP, Safford, Arizona.

GROVES GREATER SHOWS WANT

Chairplane Operator. AGENTS for Stock Stores, Ball Games. DEALER for Red & Black. Bill Kirschmann, answer. Will book Photos. Out all winter. All address ED GROVES, Golden Meadows, La.

MIGHTY MONARCH SHOWS WANT

For Fort Myers, Fla.; then Bradenton, Fla.: Ride Help for all winter. Place few more Ten-Cent Grind Stores. Address N. P. ROLAND & LONNIE PERKINS, Fort Myers, Fla.

BISTANY GREATER SHOWS WANT

For Gainesville, Florida, Fair, week of November 8th Shows with own outfits, Side Show, Girl Show, Snake Show; Dan Riley, come on. Can place a few more legitimate Concessions. This show will be out all winter in Florida. Write or Wire LEO M. BISTANY, Starke, Florida, this week.

Webster Portable Public Address System

Two Speakers, Carrying Cases, Microphone and all Accessories, \$137.50. One-third deposit.

DELLS
Durango, Iowa

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

STILL going?
RAY GARRISON ended the season and is working in Owensboro, Ky.

JACK YORK, who is convalescing in Bridgeport (Conn.) Hospital, would like to hear from friends.

STANFORD BAKER, ride owner, is moving into a new home which he purchased in Detroit.

WE live according to our seasons.

EQUIPMENT of Byers Bros.' Shows arrived in Texarkana, Ark., October 23. Quarters have been obtained in a former machine shop.

JOHNNY RIDDICK reports from Woodruff, S. C., that business is excellent for his Minstrel Show on the J. G. Steblar's Greater Shows.

CAMERON MURRAY is operating No. 2 unit of the W. G. Wade Shows on Detroit lots, making about the last carnival to play lots there this season.

SUMMARY of an agent's telegraphed report to his boss: "I'm doing a swell job here."



LIEUT. PHILLIP G. MALMBERG, professionally known as Phillip Beaudai, is squadron commander, Army Air Forces, at Tomah, Wis. He formerly was with the Royal American Shows, Endy Bros.' Shows, and Raynell's Water Follies. Inducted November 13, 1941, at Camp Blanding, Fla., he was commissioned May 11, 1942, at Miami as second lieutenant. He was promoted to the rank of first lieutenant April 18, 1943, at Chicago.

ROSCOE T. WADE, carnival operator, was a Detroit visitor from winter quarters in Adrian, Mich., arranging for priorities for necessary ride parts.

BEN MORRISON and Glenn Hockett are operating bingo games in the Detroit area, and Manny Brown, concessionaire, is opening a Christmas store.

AFTER closing with the W. T. Wade Shows, Mrs. Agnes Trout underwent a facial operation in Harper Hospital, Detroit, October 15, and is recuperating.

AS a season grows bigger and bigger—our ideas for the next season grow bigger and bigger.

P. H. KIMMEL, who suffered a heart attack while on the Buckeye State Shows at Newport, Ark., is in the Veterans' Hospital, Memphis, and would enjoy hearing from friends.

SKEETS AND GEORGE McALLAN, concessionaires on the Tivoli Exposition Shows, visited the Magic Empire Shows at Monticello, Ark., on their way to Jackson (Miss.) Colored Fair.

MRS. JOHN QUINN, wife of the owner of the World of Pleasure Shows, returned to Detroit with her mother, after a shopping tour in New York City. Dan Leslie, concessionaire with the shows, left for Logansport, Ind.

YOU can always tell when a midway couple are having a big week. She thinks he's a big shot and he adores her for her ball-game operating ability.

N. L. (WHITEY) DIXON pens from Aransas Pass, Tex., that it was he who closed the season as adjuster on the John R. Ward Shows in order to a rest and not his daughter, as was previously reported.

CHARLES T. WOMACK, The Billboard sales agent and popcorn operator with Moore's Modern Shows, who reports a record season, is wintering at the American Hotel, Dyersburg, Tenn. He expects to resume on the road in May, 1944.

BILL RICHARDSON reported from Haleyville, Ala., that he had completed a successful eight weeks as bingo caller and truck operator with Peppers All-State Shows and would go to Lexington, Ky., for a few days, to be followed with a trip to Tampa, Fla., for the winter.

"WE wouldn't have some of the midway equipment that isn't worth the space it takes in loading if it wasn't for fear that we couldn't replace it."

MR. AND MRS. E. C. (CLAY) MAY continue at posts in war plants in Detroit, he having entered the work after closing with F. L. Flack's Northwestern Shows in September. Mrs. May, a plant inspector, is recuperating from an operation for removal of her tonsils.

MR. AND MRS. J. O. BRANNON, ride owners, visited Mr. and Mrs. R. A. Miller



PFC. CLYDE WEBB, ASN 20-731,223, former carnival trouper, is stationed at Fort Stevens, Oregon. He and his sister, Mrs. Sarah B. Ogles, Pontiac, Mich., formerly were with Byers Bros.' Shows.

and Mrs. Flanagan at Miller's Club Dallas in Texarkana, Ark. A party was made up to attend the Louisiana State Fair in Shreveport. R. A. Miller was issued a permit for a deer hunt on a 1,000-acre tract in Southwest Texas.

MR. AND MRS. TOBY KNEELAND, show painter and balloon dart concessionaire, respectively, on the O. C. Buck Exposition, for three years, are employed in war work and report that they still miss the road. He is working in a shipyard in Baltimore and Mrs. Kneeland at a defense job.

MANAGERS have been advised that during the time work is in progress in winter quarters they won't have to endure the "bossing" of their workmen—if they spend the winter at fair meetings.

WINGIE (WATCH-LA) SMEINS, former concessionaire with the Anderson-Srader and De Kreko Bros.' Shows, who is wintering in Terre Haute, Ind., and doing good business with an Axis ball game, recently had a pleasant visit with Emmett Buck and Eric Schaffer, former showmen.

AFTER a successful season with the Great Lakes Exposition Shows, Doral Deshon closed in Valdosta, Ga., and joined the Playland Shows with the

Blank for Bly

E. L. BLYSTONE (Bly the Rice Writer) pencils from Greensburg (Pa.) Hospital: "The other day I was amblin' on my way to work when Old Father Time slipped up on me and soaked me a blow on the heart. Down I went, groggy from the punch. I was hauging on the ropes, the referee was counting, and the ambulance came along. It rushed me to the hospital, where I became the featured act. A private tent was erected over my bed, air-conditioned with oxygen. A sign was put on the door, 'No admittance,' except to my wife, who came in on a pass. The tent has now been removed. I haven't had one cash customer and, in showmen's language, this spot has been a complete blank. P. S.—I'm feeling fine."

Burma Slave Market in Eastman, Ga., under management of Mark Williams. Remaining with the unit are Eddie Powell, Don Wilkesman and Margie Flynn. Francis Russell and Gypsy Lynn left to join the John R. Ward Shows in Hattiesburg, Miss.

BIGGEST single contribution to a fund raised by The Vancouver (B. C.) Sun to send 8-year-old Melvin Gilliland to Philadelphia for an operation to remove a staple lodged in his left lung came from the Crescent Canadian Shows of Henry Meyerhoff in a check for \$84.

BIG ELI Owner, R. C. Lee, reports:

"Gross on the season will run 60% ahead of last year. In three days gross on the wheel was \$1837, an average of better than \$612 per day." Many of our customers report record-breaking receipts this year. BIG ELI continues to lead the field of net-profit-earning rides. Plan to own a New BIG ELI WHEEL after the War.



ELI BRIDGE COMPANY
800 Case Avenue Jacksonville, Illinois

GIRLS WANTED

For all winter's work. To dance in Dime-a-Dance in city where 100,000 soldiers are stationed. Good wages and short hours. Pleasant and profitable work. Girls, your show closing for the winter? Come on or write

R. B. (BROWNIE) GARNER, Manager
DANCELAND
1046 Broad Street AUGUSTA, GA.

WANTED FOR STAR AMUSEMENT CO.

Crossett, Ark., for 8 Big Days—Armistice Celebration, Nov. 6th to 13th. Under Chamber of Commerce. 2 Big Pay Rolls.

Joists that throw stock. No grift. Corn Game, Flat Rides and Ride Help. Especially Ferris Wheel Man wanted. Shows with own outfit. Athletic Show People wanted too. Probably out all winter. Write to KID BURNS, care Star Amusement Co., Wilmet, Ark., this week. Crossett, Ark., next week.

WHITEY NOLTE HAS FOR SALE

Two complete Shows. One Monkey Show, 16x24 air-conditioned top. 4x30 streamer banner. Thirty watt sound system. Three knock-down steel cages, 4x4x4. One young male Hymadras Baboon. One young male Phinx Baboon. Three female Rhesus. One young black female Spider. One beautiful male Capuchin. One male Cinnamon Ringtail. One male Sooty Mangabey. Girl Show with 4x30 streamer banner. Thirty watt Sound System, practically new. 14x21 top and sidewall very good. One RCA table model, four watt electric violola for inside. One wardrobe trunk with six heavy cellophane skirts with capes and accessories. One small drum for belly. Will sell all or part. 510 MAIN, PINE BLUFF, ARKANSAS.

FOR SALE ROYAL BLUE TENT

Shed roof, 40 ft. front, 30 ft. deep. Used ten weeks. Front 12 ft. high, back 6 ft. Complete with Royal Blue Wall. Price \$200. S. A. BAKER, 2907 W. Warren, Detroit, Mich.

ens George W. R. Gunn from New Westminster, B. C. A member of the how is W. H. Young, father of Mrs. Gilland. "Another remainder that show-jinks can generally be counted upon to come thru to the best of their ability then, where and however called upon," Gunn comments. Show is wintering at Anticton, B. C.

NOTES from F. A. Norton, Bright Lights Exposition Shows: John Gecoma, manager, and Lou Heck plan an enlarged show for the coming season, with new rides and several shows to be added. Repair work will be done during winter, and for spring a new entrance and some new fronts are planned. Manager Gecoma departed for his home in Pittsburgh and intends to attend the New York and Chicago meetings. Most concessionaires left to play spots in North Carolina before calling it a season. Show expects to open early in April in Virginia, with most of the concessions already signed for next season.

REMEMBER the story about the early-day rouper, who worked in a cookhouse on a winter show for three bucks per week and akes and who checked into a Louisiana boarding house at the rate of four bucks per week with meals. Not having enough money to pay off, he told the landlady that on account of getting up late, he wouldn't eat breakfast and she agreed to allow him 25 cents off for each meal that he missed. The troupier ate his entire 21 meals in the cookhouse and when he checked out of the boarding house he owed him money.

"ON my annual trip to Miami I passed thru Starke, Fla., near which is Camp Blanding," wrote George Nichols, veterouper. "I found there many carnivals, including Curly Hyde, Pezzy Hoffman, Joe Decker and Eddie Davis. The last named does fine biz with concession row, especially with his shooting gallery in charge of Louis (Dutch) Bankrath, who is affectionately called 'Pop' by every passing soldier. He certainly has earned this popularity for the way in which he treats the G. I. Joes. He has a ready smile or cheery word of greeting and helps greatly to maintain morale of Camp Blanding's khaki-clad lads. If he steps into a bar every man in uniform is treated to a drink. When some of the boys are low in funds he helps them with loans. When queried as to why he spends hard-earned money in such fashion, he smilingly replied, 'Just to show the boys some real Northern hospitality in the South.' Maybe he means it. Maybe he is using good sense—with an eye to future business. If so, he surely gets it."

"AT the beginning of the season we hesitated to take out our rides," writes Mrs. Wayne Hale, of the Hale Rides, Lenox, Ia., "but when we learned that we could obtain gas to move them we decided to fulfill our contracts which were coming in. The crowds have been larger than any year heretofore, with plenty of money and people hungry for amusements. At these celebrations one looked upon the faces and saw so many happy expressions when old friends met and saw youngsters enjoying amusement which rides and good clean concessions afford. They were really not forgetting the war but able to push memory back for the time being, as always there were War Bonds and Stamps to be sold. Money for war purpose is given more generously from crowds that are in good spirits. We have heard a few such remarks as 'How can we afford a celebration when our country is at war?' Our answer is, after checking up on the season's reports: 'How can they afford not to celebrate?' As a federal representative recently told us the government should keep the amusement business going all season, for if many paid in as much in taxes as that industry, the war debt would soon be canceled. We very much believe that the amusement business has again proven its essential value to the war effort and with its substantial help will keep the wheels turning on to victory."

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.

JOHN E. STEBLAR, brother of General Manager J. G. Steblar, Steblar's Greater Shows, received an honorable discharge from the army and expects to join the shows in the near future.

LIEUT. EDWARD A. HAZELTON, formerly with the Golden Gate Exposition, Cross Amusements, Art Lewis Shows and several Pacific Coast shows, is stationed in the Southwest Pacific.

SGT. GORDON E. GLADUE expressed gratitude from a post in Sicily for the arrival of *The Billboard* and sent a description of overseas midways. "In my travels," he said, "I have seen a lot of midways but the best was a Merry-Go-Round with immovable horses and pulled by eight Arabs. A phonograph furnished music with *Ave Maria* the top ranking piece. The only powered ride available, and that received a good play, was a German ride operated by a charcoal engine and consisting of three fixed tubs and three movable ones. Penny pitch idea also prevailed. Another outfit carried a dog and pony show and top ride was an old-fashioned Chairplane. Seems like most people who speak English here are from Brooklyn and the owner of this carnival was no exception. I see that War Bonds are quite the thing when it comes to pay day in the States. I'm glad that I'm able to receive *The Billboard* occasionally and when mail comes I have a feast; only to sweat it out until the next mail. Reading about fellows you haven't seen or heard from in some time does a guy good."

Stressed Publicity Paying Off for St. Louis Oddities Unit

ST. LOUIS, Oct. 30.—Ray Marsh Brydon's International Congress of Oddities, which opened here September 18 at 414 Washington Avenue, is proving his contention that a well-equipped freak museum can succeed when located in the heart of a large city's business district. In six weeks this unit of the Park Amusement Company, Inc., has had over 25,000 admissions weekly. During the past week the museum has been operating under direction of Jack Stevens, Lee Hinckley and Dee Aldrich, as Brydon is in the East and Cash Wiltse, unit superintendent, is in Texas.

Attractions arriving this week included Joe Fernandez, human volcano; Grace McDaniels, mule-faced woman; Eva LaTour, snakes; Doctor Rivers, liquid air, and Geraldine, crocodile girl. Among acts held over are Waldo, human rat trap; Costandi Saleem Jourjari, shepherd from the Holy Land; Georgla Wilkinson, armless artist and pianist; Waxo, human robot; Bea Griffin, handless seamstress; Gravityo, wire-haired marvel; Slim Jim and Big Bertha, strangest married couple, and Sadie Anderson, spotted girl.

Extensive advertising begun six weeks ago is continued by the public relations department, headed by Norman Knight and Jack Adams. Spot radio campaign, started on all local stations several days before the show opened, continues, and there is a half-hour daily musical shot on WTMV as well as a half-hour daily quiz show. Newspaper advertising is extensive. Flashy cards are displayed on Missouri and Illinois busses, and billboards are plastered extensively. Purchase of the back of the world series score card in St. Louis was arranged by Brydon.

Visitors during the week included Agnes Mites, program director WTMV; Mabel Heath, palmist; Dave Pasternack, manager WIL; L. Claude Meyers, bandmaster; Friday White, drummer; H.

Frank Fellows, president Ozark Empire District Fair; Cliff Liles, Harry Beach, Alexandria, La.; Col. A. U. Taylor, U. S. Army, formerly secretary of Western District Fair, Jackson, Tenn.; Ed Murphy, business agent of the Chicago Electricians' Union; Sam Gluskin; Mr. and Mrs. Jack Oowns, Hank Gowdy, Snapp Greater Shows; L. M. (Pete) and John Brophy, and Eugene E. Franklin, Mound City Shows. Brydon looks forward to four months more of good business here.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 30.—Official notices of the 10th annual meeting will be forwarded to each member under date of November 3. Judging from correspondence received at this office, there will be an unusually good attendance. Copies of the convention program and notice of meeting are available to non-members upon request. Detailed program for the annual meeting will appear in *The Billboard* later.

The War Man-Power Commission having issued a release calling attention to the fact that all men 18 to 38 years of age, subject to Selective Service and who are delinquent will be classified 1-A immediately and ordered to report for induction on November 1 unless their delinquency situation is disposed of to the satisfaction of their local draft board before that date, detailed regulations in connection with this subject have been made available to this office.

The War Production Board having issued information relative to expenditures for war purposes indicating that during September the amount was decreased by 4 per cent as compared to August, it would be interesting for each show owner to determine what portion of this decrease in war expenditures showed a similar reduction in gross receipts for comparable periods. Any member interested in these items may obtain fuller information from this office.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
 GAMES, STRIKERS, ETC.
 Still Available
EVANS' BIG PUSH
 Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

CANDY BUTCHERS WANTED
 for
SHRINE CIRCUS
 Week of November 15
 Atlanta, Ga.
A. HYMES
 104 Thatford Avenue
 Brooklyn 12, N. Y.

FOR SALE
 1 10x12 Cork Cigarette Shooting Gallery, complete with three good Daisy Guns, Price \$200.00.
 1 10x12 Dart Cigarette Game, complete, \$150.00.
 Khaki Tops made by O. Henry. Used only six weeks. Excellent condition. Very well made frames and shelves. Apply **HARRY LOTTRIDGE**, care Gold Medal Shows, this week, Greenville, Miss.

SECOND-HAND SHOW PROPERTY FOR SALE
 \$5.00 Baby Spot Lamp for theater or photographer.
 \$19.50 Iron Boot Torture Subject. Glass case.
 Estey Folding Organ. Hand played. Cheap.
 \$5.00 Government Desk Trunk. Cost \$30.00. New.
 \$10.00 Skeleton of 8 Months' Baby. Fine specimen.
 \$11.00 Ladies and Gents' Wax Heads. Life size.
WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia, Pa.

WANTED TO BUY
 Frozen Custard Machine, electric, on truck or trailer. No junk. Also Fish Pond or Duck Pond, complete. State price.
ED JONES
 1412 W. Baltimore St. BALTIMORE 23, MD.

EYERLY RIDE OPERATORS
 Protect your **OCTOPUS, ROLLOPLANE** and **FLY-O-PLANE**
 World's Most Popular Rides
 • Operate Slowly • Keep Well Oiled
 • Operate Carefully • Keep Nuts and Bolts Tight
EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON

POPCORN SUPPLIES
 Our new Fall Price List on Popcorn Supplies has been mailed to all of our customers. If you have not received your copy, write for it today. This year take advantage of **GOLD MEDAL'S** low prices, top quality and speedy service.
GOLD MEDAL PRODUCTS CO.
 131 E. PEARL STREET Cincinnati 2, Ohio

LOOK!!!-YOU BARGAIN HUNTERS-LOOK!!!
RIDES FOR SALE
ALLAN HERSCHELL LITTLE BEAUTY MERRY-GO-ROUND
 Gasoline Power Unit, Wurlitzer Organ, A-1 Blue Top and a sweet running ride.
ELI \$5 FERRIS WHEEL Runs like a new one, with Eli Power Gas Unit.
7-TUB TILT-A-WHIRL
 With Eli Power Unit with everything complete and a good one.
LATE MODEL LOOP-O-PLANE
 Complete with Front and Fence. (Motor needs minor repairs.)
NOW HERE IS THE BEST PART OF IT
\$10,000.00 CASH FOR ALL OF 'EM.
 If wanted will sell Trucks to go with each ride, so come on in and load 'em up.
AL BAYSINGER Poplar Bluff, Mo.

ATTENTION! ATTENTION!
 Notice is hereby given that the rights and property of Edmondo Zacchini in and to the secret famous Zacchini Cannon and Cannon Act, either double or single, cannot and will not be sold. Notice is further given that I will contest the alleged right of anyone in and to said Zacchini Cannon or Cannon Act.
BUYER OR BUYERS, BEWARE!
EDMONDO ZACCHINI
 2603 FOUNTAIN BLVD. TAMPA, FLORIDA

BUSINESS OPPORTUNITY
 I have one of the best spots in the country, located next to large arcade and bus station catering to 50,000 soldiers. I want to hook any legitimate concession, such as Pitch-Tilt-You-Win, Aeromatic Rifle Range, Automatic Baseball Throwing Machine, Wire Worker, Tattoo Artist, Jewelry Engraver, Cork Gallery, or will buy good Cork Guns or Dart Guns. Want Arcade Machines. Write
LEO LANE ARCADE
 Morganfield, Ky.

All-American Extends Tour; Dothan Date Pans Out Well

DOTHAN, Ala., Oct. 30.—All-American Exposition, showing here this week, will not close the season here, as previously reported, as several more weeks are on the route, including Ozark, Ala., and Bainbridge, Ga., said D. B. Sterling, press representative. Business was good here in cool weather.

In Alexander City, Ala., last week business was reported fair and weather good. Lady Dell, of Kent, England, visited her first American carnival there, taking in shows and rides and playing bingo.

Concessionaire Morris Lipsky reported membership applications to the Showmen's League of America from Bill Kemmell, Art Spencer, Tom and Grabo Henderson, John Obelicki, A. Smith and Sterling.

KREKOS IN REPEATS

(Continued from page 31)

could not account for the big crowds and liberal spending. While cool nights usually prevail in this section, weather was warm and General Manager Mike Krekos and officials bowed out smiling.

In Marysville, September 29-October 4, the location was on Lafayette Square downtown. Weather and business were good. The run over the Siskiyou Mountains from Medford, Ore., was made in good time, meters showing over 300 miles. It being the second engagement in Marysville this year, business was not up to the previous date but gave better than an average week and a winner for shows and concessionaires. A gala social affair was staged in Marysville, a picnic and barbecue directed by Isabella Myers and Ruby Dobbs and, besides the show personnel, city and county officials were invited to participate. Six lambs and four hams were barbecued and served with salads, side dishes, bread, cake and other items which consumed

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnival and tent shows in winter quarters:

Title of Show
 Kind of Show
 Owner
 Manager
 Winter Quarters Address

 Office Address

many ration points that had been saved and pooled for the occasion.

Shows' personnel has subscribed to a fund of about \$100 that was spent to send gifts to men in the armed service who have been members of the show. Total of 70 packages were dispatched to men overseas and in this country. Raising of money and details were handled by Edith Walpert and Mrs. Al Roden. Secretary Louis Leos, Manager Krekos, Assistant Manager Myers and General Representative Jessup assisted in the drive.

To Oppose Oakland Ordinance

Regardless of action of Oakland (Calif.) city council in passing an ordinance unfavorable to carnivals, Manager Krekos, whose home is in Oakland, said

that he thought his show would open there in 1944. He believes that show owners will get an opportunity to present their cases. Art Craner, legislative representative of Manager Krekos, said he would begin proceedings to set aside the new ordinance.

It hikes the current \$250-a-week license fee to \$500 a day with an additional tax of \$50 a day on each side show or other attraction. It also limits the stay of a carnival to two weeks in any one year and requires letters of recommendation from other cities in which a show has played, and heavy liability insurance. Circuses are not affected.

JJJ GOES TO BARN

(Continued from page 31)

short hunting trip. Other winter destinations were: Eddie Keck, Allentown, Pa.; Arthur Phillips, Washington, D. C.; Joe Pearl, Rochester, N. Y.; Mr. and Mrs. Richard Schwanz, Joe Johnson and Andy Kranick, Starke, Fla.; Mr. and Mrs. Roy Deardoff, Hartford City, Ind.; Mr. and Mrs. Jack Halliday, Danny Boyd, George Brown and Frances Jones, Augusta; Carl Lauther and family, Millers Tavern, Va.; Del Rio Midgets and Mr. and Mrs. J. W. Jakes, Chicago; Jessie Franks, Reading, Pa.; Eleanor Gordon, Indianapolis; Harvey and Marguerite Wilson, Owensboro, Ky.; Mr. and Mrs. Fred Sawyer, New Orleans; Floyd Hess and Jim Moran, St. Louis; Mr. and Mrs. Mike Sullens, Miami, Fla.; Earl Humphries, Tampa, Fla.; Nurse Lee Bivens, Hot Springs, Ark.; Orlando, Fla., then to Davenport, Ia.; Mr. and Mrs. Carl Parsons, Branchville, S. C.; Jennings Gray, Chicago, Ill. Executive personnel remained practically intact thru the season.



Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Eastern Canadians Jam Events For War Respite and To Help Roster of Patriotic Objectives

ST. JOHN, N. B., Oct. 30.—The fall season has been one of the busiest and most successful for sponsored indoor and outdoor fairs and other events in the Eastern Provinces.

Sponsors cover numerous types of organizations, and in most instances part or all of profits go to patriotic objectives such as the Red Cross, milk for British children, naval comforts, air force welfare, army comforts, Chinese, Greek, Norwegian, Russian, Czecho-Slovakian and Polish relief, British bombing sufferers, hospitals and patients of army, navy, air force and merchant marine. Civilian charities are also participating. The events have been found an effective way of raising money for laudable causes, including civilian hospitals, orphanages, homes for the aged and incurable and deserted children.

In practically all spots returns from

Toledo Opening Postponed

TOLEDO, Oct. 30.—Due to difficulties in obtaining materials and labor, opening of the museum and indoor circus, sponsored by the Disabled Veterans' Post in the building at Cherry and Summit streets, has been postponed from November 1 to November 15. A War Stamp and Bond booth is to be erected by the Ladies' Auxiliary, with Mrs. Black, wife of the adjutant, in charge. Stanley's What Is It? and Curiosity shows have been booked; also a pit show and O. R. Stevens's Bull Show. Concession arrivals are E. R. Gordon, one; S. W. Stevens, one; Charles Davis, two; Hank Gentner, shooting gallery; L. V. Lewis, guess-your-age and basketball game. Mr. and Mrs. T. R. Alexander are in charge of the program, and Victor Lewis is handling advertising. Members and auxiliary are handling advance ticket sales.

annual events have shown hefty increases over previous ones. Increases have ranged from 25 to 100 per cent over 1942. In several instances net proceeds in 1943 equaled grosses of 1942.

For the first two years of the war there was some hesitation among promoters as to how the public would take the continuation of such money-raising ventures. With more money available than ever before the public has welcomed the diversion created by the sponsored events and the opportunity to contribute to both patriotic and civilian objectives. The entertainment angle has been stressed this fall.

Monte Young Buys Location in Ogden For Pioneer Days

OGDEN, Utah, Oct. 30.—Crowding of war-industries cities works a hardship on more than war workers. Conditions became so crowded here that Monte Young, who for years has furnished the midway for the annual Pioneer Days' Celebration around July 24, has been finding it tougher to spot his Monte Young Shows. He solved the problem. He bought the 1943 location, the only vacant ground near downtown Ogden except City Hall Park. It will be used exclusively for his annual date here.

The show property is on Washington Boulevard, the main drag, at Eighteenth Street, only six blocks from the heart of the city. Young's Ogden date is spectacular for this section. He annually shows 30 days or more in Ogden, beginning with the celebration date, moving in eight to 10 rides and playing continuously except for some dates at fairs in Utah and Idaho.

Convention Time Approaching!

Outdoor Show People will soon be meeting again in Chicago for the annual outdoor conclaves, at which time many important questions and problems will be studied and discussed. This annual convention is the big event of the year. . . .

. . . and with it comes The Billboard's

CHRISTMAS CONVENTION SPECIAL and CAVALCADE OF FAIRS SECTION

A full report about the convention programs, topics up for discussion, future plans as well as the past season analysis will all appear in the Christmas-Convention Number of The Billboard November 27. These interesting editorial features and other articles, along with the Cavalcade of Fairs Section, assure advertisers lasting attention for their messages. Reach every one of your prospects thru the Christmas-Convention Number or the Cavalcade Section.

FORMS GO TO PRESS WEDNESDAY, NOV. 17

(Copy for the CAVALCADE SECTION Must Be in Cincinnati by Monday, November 15)

Mail Your Advertising Copy Today

The Billboard Publishing Company

25 Opera Place

Cincinnati 1, Ohio

Indoor Takes Hold Upswing

Count Is 60,000 At Six Shows of St. L. Firemen

ST. LOUIS, Oct. 30.—The St. Louis Firemen's Pension Fund Thrill Circus and Wild West Rodeo will break all previous records of any show held under these auspices. Show, which is being presented and produced by Thomas N. Packer, opened night of October 22, at the Arena and including Wednesday night, over 60,000 people had passed thru the turnstiles, for the six performances of the first five days. Last year the firemen had 18 performances while this year only 12 will be given, with final one tomorrow. Executive staff for Packer: Ernie Young, arena director; Charles Humfeld, musical director; Chip Morris, rodeo announcer; Dave Malcolm, circus announcer; Joe Greer, rodeo director. The stock in the rodeo events is of extremely rough caliber and has provided many thrills.

Shows are given nightly only with exception of the two Sundays when matinees were scheduled. Opening night was marred by the fatal leap of The Great Peters, who "hanged himself" before an audience of over 5,000. Funeral services were held here Monday morning, with all performers attending the final rites.

The program is presented in 30 displays, as follows: Clowns. The National Anthem, sung by Alma Butts and F. D. Anderson. Grand Entry with cowboys, cowgirls and others, with the Flags of the Allies. Wild bareback bucking horse riding (first section). Clowns. Will Hill's Circus and Fisher's Circus. Cowboys and cowgirls in quadrille. Bull-dogging (first section). Clowns. Jumping horses in leaps. Perch acts, Pape and Conchita and the Cantastrells. The No. 13 display was originally the spot for Peters. Four Famous Sydneys, cyclists. William Heyer and his high school horse, "Starless Night." Wild bucking horse riding (first section). Miss Conchita, aerialist. Joe Greer's Liberty horses. Clowns. The Great Paroffs. LaTosca, Queen of the Bounding Rope. Saddle bucking horse riding, (second section). Trick and fancy riding. The Albanians. Will Hill's and Fisher's elephants. Ernie Wiswell and his comedy auto. Wild Brahma bull riding. Selden, the Stratosphere Man. Miss Victory, shot from a cannon. Finale. *God Bless America.*

HM, Up 35%, Has Best Philly Shrine Show

PHILADELPHIA, Oct. 30. — Hamid-Morton Circus, here October 7-14, was a big success. It was for the benefit of the Lu Lu Temple Shrine Crippled Children's Hospital. Capacity crowds attended every night and there were several turnaways. Matinees were fair and were attended by orphan children and other charitable institutions. Bob Morton said that receipts were 35 per cent greater than last year's, making it a record for Shrine circuses here. He emceed the show.

These acts were presented: Looping-the-loop, Mrs. Ebbart; Rooney and Vera; Clyde Beatty's wild animals, presented by Captain Phillips; Jenny and Betty Rooney, perch pole; Great Phillips, trapeze; Roman Proske's tigers; Silvers Johnson and his comedy auto; Ed and Jennie Rooney, double trapeze; Winifred Colleano, trapeze; Stanley Beebe's bears; Alf Loyal's dogs; Van Leer's ponies; high-school horses in three rings; Torina, trapeze; Torrelli's Dog and Pony Circus; Roland Tiebor's seals; Don Francisco and Company, wire; Van Leer's Liberty horses; Hermies, midgets; Robinson's elephants; Hollywood Sky Ballet; the Kimris, sensational aerial feature; clown numbers by Georgette Brothers, Kinko, Rice-Davidson Trio and Laddle Lamont.



CHARLES (BOSTON) RYAN, who has been in outdoor show business the past 17 years, mostly with circuses, is in the navy in Company 1470, USNTS, Great Lakes, Ill. He spent most of his time on the Ringling show.

Two-Dayer in B'ham Is Okay for Big One

BIRMINGHAM, Oct. 30.—A full house greeted the Ringling show for its first night performance here October 22 and a near full for the second night's performance. Matinee performances were above average. Weather was ideal.

Show was on the State fairgrounds and for the first time cars were allowed to park inside the enclosure.

Fisher Show in Barn

JACKSON, Mich., Oct. 30. — Fisher Bros.' Circus closed its season in Concord, Mich., October 13 after a successful season playing in Upper Michigan, Wisconsin, Missouri, Indiana, Illinois and Ohio. Show is wintering on the fairgrounds here. James E. Carter and band went home to Altona, Mich.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold
By STARR DE BELLE

Long Brush, Tex.
October 30, 1943.

Dear Editor:

The Won, Horse & Upp Circus switched its route and is heading east. Because opposition runs wild in the South at this time of the year, the owners of this show are wildcatting all towns. To mislead opposition shows our advance wagons fan out in two directions and post towns which the bosses do not play. While Manager Upp was visiting our advance wagon No. 1 last week he ran into the advance forces of Gillipin Bros.' Two-and-a-Half-Ring Circus. To his surprise he saw a billposter with a long beard putting up paper. He was holding by the legs another person with a long beard and using him as a brush. After the paper had been posted Upp noticed a big resemblance between the billposter, the human brush and the picture of the show's proprietors, and was surprised to learn that the brothers did their own advance work.

After introductions had been exchanged the boss stilled by arguing loudly over them day-and-dating his show. The brothers argued back, while our boss laughed inwardly. Being a Burlington (N. C.) show it had no business coming into our territory. After the storm had blown over Manager Upp asked why they called their show a two-and-a-half-ring circus. Pete Gillipin stated that he believed in honest advertising, and because his help had left half of a ring curb on a lot, he didn't

65,000 Thru Gate For Polack-Shrine At Fort Worth Date

FORT WORTH, Oct. 30.—So successful was Polack Bros.' Circus in its 10-day engagement at Will Rogers Memorial Coliseum, that the sponsor organization, Moslah Shrine Temple, has decided to book a similar attraction once a year for its orphans' fund.

About 65,000 attended the show, with prices from 75 cents for unreserved sections to \$2.80. Shriners were ticket salesmen as well as ushers. Newspapers commended the performances.

Chang Has Sellout At Havana Opening

HAVANA, Oct. 23.—Chang Bros.' Circus, under management of Victor Chang, made its bow here Wednesday and was also here Thursday. Opening was above expectations, in fact, better than last year, officials said. Weather conditions were good. Show had a sellout Wednesday night. In addition to circus acts, management also presented a spec, featuring Cubita, noted singer.

The program in order: Grand entry. Mr. Albertini, aerial gymnast. Boxing horses, Eddy and Charles. The Dandys, aerial novelty, seen here for first time. Acrobatics on a high pole, followed by a performance of the two men in revolving loops. Captain Garcia's mixed wild animal group. Featured are his roll-over lion and rope-walking lion. Clowns, Dumbo, Caparrito, Pinocho and others. Perez Sisters on trampoline. Aerial Swing Ballet. In ballet are Andrea Pla, and Rene De Land, traps, and on ladders, the Misses Garcia, Roberts, Roig, Marin and Sardinias. At finish Marianne does an iron-jaw routine. Clowns. The Siglo XX Troupe, four girls, three men, in bicycle routine, center ring, including band on wheels. Clowns. Captain Garcia and Chang's dogs and ponies. Fu-Ho, contortionist. Chang Troupe, comedy acrobats. The Dandys, Robert and Harry, in double-cannon act, that held the audience. Band under direction of Evelio Oviedo; prices 80 cents to \$1.50.

Daros Thriller Proves a Click At Milwaukee

MILWAUKEE, Oct. 30.—Circle "A" Rodeo and Thrill Circus, produced by John Daros, is concluding a successful nine-day engagement in the Coliseum, State Fair Park, West Allis. Show opened to light business last Saturday but quickly built up, and there have been several turnaways this week.

In addition to the rodeo features, the show has a number of well-known circus acts. Among them are Maximo, wire-walker; Sky High Girl; Rudynoff Stallions; Cycling Kirks, Juggling Evans, Rudy Rudynoff and his horse, Yo-Yo; Sensational Ortons.

Tom Aumann is arena director; Sunny Bernet, announcer; Jack Andrews, program director, and F. D. Freelan, publicity. L. L. (Larry) Hall has the concessions.

Arthur's Biz Big In Imperial Valley

LOS ANGELES, Oct. 30.—Arthur Bros.' Circus tour of the Imperial Valley was a financial success. Two performances had to be given nightly at Ontario, Banning, Indio, Brawley, El Centro and Calexico to accommodate the crowds. The largest crowds were at Brawley and Indio. Attendance at Yuma, Redlands and Holtville brought forth packed houses at the one performance given nightly and fair matinees.

The tour down the Coast gave the circus favorable returns at San Luis Obispo, Paso Robles, King City, Watsonville, Gilroy, Lompoc, Santa Barbara and San Fernando. Of these cities, Santa Barbara, King City, Paso Robles and Gilroy gave capacity houses at night performances and light matinees. Concessions operated by Laura Anderson, Mr. and Mrs. Frank Ellis, Mr. and Mrs. Frank Yagla, and Mr. and Mrs. Art Anderson did okay. Side Show, operated by Mr. and Mrs. J. B. Graham, drew heavily, also the horse show operated by Calvin Lipes. Roy Seivert visited at Watsonville. Joe Webb, late of Russell Bros.' Circus, joined at Gilroy. Eddie Anderson has joined the navy. William Summers went to his home in Los Angeles. Laura Anderson celebrated her birthday by playing hostess to a number of the folks.

Birthdays were celebrated by Billie James, Roy Pratt, Laura Anderson and Frank Ellis. Joining for the Imperial Valley tour were Chief Sugar Brown and family, Dorothy Sky Eagle, Bernice Dean and Tod Henry. Francis Doran, of the side show, and his mother left for the East from Mexicala. Advance crew, Harold Perry, John J. Coussens, Catherine Coussens, Harry Gordon, H. Dunne and C. Thornton, left for their home from Laguna Beach, where the circus closed October 27 and went into quarters at Los Angeles.

Earl Sutton Is Injured

MILWAUKEE, Oct. 30.—Earl Sutton, four times winner of the World Championship roping contest in Madison Square Garden, was injured October 24 when his horse slipped and fell during the Circle A rodeo performance in State Fair Park Coliseum. Sutton, billed as the "man who taught the late Will Rogers rope tricks," was taken to County Emergency Hospital, where X-rays disclosed a fracture of the left shoulder blade.

EVERETTE LaFORM is in Company B, 25th Training Battalion, 7th Regiment, RTC, Fort McClellan, Ala., as a private. He was a member of the Flying LaForms.

WIN WITH WAR-AG THEME

Columbia Has Highs in Spite Of Travel Curb

War exhibits heavy pullers —ODT suspends ruling on taxicabs for big day

COLUMBIA, S. C., Oct. 30.—An estimated 105,000 persons attended South Carolina State Fair here October 18-23, topping the 1942 record by 20,000. Fair officials were highly pleased and pointed to the fact that, altho the Office of Defense Transportation would not relinquish its rules to permit school buses to transport pupils to the fair on Friday, attendance of youngsters was even larger than last year.

Midway business was reported by the World of Mirth Shows to have been better than in previous years and gates to the grandstand show were closed with customers clamoring to enter each night.

Fair officials reported that 75,000 paid admission to grounds and explained that 30,000 others used complimentary tickets and attended during the free gate on opening day and the free gate after noon on Saturday, closing day. They declared that the largest crowd in history of the fair was on hand Saturday night when the shows began closing and concession stands were moved out.

Governor Prize Winner

Gov. Olin D. Johnston won a second prize for a bull he had entered and he participated in various ceremonies at the fair. On Wednesday he was host to a group of WACS from all over South Carolina who were inducted at the State House that day.

The ODT suspended regulations for "Big Thursday" to permit Columbia's 350 taxicabs to transport passengers to the fair. It had previously ruled that taxicabs could not carry passengers to the fair, and the local bus line was overtaxed and unable to handle the situation.

George A. Hamid provided the show for the grandstand, which will hold about 3,000 and many were forced to stand on the lawn before the stand. Afternoon shows were well patronized.

School Day Surprise

School Day was the biggest surprise to Secretary Paul V. Moore and President D. D. Witcover. On this day, Friday, pupils are admitted free and, while officials were not expecting the mob that usually turns the day into a riot because of the transportation situation, nevertheless thousands did get out. "We don't know how they got here, but they did," President Witcover commented.

Among outstanding exhibits in the Steel Building were that of Shaw Field, basic training center of the Army Air Corps, Pittsburg Metallurgical Company, State forestry exhibit, many excellent community exhibits and an aeronautical school exhibit. As a promotion stunt, the commanding officer of Shaw Field, a World War I pilot who knocked down four of Kaiser Bill's boys, was invited Friday night, taken on a tour of the Steel Building and later introduced at the grandstand, where he spoke briefly. Another promotion stunt developed by chance when a man carried off the grand prize for cake baking. The publicity director of the fair got in onto the front pages of the local papers and the Associated Press took pictures and telephoned them to all points. Winner was L. C. Merchant, a proofreader on the morning newspaper here.

TALLULAH, La. — No 1943 annual meeting of Louisiana State Association of Fairs will be held, said Secretary P. O. Benjamin, Tallulah. He added that it is probable that no meetings will be held until after the war, inasmuch as numerous district and parish fairs have been called off for the duration.



EDWARD W. VANCURA, secretary-manager of Wells County Fair, Fessenden, since 1931, with Dr. G. A. Ottinger, manager of Stutsman County Fair, Jamestown, has been named delegate to the 1943 annual IAFE meeting in Chi to represent Class B fair managers of North Dakota. Dates for 1944 have been set on the loop. Annual meet of the North Dakota Association of Fairs will be held in Minot, probably after the Minnesota meeting.

Takes Are Tops In Wilson, N. C.

WILSON, N. C., Oct. 30.—Wilson County Fair here, October 18-23, turned in grosses greater than at any previous fair under 10-year regime of the present management, reported Secretary W. H. Dunn. Weather was excellent.

Secretary Dunn gave much credit for success of the fair to the grandstand show provided by George A. Hamid and to the midway supplied by the Cetlin & Wilson Shows.

He said appearance and lighting effects of the show so impressed fair officials that there was no doubt that C. & W. would play a return engagement in 1944, to make the seventh time in the past 10 years that the organization would play the fair.

Demand To Cancel Mid-South's Lease Given More Study

MEMPHIS, Oct. 30.—Demand of city dads that Mid-South Fair Association immediately cancel its lease on the fairgrounds, owned by the city and leased to it thru 1944, to permit the city park commission to take over the riding devices and concessions which have had a record season, is now under study by a committee appointed by President C. G. Cartwright, of the fair association.

After preliminary conferences it was agreed to restudy the matter in the light of the fair association's audit after the close of the season October 20 and the park commission agreed to postpone action. Reason given for the cancellation demand at this time is that no fair has been held because the Second Army has made its headquarters on the grounds, with the consent of the city commission, and it is not expected that any fair will be held for the duration.

Mayor Chandler and park commission officials have emphasized that they have no complaint with the fair and will ask the association to carry on again after the war. They do, however, object because the family of Henry Beaudoin, fair manager, has several concessions. Almost all of these they already had when he was appointed fair manager several years ago.

South La. Plant Improved

DONALDSONVILLE, La., Oct. 30.—South Louisiana Fair Association here stands to profit by the taking over of the grounds after this year's fair for housing of German war prisoners working in near-by sugar and rice fields. All buildings have been repaired and repainted and utilities added where long needed. A 1944 fair will be suspended if grounds are still leased to the army, said R. S. Vickers, secretary-manager.

Keene, N. H., Set To Resume

KEENE, N. H., Oct. 30.—Cheshire Fair, suspended in the past two years because of travel conditions, will be resumed next year under present plans. A meeting of directors has been held and plans are being made. Under a recent decision by the State attorney general, fairs that are held in 1944 may share in race-track funds distributed yearly. This fund has run as high as \$40,000 annually.

Shreveport Up With Emphasis On Ag Displays

Earlier stanzas prove gate and takes top other years —midway and stand draw

SHREVEPORT, La., Oct. 30.—At the 38th annual Louisiana State Fair's Junior Livestock Show here October 23-November 1, with ideal weather, attendance and receipts on the first three days exceeded previous records. Equipment of the Beckmann & Gerety Shows on the Gladway had a gross reported at 20 per cent over receipts at the 1942 fair.

Streamlined in every department because of war conditions, emphasis was placed on junior livestock, food preservation and agriculture, with competitions open only to farm boys and girls of all ages. Four-H Clubs and Future Farmers groups were in the majority, altho many entries came from boys and girls who are non-members. Livestock, poultry and canning displays were declared to be the best ever offered at the State Fair. Exhibit of sweet potato dehydration which showed destruction of the sweet potato weevil and diseases of the plant came in for high praise.

War exhibits, one of the main attractions, included materials made and used by American forces and a large quantity of captured enemy equipment. Cotton and meat displays showed the important part played in winning the war by these commodities.

Let Freedom Ring, Barnes-Carruthers grandstand revue, with Cervone's Band, drew capacity. Acts presented with the revue at night and being given free in front of the grandstand each afternoon included Cervone's Band, George Hanneford and Company, Four Franks, Pallenberg's Bears, Hilson's Dogs; Carl Edwin, comedy jockey; Bo-Bo Barnett and Company and La Professionals, trapeze.

Only two football games were scheduled this year, both to be played on the closing day and by teams of Negro schools. For the first time in the history of the fair the gate was free.

IAFE Delegates Are Named; Class B Dates Set in N. D.

JAMESTOWN, N. D. Oct. 30.—Managers of Class B in the State met at Devil's Lake October 17, set dates for 1944 and named Dr. G. A. Ottinger, manager of Stutsman County Fair here, and Manager Edward W. Vancura, Wells County Fair, Fessenden, as delegates to the 1943 IAFE annual meeting in Chicago.

Dates have been set for the Jamestown and Fessenden fairs, and for Towner County Fair, Mont Bacon, manager; Cavalier County, Dick Forkner, manager, and Pembina County, Franklin Page, manager. Dates for the annual meeting of North Dakota Association of Fairs, to be held in Minot following the Minnesota meeting, have not yet been set, Dr. Ottinger said.



Agricultural Situation

Condensed Data From September Summary by U. S. Department of Agriculture, Washington, D. C.

(Continued from last week)

FATS, OILS: OUTLOOK

With August 1 indications pointing to a crop of nearly 3 billion pounds of peanuts picked and threshed this year, compared with about 2.2 billion pounds in 1942, the outlook for vegetable oil production is favorable. Production of cottonseed in 1943 may be but little less than in 1942, with the decrease in cotton acreage being offset to some extent by an increase in yield per acre. Harvest of soybeans for beans is not expected to be much different from last year's. Flaxseed production is forecast at 54.3 million bushels, nearly 14 million bushels more than in 1942. If these prospects materialize and if utilization of the crops for purposes other than crushing does not increase materially over 1942-'43, output of oil from peanuts, cottonseed, soybeans and flaxseed harvested in 1943 may surpass by more than 15 per cent the 3,450 million pounds produced in 1942-'43.

Production of fats and oils from domestic materials, including farm butter and uninspected lard, totaled roughly 5,230 million pounds in the first six months of 1943, compared with 4,760 million pounds a year earlier. Produc-

tion of inedible tallow and greases decreased by 110 million pounds, and there were increases of 345 and 149 million pounds respectively in output of soybean oil and lard. Total production of fats and oils from domestic materials this year may be around 10.7 billion pounds, compared with 9.9 billion pounds last year.

