

The Billboard

JANUARY 1, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

WORKS DRAW 10MIL NY\$\$ IN '43



LES BROWN
He Went From Dough to Dough
(See page 4)

RADIO

"Safety" Top Free Time Loader Thruout Nation

VAUDE

There's Solid Dough In Winter Borscht Belt

GENERAL NEWS

AIR EDUCATION GROWS UP

THREE STARS WHO ARE RATED ★★☆☆ EVERYWHERE!

THE ANGIE BOND TRIO

AMERICA'S FINEST, FASTEST RISING
SINGING AND INSTRUMENTAL STARS



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BOUCHE'S VILLA VENICE, Chicago, Ill.
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SYRACUSE HOTEL, Syracuse, N. Y.
L'AIGLON RESTAURANT, Chicago, Ill.

Band Bonanza for Theaters

Convict 6 in Film Shakedown Trial; Sentence This Wk.

NEW YORK, Dec. 25.—The six members of the former Al Capone gang in Chicago and a Newark union business agent were found guilty Wednesday (22) of aiding Willie Bioff and George Browne (already convicted of gouging) to extort more than \$1,000,000 from the film industry, by a jury of nine women and three men in Federal Court here. The trial last 11 weeks. In all 43 witnesses were heard for the prosecution; 37 for the defense.

The seven men will be sentenced December 30. Maximum penalties are 10 years and \$10,000 fines. They are: Phil D'Andrea, Francis Maritote, Paul de Lucia, Charles Gioe, Louis Campagna, John Roselli, all of the Chicago mob, and Louis Kaufman, Newark IATSE official. Two others—Ralph Pierce, Chicago lawyer, and Frank Nitti, notorious Chicago hoodlum—were named in the original indictment, but the case against Pierce was dismissed after a few days and Nitti committed suicide to avoid arrest.

Special Assistant District Attorney Boris Kostelanetz asked that bail be denied, but Judge John Bright ruled otherwise. (See *Convict Shakedown* on page 16)

Smokers on Spree Again as "Union" Proves Abortion

PHILADELPHIA, Dec. 25.—The independent union of strippers and smoker girls, which proved a sobering influence to that sub-basement phase of the amusement industry for the past year or so, has fallen apart. While most of the gals carried AGVA cards, they ganged together for a union all of their own more than a year ago, when local police turned up in great numbers as uninvited visitors at their spectacles at the most inopportune moment. Figuring there is safety in numbers, in union there is strength, united we stand—and all the other weather-beaten slogans that excite to trade unionism—the gals had rallied 'round the union flag waved by one of the local bookers who enjoyed a most lucrative business in such agenting.

Male emcees who specialize in smoker and stag stands were also members of this incognito union which at one time applied to the Four A's for a charter—but in vain. Main purpose of the union was to keep the strip and smoker phase on a respectable basis. Wage scales were (See *SMOKERS ON SPREE* on page 16)

Para, Strand, Cap, Roxy Do 10 Million \$ Band Biz; Use 38 Orks, 5 More Than Once

NEW YORK, Dec. 25.—Many stories have been written this past year pointing up the trend toward increased use of bands for first-run picture houses, but more graphic than any story is the one told in dollars and cents. The year '43 brought almost \$10,000,000 to the four theaters here using bands on the stage.

The Roxy and Capitol literally hopped on the band wagon and while neither played a full year with band policy—the Capitol using music makers only 35 weeks and the Roxy exactly half the time (26 weeks)—they ran virtually neck-and-neck, each closing its books with about \$2,100,000 brought in by bands on stage.

Strand played bands the full 52 weeks and grossed about \$200,000 more than either the Roxy or the Cap. Paramount, bellwether house in the field, topped the Strand, its closest and oldest rival, by well over a \$1,000,000.

Repeat Dates for Best Draws

In a few isolated instances bands were a secondary or rather a supplementary draw, but if there is any doubt that the theater ops tried to place all their eggs in the band basket, the competitive bidding for baton wavers should prove the

clinch. The fact is that only 38 orks played the combined 165 weeks, and each theater called on at least one maestro for a repeat date. Jimmy Dorsey, who opened at the Roxy Wednesday (22) played the house for four weeks in May; Tommy Tucker also played a repeat for the house. Benny Goodman got the Paramount off to its 1943 start, checked out after four weeks and returned in August for six more, and Sammy Kaye played seven weeks last January and February and came back for five in October and November. Dorsey played the Strand as well as the Roxy, and Bobby Sherwood showed up at the Roxy after a previous week at the Paramount.

During Kaye's first stay the Strand changed films, keeping the stagemore more or less intact, and the Paramount did the same with Woody Herman during his six-week stretch that ended Tuesday (21).

BC, Kaye, Spitalny, JD Toppers

Goodman knocked off the top individual gross, totaling \$758,000 for his 10 weeks at the Par; Sammy Kaye attracted \$521,300 to the Strand during his 12 weeks there; Phil Spitalny did \$512,000 in eight weeks at the Cap; and Jimmy Dorsey will have accounted for about \$510,000 when his next week's total at (See *FOUR N. Y. THEATERS* on page 12)

Congress Adjourns Sans Action On Show Tax Measure But May Decide in Jan.; FCC Probe "Quiet"

WASHINGTON, Dec. 25.—Congress adjourned this week for its Christmas recess and held over until 1944 several measures of considerable importance to the amusement business.

The controversial Revenue Bill was ordered to remain on the Senate calendar until January 10. The bill, which provides the basis for taxes, will determine the amount to be applied to theater admissions as well as the amount that will be added to a customer's night club check.

The Senate Finance Committee, which acted to lower nitery taxes from the 30 per cent approved by the House to 20 per cent, Tuesday (21) reported the Revenue Bill to the Senate. Now actively on the calendar, the measure will come up for a vote soon after Congress returns from

its holiday recess. Conferees will be appointed—if the bill is passed—to iron out differences between the House and Senate versions, and then when finally adopted by both houses, the measure will go to the White House.

Reports gathered this week indicating that the White House may veto the measure because of two reasons: (1) The bill now provides for only \$2,275,600,000 additional revenue, whereas the Treasury asked for \$10,500,000,000; and (2) broad changes in the renegotiation law are thought to be contrary to Administration principles.

The Lea Committee investigating the Federal Communications Commission has adjourned its hearings until after the holidays, leaving FCC temporarily without being investigated. It's the first quiet period the agency has enjoyed for nearly a year.

Action on the White-Wheeler Bill to amend the FCC Act of 1934 is expected shortly after the first of the year when Senator White and Senator Wheeler are expected to introduce newly drafted legislation regulating FCC's powers over broadcasting. Hearings ended last week, and Senator Wheeler promised a report within six weeks. The report is expected to be in the form of a bill.

Juggler Bob Ripa Dies in S. Pacific

NEW YORK, Dec. 25.—Another "Foot-light Front" casualty in the death of Bob Ripa in a plane crash somewhere in the South Pacific. Ripa, who had been entertaining troop installations in Australia and the South Pacific islands for USO-Camp Shows since last December, was being returned home. Unit No. 28, of which he had recently been a member, was also being returned, but by separate means of transportation. Camp Shows had received no detailed account of the accident, but Ripa is reported as the only casualty.

Ripa, long recognized as a top-bracket performer in vaude houses in this country, was born in Denmark in 1913 and appeared there with his mother and father in a juggling act before becoming a naturalized citizen here. He made his home in Buffalo. His wife is Hazel (Fuende) Ripa and they have a four-year-old son.

Lawrence Phillips, executive director of Camp Shows, Inc., has notified the Ripa family of the tragedy.

USO "Earthquakers" Back After 8-Mo., 50,000-Mile Global Trek, 200-Plus Shows --- and 'Scares'

NEW YORK, Dec. 25.—"The Earthquakers," so christened by a North African bombardment group by whom they were adopted, or otherwise USO-Camp Shows' overseas unit No. 53, returned to New York (19) after an eight-month off-shore entertainment stint which took them around the world via Australia, New Zealand, India, Middle East and North Africa to land home at Miami. Unit, headed by Myles Bell and Nan Bedini, is the first combo to include femmes in a round-the-globe span. Other members of the troupe comprised Gertrude Briefer, acro-tap dancer; Dick Good, comic; Violet Carlson, singer; Dixie Duncan, singer; Birdie Dean, acro dancer, and Jack Fiedel, pianist and accordionist. They traveled over 50,000 miles.

Bell, who looked fit after the lengthy jaunt, said that all he wanted was "a

little rest and a chance to get his teeth fixed" before going to bat again for CSI. Most of the trip was uneventful, except for a quota of heat and dirt, but the unit came in for not a few moments of excitement. In Africa they sat out a night bombing raid in a slit trench "with the eggs breaking too close for comfort."

"I was scared," said Bell, "and I don't mean maybe."

Another time, in a B-25, the pilot couldn't make the landing gear lock and it looked like a crash sit-down. However, the latter did a few flips and wriggles and finally managed to shake the wheels into position. During one week the troupe played two shows a day at the Miramar Theater in Tripoli. The house was blown off the map a week after they left.

Bell is particularly proud of the fact that the unit was the first to play the Libyan Desert and at Pantelleria. Latter date was kept only two or three days after the invasion of Sicily. The Libyan trek was the toughest as the troupe had to play to distributed fighter groups and keep up with them on the road. The gals had to wash their clothes in tin hats.

There is no question, Bell said, that the boys like live shows better than pix and that they want more. Also he stated that "a star is just another guy to them." They want a good show and know it when they see it.

On the lighter side, Bell told how the boys in Africa have become top traders. Natives don't want money, but will swap for anything like soap, cigarettes or tea. Chickens and eggs are usual native tender. Some of our lads slipped over a (See *USO "Earthquakers"* on page 16)



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CIO "Johnny" Founders in Phila. Labor Lacked Showbiz Savvy

PHILADELPHIA, Dec. 25.—Use of the legitimate stage as a mouth-piece for labor propaganda proved a mighty costly experiment to the CIO with the folding of *Marching With Johnny* at the Erlanger Theater here tonight (25). Labor show was skedded to open in New York next week, and since opening here on December 13, was in the throes of continual rehearsals and revisions. Even had the benefit of generally generous notices from the local critics, remembering that the Newspaper Guild also helped to make up the show chest, with a reported \$100,000 sunk into the show and with more than half of it coming from the CIO treasury.

It was generally agreed that the show had some chance for survival on the strength of the music and dances, and local critics were genuinely warm to the talents of the cast headed by Beatrice Kay and Philip Loeb. However, the sketches, which were the vehicle for the labor propaganda, gave the show its "kiss of death." Those close to the project blamed too many labor "cooks," with no appreciation to things theatrical, for the fold-up. Attempts to rewrite the skits, it was said, and perhaps inject a bit of satire to make the alleged comedy more pointed, was nixed by the council of labor chiefs bank-rolling the show. Taking a "holier than thou" attitude when labor or a union was to be mentioned in front of the footlights killed all chances of the sketches being good theater, with the result that it killed off the chances of the entire show itself.

Members of the cast were plenty down-hearted, what with a Christmas night closing and everybody pitching in nobly to try to get the show in shape. Cast felt *Johnny* had a chance, and put in long and tiring rehearsals without a whimper. But trying to battle down the labor "angels" was too much. Notice of folding was not given to the cast until after the performance on Monday night (20), posting a letter from Philip Murray, CIO chief, on the back-stage bulletin board, carrying the usual soft-soap about the "noble experiment" and hoping that some time soon the show would be rewritten, recast and revived. But what burned 'em up more than anything else was the fact that Murray's letter was dated the previous Friday (17) and the cast had to wait until

late Monday night to find out about it, altho a few had an inkling that something was in the wind when Monday rehearsals were called off.

Kids in chorus were most bitter about a December 20 notice when decision to

close was obviously made as early as December 17. Girls, figuring on coming into New York the following week, had been spending their last pennies for yule gifts, and some had to go back and cash in the merchandise.

Beatrice Kay, who canceled a theater tour to take the starring role in the revue, is making good most of her checked theater dates, taking in the RKO houses in Boston, Albany, Cleveland and Columbus. In fact, Miss Kay shapes up as the only

one really cashing in on the show. As soon as word of closing got around, she received offers from New York producers to go into their shows, with a heavy nibble coming in from Hollywood. Has also been inked in for the January 6 week at Loew's State, New York, despite the fact that she played the opposition Roxy Theater just before going into the CIO show. New radio network show, which Miss Kay had to check out of because of *Marching With Johnny*, is also expected to be revived.

BONDBARDIERS

TOO LATE FOR BONDBARDMENT NUMBER BUT NOT TOO LATE TO HELP UNCLE SAM

These show-business personalities and organizations purchased War Bonds with money they would have spent for Holiday Greetings advertisements in last week's issue of *The Billboard*

A

ACKERMAN, ALBERT
ACME SALES CO.
COMMORATA, FRANK
FIGUEROA, PEDRO
LEVINE, DOROTHY
PHERRIBO, JOSEPH
AMENDOLA, FRANK
ARNELL, AMY
ARREN & BRODERICK
ASOTSKY, MAX
ATER, HARRY E.

B

BABB, WILBUR FORREST
BAKER, BELLE
BAKER UNITED ATTRACTIONS
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BAKERMAN, CELIA
BAMMEL, CLIFFORD B.
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BRODBECK, FRED
BROUGHTON JR., LEON J.
BROWN, CLYDE E.
BROWN, EARLE A.
BULLMAN, WILLIAM J.
BULLVER, RICHARD J.
BURKE, A. PERCY

C

CACCAMISE, S. J.
CAREY, THOMAS JOSEPH
CARROLL, EDWARD B. J.
CARSON, SAMUEL T.
CARTER, LLOYD D.
CASNOFF, EDWARD
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CLARK, PEARL
CLINTON, CHARLES L.
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COOK, JOE L.
CORWIN, SHERRILL
CRAWN, MATTHEW R.
CREAMER, JOHN
CROWLEY, JOHN J.
CSIDA, CAROL & ETHEL

D

DAYFOTIS, JOHN P.
DE CLERCQ, ALPHONSE J.
DEMKO, MARY & MIKE
DENNISON, GEORGE M.
DE ROSE, ALBERT
DROLLINGER, C. L.
DUNCAN SISTERS

E

EVANS, MARVIN L.

F

FEINSTEIN, HERMAN M.
FERN, PEARL AND EDDIE
FLOURNOY, WILL

FOX, MORRIS
FRANCIS, HELENE
FUNCHESS, WILMER W.
FUSSNER, WILL

G

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GAMSA, SENIA
GARMAN, D. H.
GLASS, NAHAN R.
GLICKMAN, OSCAR
GOFF, JOHN JAMES
GOLDSTEIN, LEON
GREENE, F. W.
GREGORY, JOHN E.

H

HAMILTON, JOHN W.
HAWKINS, WADE J.
HAYES, HELEN
HAZY, JEANETT
HEALEY, EUNICE
HELLER, HARRY
HELLER, HENRY
HENLEY, JOHN R.
HINKLE, MRS. REBEKAH B.
HOMES, PROF. J. B.
HUGHES, JANE L.
HUGHES, MARLEA B.
HUNTING, HARRY E. & ETHEL D.

I

INGE, ADELE

J

JARUS, STANLEY J.
JAYDEE THE GREAT
JOHNSON, ERNEST

K

KEMMY, JOHN & EVA
KETTLE, MRS. VERA H.
KEY, JACK H.
KING, G. NORMAN
KNUDSON, KARL A.

L

LA CHAPPELL, BEN
LAMB, EUGENE L.
LA VOLA, DON & CARLOTTA
LEFEVRE, REID
LEMOINE, JOHN C.
LICATA BROS. TRIO
LINDEMANN, WILLIAM F.

M

MADDISH, FRANK W.
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MAISON, GIL
MATTER, FLOYD R.
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MOSS, HARRY

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MYERS, L. CLAUDE

N

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NOEL, HENRI

O

OSIER, LEON J.

P

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PERRI, JAMES F.
PIAZZA, BEN
POLGAAR, CHARLES P.
PORTER, OLIN J.

R

RAYMOND, MRS. WALTER
RIEGGER, ARNOLD
RITCHISON, GEORGE
ROSEN, MAURICE
ROSS, J. KING
ROTOLO, CHARLES

S

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STARKEY, WILLIAM
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STRONG, FRANCIS
SWEENEY, DANIEL S.

T

THOMAS, PEGGY
TINKHAM, KENNETH O.
TUCKER SISTERS
TURCOTTE, JOHN B.
TURK, PHILIP

V

VAN PATTEN, JOYCE
VENDING PRODUCTS CO.
GOLDSTEIN, ERNEST
VERIAN, GEORGE F.
VERNON, C. A.

W

WALKER, MRS. SALLIE
HUGHES
WAPLES, BUD
WASSON, HAL
WEAVER, DAVID W.
WEGENER, MRS. TERESA
VEHLE
WEINBERG, HARRY
WERDIN, EARL E.
WIEBEN JR., OTTO F.
WMCA, RADIO STATION
WOOLLEY'S ROLLER RINK
WOR, RADIO STATION

Z

ZEMPEL, LAWRENCE

LES BROWN

"Dough to Dough"

IT'S a band's ambition to play the Palladium in Los Angeles, the Blackhawk in Chicago, New York's Hotel Astor Roof, and the Meadowbrook at Cedar Grove, N. J., at some time or other. Les Brown and his band played all four in one year and thereby hung up a record which may never be duplicated.



It wasn't always like that, however. Brown's first aggregation, the Blue Devils, came fresh out of Duke University to flop—but flat. After that he did arranging and saxed it on his own, then began to build a new band in 1938.

"That summer was the low spot in my life," he says. "I arranged, led, played the horns until I was blue in the face—and still laid an egg."

The turning point came in the winter of 1940 with a booking at Mike Todd's theater-cafe in Chicago. The sked was for four weeks; they stayed four months. Empty stomachs, disillusionment and tough breaks were in the discard; reviewers described Les and his band-boys as one of the guttiest, most spirited dance crews in the business.

"The Band of Renown" has been a top rater ever since, with bookings at swank citadels of swing from Boston to Miami and New York to the Coast. Its Okeh recordings are hot favorites with juke box fans the country over. Brown's plattering of "Joltin' Joe DiMaggio" sold more than 50,000 copies the day of its release.

If it hadn't been for sax craving, Les might still be a big dough man in his dad's bakery at Reinerton, Pa. He's plenty in the dough right now—but it's the kind you put in the bank and not in the oven.

BUY WAR BONDS
BACK THE ATTACK
YOURS
FOR VICTORY

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THERE ARE
32
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ICE FOLLIES
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★
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SHIPSTAD

ROY
SHIPSTAD

OSCAR
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Pittsburgh

Montreal
New Haven
Boston
Buffalo

Portland
Seattle
Minneapolis
San Francisco

Radio, Records "Help Make
Life Bearable" in U. S. Army
Outposts; Self-Ent't Booms

By CASKIE STINNETT

WASHINGTON, Dec. 25.—Altho letters from home remain the foremost need of American servicemen on lonely outposts, radio programs, theatricals and popular records help to make life bearable despite isolation, according to an Office of War Information report compiled from data obtained from returning officers and men and from official sources in war and navy departments.

Outpost men get radio entertainment in abundance, says the report, even in African jungles. Recordings of favorite radio programs are made each week and flown to all parts of world for rebroadcast at the same hour one week later. Army is operating the most extensive series of radio programs in the world.

Next to being entertained, servicemen in outposts like to entertain themselves, returning officers reported. Amateur shows, some bordering on professional standards, are being produced in increasing numbers under direction of famous actors in civilian life. Both army and navy have officers, former directors or producers, who make the rounds of outposts and help men put on their own shows. Outposts of less than 100 men usually make few attempts to stage shows as audiences are too small.

In bush country of Northern Australia, outpost men recently put on a performance of *Three Men on a Horse*. It had quite a run in other smaller outposts in the vicinity. *Brother Rat* played to packed houses in an outpost at New Caledonia. Cast included both army and navy personnel. In jungles of New Guinea, men put on what they call a "50-50" show because the cast included 25 Americans and 25 Australians. At Espiritu Santo, men of army and navy staged a band competition and drew audiences of 5,000.

Stages are usually leveled ground at foot of an incline and auditoriums are spaces hacked out of jungles. Some advanced recreation centers have framework structures, sometimes covered by canvas.

Where outposts are too small or too remote to put on own shows, army organized a number of special service units designed to take entertainment to small isolated spots. These consist of 105 men and 9 officers, with a captain in charge. Each unit is equipped with 11 vehicles.

Cafe Gambling Ban
Held Invasion of
Property Rights

NEW ORLEANS, Dec. 25.—Affirming a lower court, the Louisiana Supreme Court refused a group of residents of Jefferson Parish (county), adjoining New Orleans, a petition to restrain the Club Forest, a suburban nitery, from operating gambling in conjunction with its operations. The lower court judge refused to issue the restraining order without a hearing but did offer to cite the operators of the nitery to show cause why they should not be closed by a permanent injunction.

"It appears to us," the opinion handed down by Associate Justice Wynne G. Rogers said, "that the statutory provision under review permits an unnecessary invasion of property rights and is therefore an unreasonable exercise of police power. It places restriction upon the use of property which, altho it be only temporary in character, may cause irreparable injury without effecting proportionate ends conducive to the public welfare."

In addition to day and night short-wave broadcasts from U. S. and BBC, American troops in isolated spots can now tune in on scores of long and medium-wave stations scattered over the world. Army (See Radio, Records Help on page 17)

'Oklahoma' (Guild)
Wins From 'In Old
Oklahoma' (Repub.)

NEW YORK, Dec. 25.—The "unfair competition" suit brought by the Theater Guild, Oscar Hammerstein II and Richard Rodgers, producers, author and composer of the current hit *Oklahoma*, against Republic Pictures Corporation for alleged unlawful use of the title *Oklahoma* in their picture *In Old Oklahoma* was dismissed and settled in papers filed Thursday (23) in Federal Court. The order was signed by Judge Samuel Mandelbaum.

Under the terms, Republic agrees not to permit its film or any reissues of any other picture based on this film to be distributed or exhibited after January 1, 1945, and also agrees not to use any other titles with the word *Oklahoma* in (See Okla. (Guild) Wins on page 17)

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Henle, Sonja, Hollywood Ice Revue (Stadium) Chi., Dec. 24-Jan. 15.
Holiday On Ice (Glacier Garden) San Diego, Calif., Dec. 25-Jan. 15.
Ice-Capades of 1944 (Boston Garden) Boston, Dec. 25-Jan. 12.
Ice Follies (Arena) Phila., Dec. 25-Jan. 22.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Lewis, Dorothy, Ice Show (William Penn Hotel) Pittsburgh 13-Jan. 1.
Stars on Ice (Sonja Henle & Arthur Wirtz) (Center Theater) NYC.

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10,000 7.45
30,000 10.45
50,000 13.75
100,000 22.00
500,000 83.00
1,000,000 170.50
Double coupons. Double prices.

NSC CHAMP FREE-TIME LOADER

Safety Pitch Rates Time From Minute Jingles to Coast-to-Coast Series

Big-Time Commercials Donate Announcements to "Cause"

By FRANK GILL

NEW YORK, Dec. 25.—Despite the fact that air time on both nets and indies is at a premium today, some public service organizations have managed to climb on to and stick with the ether. In most cases this is achieved because the concern has professional stuff to offer stations. Thus broadcasters lose nothing by airing such programs while, at the same time, they do a public service—and often get a local sponsor as well.

Ordinarily free-time loading by PS outfits occurs only when the group's message is something more than just a plug that get by because of the cause it heralds. National organizations such as Red Cross, Community Fund, March of Dimes still contrive to get a free air ride but only for a short time at the zenith of their campaigns.

One concrete example of the outfit which cadges time year after year is the National Safety Council, a Coast-to-Coast accident-prevention group with headquarters in Chicago and a complex charter-member set-up thruout the rest of the country. From the time of its inception in 1913 as an aid to industry in reducing accidents in plants, until the war, it progressed along fairly conservative lines, depending on brochures, pamphlets, press blurbs, posters and cartoons

Special Net Set For Bear-Redskin Wilson Broadcast

First of Kind in 5 Years

NEW YORK, Dec. 25.—Stanley Boynton Company, of Detroit, nee Aircasters, put together a 61-station network to air the pro football finals from Wrigley Field tomorrow (26). Air rights of game, between Chi Bears and Washington Redskins, went to Wilson Sporting Goods Company, for about \$25,000, but no network would play hob with its commercial sked to clear time for the game.

So Elmer Layden, czar of pro football, asked Boynton to tackle the job of lining up an indie net. Boynton, whose Aircasters agency worked similar hook-ups for Father Coughlin, delivered the stations and facilities in four days.

Hook-up provides coverage in 61 major markets, ergo a national blanket, and uses best available station in each town. Thus some of the stations are indies, others are net affiliates.

Trick in the operation was first to clear station time, then to clear telephone lines. Since program stacks up as a two-hour broadcast and lines and time are strictly at a premium, the accomplishment is nothing short of magic.

Last time so extensive an indie net was created was back in the days of the 1938 presidential election, when a variety of political organizations was buying time and telephone lines and setting up nets. But even then the longest hook-up was for 30 minutes. This show is skedded from 3 to 5 p.m. Harry Wismer, Blue web sportscaster, is doing the pay-by-play.

to hypo public savvy on accidents and keeping safe.

FDR Proclamation

However, by August, 1941, NSC fully realized its potentialities as a national life and man-power saver in wartime and managed to get from the White House a proclamation, signed by FDR, calling upon it to lead a concerted and intensified campaign against accidents as a war effort impediment. To effect this nationally, the Council's publicity possibilities were expanded and radio came into the picture. Dan Thompson, of NBC's flack department in Chicago, was engaged as radio chief of the Public Information Department, headed by a former newshawk, Paul Jones.

In the quarter century between the NSC's burgeoning on the industrial scene and the FDR go-ahead, it expanded to cover all safety angles. While industry continued as the main target of its assault, the NSC had branched out into home, farm, traffic safety and school, and college safety education, thereby broadening its message to cover every phase of living from crib to crypt.

With Thompson's arrival at the Council the accent switched noticeably to radio.

Local Sponsorship

Since NSC is a non-profit, non-commercial accident - preventing flackery plant, airings are not sponsored with official blessing, altho individual stations find sponsors for safety shots. Peddling of programs is handled cagily. After scripts have been worked out by Thompson and aids, with the blessing of Jones and bigshots, Thompson puts a hard-hitting sales promotion thru the mail explaining to program directors why NSC material should be used. Replies to blurbs from percolators bring material from Council. Thus the safety message, with appropriate local touches, gets its air innings from Pawtucket to Palo Alto and back. Only material sent out broadcast are spot announcements, and not a few stations use them on participation and public service programs. Special spots are sent to 580 women editors of stations as well as to 237 farm air editors. All farm safety material is presented in co-operation with the Department of Agriculture and is cleared thru the department before dispatch. All this material gets a pro going over by Thompson and is accurately timed before being sent out.

Net Plugs, Too

In addition to this mass of material, NSC has contrived at odd times in the past 14 months to squeeze in a brief plug on a number of top net shows, including *Fibber McGee and Molly* and *The Lone Ranger*. These spot shots give impetus to the message Council is selling—safety.

One reason for the big response to NSC air material is the fact that its subject matter is of interest in every community. It is a natural for free plugs wherever possible. But in addition, stuff sent out is good, pro writing, non-commercial in every respect and pitched to public interest, convenience and safety. NSC salaries permit of top men to handle this type of radio work.

Thus stations find they have something they can use in a pinch and the NSC gets the breaks, and proves the contention of certain experienced station and net execs who maintain that NSC is a most expert and efficient free loader of free time.

Time on the Cuff---a la Safety Council

| Program. | Time Segment | Pitch. | Stations. |
|--|--------------|-----------------------|--------------------|
| Dramas in Series of 10. | 1 minute | Safe winter driving. | 280 (in 30 States) |
| Series carried thru 1942-'43 winter season and highlighted causes of traffic accidents. Stations asked for e.t.'s of programs for local use. | | | |
| Weekly drama series running 80 weeks. | 15 minutes | Industrial accidents. | 90 on Blue web. |

Produced in New York under Stuart Buchanan, Blue script editor. Council shared production costs. Talent obtained at scale. Net and affiliates gave cuffo time. Series from June, 1942-November, 1943, was titled *Men, Machines and Victory*.

| | | | |
|---|----------|---|---------------|
| Dramas in Series of 10. | 1 minute | Farm accident causes. | 177 stations. |
| This series on disks ran thru spring of 1943. | | | |
| Five Safety Jingles set to music. | 1 minute | Home, traffic, railroad crossing accidents. | 368 stations. |

These e.t.'s consist of five 1-minute shots to a side, broken down into 48 seconds music and 12 secs of spiel. Local combos—Dinning Sisters and Four Vagabonds—were used to harmonize jingles with local plugger Ford Pearson to deliver commercial.

| | | | |
|--|------------|----------------------|---------------|
| Musical transcriptions for weekly airings. | 15 minutes | All types of safety. | 146 stations. |
|--|------------|----------------------|---------------|

The series, consisting of 13 minutes of music, including theme, and 90 seconds blurb. Platters are delivered in script form with music chosen from any of the five transcription services stations designate.

| | | | |
|------------------------------------|-----------|----------------------|---------------|
| Series of 13 music and spel disks. | 5 minutes | All types of safety. | 180 stations. |
|------------------------------------|-----------|----------------------|---------------|

These are made available to stations under title *Five Minutes With Jack Baker* (Baker and the Cadets) and consist of 4½ minutes of script and 30 seconds safety plug. NSC pays talent and platter costs.

| | | | |
|---------------------|----------|-----------------|-----------------|
| Series of 10 Talks. | 1 minute | Winter driving. | In preparation. |
|---------------------|----------|-----------------|-----------------|

Series of talks will highlight Happy Jack Turner (WMAQ).

| | | | |
|-------------------|------------|------------------------------|----------------------|
| War Drama series. | 15 minutes | Accidents in war production. | 67 stations on Blue. |
|-------------------|------------|------------------------------|----------------------|

This series is a successor to *Men, Machines and Victory*. Is produced by Buchanan in New York and is being done in strictly commercial style with safety slant kept to succinct 90-second spiel. Subject is fight of Europe's underground for freedom and airing is titled *Out of the Shadow*.

Central HS Rates WCCO Radio News Handling Award

Plenty Student Interest

MINNEAPOLIS, Dec. 25. — Annual WCCO-CBS award to the Minnesota high school newspaper making the most effective presentation of radio news this year went to *The Times* of St. Paul Central High School.

The award was first established in 1940, and this year's victory by Central High was its second consecutive. Judges were Fred Kildaux, director of National Scholastic Press Association, and Tom Barnhart, professor of journalism at the University of Minnesota.

Award was a set of books for the school journalism library to be selected by the paper's staff. Max Karl, WCCO educational director, made presentation at annual meeting of Minnesota High School Press Association, with Jeanne St. Onge, *Times* editor, accepting.

"The whole tone of the paper has improved since we entered this competition," said Olive Allen, staff adviser of the *Central Times*. "It has had an invigorating effect on the radio column and also has resulted in better writing and better editing thruout the paper."

With newsprint curtailing space for radio news, high school publications are becoming more and more important for flacks. Stations are building up high school paper syndicates so that clips will continue to come in. Philadelphia's KYW for instance uses a high school pitch (*The Billboard*, November 13) as do most of the other Philly stations.

Gillis to NBC Chi Music

FORT WORTH, Dec. 25.—Don Gillis, former director of the Texas Christian University's Horned Frog Band, has gone

Spielers Slip So Stations Lose Dough

CHICAGO, Dec. 25.—Some of the local radio stations are losing money because of having to pay clients rebates on announcements that announcers miss, according to talk around the studios. Considerable trouble along this line is said to have been experienced of late.

With ace announcers being drafted into the armed services and various other branches of war work, it has become necessary to replace them with a lot of boys without high pressure experience. Some of them are working out well; others not so good.

"These boys," said a local studio exec, "are enamored of the fact that they are now on the big time and, swelled with their own importance, they get careless. They forget to make some of the announcements that are on the sked, and stations must pay for the announcements omitted. If the professional critics of the radio business take a hand in the matter these boys who forget will be given short shrift."

Short changing in past has been a small station gimmick and a number of suits have reached the courts involving station ops who billed and never delivered full quota of plugs. Only the wartime emergency has brought about a condition where the "control sheet" is so badly checked that an announcer by himself can by-pass a skedded ad.

Agencies state that they know they're being gyped a little—but state that it would cost them more to have hundreds of stations they buy checked locally all the time—and so they continue to trust "sworn statements" on the number of spots for which they bill their clients.

to Chicago to join NBC staff as music production director. He will build and produce musical radio shows.

WLIB Asks Listeners What They Want; Majority Say "Short Ads Sans Repetition"

53 Per Cent Admit They Buy Tooted Products

NEW YORK, Dec. 25. — Shorter air plugs and fewer repeats is what one local indie's audiences prefer. They made their wants known in replies to a recent WLIB (Brooklyn, N. Y.) mail poll conducted by Elias I. Godofsky, prexy and general manager. The survey represented a cross section of a New York radio audience and these answers may presage changes in future pitching on nets and indies. The poll was double checked by Pulse of New York, Inc. (local research outfit) with a house-to-house canvass.

The poll, a four-page document containing 17 questions on all matters pertaining to the station's programs, commercials, etc., was sent out to 1,550 people. Of these 850 replied, and many added unsolicited comments and suggestions in their returns. Of the 850 returned, 76 per cent, while objecting to the length and frequency of the plugs, nevertheless agreed that they were in good taste; 14 per cent thought the opposite as regards taste and 10 per cent fence-sat.

Too Much Platter-Patter

The bias against over-spielung reached beyond just spot announcements. The majority of listeners polled objected to too much gab on their platter programs and many added that they tuned into WLIB for music and not for news broadcasts.

However, despite the anti-bias toward plugging, the poll revealed that pitches were paying dividends, since listeners who bought goods as the result of hearing them lauded over WLIB totaled 53 per cent. Thirty-seven per cent did not buy as the result of the plugging and 7 per cent gave no answer. Forty-one per cent of the returns showed that listeners bought goods after having heard about them for the first time on this outlet. Thirty-two per cent gave a negative answer to this query and 27 were non-committal.

No Harsh Commercials

This station has made a practice of smoothing its commercials and of delivering them in its own style, regardless of sponsor's script. In view of the exceptional percentage of returns showing the selling power of this outlet's plugs, station feels that its method of handling commercials pays dividends.

WLIB like another indie in this area, makes a specialty of musical airings, much of them longhair, and audience reaction to the different types of music were sought in the poll. Results show that symphonies and instrumental light classics lead with opera and chamber music second. Operettas, Gilbert & Sullivan, musical comedy, light vocal classics, Latin rhythms and jive follow in that order.

The replies came from persons of differing economic levels and a breakdown of age-groups revealed that 37 per cent were 45 years old or over; 34 per cent were between 30 and 44; 23 per cent were from 20-29 and only 6 per cent were under 20 years. Despite economic and cultural difficulties, Godofsky pointed out in a resume of the poll, there were striking similarities of taste apparent in the replies.

Queried as to how they came to listen in to WLIB, 75 per cent stated that they stumbled while roaming around the dial looking for programs. Another 17 per cent claimed they had become listeners on advice of friends and only 2 per cent tuned to the outlet as the result of daily newspaper listings. The rest couldn't recall how they found the program.

No Newspaper Assist

Godofsky, who broke down the results of the poll in an address over his station, explained that the low percentage of persons who became listeners as the result of daily listings is not surprising since WLIB does not get listings every day. Reason given by the papers, he said, was wartime space shortage. Only partial listings are published daily by *The Daily Mirror*, *Daily News*, *Herald-Tribune* and

Journal-American. The station sometimes is mentioned in the Sunday editions of *The New York Times* and *Herald-Tribune*. Some programs are also highlighted in *PM* and *The Post*, but none appear in *The Sun* or *World-Telegram*. The latter paper, however, does print the station's call letters.

The listener pattern, he said, is constant all day from 8 a.m. to 7 p.m., and the poll responses revealed that WLIB audiences are also among listeners to other indie stations. Four per cent of his audience tune in WMCA, .06 per cent to WINS; 5 per cent to WHN and 7 per cent to WNEW. Fifty per cent said they listened to WQXR during the daytime hours. In addition, 68 per cent answered that they listen to no other station for a quarter of an hour before turning on their sets and 71 per cent listened to no other station for 15 minutes after turning their sets off from WLIB. Listeners generally agreed that they kept tuned to WLIB, Godofsky said, because the programs were pleasing and the news up to the minute.

Space - for - Time Swaps Out in Philly Jan. 1

Guest Shots "Hit"

PHILADELPHIA, Dec. 25.—Local newspapers sent word to all the radio stations that, starting with the new year, all radio advertising in the newspapers will have to be on a cash-and-carry basis. Newsprint shortage made it necessary for the *Record*, *Inquirer* and *Daily News* to pass the word around that, starting January 1, the usual space-for-time swaps will be absolutely no go. Newspapers stated that they are prepared to pay for all the radio time they buy at the regular card rates and stations will have to do likewise in order to place their promotional ads on the printed page.

Only *The Evening Bulletin* is playing possum with the stations. *Bulletin*, with the largest circulation and the highest advertising rates, has not made its position clear. However, stations are none too anxious for swap deals with *The Bulletin* as it means giving the newspaper a large amount of time in order to get enough space credit, at *The Bulletin's* 75 cents an agate rate, to make for a nice-sized ad.

Products Always Nixed in Swap

Lower rates in the other papers enabled the local stations to splurge with large institutional and program promotion ads. Only restriction placed on station copy was to forbid use of sponsor's name or product. Large display ads not only went a long way to satisfy vanity of agency and sponsor, but was a great gimmick to get visiting theatrical stars to make personal mike appearances. Guest shots paid off in newspaper lineage, but that is no go now with stations having to put up for such lineage. As a result, in spite of the bumper crop of theatrical personalities around town, names are now hiding from the mikes, holding out for newspaper display or else.

Newspapers still figure on using radio for special spot campaigns, altho such use of radio will be held down to a minimum. Only major time-for-space deal in force is that between *The Bulletin* and WFIL. The arrangement also provides for the newspaper to provide the station with news coverage to supplement station teletypes. *The Record* approached by a network station for a similar deal, turned it down cold. Several weeks ago, *The Bulletin* placed restrictions on the daily program listings (*The Billboard*, December 4) and set up a rate of \$2.50 for five words for the acceptance of paid program listings.

The NAB Leadership Survey (A Few Letters)

The following two letters anent the industry trade association survey now being conducted by *The Billboard*, and our answers thereto, talk for themselves. It will be noted that the second letter is sans name of either the station or the executive. This is simply because, up to press time, the writer of that letter had not given us permission to identify him or his station.

LETTER I:

"I have your form letter of December 8, to which is attached a questionnaire.

"The content of your letter is astonishing to me. I have been a member of NAB ever since there was one. You open your letter by stating that the National Association of Broadcasters will have a new president next year. Just where do you get this information . . . that is, who is the authority for this statement?

"I, as well as some others, was skeptical of Mr. Miller when he was first put in the job because he had no radio background. Our broadcasters' association has paid him a lot of money over a period of time when he has been able to learn all about broadcasting. Just why should we ditch him at the present time when he really has acquired a thoro and complete knowledge of the problems of broadcasters, and is doing, as far as I know, a crack-up, top-notch job?

"Now I would personally like very much to know just who assumes the privilege of picking presidents and firing them without obtaining any reaction of the membership at large. After all, this association is supposed to be run by the members . . . not by any appointed group. Now I would appreciate an answer to this letter, and as far as withholding my name I make no such request. You are at liberty to print my letter if you like.

"F. W. Borton, President,
"Miami Broadcasting Company,
"Miami, Fla."

The Billboard's reply:

"In answer to your letter about the trade association leadership: "The authority for our statement that the NAB will have a new president next year is the NAB itself. At a special meeting of the board of directors in Chicago on July 30 it was decided, among other things, that the nominating committee would report on a successor to Mr. Miller, the successor taking office when Mr. Miller's term expired. As you know, Mr. Miller's term of office ends June 30, 1944.

"For your information the six members of this committee are Don Elias, of WWNC, Asheville, N. C.; G. Richard Shafto, WIS, Columbia, S. C.; John J. Gillin, WOW, Omaha; J. O. Maland, WHO, Des Moines; James D. Shouse, WLW, Cincinnati, and Paul W. Morency, WTIC, Hartford, Conn.

"Also for your information, there have been three attempts to unseat Mr. Miller in the past two years. We know that there is considerable difference of opinion thruout radio and thruout the membership of the NAB, about the NAB. It is no secret that unity of thought, action and objective have not distinguished operations of the broadcasting industry.

"The *Billboard* feels that it is time radio, all of radio, pulled together, and for this reason we inaugurated the survey. For this reason and no other reason.

"We think that radio should know what it wants, and we have undertaken the task of attempting to find out and inform radio. It is purely and simply a case of 'You the people speak.'"

LETTER II:

"Before trying to answer your request of December 8, I would appreciate your clarifying the first sentence of your message.

"Does this mean that there is no possibility of Neville Miller being re-elected to the presidency of the National Association of Broadcasters?

"An early reply will be appreciated."

The Billboard's reply:

"With reference to our survey of trade association leadership . . . it is not a case of whether or not Neville Miller is re-elected, quite possibly he may be what most of the business wants.

"The big problem, as we see it, is the need for unity and wide representation. The broadcasters' trade association should represent everyone and have the support of everyone. Many factions do not like Miller, others don't like NAB, and others just don't like. We are trying to get everyone's opinion and so let the industry know what they want. It is purely and simply a case of 'You the people speak.'"

New E. T. Series Cut by NBC Thesaurus; 4 AFRA-ites Play Adventure Tale Spinners

NEW YORK, Dec. 25.—NBC has cut a new recorded dramatic show to be syndicated thruout the U. S. and Canada as well as wherever else possible without running into AFRA or other union difficulties. It's called *Stand By for Adventure* and features four adventurers meeting every week with each one telling a different tale.

John Moore, Parker Fennelly, Ed Jerome and Joe Descantas are cast as the four talesmen. Bert Woods directs, with Arnold Moss narrating.

Cubs and Sox Sign For Airings of All '44 Home Games

CHICAGO, Dec. 25. — Stations WJJD and WIND, both headed by Ralph Atlas, have cornered the baseball market in the Windy City. Exclusive broadcasts of the two major Chicago teams during the 1944 season were signed Thursday (23), with WJJD getting the nod for the Cub games and WIND bringing the White Sox into camp.

All home games will be broadcast, it is understood, with no contest restricted. No sponsors were announced, but both teams will be underwritten this year with contracts to be signed in February.

The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"
Hooperatings for weekday daytime
and FIRST FOUR week-end programs

Vol. 1. No. 2D

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(REPORT, DECEMBER, 1943)

| WEEK-DAY DAYTIME PROGRAM | HOOPERATING | WEEKS TO DATE | NET & NO. STA. | OPPOSITION | AGENCY | SPONSOR & PRODUCT | TALENT COST | COST PER POINT |
|---|-------------|---------------------|-------------------|---|-----------------------------|---|----------------|----------------------|
| Stella Dallas | 8.3 | 288 | NBC | 56 Home Front Report—CBS Blue Frolics—BLUE Local Shows—MBS | Blackett-Sample- Hummert | C. H. Phillips (Toothpaste, Ironized Yeast) | \$1,750 | \$ 210.85 |
| Portia Faces Life | 8.3 | 134 | NBC | 85 Fun With Dunn—CBS Dick Tracy—BLUE Black Hood—MBS | Benton & Bowles | General Foods (Post's Bran Flakes, Maxwell House Coffee) | \$1,900 | \$ 228.90 |
| Ma Perkins | *8.2 | 86 | CBS | 64 Sketches in Melody—NBC Local Shows—BLUE Jack Berch—MBS | Blackett-Sample- Hummert | Procter & Gamble (Oxydol) | **\$1,300 | \$ 158.54 |
| When a Girl Marries | 8.2 | 134 | NBC | 74 Fun With Dunn—CBS Hop Harrigan—BLUE S. Moseley—MBS | Benton & Bowles | General Foods (Baker Chocolate & Diamond Salt) | \$2,300 | \$ 280.48 |
| Young Widder Brown | 8.1 | 272 | NBC | 55 Perry Como—CBS The Sea Hound—BLUE Full Speed Ahead—MBS | Blackett-Sample- Hummert | C. H. Phillips (Phillips' Tooth- paste, Creams and Ironized Yeast) | \$1,600 | \$ 197.53 |
| Big Sister | 7.9 | 379 | CBS | 73 Rhyme & Rhythm—NBC Local Shows—BLUE Hank Lawson—MBS | Ruthrauff & Ryan | Lever Bros. (Rinso) | \$2,500 | \$ 316.46 |
| Pepper Young's Family | 7.8 | 381 | NBC | 79 Now & Forever—CBS My True Story—BLUE Yankee House Party— MBS | Blackett-Sample- Hummert | Procter & Gamble (Camay, Ivory Flakes) | \$2,650 | \$ 341.02 |
| Our Gal Sunday | 7.4 | 351 | CBS | 129 Local Shows—NBC Farm & Home—BLUE Breakfast Sardi—BLUE Service Bands—MBS | Blackett-Sample- Hummert | Anacin | \$1,750 | \$ 236.49 |
| Right to Happiness | 7.3 | 213 | NBC | 127 Ted Malone—BLUE This Life Is Mine—CBS Yankee House Party— MBS | Compton Advertising | Procter & Gamble (Ivory Soap) | \$2,250 | \$ 308.22 |
| Kate Smith Speaks | 7.3 | 253 | CBS | 119 News—NBC Various—BLUE Boake Carter—MBS | Young & Rubicam | General Foods (Grape Nuts, Grape Nut Flakes) | \$5,000 | \$ 684.93 |
| Backstage Wife | 7.2 | 374 | NBC | 61 Home Front Report—CBS Blue Frolics—BLUE Walter Compton—MBS | Blackett-Sample- Hummert | R. L. Watkins (Haley's MO & Dr. Lyon's Toothpaste) | \$1,750 | \$ 243.06 |
| Ma Perkins | *7.1 | 523 | NBC | 127 Eliz. Bemis—CBS My True Story—BLUE Palmer House Ork—MBS | Blackett-Sample- Hummert | Procter & Gamble (Oxydol) | **\$1,300 | \$ 183.10 |
| Helen Trent | 7.0 | 528 | CBS | 130 Farm & Home—BLUE Service Bands—NBC Service Bands—MBS | Blackett-Sample- Hummert | American Home Products (Bisodol) | \$1,800 | \$ 257.14 |
| Breakfast at Sardi's (Kellogg's seg) | 7.0 | 111 | BLUE | 153 Vic & Sade—NBC 2d Husband—CBS Kentucky Karnaval— MBS | Kenyon & Eckhardt | Kellogg (Pep) | \$1,500 | \$ 214.29 |
| Lorenzo Jones | 6.5 | 347 | NBC | 56 Time Views News—BLUE Full Speed Ahead—MBS Something to Talk About —CBS | Blackett-Sample- Hummert | Bayer (Aspirin) | \$1,600 | \$ 246.15 |
| Week-End Daytime Programs | | | | | | | | |
| John Charles Thomas | 8.6 | 47 | NBC | 129 CBS World News—CBS Nat'l Vespers—BLUE Pilgrim Hour—MBS | Young & Rubicam | Westinghouse | \$8,500 | \$ 988.37 |
| Family Hour | 8.5 | 121 | CBS | 86 NBC Symp—NBC Where Do We Stand?— BLUE Wheeling Steelmakers— BLUE Fireside Party—MBS The Shadow—MBS | Benton & Bowles | Prudential (Life Insurance) | \$8,500 | \$ 1,000 |
| World News Parade | 8.5 | 66 | NBC | 126 Philharmonic—CBS H. Baldwin—BLUE Fort Dix—MBS | Russel M. Seeds | Sheaffer (Ink and Pens) | \$1,250 | \$ 147.06 |
| Those We Love | 8.3 | 118 | NBC | 125 Ceiling Unlimited—CBS Nat'l Vespers—BLUE Pilgrim Hour—MBS | Young & Rubicam | General Foods Grape Nuts Flakes & Wheatmeal) | \$3,000 | \$ 361.45 |

*"Ma Perkins" is heard on CBS at 1:15 p.m., on NBC at 3:15 p.m. It's the same show that has been on NBC for 10 years. The CBS session started in October, 1942. The latter program has been on the "Top 10" Hooperatings 11 times, while the NBC airing made the select grouping in February, 1943, and again on the last report. **"Ma Perkins" costs P&G a total of \$2,600 for both programs. Talent cost of this program is split down the middle and half charged to each airing.

Average Hooperating this report was 5.0; last report, 4.9; last year, 5.7.

Sponsored daytime net shows continue to increase. Daytime sponsored hours this report are 72¾ hours; last report, 71 hours; last year, 55 hours.

Note: These daytime Hooperatings differ from evening Hooperatings in that they are based on calls made during one week in the month and are an average for that week.

Note also: That daytime ratings cover shows aired more than once a week. Week-end programs cover only Saturday and Sunday daytime programs and are listed separately. The latter are all once-a-week programs.

And: The first 10 programs are the "Top 10" daytime Hooperatings. The next five were added to match the "first 15" style established in previous talent cost indices.

TCI PROVES VALUE OF SLOTS

Philco Tele Net Planned; Keys in NY, DC and Philly

Bigger Pix Promised

PHILADELPHIA, Dec. 25.—Altho linked with NBC's WNBT in network television broadcasting at the present time, Philco figures on setting up its own television network after the war. For more than a year, Philco has been re-broadcasting the New York tele shows via its WPTZ here, but already plans are in the making for a Philco tele network with stations in New York and in Washington for a starter.

Last week, Philco filed application with the FCC seeking permission for setting up a tele station in New York on Television Channel 9 and another station in Washington on Television Channel 4. Power for the two proposed stations was not specified in the application. At present, Philco has permits for WPTZ, a commercial television station here, and for an experimental transmitter.

It was also disclosed that NBC is formulating similar tele network plans. It was reported earlier in *The Billboard* that NBC had applied for permission to set up a television station in Philadelphia, apparently at KYW, local NBC station which had made tele provisions when constructing its new building. In addition, it was learned, NBC has filed application with the FCC to set up a tele station in Washington.

Road Map Size Pix

David B. Smith, director of research at Philco, also gave some indication as to the type of tele receiving set that will be made available for homes after the war. Post-war television set, he said, will be able to show pictures larger than most of those available today, and that some home receivers may provide a picture as large as the average road map. Moreover, he added, "you will probably have the television set in your living room, and will turn the lights down, but not out, when you look at it."

As far as programs are concerned, Smith felt that New York, Philadelphia, Washington and other Atlantic seaboard cities, will have wide choice of programs within a few years—sporting events and scenes from Washington, perhaps the President making a fireside chat or sessions of Congress, or variety shows and drama from New York. Moreover, he continued, new kinds of entertainment may be created as a result of television just as the movies changed vaudeville and the theater. Rapid expansion of television as soon as the war is over will depend upon the creation of networks linking stations together, so that the best entertainment and news programs can be made available to the viewing audience, Smith pointed out.

Sound broadcasting entered its period of greatest growth and expansion when network operation got under way, said Smith, and the same principles will apply to television. He disclosed that ultra high frequency television relay stations have already been developed by Philco and other research groups to link television transmitters together, and that these are in successful operation already today.

Republic Buys Grand Opry Tubb

CHICAGO, Dec. 25.—Joe Frank, personal representative of Ernest Tubb and His Texas Troubadors, cowboy outfit on the WSM-NBC Grand Ole Opry, Nashville, has sold Tubb and the band to Republic for a special titled jamboree. Tubb leaves the WSM show January 1 and will be on the West Coast for several weeks. Armand Schaefer will produce the film, which is to co-star the big Texan and Buddy Fisher and His Schnickelfritzners.

Tubb will return to the West Coast in the spring to do a series of seven Western musicals for Universal.

A Production Manager Speaks

Just about the best Christmas gift received this season was a note from the production head of a Midwest affiliate of the basic NBC web. It is his reaction to a piece about program building among the Radio Sales stations, titled "Hometown Radio Grows Up," published in the December 11 issue of *The Billboard*.

A few of the more pertinent excerpts are reproduced below. For obvious reasons the name of the writer and station are deleted.

"After reading your informative, well-written article, 'Hometown Radio Grows Up,' I took pains to have many of the staff here digest its importance.

"All expressed views which meant collectively, 'just the article needed!' Of course, trying to get the boys up 'above' to see the light-of-day is another matter, quite another matter! But the point is... we who do the air work here know what you have pointed out is correct. For example (name of station), is just about the heaviest 'commercial' net station in the country. (All commercial from 6 a.m. sign-on to 11:40 p.m.) But the great trouble is about our local production. (We claim there isn't any!) For when we are local, it is a case of participation programming. Not that that's so bad... but when the rule is to give two or three-minute spots, often by the same announcer, right together... two or three at a time, then there isn't any programming. It is then a case of the sales department replacing the production department.

"Have you ever heard of such a short-sighted policy? Yet it has worked successfully, 'commercially speaking,' for many years!"

Sam Cuff Gets Sales Promotion Post at DuMont Video Plant

NEW YORK, Dec. 25.—Samuel H. Cuff took over the general sales promotion managership for precision electronic television equipment for the Allen B. DuMont Laboratories this week. Cuff will be in charge of sales promotion for radio television receiving sets, tele transmitter equipment and tele station time. DuMont is planning an expanded campaign in each of these fields.

Cuff was formerly with the American Express Company and recently left WNEW, where he did a nightly news commentary. He retains his position as program research head for W2XWV and will continue his regular Wednesday night map talks over the DuMont station.

Chesterfield Tele

NEW YORK, Dec. 25.—Chesterfield makes its tele debut January 19 when Fred Waring and the Chesterfield Glee Club start a series of half-hour Wednesday night shows on W2XWV, the DuMont station. Newell-Emmett is the agency handling the program.

'Ma Perkins' Still 'Best Buy,' Joined by 'Stella Dallas' and 'Sardi's' in First-Five Rating

Upton Close's World News Parade Leads Week-End Daytimers

NEW YORK, Dec. 25.—Christmas shopping and wrapping, added to war work and civilian defense activities, this week played hob with program ratings and so affected the "Talent Cost Index." The actual shifts and moves are few in number and minor in impact, with few exceptions, and quite possibly the present line-up is a truer picture of the situation.

The important shift is Kate Smith's slump from first to 10th in program rating, due to a 1.1 point loss for no apparent reason. Actually Miss Smith should have jumped because she has been guesting on other programs, but for some unfathomable reason, except perhaps Christmas shopping, all programs—sustaining and commercial—between 12 noon and 12:15 p.m. showed slight losses in program points.

Stella Dallas, which replaced *Kate Smith Speaks* as the Hooperated listening audience leader, jumped from 12th to first place for several reasons, one of which is that soap operas have been so much in the news, negatively, it's true, but in the news nevertheless. Serial listening seems, during the period surveyed, to have been hypoped to new heights. It proved the point so often stressed in TCI ratings that publicity, promotion and advertising—good or bad—affects the mass audience. The reason

that *Stella Dallas* may have received more listening attention is that it's in the middle of the NBC soap opera grind, getting the last of the early p.m. listeners and the beginning of the late p.m. tuners.

Bernadine Flynn, who had been in 15th place on the last TCI, disappeared with a program point loss of 1.5. Possibly the competition of the new Julia Sanderson Show on Mutual on Thursdays cut into Flynn's audience.

The *Romance of Helen Trent*, which, as pointed out on the last TCI, was out of the ratings, due to the loss of listeners when the show was canceled for a presidential talk, is back on the list this week.

The last half of *Breakfast at Sardi's* made the ratings, while the first half was lost in the shuffle—possibly Kellogg's has been doing a better promotion chore—and *Lorenzo Jones*, a laggard of late, tip-toed onto the lists thanks to a sizable afternoon listening slot on NBC. That in itself was the most interesting feature of this TCI.

Note this line-up of the "First 15" best buys:

Weekday Time "Best Buys"

| | |
|------------------------|----------|
| Ma Perkins (CBS) | \$158.54 |
| Ma Perkins (NBC) | 183.10 |
| Young Widder Brown | 197.53 |
| Stella Dallas | 210.85 |
| Breakfast at Sardi's | 214.29 |
| Portia Faces Life | 228.90 |
| Our Gal Sunday | 236.49 |
| Backstage Wife | 243.06 |
| Lorenzo Jones | 246.15 |
| Romance of Helen Trent | 257.14 |
| When Girl Marries | 280.48 |
| Right to Happiness | 308.22 |
| Big Sister | 316.46 |
| Pepper Young's Family | 341.02 |
| Kate Smith Speaks | 684.93 |

Week-End Daytime "Best Buys"

| | |
|---------------------|--------|
| World News Parade | 147.06 |
| Those We Love | 361.45 |
| John Charles Thomas | 988.37 |

The CBS setto of *Ma Perkins* continues to lead the TCI pack and is an even better buy than it was last report. And Kate Smith, thanks to her 1.1 slump, is even deeper in the bottom slot of the TCI.

But the important feature is the value of listening slots as exemplified by the fact that 14 of the "First 15" weekday time shows are part of listening slot appeals. CBS has Kate Smith at noon, *Big Sister* at 12:15, *Helen Trent* at 12:30, *Our Gal Sunday* at 12:45 and *Ma Perkins* at 1:15 p.m. Only gap is at 1 p.m. when *Life Can Be Beautiful* doesn't quite make the list. And NBC has a string of nine soap operas running from 3:15 to 5:30 p.m.

The answer here seems to be that afternoon programs were more stable, insofar as program ratings, than morning shows. This slot showed more increases and fewer decreases.

There is even a listening sequence on Sundays. It starts with *Those We Love* on NBC at 2-2:30 p.m., is followed by John Charles Thomas from 2:30-3 p.m., and after a quarter-hour gap Upton Close's *World News Parade* comes in at 3:15-3:30 p.m. The *Family Hour* is a CBS show at 5-5:45 p.m.

Video Workshop Set By Shane; Programs at 1G

NEW YORK, Dec. 25.—Irwin A. Shane has set up a television program laboratory, television workshop, which opens its doors for business Monday (3). Shane is director of what he calls the "first independent tele program producing unit in the country." Experimental shows ranging from simple variety to full-length plays and grand opera are on the workshop sked. Productions will be made available to agencies and stations on a cost basis of around \$100 per half-hour telecast.

The Reiss Agency has signed for TW's *Hobby Hall of Fame*, which has been a regular feature on the DuMont station, W2XWV for the last three months. The agency will also have Shane's Plays on Parade series which debuts on W2XWV January 9.

Shane, who is also president of Publicity Features, Inc., has placed Nathan M. Rudich, head of the radio and drama departments of the New School for Social Research, in charge of the television workshop players, newly formed dramatic group.

Staff members of the new firm are Helen Gaubert, assistant director of the players; Glorianne Lehr, women's features; Gilbert Lawrence, puppets and children's shows; Austin O. Huhn, technical director, and Charles A. Gunther, special effects.

The workshop will have a rehearsal studio with cameras and boom mike located in the Salmon Tower.

ROLL TICKETS

Printed to Your Order

Cheapest GOOD TICKET on the Market
Keystone Ticket Co. Dept. B
 100,000 for \$19.50
 20,000 .. 7.75
 50,000 .. 12.50
 100,000 .. 19.50
 Shamokin, Pa.

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

AIR EDUCATION GROWS UP

\$125,000 Goes Into Pot To Build Daily CBS Air School Show That's "Not for Sale"

Adults Listen, Too; Rebroadcasts at 2 A.M.

By LOU FRANKEL

NEW YORK, Dec. 25.—Possibly the oldest educational program on the air, thanks to 14 consecutive years, is the CBS *American School of the Air*. But whether or not it is the oldest, longest, most broadcast—it airs 30 minutes daily, five times weekly—or the biggest—it uses at least 35 actors a week—it is the most expensive, thanks to a yearly nut of \$125,000, sustainer consistently on the air. And therein lies its story.

After 14 years of broadcasting CBS found this program has a sizable adult appeal and, realizing that education has come of age, began a promotion drive to emphasize this show. *The American School of the Air* always had a bulge on somewhat similar shows when it came to juve audiences. It reaches 5,000,000 kids via 177,000 classrooms during the school term.

In addition the program gets plugs with a teachers' manual, compiled and presented by CBS, which lists every program in advance, a sizable job in itself since it means 130 radio shows plotted and prepared in advance of airing. This year, 1943, 175,000 of these manuals were distributed in the U. S. A. and 10,000 went out in Canada.

The booklet is a complete job that lists every program, every title, every date and, in addition, suggests questions and sundry references. And in the rear of the book is a complete index and a world map layout. The idea was to make the book useful to teachers and students as an adjunct to, not a replacement, for the textbook and classroom.

12 Years a Blackboard Session

For about 12 years it was a straight blackboard talk type of show, despite which it grew in popularity. In many a rural area the program augments the work of the teacher. Two years ago *School of the Air* started getting the promotional treatment of evening commercials.

The steady listening time is assured, since, for the past four years, it has been heard at the same time, 9:15-45 a.m. with a repeat at 3:30-4 p.m. Also there are e. t. airings for the Pacific Coast and Mountain zones and for use on stations in Alaska and Hawaii. To this was added a definite daily schedule. Thus Monday the program deals with science, Tuesday with music, Wednesday with geography and travel, Thursday with literature—and the public libraries show the appeal of the program since there is usually a run on the book covered by the broadcast—and Friday with current events.

Each Division Has Director

In addition each program was assigned a steady director, writer, guest and, of course, there was a glossy planning board of experts to provide savvy and substance. Thus the Wednesday program, about geography and travel, has Roy Chapman Andrews and Col. Hans Christian Adamson among others on the board and doing narration and scripting. And the Friday program, current events, covered so wide a range as *Democracy at Work*, *The Fourth Term* and *World Peace*, with Robert Louis Shayon doing the direction.

Thanks to the planning board and the steady staff the *School of the Air* has been able to plan each show in advance and in great detail. Thus the manual lists each program, its title, data for the teachers, data for the students, bibliographical suggestions for adults and

juveniles, thought provoking questions and, in the music section for one, suggested recordings to augment the program.

Naturally this type of operation requires a sizable research staff. These researchers probe for factual data for the program, but in addition they do a unique chore of seeking listener reactions. Thus they find that the audience insists upon clarity and simplicity—"Our radio sets don't catch all the trick effects"—and drama over talks.

No Quality Stunts for \$10 Sets

They find that most listeners don't have quality receivers, on par with the sets in the studios, so many of the stunts that are wows in production—such as fades—are taboo in the home where they sound like "dead air." Talk is okay, but only when it doesn't stop action. Throw-away lines delivered as the actor steps away from the mike don't get across. Involved situations and montage sound effects only befuddle the listener. They also find that the audience wants to participate whenever possible, and are hungry for knowledge about the most pedantic subjects—*Uncle Sam Fights Inflation* for example—provided it's presented in a coating of drama. Hence the professional presentation with actors, scripts and producers.

Actually this program has consistently tried new dramatic devices, stunts that are now standard on other shows. And consciously the approach has been to make each program as good as *Report to the Nation* or *Cavalcade of America*, just as shows of this type dramatize news and features so *School of the Air* is

South Pacific Listens To "Tokyo Rose" and Other Jap Homesickness Air Programs

Only Movies Solving Pacific Front Line Entertainment Aches

NEW YORK, Dec. 25.—H. V. Kaltenborn, the NBC news commentator, got back this week from a fast hop into the South Pacific for a gander at those fighting fronts. He got back sunburned, serious about the duration of the Jap phase of the war, and smiling about the Jap radio propaganda.

Since atmospheric conditions are a pretty steady barrier to quality radio service out of the U.S.A. our servicemen in the South Pacific listen to the Jap radio. And the most popular broadcast, everyone from admiral to general to enlisted man goes for it, is an 8 p.m. quarter hour that the boys call "Tokyo Rose."

This is one of the "homesickness" programs that *The Billboard* originally reported on in its November 13 issue about the radio listening of merchant mariners. The show uses an American sounding gal with a sexy voice. She pitches a line about, "wouldn't you like to be home now kissing your gal," etc., and plays some swell scorch tunes. "Tokyo Rose" uses an intimate delivery that really has built her an audience

The Billboard Conducting 13th Annual Radio Editors' Poll

For 12 years the radio editors of the nation's newspapers have found on their desks, as they came to on January 2, a letter bearing the questionnaire of a radio popularity poll. This questionnaire, conducted by one of the country's leading newspapers, has been considered the most unbiased compilation in the broadcast field, and it's one that every network, station, agency and artist has looked forward to as an indication of what the newspaper critics really think.

This year, for the 13th time, the questionnaire on program popularity will again be on the editors' desks, despite the fact that the newspaper, *The World-Telegram*, formerly conducting the poll, has told *The Billboard* that it would not conduct it, due to space limitations. *The Billboard* has picked up the survey and is executing it in the same tradition that has activated *The World-Telegram* poll during normal years.

Last week on Page 31, *The Billboard* reprinted as a teaser the questions that the pollees are being asked. For the most part they are identical with each previous year's polls, with the exception of question 20 (A): "How long after the war do you think FM will come of age?" and 20 (B) "In What SINGLE way do you think FM will affect or influence radio?" Question 21 A and B ask the same information about television. The reasons these questions were added is obvious, as FM and television are the hottest thing in post-war radio. What the radio editors think of them will be invaluable information for the entire broadcasting industry.

The Radio Editors' Poll is another feature of *The Billboard* that joins the TCI and "NAB Leadership Survey" in the service that this publication is delivering to every segment of broadcasting.

The Editors.

dramatizing education.

And it is clicking big. As noted before the show has picked up a solid adult audience. For example, KIRO, Seattle, airs the program at 2 a.m. for workers in local war plants.

The CBS *American School of the Air* is broadcast by 112 stations in the U. S. and 38 in Canada. The Canadian Broadcasting Corporation is doing eight programs for the series this year. Last year they did two.

Perhaps the best tribute to the efficacy of SOA is the fact that fully half of the stations broadcasting the program air it between commercials. The usual educational sustainer gets spotted well away from sponsored programs because it usually drives the audience away. But this one, stations have learned, holds and builds an audience for the following program.

the smallest front and the biggest behind," meaning that about 90 per cent of our effort is behind the actual fighting fronts. Thus there is a steady stream of stuff and things moving from point to point until it gets to the firing line. So the rear and long established points are okay. Thus in New Caledonia there is a radio station operated by a Red Cross gal with the aid of some one-time radio technicians who are now in service. There is also a local French transmitter which airs Yank shows a couple of hours a day.

But up front it's another story. There even USO-Camp Shows units aren't the answer since it's almost impossible to get the men together. Between the blackouts, the tiny land areas and wide distances it's tough sparing the men and tougher getting them to where they can be entertained.

Two Hours of Films—Then, Oh, Boy

The best thing in those parts, that Kaltenborn ran into, was films. During the battle for Bougainville there was a continuous film showing going on in a tent 300 yards behind the firing line. The officers would move back a couple of hundred men at a time and after the two hours of relaxation they'd go back into the fight raring to go.

What is really missed are books and magazines. The Red Cross is doing a swell job but they're short on this stuff. The men want it and just can't get it. His recommendation for the perfect gift to soldiers and sailors in this area is a paper-bound book, the 25-cent pocket-book type. These the men can carry easily, read and pass along and they never need worry about ruining them. And the guys want the classics as well as the pop stuff. They want Dickens, Kipling, Conrad and Mark Twain.

All of which may sound like hell compared to the European theater of operations, but H. V. explains that the ETO is a front of shorter distances, big land masses, better communications, even climate and a place that the fighting men know about. It's a theater of operations that has been fought over time and again in the past. So the officers know what to expect and how to handle the anticipated problems.

Down here it's a tougher assignment.

NEW YORK, Dec. 25.—WOR's comedy quiz airing *It Pays To Be Ignorant* has been dropped by its sponsor, Piel's Beer, after 26 weeks. Reason is increase in price every 13 weeks. Brew outfit can't take it.

In addition the show is now comedy spot on the Kate Smith hour Friday nights. Thanks to dough hauled in on songbird's program, IPTBI can afford not to play ball with the brewmaker.

but no one gives any never mind to the propaganda. They go for the music—which some intelligence officers think the Japs get by off-the-air recording of U.S. programs; not impossible if the Japs are willing to keep listening until reception is clear, as it is sometimes, and then start cutting platters—and her sexy line of gab. And that's all.

Super Radio Sets Needed

What our men really need and haven't got, at least not in the active areas, are good radio sets equipped to pull in the U. S. programs. And in some spots, back of the lines where improvements have been installed, even the best sets don't do so good thanks to the hop, skip and jump type of reception. For example in areas down under a Salt Lake City station—call letter not remembered—comes in like a local.

Local stations are the big need but because this is a fluid front and it's such a long haul for supplies the equipment required for entertainment has to wait until high-priority stuff gets thru. Back in the reserve areas it's different.

As Kaltenborn puts it, "This war has

Five-Way Pick-Up

NEW YORK, Dec. 25.—Newell-Emmett has new spot commercials for Sunshine Biscuits. Also a new tele show here. . . . Bart Fellows is out of NBC, now with William Morris. . . . Bob Emory will direct *Task Force*, a new sustainer at WOR. . . . Three girls on the WJZ ork staff for first time—Hinda Barnett, fiddle; Eugenie Lindbergh, viola, and Mary Hill Doolittle, cello.

East of Paradise is new title of Albert Ward sustainer at CBS, which is being written by Elwood Hoffman. It's taken from the book, *Men of Maryknoll*. Gimmick on this is that the lead each week does the narration, thus avoiding the stagnation that might develop should same guy do it each time. . . . Radio Writers' Guild now plugging for members, will take scripters who are not necessarily topnotchers. . . . Al Garry will write the new Sinatra show. Ed Forman will produce, in Hollywood.

Ace Oakes, sound man at WOR, goes to CBS as director. . . . *Murder Clinic* returns to WOR under a new name. . . . *Duffy's Tavern* is coming back to NY after first of year. . . . Harold McGee takes over *Cavalcade* from Fred Losey. . . . Ethel Wilson cast as Mrs. Brink on *Brave Tomorrow*. G. Syane Gordon, who subbed for Percy Hemus as Mr. Brink when Hemus died last Wednesday, is set for that role. . . . *Here's to Youth* replaces *That They Might Live* on January 15. Frank Papp does this. . . . Linda Keene, vocalist, and Paula Victor, featured actress, have been set for the new Lee Mortimer show skedded for January. . . . Evelyn Streich, who has been playing nasty women for so long, was quite surprised to find herself doing a baby rabbit and a fairy moonbeam on *The Storyland Theater*. . . . Madeline Lee just copped the part of Annabelle, ingenue menace on *David Harum*.

CHICAGO, Dec. 25.—Hildegard will do her broadcasts from Chicago during her local night club engagement, starting January 8. . . . Dewitt McBride, of the *Ma Perkins* cast, has been ordered to Florida for a rest. . . . Curt Massey, whose NBC show expanded to a full network Christmas Day, has an offer to do another radio show from New York. If he accepts it will mean breaking away from the Westerners. . . . Cowboy Slim Dortch, who sings and plays the bass, guitar and mandolin, has joined WJJD's *Breakfast Frolic*. . . . A. W. (Sen) Kaney, NBC station relations manager, left last Monday (20) for a 10-day tour of NBC affiliates in the South. . . . Larry Wolters, *Chi Trib* radio editor, in a local hospital with a severe attack of the flu. . . . Peggy Burne is joining the WBBM press department.

Beverly Younger, a newcomer in the cast of *Ma Perkins*. . . . Art Peterson, of *The Guiding Light*, has his 1-A—and his missus is expecting a call from the stork. . . . Ralph Benson, formerly of KOL, Seattle, has joined the NBC announcing staff. He was a student at the NBC-NU Summer Radio Institute. . . . Columbia Pictures has signed Danny O'Neill to make two pics. . . . Frank Kettering, of the Hoosier Hot Shots, is waiting word from his draft board. . . . Two new additions to the announcing staff of WIND's Gary (Ind.) studios are Ray Streeter, formerly with WGN, and Ned Serrel, formerly at WCFL. . . . Ward Baking Company, thru J. Walter Thompson, has signed for *Musical Favorites*, quarter-hour program to be heard on WMAQ starting January 4, with Louis Roen as announcer and writer. . . . Maurice Seymour, photog to radio, screen and stage, will wed Belle Gardner, stage actress, January 4 in Hollywood.

PHILADELPHIA, Dec. 25.—Fred Waring's air gang will head the Golden Slipp Square Club's annual show at the Bellevue-Stratford January 15. . . . Norman Black, WFIL music director, doubling in brass as an engineer's aide at the Signal Corps, command performance of the WMC. . . . Norman Jay, free-lance news commentator, reported on taking his stints to WMCA, New York, with the new year. . . . Jim Hendrix, coming up from the South, new WPEN announcer. . . . John Falkner Arndt Agency adds Shirley C. Jefferis to take charge of media and research, ad agency also bringing in James N. Johnson. . . . Edmund Dawes, WFIL educational director, writing and producing jingle spots for Lichteys' Jewelers *G. I. Sweetheart* show. . . . Edgar Darlington leaves the WFIL master control room to accept an engineering assignment from the OWI. . . . WPEN partying entire staff at Club Ball for New Year's party with cigarettes sent to staff members in the service. . . . Bobbette Ryan, new program traffic chief at WIP, succeeding Enid Lloyd. . . . Joan Reta Hinlein joins WFIL program department as writer. . . . Albert B. Serwazi new assistant art director of Lewis & Gilman ad agency. . . . Robert Bigham, formerly in the diplomatic service, joins WIP announcers' staff.

MINNEAPOLIS, Dec. 25.—Rollie Johnson, WCCO's *Sports Thru the Keyhole* reporter, will have Saturday eve programs piped to KDAL, Duluth. . . . KSTP's Cal Karnstedt claims in on the "show must go on" club. In an automobile accident late one night last week, Cal suffered badly cut jaw, necessitating nine stitches, bruised and wrenched knee and general shaking up. Tho hardly able to walk and despite hospital attendant's urging he be confined to his bed, Cal left hospital bed to be on hand for his 7:15 a.m. *Land o' Lakes Farm News Time*. Cal also the father of a new-born son. . . . That large, heavy box Niles Trammell, NBC president, lugged halfway round the world from North Africa on his recent globe-girdling jaunt, was a package from Gen. Carl Gray addressed to Stanley E. Hubbard, KSTP prexy, in which the general and the railway chorus sent a recording as a special Christmas season broadcast. Program, produced in North Africa, was aired last Saturday afternoon (18).

HOLLYWOOD, Dec. 25.—Gary Breckner in town from Washington trek. Will take over War Department Radio Bureau here until Jack Joy recovers from illness. . . . Pay Kaye won the plaudits of the talent jury on *In Time to Come!* Warbler picked as most likely starlet to succeed. . . . Harry James and the gang won't train out for N. Y. after all. They're due to open at the Hollywood Palladium, December 28. . . . Chico Marx takes over for Groucho on air. Auto crack-up last week has put the mustached-comic on the shelf. . . . Frederick Shields became a proud papa last week with eight pounds of Michael Martin Shields. . . . Harry Flannery heads for Mexico City where he will gather data for future broadcasts. . . . Mallmen kept busy delivering presents to Tom Breneman on *Breakfast at Sardi's*. Gifts, from Blue Network stations, were given to service men and women. . . . Frank Galen, writer for Burns and Allen, has been inducted into the army and is currently stationed at Fort McArthur. . . . Lynn Martin, formerly with the Merry Macs, has been inked to a Warner Brothers' contract. . . . Charles Laughton getting plenty of air spots, doing *Suspense* on Monday and guesting on the Burns and Allen show on

OWI-Four-Net Christmas Eve Program Rates A for Effort But Disappoints the Listener

Save for a few folks who heard the voices of their fighting relatives on the scattered world fronts, Christmas Eve broadcast carried over all four nets in conjunction with OWI was disappointing. Too brief and too sketchy, this airing tried to cram into 30 minutes a series of flash impressions of how our soldiers and sailors were spending Christmas Eve abroad. Except for one or two moments, the idea never quite got over; altho servicemen on the fronts spoke and sounds of festivity came thru in several instances. However, the over-all picture was not as expertly projected as it could have been to civilian listeners deep in the heart of Christmas at home.

The brevity of the first half hour's presentation was made necessary as the program was divided into two parts, with a 30-minute e. t. of F. D. R. speech rebroadcast as the climax. This left only half an hour to scurry from place to place on the globe getting momentary flashes from each front, ship or base, and moving swiftly to the next. The result was that this half of the program had a hurried and jerky quality that detracted from its purpose and made some of the contacts seem without much point.

However, most of the airings from the different fronts came thru well. One or two places had heavy going against atmospheric interference, notably Guadalcanal and the Aleutians, which never got thru at all.

The scope of the broadcast was global covering of such widely separated places

as London, Bethlehem, Chungking, New Caledonia, New Guinea, Hawaii, Tarawa, and broadcasts from a battle wagon, an aircraft carrier, a submarine and a coast guard cutter at sea. Someone got the wires crossed in this last contact and broke in on the recital of a funny story which had nothing to do with Christmas Eve.

The two high spots of the broadcast were those from the wounded in New Caledonia, with the boys humming *White Christmas*, and the soldier and padre speaking from Bethlehem to which Bing Crosby's singing of *Adeste Fidelis* was added. Bob Hope, throwing in a few gags as usual, handled the serious side of the program expertly, and alternated with Lionel Barrymore, who introduced the Bethlehem sequence.

The F. D. R. spiel delivered with the usual Roosevelt know-how, contained nothing startling, and handled the Cairo and Teheran conferences sketchily. F. D. R., however, did put an official stamp on rumors as to who would be the second front commander in Europe and tho his voice seemed tired, it still held all the customary charm and appeal as he threw in White House seasonal blessings.

In short, this was an airing which merited an A for effort even if the results did not live up to expectations.

Frank Gill.

DuMont Television

Reviewed Wednesday, 8:30-10:30 p.m. Style—Variety and films. Sustaining on W2XWV (New York).

A group of Christmas caroling young men opened the two-hour program from which the regular Press-On Mending Tape commercial and Glorienne Lehr's fashion were omitted. Cuts were made to leave room for a presentation of Dickens' *Christmas Carol*, probably the station's most ambitious undertaking in the dramatic field to date.

Lever Bros.' show featured Rinso with Lynn Murray doing the commercials and introducing Sam Cuff for his *Face of the War* map talk. In attempting to achieve an intimate atmosphere the director had Cuff and Murray comfortably chatting in a home with a large globe on the coffee table. From a casual discussion of the progress of the war, Cuff moved without interruption into his usual map talk via clever camera manipulation.

Alice Haddon at the piano sang sophisticated and sentimental songs. Her sparkling presentations fit exceedingly well into the Lever show, providing just the right entertainment after a quarter-hour of news analysis.

Commercial skit with mamma and papa preparing gifts for the children fell flat on its face when the little woman opened her package—a large box of Rinso. Scene faded with the two in a clinch, their faces coyly obscured by the Rinso package.

Pic, *Glimpses Into Belgium History*, was introduced by Dottie Wootin as a scene and mood setter for *Christmas Carol*, but the British film was so bad it served more as a reason for gratitude toward anything that might follow.

George Lowther directed a group of players known as the Montebanks in *Christmas Carol*, adapted for tele by William Podmore. Podmore, who also played *Scrooge*, headed a cast which included Don Randolf, Consuela Lembke, Ralph Locke, Noah Julian, Roger DeKoven and Lon Clark.

Title and credits were handled in movie fashion, and play opened with a view of the book. Camera panned up to reveal Noah Julian reading from the classic; faded him out and *Scrooge* into view. Reading was resumed as bridge when scope of present tele technique and studio space limitations made actual tele presentation impossible.

Authentic scenery, props and costumes of the period contributed to realistic story-telling. The various ghosts were properly eerie and earth-detached, thanks to lighting that created a faintly fluorescent effect and camera work that drained them of any hint of solidity.

Podmore carried the entire production. Supporting players, however, all turned in good performances.

Wanda Marvin.

Royal Arch Gunnison

Reviewed Wednesday, 10-10:15 p.m. Style—News commentary. Sustaining over Station WOR (New York) and MBS.

On the basis of opening salvo (22), Mutual's Wednesday and Saturday 10-10:15 p.m. seg should make a strong bid for top-bracket honors in news analysis. The span preemed Royal Arch Gunnison, net's Far Eastern correspondent just returned from 22 months of Jap prison camp internment, in a new series of world events commentaries. Gunnison made his debut as an air reporter on December 7, 1941, from Manila. For 21 days thereafter he broadcast continuously, until the island was overrun by the Japs.

While Gunnison has dedicated most of the last four years to reporting from the Far Eastern theater, he proves a keen observer and analyst of the news from all quarters. He speaks simply, clearly and to the point, pulling no punches. His conclusions carry conviction, study and factual information.

Highlights included a reply to Hitler's threats in regard to captured American flyers; a short resume of the implications brought about by the current Bolivian situation; a rap on home-front knuckles in regard to the threatened railway strike, which he described as "critical and tragic" under present conditions, and a discussion of what he believes to be a Jap-inspired whispering campaign in this country.

The last he described as a pattern of Nip propaganda with which he is thoroughly familiar, a conversation piece that Tokyo would like to instill in the American mind. The Japs, he said, want us to believe that they are a pushover when the Nazis are out of the way. They want us to think of reducing forces in the East after that. They want us to call for strategy other than island by island. They believe that such public opinion influences the military mind, and will result in undermining troop morale, overconfidence and a lessening of the continuous cut into their lines for raw supplies. Mainly, it will sum up to give them more time.

A definite offshoot of this is a desire to weaken confidence in MacArthur. Pulling the latter into the political arena is exactly what Japan wants. MacArthur, Gunnison stated, does not want a presidential nomination and does not want to retire from the army. If, however, retirement is forced upon him, "private life will open up new vistas."

Gunnison closed with a plea for listener aid in combating Nip propaganda via letters and specific reports to him where such conversations are overheard.

Bob Francis.

Nets Spell Petrillo P-e-a-c-e

Web Biggies Say AFM Prexy Promised "Peace" at Meeting AFM-ers Say Never Happened

NEW YORK, Dec. 25.—Some network officials are whispering "peace, it's wonderful" as a result of a meeting that is said to have been held in Radio City this week between Jimmy Petrillo, president of the AFM and ranking execs of the four webs, CBS, NBC, MBS and the Blue.

According to a couple of the radio men, Petrillo promised that negotiations for new contracts with the stations would be opened immediately after the first of the year. And at least one broadcaster reports that the AFM prexy declared that there is absolutely nothing to fear in the way of a musicians' strike.

If true, the bosses of the webs can start breathing again. It was generally expected that the musicians' union was going to sit tight on a network deal until the remaining holdouts among the recording and transcription companies, Columbia, RCA-Victor and NBC Thesaurus, signed with the federation.

Little Men Who Weren't There

Reason for all the editorial reservations is the fact that not one word can be confirmed from the federation's end and general confusion attends every point offered by one or another of the broadcasters.

For example, Petrillo was supposed to have been accompanied on one hand by his attorneys and on the other by his myriad assistants. But Henry Friedman, AFM counsel, asserts that he wasn't present, that Joseph Padway, AFL counsel who represented the musicians in the War Labor Board hearings, has been on the Coast for the past month, and that furthermore, he, Friedman has no knowledge of such a meeting having taken place. As for Petrillo assistants, his right-hand men at the national office disclaim having been present, insist that Petrillo never attends meetings without them and one of them is willing to lay \$1,000 worth of 10-1 that no meeting took place.

The boss himself returned to Chicago for the holidays and could not be reached for confirmation or denial.

Who Said What and Did He?

Even the "peace" part of the discussion is disrupted by men on the same side of the fence. One net man attests that Petrillo assured them that there would be no strike on February 1 when the present contract between the stations and musicians terminates. Another net biggie is much less optimistic and says he left the meeting without

A Goose Dies So Top 4-H Boy Each Year Wins Trip

MINNEAPOLIS, Dec. 25.—The death of a goose during the course of a broadcast in the studio of WCCO-CBS was marked this month when the station for the sixth consecutive year sponsored a trip for the Minnesota 4-H Club State health king and queen to the National 4-H Club Congress in Chicago.

In 1937, while 4-H poultry champion winners were being interviewed over WCCO, one of the prize-winning geese died. In memoriam, the station began awarding a prize in the poultry division annually. Three years later prize was converted into a round trip to national 4-H congress.

This year, John Wels, Minnesota's boy health king from St. Cloud, was selected as one of the two healthiest boys in the country at the congress.

any impression that the strike threat was allayed.

Supposedly, Petrillo asked the net reps whether they would agree to a clause in the contract binding them to refuse musical feeds to any outlet declared unfair by the federation. This proposal was rejected and, one source relates, to the assembly's surprise Petrillo said "okay," there would be no strike and negotiations for a new contract would commence within two weeks. Anyone who can supply the right solution will be recommended to write next week's script for *Inner Sanctum*.

Handshake Tops Net Yule Cheer

NEW YORK, Dec. 25.—The Santa spirit was abroad in NBC Christmas Eve.

In the flack section, most of the boys were handling tag-end of yuletide preparations. Already the tall green-and-white striped packages, gifts to the staff from Benton & Bowles, had been removed from desks and taken home.

The net was in festive mood. Niles Trammell, prexy, and Frank E. Mullen, v.-p. and general manager, added their share to their employees' gayety. They went thru the offices shaking hands with their workers and wishing them a Merry Christmas.

Cardinell Muzak's New Program Manager

NEW YORK, Dec. 25.—R. L. Cardinell has been appointed program manager of Muzak, stepping into his new post after the first of the year. Position has been vacated since Ben Selvin, who formerly held it, was upped to vice-president of the transcription firm.

Four New York Theaters Cop 10 Mil in 1943 With Bands

(Continued from page 3)

the Roxy is added to the \$304,000 he did in his earlier four-week date at the theater, plus the \$90,000 he drew to the Strand in two weeks.

Following is the breakdown, theater by theater. (Where another act shared in the draw, the name is mentioned):

Paramount: BENNY GOODMAN (10 weeks, including four with FRANK SINATRA), \$758,000.

MITCH AYRES, ANDREWS SISTERS (six weeks), \$357,000.

WOODY HERMAN (6), \$343,000.

HARRY JAMES (4), \$337,000.

VAUGHN MONROE (4), \$265,000.

XAVIER CUGAT, HENNY YOUNGMAN (4), \$248,000.

TONY PASTOR (4), \$218,000.

JOHNNY LONG, SINATRA, (4) \$217,000.

GRACIE BARRIE, SINATRA (4), \$212,000.

LES BROWN, KING SISTERS (4), \$181,000.

TOMMY DORSEY (coming week, estimated), \$85,000.

BOBBY SHERWOOD (1), \$40,000.

Strand: SAMMY KAYE (12 weeks), \$521,000.

CAB CALLOWAY (6), \$249,000.

JAN SAVITT, ETHEL WATERS (6), \$248,500.

ABE LYMAN (5), \$236,000.

HAL MCINTYRE, THREE STOOGES, GEORGE TOBIAS (4), \$175,000.

INA RAY HUTTON (4), \$169,500.

Nets Nixing Radio Editors As Flacks

NEW YORK, Dec. 25.—Flack department of nets, long the refuge or radio editors who yen for the main stems, are no longer interested in hiring newspaper radio editors, even when there are openings on the staff. The nix is not a brush-off, it's just that the net execs figure that every time they hire another radio-ed they lose a newspaper outlet for their hand-outs since the eds, for the most part, when they step out are replaced by office boys and the radio columns they formerly handled cease to exist.

In other words, every man a net hires away from a radio editor's desk means another newspaper without a radio pillar—and that doesn't help radio publicity. There are few enough newspapers left with policies that permit their editors to use releases without the nets themselves cutting down the number, one key net station man pointed out.

Stan Kenton's Take From One-Night Biz Up Due to Air Show

NEW YORK, Dec. 25.—Altho it was felt that Stan Kenton's stint on the Bob Hope program might hamper the band's progress just when it was starting to climb, the number of single dates that have been coming his way have some General Amusement Corporation bookers thinking that the Hope show has built Kenton into a hot attraction. Kenton played 15 one-night dates during December, many of them bringing \$1,000 to \$1,250 and the rest \$750 with privileges, which went into over-money.

With four broadcasts during the month, and rehearsals, 15 bookings use up practically all the leaders' available time. During October and November, Kenton played 12 and 10 one-nighters respectively.

ASCAP's Gross For '43 Is Over Five Million \$

NEW YORK, Dec. 25.—ASCAP's take for the final quarter of 1943 hit \$1,400,000, bringing the year's total for the Society to \$5,084,000. Previous takes for this year were \$1,100,000 for the first quarter, \$1,361,000 for the second and \$1,323,000 for the third.

Society Collects More Signatures For Pact to '65

NEW YORK, Dec. 25.—Extension of ASCAP contracts until 1965 became official as of December 1, date to which the Society extended the deadline for return of new agreements, when 84.4 per cent of the publisher members and 83.3 per cent of the writer members returned signed contracts. The Society had set itself a goal of approval from 80 per cent each of the writer and publisher membership before signatures were taken out of escrow. Percentages are figured on the basis of royalty distribution, not number of members.

Society is still trying to line up the balance of its membership under new agreements, requesting those who have not yet signed to do so in its letter advising that the extension agreements had gone into effect.

Three Minutes To Go—But Army Band in Wrong Studio Lands on the Right Air

NASHVILLE, Dec. 25.—It took fast work and quick thinking to get the Smyrna Army Air Base band on to its skedded 3:45 p.m. broadcast over Station WSIX here recently. The credit goes to Dean Upson, commercial manager of Station WSM and to program director Jack Wolever, of WSIX.

The band shortly after 3 p.m. pulled up in front of WSM and the warrant officer in charge hustled the men out of their truck and into the station, intent on a quick practice session before airing the boys. He demanded an empty studio for rehearsal—and got it, and set down to work right away.

Upson happened to hear snappy tunes coming from one of his studios, went down to investigate and found the band working hard, and the leader excited because no one had told him where to go for the broadcast. There were only three minutes to go.

Upson explained that WSM had no band program skedded. The warrant officer was frantic. Upson, thinking fast, called Wolever at WSIX and discovered that the band was due there. Wolever was wringing his hands because no band had shown up.

With only two minutes left to go WSM got its engineers working and piped the program into WSIX.

Lilley Out, Gil Babbitt in As WCAU Publicity Director

PHILADELPHIA, Dec. 25.—George Lilley resigned as director of publicity and special events of WCAU, effective today (25). Former radio editor of *The Philadelphia Record*, Lilley has not announced his new affiliation, said to be with a radio publicity agency in Hollywood. Replacing him on Monday (27) will be Gil Babbitt, who leaves the newsroom of NBC in New York for the post. Babbitt was publicity director of WPEN here before going with NBC.

World Signs Jazz Bands

NEW YORK, Dec. 25.—World Broadcasting evinced an interest in hot bands when it signed Teddy Wilson and Ben Webster for transcription dates, each for three sessions. Both Wilson and Webster have small jazz outfits.

GLEN GRAY, WILLIE HOWARD (5, last week estimated), \$168,000.
SHEP FIELDS, MERRY MACS (3), \$133,500.
JIMMY DORSEY (2, last two weeks of run began in 1942), \$90,000.
Capitol: PHIL SPITALNY (8 weeks), \$512,000. HORACE HEIDT (5), \$282,000.
DUKE ELLINGTON, LENA HORNE (3), \$211,500.
LAWRENCE WELK, YVETTE, TRUTH OR CONSEQUENCES (3), \$186,000.
MORTON GOULD, ALLAN JONES (3), \$180,000.
RAYMOND SCOTT, AL DEXTER, JACKIE MILES (3), \$164,000.
BOB CROSBY (3), \$136,000.
CHARLIE BARNET, MARY SMALL, VICTOR BORGE (2), \$120,000.
SONNY DUNHAM, JACKIE MILES (2), \$115,000.
OZZIE NELSON, HARRIET HILLARD, JACKIE MILES (2), \$115,000.
RICHARD HIMBER, LOU HOLTZ (coming week, estimated), \$65,000.
Roxy: ENRIC MADRIGUERA, CARMEN AMAYA (6 weeks), \$468,000. JIMMY DORSEY (4, last week estimated), \$420,000.
TOMMY TUCKER (4, three with DANNY KAYE), \$380,000.
CHICO MARX (4), \$269,000.
BOBBY SHERWOOD, CONNIE BOWELL (3), \$251,000.
JERRY WALD, CAROLE LANDIS (2), \$150,000.
GUY LOMBARDO (2), \$131,000.

NBC Only Net To Hold Out on Eve Bands Jamboree

NEW YORK, Dec. 25.—National Broadcasting Company is continuing its policy of not using band remotes even on New Year's Eve, altho other nets will carry traditional cross-country pick-ups from midnight on. CBS and the Blue, which have also been easing off on remotes, have both skedded three hours of band pick-ups from 12 to 3 a.m. Mutual, which goes in heavily for band remotes, has four hours skedded, starting at midnight. CBS line-up includes Count Basie, Tommy Tucker, Ray Pearl, Charlie Spivak, Sonny Dunham, Eddie Young, Abe Lyman and Frankie Masters, all playing 15-minute shots; Harry James and Shep Fields for 12 minutes each, and Guy Lombardo for 27 minutes. Programs will emanate from New York; Newark, N. J.; Chicago, Denver, Los Angeles and Hollywood.

Mutual has skedded Enric Madriguera, Ted Lewis, Guy Lombardo, Abe Lyman, Shep Fields, Count Basie, Lawrence Welk, Del Courtney, Griff Williams, Jimmy Joy, Blue Barron, Bernie Cummins, George Hamilton, Hal McIntyre, Eddie Lebaron, Alvino Rey and Henry King for 15-minute shots in that order.

Too Many Girls at Capitol, Humber's Thrush Sits It Out

NEW YORK, Dec. 25.—Marjorie Lee, vocalist, under contract to Richard Humber, is laying off on salary for the four weeks that Humber plays the Capitol Theater here because of the number of featured girls in the stage layout.

Miss Lee is filling in the four weeks by playing club dates for Music Corporation of America, singing with Johnny McGee, Bobby Hackett and other bands.

Columbia Follows Victor With Sinatra All-Vocal Waxing

NEW YORK, Dec. 25.—As anticipated, Columbia Records, following Victor's lead, is bringing out an all-vocal waxing of Frank Sinatra singing two of the tunes from his *Higher and Higher* pic. Tunes are *I Couldn't Sleep a Wink Last Night* and *A Lovely Way To Spend an Evening*. Victor released two sides by Perry Como last week.

Jordan, Armstrong Play Competish; Jordan Clicks

HOUSTON, Dec. 25.—Two "Louis," Armstrong and Jordan, played in competition here, cutting into Armstrong's box-office draw.

Armstrong, playing the Coliseum (capacity, 15,000), drew 560 customers at \$1.25 admission. Jordan, holding forth at the Auditorium, packed in a crowd of 3,710 at a 99-cent fee.

Spots are four blocks apart on the fringe of the downtown district.

HOLLYWOOD, Dec. 25.—Louis Jordan and His Tympany Five did a two-day location date at Universal on the *Three Cheers for the Boys* set, working in scenes with George Raft. Outfit recorded three tunes—*Is You Is or Is You Ain't My Baby?*, *Sweet Georgia Brown* and *Five Guys Named Moe*.

No More Picketing by 802

NEW YORK, Dec. 25.—Local 802, AFM, last week removed pickets from all spots regardless of the status of negotiations. Action was deemed politic by union officials who felt the public might misunderstand the picketing as strike activity which does not exist because of the AFL "no strike" pledge.

Resulting cash saving to the union is an item since the fund from which the member-pickets were paid is considerably shrunken due to the curtailment of the 3 per cent relief tax that was voted out this year.

Only Rose Knows

NEW YORK, Dec. 25.—Dick Wilson, who leads the band at the Coq Rouge here, reports that since the opening of *Carmen Jones*, the dancers are requesting Bizet's *Habanera* and *Toreador Song*—only the operatic selections are being identified by the titles Oscar Hammerstein has given them, *Dat's Love* and *Stand Up and Fight*. If operas continue being transformed into pop productions band leaders' books will have to stock *Let's Croon a Tune and Swoon (Celeste Aida)*, *You Burn Me Up (The Immolation from Gotterdammerung)* and *Messin' With Jess (Vesta La Guibba)*.

And pubs like Ricordi, Schirmer and Fischer will be putting on drives to top the "sheet."

GAC's One-Night Dept. Booking Dates In Jan., Feb., March

NEW YORK, Dec. 25.—General Amusement Corporation's one-night department here is busy booking ahead for bands that will be on the road during January, February and March. Jay McShann will have five weeks in the South, starting January 14; Jerry Wald will have three weeks after January 25 on his way up from Miami, and Louis Jordan will be in the South for two weeks in February.

Benny Carter, who has 13 open days between theater dates, starting February 11, has already been sold for 11 one-night promotions in New England. Carter is also being set for some dates in the Midwest en route to the Coast in March.

Goodman, Ellington Hit Norfolk Hard

NORFOLK, Va., Dec. 25.—Duke Ellington comfortably filled the Palomar, and Benny Goodman broke the house record for the present operator, Jack Kane, in one-night stands during the last two weeks.

Ellington grossed \$2,767.60 (1,258 paid admissions at \$2.20), and Goodman turned away several hundreds after the house capacity (1,600) was reached. The gross for Goodman was \$3,520.

Esquire Giving Jazz Its All With Special Issue, Concert And Bonds To Top Jammers

NEW YORK, Dec. 25.—*Esquire* magazine really worked itself up a promotion when it polled a group of jazz critics to pick what they considered the All-American jazz band. Mag, which is devoting its February issue to a special jazz edition, in addition to printing a jazz book including biographies and art work, will invade the Metropolitan Opera House here January 18 to present a concert by the contest winners.

Charles Friedman, who had a fling at Broadway opera as director of *Carmen Jones*, will stage the jazz session at the Met, which falls on the opening night of the government's Fourth War Loan Drive. Seats will be sold for War Bonds, with house scaled at \$25 to \$100, and Station WJZ here is setting up a special bond booth in its building to sell tickets.

Plus that, Columbia Records is putting out a special album, to be called *Esquire's All-American jazz band*, composed of re-issues of waxings by the winners.

Judges for the All-American jazz band were Robert Goffin and Leonard Feather, acting for *Esquire*; Sgt. G. Avakian, E. Sims Campbell, Abel Green, Pvt. John Hammond, Roger Kay, Harry Lim, Paul Edward Miller, Bucklin Moon, Baron Timme Rosenkrantz, Frank Stacy, Charles Edward Smith, Bob Thiele,

Earle's Empty Seats Echo to The Voice; Philly Oversold, Disk Shops Were Underfed

PHILADELPHIA, Dec. 25.—Personal appearance of Frank Sinatra at the Earle Theater for the week ended Thursday (23) meant absolutely nothing to both the retail record dealers or to the music machine operators. Ordinarily, such a "personal" would find the fans swamping the record counters and overflowing the machines with nickels. As far as such trade stimulation was concerned, it could have been Moe Bolero at the Earle instead of the Voice. No fault-finding with Sinatra or his magnetic power. It was simply that there were no records to be had.

Motor Parts Company, local record distributor for the Columbia label, froze all shipments of Sinatra records for a month or more in advance, hoping to pile up enough records to supply the dealers with a generous amount of sides the moment Sinatra hit town. In fact, Motor Parts withheld shipment to the out-of-town dealers last week in order to spread the supply thicker among the city dealers in better position to cash in on the "personal." However, what was hoped to be a pile was barely more than a pimple, with the large central-city dealers getting a bare 50 or so. And with the great demand for Sinatra records, it amounted to none.

In fact, dealers declared that if they had the records, they wouldn't even need Sinatra in town to sell them. And so far as the music machine operators, who have become the stepchildren as far as the record distributors are concerned, they had to be satisfied to return the weather-beaten surfaces of *All or Nothing at All* for the juke-box salute to the Voice.

Theater Has Headache, Too

While the final box-office returns are not in as yet, Sinatra will fall far below the \$52,000 goal set up by the house. Business at the early-morning shows, house opening at 9:30 to get in seven shows a day, have been disappointing, even for the opening Friday and Saturday. Bumper crop of empty seats at the early-bird matinees blamed on the advanced prices set up for the Sinatra stand. Instead of the regular 45, 57, 75-cent standard, prices were hiked to 65, 75 and 85-cent levels. And the kids—and grown-ups, are plenty sore, with both Sinatra and the house management be-

ing blamed for jacking up the prices. Showed the peeve all week by remaining away in droves with the house relaxing on its intention to empty the house out after each show to make for turnover. Early part of the week found the kids staying on for following shows.

Ticket hike found many lodging complaints with the OPA, which found it necessary to make public pronouncement that it had no control over prices charged for entertainment, being concerned only with prices of commodities and hardly considered "swooning" as falling into that category.

Disappointing business (gate hit around \$40,000 mark) was also attributed to the over-abundant publicity attending the Voice's arrival into town. Apart from that fact that Sinatra's toothache made the headlines, it was felt that too much publicity is as bad as none and that many stayed away from the theater under the impression that the crowds would be so great it would be impossible to hope to compete with the whoopee-sox brigade for seats.

Opening, as expected, was quite eventful with the throbbing tooth making for added measure. While most of the local contingent sighed and shrieked for their crooning darling, there were plenty of young men with a what-has-he-got-that-I-haven't-got attitude. There were shouts of "I think you stink!" and "We want Crosby!" And there were pennies thrown on the stage. Sinatra stopped the music when that happened, advised the belligerents to save their pennies to buy War Stamps, and invited some of the more bellicose boys to meet him in the alley backstage after the show.

Jan Garber Into Lincoln; Basie Is Canada-Bound

NEW YORK, Dec. 25.—Jan Garber moves into the Lincoln Hotel here for eight weeks following Count Basie, who closes January 1. Hotel engagement marks Garber's third location date in this area within the past few months, the leader having played Frank Dailey's Terrace Room, Newark, N. J., and the Roseland Ballroom here, where he closed last week. Dates have been set in an effort to identify the leader's name with his new swing-style band thru air time.

After closing the Lincoln Basie will play five dates in Canada, January 3 thru 7, and five one-nighters in Rochester, Buffalo, Harrisburg, Baltimore and Washington before opening at the Adams Theater, Newark, N. J., on January 13.

GAC Losing Adams

CHICAGO, Dec. 25.—Berle Adams, one-night booker for General Amusement Corporation here, is leaving the firm January 10 after an association of three and a half years to manage Louis Jordan's band. Adams originally started Jordan on the money road locally some three years ago when the orkster was earning \$35 a week.

Adams expects to share office space with J. J. Levin, cocktail unit booker, for a while before opening his own office. He will also take on several acts under personal management.

GAC has not as yet named a successor to Adams.

More Pubs Incorporated

ALBANY, N. Y., Dec. 25.—Another batch of music publishers recently incorporated here, all with principal offices in New York. Newly incorporated firms include Piccadilly Publishing Company, Inc.; Main Street Songs, Inc.; Macap Music Publishers, Inc., and Liturgical Music Press, Inc.

Barclay Music Corporation, dealer in musical instruments, was also recently incorporated here.



The Billboard Music Popularity Chart

WEEK ENDING
DECEMBER 23, 1943

SONGS WITH MOST RADIO PLUGS

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

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

| Title | Publisher |
|--|----------------------|
| BESAME MUCHO | Southern |
| BY THE RIVER OF THE ROSES | Shapiro-Bernstein |
| CANDLELIGHT AND WINE (F) | Miller |
| DON'T SWEETHEART ME | Advance |
| FOR THE FIRST TIME | Shapiro-Bernstein |
| HOME | Am. Academy of Music |
| HOW SWEET YOU ARE (F) | Remick |
| I COULDN'T SLEEP A WINK LAST NIGHT (F) | Harms |
| I'LL BE HOME FOR CHRISTMAS | Morris |
| IS MY BABY BLUE TONIGHT? | Broadway |
| I'VE HAD THIS FEELING BEFORE (F) | Santly-Joy |
| LITTLE DID I KNOW | Lincoln |
| MY HEART TELLS ME (F) | Bregman-Vocco-Conn |
| MY IDEAL | Paramount |
| MY SHINING HOUR (F) | Morris |
| NO LOVE, NO NOTHIN' (F) | Triangle |
| OLD ACQUAINTANCE (F) | Witmark |
| PAPER DOLL | Marks |
| PEOPLE WILL SAY WE'RE IN LOVE (M) | Crawford |
| POINCIANA | Marks |
| SHOO-SHOO BABY (F) | Leeds |
| SPEAK LOW (M) | Chappell |
| THESE EMPTY ARMS OF MINE | Southern |
| WHEN THEY ASK ABOUT YOU | Berlin |
| WHITE CHRISTMAS (F) | Berlin |

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

| NATIONAL | | EAST | | SOUTH | |
|----------|--|----------|--|------------|---|
| POSITION | Last This Wk. Wk. | POSITION | Last This Wk. Wk. | POSITION | Last This Wk. Wk. |
| 1 | 1. PAPER DOLL —MILLS BROTHERS Decca 18318 | 1 | 1. Paper Doll—Mills Brothers | 1 | 1. Paper Doll—Mills Brothers |
| 7 | 2. MY HEART TELLS ME —GLEN GRAY Decca 18567 | 2 | 2. I'll Be Home for Christmas —Bing Crosby | 5 | 2. My Heart Tells Me —Glen Gray |
| 3 | 3. I'LL BE HOME FOR CHRISTMAS —BING CROSBY Decca 18570 | 6 | 3. My Heart Tells Me —Glen Gray | 4 | 3. I'll Be Home for Christmas —Bing Crosby |
| 4 | 4. PEOPLE WILL SAY WE'RE IN LOVE —BING CROSBY Decca 18564 | 4 | 4. Oklahoma Album | 2 | 4. They're Either Too Young or Too Old—J. Dorsey |
| 8 | 5. THEY'RE EITHER TOO YOUNG OR TOO OLD —JIMMY DORSEY Decca 18571 | 5 | 5. Oh, What a Beautiful Morning—Bing Crosby | 10 | 5. Shoo-Shoo Baby —Andrews Sisters |
| 5 | 6. OH, WHAT A BEAUTIFUL MORNING —BING CROSBY Decca 18564 | 7 | 6. Pistol Packin' Mama —Al Dexter | 9 | 6. Oh, What a Beautiful Morning—Bing Crosby |
| — | 7. SHOO-SHOO BABY —ANDREWS SISTERS Decca 18572 | 8 | 7. People Will Say We're in Love—Bing Crosby | — | 7. Shoo-Shoo Baby —Ella Mae Morse |
| 6 | 8. SHOO-SHOO BABY —ELLA MAE MORSE Capitol 143 | — | 8. Besame Mucho—J. Dorsey | 3 | 8. Pistol Packin' Mama —Bing Crosby-Andrews Sisters |
| — | 9. WHITE CHRISTMAS —BING CROSBY Decca 18429 | 3 | 9. The Dreamer—Kay Armen | — | 9. Oklahoma Album |
| 2 | 10. PISTOL PACKIN' MAMA —BING CROSBY-ANDREWS SISTERS Decca 23277 | 10 | 10. Pistol Packin' Mama —Bing Crosby-Andrews Sisters | — | 10. White Christmas —Bing Crosby |
| | | MIDWEST | | WEST COAST | |
| | | 2 | 1. People Will Say We're in Love—Bing Crosby | 1 | 1. Paper Doll—Mills Brothers |
| | | 6 | 2. I'll Be Home for Christmas —Bing Crosby | 2 | 2. Pistol Packin' Mama —Bing Crosby-Andrews Sisters |
| | | 7 | 3. My Heart Tells Me —Glen Gray | — | 3. I'll Be Home for Christmas —Bing Crosby |
| | | 1 | 4. Paper Doll—Mills Brothers | 3 | 4. People Will Say We're in Love—Bing Crosby |
| | | 8 | 5. They're Either Too Young or Too Old—J. Dorsey | 8 | 5. Oh, What a Beautiful Morning—Bing Crosby |
| | | — | 6. Oh, What a Beautiful Morning—Frank Sinatra | 9 | 6. Shoo-Shoo Baby —Ella Mae Morse |
| | | — | 7. White Christmas —Bing Crosby | 5 | 7. My Heart Tells Me —Glen Gray |
| | | 5 | 8. Shoo-Shoo Baby —Ella Mae Morse | — | 8. They're Either Too Young or Too Old—J. Dorsey |
| | | 3 | 9. Oh, What a Beautiful Morning—Bing Crosby | — | 9. Pistol Packin' Mama —Al Dexter |
| | | — | 10. Star Eyes—Jimmy Dorsey | 6 | 10. Sunday, Monday or Always —Bing Crosby |

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

| NATIONAL | | EAST | | SOUTH | |
|-----------------------------|--|----------|--|------------|--|
| POSITION | Last This Wk. Wk. | POSITION | Last This Wk. Wk. | POSITION | Last This Wk. Wk. |
| NATIONAL SHEET MUSIC | | | | | |
| 1 | 1. PAPER DOLL | 4 | 1. My Heart Tells Me | 1 | 1. Paper Doll |
| 3 | 2. MY HEART TELLS ME | 5 | 2. Oh, What a Beautiful Morning | 8 | 2. My Heart Tells Me |
| 2 | 3. OH, WHAT A BEAUTIFUL MORNING | 2 | 3. I'll Be Home for Christmas | 3 | 3. Oh, What a Beautiful Morning |
| 4 | 4. PEOPLE WILL SAY WE'RE IN LOVE | 3 | 4. Paper Doll | 4 | 4. Pistol Packin' Mama |
| 7 | 5. I'LL BE HOME FOR CHRISTMAS | 14 | 5. For the First Time | 2 | 5. People Will Say We're in Love |
| 8 | 6. THEY'RE EITHER TOO YOUNG OR TOO OLD | 10 | 6. Little Did I Know | 13 | 6. Put Your Arms Around Me, Honey |
| 5 | 7. PISTOL PACKIN' MAMA | 6 | 7. People Will Say We're in Love | — | 7. The Dreamer |
| 10 | 8. SHOO-SHOO BABY | 8 | 8. Shoo-Shoo Baby | — | 8. Shoo-Shoo Baby |
| 9 | 9. VICTORY POLKA | 7 | 9. They're Either Too Young or Too Old | — | 9. Speak Low |
| — | 10. PUT YOUR ARMS AROUND ME, HONEY | 12 | 10. Say a Prayer for the Boys Over There | 6 | 10. They're Either Too Young or Too Old |
| 13 | 11. FOR THE FIRST TIME | 15 | 11. No Love, No Notthin' | — | 11. For the First Time |
| — | 12. THE DREAMER | — | 12. How Sweet You Are | 9 | 12. Say a Prayer for the Boys Over There |
| 15 | 13. MY IDEAL | 1 | 13. White Christmas | — | 13. Little Did I Know |
| — | 14. LITTLE DID I KNOW | 11 | 14. Victory Polka | 12 | 14. Victory Polka |
| 11 | 15. SAY A PRAYER FOR THE BOYS OVER THERE | 9 | 15. Pistol Packin' Mama | 11 | 15. If You Please |
| | | MIDWEST | | WEST COAST | |
| | | 7 | 1. Victory Polka | 2 | 1. Paper Doll |
| | | 4 | 2. Paper Doll | 3 | 2. My Heart Tells Me |
| | | 1 | 3. My Heart Tells Me | 1 | 3. Oh, What a Beautiful Morning |
| | | 8 | 4. I'll Be Home for Christmas | 6 | 4. People Will Say We're in Love |
| | | 3 | 5. Oh, What a Beautiful Morning | 13 | 5. I'll Be Home for Christmas |
| | | 12 | 6. My Ideal | 5 | 6. White Christmas |
| | | — | 7. The Dreamer | 4 | 7. Pistol Packin' Mama |
| | | 6 | 8. They're Either Too Young or Too Old | 14 | 8. They're Either Too Young or Too Old |
| | | 2 | 9. Pistol Packin' Mama | — | 9. Put Your Arms Around Me, Honey |
| | | 5 | 10. People Will Say We're in Love | — | 10. My Ideal |
| | | 11 | 11. Shoo-Shoo Baby | 9 | 11. For the First Time |
| | | — | 12. Put Your Arms Around Me, Honey | 10 | 12. Shoo-Shoo Baby |
| | | 14 | 13. How Sweet You Are | — | 13. Say a Prayer for the Boys Over There |
| | | 15 | 14. My Shining Hour | — | 14. Victory Polka |
| | | — | 15. The Surrey With the Fringe on Top | 8 | 15. How Sweet You Are |

HARLEM HIT PARADE

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

| POSITION | Last This Wk. Wk. | RECORD | Label |
|----------|----------------------------------|-----------------|------------------|
| 2 | 1. RATION BLUES | LOUIS JORDAN | Decca 8654 |
| 3 | 2. SHOO-SHOO BABY | ELLA MAE MORSE | Capitol 143 |
| 4 | 3. DON'T CRY BABY | ERSKINE HAWKINS | Bluebird 30-0813 |
| 5 | 4. ALL FOR YOU | KING COLE TRIO | Capitol 139 |
| 1 | 5. SWEET SLUMBER | LUCKY MILLINDER | Decca 18569 |
| 6 | 6. PAPER DOLL | MILLS BROTHERS | Decca 18318 |
| 8 | 7. DON'T GET AROUND MUCH ANYMORE | DUKE ELLINGTON | Victor 26610 |
| — | 8. I'LL BE HOME FOR CHRISTMAS | BING CROSBY | Decca 18570 |
| — | 9. WHITE CHRISTMAS | BING CROSBY | Decca 18429 |
| 7 | 10. SENTIMENTAL LADY | DUKE ELLINGTON | Victor 20-1528 |

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

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AFM's "Jim Crow" Policy Is Under Fire From NAACP; Test Looms in Barney Bigard Case

NEW YORK, Dec. 25.—The American Federation of Musicians' system of Jim Crow locals is being challenged by a member of its ranks and an organization representing Negro people. Barney Bigard, the former Duke Ellington clarinetist, is petitioning AFM's "white" local in Los Angeles for admission, tho the trade considers him to be colored, and the National Association for the Advancement of Colored People has written James C. Petrillo asking him to abolish all segregation within the AFM.

Los Angeles has both white and Negro locals, but Bigard claims he is eligible for membership in the white local on the grounds that he is not a Negro, but is of French and Spanish ancestry.

Walter White, secretary of NAACP, in a recent letter to Petrillo, accused the AFM of discrimination against Negro musicians and asked the union head how he could go on record as endorsing the program of the recently formed council on Negro music and musicians when his own backyard needed a thoro cleaning. White stated that he represented hundreds of musicians who had complained to his org that they were prohibited from joining the AFM. According to White's figures, 32 of the 673 locals in the United States are colored, and of the remaining 641 "white" locals eight have subsidiary colored locals. He called the subsidiary locals discriminatory since they admit Negroes to a "limited, qualified, second-class membership." Of the remaining 633 locals, White claimed, only two, New York and Detroit, admit Negroes to full membership.

The NAACP secretary claimed that in those 40 jurisdictions where there are colored and subsidiary locals the differentiation has caused competition between colored and white musicians which lower scales for both; that Negroes living in the jurisdiction of the 631 locals which do admit them to membership there is great economic loss, not only to themselves but to the membership of the AFM.

Present AFM policy, White charged, is in direct violation of the President's executive orders No. 8802 and No. 9346, which defined the fair employment practice code.

AFM Disputes Charges

Petrillo's answer to White characterized the statement that only two locals admit Negroes as "incorrect" and that in cases where separate charters have been granted "these separate charters were especially asked for in that way." Petrillo further claimed that he felt the present situation "is entirely satisfactory to the colored membership" and that if there were any complaints they would be given "proper attention by the international executive board."

Altho Petrillo stated in his letter that he had not made any "particular inquiry on the subject," it was learned at his office here that the question has come up frequently in the past and that two years ago his office had compiled a list of chartered and subsidiary locals. As of two years ago, AFM figures disclosed, there were 19 chartered locals and eight subsidiary locals. Under the

Federation's by-laws all other locals are supposed to admit all musicians to membership. However, since locals are run autonomously, the national office claims it is powerless to compel its locals, especially those in the South, where policy is dictated by local prejudice, to accept Negro members.

Andrew Weinberger, band attorney, who represented NAACP in this matter, says that the org will report the result of their correspondence with Petrillo to the musicians who lodged the complaints. The ultimate aim of the association is the dissolving of all colored locals, abolishment of all subsidiary locals and the admission of Negroes into all locals of the AFM.

Walker on 'Billies Full-Time

NEW YORK, Dec. 25.—Maintaining that hillbilly and race records have become "definitely national in scope," Victor has assigned Frank Walker to concentrate full time on building the disk's catalog in these fields. Walker will step into his new post after the first of the year.

USO "EARTHQUAKERS"

(Continued from page 3)

fast one by drying out used tea leaves and exchanging it for eggs. Natives didn't put up any beef, but the next time a deal was made the boys got bad eggs.

One rumor that Bell said he wanted to spike emphatically is that only big shots who manage to get to the fighting areas are privileged to see relatives who happen to be in the service. While the troupe was in Cairo Gertrude Briefer learned that her brother was stationed some 300 miles away. The army flew him in for a reunion.

"And," said Bell, "nobody was more tickled than the Cairo gang when they learned he'd got the chance."

Over 200 performances were given, running about an hour and three quarters. These did not include hospital ward appearances, of which Bell made no effort to keep track. He paid a high tribute to Jack Benny and his assistants. Their routes crossed in Benghazi and the two units were together for a month.

2 USO Units Return

NEW YORK, Dec. 25.—Two USO-Camp Shows' units returned from offshore jaunts this week. Helen Twelvetees returned Monday (20) via clipper. With her were Terry and Ralph Rio, comics; George Church, dancer; Pat Moran, comic, and Marilyn Hale, tap dancer. Troupe completed a three-week swing thru Bermuda intallations.

Vet USO offshoremans Bert Frohman arrived Wednesday (22) from a six-week entertainment stanza in Newfoundland bases. With Frohman, who had previously played Camp Shows' Middle East circuit, were Carolyn Marsh, blues singer; comics Happy Moore and Stormy Bergh; Florence Lee, dancer, and Ferne Downes, accordionist and pianist.

ON THE STAND

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

Carl Bean

(Reviewed at Tromar Ballroom, Des Moines)

IT TOOK the war to bring Carl Bean out of virtual retirement from his hometown music store at Mason City, Ia., but the author of *Scatterbrains* has overhauled a seven-piece old-time combo into a strictly commercial 11-piece swing band which should be a natural for the one-nighters out here.

Bean, who has played with Frankie Masters, Jan Garber and other name bands, leads the combo consisting of four reeds, four brass and three rhythm.

The band is hard-working, taking only a short stop between sets. The hard-working efforts of the boys are also noticeable in their music which comes out plenty full and with a bounce satisfying the dancers. The brass can swing out but blends nicely with the reeds. Band leans mostly on the swing style but can do a fine commercial job on the sweet numbers.

Bean does a lot of the take-offs with his sax, but Paul Link with his alto takes over at times. Link, who also makes most of the arrangements, sings at times. Darlene Benson, a juvenile songstress, also handles some of the vocals.

Otto Weber.

Del Courtney

(Reviewed at the Blackhawk, Chicago)

DEL COURTNEY and orchestra are a strange mixture of mediocrity, music and good will. Leader is very personable and well liked, his musicians are friendly and talented, but the band needs a shot from the local Red Cross blood bank. It's anemic!

Musically it is self-conscious, hesitant in performance and at times almost inaudible. There are moments when a strain of melodic sweetness and an inspired rhythmic phrase will break thru the fog of cautious playing, but the effect is too ephemeral.

The men have clever novelties, they are entertaining and Mary Jane Dodd can sing a blues song that will capture any crowd with its feeling and breadth of emotional appeal. She has looks, poise and variety. Earl Randall, the trombonist, has an exciting voice and an engaging manner, and both he and drummer Don Chester are good musicians.

But Del, his manager, Sam Lutz, and his arranging staff should get in a huddle to determine what kind of style the band is going to follow. A little vitamin A, B, C, D, E, F and G will work wonders with this band, and certainly both the customers and the musicians rate some attention. This is the same band that went to San Francisco for a booking of six weeks and stayed six months. They're got what it takes, if they will only give out.

Carl Cons.

Dunham's Double Disk Dates

NEW YORK, Dec. 25.—Sonny Dunham played a recording session for Eli Oberstein's Hit label Thursday (23) on a single date deal and also did a transcription session for Langworth Tuesday (21) on the same basis.

CONVICT SHAKEDOWNERS

(Continued from page 3)

wise and explained his action thus: "There is one day in this week when everyone wants to go home and I'm inclined to let them (the convicted men). I will continue bail and let them go home for Christmas." The six Chicagoans were continued in \$100,000 bail each and Kaufman in \$25,000 bail.

Bioff and Browne were the government's star witnesses thruout the trial and the former's name was constantly brought up during testimony of other witnesses.

Judge Bright, in anticipation of an appeal, pointed out to the jury in his summing up that he was reading a fully prepared charge. He noted defense contention that the money was a bribe to defendants, not blackmail, and left it to

ORCHESTRA NOTES

Of Maestri and Men

JAN GARBER, MAL HALLET, ALVINO REY and ART KASSEL make up the Spotlight Band Parade from December 27 thru 30. . . . JIMMIE LUNCEFORD holding forth at the Apollo Theater, New York, for a week starting New Year's Eve. . . . GEORGE TOWNE opening the Syracuse Hotel, Syracuse, N. Y., on January 11 for an indefinite stay after closing the Nell House, Columbus, O., January 8. . . . AL DONAHUE playing the Foreman & Leaderman Club, Mobile, Ala., where bands are scarce because of State law prohibiting music if liquor is sold. . . . GLEN WILLIAMS at the Hollywood Club and WALTER HOMES at the Airport are the only bands in that city playing steadily. . . . BENNY RESH, at the Bowery, Detroit, for eight years, is celebrating his 27th year as a band leader. . . . RED STANLEY held over at the Hi-De-Ho Club, Los Angeles till March 1. . . . HUGHIE BARRETT started his third consecutive season engagement at Macfadden's Deauville, Miami Beach, Fla., December 21 thru Easter. . . . JOHNNY HARRIS switched from the Lyon's Den, Oklahoma City, to the Rite-Tide Club, Chi, for a month's run. . . . KING KOLAX playing a 10-day date at the Sunset Terrace, Indianapolis, starting December 24, following with a theater tour thru the Midwest and East. . . . JIMMY HINSLEY playing the Public Auditorium, Cleveland, on Christmas night and booked for the Unity Club, Buffalo, New Year's Eve.

SMOKERS ON SPREE

(Continued from page 3)

set up and kept to most religiously, and with the war workers making for a bounty of smoker audiences, business this past year was exceedingly good. The union prospered, enjoying a fat treasury made up of the dues paid in and fines collected from such gals that overstepped the boundary of debauchery set up by their union.

However, the bars are no longer down, for the guiding hand keeping close check over the union's membership is quite indisposed at the moment. Several months ago what was for years considered a respectable and licensed theatrical booking agency was revealed by police to be merely the front for a large abortion ring headed by the prominent booker. And with the abortionist-booker now whistling that he wished he had the wings of an angel, the union of pealers slowly but surely went to pot. Now it is just a ghost.

When the union existed the girls could always be sure that their labor organization would produce bail and a lawyer when most needed. But now the only protection they have is the uncertain political kind. The code of propriety has been thrown aside and the girls are going wild again. Demand for smoker girls is even greater than ever before, what with the promoters finding the war workers soft touches for as much as five smackers to a stag party. And it's the real thing this time—so real that the degree of debauchery attained by some of the "character dancers" is even enough to make a Bowery bum revolt.

the jury to decide whether the money was obtained by extortion or by bribery, adding that if they found it was bribery, they would have to acquit all seven defendants.

He also warned the jury not to be led into side issues by the fact that the gang had used a labor union to extort money from the film moguls. "We are not here," he said, "to teach anyone a lesson or to pass on relations of capital and labor. We can leave to another tribunal the remedy for the astounding situations revealed here."

Adelaide

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ON THE RECORDS

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

By M. H. ORODENKER

PERRY COMO (Victor 20-1548)

I've Had This Feeling Before—FT; V. *Have I Stayed Away Too Long?*—FT; V.

The label's entry in the swoon sweepstakes, Perry Como figures on making a more impressive showing in waxed circles with these two sides. Now that the all-vocal sides have gotten over with the public, the enthusiasm should be much greater, altho it still remains to be seen how the all-vocal disks will stack up in sales competition with the instrumental sides offered up by the other recording labels. Apart from the advantage of a thoroly rhythmic and harmonic group of mixed voices to provide the melodic background, Como, who gives out from way deep down in his singing, also enjoys excellent song material for this couplet. Particularly so in *Have I Stayed Away Too Long?* The composition of Frank Loesser, who proved that a flair for the hillbilly in a pop ballad makes for cashing in the chips, as evidenced in his *Deep in the Heart of Texas* dandy, there is no reason why this song should not soar the heights in hitdom. A sentimental song, with an easy-to-remember melody that blends with the simple lyrics, Como gives it sympathetic voice. Taking it in a moderately paced tempo, and in the free and easy style that characterizes the hillbilly lullabies, Como starts right off from the edge singing the 64-bar chorus. The fem voices pick up the bridge of a second stanza, with Como cutting in on the last half of the chorus to complete the side. For Sam H. Stept's *I've Had This Feeling Before*, Como delves into the more romantic mood, singing it pashy at the expense of a solid rhythmic support. Nonetheless, the singing and the song as well are entirely ear-pleasing and will go a long way in pleasing the Como vanguard of fans. Setting it at a slow tempo, Como starts off with the verse to set the stage for the first chorus. The fem voices pick up the last half of the second chorus, giving way to Como to carry out the stanza to complete the side.

With an obvious eye on juke-box appeal, both of these sides are tailored to please such trade. For a ready favorite, with the song sure to be a smash hit, is his particularly melodic "Have I Stayed Away Too Long?"

JIMMY DORSEY (Decca 18574)

My Ideal—FT; VC. *Besame Mucho*—FT; VC.

After so many months of famine, it is really feast with all the dishing being put in by the Jimmy Dorsey aggregation. With the song material sticking close to commercial lines, it means that these sides are virtually pre-sold upon issue. Of particular interest is the Sunny

Skylar once-over for Consuelo Velazquez's *Besame Mucho*, Latin lullaby which is one of the most heavily plugged tunes on the air. A haunting melody in the minor pattern, it lends itself handily to the Dorsey brand of sweet and swing treatment. Taken at a moderate tempo with only the piano arpeggios for the introductory bars. Bob Eberle gives out the pot-valiant confessions of love for the opening chorus, with the rhythmic background accenting the rumba beats. For the second refrain, Kitty Kallen takes over to apply a likeable lilt to the lyrics, with the band beating out a solid fox-trot rhythm. Leo Robin's and Dick Whiting's *My Ideal* is the yesteryear ballad favorite enjoying a wave of new popularity today. The romantic mood applied by Bob Eberle will undoubtedly bring it in the public favor more than ever before. Taken at a moderately slow tempo, Eberle rubs against fem ears the right way for the opening stanza. Dorsey's clarinet improvisations highlight a second chorus. The band ensemble, with the sax section out in front, gets a third chorus under way, with Eberle returning for the last half of the stanza to carry out the side.

One of the first recordings of the increasingly popular "Besame Mucho," it should take almost no time for this Jimmy Dorsey side to start taking in the nickels. Moreover, there is plenty of music-box appeal as well for "My Ideal."

BENNY GOODMAN (Columbia 36684)

The World Is Waiting for the Sunrise—FT. *Solo Flight*—FT.

There has been some talk about that Columbia and Victor had entered into a swap arrangement for masters that had never been released before. But regardless of whether or not Columbia copped this couplet from Victor or scraped it out of its own barrel, fact remains that it provides a hot jazz platter that will unquestionably rate as a collector's item in short order. For one thing, the sides spotlight the sensational guitar sorcery of Charlie Christian, young Negro lad discovered by Benny Goodman, but grabbed away by the Grim Reaper long before the musical world really had a chance to discover his talents. *Solo Flight*, in particular, is solely a solo flight for the late Christian's torrid fingering of the plectrum. With excellent rhythmic support from the entire Goodman ensemble, including a bit of the maestro's own clarinetting, makes for a sock showcase. It's a Jimmy Mundy arrangement, set off at a lively tempo, with the late Charlie picking away at the ampered strings as he best knew how. Plattermate revives a bit of that hot chamber music which Goodman developed to the nth degree. For *The World Is Waiting for the Sunrise*, it's the Goodman Quartet with the maestro making it a field day as he matches righteous riff expressions with guitarist Christian. If memory serves, this quartet, Goodman making it a fifth man, included Johnny Guarnerius at the piano, who knuckles the black and whites in such a manner that they come out blue and brown for this side; Buddy Rich at the drums and Artie Shapiro on bass. Getting away at a traffic-stopping tempo, it's an intimate and exciting jam session for the entire side.

Where the hot jazz platters find the music-box fans putting nickels into the machine, the coin box should overflow for these two sides. General enthusiasm for the hot pickings on the electric guitar is much greater today and both sides go a long way in satisfying.

GUY LOMBARDO (Decca 18573)

Speak Low—FT; VC. *Take It Easy*—FT; VC.

Returning to the waxes, Guy Lombardo gets the call to cut out with two new tunes of import. In typical Lombardo fashion, gives to the both of them an ear-pleasing and toe-tapping touch. Kurt Weill's and Ogden Nash's *Speak Low* is a lilted love ballad with a sophisticated aura that stems from *One Touch of Venus*, one of the major Broadway musical successes. With the rhythmic pattern calling for a touch of the beguine beats, adds to the melody's intoxication. Taking it at a moderate tempo, the solo trumpet introduces the song theme, with Billy Leach taking over to sing the 64-bar chorus to carry thru the entire side. A bit of the rumba rhythm is injected for *Take It Easy*, a particularly lilted melody from the forthcoming *Two Sisters and a Sailor* movie. Fashioning it as a lively rumba-fox-trot, with Billy Leach and the Lombardo Trio carrying the vocal honors for this delightful ditty, the band boys laying down

The Kid With the Drum

NEW YORK, Dec. 25.—For the second time in a couple of months Gene Krupa has been hired by another band leader to bolster his team in a "battle" of music. Benny Goodman got Krupa to join him at the New Yorker Hotel when Tommy Dorsey was at the Pennsylvania Hotel, only two blocks away. Tommy opened at the Paramount Theater Wednesday, the same day his brother Jimmy began his booking at the rival Roxy, and this time he got Krupa.

Meanwhile Krupa is the chief gainer. After the adverse publicity he received in the marijuana case, he is again appearing before the public in a sympathetic light and is drumming his way back into the public's heart. Incidentally, most critics agree that playing under other leaders has brought a restraint into Krupa's stick art that has made his work more effective than it has been for years. Which means it is now the very best.

the opening and closing choruses for the side.

Here are two more sides that shape up on the strong side as music box material. "Speak Low" is easily the hit song of the hit show, while the catchy "Take It Easy" should be an easy one to catch on.

ABE LYMAN (Hit 7071 and 7072)

My British Buddy—FT; VC. *By the River of Roses*—FT; VC. *So, Goodnight*—FT; VC. *Besame Mucho*—FT; VC.

In keeping with the label's credo, emphasis is on the hits in making the song selections. In getting Abe Lyman for the music making, these four new Hit sides are sure to attract much more than casual attention at the record marts. For one thing, the label scores a scoop in being the first to bring forth Irving Berlin's new *My British Buddy*, which became an overnight song sensation across the pond when added to the score of *This Is the Army* for British performance. Berlin has captured the spirit of the hands-across-the-sea theme with the song bound to match the appeal of *My Buddy* of the first World War. Moreover, Lyman gives it dandy vocal and melodic treatment, making his side a real spinning treat. Taking it at a moderately slow tempo, the band opens with the playing of *God Save Our Queen*, which music is as much an anthem for these shores. Stanley Worth, in excellent baritone voice, sings the opening chorus with the band ensemble carrying on for a second chorus. For the third stanza, the lyrical tenor voice of Frank Connors takes over the wordage to complete the side. Plattermate also carries the hit stamp, *By the River of Roses* being a particularly tuneful serenade to "the sweetest girl this side of the Alamo." With the song appeal catching with the very first listen, Frank Connors's lyrical tenor strikes out the opening chorus at a moderately slow tempo in most fetching manner. The band gets a second stanza under way, and skipping the bridge, Connors carries on for the last half of the refrain to finish out the side (7071). Rose Blane scores the vocal honors for *Besame Mucho* (7072). Taking the gorgeous Latin lullaby at a moderate tempo, and with the band weaving a rhythmic pattern in the background, Miss Blane gives out in full voice for the opening chorus. The ensemble picks up the second chorus, and skipping the bridge bars, brings up Miss Blane for the last half of the chorus to carry out the side. *So, Goodnight* completes the ballad array. A characteristic good-night lullaby from the *Hippa, Sailor* movie, and set at a moderate tempo that makes the dance incentives all the more inviting, the band ensemble, paced by the trombone trio, carries the opening for a half chorus. Stanley Worth's romantic baritone gives good voice to the wordage for the second chorus with the band ensemble picking up the last half of another chorus to complete the spinning.

Of immediate attention, Irving Berlin's "My British Buddy" figures as the immediate hit. And with Abe Lyman's entry the first in the phono field, the maestro's side should pile up a most comfortable lead. The mated "By the River of Roses" serenade also stacks up strong as a juke-box winner. And for the other (See ON THE RECORDS on page 62)

RADIO, RECORDS HELP

(Continued from page 5)

owns and operates some of these stations and buys or is donated time on others. In England, the army owns and operates (in conjunction with OWI) its own network of 55 stations. Most are low powered with radius of 10 to 15 miles. Despite power, they dot British Isles and reached all outposts there. Network operates thruout day.

In the Middle East, army owns and operates stations in Iran, Iraq and at Cairo. Has not established own stations in India, but all-India broadcasting network permits the army to put on its own programs during one hour each day. Most outposts in India are within reception range. Only broadcasting station in Iceland is government-owned one at Reykjavik, but it leases 4 or 5 hours of time daily to the army.

Army also has liberal use of large network of stations in South Africa, covering most outposts in that part of world and reaching outposts in Equatorial Africa. Australia also permits our troops to broadcast their own programs from 30 stations.

Fourteen small-radius stations are now being operated by the army in Alaska and the Aleutians, for reasons peculiar to that region. Even good receiving sets lose much of value because of polar magnetic disturbances. There are still too few receivers in Aleutians but more are being shipped.

Southwest Pacific area presented special problems. For some time only American programs came from Pacific Coast and reception—even short wave—was very bad. Outpost men in great numbers, during early days, were unable to get American programs, were tuning in Radio Tokyo. Special services took early steps to correct this situation and now sending "American expeditionary stations" to the region in great numbers. These are special portable transmitters that can be set up and dismantled, and cover radius of 150 to 500 miles.

Outposts in Caribbean wilds are served by army-owned stations at Panama and Trinidad, and by commercial station at Puerto Rico on which army buys time several hours a day. Army had developed vast system of delivering platters to all stations. Top shows are recorded and with commercials eliminated, platters flown to key stations for rebroadcast.

Broadcast stations serving most remote outposts have own libraries of platters. Rotation system insures frequently renewed supply. Special recordings for armed forces are constantly being made by America's leading artists. Many outlying stations, even those remote from civilization, supplement recorded broadcasts with "live" stuff. Many isolated stations put on special "barracks bag" shows, including songs, harmonica solos and other local talent acts.

'OKLA.' (GUILD) WINS

(Continued from page 5)

it in any future releases after the end of next year. In addition, Republic agrees not to permit the distribution of the picture after April, 1945, in Canada and after January 1, 1945, in foreign countries, and will not issue cuts or mats to dailies for use in advertising *In Old Oklahoma* unless it is specifically stated that the film is "not connected with the Theater Guild musical play *Oklahoma*."

In the event of a default by Republic, the Guild, Hammerstein and Rodgers will be entitled to an injunction.

Oklahoma, a musical version of Lynn Riggs's play, *Green Grow the Lilies*, has been produced and presented since March, 1943. Republic produced *In Old Oklahoma* since May, 1943. The film is based on Thomson Burtis's story *War of the Wildcats*.

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Yule Holidays Bolster Stem Takes; Capitol, Roxy, Para Openings Strong; MH Hearty

NEW YORK.—With the Broadway crowds feeling the Christmas spirit and seeking opportunities for amusement, box-office grosses snapped back this week following a pre-holiday slump. Strong bills also helped considerably.

Radio City Music Hall (6,200 seats, \$94,403 house average), with *Madame Curie* and the annual *Nativity* spectacle, pulled up to \$110,000 from the previous week's \$88,000, and is expected to go to \$120,000 for New Year's week.

The Roxy (5,835 seats, \$50,067 house average) brought in *Gang's All Here* and a stage bill headed by Jimmy Dorsey and Bill Robinson. Estimated that show will pull \$80,000 next week. Week that closed had final run of *Happy Land* and Irina Baranova and Frank Fay, doing \$47,000 after bowing to \$60,000.

The Capitol (4,627 seats) during week finished with *Girl Crazy*, Jackie Miles and Raymond Scott's ork to tune of \$38,000, having done \$52,000 and \$70,000. With *Guy Named Joe* and Lou Holtz unit and Richard Himber ork in for holidays, expected house will go to \$80,000.

The Paramount (3,664 seats, \$55,687 house average) terminated the Woody Herman and *No Time for Love* and brought in Tommy Dorsey ork plus *Riding High* during the week for \$36,000, having hit \$45,000 the week before. Holiday business plus strong Dorsey draw expected to send this house to \$82,000.

The Strand (2,758 seats, \$39,364 house average) finished its fourth week with

Willie Howard and *Northern Pursuit*, doing \$30,000, and expected to jump to \$40,000 with the holiday upturn. Previously did \$35,000, \$38,000 and \$58,750.