Basic features of the 1943-'44 oilseed crushing program were announced by the War Food Administration and the Office of Price Administration in late July and early August. Support prices for cottonseed will be \$55 and \$56 per ton for basis-grade seed f. o. b. gin, \$6 per ton higher than in 1942-'43. Commodity Credit Corporation will buy on request, at or near ceiling prices, any cottonseed oil, meal or linters produced by mills paying support prices for cottonseed. Detailed schedules of prices for farmers' stock peanuts have been announced. Cleaners and shellers will be charged higher prices than those paid to farmers, but crushers will be charged lower prices. Maximum prices for oil meals were advanced effective July 31. Increased prices for meal, together with higher prices for linseed oil than prevailed a year ago, will about compensate (See AGRICULTURAL on opposite page)

Gals Canvassed 'Em

JACKSON, Miss., Oct. 30.—Women's board of Hinds County War Finance Committee and WACS aided in selling \$7,000 worth of War Savings Stamps during Mississippi Free State Fair here, October 11-16, thru their booths and efforts in the grandstand. Report was made by Irving E. Anderson, chairman of the Fair Bond and Stamp Sales Group of Jackson Junior Chamber of Commerce.

AROUND THE GROUNDS

DENTON, Tex.—Secretary O. L. Fowler, Texas Association of Fairs, Denton, said that no annual meeting of that body is contemplated this year, as not many Texas fairs operated.

DES MOINES.—Executive committee of Iowa Fair Managers' Association was to meet here October 31 to set dates for the annual meeting. It was uncertain whether the meeting would be on one or two days.

POSTVILLE, Ia.—At the annual meeting of Big Four Agricultural Association the treasurer reported a net profit of over \$1,700 for the 1943 season. These officers were elected: President, E. C. Marston; vice-president, E. M. Gass; Victor Williams, treasurer; A. S. Burdick, secretary. The association is entirely out of debt.

LANCASTER, N. H.—Annual meeting of Coos and Essex Agricultural Society, sponsor of Lancaster Fair, was held in the Elms Hotel, here October 11, and a chicken-pie supper served to stockholders. Officers elected are: President, John Baatic; vice-president, Sinclair Weeks; directors, A. D. White and O. Marshall; treasurer, O. Leo Connary; clerk, Carroll Stoughton; race secretary, Albert Kenney. The fair was canceled this year because of transportation difficulties.

OKOLONA, Miss.—Stockholders of Okolona Fair Association voted to convey to the city the plant of 75 acres, including buildings, arena, grandstand, pool, convention hall, fishing pool and other facilities. Fred Henson, manager without remuneration for the past four years, reported a sound financial condition for the association and was renamed by the mayor. These officers were elected: S. E. Adams, president; George H. Shelton, vice-president; John W. Wylie, secretary-treasurer; Dr. J. C. Luper, R. A. Dean, Fred Henson, Jeff L. Rubel, E. L. Borden, directors.

FORT WORTH.—Southwestern Exposition and Fat Stock Show will move from its 47-year-old location to Will Rogers' Memorial Coliseum for its 1944 show, directors decided. Buildings on the original site are being used in war work. New location has sufficient ground room for midway attractions and near by is the old Pioneer Palace, used in the Texas Centennial Exposition, where Silver Spur, the stock show's night club, can be located.

Because of war conditions, the show was not held this year. Show Manager John B. Davis pointed out that seating capacity in the auditorium is 4,600 or 2,000 more than at the old location.

JACKSON, Miss.—National Polled Hereford Association show and sale in connection with Mississippi Free State Fair here October 11-16 drew interest from 29 States as 188 cattle sold for prices averaging \$777 and totaling \$129,505. Gov. Paul B. Johnson attended the show and conversed with O. B. Gammon, secretary. About 350 attended the auction as M. P. Moore, Senatobia, Miss., was named premium exhibitor. Trophies included the Texas trophy for the best Texas Hereford, *American Hereford Journal* plaque for the best six head, and a plaque for the best yearling male. New officers are J. E. Lambert, Darlington, Ala., president, succeeding Clifton Rodes, Louisville; vice-president, Jim Gill, Whon, Tex.; John E. Rice, Lodge Grass, Mont.; John Lewis, Larned, Kan., and George Trenfield, Follett, Tex., directors. W. C. Lasseter, Memphis, was speaker at a dinner in the Victory Room of the Heidelberg Hotel.

AGRICULTURAL

(Continued from opposite page) crushers for higher prices of oilseeds in 1943-'44.

POULTRY AND EGGS

Farm marketings of chickens have been increasing in recent weeks, with supplies in most markets about enough to meet demand at ceiling prices. In several instances prices of inferior quality birds have been a little less than the maximums established by the OPA. Although receipts of dressed chickens have been much larger than they were a few



Meetings of Assns. of Fairs

International Association of Fairs and Exhibitions, November 29-December 1, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Kansas Fairs Association, January 11 and 12, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glaseo.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Western Canada Association of Exhibitions (Class A), January 17-19, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 24 State House, Boston.

Michigan Association of Fairs, January 18-20 (tentative), Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Nebraska Association of Fair Managers, January 25 and 26, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

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.

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.

AS INQUIRIES are being made, secretaries of associations of fairs should send in their dates.

weeks ago, they are somewhat smaller than a year ago.

Preliminary estimates indicate that 926 million chickens are being raised on farms this year, 16.5 per cent more than in 1942. Hatchery production, mostly for commercial broilers, apparently is being maintained at a record level.

Marketings of chickens in the rest of the year will be considerably larger than last year.

Egg production in July was 11 per cent above the previous record for that month in 1942, but about one-third smaller than the April output, the seasonal peak for the year. In recent weeks the demand for some eggs has been exceeding market supplies at ceiling prices by an increasing degree, even though such prices are increased periodically. Egg production will decline seasonally until November, but probably will continue larger than a year earlier thru the remainder of 1943.

On the basis of average relationships, an increase of 8 to 10 per cent in the number of layers on January 1, 1944, would be expected to follow the increase in chickens raised this year. The number of potential layers that farmers keep for 1944 will be influenced by the outcome of this year's feed crops and by any additional governmental action with respect to prices and supplies of feeds and the timing of any such action.

LIVESTOCK: OUTLOOK

Hog slaughter for the rest of the year probably will continue to be larger than in the corresponding months of 1942 because of the record spring pig crop produced this year. The lamb crop is estimated at 31.1 million head, 5 per cent smaller than last year. Reduction in the lamb crop of the Western States was attributed to shortage of skilled labor of lambing time and to a lack of ammunition for use against coyotes. In the native States the lambs saved per 100 ewes were down from 99.0 last year to 96.0 this year. Slaughter of sheep and lambs under federal inspection has shown a sharp increase. Most of this increased slaughter was sheep, with little change in the slaughter of lambs and yearlings. Because of the smaller lamb crop it now appears that although slaughter during the rest of the year will be heavy it won't approach last year's record. Cattle and calf slaughter under federal inspection is still unusually low compared with numbers on farms.

FEED GRAINS: SUPPLY

The feed grain supply for 1943-'44 probably will total about 144,000,000 tons, a gain of 7,000,000 tons over that indicated on July 1. This is 10,000,000 tons smaller than the 1942 record supply, but 23,000,000 tons larger than 1937-'41 average. The indicated increase results largely from favorable growing conditions in the Corn Belt, causing an increase of 168,000,000 bushels in the indicated size of the corn crop. Indicated production of all hay is 99,000,000 tons, 6 per cent less than the record production in 1942. The 1943-'44 supply of feed grains per grain-consuming animal unit probably will be about 15 per cent less than a year ago, and the hay supply per animal about 5 to 10 per cent less.

Ceiling prices of oilmeals and cakes produced from the 1943 oil seed crops have been raised to bring a more nearly normal relationship between prices of oilmeals and prices of other feeds and livestock products. In response to increased ceilings, prices of soybean meal at Chicago and cottonseed meal at Memphis have risen substantially.

Demand for feed wheat has continued strong, with sales running 8,000,000 to 15,000,000 bushels per week since they were resumed July 13. Wheat owned by Commodity Credit Corporation on July 31, 1943, totaled 176,000,000 bushels. Receipts of corn at primary markets increased to a considerable extent in August. Although nearly all prices with ceilings remained at top levels, oats, barley and grain sorghum prices, not yet covered by ceilings, advanced during the past month. The greatest increase in recent weeks has been in grain sorghum prices.

WHEAT: PRODUCTION

The indicated wheat crop of 835,000,000 bushels is 44,000,000 bushels above the indication of a month earlier and 96,000,000 bushels above the 1932-'41 average. The total indicated on August 1, however, is 146,000,000 bushels less than last year's large crop. Winter wheat production was estimated at 534,000,000 bushels and spring wheat at 301,000,000 bushels, which compares with 703,000,000 and 278,000,000 bushels respectively, for

1942. Production of all classes of wheat, except hard red spring wheat, will be below that of last year. The supply of soft red winter wheat is again below ordinary milling requirements.

DRESSING ROOM GOSSIP

(Continued from page 39)

am informed he has made the paratroopers. Herbie Weber was the latest to be called and he passed. Walter Powell, who took his place in the wire act, is doing very well.

Side Show Notes: The show is mourning the death of Isaac McPadden, known as Hopple, the Frog Boy. He passed away after a day's illness. Good luck to Betty Broadbent in her new venture. Jolly Josephine, fat girl, closed in Los Angeles. Rose Westlake was swamped with her many friends in Los Angeles. Myrna Karsey was guest of Mabelle Bennett. Manager Arthur Hoffman says he was well pleased with business in L. A. Wonder if he has an interest in a taxicab company. Hilda Burkhart and Gracie Hanneford recently observed birthdays and received many gifts from the women's dressing room.

—FREDDIE FREEMAN.

I'm going up and take a look at the clouds.

Selden THE STRATOSPHERE MAN

World's Highest Aerial Act

Presenting the only 35 ft. swaying handstand atop a high pole—thrill and suspense that stuns crowds at every show.

Booking indoor and 1944 dates now. Wire or write today.

Permanent Address: Care The Billboard, Cincinnati 1, O., or Rep. Barnes-Caruthers, Chicago, Ill.

FAIRS HAVE AGAIN PROVED THEIR ESSENTIAL VALUE TO THE WAR EFFORT!



The Cavalcade of Fairs will provide a complete account of the many and varied activities planned to aid the war effort. You cannot afford to miss it! It is more important than ever before for every Fair in the country to advertise and be listed in the Cavalcade Section. Gain the extremely valuable and favorable attention from those who count!

In the CHRISTMAS SPECIAL-OUTDOOR-CONVENTION ISSUE

Cavalcade of Fairs

featuring

"FAIRS SHARE IN VICTORY"

MAIL YOUR COPY TODAY FORMS CLOSE NOV. 15

The Billboard Publishing Company

25 OPERA PLACE

CINCINNATI 1, OHIO

NAAPPB TO HEAR WPB CHIEF

Will Give Ops Clearer Picture On Priorities

CHICAGO, Oct. 30.—George W. McMurphy, chief of the service trades division, Office of Civilian Requirements, War Production Board, has accepted the invitation of the NAAPPB to address the annual convention here. He is making a special trip from Washington in the hope that he may become more thoroughly acquainted with the needs of the amusement industry.

McMurphy will address the manufacturers' division of the NAAPPB at 7:30 p.m. Monday, November 29, and will appear in the first clinic on Tuesday. The program committee has scheduled priorities as the first clinic topic in order that McMurphy may participate and give the park men a clearer picture of the priorities situation.

Secretary A. R. Hodge reports that reservations for the convention are coming in in large numbers, presaging the biggest meeting in the park men's history.

The program committee, of which J. W. A. Moeller, second vice-president, is chairman, has completed its work and has arranged a program which will provide plenty of food for thought.

Paul H. Huedepohl, first vice-president and chairman of the entertainment committee, has arranged a number of surprises for the penthouse, the banquet and the regular convention sessions.

Irving Rosenthal, third vice-president, is stimulating attendance of non-members thru a special drive.

General invitations for the annual convention will be mailed soon by the association to all members of the industry. The conclave dates are November 30 thru December 2, and those who plan to attend are urged to make immediate reservations for transportation and hotel accommodations.

Coleman in Hospital

INDIANAPOLIS, Oct. 30.—John Coleman, president of Riverside Park Company, operator of Riverside Park here, is in Methodist Hospital recovering from an operation which he underwent Monday (25) for removal of a goiter. He is reported to be progressing favorably.

Coleman hopes to be fully recovered in time to attend the annual convention of the NAAPPB in Chicago.

Laxity Blamed in L. R. Zoo Losses

LITTLE ROCK, Ark., Oct. 30.—The loss of a second drill baboon from poisoning, probably from public hands, in less than a year was announced by Curator Ed Hefe, of the Municipal Zoo this week. Hefe blamed laxity of the park's officials in allowing the public to feed the animals, pointing out that it is the only zoo in the nation that allows such feeding.

"In other cities a heavy fine is placed against people who feed animals in a zoological garden, and I am in favor of Little Rock adopting an ordinance to impose a penalty for such acts," Hefe said. "Frequently, since I took over the zoo about a year ago, we have found monkey's paws burned by matches given them by people who laughed when the little animals reacted to burns suffered when they bit down on the heads," he said.

SF Playland Booms

SAN FRANCISCO, Oct. 30.—For the first time in history every available inch of space at Playland at the Beach is occupied, with attendance and business continuing at a record-breaking pace.

This is one of the few parks in America with 5-cent streetcar service.

American Recreational Equipment Association

By R. S. UZZELL

A complete reversal has come about on the attitude of outdoor amusement men toward our national convention. Once we diligently urged them to attend; this year they were apprehensive lest we abandon the conclave due to the war. The convention plans are rapidly being molded into shape. There will be no idle moments, no time out for anything that does not promise substantial help in meeting our varied problems.

Never before have so many practical men of long experience been grouped on a program of co-operation. Every section of the country will be represented, and it will be a meeting where it will be a privilege to ask questions. Come and be satisfied. Secretary A. R. Hodge has been driving ahead all summer to make this meeting an outstanding one.

The program committee has worked under the great handicap of having its chairman seriously ill and in a hospital. He made the grade, however, and after the operation got to the program despite it all.

Jersey Resort Men Map Ad Drive To Exploit State's Coastal Spots

TRENTON, N. J., Oct. 30.—The newly organized New Jersey Resort Association of the New Jersey Council met last Thursday (21) with Governor Charles Edison and various State department heads to discuss the future of State advertising and promotion on New Jersey resorts for 1944 and the post-war period as well. It was brought out that the council must be expanded in order to do the vast job necessary of advertising the great seashore advantages of New Jersey. That expansion, it was held, should take the form of a larger budget and increased institutional advertising promotion plans in magazines and on radio.

Percy H. Jackson, president of the resort section, also emphasized the need for post-war objectives. "We face a keen post-war competition from not only near-by American resorts but from world-wide health and pleasure resorts competing for the vacation dollar around the clock of air travel," warned Jackson, who represents Wildwood and Cape May. New Jersey resorts can be counted on to do their job of sales advertising in every conceivable form of medium.

It was planned to give the resort section of the council independent status for issuing statements and promoting seashore consciousness in the potential

vacation market areas. This marks the first State-wide effort of resort publicity men to organize their talents for combined operations in promotion.

Jackson further declared that 18 per cent of the State's total real estate assessed valuation was represented at the meeting here. "Our job," he said, "will be to promote and to safeguard the interests of resorts of the State that represent its biggest single industry. The purposes of the association are to further all New Jersey resort interests, act as advisory group to the New Jersey council and to generally promote recreational facilities in the State."

Despite travel difficulties and a shortage of help, resorts this year had had one of their best seasons in a decade, members of the association reported. They predicted that competition is likely to be keener in 1944 from areas which vacationists found it difficult to reach this year.

Other officers elected were George Zuckerman, Asbury Park; Mall Dodson, Atlantic City; A. Paul King, Ocean County, and Llewellyn Slookbower, Newton, as vice-presidents, and Jack Lamping, of the Long Beach Island Board of Trade, representing "Beach Haven to Barnegat Light," secretary-treasurer.

Plans Call for Modernizing of Davenport Spot

DAVENPORT, Ia., Oct. 30.—Mississippi Valley Amusement Park, Inc., new owner of the Mississippi Valley fairgrounds, has mapped ambitious plans for converting the fair property into a modern amusement plant. Besides the race track, plans call for operation of a roller skating rink, a swim pool, a dance hall, tennis courts, a midway and picnic grounds. The new operating firm is capitalized at \$100,000.

Officers are Clarence D. Schalle, president; E. L. McMann, vice-president; Julius Geertz, treasurer, and Roy R. Fisher, secretary. Other members of the purchase group are Gus Bealer, John Gerber, Larry Frerkes, Clarence Heeter, Clarence Moses, Louise Ehlers Hentz, Ray Thoms, H. A. Gettert, Walter Schroeder and Walter Voss.

Grounds are located within the city limits and include 85 acres. The grandstand seats 5,840, all under cover. There is a half-mile track and numerous buildings, stables, etc.

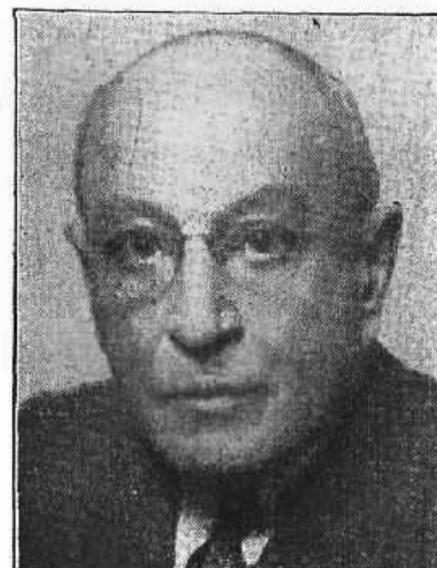
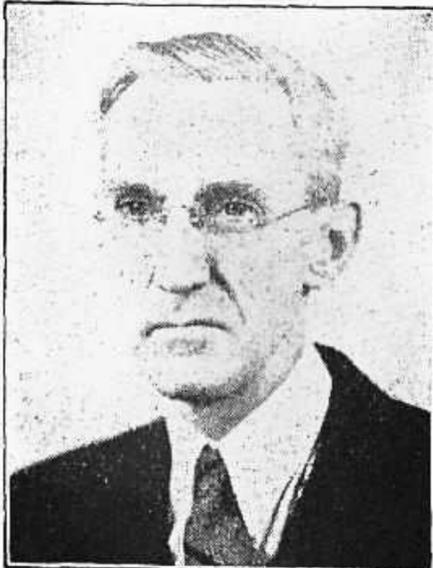
As there are no amusement parks in any of the Quad cities, with a population of approximately 200,000, the new project is looked upon with much interest. It is hoped to have the various park features ready for the summer of 1944.

A. C. Assured of Army for Duration

ATLANTIC CITY, Oct. 30.—Atlantic City has been assured that the army will remain here for the duration. Brig. Gen. James M. Bevans, assistant chief of airforces personnel, at a press conference here last week, stated that the resort's facilities will be used in connection with the air forces redistribution program until the end of the war.

General Bevans deflated some of the figures which have been used in connection with the program, saying that never would "more than a couple of thousand men" be here at one time and that the average stay for each would be two weeks.

BILL LLOYD, who operated the whip at Steeplechase Park, Coney Island, N. Y., the past season, is now engaged in war work at a New Jersey shipyard.



WHEN IT COMES TO KNOWING THE ANSWERS of successful amusement park operation, no more capable trio can be found than that shown above. Left to right: R. E. Chambers, of the Chambers Manufacturing Company; Fred L. Markey, of the Dodgem Corporation, and Leonard B. Schloss, managing director of Glen Echo (Md.) Park and president of the NAAPPB. These park experts will play an important part in the various clinical discussions to be featured at the 25th Annual NAAPPB Convention to be held at the Sherman Hotel, Chicago, November 30 thru December 2. Schloss and Chambers are on the faculty of the Priority Problems Clinic, and Markey holds a like post on the Taxation Clinic.

Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

"Teen-Agers" Needs Stressed in Detroit Press Juve Series

DETROIT, Oct. 30.—A proposal that rinks be restricted to juvenile attendance because of their importance as a center of recreation for youth was made in *The Detroit Times* October 26. *The Times* has been running a series of articles on problems of juvenile delinquency which has reached a high in this city because of war-crowding, and invited letters from readers.

The suggestion, which appeared to receive commendation from the paper, tho not formally endorsed, was made by Audrey Warden, a 17-year-old girl. A new development of the past two weeks has been the way that youngsters have been speaking up in public, asking for special recreational opportunities.

Miss Warden cited the undesirability of mixing adults with teen-age youngsters and the unfair competition which men give the youths who cannot afford to spend a lot of money to attract the teen-agers.

Swingshifters Boom Tulsa

TULSA, Okla., Oct. 30.—Tulsa's two roller skateries are doing land-office business these days and nights. Both the Arena, fairgrounds pavilion, and Skateland, uptown, report a busy season, with swingshifters from war plants in the majority.

HALLOWEEN PARTIES, including midnight sessions, were scheduled by practically all rinks in the Philadelphia and Southern New Jersey sector.

PROCEEDS from an exhibition of United States champions in Twin City Arena, Elizabeth, N. J., November 10, will

go to the ARSA for advancement of the amateur roller sport.

SKATING HAMILTONS, returning from an extensive theater tour, have been added to the revue at Nell Deighan's Restaurant-Night Club near Camden, N. J.

JEAN WHITE, of the Earl Van Horn Dance and Figure Skating Club, Mineola (N. Y.) Rink, has turned professional and will teach at that rink. She was 1942-'43 singles champion in the ARSA amateur championship meets.

GRANTLAND RICE, national sports council chairman of the Infantile Paralysis Foundation, has announced the appointment of Fred A. Martin, Arena Gardens, Detroit, as chairman of the Roller Skating Rink Operators' Association division of the drive.

GAY BLADES RINK, operated by Louis J. Brecker in Detroit, is the latest addition approved for membership in the Roller Skating Rink Operators' Association. The rink formerly offered ice skating but has switched to an all-roller policy the year around.

MRS. GEORGE W. PIERCE, widow of George W. Pierce, who died suddenly October 19 in his office of the Anderson (Ind.) Roller Rink, will continue the rink's operation with the assistance of Mrs. Victor Holmes. Anderson Rink was especially designed and built by George W. Pierce in 1940.

JOE LAUREY, vet speed skater, is still active around Chicago, as are other pro speedsters including Vic Frasch, Harry Palmer and Bill Henning. Commenting on articles on speed that have recently appeared in *The Billboard*, Joe said, "We all got a lot of bumps but we were always up and ready to go at it again, sometimes to finish in front."

MEMBERS of the Conrose Dance and Figure Skating Club, Hartford, Conn., who passed the ARSA proficiency tests, are bronze medalists Doris Gruntler, Rose Lajoie, James Derderian, Lawrence Doucette, Patricia Oullette, Robert Gill, Doris Durand, Louise Gardone, Blossom Paar and Juliette Barrieau. Official test judges were Ozzie Nelson and Barbara Killip, executives of ARSA, and Clarence Carter, Mineola (N. Y.) Rink.

JOSEPH K. SAVAGE, past president of the Amateur Skating Union and the United Figure Skating Association, has been elected president of the New York St. Nicholas (Arena) Dance and Figure Club. The new organization will apply for membership in ARSA. Wilfred MacDonald, of the United States Figure Skating Association and the Skating Club of New York, and Oscar Morgan, executive

of Paramount Pictures, are members of the new club.

WON, HORSE & UPP

(Continued from page 38)

skeleton was again in the air, with only a sawmill separating the two shows. Then it dawned upon the boss that he had been taken for a ride and that our opposition was also posting towns which they didn't intend to play. The worst of it was that the brothers had hand-billed the town with heralds which read: "The Only Three-Ring Circus Here Today. Our Tent Is Air-Conditioned." The mystery of how their show could change into a three-ring show from a two-and-a-half-ring show over night was solved when our property men discovered that half of one of our ring curbs was missing. The boss immediately ordered the elephant, Crumwell, securely chained down for fear that they might add something else on their heralds in the next spot. Revenge is sweet. The show's legal adjuster arranged for the sawmill to blow all of its sawdust thru the top of Gillipin Bros.' rope skeleton, and the show was snowed out that night.

P.S.—The moral of this item is: "Don't warm up to show managers wearing long whiskers."

UNDER THE MARQUEE

(Continued from page 39)

en route to Chicago. Reported an excellent season.

JACK KENNEDY closed his season of clowning with Wallace Bros.-Clyde Beatty Circus and returned to his home in Chicago. He will open shortly in the toy department of Carson, Pirie, Scott, Chi department store, for the holidays.

FRANCIS FISHER and wife, of Fisher Bros.' Circus, visited quarters of the Carter Dramatic Company at Altona, Mich. Fisher bought four monks, also a large animal cage from the Clark Shows at Big Rapids.

NOTHING else is as important to a 24-hour man, waiting at an unloading crossing at dawn, as the sound of a coming train.

WORD from Floyd Bernard, of the Four Merrills, is that not a performance was lost due to Campbell Bros.' elephant-car fire at Pawnee City, Neb., in 1904, recently commented upon by several writers.

THE DeBARRIES, with Russell Bros. the past season, who are playing theater and night club engagements in the Northwest, will be in Oregon and Washington until Christmas, then go south, playing San Francisco and Los Angeles.

CLIFF McDOUGALL, with Polack Bros.' Circus handling radio and press, who was in Pennsylvania Avenue Hospital, Fort Worth, for several weeks, ill of pneumonia, is on the road to recovery. Mr. and Mrs. Irv J. Polack, Lewis Stern, Mrs. Opal Mills and others of the show visited him and he received flowers and fruit.

DURING the past season press agents learned that there isn't much to the much-touted "freedom of the press."—John Once-ayer.

PAT KELLY and Berniece and William Morris arrived home in Havana, Ill., October 11 after a season with the James M. Cole Circus. They have five weeks for G. G. Gray, opening in Watertown, S. D., November 4. Week of December 11 they will be in Milwaukee for the Hunter Artist Bureau.

MRS. HATTIE F. MARSHALL, 88, who has been in Goudy's Hospital, Saxtons River, Vt., for two years, suffering from a broken hip, is the widow of Albert Marshall, he having been a long-string driver in the '70s. Her son, Louis, owns Eagle Ranch at Bartonville, Vt. Cards or letters will be appreciated by her.

OPPOSITION crews of the Beatty-Wallace and Ringling shows, while getting good showings for their organizations, did not cover each others paper, according to reports from the South. "This speaks well of those in charge of each group. To give orders is one thing and to have them carried out is another," remarks a fan.

NO matter where we go we always hear some native who remembers the famed Jumbo (?), and when he is thru describing the brute's size we wonder whether the native had a nightmare.

SEEN recently in the lobby of the

Hotel Hayward, Los Angeles, were Dick Scatterday, C. Foster Bell, Ora O. Parks, Jack Grimes, Mr. and Mrs. Buck Waltrip, Poodles Hanneford, Al Hoffman and Clyde Mallory, of Cole Bros.' Circus; Mr. and Mrs. Leo Haggerty, Charles (Kid) Koster, and Nick Wagner, who had been with the Russell show. Mallory went to Chicago. Haggerty, Koster and Wagner are staying in California.

ROY BARRETT produced the clown numbers at the Thrill Circus and Rodeo in Milwaukee, biz being very good. He will play the Shrine Circus, Houston, November 6-14, and from there will go to St. Louis to appear in a department store until Christmas. He recently spent two weeks in Chicago and while there was guest of Mr. and Mrs. Earl Shipley. Also there were Doc Schlack and wife and Mrs. Orrin Davenport Jr. The doctor, formerly with Gollmar Bros.' Circus, is head of Oak Forest Hospital. Billy Lorette, former clown cop, has been there a number of years.

WILD LIFE EXHIBIT, managed by Rex M. Ingham, played its second week at Spartanburg, S. C., October 25-30. Business was so good the first week that Ingham decided to stay for a second one. Recent visitors were the Long family of Spartanburg, Doc and Mrs. Kerr and a number of Beatty-Wallace trouperes on their way south from York winter quarters. Rex and Mrs. Ingham were in Charlotte recently and purchased a new Buick sedan. Show will make a few more South Carolina towns and then go back into North Carolina until Christmas.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3318 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY. STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

MAGES SPORTS STORES

4019 W. North Ave. CHICAGO, ILL.

FIBER WHEELS

- PRICED LOWER
- IMMEDIATE SHIPMENT
- OVER AN INCH WIDE
- OUTWEARS—BY TEST
- WON'T MAR OR MARK

Plastic Products Corp.

Successors to Ak-Sar-Ben Skate Equip. Co. (Roller Skate Wheel Division)

667 So. 42nd Street OMAHA, NEBR.

No. 321 DUSTLESS FLOOR DRESSING

Cleanes the air, provides a silt strip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAGAN BROTHERS

444 Second St. Everett, Mass.

WANTED TO BUY

A Roller Rink and Equipment. State all first letter.

BOX D-144

The Billboard, Cincinnati 1, Ohio

AT LIBERTY SKATE MECHANIC

Draft deferred. Go anywhere. Open for best offer.

BOX 508

care The Billboard, 1564 Broadway, New York 19.

WHITE LEATHER GOING!!!

We're almost out of white leather now. We've sounded the "last call" for weeks.

Better order your BETTY LYTLE Shoes now for your Christmas demand before it's too late.

We're still cutting down plates and mounting them on Hyde Shoes. Write today!

HYDE ATHLETIC SHOE COMPANY

Manufacturers of these famous "Betty Lytle" Figure Skating Outfits

CAMBRIDGE, MASSACHUSETTS

"Keep 'Em Rolling"

1944 CALENDARS ON THE PRESS



Rink Imprint Here

Order Yours NOW

with your imprint

\$ 7.00 for 50 Calendars
\$12.00 " 100 "
\$28.00 " 250 "

Delivered to Your Rink.

Time Is Short.
Paper Is Scarce.
Don't Wait.

They Will Pack Your Rink

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

Roller Skate Co.

4427 W. Lake St.
Chicago 24, Ill.

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

IF ANY fairs have been held this year to the regret of their unprecedented numbers of patrons, we have yet to hear about them. If any managements feel that they erred in presenting their wartime annuals, they are mighty close-mouthed about it. Fact is that the fairs have again served as a great recreational and educational force tied in with the nation's plan for war. Canadian managers are on record that their fairs have "made a substantial contribution to the war program." Officers of the Ontario association "are convinced that the holding of them was justified." Taking one recent southern institution as representative of the whole autumn parade of fairdom, we hear Secretary Paul V. Moore and President D. D. Witcover, South Carolina State Fair, Columbia, declare: "We are glad now that we had the courage to go ahead with plans in face of the fact that we would be one of only two State fairs on the Atlantic Seaboard this year. The enthusiasm and attendance with which the fair was rewarded amply justified our faith."

LETTER (copy) to a big national pictorial magazine from Robert C. Zimmerman, CFA, assistant secretary of state, Madison, Wis.: "A subject that is forever popular with readers of ALL ages is—The Circus. I should like to offer as a picture suggestion to your editors one or more shots of the great Ringling Bros. and Barnum & Bailey Circus when the show returns to its winter quarters next month after one of the most successful tours in its history. In its colorful swing across the nation it has brought happiness to a people fraught with war nerves and anxiety. And, too, it has helped in the war effort by

its unstinted and untiring efforts in behalf of War Bond sales to the tune of more than \$150,000,000! As a tribute to one department of the show business that has done untold good for the war effort, I respectfully urge that you give this suggestion your serious consideration." . . . Heard around a country-store stove: "I useta clown right smart myself. Was with a circus for five years but don't recollect the name of the show."

DOWN in Louisville, we said last week, there is an "old" newspaper man who knows a lot about outdoor showbiz—Fred T. Ballard. Which drew this from J. Allen Darnaby, Evanston, Ill.: "About that boy, Ballard, down in Louisville. You probably did not know that at one time he was part owner in the Ballard-Darnaby Cat and Dog Circus, originating at Lexington, Ky. He prepared all the paper for the show and designed the art work for the paper and magazine, *Pen and Pencil*, that was attractively posted over eight square blocks. He personally advanced the show. The show folded after the third performance, due to a sudden decision on the part of the father of the young showman to take him on a tour of the world. At that time he was 9 years of age and his partner was 11. He might have become a child prodigy but for the neighbors. They tell me he still tickles the ivories like nobody's business."

CLIF WILSON, note. (Or any other "Monsters" showman can take a peek, too.) Lieut. R. S. (Rog) Littleford Jr., v.-p. of The Billboard Publishing Company, and with the Army Air Corps in the South

Pacific, had this in a recent letter home: "Returning to my tent one night in the company of another officer, I used my flashlight. Upon entering, I saw, comfortably seated on my cot, a mass of reptile curled up. There was a big swish—no, two swishes—as the snake swished in one direction and the lieutenant and myself in another!" . . . Jack Wilson, Cetlin & Wilson Shows, vouches for this one; Man rushed up to W. H. (Doc) Dunn, secretary of Wilson (N. C.) Fair, week before last and beefed that he had won 4 cents on the penny pitch located in the rear of the fairgrounds. He wanted Doc Dunn to walk 'way down there for the payoff. The sec reached into his pocket, gave the man 4 cents and then asked him whether he belonged to the American Legion Post. Outcome was that Doc collected \$3 in Legion dues.

ROBERT R. (BOB) DOEPKER, who has been associate editor of *The Billboard* in Cincy, doing chores connected with fairs, carnivals and what have we, donned khaki togs furnished by Mr. Whiskers October 11 and went to Fort Thomas, Ky. Last week he "filed some stuff" from Camp McClellan, Anniston, Ala. . . . Secretary Julius (Count of Luxemburg) Cahn, Kewaunee County Fair, Luxemburg, Wis., cards that he expects to be hospitalized in Milwaukee for about a month. . . . That adverse legislation in Oakland, Calif., seems to have been a case among showmen of "Let George do it." In the meantime the city dads did it! . . . And it doesn't look so good in Biloxi, Miss. . . . Seen last in New Orleans, reports a scout, were Frank J. Lee, who was contracting agent for Beatty-Wallace, and Bill Oliver, who was E.-W. general agent, coming from the Vieux Carre (French Quarter to you). Lee had a gallon of "Florida sunshine" under one arm and a box of Aunt Mandy's pralines under the other. Oliver was carrying a jug of Georgia sirup (for pancakes, no doubt) and some Dubonnet!

Out in the Open

By LEONARD TRAUBE
NEW YORK

DON'T write Art Lewis out of the carnival business merely because he sold most of his rolling stock to Jimmie Strates. Lewis is in his early 40s, has been a midway operator 13 years. The current yen is for amusement parks. It would be with Lewis and his pard, Jack Greenspoon, gathering in plenty of the soft at Ocean View in Norfolk. Next season they'll (meaning with thirldle Charlie Lewis, Art's brother) also have Seaside at Virginia Beach. Lewis and Strates are great friends. They call each other "cousin." Greenspoon is referred to as "John Green." Could mean greenbacks. Incidentally, with the Lewis property (except winter quarters, ride and show attractions, tents, etc.) going to Strates, the Cetlin & Wilson Shows, which have yearned for a railroad outfit for years, will have to continue to search. Altho Izzy Cetlin and Jack Wilson had a flourishing season, they were well backed in negotiations with Lewis. The names of George Hamid and Max Linderman were said to have been prominent in the discussions. It appears Cousin Strates had a priority that was properly, morally, technically and legally backed. And that made all the difference in the world.

ALL of which is a reminder that a smart, natty and eloquent gent is around town for a short spell after putting Virginny's Seaside Park to bed for the

winter. That would be Frank (Doc) Shean. Shean and his associate were said to have bid \$225,000 for the property, with Lewis and Greenspoon clinching the deal with a bid of \$275,000. The latter take possession in January. Shean's plans are not yet for trade public consumption, but it is known that he's working on a deal and is so serene about it all that he and the missus, Frances, are having the best in Astor Hotel groceries and grog. . . . And that also reminds us that a sizzling reminiscing duo the other day in the Astor lobby were Shean and Frank (Fireworks) Duffield. Duffield's most side-splitting anecdotes concern the exciting experiences of his son, Jack, in Uncle Sam's pyrotechnical manufactory.

COMES a letter from Herbert A. Douglas, circus collector of West Chester, Pa., on a subject that has a familiar ring:

"Circus Fans everywhere should give James M. Cole an extra nod or two or three. One, for always having his route in *The Billboard* thruout the season of 1943, and quite frequently for the 'coming week,' thus allowing circus fans sufficient time to organize a trip to catch the show. Two, for always following the route listed in *The Billboard*. If Jimmy Cole blew a date it was because of circumstances beyond his control. I would like to have the gas I've wasted on wild goose chases in the past, endeavoring

to catch a show that was nowhere near its published route.

"Third, no matter how busy Mr. Cole was with detail, he always had time to greet a visitor and saw to it that you really made yourself at home. I am sure several men many years longer in the circus game could follow his example advantageously as regards the real friends of the circus."

Mr. Douglas will please send his bill of particulars to Mr. Cole.

POACHING into *The Crossroads* territory, it's nice to report that *A Surgeon's World*, the book by Dr. Max (Showmen's League) Thorek, took the entire *Books and Things* column of *The New York Herald-Tribune* last week. By Stanley Walker, battling for vacationing Lewis Gannett, complete with photo of the showmanly Doc, and the tag-line "worth reading." . . . Jack Greenspoon (see first paragraph) just dropped in to say that he's off for Hot Springs, Ark., after closing a deal which gives him full control of the milk bar in Brooklyn (one of his numerous interests). . . . Fred (Barnes & Carruthers) Kressmann was visiting from Chi the other week, and saw the rodeo, of course. . . . Walter (Auto Race) Stebbins is now a captain, moving up from loopy at Newport News, Va. His Garden associate, Ted Deglin, is now a major, sprouting from captaincy. . . . Tex (Buffalo Bill) Cooper made an honorary member of Cowboys' Turtle Association. . . . And, of course, that promoter had the usual steer going the usual berserk at his date last week, endangering the lives of people—all for an alleged laugh and an extra buck.

The Crossroads

By NAT GREEN
CHICAGO

MADAME TUSSAUD'S Museum, brought to public attention last month by the death of John Theodore Tussaud, doubtless is one of the oldest amusement enterprises in respect to continuous operation, and the history of its guiding genius is filled with drama. The original exhibition was started in Berne, Switzerland, by Christopher Curtius, uncle of Madame Tussaud, in 1757, as a private museum. In 1762 Curtius moved to Paris and opened a museum at the Hotel d'Aligre, some years later transferring it to the Palais Royale. He opened a second exhibition on the Boulevard du Temple about 1770. He schooled his niece, Marie Gresholtz, in the art of modeling and soon she showed such extraordinary proficiency that she outtrived her master. Modeling in wax being one of the crazes of the day, Marie was called to the court of Louis XVI to give lessons to ladies of the court.

Then came the French Revolution and the Reign of Terror. Marie, against her will, was forced to model the features of Marat, Charlotte Corday, Robespierre and other revolutionary figures, whose heads were brought to her after their execution. After Curtius died Marie in 1795 became the wife of Francois Tussaud. A few years later she went to London, England, where, in 1802, she opened a museum, fashioning many of the figures from molds brought from her uncle's exhibition. She died in 1850 at the age of 90, but the exhibition has been

carried on continuously by other Tussauds. In March, 1925, the museum burned, practically everything but the Chamber of Horrors being destroyed. Fortunately the priceless molds of the figures were saved, making reconstruction possible, and the exhibition rose again on its old site on April 26, 1928. Altho changes in popular taste have taken place, Madame Tussaud's has continued thru the years to attract thousands. In 1924 more than 750,000 people passed thru the museum and it remains today the greatest exhibition of its kind in existence. The present artist, who possesses much of the skill of his forebears, is Bernard A. Tussaud, 47 years old.

HENRICI'S restaurant is celebrating its 75th anniversary. The Randolph Street spot, unchanged thru the years, is known from Coast to Coast for its excellent food, and it's a favorite spot among show people. M. H. Barnes, head of Barnes-Carruthers, has eaten at Henrici's for more than 30 years. His partner, Sam J. Levy, is a close second. Tom Gorman, RKO district manager, and Frank Smith, former rep showman and now manager of the Palace, can be found there almost every evening. Capt. Dan Gilbert, noted police officer, has his special table. State's Attorney John Courtney, usually accompanied by several of his staff, is a regular. Various and sundry showbiz celebs and many lesser fry can be seen there any evening at dinner time. Some of the "yardmasters," as facetious

showmen term the hostesses, have been at the spot for upward of 25 years. The restaurant is a veritable art gallery, its walls being hung with the canvases of noted painters. While most restaurants have yielded to the modern trend to music with meals, Henrici's sticks to its role as strictly an eating place, and one of its slogans is "No orchestral din."

ED PAWLEY, former rep showman now starring in the radio dramatizations of *Big Town* on CBS, believes that the tent show has a pretty fair chance of coming back. "We thought those days were gone forever," he says, "but along came the war and restored the entertainment business. Vaudeville is booming again on Broadway and the playhouses are packed with soldiers and civilians. People in the small towns have to be entertained, too, and it looks as if I might again be playing under canvas." Pawley started his stage career at the age of 14 and with his four brothers towed all over the United States with a rep show. Then Hollywood grabbed him for a series of gangster pictures and he's been in pictures and radio ever since. But he still has a yen to get back under canvas.

WITH less than four weeks to go before the start of outdoor convention activities, the various committees are hard at work and a very interesting week is in prospect. Sam J. Levy and J. C. McCaffery, veterans of long experience, are handling the banquet and ball and the president's party respectively, which is a guarantee that everything will be well taken care of, and the memorial service is in the capable hands of Bernard Mendelson. Al Hodge has things moving smoothly on the park men's end and reports widespread interest.

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Oct. 30.—Retail trade is still rising and chalked up an increase of 13 per cent over last year's sales for the week of October 16. The previous week of '43 showed a 9 per cent jump. Retailers report that the steady rise in sales volume is due to gift buying for overseas forces and the continued shopping season when the public discovered all over again there were shortages of merchandise. Expectations are that retail trade will continue at this high level, which now exceeds the country's 1943 average of 12 per cent over last year's sales, for quite a time. A report from Washington to retailers stated that for at least two years they can expect to sell most anything, that goods would be harder to find than customers. As if retailers didn't know it now.

OPA CHANGES.—The certainty that Chester Bowles will be appointed head of OPA following Prentiss Brown's resignation leads many to predict some changes in the price control set-up. Bowles's policy is to remove as many trades as possible from regulations. Meanwhile the consumer goods price division of OPA is studying a proposed plan for retail pricing based on individual merchants' traditional mark-up instead of the March, 1942, ceilings. Reagan P. Connolly, head of this OPA division, said the plan might follow three lines: An over-all mark-up for the store, dollars-and-cents ceilings on low-end goods and narrow margins on cost-of-living items. Those in favor of the proposed system say higher prices would cut into inflation money; others argue it will risk a further diversion of production from low-end to higher-priced goods. If the plan is approved it may be around the first of the year before specific action is taken. At the same time reports of a new government agency aiming at greater production of needed

civilian items in the lower priced brackets came out of Washington. The new committee will be made up of representatives of WPB's Office of Civilian Supply and OPA's consumer goods division, and perhaps the War Manpower Commission will sit in on sessions too, if, as reported, labor is the most serious obstacle to the supply of civilian goods.

"E" AWARD.—Several manufacturers in the novelty and specialty merchandise field now converted to war production who recently received the Army-Navy "E" are Lion Manufacturing Corporation, Chicago; RCA-Victor division of Radio Corporation of America, Indianapolis; the Everedy Company, Frederick, Md., and McGraw Electric Company, Elgin, Ill.

NEW GIFT OUTLETS.—Stores all over the country that can't stock their regular lines seem to be turning more and more to gift items, particularly pottery, china and glass specialties. Jewelry stores started the trend months ago, and now luggage and leathers goods shops, music, furniture and book stores are staying open, thanks to the specialty merchandise field. This undoubtedly is the reason one pottery manufacturer used a full-page newspaper ad three days running for any type of workers (net haul: three applicants). It's another reason why long-established gift and novelty retailers can't get stocks. If all these new outlets continue their gift lines after the war, sales are going to spread themselves mighty thin.

STANDARD CARDS.—Billfold and pass case dealers are watching a current campaign to standardize the size of the many identification cards carried in the average wallet. Campaigners hope to aid manufacturers in designing partitions, etc., by getting organizations which issue identification cards to have them conform to the limitations of the draft card, which is 4 by 2.5 inches. Organizations such as the American Hotel Association, the AAA, oil companies and various others have pledged co-operation.

WATCH PRICES.—At an informal meeting between OPA and Swiss watch importers recently a proposed dollars-and-cents maximum price regulation covering the less expensive types of watches was discussed. Importers generally agree that specific price control is needed over pin lever, cylinder and Roskopf watches. WPB Order L-323, which went into effect September 9, did not include such watches in the "freezing" of importers' stocks.

LOCALIZED APPEALS.—The WPB has issued an order providing that appeals from more than 180 L and M orders may be made to regional offices instead of to Washington. In some cases the office designated in the original order will have jurisdiction until November 1. A large number of items in the specialty field are listed in the bulletin, including

WPB Redefines "Importer" in Watch Order

WASHINGTON, Oct. 30.—WPB issued an amendment October 8 to General Limitation Order L-323 which covers the distribution of imported watches. The original order issued early in September froze stocks of imported watches except those containing certain specified parts in the hands of importers, and the recent amendment gives a more complete definition of the term importer. The paragraph of the amendment which differs from the original order is as follows:

(e) What is meant by importer. For the purpose of this order an importer means any person who has a symbol or identifying mark recorded with the Bureau of Customs, U. S. Treasury Department, for the purpose of importing watches or watch movements, or any other person who in the course of his business, either directly or thru an agent, brings watches or watch movements thru customs into the continental United States.

Five days later the Office of Price Administration issued a revision to the section of the Maximum Import Price Regulation covering sales by assemblers of watches containing imported movements. The revised order establishes maximum prices for watches containing imported movements when sold by the assembler, regardless of whether the assembler is an importer, a wholesaler or a retailer. Sellers of watches with imported movements who do not themselves assemble the watches are not affected by the revised order but remain under the Maximum Import Price Regulation reported on this page in the September 11 issue.

jewelry, electrical appliances, razors and blades, fluorescent lighting, toys and games, hairpins, military insignia, cutlery, pens and pencils and paper products. The provision is that manufacturers of these products may make appeals to regional offices of WPB for adjustments of the original restriction orders.

SOUTH AMERICAN MARKETS.—A recent report says the shortage of machinery in South America means less manufactured goods in those countries. This in turn means there will be a bigger market there for merchandise made in U. S. A.

Salesboard Allowance

WASHINGTON, Oct. 30.—Salesboard manufacturers are permitted to do 65 per cent of their 1942 business this year, the War Production Board has ruled. The 65 per cent allowance applies to all manufacturers of salesboards who were in business during 1942. No new manufacturers are to be given paper stocks, which means that the business is virtually frozen in the hands of manufacturers doing business last year.

Appliances To Be Out Soon After Peace

Westinghouse to begin production few weeks after war's end

PITTSBURGH, Oct. 30.—"Within a few weeks after the war we will be able to resume production of electric appliances for the home," A. W. Robertson, chairman of Westinghouse Electric & Manufacturing Company, declared last week at an annual meeting of company officers and managers.