Loew's State (3,327 seats, \$23,856 house average) did business to the tune of \$20,000 with James Barton, Amy Arnell, Nick Kenny and *Swingtime Johnny*, including the mid-week changeover to *Thousands Cheer* and the George Auld ork. Next week house looks to be headed for a strong \$38,000.

Himber OK \$22,600 In Hub; Lunceford Band Slow \$19,500

BOSTON.—Anything would have been an anti-climax after Sinatra's \$61,000 at the RKO-Boston two weeks ago. But considering all, Richard Himber and orchestra did all right for week ended December 15, with about \$22,600 in the cash-box. Prices went back to the normal 44 to 99 cents. Unit also included Buster West and Lucille Page, Ziggy Talent, Eunice Healey, and Marjorie Lee out of the band. On the screen, Olsen and Johnson in *Crazy House*.

Jimmie Lunceford and band and the Mills Brothers played the stanza ended December 22 to a slow \$19,500. Radcliffe

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and Jenkins, Tina Dixon and Leon Collins filled out the bill. Pic, *Rookies in Burma*.

Jerry Wald and screen star Patricia Morison followed December 23, with Earl Carroll's *Vanities* coming December 30.

Donegan 17½G, O'Neil 36G in Pre-Xmas Chi

CHICAGO.—Little was expected pre-Christmas week, and business was up to expectations. Crowds were too busy shopping for the few things left to buy to worry about shows.

Chicago (4,000) grossed a meager \$36,000 with a presentation show topped by Danny O'Neil, local radio singer, and Warner's *Northern Pursuit*, week ended December 23. On Friday (24) house opened with another presentation show headed by Jackie Miles. Screen has *Riding High*.

Oriental (3,200 seats) dropped to \$17,500 for week ended December 23 with Dorothy Donegan, locally popular boogie woogie pianist, and four acts. On screen, revival of *The Awful Truth*. The Merry Macs are topping the current bill December 24-30, with support from So's *Your Uncle* on screen.

Goodman Walloping 18½G in Baltimore

BALTIMORE.—Drawing power of name bands here was again indicated week ended December 22 when Hippodrome Theater grossed an excellent \$18,500 with Benny Goodman and his orchestra, featuring Carol Kay, Ray Dorey, Jess Stacy, Hymie Shertzer and the Benny Goodman Sextet. Added acts were Marty May, and Pops and Louie.

Pic, *Crime Doctor's Strangest Case*.

BURLESQUE NOTES

NEW YORK

GINGER BRITTON and Vickie Davis are new operators of the Follies, Los Angeles, now controlled by James Falner, local attorney. Cast includes Billy (Boob) Reed, "Monkey" Kirkland, "Slats" Taylor, Parker Gee, Walter Collins, Jack Murray, Louise Miller, Dorothy Darling, Marie Voe, Ermaine Parker, Kay Drew and Ronnie Roberts. Coming in February 5, Palmer Coty and Mitzi.

MURRAY LEONARD and Looney Lewis are a new team in vaude. JACK BLOCK, former burly theater treasurer and manager, is now night manager of an eat emporium in the 40's. CHICK EVANS, after three years straightening on the Western Circuit, is making a first-time appearance in a Hirst unit.

VIRGINIA CURTIS, after two years in a war plant, has returned to the show-girl line at the Hudson, Union City.

JACK (JULIUS) GERARD, comic, recently at the Avenue, Detroit, opened on the Empire Circuit in Canton, O., last week.

HARRY (IKEY) HARRINGTON, former comic, is stage manager at the Gayety, Washington, for Bernie Ferber.

FLOYD HALLICY, who was badly cut in a fall thru a glass door several months ago suffering the loss of an eye, is in charge of the stage at the Embassy, Rochester, N. Y.

MIMI LYNNE opened December 26 as extra attraction at the Globe, Boston, after four weeks as feature at the Cat and Fiddle, Cincinnati. JACKIE

RICHARDS is new number producer at the Palace, Buffalo. PVT. HOWARD MONTGOMERY, burly dancer and producer, is now at McClellan Field, Calif.

LESTER MONTGOMERY, out of the army, is back producing numbers, this time at the Casino, Toronto.

LOUISE LAURIE, a first-time principal on the Hirst Circuit this season and a chorine at the Rialto, Chicago, last season, is the daughter of Ione O'Donnell, burly principal, who is recovering from the flu in her Chicago home.

AL BAKER, straight man, is back in burlesque after an absence of four years.

HELEN WATSON, contortion dancer, was formerly teammate of Bob Watson. Pair split two years ago when Bob left for the army. He is now a sergeant overseas. UNO.

Cops Strip Burly From Mex Houses

MEXICO CITY, Dec. 25.—Apolo, burly house, was recently raided and 12 strippers and half dozen other principals arrested. Police charged indecent exposure and nudity. Those arrested were sprung shortly afterward when the National Theatrical Federation posted a \$3,000 bond.

Shows, plenty cleaned up, were resumed the next day. Mex City police have been staging a clean-up drive, which so far, closed 200 cabarets, cantinas and restaurants.

Philly Hotels Face Shorter Operating Hours

PHILADELPHIA, Dec. 25.—Philadelphia's major hotels will be forced to institute curtailment of operating hours unless they can replenish depleted liquor stocks, hotel managers warned. A proposal to establish uniform hours for hotel bars, under which they could be open only in the evening, will be presented to the Philadelphia Hotelmen's Association at a meeting January 10, it was announced by proxy Charles E. Todd.

There seems to be plenty of black-market liquor around, Todd said, but org members are pledged to purchase neither black-market food nor liquor.

DUDE KIMBALL, after seven weeks on the Loew Time, South, and eight weeks on the RKO stuff around Boston, hopped into Cincinnati to spend the holidays with friends. He picks up in Midwestern theaters after the first of the year.

Proser Asks Philly Copa To Change Tag

PHILADELPHIA, Dec. 25.—Monte Proser, proprietor of the Copacabana, New York, served notice on Harry A. Linn to change the name of his Copacabana which opened here last week. In previous instances New York operators were successful in courts in making the local nitery ops to change the names of the spots. Stork Club, upon Sherman Billingsley's legal objection, became the Swan Club, and the one-time El Chico here had to take down its sign and changed it to the 1321 Club.

Local Copacabana had its name registered in the local courts and feels that as it is merely the name of a Rio suburban resort, the Gotham spot has no legal holds on such a name. Proser, it is understood, will let the courts decide if Linn holds his own ground. And indications are that he will.

Detroit Ops Protest Cafe Tax Increases

DETROIT, Dec. 25.—Proposed hike on cabaret taxes is being protested by the Metropolitan Cabaret Owners' Association. Support of other important bodies of business men and labor groups, such as the powerful waiters' union and its affiliates here, has been obtained. Eddy Shepherd, owner of the Club Stevadora and president of the MCOA, is leading the move. The org's position was presented by wire to Congress.

The Detroit Federation of Musicians, Detroit local of American Guild of Variety Artists and the Michigan Booking Agents' Association also registered kicks.

No OPA Price Freeze In Minne Night Club

MINNEAPOLIS, Dec. 25.—Unlike government action in other parts of the country, OPA will not freeze prices to be charged by Twin Cities' hostelrys and cafes on New Year's Eve.

Instead the government is counting on voluntary co-operation on the part of the local entertainment industry to keep the tabs on reasonable levels.

Ward L. Tilden, OPA director here, made that declaration following announcement that OPA ordered the freeze in New York and other sectors.

Pre-Holiday Tragedy

DETROIT, Dec. 25.—The Elmwood Club, night spot at Windsor, Ont., across the river from Detroit, was razed by fire of undetermined origin Sunday (19). The spot was largely patronized by Detroiters crossing the border. Loss was estimated at \$50,000.

HELEN (Lovable) LOVETT



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HOT WINTER BORSCHT BELT

AGVA-ARA Pact Ready for Inking; Paves Way for Agent Agreements in Other Cities

NEW YORK, Dec. 25.—Agreement between the American Guild of Variety Artists and the Artists Representatives' Association is expected to be signed early next week after the ARA meeting Monday (27). Membership approval of the terms of the pact is likely.

The new contract with major amendments to the outmoded rule calls for AGVA's acceptance of a 5 per cent booking fee on night club dates, where an exclusive booker is involved, and a franchise fee, which most likely will be set at \$50 for agents who are not members of duly accredited agent organizations.

The treaty also codifies a maintenance of membership clause which forbids managers and agents from booking any performer who fails to keep his good standing in the union. The clause provides for a 30-day leeway for acts to get into the fold. Any performer who books a performer in arrears will be liable to suspension.

The franchise fee was included after months of negotiation. AGVA feels that it will be easier to police and discipline any recalcitrants thru organizations.

This clause, it is believed, will open the way for agent organization thruout the country, as percenters will find it difficult to get any name acts or go into a signed spot without an AGVA permit. Once organization gets under way, AGVA will attempt to ink pact with them.

This was evident in the fact that Jack Irving, executive secretary of the Chicago local, was called in on the confabs. This was done so that locals in other parts of the country will have no kicks when org contracts are concluded. Pacts with other outfits will be patterned after the new ARA treaty.

It was held that inclusion of a 5 per cent cafe booking office fee, similar to

the set-up in vaude, legalizes a practice already in effect and will be effective in stopping commission grabs of more than 15 per cent.

This contract will run for six years and will be effective immediately after the first of the year. The new procedure is codified under Rule B which supplants Rule A now in effect.

The fact that AGVA is really serious about inking agent orgs is evidenced by the start of talks with the Associated Agents of America, a local organization of smaller agents which in the past has been sloughed off.

Negotiators for AGVA were Matt Shelvey, national administrator; Mortimer S. Rosenthal, associate counsel, and Dave Fox, local executive secretary. On ARA's side were Bill Kent, president; Sam Shayon, secretary-treasurer; Nat Lefkowitz, William Morris Agency treasurer; Morris Schrier, Music Corporation of America attorney, and Milton Krasny, general manager of the General Amusement Corporation.

War Plants Give Shindigs in Lieu Of Pay Increases

DETROIT, Dec. 25.—Pre-holiday bookings have been doubled and trebled. Entertainment at industrial plants is causing money to flow freely into booking offices. Talent bills are running high at shindigs, typical of which are those put on by Packard Motor, Dow Chemical Company at Midland, and the Austin Company.

Other organizations staged elaborate Christmas parties, with professional actors booked as Santa Claus, with additional talent, notably magic acts, for the children of their employees. A large number of labor unions also staged Christmas parties.

The general free flow of cash in this city, and the fact that wage stabilization has meant that many difficulties arose in connection with giving of Christmas bonuses led many organizations to stage more and more elaborate parties to provide an outlet for good will efforts toward employees, and the show business has profited accordingly. Typically, at least one office, the Betty Bryden Agency, reported the heaviest pay roll in 20 years, as a result of the volume.

AGVA Wants Coin In Advance From Folies, Riobamba

NEW YORK, Dec. 25.—A game of in-again, out-again, Finnegan is developing here with the Folies Bergere and Riobamba night spots.

Folies Bergere scheduled to reopen Tuesday (28) after doing an el foldo two weeks ago. Local AGVA has received promise from Arthur Lesser for delivery check for around \$2,000 to cover back salaries. No check, no reopening. Tee-off bill at this spot has Lee Mortimer, Lou Seller, Diamond Brothers, and Worth Sisters penciled-in. Last-named act was formerly booked to go into New Year show at Riobamba.

Arthur Jawitz suddenly closed the Riobamba last Sunday (19). Reasons, rumored about, include (A) poor business and (B) difficulties with Uncle Sam over amusement-tax collections. Meanwhile, Jawitz claims he will also reopen in a few weeks. If that happens, Gertrude Niesen, skedded to go in for New Year's, has a contract at a reported price of \$2,000 weekly. AGVA has already collected 60 per cent of Dean Martin's salary, Martin being in the final bill, and union is taking action to collect \$895 for Frances Faye, after learning Thursday (23) that she had not been paid off.

Another club of Jawitz's, the Famous Door, also closed a few weeks ago. It is reported that he may try to reopen this one, too, with Peg-Leg Bates in the kick-off bill.

AGVA Nat'l Takes Over Boston Local After Members Vote

BOSTON, Dec. 25. — The American Guild of Variety Artists' local here was dissolved by vote of the membership at a special meeting Thursday (23) and will be operated by the national AGVA office.

The financial plight of the outfit has been precarious for some time, and decision to dissolve was seen as passing on the money and organization headaches to the parent union. The bad situation was evident about two months ago when Matt Shelvey, national administrator, dispatched Fred Nerret to this area to aid Tom Senna, local executive secretary.

The national office is expected to announce new set-up for the local shortly.

New Mex Club

MEXICO CITY, Dec. 25.—Rossignol, new \$75,000 night club, opened by Monolo Del Valle, with Don de Vodi, former New Yorker, fronting a nine-piece all-Mexican band. Acts coming in later.

Names Collect Solid Coin On Week-Ends

NEW YORK, Dec. 25.—The Borscht Belt is frozen, but not for performers and musicians.

Time was when most of the sour-cream dispensaries shuttered after Labor Day to reopen Memorial Day or July 4.

A few winterized places would keep shop thru the frigid months, but on a modest scale, offering food and whatever entertainment the customers could find in snowball fights. A few others would venture a Christmas - New Year sashay, sometimes with a modicum of entertainment, just to skim whatever easy money was around, then back to sleep they would go.

Now, however, the Catskills are challenging Lakewood as a full-tilt winter resort near to New York. A dozen or so having-a-wonderful-timeries are operating right thru the cold weather, with social staffs, bands and week-end or twice-weekly variety programs.

They have created a hot iced-borscht circuit where name, semi-name and small-time acts now can lap up plenty of cream, not to mention potatoes and fresh air.

As indicated, winter operation is not itself new in the Sullivan County Alps. A number of factors, however, have combined to encourage both a quantitative and qualitative growth of ice-time inn-keeping. One factor is the increasing fondness of city-bred Americans for winter sports, and for these the Catskills offer good opportunities. Another factor is the shortage of transportation to Florida, while conversely there is sufficient transportation to accommodate the volume of Catskill-bound winter traffic. A third factor is the abundance of folding money, the effects of which are known to all.

The herring hostelries are taking advantage of their new popularity. In some cases they are charging \$75 to \$100 a week for room and board during the holiday season, with non-holiday rates in proportion.

Permanent Social Staff

For this kind of money they have to serve up more than parchesi or gin rummy for entertainment, so they are retaining permanent social staffs, including a "clown" or host-ess and band, and they are hiring talent to fill for mid-week and/or week-end programs. At this point they come up against the current talent shortage, with the result that they are shelling out pay dirt and (See HOT BORSCHT BELT on page 23)



Martinique Books Motel at \$1,750 To Replace Thomas

NEW YORK, Dec. 25.—Zero Mostel gets his first big cafe assignment since his release from the army when he goes into La Martinique January 6, along with the Murtah Sisters. Mostel will succeed Danny Thomas who, concluding a four-month run at this spot, goes into a USO off-shore unit. The Mostel booking ends a replacement headache for Dario, of La Martinique, who scooted as far as Toledo, seeking a successor to Thomas. Mostel is reported to be going in for \$1,750 weekly.

VAUDEVILLE'S (AGVA) V-VITALITY

By Matt Shelvey

National Director, American Guild of Variety Artists

AGVA's contribution to the war effort was highlighted in 1943 by the following: The establishment of the Members-in-Service Committee, whereby every member serving in the armed forces and whose address we were able to secure, was sent copies of our theatrical trade papers, no matter where they were stationed. We have received letters of gratitude from these boys all over the world—from the Aleutians, Southwest Pacific, Honolulu, South Africa, Sicily, etc., and also from every camp thruout the country, letting us know what it has meant to them as a morale builder. AGVA feels that no better service can be rendered to a serviceman in the way of a gift than these trade papers.

We have co-operated with the Red Cross in contacting our members with applications and pleas for the donation of blood for the fighting men. The response to these applications and pleas has been overwhelmingly satisfactory. Sixty per cent of those members contacted have complied with our request.

AGVA has produced and delivered shows for every branch of the service, including the merchant marine, and is still doing this work. AGVA has given, and made possible, shows for the armed forces well in excess of 10,000 performances thruout the country for the entertainment of approximately 6,000,000 men. As an example, the New York local sponsored the Chelsea Hotel Maritime Service Canteen for 20 weeks and furnished some of the finest entertainers, presenting all of the top-ranking stars of the stage, screen and radio.

Thru AGVA's national representation, we have to our credit the sale of War Bonds and Stamps in excess of \$16,000,000, with all AGVA representatives in the various AGVA locals and branches participating in these bond drives, notably the sale of bonds and stamps in the sum of \$5,000,000, directly attributable to AGVA in New York City thru the efforts of Billy Glason, chairman of the Members-in-Service Committee, representing AGVA in the Greater New York Bond Drive.

AGVA has contributed liberally in co-operation with the Treasury Department, the American Theater Wing, United War Activities, AWVS, NEIC and all other agencies directly connected with the war effort, with its members contributing generously their talents in the various canteens set up for servicemen thruout the nation.

Hotel Waldorf Astoria, Wedgwood Room, New York

Talent policy: Dance and relief bands; floorshow at 12. Management: Lucius Boomer, hotel president; Ted Saucier, publicity. Prices: \$2 minimum.

Probably the most familiar item in smart hotel openings is the Xavier Cugat how at the Waldorf-Astoria. He is brought back to this spot with the regularity of a train schedule and this event is eagerly awaited by the smart set who want hip exercises to the accompaniment of really literal Latin music. There hasn't been anybody around who can dispute Cugie's claim to top position in south-of-the-border delineations and his presence here is a guarantee of excellent business and packed dance floors.

Chief attraction in his crew is the sexy song deliveries of Lina Romay, a (See WALDORF ASTORIA on page 28)

NIGHT CLUB REVIEWS

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Production floor shows at 8:40 and 11:30; show and dance band; intermission, organist. Management: William D. Dewey, managing director; Dorothy Dorben, producer. Prices: Cover 50 to 75 cents; dance admission from \$1.

For the past four years now, Dorothy Dorben has been concocting some of the best production numbers in town, employing the combined services of her girls, musicians in the band (whenever possible), in addition to the supporting acts. The sum total is generally picturesque. A crowning achievement is seen in the current show finale—a Latin (See EDGEWATER BEACH on page 28)

Cafe Society Uptown, New York

Talent policy: Dance and relief bands; floorshows at 8:30, 12 and 2. Management: Barney Josephson, operator; Ivan Black, publicity. Prices: Minimums at \$2.50 and \$3.50.

Return of Kenneth Spencer after an offshore USO trip thru the Caribbean area adds another classical touch to this East Side watering spa. This concert caliber basso baritone, since his last appearance here, has been around a bit, having preceded his soldier entertainment jaunt with a superb acting job in MGM's *Bataan*.

His opening here, properly publicized by Ivan Black, was built up in the light of the return of a conquering hero and Spencer vocally lived up to the come-on. Selecting an old English sea song, a pair of spirituals and the *Meadowland*, Spencer had ample opportunity to display the power and range in his voice. Walked off to an excellent hand.

Other talent on the bill is capped by Hazel Scott whose piano excursions included a boogie-woogie number, *Minute Waltz* and a Dick Rodgers medley. As usual, Miss Scott amplified her skillful ivory pounding with sly touches of humor and digital dexterity. Got top returns.

John Sebastian, harmonica virtuoso, also delved into the classics to prove that the lowly mouth organ can be a musical instrument and Phyllis Stewart, blues singer, knocks off a series of tunes relying on technique rather than tonsil strength to get them across.

Teddy Wilson's ork and Johnny Williams Trio provide music. Joe Cohen.

Cadillac Club, Philadelphia

Talent policy: Show and dance band; floorshows at 11 and 1. Management: Tom O'Boyle, proprietor-manager; Jolly Joyce, booker. Prices: Drinks from 50 cents; no minimum, no cover.

Revue on board is fast moving and engaging. Eddie King, youthful and agile tapster, opens the show, peppering his footwork with striking acrobatic turns. Returns later in the running for a second routine, which stacks up strong.

Hotcha Drew, vivacious sepiia miss with shapely under-plins, which she makes sure the ringsiders see, is devoted to a brand of shouting designed to make the house jump, which it does. She sings and shouts hot Harlem ditties, with plenty of verve and animation.

For vocal contrast, youthful and good-looking Jack Curtis scores a solid click with his full baritone. He pipes a roundelay of tunes, both pops and standards, and shows plenty of romantic appeal in his warbling and appearance.

In the closing spot Montrose and Pearl are a terrific click. Their dress, songs and delivery, plus heel and toe work, are a page from the Gay '90s, making for a genuinely entertaining turn, meriting a beg-off.

Mickey Familant provides the show and dance rhythms, with an unbilled femme pianist filling in the lulls.

Maurie Orodender.

Kitty Davis, Miami Beach

Talent policy: Floorshow and dance band. Shows at 8:30 and 11. Management: Kitty and Danny Davis. Prices from \$2.

In preparation for tough competition the new show here is tops. Patsy Shaw, first time here, sings her way into a hit, putting over her songs to a big hand, her torchy pep has a style all her own.

Tubby Rives is the new emcee and his dialect does much to put across a line of stories and gags that keeps the customers in good spirits.

Professor Backwards exhibited a bewildering mind act, that stamps this novelty an unusual performance. The Bordens continue their run with their dance and song bits that convulse and wow the patrons and the Madelyn Wallace dancers with new routines round out the bill.

Mel Mann and ork, a fixture at this nitery, dish up the music.

L. T. Berliner.

Havana-Madrid, New York

Talent policy: Floorshows and dance bands; shows at 8, 12 and 2:30. Management: Angel Lopez, operator; Ed Wiener, publicity. Prices: 1.50-\$3.50.

With the new show, Angel Lopez is presenting one of the best buys in New York for holiday night club patrons. This spot is purveying all the ingredients for a satisfying night out: Good food at fair prices, courteous management, first-rate dance music and a swell show.

Nestor Chaires, Mexican dramatic tenor, bows in here and proves to be a show-stopper. Chaires is out of the gesticulating Latin-American operatic school, and if he mugs a little too much, it does not detract seriously from his exciting performances of Spanish songs. Every item is a production with him, for to a fine voice he adds passion and interpretative understanding. Cheering customers accorded him a night club-size ovation.

Ciro Rimac emcees the show in okay style and takes time out to perform a set of nifty dances with Mechita Varela, to a good reception. Nona Montez opens the show with a brace of okay Spanish gypsy terps and walks off to a good mitt. Alizira Camargo tapers off the bill with a routine of what might be called Brazilian jive-stuff, and gets the customers calling for numbers and singing with her. Makes a peppy turn, to good results. Interwoven in the bill is a group of Spanish numbers by the line of eight good-looking, well-groomed, well-rehearsed girls.

Unlike most night clubs, the music at this place is entertainment in itself. Carlos Varelas's band (7) plays swell runba, pop and novelty stuff which is highly danceable. Hilda Salazar takes an occasional turn before the band to make the maracas and an okay tune or two. Joe Curbelo's group (9) is a collection of excellent native Latin-American musicians who play with feeling and purpose. Their native compositions, plus the singing of Tito, are intriguing, ear-and-foot tickling stuff. Dancers from among the near-capacity house came out in droves for both bands, and provided what is not the least part of the entertainment available at this spot—examples of expert Latin hoofery.

Paul Ross.

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Pirates' Den, Hollywood

Talent policy: Dance band and floor-shows at 9:30 and 12 p.m. Management: Joe Bart, manager; Arthur Borio, headwaiter; Jerry Reilly, publicity. Prices: Admission, 50 cents, 75 cents Saturdays; dinner, \$1.50; drinks, 50 cents.

The Pirates' Den was started several years ago with money pooled from Rudy Vallee, Bing Crosby, Bob Hope, Johnny Weissmuller and others of the film colony, some of whom have been in contact with the place but the operation is still in the hands of Joe Bart. A line policy, inaugurated several months ago, is the principal dish.

Roy Loomis gets the show off to a good start with a line or two introducing Bud Pollard, who spicily handles the emsееing from then on.

Lottie Horner Hollywood Beauties parade on in zesty gowns of striped cellophane for *White Parade*. Trio of lookers give the boys at the ringside a treat against a vocal background of *The Night Is Young and You're So Beautiful* baritone by Larry Stewart. Vivacious Marie Morrison gives the turn a flash with her ballet work which features good toe work. Second spot for the beauties is *Dance of the Fans*. Nothing extravagant here except shapes, well shown behind large ostrich plume fans teasingly moved in good rhythm. Spotted next to closing is third gal presentation with Loomis with top-hat-and-cane bit doing George M. Cohan songs.

Pollard, in his own spot, lets the patrons have a fine brand of chatter. Does a newscast that is both timely and rib tickling.

Halfway thru the show Cliff Arvin is spotted with his marionettes. Takes off with an Ozark Maid and follows it with a nicely spotted double marionette waltz turn, and later an old-fashioned girl doffs her bustled gown for scanties to do a rumba. Arvin encores with an ice-skater for good results.

Stewart follows with an A-1 baritone session, with tunes made to order for this personable singer.

Jack Gardner at the piano is good intermission music. Bob Fellows and his orchestra (5) play for dancing and show. *Sam Abbott.*

Chez Patee, Chicago

Talent policy: Production shows at 8:30, 11:30 and 2; show and dance band; intermission rumba band. Management: Joe Jacobson and Mike Fritzel, operators; Fred Evans, producer; Bob Curley, publicity. Prices: Minimum \$3 (\$3.50 week-ends).

Well-balanced bill headed by Joe E. Lewis, perennial Chez favorite. Supporting him are the Barrys, Rose Marie, Jane Slater, the Chez line (12) and the Lou Breese ork.

Lewis delves into the off-color medium with his talking-singing numbers, but he has a knack of putting them over harmlessly. It is his personality, of course, which gives him the freedom to attempt many bits that would be suicidal for most of his competitors. He emsees no longer, which makes his own inning that much stronger.

Jane Slater, cute and rhythmic tapper, is on early with a couple of nifty routines, smoothly executed. Good saleslady.

Rose Marie follows with a versatile set of songs and proves herself a sock showman. She is commercial all the way and knows how to get the most out of her material. Looks smart and feminine in an evening gown. At this showing she opened with *Don't Baby Me*, in which she reviews her career, the *I'm Gonna Get Lit Up*, an optimistic war item, *Pigs-Foot Pete*, *T'aint Etiquette* and the original butcher boy novelty.

The Barrys, a fine ballroom-musical comedy team, look and work differently than most of their cohorts. Their informal wardrobe, breezy, trick-infested routines (most of them on the novelty side) are made to order for the smart cafes and hotels. Show stopped when caught.

The girls are dressed in picturesque outfits, parading thru three evenly spaced numbers, two of them on the patriotic side. Breese emsees and conducts the show in his usually capable manner. Lucio Garcia fronts the intermission rumba band and sings the Latin ditties well. *Sam Honigberg.*

Cafe Donovan, Sacramento, California

Talent policy: Floorshow and dance band; shows at 9:30, 10:30 and 12:15. Management: Frank Sebastian, manager. Prices: Dinners, from \$2; drinks, from 55 cents.

A trio of specialty dance acts and the ever-popular Alice Kennedy, songstress, make up a pleasing show at Donovan's, the city's leading night spot. Frank Sebastian, widely known night club owner, has booked with an eye to attractive wardrobes and variety.

Dorise Midgley, billed as a Ted Lewis protege, opens with a fast tap. Her petite charm and shapeliness go over well. Archalee offers a smooth solo number in the ballroom manner, and Irene Burke, with a conga-hula, is excellent.

Alice Kennedy, here for the better part of the year, is in top form after recovering from an illness. With a throaty delivery and good gestures, she sells in a manner that promotes applause. Shows up best with risque parodies.

Paul Putnam's orchestra, another fixture at Donovan's, continues to dish out danceable music despite the current ban of every ork leader-turnover. *Kirt MacBride.*

FOLLOW-UP NIGHT CLUB REVIEW

HOTEL BELMONT PLAZA, NEW YORK.—The Kathryn Duffy outfit still remains the mainstay of the current proceedings, but layout has been changed somewhat to conform with switches in principals. Major change is in the singing spot, with Louise Starr on tap. Miss Starr is a personable femme with throaty set of pipes, but in fighting the noise coming from the adjacent bar, she had to sacrifice melody for volume. As it was she impressed the ringsiders with her rhythm numbers.

Jack Edwards, the spot's ork leader, also holds down a singing assignment, carrying on in the swoon tradition with sexy laments for fine results.

Line has changed its routines, altho retaining the audience participation *Maypole* number. However, some of the line's personnel are stepping out in featured terp spots. Ginya Lynn impresses in a ballet routine, while Carey Twins go over with a modern number. The Careys are gorgeously garbed in revealing sequined gowns. They interpret *Night and Day*, dramatic effect of which could be heightened by eliminating their prop smiles.

Gayle Robbins huskily piping oldies gets to the audience by bringing the mike to the tables to let the customers try their tonsils. The audience liked that. In her emsee capacity, Miss Gayle gives the acts a good build-up even tho she has to forego some feminine charm in the process. *J. C.*

Henie Detroit Icer 207,000-\$376,000, A Record in Flu

DETROIT, Dec. 25.—Annual Sonja Henie Ice Revue, which closed Sunday (19) at Olympia, more than doubled the previous Henie record of a year ago, with a total attendance of 207,340, the biggest pull at an ice show in Detroit and equivalent to about 10 per cent of the metropolitan population.

Attendance figure set in seven days last January was 95,948. Gross for the 17-day stand was \$376,620 compared to about \$150,000 in January.

Figures were undoubtedly handicapped somewhat by the flu epidemic, which caused normal theater business in the city to drop as much as 40 per cent, altho the direct effect on the Henie attendance could not be calculated because of the comparatively high seat sales. Trend was all toward selling out the highest priced seats first.

The cast was hit by the prevailing flu, with both Miss Henie and Freddie Trenkler, who practically stole the show, confined to bed for several days except during actual performances. A few members of the choruses missed an occasional show because of the flu, but none of the principals muffed their blade cues.

U. S. Showfolk Come Thru for Soviet B'way

NEW YORK, Dec. 25.—Soviet artists, musicians and writers badly need materials for their crafts, and an initial effort to relieve that need was made Wednesday (22) by leading American artists, playwrights, actors, musicians, dancers, etc., who presented token gifts to Vladimir Bazykin, first secretary of the Soviet Embassy at the Soviet Consulate here.

Cultural committees of the National Council of American-Soviet Friendship presented among their tokens a collection of autographed slippers from Vera Zorina, Irina Baronova, Martha Graham and Mia Slavenska to the ballerinas of the U. S. S. R.; an album of autographed photographs of American dancers, presented by Paul Draper to the Bolshoi Theater; an album of records of American music by leading American artists, presented by Andre Kostelanetz and Larry Adler for use in entertaining Red Army soldiers.

In addition, Hudson Walker presented a token package of oil paints and brushes to launch the campaign to collect large amounts of artists supplies for Russian artists. He also contributed a portfolio of American art for the Museum of Western Art in Moscow in the name of Paul Manship, chairman of the Artists' Committee.

Other tokens included an autographed copy of her play *Watch on the Rhine*, presented by Lillian Hellman; an original design of his set for *Carmen Jones*, by Howard Bay; a script of *The Patriots*, by the Playwrights' Company, and Anton Refriger, on behalf of the Woodstock Artists' Association, presented a portfolio of original lithograph, water colors and drawings by association members.

Unions Big in Boston Stage Door Canteen Picture

BOSTON, Dec. 25.—As of now, Boston's Stage Door Canteen, in the process of being revived in new quarters, is being run by local union officials, with a few society-fringe folk giving an assist under the angel guardianship of Mrs. Malcolm Bradley French, co-chairman. So far it appears as tho the people of the amusement crafts haven't even had much of a look-in.

New Canteen quarters, moved because the original location was deemed unsafe by Boston building inspectors, who condemned it at the behest of army and navy officials, are being readied in the Boston Young Men's Christian Union, a more centrally located spot than the original. Nat Karson, Radio City Music Hall scenic designer, has provided the decor to be carried out here by Eben J. Noel, local decorator, and Arthur Rosenstein, architect.

The two union officials most prominent in Canteen work are John J. Del Monte, president of the Boston Central Labor Union, and Nathan Herwitz, business rep of the Laundry Drivers' local, who have enlisted the help of other labor groups for the shift to new quarters. Canteen opening is now slated for late December.

NEW YORK, Dec. 25.—New York's Stage Door Canteen, operated by the American Theater Wing, has been voluntarily cutting down its nightly admissions recently to comply with requirements of the Department of Housing and Buildings. Now only 4,500 servicemen a night leave their hearts at this 44th Street haven, as compared with last summer's 5,000 and previous spring-winter season when 6,000 were entertained nightly.

Under the law, to afford greater safety in theaters and cabarets, the Canteen last fall submitted diagrams of its layout to show that only 450 men at any one time were entertained. As a result, queues line up between 5 p.m. and midnight every evening, until by closing the spot is filled to capacity 10 times.

Understanding is that the Canteen would like to move to larger quarters but prerequisite is free rent. Lee and

MAGIC

By BILL SACHS

G. RAY TERRELL, with Judy and G. Jack, held over at the Fox and Hounds Club, Boston. . . . **DON SHALITA**, the "madcap master of magic," holds down the emsee spot for the new revue at Di Pinto's cabaret-restaurant, Philadelphia. . . . **IN MEXICO CITY** recently, two youngsters broke into the theater dressing room occupied by Fu Man Chu and made off with some colored paper which the magician uses in his act. Next day, the kids returned the paper, complaining that they couldn't make it work. The culprits got the usual "honesty" spiel plus two tickets for Chu's next performance. The paper worked for Chu. . . . **DR. HARLAN TARELL** presented a magic matinee Sunday, December 19, in the World Adventure Series at the Detroit Institute of Arts. . . . **SOCIETY OF DETROIT MAGICIANS**, at its annual election December 18, elected Arthur J. Whelpley president to succeed Al Monroe. Other new officers are Dr. Zina B. Bennett, vice-president; Al Zink, secretary; William (Silent) Smith, treasurer, and William A. Heisel, sergeant at arms. Installation dinner will be held in February. . . . **JACK HERBERT** closed at the Tower Theater, Kansas City, Mo., last Thursday (23) and opened Monday at the 100 Club, Des Moines. Magicker Del Breese, now a cadet in the navy flying corps, paid him a visit on the Tower engagement. . . . **LIEUT. LEE ALLEN ESTES**, Safety First Magician of the Kentucky State Highway Patrol, motored up from Lexington, Ky., Tuesday night of last week (21) to again catch Otis Manning's performance at the Patio in Hotel Netherland Plaza, Cincinnati. It was his second look-in on Manning in two weeks. Latter winds up a four-weeker at the Patio New Year's Day. . . . **FRANKIE GALLAGHER** (Sgt. Frank M. Rumble), now at Barksdale Field, near Shreveport, La., has passed the mental and physical examination for cadet training, and goes before the board this week for his appointment. His wife, Hazel, is now chief fem assistant with the Marquis show.

J. J. Shubert have donated current Canteen home, below the 44th Street Theater, where *Winged Victory* is playing. This location poses another difficulty as the Canteen has to synchronize its entertainment so that it won't upset proceedings upstairs in the theater. To date almost 2,000,000 men have been entertained at SDC.

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State, New York

(Reviewed Thursday Evening, Dec. 23)

Apparently leaving it to the picture, *Thousands Cheer*, to draw the customers, the State management has drafted a weak bill for a period which includes Christmas and which the State's competitors are using to present strong programs. Result is that when caught, the show far from filled the house.

Georgie Auld's band (15), half of whose members seem to be of schoolboy age, is the main staple. Outfit fails to deliver a good account of itself, for it seems to lack drive and strength despite the frequency with which it resorts to jump tunes. The trumpet-trombone section is too loud for the rest of the band. Auld works often on a variety of saxes, but nothing much follows therefrom. Ann Solloway, good-looking vocalist, proves she has good pipes but she needs more punch in her delivery to be really effective. Ragged accompaniment doesn't help her any.

Lucienne and Ashour are on hand with their standard reverse-English apache dance, in which the gal knocks the guy about, for fair laughs and an okay hand. Phil Brito follows with a slow swoon-croon delivery of *My Heart Tells Me*, *Paper Doll* and *Come Back to Sorrento* to an okay response from the crowd. Johnny Burko closes the show with his standard veteran act of folksy gags, to fair laughs and a fair mitt.

Paul Ross.

VAUDEVILLE REVIEWS

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 24)

Foolproof four-act bill, framed with two line girl numbers. While a singing act would have fit better in the spot of one of the two novelties, for the sake of balance, the acts present offer fine entertainment.

The girls (12) open with a seasonal winter number, and for a novelty bit reveal dolls attached on their right legs. Idea doesn't belong in this particular scene, but is novel on its own.

Dorothy Keller, gingerly tapper, jives and swings her rhythmic feet and shapely body thru a couple of routines and goes well. Oxford Boys follow with their familiar, actor-proof impressions of band theme songs and radio characters, sold with big-time polish.

Walter (Dare) Wahl and his unbilled, bespeckled partner draw their usual number of laughs (and that number is a generous one) with their nonsense hand-balancing and acro turn, winding up with a couple of sock legit tricks. Both work with perfect timing.

Jackie Miles gets featured billing and when he is thru with his effortless comedy session proves himself worthy of that spot. The guy has gone a long way in improving his timing, delivery and material. Builds up a fine response. His gags and stories range from comedy car-

(See Chicago, Chicago, on opp. page)

Paramount, New York

(Reviewed Wednesday Evening, Dec. 22)

Strictly a band show this time out, Edwards Sisters and Paul Regan only outside acts.

The regular Dorsey boys and girls are well equipped to put on a show but this time they get a hand, or rather, two handful of drumsticks from Gene Krupa who is sitting in for this date. Deal was clinched just prior to the opening, with time for only one rehearsal. Afternoon dailies picked it up as feature copy and by opening night word was out that Krupa was in. And by opening night Krupa was batting exactly 1,000 on the skins. Dorsey opened his layout with *Hallelujah* and the spotlight on the drums, and followed with his standard *Song of India*. Not a word was uttered on stage up to that point, but the thunderous applause made it plain that no identification of drummer or song titles was necessary. Two songs from the four-girl sentimentalists caused let-down. Gals sing well and voices blend harmoniously, but smarter arrangements are needed to sell the quartet. Krupa was then handed a solo spot in which he practically tore his drums apart and the house down. Had to encore with another demonstration of the ultimate in drumminics, selling the most intricate rhythms imaginable as tho they were jerry apples. And how the mob out front lapped it up! Betty Brewer, band thrush, scored heavily with *Put Your Arms Around Me*, *Honey*; did even better with *No Love, No Nothin'*, concluding with a special lyrical job on *Can't Give You Anything But Love* that band riffs behind her helped build it to a swell climax.

Teddy Walters, with whom Dorsey is having contract trouble, was introduced by the leader as another Sinatra. Walters didn't miss by much. Youngster has a bigger voice, and phrases in the accepted swoon pattern. Medley'd *Heart Tells Me*, *Beautiful Morning* and *People Will Say* and won the house. Encored with *Paper Doll* which gave him a chance to get off on his git-box (Walters is a ranking jazz guitarist)—strictly a novelty coming from a crooner. Lad continued his high score by joining with the quartet on three cinch winners, *I'll Never Smile Again*, *Star Dust* and *There Are Such Things*. Edward Sisters, first of the outside acts, did themselves a lot of good by uncorking some first-rate tapology. Colored kids have speed, spontaneity and stuff in general. Only drawback is lack of originality in routining steps. More eccentricity would make them murder in a house like this.

Paul Regan trotted out 40 or 50 vocal and facial imitations, many of them excellent, but method used to get in and out of them is from hunger. Provided the aptest criticism of his humor when he ad libbed, "Where can I get a good gag writer?" Ingratiating personality helped win him an encore.

Dorsey does very little trombone work in the show, featuring his horn only once in *Sleepy Lagoon*, but he's a fave at this Times Square showcase and his easy-going, occasionally humorous fronting cements his hold. Film is *Riding High*. Biz SRO and should continue that way.

Elliott Grennard.

Roxy, New York

(Reviewed Wednesday Evening, Dec. 22)

With Jimmy Dorsey and the surrounding talent headed by Bill Robinson, and with Gae Foster and Arthur Knorr having time to work out some good production ideas, the Roxy again resumes its former opulence after falling down in the quirkle of preceding display.

Dorsey in this house appears to be a changed man. His accents hot are much on the sweeter side, the best orchestral spot being devoted to an arrangement of *Holiday for Strings* with his woodwinds assuming the role that would ordinarily be taken by the cat-gut section. But he still throws in enough for the juvenile matinee trade winding up his proceedings with *King Porter Stomp*.

New to Gotham vaude audiences is his male chirper, Paul Carley, a handsome gent with a healthy baritone voice built along swoon lines. The lad has a pleasant personality and strong song selling ability. He fills the spot long held by Bob Eberly, now in the army, more than adequately. Did *My Heart Tells Me* and *How Sweet You Are*.

His other chirper, Kitty Kallen, looks and sings prettily.

Robinson, of course, is still a top tap salesman and tied up the opening night

Capitol, New York

(Reviewed Thursday Evening, Dec. 23)

This stagershow constitutes probably one of the most talented film-performer collections ever assembled for vaudeuries. This batch was sent out from Hollywood, but those lining up the acts are not as hep in booking for vaude as they are for pictures. Otherwise they wouldn't have dispatched three femme singers and two male comics. There would have been a greater attempt at diversity.

However, the layout didn't play badly at all. Lou Holtz's emseeling and stories constitute a swell job of tying up the production into a harmonious unit. He works with the rest of the talent, tells some terrific stories (clean) and disports himself in a generally pleasant manner.

Dick Himber's ork provides satisfactory musical background, and does all right in his own spots as well.

Himber type of music falls well on the audiences attracted by the layout as the pic, *A Guy Called Joe*, will bring in the more adult patronage. He did *Hallelujah* and a swing medley for good hands.

Tee-off was by June Allyson who registered favorably with a pair of rhythm tunes. None too strong tonsils, but fine technique. Nancy Walker, a show-wise youngster aided by Holtz's clowning, reaped huge mitts with her comedy songs and Kathryn Grayson got ample applause with renditions of the *Sempre Libre* from *La Traviata* and a Jerome Kern medley.

Weakest link on the bill was by Rags Ragland, the former burly comic who didn't come with a vaude act. Did a bit with Holtz which dated from way back, punch lines of which were known to the pewholders minutes before they came off.

Finale had the entire troupe getting together for *Three B's* from *Best Foot Forward*.

J. C.

audience effectively with his eloquent terps. As an added gimmick he soft shoed with the line.

Aside from the opening Gautier's Steeplechase, which provided a spirited warmer-upper, rest of the outside talent leans heavily on the terp side. Ray English with his comedy pratfalls, talk, and incidental terping went over terrifically. His after bit on the birth of the boogie-woogie is one of the funniest expositions of its kind around.

Beatrice Seckler and William Archibald give the classic note to the proceedings with a clever ballet interpretation of a jitterbug routine. Theirs is an arty take-off with sufficient down-to-earth leanings to make it palatable for all types of audiences.

The Roxettes have been used sparingly this show, their main function being to provide production tie-ins to make the show a harmonious unit. The set for this show is a standout.

House nearly capacity when caught. Pic is *The Gang's All Here*.

Joe Cohen.

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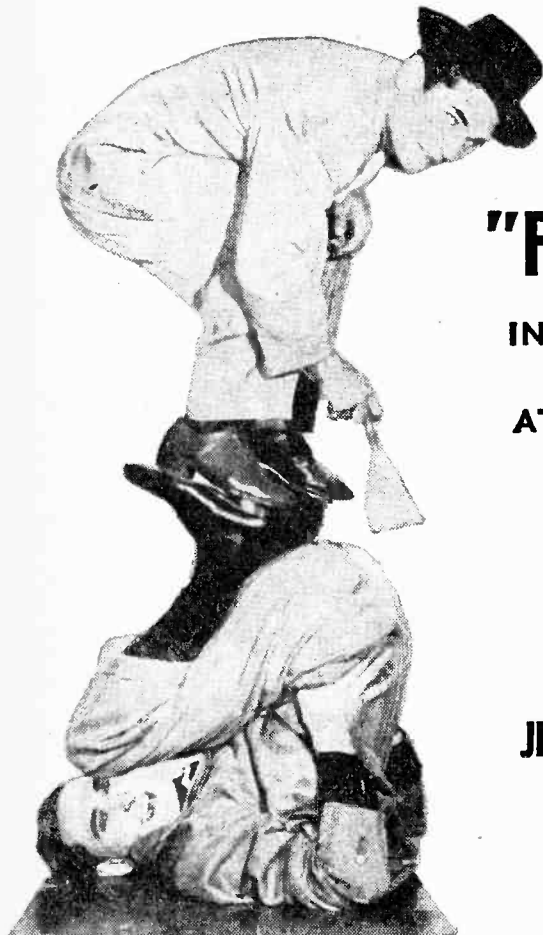
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Tommy, Jimmy Dorsey's Day-Date Bows Tees Off Battle for JB \$\$\$

NEW YORK, Dec. 25.—With Tommy and Jimmy Dorsey hitting the Stem with day and date openings at the Paramount and Roxy, respectively, a battle for jitterbug attention and coin is in earnest session.

Simultaneous openings on the street is something that the brothers Dorsey haven't indulged in since they collaborated in the Dorsey brothers band, many years ago.

The boys sparred off even in the way of attractions. Jimmy, in a larger house, a stronger pic and a co-headliner in the person of Bill Robinson, was at first thought to have the better set-up, but a last minute coup by Tommy when he snagged Gene Krupa for skin duty got the juvenile nod. Despite Krupa's legal snarl, he is still a potent factor at the box office. This was evident at the opening show when news of Krupa's new job hadn't leaked out yet. With no announcement of the acquisition, the house electrician put the spot on Krupa and the vocal accolade was sufficient to let Tommy know that he made the right move. By nightfall the news hit all the sheets.

Jimmy, on the other hand, is figured to even up because of surrounding talent. Bill is figured to bring in a strong section of family trade.

This day and date booking is a de-

Ballroom Changes to Cafe; Ann Corio Headlines

DETROIT, Dec. 25.—The Grand Terrace Casino, formerly operated as a ballroom, will reopen Tuesday (28) with a night club policy. Opening show has Ann Corio as headliner, and a show produced by Dorothy Nutter. Bill Bennett's orchestra has been booked to open.

parture from orthodox booking procedure. Previously band managers when setting dates on the Stem would be particular about the opposition. The ork agencies would do their best to save top orks when the opposition wasn't too keen.

But now anything goes, especially at this time when there's lots of dough around and the holiday spirits will loosen up coin.

Airlane Trio's Sustainers

NEW YORK, Dec. 25.—Things seem to be poppin' for the Airlane Trio. Act on the Blue Network several weeks, with four sustaining 15-minute shows, this week was put into two spots on WJZ, to back Whispering Jack Smith, also sustaining. Group reported to be getting \$800 weekly out of radio. Also went into the Park Terrace, Brooklyn, December 14 for an indefinite stay.

AFM Exec Buys Cafe

DETROIT, Dec. 25.—Buddy Fields, business agent of the Detroit Federation of Musicians, has purchased the Stage Door Night Club, in the northwestern section of Detroit. Fields is awaiting formal approval of the State Liquor Control Commission, which is necessary for transfer of license, before taking over.

Holiday shows booked for three prime Canadian night spots include the following acts: The Duanes, Keith Clark, the Melodiers and the Winter Sisters, at the Mount Royal Hotel, Montreal; Carleton and Juliette, at the King Edward Hotel, Toronto; Pierre D'Angelo and Vanya, Al Robinson and Alkali Ike, Leonor Sola, and Dante, the Magician, at the Chateau Frontenac, Quebec.

Iris late this month, to replace Poco Miller show, which has been jamming them in.

ROSA MARIE, singer, headed for Cuba, . . . THE APOLO, burly house closed for indefinite shows, is now a government school. . . . ELVIRA RIOS, singer, featured on Max Factor's new radio program over XEW. . . . GUILLERMO ESPINOSA, Bogota orch leader, here for two concerts. . . . Ditto for George Chavchavadze, pianist. . . . MARIO GIL, radio and movie singer, is master of ceremonies at the new Sans Souci cabaret. . . . Ciro's jammed with women recently when they gave away nylons. . . . TIN-TAN, new Mexican comic, featured at the El Patio as well as the Folies.

Here and There:

JAY ARNOLD, who recently left Earl Carroll's Vanities, opened Wednesday (22) at Jimmy Brink's Lookout House, Covington, Ky., set by Miles Ingalls. . . . KEN KENNEDY set for an overseas tour with a USO unit. . . . LLOYD AND WILLIS close Tuesday (28) at the Shangri-La Club, Philadelphia, and open Friday at the Albee Theater, Cincinnati. . . . LEW FOLDS, after six weeks at Colosimo's, Chicago, opened Friday (2) at the Brown Hotel, Louisville, for MCA.

HOT BORSCHT BELT

(Continued from page 19)

even nuggets to get something approaching their demands.

Name acts such as the Radio Ramblers, Nick Long Jr., Jackie Miles, Henry Youngman and Jan Murray can pick up a golden \$400 to \$500 on a week-end in the hills, which beats prospecting any day. To spread the available talent around and hoist the take, the performers split their appearances between two or three places an evening, at so much per split.

Bandmen are even harder to snare

than actors. The standard 10-man aggregation customary in the better Catskill emporia is whittled down to seven or eight, and the group works in the lobby or dining room. Tootlers and gut-scrapers now command \$50 to \$60 weekly plus keep (which brings it to around \$100), whereas they formerly worked for a fast \$25. To fill out New Year shows, New York bookers in a pinch are paying anywhere from \$35 to \$60 per night per musician. Nor are the borscht bistros content with just pop stuff. They want rumba players yet, if they can get them.

Dough in Reunions

Just to keep things at the boiling point as nearly as possible, the knish canteens run "reunion" dances in New York during the winter, at which they promote customers to come up and see them some snowy week-end. "Reunions" are not new, either, but they are more numerous than ever and they are being given a wartime twist.

At some, servicemen are admitted for 20 per cent off, while at others the uniformed come in free. Those who promote "reunions" frankly admit that the soldiers are "the lure" for gals who may or may not have vacationed at the Catskill places giving the dances.

"These reunions are just matchmaking affairs when you come right down to it," commented one booker. "Why they even have marriage brokers going around giving out cards."

CHICAGO, CHICAGO

(Continued from opposite page)

toon characters to the race track tout. Closes with a funny Sinatra satire.

Line winds up bill with a masked ball routine that is flavored with New Year's atmosphere.

Louis Adrian and band are on the stage and supply strong show support. On screen, Paramount's *Riding High*. Biz off first show opening day. S. H.

IN SHORT

New York:

MONTE PROSER, Copacabana operator, bedded with pneumonia. . . . EDDIE DAVIS, of Leon & Eddie's, out with la grippe. . . . KAREN COOPER inked for 12 additional weeks at the Copacabana. . . . DUKE ART returns to the Cotillion Room March 5. . . . CHARLES GREEN, CRA head, out because of illness. . . . TYLER MASON, indie agent, out of the hospital after a gall bladder operation. . . . TONY CRAIG inked for *Marianne* to understudy Jerry Wayne. . . . BILL McNULTY new manager at Jack Dempsey's. . . . JANE JOHNSTONE added to Leon & Eddie's show. . . . MICKEY ALPERT starts at the Belmont Plaza January 7.

Chicago:

HARRY CARROLL, the songwriter, and Polly Baker, singing comedienne, open a run at the 885 Club here February 1. . . . FRED WILLIAMSON, formerly of Frederick Brothers, joined the Al Borde office. . . . NAN BLAKSTONE is dickering for the purchase of the Colony Club here and if deal goes thru will name it the House

of Blakstone. . . . CARL BRISSON did record-breaking business at the Blackstone Hotel. . . . SHERAE, fem member of the adagio team of Hudson and Sherae, is rehearsing a single. Lad in the act reports to Fort Sheridan January 3.

SELMA MARLOWE will produce the line numbers at the Rio Cabana starting with the January 14 show. . . . JACK HERBERT is slated for a repeat at the Riviera, St. Louis. . . . JACK SHEA staying over at the Sherman Hotel here.

Philadelphia:

FRANKIE SCHLUTH gets back into action with the new year, taking over the emcee spot at Frank Palumbo's. . . . JOLLY JOYCE adds the Red Hill Inn on the Jersey side to his booking books. . . . WINTERS SISTERS added starters at Shangri-La. . . . BUDDY LESTER leaves Club Bali for El Morocco, Montreal, with Zola Grey and Collette and Marie added to the local revue. . . . HOTCHA DREW to Crystal Caverns, Washington. . . . HARRY LEWIS leaves the local scene to emcee at USO unit. . . . FRANKIE RICHARDSON into Club New Yorker.

West Coast:

NICK COCHRANE, who had the small combo at the Hollywood Palladium for 12 weeks, returns to the Pirates' Den in Hollywood for novelty vocals and hot trumpeteering. . . . HARRIS AND SHORE closed a successful run at the Biltmore Bowl, Biltmore Hotel, Los Angeles, Wednesday (22). Team set to play Elko, Nev., for eight days and then to Las Vegas, Nev., for two weeks. . . . TRIANI, Latin American male dancer, set for *Caribbean Cruise* in technicolor at Paramount Pictures.

Mexico City:

TONY MORALES club at Hotel Reforma reopened, after redecorating job. . . . NESTOR MESTA CHAYRES to sing for Andre Kostelanetz in the States. . . . CANTINFLAS, comic, joined Poco Miller revue at the Iris. . . . GAETANO MEROLA, musical director of San Francisco Opera Company, is here arranging an interchange of artists between his and the Mexican Opera Company for next year. . . . A. B. MARCUS revue in the

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Spirits-Shortage Brings Out Scrooge Spirit in Owners, Balk at Paying Fares

NEW YORK, Dec. 25.—The liquor shortage is having an unexpected secondary effect by developing a tendency among jittery location owners to balk at paying transportation charges for newly booked acts.

Up to recent months owners of night spots and cocktail rooms were just about divided on the practice of paying transportation costs. About half did, and other half refused, the whole matter being pretty much a personal prerogative despite the ruling that a music act must be given transportation if the location is more than 50 miles away. The way it worked out, practically, was that bookers would raise the price enough to cover transportation where an owner refused to pay, or else the act would pay its own freight. Under those conditions, about half the owners were nice guys and shelled out.

But now there is developing a strong trend, even among that group of owners who formerly paid fare, to refuse to continue. Balkiness is so marked that in one case the owner of a Philly spot refused to pay the two-three bucks it would cost to bring his new booking to town.

Bookers ascribe this growing niggardliness to two factors. They say that owners are under the impression that they are overpaying acts generally by an average of 10 to 20 per cent, thus raising their operational costs. At the same time the growing liquor shortage is harassing them, because they feel they are not doing all the business they could do, and ought

to do with expenses rising. Most frequent reason given by owners when refusing to pay transportation, say the bookers, is that they are short of spirits and are being hit in the cash register, so even a couple of bucks is money.

Fire Closes Minne Lounge

MINNEAPOLIS, Dec. 25.—Fire, which apparently smoldered all night before it was discovered 7 a.m. Wednesday (15), caused \$20,000 damage to interior of the Frolics Stage Bar, loop night spot here operated by Henry (Chief) Berenson. Frolics' large stock of liquor was unharmed. Berenson said place will be rebuilt as soon as materials may be obtained.

Acts working Frolics at time of fire included Ethel Warren, singer; Gladys Bell, accompanist, and Biltmore Rhythm Boys trio, with Glen Morgan, canary.

New Minne Bar

MINNEAPOLIS, Dec. 25.—A new name over an old establishment went up in lights last week when Augie's Theater Lounge Bar, operated by Augie Ratner, opened last week on the site of the late Crombie's Bar (Lindy's before that). Augie has refurbished the place and has installed entertainment for the first time. Opening talent includes Leon Abbey and his four-piece ork, and Jeanne Bary, canary.

B.W. Disk Dates Set

KANSAS CITY, Dec. 25.—Everett Johnson, colored boogie-woogie pianist, has signed a recording contract with Decca calling for several sides to be made in January. Johnson is also making transcriptions for the World Broadcasting Company, arranged by the McConkey Orchestra Company, which is handling him.

Off the Cuff

EAST:
ENZIO AND LONIA opened December 21 at the Blue Mirror, Baltimore, for four weeks. . . . JOE GRIMM TRIO went into the Hotel Edwards, Middletown, N. Y., for a month's stanza. . . . JERRY MONTANA ork goes into the Greymore Hotel, Portland, Me., January 3 along with VINE MONDI. . . . LE DONNE TRIO opened at the Melrose, Newark, December 21, for four weeks. . . . BERNIE GEORGE into the Christmas show at Maxine's, Bronx. . . . WHISPERING JACK SMITH doing two more 15-minute sustainers on Station WJZ, New York. . . . TONI PALMER opened at the Wonderbar, Elizabeth, December 21 for a two-week stand. . . . ERSKINE BUTTERFIELD working on the Gloom Dodgers show, Station WHN, right up to his induction, January 3. . . . ZEB CARVER has signed a 7-year contract with CRA. . . . MEL HENKE, last at Elmer's, Chicago, will be guest soloist with H. Leopold Spitalny on the Serenade to America show over NBC, January 7. . . . THE GLOOM CHASERS, comedy band, into the Diamond Mirror, Passaic, January 11. . . . FRANK VICTOR opens at Landy's, Miami Beach, January 22 for an 8-week run. . . . LAURA WALD band went into the Atlantic Club, Coney Island, December 24. . . . LOUISE DUKE back at the Main

LARRY LUKE



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MOLLY CRAFT
Versatile Singing Pianist
TAHITI ROOM, Phila., Pa.

Central, Asbury Park. . . PHIL PIMENTAL TRIO and BETTY ROYCE opened at the Crystal Cocktail Lounge, Troy, on December 21 and 22, respectively. . . CWEF MACK leaving Park-Lane Hotel, Buffalo, to return to the Ten Eyck Hotel, Albany, December 30. . . ROSE WHITE opened at Mickey Burke's Log Cabin, Utica, December 18. . . JAY ARNOLD, recently in Earl Carroll's *Vanities*, opened at the Lookout House, Covington, Ky., December 22. . . ART BARKER quartet playing for the New Year's Eve dance at the New York Newspaper Guild. . . EVELYN DOWNS all-girl band opened at the Park Terrace Lounge, Brooklyn.

FOUR QUEENS OF RHYTHM into Neil Deighan's, Pennsauken, N. J., with the Dick Wharton Trio moving into Orsatti's, Philadelphia. . . WALTER LANE AND PEPPER GARRETT, new piano-vocal team, bow at DuMond's, Philadelphia. . . EDDIE SHEPPARD brings his organology to the Music Bar, Norristown, Pa. . . TRIMBLE FOUR, with Ann Murray, start the new year off at Tony's Bar, Philadelphia. . . VIVIAN SMITH new piano feature at Eddie Mitchell's, Philadelphia. . . VICKERY QUARTET get the call at Lindenwood Grille near Laurel Springs, N. J. . . MICHAEL ANGELINO brings his unit to Weber's Hofbrau near Camden, N. J. . . CLIFF CONRAD, warbling pianist, leaves Philadelphia for a navy career. . . BATTSEN AND LEE into the Ovalon Bar, Wilkes-Barre, Pa. . . JULES CAVELIER and His Cavellers, along with Lillian Bowman and Gloria Bates, make for the musical line-up at Sam's Musical Cafe turned cocktail lounge with Mickey Familant, of the Jolly Joyce Agency, booking the newest Philadelphia location.

MIDWEST:

JULIE HUTH and Her Musical Stylists (4) are staying over at Van Orman's McCurdy Hotel Coral Room, Evansville, Ind. . . TRUMMY YOUNG, colored leader of a newly organized sextet, landed a new pact at the Capitol Lounge,

Chicago. . . THE FOUR STEPS OF JIVE stay over to merry make at the Bar o' Music, Chicago. . . DAVE SHARKEY'S unit added to the Whirl-a-Way, Chicago, pay roll. . . BROOK HAVEN and Gay White, organ and voice, have signed up (See OFF THE CUFF on page 26)

REVIEWS

The Nov-Elites

(Reviewed at Al Simmonds Brown Derby, Washington)

These three boys, working with guitar, bass and accordion, are making their first Eastern appearance at the Brown Derby. Altho lacking name value of many of their predecessors in this spot, such as late "Fats" Waller, Ella Fitzgerald, and Four Keys, trio has plenty on ball and are doing plenty to help fight business slump brought on by flu epidemic, zero weather and the pre-holiday let-down. Mixing corn neatly with straight material, the Nov-Elites put over their songs and clowning with a good, fast style. As a matter of fact, excellent timing is one of the best features of trio, which altho having abundance of material suffers slightly from quality. This could easily be corrected by better selections.

Lennie Colyer, guitarist, leads clowning and usually scores nicely. Has both talent and personality, but needs new gags. Joe Mayer, who beats his brains out over a bass fiddle, assists in the comedy. Frankie Carr sticks to his accordion. Boys work together well and work hard, and definitely are an up-and-coming trio. Caskie Stinnett.

Guy Buck and His Orchestra

(Reviewed at the Zebra Room, The Town House, Los Angeles)

Because Guy Buck has taken advantage of his seven years as a small combo leader and because he has played top hotel rooms in the West, this aggregation, turning out

a bouncy type of music, goes well in the Zebra Room. This spot is difficult to fill. Buck's outfit, suave and showmanly, gives the crowds from early to late what they want in musical fare.

Instrumentally Buck has surrounded himself with good musicians. Leader paces the group on guitar. Excellent support comes from Fred Ray, violin; Don Palmer, accordion; Buni Gravert, piano, and Toni DiMaggio, bass. Each can take care of solo spotting.

Band is vocally sound in that a variation in singing is offered because almost

every member is capable of handling these chores. Buck himself vocals and strums guitar for a spotlight appearance. He also joins with Palmer and Misses DiMaggio and Gravert for quartet renditions. Arrangements by Palmer and Ray are designed to be well covered by the vocal talents at hand.

Nattily attired and continually lending some animation to their work, Buck's group is solid here. Most of the material is on the smart side with the femmes adding charm to their sotto voce lyrics. Sam Abbott.

DON ROTH AND HIS ORCHESTRA

Begin 1944 With Many Thanks for a Great 1943



I, Don Roth, and the great chaps of my band—Joe DeGregory, Angelo Litz, Joe Coleman, Benny Miller, Troy Fryer and Dick Stahl, wish to thank the Broadwater Beach Hotel, Biloxi, Miss.; the Washington Hotel, Indianapolis; the Neon Club of Louisville; the Southern Mansion of Kansas City; Rice Hotel, Houston; Southern Hills Country Club, Tulsa, and the Drum Room of the Hotel President, Kansas City, where we now are enjoying an extended contract.

You have given us a highly successful 1943, and with an intact dance band we are stepping into 1944 with both optimism and confidence.

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| <p style="text-align: center;">XXX</p> <p style="text-align: center;">ELLIS LARKINS TRIO</p> <p style="text-align: center;">Return Engagement BLUE ANGEL</p> <p style="text-align: center;">New York's #1 Night Club for the Smart Set</p> <p style="text-align: center;">Decca • Victor • Bluebird</p> <p style="text-align: center;">America's Greatest Soprano Sax Artist</p> <p style="text-align: center;">SIDNEY BECHET</p> <p style="text-align: center;">and his New Orleans "Feet Warmers"</p> | <p style="text-align: center;">XXX</p> <p style="text-align: center;">Electrified Music! ANDY PADOVA'S STREAMLINERS</p> <p style="text-align: center;">4 Boys Presenting Rhythms in Color</p> <p style="text-align: center;">Under Contract to Albert Pick Hotel Chain Till January, 1944.</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">THE CAPTIVATORS</p> <p style="text-align: center;">Tony Lombardo Accordion and Vibes Bob Pulver Guitarist and Voice Ralph Wolf Hammond Organist—Voice</p> <p style="text-align: center;">MUSIC THAT CAPTIVATES</p> | <p style="text-align: center;">XXX</p> <p style="text-align: center;">THE ORIGINAL DECCA Recordings Artists</p> <p style="text-align: center;">THE CATS AND THE FIDDLE</p> <p style="text-align: center;">One of America's Greatest Sepia Quartettes</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">ART TATUM TRIO</p> <p style="text-align: center;">Piano—Bass—Guitar</p> <p style="text-align: center;">Until January 10, 1944 THREE DEUCES, New York</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">MEADE LUX LEWIS</p> <p style="text-align: center;">Recognized King of the BOOGIE-WOOGIE PIANO</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">America's Most Unusual Instrumental and Vocal Duo</p> <p style="text-align: center;">LEO & EDDIE</p> <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;">XXX</p> <p style="text-align: center;">Ten Fingers of Piano Dynamite</p> <p style="text-align: center;">JEAN HAMILTON</p> <p style="text-align: center;">"She's Perpetual Motion"</p> <p style="text-align: center;">Now Playing DETROIT'S HOT SPOTS</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">Hollywood's most famous picture and radio sepia artists</p> <p style="text-align: center;">LOUMEL MORGAN TRIO</p> <p style="text-align: center;">Instrumentalists & Entertainers</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">JULIETTE AND</p> <p style="text-align: center;">Los Cabelleros</p> <p style="text-align: center;">Music, Songs and Dances From Old Mexico</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">Sensational • Different</p> <p style="text-align: center;">DON GOMEZ</p> <p style="text-align: center;">and his Organ, Piano and Solovox</p> <p style="text-align: center;">XXX</p> |
| <p style="text-align: center;">XXX</p> <p style="text-align: center;">MARVELLE MYLER</p> <p style="text-align: center;">One of the Midwest's Finest Piano Entertainers</p> <p style="text-align: center;">Currently: Paul Young's Romany Club Washington, D. C.</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">The Man With the Funny Horn!</p> <p style="text-align: center;">SNUB MOSELY</p> <p style="text-align: center;">and His Orchestra</p> <p style="text-align: center;">On Decca Records Midway, Phila.</p> <p style="text-align: center;">XXX</p> | <p style="text-align: center;">XXX</p> <p style="text-align: center;">Petite Pianist and Singer</p> <p style="text-align: center;">JILL ADRIAN</p> <p style="text-align: center;">Now Mark Twain Hotel, Elmira, N. Y.</p> <p style="text-align: center;">XXX</p> <p style="text-align: center;">They're All Aces!</p> <p style="text-align: center;">THE FOUR SPACES</p> <p style="text-align: center;">Danceable • Vocals Entertainment</p> <p style="text-align: center;">XXX</p> | <p style="text-align: center;">WRITE, WIRE, OR PHONE</p> <p style="text-align: center;">WILLIAM MORRIS AGENCY</p> <p style="text-align: center;">NEW YORK CHICAGO HOLLYWOOD</p> <p style="text-align: center;">CIRCLE 7-2160 STATE 3632 CRESTVIEW 1-6161</p> | |

The Final Curtain

BACHMANN—Louis A., 43, December 21 of leucemia, in Chicago. Interment in Waldheim Cemetery. Bachmann was for 20 years connected with NBC and for the last 15 years was national music director for the 4-H Clubs. Survived by his widow, Goldie; a daughter, Roberta; son, Bruce, and two brothers, Max and Dan, the latter with AGVA.

BELL—Rev. E. M., father of Gladys Bell, of Wall Lake, Ia., formerly with the Augler Bros., Jack Brooks and other Midwestern rep shows, December 17 in Wall Lake after a two-year illness.

BRADNA—Mrs. Louise P., 65, former circus and vaude performer, December 20 at Mercy Hospital, Chicago. Survived by two sons, Charles P. and William G. Bradna, formerly in show business.

BRICKERT—Carlton, 52, former Chicago radio and stage actor, December 23 at his home in New York of a heart attack. Brickert entered radio work in Chicago and for the last nine years had the part of David Post in *The Story of Mary Marlin*. At one time he was announcer on the Lum 'n' Abner show.

BUSCH—Sir Carl, 81, composer and conductor, recently in Kansas City, Mo., of influenza complicated by a heart ailment. Born in Denmark, where he was knighted, he went to Kansas City in 1887 and was responsible for the development of the Kansas City Philharmonic Orchestra. Beginning in 1912, he conducted the Kansas City Symphony Orchestra for many years. In 1920, he won the prize of \$250 offered by Edwin Franko Goldman for "the best composition for band by an American composer." The work was entitled *A Chant From the Great Plains*. Among his other works were *The Four Winds*, *May*, *Pan's Flute*, *Sir Galahad* and *America*. He studied piano and flute in Europe and appeared as guest conductor of his own works with orchestras here and abroad.

DANIEL—William Baker, 54, father of Billy Daniel, stage and screen dancer and Hollywood dance director, at Fort Worth December 17 following a heart attack. Services there December 18.

DeLAPP—Terrell (Terry) Jefferson, 39, director of publicity at Universal Studio, killed when struck by an automobile in Hollywood December 22. Following his graduation from University of Southern California in 1929, he served as day city editor on *The Los Angeles Times*. He entered publicity work in 1933 with Paramount and, after heading his own organization during which time he publicized the Coast branch of Soundies, he went to Universal in 1942. Survived by his widow, Adelaide; a son; his mother, Mrs. Mary Crum DeLapp, and two brothers, Virgil and William C. DeLapp.

FARNEY—Lionel M., 56, musician and composer, December 15 at his home in Allentown, Pa., after a lengthy illness. He served as concertmaster of the old Allentown Symphony Orchestra. Surviving are his widow, Elsa M. Guyer, also a

musician and composer; a son and two brothers.

FLETCHER—Harry, 88, retired circus and carnival man, December 16 at his home in Atlantic City after a lengthy illness. He retired from the outdoor field seven years ago. Surviving are his widow, Helen, and a son, Archie, a former music publisher of Miami. Services at George H. Wimberg Funeral Home, there. Interment in West Laurel Hill Cemetery in Philadelphia.

GERALDINE—Dion, 92, former associate of William F. Cody (Buffalo Bill), at his home in Detroit December 19. He was superintendent of construction of the World's Columbian Exposition, Chicago, and engineer of the Omaha Trans-Mississippi Exposition in 1898. At one time he was a circus strong man. Operated the Top-o-Michigan Club, Gaylord, Mich., for several years. Survived by his widow and one son.

Charles A. Somma

Charles A. Somma, 53, secretary-manager of Virginia State Fair and widely known theater operator, died December 25 at 6 p.m. in Stuart Circle Hospital, Richmond, Va., after a lengthy illness. During the early period of this war he served as chairman of the government relations committee of the International Association of Fairs and Expositions and spent considerable time in Washington.

He was born in Richmond January 15, 1890, where he operated theaters, beginning in 1911. He became interested in Virginia State Fair in 1927. He was a member of the Elks, Eagles, Circus Saints and Sinners Club and Kiwanis Club. One of his hobbies was travel and visits to historic spots, particularly old battlefields.

He is survived by a considerable family. Funeral and interment in Richmond December 28.

GREENBLATT—Minnie Mimi, 30, founder of the Mimi Theater School of Dancing, Philadelphia, December 14 at Jefferson Hospital there after a short illness. For several years she was a dancer with Ted Lewis's orchestra and was a member of the ballet at the Mastbaum Theater, Philadelphia. Survived by three sisters and three brothers. Services in Philadelphia December 16.

HELLMAN—Dave, for many years in advance of such tent repertoire organizations as Sherman Kelley, Gene and Olga Worth, Le Grande Sisters, Ted North, Jack Kelly and L. Verne Slout, September 16, it was learned last week. He also put in many years as a theater manager. Burial in Oak Hill Cemetery, Owosso, Mich., September 18. Survived by a brother and a sister.

HEMUS—Percy, 65, radio actor, December 22 in the first-aid room of RCA Building, New York, of a heart attack during a broadcast at NBC. For five years he was soloist of St. Patrick's Cathedral choir and later appeared in concerts with Schumann-Heink, Louise Homer and other well-known artists. He was song leader at the Pelham Bay training camp during the first World War and later was seen on the stage in *The Love Song*, *Vagabond King*, *The Command To Love* and *Madame X*. He had also toured extensively with Sousa's band and was best known on the air for his portrayal of an endman in *Dutch Master Minstrels* on Station WJZ. Surviving is his widow.

JAYNE—Harold Basil, 61, songwriter who called himself the "Voice of 34th Street," found dead at his studio in New York of natural causes. He formerly serenaded and addressed passing crowds from his studio at 34th Street, until last year when he discontinued his program at the request of the police.

LAWS—Anthony W., 65, assistant superintendent of the Philadelphia Convention Hall, December 15 at his home there, following a heart attack. A brother survives.

LEFFINGWELL—Natahlie, repertoire actress, at her home in Long Beach, Calif., December 13. She played in New York in C. R. Reno's *Along the Kennebec* and later with the *Josha Simpkins* company. In repertoire she appeared with Bert Mel-

ville's Comedians, Alger Bros., Dubinsky Bros., Ted North Stock Company, George Leffingwell and Nig Allen's Bell Players, and the Frank Winninger Company. Survived by her husband, George W. Leffingwell; a brother and her mother.

LEVINE—Mary, formerly with the Beckmann & Gerety and Ringling-Barnum and Hagenbeck-Wallace circuses, in Leesville, La., December 18. She appeared at the San Francisco World's Fair and was a member of the Auxiliary of the Showmen's League of America. Survived by her husband, Ben; her parents, a brother and a sister in Fort Dodge, Ia.

MARSH—Eddie, 67, formerly well known in the act booking field, December 17 in Chicago. Marsh at one time headed the park and fair booking department of the Western Vaudeville Managers' Association in Chicago. Survived by his widow, Bonnie, and a daughter, Marilyn, well-known dancer now with a USO show overseas. Burial in Woodlawn Cemetery, Streator, Ill.

MARSHALL—Wilbur B., 33, Negro tenor, December 18 at his home in Philadelphia after a short illness. He was a member of the chorus in the musical show *Carmen Jones*. Services in Philadelphia, with interment there December 23.

NOLEN—H. W. (Dick), 63, vice-president of the Illinois State Association of Fairs, December 23 at his home in Benton, Ill. Nolen had been a race horse starter at Illinois fairs for years and for the last 10 years was secretary of the Franklin County Fair, Benton.

ONKEN—Alfred, 83, well-known showman and a member of the Pacific Coast Showmen's Association, in Los Angeles December 3. He was a native of Guestville, Ky., and early in life was connected with several outdoor shows, including the John Robinson Circus. He retired from active show business some years ago after serving as a booker for the Sullivan-Considine Circuit in the Northwest. Deceased had made his home in Los Angeles at the Cecil Hotel for several years. Services at Breeze Bros. & Gillette Funeral Parlors, Los Angeles, by H. A. (Pop) Ludwig, PCSA chaplain. Interment in Cincinnati. Survived by a brother, Oscar Onken, there.

PECK—George B., 80, for many years active in dramatic and vaudeville as manager and agent, December 6 in Tampa. Peck was a native of Cedar Rapids, Ia., and later moved to Burlington, Ia., where he booked the Chamberlain, Herrington & Kindt circuits. Later he went to Chicago, and with George Sackett and George Gatts formed the United Play Company, which produced and toured many companies. Later Peck went to Tampa, where at one time he managed all of the theaters in that city. At one time he occupied the same office in Chicago with James Wingfield.

REIS—Louis, 70, owner of the former Hans Hanson Shows, in Sheboygan, Wis., December 16. Surviving are two brothers and two sisters.

In Loving Remembrance of My Beloved Husband, Pal and Partner
CHARLES ROONEY
(Riding Rooneys)
Who Departed Dec. 24th, 1936.
I Still Miss You, Dear
MINNIE H. ROONEY

RUSSO—Dan J., 60, former orchestra leader, December 14 in North Hollywood, Calif. Russo was an orchestra leader for the RKO circuit for 30 years, 20 of which were spent at the Palace Theater, Chicago. Russo retired in 1938 and went to California to live. Survived by his widow, Mrs. Maude Scott Russo; a daughter, Mrs. Grace Dean, Hollywood, and a son, Lieut. Rockard Scott Russo, instructor in aviation at Tucson, Ariz.

ST. PIERE—Mrs. Angele, 90, mother of Lewis St. Piere, city manager of Rockford Enterprises, theater operators, December 9 at Rockford, Ill., after a lingering illness. Burial in Calvary Cemetery, Rockford. Survived by a daughter, and son, Lewis.

SAVILLE—Adam Louis, 88, former vaude performer and roadshow manager, at South Bend, Ind., December 5. He began his stage career when 10 years old as a call boy for Edwin Booth.

SHALTERS—Frank B., 73, former theatrical manager, following a heart attack at his home in Reading, Pa., December 15. He was secretary to Mayor Harry F.

Menges. In the late '90s he was manager of the Reading Academy of Music, now the site of the Rajah Theater. After the turn of the century, he went into partnership with Chester DeVonde, popular repertory actor, serving as manager and director. He was an actor of some repute and scored in *Ben Hur*, appearing sometimes in the title role, at other times as Messala. He was representative for Adelaide Thurston in road tours of such hits as *The Little Minister* and *Polly Primrose*, for Eugenia Blair in *A Doll's House* and other dramas, and handled a road tour of the Hony Boy Minstrels for George M. Cohan. He also managed Otis Skinner and Margaret Mather. In recent years he had been connected with a Reading WPA theater project. Services in the Miller Funeral Home, Reading, with interment in Charles Evans Cemetery there December 18. He leaves a son, Franklin B. Jr., a newspaperman, now a member of *The New York Times* staff.

SHAW—Mae, concessionaire, following a heart attack at Mount Pleasant (Pa.) Hospital. She traveled with shows for 27 years as aerialist and later as concessionaire with the Wilson, Bantly, Carey Great-er, Happy Attractions and George Clyde Smith Shows, and this season was ticket seller on Ferris Wheels for Lew Henry Shows, where her husband is ride foreman.

STEVENS—Leonard (Lem), 68, at Binghamton, N. Y., December 13. He was a billposter on various circuses, including Cole Bros., Sells-Floto, Sparks and Ringling. Survived by two sisters. Burial at Binghamton.

TEAL—Raymond S., former minstrel man, at his home in San Diego, Calif., December 1. He was with the Al G. Field and Hi Henry minstrels before retiring to become owner of a Ranger (Tex.) hotel. Services were held by the San Diego Troupers' Club, of which he was a director. He was a cousin of Ben Teal, theatrical producer.

TEMPLE—Robert R., 64, character actor, at Knickerbocker Hospital, New York. In showbiz for 35 years, he was in the original cast of *Blossom Time* and had toured the Keith-Orpheum Circuit. Services at Walter Cooke's Funeral Parlor, New York, with burial in Ferncliff Cemetery, New York. Survived by his widow, Pauline.

WALDRON—Charles H., 78, retired theater executive and one of the first directors of the Columbia Amusement Corporation, at his home in Somerville, Mass., December 11. He formerly operated the Palace Theater, Boston in 1889 and bought Waldron's Casino there in 1910. He was associated with the Actor's Fund of America the past eight years. Survived by his widow, Mrs. Florence Waldron; a son, William V., booking agent, Boston, and three daughters, Mrs. (See *FINAL CURTAIN* on page 50)

Joseph McCarthy

Joseph McCarthy, 58, popular-song lyric writer, author of musical shows and former director of ASCAP, at his home in New York December 18 after a long illness.

He entered showbiz by experimenting writing songs and singing in cafes, and later was employed by George Krey, Boston music publisher, as a song pluggler.

After going into the publishing business himself, he went to New York to work for Leo Feist, Inc., but later went into musical comedy work. He collaborated on most of his songs with Harry Tierney, who composed the music. *You Made Me Love You*, *Chasing Rainbows*, *Happy Days*, *That's How I Need You*, *Honey Man*, *They Go Wild*, *Simply Wild Over Me*, *Alice Blue Gown*, *What Do You Want To Make Those Eyes At Me For?*, *Polly*, *Put the Kettle On* are among the songs for which he wrote lyrics.

His shows include *Rio Rita*, *Irene*, *Kid Boots*, *Oh, Look*, and several *Ziegfeld Follies*. He also supplied lyrics for the films *Man Trouble*, *Song o' My Heart* and *High Society Blues*. He was a member of the Lambs and New York Athletic Club.

Survived by his widow, a son and a daughter. Requiem mass was sung at St. Patrick's Cathedral, New York, with burial in Gate of Heaven Cemetery, Westchester County, New York.

George Whiting

George Whiting, 61, popular-lyric writer and former vaude actor, at his home in New York December 18 after a long illness.

He did lyrics for such song hits as *My Blue Heaven*; *My Wife's Gaze to the Country*, which he wrote in collaboration with Irving Berlin; *Strolling Thru the Park One Day*; *That's How Rhythm Was Born*; *Don't Let Your Love Go Wrong*; *Believe It Beloved* and *West of the Great Divide*.

He became one of the first paid entertainers in Broadway cafe history when Kid McCoy, a leading middleweight prizefighter, brought him to New York to appear in McCoy's rathskeller in the basement of the old Hotel Normandie. Up to that time, cafe entertainment had been supplied by waiters. While at McCoy's, he met Harry von Tilzer, who published one of his compositions after hearing him sing it.

After leaving McCoy's for vaudeville, he met and married Sadie Burt, with whom he formed a vaude team. In recent years, he had been doing radio work, and was editor of the script *Can You Top This?*

Surviving, besides his widow, are four daughters. Services at the Frank E. Campbell Funeral Church, New York.

Store Shows Clicking

Oddities Play Is Still Heavy In KC Location

KANSAS CITY, Mo., Dec. 25.—Located in the downtown shopping district here, Park Amusement Company, Inc., International Congress of Oddities, played to heavy business last week, reported Ray Marsh Brydon, general representative. Business fell off somewhat Monday and Tuesday, when the thermometer registered below zero, but business increased daily during the last four days. Thursday all stores stayed open until 9 p.m., which gave the show capacity business.

December 18 attendance soared above the big Saturday opening reported last week. Remote-control broadcasts from the floor of the museum, twice daily, heavy billing and a strong show augmented by Christmas buying throngs that passed the store were responsible for the big biz being done here. I. F. Jones, president of Park Amusement Company, Inc., returned from New York, where he purchased drapes and other settings for the summer shows in River-view Park, Chicago, and Eastwood Park, Detroit.

Visitors have included Mrs. Laura Anderson, Arthur Bros. Circus; Warren K. Irons, owner of the Folly Theater; Hughie Mack, house manager of the Folly; Mr. and Mrs. Noble C. Fairly, World of Today Shows; George Engesser, Schell Bros. Circus; Mr. and Mrs. Bud Anderson, Bud Anderson Circus; H. Frank Fellows, president of Ozark District Fair, Springfield, Mo.; C. F. (Doc) Zeiger, owner Zeiger Shows; J. W. Diamond, Diamond Shows; William (Honest Bill) Newton, Mrs. Pearl Van Wert, H. T. Miller, Fielding Graham, Eddie Ligette, Sam Ansher, Charlie Coleman, Harry Atshuler, Ralph and Mike Noble, Mr. and Mrs. Toney Martone; Jimmy Morrissey and Frank Capps, Baker & Lockwood Company; George Howk, Jess McBride, Murphy Tabott and Bill Williamson. The museum is slated to remain on this location for at least another month.

Francis Brings Fair Contracts to St. Louis

ST. LOUIS, Dec. 25.—Inclement weather last week slowed down work at John Francis winter quarters, but this week it was in full swing again.

Babe Francis, brother of John Francis, who has been in Danville (Ill.) Veterans' Hospital for the past four years, is now in quarters. Owner Francis returned from Iowa and the Dakotas, following the Iowa fairs meeting, with several contracts for fairs in those States.

Among recent visitors to quarters were A. (Booby) Obadal, San Antonio; Bill Cerney; Ray Swanner, Howard's Hollywood Museum, who reported big business in Oklahoma City; Booster and Loda Thomas, Mr. and Mrs. Nathan Carl, Al Baysinger, John Maher, Jim Coleman, Jack Adams, Les Henderson, Eugene Franklin, Curly Rupert and Clara Higgins.

Sorenson Will Open Museum in St. Louis

ST. LOUIS, Dec. 25.—Joe Sorenson, who operated the Hollywood Museum here on St. Charles Street early last fall, is remodeling and putting in a new front at the building at 113 North Broadway and he will open the new museum Wednesday or Thursday of next week.

He is moving the show which he operated in Chicago for the past several months to this spot. Location is considered ideal, as Broadway is one of the main thoroughfares, and all streetcars and busses going to Jefferson Barracks pass by. Attractions and other personnel of the Hollywood Museum will be announced soon.



MRS. CLARA ZEIGER, new president of the Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo., succeeding Mrs. Noble C. Fairly. She is a past president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, Los Angeles, and her husband, C. F. Zeiger, new president of the HASC, is a past president of the PCSA.

Buckeye State To Add Towers, Rides

NORTH LITTLE ROCK, Ark., Dec. 25.—Buckeye State Shows will open winter quarters here January 3, and Owners Mike Rosen and Sam LeVine plan to repaint all equipment and rolling stock in preparation for the shows' opening early in March.

Two rides will be added, and three 40-foot electric towers will illuminate the midway. A crew of six are now in quarters, and practically all ride men who closed with the show are wintering in Little Rock and have been re-engaged.

The owners attended the Chicago meetings and the Iowa fairs' meeting in Des Moines. Several contracts have been made, and the owners plan a season of at least 35 weeks.

Sedlmayr RAS Property Going With RC's Under Former Title

CHICAGO, Dec. 25.—The Royal American Shows will return to the road next spring under direction of Carl J. Sedlmayr and Sam Solomon, owners of the Rubin & Cherry Exposition. The R. & C. title will be shelved. This announcement was made by Sedlmayr, who owns the Royal American title, early this week just before he left for Miami to spend Christmas at home.

He reported that the best equipment of the old Royal American Shows and

Kortes El Paso Biz Holding Up

EL PASO, Tex., Dec. 25.—Business continues good at the Kortes World's Fair Museum with the advent of two new attractions, Prince Juan, Philippine midget, and the Great Waldo, reported Roy B. Jones. This marks the fourth week of exhibition here and capacity crowds still jam the auditorium over week-ends.

The Great Waldo is getting much newspaper space. An attraction in the person of a girl giantess, said to have been recently discovered in Mexico, will be added in the next 10 days. Sam Alexander, man with two faces, has been under the care of a physician and most of the entertainers have been troubled with colds. Mr. and Mrs. Pete Kortes, who were on a motor trip north on business, were expected back for holiday festivities.

Charles LeRoy, magician; Doris and Thelma Patent, Albino twins, and Bob Wallace, known as Pop Eye, who entertained at the Fort Bliss Officers' Club, were given a hearty reception. Entertainment was in charge of Corp. Al Sweeney, former auto race impresario and now in public relations at Fort Bliss. Eko and Iko, sheep-headed men, are popular at radio stations across the border at Juarez, with their xylophone duets.

Roy B. Jones was guest speaker at a Chamber of Commerce luncheon, talking on "Home Life of Freaks." Capt. Jim Dunleavy is on a trip to Mexico in search of new reptile specimens. Prof. W. E. Alexander was host to a group of high school students, who visited the museum.

Lamb To Join Baysinger

ATLANTA, Dec. 25.—L. B. (Barney) Lamb said here that he would move his shows, rides and concessions into winter quarters of the Al Baysinger Shows at Poplar Bluff, Mo., and begin repair work. His attractions were booked with Baysinger during the Chicago outdoor meetings, he said, and he and Baysinger will attend some winter fair meetings before returning to quarters to prep for the road in '44. Plans are to carry seven major rides, five or six shows and about 30 stock concessions.

the new Rubin & Cherry organization would be combined to form the largest carnival on the road. While some RAS equipment was sold to Al Wagner, a large part of the show remains in Sedlmayr's hands, he said. He still has more than 40 cars, entrance arch, motordrome, light towers, many show fronts, wagons and various other equipment, he added.

He will return north in a few days to start work of readying the show for next season and to attend several winter fair meetings.

Contributors to SLA '43 Red Cross War Relief Drive

Alamo Exposition Shows, Jack Ruback, \$400; Atwell Luncheon Club, \$100; Benjie Bernard, \$10; Leo Berrington, \$25; F. J. Bligh, \$5; Charles Bohdan, \$5; George Brooks, \$5; Ray Marsh Brydon, \$5; O. C. Buck Shows, \$50; Bunting Shows, Earl H. Bunting, \$10; Buckeye State Shows, \$88; Elmer Byrnes (Swank Rink), \$110; James Campbell, \$15; Casey Concession Company, \$50; Champion Textile Finishing Co., \$45; William Claire, \$10; Ida E. Cohen, \$10; A. R. Cohn, \$5; Coleman Bros.' Shows, \$10; concessionaires at Alabama State Fair, Birmingham, \$108.

Conklin Shows, \$50; Crescent Amuse-

ment Company, \$100; W. W. Davies, \$5; Dick's Paramount Shows, \$25; Michael J. Doolan, \$300; Charles G. Driver, \$50; Frank P. Duffield, \$100; Nieman Elisman, \$10; Endy Bros.' Shows, \$100; Noble C. Fairly, \$5; Maurice Franks, \$50; L. C. Fulgona, \$5; John W. Galligan, \$10; Jack Galluppo, \$10; Globe Poster Corp., \$25; Gold Medal Shows, Jack Neal, \$10; F. E. Gooding Amusement Co., F. E. Gooding, \$200; Great Lakes Exposition Shows, Al Wagner, \$25; Morris A. Haft, \$10; Maurice Hanauer, \$25; John R. Hannon, \$5.

Hennies Bros.' Shows, \$505; Louis Henry, \$10; Maxie Herman, \$10; L. J. (See SLA Red Cross Donors on page 32)

Jupe Catches Up

LOS ANGELES, Dec. 25.—It rained Saturday and Sunday (18-19) here. But still there is a point about which the Chamber of Commerce can boast. Eldon Frock, of Frock & Meyer Combined Shows, stands ready to substantiate the statement. It was the first time in 80 weeks that rain had knocked him out of a week-end. It was also the first time in 43 weeks that the Frock & Meyer show was rained out on Saturday and Sunday. Frock was with Crafts 20 Big Shows for 37 weeks before joining with Bill Meyer. This accounts for the 80-week period covered.

Frock says it's one for the book. Chamber of Commerce nods assent.

Wagner To Play Fla. Fair Dates

PANAMA CITY, Fla., Dec. 25.—Changes in plans of General Manager Al Wagner will take equipment from Playland Park here to play fairs in Sanford, Orlando, Sarasota, Gainesville and other Florida spots, reported L. E. Patterson. General Agent Dick Harris is completing a route of fairs in Florida.

In the park Secretary-Treasurer Eddie Hollinger has been busy with office work (See Fair Dates for Wagner on page 32)

Peppers All-State Barns Big in Black; Attaches Trek Home

SELMA, Ala., Dec. 25.—Peppers All-State Shows closed here after a cold week's stand and went into winter quarters, having rented former Dixie Chevrolet Company building, reported E. H. Broome. Season was one of the biggest ever experienced by Owner Frank W. Peppers and concessionaires. After getting all equipment into quarters, most of the employees left for their homes. Those remaining in winter quarters had a bountiful Thanksgiving dinner at which Father Paro, of the Selma Catholic Church, was a guest.

Mr. and Mrs. Frank Peppers, Mr. and Mrs. E. H. Broome and Jack Martinkus left on a fishing trip to Biloxi, Miss., and to spend a few days in New Orleans shopping. Mr. and Mrs. Orville Miller, concessionaires, left for their home in West Virginia. Garland Lowe, chief electrician, is at home in West Virginia, where he has several photo galleries working. Mr. and Mrs. Bert Frost are in New Orleans for the winter. Mr. and Mrs. Bobby Jones are fishing in Florida.

Tex Allison is in charge of quarters, and his animals and curiosities are housed there. Mrs. Allison is in Charleston, W. Va. Mr. and Mrs. Roy Morise and Tex King, ride foremen, are also in quarters.

Bobby Sickels, who has a photo gallery in Selma, reported good business. Freddy Reckless, free act performer, is in Florida for the winter. Quarters work is expected to be in full swing by January 1. Several new tops, including a marquee, are on order. All equipment will be rehabilitated, and there will be new banners and fronts for shows and a new main entrance. Mrs. Frank Peppers plans to spend a few weeks with family and friends in California.

Weer Books Staunton, Va., Fair on '44 Route Lined Up

ST. LOUIS, Dec. 25.—J. C. Weer, during a visit to The Billboard office here on Tuesday while en route with Mrs. Weer from Hot Springs, where they spent two weeks, to Adrian, Mich., where they will spend the holidays with relatives, said he had signed contracts for the J. C. Weer Shows to play the 1944 Staunton (Va.) Fair.

He said that his general agent, R. C. McCarter, was on a booking trip and that the show had signed other fairs and celebrations for an impressive route for the initial tour in 1944. Weer, McCarter and Cash Wiltse, business manager of the show, will attend the Indiana fairs' meeting in Indianapolis.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Dec. 25.—Past President Edward A. Hock was in the chair at the meeting December 16 and with him at the table were Treasurer M. J. Doolan, Secretary Joe Strebich and Past Presidents Sam J. Levy, Ernie A. Young and J. C. McCaffery.

Relief committee reported bringing holiday cheer to League shut-ins. Applications of John J. Kellogg and Kenneth Van Zandt were presented and posted for a week. President F. E. Gooding advised that committees would soon be named. House committee announced a Christmas dinner in the rooms, open to all members. George B. Flint was reported back in a hospital for another operation. Tom Rankine and Jess Drugan are still hospitalized, and William Coultrey and Tom Vollmer are still confined to their homes. Membership committee has a total of 35 applications to date. A gold life membership card will be given to members securing 100 or more applications during the year.

Dates for the 1944 annual convention doings have been set for December 4-6. Soldiers' packages committee is making selections for the next shipment. Bill Carsky is on a Western trip. Board of governors has voted to purchase another \$5,000 worth of War Bonds. Edward A. Hock, Al Rossmann and Morris A. Haft constitute a committee to arrange for a tablet to be placed at Showmen's Rest. Mickey Blue attended his first meeting. Rube Liebman in for his regular Christmas visit to Oak Forest. Past President Levy and Morris Haft constitute a committee on renewal of the lease, which expires in February. Board of governors complimented Max Brantman for his work as chairman of the house committee. Usual Christmas tree graces the clubrooms.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, Dec. 25.—At the meeting December 20 all officers and 67 members were present. It was an hour past customary meeting time when President Harry Stahl called the session to order. First Vice-President Ora A. Baker, spokesman for the board of directors, said the delay was due to a heavy accumulation of business which extended the board meeting and which will not be left for the incoming board taking office next month.

Dedication ceremony climaxed completion of the alterations program. In carpenter's cap and apron, each officer proceeded to drive a nail into the final board, following which President Stahl, wearing paint bespattered overalls, applied a quick coat of varnish. A rising vote of thanks, accented by two minutes of applause, was given President Stahl, the one-man building committee.

For the membership committee, Co-Chairman Mike Allen reported these ap-
(See MSA on page 33)

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, Dec. 25.—At the regular meeting December 16 Noble C. Fairly, first vice-president, occupied the chair, with Secretary Francis L. Deane and Treasurer Leo Lang in their places. One of the largest crowds of the winter so far was in attendance.

Annual election will be held January 4, with the regular ticket already named by the nominating committee. It is expected that an independent ticket will be placed in the field before the night of the election. Plans are complete for the New Year's Eve Party and Dance, and there will be turkey and refreshments in abundance.

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Dec. 25.—Clubrooms express the holiday spirit with colorful decorations thruout, and the committee who helped in the work did a tasteful job. Last meeting of the year was heavily attended, and Vice-President Jack Rosenthal, who presided, welcomed them all. Among members present were Harry LaBrique, Howard Y. Bary, Dr. Morris Lewinski, Sam Lawrence, Max Goodman, Joe Harris, Ben Weiss, Murray Goldberg and Arthur Gingrass.

Newly elected member, Norman L. Marshall, sponsored by William Cowan, came from Trenton. Irving J. Polack, who had been visiting here, just left for home. Sailor John F. King visited after a long siege of illness. Another visitor was Pfc. John J. Leonard from Aberdeen (Md.) Proving Grounds. Pvt. Harry Holcomb, formerly with the King Reid Shows and now with 3d Division, 7th Infantry, at White Sulphur Springs, who came in, was wounded in action in Sicily by machine gun bullets and is paralyzed in the right arm.

Veterans' Committee Chairman Jack Lichter is beaming because of numerous letters and cards received from members in the armed forces who have acknowledged Christmas gifts sent by the club. Pvt. Irving Shapiro sent a Christmas prayer and a four-leaf clover from Panama. Other greetings are from Sgt. Harry Rice, Orlando, Fla.; Lieut. David Lindenbaum, Camp Shelby, Miss.; Pvt. Sam Karp, Newport News, Va.; Pvt. Joseph Amico, Camp McCoy, Wis.; Pvt. Frank Rappaport and James J. Mortelaro, Norman, Okla.

Executive Secretary Walter K. Sibley is back at his desk. Tom Fallon is still on the sick list, as is Bill Bloch. Nathan House sent greetings from Rahway (N. J.)
(See NSA on page 33)

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, Dec. 25.—At the business meeting December 9 First Vice-President Ethel Hesse presided, as President French Deane had not fully recovered from an illness. Past President Judith Solomon, a welcome visitor, made a generous donation to the club. Acting President Hesse appointed a nominating committee, who drew up a ticket for new officers as follows:

Ethel Hesse, president; Gertrude Lang, first vice-president; Florence Parker, second vice-president; Goldie Fisher, third vice-president; Norma Lang, treasurer; Kathleen Gawle, secretary. The list will be posted until election night.

Two sets of dainty handkerchiefs donated by Daisy Davis went to Norma Lang. Sunny Handing has gone to San Antonio with her husband, Steve, who went there for induction into the armed forces. Ticket sales for the New Year's Eve party are progressing well.

Members gave a personal shower in the clubrooms December 2 for the sergeant at arms of the club, Doris Belford, who until her marriage October 23 to Staff Sergeant Belford was Doris Riebe, daughter of Kathleen Riebe Gawle. Mrs. Belford received many beautiful gifts of lingerie and a gift from the club. Lunch was served, and Norma Lang, as emcee, presented Mrs. Belford with her gifts with an appropriate speech.

President French Deane was unable to attend, being in the Jewish Hospital, St. Louis, for a minor operation. Among those who attended were Ethel Hesse, Bea Giuliani, Madeline Berry, Elma Obermark, Ciela Jacobson, Gertrude Lang, Norma Lang, Edna Aarons, Florence Parker, Louisa Hanasaki, Daisy Davis, Kathleen Gawle and the guest of honor.



Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., Dec. 25.—After a trip to Chicago to attend the SLA Banquet and Ball and the fairs meeting in Des Moines, President Noble C. Fairly returned to preside at the meeting December 17. Secretary G. C. McGinnis, recovered from an illness, was present.

John James McBain was elected to membership, and Lester Howell, Mac Findley and Thomas J. Mooney were reinstated. Communications were read from Paul Van Pool, Alice Blake and J. J. Statton. Chairman W. Frank Delmaine, in charge of Memorial Day services, called for cars to transport members to the cemeteries after services in the clubrooms at 2 p.m. December 26. It was decided to hold the December 31 meeting at 3:30 p.m., when officers-elect will be installed.

President-Elect C. F. (Doc) Zeiger announced that at the January 7 meeting he and Mrs. Zeiger would be hosts to the club and that the Ladies' Auxiliary would provide luncheon and beverages. Spike Wagner, who has been in General Hospital, was reported recovering. Present were George Sargent, C. F. Zeiger, George Carpenter, Fred Flood, Sam Benjamin, Charles Elliott, Louie Loer, L. K. Carter, Charles Coleman, George Howk, Chester I. Levin, Al C. Wilson, Ellis White, Harley Everett, G. C. McGinnis, Noble C. Fairly, Jack Starling, Lawrence Massey, Morris Ventling, E. H. Bradford, P. W. Deem, W. Frank Delmaine, Jack Moon, J. C. McBride, Al Campbell, Sam Ansher, Jim Hart, Clay J. Weber, Roger C. Haney, Pete Callender, Captain Hugo, F. W. Bradbury, Ralph Noble, Buck Ray, Jimmie Marshall, Ivan Mikealson, H. T. Miller, Owen Dodd, John James McBain, Toney Martone, Percy Jones, George Dean, Curley Clarke and Frank Capp.

Christmas celebration for poor children was held in the lobby of the Reid Hotel this afternoon. Frank Capp was again Santa Claus, and toys and candy were distributed under sponsorship of the club and Chester I. Levin.

Evening luncheon December 17 was served, members of the auxiliary being guests. Banquet and Ball Chairman Zeiger put on a vigorous sale of tickets for the annual event, which will be held in the banquet room of the Reid Hotel on the night of December 31, with the Midland Minstrels, of KMBC, furnishing music. Ladies' Auxiliary Tacky Party will be held on the night of December 30 in the Reid Hotel.

Ladies' Auxiliary

At the business meeting and election December 17, with President Viola Fairly in the chair, the report from the chairman of bazaar committee, Hattie Howk, showed it to have been financially a huge success. The bazaar brought out many members who generally attend only on meeting nights. So the clubrooms and the hotel lobby had that festive air that seemed to put everyone in a holiday mood. A letter was read from Mora Bagby, of the Los Angeles club, was read. Brainerd announced that she and Artie, going to California, would be away a month, missing the holiday season here. Door prize, a large fruit cake, went to Clara Zeiger, who donated it back to the club and it was auctioned to the highest bidder, Ruth Ann Levine. Grace McBain was voted into membership. A \$25 cash prize donated by Clara Zeiger went to Virginia Kline.

At the annual election only one ticket was posted. Ruth Martone, acting for Secretary Loretta Ryan, cast this ballot for the club: President, Clara Zeiger; first vice-president, Myrtle Duncan; second vice-president, Nellie Weber; third vice-president, Jess Nathan; treasurer, Hattie Howk; corresponding secretary, Ruth Martone; recording secretary, Lettie White; four new members on board of directors, Margaret Ansher, Blanche Francis, Esther Ray and Ann Callender. After adjournment members retired to the men's club for refreshments.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

Ladies' Auxiliary

With the tables set and centerpieces of Christmas trees and the clubroom hung with bells and holly, members enjoyed a delicious turkey dinner with all the trimmings. Chairman Wilma White had as assistants Mabelle Hendrickson, Betty Coe, Vivian Horton, Frances Barth, Edith Bullock, Julia Smith, Lucille Gilligan, Peggy Bailey, Daisy Fox and many others co-operated in the affair. Dolly Kay and Marie LaDoux entertained with Christmas carols.

At the meeting President Bullock asked Virginia Kline and Jessie Loomis to sit on the rostrum and they gave talks, as well as Margaret Welch, who is in her 91st year and still an active member. Mother Minnie Fisher gave a tribute to Margaret Farmer, chairman of the bazaar, who did a wonderful job. Letters came from Blanche Henderson, National Showmen's Association Auxiliary, and one from the Pacific Coast Showmen's Club, thanking members for their help in making the banquet and ball a success.

Nina Rogers is back after an illness. Rose Rozard, Eliza Nelson Barry and Esther Carson were reported ill. Bank
(See PCSA on page 33)

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only —markers or tally omitted.
No. 2 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25

M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M.
Box of 25,000 Black Strip Card Markers . . . 1.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Write for Prices
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We have Canvas released by the government that needs no priority. Send in your inquiry today.

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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.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

ANOTHER year.

LOUIS J. BERGER, general agent of Hennies Bros.' Shows, spent the Christmas holidays at his home in Chicago.

BILL ROWE, midway band leader, has taken the post of assistant manager of a Richmond (Va.) automotive service.

MRS. JOHN WILLANDER reports from Laurel, Miss., that her husband, John, is in Hot Springs.

MANY talkers are not slaves to the truth.

JACK BELL, United Billposting Company, Detroit, returned from a stay at Hot Springs and fell victim to the flu epidemic in the Motor City.

CLAUDE WOODS, former side show and monkey show operator, is connected with Wometco Theaters at the State Theater in Miami.

JOHN H. MARKS, Richmond, Va., owner of the shows bearing his name, resumed daily trips to winter quarters after being ill with flu.

IS the old equalizer gradually creeping up?

MR. AND MRS. C. A. STEPHENS, All-American Exposition Shows, are spending the winter at Jacksonville Beach, Fla., with Mr. and Mrs. Jay Barton and E. C. Eastin.

J. C. (TOMMY) THOMAS, general agent of the Royal American Shows, returned to Chicago December 27 after spending Christmas in his home town, Dover, O. He will attend the Indiana fairs' meeting in Indianapolis next week.

WILLIAM (SPARKPLUG) GOODMAN and Rose (Mother) Moran, who closed a successful season with the Gay New Orleans Revue on the World of Mirth Shows, will be located in Kansas City, Mo., until early spring.

IN this day and time a title isn't everything. Unheard of midways went into quarters with fat bank rolls.

SGT. WILLIAM R. (BOB) CHILDERS and Mrs. Childers were guests of Colleen McCormack in Houston recently. Sgt. Childers, formerly of the Beckmann & Gerety Shows and World of Pleasure Shows, is stationed in Lincoln, Neb.

PENNY PITCH GAMES
 Size 48x48", Price \$25.00.
 Size 48x48", With 1 Jack Pot, \$35.00.
 Size 48x48", With 6 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.

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 124-126 W. Lake St. CHICAGO, ILL.

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 Samples of the 4 Readings, Four for 25¢.
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NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

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PACK OF 79 EGYPTIAN F. T. CARDS.
 Answers All Questions, Lucky Numbers, etc. 40¢

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 Graphology Charts, 3x17. Sam. 5¢ per 1000 \$6.00

MENTAL TELEPATHY. Booklet, 24 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100; Sample 10¢.

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SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO
 Send for Wholesale Prices.

FOR SALE

Complete Cookhouse, excellent condition; 28x60 Top, Frame, Awning, Griddles, Burners, Tables, Counters, Stools, complete Kitchen, Coffee Urns, Fans, Lights. Address:

ART LEWIS
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World of Pleasure Shows
 Now booking for 1944
 SHOWS — CONCESSIONS
 Ride Help, write us now.
 JOHN QUINN, Mgr.
 100 Davenport Detroit 1, Mich.

TAYLOR BROS. WANTS
 For 1944 Season

20 weeks' work. Reliable Concession Agents for Ball Game Pitches, other Grind Stores. Playing the very best territory. Those who wrote before communicate with us. Mike Lane, contact us; important. Free Acts, let us hear from you. Dick Adams, write us. For sale — 60 Ft. Panel Front Fun Show, \$500.00. Address: **TAYLOR BROS., 927 N. High St., Martinsburg, W. Va.** Winterquarters, 124 Cedar Ave., Patchogue, L. I., N. Y.

PARTNER WANTED

For one of world's strangest attractions of oddities. Nothing ever before shown like this to American public, about 100 pieces. Best store show in America. If you have some cash and can give reference, a fifty-fifty proposition; you handle the money. Boozers, don't answer. Prefer man or woman in west who can see this show at once and knows show business.

TATE'S CURIOSITY SHOP, Safford, Arizona.

30th annual tour . . . offering 32 weeks of Fairs, Celebrations, also proven spring money spots. Opening early in April.

BARLOW'S BIG CITY R. R. SHOWS
 Outfits open for showmen . . . all Concessions open. Can place Ride Foremen on percentage. Useful carnival people write. Address:
HAROLD BARLOW, Mgr.
 529 North 52 Street East St. Louis, Ill.

GOLD MEDAL SHOWS
 NOW BOOKING FOR 1944 SEASON
 Address: **OSCAR BLOOM, Mgr.**
 P. O. Box 32 Columbus, Miss.

BUILDING TO LET

48'x80' without post. Suitable for ride or game. Also smaller space on Coney Island Boardwalk. Reasonable rent. Apply

WASHINGTON BATHS
 Coney Island, New York



PACIFIC COAST SHOWMEN'S ASSOCIATION AND LADIES' AUXILIARY pay homage to departed members. At Showmen's Rest in Evergreen Cemetery, Los Angeles, members of the PCSA and the Auxiliary gathered. Shown are (left to right): Ted LeFors, Memorial Day Committee chairman for four years; Eddie Tait, PCSA treasurer; J. Ed Brown, past president; Jack Hughes, "the Blind Philosopher"; Roddy Hughes, Boy Scout bugler; Ed F. Walsh, club president; B. Johnson Reemtsma, speaker of the day; Mike Krekos, head of West Coast Victory Shows and a past president; Theo Forstall, past president, and S. L. Cronin, a past president and a member of the board of governors. Memorial Day was held Sunday, December 12, two days before the annual Charity Banquet and Ball.—Photo by Harry Quillen, PCSA and CFA.

DOC HALL reports practically no idle showmen in Tampa, where many are working in shipyards. He is selling tickets in Reed's Park.

HARRY FRANK, former cookhouse operator with Eastern shows, reports big business from show people at his place in Richmond, Va.

JAMES M. RAFTERY, manager R. & S. Amusement Shows, spent a week in Richmond, Va., arranging for work in the Wilmington (N. C.) winter quarters.

EVEN last season's mistakes couldn't keep us from profiting.

MR. AND MRS. LOUIS AUGUSTINO, who spent a week with Mr. and Mrs. Tom Vatali in Richmond, Va., were en route to Connecticut.

MR. AND MRS. HARRY A. SUSS, who closed a successful season with Dodson's World's Fair Shows, are wintering in New Orleans.

JIMMIE HELMAN, with a Penny Arcade in Baltimore, including 30 machines and photo and shooting galleries, reports excellent business.

"NOT only autos have women back-seat drivers. We had 'em in ride ticket boxes last year."

MRS. DOLLIE FRANKLIN left her home in St. Louis December 18 for Detroit to visit relatives and friends for a month. Her husband, Eugene F. Franklin, readying his concession equipment, will play St. Louis lots in the spring, having purchased all new canvas.

CHARLES T. GOSS, who closed December 18 in Harlingen, Tex., with Dodson's World's Fair Shows, where he had a successful season, moved his Fly-o-Plane and Glass House to Laredo, Tex., where he will play in the amusement park which J. George Loos is operating there for the winter.

WHEN two showmen from different midways room together during the winter they keep peace between themselves by not bragging about their shows.

PECK WILSON reported that K. F. (Brownie) Smith, whose shows closed a successful season in Fayetteville, N. C., bought a brick winter quarters there, where the rides played 34 weeks. Shows are said to be planning to open the 1944 season in a spot to be known as Highland Park.

MRS. VIRGINIA A. BARNES, formerly with the Reynolds & Wells Shows and Curly Vernon's shows, who is operating a photo gallery in Joplin, Mo., where she

Exercise? Was He Out Last Season?

HALIFAX, N. S., Dec. 25.—That outdoor showmen should exercise more during the off season is the opinion of John Goldie, Halifax, veteran carnival concessionaire and half-brother of the late Ben Williams, Sydney, N. S., and Jackson Heights, N. Y. Goldie has under consideration a comeback in hockey, just for the exercise. He thinks he might be able to acquit himself creditably on the ice with the younger fry. For many years he was active in hockey in the Maritime Provinces and in baseball. He recently had a reunion at St. John, N. B., with another pioneer carnival concessionaire, J. Eldon Wilson, formerly a fancy and comedy ice and roller skater and walker. Both have accumulated much excess avoirdupois in recent years.

has been for 18 months, expects to stay for the duration. Recent visitors included Mr. and Mrs. Bob Heth, Heth Shows, and Pfc. Leo Levin, Midwest Novelty Company, en route from California on furlough; Mr. and Mrs. Jack Riley and Mr. and Mrs. Jack Kelley. Her husband, Corp. Jack Barnes, formerly with the Dee Lang Shows, arrived in San Francisco December 5 after 12 months in the South Pacific. Since July 11 he had been in the 8th General Hospital in New Caledonia and now is in Letterman Hospital, San Francisco.

NOTES from Texarkana, Ark., by Doc Powers: R. A. Miller was host to 65. many of them outdoor showmen and their wives, at a venison supper at his Club Dallas. Music was by the Five Doctors of Jive and Norman Smith was emcee. Club was decorated with flags of the United Nations. Among guests were Mr. and Mrs. H. Schwartz and children, Mr. and Mrs. Jack Smith, Mr. and Mrs. Paul Flanagan, Mr. and Mrs. W. F. McCulley, Mr. and Mrs. Curtis Henderson, Mr. and Mrs. Joe Starr, Mr. and Mrs. F. G. Miller and mother, Mr. and Mrs. S. G. Catherwood, Mr. and Mrs. Norman Smith and daughter, Mr. and Mrs. Carl Zinn, Mr. and Mrs. W. W. Wolf, Mr. and Mrs. Pizzanghara, Mrs. Mary Witcher, Dorothy Luck, Mrs. Helen Wheat, Blackie McBeak, Harold Livingston, Charlie Jackson, George Downs and John Young, and five who are serving in the armed forces and are stationed at the ordnance training center there, Leonard A. Gaputo, Bill Terrell, Ed Workman, Anthony J. Ghaito and Sam Angeleli; Mr. and Mrs. R. A. Miller and Mrs. Miller's sister, Lucille Perroni, and Powers (George Coughenour) and daughters, Helen and Bobby Jean.

Wanted! Wanted! Wanted!
 For James E. Strates Shows
 Big Circus Side Show

Freaks, Novelty Acts and Bally Girls. Ticket Seller and Grinder and A-1 Talkers. Would like to hear from Skeets and Mary Hubbard, Lucky Ball, Bob Paul, Frank Lentini, Marcus Logsten and Grace McDaniel. Can also place for new and elaborate Illusion Show, small Girls for Illusions and Bally, Inside Lecturer, Ticket Sellers and Talkers. Would like to hear from JOHNNY KENLO, Mike Pario (dwarf), Larry Benner or any other good Magicians. All letters will be answered. Address all communications to **AL TOMAINI, Box 2, Gibsonton, Fla.** P.S.: Because of duplicates, also have for sale Guillotine, Levitation and the Burning of She.

Wanted To Buy
 Octopus and Flying Skooter, also Kiddie Rides.
 Must be in A-1 Condition.

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FOR SALE

A.B.T. RIFLE RANGE, complete, A-1 condition. 7 Guns, 3 Targets, Compressor, Counters, Ball Bearings, Cartridges. NOW IN OPERATION, in Downtown Chicago. Communicate at once. PRICE \$3,000.

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 755 S. State St., Chicago. Phone CRawford 0998.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. GUS B. BILL, receiving basic training and who has participated in several camp shows, is with Battery D, 51st Battalion, Camp Callan, San Diego, Calif.

FIRST SGT. WILLIAM O. PERROT, stationed at Fort Lewis, Wash., who became ill while on furlough and underwent a major operation, is in Station Hospital, Ward 10, Lacarne, O.

HARVEY SAMUEL WILSON, son of Mr. and Mrs. Harvey T. Wilson and who has been with the Johnny J. Jones Exposition, enlisted in the navy and is stationed at the USNTS, Company 1939, Great Lakes, Ill.

PVT. HOWELL E. (BLACKIE) ADAMS, formerly with Dee Lang's Famous Shows and Buff Hottle Shows, is stationed at Camp Berkeley, Texas. His address is: Medical Corps, 56 Tng. Bn. M.R.T.C. at that camp.

SLA RED CROSS DONORS

(Continued from page 30)

Heth Shows, \$25; Max Hirsch, \$10; V. M. Hopper \$5; Vic Horwitz, \$25; International Congress of Oddities, Riverview Park, \$20; S. T. Jessop, \$25; Johnny J. Jones Exposition, \$206.75; Jess Jordan, \$5; J. Kaplan, \$15; Al Kaufman, \$5; Sam Lasky, \$5; Sam J. Levy, \$50; Roy E. Ludington, \$5; Mutual Amusement Co., Harry A. Mansch, \$10; J. C. McCaffery, \$110; Charles E. McDougall, \$5; Nate Miller, \$25; John Molsant, \$5; Joe Murphy, \$5; G. J. Nelson, \$150; Ray S. Oakes, \$31.90; O'Henry Tent & Awning Co., \$25; M. Ohren, \$55; C. D. Odom, \$25; Park Amusement Co., \$25; Penn Premier Shows, \$100; T. Dwight Pepple, \$5; Petey Pivor, \$5; Polack Bros.' Circus, \$46.50; Irving J. Polack, \$115; Ralph Preston, \$5.

Rubin & Cherry Exposition, \$272; Ray C. Schairan, \$35; Ed Schofield, \$5; Scott Exposition Shows, \$220; Carl J. Sedlmayr, \$100; M. W. Sellner, \$5; Frank D. Shean, \$25; Henry N. Shelby, \$15; Showmen's League, miscellaneous contributors, \$691; Charles Shubb, \$5; John T. Smart, \$12.50; Mel Smith, \$10; Esther Speroni, \$10; Louis Stern, \$15; T. A. Stevens, \$5; James F. Sullivan, \$15; Sunset Amusement Co., \$60; Nathan Tash, \$5; Henry

F. Thode, \$25; Jack Thomas, \$10; George Toll, \$25; Triangle Poster Printing Co., \$10; United States Tent & Awning Co., \$30; Julius Wagner, \$25; Manuel Weinberg, \$5; Wisconsin DeLuxe Corp., \$100; Jules Wolpa, \$12.50; World of Today Shows, Denny Pugh, \$200; G. L. Wright, \$100; John P. Wulf, \$5; C. F. Zeiger United Shows, \$40; total, \$5,954.15.

FAIR DATES FOR WAGNER

(Continued from page 30)

and closing the show's books for the year. Recent visitors included Mrs. Herman Bantly and General Agent L. C. (Ted) Miller, Bantly Shows, who enjoyed gratifying business with rides in Savannah, Ga.

Harold Anfenger, of Noah's Ark Show and whale units, visited the park and met many former associates. He reported the current unit would close during the holidays to give employees opportunity to spend Christmas at their homes.

B. L. (Bennie) Beckwith, superintendent of rides, has crews overhauling equipment preparatory to the Florida dates. While A. J. Weiss, superintendent of concessions, was away for a few days the department was handled by his assistant, Archie Wagner. Mrs. Martha Wagner, wife of Archie Wagner, has been under a physician's care.

James (Whitey) Fulmer, manager of the cafe during the absence of Mrs. Hattie Wagner in the North, plans to visit his home in Valdosta, Ga., before the initial date. "Doc" Hartwick and Clyde Huey, of Wild Life and Monkey Village respectively, are here and their attractions will be among those at Florida fair dates, along with Ray Ayres' Casino Bergerie. Present plans calls for 5 shows, 12 major rides and 3 kiddie rides for the fair dates, with about 25 concessions and a free act, Malikova, high wire.

PCSA

(Continued from page 31)

night award went to Wilma White. Door prizes, donated by Peggy Bailey and Martha Riley, went to Vivian Gorman and Helen Smith. Bird Brainerd, Lillian Sheppard, Mora Bagby, Estelle Hanscombe and Marie LeDoux spoke. Margaret Aldrich, new member, was introduced. The yearly awards were won by A. LaMont Smith, George Saxon, Billy Gordon and Mrs. H. George. Installation and annual dinner will be held January 3 in the Mayfair Hotel.

MSA

(Continued from page 31)

plicants had been elected to membership: William Brand, Emanuel Friedman, Harry Gaughn, Jack Gilbert, E. G. Henderson, Tommy Henderson, Max Linderman, Warren Murphy, N. O. Nalbandian, Thomas A. Neville, August Poglinghi, Max M. Silverman, E. P. Wormack and Paul Whipple, with reinstatements of Van L. Jeter and George Wasko.

Continuing collection of floor donations to support the annual Christmas Eve Open-House Party. Nat Golden said \$325 cash that had been received, plus pledges, would make a total of nearly \$500. House Committee Chairman Sobel promised a real Christmas party. Back from a year in San Francisco, Chickie Bohdan, a nightly visitor, plans to winter in Detroit. New manager at the Casino Bar and Recreation is Jack Gold, who will organize a bowling league in the club. During Herb Pence's absence, Charles (W. W.) Rafael is doing a good job on weekly War Bond disposals. This week "Pop" Baker donated his bond to the servicemen's fund.

NSA

(Continued from page 31)

Memorial Hospital, where he is laid up with a toe infection.

Preparations are in full swing for the New Year's Eve party; tickets, \$2.50 per person, by reservation only. Next regular meeting will be January 12, but almost every night something is doing in the clubrooms.

Now Booking for Season 1944

SHOWS WANTED

Trained Monkeys and Chimpanzees—Fun Houses—Side Show—Small Freak Shows—Illusion—Monster and other good Shows. NO Girl or Geeks. Especially interested in modern Silo Drome. All Shows must furnish own equipment and transportation.

WILL BOOK Fly-o-Plane—Spitfire—Kiddy Rides. Best territory in Middle West, including 50 of largest fairs.

CAN USE MANY MORE LEGITIMATE CONCESSIONS. DURING CARNIVAL SEASON ONLY.

FOR SALE

KIDDY AUTO RIDE, Allan Herschell De Luxe 2-Abreast, 20 Car; finest built, in good condition. Cost \$2450 new—Our Cash Price \$1500. ONE SPILLMAN GASOLINE POWER UNIT mounted on Truck—\$200 cash. This engine good power for Merry-Go-Round, Wheel, Chairplane and other rides.

ONE FORD 25 H. P. GASOLINE POWER UNIT mounted on Truck—Good condition; \$300 cash. Formerly used to power Aerial Joy Ride.

ONE TRIUMPH 25 H. P. ELECTRIC MOTOR, Slip Ring Type, 60 Cycle, 3 Phase, 220 V., 1750 R. P. M., including Drum Type Starter and Grids. Factory reconditioned—price \$400.

ONE ELECTRIC LIGHT TOWER—Late model built by Spillman Engineering Corporation. Good as new. Cash price \$400.

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EYERLY RIDE OPERATORS

Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE
World's Most Popular Rides

- Operate Slowly
- Operate Carefully
- Keep Well Oiled
- Keep Nuts and Bolts Tight

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DICK'S PARAMOUNT SHOWS, Inc.

THANKS
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NOW BOOKING FOR 1944

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CONCESSIONS Grindstores that work for ten cents. Ballgames, Guess Your Age and Scales. Photos. No Coupons. BINGO.

HELP RIDE HELP on Merry-Go-Round, Rocket, Tilt-a-Whirl, Ferris Wheels, Chairplane. Foremen and Second Men, Semi-Drivers preferred. TOP WAGES. Pleasant working conditions. TRUCK MECHANIC.

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Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

COMPARISONS of United States food production during this war and the first World War show striking contrasts and striking similarities. At the beginning of the two wars we were producing about the same amount of food per capita. Similarities which developed during both wars include: substantial livestock increases, feed and fertilizer shortages, extremely long hours, relatively high wages and favorable prices to farmers. . . . Improved seeds, fertilizers, machinery and operating practices, all developed since World War I, together with favorable weather contributing to record-breaking yields, have made rapid production expansion more easily possible during World War II. In addition, soil conservation measures and experience in other extensive agricultural programs during recent years have facilitated expanded production this time. . . . On the other hand, the much more critical farm machinery and farm labor shortages in this war make sustained production difficult. In the last war the armed forces were comparatively smaller and less mechanized—farm machinery manufacture was not greatly restricted and farm labor shortages were eased by increased mechanization of farming.

FEED SUPPLIES

During the past year government owned wheat has been a major source of feed, especially in deficit areas. Over 400 million bushels of wheat were fed to livestock in the year ended September, 1943, a much larger quantity than in any previous year. The quantity of wheat fed during 1943-'44 will depend to some extent on how much can be imported from Canada and how much can be purchased thru the government purchase program. Present indications point to 250 million bushels of domestic wheat to be fed during 1943-'44 if the 1944 wheat crop is average or better. About 125 million bushels of this may be government wheat. The remaining 125 million bushels is expected to be fed on the farms of wheat growers. This total will probably be supplemented by feed wheat imports from Canada.

As of October 1, 1943, stock of government wheat totaled about 115 million bushels; about 70 per cent held in the West North Central section, 10 per cent in the South, 15 per cent in the West and small quantities in the East North

Central and North Atlantic areas. The national 1943-'44 average feed grain supply per animal consuming unit expected on farms on January, 1944, is about 12 per cent smaller than in 1942-'43 and 8 per cent below the 1937-'41 average. By drawing on reserve stocks the feeding rate per animal unit, however, may be as large as the 1937-'41 average but somewhat below the heavy rate of feeding in 1942-'43. But because of the difficulty of obtaining shipments, less feed than the 1937-'41 average per animal unit may be available in some deficit areas.

In several regions feed supplies for 1943-'44 season are smaller than in 1942-'43. Corn Belt feed grain supplies are 8 per cent smaller; in the drought affected Southern States both feed and hay grain supplies are materially reduced over last year; in the West, feed grain supplies are 5 per cent smaller; and in the North Atlantic States the locally grown grain supply is 19 per cent smaller than in 1942. The North Atlantic States will have 5 to 10 per cent less feed concentrates than a year ago.

No corn will be available from Argentina until the 1944 crop is harvested, but Argentine wheat supplies are 38 per cent above the 1937-'41 average. During 1943-'44 a considerable quantity of wheat is expected to be imported from Canada. While available shipping space will limit the total quantity of feed grains imported from Canada in 1943-'44 total imports of oat, barley and wheat may be equivalent to 120 million bushels of corn. Canadian wheat supplies are smaller than last year, but much larger than needed for Canadian requirements.

On the basis of production indicated October 1, the corn supply for 1943-'44 is expected to be about 3,429 million bushels, about 238 million bushels smaller than the supply last year but 378 million bushels larger than the 1937-'41 average. These estimates represent an increase of 44 million bushels over September 1. Corn receipts at primary markets in August were nearly double July receipts and were adequate to meet the needs of corn processors, but commercial supplies are still much below the requirements of feed mixers and livestock feeders in deficit feed areas. The commercial stocks of corn of the 46 terminal markets were reduced to 5.6 million bushels in late August, the lowest level in recent years.

During September the oats supply outlook for 1943-'44 improved moderately. Oat prices went up 26 cents a bushel over a year ago. The 1943-'44 barley and grain sorghum outlook declined during September.

DAIRY PRODUCTS

The War Food Administration control

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 25.—Congress having recessed for the holidays, there will be little activity of consequence to contributors to the public relations fund until after Congress reconvenes. The writer is making tentative plans to attend the Pennsylvania fairs meeting in Reading, in accordance with the wishes of the membership as expressed at the last annual meeting. This will be in addition to the usual attendance at the New York fairs meeting in Albany.

During the winter season, as usual, this column will resume discussion of legal phases generally of such subjects as may be of interest to the membership, and members should express their preference as to subjects to be considered. Necessarily, considerable discussion for the next few months will deal with public relations and developments in connection with the industry's activities under wartime regulations.

War Man-Power Commission having advised that the classifications of non-deferable activities have been revoked, it is learned from the Selective Service System that at present Class 3A is being abolished and all registrants heretofore classified as 3A will be reclassified either as available for military service, as deferred for being essential to the war effort, or as unfit for military service.

As the Office of Defense Transportation has issued information to the effect that the outlook for motor transport for 1944 is not very promising, the peak in this situation is expected to be reached early in 1944, and it is hoped that the peak will have passed prior to opening of the 1944 season.

of fluid milk sales, thru the establishment of quotas on deliveries of milk, cream and milk by-products, began October 4 in 13 Eastern and Midwestern metropolitan areas, and is being applied to other areas as rapidly as possible. It is planned to extend the program until all markets of at least 50,000 population are included.

The basic purpose of the program is to prevent a further increase in the consumption of fluid milk rather than to reduce present consumption. This is necessary so that enough milk will be available to produce the cheese, butter and other manufactured dairy products required by the armed services and civilians. As milk conservation and control will be effected at the dealer level, consumer point-rationing is not involved.

Milk dealers in the initial milk sales areas brought under control are allowed to sell as much fluid milk each month as they sold last June, 1943, the peak production month. Cream sales are limited to 75 per cent of the quantity sold in June, and the sales quota for fluid milk by-products as a group, is 75 per cent of June sales. Producer-distributors who purchase no milk (except those whose volume of sales is small enough to exempt them from the quota) are allowed to sell an amount of fluid milk, cream and fluid milk by-products equal to 100 per cent of their total milk production in June.

The War Food Administration program to protect dairy farmers against increases of dairy feed prices above the 1942 level is planned to go in effect from October 1 thru December 31, 1943. Payment rates are 50 cents in areas where the quantity of purchased feed is large and feed costs have advanced the most, and where the price advances received for milk since the period immediately preceding our entry into the war have been the least. In areas where less feed is purchased and milk-feed price ratios are more favorable, the rates scale down to a minimum of 30 cents. When butterfat rather than whole milk is delivered, the rates are 4 to 6 cents per pound of butterfat. The payment rate where a milk subsidy was already in effect, or where a hay program had stabilized hay prices to dairy producers, was adjusted to take these programs into account. The U. S. average payments will be about 36½ cents for milk and 4¼ cents for butterfat on the basis of 1942 milk and cream sales.

Milk production for the first 10 months of 1943 is estimated at 102,505 million pounds and compares with 103,198 million for the same period of 1942. Butter (See AGRICULTURAL on page 52)

Indoor Doings To Aid Park

PICTOU, N. S., Dec. 25.—Three acts were featured at a four-night indoor fair for benefit of Ferguson Memorial Trotting Park. This combination horse track, baseball and soft ball grounds and football field will be opened in early summer. Main door prize of \$200 in War Bonds and a nightly door prize of \$25 in cash were awarded. The fair was laid out like a carnival midway, with games and shows. There was a 10-cent gate.

JUST THINK



This past summer America experienced its worst epidemic of infantile paralysis in many years

Think — of our tremendous war production and of how infantile paralysis, had it not been countered, might have sabotaged that war production.

Think — how your dimes and dollars contributed to the Annual Appeals of The National Foundation for Infantile Paralysis helped check the epidemic threat to our vital war effort.

Think — how the greatest minds and skills in medicine coped with the epidemic; how supplies, hospital equipment, respirators, apparatus of all kinds were rushed to the stricken areas so that all victims, rich or poor, regardless of age, race, creed or color could have adequate hospital and medical care.

Think — again of the magnificent job your dimes and dollars have done in fighting this disease this past summer.

Think—what 1944 may bring . . . we do not know. But we do know that we need your help to win this battle. This is your fight—a fight for all of the human benefits symbolized in the Stars and Stripes. Then—

Fight Infantile Paralysis Now!

... send your Dimes and Dollars to President Roosevelt at The White House so that all our children of Today may have a happier and healthier Tomorrow.

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The following Rides office owned: Spillman 32-Foot 2-Abreast Merry-Go-Round, No. 5 Wheel, Octopus, Chairplane, Kiddie Autos. Will book other Rides not conflicting. Want Roll-o-Plane; John Vaday, write. Shows—We have our own Miss America Girl Show and Athletic Show, Side Shows. Want to hear from useful Show People. The following write: Chief Lakeside, Carol Miller, Lew Alters. Want Motordrome; Bill Boudreau, write. All legitimate Concessions open. Want to hear from Charlie Wolfe, Jos. Thompson, Bonhomme, write. Have opening for good Beano. Want A-1 Electrician. We have our own Transformer Truck; Johnny Ryan, write. Want Foremen and Second Men for all Rides, also Semi Drivers. Following write: Friday Patrick, Queenie, John Falato, Leo Grandy or Johnny Walsh, or any former employees. Best of wages.

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All Others, General Manager Roland Champagne,
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Rinks and Skaters

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Yanks Continue To Get Glad Hand

By CYRIL BEASTALL

CHESTERFIELD, England.—I recently paid my first visit in five years to Ritz Roller Rink, Liverpool, and found a few changes. Billy Baldock is still at the helm after over a decade in the same role. Doris, his daughter, is now Mrs. Dick McGinley, wife of a young airman who is, unfortunately, a prisoner in Japan hands the past 18 months. Doris had assisted her dad on several of the rinks he had managed since she finished school, but the shock of hearing that her husband was reported "missing" three months after her wedding and not knowing that he was safe (tho a prisoner, as stated) for well over a year afterward, came in the nature of a great blow and caused chronic arthritis, according to specialists consulted. Doris has done no skating in the past 15 months and Liverpool has now no professional worthy of the name.

I was staggered at the decline in qual-

ity of the clientele at this formerly select rink. Billy says that the war has made Liverpool the "wickedest" city in this country and, while he has raised his admission charge several times until it is now the most expensive rink to visit in England today, he just can't keep crowds below capacity. Local workers, of all colors and nationalities, get high wages and many of them have taken a fancy to rollers, which seems to be Baldock's bad luck, for this class of patronage is certainly causing him to look like the most harassed man in all rinkdom today. He says he is making money in plenty, but even so it is not worth the price in long hours and worry. Rink was set on fire with incendiaries several times during blitzing of the city on eight successive nights. Two near-misses by large H. E. bombs smashed every window in the building and made redecorating thruout a necessity. Baldock saved the life of a young boy during the blitz.

It was at Ritz that I found a number of Americans in evidence and it appears that many of them go there quite regularly for a skate. One great enthusiast was young Leo P. Meonske, Gary, Ind., who was a great booster for Al Claret's Rink, Hammond, Ind. He said the old Armory Rink in Gary was pretty good until they closed it during the war. Met also a few keen skaters in Pvt. Paul A. Kastner, Tiffin, O.; W. J. McKnight, Chicago; Jerry O'Carra, San Jose, Calif.; these at Birch Park Skating Palace, Manchester. Levenshulme Rink, Manchester, also gets plenty American boys skating there.

Private Clubs' Op Appeals License Case

ST. JOHN, N. B., Dec. 25.—An appeal is being taken against a judgment in District Court at Fairville, N. B., where a magistrate convicted Mrs. Edith Izzard, owner and manager of the Roller-drome there, for operating without a license. A fine of \$25 and costs was imposed. Prosecution was based on complaints of neighbors. In order to secure a license, the consent of a majority of the adjacent residents must be obtained. This was not possible.

Mrs. Izzard, on the stand, stated admission to the Roller-drome had only been to members of four organized clubs, Victory Rollers, Rollaway, Roll-On and Speedster clubs. Each member was privileged to bring a member, who is an out-of-town resident or a member of the armed forces. A new club member must be sponsored by a member and must be approved by officers of the club with an admittance fee of 25 cents. The four clubs have about 650 members, each with its own officers, and nobody could get in unless approved by her. Members of the skating clubs could rent skates.

It was the operator's contention that the rink was no longer public and therefore not subject to the license demand. The rink, in a residential section on the western outskirts of St. John, has been doing excellent business. Originally, it was open only during fall, winter and spring. It was only closed during the past year while the clubs were being formed.

Service Club Is Formed

HARTFORD, Conn., Dec. 25.—Bill Rose and Syd Conn, operators of Conrose Rink here, have organized the Conrosettes, a club composed of girl skaters, with preference being given to those with husbands in armed service. Membership is limited to 100. Idea was suggested by Lillian LaJoie Coache, a skater, whose husband is in the navy. One of the features is the serving of refreshments to the 100 servicemen guests. George Carbonell is again instructing in figure skating and dance steps, following a course of instruction at the recent New York meet.

From Armory to Rink

LACONIA, N. H., Dec. 25.—The building which was formerly known as Carnival Hall and used as a State armory, has been purchased by A. J. Favereau, well-known owner of resorts in this section. The new owner plans to make extensive alterations and will open the hall as a roller skating rink.

Enlarged Facilities Needed For Increasing Attendance

LANSING, Mich., Dec. 25.—Facilities have been enlarged and improvements made at the Palomar Roller Gardens here, where attendance records are being broken, according to Fred H. Perry, manager. Two instruction classes are now offered to meet the demand for better and more proficient skating, the first for fundamental skating, with Bob Eldredge instructing Thursdays, and second is the Palomar Dance and Figure Skating Club, under the direction of Mrs. Violet Madden, meeting Tuesdays and Fridays. There are several possibilities for entrance in the ARSA U. S. Championships in the latter group.

Palomar Safety League, an anti-delinquency program for youngsters, has more than 500 members and meets Saturday afternoons. The rink recently observed its fourth birthday and is a member of the ARSA and URA. It is in operation thruout the year and reported to be a popular night spot in Lansing.

Biz Okay at New Site

HARLAN, Ky., Dec. 25.—Myers Bros. recently opened a new skating rink in the Armory building here. They had a hard time getting a permit from local city dads. The skating rink was bitterly fought by a local pastor of a near-by church. The rink was made an issue in the recent hot race for mayor. Having satisfactory business now and claim to have the finest rink in Southeastern Kentucky.

HENRY DAVENPORT, formerly publicity manager with Jax Rink, Fayetteville, N. C., is now connected with South Side Rink in Jacksonville, Fla.

A. J. ARNEY, of the Rouge Park Roller-drome, located at Detroit's largest city park, is making alterations to the heating system. Business continues good.

IRVING RICHLAND, one of the proprietors of Hartford (Conn.) Palace, announced re-surfacing of the floor and installation of new decorations. He reports excellent business.

ALBETH RINK, Allentown, Pa., is used for ice skating during the winter. It has a refrigerated and maintained surface. Afternoon and evening sessions are scheduled daily.

Neighborhood Rinks

DETROIT, Dec. 25.—Small neighborhood skating rinks are coming into the limelight here as a potential solution to the threatening problem of juvenile delinquency, which has become a major headache of this war-crowded city. The demand of youngsters themselves for skating facilities is a feature of the situation here, with the recent conference of adults and juveniles highlighting this demand. Latest to come to the fore is a plea, in a letter to the editor of *The Detroit Free Press*, by a 14-year-old high-school girl for neighborhood rinks for wholesome recreation. She pointed out the large number of empty stores in the city and demanded, "Why can't they be made into roller-skating rinks?"

REX AND BETTY POWERS are playing theaters in the Philadelphia area, booked by the Eddie Sherman office in that city.