Robertson said that the Westinghouse electric appliance plants at Mansfield, O., and Springfield, Mass., have made plans so that they can be reconverted quickly for mass production of appliances. He declared that all planning is being done with the aim of keeping the wartime production capacity occupied in order to provide work for the greatly increased numbers of Westinghouse employees. It's a big planning job, for employment today exceeds 106,000 workers, compared with a pre-war figure of 50,000. Robertson cautioned his audience not to anticipate revolutionary changes in the design of electric appliances during the first year or so of peace. He said: "It now appears that this branch of industry will be concerned chiefly with meeting the public's immediate needs for household appliances. The changes will come later." One of the planning committee's big jobs, he stated, has been to study American industrial products in order to develop new suppliers and spread Westinghouse purchases more widely than before the war.

S.R.O. Sign Up When Bingo Offers Game and Door Prizes

ST. JOHN, N. B., Oct. 30.—Three St. John women, thru bingo, have presented \$2,100 to war charities since March 1, 1943. Each month the profits from the bingo of the Always Ready Club, promoted by the three women, are turned over to the mayor and the distribution is approved by him. Participating are the following war charities: Queen's Fund for relief of British bombed victims; Child War Victims' Fund; Russian Relief; Chinese Relief; Greek Relief; Salvation Army war work, and Milk for British Children Fund.

All the club's bingo parties are held in Lucky Hall here on Main Street. The hall is allotted wholly to bingo every week night the year round. At least one and often two bingos are held by the club each week, with standing room only available. Merchandise is offered as prizes, not only for the games but for door stubs.

Carrie Green organized the Always Ready Club three years ago to promote bingo for war charities, and it has been functioning ever since as a potent figure in supplying money for war welfare. Originally the profits were only for British war sufferers, but this scope was broadened about two years ago to include distribution of funds for other United Nations. The mayor and city council have endorsed the club's operations. Since its organization the club has donated about \$5,000 to the war funds.

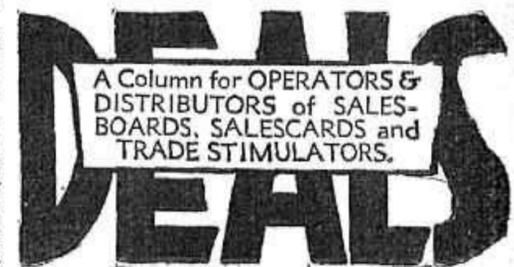
New Tax Bill Hits Specialty Mdse. Field

Senate may yet revive federal sales tax proposal killed by house

WASHINGTON, Oct. 30.—The House Ways and Means Committee completed its work on the new tax bill this week. One of the big controversial issues had been a proposal to add a federal sales tax on retail transactions. The House rejected the sales tax idea, as had been predicted by this publication, and made heavy increases in the excise tax rate on specialty merchandise items.

Among the proposals for increasing the excise fees on specialty merchandise were the following: Electric light bulbs and tubes, 15 per cent of retail sales price instead of 5 per cent of manufacturers' price; jewelry to be increased from 10 to 15 per cent; furs from 10 to 15 per cent; luggage 25 per cent of the retail price instead of 10 per cent of the manufacturers' price. The specialty merchandise field will also be vitally affected by the proposed increase in postage rates, since the trade makes big use of the mails in conducting its business.

There are no indications yet as to how much debate will take place in the House. If the present recommendations pass the House, then the Senate Finance Committee will take up the bill and finally the Senate will debate the bill. Predictions have been repeatedly made that Congress may not even pass a new tax bill this year. However, by killing off most of the proposals of the Treasury Department, the chances that a tax bill will pass this year have been increased.



By BEN SMITH

OUT OF THE MAILBAG

C. T. of Minneapolis writes: "I am very much interested in picking up a little of this extra money that is in the offing. I know where to get the chenille spreads, etc., but do not know where and how to operate a fur coat deal. Would you be kind enough to mail me the following information . . . size of board, whether the operator works on the basis of winner gets one fur coat and the seller of the board also gets his or her choice."

Fur coat deals can and have been operated successfully in every section of the nation touched by old man winter, with the Midwest particularly fertile for fur give-aways. Size of the board and take are conditioned by the cost of the garments distributed, plus anticipated expenses and a normal profit for the operator. Deal can be set to pay out a coat both to the seller and the winner. However, to reduce the size of the board and the cost per chance operators will sometimes give a coat only to the winner and a less expensive award to the seller. Advertisements featuring fur garments appear regularly in the merchandise department of *The Billboard*.

The holiday season ahead of us is extremely welcome for obvious reasons, of which none the least is the fact that holidays usually tend to open up the new items market and make available a greater variety of merchandise for operators to feature on quick-turning deals. The John Public has been digging into his pockets the past few months he is even more susceptible when present-giving time comes around. He's a push-over then for the right offer.

Are you trying in deals with the football season? There are many available (See *DEALS* on page 53)

FOR MORE SALES . . . It's the Cat's Meow! and a Cute Bow-wow!



Made of 100%
High Luster, Long Pile
RAYON PLUSH!

Irresistible, chuck full of child appeal, and for grown ups, too. Big, soft and light. Incomparably different from anything you've ever seen.
CONCESSIONAIRES . . . SALESBOARD OPERATORS . . . PREMIUM USERS, here is an item which will get top money wherever it is shown.

\$5.00
EACH

KUTIE KAT

26 inches tall, fluffy stuffed for cuddly softness. You'll say they are the cat's meow.

KUTIE BOW-WOW

Clucked full of lovable softness, 26 inches high with a snile which will reach every heart. It's tops and a doggone good buy.

PACKED 12 TO A MASTER CARTON

IMMEDIATE DELIVERY!



Write for Illustrated Folder and Price List

JERRY GOTTLIEB, Inc.

303 FOURTH AVENUE • NEW YORK 10, N. Y.

JERRY GOTTLIEB, INC.
303 Fourth Ave.
New York 10, N. Y.

Please ship me F. O. B. New York the amount of pieces as indicated in the boxes alongside item wanted. Attached herewith is my check covering at least 25% of the order, balance C. O. D. Should I not be entirely satisfied with merchandise as represented you will refund my money.

(PLEASE PRINT)

NAME

ADDRESS

CITY AND STATE

KUTIE KAT

KUTIE BOW-WOW

SPECIALS

- FOR THIS WEEK ONLY
U. S. GLASS INTERMEDIATES
- Ash Trays, Gro. \$3.75
 - Ten or Coffee Cups, Gro. 4.50
 - 9 Oz. Tumblers, Crystal Clear, Gro. 4.00
 - 4 1/2" Kitchen Bowls, Gro. 4.10
 - 4 1/2" Nappies, Gro. 4.00
- AMERICAN MADE SLUM
- Jr. Air Raid Warden Bands, Per 100 . . . \$1.25
 - Catalin Charms, Gro. 1.00
 - W. M. Rings, Asst. Gro. 1.00
 - 27" Shoo Laces, Blk. Gro.75
 - Hat Bands, Asst. Colors, Hundred . . . 2.00
 - Tattoo Transfers, Gro.85
- IMPORTED SLUM
- Miniature Charm Knives, Gro. \$1.00
 - Large Metal Whistles, Gro. 1.00
 - Tin YoYo Top, Gro. 1.10
 - Charms, Plaster Filled, Asst. Gro. . . . 1.20
 - 8308—Roly Poly Pictures, Gro.80
 - 8170—Celluloid Teeth, Gro.75
 - 7310—Water Flowers, Paper, Gro.35

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

LARGEST 10c PACKAGE OUT!

MacARTHUR CANDY and TOY

Here it is! The General Douglas MacArthur 10c package of confections and novelty. It's the largest package out today—3 1/2"x5 1/2"—beautifully done up in red, white, blue and gold. All confections in the box are individually wrapped and novelties are assorted to the case. Mail, Wire, Phone Your Order NOW! Immediate delivery.

One case, 100 boxes (sample order) . . . \$7.25
5 case lots 7.00 per case
1/3 Dep., Bal. Sight Draft Bill of Lading Attached. F. O. B. Brooklyn, New York

JOBBER, GET SPECIAL DEAL!
PIONEER SPECIALTY COMPANY
38 CROSBY AVENUE, BROOKLYN 7, N. Y.



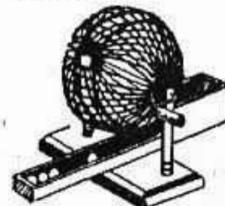
Phone: Applegate 7-2640

OVER 1000 JOBBERS
SELL OUR

BINGO SUPPLIES

- Specials—1500s—7 Colors
- Specials—1500s—10 Colors
- Specials—3000s—7 Colors
- Specials—5 Ups—6 Ups—7 Ups to Pad.
- Black and Red Markers
- Admission Tickets (Rolls)
- Attendance Prize Coupons

We still have BINGO CAGES on hand. Inquire today!



WRITE FOR CATALOG!

MORRIS MANDELL

131 West 14th St. NEW YORK, N. Y.

FUR COATS

JACKETS—CHUBBIES
LARGE assortment of NEW 1943-44 outstanding creations. Perfect quality. Excellent workmanship. Distinctive fur of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.
S. ANGELL & CO. Manufacturing Furrier
239 W. 27th St. (Dept. B-3), New York 1, N. Y.

Headquarters for
ARMY SUPPLIES
Send for Our Free Circular.
Flamingo Trading Co.
9, S. W. First Street MIAMI, FLA.

SOCIAL SECURITY PLATES
Red, Blue and Gold colors, on metal, \$6.00 per 100. F. O. B. Chicago, while they last. Sample 10¢ each.

CHARMS & CAIN
407 S. Dearborn St. OHIO, ILLINOIS
Tel.: Wab. 3548-3547-3548



BEAUTIFUL HONOR ROLL

EVERY SOLDIER, SAILOR, MARINE OR WAAC A PROSPECT

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 75¢ for sample (prepaid).
\$4.50
Doz. Retail as Easily

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS
Pillow tops for the Army, Navy, Marines, Coast Guard, Air Corps or WAAC at \$5.75, \$6.00 and \$8.50 per dozen. Send for samples. Made up for any Fort or Camp.
BIG FLASH—Lace-like Handkerchiefs at \$1.50 per dozen. For all branches of the service. With inscription for mother, sister, sweetheart, friend and wife. Embroidered Handkerchiefs at \$2.75 per dozen, made up for the Army, Navy and Air Corps. With inscription for mother, sister, friend and wife. A **FOUR PIECE SCARF SET**, with the Army and the Navy coat of arms embroidered, \$12.00 per dozen. A Good Number. A **NEAT HAND MADE WOODEN CONTRACT** at \$12.00 per dozen. Also **HAND MADE WOODEN CIGARETTE CASE** at \$18.00 per dozen. **BEST SELLING STONE PINS AND EARRINGS, BLACKOUT FLOWERS AND RELIGIOUS STATUES. ALL KINDS OF ARMY AND NAVY MILITARY SUPPLIES AND SOUVENIRS.**
25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

WORLD ADV. NOVELTY CO.
122 E. 25TH STREET, NEW YORK 10, N. Y. PHONE: GRAMERCY 5-2174.

Last Will and Testament of Adolph Hitler

(Copyright 1942)
Printed in 2 colors with seal. 8 1/2"x11". Funniest thing you ever read. A terrific seller . . . big profit. 100, \$2.00; 500, \$7.50. 6 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage.
TRIAL ORDERS, 35 COPIES, \$1.00.
JAY-JAY CO.
1603 SURF AVE. BROOKLYN 24, N. Y.



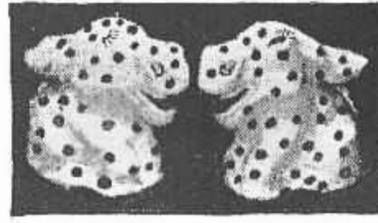
INDIAN CHIEF STATUE.
2 3/4" high
\$15.00 A DOZ.
WYANDOTTE STATUARY
17014 Toledo Rd., Dept. B, WYANDOTTE, MICH.

#3810K—HANDPAINTED MINIATURE PORCELAIN BOOTS



2 3/4 in. high, assorted colors, decorated with beautiful roses. \$3.60 per doz. pieces, packed 1 doz., well assorted in box.

#3815—SALTS AND PEPPERS Laughing Mules Polkadotted



2 1/4 in. high, very comical looking, the polka dots in red, green and blue on different pairs. \$4.00 per doz. pairs, in 6 doz. lots \$3.60 per doz. pairs. But in 6 doz. lots they can be assorted with about fifty different salt & peppers that we handle. Salt & Pepper price list mailed on application.

"CHEERIO" AND "CROSSIO"—THE TWO LUCKY PIGS
 The two most laughable looking pigs that you ever saw anywhere. Made of terra cotta composition. They are about 4 in. high, 5 5/8 in. long, 3 3/4 in. wide, \$10.80 per doz. pieces. 1/2 doz. of a number smallest quantity sold. In 3 doz. lots \$9.60 per doz. pieces. Decorated in natural pigskin color and handpainted with flowers, clover leaves, beauty spots and other grotesque ornaments.

#3811K—HANDPAINTED MINIATURE PORCELAIN DUTCH SHOES



1 1/2 in. high, 3 in. long, assorted colors, painted with tulips and ornaments. \$3.60 per doz. pieces, packed 1 doz. in box, well assorted.

No. 3812 **#3812K "Cheerio"—happy-go-lucky, ready to take in the funny things in a pig's life, looking so cheerful that when you see him you cannot help but be cheered up yourself, even if the rent is past due and your best girl has run away with a handsomer man.**

No. 3813 **#3813K "Crossio"—produces even more mirth than "Cheerio," for he takes life so seriously that the wrinkles show on his forehead and his cartilaginous funnel's droop, looking like the last rose of summer, expressive of the belief that there is nothing perfect in a pig's life. These are two of the best sellers we ever produced.**

We carry a large line of GIFT GOODS from \$1.80 to \$90 per doz. Complete set K of illustrated price lists mailed on application to any re-seller. No C. O. D. orders filled without a 25% deposit, but will gladly open accounts with those entitled to credit.

LEO KAUL IMPORTING AGENCY, Inc.

115-119K South Market St. Chicago 6, Ill.

Popular Items

Holiday Cards

A Christmas card with a different novelty appeal is the Midget Bible Card. A Bible about the size of a postage stamp contains over 220 pages of the New Testament plus the 23d Psalm. The company, Sorin Bible & Card Company, says each word can be read with good eyesight or a reading glass. The tiny book is attached with a ribbon to a 5 by 6-inch card containing a prayer and beautiful sentiment. The card and Bible can be mailed for 3 cents postage. The firm also handles other Christmas, birthday and greeting cards.

New Key Ring

A plastic key ring put out recently by Plasticraft Specialties is an especially handy little gadget. It's a plastic tube forming a half circle, and the ends screw into a different-colored slightly larger cylinder. Easy to take apart for putting new keys on your ring, it should meet with a big demand since metal for chain rings is scarcer. It comes in assorted colors.

For the Kitchen

Maybe mothers would prefer a "bogey-man" cookie jar these days, but kids love the Donald Duck and Thumper pottery products of George Borgfeldt Corporation. Illustrating Disney's cute characters, Thumper, the rabbit, looks as if he holds something awfully good, while Squawker Donald isn't quite so sure. There are matching salt and pepper shakers, too.

Toy Machine Gun

Commando machine guns made of solid wood that make a noise like a whole flight of bombers will delight the boys from 6 to 16 this Christmas. The gun is

They Glow in the Dark

LUMINOUS RELIGIOUS FIGURES and BLACKOUT FLOWERS

101 DIFFERENT SUBJECTS—ALL SIZES

ORDER NOW FOR CHRISTMAS!

Holy Family. Doz.\$7.50
Assorted Altars. Doz. 6.50
Assorted 8" Saints. Doz. 6.50
Assorted 5" Saints. Doz. 3.60
Statue of Nativity, 4 1/2"x3 1/4". Doz. 6.50

SEND \$2.00 FOR SAMPLE ASSORTMENT OF THREE 5" FIGURES AND YOUR CHOICE OF ANY OTHER TWO FIGURES.

Large Gardenia with Bud \$	3.60 Doz.
Small Gardenia with Bud	2.75 Doz.
Double Gardenia (Corsage)	3.60 Doz.
Acetate Hair Bow on Comb with Luminous Gardenia in Center 4.25 Doz.

SEND \$2.00 FOR SAMPLE ASSORTMENT OF ANY FIVE FLOWERS.

WE CAN'T GUARANTEE LAST MINUTE DELIVERY! ORDER NOW! 1/3 DEPOSIT, BALANCE C. O. D., F. O. B. NEW YORK.

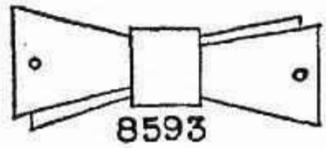
NITE GLOW PROD. CO.
105 W. 47th St., New York 19, N. Y. Phone: MEadison 3-5794.

PEARL PLATES for Wire Workers

We have just received new consignments of Fresh Water Shells and can make immediate and unlimited deliveries. Pictured is No. 8593—55 Ligne Bow.

Blue Ocean \$10.20 Gross
Iridescent Fresh Water 8.40 "
Orchid Fresh Water 8.40 "

5 gross lots of assorted designs, 5% discount
 Terms: 1/2 Deposit, Balance C. O. D. F.O.B., Brooklyn, N. Y.



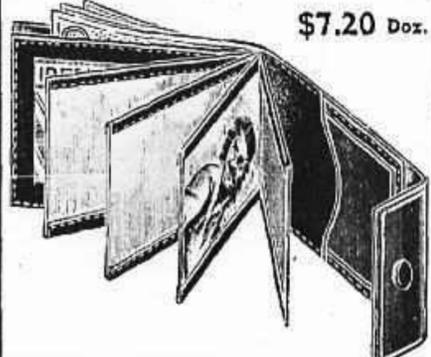
8593

MILITARY INSIGNIA JEWELRY
 If you haven't seen our exquisite line of Military Insignia Jewelry write for catalog today! A complete assortment of genuine Ocean Mother of Pearl pieces with Gold Plated Sterling Silver Insignias.

JOBBERS! WRITE FOR SPECIAL DEAL!
 SEND FOR CATALOG OF COMPLETE LINE OF PEARL PLATES

MURRAY SIMON 109 SOUTH FIFTH ST., BROOKLYN 11, N. Y. PHONE: EVERGREEN 8-6690

BILLFOLD SPECIAL \$7.20 Doz.



COMBINATION LEATHER PASS CASE & BILLFOLD with room for nine passes back to back. Available in black color only with snap-button fastening. Imitation leather lined.

B12L149
 PER DOZ. - - - \$ 7.20
 PER GROSS - - 78.00

AS ABOVE IN GENUINE ALL LEATHER with all leather lining.

B12L148
 PER DOZ. - - - \$ 9.00
 PER GROSS - - 96.00

PRICES LESS 2% CASH DISCOUNT
 Either above numbers supplied with Army Insignia or Navy Insignia gold stamped on outside at no extra charge. Please specify if desired, otherwise plain will be shipped.

JOSEPH HAGN CO.
 Distributors
 223 WEST MADISON CHICAGO 16, ILL.

INTRODUCTORY LISTINGS Covering All Items **NOW READY**
 If you are a SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.



ACME PREMIUM SUPPLY CORP.
 3333 LINDELL BLVD., ST. LOUIS 3, MO.

CEDARWOOD JEWELRY

Send \$10 for Sample Assortment, IMMEDIATE DELIVERY.

MILLER CREATIONS
 6628 Kenwood Ave. CHICAGO 37, ILL. Phone: FAirfax 4937

"DEFINITION OF AN AMERICAN HERO!"

Sells fast because it's different! Retailer at 25¢. Cost \$1.25 dozen. Send quarter for samples and quantity prices.

J. P. WRIGHT
 183 Carlisle Avenue Paterson 1, N. J.

BINGO

SUPPLIES—CARDS—PLASTIC MARKERS
 Write for Bulletin
 AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

PINS & NEEDLES

Bobby Pins
Safety Pins
Straight Pins

No Prices Quoted Unless You State Quantity Wanted.

STAR PRODUCTS, Dept. 15, Buffalo 3, N. Y.

NOVELTY PANTS

PRINT ANY NAME OF CAMP OR CITY
 VERY LATEST NOVELTY GOING LIKE WILDFIRE

GREETINGS!!
 Remember Pearl Harbor Ogden Utah

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.

WAXED FLOWERS



No. 8—Large Georgino,	\$40.00 per 1000; \$4.25 per 100.
No. 7—Large Dahlia,	\$50.00 per 1000; \$5.25 per 100.
No. 17—Large Rosa,	\$40.00 per 1000; \$4.25 per 100.

MOUNTAIN LAUREL
 50 Lb. Carton, \$10.00;
 25 Lb. Carton, \$6.00;
 Send for New Price List of all Flowers, Foliages, Wreaths, Materials for Xmas Corsages and Fast Selling Holiday Items.

50% Deposit, Balance C. O. D.
FRANK GALLO
 Importer & Manufacturer
 1429 LOCUST ST. ST. LOUIS, MO.

1000-HOLE BOARD "HIT AND TAKE"

Combination Cigarette and Watch

NEW HAVEN WRIST WATCH

COST ONLY **\$9.95**



PROFIT \$30
 25% Deposit With Order.

SEABOARD PRODUCTS
 207 Market Street NEWARK 2, N. J.

LEADING SELLERS IN **FUR COATS**

LOWEST JACKETS PRICES CAPES • SCARFS

ALL GENUINE FURS!
 Our new 1943-1944 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for **FREE NEW GIANT CATALOG!** Satisfaction guaranteed or money refunded. Same day deliveries.

H.M.J. FUR CO.
 150-B West 28th St., N. Y. C.

PIN-UP GIRLS

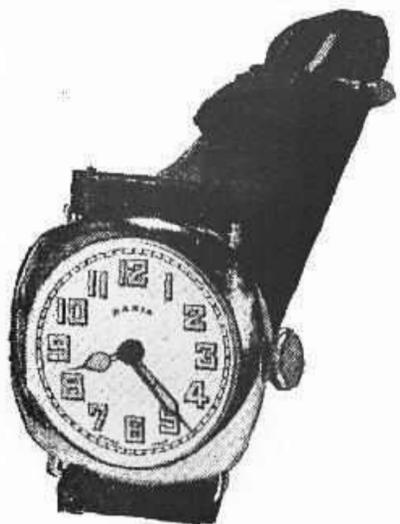
Novelty Stores—Gift Shops—Hustlers
 Pin-Up Girls Pictures are the story on Radio, Screen and Stage. Newspapers have stories every day about Pin-Ups. We have attractively packaged sets that are real sellers. Will be big Xmas item.

Set #1 has 12 pictures, 7x9 inches.
 Set #2 has 9 pictures, 5x7 inches.
 Set #3 has 5 pictures, 4x5 inches.

Best work of most prominent artists, nothing sordid or offensive. Samples of all THREE items with wholesale price list, postpaid \$1.00.

KANT NOVELTY COMPANY
 323 Third Ave., Dept. BP, Pittsburgh 22, Pa.

Brand New WATCHES



LATEST DESIGNS

- #801—
Samples\$7.85
Doz. Lots\$6.85 each
- #922—
Samples\$8.85
Doz. Lots\$7.85 each
- #1003—
Samples\$10.85
Doz. Lots ...\$ 9.85 each

TERMS: 25% Deposit, Balance C. O. D.

CHICAGO WATCH HOUSE
1035 WEST LAKE ST.
CHICAGO, ILL.

set on a removable tripod that permits it to swing in any direction, and without the tripod it can be used as a Tommy gun. Youngsters can play soldier just like big brother now with this realistic commando machine gun, regulation olive drab in color, that has front and rear peep sights; is 28 inches long and 14 inches high when mounted. It weighs 1 1/4 pounds and comes individually packaged in a colorful container. Made to sell at low prices, these will go quickly, say Illinois Merchandise Mart, who urge quick ordering for the Christmas trade.

Bottle Warmer

Strictly for the youngest generation but a boon to their parents, too, is the Electresteam baby bottle warmer, an electric appliance made of non-critical materials by the Electric Steam Radiator Corporation. Useful also as a sterilizer and food warmer, the item is 3 1/4 inches wide, 4 inches high and made of an excellent quality pure white ceramic. If desired it can be had in a gift package.

DEALS

(Continued from page 50)

Items that lend themselves to such a tie-in, especially in the rah-rah college towns. You're missing a good bet if you overlook this one.

HAPPY LANDING.

NEW Quick PROFIT LINE

added to **FAMOUS "STORE-ROUTE" PLAN**
Laymon's VITAMINS sell 7 for 10¢! Actually 3/4 to 3/8 lower than most others! Potency guaranteed! This selling sensation of the year now added to our Nationally Advertised Line—including over 200 products. Let us start you making BIG money in permanent wholesale business of your own.

Big Cash Pay Daily!
Show retailers how to DOUBLE profits! Prospects everywhere—stores, service stations, restaurants, pool rooms, post exchanges, beauty shops, etc. No car or experience needed. Free book gives amazing facts on how to make steady, sure income. Write today!

WORLD'S PRODUCTS CO.
Dept. 8-K Spencer, Indiana

FAST PROFITS WITH THESE PEYTON MONEY MAKERS

IMAGINE! A BAR OF SOAP IN A LEAF OF PAPER
Thrilling New Sensation Sells on Sight!

DEMONSTRATORS: This is tops for demonstrating. Gobs of lather for washing or shaving from a single paper leaf. A winner that the demonstrator can parlay into real money. No one likes to carry a messy bar of soap. Result: Big Sales.

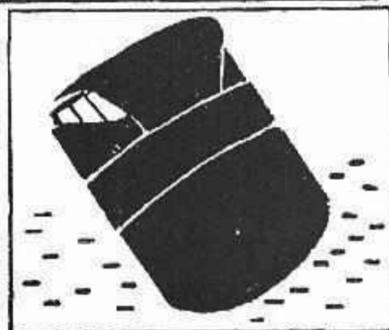
Designed for the service man . . . and the civilian worker as well. Ideal for all outings.

Attractively packaged, 24 scented leaves to the packet. Packets and boxes available with illustrations of soldier, sailor, aviator or nurse. 12 packets to the box—12 boxes to the carton (144 ten-cent packets). Sells for 10c per packet.



\$7.20 GROSS

SAMPLE BOX OF 12 \$1.00 PACKETS . . .



SPECIAL SALE! 15¢ Each in Dozen Lots
Genuine Leather CIGARETTE CASES

Limited Supply—Rush Your Order.

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. \$1.80 per dozen. \$18 per gross.

Here's a Great Bargain for You!
Genuine CALFSKIN Pass Case BILFOLDS

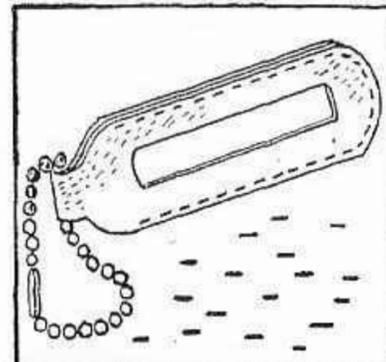


Limited Supply
Beautiful Billfolds
GOATSKIN—\$7.20 per doz.
CALFSKIN—\$10.20 per doz.

DELUXE VALUE

Each billfold equipped with 4 celluloid pass leaves. Closes with metal snap fastener. Place for identification in front—extra side pocket at other end. Spacious compartment in back for folding money, checks and valuable papers. Good Calfskin Billfolds in this style have been retailing at \$2.50. Worth more under present conditions with quality Pass Case Billfolds so scarce. Rush your order for a dozen or more today. Sample on request.
Goatskin, \$1.00; Calfskin, \$1.50.

CLOSE OUT! Genuine Leather
IDENTIFICATION TAG
With Metal Key Chain



Here's a real "buy" on goods no longer being made. Easily a 15¢ retailer. Well-made leather tag. Nickel plated chain with self-locking clasp. Hurry! \$9.60 per gross, \$65 per thousand. 1/2 gross sample lot \$5.

AS LOW AS 6 1/2¢ each

25% Deposit With Order—Balance C. O. D., F. O. B. Factory.
PETER PEYTON
Dept. 1, 405 1/2 Washington Street
Waukegan, Illinois

We Prepay Shipping Charges on All Cash in Full Orders.

WOOD JEWELRY

Lapel Gadgets • Pendants • Pins • Photo Lockets • Gold Wire Mother-Hearts

\$10.00 For Sample Assortment

Or Write for No. 43 New Catalogue
Charles Demee
WOOD PRODUCTS
PHONE 6116 E. WALNUT ST.
LOCUST 3913 MILWAUKEE, WIS.

BINGO SUPPLIES

- Plastic Balls
- Plastic Markers
- Midgets 1—3000
- News 1—3000
- Specials—5 Ups—6 Ups—7 Ups to Pad
- Regular Specials

Write or Wire for Catalog

JOHN A. ROBERTS & CO.
Formerly
N. M. BANK & CO.
235 Halsey St. Newark, N. J.

HERE'S A BARGAIN FOR YOU!

Duo-Edge KNIFE
Slicing Paring

Special CLOSE OUT

only **25c** While Supply Lasts

Imported Hardwood Handle
Tempered Steel Blade
Serrate Edge for Slicing

Firmly hardened and taper ground. Extra Sharp! Overall length 8". Ideal for fruits, vegetables, rolls, sandwiches, etc. Pre-war stock. Only 400 left. No more when these are gone. A bargain at \$3.00 a dozen. Rush your order. 25% deposit, bal. C.O.D.

ILLINOIS MERCHANDISE MART
600 N. Dearborn St., Dept. KA, CHICAGO, ILL.

MIRROR SERVING TRAY

Size 16 1/4 x 10 1/2

Chrome frame, walnut and plastic handles. Attractive, practical and useful—and at a price so low you can't afford to pass 'em up.

BB102—Price, \$15.00 Per Doz.
Sample, \$1.45.

ROHDE-SPENCER CO.
223-225 W. Madison St. CHICAGO 8

HERE'S A HOT ITEM!
FOR JEWELRY STORES, ENGRAVERS, CONCESSIONAIRES, PX STORES, NOVELTY & SOUVENIR STORES. Retail at \$3.98.

Smash
LIMITED QUANTITY

Beautifully Engraved
GOLD PLATED LOCKETS
With Chain

Each in Velvet Pad Box and Cellophaned, Space Inside for 2 Photos
First Come—First Served

\$10.80 PER DOZ.

PHONE—WRITE—WIRE
25% DEPOSIT, BALANCE C. O. D. SAMPLE PREPAID \$1.00

ADELE, INC.
1554 Broadway
NEW YORK 19, N. Y.

PINS AND NEEDLES
Bobby Pins—Hair Pins—Safety Pins—Straight Pins. State quantity wanted or we do not reply.

STAR PRODUCTS
DEPT. 15 BUFFALO 3, N. Y.

MAKE Extra MONEY FAST

Sell ILLUSTRATED COMIC BOOKLETS for adults (vest pocket size) and other novelties. 10 different sample booklets sent for 50c or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send Cash, Stamps or Money Order. GRAYCO, Dept. 110, Box 520, G. P. O., New York.

XMAS SWEATERS
Women's Novelty Knit Sweaters in large assortment of solid colors and color combinations. Sizes 34 to 40. \$22.50 per dozen.

IMMEDIATE DELIVERY
1/3 Deposit With Order, Balance C. O. D.

B. & R. NOVELTY CO.
335 Thompson E. LIVERPOOL, OHIO

America's Fastest Selling Christmas Toy!

Immediate Delivery



● Here is the most timely—the fastest selling toy that's hit this country in many a year. More than 200,000 have been manufactured and sold during the past few months. Now, through a fortunate purchase, we have just 25,000 of these TRIPLE THREAT COMMANDO Machine Guns at a real bargain. Don't confuse this with cheap guns now being offered. It's made of solid wood—built like a battle ship and makes a noise like a Flight of Bombers.

● Here's a toy that every boy from 8 to 16 wants more than anything now being offered on the market. They come individually packed in a colorful container. Don't miss out on this one—it's the real McCoy. Write or wire your order at once so that you won't be disappointed. One doz., \$1.50 each, six doz., \$1.35 each. Twelve doz., \$1.25 each. 25% deposit required. Balance F. O. B. Chicago. Weight 1 1/4 lbs. each.

**Regular \$2.50 Seller
Your Price as Low as
\$1.25 each**

- Tripod easily removed.
- Can be used as a Tommy Gun.
- Has front and rear peep sights.
- Tripod permits Gun to swing in any direction.
- Made of wood—painted regulation olive drab.
- 28" long and 14" high, mounted.

ILLINOIS MERCHANDISE MART, Dept. AL 500 N. Dearborn St. CHICAGO 10, ILL.

Scientists Tell of New Uses for Wood Products

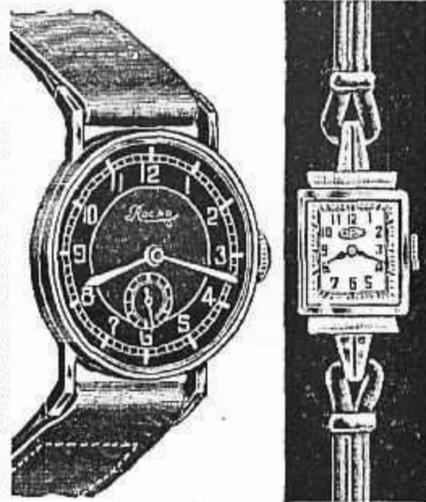
PORTLAND, Ore., Oct. 30.—While the nation is confronted with increasing shortages of lumber, that does not prevent experimental work in the development of new uses for wood. The forest products laboratory of Oregon State College here has done some valuable work in this field and lays claim to some new ideas.

Professor Paul Dunn, dean of the School of Forestry, has exhibited samples of the new products, which include a sawdust plaster that substitutes for gypsum plaster; plastics suitable for table tops, drain boards and wallboard, and low-cost cork 85 per cent as resilient as Spanish cork, good especially for linoleum.

The laboratory also has produced a compressed laminated wood suitable for airplane construction, and charcoal that costs \$9 a ton.

Dunn, who said one post-war problem is to make more use of each tree cut, stated that the Pacific Northwest has about one-half of the nation's forest resources, but that under war pressure it is being cut twice as fast as it can be grown.

WATCH VALUES



#1288

#1909

#1288—PIN LEVER WATCHES

Round or Rectangular

- 1-Jewel Ea. \$7.25
- 2-Jewel Ea. \$7.75
- 4-Jewel Ea. \$9.25

#1909—4-JEWEL MEDA

5/4 and 6 by 8 Ligne

Each \$9.25

TUCKER-LOWENTHAL

5 So. Wabash, Chicago 3, Ill.

COMPLETE LINE OF "MOTHER" PINS

No. 503—Plastic Bar and Heart, Red, White and Blue with hand-made lettering of rolled gold plate wire, sterling silver base. Available in all insignae. \$9.00 Doz.



"Grandma" and "Aunt" inscriptions are in great demand by service men. Therefore we have adopted them for our line; and you may order any of our rolled gold plate wire pins with "Mother," "Grandma," or "Aunt" lettering.

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

SEND \$4.00 FOR ONE DOZEN ASSORTED SAMPLE "MOTHER" PINS

No. 503

TREND CREATORS

1265 BROADWAY NEW YORK, N. Y.

CORRECTION

The address in the Jerry Gottlieb, Inc., page ad which appeared in the October 23rd Issue of The Billboard should read 303 Fourth Avenue, New York City.. NOT 304 Fourth Avenue.

CASH IN ON SMASH-HIT FOTO STAMP RAGE

IDEAL XMAS STORES! AGENTS! SELLERS SALEMEN! PHOTO STUDIOS!

Everybody buys! No competition. New sensational seller gives you steady, easy, big profits. Here's your best seller. Write today. Photo Stamps are clever, new, personal photo reproductions on postage size stamps, and they literally are taking the country by storm. On letters Foto Stamps help cheer and bring far-away loved ones closer. Dozens of uses. Any photo reproduced. Just show sample. Take quick orders—plenty of re-orders. Splendid profits. Excellent sideline with personal or Service Men's stationery lines, or home, office, camp products. Write for free samples and details.

AMERICAN FOTO STAMP CO.

Dept. BB116 305 Broadway NEW YORK 7, N. Y.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10c sellers. Send 25c for sample cards and folder.

XMAS CARDS

Now ready. Many new numbers. Catalog on request.

M & M CARD CO.

1083-1085 Mission St., San Francisco 3, Calif.

NOVELTY PILLOWS

Print Any Name of Camp or City VERY LATEST NOVELTY GOING LIKE WILDFIRE



Made of extra fine quality rayon in assorted colors. 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.

1083-1085 Mission St., San Francisco 3, Calif.

!!! **SENSATIONAL!!!**
LUMINOUS BLACKOUT FLOWERS
THAT GLOW IN THE DARK
NOTICE TO CUSTOMERS
Be sure to order now before the Christmas Rush!
SEND \$1.00 FOR SIX DIFFERENT FLOWERS AND A PRICE LIST
HALE NOVELTY CO.
2661 E. 13th St. Brooklyn 29, N. Y.

BARGAIN FINDS
MILITARY INSIGNIA JEWELRY PINS, 14 kt. Gold finish. For all branches of the service.
Close-out. At least \$14.40 Gross Value. Special10 GROSS \$55.00
AMERICAN FLAG SETS. Lustrous rayon broadcloth. Complete with Eagle, Staffless Hanger. Individually boxed. 2 sizes. Exceptional value. DOZ. SETS COMPLETE \$7.20, 9.60
SHAVING & DENTAL CREAM. Excellent quality in lithographed tube. 2 large sizes. Prices to move quantity10 GROSS \$65.00, 72.00
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

Thank You . . .

for your overwhelming response to our Fall Candy Circular.

To Our Customers: Please be patient, we will do the best we can to fill your orders to the best of our ability.

No More Candy Orders accepted for the balance of this year.

However, we are still accepting orders on our straight merchandise assortments and other Holiday Specialties—For Immediate Delivery.

OPERATORS — JOBBERS

Send for our Holiday Flyer Today

GOLDWYN CO. Established 1931

FINE CHOCOLATES—SPECIALTIES—CEDAR CHESTS

542 So. Dearborn St. Chicago 5, Illinois

CIGARETTE LOADS

\$3.25 GROSS

Packed 12 to an Envelope, 72 Envelopes to a Box. NO SAMPLES.

FUN SHOP CARDS

53-Piece Assortment

Special Price \$1.75 Per Card

STUART NOVELTY CO.

186 E. Jefferson DETROIT 26, MICH.

CHEWING GUM SORRY!

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP. 4th and Mt. Pleasant Ave. NEWARK 4, N. J.

Gold Finished Lockets with Chains, All Branches. Doz.	\$13.50
Gold Finished Insignia Pins, Carded, All Branches. Doz.	1.00
Sterling Int. Onyx Insignia Rings, All Branches. Doz.	13.50
Rhinestone Insignia Pins, Extra Big Value, All Branches. Doz.	4.50
Double Chain-Double Heart Bracelets, All Branches. Doz.	7.20
Compacts, All Metal, Round and Square. Doz.	\$13.50, 18.00 and 24.00
Insignia Plastic Beaded Key Chains, All Branches. Doz.	3.00
Sterling Silver Mother, Sweetheart, Wife, etc., Brooch Pins. Doz.	9.00
Sterling Silver Bracelets, All Branches. Doz.	\$12.00, 15.00 and 24.00
Frat Pins, Attractively Carded, All Branches. Doz.	5.50
Sterling Silver Service Pins with Pendants, Army, Navy, Air and Marine Corps. Doz. ...	6.75
Big Special Sample Line, 40 Items, Retail Value \$30. Price \$13.50.	

We have no catalog or circulars—Send us a list of your jewelry requirements. Order from this ad. 25% With Order—Shipments Prepaid When Full Amount of Cash Sent.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

PIPES FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

JAY ROSS . . . who has left off pitching to emcee in nighties, tells that during recent weeks he has worked in Cincinnati; Dayton, O.; Columbus, O., and Louisville and has spotted but few pitchers in those cities. He did, however, glim Ben (Baldy) Garber getting ready scratch with vitamins in Murphy's in Dayton.

SHARPENERS ARE going big. How are you doing?

JIMMY BILLUPS . . . cards from Pittsburgh that Eddie Diebold recently blew in there from Detroit and the two of them plan to ready a pitch store for the Christmas trade. Art Nelson is going strong on med there, and Eddie Gillespie is doing the same on rad, says Billups.

SGT. MORRIS BLUESTEIN . . . expects soon to leave this country and hopes to get Hitler on a scale but not to guess his weight. "How about a pipe from pals?" he asks.

MINIATURE BIBLES on Christmas cards looks like a holiday trade winner.

EDDIE DIEBOLD . . . blasts from Detroit: "It appears to me that today's average pitcher does not realize the value of the Pipes column. It is from this source that I have often received valuable information as to where a fellow member of Pitchdom is and what he is offering. Recently I was razed

because I had piped in. I can take it because I know that those doing the razzing do not understand the real value of Pipes. I have just returned from Pittsburgh, where I noted the fact that Art Cox is holding the X with Murphy. This isn't fair and will do much harm. While in the Smoky City I listened to Mrs. Nelson make a superb pitch with med. She is a very fine worker, has personality and is entertaining. Of course, she is getting the long green. Eddie Gillespie is doing fair with Sudzene. I cut up jackies with Jimmy Billups. He is anxious to resume pitching, but his future activities are the decision of his draft board." Diebold adds, "Come on boys and gals, let's have more pipes. It's our column, so let's use it. Are you with it or aren't you?"

CAN YOU RETURN to your old location? Some can and some cannot.

PVT. JOHN W. GATES . . . pipes from a West Coast camp that he is anxious to see pipes from his Detroit pitchers pals.

K. MAX SMITH . . . and wife Alice pipe from Circleville, O., that they closed with jewelry at the pumpkin fair there and are vacationing in a just-acquired gas buggy. Some pitchers glimmed this season by them were Sam Coe, Blackie Beard and Jack Murphy, working coils; Al Rice, Chief Mex, Little Fox and Mississippi Kid, med; Bill Westfall, Jimmy Dougherty and Jimmy Ryan, with gadgets; Harry Belt and his wife, with horn-nuts; Emil Seibold, mice; Jimmy and Maybelle Garret, mitt; Mr. and Mrs. Mullens, scopes, and Jack Halsted, with jam store. He infos that Dick and Thelma Jacobs have closed with their med show.

ARE YOU SATISFIED with your season's take?

FRED HUDSPETH . . . name-gathering in Missouri territory, inks: "In a recent issue of *The Billboard* I saw a pipe from a White (Jack) Newhouse who was in a Mississippi army camp, and I wonder if it could be my old partner Jake (Hi Grade White) Niewenhuyse. If so, would like to see a pipe from him. When in St. Louis recently," continues Fred, "I glimmed Leonard and Jane Meeks and Fred Manis making good passouts. Jimmie Ryan was also doing well. That popular photographer and pitcher, Monty Monakee, was also in St. Louis. Monakee is the lad who in the past, while working on various newspapers, has given our profession much favorable publicity. Phil Kraft, in army khaki, was furloughing in St. Louis getting acquainted with his baby daughter." Hudspeth adds that he would like to see pipes from Topps Johnston, Al (Pop) Adams, Stanley Naldrett, George Sanders, Ed Prokop, Richee Keefer, Fred Allen, Al Nordquist, Jerry Frost, Lillian Taft, Norma Barbee, Fred Shaffer, Hank Durhan, Doc Bailey and Pete and Lena Ramsay.

YOU'LL FIND IT EASIER to corral the lucre if you encourage and create confidence.

MADALINE RAGAN . . . and Ray Herbers have left Cinoy and returned to Chicago to work Maxwell Street, where they hope to gather in a little extra geedus before heading for St. Louis.

HARRY MAIERS . . . reports from Birmingham that biz is wonderful, money plentiful, health good and all pitchers happy. Harry tells that he will leave that city about the first of the year for six-week stay in Florida.

A SEASON'S WORK well done brings real satisfaction. Was yours okay?

NAME GATHERING . . . is bringing in the mazuma for Jack Cary and Chet Greely in Aroostock County, Maine.

LIONEL HIRSCH . . . is in New York ready to frame a pitch store with redwood, cedar and lucite. Lionel expects his holiday biz to exceed

his excellent takes during the past summer at Seaside Heights, N. J.

DOC FRY . . . was making passouts on Market Street in Louisville recently, with plenty of hands in the air, according to reports from the Falls City.

MAILS AND EXPRESS are becoming crowded. Better beat out the Christmas rush now and get your stock order filled.

SYD WOLF . . . and Jack Russin recently cut up jackpots with Jack Reddick in San Francisco.

MOVIE EXTRAS . . . were glimmed in Hollywood recently when Fred Hess was passing out his lucite.

"REMEMBER," tells I. W. Hightower, "when all the reader you needed was to see the sheriff and he'd hand you this for a starter: 'Well, my boy, you look like a man, a square shooter, go try it. If you do, come and see me. If you don't, come and see me anyhow.'"

Med Old-Timers

By E. F. HANNAN

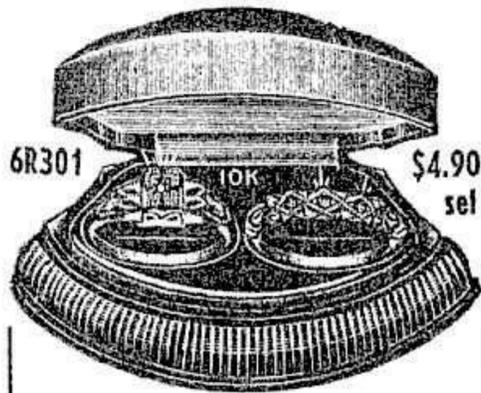
FRANK (PAPPY) DAVIS, now at Le Mars, Ia., writes about the time he joined a med show in Minneapolis, Ottawa County, Kan. That was in 1890, and Pappy still carries on and, altho away from med for some time, the old urge flares up and his first love finds him returning. He is hooking up a small trick to tell the neighbors about herbs and oil.

From Doc Bert Fernel, now residing at a resort near Buffalo and one of the good old-time lecturers, I have a letter telling about one of the first med shows going into Nevada. This is the show that started Bert on the way to gathering in enough scratch to lazy around in his later days. Doc's life would fill a good-sized volume and would include some good luck yarns of the Nevada mining game.

There is something touching about med in that it is a never-forgotten part of show business. Without a doubt all these old-timers were top business men, quick to pick up when things were in the dumps, and hard to down no matter how bad they were hit. A man may acquire a foundation for any branch of showbiz in med. It isn't can you do it, but it's a must.

Pitchdom Five Years Ago

H. S. CROWN was working sheet in Macon, Ga., with only one other member of the fraternity at the fair there. . . Ken and Greta, gold-wire artists, were headed for the Louisiana State Fair and stopped at Dayton, O., to learn from Frank Thornton that Billy the Jew Lankhart, whitemen worker, had died. . . Doc F. Street, of med fame, closed in Marshfield, Mo., where he stored his trailers after a good season. . . Harry Malers was ill in Montefiore Hospital, New York. . . Jack Griffith, manager of the Mo Tee No Remedy Company, opened the season in Ohio, with Buddy Mack, songs; Margaret Griffith, parts and sales, and Jack Griffith, lecturer and toby comic. . . Doc H. J. Clayton reported business was rotten two weeks prior to his closing the med opry in Waggoner, Ill. . . Lew Peters and wife called at the desk preparatory to making their headquarters in Cinoy for a month. . . Chief Silver Fox joined his brother, Chief Gray Fox, in Billings, Mont., at the close of the season with Doc H. J. Clayton's med opry. . . John Francis Daley reported slow sales on brass and stainless steel polish around Omaha way. . . Chief Gray Fox was headed for Texas territory with Billy Mornin, Rusty and Ruth Swan, Ireland Clouse, Gaynell Swan and Cowboy Jack and Hilda Goodman. . . Big Al Ross was clicking with



DIAMOND RING SETS

10K Gold Mountings

6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . Set \$4.90
6R307—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . Set 5.65
6R305—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . Set 6.40

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

BIELER-LEVINE

37 South Wabash CHICAGO 3

America's Latest Craze

YOUR NAME

IN RAISED CORAL LETTERS ON A GENUINE TROPICAL

SEA SHELL BROOCH

Flash Color, Plus Name Appeal. Fastest Selling Novelty in Years. Getting a Fast 25c; Costs Less Than 4c. Easy to Assemble.