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Successful established rink, will do over \$25,000 annually. Floor one year old, 14,500 square feet. Plus lobby, 40x80 feet. Complete with skate room, checking and soda grill equipped with light lunch service. Also fine office, three living rooms and bath. Permanent lease arrangement makes it a life-time business. Fine location, business district in the heart of densely populated residential area. 100% street car and bus service. This rink is in full operation in a large "Good Skating" city.

BOX D-166, The Billboard, Cincinnati 1, O.

FOR SALE

150 Pair Chicago and Richardson Skates. Boxes of Parts and Rubbers. 600 sets Fibre Wheels, new and used. 1 Floor Scraper (American). 12 in. 1 large Vacuum Cleaner. 125 Pair of Ice Skates, new and used. 1 Music Outfit with Microphone in steel cabinet, cost \$2500.00. 1 Fight and Wrestling Ring, steel and wood, complete (Spalding). Sell reasonable.

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WISH TO EXPRESS THEIR APPRECIATION TO THEIR MEMBERS AND THE SKATERS AND OPERATORS THRU-OUT THE NATION FOR THEIR UNTIRING EFFORTS IN THE ADVANCEMENT OF ROLLER SKATING DURING THE PAST YEAR. WE URGE YOUR FULL SUPPORT IN, 1944 TO HELP WIN THE WAR—BUY BONDS.

RB MAKES RAIL MINIMUM

Bond Buys Zoomed With Big One in Cut Mileage

IN CLOSE co-operation with the Office of Defense Transportation, about half of the normal traveling mileage of the Ringling Circus was trimmed from the schedule by lengthened stays in fewer cities—a procedure which brought the use of rails down to a 7,400-mile minimum.

Aside from taking a deserved bow as a prime factor in the building of national morale—over 4,000,000 persons pushed the turnstiles this year for a temporary relief from wartime worries, of which 37,000 service men and women were admitted without charge—the Ringling sawdust trail led thousands of willing feet to the door of the U. S. Treasury Department.

Thru tickets donated to the Treasury Department and distributed by the latter's local War Savings staffs, 194,656 purchasers of extra War Bonds saw the circus free and helped defray the cost of victory to the tune of over \$1,000,000.

In addition, "Spangles," the Big Top's 1943 offspring in New York should not be omitted from the record. Opening night bond push at Madison Square Garden netted the government \$1,800,000

from customers who paid for their seats via the purchase of Treasury paper, and subsequent allotments of similar ducats brought in many more thousands during the run.

Another Garden financial sock at the Axis was taken at the "Ice-Capades" preem last fall, sponsored as "WJZ Bond Night." The blades show sold the house clean for a take of \$6,000,000 in War Bonds. At the same time, it was announced that the WJZ Victory Troupe, which had been plugging the bond sales over the local station, had added another \$30,000,000 to Uncle Sam's war chest thru other bond pitches during the year.

Evansville Shrine Has Best One Yet

EVANSVILLE, Ind., Dec. 25.—Hadl Temple's 10th Annual Shrine Circus, held Thanksgiving week at the Coliseum, was the biggest financial success in the history of the temple.

Acts were LaSalle Trio, Billy Senior's Sky High Girls, the Orantos, Bert and Corrine Dearo, Roland Tiebor's seals, Roman Proske's tigers; Harold Kellams, producing clown; Van Wells and George LaSalle, clowns. Del V. Blackburn was chairman of the performance committee.

Coleman Enlarging

DAYTON, O., Dec. 25.—E. E. Coleman, manager of the M. L. Clark & Sons Circus, states that the show is being enlarged and will be a three-ring show this season, seating capacity, 2,300, and will move on six trucks and three trailers. Big top is an 80 with three 40s. Two trucks will be used on the advance and there will be three light plants. Quarters will be opened next month.

Jacobi To Manage Side Show

TACOMA, Wash., Dec. 25.—Rudy Jacobi will manage Arthur Bros.' Circus Side Show. He was formerly with Gentry Bros., Sam B. Dill, Schell Bros. and other shows. He is presenting a magic unit in the Northwest and will return to California in January to get ready for the season. Jacobi has been in the armed forces the past year and was recently given a medical discharge.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

En Water Route,
December 25, 1943.

Dear Editor:

The long stall on a sandbar which held up the Won, Horse & Upp Circus transportation boat gave the show's advance staff time to promote an indoor two-day date at Cotton Wharf, Miss., under auspices of the Delta Cotton Glommers' Club. The cotton warehouse in which we played was large enough to hold our three rings and all grandstand and general admission seats. Attendance on the first night (Monday) was light because of opposition in the shape of a free medicine show, Who, What and When Herb Comedians in the opera house and the 'Opossum Tree Minstrels under canvas. On Tuesday a high wind blew the roof off of our building and biz was nil that night. However, the show had one of its biggest grosses, which proves that telephone men are more essential than billposters and press agents.

No matter what one does, you can't make a real winter trouser out of a tugboat operator. When we were ready to leave for Murky Moss, Miss., Wednesday morning, the engineer didn't have steam



HILDA ORANTO, of the double perch act, the Orantos, became a citizen of the United States December 17.

Sello Loses Two Days Due to Snow

MORVEN, N. C., Dec. 25.—Sello Bros.' Circus is in its 40th week, business being good. Show lost the December 15 and 16 stands due to snow. Tim Mix Jr. has the concert, featuring Colorado Cowgirl Band. Al Weir has joined as superintendent of equipment. Louise Weir is presenting cloud swing, swinging ladder and loop-the-loop. Show will remain in this State for six more stands, then go into South Carolina.

Manager O. R. Bible reported that Walter D. Nealand joined as special and publicity agent.

Eau Claire Show Flops

CHICAGO, Dec. 25.—The circus staged for the Veterans of Foreign Wars Post at Eau Claire, Wis., recently was reported a financial failure. Scheduled for three days, there were so few customers on the third night that their money was refunded and no show was given. Some performers who have pay due them are trying to collect thru AGVA. G. A. Edwards, who promoted the show, left for Minneapolis. A three-day date scheduled for Wausau was not played. Among acts were the Claires, Hendersons, DeWaldos, Six Cadovas, Eva May, Joe Lewis, De Aros and WLS Jamboree. Al Miller was band leader.

Pratt, Ewalt Plan New Show

WICHITA, Kan., Dec. 25.—Kelly-Miller Circus, having bought new canvas for the coming season, sold its old canvas to Vernon Pratt, Hugo, Okla., who, with N. Ewalt, Geneva, Neb., will take out a 15-truck show this spring, reported Bette Leonard.

During engagement of the ice show, *Holiday on Ice*, the Wichita Wizards, a club devoted to magicians, entertained the Four Elgins, Ben Bari and Ballentine. Last two named were playing at Orpheum Theater. A party was given at the home of Al Bernard and included the above and Rudy Rudynoff Jr.

Bill Baile, son of King Baile, has been "invalided" home from overseas. Art Miller is operating a rink in Coffeyville, Kan. F. Robert Saul, deputy sheriff of Lenawee County, Mich., has his office in Adrian and welcomes showfolk. Hanneford riding act has returned to Wichita to spend the holidays. Fred and Bette Leonard gave a birthday dinner, honoring Mrs. Erna Rudynoff. They also entertained Mr. and Mrs. Jack Harrison and daughter, Peggy, during their visit in Wichita after closing with Dailey Bros.' Circus.

Bob Stevens, former concessionaire on the Kelly-Miller Circus, is stationed at Fort Knox, Ky., in a tank division. His wife recently visited him. Jean Strom Whitaker, Quincy, Ill., is a Wave and stationed at Camp LeJanes, New River, N. S. Bill Woodcock visited Jimmy O'Connor and Chalmers Condon in Logansport, Ind. Burt Wilson also visited Woodcock at his home in Hot Springs. Isla Miller left for Camp Beale to join her husband, Doris Miller, who is stationed there.

Bill and Gene Lerche visited with Robert Atterbury in Sandusky, O., during his engagement at the Bijou Theater. W. M. Koford, of Bright Lights Shows, is wintering in Jamestown, N. Y. Will leave first of year for quarters with Newell Iathrop. Dr. L. B. Sample, also of Jamestown, formerly with circuses, entertained Howard S. Moss, of Cole Bros.' Circus. Mr. and Mrs. Joseph Fleming, Trenton, Neb., visited John McNeice and wife, former bandman on the old Campbell circus at McCook, Neb., also visited the Culberson Zoo. They recently purchased the zoo of H. W. Crowell, Omaha.

Otto Kruger Heads Local No. 1 Billers

CHICAGO, Dec. 25.—Election of officers of Local No. 1, International Alliance of Bill Posters, Billers and Distributors of America, was held last Sunday. Officers for 1944-'45 are Otto Kruger, president; Nate Johnson, vice-president; Lou Hartel, financial secretary; Harry Gunderson, business manager.

Trustees elected were Tom Cahill, Roy Pursell and Bill Borman; members of Federation Labor Board, Dan Dobbert, Charles Lindblade and Charles Davis. Bill Sloan was named sergeant at arms.

Detroit Billers Elect

DETROIT, Dec. 25.—Bill Posters' Union Local No. 94 re-elected John Carano president for 1944. Other officers are William P. Evans, vice-president; Mat J. Kobe, secretary-treasurer; Michael Noch, business agent; Elmer Solomon, Albert Halley and Peter Miglio, trustees. The local is starting the study of a new contract to replace the present one with outdoor advertising companies which expires in April. Major problem is the present regulations of the WLB freezing wages, with sentiment in the union strongly in favor of seeking a raise in present scales to meet increased cost of living.

Ringling Lists Many 2-Dayers

Day Stands Total 17

CINCINNATI, Dec. 25.—This data pertaining to Ringling Bros. and Barnum & Bailey Circus was published in the 1943 route book:

Show opened at Madison Square Garden, New York City, April 9 and closed at Tampa, Fla., November 6, season mileage being 7,443; number of railroads used, 18; length of season, exhibition days, 188; performances scheduled, 374; length of New York run (days), 36½; Boston, a 13-day stand; Philadelphia and Chicago, both 12-day stands; Detroit, 10 days; Washington and Baltimore, six-day stands; Bridgeport, Waterbury, New Haven, Hartford, Worcester, Springfield (Mass.), Cleveland, Toledo, Milwaukee, Indianapolis, Akron, Atlanta, Miami, three-day stands; Wilmington, Harrisburg, Newark, Paterson, Buffalo, Youngstown, Columbus, Dayton, Cincinnati, Louisville, Evansville, Nashville, Chattanooga, Knoxville, Birmingham, Jacksonville, Tampa, two-day stands. There were 17 one-day stands, one half-day stand.

Number of Sundays played, 15; cities visited, 57; States (also District of (See RB RAIL MINIMUM on opp. page)

Northwest Club Scores Big Attendance Increase

MINNEAPOLIS, Dec. 25.—A 30 per cent increase in attendance was racked up by Northwest Circus Club at its second annual party at the Plaza Hotel November 28. Al Priddy, publicity man formerly with the Al G. Barnes and Ringling circuses, spoke. A movie featuring Clyde Beatty was shown. John Groebner's recently rebuilt mechanical circus, complete with appropriate music, headlined a large display of wood carvings and model circuses. Lithos and circus banners lined the walls of the banquet room.

Guests present were Mr. and Mrs. Frank Freidmann and daughter, Betty; Mr. and Mrs. F. B. Carr, Dr. and Mrs. T. W. Nelson, Sumner Peterson, Mrs. Maybell Stenberg and daughter, Priddy, Edward Anderson, Mr. and Mrs. Arlett, Ed Frye, Mrs. Ragna Walaker, Mrs. A. Johnson, Mr. and Mrs. William Edgell, Mr. and Mrs. John Groebner and Mr. and Mrs. Claude Tonolli.



With the Circus Fans

By THE RINGMASTER

CFA
 President **FRANK H. HARTLESS** Secretary **W. M. BUCKINGHAM**
 2930 W. Lake St. P. O. Box 4
 Chicago Gales Ferry, Conn.
 (Conducted by **WALTER HOHENADEL**, Editor
 "The White Tops," care Hohenadel Printing
 Company, Rochelle, Ill.)

Sgt. Francis Hohenadel, Rochelle, Ill., and Cpl. Eugene Banks, Altoona, Pa., stationed at Camp Howze, Texas, are spending Christmas furloughs with their parents.

CFA Clarence A. Kachel and wife, Whitewater, Wis., owners of a miniature circus titled "Kachel's Combined Circus," started their 1943 circus season last February by catching the fourth annual Shrine Circus in Milwaukee. They visited Jay Gould Circus at Harvard, Ill., August 2. Late in August they caught the Shrine Circus in Madison, Wis. On September 5 they saw the Big One at Milwaukee; September 8, the Big One at Madison.

CFA Bill Atwater is with the armed forces overseas.

CFA Don Bloxham, in the armed forces at Oklahoma City, with his wife, member Bonnie, enjoyed a furlough at home in Iowa early in November. They visited with CFA Paul Hoy and family, Sheldon, Ia. After his return to Oklahoma City Don visited with Paul Jerome, clown on the Big One, who was clowning at a department store, his 11th season.

Wally Beach, with the armed forces at Camp Polk, La., reports there was a Thrill Circus in Shreveport December 6-12, which featured Gregoresky and the Rudy Rudynoff Troupe.

Jane Sherburne, California member, with residence in San Jose, appeared at the First Unitarian Church, that city, December 3 presented her moving picture of circus life.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Here are some interesting things from Walter L. Main:

In 1904 the Forepaugh-Sells circus carried 44 cars. The ticket wagon was robbed the night before show closed in the South and the personnel had to remain in town until fresh money was sent from New York to pay off. Some of the employees that had a long season's work complained that while they were waiting for the money that W. W. Cole sent from New York they had to pay their own hotel bills. The show was owned by James A. Bailey, W. W. Cole and Lewis Sells. The show was sold at auction in January, 1905, and was extensively advertised. People were there from all over the Western Hemisphere and there was great dissatisfaction as they didn't get a chance to bid piecemeal, as the entire show was sold to the highest bidder, Jim Bailey, for \$150,000.

Someone asked what women have operated circuses. Some time in the '80s Burr Robbins had a serious injury to his head. His wife successfully operated the show that season and I would like to know the year and whether the show traveled by road or rail.

The late Mrs. George Christy was the financial manager of her husband's circus when it grew from nothing to a five-ring opera.

From the time the Main circus was started in 1879, Mrs. M. A. Main, my mother, handled the finances and assisted in the routing. In 1891, the first year that the Main show was on rail, with 13 cars, I was taken ill before the show went out and for several weeks thereafter. My mother managed the show and directed the advance. She retired in 1898 and passed away in 1902.

In 1883 I saw, in Arkansas, Hunter's Wagon Show operated by Mrs. Hunter. I don't think that her husband traveled with the show, as he was a physician in Pittsburg, Kan.

Mrs. James Heron operated all the concessions with Downie Bros.' Circus. The first few years that Downie Bros.' motorized show was on the road, it was billed

as "Downie Bros., formerly Walter L. Main," and when I was notified I made the management drop the Main part.

RB RAIL MINIMUM

(Continued from opposite page)

Columbia), 17; State capitals, 10; longest run, Springfield to Buffalo, 387 miles; shortest, Detroit, from Livernois Avenue lot to Harper and Conner avenues location, 10 miles; shortest city-to-city run, York to Harrisburg, 27 miles; number of employees, 1,467; meals served to personnel in the circus dining tent daily, 4,300; 24 different nationalities in personnel; double-length steel railroad cars used by show, 76; number of circus railroad trains, 3; gross tonnage of show, 70,000; tents housing circus, 41; amount of canvas in tents, yards, 74,000; ground space required for tented city, acres, 15.

Weight of main tent when dry, tons, 19 (three and a third times as much when wet); miles of rope used, 70; General Motors Diesel plants from which circus generates its own electrical power, 7; cable laid by show to carry current, feet, 22,070; paint used in 1943 equipment, gallons, 2,780; hay consumed, tons, 1,766; oats, bushels, 17,180; water used to check thirst of elephants, gallons, 535,000; entire performances donated to the U. S. Treasury Department and given free for purchasers of extra War Bonds, 8; free tickets given bond buyers at all other performances, 288; bond buyers given free tickets during season, 194,656; amount of their extra War Bond purchasers, \$100,000,000; special morning shows for "Swing Shift" defense workers in Detroit, 2; persons who attended performances, 4,270,000; men and women in U. S. armed forces admitted free during season, 36,750; 874 RB employees are in the service.

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.

HAROLD BARNES, wire performer, is in the U. S. Coast Guard, C. O. P., Miami.

MARTIN ENGLEHARDT and Victor Lafeciki, only two members of Bill Posters' Local No. 94 (Detroit) now in the armed services, have both been sent overseas, their families have been advised.

JERRY GAMBLE, former clown, is in the Merchant Marine branch of service, somewhere in India. He had been with Howe's Great London, Barnum & Bailey and Ringling-Barnum circuses, and later in pictures. His address is United Seamen's Service, 833 Palos Verdes Street, San Pedro, Calif.

GEORGE CROWDER, former circus agent now serving in the navy, is in a hospital somewhere in the Pacific war zone. "There is nothing wrong with me that Father Time couldn't help," he writes. "I found out that a man 51 years old just can't keep up with these kids. So I just ran myself down trying to keep pace with the youngsters."

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1. O.)

NEW planning.

DAN PYNE, circus publicity man, has received his discharge from the army. He was overseas and was wounded.

JACK GRIMES left Chicago December 24 for Los Angeles to handle publicity for Cronin's Streamlined Circus.

STILL in the Welfare Hospital, Ward A-41, Welfare Island, N. Y., is Jake Jacobson, novelty man.

ARE you conserving energy for next season?

JACK FENELON is still in Hines (Ill.) Hospital, but reports that he is getting along okay. He is in Ward B-1.

SAM WARD is handling promotion for the Hammond, Ind., date of Polack Bros.' Circus.

NELLIE DONEGAN, who played the calliope on the Ringling show the past season, is ill at her home in Rensselaer, Ind., with flu.

BAND LEADER cracked to a musician: "You play a wonderful whispering cornet."

AFTER playing Shrine indoor dates with Bill Blomberg's Circus unit, Milt Herriott is spending the holidays at his home in St. Peter, Minn.

JOE LEWIS, clown, and his wife, Eva May, aerialist, are back in Peru, Ind., for the holidays after having played the show in Eau Claire, Wis., which did not turn out so well.

DAVE MALCOM, comedy juggler and clown, who was at Luna Park, Coney Island, N. Y., last season, has been doing his act at McCreery's Department Store in New York.

EARLY-DAY railroad and wagon show owners scoffed at the idea of motorizing circuses with "motorized, modernized and pauperized."

FREDDIE FREEMAN'S wife, Ethel, who is convalescing from a major operation in Dukes Memorial Hospital, Peru, Ind., will be there two weeks. Both have been on Cole Bros.' Circus.

ROBERT RINGLING, who has been in New York supervising selection of new costumes for the Ringling show for 1944, returned to his home in Evanston, Ill., early last week to spend the holidays with his family.

CLOWN HARVEY HUGHES, who will

spend the winter around New York City, visited with Bill Nippo, clown with the Ringling circus the past season. It was necessary for him to leave the show in midseason due to illness, and he has just been released from a hospital where he recently had a third operation since leaving the circus. He is on road to recovery.

SOME circus men never visit other shows and don't care whether anyone ever visits theirs. They operate in their own way and are not interested in how others operate.

JOE LEWIS, clown cop, and Eva May, aerialist, have been signed for the Olympia Circus dates in Chicago and Detroit, and for Orrin Davenport's Grand Rapids, Cleveland and St. Paul dates. They are also signed to play fairs for Barnes-Carruthers.

REX M. INGHAM'S Wild Life Exhibit closed at Danville, Va., December 19 and went into the barn at Ruffin, N. C., for a two-week layoff. Show opened in Winston-Salem, N. C., May 22, made 13 towns in that State, 7 in South Carolina, 2 in Tennessee and 5 in Virginia. Season of 30 weeks was highly successful. Danville was a repeat spot and business was very slow, due in part to cold weather. Wingy Saunders joined there and put the show in the barn. T. A. (Red) Schulz left for his home in Lynchburg, Va. Mr. and Mrs. Ingham are at their home in Ruffin and Wingy is spending the holidays in Danville.

REPORT: It isn't the shortage of canvas but the shortage of rope that is holding up the making of tops. One circus owner bought all rope available at every stand last season and has enough on hand for a new tent.

WON, HORSE & UPP

(Continued from opposite page)

floor. When we tried to pull him up water would rush into the open holes and we would drop him back again. A solid oak beam across the bottom held up his body and as long as he stayed where he was there was no danger of the boat sinking. The bosses gave the tugboat operator orders to "take it away as it," but Crumwell's dragging legs held it back. The office shouldn't have given the tugboat operator getaway dough, because he unhooked his tug, thumbed his nose at the gang and blowed the show cold.

Being stalled in a river without moving power isn't a matter to be laughed at. But the quick-thinking Manager Upp solved the problem by ordering plenty of feed placed in front of our hay-burning elephant to give him steam. Two of our workmen swam under the boat and added water wings to the bull's feet. Our elephant trainer ordered Crumwell to start swimming and, as this is being written, our showboat is being gradually worked upstream to our Saturday stand. With good luck, we should make it by Monday. MAJOR PRIVILEGE.

JAMES HUWN, who closed the season with the Sunbrock show in Pittsburgh, is playing night clubs with his roping act. He will be with the George Adams Rodeo this season.

ACTS WANTED
 Suitable for Indoor Circuses and Fairs.
ERNE YOUNG AGENCY
 155 N. Clark St. CHICAGO, ILL.

PETE HENRY WANTS PHONE MEN
 Write
 25 S. 3rd St., Room #300, Harrisburg, Penna.

M. L. CLARK & SONS 3-RING CIRCUS
 Want General Agent with car, Billposter and Lithographer that can drive truck. Acts for Big Show and Sideshow, Clowns, Hillbilly Troupe, Band Leader, Calliope Player, experienced Circus Cook, Boss Canvasman, Light Plant Man, Legal Adjuster, Colored Band. Useful people, answer. No hold back. Earl Walty, write. Want to buy—Rubber-Covered Light Cable, 50 Ft. Top and Middle, Sideshow Banners, Power Stake Driver, Elephant Truck and Pony Parade Wagons.
 E. E. COLEMAN, Mgr.
 4750 N. Main Street Dayton, Ohio

WANT TO BUY FOR CASH
 Good Elephants. Also want to hear from Performers, Musicians, Useful People in all departments. Privileges for sale.
BUD E. ANDERSON
 Emporia, Kan.

CLYDE BROS.' CIRCUS
 Wants Acts starting January 14th for balance of Winter and Summer Season.
 HOWARD SUESZ
 Black Hotel Oklahoma City, Okla.

SPANGLES TIGHTS
ALBERTIS CO.
 440 W. 42 ST., N. Y. C.
 Paste This in Your Address Book.

NOW CONTRACTING FOR 1944
ARTHUR BROS.' CIRCUS WANTS
 Useful people in all departments. Special inducement to acts of merit new to Pacific Coast.
 Address all communications to M. E. ARTHUR
 2410 Dallas Street Los Angeles, California

WANTED FOR INDOOR CIRCUS
Montgomery Police Department
 JANUARY 17 — JANUARY 23
 Acts of recognized ability that can work on stage. Would like to hear from Acrobatic Ballet, Aerial Numbers, Jugglers, Trick Bicycles, Pallenberg Bears, Chimps, Roller Skating Acts, Wire Act, Clowns, Hillbilly Band, Contortionists, Tumblers, Roman Rings. Time is short. State lowest price, full details first letter.
THOMAS BUCHANAN, Police Circus Headquarters, Exchange Hotel, Montgomery, Ala.

1943 WINNERS SPUR EXECS

La. State Sets Stage for Most Ambitious Try

No Loss With Free Gate

SHREVEPORT, La., Dec. 25.—The 1944 Louisiana State Fair here, barring unforeseen conditions, will be on a larger scale than ever before, according to the consensus at the annual meeting of stockholders and directors December 17.

Nine directors were re-elected to three-year terms, S. H. Bolinger, E. B. Welss, D. W. Harris, E. A. Frost, John D. Ewing, W. C. Woolf, J. R. Querbes, D. Attaway and W. B. Jacobs. These, with 18 hold-over members, comprise the fair board.

The fair did not have a financial loss this year despite free admission to the grounds, the treasurer's report revealed. Directors, meeting after the stockholders' election, resolved that "it is the intent and desire of the fair to operate in 1944 but subject always to developing conditions."

Annual election will be held in January. Royal American Shows have been contracted. Use of a building on the grounds has been granted the army for an army post office, and directors took note of use of the grounds for bivouac by many military convoys. President John McWilliams Ford presided at the meeting and W. R. Hirsch, fair secretary-manager, was acting secretary.

WFA Group Preps For Full Operation After Lifted Dim-Out

STOCKTON, Calif., Dec. 25.—A poll indicates that a large number of the members of Western Fairs Association will operate next year, said WFA President E. G. Vollman at his home here. He announced that the WFA annual meeting would be held in Santa Barbara, Calif., February 16 and 17.

"The change in dim-out regulations and night lighting will make a marked difference in the life and glamour of the annuals, as compared with the restricted events of the past two years," he said. "Generally speaking, show business has been exceptionally good despite dim-outs and gas rationing."

Board of Carthage Projects Extensions

CINCINNATI, Dec. 25.—When Hamilton County Agricultural Society wound up its year's business at its annual reorganization meeting it announced that the 1943 Carthage Fair would go down in records for many outstanding achievements, Secretary D. E. Van Atta said. There has been a gradual increase in attendance during the past seven years and exhibits have increased. This has made it possible to give greater premiums and to make many improvements to grounds. Plans are now on for erection of a cattle barn and a 4-H Club barn.

The society voted \$1,000 for premiums for a Tri-State Pure Breed Hereford Cattle Show in connection with the 1944 fair. Co-operation of these organizations was appreciated and their support was asked for next year: Hamilton County Commissioners, Cincinnati Union Stock Yards Company, livestock commission firms, Cincinnati meat packers, Hamilton County Vegetable Growers' Association, Cincinnati Flower Growers' Association, Garden Club of Cincinnati, Garden Center, Victory Gardens Committee, individual garden clubs, Hamilton County and Cincinnati public schools, Queen City Feather Club, American Rabbit and Cavy Breeders' Association and hundreds of exhibitors who participated.



EDMUND H. SCHOLL, many years president of Allentown (Pa.) Fair, who was re-elected at the annual meeting of Lehigh County Agricultural Society, at which Secretary M. H. Beary was renamed for the 16th time. Receipts from the '43 fair materially reduced a mortgage on a proposed new site for the plant.

Mayor Would Tax Detroit Race Track

DETROIT, Dec. 25.—Proposal for a tax on Michigan State Fairgrounds race track that would net \$1,900,000 revenue, based on 1943 racing, was made Tuesday by Mayor Edward J. Jeffries. He has been digging up possible new sources of taxation in recent weeks for financing post-war construction.

Proposed tax would be used to build express highways. His proposal is for a 5 per cent tax on pari-mutuel proceeds and a 10-cent tax on admissions. Track is on State property and the degree of control over it by the city has been in political dispute for years. Track has been leased for years to the Detroit Racing Association, further complicating the situation.

25-Year Leap in County Managements Marks '43

By WILLIAM V. (JAKE) WARD

Secretary-Manager, Illinois State Fair, Springfield

ADDRESS at the 1943 annual meeting of the Association of County and District Fairs in conjunction with the IAFE convention in the Hotel Sherman, Chicago, November 29.

As war progresses it becomes more and more apparent that the county fair has been a very stable factor in the morale of its community. Meanwhile, the men and women who make up the personnel of county fairs have kept pace with the demands of times such as we are going thru. They have been constantly seeking and finding new and better ways of rendering a greater service. Because the improvements have been gradual not every one of us has shared in the confidence of county fairs in their ability to meet the emergency.

Today their worth and ability are recognized even in Washington. They are being cited as examples of community progress. A genuine sympathetic understanding of county fairs by our State and federal governments will supply additional incentives for county fair development.

What reason is there for a man to enter the fair game? He is possibly moved by

City of Salt Lake—His Fair Grounds, or Taking Cue From Fair for Britain in Toronto

By SHELDON R. BREWSTER
Secretary-Manager, Utah State Fair

THIS talk was delivered at the 53d annual meeting of the International Association of Fairs and Expositions in the Bal Tabarin, Hotel Sherman, Chicago, November 29-December 1.

At our 1942 convention our good friend from Toronto told us how their Fair for Britain was held at Riverdale Park when their fairgrounds became unavailable. This gave birth to the question: "If Toronto could hold a successful fair in an

entirely new location, why can't at least part of the Utah State Fair be held away from the fairgrounds?"

The 1942 Utah fair had been canceled as a result of Mr. Eastman's edict. We continued with our plans for some time after his announcement, but the voice of opposition that fairs were unpatriotic finally won out and the fair board called off the 1942 fair. After President David H. Thomas of our fair board and I returned from the 1942 convention we sounded the opening guns of our 1943 fair by announcing in the press that the 1942 fairs which had carried on were very successful, that the government agencies had co-operated whole-heartedly and that, unless the war took a turn for the worse, the 1943 fair would be held.

Newspaper Pops Off

Immediately there appeared a lengthy, scathing editorial in one of our daily newspapers entitled "Ghost of the State Fair." It said, in part: "Utah has an active State Fair Association, a full-time State Fair Manager and some State fair expenditures, but not a 'Chinaman's chance' to have a State fair next year, and probably not again for the duration. (See Fair at Salt Lake on opp. page)"

Gaylord White Hospitalized

CHICAGO, Dec. 25.—Gaylord White, who with Al Sweeney operated National Speedways, auto racing firm, before both entered the army, is in the hospital at Camp Grant, Ill., for an operation. When he arrived at Camp Grant last week from his former station in the East he had developed a cough. Upon being examined by station hospital physicians, it was discovered he had a double hernia and must undergo an operation. He expects to be in the hospital several weeks. His address is Pvt. Gaylord White, Station Hospital, Ward S-18, Camp Grant, Ill.

Halifax Vs. Truro, N. S.

HALIFAX, N. S., Dec. 25.—City council has taken the initiative for resumption of the annual provincial fair here, discontinued since start of the war because the plant was taken over by the government. Council, in taking official action to have plans prepared for renewal of the fair here as soon after the end of the war as possible, is coping with efforts by groups in Truro, Kentville, New Glasgow and Amherst to have the exhibition transferred to one of those centers. However, the provincial government, which for years jointly sponsored the fair with the city of Halifax, reports not having fair resumption under consideration but proposes a yearly fair for Truro. Provincial agricultural department favors Truro because of its central location in the midst of a farming, livestock and dairy district.

Plan N. D. Summer Revival

BOTTINEAU, N. D.—First steps toward reviving the summer fair here were taken by Bottineau Community Club when it decided to propose such a move to Bottineau County Fair Association. For many years a county fair was held each summer, but for several years only a fall fair has been held. The club believes that some form of entertainment must be supplied for people of the county and that the revival of the summer fair is the most logical move.

LUXEMBURG, Wis.—Secretary Julius Cahn, Kewaunee County Fair here, who has been in ill health, has gone to Tampa, Fla., for the winter upon advice of his physician.

Allentown Pays Off in Big Year

ALLENTOWN, Pa., Dec. 25.—Officers and directors of Lehigh County Agricultural Society, operating Allentown Fair, were re-elected at the annual meeting last week, including M. H. Beary, named secretary for the 16th time. Other officers: E. H. Scholl, president; George F. Seiberling, Henry A. Reninger, Henry W. Leh, Albert E. Rinn, vice-presidents; Fred E. Lewis, treasurer; J. Herbert Kohler, librarian. Treasurer Lewis was elected after serving an interim appointment succeeding the late F. C. Hausman.

Reports showed that the 1943 fair was highly successful, attendance being (See Allentown Pays Off on opp. page)

Ella Carver Retires

ST. PETERSBURG, Fla., Dec. 25.—Ella Carver, high diver, has retired and settled down in this city, having bought a home, and she will raise vegetables and flowers. Her last performance was given here at Webb's Patio. She is 51 and had been diving for 38 years, both here and abroad. She was born into show business, her father, Dr. W. F. Carver, at one time having been the world's champion rifle shot and a partner of William F. (Buffalo Bill) Cody.

a desire to help his community by providing an educational short course for the farmer of his trading area and at the same time offer a means of relaxation for the community or he might be attracted by the glamour and ballyhoo of the carnival spirit. Nine times out of 10 he likes (but won't admit it) the hurry, worry, noise, confusion and the excitement of modern times. It can be a great strain on the old nervous system and usually is. Then, too, some get into the game to try to salvage what appears to be a very bad investment.

So far no county fair has reported itself perfect. I do believe, however, that the past year has seen the greatest improvement in the management of county fairs that has taken place in the past 25 years. This can be traced to proper organization of the county fair boards.

They must be staffed with the experience of older men, coupled with the vigor of the younger members, who will apply good sound business to its operation. Any business man or farmer who offers his aid (See County Managements on opp. page)

OPS LOOK TO WAR'S FINALE

Little Change In Operation Seen for '44

Park men establish remarkable record last two seasons under handicaps

CINCINNATI, Dec. 25.—The nation's park operators, with two wartime summers tucked successfully under their belts, are already making preparations for the 1944 season, hopeful almost to a man that it will be the last that they will work under the handicaps inflicted by War-God Mars, which have made park operation anything but a pleasure the last several years.

Faced with such wartime hindrances as new taxes, priorities, food and refreshment rationing, transportation restrictions, lack of merchandise, dim-outs, blackouts, labor shortages and countless other stumbling blocks, operators of amusement parks and resorts have done a remarkable job the last two seasons. One thing in their favor, however, was the fact that they had a healthy money market to work to, which in many instances served to better even average peacetime business. This doesn't necessarily mean that park profits were heavier the last two seasons, as in most cases increased operating costs more than off-set the added business brought by the larger and better spending crowds.

Work on park improvements and expansion, entailing the use of priorities, has begun earlier than usual at most of the nation's funspots. The operators' prime thought these days is to keep their rides and other equipment in tip-top running order as a means of guarding the public's safety. With the hopes of avoiding being shut off from the necessary supplies and materials, park operators generally are attending to their repair problems this winter rather than wait until spring when the drain on materials in the outdoor show field is generally at its peak.

Little Change in Operation

It is unlikely that park operation will see any great change the coming season or that there will be any appreciable gain or loss in revenue. The priorities and transportation problems will remain very much the same, with the hustling, op generally able to whip these items into shape to suit his own purpose and benefit his own operation.

The biggest bugaboo facing park operators the coming season is the new federal admissions taxes now being mulled by the Senate Finance Committee. Generally, the park ops fear no evil effect from the new taxes as far as business is concerned. They have no objection to the 20 per cent as proposed, but they are hoping for a simplified manner of collecting these added taxes from the public. They favor a straight 20 per cent (See *Ops Look to War's End* on page 43)

American Recreational Equipment Association

By R. S. UZZELL

There is a difference in point of view in valuing the importance of a meeting. To one who pays no fire insurance a lengthy discussion on the subject would seem insipid and unworthy of lengthy debate, while to one who pays in four figures a chance for a reduction in rate from \$3.50 per hundred to \$1.80 per hundred, the time and effort is more than justified. Taxation can be dull or of vital importance, depending upon whether or not one must suffer by the imposition of a higher rate when concerted action can prevent an exorbitant rate. The same keen interest on priorities depends on whether or not one needs a priority to keep his business afloat, or close up entirely if the necessary ones are not forthcoming. We all had to learn income tax requirements or suffer penalties or possibly jail. The meetings almost a quarter of a century ago were not inspiring but they did arouse keen interest with all of us who had to make income tax reports.

Freight Rates an Example

Freight rates was not a subject to cheer about. But it was an accomplishment well worth while when the rate on a Merry-Go-Round took furniture rate, first class, and was reduced by special effort to third-class rate. All other rides and amusement devices were substantially reduced in a special classification which was obtained after due discussion and which created a special freight rate committee that got results.

We cannot consider too many subjects at a meeting. Our last meeting at Chicago considered only vital, present-day problems which must be met for 1944 if we are to operate at a profit. Those who have these hurdles to make felt they were benefited. Many of us would like to discuss the future trends

and the new material we will be using in the very near future. But these other vexing problems must be met now, while those marvelous developments are all in the future and cannot now be profitably considered.

A colored man was taking a heating stove to a secondhand dealer. The proceeds of the sale were to take him and his family to the circus. When told that he would need the stove the coming winter, he said: "The circus am here now and winter am a long way off." We have to consider present-day perplexing problems instead of having fun, altho in disagreement with the colored man's philosophy. Despite it all, we did interject some fun between the hard-boiled deliberations.

The parks which are keeping key men on repair and reconditioning work are not only sure of holding the men for next season but they'll have the essential work done by opening time. And a lot of them are doing this now.

Random Shots

George A. Hamid is on the alert as never before to round up acts for 1944. Some performers who have been honorably discharged from the armed service are again doing their act. At our banquet in Chicago, George presided at the best show we have had in many moons.

George Baker spent the summer in Memphis on the fairgrounds, running the rides in which his late brother, Harry, had an interest. It was the first summer since leaving Baltimore, about 20 years ago, that he has operated for his own family.

Herbert F. O'Malley did not continue in the amusement park business after leaving Rye, N. Y. He is in the State tax department at Albany, N. Y. Those (See *AREA* on page 43)



MR. AND MRS. C. E. BARFIELD, prominent outdoor showfolk, whose American Legion Park, Key West, Fla., has been running along harmoniously and to healthy returns since its formal opening November 11. The park property, located at Duval and Division Streets, is owned by the Barfields, who operate the funspot under the sponsorship of the Arthur Sawyer Post No. 28, American Legion. Lifting of the dim-out restrictions has been a boon to the Barfield business this season.

Batt, Moore Head N. O. Dimes Drive

NEW ORLEANS, Dec. 25.—For the first time in the history of the annual event here, a showman will be chairman of the local drive for Mile-o-Dimes in mid-January prior to the annual President's Ball.

It was announced this week that Harry Batt, president of Playland Corporation, op of Pontchartrain Beach, will be in charge of the affair, while Gar Moore, publicity director for the beach, will handle publicity.

This combo of Batt and Moore is largely responsible for New Orleans having one of the most complete and finest beach resorts in the United States, and assures the dime event success.

Dick Kratz Joins Illions at Celoron

JAMESTOWN, N. Y., Dec. 25.—Harry Illions, president of Celoron Realty Corporation, owner-operator of Celoron Park here, this week announced an addition to the executive staff in the person of Dick H. Kratz, well-known producer of amusement park features and attractions.

Kratz comes to Celoron after a successful season at Carlin's Park, Baltimore. A former resident of Syracuse, Kratz has served on the staff at Enna Jettick Park, Auburn, N. Y., and also operated parks in Pennsylvania and Florida.

Kratz has already established residence here and has taken over the duties of public relations director in co-operation with Illions. He plans to expand the recreational, picnic and amusement facilities of Celoron in keeping with the expansion of the population of Western New York and Pennsylvania.

Priestly on Polack Staff

CINCINNATI, Dec. 25.—Bill Priestly, formerly for three seasons promotion manager at Jefferson Beach, Detroit, under the receivership of Frank L. Klingensmith, and later at Eastwood Park, that city, for three seasons in a similar capacity, has joined the promotion staff of the Polack Bros.' Circus under James Rison, now working with the Shriners here for their annual show in February. Priestly, who formerly was also with the Detroit Convention Bureau and with Lincoln J. Dickey at the Great Lakes Exposition in Cleveland, began his park career under the late Ike Martin at Chester Park here many years ago.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

Floridata

This is the time of the year when the conductor of this column starts going thru his closets, taking the moth balls out of slack suits and swim trunks. It won't be long now until he'll be basking in this pesty-looking frame under a Miami sun. And I hope to have continual news for you on aquatic conditions down South.

Despite the reports in the daily press about the crowded conditions in Miami and Miami Beach, Fla., there are still plenty of apartments and homes available for rental. Inside story is that during December owners of these dwellings purposely refused to rent 'em because of the OPA ceiling price. What's going on, according to my operatives, is that landlords will rent you an apartment or a house for the season at OPA rates. But if they know you they have no hesitancy to inform you that they will expect a present from you of anywhere from \$300 to \$400. And if they

don't know you they just won't rent you a place. That's why you read reports that there are no vacancies. There aren't—except to the right people.

The hotels, many with pools, are getting around the OPA ceiling by running under a new policy. Some of the hostilities which used to operate on European basis (without food) are now offering rooms with breakfasts and dinners, upping the tariff on the meals and thus getting around the OPA ceiling. Some of the hotels are even charging for use of the pool to its guests, which apparently is permissible by law.

And so the reports persist that it's impossible to get accommodations in Miami. Something should be done—and quickly—to squelch the rumor. You'll remember what similar rumors did to the New York World's Fair.

Publicity and press relations for Miami Beach this season are in the hands of a capable drum beater, Tom Ferris, who represents the w-k Steve Hannagan. Tom knows the score, and can lead the hotel, beach and pool men of Miami Beach to one of their most successful seasons if he gets their co-operation.

Trouble is, there are too many fly-by-night ops down there trying to catch quick dough while the gold rush is on. They aren't too scrupulous as to how they do it. But I think the old-timers like the Roney, Macfadden Deauville and other popular spots will keep the others in line.

Miamitems

Gene Dennison, boss-man at Macfadden Deauville plunge, is bound to get most of the newsreel publicity this winter—and rightly so. Macfadden's is the prettiest of the tanks not under government jurisdiction. Hope they stage water shows at Macfadden's this year, like they used to do prior to the war—for they really know how to put 'em on. Pool (See *POOL WHIRL* on page 52)

WANTED

Maintenance Men and Ride Operators for year-around work.

Also

Good Swimming Pool Manager capable of operating filtering plant for year-around work.

Apply in person or write

EASTWOOD COASTER COMPANY

20744 Gratiot Avenue

East Detroit, Michigan

Showmanship Pays In Havana, Cuba

HAVANA, Dec. 25.—F. Rodriguez, roadshowman working out of this city, attributes his successful operation to a good variety of films and good showmanship.

Football and baseball pictures are one of the biggest attractions roadshowmen have to offer this season of the year. Football pictures have always been popular. However, this popularity has increased since the war has started. Rodriguez attributes this to the fact that people realize the type of training football and baseball players receive is standing them in good stead when called to the service.

Baseball and football pix are successfully shown at schools and boy's clubs.

Roadshowmen still operating with standard size equipment are eager to buy outright or rent at reasonable rates suitable 35mm. prints, the survey shows. One very interesting fact brought out by reports gathered from roadshowmen in the field is the fact that many of them operate both 35mm. and 16mm. equipment according to the facilities or requirements of their show spots. The roadshowmen show a keen interest in posters for advertising and they also fully appreciate the dollars and cents value of publicity. They dress up their fronts with

attractive, clear stills, and their lobby displays compare favorably with promotions carried thru by theater exhibitors. The operators in the 35mm. field make liberal use of trailers, heralds, lobby and window cards and one sheets, according to observers who sent in their reports from far-flung sections of the country.

Both silent and sound films are popular. The silent films of the old-time movie variety with comic sound effects dubbed in are particularly in demand. The novelty sound effects must be well done, however.

Roadshowmen in this field show a particular interest in the condition of films and their length. In shopping for films the operators also show a keen knowledge about the industry and its problems. Roadshowmen have been showing films of this type since the outbreak of the war with success.

ANFA May Hold Nat'l Conference

NEW YORK, Dec. 25.—A mailing will soon be made to members of Allied Non-Theatrical Film Association asking them to comment on the advisability of resuming the annual national conference in April, 1944.

Decision to do this was reached at an ANFA meeting held at the Sheraton Hotel December 8, when Russell Roshon was unanimously elected to the board of directors.

REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Season Big for Hayworth No. 2

SEVEN SPRINGS, N. C., Dec. 25.—"Seabee" Hayworth's No. 2 show, picture and vaude combination under the management of Billy King, closed its season here recently after a 16-week trek to good business. The Hayworth No. 1 unit, with "Seabee" and Marion Hayworth, continues in stock under canvas at Pink Hill, N. C., and the No. 2 show reopens under canvas here January 7 to remain until the weather permits taking to the road again on week stands. King will return as manager of the No. 2 shows, and Henry Cassaday will be back as treasurer.

The No. 2 Hayworth show opened with a new outfit from front to back, and on the fourth night out a careless smoker tossed a lighted cigarette against the sidewall, a fire breaking out just after the performance. Cassaday saved the outfit by cutting the burning canvas out of the tent, but not until King had sustained a badly burned hand.

Business over the entire route was good, King says, with biz in several towns being exceptional. One odd thing, however, King reports, was that some towns, big in other years for a tented attraction, panned out only fair or poor this season, while other spots, which in the past had been poor or had never played a canvas attraction, turned out exceptionally well for the show.

The No. 1 Hayworth unit will remain in Pink Hill until arrangements can be completed for a permanent building, when it will also take to the road.

Jennings Players Quit for Duration

PIXLEY, Calif., Dec. 25. — Jennings Players, with Fred J. Jennings at the helm, is making time for the duration, with the big tent, trucks and equipment in the barn but in readiness for the trek when the lights of the troubled world come on again. The Jennings tent has been making its established California territory for the last 22 seasons. Most of the Jennings players of the last several seasons are on war jobs.

Wayne and Ruby (Rolland) Hart, L. K. and Tudor McKay, Dell and Florence (Moreland) Post, Bill and Flo Phillips and Fred and Ann Ewen are in Long Beach, Calif. Whitland and Cleone Locke and Paul and Jack Westmoreland are in Los Angeles; Emmett and Jose (DeCosta) Dennis are in Houston; Grady and Dot McClure are in Des Moines; Earl Newton and Lucille Locktee are in Pismo Beach, Calif., and Ollie Locktee is in the navy.

Fred and Aleta Jennings, assisted by John and Mabel Jennings and Will H. Locke, are operating a picture theater in this city.

Rep Ripples

TED NORTH SR., accompanied by his mother, recently hopped to Kansas City, Mo., for a few days' visit with Howard Brandt, jumping then, via Topeka and Wichita, Kan., to California to spend Christmas with Mrs. North (Marie Peters). Ted Jr. and his new bride, Mary Beth Hughes, are in Tucson, Arz., where young Ted is attending navy school. After the holidays the North Srs. will return to Kansas City, Mo., where Ted Sr. expects to take over the management of a theater for the Fox-Midwest Circuit. He has leased his apartment in Milwaukee for the winter.

... TURNER, NOREEN AND DEANNE DEPENBRINK are visiting with King and Hazel Felton in Kansas City, Mo., and playing a few spots around the town.

... W. R. HOLLAND, who has his school and hall show in Teller County, Colorado, is headed for West Texas, where he has established territory.

... AL MORSTAD, well-known rep musician, has his own orchestra playing in and around Quincy, Ill. ... THE VEHICLE in which Dick Shankland is appearing at the Great Northern Theater, Chicago, is *Unexpected Honeymoon*.

... FOY WITHERSPOON, former leading man with the Ted North Players, is emcee at Club Mayfair, Lansing, Mich. ... JACK AND ELSIE LOWRY have retired from the business and are holding down government jobs in Oakland, Calif. ... DOC HUTCHLER, former rep musician, is managing the Summit Theater, Kansas City, Mo. ... FRANK MARY, former agent with the North and Swain shows, is now with the Missouri Pacific Railroad at Union, Miss. He is presently in the railroad's hospital in St. Louis, recovering from injuries sustained in a fall.

... ETHEL REGAN, former character woman with the Ted North Players, has recovered from a recent operation and will resume with club work in the Wichita (Kan.) sector after the first of the year.

... LODEMA COREY, formerly on characters for the Chick Boyes Players, is producing home talents in the Missouri territory. ... GLADYS BELL, formerly with the Augler Bros., Jack Brooks and other reps, is now residing in Wall Lake, Ia. Her father, the Rev. E. M. Bell, passed on there December 17 after a two-year illness.

... ROY HILLIARD, erstwhile director of the Neil Schaffner tent show, is spending the winter at his home in Oshkosh, Wis. ... PARKER JACKSON, vacationing at McIntyre, Ga., expects to connect with a school show after the holidays. ... F. J. BURNAM opened his school and hall show at Natchitoches, La., December 17. Two-people trick is presenting E. F. Hannan's *The Old South*.

OWI 16mm. War Film Policy and Program

Reports OWI: "In the light of our experience so far the 16mm. Non-Theatrical Division of the OWI Bureau of Motion Pictures will continue to:

1. RESURVEY ALL FILMS. Re-examine all film subjects now in circulation and recall any found to be obsolete or controversial and notify all distributors to return any subjects they consider obsolete, controversial or otherwise undesirable. This will be a continuous process.

2. SUPERVISION AND CONTROL. Provide supervision and control for the 25,000 16mm. prints already released, but leave the entire responsibility for film selection and use with State, city, county and community organizations.

3. CLEARING HOUSE. Maintain a clearing house of information on all available war information films, governmental and otherwise.

4. CO-ORDINATION. Co-ordinate the 16mm. motion picture activities of all federal agencies by maintaining an information file for use by other agencies and by reviewing, clearing and passing on the release of all 16mm. government films for civilian use on the home front.

5. OPC TIE-UP. Correlate the 16mm. motion pictures released by the government on war subjects with the other OWI media—newspapers, magazines and radio—in planned OWI informational programs under the jurisdiction of the Office of Program Co-ordination.

6. FREEDOM OF DISTRIBUTOR ACCEPTANCE. As a basic policy on all OWI films now in use and on all others that may be made available thru OWI, allow complete freedom of acceptance or rejection by established distributors, and release films only thru authorized local distributors and not directly to the public.

7. PLANNING AND REVIEW ACTION. Continue release of war films submitted to OWI by other agencies, found to be strictly factual, non-controversial, and helpful in the war effort, and paid for by other agencies or by the distributors. As an added safeguard, before any film is released for 16mm. distribution, the Planning and Review Board of OWI must approve them. All OWI production of films will be discontinued.

Films for Farmers

(Excerpt from a booklet by the same name from the National Film Board of Canada)

How often have you heard a farmer say after studying a government pamphlet, "If I could only SEE the way they do it I'd understand it better." When he said that he was really asking for a film to illustrate the facts in the pamphlet.

Or if a farm boy is home on furlough from some distant part of Canada his parents are sure to ask what the farms were like in Cape Breton, up in the Peace River, on the plains, in old Quebec, in the orchard valleys of British Columbia, or in the dairy districts of Central Canada. He may be able to paint a pretty good picture for them, too. Yet how fine it would be if he could only show them some motion pictures at the same time, to bring the thrill of actual vision to his story.

Here then are films which show the way farm people live in other parts of Canada. Here are films, too, about farming in wartime and about the farmer's place in war production.

Community singing, games, vocal or instrumental music, all help to brighten up the program.

Build your program around the subject dealt with in the films. Select pictures that have some bearing on the interests and problems of your community. Secure government bulletins and leaflets from your farm organizations that deal with the topic of the film. Also you may wish to secure either an outside or a local speaker.

Some New Equipment Available for Civilians

WASHINGTON, Dec. 18.—Some new sound projectors are now available for civilian use, especially when they are to be used in war work, etc. Film slide projectors and screens are also available. Each request is decided on its own individual merit.

Here is the way to proceed:

1. Obtain copies of the application (WPB-1319) and the instructions (WPB-1319, 28) from the local WPB office.
2. Fill out the application in triplicate, following very carefully the specific instructions which are given.
3. Mail the original and one copy to War Production Board, Consumer Durable Goods Division, Reference L-267, Washington 25.
4. WPB will return one copy of the application with its approval or rejection. If approved, the application will contain a WPB authorization number.
5. This WPB number is placed on the applicant's order to a dealer or manufacturer and constitutes WPB authorization of sale of the equipment.

New Films Helping Train Workers in War Plants

Intensive instruction, following the pattern of the most approved methods practiced in American educational institutions, features the new series of 150 16mm. industrial training sound films announced by the United States Office of Education. These motion pictures are adapted to train new personnel in war plants with the objective of adding millions of man-power days to the war effort.

Continuation of a program instituted eight months before Pearl Harbor, these latest of the government films were designed by Dr. John F. Studebaker, United States Commissioner of Education; Dr. C. F. Klinefelter, executive assistant, and Floyd E. Brooker, department chief of visual aids. Before the end of 1944 about 100,000,000 feet of this type of teaching films will be in action in thousands of plants throughout the country. They are being distributed thru Castle Films, Inc.

To assure the most effective application of the training films research was made to ascertain the best systems of conveying ideas on specified subjects to untrained minds. Special studies were made of "ear-minded" and "eye-minded," then mixed groups were reviewed to obtain averages for establishing standards. —New York Herald Tribune.

WE DON'T LIKE TO BRAG—BUT

WE DO HAVE an Ample Stock of 16 & 35 MM. SOUND PROJECTORS

TO SELL OR TRADE

EXTENSIVE FILM LIBRARY

MOGULL'S

59 W. 48th St. NEW YORK 19, N. Y.

Southern Roadshowmen!

Biggest Box Office Hits Today. All Colored Cast Westerns—We Have Them! HARLEM AFTER MIDNIGHT, HARLEM RIDES THE RANGE, BRONZE BUCKAROO, Herbert Jeffrey Musical Westerns, THE SPIRIT OF YOUTH (Joe Louis).

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 W 4th Ave., N. Y. City

SOS PORTABLE SOUND!

HIGHEST PRICES PAID FOR 16mm. Sound Projectors. Any Make. Wire Us Collect Today—Cash Waiting. 445 WEST 42ND STREET, NEW YORK

SALE TRADE

35MM. Sound Films for sale. 35MM. Programs rented. We buy and trade 35MM. Sound Films. What have you? Write

U. S. FILM SERVICE
BOX 117 PASSAIC, N. J.

GAMBLE'S 4 BOOKS OF PARODIES, COMEDY and Minstrel Material, \$2.00; Witmark Complete Minstrel Show, \$10.00; Denison Collection Skits, Stunts, Clever Replies, Blackouts, \$5.00. E. L. GAMBLE, Playwright, East Liverpool, O. ja1x

DON FRANKEL'S ENTERTAINERS' BULLETIN. Containing Parodies, Dramatizations, Band Novelties, Monologues, 25c each; 5 consecutive issues, \$1.00. FRANKEL, 3623B Dickens, Chicago 47.

MUSIC PRINTED, \$7.00 UP; SONGS RECORDED, \$2.50. Melodies, \$6.00; Piano Arrangements, special offers. (Stamp.) URAB-BB, 245 W. 34th, New York 1. ja22x

RADIO RHYMES, PROSE WRITTEN, 10c LINE. 4 new samples, 3 dimes. METRIC SERVICE, 2606 W. 16, Indianapolis 8, Ind.

COSTUMES, UNIFORMS, WARDROBES

A THOUSAND COSTUMES — STAGE, MASQUERADE; Men, Women, Children, \$1.50 each; single or lots. Closing sale. CONLEY, 308 W. 47th, New York.

CHORUS COSTUME CLEARANCE — ONE DOLLAR, perfect condition; Principals, three dollars. Men's Wardrobe. GUTTENBERG, 9 W. 18th St., New York City. ja22x

MEN'S SUITS, \$4.00 UP; DRESSES, 25c; COATS, \$1.50 up. Uniforms and Hats. Write for circular. J. BRENNER, 1568 Fulton St., Brooklyn, N. Y. x

ORCHESTRA COATS, JACKETS, \$2.00. TUXEDO Suits, Tails, Magicians, Orientals, Turbans, Striptease, Rhumbas, Cellophane Hulas, Chorus Costumes. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. ja8

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. Write NELSON ENTERPRISES, 336 S. High St., Columbus, O. ja29x

ANSWER QUESTIONS, CALL NAMES, BIRTH-dates. Professional Master Mindreading Act (no assistant). Self contained, use anywhere, \$1.00. MAGICAL ENTERPRISES, Roseville, Mich. ja1

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. ja29

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ja15x

ANIMALS, BIRDS, REPTILES

FITCH FERRETS, \$15.00 PAIR; RED FOXES, tame, pair, \$25.00; tame Horned Owls, pair, \$25.00. CHESTER LAMB, 3129 Grand River, Detroit, Mich.

FOR SALE — WHITE HIGH SCHOOL STALLION cheap; also young Arabians, Riding Poodles, Kangaroo, Chimpanzee, Capibara. H. D. CLARK, care Joyland Park, Phoenix, Ariz.

HELP WANTED

CONCESSION AGENT WANTED FOR ALL YEAR round work. State type of games you have worked on and for whom. Full references required. H. GERMAINN, P. O. Box 292, Newark, N. J. ja15

GIRLS — TRUMPET, SAX, STEADY WORK. All girl band. Full particulars in first letter. Photos. BOX C-152, Billboard, Cincinnati 1, Ohio. ja8

MEN AND GIRL ASSISTANTS FOR THE world's largest ghost show. Booked solid chain theatres. MACICIAN, 2020 N. W. 20th St., Miami, Fla.

PIANO, TROMBONE AND TRUMPET NEEDED. Salary \$60.00 plus room. ORCHESTRA LEADER New Kenmore Hotel, Albany, N. Y.

VIOLIN, SAX AND PIANO — ALL GIRL ORCHESTRA, year round hotel job, no traveling. Enlarging orchestra in March. Concert and dance. Finest resort hotel in country. Tenth year here. Write, state all, send photo. R. MADDAORD, Hot Springs, Va. ja8

WANT DANCE MUSICIANS FOR LOCATION work. State draft rating. HARRY COLLINS, Grand Island, Neb. ja15

WANT THOROUGHLY EXPERIENCED DIRECT Positive Operators, with or without equipment, for work in Geneva and Syracuse, N. Y. Good salary and commission. Living accommodations available. BOX 545, Billboard, 1564 Broadway, New York 19.

WANT TENOR DOUBLING CLARINET, PIANO, Drums, Girl Singer. Must be reliable, good take-off. Small Dixie, 2 beat combo. Long location. Open January 10 night club. Salary \$60.00 weekly. Write full particulars via air mail. DUSTY RHOADES, care Wainwright Yard, Panama City, Fla.

WANTED AT ONCE — PIANO PLAYER AND Drummer. Must play requests and dance. Small combos, contact at once. Tom McDermott, contact me. Must have unit in two weeks. Steady location. No boozers. EARL BYXBEE, Shelby Rendezvous, Route 1, Hattiesburg, Miss. ja1x

WANTED — GOOD SINGER. PLAY COLUMBIA, stage, cinema. ROOM 51, 827 Howard St., San Francisco 3, Calif. ja1

WE WANT A GOOD RAY GUN MECHANIC — SOUTHERN AMUSEMENT CO., 18 S. Joachim St., Mobile 13, Ala.

WANTED TO BUY

POSTERS OF OLD TIME MELODRAMAS IN colors. Lincoln J. Carter's, others. RAY HIBBELER, 2157 N. Avers Ave., Chicago 47, Ill. ja1

PAY CASH FOR LARGE ROOT BEER BARREL Outfit with all machinery. Also Popcorn Outfit. BOX 460J, Atlanta 2, Ga. ja8

ROULETTE WHEEL AND OUTFIT, MINIATURE or regulation; Chuck Luck Outfit, all new condition. ROBERT W. KNIGHT, Seneca Falls, N. Y.

SMALL MERRY-GO-ROUND, FACTORY BUILT Kiddie Auto Ride. No. 5 Wheel, Devil's Bowling Alley; set Erie Diggers. BOX C-153, Billboard, Cincinnati 1. ja8

TOP PRICE — 2 MODEL B HAMMOND SPEAKERS wanted. M. THOMAS, Box 923, Key West, Fla.

WANT TO BUY ARRANGEMENTS FOR SMALL orchestra. Instrumentation: Piano, Drums, Tenor, Alto, both doubling Clarinets, and Trumpet. Standards, Specials and "Pops." List numbers and prices. BOX 1594, Wilmington, N. C.

WANTED — 2 NEW POTATO CHIP MACHINES complete. Also interested in purchasing Caramelcorn Equipment. Send catalog of full details to NEWTON, Box C-149, care The Billboard, Cincinnati 1, O.

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment. JUSTICE JOBBERS, Box 150, Chicago. ja29x

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

NOTICE Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

AT LIBERTY BANDS AND ORCHESTRAS

Fine Three or Four Piece Combination at liberty in one week. Experienced in dance and show. Union, sober, reliable. Orchestra Leader, General Delivery, Rome, N. Y. ja15

Girl Trio — Also Girl Orchestra available for location only. Hotel, restaurant or club. Must be high class. E. L. Holt, General Delivery, Coral Gables, Fla. ja8

AT LIBERTY CIRCUS AND CARNIVAL

JESS WILLARD—FORMER world's champion. Am booking '44 personal appearance tour. Circus managers, here's money getter for concert. State best. JIMMY GURNETT, Box 1192, Winter Haven, Fla.

Attention — London Punch and Judy Show. Indoor circus, museums, clubs, theaters, children's parties. Elaborate Punch setting. "The Great Prize Fight." Ticket if far. Doc Candler, Billboard, Cincinnati 1, O. ja8

Cailey — Rube Swinging Slack Wire Act for indoor circus, celebrations, department stores, etc. Address: The Billboard, 1564 Broadway, New York 19, N. Y.

Now available for stage, theatre, radio or rodeo. Everett Daniels and His Troupe of High Schooled Horses and Mules, featuring one of the world's most outstanding trick horses and only Apallosa Stallion of his kind today. "The Great Speckled Bird." Go anywhere. Write or wire Everett Daniels, Box 153, Sta. A, Clarksburg, W. Va.

AT LIBERTY MISCELLANEOUS

Gagwriter, Idea Man — Writing band novelties, patter, original parodies, dramatizations, monologues. Desires connection with legitimate entertainers. Free to travel. Don Frankel, 3623B Dickens, Chicago 47.

AT LIBERTY MUSICIANS

AT LIBERTY — RHYTHM Drummer, 14 years' experience. Draft exempt, union and sober. Have modern equipment. Solid, no mickeys. Address E. P. LEE, Elkins, W. Va.

GIRLS—TRUMPET, PIANO and Drummer. Read and fake. Cut shows. Want steady location. BOX C-151, care Billboard, Cincinnati, O. ja8

AT LIBERTY — BASS MAN. READ, FAKE, jam, fine rhythm. Reliable, 4F, age 22. Wire or write KIRBY ELLISON, Vel-Mar Hotel, 2120 W. Washington Blvd., Chicago, Ill. ja1

AT LIBERTY — DRUMMER. UNION, EXPERIENCED, sober and draft exempt. Night club, dance, hotel, stage location desired. Do two musical comedy acts. Have good pearl outfit. Photos on request. WALTER TRITCHLER, 271 Cathedral Place, St. Paul, Minn. ja15

AT LIBERTY — OLD-TIME HOE DOWN FIDDLER would like place with old-time string bands. If you want old-time fiddler answer this; if not, don't. EARL JOSLIN, 811 E. Main St., Du Quoin, Ill. ja1

EXPERIENCED DRUMMER — JOIN IMMEDIATELY. Draft exempt. Any proposition considered, dance or shows. Florida or Southern territory preferred. New equipment, plenty rhythm, reliable. TOM WRENN, 52 Walnut, Asheville, N. C.

HAMMOND ORGANIST — AVAILABLE NOW. Do not own organ. A try out will prove my ability for both swing and classic. Age 40, union and reliable. Honorably discharged, one year overseas. State full particulars in your first letter or wire. Address ORGANIST, P. O. Box 190, Adrian, Mich. ja1

HILLBILLY ACCORDIONIST AND GUITARIST— Later vocalizes, doubles on Fiddle, Bass. Former can read, fake. Both experienced. Will work with separate units or together. Prefer radio units, but willing to travel. Further details if interested. BOX C-155, The Billboard, Cincinnati 1, O. ja8

NAME BAND DRUMMER — 5 YEARS' EXPERIENCE. Age 23, draft exempt. Have record and references. State full details. CHARLES AMATO, 820 Sheldon Ave., S. E. Grand Rapids, Mich. ja1

SAX, CLARINET — AGE 22, EXPERIENCED, draft exempt. Read and take off; good appearance. Will guarantee to cut or no notice. Write BJLL LASHER, care Empress Theatre, Milwaukee, Wis. ja8

STRING BASSIST — READ, FAKE. UNION. Interested in reliable bands only. BOX C-150, care The Billboard, Cincinnati 1, O. ja8

TRUMPET MAN DOUBLING ON VOCALS — Excellent arranger for small band. Have complete library. Can do M.C. work. MUSICIAN, Rm. 621, Milner Hotel, Chicago, Ill. ja22

Alto Sax — Wants work with small band in New York City area. Fine tone and can really send. Fair sight reader, great ear. Memorize a thousand tunes. Good on novelty singing and bokum. Sax Man, care Apt. A, 69 W. 71st St., New York City. Su. 7-9175.

Trumpet Player — 34 years old, experienced in all lines. Play first and also take off. Want job in the South, preferably Florida. Can furnish references and photos. Will guarantee to cut or no notice. Pete Renzi, Box 87, Lyons, N. Y. ja8

Trumpet Player — 34 years old, union; experienced in all lines. Play first and take off. extreme high register. Want job in Florida. Can furnish references and photos. Will guarantee to cut or no notice. Pete Renzi, Box 87, Lyons, N. Y. ja8

AT LIBERTY PARKS AND FAIRS

JAMES COGSWELL — STILTWALKER, CLOWN, now booking 1944. Write now for prices. 1433 Rose St., Lincoln 2, Neb. ja1

J. R. Gray Attractions — Triple Bar, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Harding and Keck, Evansville, Ind. ma11

Charles La Croix — Original Trapeze Act. Available for indoor and outdoor events. Attractive equipment. Platform required for outdoor. Address Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne 4, Ind. ja8

Hillbilly Show — One hour complete, for grandstand, fairs, celebrations. Good name attraction. Ralph W. Conley, Milner Hotel, Toledo, O.

Hulburt's Performing Bears — Two well trained bears. Real novelty for fairs, indoor circuses, theaters, Christmas department stores. Go anywhere. Address North East Post Office, Nashville 7, Tenn. ja1

AT LIBERTY PIANO PLAYERS

PIANIST—UNION, VERY sober and reliable. Cut any show or dance; also arrange. Must locate steady in Texas or Arizona. Available January 10. Minimum \$75.00, 4-F. Wire BOX C-157, care The Billboard, Cincinnati 1, O.

ACCOMPANIST TO TOP ARTISTS — POPULAR, semi-popular song. Perfect harmony, touch, transpose, coach. HERB NESTLAR, Riverside 9-5038 (New York), morning before 10; evening 6-8:30. ja1

AT LIBERTY — PIANO MAN. READ, FAKE, take off, solid rhythm. Honorable discharge, age 26. Go anywhere. Wire or write BUDDY VAUGHN, Vel-Mar Hotel, 2120 W. Washington Blvd., Chicago, Ill. ja1

BOOGIE WOOGIE PIANIST DOUBLING HARMONID (no Bach). Solo or with orchestra. At liberty after January 9. LEN GORDON, 7 Delaware Ave., Norwalk, Conn. ja1

PIANIST — READ, FAKE, ETC. ABILITY, EXPERIENCED; all essentials. BOX C-144, Billboard, Cincinnati 1.

PIANO MAN — READ, DEPENDABLE. MUSICIAN, 508 Eleventh Ave., Greeley, Colo.

Pianist — Union, male, age 40, young appearance, strictly dependable. Trained musician, all around life time professional experience all fields. Interested only in first class, reliable openings that pay top salary. Railroad fare to join. State particulars. Box C-118, The Billboard, Cincinnati 1, Ohio. ja1

AT LIBERTY VAUDEVILLE ARTISTS

MUSEUM SIDE SHOW ACTS — MIDDLE AGED Team, man and wife. Have flash Musical Act, Big Chimes, Marimba, Cow Bell Duet, Either straight or comedy. Have Sword Box. Can do Single and Double Magic, Pitch Magic or smif. Mental Act. Old-timers, no booze or vulgarity. Would consider a good reliable unit. Also have good half-hour school show. Many sketches, songs with ukes, several full evening programs. Changes and put on acts with med shows. Salary or part in percentage. No collect wires. Have sedan and house trailer. Show must transport our trunks. WALKER AND COZY, care Sam Golden's Museum, Columbus, Miss. Address all mail to John A. Walker. State full particulars, best offer in first. x

Dixie Dandy Circus — Large Baboon, Rhesus Monkey, four Dogs. Fast routine outstanding tricks, best of props, harness and wardrobe. Presented by man and woman. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. ja1

"Token" the Wonder Dog open for dates. Clubs, theatres and outdoor dates. Balances on can head, other small objects. Reasonable. Ralph W. Conley, Milner Hotel, Toledo, O.

AREA

(Continued from page 40) of us who knew him well were sorry to lose him from the industry. George Carrier, at Rye, has made good and likes the place. He is a good sportsman and an expert shot. When a pair of quail fly in opposite directions, he can shoot one with one barrel of his gun then whirl and get the other one with his second barrel. It is about time for fish stories to come from Florida. We are well represented down there this season.