PRICE LIST

Sun Set Shells—Per Gross \$2.35; Per Thousand \$13.00
Jewelers Brooch Pins—Per Gross \$3.00; Per Thousand 20.00
Printed Brooch Cards—Per Gross 60c; Per Thousand 4.00
Raised Coral Letters, 6000 Letters to the Pound. Per Pound .60
Plastic Cement—Per Large Tube 20c; Per Doz. 2.10
50% Cash With Orders, Balance C. O. D. Sample Postpaid 25c.

Complete line Sea Shell Necklaces, Bracelets, Earrings, Brooches, Novelties, etc. Price list on request.

SEA SHELL KING

Manufacturer

LITTLE RIVER, MIAMI, FLORIDA



AFTER VICTORY



WE'LL BE SEEING YOU

The OAK RUBBER Co.
RAVENNA, OHIO

PAPER MEN

Can use experienced Men or Women on old reliable publication, most states. NEW WAR MAPS get CASH. Regular terms—QUICK SERVICE. Write or wire ED HUFF, 5411 Gurley, Dallas 10, Texas.

FAMOUS ELECTRIC ENGRAVING PENCIL



Favorite of 5 and 10's, pitchers, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist," engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931.

Our pencils are used in stores of Krege, Kress, Grant, Newberry, Murphy, Green, Woolworth (St. Louis district, 200 stores) and thousands of others. continuous use all day long. \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. Postpaid Cash with Order. No. 2, precisely same as above, but with 5-foot cord, without switch, \$6.25. Extra rolls gold, silver, black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order. ORDER NOW BEFORE TOO LATE.

R. E. STAFFORD

2434 N. MERIDIAN ST. INDIANAPOLIS 8, IND.

Engraving Jewelry STILL AVAILABLE

Immediate Shipment — Order Now

From Catalog #26 we can still supply—stocks limited; also a few other styles not listed in catalog #26. Send for up to date list now.

MILITARY JEWELRY

Send open order for your needs—give some details.

STATE YOUR BUSINESS.

HARRY PAKULA & CO.

5 N. Wabash Ave. Chicago 2, Ill.

FAST SELLING JEWELRY

FOR ENGRAVERS, PAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE!

Send \$10.00 or \$20.00 for Samples.

MAJESTIC BEAD & NOV. CO.

307 Fifth Avenue NEW YORK 16, N. Y.

PAPERMEN

Plenty money in the cotton states this year, and entire South is open; collections greater than in past ten years. When ready to come, write either

JIMMIE KELLY South Land Annex Bldg. Dallas, Texas

J. L. Rogers Insurance Bldg. Raleigh, N. C.

GET ABOARD, Live Crew Managers and Salesmen.

Service Men's Magazine (Est. 1918) 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 10c. SERVICE MEN'S MAGAZINE, 189 Duane St., New York 13, N. Y.

CREW MANAGERS, SHEET-WRITERS,

with EXCELLENT REFERENCES ONLY, to promote

THE AMERICAN CITIZEN

Established 1930

189 Duane St., New York 13, N. Y. Sponsored by Service Men's Magazine established 1918. 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.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacists

187 E. Spring St. Columbus, Ohio

BUY WAR BONDS FOR VICTORY

Brother Act Split, Survivor Gunner Is Out To Blast Nazis

CINCINNATI, Oct. 30.—The Chicago Tribune with a date line at a U. S. Fortress Bomber Station in Britain, October 9, stated that Urban Jones, of St. George, Utah, was killed in action and that Sgt. Dewitt Jones, a gunner, is blasting the Nazis to avenge the death of his brother. Urban was one of the Skylarks, one of Charles Zemater's high acts, and a brother of Milo, of the Three Milos. He also has another brother, Halvor Jones, formerly of the Sensational Marions, who is a flying cadet. Milo also is in the armed forces.

THE TWIST FILLER

(Continued from opposite page) decided to lay me out, steal the lizzy, pens and case, and go into biz for himself. All worked out but he lost his nerve and only blew with my pitchcase, stock and some cash. I had put the connection to the old Atwater Kent ignition system in my pockets, so when he stepped on the starter of the Ford it wouldn't shove off.

Well, the kid left me stranded, so he thought, but I never moved. I wired for more stock, bought a new keister, and was working and getting coin within a week. Then to my surprise I received a letter from my firm telling me that a "Mr. Hightower" wired from Kansas City, Mo., for five gross of stock. I talked the set-up over with some old-timers, carefully thought everything thru and came to this conclusion. Maybe I owed the kid more than I have figured, possibly I was wrong, so I wrote him in care of general delivery, Kansas City, as follows: "Dear John—You know you aren't going to get that five gross of stock by using my name. Why don't you use your own? I give you the case and all that's in it. May God bless you, lad." Until this day I'll bet that that boy never stole again from a buddy that was a square shooter.

SWPC Starts Machinery For More Civilian Goods

CHICAGO, Oct. 30.—Unless the government agency, Smaller War Plants Corporation, has elected a perch way out on the end of that limb, it appears that a good many smaller factories are going to start producing civilian goods again in 1944. Manufacturers here received let-

ters from the SWPC informing them that about 700 items of essential civilian products must be produced next year in order to provide the public with goods necessary to health, safety and general welfare. If the manufacturers have in the past made any items that they believe should be included among these essential products they are to contact the nearest SWPC office. The list of 700 items is confidential.

Meanwhile the average small manufacturer has to look in six directions to keep an eye on war production needs, government plans for employment of demobilized veterans, closing of war plants, raw material sources, possible new lines of production, and the end of the war when a mad scramble for markets, materials and plant equipment threatens every producer. Manufacturers will need to know just what the raw materials situation is before they can start planning for peacetime production, and a lot of them feel now that some business statistics should be released to help them plan for the future.

WPB Tells How Paper and Pulp Is Being Saved

WASHINGTON, Oct. 30.—The War Production Board, in a recent bulletin outlined what is being done to stretch the supplies of paper as much as possible. Officials says the program of simplification is making the supplies of paper and pulp go much farther than would otherwise be the case. Some of the items mentioned in the bulletin belong in the specialty field.

By limiting paper weight—and size, style and design of paper products—there is a greater supply of paper for essential items, and since the lighter, thinner products take up less room, shipping space and packing materials are also conserved.

The use of lighter weight paper for newspapers, magazines, books, writing tablets and envelopes will increase considerably the quantity of paper available for commercial and governmental use and for general public consumption. Even before specific restrictions were imposed, many publishers of their own accord reduced the thickness of their paper and used smaller margins to conserve paper.

Social correspondence envelopes, paper and cards will be of lighter weight too, and linings in envelopes are eliminated. Wedding invitation sets may no longer be made with two envelopes per set.

Greeting Cards

Production tonnage of greeting cards and illustrated post cards is limited to 60 per cent of the 1942 figure but increased demands created by war conditions are being met by restricting the number of designs in which cards can be manufactured and spreading out the tonnage.

Yardage of paper towels, napkins and facial tissues will be increased by controlling the weights and sizes in which they can be produced. The armed forces are using large quantities of paper towels and napkins, and curtailed laundry facilities have created a large demand for these paper products among civilians.

Household waxed paper rolls have been standardized since February. Weights and lengths of the paper have been reduced as well as weight and thickness of the cores on which paper is wound. An estimated 7,250 tons of paper and paperboard, plus a saving of 50 per cent in cubic feet of shipping space has resulted from this simplification. Manufacture and use of commercial waxed paper has also been restricted as an over wrap and it is expected a saving of 45,000 tons of paper and 13,000 tons of wax will be effected.

New designs of wallpaper can no longer be manufactured, but producers may consume 60 per cent of the paper tonnage used during 1941-'42, so there will be ample supplies to meet this season's requirements. Width of the rolls and weight of paper stock are also limited. Nearly 55,000 tons of paper are saved annually as a result of these measures.

Shorter Matches

Shorter length matches are another product of the effort to conserve critical supplies of wood pulp. The seemingly minute amounts of material that are saved in each instance actually provide large quantities of pulp for other essential uses. By restricting weight of paper used as cigarette wrappers, 2,000 tons of

paper will be saved annually, and by regulating size and paperboard thickness of cigarette cartons, about 500 tons of paper will be saved.

There will be no more cartons or specialty paper bags of the type designed to be used as carry outs for soft drinks, but the 12,000 tons of paperboard that went into these products annually will be used by the armed forces and Lend-Lease and for packaging foods for civilians. Simplification standards, including reduced paper weight, were set on grocery and variety bags some months ago, and quantity of production was recently cut to meet essential war requirements for packaging materials.

Utility Products

Most utilitarian paper and paperboard products are still being produced in sufficient quantities to fill demands, but others, less essential are manufactured in

limited quantities or not at all.

Among the civilian paper products that may be manufactured in unrestricted quantities are: adding and business machine rolls; binder twines; carbon paper; fuses, gears, valves and gaskets; gummed tape; blue print, photographic and tracing paper; paper-base plastics and printing plates; sanitary napkins, shoes and parts; tabulating cards and commercial and industrial tags.

The list of civilian paper articles limited to 100 per cent of 1942 production includes: artificial leather, buttons, envelopes, stationery, tablets, toilet tissue, sales tax tokens, shingles and waxed paper.

Pulp, paper or paperboard may no longer be used for such articles as holiday, party, advertising and decoration novelties, handkerchief and hosiery cases, ash trays, bakers' decorative specialties and hangar protectors.

IN APPRECIATION

The Cetlin & Wilson Shows, Inc., wish to take this means of thanking all Fair Associations, Committees, Show and Riding Device Managers, Workingmen, Concessionaires, THE BILLBOARD, Members of Our Staff and all Concerned for a SMASH HIT Season, the greatest in the history of this Organization.

This show will close November 6 at the Pee Dee Fair, Florence, S. C., and ship direct into Winter Quarters, Petersburg, Va., Fairgrounds.

WANT—New and Novel Rides, Showmen with good ideas and if accepted will finance and build.

SHOW WILL OPEN ABOUT FIRST OF APRIL IN DOWNTOWN PETERSBURG, VA., ONE OF THE GREATEST ROUTES IN SHOW HISTORY WILL BE PLAYED BY THIS BIG SHOW IN 1944.

"YOURS FOR VICTORY"

CETLIN & WILSON SHOWS, Inc.

P. O. BOX 787 PETERSBURG, VA.

OPENING SATURDAY, NOVEMBER 13th

AT 23 North Pennsylvania Street, Indianapolis, Indiana

INTERNATIONAL CONGRESS OF ODDITIES

OPERATED BY PARK AMUSEMENT CO., INC.

Acts and Attractions of every description, Freaks, Working Acts, Acts that pitch, good Horoscope Act, Musical Act. Feature of any kind for annex. Good Magician and any other acts suitable for our high type of museums. All winter's work, with privilege of being in one of our park units next summer. Reply in detail, stating all to RAY MARSH BRYDON, Suite 1046, Statler Hotel, St. Louis, Missouri. P.S.: You have your choice of St. Louis, Little Rock or Indianapolis; tell us which unit you prefer.

R & S Amusements Want

For Camp Davis, N. C., November 4 to 9; Warsaw, N. C., American Legion Celebration, commencing November 10; Legitimate Concessions, including Popcorn, Custard, Apples, Bingo and American Palmistry. Address

J. M. RAFTERY, Box 1047, Wilmington, N.C.

HARRY BURKE SHOWS

Want for up-town location, Main and 19th Street, all winter; joints of all kind that work for stock. Need Ride Help. Sure salary. Come on.

HARRY BURKE, Baton Rouge, La.



INSURANCE

CHAS. A. LENZ

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE CHICAGO, ILL.

DONOVAN BROS.' INDOOR CIRCUS

WANTS ACTS

To join at once. State details and lowest salary in first. Please do not misrepresent.

Address:

MINERAL WELLS, TEXAS, NOV. 4 TO 6.

AT LIBERTY

For Indoor Shows, 6 beautiful Black and White Liberty Horse Act. Palmetta Menage Horse Act. Combination Trick Roper and Whip Act with white stallion, silver saddle, man and lady, beautiful wardrobe. Wanted to Buy—Pony Trappings.

BUD E. ANDERSON, Emporia, Kans.

FOR SALE

To liquidate estate, offer three Circus Wagons—formerly Weir's Circus Wagons.

BOX 513, Care The Billboard

1564 Broadway New York 19, N. Y.



Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, Ill.

Permanent Project

Several months ago we called the attention of the coin machine trade to the teen-age club movement and how it was spreading in many cities. The initial speed of this movement declined for a time, and only recently it has gained a momentum that is much greater than ever before.

The teen-age club idea now promises to become a permanent civic movement in the United States. It is spreading so fast at the present time, and it is receiving such strong support from the public that it is worth careful study by the coin machine trade, particularly the music division of the trade.

We called attention to the teen-age clubs early in their history because so many of them were using juke boxes to furnish music for the young people. This continues to be true, and the big majority of newspaper stories about such clubs mention the juke boxes as a necessary part of the equipment. This certainly is the most favorable publicity ever given to the juke box industry, and for that reason the trade should find a way to give full support to the movement.

The use of juke boxes in clubs is a very natural thing, and if there is any group in America that really likes juke box music, it is the teen-age set. They have naturally mentioned their preferences, and for that reason they have juke box music in the big majority of the clubs already founded.

To give an idea of how the clubs are being established, the movement started in Detroit only recently and within three weeks there were 130 clubs at least operating in the city. Leaders in all walks of life, including the mayor, are taking active part in the organization of the clubs. Newspapers are giving big space to the idea. A similar movement started in Chicago just recently, and while Chicago has not yet

opened so many clubs, the city does have a strong organization, with the mayor and some of the most prominent civic leaders giving much time and thought to it.

The club idea is not confined to the large cities alone. Some of the earliest clubs were formed in the smaller cities, and recent reports show that now they are rapidly spreading to smaller cities in various parts of the country.

Emphasis at the present time is being placed on these teen-age clubs for their value in entertaining young people during the war emergency, but the juke box trade should begin at once to make the teen-age club idea its permanent civic project. Each division of the coin machine industry has long needed some civic or charitable project which it could foster as a means of cultivating public favor thru the performance of useful services. Because of the wide use of juke boxes and recorded music in these teen-age clubs, it seems to be a natural for the juke box industry. It is highly probable that civic leaders will give much attention to the club idea for the duration, and then when the stress of war is past, will drop the clubs. The juke box trade should keep this in mind and make plans for a permanent organization of some kind to maintain these clubs for years to come.

The juvenile delinquency problem is not temporary nor confined to the war period. Teen-age young people will always need their own special clubs, and they will always want juke box music. What could be better than for the juke box industry itself to set up a national board with State and city chapters for the one sole purpose of sponsoring teen-age clubs, or, at least, supplying the music for these clubs—that is, the juke box and records could be furnished by the industry?

CROWDS AT FLAG PARTY

"Bally" Plant Receives Army-Navy "E" Flag

Moloney emphasizes role of coin machine industry in war effort

CHICAGO, Oct. 30.—Before an assembly of 2,000 employees and friends, who packed the Grand Ballroom of the Hotel Sherman here this evening, George Moloney, vice-president and general manager of the Lion Manufacturing Corporation accepted the coveted Army-Navy "E" Flag from Com. Eugene E. Paro, of the U. S. Navy, who delivered the presentation address.

Colorful Ceremonies

Presentation ceremonies began with posting of the American colors by the Commonwealth Edison Post, American Legion, while the entire assembly sang the national anthem. Following presentation and acceptance, the "E" flag was hoisted before a brilliant background consisting of the massed colors of the United Nations. Lieut. Col. J. S. Harvey, U. S. Army, then presented "E" pins to a group of men and women, elected to represent all employees of the "Bally" plant. Included in the group were Les Landt, oldest employee, and Mrs. Marion Schrubbe, a night-shift worker who has four sons in the armed services. Romeo Kuklinski, night-shift inspection foreman, accepted the "E" pins on behalf of

the employees. The ceremonies ended with the singing of America.

Naval Hero Speaks

Com. Eugene E. Paro, who presented the "E" Flag, was awarded the Silver Star Medal on April 8 of this year for "extremely heroic and intrepid conduct while attached to a submarine detachment which carried supplies into Corregidor during the siege and evacuated American personnel from the area." In addition to Commander Paro and Colonel Harvey, the ceremonies were attended by Rear Adm. Alex M. Charlton, Commanders John Quinn, W. B. Moore, Daniel S. Armstrong and W. R. Raubenbush; Lieutenants H. L. Klein, A. H. Helst, W. H. Blackledge and W. H. Petridge, and Ensign Elizabeth E. Shelby, all of the U. S. Navy, and Col. F. C. Wolfe, U. S. Army Air Forces.

Industry Praised

Speaking of the rapid change from the manufacture of "Bally" games and vendors to material of war, Moloney said, "Because so many American business organizations prospered in the past by serving the decent, healthy demand of the American people for fun and amusement, comfort and convenience, Hitler and the Japs apparently believed America could not or would not gather the strength and courage to fight. Well, I think the fact that we—who are normally concerned only with the lighter side of life—have earned this high honor proves how utterly wrong Hitler and the Japs are."



PATRIOTIC SONGS. The Wurlitzer mixed chorus sang patriotic songs as a part of the program when the Army-navy "E" flag was recently presented to the North Tonawanda plant of Wurlitzer.

Here in CHICAGO

Harold Perkins, Buckley sales genius, is forsaking the chores of mowing lawns, shovelling snow, changing storm windows, etc., and will relax in his new Northside apartment. He has sold his Evanston home. (Have you met the new Mrs. Perkins?) "Perk" was married a few months back. . . . Bill De Selm, formerly of Exhibit Supply sales department, is associated with Lou Casola, large Rockford (Ill.) operator of arcades and amusement machines. Bill also shares his time in defense work. After the war Exhibit expects him back at 4222 West Lake Street. . . . Can any coin machine man match the contribution of R. E. Smith to the war effort? "Smitty" devotes full time to defense work at the O. D. Jennings & Company factory and has three sons in the service. Tom and Jerry Smith are both in the U. S. Coast Guard, and Ted Smith is a tech sergeant in the Army Signal Corps. Ted has not been home for more than two years. Tom has a daughter, born in February, he has not yet seen. . . . One hundred and fifteen years of service in the coin machine industry are represented by five men at Jennings.

pouring into John's office, where, on Thursday following the ceremony, this reporter found Mr. Watling "happy as a lark." . . . Seaman Second Class Eddie Ginsburg, on leave of absence from duties as co-head of Atlas Novelty Company, writes from Camp Perry, Va., to tell his many friends how much he appreciates their frequent letters. His heavy navy schedule has not permitted time to answer all his mail yet, but he says he intends to answer all letters and requests that his friends continue writing to him.



EDDIE GINSBURG

Howard Peo, of Rochester, N. Y., one of the pioneer amusement machine manufacturers, spent several days in Chicago during the past week. Peo operates Valley Specialty Company and is one of the few manufacturers still manufacturing any products for the trade. His visible jackpot for Vest Pocket Bells is constructed of wood for the duration and can be supplied even under stringent wartime regulations. Peo will be remembered as having made the name "vest pocket" famous back in 1929 when his Vest Pocket Basketball game was voted the outstanding amusement machine of the year at the annual coin machine show. Peo's Whirlwind was another sensation in the trade a year or two later. . . . Jack Nelson, of Rock-Ola, in one of his lighter moments while relaxing from their heavy wartime manufacturing schedule, told us that a man really only has about 35 years to live. "For the first 15 years," said Nelson, "a fellow doesn't really know what the score is. If he 'travels on' at the age of 65 his last 15 years are mostly spent in reminiscing." So, a moral might be, if you are between 15 and 50, why not enjoy the priceless privilege of living as well as breathing? . . . Bert Klimist, who operated the Five Star Sales Company, of Dallas, Tex., spent part of his furlough time in Chicago during the past week. In a neat army uniform, looking every inch a soldier, Klimist said he was still operating as Five Star Sales Company in Juneau, Alaska, where he is stationed. His weekly

copy of *The Billboard* forms part of the servicemen's limited library, he said. . . . B. D. and J. D. Lazar, Pittsburgh Rock-Ola distributors, were business visitors in Chicago and at the Rock-Ola plant last week. Other Rock-Ola distributors, here at about the same time, included George Prock, of Dallas, and M. W. Griffin, of California Amusement Company, San Diego.

Jennings, of O. D. Jennings & Company, reports that he is up against a real problem. It isn't really a business problem, for he has met and mastered business problems of every shape, size and color during peacetime and war. This one is different. His secretary for many, many years, the former Betty Rotburg, who married during the summer, plans to retire to private life. Jennings is faced with the problem of finding another secretary just like her. . . . A schedule of fixed prices on used equipment of all kinds, to be compiled and submitted to OPA for approval, is the suggestion of Pat Buckley, Buckley Manufacturing Company, to be substituted for the OPA 75 per cent ceiling now in effect. . . . There are more arcades in operation today than even Perc Smith of Exhibit Supply Company believed would actually come to pass. If you know Mr. P. S. you know the dean of the arcade equipment field. He points to their popularity as resulting from a large variety of entertainment, easily accessible to young and old, at a very reasonable price. Following the war, Smith predicts that a great volume of equip-

ment, both old and new in design, will be necessary to replace machines now straining under heavy wartime play. . . . There is gold braid in abundance at A. B. T. Manufacturing Company these days, where navy inspectors and officials are required to put their stamp on precision equipment manufactured by A. B. T. craftsmen. There are also two graceful Dachshund puppies much in evidence at this West Side factory who have the full run of the plant without benefit of badges or credentials. They are pets of Walter Tratsch. . . . At Atlas Novelty Company the boys have received recent snapshots of Irving Ovitz and Howard Freer. Both are in the army. Freer posed in his formidable-looking outfit as escort guard for war prisoners at McCallister, Okla. Ovitz accompanied his photo with a humorous poem. Ovitz is stationed at Camp Swift, Tex. . . . Several Illinois operators were doing a little trading of equipment at local distributors the past week. They included Al Mallott, of Rockford; Briz Collins and Lou Hubell, of Peoria; J. C. Turl, of Farmington, and S. D. Harmon, of Galesburg.

Improved equipment will greet the trade following the war, but will not be of a revolutionary nature, in the opinion of one of the industry's leading engineers and designers. According to Harry Williams, of Williams Manufacturing Company, changes in design, mechanical principles, as well as introduction of new types of machines, will be a gradual (See **HERE IN CHICAGO** on page 61)

SPECIAL PRICE
2040 RWB TICKET DEALS
 DOZ. \$30.00 SAMPLE \$3.00 Each GROSS \$324.00
 Takes in \$102.00. Pays Out \$72.00. Profit \$30.00.
 Have Only a LIMITED AMOUNT. Order Now. Deposit Required With Order. Don't Wait.
WISCONSIN DELUXE CORP. 1902 No. Third St. MILWAUKEE, WIS.

ANOTHER WEEK NEARER VICTORY!
 . . . — HELP BRING IT CLOSER—BUY MORE WAR BONDS

INTERNATIONAL MUTOSCOPE CORPORATION
 Penny Arcade Headquarters Since 1895.
 Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
 44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

FOR SALE

- 1 10¢ Mills Roman Head, 3-5 Payout . . \$97.50
 - 2 5¢ Mills Roman Heads, 3-5 Payout, Ea. \$2.50
 - 1 25¢ Mills Escalator, FOK Jackpot, 2-4 Payout \$5.00
 - 1 Grootchen G.A. Columbia, Cig. Reels, Front Payout 30.00
 - 2 Grootchen Imps, 5¢ Play, Ea. 5.00
 - 2 Grootchen Pike's Peaks, Ea. 10.00
 - 5 Pace Saratoga Jrs., Slide Rails, Ea. . . \$7.50
 - 1 Chicago Coin Hecker \$187.50
 - 2 Mills Collapsible Steel Stands, Ea. . . 10.00
- 40 Yale Jr. Padlocks—Make Offer.
1/4 Certified Deposit With Order.

STANDARD SCALE CO.

715 N. Kingshighway ST. LOUIS 8, MO.

THIS WEEK SPECIALS

- 18-Inch Lumiline Bulbs, 95¢ ea. in Lots of 24 or more...
 - 12-Inch Lumiline Bulbs, 85¢ ea. in Lots of 24 or more...
 - PACKARD WALL BOXES, \$29.50 ea.
- 1/2 Deposit With Order.

RUNYON SALES CO.

123 Runyon Street NEWARK, N. J.

CONSOLES

- HIGH HAND COMBINATION . . \$149.50
- JUMBO FREE PLAY (Newly Painted) 95.00
- FAST TIME 75.00
- LONG CHAMPS 25.00

PHONOGRAPHS

- WURL. COUNTER MODEL #61 \$ 85.00
 - SEEBURG DUO REMOTE CONTROL, WIRELESS 125.00
 - PENNY PHONETTE SYSTEM, consisting of 13 Wall Boxes, Power Supply and Adapter . . . 130.00
 - SEEBURG WIRELESS WALL-O-MATICS, formerly 24 Selection Type, converted into 20 Selection Type. Each 20.00
- Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

1903 Washington Blvd. ST. LOUIS, MO.

EXTRA SPECIALS

- 5 Mills #40 1-2-3, Each \$ 65.00
 - 5 Exhibit Short Stops, Ea. 15.00
 - 5 Genco Victory, Ea. 72.50
 - 5 Bally Rapid Fires, Ea. 189.50
 - 3 Mutoscope Skyfighters, Ea. 309.50
- 1/3 Cash, Balance C. O. D.

CHARLES POLGAAR

860 Floral Ave. ELIZABETH, N. J.

A TON OF PENNIES for \$12.50 WITH BOMB-HIT

Beautiful hardwood cabinets, heavy plate glass, pick-proof lock. Colorful, artistic screened playboard catches eye and cash. Separate compartment records hits. Money back after 10-day trial if this Bomb-Hit isn't all we claim for it.



TERMS: Sample, \$12.50; Lots of 5 or More, \$12.00; Lots of 10, \$11.00. Cash with order.
P. K. SALES CO. Cambridge, Ohio

WANTED TO BUY

Exhibit LEADER — STAR
DO-RE-MI — WEST WIND
DOUBLE PLAY—SUNBEAM

Quote Quantily Available and Best Price.
MONARCH COIN MACH. CO.
1545 N. Fairfield, CHICAGO 22, ILL.

OPA Asks Advisory Groups in Trades With Price Ceilings; Lesson in Association Work

The coin machine industry is awaiting the official announcement of industry advisory groups appointed by the Office of Price Administration. The latest information is that the OPA office has submitted names for committees representing manufacturers, distributors and operators to the Department of Justice for certification. When the department has certified the appointment, then the names will be announced and meetings of the committees called by OPA.

OPA officials have indicated that no changes will be made in the provisions of MPR-429, covering the sales of used coin machines, until the advisory committees have been consulted. Meanwhile, the original story of the call for advisory committees to confer with OPA officials may be of general interest.

When this request was made public, the OPA also issued detailed instructions on what such advisory committees would be expected to do. The list of instructions is really a big lesson in association work, and for that reason we are reprinting it in full for the information of trade association leaders.

It is understood that OPA price ceiling orders relate only indirectly to certain products used by the coin machine trade. Some articles of merchandise sold thru vending machines are controlled by price ceiling orders. Photographic supplies, radio tubes and other items used by various branches of the coin machine trade are also controlled by price-ceiling regulations. These supplies and auxiliary items are restricted in the particular industries producing such goods. However, the coin machine trade and its association leaders need to keep informed on the important suggestions made by the various government agencies.

Procedure Applicable to Industry Advisory Committees Appointed Under the Emergency Price Control Act of 1942

Sec. 1300.1001 General functions and powers of industry advisory committees—(a) Functions of committees. Under the Emergency Price Control Act of 1942, hereafter referred to as the Act, an industry advisory committee is an advisory and consultative group. The committee is designed to advise the administrator with respect to industry matters that should be taken into consideration in preparing maximum price regulations and amendments which are consistent with the Act. The committee may make such recommendations as it deems advisable. The advice and recommendations of the committee are for the purpose of assisting the administrator but it is the administrator who has the responsibility for making ultimate decisions. In general the administrator will seek the advice of the committee in connection with all major amendments of regulations. Regardless of whether the administrator requests consultation with the committee or the committee offers advice or recommendations on its own motion, the committee as an official organization under the act is permitted to do such things as are reasonably necessary for the proper performance of those functions and as are consistent with this regulation. Beyond this, however, committee members have no general immunity from the legal limitations imposed upon persons taking action together.

Real Purpose

(b) Purpose of procedural regulation. In providing for the appointment of Industry Advisory Committees, it was the thought of Congress that persons who are already informed about and familiar with the industry and its problems can be of valuable help and assistance in the effectuation of the purposes of the Act in a manner not imposing undue burdens and requirements on the industry.

The committees are in a position to make known to the administrator the interests and views of industry and the persons engaged therein. In order that the maximum amount of benefit may accrue to the administrator and industry from the appointment of committees, a plan of organization and procedure is provided herein.

Sec. 1300.1002 Delegation by the Administrator—(a) Powers. The authority of the administrator to take actions in connection with the committee or its subcommittees may be exercised by and in the name of the price executive of the appropriate commodity or service branch, who is referred to in this regulation as the price executive. However, appointments and removals of members of committees or standing subcommittees are to be made in the name of the administrator.

(b) Consultations: reports. In general this regulation provides for the holding of consultative meetings with the price executive or a person designated by him, and for the filing of reports and recommendations with the secretary of the Office of Price Administration.

Sec. 1300.1003 Appointment of Committees—(a) Time of Appointment. The administrator will from time to time appoint industry advisory committees that are representative of an industry, nationally or regionally or both. He may appoint such a committee even tho a formal request from the industry is not received, but the appointment of such a committee is not required in the absence of an appropriate request or requests from a substantial portion of an industry which is subject to maximum price regulation. If such request or requests are received before the administrator has appointed a committee on his own motion, the administrator will take steps, pursuant to this section 1300.1003, to appoint a committee.

(b) Meaning of "industry." What constitutes an "industry" will be determined by the administrator in the light of the circumstances. In general, the relevant considerations will be those which will insure to persons subject to price regulations a means of consultation and recommendation, but which will at the same time provide a workable framework for such consultation and recommendation, taking into account the organization of the Office of Price Administration, and avoid an undue multiplicity of committees. An "industry" may be subject to one or more regulations or orders.

Who Moves First?

(c) Form of request. If the administrator has not yet appointed a committee a request for the formation of an industry advisory committee may be made by a person subject to a maximum price regulation or order issued by the administrator, or pursuant to authority delegated by the administrator. The request must be made by a written application and signed by a person

who is eligible to make the request. Every such application shall be filed by individual companies or firms. The application shall be executed in triplicate and filed with the secretary of the Office of Price Administration in Washington. The application shall include the following information:

- (1) The name of the applicant.
- (2) The nature of the applicant's business.
- (3) The maximum price regulation or order to which applicant is subject.
- (4) The industry for which the applicant desires to have the committee appointed.
- (5) The geographical area that the particular industry advisory committee requested will represent. An applicant may request the appointment of a national committee, a regional committee, or either one in the alternative, or both.

A joint application may be filed by persons subject to the same price regulation or order, but such application must be signed by each of the applicants.

(d) Composition of committee—(1) National or regional. The administrator will determine whether it is appropriate to appoint a committee which is national or regional in scope.

Trade Fairness

(2) Representative character. The administrator will as far as practicable select members in such a way that the committee will be truly representative of the industry, or of the industry in a region, taking into account substantial differences in position and method of operation of the various concerns engaged in production and distribution, and specifically taking into account geographical location, differences between small and large concerns, between integrated and non-integrated concerns, and between members and non-members of organized trade groups.

(3) Eligibility for membership. Eligibility for membership on an industry advisory committee shall be determined by present occupation in a supervisory, managerial or technical capacity related to the production, distribution or use of a commodity or service by a firm in the industry.

(e) Designation of committee. The administrator will follow the procedure set forth below in appointing industry advisory committees:

(1) The administrator will send a letter to those members of the industry whom he believes would constitute a truly representative committee, asking each one of them to notify the administrator if he is willing to serve on the committee.

(2) After the administrator has secured the acceptance of a representative group of the industry, letter of notification will be sent to each member appointed on the committee and this letter will contain the names of all the members of the committee.

(3) At the time the notice of appointment is mailed to the members of a particular committee, a letter will be sent to the attorney general advising him of the appointment of the committee and a press release will be issued by the administrator announcing the appointment of such committee and the membership thereof.

(4) The administrator or price executive will make arrangements for an initial meeting of the committee for the



DISCUSSING THE AWARD. Left to right: Farney Wurlitzer, chairman of the Wurlitzer board of directors; Col. Walter F. Richards, U. S. Army Air Corps, and Mike Hammergren, general sales manager of the North Tonawanda division of Wurlitzer, talk things over at the recent Army-Navy "E" flag ceremonies.

FOR SALE!
TWO 780E WURLITZERS
WRITE FOR PRICE!
DAVE LOWY 594 10th Avenue, New York City. Longacre 5-9495
"Let's Trade Together, Even If It's Ideas"

purpose, among others, of electing a chairman.

(f) Alteration of committees. The administrator may, from time to time, in order more fully to effectuate the Act and this regulation and the purposes thereof, enlarge, reduce or change the membership of a committee.

(g) Vacancies. A vacancy in a committee may occur because of the resignation or death of a member or because of removal of a member by the administrator for cause. A member may resign by written notice filed with the secretary of the Office of Price Administration in Washington.

Vacancies in the membership of the committee may, in the discretion of the administrator, be allowed to stand unless the remaining members of the committee are not truly representative of the industry, or of the industry in a particular region, as the case may be.

(h) Subcommittees — (1) Standing subcommittees. A standing subcommittee may be appointed within a committee where a particular segment of the industry presents frequent problems requiring specialized knowledge. The committee may, subject to the other provisions of this regulation, assign continuing functions to a standing subcommittee but not to a temporary subcommittee. Standing subcommittees shall be appointed by the administrator. The committee may request the appointment of a standing subcommittee. The administrator may appoint to a standing subcommittee persons who are not members of the committee. The provisions of paragraphs (d), (e), (f) and (g) of this section 1300.1003, with respect to committees, shall also apply to standing subcommittees.

Where a standing subcommittee has been appointed by the administrator, it may request and obtain consultation with the price executive, and its recommendations may be adopted by mail vote of a majority of the full committee. (See Sec. 1300.1006.)

(2) Temporary subcommittees. The committee may appoint, from its own membership, temporary subcommittees to handle special and non-recurring problems. The committee shall notify the price executive of the appointment of any subcommittee and the nature of the special and non-recurring problems delegated to the subcommittee for handling.

Sec. 1300.1004 Officers and employees — (a) Chairman and vice-chairman. The committee shall elect a chairman from among its members by a majority vote of the total committee membership. The committee may also elect a vice-chairman who shall act in the case of the unavoidable absence or inability to act of the chairman. Standing subcommittees may select a chairman and a vice-chairman in like manner.

(b) Secretary; treasurer. The committee may appoint a secretary and a treasurer, or one person to serve as both secretary and treasurer. Standing subcommittees may either select a secretary and treasurer in like manner or they may use the secretary and the treasurer of the committee. Appointment of a non-member of the committee as secretary-treasurer, or in any other capacity, does not constitute the person appointed a member of the committee.

The chairman, or the secretary, or such other person as the committee may designate, shall be responsible for the keeping of minutes at meetings called by the chairman.

The chairman, or the treasurer, or such other person as the committee may designate, shall be responsible for administering the receipts and disbursements of the committee, and the keeping of financial accounts.

(c) Other assistants. The committee may hire other assistants.

Matter of By-Laws

Sec. 1300.1005 Administration of committees — (a) By-laws. The committee may adopt reasonable by-laws not inconsistent with this regulation. The committee's by-laws shall be filed in triplicate with the secretary of the Office of Price Administration. The administrator may disapprove by-laws that are in his judgment unreasonable, inequitable, not consistent with law, or not appropriate to the effectuation of the purposes of this regulation and the Act. Failure to disapprove the by-laws shall not be regarded as approval thereof.

(b) Committee meetings. Meetings of a committee or subcommittee may be called by the chairman thereof, or by the administrator or price executive for purposes of consultation.

Meetings called by the chairman shall be held at such times as may seem proper to him. When a majority of the committee or subcommittee request a meeting he shall call such meeting within a reasonable time thereafter. In

calling a meeting, the chairman shall prepare a written notice specifying the time and place of the meeting and the proposed agenda, and shall send such notice to all the members of the committee or subcommittee and to the price executive. Such meetings shall be held not less than 10 days after the mailing of the notices, unless the chairman specifically states in the notice that the exigencies of the situation are such that the 10-day period must be waived.

The administrator or price executive may call a meeting for purposes of consultation, and designate an appropriate member of the staff as the representative of the Office of Price Administration to conduct the meeting. Other members of the staff of the Office of Price Administration may participate in the meeting; in general, only a small number of such persons shall attend. At such meetings, persons who are not members of the committee or of the staff of the Office of Price Administration may be present if they have received a written invitation from the administrator or the price executive.

(c) Quorum. Action taken by the members of a committee will not be recognized as action of the committee unless a quorum is present. Two-thirds of the total membership of a committee or subcommittee shall constitute a quorum. A member may not select a non-member as an alternate to act in his place.

(d) Minutes of meetings. Minutes shall be kept of all meetings of either the committee or any sub-committee. Within 15 days after a meeting called by the chairman of a committee or subcommittee, copies of these minutes, in triplicate, shall be filed with the secretary of the Office of Price Administration. After a meeting for consultation called by the administrator or price executive, copies of the minutes will be sent by the Office of Price Administration to the chairman of the committee or subcommittee.

How Financed

(e) Finances — (1) Receipt of voluntary contributions. The committees may request and receive contributions for its maintenance. Its expenses may include salaries and travel expenses of the members and staff. The committee may state a specific sum which seems to the committee to represent a particular company's fair share of the expenses of the committee; but if the committee does state a specific sum it must state the basis upon which the sum was determined and must also state that the particular company need not contribute to the expenses of the committee unless it so desires.

Contributions in excess of an amount reasonably necessary for the committee to perform its functions under the act may not be requested or received.

(2) Financial reports to Administrator. Within 30 days after March 31, June 30, September 30 and December 31, of any year, the chairman shall file in triplicate with the secretary of the Office of Price Administration, a report of (a) the assets and liabilities of the committee on such date and (b) the committee's receipts and disbursements during the three preceding months.

§ 1300.1006 Formal action by committees — (a) Consultation with administrator. In addition to meetings called in the absence of formal request, the price executive will upon request, consult with a committee or with a standing subcommittee with respect to a regulation or order governing all or a part of an industry, or with respect to the form of such regulation or order, or with respect to classifications, differentiations and adjustments in such regulation or order. The chairman of the committee or standing subcommittee, as the case may be, shall notify the price executive if the committee or subcommittee desires a meeting for such consultation, and the price executive will arrange a meeting, advising the chairman of the meeting date. Such meetings shall be held as provided in the third paragraph of § 1300.1005 (b) of this regulation.

Must Confer

(b) Recommendations — (1) Necessity for meetings. No representation or recommendation made to the administrator shall be regarded as coming from the committee, unless such representation or recommendation was agreed to by a majority of the members present at a meeting duly called under this regulation, at which meeting a full opportunity for discussion of the proposed representation or recommendation was afforded all members.

A representation or recommendation agreed to by a majority of the members of a standing subcommittee present at a meeting duly called under this regulation may be adopted by the members of

the committee by mail. However, if any member of the committee so requests in writing, the chairman shall place the proposed representation or recommendation upon the agenda of the next meeting for general discussion.

(2) Filing with Office of Price Administration. Recommendations to the administrator shall be made in triplicate and filed with the secretary of the Office of Price Administration. Such reports shall be signed by the chairman of the committee and shall contain the statement that a majority of the members present at a duly held meeting have voted in favor of such report or recommendation. Any minority report or recommendation shall be submitted in the same form and at the same time. In the event of a minority report or at the request of any member of the committee, the secretary of the committee shall certify the number voting for the majority report or recommendation, and for the minority report and recommendation if there be any.

A subcommittee may not make reports and recommendations directly to the administrator. However, if the committee refuses to adopt the report or recommendation of a standing or temporary subcommittee, the chairman of the subcommittee may transmit two copies of its report or recommendation to the price executive together with the notation of its failure of adoption by the committee.

§ 1300.1007 Committees organized prior to the effective date of this regulation. A committee that was appointed prior to the effective date of this regulation shall continue to function as such. However, such a committee should follow the procedure required herein in all action taken after the effective date of this regulation.

§ 1300.1008 Notice to committees of this regulation. Copies of this regulation shall be furnished to the chairman of each committee for its guidance.

This regulation shall become effective June 12, 1943.

Issued this 7th day of June, 1943.

PRENTISS M. BROWN, Administrator.

Manny Gutterman Tours for Gardner

CHICAGO, Oct. 30.—Gardner & Company have announced that Manny Gutterman, well known in the salesboard field, has been added to their staff as roving sales manager. He will leave shortly on a nationwide junket which is expected to take him into many of the country's salesboard centers. Commenting on the addition of Gutterman to the growing Gardner staff, a firm executive said: "Manny has traveled the salesboard highways and by-ways for 14 years and is sure to receive a warm welcome wherever he stops."

Continuing, he said: "He will carry the full line of Gardner boards which, needless to say, are very well known. The addition of Manny Gutterman is typical of the aggressiveness and spirit pervading the Gardner organization despite production difficulties common to the industry."

HERE IN CHICAGO

(Continued from page 59)

process. Williams does not foresee any large volume of brand-new ideas being offered to the trade immediately following the war.

"We will be selling to the same people, and our playing public will be practically the same; for this reason, familiar principles will have greater appeal than something entirely new," Williams said.

Citing several new developments in the sound recording field, Williams declared he expected the greatest advances in the music division of the industry. "However," he continued, "manufacturers of games will find that they can apply precision manufacturing methods, required in war work, to post-war amusement machines. We can expect closer tolerances, better engineering and general mechanical improvements that will permit machines to wear longer, operate more efficiently and require less maintenance."

Among distinguished out-of-towners who were guests of Gilbert Kitt, of Empire Coin Machine, during the week were Rose Knollmiller of Toledo (a week-end house guest of Mr. and Mrs. Kitt); Davey Day, Chicago veteran of the prize ring; and Operator Boasberg of New Orleans. Boasberg, who operates one of New Orleans's largest arcades, served a year in the navy.

DON'T BUY ANY RADIO TUBES UNTIL YOU COMPARE THESE PRICES!!!

Table listing various radio tube models and their prices, such as 01A, 1A5GT, 1B5-25S, etc.

NO ORDERS FOR LESS THAN \$5.00 ACCEPTED. 50% DEPOSIT ON C. O. D. ORDERS. ALL TUBES GUARANTEED. Please send L-265 certificate with order—No Consumer Sales.

RADIO TRADING CO.

58 MARKET ST. NEWARK 1, N. J.

SALESMEN WANTED! 2 GOOD MEN NEEDED AT ONCE FOR ESTABLISHED EASTERN AND SOUTHEASTERN TERRITORIES. FULL TIME REPRESENTATION. SUBSTANTIAL EARNINGS ASSURED TO RIGHT MEN. REPLIES WILL BE STRICTLY CONFIDENTIAL. WRITE TO GENERAL MANAGER GARDNER & CO. 2309 Archer Ave. Chicago, Ill.

WALL BOXES Model 120 Wurlitzers \$28.50 Model 115 Wurlitzers 28.50 Model 145 Stoppers 25.00 Model 135 Stoppers 25.00 Also Converted To Use on Dual Wire Model 300 Adapter 17.50 Model 130 Adapter 20.00 Packard Wall Box Brackets 2.50 Will swap 2A4G, 6A6, 56, 6B8, 6C6, 6Y7G, 6FB, 68F5 and other Tubes for 6SC7, 5Z3 or 6L6G Tubes. J. H. PERES AMUSEMENT CO. 922 POYDRAS ST. NEW ORLEANS, LA.

WILL PAY CASH FOR SEEBURG 1937-1938 and 1939 MODEL PHONOGRAPHS W. B. NOVELTY CO., INC. 1903 Washington Blvd. St. Louis, Mo.

FOR GUARANTEED PACE EQUIPMENT BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

Juke Boxes Set Stage For Teen-Age Night Clubs

More cities join movement to provide wholesome fun for juveniles

Front and center in the nation's growing avalanche of teen-age clubs is the familiar juke box which provides almost the whole show in the smaller clubs and furnishes music for dancing in the larger ones except on special orchestra nights.

Kalamazoo, Mich., boasts one of the best-organized teen-age clubs. Here, social agencies thought well enough of the idea to apportion \$10,000 of War Chest Campaign funds for its operation. The club was started last May when 1,500 students petitioned the city commission for a clubhouse or social center which they could establish and operate themselves.

The Detroit News devoted a feature story to the Kalamazoo organization in its issue of October 21. Referring to facilities and equipment, The News mentioned the following:

"For the first 10 weeks during the summer the youngsters were given quarters in the YWCA, where they also had access to the swimming pool. Then early in September they found quarters on the second floor of a garage building. The boys and girls spent every spare hour in cleaning, painting and decorating the place. The equipment is still rather meager, consisting of a few tennis tables and a snack bar. They have an excellent dance floor which on Friday nights draws as many as 600.

"Every student 15 to 19 years old is eligible for membership. The canteen is open four nights a week. On Monday and Wednesday, admission is 10 cents;

Friday nights when an orchestra replaces the juke box, 40 cents; Saturday nights, 30 cents, and Sunday afternoon, admission is free.

"Overhead is fairly heavy, running at \$200 a week, and including the rental at \$125 a month, orchestra hire and the services of a part-time manager who is a teacher in the high school; a woman social director, a patrolman and several other adult employees. Lately the venture has begun to pay for itself, tho this is not a material consideration."

Invest in Joliet Youth

With the above campaign slogan, Joliet, Ill., has given its teen-age boys and girls a \$10,000 stake in the future.

Unlike the Moline (Ill.) and Roseland (Ill.) plans, which were initiated by the youngsters themselves, the Joliet plan was fostered by a council of elders. It marks one of the first successful applications of a program advanced two weeks ago in Chicago when that city's leaders adopted a Chicago Youth Conference plan suggested by *The Herald-American*.

The Chicago plan calls for a correlated effort by organizations in the city to make available recreation spots for adolescents, to inspire them to self-government and to set their own rules of conduct.

A Juvenile "Night Club"

Something different in the way of night clubs is reported by *The Omaha World-Herald* in its edition of October 24. Describing the Scottsbluff (Neb.) night club for adolescents, *The World-Herald* said: "Over its 'bar' is dispensed nothing more potent than pop, and when its patrons stagger they're doing nothing more sinful than a bit of jitterbugging.

"Located across from the high school, a building that once housed a soft drink parlor has been remodeled and put into operation much on the order of a USO club. The center has a dance floor, juke box, piano, ping-pong tables and other games."

Decisions Based On Fact Given by Research Division

CHICAGO, Oct. 30.—A commercial research division whose decisions are based on fact rather than opinion is the one organized by RCA-Victor, E. W. Butler, manager of the department, told a recent meeting of the Chicago chapter of the American Marketing Association.

Suggestions for commercial research projects have been so numerous since the division was organized that it has been necessary to put new research studies on a priority basis. Among the subjects studied by the laboratory are consumer buying habits, retail distribution, product quality, markets, standard wholesaling procedures, national selling problems and wholesale distribution.

For many years the record industry has been trying unsuccessfully to predict record popularity, Butler said. RCA's commercial research division study showed that popular records have a typical demand curve, with the average life of a hit tune lasting about six months. It was also found that 52 per cent of the demand for a hit record is concentrated in a period of six weeks. Thru a system devised by the division, orders can be filled more quickly, so that retailers do not lose sales during peak periods.

Style Testing

Style testing was begun by the firm two years before the war began. Style clinics were held, with husbands and wives selecting a single model each liked and not one which each liked separately. Thus consumers had a stake in the selection of models, so that their responses were not mere opinions but actual judgments of what they wanted in their homes. Admitting that this method of research may be expensive, Butler said that it is actually far less costly than the loss sustained in liquidating a single model which fails to sell.

In the RCA-Victor commercial research division, the division reports directly to the general manager of the business, not to the sales division, he reported.

Jukes Used in 5 Youth Clubs

Cleve. youth settlements, in congested areas, offer competition to unsavory "hang-outs"

CLEVELAND, Oct. 30.—The urge for activity and fun for teen-age boys and girls is being answered in part by the Cleveland Youth Settlements in their soda bars, dance and game rooms. The settlements are located in the most congested areas of the city where the recreation program they have set up offers a wholesome outlet for the restlessness of the youngsters and is competition to the unsavory places of the neighborhood bidding for their patronage.

Soda bar and a juke box for dancing at East End Neighborhood House are magnets that attract the young set of the neighborhood. Different clubs meeting in the house take turns sponsoring a night.

Alta House Recreation Hall is newly decorated and open for bowling, shuffleboard, ping-pong and dancing four periods a week. The young people and the staff run both the games, dancing and soda bar on a co-operative basis. When this hall first opened for the teen-age girls and boys, they had no juke box. However, arrangements are now being made by the Cleveland Phonograph Merchants' Association to get a juke box installed.

The Friendly Inn Canteen is a newly opened hangout which is open every night from 7 to 10 p.m. for girls and boys over 14. A juke box provides music for dancing.

Teenville is operated by the boys and girls themselves at University Settlement. Special entertainers are a feature of Teenville. There are booths with seats, dance floor and juke box, which guarantee its popularity.

A committee of nine youths is decorating, painting and planning the activities for a soda bar at Merrick House. Dancing will be held several nights weekly to the accompaniment of a juke box.

At a meeting of the Cleveland Phonograph Merchants' Association, October 26, a committee was appointed to work with the city's recreational department on teen-age club promotions. It is hoped that many more clubs will be formed in Cleveland, and the association expressed its desire to help form these clubs and look after their needs. Appointed to the committee to do special work in connection with teen-age clubs were George DeFrieze, Jack Cohen and Samuel L. Abrams.

Press Plays Up Unfortunate News Happening in Chi

CHICAGO, Oct. 30.—An unfortunate incident occurred in Chicago this week which furnished the news press services with the story of a so-called "juke box murder" to send to newspapers all over the country. News reports mentioned that the murdered man probably had from 10 to 20 juke boxes. One report said that he had no particular business headquarters and his "office was under his hat."

Nevertheless, the incident occurred at a very unfortunate time when the grand jury was investigating big time gambling in the city, and powerful political organizations were trying to stir up scandals. The Chicago Crime Commission immediately began to urge the grand jury to investigate the juke box trade. Newspapers mentioned several prominent political connections supposedly having a finger in the juke box trade in Chicago, and this may serve to keep the agitation alive for a time.

An official of the Illinois Phonograph Operators' Association was called in for questioning and his testimony is said to have upheld the good reputation of the organization and of the trade in general. The incident is one of those unfortunate things that occur in various cities at intervals, but due to the hot political issues in Chicago, it may be fanned into a big scandal.

Michigan Operators Elect Three New Directors to Board

DETROIT, Oct. 30.—United Music Operators of Michigan elected three new members to the board of directors on October 26 to replace three members who resigned. New members do not indicate any general shift of control within the organization, but are the result of changed business conditions.

Edward Grohowski and Chris Hornbeck resigned from the board because both are now working in war factories, and felt unable to devote the necessary time to serving as directors. Max Lipin, of the Allied Music Sales Company, has discontinued his operating department and is confining activity to the distributing end of the business, so he is no longer eligible to be a director.

Newly elected members are Edward Carlson, Carlson Music Company; Victor De Schryver, Marquette Music Company, and G. M. Patton, Pat's Music Company.

Petrillo Lifts Ban On Hiring of Union Men by Soundies

CHICAGO, Oct. 30.—Latest company to reach an agreement with James C. Petrillo and the American Federation of Musicians is Soundies Distributing Corporation of America, Inc.

A wire received by the company from Petrillo said: "This is to advise that the ban on Soundies has been lifted and you are free to employ members of the American Federation of Musicians for the making of sound films to be used in connection with the Soundies Distributing Corporation of America, Inc."

William F. Crouch, executive producer for Soundies, left October 26 for New York, where he will film about 30 subjects.

MUSIC IN THE NEWS

By MARGARET S. WELLS

OMISSION—When we read in *The Christian Science Monitor* that the three-power conference in Russia was being held in the music room of the Spiridonovka Palace, we thought the item would be a natural for this column. Our hopes were short-lived. We learned that the three conferees, Secretaries Hull and Eden and Foreign Commissar Molotov, sit in large easy chairs upholstered in white; that nine smaller chairs are provided for the experts attending the meeting; that the walls have gray marble panels and soft green silken tapestries; that there are three small tables for secretaries. Of music, however, there is not a word. Apparently the music room contains not a single item to justify its name. We hoped there might at least be a grand piano in one corner, but no; the music room is bare of such adornment. Would any distributor like to donate a juke box so the music room will have a little greater claim to its name?

SUCCESS STORY IN REVERSE—*The Milwaukee Journal* recently ran an article on Fred Schmitt, former concertmaster and conductor for Publix theaters, now a cab driver in Denver. A violinist, graduate of the Royal Academy of Music in Berlin and the Royal Conservatory of Music in Dresden, Schmitt feels that after the war he will have the opportunity again to conduct an orchestra.

He's content with his present job, tho, and says he feels "a positive sense of elation over what I'm doing, over the real, honest, useful life I'm leading."

He has turned down offers of political jobs and those with dance bands. He would rather forget about music, he says, than to "desecrate those great symphonies in the sagging melodies of swing."

Schmitt went to Denver in 1928 to conduct the orchestra at the newly built,

imposing Denver Theater. At that time the orchestra was the foundation for each week's film program in theaters thruout the country. Came the depression, and theater orchestras were out.

He's philosophical about the change in his fortunes and thinks it would do everyone good to make some sudden changes in his life and "find out how little they know about anything except their own smug little circle. They'd find out something about humanity."

His life as a cab driver has given him new freedom and a new sense of values, he declares. He hasn't worn a bolted shirt in months and doesn't even have to have a crease in his trousers. When he was a conductor he made \$250 a week and spent \$350, he says; now he makes \$250 a month and saves money.

Schmitt thinks the highlight of his musical career was conducting the New York Paramount Theater Orchestra in 1927 during a nationwide tour as guest conductor for Publix theaters.

He went into theater work about 25 years ago, and collaborated with some of filmdom's well-known directors of today, including Borris Morros, general musical director for Paramount, and Nathaniel Finston, director for United Artists.

BRIGHT IDEA—Some of the best known American tunes, such as *Put On Your Old Gray Bonnet* and *Little Brown Jug*, are destined to end up in the Library of Congress as Americana, we learned from the column, "Front Views and Profiles" in *The Chicago Tribune*.

The whole thing started when the USO decided soldiers weren't singing enough. Their reasoning went something like this: "Soldiers should sing. Soldiers should sing songs beloved in their childhood. Soldiers would sing songs beloved in their childhood if they (See MUSIC IN THE NEWS on page 67)

Jukes Helped Disk Firms Recover From Sales Slump

Financial paper also credits them with starting public buying records again

NEW YORK, Oct. 30.—Juke boxes are credited with helping the record companies to recover from the sales slump which threatened the industry in 1933. An article in *The Wall Street Journal*, financial paper, discussing wartime favorites of the record-buying public, says that the nickel juke box was not only a big consumer but did much to start the public buying records again. "Even today," says the article, "it is estimated that juke box operators take about 20 per cent of all records made. They pay no more for their disks than does anyone else. Record companies don't mind this—they say it's good advertising for them."

The article also says: "Wartime America wants its music simple and gay. That's the experience of the country's phonograph record manufacturers, struggling to meet the greatest demand for musical disks in the history of their industry."

"Exact figures aren't available, but best estimates are that 75 per cent of the 120,000,000 records likely to be sold this year, will be the *Pistol Packin' Mama*, or popular, variety. About 20 per cent will go to the *Nutcracker Suite*, or classical, demand, or some 5 per cent to the *Little Black Sambo*, or children's trade."

"A glance at the current list of best sellers indicate that sentimental ballads are the most popular. Here are some of the tunes in greatest demand throughout the nation: *People Will Say We're in Love*; *Sunday, Monday or Always*; *Paper Doll*; *You'll Never Know*, and *All or Nothing at All*.

"Philosophic observers in the industry point to the lack of war songs among the best sellers. Record makers say this prob-

ably is because the public gets enough of the war thru newspapers and radio, so entertainment preferences are for light-hearted lyrics. Further, while many popular records are on the wistful side, they lack the *Smoke Gets in Your Eyes* quality of depression years.

Production Less Than Demand

"Tho this year's estimated production of 120,000,000 records will be somewhat under last year's peak of 130,000,000, it will represent only a portion of the actual demand. In fact, industry circles feel that if they could get the necessary man power and materials they would have no trouble selling twice as many records."

"This inability to meet demand has led manufacturers to make some changes in their business. For one thing they are turning out more higher-priced, higher-profit-margin lines. This does not mean, however, that they are neglecting the 35-center, which played such an important part in the revival of the record business. Sales of this business-getter this year will be quite substantial, probably running around 35 per cent of the total, but in pre-shortage years it was more than 50 per cent."

"That the shift to the higher priced disks (50 cents, 75 cents, \$1) has been a profitable move for the industry is indicated by the showing of Decca Records, Inc., the only major producer to issue a financial statement. Altho unit sales of the industry are running behind last year, profit of this company for the first six months of this year was \$423,348, compared with \$379,793 in the first half of the preceding year."

"Two other major companies—Columbia Recording Corporation and RCA-Victor—do not issue reports on their operations, but it is reasonable to assume that they, too, are enjoying higher profits."

"What the trade refers to as 'classics'—ranging from *Forge in the Forest* to Bach—are usually recorded on the higher-priced disks. While new ones appear on the market steadily, a constant demand is sustained for a rather small group of favorites, such as *Ave Maria*. Among classics, too, it is the gay works which are most sought—especially the *Blue Danube* and other Straus waltzes."

"Youngsters are reported eager to listen both to old-timers like the Mother Goose Rhymes put to music, and to such newer compositions as *The Little Engine That Could*. There's a trend away from the tiny-sized kiddies' records to disks that will play longer without being changed."

Lack Man Power

"The biggest brake on the industry's production currently is the lack of man power. Tho it products are recognized as a factor in aiding morale, the record industry is not considered essential when it comes to getting labor. Hence, makers must take what they can get when they can get it. And right now they're getting very little. One disk maker, for instance, has a plant in a town which also houses an airplane plane and a gun factory. It's in a bad way, and expects no relief soon."

"Altho less troublesome, the materials situation still is tight enough to cause the industry some concern. Scarcest of the raw materials required by the industry is shellac, a vital material in many war products. It is imported from India."

"For the past several months the phonograph record industry has been getting 20 per cent of the amount it received in 1941. This would have meant practically a shut-down for the industry except for development of 'extender' substitutes and reclaimed shellac gained from the scrap record campaign."

"At first, the use of extenders brought the industry plenty of troubles. There were complaints that records were not as good as they used to be. They didn't last as long and they were scratchy. However, since then considerable progress has been made and manufacturers say (See *HELPS DISK FIRMS* on page 66)

The favorite needle of Coin Phonograph Operators everywhere

PERMO POINT

Latinsmooth

IT'S KIND TO RECORDS

PERMO PRODUCTS CORPORATION
415 Ravenswood Avenue Chicago

WURLITZER—ROCK-OLA USED PARTS—A-1 CONDITION

WURLITZER PARTS

412 Amplifiers with Tubes	\$14.50
412 Speakers	5.50
616 Amplifiers with Tubes	18.00
616 Speakers	10.00
Motors	16.00
Main Gear	6.00
Motor Drive Assembly (Comp.)	5.00
Record Trays	.35
Junction Boxes	1.25
5c Coin Chute	3.50
10c, 25c Coin Chute	1.00
5c Slides	.85
Volume Control	2.25
Tone Arms (Comp.), 412—616	8.50
Magazine Switch Boxes	1.50
Coin Chute Assembly (Comp.), 412—616	7.50
Cash Boxes	.75

ROCK-OLA PARTS

Drive Motor	\$14.00
Turntable Motor	11.00
Amplifiers with Tubes, 12-16 Records	12.00
Speakers	5.50
Main Cut-Off	1.00
Record Trays	.25
5c, 10c, 25c Coin Chute Assembly (Comp.), 12—16	3.00
Selectors (Comp.), 12—16	2.00
Rotary Convertors	13.50

TUBES AND NEW ACCESSORIES

#2A3	\$2.00	#56	\$.75
#5Y3	1.00	#30	1.20
#5U4G	1.00	#45	1.20
#6L6	1.85	#38	1.15
#6SC7	1.85	#76	.90
#2051	2.60	#89	1.00
O.H.M. Resistor, 20W, All Sixes	.55		
16 MF Condensers, 450 Volt	1.85		
100 Ass't Carbon Resistors	3.00		

DEPOSIT WITH ALL ORDERS

ALBENA SALES CO. 587 10th AVE., N. Y. C.
LONGACRE 5-8334

OPPORTUNITY TO PURCHASE

Route of latest model, coin-operated Phonographs, consisting of 850 and 750 Wurlitzers and Seeburgs, located around army camps. This operation is clean and can be continued with same service men.

BOX D-143, Care The Billboard, Cincinnati 1, Ohio.

WE PAY \$100.00

F. O. B. Miami, Fla. for 71 or 81 Wurlitzer Counter Models without stands, any quantity.

BILL FREY, INC.

P. O. BOX 4141 MIAMI, FLA.

WANTED

First-class Phonograph Mechanics. Must understand Wurlitzer Phonographs and Remote Control. Salary \$75.00 per week.

WOLF SALES CO., INC.

1982-84 Broadway DENVER, COL.

WANTED TO BUY

Wurlitzers 500A and 600 Keyboard. Advise how many and best price.

AUSTIN PHONOGRAPH CO.

108 East Fifth AUSTIN, TEXAS

WANTED TO BUY

50 Classics, Vogues or Hi Tones, or what have you. Cash waiting. Wire, write, call:

FRANCO NOVELTY COMPANY

24 NO. PERRY STREET PHONE 7475 MONTGOMERY, ALABAMA

WANT EXPERIENCED MECHANIC

On all types of Phonographs; must be able to install and repair Amplifiers, Remote Control 30-Wire and 3-Wire Equipment. Must be exempt from army; age no barrier. References required. No floaters wanted. Name your own salary. Located in Central New York State.

BOX D-145

Care The Billboard

Cincinnati 1, Ohio

WANTED FOR CASH

Wurlitzer Phonographs

500-500A\$240.00 | 600-600A Keyboard..\$215.00

Must be in good shape mechanically.

VICTOR MUSIC CO.

726 N. ERVAY ST.

DALLAS, TEXAS

WANTED TO BUY, One or a Hundred—CASH WAITING

Wurlitzer Phonographs, Models 24-24A-500-600-600K-700-750-800-850; also Models 71 and 81. Mills Throne, Mills Empress, Rock-Ola Commandos. Give serial numbers, complete description first letter. We mean business.

BILL FREY, INC. P. O. BOX 4141, MIAMI 25, FLORIDA



"HITTIN' ON ALL 10!"

VICTOR AND BLUEBIRD HITS!

1. BOOGIE WOOGIE Tommy Dorsey (26054)
2. DON'T CRY, BABY Erskine Hawkins (30-0813)
3. BLUE RAIN Glenn Miller (20-1536)
4. HOTCHA CORNIA Spike Jones (30-0818)
5. IN THE BLUE OF EVENING Tommy Dorsey (20-1530)
6. RHAPSODY IN BLUE Glenn Miller (20-1529)
7. GOODBYE, SUE Perry Como (20-1538)
8. POINCIANA Dave Rose (27888)
9. ALL OR NOTHING AT ALL Freddy Martin (20-1537)
10. YOU'D BE SO NICE TO COME HOME TO Dinah Shore (20-1519)

TUNE IN: RCA's great show, "What's New?"
A sparkling hour of music, laughs, news,
drama, science. Saturday nights,
7 to 8, EWT, Blue Network.

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

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

BUY
WAR BONDS
EVERY
PAYDAY

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

- | | |
|--|--|
| <p>YOU'LL NEVER KNOW
(17th week)</p> | <p>DICK HAYMES (Song Spinners) Decca 18556
FRANK SINATRA (Chorus) Columbia 36678
WILLIE KELLY Hit 7046</p> |
| <p>PISTOL PACKIN' MAMA
(15th week)</p> | <p>AL DEXTER (Al Dexter) Okeh 6708
BING CROSBY-ANDREWS SISTERS
(Vic Schoen Ork) Decca 23277</p> |
| <p>I HEARD YOU CRIED
LAST NIGHT
(11th week)</p> | <p>HARRY JAMES (Helen Forrest) Columbia 36677
DICK HAYMES (Song Spinners) Decca 18558</p> |
| <p>SUNDAY, MONDAY OR
ALWAYS
(10th week)</p> | <p>BING CROSBY Decca 18561
FRANK SINATRA Columbia 36679</p> |
| <p>PAPER DOLL
(9th week)</p> | <p>MILLS BROTHERS Decca 18318</p> |
| <p>PEOPLE WILL SAY WE'RE
IN LOVE
(4th week)</p> | <p>FRANK SINATRA Columbia 36682
BING CROSBY Decca 18564</p> |
| <p>IF YOU PLEASE
(3d week)</p> | <p>BING CROSBY Decca 18561
FRANK SINATRA Columbia 36679</p> |
| <p>PUT YOUR ARMS
AROUND ME, HONEY
(2d week)</p> | <p>DICK KUHN Decca 4337
DICK HAYMES (Song Spinners) Decca 18558
CLAYTON McMICHEN Decca 6091</p> |

Names in parentheses indicate vocalists.



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

By GLADYS CHASINS

Trade Screening

MGM's latest musical, *Right About Face*, starring Kay Kyser, will be trade-shown nationally on November 9. Pic tunes are all new and none have been recorded as yet, but with a couple of companies already making pressings ops might still have a chance to slip one or two of the film tunes in their slots by the time the Kyser flicker comes to town. At any rate, tie-ups can be worked out with any Kyser disks available. His appearance on the screen might hypo his recent release of *You're So Good to Me* and *Pushin' Sand*, both of which have been hanging around machines for a couple of months and drawing quite a number of nickels in some areas.

Speaking of Kyser, his ork will also be seen on the nation's screen in RKO-Radio's soon-to-be-released *Around the World*. Two tunes from that film have been recorded in the Decca studios by Jimmy Dorsey, *Candlelight and Wine* and *Don't Believe Everything You Dream*. *Candlelight* has already started to work its way up on air plugs.

follow the trend established by the other major studios and is expected to start lining up top name orks in the near future. Bob Weltman, who is in charge of securing bands for the Paramount Theater, New York (which is a stopover for some of the top outfits) is also understood to be the man who will pick the bands for Paramount's pix.

News Notes

Road to Utopia, new Bing Crosby-Bob Hope-Dorothy Lamour flicker, will go into production at Paramount this month. . . . Perry Como's first pic at 20th Century-Fox is to be entitled *Louisville Lou*. . . . Bob Allen has signed for *Greenwich Village* by the same studio. . . . Bob Haymes is set for Columbia's *Beautiful But Broke*, which will also star a new singer, Judy Clark. . . . Johnnie Johnston cast as the male lead in Paramount Musical Parade Technicolor short, *Mississippi Magic*. . . . Universal has bought Irving Berlin's *Always* for use in
(See PICTURE TIE-UPS on page 66)

"Pistol Packin'" Flicker

Operators don't need to be told about the advisability of slipping *Pistol Packin' Mama* onto their machines any more—it has become a question of rounding up enough waxings of the tune to meet the demand. New reason to grab up all the available copies, tho, is Republic's signing of Al Dexter for a film named after his double-barrelled ditty. By the time the film gets under way, ops will not only have two Dexter waxings available, but will also have Decca's recordings by Bing Crosby and the Andrews Sisters and a novelty arrangement by Freddie "Schnickelfritz" Fisher.

Bands for Para

Paramount, which only recently started to use a band occasionally in its musicals, is now reported ready to

Maynor Distributing Firm Makes Changes in Office

RICHMOND, Va., Oct. 30.—Under the name of Maynor Distributing Company, Morris Maynor Jr. presented a completely redecorated office and salesroom to Richmond's coin machine row this week. The firm is a distributor for Wurlitzer in Virginia and North Carolina.

The service department, managed by Louis Hoffman, has been enlarged and completely modernized. The entire department is busy at present refurbishing used machines.

Jacquelin Shuman has been added to the secretarial force.

Meanwhile Staff Sgt. Howard Robinson, former sales manager for the firm, reports from his English tour that he believes the British lion is at last ready for juke boxes.

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 ●

OH, WHAT A BEAUTIFUL MORNING BING CROSBY Decca 18564
 FRANK SINATRA Columbia 36682

Last week this tune made a comparatively weak first appearance in fourth place. Since then it made a lot of headway but actually isn't as close to moving over the top as it seems to be. There's a pretty wide gap between the tunes in Going Strong and those in Coming Up this week, but of all the songs in the running, this one is the most likely choice to bridge the gap first.

NO LETTER TODAY..... TED DAFFAN (Chuck Keeshan and Leon Seago) Okeh 6706

Daffan is up a notch again. He's coming close to establishing a record for almost getting over the top more frequently than anyone else. There's no telling, tho, he may get there yet. The folks are still going after corn hot and heavy, and outside of Dexter, the guy without the letter seems to be their favorite.

BLUE RAIN GLENN MILLER (Ray Eberle) Victor 20-1536
 BEA WAIN Bluebird 30-0816

All the tunes in this bracket remain the same this week, but the order is completely reversed. Last week was the first time this ballad ever got beyond fourth place, and then it landed at the top of the pile. Now it's fallen off again, but is still stronger than it was when it first hit the Guide.

I NEVER MENTION YOUR NAME JACK LEONARD (Ray Bloch's Orch) .. Okeh 6715
 DICK HAYMES (Song Spinners) Decca 18558
 ALLEN MILLER Hit 7048

For a couple of weeks this tune was held in second place when newcomers nosed it out of its former No. 1 spot. Now the newcomers have all climbed up the ladder, and this one has been shoved down to No. 4. However, the four tunes listed here were grouped pretty close together, so this one didn't drop so far.

Double-meaning records are purposely omitted from this column.

FOR TOUGH-TO-PLEASE STOPS

These Decca Records
Are Tops!

Cash in on the big-name value of glamorous movie stars and night club singers! Get their records into locations where "something different" pays off.



HILDEGARDE

- ★ 23099 SOME DAY I'LL FIND YOU
- ★ 23100 I'LL FOLLOW MY SECRET HEART
- ★ 23101 I'LL SEE YOU AGAIN
- ★ 23115 ALL THE THINGS YOU ARE
- ★ 23183 THE LAST TIME I SAW PARIS
- ★ 23208 THE SAGA OF JENNY (2 sides)
- ★ 23244 FARMING

List Price 75c each*



Carmen MIRANDA

- ★ 23132 MAMA EU QUERO
- ★ 23211 CAE CAE

List Price 75c each*



Marlene DIETRICH

- ★ 23139 YOU DO SOMETHING TO ME
- ★ 23141 THE BOYS IN THE BACK ROOM

List Price 75c each*



Mary MARTIN

- ★ 23149 MY HEART BELONGS TO DADDY
- ★ 23164 AIN'T IT A SHAME ABOUT MAME

List Price 75c each*



Ethel MERMAN

- ★ 23199 LET'S BE BUDDIES
(with Joan Carroll)

List Price 75c each*

Quintet of the HOT CLUB OF FRANCE

- ★ 23021 I FOUND A NEW BABY
- ★ 23031 MOONGLOW
- ★ 23032 ST. LOUIS BLUES
- ★ 23064 THREE LITTLE WORDS

List Price 75c each*

ORDER NOW FROM YOUR REGULAR DECCA BRANCH

*Prices do not include Federal, State or Local taxes.



DECCA DISTRIBUTING CORPORATION

The Nation's Favorite!

IN THE MUSIC MACHINES
AND OVER THE COUNTER!

DICK KUHN'S

Sensational Recording of

"PUT YOUR ARMS
AROUND ME, HONEY"

DECCA No. 4337

It's Tops in the Country!

DICK KUHN
AND HIS ORCHESTRA

NOW!

6th return engagement!

HOTEL ASTOR

NEW YORK

MGT.: MUSIC CORP. OF AMERICA

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

WITH the exception of Columbia and Victor, virtually every record company has either signed or is on the verge of signing with AFM. In addition to Decca and Capitol, those already holding recording licenses are Continental, Blue Note and Plastic-Tone records. . . . Classic is among those whose contracts are pending, but its license will have to await the approval of the AFM executive board as the matter of "bootleg" disks made while the ban was in effect has not yet been settled. . . . Victor and Columbia are still sitting tight, waiting for a go-ahead signal from the radio interests that control the two recording firms. . . . Capitol Records has signed up two more names, making five new bands added to that label's list since it started recording again. Stan Kenton and Eddie

Miller are the latest, while Benny Carter, Dave Mathews and Paul Weston's radio band were signed a couple of weeks ago. Kenton's Decca contract expired in the past year. With Paul Whiteman, Johnny Mercer, Ella Mae Morse and Jo Stafford, Capitol has a pretty good roster of names to start out with. . . . *Pistol Packin' Mama* has the honor of being the first tune recorded by both the companies that have gotten started. Decca brought out two versions of the tune already—its first release was by Bing Crosby and the Andrews Sisters—and this week Decca made available a novelty arrangement of the ditty by Freddie (Schnickelfritz) Fisher. Capitol's first release was the same tune, done by Jo Stafford and the Pied Pipers.

Territorial Favorites

SPOKANE:

I'll Be Around. Mills Brothers.
Spokane is about the only city where the Mills Brothers' recording of *Paper Doll* is not numbered among the top hits. Apparently, tho, the popularity of the tune, which has fallen off there, stirred interest in other waxings by the combo. *I'll Be Around* is on the other side of the *Doll* ditty and is the biggest of all, but reports from Spokane also mention *My Life's Been a Pleasure*, among others.

BUFFALO:

The Dreamer. Kay Armen.
This is Decca's last pre-settlement release, an all-vocal waxing by a new chirper on that label. Tune stems from the Warner Bros.' musical *Thank Your Lucky Stars* and should start spinning in other areas when the film comes around. Buffalo ops are also finding a lot of coin-appeal in the reverse side of this record, another tune from the same flicker, *How Sweet You Are*.

FORT WORTH:

A Slip of the Lip. Duke Ellington.
Ellington's latest disk, with a very timely theme, has been listed several times among the top faves on the *Harlem Hit Parade*, but has never held that rank on a nationwide basis. However, in Fort Worth the ditty has stepped out beyond just the race locations and is now proving competition for the current leaders.

Note

For a listing of songs played most often over the radio for the week ended Thursday, October 21, 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 sepian best sellers under *Harlem Hit Parade*.

HELPS DISK FIRMS

(Continued from page 63)
there now is little difference between the present and the pre-war record. "What are these extenders? The industry won't say, tho one company, Decca, disclosed that the base of its extender is bagasse, the remains of the sugar cane after its juice has been squeezed out. "The scrap record collection campaign started by the industry soon after the limitations were placed on shellac, has succeeded beyond the industry's hopes.

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 released four pic tunes, three already among the most-played tunes on the air and one an oldie that has stirred some revived interest. Two sides waxed by Glen Gray are *My Heart Tells Me* from 20th-Fox flicker *Sweet Rosie O'Grady* and *My Shining Hour* from RKO film *The Sky's the Limit*. Kay Armen, new chirper who is attracting coins with her first two waxings made available a couple of weeks ago, sings *Later Tonight* from 20th-Fox's *Wintertime* and *Cuddle Up a Little Closer*, oldie featured in *Coney Island*. Columbia also offers up a couple of sides this week, both instrumentals done by Harry James, *Cherry* and *Jump Town*. Beacon has readied another disk by the Five Red Caps, *Mama, Put Your Britches On* backed by *Don't Fool With Me*.

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.

No listing of the Week's Best Releases will appear this week, as no new records were received for review.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

Decca Records actually has so many scrap records that it has had to call off its campaign.

"Aside from shellac, which accounts for 15 per cent to 25 per cent of a phonograph record, other materials used include clay, cotton flock (waste), lampblack, limestone and wax.

No Instrumentals

"The present prosperous condition of the industry may seem somewhat surprising in view of the fact that almost no new recordings have been made since August of 1942 as a result of the ban instituted by James Petrillo's musicians' union. It provided that no instrumental records could be made either for radio transcription or home phonographs.

"Fortunately for the companies, however, they had built up a substantial backlog of new master records before the ban went into effect—sufficient to carry them thru 1943, at least. Interesting in this connection is the fact that one of the current hit tunes—*Paper Doll*—was recorded in February of 1942, five months before the ban became effective.

"One company—Decca Records—just

recently reached an agreement with the Petrillo union and now is resuming output of new instrumental recordings. So far, neither Columbia Recording Corporation nor RCA-Victor has reached an agreement with the union.

"The comfortable position of the industry today is in contrast with conditions of 1932. At that time, it was fighting for its existence against a young upstart—the radio—and some manufacturers admit today that they were about ready to toss in the sponge when the turn came. At the bottom in 1933, the industry made only some 15,000,000 records. After that point, however, a steady upward climb began, culminating in last year's 130,000,000."

PICTURE TIE-UPS

(Continued from page 64)
a new Deanna Durbin flicker. . . . In addition to the old-time hits lined up for his *Show Business* musical at RKO-Radio, Eddie Cantor has two new tunes, *You May Not Remember* by George Jessel and Sgt. Ben Oakland, and *When That New Day Comes* by Charles Tobias and Cliff Friend.

Industrial Music Brings Results . . .

WASHINGTON, Oct. 30.—Following an extensive survey by the government, it has been found that selected music in high-geared war plants lifts workers' morale, is a definite aid to production and reduces fatigue.

What's more, planned industrial music is liked as well by management as by the workers when it is given a fair trial. The study was made in 100 war plants by Wheeler Beckett, conductor and composer.

Beckett learned that 76 of the 100 plants studied in his nationwide survey offered music by phonograph records. Improved morale was claimed by 87 per cent of these, while 57 per cent said music increased production.

That music is a new development in the industrial scene is shown by the fact that 50 per cent of the public-address installations in the 76 plants were made after July, 1942. Over 1,000 leading war plants have broadcasting systems, according to a survey made by the Industrial and Sound Division of the Radio Corporation of America.

TOP MONEY MAKERS
No. 115
Unusual
Version of
**"PISTOL
PACKIN'
MAMA"**
backed by
**"DON'T FORGET TO
WRITE A LETTER"**
by Hank Hill & his Hilltoppers



No. 110
**"BONNIE DAVIS'
"I DON'T STAND FOR THAT JIVE"
"NO LOVE BLUES"**

No. 112
**"GET IN TOUCH
WITH ME"
"SO LONG"**
Novelty Blues

No. 510
**"JOHNNY DOUGHBOY
POLKA"
"GAY VIENNA"**

No. 116
"PUT YOUR ARMS AROUND ME"
Another Hank Hill & his Hilltoppers hit
"AND SO IT GOES"
featuring Ross Leonard and Buddy Klein's Savoy Eight.
Send for Release Card
SAVOY RECORD CO.
58 Market St., Newark, N. J.

HILLBILLIES—SEND FOR PROF. COPY
Polly Jenkins' New Song
"THE KID WITH THE GUITAR"
Published by Kelly Music Co., Franklin, Pa.
POLLY JENKINS
1 MAIN ST.
ILION, N. Y.

**OPERATORS
rave about the
TONE DART
NEEDLE..**



**Ask the man
who is using it**

**THE NEW and IMPROVED PERMANENT NEEDLE
TONE DART
THE BEST ON RECORD**

50c NET—2800 PLAYS
Fully Guaranteed
ORDER FROM
J. F. BARD
43 E. OHIO ST., CHICAGO

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.

New England Notes

Billy and Marie Horner write from Boston that they're playing night clubs with their Western style harmony singing duo, with guitar, harmonica and accordion. "We've been here two months," they state, "and find that not all of this territory takes to hillbilly, especially Boston. Irish and pop songs are more in demand. But getting toward New Hampshire and Maine and cities like Lawrence, Lowell and New Bedford, Mass., or most any place outside of Boston, the people go wild over hillbilly. They have a group of Eastern 'cowboys' here, a group of Frenchmen from Maine. They put on a big flash in wardrobe and the homefolk like them, but they can't compare with the groups from the West and South."

Tunester Tattle

The Murphy Sisters, hillbilly and yodeling duo with mandolin and guitar, recently completed a successful two months at the Glass Bar night club in Fort Madison, Ia., and are now with Kid Smith and Gang at Station WFVA, Fredericksburg, Va.

Al Dexter, of *Pistol Packin' Mama* fame, is appearing currently at the Oriental Theater, Chicago.

George and Dixie, hillbilly team, are playing theaters, town halls and clubs thru New England.

Polly Jenkins, of Polly Jenkins and Her Plow Boys, has a sentimental war song, *The Kid With the Guitar*, which she's using on her USO tour.

Russ Hull, one of the writers of *There's a Little Blue Star in the Window*, is now in the navy and saw active duty in the North African and Italian campaigns.

A nominating petition to qualify Roy Acuff, folk tune singer, as candidate for governor of Tennessee was mailed last week to the State Democratic chairman. Acuff was born in the East Tennessee mountains, the son of Neill Acuff, a General Sessions Court judge in his home county.

Cowboy Ramblers Bill and Jim Boyd, who have been broadcasting from Dallas since 1929, opened their Liberty Club in Dallas last week. Their cowboy, hillbilly and folk tunes will be featured at the club.

The Tennessee Ramblers went to Hollywood for a picture at Columbia with Jimmy Wakely and also secured a week at the Golden Gate, San Francisco, in addition to a part in *Oh, My Darling Clementine* at Republic Studios. Film will feature Roy Rogers along with Roy Acuff and Pappy Cheshire.

Johnny Bond recently finished a series of four pictures with Tex Ritter at Universal Pictures, Hollywood. His Okeh records and original songs are beginning to get around, too.

Tex Summey, electric guitar player, has been discharged from the army for physical disability and is back with his old gang, Pee Wee King and the Golden West Cowboys, on the *Grand Ole Opry* at WSM, Nashville. Ford Rush, singer of heart songs, also is back, having fully recovered from his recent operation.

Location Comment

A slightly more varied juke box fare is indicated in the latest reports from 23 cities. Nearly two dozen songs are mentioned. Nevertheless, *Pistol Packin' Mama* still is the overwhelming leader. Chicago, Denver, Des Moines, Detroit, Erie, Louisville, Memphis, Miami and St. Louis ops mention no other number and list the song as going strong. Erie ops report *PPM* down in some spots, big in others, but all agree it has passed its crest. Down in New Orleans *You Are My Sunshine* is getting a special play due to Jimmie Davis, its composer, being candidate for governor. Gene Autry's *You'll Be Sorry* is clicking, too, but *PPM* remains the standout, with Al Dexter's recording ahead and Autry's doing nicely.

Waiting for Crosby-Andrews' PPM

The life of *Pistol Packin' Mama* will

be considerably lengthened by the appearance of the Bing Crosby-Andrews Sisters recording, according to most ops. Baltimore ops expect the new platter to go over even bigger than the current Dexter version.

Buffalo: A new lease on life for *PPM* is expected from the new Decca recording by Bing Crosby and the Andrews Sisters. Every op interviewed felt that this record will be tops and all hope to be able to get as many as possible. Reverse of the new release is *Victory Polka*, which ops also are looking forward to with anticipation. Al Dexter's *PPM* still gets a very good amount of customers' coin, altho Ted Daffan's *No Letter Today* also is keeping a tenacious hold on public's favor. It's just standing pat, neither getting to the top nor dropping off in popularity. Gene Autry's *Pistol Packin' Papa*, an oldie which ops dug up and found very successful last week, is becoming established in its own right. Getting many plays in Buffalo locations and in one instance an op reports 65 plays (most played disk on the machine that week). Ops 1, 2 and 3, *PPM* going strong; *No Letter Today* gaining. Op 3, *Pistol Packin' Papa* gaining.

Paper Doll New Entrant

Baltimore: *PPM* continues leader in the hillbilly field, while *No Letter Today* is losing some popularity and the same can be said for *Born to Lose*. *Paper Doll* is steadily growing in favor, with the demand so great it is impossible to get enough to go the rounds of the spots. Ops 1, 2 and 3, *PPM* going strong. Op 1, *No Letter* going strong. Op 3, *No Letter* gaining.

Bridgeport: *PPM* still the leader. Gracie Barrle ork, first name band at Loew-Lyric Theater to feature the song and it went over big. *Home in San Antonio* (Wills) next best. Op 1, *PPM* going strong. Op 3, *No Letter* gaining.

Cincinnati: *PPM* still holds on but *Rosalita* is slipping badly. *They Took the Stars Out of Heaven* coming strong. Ops 1 and 3, *PPM* going strong. Op 3, *Rosalita*, going strong. Ops 2 and 3, *Stars* (Floyd Tillman) gaining.

Dallas: *PPM* (Dexter) going strong. *They Took the Stars Out of Heaven* (Tillman) and *Born to Lose* (Daffan) getting a play.

Milwaukee Likes "Oldies"

Milwaukee: Operator 2 reports a decided swing to old tunes, especially those by Gene Autry in the hillbilly line. Going strong, according to Op 2 are *PPM*, *No Letter*, and *Born to Lose*; gaining are *When I'm Gone You'll Soon Forget Me* (Autry) and *Pistol Packin' Papa* (Autry). Op 3, *Honey Song* (Andrews Sisters) gaining.

Fort Worth: For the first time in weeks *PPM* (Dexter) was mentioned in the lead by only two ops instead of three. *No Letter* (Daffan) didn't get a call. Ops 1 and 2, *PPM* going strong.

Hollywood: Ops 1, 2 and 3, *PPM* going strong. Op 1, *No Letter Today* (Daffan) going strong. Op 1, *Born to Lose* gaining.

Louisville: *PPM* still hot as fire. "Even the Negro trade is asking for it, and when they pull for a hillbilly platter it's something," says the biggest operator in town. Op 1 and 3, *PPM* going strong. Op 2, *PPM* gaining.

Jacksonville: *No Letter Today* (Daffan) best hillbilly seller with Op 1, who says he can't get enough of the records. Ops 1, 2 and 3, *PPM* going strong. Op 1, *No Letter* gaining; *Born to Lose* gaining. Op 3, *No Letter* going strong.

Memphis: Ops anxiously awaiting arrival of first copies of *Pistol Packin' Mama* by Bing Crosby and the Andrews Sisters. Ops 1, 2 and 3, *PPM* going strong.

Spokane Scatters Its Favors

Spokane: Ops here note the rise of Wills' *Home in San Antonio*, which is doing well in all spots. *Night Train to Memphis* (Roy Acuff) is driving them wild, Op 2 reports. Other Wills' recordings doing well are *My Life's Been a*

Pleasure and *New San Antonio Rose*. Another comer is Mary Lee with *I Told You So* and *You Broke My Heart You Little Darlin'*, both twangy Westerns, reported by Op 2 as heavily played. Whooper John is featured in *Favorite Polka*. Op 3 uses most of Autry's stuff, current lead being *When I'm Gone You'll Forget*. Freddy Martin's *Touch of Texas* has been revived and A. Roy comes forth with *Do You Miss Me, Sweetheart?* Op 1 has another Acuff tune, *Low and Lonely*, plus the Kidoodlers in *There's a Blue Sky Way Out Yonder*, and Montana Slim's *Little Yoho Lady*. In the folk tune line there's Bing's rendition of *Sweetheart Waltz*.

Radio Plugs Hype PPM

Salt Lake City: Sinatra and Kay Kyser's radio plugs jerked *PPM* right off the skids and it is on the upturn again. Ops just turned *Rosalita* over and the nickel pushers are happy. But *Rosalita*, nearly tops in the hillbillies, suffered. Requests here for Kyser disks of *PPM*, so popular was the radio offering. Ops 1 and 3 put *Born to Lose* in second spot as a result of *PPM*'s return to favor, with *No Letter* and *Rosalita* for show money Louise Massey's *Honey Song* beginning to show, and *Home in San Antonio* just can't get up there altho the platters are earning their keep. *PPM* going strong according to Op 3 and gaining according to Ops 1 and 2.

San Francisco: Op 1, *No Letter* going strong. Ops 2 and 3, *PPM* going strong.

MUSIC IN THE NEWS

(Continued from page 62)
knew the words. Presto: The USO would send the soldiers the words."

The suggestion of a songbook was dis-

carded because it would be just one more thing for the soldiers to pack, ship and carry on their backs. Finally an artist in the promotion department thought of putting the songs on lantern slides and sending the slides and a projector to every outpost. Even better, why not illustrate the slides? The artist picked out 100 familiar songs, had them printed and began illustrating them. After doing about 10 of the songs, she decided to farm them out to America's best known artists and illustrators. To her surprise, no one turned her down.

The artist's idea was to match an illustrator's style to the song. Petty was chosen to do the drawings for *Good Night, Ladies*. O. Sogolow, who draws the pompous little king for *The New Yorker*, was chosen to illustrate *Mr. Five by Five*.

The 100 songs are a mixture of old favorites, current loves and evangelistic mountain movers. Rube Goldberg used the Chicago fire as a background for *There'll Be a Hot Time in the Old Town Tonight*, and Jefferson Machamer made the drawings for *Johanny Doughboy Found a Rose in Ireland*, with the heroine resembling a famous strip teaser and decked out in green shamrocks.

The collection is not yet completed, but after one look at it, the Library of Congress declared it was the best Americana to come out of the war and asked for the originals for its permanent collection.

Lest we forget, the idea back of furnishing the words to the selected songs was to keep the soldiers from singing *Dirty Gertie From Bizerte*, the only vocalizing many of them did. It seems *Gertie* upset some of the more vocal moralists of the country, who objected to the song without ever hearing it!

For

INTERNATIONAL

OR

FOREIGN

RECORDS IN ANY LANGUAGE

IT'S

V I C T O R

"V" SERIES

Ask your local jobber for complete catalogues
in the various languages . . . or write—

STANDARD PHONO CO.

163 WEST 23RD STREET, NEW YORK 11, N.Y.

AVAILABLE NOW!

'PISTOL PACKIN'
MAMA'

By the PIED PIPERS and
PAUL WESTON'S ORCHESTRA

CAPITOL RECORD No. 140

Backed With 'Deacon Jones'

Order from Capitol Records Distributing Co., Inc.

NEW YORK CITY HOLLYWOOD CHICAGO DALLAS ATLANTA



HOME RUN
The Outstanding Ball Gum Vendor with a fascinating amusement feature that BATS THE BALL THRU THE AIR. 1 Home Run (with 25 lb. carton Ball Gum—includes winners) complete only...\$24.50.
Terms: 1/3 Certified Deposit, Balance C.O.D.
Size 11"x21"x16"

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

WANTED BULK VENDORS
Any Quantity—State Lowest Price and Condition

"SILVER KINGS"
A proven money-maker, low price—less parts. Vends everything: nuts, candy, toys, etc. Hammerhead finish.
Sample \$7.95. 10 or More, \$7.50 Each.

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
Sample \$8.50 Each. (Porcelain Finish \$1.00 Extra)

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., F.O.B. New York. Mention whether 15¢ or 20¢ operation is wanted.

HERALD VENDING CORP.
373 Grand Street
BROOKLYN, N. Y.



CIGARETTE VENDING MACHINES
U-Need-a-Pak 6 Col. Cigarette Machines with Floor Std. As illustrated. Capacity 170 packs. Slug proof. 15¢ or 20¢ Models. In good condition. Guaranteed. Terms: 1/2 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5¢ Candy Bar Machines.

ASCO 140 ASTOR ST. NEWARK 5, N. J.

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 2047A-50, 68 PHILA., PA.

MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

Ops Worried Over Shortage

Camels cut shipments 30 per cent; Philip Morris 10 per cent; others reduce orders

BALTIMORE, Oct. 30.—The most recent development in the cigarette industry, inauguration of an allotment basis by manufacturers, is causing much concern to cigarette vending machine operators. There are now restrictions on all leading standard brands. The first firm to adopt the allotment program was R. J. Reynolds Company, which limits buyers of camels to 70 per cent of their former purchases. The Philip Morris manufacturers are now holding down their sales to 90 per cent of August shipments. The American Tobacco Company, makers of Luckies; P. Lorillard Company, Old Gold makers, and Liggett & Myers Tobacco Company, makers of Chesterfields, are reducing excessive orders.

Local operators report they have not been affected by the informal and voluntary rationing programs, but they are concerned about the outlook for the future. Conflicting reports are heard as to whether an actual shortage may develop and rigid rationing be put into effect.

Some heavy buying has been the result of recent disclosures by the Department of Commerce that tobacco crops this year are smaller than the demand. Recent reports from Washington that a heavier tax may be put on cigarettes and other tobacco products also stimulated buying.

Most operators are serving the war plants and have been able to get enough cigarettes to keep their machines full. Some of the smaller cigarette vending machine operators, whose volume has not justified direct buying, but who get their cigarettes thru local jobbers, will be affected before the larger operators. While local jobbers have been in a position to take care of their cigarette vending machine customers, they will soon find it necessary to restrict these operators' purchases.

May Use Other Brands
If the situation grows more serious, operators may solve their problem by putting in more cigarettes that are not tops in popularity. If they succeed in this they will be all right, unless shortages increase or extend to other cigarette brands.

Some operators have been caught short on their supplies of cigarettes. This is particularly true of some of the larger operators who, warned against a shortage some months ago, did nothing about it, thinking cigarette jobbers were trying to either unload or to load up the operators. They continued to buy cautiously, and as long as they were getting their regular allotments saw no need for investing more heavily in cigarette stocks than heretofore.