OPS LOOK TO WAR'S END

(Continued from page 40) tax on a lump figure, rather than a graduated tax idea that would make collection a complicated matter and thus add another headache to the many already plaguing the park men. Lifting of the dim-out and blackout regulations in certain coastal areas is bound to benefit the resorts and amusement spots located there and should bring many of those spots, almost killed by lighting restrictions the last two seasons, back to normal operation. The curtailing and closing down of certain war industries in some localities may serve to alleviate the help situation somewhat, but until the war in Europe, at least, comes to an end, park operators can look for a dearth of capable and efficient labor. There is no relief in sight as far as the scarcity of food supplies are concerned. Meat supplies, especially, promise to be tighter than ever the coming summer, due to large lend-lease shipments planned by the government for the coming spring and summer.

PHILADELPHIA. — Philadelphia Zoo's problem children, three young lion cubs, have found homes at last. Two of the cubs, a male and a female, are being shipped to Frank Dickerson, of Seminole, Okla., proprietor of a small circus. The third, a female, goes to Capt. Louis Schanz, of Riverside, Fla.

MAIL ON HAND AT CINCINNATI OFFICE

Office Hours— 8:30 A.M. to 4:30 P.M. Monday to SATURDAY

Parcel Post

- Kimball, Dude. 10c Mack, Larry. 3c
Kirksey, Marvin C. 26c Nicholes, Mrs.
Lockhart, Mrs. 30c Stencil, N. E. 3c
Wm., 30c WILSON, Bill, 10c

- Brewer, Ed
Bridge, Miss Lou
Brinley, Geo. S.
Brocsta, Tony J.
Brodie, Wm. Neil
Brodskey, Izzy
Brooksey, Chas. E.
Brooks, Arthur A.
Brooks, C. H.
Brooks, Clifford
Brooks, Edgar Red
Brooks, E. L.
Brousseau, Frank
Broudy, Paul
Broussard, F. B.
Brown, Bernard
Raymond Brown, Mrs. Chas. (Sponny)



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Carroll, Harry
Carroll, Ozzie
Carroll, Miss Pat
Carter, H. E.
Carter, John R.
Carter, Lester
Carter, Mark
CARTER, Ward
Caruso, Johnny
Caruso, Sam
Caruthers, Bob Lee
Carvalho, Joe
Carry, M. J.
Casey, Johnny E.
CASEY, Paul Allen
Casper, Herb
CASPER, John
Cass, Chester
CASSIDENT, Jos.
Castle, Al & Helen
Castle, Hubert
Castle, John R.
CATCHOT, Cornelius
CATEY, Earl W.
Caulley, Russel
Cavillo, Don
Chalfonte, Jimmie & Louise
Chalimar, Miss
Chambers, Earl
Chambers, Tex
Chan & Margo
Chandler, Ralph
Chapman, Earl
Chapman, Ike
Chapman, Keith
Chapman, Major Roy K.
Charles, Michel
Charles, Sgt. Wesley D.

- Flanagan, Bob
Flanagan, Frank
Flaming, Pearl
Fleming, Richard
Fleming, Tom
Flood, James
Floyd, Helen
FOGLE, Chas. H.
Foltz, Chas. (Mrs.)
Fontanan, Joe L.
Ford, L. B.
Forster, Gus
Forsythe,
Forsythe, Fred M.
Forsythe, F. M.
FOSTER, Jack
Foster, Mitchell
Foster, R. K.
Foster, T. B.
Foster, Victor J.
Fox, Benny
Fox, Joe
Fox, Mrs. Pearl L.
Fox, Tommy & Pearl
Francisco, Georgine
FRANK, Toney J.
Franklin, W.
Frank, Abe
Frank, The Four
Franks, Geo.
Franks, Jessie
Franks, John
Franz, Mrs. Otto
Frazier, Mary
Frazer, Opal
Fredrickson, Fred
Fredrico, Don
FREE, Wm. Byrd
Freed, H. T.
Freeman, Geo. H.
FREEMAN, Morris
French, Eugene
Frenz, Morris
Friedmann, Frank
FRISBIE, Alfred L.
Frisco, Signor
Frye, Cecil
FULCH, Chas.
FULKNER, Robt. Wm.
Fullmer, Howard
Gabby, Tom & Joe
Gager, Lesby
Galagher, Frank
GALLAGHER, Atlin W.
GALLAGHER, Grady Marshall
Gamble, Eddie
Gammon, Chuck
Garcia, Mrs. Simon
Gardner, M. M.
Gardner, Mrs. Elnore
Gardner, Tom
Garey, Tom
Garison, Wayne
GARLAND, Albert O.
Garlock, E. K.
Garneau, Mrs. Mimi
GARNER, Floyd Elmore
GARRETT, Leonard C.
Gary, Bill
Gaskins, Frank
Gates, Aron (Col.)
Gattis, Glenn
Gaughn, Harry
Geddis, Geo.
GEE, Robt. Henry
Geldman, Jackie
GEORGE, Miller
Georgette & Marcel
Gerber, Joe
GERE, Donald C.
Gersback, Fred
Geyer, Bert
Gibson, Arthur
Gibson, Irene & Johnnie
Gibson, Wm.
Giffim, Slim
Gilbert, Art
Gilbert, Jack
GILHAM, James
Gill, Possum
GILLEY, Albert
GILLISPIE, Girtus
Gilman, Eddie
Gilsdorf, Dick
Glenos, Mrs. Sara
Glisson, Mrs. Effie B.
Glosser, Ben
Glosser, Epp
Gloth, Bobby
Gloth, Max
Goad, Dan
Godsey, J. C.
Goldberg, A. G.
Golden, Geo. A.
Golden, Helen
Goldhammer, A.
Goldstone, Ralph
Gomez, Augie
Gocho, Bill
Goode, James M.
Gordon, Mrs. Art
Gordon, Bob
Gordon, Bruce
Gordon, Dixie
Gordon, H. M.
Gordon, Harold
Gordon, Doc. Luck
Gordon, Mrs. Marie
Gordon, Newham
Gordon, Sam
Gorman, Frank
Gosnell, Ray
Goss, Charlie
Goudy, M. A.
Gould, Chas.
Gould, Max
Gowdy, White
Gowdy, Hank
Grabbie, Mrs. Ella
Grady, Eddie
Grady, Johnnie
Graham, Clyde
Graham, Texas
Graig, Jos. J.
Grant, Clard
Grant, Harry
Grasnick, Alex
Gratiot, Merle
GRAYES, ROY
Gray, Alfred (Romeo)
Gray, Gary
Gray, Geo. F.
Green, Benj. G. (Alligator Boy)
Green, Billie
Green, Curley
Green, Diana
Green, John
Greene, Bruce
Green, Lew & Kitty
GREEN, Russell
Greene, Eddie
Greene, Enaline
Greer, Bob
Grege, Fred
Gregg, James Ted
Gregory, Wm.
Greimer, Ann
Griffith, D. J.
Grosclowe, Slim
Gross, Chas.
Gross, Howard H.
GROSS, J. P.
GRUBB, Marion Earl
Guth, Louis
Gullette, Wm.
Gunn, Geo.
Gunther, Geo. Henry
Guskin, Sam
GUTHRIE, Porter Gould
Guy, Mike
Gwynne, Jack
Haag, Roy
Hackett, E. J.
Hackett, Walter L. (Red)
Hackett, Willis
Hackley, Haskell
Hagelans, Wm.
Hagen, Eddie
Hagerman, Bill
Haleman, Jos.
Hall, Duke
Hall, Ed L.
Hall, Harold
Hall, J. O.
Hall, Major John
HALLAWAY, Halstead, James E.
Halter, Alice
Hamblin, Jack
Hamid, Ben
Hamilton, F. M.
Hamilton, Mrs. Faith
Hamilton, Selm
Hammon, Earnest
Hammer, Harry
Hammond, Wm. Coy
Handel, Lou
Hangsterfer, Allen
Hanley, Fred
Hanna, John
Hanner, Ralph
Hansen, Al. C.
Hansen, Pvt.
Hanson, Dutch
Hansen, Kenneth
Hanson, Oscar W.
Harbin, Mrs. Linda
Harden, Geo.
Harden, W. T.
HARDING, Wm. Reid
Hardy, Domino
Hardy, E. J.
Harper, Eddie
Harris, Eddie
Harris, Harry M.
Harris, Louis Rogers
Harris, Pearl &
Harris, Ray
Harris, Mrs. Virginia P.
Harris, Wm. R.
Harrison, The
Harrison, Dan
Harrison, Jessie
Harrison, Kitty & Frank
Hart, Roy Osro
Hartley, Geo.
Hartley, Wm. Mary
HARRISON, Naylor Robt.
HART, Wayne
HARTHAN, Henry
Hartwick, Doc.
Harvey, Al
Harvey, Earl
Hasson, Tom
Hatch, Chas.
Hattaway, Earl & Marie
Havens, Fred
HAYES, Kay
Hayes, Patrick
Haynes, James
Hays, Johnny
Healey, Jack
HEATWOLE, Gilbert S.
HECK, Wm.
Heffner, Dr. Jos.
HEGGINS, Pat
Heimert, Art
Heinz, Edw.
Hellman, Carl
Helnick, John P.
Helson, Jean
Henderson, Cortus
Henderson, Grabo
Henderson, Inez
HENDERSON, Wm. Gary
Henderson, Wm. B.
Hendrix, Mrs. Bobbie
Hendricks, Cecil
Hendricks, Tex
HENDRIX, Eugene Webb
Hendrix, Red
Hendrix, Weldon
Hennessee, Col. Geo.
Henley, Mrs. Lenore
HENNESSY, Frank Wm.
Henry, Arthur
Henry, Billie
Henry, W. R. (Mrs.)
Herdl, Wm.
Herfert, Dortha
Herman, Maxie
Heron, James
Hesse, Floyd L.
Hester, Harvey
Hester, W. H.
Heth, Henry
Hewitt, Robt. L.
Hewitt, Whitely
Hibbert, Tom
Higgins, Jerry
Higgins, Bill &
Higby, Jacklyn B.
Hildagard
Hilderbrand, Ed
Hiler, Eddie
Hill, H. P. (Punk)
Hill, Thelma
HILL, Wilbur Jos.
HILLER, Thos. Jefferson
Hively, Gus
HIXON, Edw. James
Hobbs, John
Hockaday, Bill
Hockett, G.
Hodges, Sony Boy
Hoff, Rudy
Hoffman, Arthur
Hoffman, Joe & Georgita
Hoffman, Pauline
Hoze, Monroe
Holden, Gus
Holland, Don
Holman, Sam N.
Holmes, Bob
Holmes, Lillie
Holminski, Joe
Holstein, Jack & Rose
Holston, Jack
Holston, Madison
HOLT, Theodore
Holtzman, F. W.
Holtzman, Fred
Holzman, S.
Hood, White
Hoover, Frances
Hopkins, Harry
HOPPER, Jos. Green
Hopper, Wm.
Horbert, Jack
Horn, James H.
HORN, John Taylor
Horning, Ray J.
Hos, Lee
Hosler, Mrs. Doris
Houck, A. C. Doc.
HOUSE, Leonard H.
Houston, Lee
Hout, Leo T.
Howard, Bob
HOWARD, James
Howard, Joe
Howard, John
Howard, Lobster Boy
Howard, Ralph & Show Mrs.
Howe, Clyde
HOWER, Geo. W.
Howey, Clyde
Howey, Mrs. Evelyn
Hoy, Joe
Hubbard, Al
Hubbard, Harley
Hubbard, Paul
Hudson, Carlton
Hudson, DeWitt D.
Hudson, Frank
HUDSPETH, Fred Ward
Hughes, Claude
Hughes, Melville D.
Hull, Hubert
Hulseman, Frank
HUNKLER, Paul B.
Hunt, Art
Hunt, Edw.
HUNT, Gilbert Earl
Hunt, Kid
Hunt, Tom
Hunter, Harry
HUNTER, Ray Eckford
Hunter, Roy
Hunter, W. J.
Hurl, Jim
Hurt, Joe
Hurt, Thelma
Hussey, Sherman
Husted, Camilla
Hutchens, Earl
Hynd, Wm.
Idaho Slim
INGHAM, Walter F.
Ingle, Glen H.
Ingram, Shelby
Ireland, Val
Irving, Martin
Irwin, Capt. J. G.
Isengard, Geo.
ISON, Earl E.
Jackson, Charlie
Jackson, David A.
Jackson, Dick & Myrtle
Jackson, Eddie
Jackson, Fred
Jackson, Mrs. Helen
JACKSON, Herbert
Jackson, Jack
Jackson, Louise
JACKSON, Riley Mark
Jackson, Robt.
JACOBS, Earl
Jacobs, Robt.
James, C. C.
James, Heavy
Jarlen, Louis
Jarman, Chas.
Jason, Fred & Bessie
Jeffery, W. E.
Jenkins, Robt.
Jenks, Bia
Jerome, Robt.
Jett, Blackie

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

WOOD SHORTAGE NEXT

Big Military Needs Keep Lumber Tight

Furniture, pottery and toy trades fear greater restrictions on use of wood

WASHINGTON, Dec. 25.—The wooden whistle that wouldn't whistle won't even be wooden pretty soon, now that it develops lumber is the key critical material of the war program. The War Production Board's recently announced restrictions on the use of lumber next year emphasizes that it's wood, even more than steel, copper or aluminum, which is now the "No. 1" critical raw material.

Shortage of man power in the lumber camps has forced WPB to consider using metal again for articles heretofore made of wood. Lumber production is substantially below last year, and the present draft situation doesn't promise to alleviate that condition. With expanding overseas operations in every part of the world, requirements of lumber in boxing and crating threaten to use up more material than is available for the combined military and civilian needs.

WPB recently ruled that makers of wood furniture will be cut next year to 84 per cent of the lumber used in 1943 and, effective at once, restricted in the use of seven war-essential kinds of wood. In addition to cutting down the use of wood for furniture, WPB also specified which types of furniture may be made with wood still available. It was said that only furniture that is "less essential or in little demand," is eliminated. The list of furniture and accessory pieces which may no longer be manufactured includes some articles handled by the specialty merchandise trade. The complete list is as follows.

Tea wagons, magazine racks, curio cabinets, what-nots, record cabinets, towel racks, home bars and cellarettes, pier cabinets, chaise longues, bird cages and stands, and ferneries. In the juvenile category, the order stops manufacture of children's bookcases, chiffoniers, wardrobes and toy chests.

Affects Potteries

WPB Order L-232, which limited the use of wood shipping containers in 1944 to 40 per cent of the volume used in '42, is really hitting the potters hard. Expectations that this quota may be lowered even more because of the tight situation in the lumber camps aren't making china ware and pottery manufacturers feel any better either. To save packages, straw, which is hard to obtain, too, and labor, buyers are being asked to have their large orders shipped in bulk.

Slash Toys

At the annual meeting of the Toy Manufacturers of the U.S.A. in New York, it was reported that that industry is facing restrictions on wood and paper. Limitations in this industry would be a particular blow, since the toy trade has had to adapt itself to doing without metals entirely under the war program. While plastics would seem to be the next resort of the industry, caution was the keynote here. Manufacturers are, of course, considering a wider use of such materials, but over-optimism with respect to plastic materials was "deflated" at the meeting.

Plastic Directory

Publication of a directory of plastics producers, molders and fabricators was announced by the Society of the Plastics Industry, Inc., 295 Madison Avenue. The directory, W. T. Cruse, executive vice-president of the society, stated, contains

Tax Bill

WASHINGTON, Dec. 25.—With Congress recessed for the Christmas holidays, February 1 is the earliest date the new excises on furs, luggage, cosmetics, jewelry, etc., may become effective. New excise rates cannot become effective until the first of the month beginning at least 10 days after a new tax measure becomes law, so the revenue bill will have to be passed by January 21 in order to be effective by the second month of 1944. The proposed new postal rates will not be law until 30 days after enactment of the tax measure.

Congressional delay in enacting the revenue bill will deprive the Treasury Department of \$100,000,000.

The tax bill is now in conference-committee, where it is being written in proper legal phraseology.

Military Insignia Dealers' Licenses Extended 3 Months

NEW YORK, Dec. 25.—The 7,600 wholesale and retail dealers handling military insignia who thought they'd be dropping that line with the end of this year were informed last week that their licenses have been extended to March 31, 1944. Last June the War Department announced that after October 18 only some 400 government-specified outlets could sell military insignia; the first week in October the ban was postponed to January 1 because so many merchants had considerable stocks on hand.

Original purpose of the order limiting sales of military insignia to certain outlets was the shortage of strategic materials, but this situation has changed and all regulations governing the manufacture and sale of insignia are being re-drafted. It was announced by the Military Suppliers' Association of America that the new regulations will include provisions similar to those in force prior to June 26. It was reported that manufacturers' licenses which were canceled July 5 will not be reinstated, but applications for new licenses will be received by the Adjutant General's office. Also all wholesalers and retailers will have to make application for new licenses before the March 31 expiration date.

Chicago Furniture and Gift Shows Start January 17

CHICAGO, Dec. 25.—For the first time in the history of the home furnishings industry, suppliers of appliances and retail dealers will get together to discuss problems at the January home furnishings market opening in Chicago January 17. Leading manufacturers of electrical appliances will be prepared to discuss in detail new designs and the amount of merchandise they will be able to allocate to the trade, based upon releases of material by WPB and other governmental agencies, it was reported. The Chicago china, glassware and pottery show will start on January 31 and run to February 12, immediately after the Furniture Market.

Eastern Manufacturers and Importers Exhibit, Inc., will conduct the Chicago Gift Show the end of next month at the Palmer House. George F. Little, managing director, reported that all available display rooms were taken weeks ago.

the names of over 300 suppliers and lists the type fabricating done by each concern named. In addition the volume lists over 500 products and the companies which manufacture them.

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Dec. 25.—Fortune magazine's survey to find out what things people plan to buy first when peace comes showed that only 3.4 per cent of Americans would put a new radio at the top of their post-war shopping list. New cars, houses, furniture, refrigerators, washing machines, stoves, miscellaneous electrical appliances and rugs are wanted first by more individuals than those whose first desire is a radio. One explanation for the low rating radios made in the survey might be that families whose auxiliary sets—those in the bedroom, kitchen or basement—wore out are finding they can manage with the "best" radio in the living room; the one car, refrigerator, washing machine, etc., demands first replacement. Then, too, the one working radio may serve until these promised radio-television sets are on the market some time within a year after the war ends. Stories and ads of the wonders of television are being published in quantity sufficient to impress families to whom a new radio is a big purchase with the advisability of waiting to find out if the budget will stand for the new gadget. One comment on this survey showing that new cars come first is that manufacturers are wondering whether everybody will be yelling "Jeepers!" Plenty of soldiers are writing home they want a jeep come peace again—if these bare little cars turn out to be the 1950 Ford, the market for gadget attachments may be the merchandiser's reward for the duration.

OPA COPS—Chester Bowles, OPA head, announced last week that his office is hiring 500 investigators to police manufacturing and wholesale prices. He said such inspectors, working at the top, can do more than a larger staff could at the retail level. Heretofore OPA has had 2,300 investigators working principally among retailers.

1944 PROMOTION—An executive of the National Council for the Promotion of Father's Day announced that the campaign fund for next year's dad's day is making satisfactory progress with an average increase of 33 per cent over 1943. The council announced that America's leading business men are becoming increasingly aware that Father's Day is a new merchandising season and a real business institution and that even though no special effort is needed in 1944 to sell goods, they understand the post-war objective of establishing the Sunday dedicated to fathers.

TIE FUTURE—And dad will be opening about as many of those long thin boxes next Easter and Father's Day, too. Neckwear producers said recently the situation for the spring and summer seasons still looks fair. The girls will have to put up with rayon hose and dresses next year, chances are that they'll be able to buy real silk ties for the men-folks. Two New York dealers bought up 90 per cent of the first-class quality tie silk recently sold by the Admiralty Claims Court in Bermuda. These stocks were among merchandise confiscated by the British Government from German vessels.

CANADIAN FUR TAX—Our northern neighbor has had a 25 per cent fur excise tax collected at the source for over a year, but recent reports from fur dealers say it has had no deterrent effect whatever on buying, except that the increased prices sometimes force a buyer to purchase a lower priced fur than originally intended. Canada's tax is a "hidden" one, which the trade says is a real benefit, for customers usually think the higher prices are due to scarcity of furs and ask no questions about the tax.

MINIMUM WAGE SET—A minimum wage rate of 40 cents an hour, effective December 27, has been ordered by the Wage and Hour Division of the Department of Labor for any employee "who is engaged in commerce or in the production of goods for commerce in the stone, clay, glass and allied industries . . ." Including glass and glass products, china, pottery, ceramic, white-ware, plaster, talc, feldspar and other products, the 40-cent minimum is not expected to have any major effect on the tableware, artware and novelties divisions of the industry since most wage scales are well over the minimum now. A few firms will have to increase their scales, however.

ARMY AND NAVY SURPLUSES—Announcements of occasional auctions of

surplus items held in military stocks are being made, and regional offices where bids may be submitted have been set up in various cities. These offices have lists of surplus material available anywhere in the country which may be consulted by interested firms or individuals. The merchandise trade will be interested in such items as mirrors, small tools, photograph albums and combination radio and phonograph sets, small stocks of which have already been sold by the services. Priorities to buy some surplus items are necessary, however.

CIVILIAN GOODS SURVEY — The Office of Civilian Requirements' survey to determine which articles are most needed by American housewives surprised officials who had thought it was the lack of refrigerators and washing machines.

Paper Shortage Hits Boxed Cutlery Sets

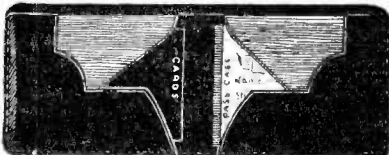
CHICAGO, Dec. 25.—Cutlery distributors, who squeezed thru the Christmas season with barely enough presentation boxes for sets, expect that if the situation grows worse at its present rate boxed flatware will no longer be available.

Since June, manufacturers have been required to ship cutlery in bulk boxes only after the supply of presentation boxes had been exhausted. This was aimed both at relieving to some extent the shortage of cardboard and to discourage the sale of cutlery in larger amounts. It was also meant to hit the distribution of the scarce-growing cutlery as premiums, in which field boxed sets have long been important.

While manufacturers have been prohibited from boxing sets of cutlery, this does not apply to wholesalers, jobbers and retailers. Some manufacturers have supplied their accounts with boxes right along, but have been gradually cutting down on the number of boxes in proportion to the flatware because supplies have been running very low and complete depletion is in sight.

Manufacturers of cutlery are asking that the ruling governing their packaging of sets be dropped, in as much as it leads to some economic waste, since the merchandise is shipped in bulk by them and often repackaged by the distributor or retailer. But the big problem next year will not be: Who will box the goods, but will the goods be boxed?

BILLFOLDS



LEATHER BILLFOLDS

Highest Quality Leather, Workmanship.
All Ind. Boxed.

| | Doz. |
|--------------------------|----------------------------|
| No. 02637 Billfold | \$11.00 |
| Steerhide Grain Billfold | 16.00 |
| Saddle Cowhide Billfold | 20.00 |
| Saddle Cowhide Billfold | 32.00 |
| Saddle Billfold | 22.50 |
| Lady's Billfold | 26.75 |
| Alligator Calf Billfold | 28.00 |
| Leather Billfold | 27.00 |
| Morocco Billfold | 32.00 |
| Aniline Coat Billfold | 44.00 |
| Genuine Calf Billfold | |
| | \$24.00, \$40.00 and 44.00 |
| 3 Ring Leather Key Case | 3.00 |
| 8 Ring Leather Key Case | 4.50 |

Orders Less Than Dozen Lots of a Number We will Have To Add a Small Charge.

ORDER NOW FOR IMMEDIATE DELIVERY

WIS. DELUXE CORP.

1902 No. Third St., Milwaukee 12, Wis.

Popular Items

Blade Sharpener

N. E. Frissell, Gardner, Mass., has the Bello Blade Sharpener that is making such a hit with our overseas forces. The overseas model is said to give 50 plus, comfortable, fast, clean shaves per one double-edge blade. The firm offers merchandising circulars and newspaper mats with quantity orders.

Clear Photo Frames

Clear plastic picture frames with glass fronts are handled by Iwan Ries & Company, Chicago. Single frames with glass fronts come in four different sizes from 5 by 7 inches to 8 by 10. Double frames, folder fashion, are available in two sizes, 6 by 8 inches and 8 by 10 inches.

Miniatures

Leo Kaul Importing Agency, Inc., Chicago, has some new and attractive animals to grace milady's whatnot shelf or collection of china dogs, cats, etc. These are made of tenite, said to be an unbreakable material, and even better looking than glass. They're beautifully colored in dark jade and bright coral finish and are from 2 to 5 inches high. Seven different tiny animal figures are available.

Sculpture Photos

Sculpturette, New York, will make an all-wood carved, hand-colored wooden figure from a snapshot or negative. Mounted on a solid wood base, these novelty "photos" are 10 inches high. The firm advertises painstaking work and individual treatment for each figure. Orders can be filled from 10 to 30 days after receipt.

Billfolds

The genuine leather billfolds ready for immediate delivery by Wisconsin Deluxe Corporation are of the highest quality workmanship. Available in a variety of leathers and sizes, they are real buys for the money. The firm also has other leather items, such as key cases, etc.

NOVELTY PANTS

PRINT ANY NAME OF CAMP OR CITY

VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders. balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.
1033-1035 Mission St., San Francisco 3, Calif.

FUR COATS & JACKETS

Buy Direct From Mfr.

The largest assortment of outstanding Fur Creations in our history available NOW! Immediate Delivery. All types at reasonable prices. Satisfaction Guaranteed! Write for Free Catalogue.

YOUNG & YOUNG
208 W. 27th Street
N. Y. 1, N. Y.

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.

Set #1 has 12 pictures, 7x9 inches.
Set #2 has 9 pictures, 6x7 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.

Wooden
CIGARETTE CASE
Ideal for Engraving

No. 4595
\$6.00
Dozen

Wooden Cigarette case with attractive assorted patterns mounted on front. Swing type top. Holds "10" Cigarettes. Ideal for engraving or woodburning. Volume seller!

Harry Pakula & Co. 5 N. Wabash Ave. Chicago 2, Ill.

NUDIE!

A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2.50. The business gift item you often want for special occasions. A standout for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$12.00 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.25.

EXCELLENT OFFER FOR JOBBERS.
AMERICAN ART PRODUCTS
2067 Broadway New York, N. Y.
(Were you ever in Paris? Yes, this is it!)

LUMINOUS
RELIGIOUS FIGURES & FLOWERS
By Nite Glow

Send \$2.00 for samples of our regular line of EITHER Flowers OR Figures.

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105 W. 47th St., N. Y. C.
ME 3-5794

GLASSWARE

2318—Coasters, Gro. \$3.50
5755—Cups, Gro. 4.50
5756—Saucers, Gro. 4.50
1456—Pillar Tumblers, 9 Oz. Gro. 4.50

Prices of Other Glassware on Request.

SMOKER'S FUN SHOP

A "Natural" for Display Card Workers.

Each card has 53 Joker Novelties to sell at 10¢, brings dealer \$3.80—Sell dealer at \$2.75—Your cost \$1.75. Sample shipment (3 cards) for \$5.00. Cash with order—No C. O. D.'s—Exp. Only.

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

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Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

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1033-1035 Mission St., San Francisco 3, Calif.

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2907 W. WARREN DETROIT 8, MICH.

HERE ARE REAL 'PIN-UP' FAVORITES

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MUST BE SEEN TO BE FULLY APPRECIATED. Send for Illustrated Folder for complete range of designs and LOW PRICES. Stock up NOW—profits are exceptional. Special offer to jobbers. Terms: 1/3 Deposit, Balance C.O.D., F.O.B. N. Y. Compare our prices and workmanship.

B. & M. NOVELTY CO. (B. B.)
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Easy-to-sell
CIGARETTE CASES
of Genuine Leather

A MONEY-MAKING STAND-OUT!

BY THE \$1.80 DOZEN per doz. BY THE GROSS 12 1/2 each

One Dozen Minimum Order...\$1.80

These attractive genuine leather cigarette cases with handy tuck-in flap come packed by the dozen in assorted colors and grains. Your price so low you can sell dealers. A winning salesboard item!

Peter Peyton

25% Deposit with Order, Balance C.O.D.—F.O.B. Factory
We Prepay Shipping Charges on all Cash-In-Full Orders

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WE WILL HAVE A COMPLETE
NEW PREMIUM CATALOG FOR 1944

In the meantime send us a list of your requirements and we will answer at once. Thank you.

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO.



BARGAIN FINDS

- GENT'S WRIST WATCHES EACH \$ 5.75
- WATERPROOF WRIST WATCHES, 4 Jewels EACH 13.50
- POCKET WATCHES EACH 4.25
- STERLING SILVER RINGS, for various branches of the service, 2 grades. Special DOZEN 15.00
- BILLFOLDS, 3 good values. DOZEN \$6.50, 9.00, 12.00
- LAZY BABY DOLLS. Good values. 3 sizes DOZEN \$10.50, 12.50, 14.40
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- AMERICAN FLAG SETS. Lustrous rayon broadcloth. Complete with Eagle, Staffless Hanger. Individually boxed. 2 sizes. Exceptional value. DOZ. SETS COMPLETE \$7.20, 9.60
- ZIPPER UTILITY CHUCK-IN BAGS. For civilian and military use. Can also be used as a lunch or beach bag. 300 dozen closeout. DOZEN 6.00
- 2-PIECE UTILITY ARMY SET. Hang-It, Carry-It, Pack-It. Compact 3-in-1 Wardrobe. Bargain \$1.95 Value. Boxed. DOZEN BOXES (24 Pieces) 7.80
- 3-PIECE UTILITY SET. For Army or Navy. Every imaginable use. Very compact. Bargain \$2.95 Value. Boxed. DOZ. BOXES (36 pieces). 12.00
- SHAVING & DENTAL CREAM. Excellent quality in lithographed tube. 2 large sizes. 20¢ & 35¢ tubes. Prices to move quantity. DOZEN 72.00
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- FIRST-AID KIT. Metal box. Fast 50¢ seller. What a buy DOZEN KITS 2.75
- ASPIRIN, 100 in a bottle DOZEN BOTTLES .96
- 8-VITAMIN CAPSULES. None better. 100 CAPSULES 1.50
- BASEBALL BANKS. Size like a baseball. Displays and boxes for each individual bank. 6 dozen to a carton. 6 DOZEN 13.50
- 72-INCH STEEL RULES. Flexible. In automatic fine case. Bargain. DOZEN 3.60
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- SHOE POLISH. Excellent value. GROSS 6.00
- NOVELTY PANTIES. Improved style. Catchy slogans. A fast popular seller. Dozen \$1.85. GROSS 20.50

25% Deposit With All Orders.
27 YEARS OF VALUE GIVING.
192 Page Catalog FREE With All Orders.

MILLS SALES CO.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

MERCHANDISE TRENDS

(Continued from page 46)

machines which disturbed homemakers most. Turns out that it's the little things that irk Mrs. America—she wants alarm clocks, bobby pins and elastic for tapes and girdles, along with butter, meat, sugar and soap. Arthur D. White-

side, director of OCR, said in announcing the results of the survey: "Most of the needs brought out by this survey can and will be met." A few days earlier, WPB Chairman Donald M. Nelson said that more civilian goods are unlikely now even if raw materials seem available because of the bottlenecks of man-power and productive capacity.

TRADE VOLUME—Department store sales for the week ended December 11 dropped 1 per cent under the corresponding week of 1942. Sales for the previous week were 7 per cent ahead of last year, and it's thought this continuation of a slackening pace indicates the public really isn't on any wild buying spree—despite the crowds of shoppers. Three Federal Reserve districts even showed heavier declines than the country's average of 1 per cent. Retailers are thinking now their shelves won't be so bare after all the first of the year; in fact New York's November report on inventories showed them to be only 15 per cent under a year ago.

VICTORY GOODS—It's risky business to have too much of it on the shelves, according to reports of department and chain store men. "Tis said they're handing out strict instructions, especially to toy department managers, to get rid of cardboard trains, wood wagons and similar items made of substitutes.

SHARPENER HABIT—Wouldn't be a bit surprising to find a post-war jump in the number of men using some kind of razor blade sharpener. Army post exchanges are buying them for overseas shipment, and reports are that the American Red Cross is sending them to our boys in foreign prison camps. WPB has allowed production of a certain brand of sharpener because it saves its weight of a little over 200 blades (double edge) in steel. Some say that by the use of this particular sharpener a blade can be made to last over a year.

CANADA LIFTS BAN—Indications of similar action in the United States in the not-too-distant future were seen in a recent ruling of the Canadian War-time Prices and Trade Board which permits manufacture again of some 500 items made of scrap aluminum, wrought iron, alloy and carbon steel, and certain types of structural steel. Among the list were "novelties of all kinds which may be used as premiums."

Rayon Plush HONEY BEAR



Here is a real profit producing stand-by. Will get and hold attention. Has balloon type pantaloons and is completely made of rayon plush. Has roly-polly eyes. Comes in contrasting pastel colors, 23 inches tall.
\$2.75 Each
18 inches tall \$1.50 Each

Write for three color booklet
25% Deposit With All Orders.

JERRY GOTTLIEB

303 Fourth Ave., New York City

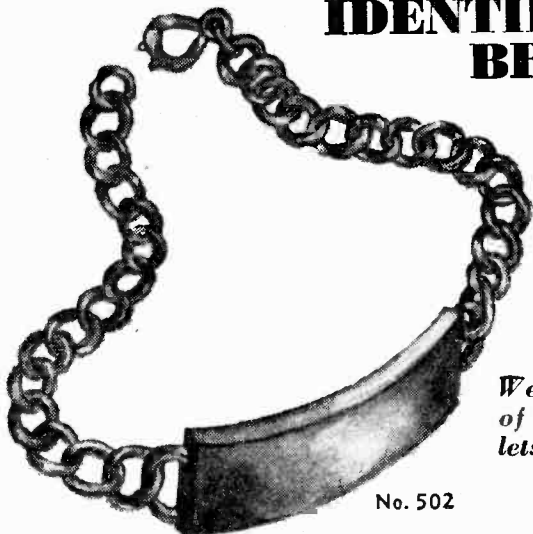
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Plastic Markers
Midgets 1—3000
News 1—3000
Specials—5 Ups—6 Ups—7 Ups to Pad
Regular Specials

JOHN A. ROBERTS & CO.

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235 Halsey St. Newark, N. J.

IDENTIFICATION BRACELET!



No. 502

No. 502—Heavy Sterling Silver Identification Bracelet. Curb chain lengths .070 stock. Heavy center place .075 stock. Highly polished!

\$5.00 Each
We believe this is one of the heaviest bracelets on the market.

1/3 Dep., Bal. C.O.D.
F.O.B. N. Y.

Send for Catalog!

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MURRAY SIMON 109 South 5th Street
Brooklyn, N. Y.

WALLETS! MADE OF 1st GRADE INDIA GOATSKINS!



MOROCCO, BLACK AND BROWN
HAND WILLOW, BLACK AND BROWN
SEAL, BLACK AND BROWN
SADDLE, TAN AND REDWOOD
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

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Immediate Delivery
Jobbers, Write for Special Discount

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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.

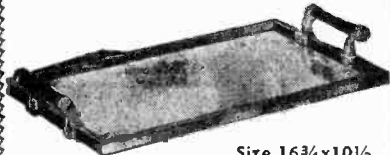


STERLING SILVER RINGS

Two hands that clasp and unclasp go to make up this memento of true friendship. Price includes Federal Excise Tax, postage and insurance.

BB9119—Each \$1.75

MIRROR SERVING TRAY



Size 16 3/4 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.



B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each \$4.10
B. B. 101—3 Diamond Wedding Ring to match. Each 4.50
Sizes 5 to 7

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
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GLOWS LIKE A STAR LUMINOUS FLOWERS AND STATUES

It is only STAR-GLOW that can give you quantity, quality and the lowest prices. Medium size Gardenias with separate large bud, in 2 colors, \$2.25 doz. Large size Gardenias, with separate bud, 2 Colors, \$3.50 doz. Order Now in Quantity. TAKE NOTICE—We are one of the biggest distributors of any kind of luminous and uniluminous flowers and statues.

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NEW LINE CEDARWOOD JEWELRY

Send \$10 for Sample Assortment IMMEDIATE DELIVERY
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WOOD JEWELRY
Lapel Gadgets • Pendants • Pins • Photo Locketts • Gold Wire Mother Hearts
Send \$10.00 For Sample Assortment
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PAPER MEN

Well-known papers for every State in U. S. A. Different State combinations, but all attractive. Best and lowest price, up-to-date war maps, and small turn in. Write or wire
ED HUFF, 5411 Gurley, Dallas 10, Texas

IMMEDIATE DELIVERY GUARANTEED!
 WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



S-100 SWEETHEART Diamond Ring Sets
 10-K. Mounting

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| S-100 1-Diamond Engagement Ring | \$4.50 |
| 3-Diamond Wedding Ring | 6.00 |
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| 3-Diamond Wedding Ring | |
| S-300 3-Diamond Engagement Ring | |
| 5-Diamond Wedding Ring | |

Beautiful Box, specially designed for the above Sets, can be furnished upon request for an additional charge of 40¢ per set.

D400—3-Diamond Dinner Ring, selected crystal Diamonds ... \$5.25



SUPER JEWELRY MFG. CO.
 45 Astor Pl. New York 3, N. Y.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Successful operators follow the principle that the harder it is to get a location the better it is likely to be. Therefore, instead of working thru the back door they move right into the front office of large utilities, brokerage houses, banks, war plants and place cards with members of the staff from the switchboard girl to the president. It is all in the manner of the approach. Of course, some selling ability is required plus a complete lack of an inferiority complex, but an operator who cannot sell will never get the heavy sugar. Remember this. A salesboard operator is basically a distributor of merchandise and a sales-

man with a definite edge over other salesmen. He has a powerful gimmick in the salescard. However, he can kill this advantage if his sales presentation does not follow a planned sequence. More often than not an operator should play up the item being offered before showing a prospect a card or mentioning the deal. He should excite the prospect's interest in the item and explain how it can be obtained without cost. Coming right out with a solicitation for a card placement, especially in large offices, will usually receive a cold turnaround.

When a switchboard operator or reception clerk takes on a card she will probably run it off herself. When an executive takes the deal he may work it as a lark or turn the card over to one of his employees. In any event the percentage of completions in this type of location is high. And what is most important, repeat orders here are the rule and not the exception, with the location good for a turnover the year round.

A capable placement man should be able to lay about 10 cards a day in good spots or 50 cards in a five-day week.

HAPPY LANDING.

PIPES
 FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

DOC H. J. CLAYTON . . . recently glimmed Doc Jack Oller passing out wood jewelry and novelties to good takes in Springfield, Ill., and says the flash was so good it slowed down traffic. Clayton is still a guard at the prison in Menard, Ill., and will remain there until the birdies chirp in the spring.

DID YOU keep your 1943 resolutions?

PVT. J. W. BATHRICK . . . V-mails that he is pitching, but in a new line for him, and will get back into his old sphere just as soon as it's all over.

AL SEARS . . . sheetle, still in Newark, N. J., cards that Charlie Caproni has a beautiful poke flash in Kresge's there, and expects to air-trek to Tampa soon. Margie Klotz has been getting geedus with perfume at Bamberger's there, and Frank Tygar is ready to take his lucite jewelry to New Orleans.

A NEW YEAR means new licenses.

R. A. JENKINS . . . scouting around for a fiber case and tripes small enough for a doorway pitch, reports biz okay in California.

NOEL'S ARK . . . is being steered to Georgia, according to Skipper Mae, who reports takes on the fat side. A new chimp has been added, making it a threesome.

MR. AND MRS. E. S. GREEN . . . enjoyed a big holiday season around Balboa, Calif. They promise to disclose new plans soon.

IT'S LEAP YEAR. Are you ready to leap into new lines?

BUFFALO CODY . . . with Texas Tommy and her husband, John Henderson, are cutting up jackpots in Rensselaer, Ind.

JERRY RUSSELL . . . reports takes are good in Mobile, Ala.

JIGGS AND MAGGIE . . . (Mr. and Mrs. Billy Finngan) opened lots of gifts in Macon, Ga.

BOB POSEY . . . helped with decorations on a yule tree in Anderson, Ind.

CONDITIONS CHANGE constantly. Are you able to keep up with them?

DR. CARL HICKS . . . is working vitamins with Dr. Paul Hunt in Lions' 10-cent store, Los Angeles, where they have been for two years. Hicks reports that Doc is the same powerful worker on vitamins that he was on books many years ago and that he can turn more \$5 rises than any man he has seen in his 25 years in the biz. An-

nouncement also is made of Doc Hunt's new offices across the street from the store, with opening set for January 5. Hicks asks for pipes from Dr. Frank Streets, Dr. Tom Smith, Elmer Kane, Vic Lund, Walter McInroe, Doctor Duncan, Joe Wall and other old-timers.

GOVERNMENT RELEASE of many materials formerly required for war will soon mean a jackpot cutting for keeps.

DOCTOR LEFFINGWELL . . . is reported working in Malone's store on the Pike at Long Beach, Calif.

EDDIE LEONARD . . . reports a great season with Len-Ola products in New York.

SERGEANT. BLUESTEIN . . . keeps pitching for Uncle Sam and entertaining his buddies at Perrin Field, Sherman, Tex.

SUCCESSFUL RESULTS are obtained if you have an honest belief in the item you are pitching.

THE RICTONS . . . stopped off recently at Wilson's Dam Tourist Camp, Florence, Ala.

JACK (BOTTLES) STOVER . . . and W. W. (Pat) Malone are reported getting the long green on the leaf and have been spotted frequently recently cutting up jackpots at Lou Cornish's hotel in Oakland, Md.

HARRY GREENFIELD . . . recalls the time the late Doc Frank Hale broke in the biz 20 years ago with health books and asks the cause of his death. He adds in lines from New York that Hale worked with old-time men like Ed Ross, Frank Urban, Louis Weitz, Pat Dana, Sol Addis, Jack Wilson, Bill Boyce and Phil Reiss.

A PITCHMAN can take advantage of promising propositions. Live up to all the promises and you'll be welcome back again.

BILLY WHITE . . . leafie and pitchman, reported working Mexican diamonds in Hillsdale, N. J.

Kid Roberts

By E. F. HANNAN

THE first time I saw Arthur (Kid) Roberts he was operating a chuck-a-luck game on the fairgrounds at Union, Me. A stack of cartwheels in front of him, he was laying that the public couldn't beat him. The sky was the limit. A few years after I went to Beecher Falls, Vt., to visit a 10-20-30 rap show. On the street I met Henry Lavine. "What are you doing here?" I asked Henry. "I'm with Kid Roberts's

Beautifully Colored MINIATURE ANIMALS



Made of Tenite, an unbreakable material, looking even more gorgeous than glass.
 Seven different animals, from 2 to 5 inches high, in dark jade and bright coral finish, ranging in price from \$3.60 to \$7.20 per doz.
 All seven animals are fully illustrated on our price list #228K, which will be mailed to any re-seller on application.

115-119 K South Market St. Chicago 6, Ill.

LEO KAUL IMPORTING AGENCY, Inc.

Luminous BLACKOUT FLOWERS THAT GLOW IN THE DARK

GARDENIAS, DAISIES, ROSES, CARNATIONS, BUTTERFLIES AND GARDENIA ACETATE HAIR BOWS WITH COMBS.

Send \$2.00 for 9 Different Flowers

LUMINOUS RELIGIOUS STATUES

RICHLY DECORATED 9" CRUCIFIX, 7" BUSTS OF CHRIST AND MARY, 5" NATIVITY SCENE AND 8" AND 5" ASSORTED RELIGIOUS SAINTS.

Send \$2.00 for 5 Statues Listed

HALE NOVELTY CO.
 2661 E. 13th St., Brooklyn 29, N. Y.

BIG-VALUE SPECIALS

TOKEN WED. RINGS for prizes, games and giveaways. Lead rings with a raised design. Order today.
B124D528 — TOKEN WEDDING RINGS. Sold Per Gross Only. PER GROSS \$1.25.

KEY BRACELET. Timely and handy! Colored plastic bracelets with metal-bead key chains.
B241K17 — PER DOZEN \$ 1.45

KEYCHAIN BRACELETS, Per Gross \$5.00

JOSEPH HAGN CO.
 Wholesale Distributors Since 1911
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Make your selections from our SENSATIONAL 1943-1944 Style for Coats, Jackets, Chubbies, Muskrats, Squirrels, Raccoons, Skunks, Foxes in all shades, Marminks, Mouton Lamb, Sealines, Beaverettes, Persians and every other FUR.
 Sizes 9 to 52.
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Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low priced-rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 187 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

#1909—4-JEWEL PIN LEVER MEGA
 5/4 and 6 by 8 Ligne Movement
OPA CEILING PRICE \$8.06
 Effective December 15



TUCKER-LOWENTHAL
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5000 ITEMS At Factory Prices
 Robby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Send 3¢ stamp for price list.
BLAKE SUPPLY COMPANY
 219 E. Markham LITTLE ROCK, ARK.

BUY WAR BONDS and give the change to the MARCH OF DIMES

Med Show," Henry replied. "Come over and see us, we'de here for awhile under tent." I head the Kid lecture, and he was good. Some years later I was in Hibbing, Minn., then a boom town. I stepped into a store where a crowd of miners were listening to a man extolling the merits of an abdominal belt. It was Kid Roberts, and his lecture was still good.

Time ran along, and one day I got a letter postmarked Lone Oak, Tex. It was from the Kid's combined med and rep show, and he wanted some play bills. Then more years went by and I was at the State Fair at Syracuse, and walking along the row of race-horse stalls I saw a door open and I looked in. There was a gray-haired man bandaging the legs of a horse and when the face looked up to me, who was it but Kid Roberts.

We talked and he said: "I've had a crack at most everything, but the happiest days I ever spent were my med show days." Then he rambled on: "I'll never forget the time I was showing in Woodsville, N. H., and a native threw a fit in the audience. I had a big fellow with me called Frenchy. I never knew his last name. I told Frenchy to shove a handkerchief in his mouth and take him around backstage. Frenchy did, and of course in due time the fellow came out of the fit. Then I took him by the hand and led him onto the stage and said: 'Now, folks, you see what a few doses of our medicine will do.' Business was big the rest of that week."

Pitchdom Five Years Ago

JAMES L. OSBORNE was wintering in Arkansas following a big fair season. . . Rube Wadley was with several sheet-les in Jackson, Tenn. . . V. L. Torres in Chicago, where he glimmed Chief White Eagle and his wife. . . Kentucky Kid was working mits and toys in store fronts in Pineville, Ky. . . Eddie Delroy in Los Angeles renewing acquaintances with the knights of the tripods. . . Leona Allen working billfolds in Cumberland, Md. . . Stanley Naldrett leaving Birmingham for Atlanta after seven weeks' work. . . W. D. Cooper down in Scott, Miss., getting 77 subs on sheet in one day. . . Hot-Shot Austin and Bobble Sichel with Bill Davis in Jackson, Tenn., post office. . . Sy Smith, with layouts, in Benoit, Miss. . . Charlie McGair worked peelers in Reading (Pa.) markets. . . George Sanders reported biz n.g. in Dallas. . . George Haney working pressers at a Cincy downtown spot. . . Charley Courteaux in Pennsylvania with peelers. . . I. W. Hightower en route to Florida with inksticks.

That's all.

Events for Two Weeks

(Dec. 27-Jan. 1.
 CALIF.—Pasadena, Coronation Ball & Rose Bowl Game, Jan. 1.
 N. Y.—Binghamton, Rotary Club Parade, 27-Jan. 1.
 PA.—Philadelphia, Mummies Circus, Jan. 1.
 TEX.—El Paso, Sun Carnival, 29-Jan. 1.
 January 2-8
 N. Y.—New York, Dog Show, 9-10.
 New York, Poultry Show, 2-7.
 PA.—Pittsburgh, Nat'l. Poultry Club, 3-8.
 Uniontown, Poultry Show, 5-8.

FINAL CURTAIN
 (Continued from page 29)

Wallace Fabian, Yvonne Waldron and Mrs. Robert Tucker.
 WALSH—Joseph E., 33, manager of the Chermot Ballroom, Omaha, that city December 12 of a heart attack. Surviving are his widow and three daughters. Services and burial in Sioux City, Ia.
 WHITE—Mrs. Mary E., 60, wife of Al White, dance teacher and vaudeville producer, December 18 at her home in Philadelphia following an operation. Mrs. White designed costumes for the vaude

Where Are You Wintering?

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Title of Show

Kind of Show

Owner

Manager

Winter Quarters Address

Office Address

acts her husband produced. A son, Al Jr., staged the dances for the current Broadway success, *A Connecticut Yankee*. Another son, two sisters and a brother survive. Services in Philadelphia, with interment in Holy Cross Cemetery there December 22.

YULE — Ninnian, 77, grandfather of Mickey Rooney, film actor, in Jersey City, N. J., December 14 of cerebral apoplexy. Also surviving beside Mickey Rooney's father, Joe Yule, actor, are four other sons and four daughters.

Marriages

ALLEN-BELL—Bill Allen, Diesel engineer on various carnivals for several years, and Myra Bell, Enterprise, Ala., last year cookhouse cashler on the Buckeye State Shows, November 22 in St. Louis.

BAKER - WILLOUGHBY — Jack Baker, tenor star of the Blue Network's *Breakfast Club*, and Polly Willoughby, of Dallas, November 22, it was revealed last week.

HEASLEY - MARR — Robert Heasley, nonpro, and Cissie Marr, film player, in Beverly Hills, Calif., December 6.

LA GUARDIA-JANVRIN—Romeo T. La Guardia, vice-counsel at the American Consulate, Panama, to Mary Francis Janvrin, singer, Hampton Falls, N. H., December 25.

LOWRY-PLEMMONS — E. H. Lowry to Pauline Plemmons, showfolk, at Asheville, N. C., December 14.

MAJESKA-GRENNAN—Bruce Majeska, of the publicity department of General Amusement Corporation, New York, to Doris Grennan, nonpro, November 29 in New York.

NORTH-HUGHES — Ted North Jr., screen actor and now an ensign in the navy and son of Mr. and Mrs. Ted North Sr. (Marie Peters), of the former North Bros. Stock Company, and Mary Beth Hughes, film actress, at Wee Kirk o' the Heather, Glendale, Calif., December 12.

ROBERTS-HUDOME—Corp. Robert W. Roberts, former announcer of WPEN, Philadelphia, to Madelyn Hudome, of that station's program department, December 14 in that city.

STIRTON-OSSANNA—James L. Stirton, program manager of the Blue Network's Central Division, Chicago, and Marguerite Adele Ossanna, radio actress, December 11 in Minneapolis.

TILLMAN-VOILS—John Tillman, CBS announcer, to Patricia Voils, script writer in the CBS program writing department, December 12 in New York.

Births

A daughter, Victory, to Mr. and Mrs. Walter Hyde, at St. Clare's Hospital, New York, December 14. Father is in the cocktail department of the William Morris Agency, New York.

A daughter, Charlene, to Mr. and Mrs. Charles Busch, December 13. Father is in the cocktail department of Consolidated Radio Artists, New York. Mother is La Verne Luxton, formerly a featured ballerina in *Star and Garter*.

A daughter to Lieutenant and Mrs. Bob Elson December 12 at Chicago. The father, now in the navy at Great Lakes,

Ill., was formerly a well-known sports announcer.

A son, Gary, to Mr. and Mrs. Wally Allen in New York December 13. Father is an acrobat who recently received a medical discharge from the navy.

A daughter, Barbara Marie, to Mr. and Mrs. Felix Canali at Presbyterian Hospital, Philadelphia, December 9. Father is sax player with Billy Marshall's band at the Benjamin Franklin Hotel, that city.

A son to Mr. and Mrs. Charles Boyer (Pat Patterson), movie players, at Los Angeles December 10.

A daughter, Linda Caroline, to Chick and Peggy Crawford, rodeo performers, at St. Anthony Hospital, Rock Island, Ill., December 3.

A son, Barnard Floyd, to Mr. and Mrs. Floyd Farr November 24 in San Francisco. Father is chief announcer and assistant production manager at KPO-NBC, San Francisco.

A son, Douglas Henry, to Mr. and Mrs. Douglas Gourlay November 24 in San Francisco. Father is an announcer at KPO-NBC, San Francisco.

A son, David Allen, to Mr. and Mrs. Karl Sutphin at West Suburban Hospital, Oak Park, Ill., December 9. The father is a member of the promotional staff of Station WLS.

A son to Mr. and Mrs. Milton Laughlin December 15 at Jefferson Hospital, Philadelphia. Father is general manager of WHAT in that city, and mother is the former Anne Mary Lawler, of radio.

A son to Mr. and Mrs. Alex G. Stiefel December 17 at Presbyterian Hospital, Philadelphia. Father is associated with the Stiefel theatrical interests in the East and manager of the circuit's Roxy Theater, Philadelphia.

A daughter, Pamela Mae, to Mr. and Mrs. L. A. Frederick in Chicago December 18. Father is president of Frederick Bros. Music Corporation.

A son, William Richard II, to Mr. and Mrs. Bill Savitt December 16 in Hollywood. Mother was formerly Mildred Lehrman, RKO actress. Father is West Coast professional manager for Mills Music, Inc.

A son to Mr. and Mrs. William Terry at Cedars of Lebanon Hospital, Hollywood, December 15. Father is a screen actor.

Deanna Durbin, singing screen star, from Lieut. (j/g) Vaughn Paul, nonpro, in Hollywood December 14.

Vivian K. Elliott from Charles M. Elliott, both concessionaires, at Kansas City, Mo., November 29.

Mrs. Josefina de Los Monteros, former concert singer, from Henry S. Kesler, movie director, at Los Angeles, December 14.

Gayle Mellott, actress formerly in the cast of *Good Night Ladies*, from Alfred H. Busiel, nonpro, in Chicago December 9.

Virginia Hurd, dancer, professionally known as Virginia Barton, from James M. Hurd, manager, at Cincinnati December 10.

Wilkes Early from Elizabeth Early, both carnival folk, at Cincinnati December 10.

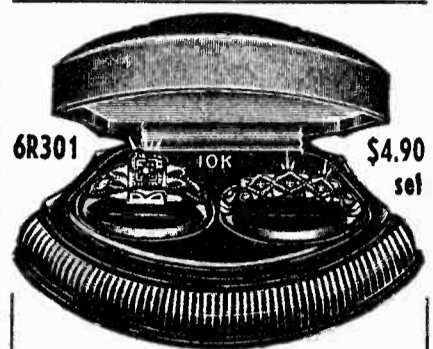
Margaret Dodson Cody, public relations director for WCKY, Cincinnati, from Albert Cody, actor-salesman, at Cincinnati December 10.

Louise H. McLane, nonpro, from Paul

J. McLane, carnival trainmaster, at Reno, Nev., December 3.

Vera Champlon Rutledge, former dancer and actress known professionally as Vera Rutledge, from John L. Rutledge, nonpro, in Los Angeles December 10.

Sylvia Thalberg Weingarten, sister of the late Irving Thalberg, film executive, from Lawrence A. (Larry) Weingarten, film producer, in Los Angeles December 22.



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(Continued from page 45)

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Thomas, Cecil Waters, Jeanette
Thomas, J. A. WATKINS, Irvil J.
Thomas, Jack H. Watson, Mrs. Belle
Thomas, Jos. A. Watson, Chas. F.
Thomas, L. Louise Watson, Jas. F.
Thompson, Capt. Watson, Mrs. Margaret
Thompson, Mrs. L. Watson, Pauline & Frank
Thompson, Dorothy Watts, Arthur & Virginia
Thompson, Edith WATTS, Herman H.
Thompson, Mrs. Dave H.
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Tilshman, Earl Webb, H. D.
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James Webber, A. R.
Tireman, Harold WEBBER, Frederick
Tobie, Kid Weber, Mrs.
Todd, Herbert K. Eathrel Robinson
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Tooman, Hugh Weber, Lee
Torrell, E. C. WEBSTER, Jas. C.
Townsend, Chick Wecker, Bea & Boots
Travers, George Weibin, Joe
Treadwell, J. C. Weinke, August
Treat, Mrs. Sarah Ernst
Trent, Paul WEINMANN, Geo.
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TRIMMER, Paul Ed
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TRONTMAN, Weiss, Marty
Benj. Rolly Weiss, Whitey
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Trout, Mrs. Agnes Wells, Albert
Trout, Mickey & Wells, Albert & Ruth
Taylor
Trueblood, Mrs. C. D. Wells, Freddie J.
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TRUSTEE, Lou Samuel
Loyd
Truzzi, Messilliano
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Tudor Girls Wells, Mrs. Ruth L.
Turner, Jack & Wells, Teddy
Evelyn Wells, Van Clow
Wells, W. O.
Tutterow, Chas. C. Wells, Wm.
Umbly, Chet Welsh, Lester
UNDERHILL, Wendt, Chas.
Dusty
Andrew Daniel
UNDERWOOD, Morris
Ralph Neal
Underwood, W. R. Werner, George
Urich, George West, Bess
Urich, Joe and N. L.
Urnuch, Jeff & West, Cal & Bonnie
Urnuch, Berth West, G. B.
Usher, Fred E. West, Mrs. Paul H.
Vagne, Milo Westbrock, Buster
Valauce, Walter WESTERN, Geo. J.
Valders, Jim Western, G. W.
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VALLEGO, Tony Westmoreland,
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Van, Herman Weston, Wm. F.
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Van Order, Louis S. Whaling, Eddie
Van Sickle, Mrs. Wheeler, Eddie
Roy WHEELER, Eddie
Van Wert, Pearl Lee
Van Zandt, Pearl Whirling Aces
VARECKA, John Whitaker, Casey
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White, Bob & Nellie
White Eagle, Carl & Iona
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Whitehead, Geo. F.
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Whittaker, Wm. E.
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Wiggins, Roy
Wilbur, Grace
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Miller, John A.
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Slogon, Cye
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Karskey, Al
Keeply, Grady
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Kennedy, Tom
Kenard, Wayne
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Minnear, J. F.
Mohamed, Ahmed Ben
Montgomery, Betty
Morales, Mrs. Mimm
Newberry, Earle
NICHOLSON, Clyde Archie
Nolan, Jim (Rides)
Pape, Conchita & Billy
Paresa, Miss Tex
Perez, Ernesto
Pisca, Mrs. Dorothy
Polk, Jack
Porter, Glenn
Porter, Roland D.
Radford, Ronald A.
Rawling, Carmen
Regan, George W.
Ribertson, Major
George S.
Robertson, Mal. Geo. S.
Romig, Carl
Rowland, Mrs.
Rowland, Wm.
Royal, Mrs. Carrie
Rush, Austin (Nitsua)
Sapiro, Albert
Schatterday, R.
Schmidt, Mrs. Evelyn
Seaffield, Wm.
SELLEERS, Harry
Sello Bros. Circus
Sering, Frank
Sexton, Tommy
Shee-Noo, Chief
Shubert, John
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SIMS, Leonard Marvin
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Stevens, John Cecil
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Coulson, Harry
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Davidson, George
Davis, Ralph
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Edwards, Estelle
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LUBANKS, John Madison
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Flannigan, James
Fleming, Tom
Foster, Gus
Foutz, Jack
Fulter, Tex
Gentsch, J. A.
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Goodlett, Howard
Graham, Frank
Graves, Mrs. Violet
Green, Finella
HARRIS, Ralph L.
Hart, Harry (Stiltwalker)
Hart, Miss M. B. C.
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Holston, Jack
Holmes, Pete
Hood, Hollis F.
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Johnson, Mrs. Bertel
Kelly, Edith
Kimbell, Gosef G.
Koly, Mrs. Johanna
Kramer, Ray
Kurtz, John J.
Lambert, Bill
LaRue, Dolores
LaVell, Frank X.
LeFever, Chief
Learned, Ray
Lewis, Earl
McMaster, John
McPherson, Bob
Marasco, Richard & Gladys
Marob, Ernie
MERRICK, Narcis
Miltona, Leon
MONTGOMERY, Paul
Moorehead, Speed & Gladysce
Morgan, Lou (Bicyclist)
Morrison, Babe
Mulkey, Harold
Murphy, J. P.
Murray, Charlie & Ethel
Murray, Whittie
PARKER, James Lemuel
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Pinaire, Theodore
Potts, Mrs. A. L.
Randell, Frank
Ree, Mickey
Reed, Dick Fred
Reiley, Jack
RILEY JR., Eddie
Durham
Roach, Charles J.
Rose, Martin B.
(See LETTER LIST on page 52)



MEMBERS OF THE LAMBS CLUB entertain guests in uniform at the club as well as distinguished visitors who talked with and entertained the servicemen. At the mike, Milton Berle. Reading clockwise: Ole Olsen, Joseph S. Buhler; Rear Admiral S. S. Kennedy, USN; Capt. W. H. Kelley, USN; Robert Bellaire, James Montgomery Flagg, Captain Dyer, Dudley Field Malone; Maj. Gen. F. B. Dilby, West Point commandant.

FAIR AT SALT LAKE

(Continued from page 39)

ing military display, and it also furnished a daily band concert and entertainment on a platform in front of the tent.

A tool shed was painted and remodeled to look like a cottage, and a combination flower and Victory Garden of city-lot size was planted back of it which proved to be very popular. An Indian tepee village was built and 50 Indians brought in from a reservation in the Southern part of the State, and they went about their family and social life and made an interesting attraction. The pari-mutuel shed was remodeled into quarters for rabbit, pigeon and poultry shows, as well as the Civilian Defense exhibit. Horse-pulling contests were held in the mornings in front of the grandstand. A space under the grandstand which had been unused for years was remodeled into a very fine cafe, where a juke box furnished music for dancing. The midway area, altho smaller than usual, was right in the center of all activities.

For Year-Around Use

Accommodations for other departments were secured away from the fairgrounds. A radio studio was secured for the music contests, the Z. C. M. I. department store furnished space for the art exhibit, while Sears, Roebuck & Company provided for the Home-Making Department. The New-house Hotel ballroom was secured for 4-H Club food and sewing exhibits. The dog show was planned for the ball park, but this was later changed to a space under the grandstand. It is significant to note, however, that even tho all of these exhibits were very worth while and could be attended on any day of the fair, only a fraction of the fairgoers went to them. The fact that these exhibits were available offset the idea that it was a small fair, and attention of the crowd was called to the various locations at each grandstand performance.

To popularize the fairgrounds with citizens of Salt Lake City, a year-round use of the grounds was worked out. A sports promoter was given a lease on the Coliseum to conduct boxing, wrestling and other events, which brought us some much-needed revenue as well as favorable newspaper publicity on the building, which had been neglected and its possibilities overlooked.

We invited the Sons and Daughters of Utah Pioneers organizations to join with us in putting on the annual Pioneer Celebration in July, which included a five-day rodeo, receipts of which were \$50,000. Other groups, such as Civilian Defense, employer-employee committees, etc., were granted use of the grandstand and grounds for demonstrations and programs. Two of the army teams even put on a football game this fall. We want to establish the fairgrounds as a year-round proposition instead of one week a year, and we know public interest will enable us to get legislative appropriations of sufficient size to make the much-needed improvements.

Tilted Prices Satisfactory

It had been the policy of the fair to charge 10 cents for children and 25 cents for adults, with free parking, and the same charges for the grandstand show. Free acts were put on during the afternoons. You can tell the success of this plan when I tell you that the total receipts in the grandstand in 1941 were only \$868.90.

This year we adopted the procedure of charging 25 cents for children, 30 cents for enlisted servicemen and 55 cents for adults including tax, and 25 cents for parking. This also included general admission to the grandstand show, a charge being made only for reserved and box seats. The grandstand was filled every night, with a good crowd each afternoon, and everyone went away singing the

praises of the fair. They really felt that they had their money's worth. One night we had an induction of WAVES, another for WACS, had a Civilian Defense exhibition at another performance and other features during the week. The grandstand show was booked thru Charles W. Nelson, of Los Angeles, and each evening performance was concluded with a splendid fireworks display by Thearle-Duffield.

One interesting sidelight was that, because of transportation difficulties, we were disappointed in a musical act, and so a local mixed quartet was substituted which proved to be a hit. The admission ticket was also good for each of the downtown exhibits, a place being provided to punch out at each location.

Polio and Circus

Cole Bros.' Circus played in Salt Lake City a month before the fair and, for the first time, stayed two days, playing to record crowds in six performances. This, with the success of the rodeo in July, indicated that we could expect record crowds at the fair. However, the dreaded polio made its appearance, and people, young and old, were advised to stay away from crowds. Russell Bros.' Circus came to Salt Lake City for a three-day run the same week the fair opened and, due to the polio, its attendance was very disappointing.

The day before the fair was to open a committee from the city and State boards of health met with us and were very dubious about letting us open. They finally agreed to let us open with the understanding that we might have to close, but no food could be sold on the grounds. They yielded on this point conditionally, and we received no further complaint. After it was over we received a letter stating that sanitary conditions were the best at the fair that they had ever been. The publicity given the polio constantly in the newspapers and over the radio had its effect, however. We voluntarily canceled a Children's Day, and only had 4,715 children during the entire fair while there had always been over 25,000. Adults were also affected by the scare, and this alone kept us from having an all-time attendance record. The newspapers and radio stations gave splendid co-operation, and complimentary editorials followed our closing.

POOL WHIRL

(Continued from page 40)

and beach operators who visit Miami Beach this winter should make it a point to visit the Macfadden Deauville pool.

Roney Plaza Hotel, pool and beach is being peddled on the open realty market and if you have a million and half dollars you might be able to buy it.

Jack Rice, energetic exploiter for Miami's WFTL radio station, expects to handle some pool and beach promotions here this winter. One of the things in the wind is the Florida finals of the Venida Beautiful Legs Contest, with the national winner receiving a \$1,000 War Bond.

Florida West Coast Jottings

This correspondent hopes to visit the West Coast of Florida this January—St. Petersburg, Clearwater, Sarasota—all made famous by baseball spring training as against bathing beauty technique employed by the Hannagan crew. For my money I'll take a B-B every time, and I don't mean baseball.

One of the best liked praise agents of West Coast beaches is Pressly Phillips, director of publicity for St. Petersburg. He does an excellent job.

Popular Charlie Carr, manager of the John Ringling Hotel in Sarasota, Fla., asks us to drop in on him. I'll have to try to make it, as I want to have a look-see at that new bathing pavilion that recently opened there.

LETTER LIST

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| | |
|-------------------------------|----------------------------------|
| Robinson, Frances (Jackie) | Vaughan, Eddie Vreeland, Jack |
| Russell, Jerry | Wade, Curney L. |
| Seigear, Frank | Walker, Ralph |
| Shannon, Wilburn | WELLS, Earl |
| Sherwood, Don D. | Wells, Loreta |
| Sims, Joe | Whelock, Ray |
| Smith, Bill | Wherry, Joseph P. |
| Smith, Will & Della | Wilson, Harry E. WILLIAMS, |
| Soliceris, J. A. | Herbert |
| Springer, Al | Williams, Walter |
| STANLEY, Sam | WILSON, William |
| Stoltz, Peggy | WILSON, William |
| Stratton, Tony | Max |
| Stutz, Jack | Wingert, Billy |
| Thompson, Bill | Wise, B. R. |
| Tubbs, Eddie | Yose, Prof. Prince |
| Tyce, Mrs. | Young, Harry J. |
| Vanulka, Frank | Zuckerberg, David |

Servicemen's Day

By A. W. KALBUS

Associate Manager, Wisconsin State Fair

TALK delivered at the 53d annual meeting of the International Association of Fairs and Expositions in the Bal Tabarin, Hotel Sherman, Chicago, November 29-December 1.

FOR many years we have been naming each day of the Wisconsin State Fair and then sort of building our program around that name. For example, we have Youth Day, when we have a spectacular Youth Pageant and special youth activities; we also have State and Governor's Day when the governor and State officers are invited guests and the spotlight is sort of directed on them.

This year we called the opening day Servicemen's Day. We did this for two reasons. First, we knew that some 12,000 servicemen visit Milwaukee each week and that the USO has some difficulty in finding entertainment for all of them. We wanted to do our part in furnishing entertainment. Secondly, we had a somewhat selfish reason. It is usually rather difficult to get a large attendance on the opening day and we thought that if we could get several thousand servicemen to attend we would get a lot of good publicity and pictures which might help the fair the remainder of the week.

Camps Are Contacted

We contacted the local USO and the training camps, such as Mitchell Field, Great Lakes and Fort Sheridan, and let the servicemen know that some special entertainment would be offered to the boys at Wisconsin State Fair August 21.

Then we went ahead and arranged an entertainment program so that the men would have a full day of fun without any direct cost to them. First of all, the servicemen were admitted to the fair free of charge at the outer gates. We also admitted veterans of former wars the same way. Then we admitted all servicemen free to the afternoon grandstand program. We also arranged with our amusement park people to give free rides to all servicemen between 6 and 7 o'clock in the evening. Then we contacted some of the industrial concerns in Milwaukee and asked them to provide tickets for the evening grandstand show. Let Freedom Ring. We succeeded in getting the breweries of Milwaukee to purchase 5,000 seats. These 5,000 tickets were turned over to the local USO for distribution, and they were placed in the hands of servicemen at the downtown quarters and also in the USO headquarters on the fairgrounds.