When smaller operators began to draw on the larger dealers, telling them they were experiencing difficulty in getting their "shorts," the larger operators began to take notice of the reported shortage and then found it was too late to get additional stock.

Local operators, who enjoy a cigarette volume large enough to justify being placed on the direct buying list by manufacturers, are much better off than those who must buy their supplies thru tobacco jobbing channels. As direct buyers, operators are getting their full allotments the same as jobbers, while operators buying thru jobbing channels must content themselves with whatever the jobbers can allot them. Jobbers are more interested in taking care of the cigarette needs of their regular retail

Frank H. Anderson



Frank H. Anderson was born July 19, 1899 in Los Angeles. He was the son of D. Franklin and Joan (Cowie) Anderson. His father was a building contractor. The family went to Chicago while he was yet a youth and he was graduated from the University of Chicago with honors. After taking a course in finance he entered the employment of the old Union Bank in Chicago and eventually became interested in his own business of real estate finance.

He became acquainted with Nathaniel Leverone and Walter E. Swanson during the so-called "citizens' revolt" against Chicago political corruption in 1928. This acquaintance resulted in their firm, the Automatic Canteen Company of America, being founded in 1929. Anderson became treasurer of the company and later became administrative vice-president, which position he held on October 14 when he met his death thru a railroad accident at Stuart, Fla.

Anderson was a member of the Acacia, a college fraternity, and belonged to the honorary fraternity of Phi Beta Kappa. He also was a 32d degree Mason and a Shriner.

He is survived by his widow, Leone; two daughters, Yvonne (Anderson) Bartlett, and Susanne, and three sons, David, Burton and Paul.

Services were held October 19 at Lain's Chapel, Chicago, with many of the country's business and financial leaders attending. Reverend Von Ogden Vogt preached the funeral sermon. Pallbearers were intimate business associates. Interment in Rosehill Cemetery, Chicago.

trade because this commodity is an entree to sell other goods, and, far more important, jobbers selling regular trade get full dealer prices, whereas in selling to cigarette vending operators they get only sub-jobbing prices. In normal times jobbers are glad to supply operators, as it enables them to boost their cigarette volume.

So far no limitations have been set on other cigarette brands except consumer (See Ops Worried on opposite page)

Hint Rationing Of Cigarettes

War Food Administration denies grounds for any actual shortage

In the face of widespread reports that a shortage of cigarettes exists, the War Food Administration has issued a statement denying that there are any grounds for such reports. Presenting evidence to show that there is no shortage nor any deterioration in quality, the WFA announcement said in part:

"Flue-cured tobacco stocks in the hands of both American manufacturers and dealers on July 1, 1943, were reported as 1,378,782,000 pounds, farm sales weight. Of these stocks manufacturers held at least 1,000,000,000 pounds for domestic purposes. Total consumption of flue-cured tobacco in 1942 was reported by American cigarette manufacturers to be 588,000,000 pounds.

"While the size of the 1943 flue-cured crop cannot yet be definitely known, it was estimated as of October 1 at 766,978,000 pounds. Domestic manufacturers usings will exceed their purchases by possibly 125,000,000 pounds, but this deficit means merely that stocks of flue-cured leaf in manufacturers' hands on July 1, 1944, will be less than those of a year ago. A depletion of manufacturers' stocks in this amount, on account of the shorter 1943 flue-cured crop, is not at all a serious matter."

Recognizing the increase in consumption, the war agency made "a liberal increase in acreage allotments for cigarette tobacco in 1944. Suggested acreage goals for tobacco in 1944 have been increased by 10 per cent, according to WFA statement.

Despite the evidence submitted by WFA, American cigarette smokers are reported to be experiencing what amounts to nationwide rationing as major brand manufacturers began limiting deliveries to distributors.

According to a Washington source, consumers already have begun to feel the pinch of shorter tobacco crops, in- (See Hints Rationing on opposite page)

Cigarette Vending Service Popular With War Plants

BALTIMORE, Oct. 30.—One of Baltimore's leading cigarette operators supplying war workers with their cigarette needs is the Baltimore Cigarette Service, headed by Lou Bogash.

Within a comparatively short time after starting business, Baltimore Cigarette Service venders are to be found in many spots which heretofore had no venders. Bogash has sold the owners on the idea of installing cigarette venders as a means of freeing employees for other work.

The servicing problem has been taken care of by men employed in the plants. This expedient move means a 24-hour cigarette service is assured for workers on all shifts.

Bogash is also looking to the post-war cigarette vending operation. As a step in that direction, he has secured larger and more convenient operating quarters.

While Selective Service is rapidly depleting the ranks of men engaged in servicing the cigarette vending machines, Bogash is solving that problem by employing men over draft age.

RARE BUYS!
ALL REBUILT—READY FOR LOCATION

40 10¢ Aspirin or Pill Vendors with Slug Eject., Built Well, Compact	Each \$12.50
15 Jergens 1¢ Lotion Dispensers	12.50
40 Round Base Peanut Floor Stands	2.00
40 U-Select-It 5¢ Bar 5¢ Candy Vendors with National Slug Ejectors	39.50
12 #33 Jr. Northwestern 1¢ Vendors	4.50
12 Shipman Duplex 1¢-3¢ Stamp Vendors	25.00
10 Northwestern 1¢-5¢ Stan. Bulk Vendors	8.50
30 Northwestern DeLuxe 1¢-5¢ Vendors	12.50
24 Columbus 1¢ Peanut Machines	6.75

TERMS: 1/3 Deposit, Balance C. O. D.
ADAIR CO.
733 S. Euclid Ave. OAK PARK, ILL.
Write for Free Descriptive Leaflets.

The 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., Oct. 30.—Good harvesting weather has prevailed throughout most of the peanut-growing areas. Picking is progressing well and is approximately 50 to 60 per cent completed in the Southeastern area. In West and North Texas and Oklahoma, growers have delayed digging in hopes that the crop might benefit from the rains of early October, after the severe drought of July and August. Quality in the Southeast is good. In the Virginia-North Carolina area, however, Virginias so far picked have been somewhat below standard. Labor shortage has affected picking seriously in some parts of the Southeastern section.

Movement of farmers' stock from the farms has been fairly good in the Southeast and Southwest and is expected to get under way in volume next week in the Virginia-North Carolina area. A considerable quantity of the stock in the Southeast is now going to oil mills because of shortage of space in shellers' plants and storages.

Demand for shelled peanuts continues light with little interest in futures. This is due mostly to the uncertainty as to the operation of the rollback and subsidy plan on peanut butter.

Shellers in the Southeast are paying the CCC schedule price of \$140 per ton for Spanish peanuts of 70 per cent sound mature kernels with \$2 increase for each additional percent of sound stock and deduction of \$2 per ton for each per cent below 70 per cent. The demand continues light, with the trade buying mostly for current needs.

It is becoming more apparent as time goes on that the Texas and Oklahoma crops will be short, due to excessive drought during the summer months. Sales on farmers' stock peanuts have been at CCC schedule levels.

According to the "Peanut Stocks and Processing Report" for September, the quantity of farmers' stock peanuts cleaned and shelled during the 1942-'43 season thru September 30 amounted to 1,345,057,000 pounds, which is the highest on record and compares with 877,859,000 pounds for the 1941-'42 season thru September, 1942.

Fewer Peanuts Marketed; Labor, Machinery Lacking

MOULTRIE, Ga., Oct. 30.—From 35 to 45 per cent of Georgia's peanut crop, which is expected to sell for \$75,000,000, has been marketed, according to an estimate by B. C. Ray, an official of the Georgia Peanut Company, which operates a dozen shelling plants in Georgia and Florida.

There has been a slump in offerings on all peanut markets, not because of a short crop, but as the result of a shortage of man power and threshing machines, Ray said. He predicted this would bring about the longest selling season Georgia peanut buyers have ever seen.

Ordinarily the peanut crop is sold by the middle of November, but this year peanuts will be going to the plants as late as Christmas, Ray predicted. Some of those connected with the industry think there may even be some selling after the holidays.

OPS WORRIED

(Continued from opposite page)

demand. In view of the situation on the five principal brands, they look for an increase in the demand for other brands.

According to information received here the long-term supply outlook for the industry is not so good, and the situation may become more serious next year as companies eat into their accumulated stores of aging tobaccos.

It is estimated on the basis of current figures that cigarette smokers of this country will buy or try to buy this year 35,000,000 more cigarettes than they smoked last year. This year's tobacco crop is expected to be exceeded by a demand in excess of as much as 50,000,000 cigarettes if exports of cigarette tobaccos are included.

VENDER SUPPLY NOTES

CIGARETTE TOBACCO SITUATION—The cigarette supply situation continues to be confusing. Highlights in the picture are these:

1. Major brand manufacturers are limiting deliveries to distributors and smokers frequently are unable to obtain their favorite brands. The self-imposed decreases in deliveries are expected to enable the industry to distribute available supplies equitably and presumably will result in outlawing carton and multiple pack sales.

According to trade reports, shipments of Camels to wholesalers have been cut 30 per cent and those of Philip Morris have been decreased 10 per cent. Makers of Old Golds, Chesterfields, Lucky Strikes and other brands have laid plans to impose similar distribution controls if orders become excessive.

2. Farmers voted in an Agricultural Adjustment Agency referendum to continue federal control over marketing of burley tobacco—a type which makes up more than half of the average cigarette—for another three-year period. A majority of 93 per cent of the farmers in the burley-growing States voted in favor of the measure.

3. Cigarette production in September declined from August's record level but was still above the comparable month last year. Output of tax-paid cigarettes in September totaled 22,500,000, against 21,700,000 in September last year and 23,000,000 in August, 1943. Actual production was much larger than indicated by these figures, since they do not include tax-free production for armed forces abroad.

4. An increase of at least 50 per cent in America's 1944 tobacco crop must be made if domestic and lend-lease requirements are to be met, according to Howard J. Cullman, vice-president of Tobacco and Allied Stocks, Inc.

Taking exception to a recent optimistic statement by the War Food Administration, Cullman predicted that there would be a shortage of 231,000,000 to 300,000,000 pounds of tobacco by 1947, if WMA's policy of allowing only a 10 per cent crop increase in 1944 is maintained. He did not comment on the current discussion of shortages now, however.

NUT MARKET—Altho the trade hears rumors that ceilings on tree type nuts will not be set, reports from Washington indicate that announcement will be made soon. Meanwhile, trade in the New York market consists only of imported shelled almonds, all other varieties being practically exhausted.

SUGAR BONUSES—OPA is quietly passing out sugar bonuses, it is reported. This is considered to have the dual advantage of getting more sugar into consumption channels and at the same time leaves basic quotas undisturbed. If, for any reason, sugar gets scarcer, there will be no need to cut quotas.

OPA officials announced earlier this month that there would be no increase in sugar allotments for industrial users in the November-December period; two days later "institutional" consumers, including restaurants which do their own baking, got a bonus, and less than a week later a special "holiday bonus" of 10 per cent was granted all industrial consumers for November-December.

The Department of Agriculture has announced that it now appears that 1943 supplies of all sugar will be large enough to provide for adequate year-end stocks and for deliveries for consumption and export considerably larger than the 5,675,000 tons delivered in 1942.

PEANUTS—Peanuts are attaining the wartime dignity of a major food, *The Wall Street Journal* reports. This year's record crop, 2,610,614,000 pounds, will be allotted to confectioners, cooks and bakers on the same basis as last year; makers of peanut butter will be allowed 140 per cent of last year's quota.

Rich in proteins, the peanut is an efficient meat substitute. Its high fat content makes it a satisfactory substitute for dairy products. It contains large amounts of three essential B vitamins, thiamin, niacin and riboflavin. Two ounces of peanuts a day (25 unshelled goobers) will supply one fifth of the adult's daily need for phosphorus, one twentieth of his calcium requirements and one tenth of the daily need for iron.

Peanut growers and processors have organized the National Peanut Council, with headquarters in Atlanta, to help solve growing and marketing problems

and to push the use of peanuts. It is sponsoring increased use of peanut flour as an enricher for white flour, and the use of peanut hulls for insulation in paperboard, sweeping compound, explosives and in other ways.

BETTER GLYCERIN SUPPLY—Improvement in the glycerin supply has led the Petroleum Administration of War to cancel its order which fixed per centages of fatty oils and acids in compounding lubricating greases.

When the glycerin supply was critical because of explosives requirements, PAW ordered that fatty oils should not exceed 50 per cent of the weight in lubricating greases, the balance to be filled out by substitutes. Stocks of fatty acids are now reported near an all-time low, while the glycerin supply is ample for war needs.

ESSENTIAL OILS—Certain large users of oil of peppermint have offered to stay out of the market for the rest of this year, helping to correct a critical supply situation, according to a report of the WPA on a meeting of the Industrial Oil of Peppermint Users' advisory committee. Industry representatives concurred with Food Distribution Administration officials on the need for a limitation on users of oil of peppermint, thus insuring an equitable distribution of the supply.

HINT RATIONING

(Continued from opposite page)

creased consumption and big overseas shipments. Surveys show that smokers frequently are unable to obtain their usual brands.

The Department of Commerce, commenting on the WFA statement that cigarette supplies are adequate, said that "facts speak for themselves." Among the facts referred to is the reported 30 per cent reduction in shipment of Camels to wholesalers, 10 per cent decrease in Philip Morris allotments to regular distribution channels, and plans by makers of Lucky Strikes, Chesterfields and Old

Carton-Saving Plan Released

Nat'l Confectioners' Association asks co-operation to prevent cut in available supplies

CHICAGO, Oct. 30.—A definite plan for conservation of corrugated and paperboard containers has been supplied to more than 1,200 candy manufacturers and members of allied industries by the National Confectioners' Association.

In announcing the campaign, a spokesman of the association said, "The confectionery industry, along with other industries which use corrugated containers, has been asked to effect savings whenever possible in the use of this type of container. WPA has warned manufacturers that the situation regarding all types of containers is so critical that conservation program must be put into effect so that the available supply may be stretched to cover the needs of the manufacturers."

The industry program calls for co-operation among jobbers, distributors and manufacturers in the re-use of cartons to assist confectioners in making the reduction in paper waste sought by WPA. Unless an over-all campaign is effective, according to information received by the association, it may be necessary to reduce the amount of containers available to the confectionery industry by 20 per cent.

Gold to impose similar distribution controls if orders continue excessive.

Of particular interest to vending machine operators, is the report that equitable distribution of supplies presumably will outlaw retail sales of cartons and multiple pack purchases.

Reaching More of the Important Readers in the Coin Machine Field

The Billboard

TODAY'S fast changing events and conditions have made Coin Machine Operators and Jobbers more regular readers of The Billboard, and because of its more accurate reporting of developments, more and more are depending upon it for guidance.

The Billboard's vast network of reporters and representatives scattered about the country assures the best possible news coverage. Weekly issuance enables readers to keep abreast and take immediate advantage of the latest turn of events.

For permanent advertising results advertise in The Billboard regularly—keep your name alive, sell the machines you no longer need, list the ones you want to buy and familiarize the trade with your services. Be sure the big annual Christmas Special carries your advertisement.

ADVERTISE

in the

CHRISTMAS SPECIAL

NOVEMBER 27

Many special editorial features and articles will provide extra reader interest.

Wider distribution will give your message greater attention from prospects in all parts of the country.

FORMS GO TO PRESS

WEDNESDAY
NOV. 17

Mail Your Advertising Copy NOW

The Billboard Publishing Company

25 Opera Place

Cincinnati 1, Ohio

ARCADE EQUIPMENT

2 World Series, Each	\$ 95.00	8 Floor Mod. Drop Picture Machines, Ea.	\$ 45.00
2 Western Baseballs, Each	95.00	1 Poker and Joker, Floor Model	119.50
3 Batting Practices, Each	125.00	1 Skill Jump with Stand	69.50
3 Texas Leaguers, Each	45.00	1 Test Pilot	200.00
1 Shoot the Chutes	165.00	8 Bean the Japs, Each	75.00
3 Slip the Japs, Each	165.00	4 Buckley Deluxe Diggers, Each	75.00
5 New Tokio Guns, Each	330.00	6 Assorted Diggers and Electro Hoists, Ea.	50.00
2 Keeney Submarines, Each	225.00	3 Rotary Claws, Each	160.00
1 Jennings Barrel Roll	125.00	1 Mills Test Your Strength	125.00
2 Ten Strikes, H.D., Each	60.00	1 Gutter Floor Mod. 3-Way Strength Tester	125.00
2 Ten Strikes, L.D., Each	50.00	1 Casino Golf	35.00
2 Skeeballettes, Each	85.00	8 Chester Pallard Golf Machines, Each	85.00
1 Hurdle Hop	65.00	1 Map of the Hand Card Vendor	45.00
1 Two Gun Open Season	165.00	1 Wizard Future with Film	35.00
1 Panoram	325.00	3 Radio Love Message Card Vendors, Set	85.00
1 Watling Tom Thumb Scale	85.00	1 Floor Model "Astroscope"	125.00
1 Sheffer Lo Boy Scale	40.00	1 Floor Model "Your Destiny"	125.00
1 Deluxe Toledo Lo Boy Scale	75.00	1 Floor Model Vitalizer	75.00
4 Mills Punching Bags, Each	165.00	1 Exhibit Vitalizer	85.00
2 Exhibit Striker Punching Bags, Each	165.00	3 Pike Peaks, Each	20.00
1 Exhibit Bicycle	125.00	4 Model "F" A.B.T. Guns, Each	18.00
5 S.U. Marble Gl'd Exhibit Type Lite-Up Card Vendors with Bases, Each	35.00	2 Advance Shockers, Each	15.00
5 Older Type Exhibit Card Vendors, No Lite-Up, Each	25.00	8 Gottlieb Three-Way Grippers, Each	17.00
1 Color of Eyes, Card Vendor	65.00	6 Home Run Guns, 1¢, Each	15.00
1 Color of Hair, Card Vendor	65.00	6 Shoot the Japs 1¢ Guns, Each	20.00
1 3 Oracle Fortune Teller, Set	85.00	2 Super Grippers, Each	50.00
		1 Warner Voice Recording Studio, complete with approx. 500 Records	595.00

CONSOLES

1 Pace Saratoga Sr. with Ralls	\$125.00	1 Paces Races	\$ 85.00
2 Four Bells, Serial Over 2400	WRITE	4 Beulah Parks, Each	85.00
1 25¢ Bally Club Bell	275.00	6 Cigarollas XV Models, Each	75.00

MUSIC

1 Rockola Imperial 20	\$95.00	2 Wurlitzer 61's with Stand, Each	\$89.50
1/2 Certified Deposit With ALL Orders—Balance C. O. D.			

CLEVELAND COIN MACHINE EXCHANGE

2021 PROSPECT AVE., CLEVELAND 15, OHIO. PHONE PROSPECT 6316-7.

WANT MECHANIC FOR ARCADE

One who thoroughly understands all types of Arcade Equipment; must be able to repair all types of Guns. Good salary to right man. Man over 40 preferred. Situated in Western New York State.

BOX D-146, Care of The Billboard, Cincinnati 1, Ohio.

WANTED! PENNY ARCADE MECHANIC

EXCELLENT SALARY—FREE LODGING—6 DAY WEEK

WANT GIRL TO WORK PHOTO STUDIO ON PERCENTAGE BASIS
MINIMUM SALARY GUARANTEED, \$60

GRANBY AMUSEMENT CORP. Apply PEERLESS VENDING MACHINE CO.
428 Granby St. NORFOLK, VA. or 220 W. 42nd St. NEW YORK CITY

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 NEWS

Baltimore Arcade, Never Closed, Is Highly Successful

BALTIMORE, Oct. 30.—Fair Grounds holds a unique position in the arcade picture of Baltimore due to the fact that it is the only local arcade operated on a 24-hour basis. Fair Grounds is never closed, and the heavy patronage by war workers and others, who are in no hurry to go to bed before dawn, make night activities at the spot resemble daytime activities.

Four a.m. finds large crowds milling about and playing their favorite coin machines. Most of the patrons at that hour are war workers, who, after getting off the shift at midnight, are in no hurry to go to bed. They may take in a movie, then congregate at the arcade, where they enjoy a snack at the refreshment stand and then try their skill at their favorite coin machine games.

One of the secrets of arcade operation, the management pointed out, is the time an arcade is open. The longer an establishment is open, the more pennies and nickels will find their way into the slots. Arcade operation on a 24-hour schedule would prove successful any time, normal or abnormal. This has been demonstrated by the Fair Grounds, which has been in operation for a number of years.

Baltimore's night life, at least certain phases of it, have extended thruout the 24 hours of the day, and since that has been so, the success of the Fair Grounds arcade had been assured. This was especially true during hot weather.

Since the outbreak of the war, with its influx of thousands of war workers, and with the war plants operating on a 24-hour schedule, this arcade has been even more successful than during normal times.

While there are several arcades operating in Baltimore, on a year-round basis, Fair Grounds is the only arcade to operate on both a year-round schedule and a 24-hour-a-day basis. Originally established by Harry Plisner, the Fair Grounds is now owned by Roy McGinnis and Max Reznick, with the latter managing the spot.

R. McGinnis Opens Arcade at Quantico, Home of the Marines

BALTIMORE, Oct. 30.—A new arcade has been opened at Quantico, Va., by

Devon Arcade Asks Kids "Not To Bang About"

Some people's nerves are rather strained—The kids are welcome if they're trained Not to jump or bang about Or scream and shout or run about. Then the fathers and mothers Will enjoy themselves like others.

Streets, director of the firm William Streets & Company, Ltd., mentioned in a recent letter to *The Billboard* that he had recommended posting of the notice in all arcades operated by members of Amusement Caterers' Association.

Roy McGinnis, who operates arcades thruout Virginia. The quarters formerly occupied by a restaurant, were completely remodeled. Rufus DeVane is manager of the new arcade.

McGinnis is also active in the coin machine trade in Baltimore.

Prospects for a successful arcade operation at Quantico are excellent in view of the fact the town is a permanent marine base, with many thousands of men stationed there.

WANTED

A. B. T. OR FELTMAN SHOOTING GALLERY

State if and where in operation, serial numbers of guns, general condition, approximate shipping weight and how many pellets. How soon can ship. State lowest for outfit complete with accessories.

Wire care W. U. or write Gen. Del.

O. H. TYREE

Gen. Del. NEW ORLEANS, LA.

WANTED

ARCADE MECHANIC

Must be first-class. Good salary, fine working conditions — in Norfolk, Va.

George Ponser Co.

763 So. 18th St., Newark, N. J.

- 5 Gun McGlasslan Range
- 1 Remington Rand Compressor
- 1 Iron Rack
- Loading Machine and Loaders
- 11 Boxes Shells

WIRE OR PHONE FOR PRICE

MARKEPP COMPANY

3906 Carnegie CLEVELAND 15, OHIO
Henderson 1043

ARCADE EQUIPMENT WANTED

Bally Defender Gun. Exhibit's latest Skill Punching Bag, 30 seconds for 1¢. Exhibit's latest Chain Machine. Muto, latest Punching Bag. Muto, Typo-Graph. All above machines must be in A-1 condition and will pay a good price. Also for sale a good small Arcade, includes Photomatic.

1411 OHIO LANSING, MICH. **ASSID**

WANTED

Two Photo Galleries for choice locations in only arcades in El Paso for winter or duration. 25% of gross to house. Lights and license furnished. One hundred thousand soldiers, two hundred thousand population.

Happy's Penny Arcade

218 So. El Paso St. EL PASO, TEXAS

FOR SALE

10 Cases .22 Long Rifle Cartridges. Make offer.

50 Rolls Name Plate, Tape, 2 Lbs. Per Roll and Up at \$3.50 Per Lb. BOX No. 512, Care The Billboard, 1564 Broadway, New York 19.

WILL BUY

1 Roovers Name Plate Machine that uses tape. Must be in working order. Will pay highest price for .22 Shorts Ammunition.

SPORTLAND

354 Asylum Street HARTFORD 3, CONN.

NEWS OF PRIORITIES and MATERIALS

Developments of the Week in All Industries

REDUCTION IN MAGAZINE PAPER.—The magazine and periodical industry advisory committee has recommended a further 15 per cent reduction in paper usage for the trade, effective January 1, the War Production Board announces. If the curtailment is ordered by WPB, magazines will be using 25 per cent less newsprint than in 1942, a 10 per cent reduction already having gone into effect.

The committee said the new reduction would "insure a continuing supply of magazine paper for 1944 and prevent a temporary breakdown of supply, particularly for small tonnage publishers."

TYPEWRITER SUGGESTION.—A picture of a proposed electrical typewriter of the future appears in a recent issue of *American Business*. The new machine is said to have these advantages over models now in use: lightness, speed and better styling. The keyboard appears to be much like that now used on Linotypes; the keys are larger and rectangular instead of round. The machine is made of plastics instead of metal.

POST-WAR SYNTHETIC RUBBER.—Rapidly expanding demand after the war for high quality "tailor made" synthetic rubber is predicted by the Hycar Chemical Company, pioneer commercial producers of synthetic rubber.

Special varieties of synthetic rubber, possessing strength, durability, resistance to heat or chemical action to a degree far surpassing that of natural rubber, are expected to command a large and growing market, even if priced above natural rubber, or above that of volume production grades of synthetic rubber.

The rubbers produced by the company may be varied by compounding and processing like natural rubber and other synthetics, so that it may provide, in addition to oil and solvent resistance, which will be retained at high or low temperatures, high elongation, abrasion resistance, tear resistance, low permanent set or other special properties as desired.

SET UP REGIONAL OFFICES.—Seven regional pulpwood production offices, charged with solving man power, transportation and price problems adversely affecting output have been set up by WPB. Regional office heads will have the sole function of stimulating pulpwood production.

The offices will be in Seattle for the Pacific Northwest; in Green Bay, Wis., for the Great Lakes region; in Boston for the Northeast; in Charleston, W. Va., for the Appalachian area; in Atlanta for the Southeast, and in New Orleans for the South Central region. A Canadian office will be established at Ottawa.

Present efforts to correct the shortages are centered on stimulating production of pulpwood by farmers and small timber lot owners east of the great plains. The Department of Agriculture, WPB and a joint committee of newspaper publishers and other pulpwood users are co-operating in a campaign to increase pulpwood shipments from these sources. Proposals to use prisoners of war now in North America and natives of Jamaica and the Bahamas in pulpwood production are now being considered.

NEW PLASTIC GLUES.—New plastic glues which, under mild heat and pressure, bond metal to metal, to rubber, to plastics or any one of the three to any other, have been announced. Reanite is made by the United States Stoneware Company, of New York, and Cycle-weld

is a joint product of the Chrysler Corporation and of the Goodyear Tire & Rubber Company.

Discovery of these glues may lead to the use of paper-thin sheets of metal for surfacing walls and plywood structure after the war. The metals which can be so treated—aluminum, magnesium and their alloys—have been developed in their present super-lightweight form since the war began. All that is needed to make such metals a permanent part of a structure is a glue which will form bonds as strong as the materials it joins together.

It is believed that bonding will produce the nearest thing yet to a noiseless and vibrationless era after the war. This would result from the increased use of rubber as a cushion. Bonding rubber to metal is not new, but the use of one of the new plastic glues makes possible a much greater strength for the bonds.

Another possibility is a new form of metal made by combining powdered metals with reanite. At present powdered metals are molded into solid metals under heat and pressure. Combined with reanite, powdered metals form a cement. Altho still at the testing stage this material gives promise of reacting like a plastic. It follows difficult molding contours with ease.

This process is not intended to supplant nails for building houses or to produce steel ships fastened by metallic glue instead of by welding. It is intended for use with lightweight metals, natural or synthetic rubber, ceramic ma-

terials, leather, wood and glass.

SPEEDY HEAT.—Super-speed heat, so quick that it is possible to cook a bite of food between the time it leaves a diner's plate and reaches his mouth, has been developed by industry to provide the kind of heat necessary for special production jobs. The cooking stunt isn't to be taken seriously; it is a spectacular exhibit far too costly for every-day living.

Dozens of practical uses for this type of heat have been developed, however, since it is quick, exact and can be controlled precisely. For instance, sections of metal bearings can be hardened without heating other parts. Pieces of plywood can be quickly glued together. High frequency heating, in the laboratories of electrical engineers, is dehydrating food, destroying bacteria, sealing containers, exploding grain and shelling nuts.

Such tremendous speeds as 30,000,000 cycles a second (normal electrical current is about 25 to 60 cycles) are used in high frequency heating. Improvements within the past two years of the high-power vacuum tube (the electronic tube so highly publicized today) make possible the use of this tremendous high-powered current.

There are two kinds of high-frequency heating, induction and di-electric. The type material being worked with determines the kind to be used. Because metals conduct electricity, induction heating is used on them. The part to be treated is placed in or near a water-cooled coil which carries a high frequency alternating current. As electricity is introduced into the metal, the resistance which develops creates the heat needed to do the job.

In di-electric heating, non-conducting materials are placed between two plates charged with high-frequency current. As this current attempts to move from one plate to another it creates a tremendous stir among the molecules of the material; the resulting friction provides the needed heat.

products of American coin machine manufacturers are becoming to the industrial field what soybeans are to nutrition.

Play to P.M.

Along about the middle of October stories of President Roosevelt's mountain retreat broke into the news. Somewhere in Western Maryland there's a spot where the president can get some relief from his arduous duties, and during one of his short rest periods, he had as his guest Prime Minister Winston Churchill. News reports all mentioned that the Prime Minister explored the Maryland countryside and even visited a near-by village tavern where he listened to a juke box. One report in *The Chicago Sun's* Washington column said he had a "whale of a time dancing with a few of the village belles."

Idea?

Maybe these fortunetelling scales should give out with different cards for various weight brackets. A cartoon feature by d'Allesio called "These Women!" in *The Chicago Times* sketched two women walking away from a "weight and fortune" scale, reading one's fortune. She was decidedly on the heavy side. Caption to the sketch was: "The card says 'a tall dark, and handsome man will sweep you off your feet.' . . . do they expect me to believe that . . . at my weight?"

And Then Again . . .

Three weeks ago we reported the juke box in a Broadway bar which gave out with five minutes of silence for a nickel. Mrs. Sadie Snyderman, of the Overbrook Music Company, Philadelphia, has an even better one than this. She tells about the fellow who put a nickel in the wall box the other night at Milt Kellen's, one of her choice midtown restaurant locations. The diner turned the dials to an advertising space marked "Special Platters" and dropped in his coin. And when nothing happened, the guy wanted his nickel back!

Just when we thought we had the shellac shortage licked, it develops that the public doesn't like peace and quiet!

Strrrrike!

The "People You Know" series in *The Saturday Evening Post*, September 25 issue, featured none other than that indignant squawker, Donald Duck, who was letting off steam this time by swinging a mallet down on an arcade striker. Can't blame him, tho. Instead of a bell, this striker had Hitler's head up there. The series is drawn by Kenneth Stuart and features Ethel Jacobson's verse.

Travelogue

Our favorite columnist, Robert M. Yoder, who writes for *The Chicago Daily News*, visited Philadelphia last week. He wrote that so long as we have Philadelphia, we needn't worry about destruction of historic scenes in Europe. His impression was that Philadelphia "is a city of such stateliness as to make Rome look as raw and recent as an oil-boom town."

"Your correspondent," reported Yoder, "has not yet been in a Philadelphia juke joint but there isn't the slightest doubt what it would look like. It would look like a cross between the Acropolis and a first national bank, only, of course, on a much smaller and restrained scale."



Industry Mentions

Magazines -- Newspapers -- Radio

While You Work

"Music plays while you work in air-conditioned rooms . . ." read part of a quarter-page ad in *The Chicago Sun*, October 18, E. J. Brach & Sons, candy manufacturers well known to the vending machine trade, ran the ad and featured six pictures to show potential applicants the plant working conditions. One picture showed a juke box and three women workers. Others featured the "E" award pins proudly worn by employees, sports activities and the cashier's window. Wouldn't surprise us a bit to find industrial music a permanent part of American life after the war, along with the teen-age club and other recreation centers.

Pinball Wind Vane

Thanks to pin games and a boy's ingenuity, Technical High School in Springfield, Mass., has an anemometer wind vane that tells not only the direction of the wind but its velocity as well. According to a feature story in *The Springfield (Mass.) Daily News*, the meteorology classes are enjoying their complicated gadget now and not after the war because one student who does electrical work after school did an emergency job on some pinball machines for the

Becker Novelty Company. He knew his classes needed relays to connect the vane on the roof with an indicator in their classroom and with another one in the main hall of the school. Working on the pinball machines, he thought the relays in them took an awful lot of punishment from the public, so why couldn't they be hooked up with the wind vane. Becker Novelty Company heard of his idea and forthwith donated four machines to the high school so the student, Albert Gauthier, could put the relays into a remote-control panel. When a city electrician hooks up the rest of the job, all the students can watch eight electric lights change as the wind changes and note the speed of the wind on another instrument. *The Daily News* story mentioned that Gauthier works regularly for the Melody Phonograph Company after school and on Saturdays, servicing radios and repairing juke boxes.

What with dehydrators from slots, reported here some time ago, and now wind vanes from pinballs, looks as if the

Coin Machine Revenues . . .

WASHINGTON, Oct. 30.—Tax collections on coin machines in September totaled \$986,550, according to figures of the Bureau of Internal Revenue. This represented a sharp drop from \$5,357,243 of August, and an even sharper decline from the \$7,421,961 collection of July. The two record months of July and August will shoot 1943 collections way ahead of last year. Peak month of 1942 was July, when \$3,415,017 was collected. Collections last month ran double that of September, 1942, when \$468,078 was collected.

CLOSING OUT ARCADE

HAVE EVERY MACHINE LISTED
ALL IN GOOD CONDITION AND APPEARANCE

1 Keeney Air Raider \$225.00	1 Evans Playball \$189.50
2 Keeney Submarines 200.00	1 Evans Ten Strike, H.D. 69.50
1 Kirk Air Defense 185.00	1 Rockola Ten Pins, H.D. 59.50
2 Kirk Test Pilots 195.00	1 Gottlieb Skcebowlette 79.50
1 Bally Torpedo 200.00	1 Exhibit Foot Ease Vitalizer 79.50
2 Mutoscope Ace Bombers 325.00	1 Cuckoo Clock Strength Test 75.00
1 Mutoscope Drivemobile 300.00	3 Drop Picture Machines 25.00
1 Mutoscope Hockey 69.50	1 Arcade Strength Test on Stand (3 Way Grip) 39.50
1 Mutoscope Skyfighter 385.00	4 Post Card Venders, Stands and Lightup Backs 25.00
1 Genco Playball (Late) 175.00	5 View-o-Scopes 20.00
1 Chieftain All Star Hockey 215.00	1 Mutoscope PHOTOMATIC, Late Model, with 10,000 Card Board Frames at List Price. 850.00
2 Scientific Batting Practice 100.00	18 Gun A.B.T. RIFLE RANGE, complete with latest type Moving Targets, 40,000 Steel Shot, Cartridges, etc. This outfit is complete in every way, in perfect condition, with one extra or spare gun. Six rifles have just been factory reconditioned, have new barrels and have not been used since being returned from factory. Can be seen in operation at Pinellas Arcade, Clearwater, Fla. Price for complete outfit, \$3,000.00. Send 1/3 certified deposit. Do not telephone—write or wire. Want to buy Rockola Regular and DeLuxe Phonographs.

E. C. DeLONG
BOX 215 DADE CITY, FLORIDA

FALL SPECIALS

ONE BALLS

Just Off Location—in Excellent Condition!	
Club Trophy	\$340.00
'41 Derby	350.00
Fcrtune	335.00
Skylark	285.00
Thistle-down	65.00
Fleetwood	29.50
Fairgrounds	29.50
Preakness	29.50

COUNTER GAMES

Cubr, 1c & 5c	\$ 4.95
Aces, 5c	4.95
Liberty's, 1c	6.95
American Eagles (Used), 1c	6.95
Daval 21 (New)	6.50
Lucky Smokes (New)	9.95

SLOTS

WATLING	
Rot-a-Top, 3-5, 5c	\$ 79.50
10c	84.50
Watling Hand Load, Like New, 5c	129.50

COLUMBIA Convertible, Late Style Cigarette Reels	74.50
--	-------

CALLE Commander or Playboy (Exceptionally Clean), 5c	74.50
10c	79.50

PAGE	
5c Comet	69.50
10c Comet	84.50

PAGE DELUXE SLUG-PROOF	
5c	114.50
10c	124.50

PAGE ROCKETS	
5c	119.50
10c	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
Jennings Fast Time, F.P.	59.50
Keeney Red Seven Coin Head	
Track Time	69.50
Keeney Kentucky Club	79.50
Exhibit Tanforan	29.50
Bally Ray's Track, Serial over 4300	94.50
Bally Long Champ (Large)	39.50
Bally Solitaires 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

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
Photographs and Accessories

BACK THE ATTACK WITH WAR BONDS!
Please address mail to Milwaukee 3, Wis.

Milwaukee
COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.

News Highlights -- October 25-30

WASHINGTON, Oct. 30. — Important news announcements here this week include the following:

Chester Bowles, who has been general manager of OPA since July, was nominated for head of the organization. He is expected to make important changes in price ceiling policies.

WPB announced that salesboard manufacturers will be permitted to do 65 per cent of their 1942 business during the last quarter of this year.

The Internal Revenue Bureau reported collecting \$986,550 as compared with \$468,078 in September, 1942.

The Supreme Court refused to intervene in the appeal of Mars, Inc., in its price control suit against OPA. A 10-day stay was allowed for making a further appeal.

CHICAGO—The Army-Navy "E" flag was awarded to the "Bally" plant here in impressive ceremonies in the Grand Ballroom of the Sherman Hotel, October 30. The "Bally" plant has been doing very important war work.

WASHINGTON—The U. S. Mint announced late last week that the old copper penny would be restored beginning January 1. The steel pennies will not be taken out of circulation, however. This

was good news to the coin machine trade.

DES MOINES—A beer shortage in this State is cutting down the play of coin machines in many locations because of earlier closing hours. Liquor rationing is in prospect, and operators think this will help.

MIAMI—A grand jury last week severely criticized the licensing of console games in the city and county and recommended that the license system be repealed.

CHICAGO—A grand jury investigation of big time gambling has been under way here for several days. The mayor was called before the grand jury this week. Slot machines have hardly been mentioned, and most attention has been given to big time gambling. A political war is back of the situation. A so-called "juke box murder" happened during the week which may initiate unfavorable publicity to juke boxes.

WASHINGTON—Reports on cigarette supplies continue pro and con this week. Most manufacturers were beginning voluntary rationing to their distributors, which meant distributors in turn would ration their sales to retail stores and the vending trade.

New Eating Places Are Good Machine Locations

FORT WORTH, Oct. 30.—Crowded Fort Worth is slowly adding much-needed eating places which turn out to be profitable coin machine locations.

Angel's, in suburban Fort Worth, closed early in the war days, has reopened with good business. The Tap Room, downtown eat and drink spot, sells all the food and drinks it can obtain. The Colonial Hotel dining room, a suburban spot, is new and is drawing crowds. In the heart of the business district, the Chicken Bar will be opened in a reconstructed building.

Roy's Place, on a highway five miles from Fort Worth, is turning the customers away because of inability to supply rabbit dinners. Meat rationing cut into his business, so he turned to domestic rabbits with profitable results.

Export Meeting Brings Up Many Post-War Issues

NEW YORK, Oct. 30.—The 30th Annual Convention of the National Foreign Trade Council met in New York this week. Prominent speakers from many lines of business and government officials addressed the convention. The chief topic of the convention was plans for building up foreign trade after the war. Many authorities urge caution because, they say, ships will be needed by the government in its post-war plans for a number of years after fighting stops. However, this important group of trade leaders is making definite plans to boost foreign trade in every way possible.

Some speakers stressed the possibilities of big trade gains with South America after the war. Others urged the expansion of the stabilization fund which the U. S. and Britain have had for some years. The subject of a world currency was also discussed. A big increase in ships and the disposition of the merchant marine were important topics of discussion. Trade pacts with other countries and the subject of tariffs also came in for serious discussion.

WANTED!
WESTERN
BASEBALL DELUXE
WILL PAY \$75.00
GERBER & GLASS
914 Diversey Blvd, CHICAGO 14, ILL.

MARKEPP VALUES

PHONOGRAPHS	
Rockola SUPER	\$269.50
Wurlitzer 61s	74.50
Wurlitzer 41s	100.00
Seeburg 8800, ESRC	Write
Seeburg WALLOMATICS (24s)	34.50
5-10-25 BAROMATICS, 3 Wire	42.50
5-10-25 BAROMATICS, Wireless	47.50
Mills THRONES	179.50
Mills EMPRESS	194.50

ARCADE EQUIPMENT	
ALL STAR HOCKEYS	\$209.50
Seeburg JAILBIRD	119.50
KEEP PUNCHING	89.50
KICKER & CATCHERS, 1c	19.50
TEN STRIKE, High Dial	59.50
TEN STRIKE, Low Dial	49.50
PAGE LOWBOY SCALE	39.50
BATTING PRACTICE	99.50

SLOTS	
25c MILLS EXTRAORDINARY	\$199.50
25c MILLS BLUE FRONT, 445,000,	Write
C.H., Knees, Drillproof	Write
5c MILLS BLUE FRONT, 424,000	Write
10c MILLS BLUE FRONTS, over	Write
400,000	22.50
Single Safe, Single Door	39.50
Single Safe, Double Door	79.50
Chicago Metal Double Safe,	79.50
Double Door, A-1	59.50
MEILINK DOUBLE SAFE, Late A-1	59.50
Half Certified Deposit With Order.	

WANTED FOR CASH
Wurlitzer 618, 24, 500, 600; Seeburg Royal, Regal, Mayfair, Crown, Plaza, Vogue, Classic, Concert Grand; Rockola Standard, Deluxe, Master, Supers; also PHONOFILM Soundie, WURLITZER SKEEBALLS, Rapid Fires.

WE ARE WHOLESALE ONLY THE MARKEPP CO.
3908 Carnegie Ave. Cleveland 15, O.
Henderson 1043

GUARANTEED USED GAMES **OLIVE'S SPECIALS FOR THIS WEEK** **WANTED MONEY - BLACK SLICK - BARS - ANTE**

1 BALL FREE PLAY

CLUB TROPHY	\$950.00
SPORTS SPECIAL	150.00
DARK HORSE	175.00
1938 TRACKTIMES	125.00

CONSOLES

BAKER'S PACERS (Daily Double)	\$300.00
PAGE'S RACES, Red Arrow (Serial 6117)	250.00

SPECIAL

5c COIN SLIDES FOR A.B.T.	90c Each
COIN CHUTES	90c Each

WE WANT TO BUY 200 FIVE BALL FREE PLAY PIN GAMES.
Send Us Your List and Prices.
Terms: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8620)

SCAVENGERS
FOR MILLS JUMBOS
Guaranteed rebuilt—much stronger than when new. \$5.00 EACH, with your old or broken Scavenger.
WE WANT TO BUY any Old or Broken Scavengers. Tell us how many you have and price expected.
LYNES MANUFACTURING CO.
2642 Cecelia St., St. Louis County 17, Mo.

50,000 Easel Folders
For 1 1/2 x 2 Photos, \$25 a thousand. Sample 10 cents. New 500 Watt Projection Bulbs for photo work, \$3 each. One-half cash, balance C. O. D. I have Photomats. Make offer. Special size Direct Positive Cameras made to order. Do you need special type Lens or Equipment? I can get it for you.
Herman Millman
17 West 20th Street NEW YORK

JAR DEAL TICKETS AND SALES BOARDS
Write for Prices.
AUTOMATIC AMUSEMENT CO.
633 Mass. Ave. INDIANAPOLIS 4, IND.

FOR GUARANTEED MILLS EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

Buy **WAR BONDS!**
SOUTHERN AUTOMATIC MUSIC CO.
540-42 S. 2nd St., Louisville, Ky.
531 N. Capital Ave., Indianapolis, Ind.
312 W. Seventh St., Cincinnati, Ohio
425 Broad St., Nashville, Tenn.

WANTED
A first-class all-around Mechanic for Pin Balls, Phonographs and Consoles. This position is permanent to a capable, right party! Excellent pay! We are strictly jobbers and distributors and do not operate! Time and a half for overtime. Give full particulars in first letter.
CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Ave. CLEVELAND 15, O.
Phone: PProspect 6316-7.

Will Pay \$45.00 Each
FOR SUN BEAMS, DOUBLE PLAYS, WEST WINDS, DO-RE-MIS; AND \$35.00 EACH FOR STARS. WIRE QUANTITY. WILL SEND DEPOSIT.
American Coin Machine Co.
557 Clinton Ave., N. Rochester 5, N. Y.

BINGOS
NUMBERED TICKETS—1000s ON STICKS
● LARGE NUMBERS
● HEAVY PAPER
● 3 COLORS PRINTING
● ORIGINAL
FACTORY TICKETS

\$1.25 LOTS OF 100

Plenty of Stock Available—Order Now!

1/3 DOWN BAL. C.O.D. HANLEY & COMPANY OUR MERCHANDISE IS GUARANTEED
6319 DELMAR, ST. LOUIS, MO.

SIMON SALES
FOR SALE!
PHOTOMATON—\$1000.00
Direx Positive "B" Paper, 1944 Dating, 1 1/2" x 500"—\$17.50 Per Roll
WANT TO BUY—6 1/2" STEEL RECORDING DISCS
WRITE, PHONE, WIRE 152 W. 42nd STREET, NEW YORK 18, N. Y.
OUR MAIN OFFICE Phone Pennsylvania 6-9495

PHONOGRAPH MOTORS REBUILT

OHIO — EMERSON G. E.

IN LOTS 5 OR MORE \$4.00 EA. LESS THAN 5, \$4.50 EA.

PANORAM SOUNDIE MOTORS, \$6.00 EACH.

GEORGE J. ARCAND

7 HENSHAW ST. BRIGHTON, MASS.

ARCADE EQUIPMENT

- 2 Holly Grips on Stands, Each \$ 15.00
- 4 Exhibit's Drop Picture Machines, New Pictures, Each 45.00
- 2 Skill Jump on Bases, Each 55.00
- 1 500 Watling Scale 135.00
- 1 Exhibit's Punching Bag 185.00
- 2 Bang a Deers, Some Bullets, Each 100.00
- 1 Supcr Grip 37.50
- 2 Bally Eagle Eyes Ray Guns, 5 Extra Gun Lamps, Each 150.00
- 1 Casino Golf 45.00
- 1 Mills 12 Slot Horoscope with about 6000 Cards 100.00
- 1 Solar Horoscope with Refills 175.00
- 1 Mills Shocker, Large Floor Size 150.00
- 2 A.B.T. Challenger Gun, Each 27.50
- 2 A.B.T. Model F, New Style, Each 27.50
- 3 A.B.T. Model F, Old Style, Each 19.50
- 1 Short Stop, Free Play Pin Game 35.00
- 1 Stratoliner, Free Play Pin Game 40.00
- 1 Photomatic with 5000 Photo Frames, Chemicals, Mixing Equipment 1100.00
- 1 8' Show Case 50.00
- 1 8' Show Case 35.00

\$2800.00 cash if all sold to one party.

All machines just off summer arcade at lake. No trades.

FERRAL ASSID

1411 OHIO LANSING, MICH.

Philly Coinmen Hustle To Hasten Day of Victory

To the Editor:

Congratulations on your splendid editorial in *The Billboard* October 23.

Our association here in Philadelphia has been doing just what you write about. In the main, however, our work has been in a charitable and civic manner.

We began by having a Red Cross drive. Then we purchased a voluntary membership in the Shriners' Hospital for Crippled Children. Followed up by sending 400,000 cigarettes to our service folk overseas. Immediately after that we supported and gave generously to the Allied Appeal and more recently contributed to Father Flanagan's Boys' Town. We have also repeatedly announced the importance of being blood-bank donors, and many of our members have responded.

At our last meeting we gave wide publicity to enlisting in the Pennsylvania State Guard and the Coast Guard Reserve in which more than a dozen of our members are represented.

The coin machine industry is certainly giving of its money, blood, sweat and

What's in Name?—Look!

Morale-Builders Company! This colorful and appropriate name of a Philadelphia operating company may have escaped the attention of reporters and coinmen in other cities.

The name decorates a new letterhead received from William K. Rodstein, well-known operator of arcades and amusement machines in Philadelphia. Rodstein is president of the successful Amusement Machine Association of Philadelphia.

Read Mr. Rodstein's letter, reproduced in this issue, and take another look at that name of his company! It is more than a name: it's an idea that coinmen generally can do something with!

tears to aid in hastening the day of victory and rightly so.

WILLIAM K. RODSTEIN,
President,

Amusement Machine Association of Philadelphia.

MONARCH—MORE and BETTER GAMES

FACTORY REBUILT 5-BALL FREE PLAY NOVELTY GAMES

- United Midway \$175.00
- United Grand Canyon 185.00
- United Brazil \$195.00
- Exhibit Action 175.00
- United Santa Fe \$195.00
- Gott. Five & Ten 165.00

1-BALL AUTOMATIC PAYOUT TABLES

- Mills Spinning Reels \$125.00
- Mills 1-2-3, Bally P.O. Unit 89.50
- Mills 1-2-3, Fr. or Animal Reels 59.50
- Bally Hi Hand \$150.00
- Bally Club Bell, Fac. Reb. 255.00
- Gottlieb Daily Races \$ 35.00
- Keeney Winning Ticket 150.00
- Bally Hi Leap 35.00
- Bally Preakness 35.00
- Pace '41 Saratoga \$160.00
- Bally Club Bell 220.00
- Bally Big Top \$ 95.00
- Watling Big Game 65.00
- Mills Jumbo Parade, Blue 110.00
- Jenn. Silver Moon, 25¢ 150.00
- Bally Pacemaker \$135.00
- Three Up 35.00
- Bally Gold Medal, J.P. 65.00
- Gottlieb Multiple Races 45.00
- Bally Stables 35.00

COMBINATION FREE PLAY AND PAYOUT

- Jenn. Silver Moon, 10¢ \$150.00
- Jennings Bobtail, 5¢ 125.00
- Mills Jumbo, Brown 75.00
- Evans Jungle Camp 75.00
- Bally Big Top \$ 95.00
- Watling Big Game 65.00
- Mills Jumbo Parade, Blue 110.00
- Jenn. Silver Moon, 25¢ 150.00

AUTOMATIC PAYOUT CONSOLES

- Bally Royal Draw \$115.00
- Paces Reels, '41, Rails 145.00
- Pace '40 Reels, 10¢ 150.00
- Paces '40 Reels, 5¢ 110.00
- Jenn. Derby Day 40.00
- Watl. '41 Big Game 150.00
- Mills Jumbo, Latest \$125.00
- Keeney Triple Entry 135.00
- Evans '40 Dominoes 150.00
- Bally Ray's Track 125.00
- Exhibit Tanforan 30.00
- Groetchen Sugar King 35.00
- Keeney '38 Tracktime \$125.00
- Pace Saratoga, Rails 120.00
- Calle Roulette, 25¢ 350.00
- Jennings Good Luck 45.00
- Bally Bells, 5¢ & 25¢ 95.00
- Evans '37 Bangtalls 95.00
- Exh. Rotary Merchandiser, Chrome Claw Type 175.00
- Exh. Merchantmen Diggers 95.00
- Johnson Farebox Coin Counter for 1¢, 5¢, 10¢, 25¢ 225.00
- Mills 1-2-3, F.P., Animal or Fruit Reels 60.00
- Mills New 4 Bell Cabinets \$45.00
- Mills New Jumbo Parade, PO Cab. 25.00

FOR IMMEDIATE SHIPMENT—VARIETY MILLS AND JENNINGS FACTORY REBUILT SLOTS 5c-10c-25c-50c

ARCADE EQUIPMENT

- Chicken Sam Jap, outstanding respay job \$175.00
- Seeburg Parachute 180.00
- Bally Torpedo 295.00
- Ten Strike, High Dial 95.00
- Gottlieb Triple Grip 25.00
- Kicker & Catcher 27.50
- Pikes Peak \$ 19.50
- Scien. Baseball, 1 for 5¢ 155.00
- Ex. Fist Striker 195.00
- Bally Rapid Fire 265.00
- Keeney Submarine 250.00
- West. Baseball Deluxe 129.50
- Gott. Skee Ball Ette. 95.00
- Tommy Gun \$225.00
- Ex. Speed Bike 250.00
- Batting Practice 135.00
- Bally Defender 425.00
- Baker Sky Pilot 395.00
- West. Super Strength 75.00
- Test Pilot 345.00

IN STOCK FOR IMMEDIATE DELIVERY:

Mills 3 Bells, 4 Bells—4 Nickel, 3 Nickel and 25c; Jumbo Parade; Keeney Single Super Bell, 5c or 25c; Twin Super Bell, 5c & 5c or 5c & 25c; 4-Way Super Bell, 4-5c, 3-5c & 25c; Paces Reels, 5c, also 10c & 25c Combination; Baker Pacer, Daily Double Jackpot; Evans Lucky Lucre; Evans Royal Lucre; Jenn. Silver Moon; Pace Saratoga, F.P. & P.O.; Bally Roll 'Em; Club Bell; High Hand; Evans '41 Bangtalls, J.P.; Evans '41 Dominoe, J.P., and many others.

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO.

CHROME COIN COMPANY

CONVERTING! REBUILDING! REFINISHING!

MILLS ALL One Cherry or Late Two Cherry Payout
PACE MODELS TRY THESE PAYOUTS FOR GREATER PROFITS

! OUR !

3-5 One Cherry
Victory
Pay-Out Models

OR

2-5 Original
Factory One Cherry
Pay-Out

OR

3-5 Original
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

CUDAHY, WISCONSIN

WE HAVE IN STOCK Brand New and Used SLOT MACHINES and AMUSEMENT GAMES

WANT TO BUY

Or will trade for 500 Wurlitzer, 750, 750-E, 600 and other Wurlitzer Phonographs. Write us what you have, lowest price and guaranteed condition.

Write

MOSELEY VENDING MACHINE EX., Inc.
OO Broad St., Richmond, Va.

Phones:

Day, 3-4511-12; Night, 5-5328

A REAL SPECIAL FOR SALE
25 SILVER MOON TOTALIZERS \$99.50 Each
Free Play (Like New)
WILL TAKE IN TRADE ON ANY NUMBER OF THE ABOVE YOUR BALLY CLUB BELLS, 1938 TRACKTIMES OR CASH JUMBOS.
WE BUY, SELL AND EXCHANGE
3147 Locust St. ST. LOUIS, MO. **M^{rs} CALL NOVELTY CO.**

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
CHICAGO

WE WILL TRADE (OR SELL)

- 2 (Like New) KEENEY 4 WAY SUPER BELLS, 5/5/5/5
 - 1 (Like New) KEENEY 2 WAY SUPER BELL, 25/5
 - 3 (Like New) KEENEY 2 WAY SUPER BELLS, 5/5
 - 4 MILLS (Cash Pay, Latest) JUMBO PARADES, 5c
- FOR EQUAL VALUE OF THE FOLLOWING BALLY PAYOUT (Not Ticket) GAMES
Or We Will Pay Cash for:
SANTA ANITAS SPORT KINGS
KENTUCKYS LONG SHOTS
TURF KINGS JOCKEY CLUBS
FAIRMOUNTS
Describe your equipment fully with your offer to trade or sell.
THE R. F. VOGT DISTRIBUTORS
Milner Hotel Bldg. Salt Lake City, Utah

RED, WHITE AND BLUE JAR TICKETS TIP BOOKS

Plenty of Them—Prompt Shipment.
BARNES NOVELTY CO. New Paris, Ohio

BEST MONEY MAKERS

Large Watling Springless Fortune Scales, \$47.50 each, crated. One-third deposit.
McGUIRE SALES CO.
"30 Yrs. of Service"
Dubuque, Iowa

FOR GUARANTEED
BAKERS PACERS
PACES RACES and SERVICE
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

ARCADE MACHINES OFFERED FOR QUICK CASH SALE

- 1 Mutoscope Punch-a-Bag (Like New) with 6 extra new Bladders and almost new extra Leather Bag \$265.00
- 1 National K.O. Fighter, original walnut finish 200.00
- 1 Mutoscope Monkey Lifter 150.00
- 1 Exhibit Prize Fighter Puncher Bag 125.00
- 1 Exhibit Mule In Gold Mine, with 10,000 Fortune Cards 100.00
- 1 Chester Pollard Football Soccer, good as new 125.00
- 1 Wurlitzer Band Organ with Flutes and Drums, several extra Rolls Music (like new) 50.00
- 1 Tom Mix Ray Gun 30.00
- 1 Model F A.B.T. Target Pistol 15.00
- 5 Bally Automatic Payout Units, Each 5.00
- 1 Target Skill Gun (Shoots Penny) 10.00
- 5 A.B.T. 2¢ Slightly Used Coin Chutes, Each 5.00

Will properly crate and ship upon receipt of cash in full.

MRS. A. N. RICE

Apt. 406, Shirkmere Apt. WICHITA, KAN.

WE WILL BUY

Seeburg, Rockola, Wurlitzer Phonographs. Super Bells, free play; De-Re-Mi, West Wind, Sunbeam, Double Play and other games. State condition and price in first letter.

THOMPSON MUSIC CO.

3214 McClure Ave. PITTSBURGH 12, PA.

SPACE FOR RENT IN PENNY ARCADE

Busiest Corner on Broadway, N. Y.
BOX No. 511, Care The Billboard,
1564 Broadway, New York 19, N. Y.

SALESBOARDS

We have a large selection. Write for price list.
SHERIDAN SALES CO.

4126 Sheridan Rd. Chicago 13, Ill.

Crated and Ready for Immediate Shipment

1 Mills Four Bells, all nickel play, Serial 627, excellent condition, \$579.50.

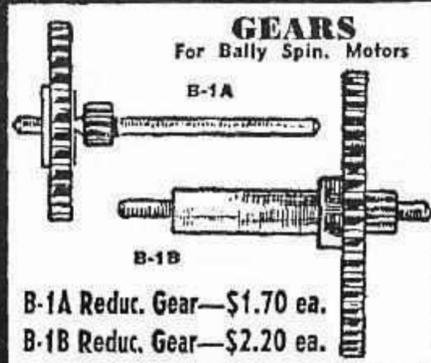
JULES OLSHEIN

284 S. Allen, Albany, N. Y. Ph. 2-2900.

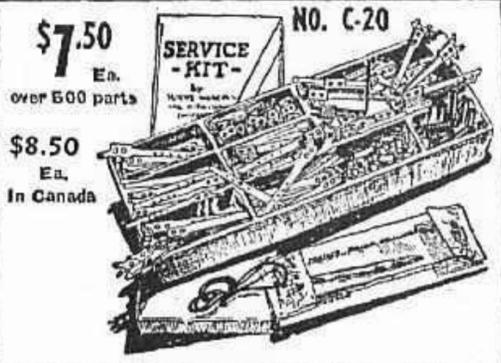
FOR SALE

One 10¢ War Eagle, one 5¢ War Eagle, one 5¢ Extraordinary, mechanisms perfect, cabinets buffed, painted, with club handles; one Jennings 10¢ Four Star Chief, mechanism like new. Write or make offer for one or all. Will hold machines until all correspondence is answered.
JOHN SHEAN, 301 Jackson St., Galena, Ill.

THE BEST QUALITY
RUBBER TUBING, 10c Per Foot **\$8.95** Per 100 Ft. or More
 3/16" Hole, Pure Gum Surgical Rubber for **PACES RACES**



GEARS
 For Bally Spin Motors
B-1A
B-1B
 B-1A Reduc. Gear—\$1.70 ea.
 B-1B Reduc. Gear—\$2.20 ea.



Service Kit No. C-20
\$7.50 Ea. over 500 parts
\$8.50 Ea. In Canada

GLASS CARTRIDGE FUSES
 WE HAVE THEM — WRITE
 WHAT DO YOU NEED?
 WE CARRY A COMPLETE LINE OF
 MAZDA BULBS—ORDER SOME NOW

SPRING KIT \$2.25 Ea.
 Over 200 assorted and important springs
JUST OUT
 Make Your Old Slots NEW with "Marco" Slot Springs. Write for Prices.

CANADIAN DISTRIBUTOR
REGENT VENDING SALES 779 BANK STREET OTTAWA, ONTARIO, CANADA

IF YOU DON'T SEE IT — WRITE
 ALL PRICES SLIGHTLY HIGHER IN CANADA

HARRY MARCUS CO.

816 W. ERIE ST.

CHICAGO, ILL.

WANTED FOR CASH

SEEBURG'S "CHICKEN SAM'S"
"JAIL-BIRDS"

\$90.00

\$90.00

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

CHICAGO NOVELTY CO., INC.

1348 NEWPORT AVE.,

CHICAGO, ILL.

WILL BUY

All Makes of Phonographs and All Types of Arcade Equipment!

State Price and Condition of Equipment!

DAVE LOWY 594 10th Avenue, New York City. Longacre 5-9495
 "Let's Trade Together, Even If It's Ideas"

Instead of Demon Rum, Dallas Drys Fight One Another

FORT WORTH, Oct. 30.—With prohibition advocates getting busy in several Texas localities in order to have some local option elections staged in late 1943 or early 1944, the legal control leaders are snickering over what has just happened in Dallas County.

Two organizations there, both working for the same purpose—a dry Dallas, are fighting each other in the courts. A suit was filed by the Rev. Preston P. Reynolds, lawyer and minister, against Dr. T. C. Gardner and others to restrain them from interfering with petition circulation calling for a local option election. Reynolds, executive secretary of the Dallas County Campaign Against Beverage Alcohol, alleged in his petition that Gardner, chairman of the Dallas County Drys, and his associates are asking church members not to sign the petitions now in circulation.

Gardner's forces defend their action by stating that the petitions are premature because they should wait for petitions to get into circulation in Fort Worth, just 32 miles away.

Reynolds even charged in court that the defendants have been bought off by the legal control interests.

Salesboard Permits

WASHINGTON, Oct. 30.—Salesboard manufacturers are permitted to do 65 per cent of their 1942 business this year, the War Production Board has ruled.

The 65 per cent allowance applies to all manufacturers of salesboards who were in business during 1942. No new manufacturers are given paper stocks, which means that the business is virtually frozen in the hands of manufacturers doing business last year.

"Slipon means Protection"

Hundreds of wide-awake pin ball operators are depending on "Slipon," all-silver bumper repair sleeves, for their protection.

Save . . . effort, time, money and "save your games" with "Slipons."

Immediate Delivery—Pkg. of 25 only \$2.75

ACTIVE AMUSEMENT MACHINES CO.

900 N. Franklin St., Philadelphia 23, Pa.

A-1 EQUIPMENT

Mills 1 1/2 Q.T.	Vest Pocket, B. G., 1 1/2
Baker's Separators	Derby Day, FP & PO
Jolly	Gold Stars
Roxy	Big Chicks
Dixie	Legionnaire
Cowboy	Line-Up
Nippy	Target Skill
Sports	Wildfire
Thriller	Leaders
Chubba	Powerhouse
Doughboy	Playball
Whitesails	Stratoliner
Roller Derby	Seven-Up
Sporty	Zombie
Wur. #331 Boxes	Sea Hawk
Wur. #331 30-W. Boxes	Super Chubba
Wur. #320 Boxes	Sport Parade
Wur. #710 Stand	School Days
Wur. #304 Stepper	Speed Demon
Wur. #220 Speaker	Skyline
Wall Speaker	Velvet
Wur. #300 Adapter	Zig-Zag
1/3 Deposit, Balance C. O. D.	

\$24.50 EACH **\$49.50 EACH**

EXPOSITION GAMES CO.
 989 Golden Gate Ave., San Francisco 2, Calif.

2 WIRE CABLE
\$12.00
 PER 1,000 FEET

Used on army maneuvers, in good condition. Specs.: 18 gauge weatherproof twisted—7 strands—4 steel, 3 copper—all tinned. Spooled on 2,000 ft. reels, 1 reel minimum.
 1/3 with order, balance C. O. D.

WELLS ELECTRIC CO.
 4521 Diversey CHICAGO, ILL.

ACME VALUES FOR RE-SALE

MILLS SLOTS

BLUE FRONTS, 5c	\$199.50
BLUE FRONTS, 10c	209.50
BLUE FRONTS, 25c	269.50

(The above machines are originals, no phony rebuilds, have been in storage 3 years, nothing better on the market.)

JUMBO PARADES, P. O.
 (Late Heads) \$ 99.50
JUMBO PARADES, P. O.
 (Original Heads) 89.50
WATLING BIG GAME, F. P.
 (Dial) 84.50
VEST POCKETS, B&G 59.50

ONE BALLS

LONGACRES, F. P.	\$475.00
CLUB TROPHY, F. P.	335.00
RECORD TIMES, F. P.	180.00
SPORT SPECIALS, F. P.	125.00

PARTS FOR MILLS SLOTS

REEL STRIPS (SET)	\$ 1.05
JACK POT GLASS	1.25
ESCALATOR GLASS	.75
REEL GLASS (SET)	1.25
ESCALATOR SPRINGS	.40
MAIN OPERATING SPRING	.50
HANDLE SPRING	.40
CLOCK SPRING	.40
FINGER SPRING	.15
SLIDE SPRING	.30
AWARD CARDS, 3/5	.25
BRASS CLOCK GEARS (3)	10.00
WOOD CABINETS (NEW)	12.50
MECHANISM BASES (WITH 3/5 POSTS, 5 & 25c)	10.00
CLUB HANDLES	10.00
DISCS S. P. SET (3)	8.50
REEL STOP LEVERS (3)	6.00
PUMPS	4.50
ESCALATORS, 5c	17.50

All Quotations F. O. B. Dallas, Cash in Full Must Accompany All Parts Orders. Equipment 50% Deposit, Balance C. O. D.

SEND US YOUR SLOTS FOR REBUILDING AND REFINISHING, THEY WILL BE RETURNED LIKE NEW.

WE ARE WHOLESALERS AND SELL FOR RESALE ONLY

ACME AMUSEMENT CO.
 2418 Fairmount St., Dallas 4, Texas
 Phone Central 3938

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

WRITE FOR COMPLETE LIST of ALL PARTS and EQUIPMENT

2051 TUBE \$2.55 Ea.

EQUIPMENT

Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend.	\$149.50
G.A.	82.50
Keeney Submarine	229.50
Batting Practice	129.50
Jenn. Golfers, Latest Model, Like New	139.50
Jenn. Cigarola, Mod. V	79.50
Jenn. Cigarola XXV	169.50
Silver Moon, F.P.	99.50
Silver Moon, P.O.	129.50
Keeney Super Bell	239.50
HI Hand	154.50
Pace Reels, 5c, P.O., Chrome Railing	132.50
Pace Saratoga, Comb. F.P. & P.O., Chrome Rail	169.50

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

Backboard glasses, motors, rectifiers, coils, fuses, award cards, reel strips, balls for Keeney Sub., rebound rubbers, amplifier and radio tubes. . . . Write

WE HAVE PARTS FOR ALL MAKES OF COIN OPERATED EQUIPMENT!
 Please Send Check in Full for Orders Under \$10.00.
 1/3 Deposit on Orders Over \$10.00.
 PLEASE ADDRESS YOUR MAIL TO CHICAGO 47, ILL.
 TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
 2200 N. WESTERN AVE., CHICAGO, ILL.
 ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
 OFFICES: ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY PERSONAL SERVICE

IN FINE CONDITION

20-24-32 Record Ill. Buckley Boxes (Chrome or Gold)	\$ 19.50
Late Model Wall and Bar Rockola Boxes	22.50
TW-12 Wurlitzers in Steel Cabinets, Complete (Amplifier, Speaker, Buckley 30W. Adapter, etc.)	71.50
TW-16, Same as Above	84.50
24 Model, Same as Above	86.50
Windsor Rockola Hideaway with Buckley 30W. Adapter, Complete	61.50
Windsor Rockola Hideaway with Rockola, Five W. Adapter, Complete	61.50
#81 Wurlitzer	66.50
#412 Wurlitzer	47.50
Western Baseball Deluxe	104.50
Bally Rapid Fire	235.00
Seeburg Shoot the Chute	149.50
Mutoscope Sky Fighter (Recent)	349.00
30-Wire Cable in Long Lengths, Used. Ft.	.23
Locks (Miscellaneous)	1.00
12" PM Speakers in Fine Walnut Large Cabinets	13.95
Bar Brackets, Buckley Boxes	2.85
1/3 Deposit, Balance C. O. D.	

INSPECTED BY OUR NEW "CHECK OFF SYSTEM"

AUTOMATIC WIRE MUSIC COMPANY
 487 ORANGE ST. NEWARK, N. J.
 Want to buy A. M. I. 10 Unit Automatic Hostess Equipment, Complete.

FOR GUARANTEED JENNINGS EQUIPMENT BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

Coinage News

CHICAGO, Oct. 30.—Vending machine operators were undoubtedly the happiest group in the country to hear that the steel pennies won't be minted after the first of the year. The public in general

has been cussing, newspapers have editorialized and congressmen have worked to throw out the zinc-coated steel 1-cent piece which is so easily confused with a dime, but the vending machine trade has really suffered most, since the steel cent just won't behave itself in coin machines. Mrs. Nellie Taylor Ross, director of the U. S. Mint, announced October 22 that beginning January 1 production of the

old copper-hued 1-cent pieces will be resumed. Expanded small-caliber shell casings with a small proportion of virgin copper will be used for the new copper pennies. It wasn't the public griping nor congressmen's agitation that is bringing back the old-type cent, but the fact that copper is available again for minting. Until the first of the year, however, the mint will continue to pour out 25 tons of the steel pennies a day.

More than a half-billion zinc-coated steel coins are now in circulation, and more will be minted right up to January 1 in order to meet an unprecedented demand for pennies.

Some months ago there were reports from all over the country of serious shortages of pennies and nickels, but that problem was met by heavier production and by all kinds of drives to bring small coins out of hiding places in old socks, piggy banks, etc. Lately, however, there are new reports of shortages of coins. Federal Reserve Bank of Chicago executives admitted recently they were very much puzzled by the mystery of disappearing pennies—particularly the steel pennies which the public so heartily disapproves of. They think it may be due to a misunderstanding that the government will pay a premium for them some day; in fact, phone calls come in daily from people asking if this will happen.

A report from Roanoke, Va., states there is an almost acute shortage of pennies there. The cashier of the First National Bank in Roanoke remembers a similar condition in World War I, but has no idea why the shortage should suddenly come up now.

Editorials in newspapers all over the country generally agree that the zinc-coated steel penny was a definite flop. The idea of saving copper was a good one, they say, but the loss of time and tempers resulting from confusing the penny and dime makes it appear the mint masters were definitely pound-wise on copper and penny-foolish. However, the people will have to go cussing the coins until they darken with age and handling. The steel pennies now in circulation will not be withdrawn, says the director of the mint, now or later, when copper cents are distributed again.



(New) BOTTLES OF BEER

Got 'Em? Get 'Em!

1280 Tickets, Stitced, ranging from 1 to 1280, incl. 30 Sale Takes in \$34.80—Pays Out 135 Bottles of Beer.

PRICE \$1.25

In Gross Lots.

\$1.40 in Doz. Lots—\$1.50 Less Than Doz.

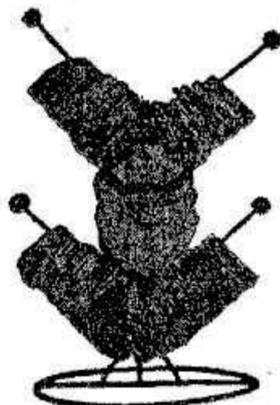
(New) CIGARETTES

Got 'Em? Get 'Em!

1c Sale—500-Hole—Takes in \$5.00—Pays Out 15 Pkgs. Cigarettes.

PRICE 65c Ea.

Also in stock 300-H, 400-H, 500-H and 1000-H 3c and 5c Boards.



ORIGINAL DANGLING DOCKETS

1200 Tickets to the Deal.

PRICE \$1.60 Ea.

In Gross Lots, \$1.75 in Doz. Lots.

\$2.00 Less Than Doz.



RED, WHITE AND BLUE TICKETS

2160 Tickets to the Deal—at 5c sale Net Profit \$36.00—at 10c sale \$72.00 Net Profit.

PRICE \$1.75 EACH

In Gross Lots.

\$2.00 in Doz. Lots—Less Than Doz. \$2.25.

400-Hole 5c DOLLAR GAME (Thick), Definite Profit \$7.00 85c Ea.

1000-Hole 25c JACK POT CHARLIE, Definite Profit \$50.00 \$1.75 Ea.

500-Hole 25c CHARLIE BOARDS JR., Definite Profit \$45.00 95c Ea.

BASEBALL and TIP 120 TICKETS Price \$25.00 Per Gross.

Salesboards of Every Description And Priced Right.

Terms: 25% Dep. on All Orders, Bal. C.O.D.

MIDWEST NOVELTY CO.

6409 N. Bell Ave. CHICAGO, ILL.

CARL TRIPPE Price Plus Guaranteed Satisfaction

RECONDITIONED ARCADE EQUIPMENT

A.B.T. Challenger \$27.50	Keeney Sub Gun \$189.50
A.B.T. Casino, 1c 35.00	Keeney Texas Leaguer, De Luxe 39.50
A.B.T. Fire and Smoke 22.50	Kicker and Catcher 22.50
A.B.T. Model F Target 15.00	Kill the Jap, 1c 22.50
A.B.T. Jungle Hunt 25.00	Lord's Prayer on a Penny Machine 150.00
A.B.T. Color Target 15.00	Mills Cigarette Machine, 6 Col., Double 38.50
A.B.T. Target Skill 27.50	Mills Pancram 295.00
Bally Alleys 29.50	Mountain Climber (Groetchen) 139.50
Bingo 6.00	Mutoscope Console (Floor Model) 15.00
Bomb Hit, 1c 6.50	Photo Scope Counter Model 10.00
Cannon Ball 11.50	Pikes Peak 12.50
Chicago Coin Hockey 209.50	Plng 12.50
Crystal Gazer (Repainted) 29.50	Planetellus Horoscope, 10c with Base 69.50
Edwards Gripper 5.00	Ray-o-Lite Seeburg (Airplane) 69.50
Electric Lifting Machine 22.50	Rockola Ten Pins 49.50
Electric Shocker (Advance) 12.50	Rockola Ten Pins, Repainted Red, White and Blue 69.50
Evans Play Ball 189.50	Roll-o-Cent 2.50
Evans Ten Pins (Repainted) 69.50	Rotary Diggers, Exhibit 189.50
Evans Ten Pins 49.50	Rotary Merchandiser, Exhibit 189.50
Exhibit Iron Claw 39.50	Rubber Neck Grip Test 69.50
Q-Man Triple Gripper 10.00	Scientific Battling Practice 119.50
Gottlieb Single Gripper 10.00	Shipman Postage Stamp Mach., New 29.50
Gottlieb Triple Gripper 15.00	Skee-Ball-Ette (Gottlieb) 89.50
Hanson Gripper 5.00	Tank Gun, Repainted 149.50
Health-o-Meter Scale 17.50	Western DeLuxe Baseball, Repainted 89.50
Home Run 11.50	Your Future Home (Repainted) 29.50
International Mutoscope with Stand 29.50	
HAND TRUCKS, Steel, Ball-Bearings, Rubber Tires, Brand New, Each 22.95	

WANT TO BUY FOR CASH
WE WILL PAY \$35.00 EACH FOR STARS, \$45.00 FOR DOUBLE PLAYS, \$45.00 FOR DO-RE-MI'S, \$45.00 FOR SUN BEAMS, \$45.00 FOR WEST WINDS AND \$110.00 FOR WURLITZERS 24's. (On these Wurlitzer 24's the condition of the cabinets is secondary, but mechanism must be in A-1 mechanical condition.) WE ALSO WANT TO BUY LATE MODEL WURLITZER & ROCKOLA PHONOGRAPHS. (Give full details and prices wanted in first letter.)

Will be in Chicago at the Sherman Hotel during the War Time Conference
Carl F. Trippe.

Terms: 1/3 Deposit With Orders, Balance C. O. D.
Phone: Franklin 5544
2823 Locust St., St. Louis, Missouri

IDEAL NOVELTY CO.

WANTED TO BUY FOR CASH!

PHONOGRAPHS
ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES
WURLITZER 500 600 — 750E 800 — 850

5-BALL FREE PLAY
STARS SUNBEAM WEST WIND DO RE MI DOUBLE PLAY

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	Gottlieb Stage Door Canteen \$185.00
United Arizona 175.00	Gottlieb 5 & 10 165.00	

5-BALL FREE PLAY GAMES

Jeep \$115.00	Broadcast \$37.50	Spot a Card \$47.50
Flicker 27.50	Bombardier 37.50	ABC Bowler 47.50
Pan American 32.50	Silver Skates 37.50	Belle Hop 47.50
All American 34.50	Snappy 39.50	Champ 47.50
Sport Parade 37.50	Legionnaire 42.50	Majors of '41 47.50
Stratoliner 37.50	Miami Beach 47.50	Texas Mustang 57.50
Zig Zag 37.50	Hi Hat 47.50	Capt. Kidd 57.50
Big Chief 37.50	Terpedo 47.50	Jungle 57.50
Sluggo 37.50	Sea Hawk 47.50	Gobs 95.00

ARCADE EQUIPMENT

Bally Rapid Fire \$225.00	1939 West. Baseball \$ 94.50	Rock-Ola 10 Pin, Low Dial \$42.50
Keeney Submarine 220.00	Tom Mix Rad. Rifle. 85.00	Pikes Peak 19.50
Slap the Jap, Reb. 139.00	Ev. 10 Strike, Hi-Dial 65.00	Gott. Triple Grip 18.50
Shoot the Chutes 139.00	Evans 10 Strike, Low Dial 42.50	Skill Shot 12.50
Battling Practice 115.00		Zoom 12.50

CONSOLES

Bally Hi Hand \$135.00	K'ney Kentucky Club \$115.00	Mil Jm. Parade, F.P., Brown \$75.00
Keeney '38 TrackTime 125.00	Jenn. Good Luck, 5c. 35.00	Mills Spin, Reels, PO. 97.50
Evans Gallop, Domino 100.00		

PHONOGRAPHS

Imp. 20, III, Grille . . . \$98.00	Wurl. 616, III, Sides & Grille, Pack'd Kyhd. \$98.00	Wurl. Counter Model 61 \$75.00
------------------------------------	--	--

100 Assorted Cigarette Counter Games \$7.50 | Curved Glass for Evans Ten Strike \$2.75
1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

BACK THE ATTACK WITH WAR BONDS!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

NEW & RECONDITIONED Gottlieb 5-10-20 \$159.50 Roll Call (Vacation) 89.50 Destroyer (Cadillac) 99.50	USED GAMES Checked—Clean Sky Blazer \$59.50 Bowaway 69.50 Majors 39.50 A.B.C. Bowler 34.50 Snappy 34.50 Legionnaire 39.50 Show Boat 42.50 Star Attraction 49.50 Destroyer (Cadillac), Used 69.50 Safforette (Oh Boy), Converted, New 49.50 Fan Dancer (Rox), Converted, New 49.50 Sport Parade 29.50 Trailway 29.50 Leader 39.50	CONSOLES—SLOTS 3 Keeney 5c Super Bell, Comb. F.P. & Cash Floor Samples \$299.50 1 Pace Saratoga with Rails, Payout 149.50 1 Bally Royal Flush, Payout 69.50 1 Mills Jumbo Parade, Very Clean, F.P. 79.50 New 5c Mills Bng. Vest Pocket, Metered 77.50 New 1c Mills Q.T., Giltter Gold 74.50 New 5c Mills Q.T., Giltter Gold 119.50 Used Mills 5c Q.T., Reconditioned, Repainted Giltter Gold 79.50 3 1c Mills Q.T., Giltter Gold, Almost New 59.50	CONSOLES—SLOTS Horoscope \$34.50 Air Force 59.50 Velvet 24.50 Sky Ray 24.50 Wild Fire 29.50 Big Chief 24.50 Polo 19.50 Band Wagon 24.50 Keep Em Flying 189.50 Shangri La 139.50 Four Aces 109.50 Knockout 114.50 Big Parade 114.50 5-10-20 114.50 Gobs 89.50 Topic 84.50 Maniker 84.50 Thumbs Up 89.50 Alert 89.50 Home Run, '42 69.50
---	--	--	---

Write for price for factory reconditioned 5c-10c-25c Blue Front Slots and all other makes of Slots. A complete line of Tubes, GUN BULBS for Seeburg Guns and Arcade Equipment of all kinds.

Terms: 1/3 Deposit, Balance C. O. D.
K. C. NOVELTY CO. (Market 4641) PHILADELPHIA, PA.
419 MARKET STREET

Farmers Asked to Comb Farms for Iron, Steel Scrap

WASHINGTON, Oct. 30.—In support of the all-out "victory scrap bank" drive to collect iron and steel scrap, H. M. Faust, director of the salvage division of the War Production Board, has received the enthusiastic aid of Marvin Jones, War Food Administrator.

Jones today urged all farmers to comb their farms for all possible scrap and pointed out that new steel would be available in direct proportion to the amount of scrap collected by the victory scrap bank campaign.

"If we are to keep our steel mills operating at capacity, turning out steel for ships, tanks, planes and guns, as well as farm machinery, it will be necessary to have vast amounts of scrap," he declared.

Pointing out that next to industry, the greatest source of heavy scrap is the farm, Jones said: "American farmers are doing the greatest food production job in history. However, if we are to insure ample steel for wartime production, millions of tons of scrap iron and steel must come from our farms in the next six weeks."

Administrator Jones has asked for full support of the USDA war boards in co-operating fully with the local salvage committees.

During the last four months, when collections and shipments of scrap should have increased, they have been declining. The purpose of the "victory scrap bank" drive is to stimulate the collection of scrap iron and steel so that every idle ton will find its way to the "victory scrap bank" stockpile to insure a full supply for the coming winter months.

An estimated 15,000,000 tons of iron and steel scrap will be needed by the steel mills this winter.

ONE PANORAM FILM
In Good, Clean Condition
Eight Features as follows: Riding the Goat, Si and the Siren, Hawaiian Skies, Hending for Trouble, Smoke Gets in Your Eyes, Baby Mine, The Rolling Stones, Kiss the Canvas, \$25.00 C. O. D.
BOX D-147, The Billboard, Cincinnati 1, Ohio.

CENTRAL OHIO QUALITY BUYS

"There is No Substitute for Quality"

We handle only top-grade coin-operated equipment. All games reconditioned and refinished, ready for location, crated safely so that you get it in A-1 shape. "BUY WITH CONFIDENCE"



Wolf Solomon

CONSOLES	
JUMBO PARADES, C.P., Late	\$ 99.50
JUMBO PARADES, F.P., A-1	89.50
SILVER MOON TOTALIZERS, F.P., Like New	109.50
BOBTAIL TOTALIZERS, Like New	109.50
BALLY CLUB BELLS, Comb., Like New	229.50
SUPERBELLS, Comb., F.P., Like New	249.50
2-WAY SUPERBELLS, 5c-5c, C.P.	399.50
BALLY HIGH HANDS, Comb.	149.50
WATLING BIG GAMES, C.P.	89.50
WATLING BIG GAMES, F.P.	89.50
SLOTS	
5c BLUE FRONTS, Late, Knees, CH	\$189.50
10c BLUE FRONTS, Late, Knees, CH	235.00
25c BLUE FRONTS, Late, Knees, CH	315.00
10c CHERRY BELLS, 3/5, CH	275.00
25c CHERRY BELLS, 3/5, CH	299.50
5c BLUE FRONTS, Rebuilt	169.50
5c WAR EAGLE, 3/5	109.50
10c BLUE FRONTS, Rebuilt	189.50
5c COLUMBIA, Club Model	119.50
CIGARETTE VENDORS	
ROWE ROYALS, 8 Col., All Colors	\$ 79.50
NATIONAL 9-30's, Like New	79.50
ROWE ROYALS, 10 Col., A-1	89.50
DU GRENIER CHAMPIONS, 11 Col.	119.50
PIN BALL FREE PLAYS	
1940 1-2-3	\$89.50
VICTORY	89.50
SCHOOL DAYS	45.00
SKYLINE	29.50
MYSTIC	32.50
LANDSLIDE	29.50
LEGIONNAIRE	49.50
SEA HAWK	\$42.50
SPARKY	37.50
SUN BEAM	55.00
REPEATER	39.50
TEN SPOT	49.50
SPORT PARADE	49.50
FOUR ROSES	35.00
HOROSCOPE	
GROSSLINE	\$42.50
SNAPPY	32.50
MASCOT	49.50
WILDFIRE	45.00
POLO	22.50
FORMATION	22.50

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

GUARDIAN

SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief

No. 450 Complete, Still Only \$7.50

CONTAINS Silver Points, Phosphor Bronze Leaves, Litters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

No. 1100—NEW SERVICE KIT . . . \$9.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 Extra Assorted Genuine Phosphor Bronze Leaves, Value \$4.00, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA. GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

SALESBOARDS

ALL ORDERS SHIPPED SAME DAY RECEIVED

400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00	\$.85
850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT.	2.75
1000 HOLES GET YOUR PIECE, SPEC. THICK, 5c, AVERAGE PROFIT \$29.45 PROT.	3.10
1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20	2.50
1200 HOLES VICTORY BELL, SPEC. THICK "C", 5c, AVERAGE PROFIT \$38.57 PROT.	3.60
1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75	3.25
1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT.	2.50
1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT.	3.00
1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG.	1.00

LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST, STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D. **MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA**

BLOCKBUSTERS

Our new 800-Hole Bookboard in both 5c Bingo and 25c Jackpot Charlie is the only really basically new idea of the last 25 years. Both have real possibilities as smash hits—that make maximum profits. Take a look at something different—send \$1.00 per sample mailed prepaid. You'll come in on a new beam. Get your samples NOW. Also Push Cards, such as 100, 150, 200, 240, 600-Hole. Profitable Put & Take Cards. Seal Cards with girls' names in all sizes to move merchandise deals. Also 1-20c to 1-99c, both with and without Seals in both 12 and 24 holes. We have stocks of Salescards for you here. Anything you want. Just ask for it. Samples, catalogs free on request.

W. H. BRADY COMPANY

Manufacturers
EAU CLAIRE, WISCONSIN

Makers of Salescards, Push Cards, Bookboards

BUY WAR BONDS TO SPEED VICTORY

—FOR SALE—

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.
L-C SALES CO.
855 Pearl St., P. O. Box 2988
Beaumont, Texas

Spotlight on Chicago News

Triple play gives press services plenty of news for home consumption

CHICAGO, Oct. 30.—Chicago, the coin machine capital of the world, was frequently mentioned in the press news services this week. The pocket-size magazine, *American Mercury*, published an article entitled "Chicago, the Munich of America," in its November issue. This article pointed a finger at Chicago as the most paradoxical of American big cities saying that it had now become the national sorehead center of the United States.

The article stated that Chicago had become a sort of center for isolationists, unpatriotic groups of various kinds, groups fostering racial hatreds, including the Klan, the Bund, the Christian Front and various other propaganda organizations that are agitating for unpatriotic causes at the present time. The article asserted that these unpatriotic groups could find a location and could work apparently unmolested in Chicago and would even be addressed by congressmen and other public officials as "respectable groups."

Two Chicago newspapers were the authors of this amazing story which names names and mentions meeting places. The *Chicago Daily Times* has led in exposing some of these organizations during recent years.

But that was not the biggest story about Chicago which the press services of the country were sending to newspapers in the various cities. A county grand jury has been in session for several days, and its main field of investigation has been widespread gambling in the city. This time it was not a case of minor gambling such as slot machines, but it was big time

Red, White and Blue JAR DEALS

The Original JAR O'DO-UNIVERSALS

Machine folded. "The best and most popular Ticket—machine counted."

2100's	
Takes in	\$105.00
Pays Out	72.00
Gross Profit	33.00
No. 6064	Each
Single Lots	\$ 3.25
Dozen Lots	3.00
100 Lots	2.75

Stapled Tickets, 85c Per Bag—Extra.

CONTINENTAL Distributing Co.

822 North Third Street
Milwaukee 3, Wis.

"GET WISE AND SAVE MONEY"
25c Jackpot Charlies, 25c
880 Holes—30 Hole J.P.
Nonprotected Cards
\$1.00 Each 100 or More—\$1.20 Each 10 or More—\$1.45 Each 3 or More.
5c Lulus, 1440 Holes, 80%
PAYOUT—PROFIT \$14.40
(Can be increased)
Nonprotected Cards
\$1.20 Each 100 or More—\$1.40 Each 10 or More—\$1.65 Each 3 or More.
1/3 Dep. IMMEDIATE DELIVERY.
DELUXE SALES CO.
BLUE EARTH, MINN.
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY

- | | |
|------------------|---------------|
| Gold Chromes | Four Bells |
| Original Chromes | Three Bells |
| Brown Fronts | Club Consoles |
| Blue Fronts | Vest Pockets |
| War Eagles | Jumbo Parades |
| Gold Q.T. | Super Bells |
| Blue Front Q.T. | |

ALSO HAVE JENNINGS SLOT MACHINES PACE SLOT MACHINES JENNINGS CIG-A-ROLLAS XXV

PHONOGRAPHS

- ROCK-OLA '39 DELUXE
- ROCK-OLA '39 STANDARDS
- SEEBURG COLONEL
- SEEBURG COMMANDER
- WURLITZER 616
- WURLITZER 412
- WURLITZER ROLAWAYS
- SEEBURG ROLAWAYS
- ROCK-OLA ROLAWAYS

PACKARD, SEEBURG, BUCKLEY, ROCK-OLA & KEENEY WALLBOXES. Program Strips in 5,000 Lots, \$2.65 M.

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

WE CARRY A COMPLETE LINE OF MILLS PARTS

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. "WE ARE WHOLESALERS AND SELL FOR RESALE."

OUTSTANDING BUYS IN CIGARETTE VENDING MACHINES

Just because these Machines are being sold at these Low Prices does not mean they are not in A-1 operating condition. Every one of these Machines is in operative condition or else is in operation at the present time. If you need Machines do not hesitate to purchase these, as they are really a steal at the prices quoted below. We are cutting down the extent of our operations and for that reason are offering them at these very low prices.

- 7 Col. STEWART-McGUIRE, MODEL "8" (15c and 20c Operation)
- With Double Shift Container, holding 325 Packs, \$30.00 Each in Lots of 10.
- Single Machines, \$35.00 Each.
- With Standard Container, \$20.00 Each in Lots of 10.
- Single Machines \$25.00 Each.
- 8 Col. U-NEED-A-PAKS \$20.00 Each in Lots of 10.
- Single Machines, \$25.00 Each.
- 6 Col. ROWE IMPERIALS \$22.50 Each in Lots of 10.
- Single Machines, \$25.00 Each.
- 8 Col. ROWE IMPERIALS \$27.50 Each in Lots of 10.
- Single Machines, \$30.00 Each.
- 9-30 NATIONALS \$45.00 Each in Lots of 10.
- Single Machines \$50.00 Each.

1/3 Deposit, Money Order or Cashier's Check, Balance C. O. D., F. O. B. St. Louis. **AUTOMATIC CIGARETTE SALES CO.** 2208 LOCUST ST. ST. LOUIS, MO.

PIN GAME PARTS

FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941

OVER 1000 GAMES WITH BACK GLASSES BEING STRIPPED FOR PARTS.

WHAT DO YOU NEED!

WANTED
Pin Games and Slots for CASH. State Quantity, Price and Condition.

Don't Junk That Game!! We Have the Part You Need. **WRITE—WIRE—TELEPHONE**

WINNER SALES CO.

3400 Armitage Ave. CHICAGO, ILL. Telephone: Belmont 5400

New! Sensational! "TRAP THE JAP"

- RECONVERT THE MUNVES WAY!**
- Made of Harder-Than-Wood Composition. Complete—Figure, Legs and Scenery. \$14.50
 - No Plaster.
 - If you don't have the MUNVES' Conversion you're losing money!
 - Easiest to convert—right on your location!
 - Order today—Immediate Delivery!
- \$ 9.50**
Figure and Legs only.
1/3 dep., bal. C. O. D., F. O. B. New York. **MIKE MUNVES** 520 W. 43rd St. NEW YORK

HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES

BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

MONEY SALESBOARD OPERATORS—

IMMEDIATE DELIVERY

Complete line of money boards
—all manufacturers.

WRITE FOR PRICES

MANN NOVELTY CO.

1335 E. 47th Street
Chicago 15, Illinois

gambling and big names have been involved. In fact, slot machines have hardly been mentioned in the recent scandals published in newspapers. To show how far reaching the investigation goes, Mayor Edward J. Kelly was on the stand four and one half hours one day this week to answer questions about the why's and where's of big time gambling in the city.

Long Jury Session

The grand jury investigation threatens to be continued thru November and December, and some important revelations may yet be made. Apparently the real moving force back of the investigation is the growing political struggle between Mayor Kelly and State's Attorney Thomas J. Courtney. This political struggle has been gathering momentum for some time and promises to be a real issue in 1944 in the national elections which will be the occasion of a bitter political fight in Chicago. Because of the increasing importance of this struggle newspapers are being forced to take sides, and many a scandal will probably be published in Chicago papers during the next several months. Because of the political issues involved, it is probable that big time gambling will be the chief topic and that minor questions will be overlooked.

Unfortunate Incident

However, a very unfortunate phase of the coin machine industry was brought into the news limelight during the week. A juke box operator, said to have anywhere from 10 to 20 machines, was murdered. The fact that this happened while the grand jury was in session investigating many subjects was very unfortunate for the coin machine trade. Some newspapers gave it front page headlines, and the press news service of the country immediately picked it up. The Chicago Crime Commission also immediately urged the grand jury to investigate the so-called "juke box murder." News reports mentioned whose phonographs were being used and also stressed the fact that some political figures were reported to have connections with the juke box trade in Chicago.

Just how much of a scandal the grand jury and the newspapers will stir up on this issue remains to be seen. It was one of those unfortunate occurrences that happen at intervals in large cities and result in giving the coin machine industry, or some branch of it, very unfavorable publicity. An official of the Illinois Phonograph Operators' Association was called in for questioning about the murder, and reports said his testimony served to uphold the good reputation of the organization.

FIRST BUY WAR BONDS ALL OUT FOR VICTORY

ST. PAUL
DES MOINES
BUFFALO

PHILADELPHIA

Four Offices To Serve You **BETTER**

Mr. Operator:

All Our Equipment Is Reconditioned by Factory Trained Mechanics and Ready to Put on Location.

Contact Your Nearest Mayflower Office for These Exceptional Buys.