Legion Helps With Ball

We finished the entertainment program with a military ball in the Modernistic Ballroom on the fairgrounds. The Milwaukee County American Legion helped us with the ball and saw to it that several hundred girls were provided as dancing partners for servicemen. The Legion also put on a short stage program and presented the state commander of the Legion and other distinguished guests.

We feel that the Servicemen's Day was quite a success. It provided entertainment for servicemen and it gave the fair quite a bit of good publicity.

AGRICULTURAL

(Continued from page 34)

production from January thru August this year was 1 per cent lower than in 1942, and in recent weeks has been 7 to 12 per cent lower than in the comparable weeks of 1942. Increased consumption of fluid milk and cream has been at the expense of butter and other milk products. Evaporated and dried skim-milk production are both 15 per cent below the 1942 January-August production.

FARM EMPLOYMENT

The number of people working on farms increased 436,000 during September this year, making October 1 farm employment 11,938,000 persons, 17,000 above that of a year ago. The farm employment increase over last year occurred primarily in greater employment of family workers (8,834,000), which was 2 per cent higher than family workers on farms a year ago and slightly more than the (1938-'42 average for that date. On the other hand, the 3,104,000 hired workers on farms on October 1, 1943, is 5 per cent less for that date a year ago and

7 per cent less than the 1938-'42 average.

In general, as harvesting began this year, farm labor requirements of most regions were being met. In North Dakota the need for additional harvest workers was met by help of soldiers, by bringing in a large number of southern farmers, by use of volunteer labor from cities, and by the use of out-of-State combines. In Texas, as in many other States, supplemental labor was provided by school children, college students, Boy Scouts, civic groups and war prisoners. The farm labor situation on the West Coast continued difficult during September even tho eased by large numbers of Mexican nationals and other recruits used in the crop harvest.

DEMAND, PRICES, INCOME

Over-all demand for farm products is expected to average somewhat higher in 1944 than in 1943 but the rate of increase will be slower than during the last three years. Volume from 1943 crops available for sale in early 1944 is expected to be nearly as great as the amount sold in the early part of this year from the record crop production of 1942. Military and foreign requirements for agricultural products contribute substantially to the total demand for such commodities. In 1943 one-fourth of our agricultural food production has been allocated to military, lend-lease and other special needs, compared with 14 per cent in 1942 and 6 per cent in 1941. Lend-lease and foreign relief demands have been especially strong for foods such as dried milk, dried eggs, canned meats, soybeans, dried fruits and fats.

Prices received by farmers in 1943 are expected to average about 20 per cent above 1942. Altho maximum wholesale and retail prices have been established for most agricultural products, demand has been sufficiently great to maintain prices at or near ceiling levels. Partly because of adjustments in loan rates, support prices and price ceilings, prices received by farmers are expected to advance somewhat from present levels.

The index of prices paid by farmers, including interest and taxes, will probably average 164 in 1943 (1910-'14=100) as compared with 151 in 1942, a 9 per cent increase. Prices of things the farmer will buy are expected to continue at relatively high levels during 1944 and farm wage rates will probably continue rising. The September 1 estimate of the 1943 total cash farm income, including government payments, is \$19,900,000,000. The 1943 estimated gross farm income, which includes the value of home consumption and rental value of buildings, is \$22,700,000,000. Production expenses will absorb about \$10,200,000,000 of this gross income.

During the first eight months of 1943 income from various classes of products increased over the same period for 1942 as follows: food grains, 27 per cent; feed grains and hay, 29 per cent; cotton and cottonseed, 41 per cent; oil bearing crops, 124 per cent; vegetables, 44 per cent; fruits and nuts, 35 per cent; meat animals, 27 per cent; dairy products, 22 per cent, and poultry and eggs, 52 per cent.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Arcade: Menard, Tex.
Burke, Harry: Baton Rouge, La.
Pay's Silver Derby: Buxley, Ga.
Groff United: El Centro, Calif.
Magic Empire: Opelousas, La.
Miller, Ralph R.: Baton Rouge, La.
Park Am. Co.: Alexandria, La.
Stebler's Greater: (Laurel St.) Columbia, S. C.
Texas: Mission, Tex.
United Expo.: Leesville, La.
Whiteside: Laurel, Miss.

MISCELLANEOUS

Birch: New Orleans, La., 27-Jan. 3; Slidell 5;
Bogalusa 6; Marrero 7.
Burton's Birds (Bowery Club) Detroit 27-Jan. 9.
Campbell, Loring: Burbank, Calif., 27-Jan. 1;
Parowan 3; Nephi 4; Provo 5; Salt Lake City 6-7.
Carlton & Juliette (King Edward Hotel) Toronto 27-Jan. 8.
Couden, Doug & Lola: School assemblies, Los Angeles, Calif.
Curtain Time (Curran) San Francisco 27-Jan. 1.
Dainly, Francis (Elks Club) Palo Alto, Calif., 31.
Evers, Dolores (Orpheum) Wichita, Kan., 27-30.
Herbert, Jack (100 Club) Des Moines, Ia.
Long, Leon: New Orleans, La., 27-31.
Charles, Jan. 1-3; Houston, Tex., 4-6.
Lynn, Herbie (Silver Gongq Night Club) La Salle, Ill., 27-Jan. 9.
Rieton's Dogs: Florence, Ala., 27-Jan. 1.
San Carlo Opera Co. (Boston O. H.) Boston 27-Jan. 8.
Texas Cattle King Show, George M. Brags: Willards, Md., 27-Jan. 1.



CHAS. A. LENZ

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE
CHICAGO, ILL.



STARTING JANUARY 18TH IT'S UP TO YOU!

STARTING January 18th, it's up to you to lead the men and women working in your plant to do themselves proud by helping to put over the 4th War Loan.

Your Government picks you for this job because you are better fitted than anyone else to know what your employees can and should do—and you're their natural leader. This time, your Government asks your plant to meet a definite quota—and to break it, *plenty!*

If your plant quota has not yet been set, get in touch now with your State Chairman of the War Finance Committee.

To meet your plant quota, will mean that you will have to hold your present Pay-Roll Deduction Plan payments at their peak figure—and then get at least an average of one **EXTRA \$100 bond from every worker!**

That's where your leadership comes in—and the lead-

ership of every one of your associates, from plant superintendent to foreman! It's your job to see that your fellow workers are sold the finest investment in the world. To see that they buy their share of tomorrow—of Victory!

That won't prove difficult, if you organize for it. Set up your own campaign right now—and don't aim for anything less than a 100% record in those *extra* \$100 bonds!

And here's one last thought. Forget you ever heard of "10%" as a measure of a reasonable investment in War Bonds under the Pay-Roll Deduction Plan. Today, thousands of families that formerly depended upon a single wage earner now enjoy the earnings of several. In such cases, 10% or 15% represents but a paltry fraction of an investment which should reach 25%, 50%, or more!

Now then—Up and At Them!

Keep Backing the Attack!—WITH WAR BONDS

This space contributed to Victory by **The Billboard**

This advertisement prepared under the auspices of the United States Treasury Department and the War Advertising Council



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.

THE YEAR 1943

The coin machine industry closes the year 1943 with a good record for its efforts to help win the war. The manufacturing section of the trade has good proof of its accomplishments because the number of firms that have won the Army-Navy "E" flag ranks proportionately high in comparison with other industries.

Most of the other patriotic work done by the industry has been thru co-operation with local groups and programs and hence the whole story is not easy to record. But the industry as a whole has made a good record during an eventful year of war.

An industry cannot go thru such an eventful year without being influenced by many of the trends and events that go to make up the national history. Some of the most important influences that affected the industry during 1943 may be enumerated as follows:

The juke box trade was certainly subject to many influences of national importance. The entire year was marked by a continuance of the record ban which began in the previous year. While important steps at settlement had been made, yet the ban combined with shortages of materials and labor to keep the supply of new records for juke boxes at the very minimum for the year. It had been supposed that the public might tire of the use of old records in juke boxes, but the public proved that it likes juke boxes with the best that can be had in recorded music.

Added to the difficulties in getting records was the threat of many organized moves to collect fees from the juke box trade. The year saw a number of these movements get under way and gain momentum that may last well into another year. On the other hand, the year provided two very favorable trends for juke boxes. The men in the armed services made America conscious of the importance of juke box music. They did this by writing home about how they missed the familiar juke boxes. A second trend was the use of juke boxes to provide music in teen-age clubs, a movement that promises to be important for many years.

The amusement games section found its general

difficulties increasing thruout the year. The first half of the year was marked by most of the State legislatures being in session, a matter which always increases tax threats for amusement machines. Beginning September 1 the application of price control to the sale of used machines proved more disturbing than actual results would indicate. The public began to tire of old games and shortages of all kinds had unfavorable effects on games. However, arcades gained in favor and proved to be one of the most successful activities of the trade. The real problem was to keep as many amusement machines in operation as possible for the duration.

Vending machines have gained a lot of prestige during the year because of the goods and services provided in and near plants engaged in war production. It has been made evident to the great masses of people in the country that vending machines have a real place in bringing merchandise close to them. This is an idea the vending machine trade has been trying to get over to the public for many, many years, and now the war emergency has helped to do it.

Because the shortage of merchandise sold thru vending machines became so acute during the year, more attention has been centered on the machines as future merchandise outlets. While the merchandise shortage in vending machines has been distasteful to the public, yet the business world has been made more conscious of vending machines and the goods they could dispense if the supplies were available.

On the whole, coin machines have gained in national recognition because another year has passed in which nearly all types of machines were paying a federal tax to help win the war. Amusement and music machines have been put into official language by an act of Congress and that may mean much in future prestige.

While the industry may feel increasing hardships as the war continues, yet it has a good record for patriotic purposes and is ready to join with all industry in providing jobs when the war is over.

Nick Brous, Baltimore Op, Is A One-Man War Bond Campaign

BALTIMORE, Dec. 25.—Nick Brous, manager of the Atlas Vending Machine Company and formerly secretary of the local coin machine association, is also president of the Baltimore chapter of the Order of the Ahepa, a national fraternal organization of Greek-Americans. As an officer of this fraternity Brous is doing an outstanding job of selling War Bonds. During his daily calls at locations where he services music boxes, pinballs, cigarette venders, etc., he takes time out to boost United States War Bonds.

This year Brous sold \$60,000 in War Bonds, and during next year he aims to sell double this amount.

The Order of the Ahepa is said to be the only fraternal organization which has been authorized by the United States Treasury as a bond-issuing agency. Other fraternal organizations sell bonds, but they do so thru local banks.

The Order of the Ahepa sold War Bonds valued at \$50,000,000 this year and now has doubled its annual goal

to \$100,000,000.

Local chapters of the Order of the Ahepa are located in all the larger cities with the major portion of both local and national membership engaged in the restaurant, tavern and general entertainment field. Many coin machine operators are members of the organization.

Music, Amusement Ass'n's Drop Joint Banquet Idea

PHILADELPHIA, Dec. 25.—Altho joint affairs and activities engaged in by both the pinball and music machine operators' associations have been highly successful during the year, feeling of the membership of both groups has been that tradition should be respected. As a result, each association will hold its own annual banquet instead of making it a joint all-industry affair as earlier proposed.

First to make definite plans for its annual banquet is the music association with the appointment of Samuel Snyderman as chairman of the banquet committee. While the time and place is to be selected by the committee, it has agreed to hold the affair late in February, making it the seventh annual banquet of the local association.

Both associations have engaged in various war and charity drives jointly, as well as staging joint industry dinners and meetings. However, since the annual banquet is designed to provide formal installation ceremonies for the year's new officers as well as marking a fresh milestone in the association's progress, Jack Cade, business manager of the music association, said that the membership felt that the tradition of an annual banquet should be continued, and that such affair be devoted entirely to the highlighting of the music machine industry. Similar sentiments for their own annual banquet, to be held later in the season, were voiced by Joseph Silverman, business manager of the pinball operators' association.

Joint association affairs having been very popular here, the membership of both groups expressed the hope that some joint social event can be staged later in the new year. At that time, it is hoped the cigarette vending association will fall in line so that joint affairs will be all-inclusive of the entire coin machine industry.

Plan To Unionize Detroit Operation of Cig Venders

DETROIT, Dec. 25.—A move to organize the cigarette vending machine industry in Detroit will be undertaken within the next 30 days by the United Coin Machine Workers (AFL), Local 22312, according to Neil Holland, business agent of the union. Plans call for setting up much the same machinery as exists in the music machine field which the same local now controls. This would include dealing between the union and the machine owners' association as joint bargaining agents for their respective groups rather than dealing with individual machine owners.

Holland stated that there are about 100 employees affected in this field, with an estimated 7,800 machines involved.

Change in dues for the union was voted on Sunday at a membership meeting, with monthly assessment being stepped up from \$1.50 to \$5 a month for six months, reverting to \$2 on June 1. The move is designed to meet the cost of issuing labels for machines, formerly paid for by the United Music Operators but assumed by the union under the new bargaining contract.

Trippe Plays Santa to Ideal Novelty Employees

ST. LOUIS, Dec. 25.—Carl P. Trippe, owner and general manager of the Ideal Novelty Company, again was Santa Claus to his employees, giving each a week's salary as a Christmas gift and throwing a big party at the office Wednesday (22). It was attended by employees, a group of special guests, operators, wives and sweethearts. A second special party was given by Trippe Thursday (23) to employees only, at which he distributed further gifts.

Recently, the firm added several expert mechanics in their parts and repair department to take care of the many service calls from operators in this vicinity.

Canadian Edict Lifts "Ban" On Mfg. of Games, Venders

TORONTO, Dec. 25.—The latest edict of the Canadian War-time Prices and Trade Board has been interpreted to authorize the release from the "banned" list many items necessary to amusement enterprises and coin machine operation. The list of 500 items, long restricted from manufacture, includes products made from scrap aluminum, wrought iron, certain export alloy and carbon steels, grinding balls and certain types of structural steel. Conservation of these materials is held by the Dominion no longer to be critical.

Products affecting amusement operators which have been released, include the following:

Vending machines, games and gambling devices, scoreboards, novelties of all kinds which may be used as premiums; bowling balls, pins and accessories; equipment for playgrounds and fairs; marquees, equipment for stadiums, skating rinks and swimming pools bleachers and grandstands; trailer bodies; scenery and stage equipment; tent poles and parts; corn poppers, Merry-Go-Rounds and exhibition equipment; Roller Coasters, rolling boardwalk chairs, etc.

Pari-Mutuel Tax, Racing Revenues Featured in News

CHICAGO, Dec. 25.—Racing and betting have come into the limelight recently, with four major developments receiving most of the headlines. These are:

1. Announcement by the governor of Arkansas that he would assume personal responsibility for circulating petitions for an act to repeal laws authorizing both horse racing and dog racing in his State.

2. Refusal by the Senate Finance Committee to include a 5 per cent tax on race track betting in the revenue bill now under consideration.

3. A proposal by Mayor Jeffries, of Detroit, that the city council levy a tax on wagers and admission tickets at the Detroit race track.

4. Announcement that New York State was \$19,306,140 richer as the result of taxes on pari-mutuel betting, admissions tax and license fees.

Governor Adkins, of Arkansas, announced his one-man campaign after the State racing commission had granted a license to the Oaklawn Jockey Club to conduct a 30-day racing season at Hot Springs in March.

Claiming that the State's residents should decide about gambling, Adkins decried the action of the commission in granting the license. He said races apparently would be held "in utter disregard of deprivations and worse that face our people due to the war. Probably this is the best way to settle this moral and economic question once and for all," he said.

States Applied Pressure

In trying to levy a federal tax on wagering, the House Finance Committee was working on the theory it would be paid "by those who could afford to bet," it was said, but the Senate committee refused to accept this view. It was said heavy pressure was applied against the bill by States which permit race track operation. The levy had been estimated good for \$27,500,000 a year.

The Detroit mayor requested the proposed tax in his city as a means of financing the annual requirements of \$1,500,000 for express highways. The ordinance would levy a special excise tax of 5 per cent on all pari-mutuel betting and a 10-cent tax on all admissions. A hearing

Birmingham, Ala.

BIRMINGHAM, Dec. 25.—The order of the Alabama Alcoholic Control Board, still in effect, prevents phonograph machines in places where liquor is served, and this eliminates many good locations.

Several arcades are doing good business in Alabama, including those in Anniston, Gadsden, Florence and Mobile. They furnish fine pastime spots for soldiers who especially like all games with a military flavor.

So far, there has been no appreciable increase in the flow of records to the trade, but operators are hopeful. Only one manufacturer is now collecting old records, others having discontinued the practice.

on the ordinance will be held in the near future, it was promised.

Jeffries pointed out that this year the State collected \$4,300 a day plus \$12,000 a year from the racing association, for a total of \$308,500, with \$36,280,000 wagered at the track. He said that no collection has ever been made on the 25-cent tax which State law permits on admission tickets.

Asked whether it was legal to enact the tax and whether the racing group could stand an average tax of \$1,500,000 a year from Detroit, the mayor answered, "Michigan has been collecting the least amount from the race track of any of the States. New York bet \$208,000,000 and the State end of it was \$19,000,000. Michigan was third in the total wagered, eleventh in the revenue it collected."

The enormous revenue received by New York was an increase of over 80 per cent above 1942 receipts. The tax on betting returned \$18,511,987 for 222 racing days, compared with \$9,808,819 for 356 days last year. This includes returns from both thoroughbred and harness racing.

The 1943 pari-mutuel revenue represented an increase of 88.7 per cent over 1942. The admission tax of 15 per cent produced \$692,491 against \$577,934 in 1942.

Increased earnings of wartime workers were held partly responsible for the large increase in betting. Bets handled in 1943 totaled \$287,403,321, an increase of \$105,-404,757.

Drastic Warning Issued to Halt Play by Minors

MINNEAPOLIS, Dec. 25.—Warning that "workhouse terms" without alternative of paying fines were in store for operators or locations permitting minors to play pinball machines was issued in open court here by Police Judge Earl J. Lyons.

The court's warning was occasioned by the appearance before him of William A. Maravellis, 35, proprietor of a hamburger shop at 2870 Hennepin Avenue, who pleaded guilty to allowing a newsboy to play the machine.

"There is altogether too much of this permitting minors to play pinball machines," the judge said after being apprised by Lieutenant Magni Palm of the police juvenile division that the newsboy had lost \$50 in the machine.

Because Maravellis was the first defendant to be hauled into court on the charge, Judge Lyons said he would impose a \$50 fine if he would make restitution to the newsboy. Altho Maravellis' attorney told the judge it was "preposterous" to assume the youth had put \$50 into the machine, the defense counsel said restitution would be made.

"That's what these fellows get when they leave themselves wide open," Judge Lyons told the defendant's attorney. "If he had ordered the boy to stay away from the machine, he wouldn't be in court now."

Maravellis contended he had ordered the youth to stay away from the machine, but because of the help shortage the hamburger shop operator was so busy he couldn't keep constant watch. He said the boy's expenditures in the shop over a two-month period was only a small fraction of the \$50 he claimed to have lost.

Prior to Maravellis' appearance in court, there was a general drive on by the police morals squad to discourage operators from using the machines for other than amusement purposes.

Milwaukee's Teen-Agers Enjoy First "Fun Club"

MILWAUKEE, Dec. 25.—The Fun Club for teen-agers, promoted by the school board and Parent Teachers' Association and heartily approved by the boys and girls of high school age, has been set up in West Milwaukee, with headquarters in the high school gymnasium.

The purpose is to alleviate the stressing juvenile delinquency problem in this area and achieve near-to-home fun in wholesome surroundings by competition at ping-pong, dart-throwing, chess, checkers or rug-cutting, whatever appeals to adolescent fancy.

On Saturday nights, the Fun Club is always crowded, and those who know how to cut a rug call for a sharp tune from the juke box on the stage, while those not yet hep, settle down to quiet table diversions. This is the first experiment of its kind in Milwaukee, a city sorely in need of wholesome recreational facilities for its restless youth.

ANOTHER WEEK
NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

W. Rabin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Phonomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

Caphart Adds Showmanship To Employee Entertainment

INDIANAPOLIS, Dec. 25.—Something new in the industrial show idea was tried out here December 16 when Homer E. Caphart's Packard Manufacturing Company, which formerly made juke box equipment and which now is wholly converted to production of war material, presented a stagershow in the Murat Temple as part of the annual entertainment given the employees by the company management.

The stagershow combined employee talent with professional stage artists in a production of four scenes which highlighted music, comedy and emphasis on worker morale and maintenance of con-

tinued productive efficiency. Miss Kay Kelsner, local manager for National Broadcasters and Entertainers, booking agency, produced the show and booked the professional acts. These included Joe Wallace, who was the emcee; Ralph Knox, Indianapolis radio station announcer; the Balabanows, accordion and dancing duo and a line chorus of eight girls.

Titled *Drums of Victory*, the show opened with a scene in a pre-war night club; there followed a Hawaiian beach scene in which was introduced the Pearl Harbor attack by means of a recording of a bombing; then a well-done sequence faithfully reproduced a portion of an assembly line in the Packard plant. The finale, with its patriotic motif, was presented against a background of massed flags of the United Nations. The scene in the Packard plant featured most of the employee cast; these performers included a hillbilly instrumental group, a vocal sextet, and the surprise hit of the evening in the person of Lorene Klepper, who sang hillbilly songs in approved style. Another worker, Dorothy Squire, sang a song of her own composition. A large choir of employees sang in the finale which also featured representatives of the WACS, WAVES and Red Cross.

A full house attended the show which was preceded by a dinner for the employees and their families.

EASTERN FLASHES

By BEN SMITH and BOB SEIDEL

Open House

Johnny Christopher, Peerless Vending Machine Company, now serving in the army, is expected to arrive in New York for his first furlough December 22. To celebrate his home-coming, Peerless will hold open house at the firm's offices.

Scotland

Burton Blatt, Willie (Supreme) Blatt's soldier son, is now stationed in Scotland. As he did when on duty in England, Burton is spending most of his free time looking up British comrades who used to do business with his dad. He has been successful in this search, too, and has whiled away many a pleasant hour reviving old acquaintances.

Out of the Hospital

Charlie (Buckley) Katz is breathing freely once more. His wife, who had a very serious operation, is out of the hospital and well on the road to recovery. She is not completely out of the woods yet, but three months of rest at a resort out of town—Charlie has made arrangements for that—should bring Mrs. Katz back to full health. Noticeable for his absence the past few weeks, Charlie is a regular again along Tenth Avenue.

Of This and That

Amusement Specialty, Inc., manufacturer of Midget Skee Ball, is looking around for new quarters. . . Herman (Runyon) Perrin is on the road buying music routes. . . Leon (New York Supply) Berman is also on a buying trip. . . The boys are beginning to put the pressure on Dave Lowy to move his office to the back of the store again. That's where the stove is located. . . Blanche (Du Grenier) Bouchard visited the firm's New York office last week. . . Louis H. Cantor is still at the National St. Louis plant, busily engaged in the company's war activities. Miss Roslyn Nelson is doing a better than fair job holding the fort in his absence. . . Mr. and Mrs. Bill (Brooklyn Amusement) Alberg are vacationing in Miami. They've been there for the past four weeks. Bill's sidekick, Charlie Aaronson, would like to join them. He has just recovered from a week's siege with the flu.

Showman Operates Arcade

SEATTLE, Dec. 25.—One of Seattle's newer arcades, the Victory Fun Palace, located in the heart of the war production area, has enjoyed a steady increase in business since it opened late in October, according to Frankie Shafer, its operator. Shafer, a well-known showman, established several popular concessions in his arcade, including tattoo department, novelty items, toys, military jewelry and a photo gallery. The fun spot features a complete selection of arcade machines.

soundie a whirl before departing from the establishment.

When soundies were introduced here a few years back, Baltimore operators and business interests were somewhat skeptical as to their possibilities. A local distributing concern did not make much headway in effecting sales or installations, one of the biggest drawbacks being lack of assurance that weekly film releases would be available.

It might be noted that Maryland has a licensing law for such machines which was enacted a few years back when soundies were introduced on the local market.

Texas Tune Catches on In Lonely Pacific Isle

From some island in the Pacific, name not disclosed, comes a V-mail letter from a Memphis coin machine operator, Charles H. Maughan. His comments on music, natives and post-war plans are interesting.

Dear Mr. Hurd:

This may amuse some of your phonograph men—

We comprise one of the navy's land-based outfits and include in our equipment a central sound system operated much like the speaker system of a music machine set-up in some tavern back home.

A few days after we arrived at this outpost the system was set up, the only source of American music on the island. We expected it to be welcomed by the soldiers, marines and others like us stationed here, and some of us, at least, were very curious about its effect on the natives, whose ancestors made a practice of stewing missionaries and who today still wear bones and other ornaments in their ears and noses. The music, incidentally, would be quite familiar to machine men since it is recorded and mostly records popular about a year ago.

Well, every day at noon and again at 4 p.m. a group of natives shows up about our camp, listening curiously to the music. And then late yesterday I happened to pass one on the road. He was wearing a loin cloth and had the bones in his ears and nose. He was whistling bars from *Touch of Texas*—touch of Texas in my talk, touch of Texas in my walk, etc.

It all goes to show you, or something. Give my regards to the boys back home, particularly your correspondent in my home town (Memphis)—Ted Johnson. My wife is carrying on my minor machine business while I'm over here—but I hope to be back dealing with Carl Trippe and others personally before many more coconuts drop from these here "Texas" trees, and if Bally will take it, I'll put a deposit on that machine they guarantee to have out two weeks after this thing is over.

Sincerely,
CHARLES H. MAUGHAN.

Arcades Find Pan-O-Rams Successful Attractions

BALTIMORE, Dec. 25.—A "Peek" Mills Pan-O-Ram, the only one of its kind in this section, recently secured by Roy McGinnis, is being reconditioned at his establishment for installation in his arcade at Quantico, Va. This new arcade, under the management of Ross DeVale, is said to be the only one in operation at the marine base.

At the Amusement Center, one of Baltimore's largest and most successful indoor arcades, a Mills Pan-O-Ram is in operation, and is doing right well, according to the management. Film releases for it are said to be received weekly, and collections have shown steady gains. Amusement Center enjoys a large daily attendance, with many patrons giving the

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- No more crawling underneath alleys for repairs . . . entire head removable from table by loosening 2 screws.
- Can be carried inside your car with back seat out—or on Top—legs are removable.

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For 14 Ft. Skee Alley, 3 1/4, 10, \$5.50; 100 . . . \$52.00
For 9 ft. Skee Alley, 2 3/4, 10, 5.50; 100 . . . 52.00
For Play Balls and Roll in the Barrel, 10, \$4.25; 100 . . . 38.50

REPLACEMENT RELAY FOR DEFENDER GUNS
This Relay Takes the Place of the Can Type, Four Prong Relay Used in Defender Guns. Each . . . \$7.50

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Gov't Orders

Part 3284—Building Materials
(General Limitation Order L-277, as Amended December 17, 1943.)

Electrical Wiring Devices

Section 3284.31, General Limitation Order L-277, is hereby amended to read as follows:

Sec. 3284.31. General Limitation Order L-277—(a) Definitions of "electrical wiring device." (1) "Electrical wiring device" means any unit of an electric circuit which does not consume electrical energy, but is used for the purpose of switching,

tapping or connecting such circuit. The term includes, but is not limited to the following:

- (i) Sockets and lampholders of all types and component parts thereof;
- (ii) Switches, such as: tumbler, push, rotary, snap, pull, door, pendant, cord, canopy, appliance switches; and component parts thereof;
- (iii) Receptacles, such as: weatherproof, watertight, non-watertight, motor base, polarized, locking, electrical range, pilot light receptacles; and component parts thereof;
- (iv) Caps, plugs, connectors and taps, such as: weatherproof, watertight, non-watertight, polarized, locking and electric range plugs, current taps, attachment plugs and component parts of such caps, plugs, connectors and taps;
- (v) Rosettes, adapters; and component parts thereof.

(2) "Electrical wiring devices" shall not include lighting fixtures, portable lamps, flashlights, fuses, fuse cutouts, lugs, mechanical wire connectors, knife blade switches, fluorescent starter switches, relays, push buttons, automatic control equipment, circuit breakers or any unit of an electric circuit designed and constructed to connect, convey or control electrical energy in excess of 60 amperes or 600 volts.

(b) Definition of "manufacturer." "Manufacturer" means any person who produces, processes, or assembles electrical wiring devices or component parts thereof.

(c) Restrictions on sale and delivery. No manufacturer may ship, transfer, sell or otherwise dispose of an electric wiring device except on an order bearing a preference rating of AA-5 or higher.

(d) Violations and false statements. Any person who wilfully violates any provisions of this order or who, in connection with this order, wilfully conceals a material fact or furnishes false information to any department or agency of the United States is guilty of a crime and upon conviction may be punished by fine or imprisonment. In addition, any such person may be prohibited from making or obtaining further delivery of, or from processing or using, material under priority control and may be deprived of priorities assistance.

(e) Appeals. Any appeal from the provisions of this order shall be filed on Form WPB 1477 with the field office of the War Production Board for the district in which is located the plant or branch of the appellant to which the appeal relates.

(f) Applicability of regulations. This order and all transactions affected by it are subject to all present and future regulations of the War Production Board.

(g) Communications. Reports and other communications concerning this order shall be addressed to: War Production Board, Building Materials Division, Washington 25, D. C., Ref: L-277. Issued this 17th day of December, 1943. War Production Board, By J. Joseph Whelan, Recording Secretary.

(F. R. Doc. 43-20070; Filed, December 17, 1943, 10:49 a.m.)

Famous Texas Nite Club Leased for Teen-Agers
FORT WORTH, Dec. 25.—The abandoned Pioneer Palace, gay night club during the Texas Centennial Exposition, has been leased by the All-City Public School Council, composed of students. A juke box will furnish music except on special occasions when a band will be hired. The move has the sanction of school authorities who believe a properly sponsored dance spot for young folks will help reduce causes of juvenile delinquency by keeping the students out of questionable honky-tonks.

On account of the ABC ruling, there are plenty of used music machines in Alabama. Operators are renting them out for parties and utilizing them the best way they can.

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- 25c Pace All Star Comet. 175.00
- 5c Pace Rocket, Slug Defector. . . 115.00
- 10c Pace Rocket, Slug Defector. . . 125.00
- 25c Pace Silver Comet. 100.00
- 5c Watling Rollatop. 75.00
- 5c-10c-25c Jennings Triplex. . . . 225.00
- 25c 4 Star Jennings Chief. 175.00

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 - Mills 10c Blue Fronts (Serials about 400,000) . . . 200.00
 - Mills 10c Blue Fronts (Serials about 400,000), Drill Proof . . . 225.00
 - Mills 5c Brown Fronts (Serials about 450,000), Drill Proof . . . 250.00
 - Mills 10c Brown Fronts (Serials about 460,000), Drill Proof . . . 275.00
 - Mills 5c War Eagles, Factory Re-built, 3-5 Pay . . . 150.00
 - Mills 10c Roman Heads . . . 150.00
 - Mills 5c New War Eagles, Knee Action, Drill Proof (Serials 475,000) . . . 250.00

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Combination Yellow and Red Blended Color Scheme

SEEBURG HI-TONE MODELS 8800 and 8200

Bottom Corners (Solid Red or Green) . . . \$16.50 Ea.

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| 2 GENCO PLAYBALLS, Late, Ea. 159.50 | 2 CHI COIN 9 FT. ALLEYS, Ea. 69.50 |
| 2 KEENEY SUBMARINE, Ea. 189.50 | 2 '39 WESTERN BASEBALLS, Ea. 59.50 |
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| 4 PIKES PEAK, Ea. 18.00 | 2 POISON THE RAT, Ea. 16.50 |
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| 10 MUTO. PICTURE MACHINES, Ea. 49.50 | 2 MILLS PUNCHING BAGS, Ea. 110.00 |
| 10 MILLS DROP PICTURE, Ea. 39.50 | 1 MUTO. MAGIC FINGER 119.50 |
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| 5c VEST POCKETS, Chrome . . . 59.50 Ea. | 1 JENNINGS FAST TIME, Free Play & Cash 74.50 |
| 5c MILLS Q.T. 69.50 Ea. | 1 BALLY SKILL FIELD 74.50 |
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EVENTFUL YEAR FOR JUKES

Important Trends Test Staying Power of Trade

Public Proves It Likes Juke Music in Retail Establishments (Spots)

CHICAGO, Dec. 25.—Altho 1943 was a hectic year, the juke box industry proved its staying power to be exceeded only by its patriotic fervor. The five manufacturing firms in the industry continued producing war materials at a high rate to the last day of the year. Every firm that formerly manufactured juke boxes has been engaged in the production of war goods for practically two years now, and two firms out of the five won the coveted Army-Navy "E" flag during the year. The juke box industry reaches almost 50 per cent in "E" flag awards, probably a higher percentage than any other industry in the country.

Manufacturers affirmed that they would continue to produce war goods to full capacity until the government says it has enough. At the same time these progressive firms have an eye on the future day of peace when they will manufacture juke boxes and musical equipment again. They have some definite ideas for development in the future which will make the industry a greater success than ever.

The rank and file of the trade, made up of operators and distributors, has continued to carry on as best they can with the severe handicaps which war imposes. One big problem has been to keep distributors in business during the war and manufacturers have sought to help them in various ways. Distributors have been able to find new ways to derive added income and thus remained as established firms in the business.

Music operators have also had many problems and they have had to adjust their routes and equipment to meet new conditions. But they have kept in business, and there has not been any real decrease in the supply of music to retail establishments and their customers. The rank and file of the trade insists that they can carry on until victory is won.

In calling 1943 a hectic year, there were a number of things on the debit side of the juke box ledger. The unfavorable factor that gained the biggest publicity was the Petrillo record ban which continued thru the entire year of 1943 and was not settled when the year came to an end. The Petrillo ban served to cut possible record supplies to a considerable extent. It became evident as time passed on, however, that shortages of materials and labor in the record manufacturing field had as much or more to do with reducing the supplies of records than anything else.

Much Discussion

But the Petrillo ban was much in the limelight and provoked a great deal of discussion and worry in the juke box trade. It was not so much that the trade feared the immediate effects of the ban as it was the new trends that might be started by the ban in case Petrillo won his demands. By the end of the year it seemed that Petrillo would win most of his demands and that serious trends will be started which would not do the juke box industry any good.

In connection with the Petrillo ban the year was marked by the announcement of a number of what were called "juke box grab plans." Some of these approached the point of the ridiculous, and big national magazines gave publicity to them. It was proposed more than once that a national organization be set up to collect special fees from juke boxes. All of this would be in addition to the four or five other powerful organizations that have been seeking some way to collect fees from juke boxes for a number of years. The juke box grab plans are likely to continue into the new year.

Of a still more serious nature were organized steps to amend the federal copyright law so that protection would not be extended to juke boxes against all

these grab plans and organizations seeking to collect special fees. The copyright law has stood as a great bulwark to the industry for many years against all the plans for collecting fees from the operation of juke boxes.

A number of cities and a few States decided to tax juke boxes during the year, and there were indications that this would be a problem that increased as long as the war continues. Chicago and Cleveland were large cities added to the list in December which are seeking to tax juke boxes rather heavily.

All these unfavorable factors gave the trade a lot of worries during the year, but on the favorable side of the ledger there were also some important trends. One of the most favorable points in the history of the trade during the year was the strong public support given juke box music. Operators of machines had feared that when they could not get full supplies of new records promptly every week, the public would soon tire of their music and quit playing them. But just the opposite proved to be true. Patronage of juke boxes in all parts of the country continued to increase steadily during the year except in those areas (See *EVENTFUL YEAR* on page 63)

Editor Jumps at Hillbilly Hit; Patrons Remain Seated

SALT LAKE CITY, Dec. 25.—Eldon Britt's Bluebird recording of *There's a Star-Spangled Banner Waving Somewhere*, has garnered thousands of nickels in juke boxes; it has won honors as an outstanding hillbilly tune, but at this late date it has garnered even greater honors. It has been mistaken for the national anthem.

The Salt Lake City *Deseret News*, in an editorial December 15, declared that in Brigham City, Utah, in a combination hamburger stand, beer parlor and dance hall, with the patrons in a convivial mood, a juke box switched to *The Star-Spangled Banner*, the national anthem, and it was ignored by the patrons. Said the editorial:

"We are not familiar with the practice usually followed when a juke box plays *The Star-Spangled Banner*, nor with the custom in places where juke boxes are generally blaring forth their music, but if this one instance is typical we think practice and custom are all wrong. In the first place, we do not think the national anthem belongs in a juke box in a beer joint. If there is any place in the world where the most sacred things

SAY IT WITH MUSIC.—The movie moguls who all broke their necks to make war pictures, good, bad and indifferent, have now climbed on the bandwagon (no pun intended) and are making musicals as fast and furiously as they can turn 'em out. Jesse Daniel, in *The Milwaukee Journal*, reports that the latest trend is toward "melodious biography."

The trend gained momentum after the success of Warner Brothers' *Yankee Doodle Dandy*, the first musical film made by that studio in several years, altho Warner's in years past was best known for that type of movies.

The studios apparently aren't particular as to what type of music is used in a film; they are making use of everything from boogie woogie to symphonies and hiring such diversified musicians as Spike Jones, Count Basie, Artur Schnabel, Jose Iturbi and conductor Albert Coates.

To return to the biographical motif, among the films now being shot or readied for production are the careers of Nora Bayes, George Gershwin, Cole Porter and Marilyn Miller (all Warner productions), and Columbia's *The Life of Al Jolson. Is Everybody Happy?*—with and about Ted Lewis—has already been released.

Bands are sharing top billing with the glamour girls and boys. MGM, for instance, has six bands under contract, and

the list covering all studios is extremely long and includes most of the outstanding popular orchestras.

The importance of musical films may be judged from the fact that 20th-Century-Fox will use Technicolor film exclusively in making movies of this type. This studio has 12 musicals on its 1943-44 schedule, as compared with six for 1942-43.

Even if a film isn't an out-and-out musical, it is almost sure to contain some music. It appears in comedies and dramas; some of it may be old (as in *Sweet Rosie O'Grady* or *Coney Island*) and much of it is new, as in the splashy revues.

Since so many of the film tunes find their way to the top rungs of the Hit Parade ladder and since such tunes are almost invariably profitable on juke boxes, the trade may well keep an eye on what gives with the Celluloid City.

LIFER - COMPOSER.—A Toledo gang killer serving a life term in the Ohio Penitentiary has turned his prison cell into a miniature Tin Pan Alley, according to *The Chicago Daily News*. He's even found an "angel" to back his efforts and hopes in time to be paroled and turn to songwriting as a career.

The convict, Thomas (Yonnie) Livacoli, has been putting tunes together for the last two years. In all he has copyrighted 35 tunes, and Joe Glaser, song booker, to whom he has sent some of his songs, has promised to stop and see Livacoli some time this month.

Most of the prisoner's songs reflect moody, wistful dreams and bear such titles as *I'm Sticking Around*, *Alone With My Tears*, *I'll Be With You in the Spring* and *When I Come Home Again*. An exception is his *Olga From the Volga*, about a lusty Muscovite "who would rather shoot than eat."

Livacoli, who entered prison 10 years ago for a gang killing, says, "I'm going to make good at this business and some day I'll walk out of here and have a legitimate enterprise that will keep me, my wife and little girl."

One of the most amazing things about Livacoli's new career is that he doesn't know one musical note from another. He starts humming a tune and keeps working it over until he is satisfied with it. Then he hunts up a cornet-playing pal, another lifer, at prison band practice, and the two smooth out the tune and soon have it ready to put on paper.

RUSS JUNK "INTERNATIONALE."—*The Internationale*, Soviet Russia's national anthem, is being replaced with new words and music because it "does not reflect the basic changes that have taken place in our country as a result of the victories of the Soviet system," the Council of People's Commissars has decided. The announcement was made public in a broadcast from Moscow, *The St. Louis Globe-Democrat* says.

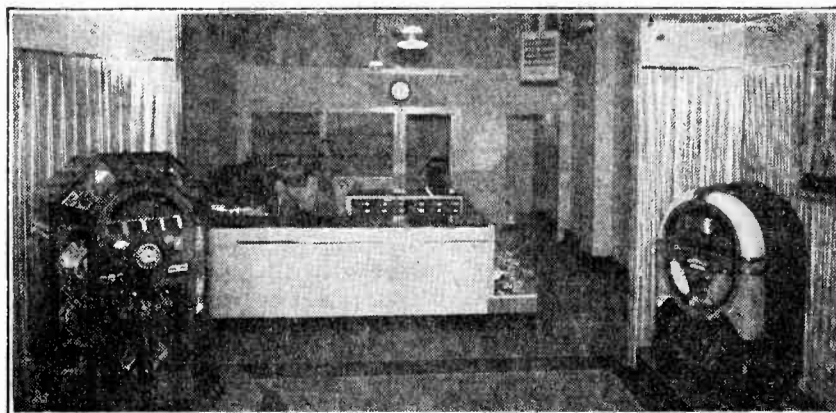
The old anthem begins, "Arise, ye prisoners of starvation; arise, ye wretched of the earth," and concludes with the line, "The International Soviet shall free the human race."

The new song praises the victorious growth of the Soviet Union, with these words for the chorus:

"Glory to our free motherland,
The trusty support of the friendship of the peoples,

The Soviet banner, the people's banner,
Lead us from victory to victory."

NOTED IN THE NEWS.—*The Chicago Tribune* reports that first call is no longer a harsh awakening in the barracks of the medical company at Fort Sheridan. A public-address system operates there, and the business of getting up in the morning is accomplished to such unmartial music as *Put Your Arms Around Me, Honey*. . . Leonard Lyons reports in his column appearing in *The Chicago Times* that jazz will invade the Metropolitan Opera for the first time in its history. On January 18 the Navy League will sponsor the presentation of (See *Music in the News* on page 63)



INTERIOR OF NEWLY remodeled showrooms of Maynor Distributing Company, Richmond, Va., Wurlitzer representative for Virginia and North Carolina.

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.

Jim Directs Air Show

In addition to his work with the Cowboy Ramblers' program, which he directs in the absence of his brother Bill, Jim Boyd has been program director of the Crazy Water Crystals program heard over the Texas Quality Network since August, 1942. Jim has recorded with Bill Boyd and His Cowboy Ramblers since their first session in 1934, made in San Antonio. He was for some time vocalist with the Light-crust Doughboys, WBAP, Fort Worth; toured with Senator O'Daniel when he was campaigning for the governorship of Texas; returned to the Cowboy Ramblers in the fall of 1940, when he again joined forces with his brother. Jim continues transcription work on the side and his *Pop Stover* transcriptions, as well as the *Dr. Legear Melody Round-Up* transcriptions and others, are heard daily on many stations.

Tunester Tattle

Waldo O'Neal, composer of *Pistol Packin' Papa*, recorded on Victor records by the late Jimmy Rodgers and also by Autry on the recently re-issued disk, is the author of a new song titled *Alone at the Station*. O'Neal lives in Clovis, N. M.

Pfc. Roy DeWitt, former radio singer of cowboy songs, is now with the U. S. Army, but he keeps in touch with the folk tune field by reading *The Billboard*. "Your folk tune column is the first thing I read," he says, "and I sure enjoy it a heap. I still do a lot of entertaining here in the army and also travel around a bit on troop trains entertaining the boys. The juke box hit here in camp is *Tex Ritter's Someone*." DeWitt would like the address of Jesse Scott.

Riley Puckett, radio and recording artist, is now on WLAC, Nashville, with the *Drifting Hillbillies*.

Tex Owens, composer of *The Cattle Call* and many other Western favorites, is now featuring his prairie songs on KOMA, Oklahoma City. Tex was on KMBC and other Midwestern stations for many years.

Bill Nettles, Shreveport, La., songwriter and recording musician, has had his patriotic song, *God Bless My Darling, He's Somewhere*, recorded by Decca by Dick Haymes' Song Spinners. Nettles' *Too Blue to Write* and *I'm Sorry It Happened This Way* are being featured by Radio Dot and Smoky on KWKH, Shreveport, and by Eddy Arnold on WSM, Nashville.

So successful was the stage show of Western and hillbilly talent at the Granada Theater, Brownsville, Tex., December 5, featuring Bill Boyd together with Cousin Harold Goodman and His Saddle Mountain Round-Up Gang, that the entire show was booked for a repeat performance December 24, 25 and 26. Show played to four packed houses on the initial engagement.

Walker Makes Change

Effective January 1, Frank Walker, who has been in charge of all the popular recordings under the Victor-Bluebird label, will limit his activities in Victor's record business to the supervision of only the hillbilly and race artists' recordings, it was announced by J. W. Murray, general manager of RCA-Victor's record activities.

In his announcement Murray said: "For some time past, it has been the desire of Frank Walker to again locate in New York and to limit his activities in RCA-Victor's record business to the supervision of hillbilly and race artists' recordings and records. Hillbilly and race records can no longer be considered of a sectional variety, but definitely national in scope. They deserve the full-time attention of some one with a thorough knowledge of their possibilities. Frank introduced the first hillbilly and race records to the market in the early '20s, and has always devoted considerable time to them."

A pioneer in the recording of American folk tunes, Walker will devote his future activities to developing for Victor-Bluebird an outstanding list of hillbilly and race artists' records.

Location Comment

The Crosby-Andrews Sisters' recording of *Pistol Packin' Mama* appears to be definitely taking over in many cities, according to reports from operators. This week's reports indicate that in Chicago, Denver, Des Moines, Louisville, Philadelphia and Richmond, Va., the Crosby version holds full sway and is going strong. It's tops, too, in Los Angeles, with *No Letter Today*, only other tune mentioned, gaining.

Both the Dexter and Crosby recordings are going strong in Bridgeport, Conn.; Erie, Pa.; Fort Worth, Houston, Miami; Phoenix, Ariz., and Portland, Ore. In Fort Worth the Crosby version is crowding out Dexter, ops report. Bridgeport ops say that the Crosby-Andrews' version, after plugging steadily behind Dexter's, has at last caught up and has passed Dexter's recording, which is now in second place.

Crosby-Baxter-Dexter

Three PPM recordings are competing for popularity in Detroit. In addition to Crosby-Andrews Sisters and Dexter, there is the Baxter disk. Op 1 reports both Crosby and Baxter going strong; op 2, Crosby going strong, and op 3, Crosby, Baxter and Dexter all going strong.

Baltimore: Bing Crosby's PPM disk is now reported tops in the hillbilly field. *No Letter Today* and *Born To Lose*, while still favorites, are fast losing ground, according to present indications.

Buffalo: Hillbillies are more or less out of the picture at the moment. PPM is definitely down and even location owners request it be taken off by ops. Obviously everyone has finally tired of the ditty.

Erie, Pa.: PPM still pays good dividends but is generally over its peak. *No Letter Today* giving general satisfaction; more

erratic but doing good biz in spots.

Houston: Two ops avow PPM is losing in popularity, but still among the tops. One believes it will be a hit; other two definitely nix the idea. Ops 1 and 2, PPM (Crosby) going strong. Op 3, PPM (Dexter) going strong.

Hoosiers Like Variety

Indianapolis: A variety of tunes hold sway here at the moment. While PPM (Crosby) is going strong, according to two ops, five other tunes are making a bid for popularity. They are *Beneath That Lonely Mound of Clay* (Roy Acuff), *Pins and Needles* (Bob Atcher), *They Took the Stars Out of Heaven* (Floyd Tillman), *Born To Lose* (Daffan) and *That Flop-Eared Mule* (Gid Turner and His Skillet-Lickers).

Jacksonville, Fla.: Op 1, PPM (Dexter) going strong. Op 2, *No Letter Today* (Daffan) going strong. Op 3, *Born To Lose* (Daffan) going strong; *No Letter Today* gaining.

Milwaukee: PPM definitely on the skids, tho it's reported going strong by Op 2. Christmas tunes pushing hillbilly selections into the background for the moment.

Nashville: *Born To Lose* (Daffan) gaining. *Thinking Tonight of My Blue Eyes* (Crosby) doing okay. PPM and *No Letter Today* still getting a play but definitely on the downgrade.

New Orleans: PPM just won't down, with Bing Crosby-Andrews Sisters' version nearer to par with Dexter, who gets into second place now with his *Rosalita*. *No Letter Today* (Daffan) holding its own. PPM (Dexter) going strong according to all three ops.

Salt Lake City: It took a bit of doing, but the Crosby-Andrews' version of PPM has finally taken the play away from Okeh's Al Dexter. Ops 1 and 3 have the Crosby-Andrews' PPM leading the folk songs. Op 2, also PPM but with Dexter. Crosby's *I'm Thinking Tonight of My Blue Eyes* and Floyd Tillman's *They Took the Stars Out of Heaven* are trailing. The latter is a newcomer here.

Minneapolis-St. Paul

MINNEAPOLIS, Dec. 25.—Clyde Newell, widely known in coin machine circles, has been added to the mechanical staff at Hy-G Amusement Company.

Ray Peterson, head of the Buffalo of-

A Nickel's Worth of Silence? An Idea by Cleveland Mayor

CLEVELAND, Dec. 25.—Mayor Frank J. Lausche this week instructed the city law department to prepare legislation imposing a special tax on juke boxes in Cleveland.

He said that operators of establishments housing a machine making music from disks would be required to obtain a municipal license or that a fee would be assessed against each machine—whichever was deemed the more desirable from a legal and administrative viewpoint.

Income accruing to the city, provided the city council approves the legislation and the courts uphold the legality of the procedure, would be used for relief purposes.

Mayor Lausche said it was his understanding that approximately 2,000 of the

musical devices currently are entertaining restaurant and cafe patrons and that "juke boxes have gotten to be a big industry, producing a tremendous revenue of perhaps \$1,000,000 a year."

"They play so continuously that, in some cities, blank records have been installed for the convenience of persons who simply cannot stand another recording," the mayor said. "For a nickel such persons may obtain several minutes of silence."

The subject of juke boxes came up at a meeting of Mayor Lausche and his directors, who convened primarily to discuss the sale of 235 old police revolvers to the British government for use of the European underground. But what started out to be a discussion of pistols turned into a discourse on *Pistol Packin' Mama*.

Musicians File Brief . . .

NEW YORK, Dec. 25.—Attorneys for Petrillo submitted the AFM brief to the War Labor Board December 20. Columbia and RCA-Victor had previously filed their briefs. Latest report is that the WLB may take another two weeks or more before a decision or opinion is handed down. In the AFM brief the argument is advanced that Victor and Columbia have no excuse for delaying agreement on a contract with musicians. The AFM brief also says that the only suggestion offered by RCA and Columbia as a possible solution would be to amend the federal Copyright Law so that the record manufacturers could collect fees for the use of recordings and still not give any guarantee of turning this money over to unemployed musicians. The suggestion made by representatives of the National Broadcasting Company that the federal Copyright Law be amended so that fees could be collected for the use of records in juke boxes attracted considerable attention at the time.

of Mayflower Novelty Company, is back in St. Paul for final physical before induction into the army. McCabe is in charge of the Buffalo office awaiting word whether Ray becomes a soldier or is retained in civilian life. Peterson formerly worked in the St. Paul headquarters of Mayflower.

William (Bill) Hattlestad, operator from Cottonwood, Minn., can be entrusted with a deep secret without anyone fearing he will tell. Bill became the proud father of a twin son and daughter several months ago and it wasn't until last week that his Twin Cities colleagues learned of it. The Hattlestads now have three sons and a daughter.

Henry H. Greenstein and Jonas Bessler, of Hy-G Amusement Company, have hit upon a good idea to relieve the man-power shortage. Their wholesale establishment is closed from Friday night until Monday morning, working only a five-day week. Greenstein and Bessler say their employees appreciate the extra day off, while the operators are becoming accustomed to the set-up and making purchases earlier.

Business is holding up well at LaBeau Novelty Sales Company, St. Paul, Archie LaBeau, head of the firm, said. Music machines, he said, are getting the strongest play. OPA ceiling price set-up has affected sales of used machines considerably, and the record situation is not good. The man-power situation at LaBeau has been okay thus far, but three men in the mechanical department face early induction.

Cupid finds devious ways to shoot his arrows of love. Pfc. Irwin Zellmer, former mechanic for Chuck Karter's Star Sales Company, has been stationed with the army in Alaska for a year. Back home a young lady in the neighborhood obtained Zellmer's address from his family and began corresponding with him. Zellmer answered all her letters. Recently he came home on furlough and met the gal face to face for the first time. Now they're engaged and will be married this week. Her name is Lillian Larson.

Harry Kesting, Bellingham (Minn.) operator, has four sons in the armed forces. The oldest, Lyle, who used to be in charge of his father's coin machine route, is now in Italy and has written to say that the rainy season there has been pretty bad.

Helen Delfs, in charge of the record department at Mayflower Novelty Company, St. Paul, reports she is able to get a good share of the new records that come out. The Hit label, she said, has been moving especially well.

Al Redding, of Houston, Minn., came to the Twin Cities last week to survey the local field and obtain as much equipment as he can while here.

Vera Foster, of Acme Novelty Company's record department, reports business has been going as well as can be expected in view of the platter shortage.

CLOSEOUT BARGAINS

| | |
|--|---------|
| Buckley Boxes, Illuminated, 24 Records | \$18.00 |
| Seebury Boxes, Select-o-Matic | 15.00 |
| Wurlitzer Boxes, Model 360 | 20.00 |
| Wurlitzer Strollers with Boxes | 25.00 |
| Buckley Adapter, 24 Records | 25.00 |

1/2 Deposit, Balance C. O. D.
WILL PAY \$40.00 EXHIBIT STARS

AMERICAN SALES CO.

Jerry Kertman
557 Clinton Ave., N. Rochester 5, N. Y.

TEN PIECE UNIT A. M. I.

Wired Music for Sale. Easy Terms.

Royal Music Co.

823 Central Ave. CHEYENNE, WYOMING

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10,000 Used, Assorted Phonograph Records, 10¢ each. Send money order or check with order.

GEORGE ROWLAND SALES CO.

Phone 359 POPLAR BLUFF, MISSOURI

U. S. RECORD SHOP

Send for big Free List of Popular Records and Symphony Records.

BOX 117

PASSAIC, NEW JERSEY

PERRY COMO

20-1548 } I'VE HAD THIS FEELING
BEFORE (But Never Like This)
HAVE I STAYED AWAY
TOO LONG?



HAPPY NEW RELEASES
from Victor!



DUKE ELLINGTON

20-1547 } DO NOTHING TILL YOU HEAR FROM ME
(Trumpet solo by Cootie Williams)
CHLO-E (Song of the Swamp)

Start your new year right—order 'em both TODAY!

TUNE IN: RCA's great show, "What's New?" 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

Here in CHICAGO

Seeburg Wins Citation for Program of Plant Safety

The J. P. Seeburg Corporation has been honored for its outstanding achievements in the field of industrial safety, being one of seven industrial firms thruout the nation to receive "The Lumbermen's Victory Award." Presentation ceremonies were broadcast on Sunday, December 19 and Chicago newspapers gave considerable space to the event. Charles McNevin is Seeburg safety director.



Two Chicago Coinmen Form New Distributing Firm

A new Chicago distributing firm takes a bow this week and founders Irving Ovitz and Oscar Schultz are receiving good wishes from countless friends in the trade. Automatic Coin Machines & Supply Company is the name on the door at 3834 Fullerton Avenue where feverish activity is readying the place to serve operators. Ovitz was formerly with Atlas Novelty Company; Schultz served in the sales department at Mills for many years.

RCA Issues Booklet on Use of Industrial Music

The Billboard this week received the new booklet published by Radio Corporation of America titled "Industrial Music News." It will be issued regularly "to encourage the exchange of mutually helpful information and ideas between users of plant broadcasting systems." Topics in the first issue covered the planning of holiday season programs; the value of music preference surveys among employees; conversion of energy normally spent in fighting fatigue into

productive energy thru "music vitamins," and reviews of methods in a number of industrial plants.

Eddie Is Home on Leave

Seaman 2/c Eddie Ginsburg was expected in Chicago December 27 on leave from Camp Peary, Va., where he has trained for the past six months with the Seabees.

Canadian Release of "Ban" Leads to Speculation Here

An edict of the Canadian Wartime Prices and Trade Board which is reported to release the manufacturing "ban" on vending machines, games, gambling devices and other amusement products, prompts speculation among Chicago trade circles that restrictions on civilian goods may be eased in this country sooner than had been anticipated. The products released by Canadian officials are those made from scrap aluminum, export steels, wrought iron, etc.

Would New Weinard Nursery Be Called a "Bawloroom?"

Art Weinand, of Rock-Ola, serving as safety director at the present time, is planning a nursery for his 10-month-old daughter. One of his Rock-Ola associates suggests that the new nursery be named "The Bawloroom."

Here Is What a Scotchman Will Pay for Phonographs

A brief perusal of *The World's Fair* reveals that operator Sam Freeman in Edinburgh, Scotland, wants to buy 24-record Wurlitzers or 20-record Seeburgs. He offers 400 pounds each for good machines, which, in Yankee folding money, represents a little over \$1,900.

Milling Crowds Fail To Increase Arcade Play

One important ingredient of arcade patronage is the matter of time—the more time people have at their disposal the heavier the play will be at amusement arcades. The annual Christmas rush in Chicago found most everybody on the run, transients as well as townspeople, resulting in a noticeable reduction of arcade play at two Loop locations.

A Welcome Waits for Seeburg Operators

Helen Bindell, Seeburg secretary for 11 years, says war work is interesting enough and important enough—but all the same, she looks forward to seeing again the hundreds of music operators (See HERE IN CHICAGO opposite page)

RECORD BUYING



Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs 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

THEY'RE EITHER TOO YOUNG OR TOO OLD... JIMMY DORSEY (Kitty Kallen) ... Decca 18571
JAN GARBER (Liz Tilton) ... Hit 7069

This tune is pretty young to be spinning at such a fast rate, and from the way phono fans are going after it, it looks set to live to a ripe old age. That JD name on the title strip doesn't do it any harm, either, and it's his recording that is getting most of the nickels.

PISTOL PACKIN' MAMA.. AL DEXTER (Al Dexter) ... Okeh 6708
(23d week)
BING CROSBY-ANDREWS SISTERS
(Vic Schoen Ork) ... Decca 23277
FREDDIE "SCHNICKELFRITZ" FISHER. Decca 4425

PAPER DOLL MILLS BROTHERS Decca 18318
(17th week)

PEOPLE WILL SAY WE'RE IN LOVE FRANK SINATRA Columbia 36682
(12th week) BING CROSBY Decca 18564

OH, WHAT A BEAUTIFUL MORNING BING CROSBY Decca 18564
(8th week) FRANK SINATRA Columbia 36682

VICTORY POLKA BING CROSBY-ANDREWS SISTERS
(5th week) (Vic Schoen Ork) Decca 23277

WHITE CHRISTMAS ... BING CROSBY ... Decca 18429
(3d week) ... FREDDY MARTIN (Clyde Rogers) ... Victor 27946
CHARLIE SPIVAK (Gary Stevens) ... Columbia 36649

I'LL BE HOME FOR CHRISTMAS BING CROSBY
(3d week) (John Scott Trotter's Ork.) Decca 18570

MY HEART TELLS ME... GLEN GRAY (Eugenie Baird) ... Decca 18567
(2d week) ... JAN GARBER (Bob Davis and Quintet) ... Hit 7070

Names in parentheses indicate vocalists.

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

DECCA is planning a post-war build-up for its 35-cent label, raising its output of the lower-priced disks to 50 per cent of the firm's total business. Diskers expect to make available hit tunes waxed by its top artists on 35-cent records. In order to meet the competition of top names on low-priced disks, Columbia and Victor may give more attention to their Okeh and Bluebird 35-cent labels in their post-war plans. . . . Sonny Dunham is the latest band to record for Eli Oberstein's Hit label. Dunham cut four sides this week. . . . Gene Krupa joined Tommy Dorsey's band this week at the Paramount Theater, New York, leaving Benny Goodman, with whom the drummer was playing since October. . . . Perry Como is taking over Frank Sinatra's Sunday sustainer over CBS network, starting Sunday (2). . . . Ted Lewis's run at the Hurricane nitery in New York has been extended until March 29, giving him a total of five months at the spot. . . . Harry James's vocalist situation has been in a state of confusion since Helen Forrest departed. It was first reported that Helen Ward would join James, but later announced that Judy Williams had been signed to a five-year contract with the band. Latest reports are that Helen Ward will replace Miss Williams. . . . Holiday season finds New York once more the center of name band activity. Tommy Dorsey moved into the Paramount Theater, brother Jimmy opened at the Roxy, Charlie Spivak started at the Hotel Pennsylvania and Xavier Cugat took over at the Waldorf-Astoria.

Territorial Favorites

CHICAGO:

Rainbow Rhapsody. Glenn Miller.

Inhabitants of the windy city gave Glenn Miller's latest release a hearty greeting in the form of a heavy onslaught of nickels. Apparently they like their Miller slow and sweet, tho, because while this side is drawing the crowds, the jump

tune on the reverse side of the disk isn't getting nearly as much attention.

MILWAUKEE:

I'll Be Around. Mills Brothers.

This tune found on the back of the Mills Brothers' waxing of *Paper Doll*, cropped up in a few areas many weeks ago. Shortly after that, its publisher started a drive on it, which spurred a little activity. It hasn't yet gained a general foothold, but is catching on fast on some spots and Milwaukee is an example of one city where it's proving to be a mighty coin-catcher.

INDIANAPOLIS:

Temptation. Artie Shaw.

Maybe shipments of new records to Indianapolis have been slow, or maybe the folks out there feel like reminiscing—but in any event, there are a bunch of oldies cropping up on local coin machines. *Temptation* is currently getting the heaviest play of those mentioned, but also coming in for a fair share are Tommy Dorsey's *Star Dust* and *Hawaiian War Chant*.

Note

For a listing of songs played most often over the radio for the week ended Thursday, December 23, 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 sepiian best sellers under Harlem Hit Parade.

HERE IN CHICAGO

(Continued from opposite page)

and distributors who will be trekking back when phonograph production is resumed. She stated that her boss (Marshall Seeburg) is enjoying a needed rest at Palm Beach and will return after the holidays. Also, she reported that Sales Manager C. T. McKelvy took a week's rest he did not enjoy—but that he did win a decision over the flu.

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

THE DREAMER KAY ARMEN (Balladiers) Decca 18566
PETER PIPER Hit 7051

This ballad is making another play for the spot it held in Going Strong for one week before it was shoved down a few notches by the onslaught of nickels for Christmas tunes. And from its showing this week it won't have much of a job doing a re-take on its original leap over the top.

SHOO-SHOO BABY ANDREWS SISTERS (Vic Schoen's Ork) . Decca 18572
ELLA MAE MORSE (Dick Walter Ork) . Capitol 143
JAN CARBER (Liz Tilton) Hit 7059

Shoo-Shoo has done a lot of spinning since its first appearance last week, and it is now on an even keel with the tune listed above it. Like the *Dreamer* ballad, this ditty indicates every intention of taking the final hurdle in short order, and the bets are now being placed on which will take the leap first.

HOW SWEET YOU ARE . . KAY ARMEN (Balladiers) Decca 18566

There's a very wide gap between this tune and the one right above it, but ops aren't complaining because this one is still producing a nice coin crop. It's the third tune from the Warner's *Thank Your Lucky Stars* pic to make the Guide, following in the footsteps *Too Young or Too Old* and *The Dreamer*.

BLUE RAIN GLENN MILLER (Ray Eberle) Victor 20-1536
BEA WAIN Bluebird 30-0816

The *Rain* ballad just managed to squeeze in this week by the skin of its teeth after sliding downhill for the past few weeks. It has been getting competition from new pop tunes, many of them with pic plugging to boost them, tho, and it has proven to be a steady draw—and it's still ahead of many of the new releases.

Double-meaning records are purposely omitted from this column.

On the record for DECCA . . .

JACK GUTSHALL

of the

JACK GUTSHALL DISTRIBUTING COMPANY

Los Angeles, Cal.

Writes:

Jack Gutshall Distributing Company
1870 West Washington Blvd.
ROchester 2103
Los Angeles, California (7)

December 9, 1943

Mr. L. C. Gilman
Decca Distributing Corp.
1865 Cordova Street
Los Angeles 7, California

Dear Lou:

With all due apologies to Walter Winchell I would like to say "Orchids to Decca" for the splendid manner in which you have carried on during these troublesome times, and under unbelievable conditions, to give the operators the top artists and tunes.

Decca has always had a warm spot in its heart for the welfare of the automatic phonograph operator, and the magnificent manner in which you have endeavored to keep a supply of new records flowing to operators is something that wins the commendation of all of us in the music business.

For the top artists and tunes, top record quality, top money makers in all locations.....it's Decca every time! Keep up the good work.

Cordially yours,

Jack Gutshall
JACK GUTSHALL

JG/jc

Thanks, Mr. Gutshall,
We hope we'll continue
to rate your orchids.



DECCA

DISTRIBUTING CORPORATION



ON THE RECORDS

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

By M. H. ORODENKER

(Continued from page 17)

pairing, Rose Blane's singing of "Besame Mucho" should handily attract the coins for this popular Latin lullaby.

DUKE ELLINGTON (Decca 20-1547)
Do Nothing Till You Hear From Me—FT. *Chlo-E*—FT; V.

Anything brought out with a Duke Ellington label is sure to receive wide attention, the maestro's brand of music always ahead of its time so that there is no fear of the material being dated. Now that the Duke carries the Carnegie Hall distinction, it means added merchandising appeal in keeping the platters moving across the counters. Having been introduced at his concerts, and hitting a wide mark in immediate appeal, much is expected to be heard of the Duke's own *Do Nothing Till You Hear From Me*. Unfortunately, the side carries no Al Hibler vocal, being entirely an instrumental, with the tuneful melody, now

fashioned as a lovely ballad, designed for dinking principally as a trumpet solo for Cootie Williams. Taking it at a moderately paced tempo, and with the usually distinctive Ellington background figures etched out by the brasses and saxes, Cootie carries it all the way both with mute in trumpet bell and his gut-bucket growling. The familiar *Chlo-E* makes a fine showpiece for another star instrumentalist in the aggregation, highlighting the tricky talking trombone slides of Tricky Sam Nanton. At a lively tempo, Tricky Sam slides right into it from the edge, the bass player picking up the verse and Lester Young's tenor saxophone getting a second chorus under way before giving way to Nanton to complete the needling.

Like most of all the other Ellington hits, "Do Nothing Till You Hear From Me" starts out as a sleeper. And with the Ellington concerts having given the ballad a big start, it's a cinch that the side will get generous hearing.

COUNT BASIE (Columbia 36685)
Time On My Hands—FT; VC. *For the Good of Your Country*—FT; VC.

Some time ago, Count Basie set out to prove on the record that his boys can bang it out sweetly. And while the Basie band has been best identified with the hot rhythms, they show that they can subdue their swing excitement and take it easy and smoothly for the pop fare as well. Such is the premise of their

early *Time On My Hands*, which also happens to be an earlier ballad favorite. Set at a moderate tempo, neat phrasings by the muted brasses get the opening chorus under way, with the saxes and then the full ensemble joining in to complete the stretch. Second stanza has Earl Warren offering up a smooth vocal rendition, sparked by the rhythmic background of figured saxes in unison and sustained brass harmonies. Band ensemble picks up the last half of another chorus with the muted trumpet on the tag to take it out. Complete turnabout on the turnover as the boys riff it righteously for a trite *For the Good of Your Country* tune for which the maestro takes composing credit. Arrangement calls on James Rushing's characteristic blues shouting which is stilted for such tune, along with solo flashes by tenor sax and the muted trumpet.

For the Count Basie fans flocking around the music machines, they'll undoubtedly find

greater satisfaction for his swing stylings as applied to "For the Good of Your Country," altho the title makes for a sticker handicap not easily overcome.

Detroit

DETROIT, Dec. 25.—Alexander Spiro, president of Harmonia Records, was a recent visitor at Allied Music and Sales Company.

Audio Disks have a new local distributor here, with the appointment of the Allied Music and Sales Company to handle this line of cutting disks.

Sol Schwartz, of the S & W Coin Machine Exchange, is back in Detroit recuperating from an attack of the flu which he suffered while visiting his family in Chicago.

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

This week it's Columbia that popped up with the only new releases, readying two sides by Frank Sinatra, both from his *Higher and Higher* pic. Film is being booked in many cities during the holidays and will be released nationally shortly afterward, and after the No. 1 swooner sings the tunes on the screen in local houses, ops should draw plenty of buffalo heads from the waxings of *I Couldn't Sleep a Wink Last Night* and *A Lovely Way To Spend an Evening*.

Guy Lombardo's waxing of *Speak Low* from the Broadway show *One Touch of Venus* is starting to whirl, and so is the Jimmy Dorsey recording of *Stars Eyes* from *I Dood It*.

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.