<p>PHONOGRAPHS</p> <p>Seeburg 8800, R.C. . . . Write</p> <p>Seeburg Commander, ES-RC . . . \$375.00</p> <p>Seeburg Commander, Manual . . . 300.00</p> <p>Seeburg Envoy, ES-RC . . . 360.00</p> <p>Seeburg Maestro, ES . . . 325.00</p> <p>Seeburg Mayfair . . . 225.00</p> <p>Rockola Super . . . 240.00</p> <p>Rockola De Luxe . . . 225.00</p> <p>Mills Empress . . . 225.00</p> <p>Wurlitzer Model 41 . . . 95.00</p> <p>Wurlitzer Model 41 . . . 110.00</p> <p>Rockola Bar Box . . . 32.50</p> <p>Buckley Well Box . . . 17.50</p> <p>ONE-BALL P. O.</p> <p>Jockey Club . . . Write</p> <p>Fast Track . . . \$225.00</p> <p>Challenger . . . 225.00</p> <p>Winning Ticket . . . 90.00</p> <p>Grand National . . . 110.00</p> <p>Grand Stand . . . 100.00</p> <p>Pace Maker . . . 95.00</p> <p>Gold Medal . . . 65.00</p> <p>Spinning Reels . . . 99.50</p> <p>Mills 1-2-3 . . . 45.00</p> <p>Mills 1-2-3, F.P. . . . 65.00</p> <p>Track Record . . . 85.00</p> <p>SLOTS</p> <p>Mystery Bonus . . . Write</p> <p>Chromo Belle . . . Write</p> <p>Brown Fronts . . . Write</p> <p>Blue Fronts, Knee Action . . . Write</p>	<p>Callio Commander, 5-10-25 . . . \$ 55.00</p> <p>Callio Console . . . 99.50</p> <p>Callio De Luxe . . . 119.50</p> <p>Watling Roll-o-Top, 5-10, 3-5 Payout, 80.00</p> <p>FACE CONSOLES</p> <p>Pace Rocket, S.P. . . \$ 99.50</p> <p>Pace De Luxe . . . 89.50</p> <p>Pace All Star . . . 79.50</p> <p>Pace Kitty . . . 60.00</p> <p>Bally Bell, 5 & 25 . . . 100.00</p> <p>Bally Bell, 5 & 5 . . . 80.00</p> <p>Mills Futurity . . . 129.50</p> <p>Mills Safe Stands, Used 12.50</p> <p>CONSOLES</p> <p>Mills Three Bells . . . Write</p> <p>Mills Four Bells . . . Write</p> <p>Keeney Four Way Super Bell . . . Write</p> <p>Keeney Two Way Super Bell . . . \$375.00</p> <p>Keeney Single Super Bell Comb. . . 225.00</p> <p>Mills Jumbo Parade, P.O. . . . 119.50</p> <p>Bally Club Bells . . . 219.50</p> <p>Bally Roll-Em . . . 129.50</p> <p>Bally Royal Flush . . . 59.50</p> <p>Bally Royal Draw . . . 89.50</p> <p>Bally Big Top, F.P. . . 109.50</p> <p>Jennings Silver Moon . . 125.00</p> <p>Jennings Bob Tail . . . 125.00</p> <p>Jennings Totalizer, F.P. 129.50</p> <p>Jennings Fast Time, F.P. 79.50</p>	<p>Jennings Mult. Races \$ 49.50</p> <p>Jennings Good Luck . . 49.50</p> <p>Paces Races, Jackpot. 239.50</p> <p>Red Head Track Time . . 49.50</p> <p>1938 Track Time . . . 109.50</p> <p>Kentucky Club . . . 59.50</p> <p>Exhibit Silver Bell . . . 29.50</p> <p>Mills Rio . . . 19.50</p> <p>Buckley Flashing Ivories 89.50</p> <p>Saratoga Sr. & Jr. . . . 79.50</p> <p>1941 Evans Lucky Lucro . . . Write</p> <p>Late Type Buckley Track Odds . . . 325.00</p> <p>COUNTER MACHINES</p> <p>One Cent Mills Q.T. \$ 35.00</p> <p>Columbia J.P. . . . 45.00</p> <p>Columbia Gold Award Around the World, 5¢, F.P. . . . 25.00</p> <p>Marvel, New . . . 12.50</p> <p>American Eagle, New Liberty, New . . . 12.50</p> <p>Mercury, New . . . 12.50</p> <p>Marvel, Used . . . 6.50</p> <p>American Eagle, Used Mercury, Used . . . 6.50</p> <p>Challenger . . . 17.50</p> <p>ABT Target, Model F 17.50</p> <p>ARCADE MACHINES</p> <p>Diggers . . . \$ 45.00</p> <p>Western Baseball . . . 119.50</p> <p>Ten Strike . . . 45.00</p> <p>Rock-o-Ball, 12 Feet Coast Leaguer . . . 90.00</p>
---	--	--

Mayflower Distributing Co.

2218 UNIVERSITY AVE. ST. PAUL, MINNESOTA
When ordering kindly include the customary one-third deposit.
1420 Locust Ave. DES MOINES, IOWA | 1427 N. Broad St. PHILADELPHIA, PA. | 350 Delaware Ave. BUFFALO, N. Y.

WE HAVE ON HAND

Used MILLS Chromes, Brown and Blue Fronts, and Q. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

SICKING, INC. 1401 Central Parkway, Cincinnati, O.
927 East Broadway, Louisville, Ky.

We are Wholesalers and Sell for Resale

FREE PLAY GAMES CAREFULLY CHECKED AND PACKED

ABC Bowler . . . \$45.00	Spot Pool . . . \$49.00	Majors, 1941 . . . \$44.50
Gun Club . . . 45.00	Twin Six . . . 39.50	Pursuit . . . 34.50
Horoscope . . . 39.00	Towers . . . 69.50	Spottem . . . 17.50
Show Boat . . . 39.00	Wild Fire . . . 32.50	Variety . . . 17.50
Snappy . . . 39.00	Sports Parade . . . 39.50	Scoop . . . 17.50
Spot-a-Gard . . . 59.50	Ten Spot . . . 29.00	All American Kicker & Catcher . . . 39.50
Super Chubbie . . . 40.00	Silver Skates . . . 39.50	(Like New) . . . 22.50

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.

WANTED! MUTOSCOPE PHOTOMATICS

Early or Late Models

Will Pay Cash. Give Serial Number, State Condition, Model, Etc.

TONY BRILL

311 No. Reno St. Phone Drexel 5831 Los Angeles 26, Calif.

READY FOR DELIVERY

MILLS GOLD CHROME BELLS, 5c, 10c, 25c
MILLS CHERRY BELLS
MILLS BROWN FRONTS
MILLS BLUE FRONTS
MILLS BONUS BELLS

MILLS THREE BELLS
MILLS VEST POCKETS
NEW BUCKLEY TRACK ODDS, DAILY DOUBLE MODEL
JENNINGS SILVER MOONS, CASH PAY

JONES SALES COMPANY

31-33-35 MOORE ST., BRISTOL, VA.-TENN.
We Wholesale and Sell for Resale.

Tel. 7654

STIK-TITE \$7.50 PER UNIT

Includes 5 colors: White, Yellow, Red, Green and Blue.

CEMENT FOR ALL PLASTIC PARTS
THE ONLY CEMENT THAT CAN
Mend **BROKEN PLASTIC PARTS**

ABSOLUTE SATISFACTION FULLY GUARANTEED

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. N. Y. Send Payment in Full and Save C.O.D. Charges. Checks Acceptable.

ETREB SALES CO. 147 W. 42ND STREET
NEW YORK, N. Y.

FALL SPECIALS

Bally Rapid Fros, Perfect . . . \$184.50	Vest Pockets, B. & G. . . . \$ 49.50
Bally Defenders (Exceptional) . . . 269.50	Vest Pockets, Chromo 59.50
Bally Blue Grass, F.P. (Like New) . . 184.50	Jack Pot Attachments 19.50
Batting Practice (Late Models) . . . 109.50	
Genco Play Balls (Clean) 149.50	
Chicken Sams (Jap Conv.) 149.50	
Evans Tommy Guns 139.50	
Evans Galloping Dominoes, '38 . . . 59.50	

Small Charge for Crating

New & Used Slots Write
300 Pin Games Write

BING. AMUSEMENT CO. 190 Main Street
BOB CHARLES Binghamton, N. Y. 4-1700

WANTED

MILLS BLUE FRONTS
WATLING ROL-A-TOPS, 3/5 PAY
MILLS 4 BELL
MILLS 3 BELL

State condition, price and serial number.

GEORGE W. DUN

Box 123, Sabina, O.

**GOING STRONG
BRAZIL**

CONVERTED FROM
(DO-RE-MI)

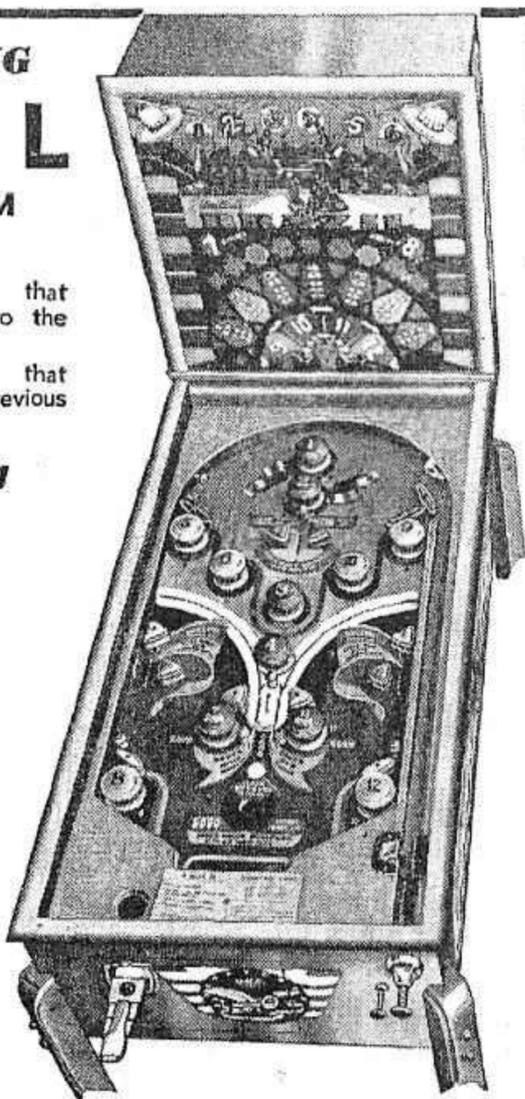
With Return Ball feature that creates last ball suspense to the Nth degree.

Location reports indicate that BRAZIL is out-earning all previous United conversions.

Also Revamping

- ★ MIDWAY
from (ZOMBIE)
- ★ ARIZONA
from (SUN BEAM)
- ★ GRAND CANYON
from (DOUBLE PLAY)
- ★ SANTA FE
(from WEST WIND)

IF YOU HAVE ANY OF THE ABOVE GAMES WHICH YOU DO NOT WANT CONVERTED, QUOTE US YOUR PRICES.



SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO

**Bowles Heads
Price Agency**

Business expects improvements in enforcement and also exemptions for small trades

WASHINGTON, Oct. 30.—President Roosevelt nominated Chester Bowles to be chief of the Office of Price Administration, and the nomination was approved by the Senate this week.

The newspaper reports were that there would be opposition to the nomination, but Bowles had made such a favorable reputation as general manager of the OPA in the past several months that opposition was small. Bowles has been practically in charge of OPA operations since July. It is well understood that he is strongly in favor of confining the work of OPA and its limited staffs to essential industries that affect the cost of living directly. Under his leadership, industries and lines of business that have no direct connection with the cost of living are being exempted from ceiling prices, such as office machinery and certain lines of drugs.

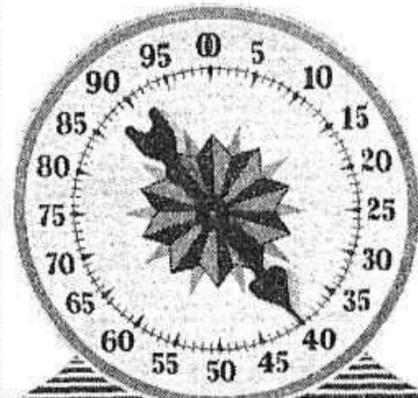
Criticism of OPA has subsided considerably since Bowles became general manager, and the efficiency of the organization has steadily increased. He has encouraged closer co-operation with business by appointing advisory committees to speak for industries coming under price ceilings. The sale of used coin machines came under price ceilings since Bowles became general manager, and the trade is now awaiting the official announcement of advisory committees. When these committees are appointed the trade will have opportunity to present its views of price ceilings. Bowles is determined to keep the cost of living at the levels of September, 1942, for the duration. He plans to confine the work of the OPA to essentials in so far as is possible.

Forty-two years old and a native of Springfield, Mass., Bowles became a copywriter for the George Batten Company in 1924 after his graduation from Yale University's Sheffield Scientific School. He was assistant manager of the advertising agency, now Batten, Barton, Durstine & Osborn, when he left it in 1929 to help found the advertising firm of Benton & Bowles.

CLOSE-OUT!

Evans' Sensational Stimulator

WIN-O



**WHILE THEY LAST—
OUTFIT COMPLETE \$3.85
WITH MOTOR,
ONLY,
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

Over 75,000 Now Giving Trouble-Free Service!

**IMP
\$7.70**

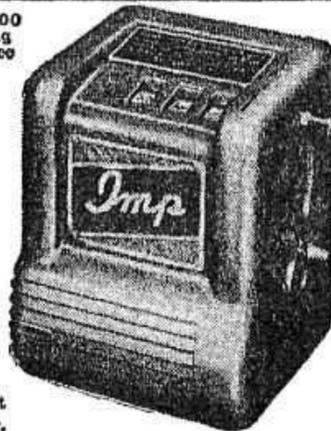
WHILE THEY LAST!

Regular Price \$12.50.

1/3 deposit with order.

GERBER & GLASS

914 DIVERSEY, CHICAGO, ILL.



**MILLS
VEST POCKET BELL**

5c Play Only
Complete With Automatic

JACK POT

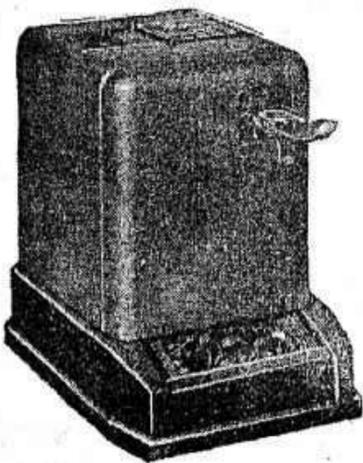
Pays out automatically just like a big Slot. Will pay for itself the first week.

NEW MACHINE\$87.50
REBUILT MACHINE..\$75.00

CERTIFIED DEPOSIT WITH ORDER

- SIMPLE ● REGISTERS ALL
- FOOLPROOF ● JACKPOTS
- COLOR—BLUE AND GOLD

VALLEY SPECIALTY CO., INC.
1061 JOSEPH AVE., ROCHESTER 5, N. Y.



**SPECIAL! CLOSE OUT SALE!
RED, WHITE AND BLUE
TICKET DEALS**

2040 (Single). Profit \$30.00 Per Deal.
**DON'T DELAY! ORDER NOW! WHILE THEY LAST
ONLY \$250.00 PER GROSS**

Less Than Gross Lots, \$2.25 Per Deal.
1/3 Deposit With Order, Balance C. O. D. or Sight Draft.

OLIVE NOVELTY CO. 2625 LUCAS AVE., ST. LOUIS, MO.
TELEPHONE FRANKLIN 3620

WILL BUY ANY QUANTITY

1c Mills Blue Fronts. Mills Golf Ball Vendors—10c or 25c Play. Saratoga—Comb. War Eagle. Any Mills Slot with Escalator. Wire or write us your best quotation in first letter.

COIN MACHINE DISTRIBUTING COMPANY
5746 BAUM BLVD. HILAND 7000 PITTSBURGH, PA.

NOTICE TO USERS OF 6SC7, 5Z3 AND 2A49 TUBES

6SC7 are next to impossible to secure. We have an adapter to make the changeover to 7F7 that requires no change in your amplifier. All that you have to do is plug your 7F7 in adapter and then plug adapter in your amplifier and you are ready to go. We also have an adapter for the changeover from 5Z3 to 5U4G that works same way. Price \$3.00 each lots of six. 2A4G changeover adapter to 2061 for your Seeburg Guns or Remote Music Equipment. Price \$6.50 each. Absolutely no worry, anyone can make the changes. Carry these in your service kit as standard equipment. One-third cash, balance C. O. D.

HERMITAGE MUSIC CO.

416 A BROAD

NASHVILLE, TENN.

FOR SALE

- | | | |
|--|--|----------|
| PHONOGRAPHS AND ARCADE EQUIPMENT | 1 Gottlieb Spot-a-Card | \$ 22.50 |
| 10 Rock-Ola Commandos, brand new, never un- | 1 Gottlieb Sea Hawk | 32.50 |
| crated, wire or write best offer. | 1 Gottlieb Hi Dive | 32.50 |
| 2 Rock-Ola Commandos, Each | 2 Baker Defense, Each | 22.50 |
| 1 Evans Ten Strike | 2 Baker Big Time, Each | 27.50 |
| 1 Western Major League Baseball | 1 Chicago Coin Fox Hunt | 22.50 |
| 1 Western Base Ball | 1 Chicago Coin Sporty, Plastic Bumpers | 22.50 |
| 1 Keeney Super Bell, Like New | 1 Chicago Coin Show Boat | 37.50 |
| 1 Large Club, 3/5, Columbia Bell | 1 Chicago Coin Legionnaire | 37.50 |
| 2 Mills Cherry Bells, Club Handles, Knees | 2 Chicago Coin All Americans, Each | 29.50 |
| Action, Each | 2 Chicago Coin Sport Parades, Each | 34.50 |
| 189.50 | 1 Chicago Coin Strat-o-Liner | 22.50 |
| FREE PLAY TABLES | 1 Chicago Coin Sky Line | 22.50 |
| 1 Bally Throbred, 1 Ball | 1 Chicago Coin Polo | 22.50 |
| 1 Victorious 1943 or Turf Champ | 1 Chicago Coin Snappy | 37.50 |
| 1 Bally Play Ball | 1 Chicago Coin Dixie | 27.50 |
| 2 Bally Vacations, Plastic Bumpers, Each | 1 Keeney Conversion, Clover | 32.50 |
| 3 Bally Silver Skates, Each | 1 Genco Metro | 29.50 |
| 1 Bally Pan American | 1 Genco Argentina | 39.50 |
| 1 Bally Topic | 1 Genco Captain Kidd | 42.50 |
| 1 Bally Beauty | 1 Genco Band Wagon | 32.50 |

1/3 certified deposit, balance C. O. D., or will trade any of the above except Rock-Olas for late model Wasling, Mills or American Scales, etc., that are and must be in perfect condition throughout.

CENTRAL TEXAS AMUSEMENT CO.

1701 Guadalupe Street

Austin, Texas

ARCADE SPECIAL: NAME IN HEADLINES OUTFIT, INCLUDING A NEW NINE FT. NEON SIGN. THIS MACHINE USED A SHORT TIME AND HAS A QUANTITY OF BLANK PAPERS INCLUDED. PRICE, INCLUDING THE \$175.00 NEON SIGN, IS ONLY \$425.00. ACT QUICK!

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

Bally Bull Gun	\$ 89.50	Pock Show	\$ 37.50
Bally Rapid Fire	229.50	A.B.T. Challenger & Model F	22.50
Exhibit Steamline Digger	89.50	Card Venders, Floor Size	24.50
Western Super Grip	50.00	Mercury, Cig. Reel	12.50
Gottlieb 3-Way Grippers	17.50	Mills Skill Flip	54.50
Gottlieb Single Gripper	9.50	1939 Western Baseball	94.50
Shoot the Chutes	135.00	Batting Practice, Lato Model	129.50
High Dial Ten Strikes	85.00	Exhibit Racer, Money Maker	125.00
Anti-Aircraft Screens	9.50	MUTO. METAL 2 for 5¢ CARD	
EXH. ROTARY, PUSHER TYPE	209.50	VENDERS	39.50

WE REPAIR BALLY 1-BALL AND 5-BALL MOTORS, OPEN TYPE, \$5.00; SEALED, \$12.50

PIN GAMES — SLOTS — CONSOLES — ONE BALLS

Cash PO Watl. Big Games, New Orig. Crates .. \$150.00	5¢ Bonus, #459000 .. \$285.00	Record Times	\$175.00
Cash Big Games, Re-built by Watling .. 130.00	50¢ Mills 3/5 P.O. .. 250.00	Jenn. Golf Ball	109.50
Gal. Dom., Late Head .. 149.50	5¢ Silv. Moon Ch. .. 225.00	Exh. Air Circus	109.50
Jenn. F.P. Bobtail .. 99.50	10¢ Dixie Bell	Home Run '40	27.50
Bally Sun Ray, F.S. .. 179.50	5¢ Blue Front	Wild Fire	39.50
Super Bell, 5¢-5¢	5¢ 4-Star Chief	Sport Parade	39.50
Cash P. O. 365.00	25¢ 4-Star Chief	Belle Hop	54.50
Big Game, Cash Payout .. 119.50	5¢ Silver Chief	Big Chief	42.50
Baker Pacer, 30 to 1	Bally PIMLICO, A-1 .. 429.50	Stratoliner	39.50
DD	Club Trophy	All American	39.50
Gun Club	Keeney Fortunes	Champs	47.50
Duplex	Keeney Skylark	Horsoscope	47.50
Speed Ball	Broadcast	Ten Spot	49.50
Spot-a-Card	School Days	Hi-Hat	49.50
Texas Mustang	Sluggo	Drum Major	24.50
Sea Hawk	Boloway	Dixie	34.50
Convention	Grand Canyon, NEW .. 175.00	Legionnaire	49.50
Spot Pool	Brazil, NEW	Cadillac	24.50
Fox Hunt	Four Roses	Oh Johnny	24.50
Silver Skates	Venus	Dude Ranch	34.50
Silver Spray	Seven Up	Snappy	49.50
Big Show	Action, A-1	Hi-Dive	54.50
Band Wagon	Metro	Majors, '41	49.50
Zig Zag	Miami Beach	Showboat	49.50
	New Champs	Flicker	39.50
	Star Attraction	Four Diamonds	49.50

WILL PAY \$40.00 EACH FOR EXH. SUN BEAM, STARS, DO-RE-MI, WEST WIND AND DOUBLE PLAY.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D.

EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago 47, Ill.

PHONE: HUMBOLDT 6288

MUTOSCOPE PHOTOMATIC LATE MODEL A-1 CONDITION \$1300.00

ARCADE EQUIPMENT		GUNS		MISCELLANEOUS	
Bally Rapid Fire	\$249.50	Test Pilot	\$299.50	Drivenobile	325.00
Supremo Gun	345.00	Playball	195.00	Playball	195.00
Torpedo Gun	215.00	Texas Leaguer	79.50	Chicago Coin Hockey	275.00
Keeney Air Raider	279.50	Batting Practice	149.50	Batting Practice	149.50
Chicken Sam Gun (Jap)	149.50	Western Baseball Delux	149.50	Anti-Air Craft Gun	79.50
Radio Rifle	69.50	Bally High Hand	139.50	Paces Racer	99.50
Rockola World Series	199.50				
Bean 'Em	75.00				
Sky Fighter	350.00				
Ace Bomber	369.50				

MUSIC

3 XS—A. M. I. Phonographs	\$129.50
6 XR—A. M. I. Phonographs	110.00

PIN GAMES

11 7X—A. M. I. Phonographs	\$99.50
12 A. M. I. Wallboxes	10.00
Blondie	\$19.50
Big Chief	22.50
Salute	22.50
Formation	19.50
Brite Spot	19.50
Silver Skates	19.50
Seahawk	\$37.50
Paradise	32.50
Short Stop	29.50
Punch	19.50
Gold Star	29.50
Playmate	\$19.50
Hold Over	19.50
Dixie	19.50
Blackout	29.50
Selection	32.50

One-half deposit with order, balance C. O. D.

MURRELL AMUSEMENT CO.

1058 S. Florida Avenue

Lakeland, Florida

PORTABLE BOWLING ALLEYS

MUST SELL AT ONCE—Bargain: \$2,980.00 or best offer for complete outfit. Ceiling price \$3,980.00. 4 Evans factory built, maple, 43-foot coin-operated Automatic Duck Pin Alleys and Spare Parts. No pin setters or attendant needed. Score sheets serially numbered—help can't steal. Regulation game played with regulation balls and pins. Automatic coin-controlled feature eliminates "help problem" and expense. 10-foot sections can be inserted or removed to increase or decrease length if desired. Good equipment for Arcade, Club, Army Camp or regular Bowling Business. All equipment in excellent condition and practically new.

DENVER DISTRIBUTING CO.

1856 Arapahoe Street

(CHerry 4800)

Denver 2, Colo.

HOLCOMB & HOKE CARAMEL CORN MACHINE

Complete in every detail, ready for operation, factory rebuilt, never uncrated, original cost \$600.00, our price \$250.00. Holcomb & Hoke Floor Model Butterkist Popcorn Machine, factory rebuilt, never uncrated, original cost \$550.00, our price \$175.00. Seeburg Classics, \$225.00. Seeburg Wall Boxes (5¢ play), three wire, \$25.00 (only 5 of these). Rock-Ola Ten Pins, \$40.00; crated add \$5.00. Mills Smoker Bells, \$69.50 (as good as new), 5¢ play. Holly Grip, 1¢, \$8.00, like new. Bomb Hit, a ton of pennies for \$10.00, brand new, counter; money back guarantee on Bomb Hits. We handle all makes of Popcorn Machines. Buy or sell. Also 5¢ Popmatic Popcorn. Send for circular. Bally Ray's Track (9 horses), 5¢ play; like new and we mean it; never on location this territory, \$125.00. We have everything in coin machines except Slots. Ask us.

THE P. K. SALES CO.

Cambridge, Ohio

**Now Converting
Blue Grass, Dark Horse, Sport Special, Sport Event
Into SPORTSMAN**

**TRIED! TESTED! PROVEN!
Similar in player appeal to
Longacre and Thoroughbred**

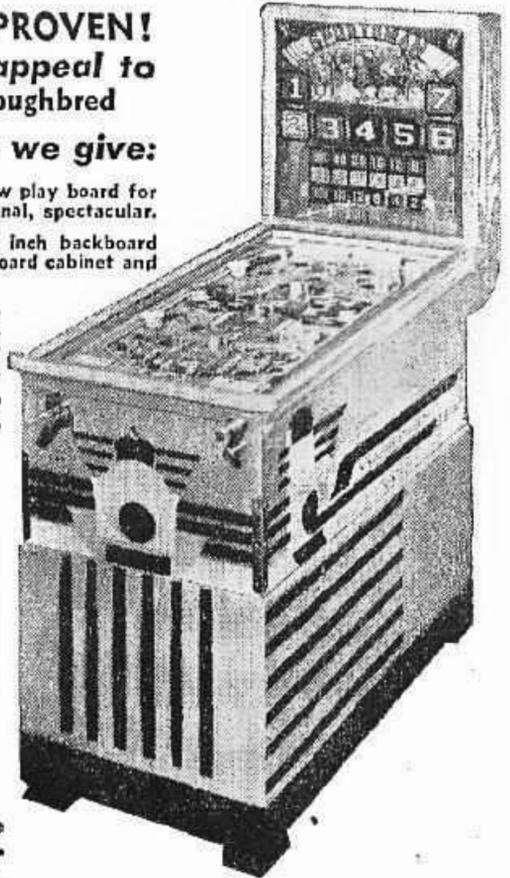
Here is the Service we give:

1. We create and design a new play board for your games—colorful, original, spectacular.
2. We replace the old 17x23 inch cabinet 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.

**Also Converting
WAR ADMIRAL**

**(Similar in player
appeal to Jockey Club)**

**From
GRAND STAND,
GRAND NATIONAL,
PACEMAKER.**



**Operators may obtain price
quotations from their distrib-
utors or by writing us direct.**

BELL PRODUCTS CO.

2000 NORTH OAKLEY AVE.

CHICAGO 27, ILLINOIS

**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.

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.

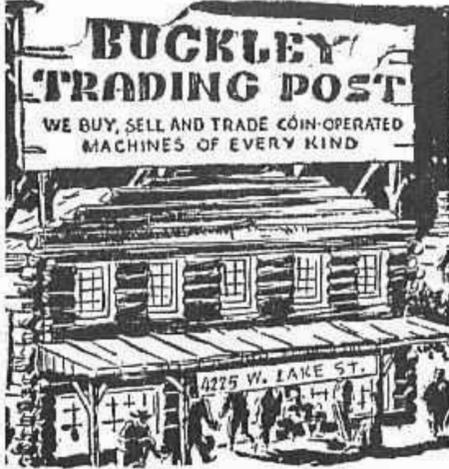
BALTIMORE, MD.

SUPERIOR

*The
Most Renowned
Name in America
for Distinctive Salesboards*

BUY MORE WAR BONDS

SUPERIOR PRODUCTS 14 N. PEORIA ST. 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

PHONOGRAPHS		CONSOLES	
Seeburg Classics	Wurlitzer 24	Keeney Super Bells	Mills Three Bells
Seeburg Envoy	Rockola Monarchs	Keeney '38 Track	Mills Four Bells
Seeburg Regal	Rockola Standards	Time	Pace Reels—Combination
Wurlitzer 500	Rockola DeLuxe	Keeney '38 Skill	
Wurlitzer 600		Time	

SLOT MACHINES		
Mills	Jennings	Watlings
Mills Vest	Pocket Bells	

ARCADE MACHINES—FOR SALE

Genco 1942 Play Ball	\$165.00	Test Pilot	\$250.00
Mountain Climber	169.50	Western Baseball	115.00
Chicken Sam	104.50	Keeney Submarine	190.00
Chicken Sam—with Conversion	158.50	Ray-o-Life Guns	99.50
Bally Shoot the Bull	105.00	Rockola Talkie Horoscope	275.00
Bally Rapid Fire	167.00		

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	\$195.00	Thistledown	\$ 75.00
Bally Hawthorne	89.50	Victorious Turf Champ	184.50	Keeney Skylark	185.00
Bally Blue Grass	175.00	Bally Sport Special	165.00	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
-------------------------	---------	-----------------	----------

SUPPLIES

Perforated Program Strips.		Buckley Long Life Needle	\$0.35
Per M. Sheets	\$3.50	Buckley 275A Bulbs	.12

All Prices Subject to Prior Sale. Terms—Cash With Order.



I-A or A-1...

This is not our draft classification, but the condition of our PANORAMS we offer for sale. Each machine thoroughly overhauled and securely crated for long distance shipping. Late serials. Price \$350 F. O. B. Time payment plan to responsible parties.

763 South 18th St. **GEORGE PONSER CO.** Newark, N. J.

**"TOPS" for ALL GAMES,
MUSIC and WALL BOXES**

MATCHLESS LAMPS

MATCHLESS ELECTRIC COMPANY

564 WEST RANDOLPH STREET CHICAGO 6, ILL.

JENNINGS'

Symbol of Service

CONTACT US ON ANY
COIN MACHINE SUBJECT
37 Years' Experience

O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

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.

WORLD SERIES '43

(A FASCINATING CONVERSION FOR SEVEN-UP)

Here is the ONLY BASEBALL conversion available for one of the greatest games ever built. Replays are awarded on HITS, HOME RUNS, BATTING AVERAGE and by lighting the nine BALL PLAYER BUMPERS.

More come-on appeal than the original Seven-Up.

RUSH YOUR ORDER TODAY

Also shipping—
BOMBARDIER for Victory, BOMB THE AXIS RATS for Star Attraction.

SLAP THE JAPS for Knock-Out, Ten Spot, Seven-Up, Stratoliner and Gold Star. Shipments made same day order is received.

VICTORY GAMES, 2140-44 Southport Avenue, Chicago 14, Illinois
Telephones: DIVERsey 5680-5681.
Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

HERE IS WHAT YOU GET

A new score glass with a 12-color Baseball Scene. A new set of over-size, two-tone bumper caps with Ball Players in Color. New instruction and score cards. Nothing else to buy. No tools required.

\$9.50 each

Cash with order, F. O. B. Chicago.

\$100 CASH PAID FOR WURLITZER SKEE BALLS

WITH FREE PLAY—ANY QUANTITY

JOY NOVELTY CO.

8642 LINWOOD AVE. DETROIT, MICH.

MACHINES THOROUGHLY CHECKED

ABC Bowler	\$39.50	Knockout	\$99.50	Bally Club Bells, 5c, Like New	\$215.00
Action	84.50	Pick-Em	17.50	Mervels	\$12.50
Big League	17.50	Stratoliner	39.50	Ten Pins, High Dial	\$52.50
Bowling Alley	17.50	Variety	17.50	Wurlitzer Model #61	\$74.50
Champ	39.50	Wow	22.50	Wurlitzer Model #41	\$99.50
Cowboy	15.00	Zig Zag	32.50	Stand	17.50
Defense (Baker)	32.50				

TERMS: 1/3 Certified Deposit, Balance C. O. D.
THOMPSON MUSIC CO. 3214 McCURE AVE., PITTSBURGH 12, PA. Phone: Linden 8157.

FOR SALE

FIVE-BALL MACHINES IN EXCELLENT SHAPE

Horoscope	\$47.50	Silver Skates	\$40.00	Ten Spot	\$42.50
Zig Zag	45.00	Lucky	15.00	Gold Star	35.00
Fleet	20.00	Texas Mustang	59.50	Bala Way	42.50
Cross Line	30.00	Knockout	89.50	Big Town	17.50

Also the Following One-Ball Machines:

Seven Flasher	\$72.50	Track Record	\$75.00
Gold Cup	32.50	Big Prize	50.00

NATIONAL SALES & DIST. CO.

418 S. St. Paul DALLAS 1, TEXAS

LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE
BILL HAPPEL CARL HAPPEL

'NEW ROCKOLA COMMANDOS'

NEW MACHINES IN FACTORY-SEALED CASES

WRITE FOR PRICES

12 ROCK-OLA SPECTRAVOX WITH PLAYMASTER — COMPLETELY REBUILT AND REFINISHED. LOOK LIKE NEW MACHINES. SOLD ON SIX MONTH GUARANTEE **WRITE**

RECONDITIONED PHONOGRAPHS AND WALL BOXES

Seeburg 9800 New Rock-o-Lite	Write	Wurlitzer New Modernized 600K	Write
Seeburg Classics New Rock-o-Lite	Write	Wurlitzer New Modernized 24	Write
Seeburg Gems New Rock-o-Lite	Write	Wurlitzer Model 780	Write
Seeburg Rex in New Hi Tone, 9200	Write	Wurlitzer Model 616 New Rock-o-Lite	Write
Rock-Ola Rhythm King New Rock-o-Lite	Write	Rock-Ola Imperial New Rock-o-Lite	Write
Rock-Ola (New) 1523 5-10-25 WallBoxes	Write	Seeburg Bar-o-Matic, 5-10-25	Write
Rock-Ola 1501 Wall Boxes	Write	Packard Pla-Mor Boxes	Write
Rock-Ola 1502 Bar Boxes	Write	Buckley Illuminated 24 Boxes	Write
New Shielded 2-Wire Cable	12¢ Foot	Used 30-Wire Cable	25¢ Foot

SPECIAL MILLS PANORAM SOUNDIES COMPLETELY RECONDITIONED AND REFINISHED, PERFECT CONDITION. LARGE STOCK OF SNAPPY SOUND FILMS IN STOCK. **WRITE**

RECONDITIONED CONSOLES AND SLOTS

Keeney 2-Way Super Bells	Write	Baker Pacers Daily Double	Write
Bally Club Bells (Late Serials)	Write	Keeney Super Bells	Write
New Mills Jumbo, P.O.	Write	Bally Roll 'Em (Refinished)	Write
Used Late Model Jumbo, P.O.	Write	Bally Hi Hand (Refinished)	Write
Mills Jumbo (Combination)	Write	Pace Reels (Late Model)	Write
Jennings 4 Star Chiefs (Rebuilds)	Write	Pace Saratoga (Late Model)	Write
Evans Lucky Stars	Write	New Mills 4 Bell Cabinets	Write
Evans Lucky Lucre, 5-25¢	Write	Evans Lucky Lucre, 5-5¢	Write
Mills Jumbo, F.P.	Write	Pace's Racer, 25¢ (Late Model)	Write
New Mills Gold Chromes	Write	New Mills Club Bells, Late Model	Write

RECONDITIONED ARCADE EQUIPMENT

Supreme Shoot-Your-Way-to-Tokyo	Write	Genco Playball (Late Lite-Up)	Write
Seeburg Shoot-the-Chutes	Write	Keeney Anti-Aircraft (Refinished)	Write
Chicago Coin Hockey	Write	Chicken Sam New Axis Rat (Conversion)	Write
Bally Rapid Fire	Write	Scientific Battling Practice	Write
Keeney's Submarine	Write	Groetchen Mountain Climber	Write
Poo Basket Ball	Write	Evans Tommy Guns	Write
Kirk's Blow Ball	Write	Crack Shot Target	Write
Rotary Merchandisers	Write	Kirk's Guess-or Scales	Write
Kicker and Catcher	Write	Mills Flip Skill	Write
Gottlieb 3-Way Gripper	Write	Groetchen Pike's Peak	Write

WANTED—USED MACHINES—HIGHEST CASH PRICE PAID

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 C. 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
2548 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN

YESTERDAY—TODAY—TOMORROW

BUY BUY **BONDS**
BYE BYE **AXIS**

Square Dealings
Friendly Service

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.

GUN STOCKS BRAND NEW \$12.50 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-23)\$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.

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4.	\$1.65	6A8..	\$1.35	6N7GT	1.65	7B5..	\$1.35	37...	\$0.90
1B5/25S		6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15
... 1.35		6B8..	2.00	6Q7G.	.90	7F7..	1.65	41...	.90
1H4G.	1.05	6B8G.	1.35	6R7G.	1.15	12SK7GT		42...	.90
1H5G.	1.35	6C5G.	1.05	6SC7.	1.35	... 1.10		43...	1.10
2A3..	2.00	6C6..	1.05	6SF5GT		12SQ7GT		45...	.85
1Q5GT	1.65	6D6..	1.00	... 1.00		... 1.10		47...	1.15
2051	2.60	6F5G.	1.15	6SJ7GT	1.15	24A..	.90	56...	.85
5U4G.	1.05	6F6G.	.95	6SK7.	1.05	25L6GT		57...	.95
5V4G.	1.65	6F8G.	1.35	6SQ7G7		... 1.15		58...	.95
5W4G	1.05	6H6GT	1.15	... 1.15		25Z5.	1.10	75...	.90
5Y3G..	.75	6J5..	.95	... 1.15		26...	.75	76...	.95
5Y4G	.80	6J7..	1.35	6SR7.	1.05	27...	.70	77...	.95
5Z3..	1.15	6J7G.	1.15	6V6G.	1.35	30...	1.05	78...	.90
6A4..	1.65	6K7G.	1.15	6V6GT	1.15	31...	1.05	79...	1.65
6A6..	1.65	6K8GT	1.35	6X5GT	1.05	32...	1.35	80...	.75
6A7..	1.00	6L6G.	2.00	6Z4/84		35Z5GT		83...	1.35
		6L7..	1.65	... 1.10		... 85			

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

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$179.50 1/3 Deposit, Balance C. O. D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet-makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C.O.D. charges, or \$60.00 with your order—balance of \$119.50 C.O.D.

WE RE-BUILD— Your old run down "CHICKEN SAMs" and
RE-CONDITION— "JAIL-BIRDS" and convert them into
RE-FINISH— "SHOOT THE JAP" Ray Guns.

For **\$59.50** F. O. B. Chicago

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.



**"E" FLAG NOW FLYING
OVER "Bally" PLANT**

**"E" AWARD ROLL
OF COIN-MACHINE INDUSTRY**

*Stoner Manufacturing Company
Watling Manufacturing Company
J. P. Seeburg Corporation
Packard Manufacturing Company
The Rudolph Wurlitzer Company
Lion Manufacturing Corporation**

***MANUFACTURERS OF FAMOUS
BALLY GAMES AND VENDERS**

American fighters, men of the free, fun-loving breed for whom "Bally" games were built, are now blasting the enemy out of the sea and the sky with the aid of war-products built by men and women of the "Bally" plant, men and women who, when victory is won, will return to the happy task of building "Bally" games for free, fun-loving America, men and women who now proudly receive the high honor of the Army-Navy "E" Award . . .

*"a symbol of leadership
in the cause of freedom" . . .*

and who vow to keep their "E" flag flying under the flag of the free.

Lion Manufacturing Corporation, 2640 Belmont Avenue, Chicago 18, Illinois



★ ★ FOR VICTORY . . . BUY U. S. WAR BONDS AND STAMPS ★ ★



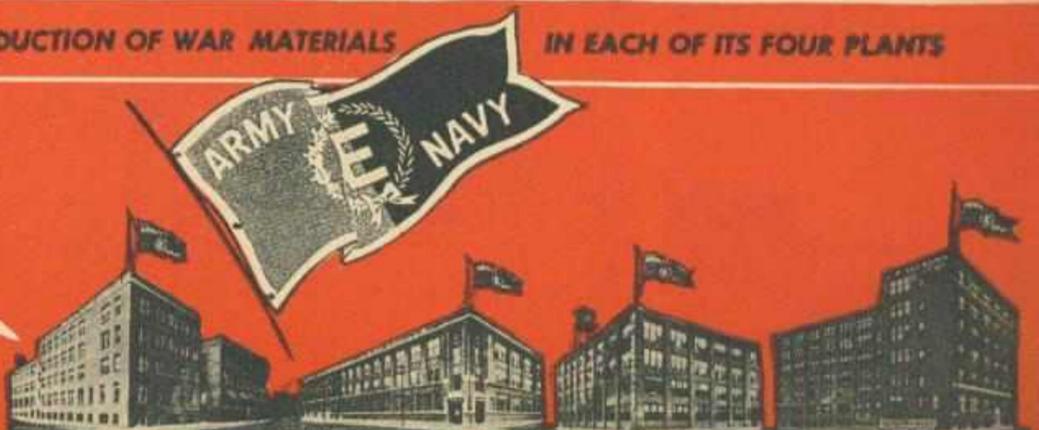
**A SOLDIER GIVES HIS LIFE . . .
ALL YOU'RE ASKED TO DO IS LEND
YOUR MONEY**

**Increase your
purchases of
WAR BONDS!**

Back the Attack! Our boys are on the offensive on all the world's far flung battle fronts. How can we, therefore, safe at home, conscientiously do less than put every possible dollar we can into United States War Bonds?

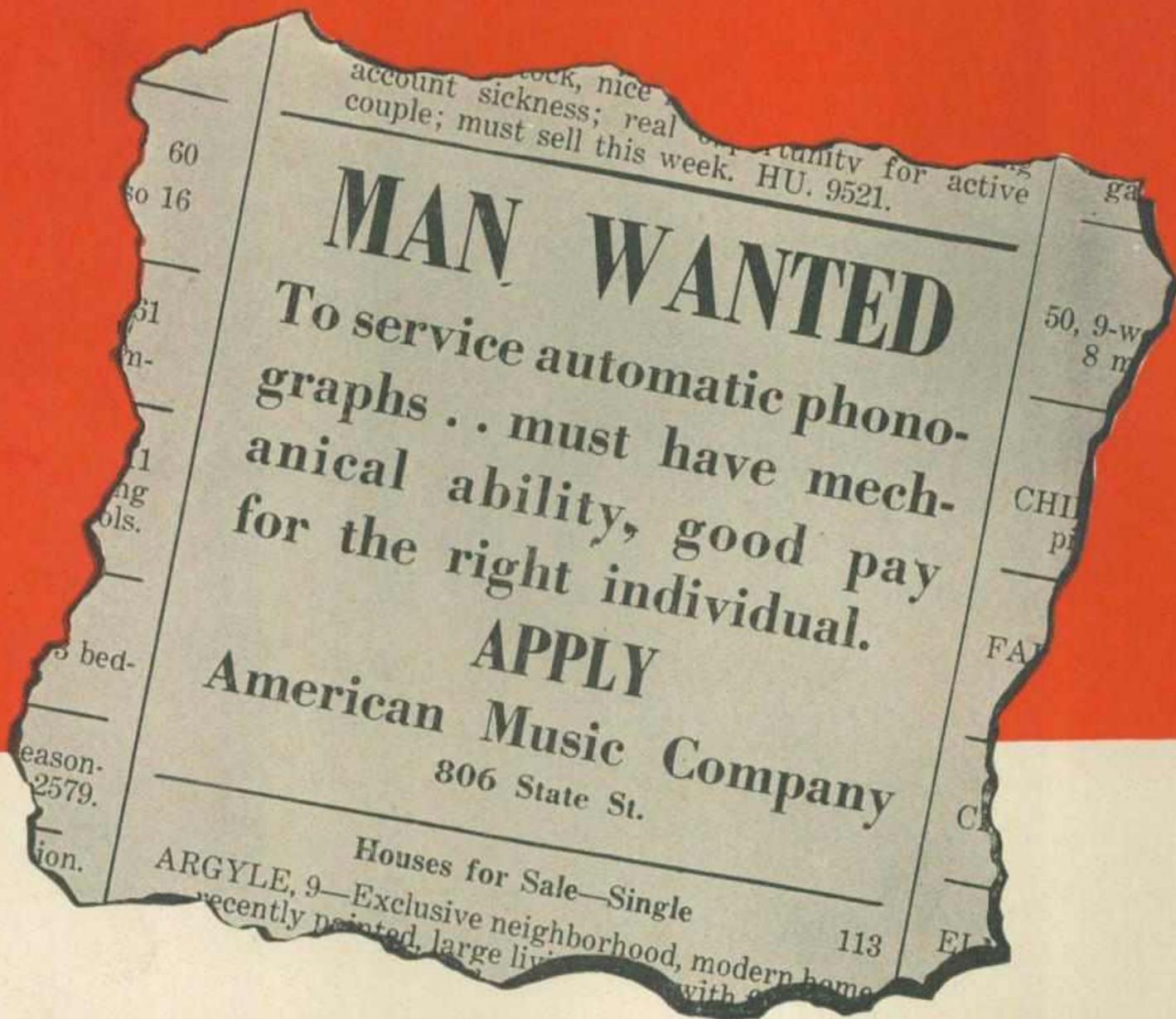
AWARDED TO THE J. P. SEEBURG CORPORATION FOR OUTSTANDING PRODUCTION OF WAR MATERIALS IN EACH OF ITS FOUR PLANTS

Seeburg
*Fine Musical Instruments
Since 1902*



J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS

When nobody answers your ads...



ANSWER THE PROBLEM BY INSTALLING

A New Modernized WURLITZER

THEY SELDOM REQUIRE SERVICE!

If your service men are in the armed service and you can't get any more, solve your problem by installing new Modernized Wurlitzers. Their mechanical selectors seldom require service and, if they should, a trained man is not required.

THEY ALWAYS INCREASE PROFITS!

Wherever installed, the novel beauty and phenomenal tone of the new Modernized Wurlitzer results in an immediate increase in play and profits. See and hear the phonograph that makes more money and saves money at the same time. On display at your Wurlitzer Distributors. The Rudolph Wurlitzer Co., N. Tonawanda, N. Y. "The Name that Means Music to Millions."



SPEED VICTORY BUY WAR BONDS