MY BRITISH BUDDY ... ABE LYMAN (Stanley Worth and Frank Connors) ... Hit 7071

Complementing the *My Buddy* war ballad of the earlier conflict, Irving Berlin has stretched hands across the sea. And in this attractive war ballad has bridged the ocean in creating a "buddy" song that holds appeal for the boys on both sides of the big pond. Added to the all-soldier *This Is the Army* show for its overseas presentation, the song became an immediate sensation. And there is no reason why it shouldn't create as much enthusiasm on this side of the Atlantic. The Hit label scoops the record field in coming forward with this first entry by Abe Lyman, who gives it smooth instrumental and excellent vocal treatment. The contrasting voices of Stanley Worth's romancy baritone and Frank Connors's Irish-styled lyrical tenor make the side a standout. Plattermate also holds a hit potential in the particularly melodic *By the River of Roses*, ballad with Frank Connors for the vocal honors.

HAVE I STAYED AWAY TOO LONG? ... PERRY COMO (Mixed Chorus) ... Victor 20-1548

Having given the city folk a hillbilly rage in *Deep in the Heart of Texas*, songwriter Frank Loesser has applied the outdoor technique to a sentimental love ballad which comes out as *Have I Stayed Away Too Long?* And by every token, this tune should stay around for a long time. Perry Como, who has made an impressive showing in the swoon sweepstakes, listens to advantage on this all-vocal side, the mixed chorus providing him with a thoroly rhythmic and harmonic background which makes the listening bright as the side spins in a music box.

BESAME MUCHO ... JIMMY DORSEY (Bob Eberly and Kitty Kallen) ... Decca 18574

This Latin lullaby is already one of the more played opuses on the air. And with Jimmy Dorsey doing the disk honors, shapes up on the strong side for maximum nickel needling. Applying his familiar sweet and swing technique in tailoring the south-of-the-border ballads, it's Bob Eberly giving it out romantic for the start of the sing, with Kitty Kallen taking over to apply a marked toe-tapping lilt to the passionate lyrics.

THE WORLD IS WAITING FOR THE SUNRISE ... BENNY GOODMAN QUARTET ... Columbia 36684

It's been a long time since the phono fans used to thrill to the torrid instrumental pipings in the intimate manner which Benny Goodman created with his chamber music swing groups. This master, never released before, has Goodman and his clarinet backed by a quartet comprising piano, guitar, bass and drums. And for this standard song it's a real exciting jam session, with Goodman giving out his pipings hot to set the pace for the foursome. Moreover, it's a fast pace set by the guitar picker, the late Charlie Christian, with plenty potent ivory pounding by the pianist to make the side an all-round rouser. Plenty of musical excitement created here for the nickel and the side should attract plenty of such coinage.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

For

INTERNATIONAL

OR

FOREIGN

RECORDS IN ANY LANGUAGE

IT'S

VICTOR

"V" SERIES

Ask your local jobber for complete catalogues in the various languages . . . or write—

STANDARD PHONO CO.

163 WEST 23RD STREET, NEW YORK 11, N.Y.



TONEDART

Apologizes for delayed deliveries due to unusually heavy demand.

Full production is scheduled for 1944

Bill Hutter made important new features in the 1944 Model TONEDART, which is truly

THE BEST ON RECORDS

Record-wise operators are not needle foolish and use TONEDART to save money, records and labor.

Ask for your free descriptive folder from your nearest distributor or

J. F. BARD—43 E. Ohio St., Chicago 11, Ill.

ASK THE MAN WHO IS USING IT

Available—IN LARGE QUANTITIES

MY LIPS REMEMBER YOUR KISSES

Vocal and Instrumental } KING COLE TRIO
F. S. T. Instrumental Only }
65c Ea. (Excluding State, Fed. or Local Taxes)
39c Ea. to Dealers—F. O. B. Hollywood, Calif.

PREMIER RECORD CO., 8848 Sunset Boulevard, Hollywood 46, California



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

Presented below is a round-up of the filmusicals which will be released in the near future, with the bands that will be featured and tunes that have been waxed. Resume is presented so that ops can check with local theaters to find dates of local runs, and key display material and names on title strips accordingly. However, ops should watch this column for information about new waxings released of the tunes from these films:

Twentieth-Fox's *The Gang's All Here*, released nationally December 24, features Carmen Miranda and the Benny Goodman ork. Besides exploiting all Goodman waxings, ops have available two recordings of the tune that has culled the most air plugs and is the best sheet music seller from the film, *No Love, No Nothin'* waxed by Ella Mae Morse (Capitol) and Jan Garber (Hit).

MGM's *Two Sisters and a Sailor*, not yet readied for national release, features both Harry James and Xavier Cugat. Decca has released a waxing of *Take It*

Easy, best known tune from the film's score, done by Guy Lombardo.

Universal's *Three Cheers for the Boys*, slated for release shortly, has a string of recording artists, including the orks of Charlie Spivak, Freddie Slack and Ted Lewis, plus the Andrews Sisters and Dinah Shore. In addition to plugging waxings by these artists, ops can also work out tie-ups on display material for *Shoo Shoo Baby*, already breaking for a hit on machines, waxed by the Andrews Sisters (Decca), Ella Mae Morse (Capitol) and Jan Garber (Hit).

Para Set-Up

Eight old-time song favorites have been lined up for Paramount's *Incendiary Blonde*, many of them available on records. Recent pix have revived several oldies, making them worth a few spins, and ops might try slipping in some waxings of tunes from this film during local runs.

Tunes include *Sweet Genevieve* recorded by Bob Crosby (Decca) and Blue Barron (Bluebird); *Ida* cut by Glenn Miller (Bluebird) and Bing Crosby

(Decca); *Oh, By Jingo*, which has been getting some renewed attention on the strength of the new Spike Jones (Bluebird) waxing, and is also available on the Columbia label by Ella Logan; *Row, Row, Row* waxed by Alvino Rey (Bluebird) and Dick Robertson (Decca), and *Ragtime Cowboy Joe* done by Van Alexander (Columbia), Pinky Tomlin (Decca) and Bernie Cummins (Bluebird).

Paramount also announces that it has hit its peak production for this year with 12 features in work, and interesting for ops to note is the fact that seven of these are musicals with tie-up possibilities. In addition to *Incendiary Blonde*, which stars Betty Hutton, other filmusicals are *Rainbow Island* with Dorothy Lamour and the Golden Gate Quartet; *The Road to Utopia* with Bing Crosby and Dorothy Lamour; *National Barn Dance*, with a string of radio entertainers; *You Can't Ration Love* co-starring Betty Rhodes and Johnnie Johnstone, and technicolor productions *Bring On the Girls* and *Fun Time*.

"Open Road" Tunes

Five tunes penned by Kim Gannon and Walter Kent have been set for UA's *Song of the Open Road*, which features Sammy Kaye ork. Tunes are *Rollin' Down the Road*, *Here It Is Monday, Too Much in Love*, *You Gotta Make Hay in the Moonlight* and *Delightfully Dangerous*.

Richmond, Va.

RICHMOND, Va., Dec. 25.—George Peters, Loew's Richmond manager, has arranged tie-ups with several local music machine operators on recordings from the new MGM picture *Thousands Cheer*. He also has tie-ups for window displays and distribution of heralds with Gary's Record Shop, Walter D. Moses and Company and Corley Record Company.

Judson W. Williams, formerly with Wigington Amusement Company, who has been at the United States Veterans' Hospital at Kecoughtan, Va., during the past two years, was a visitor in Richmond during the holidays.

Music machine collections continue at the high level set during the past few months. Operators are buying heavily the new *Oklahoma* album for use on their machines.

Phono Firm Gets Charter

ALBANY, N. Y., Dec. 25.—Articles of incorporation have been granted by the secretary of state to Edward A. Trumble Corporation of New York, authorized to deal in phonographs and coin-operated phonographs, with authorized capital stock of 200 shares of no par value. Edward A. Trumble, 810 10th Avenue, New York, subscribed to 10 shares, and one share each goes to Herbert O. Burden and Hyman Feldman, 51 Chambers Street, New York. These three are directors and the papers were filed by Burden.

MUSIC IN THE NEWS

(Continued from page 58)

Esquire's 1944 awards in its All-American Jazz Band Poll. Winners, who will receive \$10,000 in War Bonds and statuettes, will have a jam-session. . . . The *New York Times* has become *Pistol Packin' Mama* conscious, too, and also on the editorial page. (Last week we reported this phenomenon about *The Christian Science Monitor*.) The *Times* column, "Topics of the Times," refers to "pistol packing patriots," who, it seems, are the congressmen responsible for our tax bills. . . . The *New York* newspaper under the heading, "Music Eased Trip to Tarawa Shore," reports that as the occupants of a landing vehicle ducked to avoid sniper fire a marine took a mouth organ from his pocket and began to play a popular tune that goes, "We're shov'ng right off, we're shov'ng right off again."

EVENTFUL YEAR

(Continued from page 58)

where the population decreased because of shifts to more productive areas.

Letters Tell Story

On top of this, men in the armed services caused the American public to recognize the juke box as a modern necessity. Men who had patronized the juke boxes when they were at home discovered that they missed such music more and more when they went into the military services and especially when they were sent overseas. It was letters to the home folks from these men in the services that caused the public to recognize that juke box music is an essential to the average American at the present time. Newspapers and magazines began to publish some of these letters, and this made it official that juke box music is a great popular favorite.

Due to war conditions juvenile delinquency became a big subject and engaged the attention of national leaders everywhere. It was soon discovered that what young people really wanted was a meeting place of their own where they could have music, dancing and soft drinks along with various games and other forms of entertainment. Clubs were organized in all parts of the country on an experimental basis, and one of the first steps in the big majority of these clubs was the establishment of juke boxes to furnish music for the young people. Young America was already well acquainted with juke boxes, and using them in their clubs scored from the start. National leaders in the movement soon recognized this and began to give their approval of juke box music as one of the positive factors in solving the juvenile problem.

Even churches began to establish teenage clubs and to use juke box music. The publicity given to this use of juke boxes in newspapers and magazines was one of the great beneficent influences of the year.

While the trade had been discouraged many times by the shortage of records, new hopes began to loom as the year came to a close, and there were promises from various sources that record supplies might be increased soon.

"Your Nickels Help Buy War Bonds!"

MUSIC Goes to WAR

A Message to Every Customer of the Ed. George Music Co.

PUT YOUR INCOME INTO U. S. GOVERNMENT WAR BONDS

THE PROPRIETOR OF EVERY PLACE OF BUSINESS OPERATING AN ED. GEORGE PHONOGRAPH OR MUSIC SYSTEM IS ASKED TO SIGN THIS PLEDGE

*** PLEDGE ***

NAME (TO WHICH ORDER): _____ DATE: _____

ED. GEORGE MUSIC CO. EVERY ONE OF OUR EMPLOYEES PUTS IN WAR BONDS

PHONOGRAPHS AND MUSIC SYSTEMS

WE ARE BACKING the ATTACK 100%

EVERY HIT IS ON **RECORDS!**

THE **HIT** RECORD

Every Side a Hit

RECORD NO. 7072

BESAME MUCHO and **SO, GOODNIGHT**

by Abe Lyman and His Californians

CLASSIC RECORD CO.
7 WEST 46th ST., NEW YORK 19, N. Y.

EVERY HIT IS ON **RECORDS!**

"Music goes to war" is the theme of this outstanding example of War Bond promotion by music operators. This full-page rotogravure display, one of a series employed by the Ed. George Music Company, Akron, tells readers that their nickels help buy War Bonds, and announces the pledge enabling locations to have their collections converted 100 per cent to War Bonds. The ad also indirectly stimulates public interest in bond buying.

OPA Gives Rules On Free Matches, Cig Price Ceilings

CINCINNATI, Dec. 25.—OPA officials here have "adjusted amicably" two complaints by smokers that they failed to receive proper change in purchases from cigarette vending machines and 12 complaints that matches were not given with over-the-counter purchases of cigarettes.

In the first two cases, vending machine operators blamed mechanical difficulties for the three pennies change shortage.

With regard to the match situation, OPA said that under the cigarette price freeze ruling all stores who customarily gave matches free with cigarette purchases are required to continue the practice. Repeated violations, it was said, would result in formal citations.

OPA authorities said the complaints about lack of change in cigarette purchases from vending machines were "isolated." In the event of numerous and widespread complaints, they said, investigation would be opened to determine whether or not there was willful attempt to evade price ceilings.

In addition, OPA officials said, the price freeze order did not set a 17-cent flat level for popular brands of cigarettes but fixed the ceiling at the rate which a store may have been charging when the order was issued in March, 1942.

Ohio Cigarette Tax Receipts in 11 Mos. Provide \$10,451,899

COLUMBUS, O., Dec. 25.—With a million-dollar month unfinished, the State's revenue from the cigarette tax already has surpassed by half a million dollars the amount that it was estimated to produce in 1943, records of the State tax department show.

In the estimate made for the year when the State's budget was prepared in January, the revenue from the cigarette tax and dealers' licenses was estimated at \$10,425,000.

But in the first 11 months of 1943 the 2-cent-a-pack State tax has yielded \$10,451,899 to the State, according to the monthly report of W. D. Bailey, chief of division. In addition the State has collected approximately \$940,000 in dealers' licenses, half of which goes to the State treasury.



VICTOR'S TOPPER

Top in Modern Design. Vends everything. Capacity 5 lbs. bulk misc. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify. Standard Finish Topper only . . \$7.95 Each.

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

VICTOR VENDING CORP.
5711 W. GRAND AVENUE. CHICAGO

CLOSING OUT ALL N. W. MACHINES FOR DURATION 1st Come—1st Served

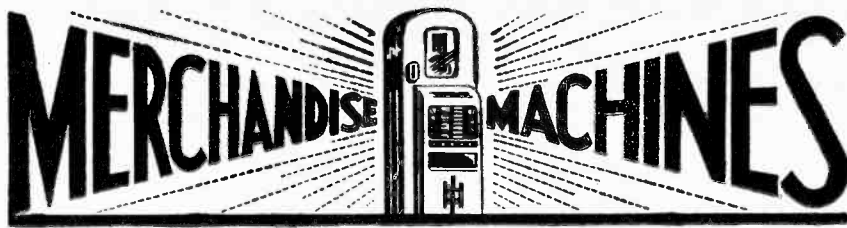
| Just | Each |
|---------------------|---------|
| 139 Model 33 Junior | \$ 5.95 |
| 179 Model 40 | 6.10 |
| 30 Model 33 Ball G. | 7.10 |
| 105 Model 33 Peanut | 7.00 |
| 72 Model 33 Porc. | 7.75 |
| 330 Model 39 Bell | 10.95 |

All new in original cartons. FULL CASH WITH ORDER.

Complete Line of All PARTS and GLOBES for

SILVER KING MACHINES

TORR 2047A-SO. 68 PHILA., PA.



Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

Mars Petition Denied; Order Upholds OPA

Supreme Court supports injunction forbidding reduced size of bars at former prices

WASHINGTON, Dec. 25.—In a simple order, with no opinion given, the United States Supreme Court denied a review petition to Mars, Inc., Chicago manufacturers of Milky Way and other 5-cent candy bars. The order, in effect, upheld an injunction restraining the manufacturer from violating OPA price regulations by reducing the weight of candy bars without making a corresponding reduction in price.

On December 14, 1942, OPA filed suit against Mars, Inc., charging that the firm had reduced the weight of certain candy bars by approximately 11 per cent and continued to sell them at prices previously charged. This was held a violation of the maximum price ceilings which fixed candy prices and discounts at the March, 1942, level. Federal District Judge Albert L. Reeves, Kansas City, granted a temporary injunction at the time.

In February, 1943, the Kansas City court dismissed the complaint on the ground that the reduction in weight has been so slight it might have been accounted for by changes of ingredients necessitated by wartime shortages. However, in May, Appellate Court overruled the lower court's decision and issued the injunction prohibiting violations of OPA regulations. A damage suit was then filed by OPA against Mars, Inc., for \$1,235,692.53 and costs. The amount rep- (See Mars Petition Denied on opp. page)

Peanut Situation

RICHMOND, Va., Dec. 25. — Peanut harvesting is practically completed in all peanut areas now, except for a small acreage still to be picked in Northern Texas and Oklahoma. Rains during the last week have delayed this picking.

Movement of peanuts in the Virginia-North Carolina section continues fairly active. The market on cleaned and shelled goods continues steady to firm, with demand for top grades running somewhat in excess of the supply available for immediate shipment. Very few futures are being booked, as mills are hard pressed to meet current requirements.

Reports from the Southeastern section show that offerings of Spanish peanuts are becoming lighter thruout that section, with the result that the portion of the trade which can use Runners is turning more to this type to fill their requirements. The demand for both No. 1 Spanish and No. 1 Runners has been active, while only a fair movement of No. 2's into trade channels was reported. With the offering of the Commodity Credit Corporation to take over unpicked Spanish 2's for oil, trade offerings of this grade have been very light.

Movement of farmers' stock peanuts to mills and storages in the Southwestern peanut section has been moderate during the week. Demand for shelled No. 1 Spanish continues in excess of the current offerings, while demand for No. 2 is just about sufficient to take care of current receipts.

In general CCC schedule prices on purchases of peanuts from farmers have held, altho a few reports come in from the Virginia-Carolina area of payments slightly above the scheduled level.

The crushing of peanuts is increasing in both the Southeast and the Southwest. In the Southeast shipments of peanut meal in carlot quantities have increased, but local feeders and dealers in the mill territory continue to take a large proportion of the current production. The inability of feeders to secure completely adequate supplies of cottonseed meal has been largely responsible.

Changes Made in Price Ceilings on Bars for Venders

WASHINGTON, Dec. 25.—The Office of Price Administration has issued an order amending the prices confectionery manufacturers may charge vending machine operators for their 5-cent products. The amendments also cover new regulations for re-sale of these products by vending machine owners, operators or lessors.

Titled "Retail Confectionery Items," the order is as follows:

A statement of the considerations involved in the issuance of this amendment issued simultaneously herewith has been filed with the Division of the Federal Register.

Section 1.20 (a) and (d) are amended to read as follows:

(a) The manufacturer's maximum price to vending machine owners, operators or lessors for 5 cent retail confectionery items shall be \$2.62 per 100 items or his maximum price established under the General Maximum Price Regulation.

(d) All vending machine owners, operators or lessors prior to a resale of these items at an increase in price to their distributors or lessees shall mail or otherwise supply to such distributors or lessees, together with a copy of the statement referred to therein, the following written notice:

The Office of Price Administration by Section 1.20, as amended, to Revised Supplementary Regulation No. 14, has established the manufacturer's maximum price to us for 5 cent retail confectionery items at either \$2.62 per 100 items or the price as established by such manufacturer under the General Maximum Price Regulation. We are permitted to increase our ceiling price to you by an amount not in excess of 50 per cent of the actual increase made by the manufacturer. Attached hereto is a true and accurate statement showing the actual increase to us for this item. Therefore we are, increasing our maximum price to you by _____ cents per 100 items which sum is not in excess of 50 per cent of the increase made by the manufacturer. You are to maintain retail prices not in excess of your established maximum price.

This amendment shall become effective December 11, 1943. (56 Stat. 23, 765; Pub. Law 151, 78th Cong.; E. O. 9250, 7 F.R. 7871; E. O. 9328, 8 F. R. 4681.)

Issued this 11th day of December, 1943. JAMES F. BROWNLEE, Acting Administrator.

Baltimore Coinmen Oppose Use of Tokens for Coins

BALTIMORE, Dec. 25.—Baltimore coin machine men, including operators of all types of machines, have expressed their opposition to Congressional enactment of a bill which would authorize the manufacture of tokens as substitutes for coins. First proposal was to make the tokens larger than a five-cent piece; later, it was reported that the proposal would call for tokens the size of dimes. Local coinmen opposed such manufacture on the grounds that the tokens would cause trouble in coin machine operation, such as gumming up the slots and interfering with the passage of coins. If the tokens were made a little larger than nickels, no difficulty would be encountered.

VENDER SUPPLY NOTES

CANDY NOTES.—To assure a supply of candy for war plants, OPA has revised the maximum price at which manufacturers can sell 5-cent candy bars to the operators of vending machines to \$2.62 a hundred items. This regulation became effective December 11.

OPA is also reported working on plans for establishment of a wholesale and retail candy distributors advisory committee to work on candy pricing problems.

PEANUT STOCKS.—Farmers' peanuts held at mills and warehouses on November 30 totaled 932,740,000 pounds, the Department of Agriculture announces. Millings since the beginning of the 1943-'44 season have amounted to 548,824,000 pounds, which added to carryover stocks brings the amount which has already appeared this year to 1,388,000,000 pounds.

A year ago holdings of farmers' stock peanuts on November 30 stood at 800,442,000 pounds, at which time the total peanuts accounted for in the 1942-'43 season was about 1,162,000,000 pounds.

Production of edible grade shelled peanuts in November totaled 104,650,000 pounds, or about five per cent above the total last year, and second only to the record of 114,026,000 pounds produced in December, 1942.

COCOA SUPPLY.—The cocoa situation is not as good now as it has been for the past few months. Shipping is one possible explanation for the supply troubles. A year ago, before troops went into Africa, there was a serious shortage. But American merchant ships, carrying tanks, guns and ammunition to Tunisia and Algiers stopped at West African ports on the way back and brought hundreds of thousands of bags of cocoa beans on their return voyages.

Now that the Mediterranean fighting has moved into Italy, imports of cocoa from Africa's Gold Coast, which supplies two thirds of the world's consumption, have dropped sharply, for the time being at least, and stocks in this country are sliding downward.

Mid-November stocks of cocoa were calculated at nearly 259,000,000 pounds, or about 45,000,000 pounds greater than a year ago. This supply was considered sufficient for about five months. Now it is estimated that there is only enough for three to three and a half months. The sharp curtailment in imports was accompanied by huge purchases of cocoa by the army which forced the cocoa bean processors to dig deeply into their reserves.

CUBAN TOBACCO.—The United States and Cuba have abandoned negotiations for suspension in 1944 of import quotas on Cuban filler and scrap tobacco. The decision was reached after consultation with the Cuban government.

The proposed new agreement would have modified or suspended the existing treaty under which 22,000,000 pounds of filler and scrap tobacco may be admitted annually.

At public hearings held in Washington, Puerto Rico objected to the modifications on grounds that lower labor costs and higher soil fertility gave Cuban tobaccos (See Vender Supply Notes on opp. page)

BULK VENDORS

SILVER KINGS

A proven money-maker, low price—less parts. Vends everything: nuts, candy toys, etc. Hammerloid finish.

Introductory Offer 5 Silver Kings and 30 Lbs. Salted Peanuts or Candy Peanut Hearts.

\$44.00

Sample \$7.95. 10 or More \$7.50 Ea.

Reconditioned Model V Vendors, \$6.50 Each. Send for Complete List of Machines.

1/3 deposit with order—Rush your order now.

MODEL V

The last word in vending perfection. Vends all types of bulk misc., including Ball Gum.

Introductory Offer 5 Model V and 30 Lbs. of Peanuts or Candy Peanut Hearts.

\$49.10

Sample \$8.50 Each. (Porcelain Finish \$1.00 Extra)

RAKE COIN MACHINE EXCHANGE

2014 Market Street PHILADELPHIA 3, PA.

NEWS OF PRIORITIES and MATERIALS

Developments of the Week in All Industries

SWEDISH WOOD PULP—Sweden is rebuilding its stocks of wood pulp to a normal level for the first time since 1939. This move is being made in anticipation of a possible resumption of foreign trade on a peacetime basis by next spring.

Swedish mills hope to have a "working inventory" of 415,000 tons of wood pulp by next April, with production at a level which will meet pre-war demands of both the United States and Great Britain. Altho the OPA has set a ceiling price on pulpwood for this country considerably below world market prices, Swedish mills are reported planning to meet the low price in order to regain the market.

While the United States has greatly increased its exports of this product, due to the fact that the Scandinavian countries have either been blockaded or overrun by Germany, it is expected that this country's exports will return to their pre-war levels.

ECONOMIC CENTER SHIFTS—A study just completed by the Department of Commerce shows that the center of gravity of American economic life has shifted markedly westward and southward during the war, reflecting the dramatic rise in the relative positions of the Pacific, South Atlantic and East South Central regions and by the relative decline of the populous Middle Atlantic region.

All States in the Midwest, with the exception of Michigan, experienced declines in civilian population between April, 1940, and March, 1943. The Dakotas led in population decline, but at the same time they also led in increased per capita income.

NICKEL OUTLOOK—A hint that war restrictions on the civilian use of nickel may be eased, if not lifted, was contained in a report on nickel production made by Robert C. Stanley, chairman and president of the International Nickel Company of Canada, Limited. He said 1943 production would approximate the record 1942 high despite an acute labor shortage.

"There has been recent easing of war restrictions in other metals," the report said, "and as the war demands for nickel decline with consequent easing of the supply position, it is possible that in the not too distant future there will also be relaxation upon nickel for civilian requirements."

SYNTHETIC SHELLAC — A synthetic shellac has been developed by an American laboratory to relieve the serious shortage of natural shellac, which is normally imported from India. The inventor says the new shellac is essentially a duplicate of the natural product, but surpasses it in adhesion to metal and wood and in resistance to water. For the latter reason it is being used in ships, life rafts, communication, gas masks, fuses and for other military purposes.

SLUMP FOR MACHINE TOOLS—Machine tool builders in the Chicago area, comprising about 25 per cent of the nation's total, expect to do about one fourth of the current year's volume of business in 1944. Altho this forecast represents a sharp decline from 1943 levels, it is still substantially above the production rate for previous years.

Specific production figures for the past few years are not available, but it is estimated that the industry produced a volume of machine tools in the last four years equal to that of the preceding 40 years.

In 1932, low point of the depression years, output was approximately \$20,000,000; in 1939, the year war broke out, production was up to around \$200,000,000. A peak of \$1,320,000,000 was reached in 1942. Estimated output for 1943 is \$1,000,000,000, and 1944's production is estimated at around \$375,000,000.

Expectations for a continued substantial volume of business for the industry over the next few years stem from the constant shifting of war strategy, the change of emphasis from tanks, guns and munitions to airplanes and landing barges, and determination of the War Production Board not to let the machine tool builders shut down completely.

POST-WAR CAR PRODUCTION — If permitted to plan ahead to peacetime production, General Motors Corporation can be producing automobiles within three

months after the close of the war and can be in volume production within six months, C. E. Wilson, president of the company, told a meeting of Pontiac, Mich., businessmen.

Prospects for employment in the immediate post-war period depend upon the government's policy toward advance planning for the reconversion of industries, he declared.

Stating that the corporation was prepared to spend between \$400,000,000 and \$500,000,000 for retooling and plant conversion to peacetime production, Wilson said \$50,000,000 of this could be spent before the war ends if the government would permit and when military necessity makes it possible.

METAL TRADES RECONVERSION — The metal working industries thruout the nation are centering their thoughts around the necessity for a start toward reconversion.

A weekly report by the magazine *Iron Age* says: "Considerable readjusting of aircraft production schedules has been under way recently, with some suppliers' contracts pushed back or eliminated. With supply lines heavily filled, orders for considerable military ground equipment have been canceled or trimmed. Industrialists are expecting further cancellations in the small arms program and perhaps another sharp slash in the army tank program."

"Meantime the steel industry still is piling ingots and the national production rate . . . plainly is being buoyed by heavy plate and sheet orders. Some authorities believe steel operations are near their peak. At the year's end, in the opinion of one expert, as many as 40 to 50 hearths may be idle."

Baltimore Candymakers Get Bigger Sugar Ration

BALTIMORE, Dec. 25.—Baltimore candy manufacturers are now receiving a 105 per cent allotment of sugar, the largest received since sugar rationing and allocation were put into effect. This allocation, which is based on the amount of sugar used by the manufacturers in 1941, is made up as follows: 70 per cent general allocation; 10 per cent general increase; 10 per cent additional as a holiday bonus, in effect for November, December and January, and a 15 per cent increase as a "county" allocation given to the city because of its location in an important war plant area. Baltimore city, tho not actually in Baltimore County, in fact in no county at all, has been given a county classification by the OPA.

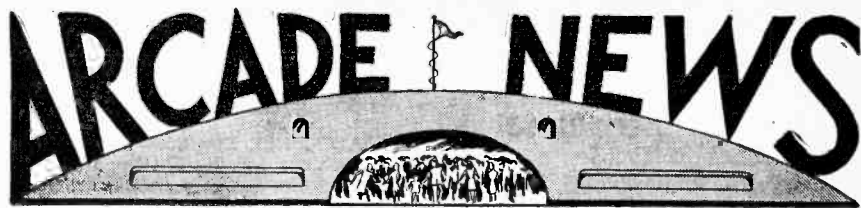
Some months back, when the OPA was allocating sugar, it had the mistaken idea that Baltimore city was in Baltimore County, and had given Baltimore County manufacturers, on that assumption, an increased allocation. After the OPA was set aright on this, it finally decided to give Baltimore city a county classification, and candy manufacturers, ice-cream producers and all other industrial users have been given the increased allocation figure.

Now with plenty of sugar, chocolate and other raw materials, candy manufacturers here are confronted with another, even greater than lack of materials, the labor shortage. There is also a shortage of cartons and shipping boxes. As a result, the manufacturers are now worse off than they were last year when shortages of materials were the paramount problem.

Month's Cigarette Output Near All-Time Record

RICHMOND, Va., Dec. 25.—Altho cigarette tobacco stocks are getting short, last month's production of tax-paid cigarettes in the United States reached 23,508,696,137, which was not far from the all-time record production of 23,682,511,319 reported in August, according to the Tobacco Merchants' Association of the United States.

Of the more than 23,508,000,000 cigarettes turned out during the month, the Richmond factories accounted for 8,951,620,000, according to the research depart-



Distinctive Arcade Features Glass Front, Special Lights

BALTIMORE, Dec. 25.—One of the country's most distinctive arcades is the new Amusement Arcade opened by Frank Geisey at 116 East Baltimore Street, two doors from one of Baltimore's leading hotels and within a block of two other prominent hotels.

Designed to be a real show place, Manager Geisey has tried to incorporate the most successful features of de luxe arcades in other cities and to provide a number of innovations.

The front of this arcade is entirely of glass, from floor to ceiling and from wall to wall, and entrance is thru full glass doors. This represents an innovation in this city, making the arcade one of the most attractive business installations in the block and providing a number of advantages. Passers-by can see everything that is going on within and note the attractive interior without poking their

heads inside the door. Happy people inside constitute the strongest kind of invitation to join them. The glass front also makes visible the orderly arrangement of machines and advertises to the passing public the wholesome atmosphere of this newest amusement center.

Another innovation in Baltimore arcade circles is the use of indirect lighting by large fluorescent lamps, hanging from the glazed brown ceiling, and providing a flood of illumination thruout the 80-foot length of the building. Walls are attractively painted. For atmosphere a miniature bar displays several empty bottles. A fountain arrangement also forms part of the interior scheme.

Arcade equipment includes 100 different machines, most of them appearing to be brand new. Special attractions include a double-size photo studio, a voice recording booth and a shooting gallery of new design.

ments of the local chamber of commerce. The statistics on the number of tax-paid cigarettes turned out by the country's factories do not take into consideration an estimated two to three billion tax-free cigarettes manufactured and shipped overseas each month.

Richmond's cigarette factories are working longer hours than at any time in the history of the industry. The plants are operating night shifts and working on Saturdays, which in the past had been a holiday for tobacco workers.

MARS PETITION DENIED

(Continued from opposite page) represented three times the total overcharges made by the manufacturer since the March, 1942, ceilings went into effect, the penalty being provided by OPA regulations.

In asking for review of the case by the Supreme Court, Mars, Inc., contended that OPA had failed to give proper consideration to wartime shortages and resultant frequent changes in ingredients. In a previous hearing, Claude Miller, Chicago counsel for Mars, declared that candy bars being manufactured by the company contain more ingredients and are heavier than those manufactured in March, 1942. He said four of the company's bars weighed more than 2.5 ounces whereas other companies were marketing bars weighing from .75 to 1.75 ounces.

On March 19, 1943, the Bachman Chocolate Manufacturing Company of Mount Joy, Pa., obtained an order from OPA permitting it to reduce the weight of its chocolate bars by approximately 25 per cent and to maintain its current schedule of prices. The first clause of the ruling was as follows:

"Bachman Chocolate Company . . . hereby is authorized to reduce the size and weight of its milk chocolate bar known as 'Old Sol Bar' packed 24 bars to the box from 2 ounces to 1 1/4 ounces net per bar and sell such 1 1/4-ounce bar at a maximum price no higher than that established for the 2-ounce bar pursuant to the General Maximum Price Regulation. Authorization to reduce the size of 'Old Sol Bar' given on the specific condition that in reducing the size of this bar, Bachman Chocolate Company shall not change or alter its formula for such bar in any manner."

VENDER SUPPLY NOTES

(Continued from opposite page) a natural advantage over those from Puerto Rico.

VITAMINS—Americans spent an average of \$1.15 each on vitamins in 1943, the biggest volume this industry has ever known. The estimated \$150,000,000 sales compares with \$130,000,000 in 1942, only \$82,000,000 in 1939, and a mere \$2,000,000 in 1927.

WE SHOULDNT COMPLAIN!—Americans who may be inclined to grouse because they can't obtain their favorite

candy bars as readily as in pre-war days should be interested in a report, via Stockholm, that candy production in Germany is to be outlawed after January 1.

OILS — Menthol continues to arrive from Brazil, but in such small quantities that it has no influence upon the exceedingly tight supply situation. Price ceilings are held responsible in that there is said to be no incentive to bring merchandise into domestic markets.

Nothing has been done in connection with the modification of the freezing order on peppermint. Other domestic oils are virtually at a standstill because of low ceiling prices.

HAWAIIAN SUGAR — The Hawaiian Islands will have shipped 890,000 tons of cane sugar to the mainland this year—an increase of 44,000 tons over 1942—but unless more machinery is available the outlook is "pessimistic," John E. Russell, president of the Hawaiian Sugar Planters, said in his annual report.

The 1943 production was achieved with 35 per cent less labor than is ordinarily available, and "only one thing can offset the industry's shrinking man power and that is added machinery and equipment," according to the report.

ARCADE EQUIPMENT FOR SALE

| | |
|---|----------|
| 1 Rapid Fire | \$190.00 |
| 1 Tommy Gun | 140.00 |
| 1 Shoot the Jap | 150.00 |
| 1 Shoot the Chutes | 135.00 |
| 1 Air Raiders | 210.00 |
| 2 Ten Strikes, Ea. | 45.00 |
| 1 Evans Play Ball | 150.00 |
| 1 Bally Basketball | 65.00 |
| 1 Peo Two Play Basketball | 40.00 |
| 1 Two Play Hockey | 45.00 |
| 2 ABT Challengers, 2 Model F., Ea. | 20.00 |
| 1 Big Game Hunter, 1 Polson Hitter, Ea. | 15.00 |
| 2 Pikee Peak, 2 Kicker & Catchers, Ea. | 18.00 |

Toledo Coin Machine Ex.
1815 ADAMS ST. TOLEDO, OHIO

FOR SALE

FOUR EVANS DUCK PIN ALLEYS

66 feet long (in 10-foot sections). Coin-operated and practically new. Original cost \$4,600.00. Will sacrifice for \$2,200.00 for immediate sale.

MAX BROWN

260 No. Broad St. Philadelphia, Penna.

WILL PAY

\$225.00 per case for .22 Shorts Ammunition. Also top price for 2 inch and 4 inch Eastman D.P.P. 1944 dating.

J. ZOTTER

423 12th St. (Playland) Oakland 7, Calif.

BUY WAR BONDS
and give the change to the
MARCH OF DIMES

MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY

- 2 MILLS 25c GOLD CHROMES, 2-5
- 1 MILLS 25c CHROME, 2-5
- 6 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action
- 3 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
- 2 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action
- 3 MILLS 25c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 2 MILLS 10c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 3 MILLS 5c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
- 4 MILLS 25c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
- 3 MILLS 10c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
- 4 MILLS 5c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
- 1 MILLS 50c GOLD CHROME
- 2 JENNINGS 50c CHIEFS, 3-5
- 3 MILLS FOUR BELLS, High Serials
- 2 MILLS THREE BELLS
- 2 MILLS 25c CLUB CONSOLES
- 3 KEENEY SUPER BELLS
- 3 MILLS JUMBO PARADES, F. P.
- 2 BUCKLEY SEVEN BELLS
- 11 MILLS VEST POCKETS

PHONOGRAPHS

- 1 SEEBURG COLONEL, Wireless
- 2 SEEBURG ENVOYS, Wireless
- 1 SEEBURG COMMANDER, Wireless
- 1 SEEBURG 9800
- 2 WURLITZER VICTORY MODELS
- 1 WURLITZER 500
- 1 MILLS '39 THRONE OF MUSIC
- 3 WURLITZER ROLAWAYS
- 2 WURLITZER 618
- 2 WURLITZER 412
- 1 BALLY RAPID FIRE GUN
- 2 SEEBURG CHICKEN SAMS, Conv.
- 1 KEENEY SUPREME GUN

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. WE ARE WHOLESALERS AND SELL FOR RESALE.

Active's Super Values!

CONSOLES

- Fast Time, F.P. \$ 79.50
- Big Game, F.P. 95.00
- Jumbo Parade, F.P. 99.50
- Hi Hand, F.P. 154.50

ONE BALLS

- Mills '40 1-2-3, F.P. \$ 79.50
- Bally Sport Special, F.P. 167.50
- Keenev Contest, 1 or 5 Ball, F.P. 149.50

1/3 With Order, Balance C. O. D.

"You can always depend on Joe Ash ALL-Ways"

Active Amusement Mach. Company

900 N. Franklin Street Philadelphia 23, Pa.

ARCADE MACHINES FACTORY REBUILT!

- Western Baseball (De Luxe Model) \$125.00
- Seeburg Hockey 75.00
- Mutoscope Hurdle Hop 60.00
- Exhibit Hi-Ball 89.50
- Chester Pollard Football (2 Players) 115.00
- Mills Punching Bag 160.00
- Mutoscope Punching Bags 275.00
- Knockout Fighters (2 Players) 165.00
- Exhibit Knockout Puncher (Punching Bag) 185.00
- Small Ideal Scale 35.00
- Bally Basketball 110.00

Write for complete price list of equipment or Parts!

MIKE MUNVES 520 W. 43d St. New York, N. Y. Bryant 9-6677

LARGE AND SUBSTANTIAL MIDWEST COIN MACHINE DISTRIBUTOR

is interested in securing the services of an honest, capable and aggressive road representative for the Pacific Coast. Excellent possibilities for future partnership arrangements.

BOX D-167

The Billboard, Cincinnati 1, Ohio

Arcades Not Affected by Holiday Amusement Slump

PHILADELPHIA, Dec. 25.—The amusement machines arcades dotting the city and heavily concentrated in the central-city section, have shown signs of being year-round operation, unaffected by the seasonal slumps that beset the various theatrical enterprises.

As expected, theater and night club business slumped this month because of the Christmas shopping season, with the gripple epidemic making further inroads in attendance at such amusement enterprises. However, collections at the arcades have held up exceedingly well. Holiday shoppers, passing up the movie houses and night clubs, turned to the amusement machine arcades for a morsel of entertainment and recreation to soft-cushion trying shopping days.

Most heartening to the arcade operators is the fact that their places of business become official meeting and greeting places for many. Shoppers and sight-seers have made the arcades a point for meeting, and some operators report that their arcades sometimes look like family picnics. Even fellows and girls on dates

often make an arcade their place of meeting. In all, it means there is a continual flow of traffic into arcades that is translated in plays at the machines and other diversions on displays. Instead of rushing off upon meeting, couples spend some time in the arcades playing the machines before leaving for their pre-arranged appointments.

It all spells institutional stability for the arcades here, especially marked because the heavy play depended upon from men in uniform, is now being tempered to a great extent by the folks right here at home.

In The Billboard Ten Years Ago

The "new modern plant" for the Bally Manufacturing Company at 4618 Ravenswood Avenue was announced in December, 1933. The announcement stated that the factory on Erie Street would continue production of "Airway," "Crusader" and other numbers until the new factory was completely equipped.

The term "coinmen" to designate coin machine operators, distributors and manufacturers, was introduced by Silver Sam in his column known as "The Coin Chute." Silver Sam, as everyone probably knows, was Walter W. Hurd, now editorial director.

Among the leading amusement machine "hits" advertised in The Billboard 10 years ago were Genco's "42d Street," Jennings' "Little Duke," Pierce Tool Manufacturing Company's "New Deal," Bally's famous "Rocket," multiple payout pin game; Rock-Ola's "Jigsaw"; Stoner's "Baby Leland," a counter pin game; Chicago Coin's "Sweet Sally," another counter size game; Bally's "Pennant"; and Gottleb's "Score Board." The last two games mentioned were introduced late in December in an effort by the manufacturers to offset the seasonal lull in amusement machine sales, rather than being held for the January, 1934, trade show.

Rock-Ola Manufacturing Corporation announced that "World Series," which had been publicized for several months, would not be released until the following

Lottery of 1868 Failed After Elaborate Build-Up

PHILADELPHIA, Dec. 25.—While much is made of all the proposals put forward for a government-controlled lottery, the idea is not new. Elaborate plans were far advanced in 1868 for a lottery designed to provide "a National Asylum for Disabled Veterans upon the Battlefield of Gettysburg." Harper's Weekly, in those early days, carried advertisements of the "grand popular movement" for the operation of the lottery. Tickets were to cost \$1, altho club rates called for a substantial reduction.

A series of grand musical festivals were arranged in connection with the proposed lottery, with a final program at Horticultural Hall to be held on April 25, 1868, for the distribution of \$641,950 in valuable "presents." Included were \$280,000 in "greenbacks," the famous yacht Henrietta and \$125,000 in books and albums.

The lottery was not held.

First OPA Release . . .

WASHINGTON, Dec. 25.—The Office of Price Administration released its first report on the Coin Machine Industry Committee meeting to newspapers December 20. The committee met with OPA officials in Washington December 1. OPA's release said officials pointed out to the committee that rebuilt or converted coin machines are used machines, according to MPR-429 and that this order sets the ceiling price for the sale of used machines. Officials pointed out that rebuilt or converted machines utilizing used parts do not come under MPR-188 but are priced on sales to operators under MPR-429. The official release said the industry committee favored the removal of game and slot machines from price regulations. The committee also suggested dollars and cents ceilings on music and vending machines. The committee said that a fixed price on sales to operators would provide enough price control for the trade. It also suggested the appointment of two additional independent operators as members of the committee, and OPA officials say they are taking steps toward selecting the two additional members.



HEADQUARTERS OF ONE of Ohio's largest and most active distributors is this block-long building at 514 High Street, in Columbus. The firm's original office was across the street.

March. A continuing heavy volume of "Jigsaw" sales was given as the reason.

O. D. Jennings, founder of the firm bearing his name, expressed extreme satisfaction over the fact that coin machine manufacturers were able to get an independent NRA code. Signing of the new NRA Coin Machine Manufacturers' Code by President Roosevelt was expected before January 1, since the President was familiar with coin machines and once had been a stockholder in the largest merchandising machine enterprise ever launched. Trade notes also revealed that a son of the President had served in a managerial position for a vending machine enterprise in 1933.

Plans for the Second Annual Billboard Special Train to the 1934 Coin Machine Show were announced to the industry. Dave Robbins was chairman of the committee to organize the New York contingent.

The first organization for "Sportland" operators was formed, known as the Amusement Men's Association, Incorporated.

Assets of the bankrupt Keenev & Sons firm, nationally known mail-order distributors, were offered at public auction including more than 1,000 amusement machines of various types. The firm had been recognized as the nation's largest coin machine distributors and had been in business more than 40 years.

MARKEPPE VALUES

- 5c MILLS BLUE FRONTS, C. H. \$169.50
- 10c MILLS BLUE FRONTS, S. J. C. H., New Crackle Finish 189.50
- 25c MILLS BLUE FRONTS, S. J. C. H., New Crackle Finish 289.50
- 10c MILLS BROWN FRONTS, A-1, C. H. 239.50
- 25c MILLS BROWN FRONTS, C. H., New Crackle Finish 319.50
- 5c PACE COMETS 69.50
- 5c WATLING ROLATOPS, 3-5 79.50
- 25c WATLING ROLATOPS, 3-5 129.50
- 5c WATLING CHERRY BELL, 3-5 125.00

PHONOGRAPHS

- Mills PANORAMS, Late Serials, Wipers \$319.50
- Mills THRONE OF MUSIC 174.50
- Seeburg MAYFAIR 239.50
- Seeburg REGAL 215.00
- Seeburg CONCERT GRAND 289.50
- Wireless WALLOMATIC 39.50
- Rock-Ola's '39 STANDARD 179.50
- Rock-Ola '40 SUPER WALNUT 289.50
- Rock-Ola '40 SUPER R. C., With 8 Dialatune Wall Boxes 495.00

ARCADE EQUIPMENT

- Chicoin ALL STAR HOCKEYS \$209.50
- Keenev SUBMARINE GUN 199.50
- TOM MIX RIFLES 59.50
- Seeburg JAILBIRD 119.50
- TEN STRIKES 49.50

Half Certified Deposit With Order. WE ARE WHOLESALERS ONLY

The Markepp Company

3908 Carnegie, Cleveland 15, O. (Henderson 1043)

TIP BOOKS AND JAR DEAL TICKETS

New Style 5 as 1, \$20.00 Per 100 Books. All kinds of Jar Deals and Tip Books. Write for price lists. Red, White and Blue Tickets, 2040-1930-1850.

RED, WHITE & BLUE SPECIALTY CO. YORKTOWN, IND.

WANTED! MECHANIC FOR ARCADE

EXCELLENT SALARY-FREE LODGING Apply TIDEWATER AMUSEMENT CORP. 519 Cranby St. Norfolk, Va.

CLEVELAND COIN

OFFERS:

CONSOLES

- 4 Beulah Parks, each.....\$ 85.00
- 1 Sugar King..... 50.00
- 1 Big Game, F. P..... 95.00
- 3 Silver Moons, F. P., each... 110.00
- 1 Kentucky Club..... 110.00

MUSIC

- 1 Seeburg Mayfair.....\$325.00
- 1 Seeburg Concert Master..... 335.00
- 2 Seeburg Gems, each..... 250.00
- 1 Seeburg Rex..... 185.00
- 10 Mills Panorams, each..... 325.00

SLOTS

- 1 5c Bonus Bell.....\$225.00
- 1 5c Watling Roll-a-Top, 3/5... 90.00
- 1 25c Watling Roll-a-Top, 3/5... 125.00
- 1 5c Watling Treasury, 3/5.... 75.00
- 1 5c Mills Skyscraper, 3/5..... 125.00
- 2 5c O. T. Glitter Gold, each... 115.00
- 1 10c O. T. Glitter Gold..... 125.00
- 3 Jennings Free Play Mint Vendors, each..... 75.00

ONE AND FIVE BALLS

- 1 Bally Challenger.....\$275.00
- 1 War Admiral (Like New)..... 275.00
- 1 Pimlico, F. P..... 375.00
- BRAND NEW INVASION..... 165.00**

ARCADE EQUIPMENT:

- 10 Panorams Converted to Peek Shows, each.....\$395.00
- Brand New Midget Skee Balls... 239.50
- Brand New Revamp Tail Gunners. 325.00
- Brand New Revamp Tokio Gun.. 325.00
- 2 Shoot the Chufes, each..... 165.00
- 3 Slap the Japs, each..... 163.00
- 3 Western Baseballs, each..... 95.00
- 3 Baffing Practices, each..... 125.00
- 2 Keeney Air Raiders, each.... 250.00
- 1 K. O. Fighter..... 165.00
- 1 Test Pilot..... 250.00
- 4 Latest Short Model Pokerinos, each..... 165.00

TERMS: 1/2 Deposit With All Orders, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., Cleveland 15, O. Phone PRospect 6316-7

Business Trends

Even Parking Meters Gain In This Texas Boom City

FORT WORTH, Dec. 25.—Despite gasoline and tire restrictions, parking meter receipts for 11 months of 1943 show an increase of \$8,000 over the comparable 1942 period. This city collected \$132,164 up to December 1 of this year. The increase is attributed largely to the growth of Fort Worth. Other evidence that Fort Worth is a booming city is found in bank clearings which ran \$85,000,000 ahead of 1942, and a gain of 26 per cent in postal receipts.

Restaurant, Tavern Locations Hard Hit in Illinois

CHICAGO, Dec. 25.—Restaurants and taverns are among the retail establishments in Illinois hardest hit by the war, according to figures released by the Illinois department of finance, which shows the firms paying State sales taxes and also disclose the number of new and discontinued retail businesses.

There were 26,718 fewer retail firms paying the taxes this year than in 1942. This is the net decline, after counting new firms which opened for business. Other retail lines most adversely affected include grocery stores, filling stations, garages, meat markets, bakeries, lumber yards and ice dealers. Funeral homes increased in number during the period.

War Plant Closings Fail To Halt Labor Shortage

WASHINGTON, Dec. 25.—Termination of war contracts by the government have reduced the number of acute labor shortage areas from 77 to 69, reversing the previous steady trend, according to the War Man-Power Commission. Additional known "cutbacks"—terminations—will release from 120,000 to 150,000 more workers.

The armed forces are now discharging into civilian life about 70,000 persons each month with large numbers being taken into industry. However, WMC estimates that 500,000 new workers will be needed within the next six weeks in certain critical industries.

Increases Advertising to Create Post-War Markets

CHICAGO, Dec. 25.—Creating markets to utilize vastly increased production facilities is the job of advertising and promotion, according to Ross D. Siragusa, president of the Admiral Corporation, who announced that the firm's 1944 advertising budget will be considerably greater than the \$400,000 spent in 1943. The firm was formerly known as Continental Radio & Television Corporation.

According to Siragusa, the firm, with its own funds, increased its plant capacity by 93 per cent and its personnel by 106 per cent to produce electronic equipment required by the armed forces.

"Only by building a much greater demand for our products after the war will we be able to use this expanded capacity," Siragusa stated.

"Full utilization of this capacity is more than an economic imperative for the firm. It is an obligation to the many employees who have worked hard and faithfully to help win the war. It is our duty to assure them that the peace they are struggling to bring will not in turn bring them unemployment and despair. The only way we can bring post-war sales up to match our increased capacity is thru aggressive advertising, promotion and merchandising—today!"

American Firms Allowed To Use Enemy Patents

NEW YORK, Dec. 25.—Some 2,000 American firms, now licensed to use approximately 45,000 Axis-owned patents, may continue their use after the war ends, it is revealed by an official bulletin. Since Pearl Harbor, the principal use of enemy owned patents has been in production of weapons and supplies for the armed forces. It is believed that final disposal of the patents will be discussed between governments in peace negotiations and that a fair basis of royalties will be worked out in some cases.

Aesthetics May Increase Commercial Uses, Values

CHICAGO, Dec. 25.—A recent issue of Tide carries a photo of I. J. Alexander, of New York, which resembles W. A. Alexander, known to the coin machine industry, so closely they might be brothers, along with an article on commercial application of aesthetics. Alexander and a

partner, Tony McLean, have formed a new business—revitalizing and redesigning staid commercial products thru the artistic approach. The name of their firm is Applied Social Aesthetics. Already they have 85 ideas which inject new artistic values into business, resulting in new commercial products and uses. For instance, they have thought up five new uses for coffee; they have conjured up the idea of "operational" jewelry made from pedometers and can openers; they believe apartment buildings can house complete homes with a trellis over the door at each. The partners say: "We can apply any method which is established in its own right to any new field."

Predict New Cars Four Months After War Ends

WASHINGTON, Dec. 25.—One of the largest manufacturers of passenger automobiles now estimates that it will take four months after the final conversion to begin making cars again and another two months to speed the assembly lines to full production. Altho agreeing that the automobile industry probably will stay in the airplane manufacturing field after the war, officials of this company said there probably will be more aircraft manufacturers trying to get into the motor car business than automobile producers seeking to enter the aviation field.

Mass production of automobiles in England will begin within six months after the end of the war, according to British sources. The English post-war models are expected to be practically the same as those in 1939. All plants are now engaged in manufacturing war equipment,

but they are said to be prepared to revert to peacetime production rapidly.

"Cutbacks" Do Not Mean That Total Output Is Curtailed

NEW YORK, Dec. 25.—The United States is entering a period of complex readjustment in production, Charles E. Wilson, vice-chairman of the War Production Board, told a meeting of the National Association of Manufacturers. He said facilities, materials and man power will be released in one segment of the war production program when they are vitally needed in another segment, and unless this is thoroughly understood by the American public, and particularly those who produce war materials, the production task in 1944 is bound to be hampered. "People must not be allowed to gain the impression that a cut-back in a single segment of production means a curtailment in over-all production. We can prevent confusion and move smoothly on our road only if America clearly recognizes that the adjustments and cutbacks which will be seen in 1944 are an essential part of our steady progress," he added.

WPB has the concept of a hard, prolonged war as a starting point and has made its plans accordingly in collaboration with the armed forces, he declared. Those plans can be altered at a moment's notice should the war take a unexpectedly favorable turn.

JOIN THE MARCH OF DIMES
FIGHT INFANTILE PARALYSIS
JANUARY 14-31

Operators! Arcade Owners!

IF YOU HAVEN'T SEEN **THE SENSATIONAL** CONVERSION OF **PANORAM TO SOLO-VUE!**

You're Missing Something **BIG**

By this conversion . . . only the person who inserts the coin can see the picture . . . everyone present can hear the music.

THERE IS AN ABUNDANT SUPPLY OF A WIDE VARIETY OF FILMS!

1/3 Deposit **PRICE ONLY**
Balance C. O. D. **\$495.00**
or Sight Draft

WRITE FOR DETAILS

or visit our display room for demonstration.

GEORGE PONSER COMPANY

763 SOUTH 18TH STREET

NEWARK, N. J.

WE HAVE ON HAND

Used MILLS Chromes, Brown and Blue Fronts, and O. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

PRACTICALLY NEW 5c Blue and Gold Mills Vest Pocket Bells.....\$54.50

SICKING, INC. 1401 Central Parkway, Cincinnati, O. 927 East Broadway, Louisville, Ky.

SALESCARDS

You can get any style, size, type or shape of Salescard from us. We are the largest Salescard MANUFACTURERS and carry the biggest stock in the world.

You can get fine cards, fast service and lowest prices from us always. And you can also get special cards made to your own special design. Just tell us what.

Get our free catalog listing hundreds of cards. Get it today. Write right now to

W. H. BRADY COMPANY

Manufacturers **EAU CLAIRE, WISCONSIN**

Salecards, Push Cards, Jackpot Cards, Bookboards
BUY WAR BONDS AND HELP SPEED VICTORY

WANTED!

ROCK-OLA STANDARDS

WILL PAY \$150.00 EACH, IN GOOD CONDITION. ADVISE QUANTITY FOR IMMEDIATE DELIVERY!

ACME SALES CO. 414 W. 45th ST. NEW YORK 19, N.Y. CIRCLE 6-7740

WANT TO BUY

.22 SHORTS AMMUNITION

ANY AMOUNT WILL PAY HIGHEST PRICES Immediate Cash!

PEERLESS VENDING MACHINE CO. 220 West 42nd St. New York, N. Y. Wisconsin 7-8610

FOR GUARANTEED

PACE EQUIPMENT

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 20 MILLS PANORAMS, like new.....\$325.00
- 5 PANORAMS, CONVERSIONS PEEK SHOW..... 495.00
- 5 BALLY HIGH HANDS, Comb., late serials..... 149.50
- 12 JUMBO PARADES, C. P., A-1 condition..... 99.50
- 10 JUMBO PARADES, F. P., A-1 condition..... 89.50
- 5 SILVER MOON TOTALIZERS, F. P., like new..... 109.50
- 2 BOBTAIL TOTALIZERS, F. P., like new..... 109.50
- 2 BALLY BIG TOPS, F. P., animal reels..... 89.50
- 5 WATLING BIG GAMES, C. P., A-1..... 109.50
- 2 WATLING BIG GAMES, F. P., A-1..... 99.50
- 5 SUPERBELLS, comb., F. P., like new..... 249.50
- 1 2-WAY SUPERBELL, like new, 5c-5c..... 399.50
- 1 PACE SARATOGA, A-1, C. P..... 89.50
- 2 CHARLI HORSES, C. P., 5c-5c..... 149.50
- 3 JENNINGS CIGAROLLAS XV 5c and 15c play..... 109.50
- 2 MILLS 4-BELLS, serials over 2400, look like new.. WRITE
- 1 4-WAY SUPERBELL, 5c-5c-5c-25c, like new..... WRITE



Woolf Solomon

- 5c BLUE FRONTS, rebuilt, knees, C. H.....\$169.50
- 10c BLUE FRONTS, rebuilt, knees, C. H..... 199.50
- 25c BLUE FRONTS, new crackle, knees, C. H..... 275.00
- 5c BROWN FRONTS, 3/10 P. O., knees, C. H..... 249.50
- 10c CHERRY BELLS, 3/5 P. O., knees, C. H..... 275.00
- 25c CHERRY BELLS, 3/5 P. O., knees, C. H..... 299.50
- 10c BONUS BELL, A-1..... 269.50
- 5c-10c WAR EAGLE, 3/f, knees, C. H..... 139.50
- 5/10/25c JENNINGS CLUB CONSOLE CHIEFS, set..... 750.00
- 5c CHROME BELL, 1 cherry P. O., newly rebuilt... WRITE
- 10c CHROME BELL, 1 cherry P. O., newly rebuilt... WRITE
- 1c Q. T.'s BLUE FRONTS..... 49.50
- 6 JENNINGS GRANDSTANDS, cig. reels, check P. O... 29.50

5 Mills 1940 1-2-3, \$89.50 Each.

5 Brand-new Buckley 32 Selection Wall Boxes, Adapter and 175 Ft. of New B-8 Wire Cable, all \$225.00.

Used Keeney Wall Boxes, 24 Selection, \$5.00 Each.

2 TWIN 12 Wurlitzer Kitchen Cabinets, Complete with Adapter, \$75.00 Each.

BUY WITH CONFIDENCE

| ARCADE EQUIPMENT | | MUSIC | |
|--------------------------------------|----------|-----------------------------------|----------|
| TOMMY GUN, Late, Tracer | \$165.00 | ARGENTINE | \$59.50 |
| HOCKEYS, Late | 209.50 | LEGIONNAIRE | 49.50 |
| BATTING PRACTICES | 119.50 | ANABEL | 39.50 |
| | | SEA HAWK | 45.00 |
| | | PAN AMERICAN | 45.00 |
| | | SPARKY | 39.50 |
| | | DUDE RANCH | 32.50 |
| | | BROADCAST | 32.50 |
| | | MYSTIC | 32.50 |
| GENCO DEFENSE | \$99.50 | DUPLEX | \$59.50 |
| HOME RUN, '42 | 79.50 | SOUTH PAW | 59.50 |
| SNAPPY | 49.50 | ZOMBIES | 49.50 |
| ZIG ZAG | 59.50 | GUN CLUBS | 59.50 |
| 5-10-20 | 129.50 | SPORT PARADE | 45.00 |
| SPOT-A-CARD | 72.50 | HI-HAT | 59.50 |
| TOWERS | 79.50 | CROSSLINE | 32.50 |
| BOLOWAY | 72.50 | REPEATER | 39.50 |
| SKYLINE | 29.50 | WOW | 32.50 |
| REGAL, A-1 | \$225.00 | SEEBURG MAJOR, ES | \$335.00 |
| REGAL, RC, A-1 | 279.50 | SEEBURG VOGUE, RC, with 21 3-Wire | |
| CLASSIC, RC | 315.00 | Wall Boxes, Wire and Brackets | 965.00 |
| ROCKOLA, Counter, Stand and Speaker, | | ORGAN SPEAKERS, 2 | 39.50 |
| 1940 | 129.50 | | |

1/2 CERTIFIED DEPOSIT WITH ORDER. **CENTRAL OHIO COIN MACHINE EXCHANGE, INC.**
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

Seeburg Wins A Citation for Plant Safety

Award by lumbermen's insurance firm is one of seven thruout nation

CHICAGO, Dec. 25.—"The Lumbermen's Victory Award" for outstanding achievement in the field of industrial safety has been awarded to the J. P. Seeburg Corporation. Only six other industrial firms in the nation received similar recognition in the field of accident prevention.

In announcing the citation, Scott Kemper, president of Lumbermen's Mutual Casualty Company, stated that it was awarded in recognition of a praiseworthy record in the prevention of accidents, resulting in the conservation of man power while speeding production essential to the nation's war effort.

"Private industry is thus proving," said Kemper, "that when an intelligent effort to prevent accidents is faithfully carried on, an immediate and almost unbelievable accident reduction is felt."

The presentation ceremony was broadcast over the Mutual network December 19 on the Lumbermen's radio program. The Seeburg firm manufactures radio equipment for military use.

Charles McNevin, Seeburg safety director for the past year, stated that four Seeburg plants are under constant surveillance to guard machinery and safeguard workers, to eliminate hazardous conditions and practices. Assisted by Frank Hochklassen, McNevin stated that the safety department had conducted an educational program consisting chiefly of safety meetings, posters and sound films directing the importance of safety to the attention of all employees. He said that co-operation on the part of workers had eliminated carelessness and hazardous practices to a remarkable extent.

"And a good portion of the credit for our safety record," said McNevin, "goes to our first-aid department, directed by Miss M. Gutek, registered nurse."

Up to December 21 the Seeburg organization had an unfinished run of 750,000 man hours without any lost time from injuries.

OPERATORS!

USE **DURO TEST** One Year Guaranteed · 2,000 Hour Lamps · Complete Line to Fill Your Needs

Send for Catalog S

DURO TEST CORPORATION
NORTH BERGEN, NEW JERSEY

*FEWER BURNOUTS
MEAN REDUCED
MAINTENANCE!
COSTS!*

PIN GAME PARTS

FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941

SALESBOARDS

Closing out 1000 thick die cut slot symbol boards from 1080 to 1280 holes. Approximately 10 different numbers at

\$3.00 each

WRITE—WIRE—TELEPHONE

WINNER SALES CO.

3400 Armitage Ave. CHICAGO, ILL.
Telephone: Belmont 5400

WILL PURCHASE ANY QUANTITY

LEADERS

SUN-BEAM—DO-RE-MI—STARS DOUBLE-PLAY—WESTWIND

Quote Quantity and Best Price

Monarch Coin Mach. Co.

1545 N. Fairfield, CHICAGO 22, ILL.

WANTED

'39 and '40 Rockolas, Wurlitzer 500-600-700 - 800 - 750 - 850, Seeburg 8800-9800-7850, BALLY RAPID FIRE, BALLY SKY BATTLE. Give us your price and condition of machine crated F.O.B. shipping point.

HERMITAGE MUSIC CO.

416 A Broad NASHVILLE 3, TENN.

WANTED TO BUY

MILLS EMPRESS KEENEY SUPER BELLS EXHIBIT STARS

Write or Wire Quantity and Best Prices.

Send us your list of other games

ATLAS NOVELTY CO.

2200 N. Western Ave. CHICAGO 47, ILL.

WE BUY OR SELL

Anything operated with a slot. Our prices are right. Interested in Exhibit Games. Write

ATLAS PHONOGRAPH CO.

575 N. Clinton Ave. Rochester 5, N. Y.

WANTED

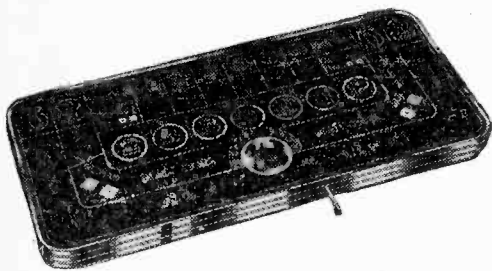
5,000 Paces Races, 5¢ pay checks; used Columbus Mod. A and Z.M. 1¢ Nut Machines and parts.

Write to

LOUIS GASSER

189 Minnesota Ave. BUFFALO 14, N. Y.

WHILE THEY LAST!



AFRICAN GOLF

The IDEAL COUNTER GAME NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

ALSO AVAILABLE:

HI-LO CHUCK-LUCK MIAMI COLOR GAME MONTE CARLO-CROWN & ANCHOR

1520-1530 W. ADAMS STREET CHICAGO 7, ILL.

Chrome finish. Beautiful 5-color plate glass top. Perfect dice under glass. Sealed agitator affords perfect protection for location! Game size: 16"x36"x2".

Write for Free descriptive folder in full color

H. C. EVANS & CO.,

WANTED....500 PHONOGRAPHS

WURLITZER PHONOGRAPHS 600, 750, 750E OR LATER MODELS

Will pay highest cash price or will trade you brand new Slot Machines for your complete route.

Write at once, giving models, price and guaranteed condition.

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Phone—Day, 3-4511, 3-4512. Night, 5-5328

WANTED MILLS

5-10-25-50c

Blue Fronts, Brown Fronts, Original Chrome; Gold, Green and Copper Chrome Bells.

HIGHEST CASH PAID.

Valley Specialty Co., Inc.

1061 Joseph Avenue Rochester 5, N. Y.

FOR SALE

Paces Races, brown cabinet with jack pot, \$150.00; Evans Galloping Dominoes, \$75.00; Watling Big Game, \$75.00; Bally High Hand, \$125.00; Jennings Club Bells Chiefs, \$125.00; Wurlitzer Twin Twelves, in steel cabinets, \$75.00; Bally Big Tops, \$75.00.

AUTOMATIC VENDER COMPANY

152 Huston St., Mobile, Ala. Phone 692359

WANT IMMEDIATELY PENNY ARCADE

Will pay cash for nicely framed Portable Arcade, complete with Machines, Tent, Trucks, Lights and Panel Front. Send full details and photo at once.

W. O. KING

30 Fessenden St. MT. CLEMENS, MICH.

JOIN THE MARCH OF DIMES

FIGHT INFANTILE PARALYSIS

JANUARY 14-31



JENNINGS'

Symbol of Service

CONTACT US ON ANY COIN MACHINE SUBJECT 37 Years' Experience

O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

Introducing HOLLYWOOD PEEP SHOWS

Conversion for Mills Panorams

A Proven Money Maker That in Five Minutes' Time Will Convert Your Panoram Into a Unit Capable of Making More Money Than When the Panoram Was New.

The new HOLLYWOOD PEEP SHOWS Conversion is a tried and proven money-maker that will snap your Mills Panorams back into the big money brackets. Nine machines in one Arcade are grossing more than \$1,000.00 WEEK AFTER WEEK! Four other machines in a smaller Arcade operated by Harold Presher at B and 7th Street, San Diego, are doing even better.



NOTICE THE NEATNESS AND BEAUTY OF THIS CONVERSION

LARGEST SCREEN OF ANY CONVERSION

An EXCLUSIVE feature with the HOLLYWOOD PEEP SHOWS Conversion is that the screen area is largest manufactured by anyone for peep shows, being considerably larger than one-half the size of the standard Panoram screen.

READY TO INSTALL

The HOLLYWOOD PEEP SHOWS Conversion unit comes to you complete and ready for installing on your Panoram. All parts are supplied and complete instructions accompany each unit. Gorgeous glamourlovelies in full color behind protective glass make an artistic presentation. Imagine the "come on" feature of this attractive display. Should a re-conversion back to a standard Mills Panoram be desired, it may be also made in less than five minutes.

Positive proof that HOLLYWOOD PEEP SHOWS are putting new earning power into Panorams is evidenced by the fact that in every locality where the units make their appearance the used price on Panorams has shown a sudden jump averaging \$100.00 per machine.

GET ON THIS PROFIT BANDWAGON TODAY

Be the first in your area to show the HOLLYWOOD PEEP SHOWS and get the cream of this proven, sensational Hollywood success. ONLY

\$42.50

Express Prepaid in USA
(\$12.50 Deposit on
Each Order Required)

AMPLE SUPPLY OF SNAPPY FILMS READY

For this new entertainment marvel a new type of sensationally different subjects have been filmed. We have made arrangements with one of the largest companies in Hollywood for film product and we now have a wide variety of subjects available in sound at \$6.00 per subject, and silent at \$5.00 per subject. Two new subjects, of both sound and silent film, will be added each week. Detailed list of subjects on request.

ORDER FROM YOUR NEAREST DISTRIBUTOR

BADGER NOVELTY CO.

2546 North 30th St., Milwaukee 10, Wis.

BADGER SALES CO.

1612 West Pico Blvd., Los Angeles 15, Calif.

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ADVANCE AUTOMATIC SALES CO.

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WESTERN DISTRIBUTORS

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SOUTHWESTERN VENDING MACHINE CO.

2833 West Pico Blvd., Los Angeles 6, Calif.

IDEAL NOVELTY CO.

2823 Locust St., St. Louis, Mo.

K. C. NOVELTY CO.

419 Market St., Philadelphia, Pa.

LEMKE COIN MACHINE CO.

31 W. Vernor Highway, Detroit 1, Mich.

RUNYON SALES CO.

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MOSELEY VENDING MACHINE EXCH.

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NEW YORK SUPPLY CO.

585 10th Ave., New York, N. Y.

CENTRAL OHIO COIN MACHINE EXCH.

514 S. High St., Columbus, O.

AMERICAN COIN MACHINE CO.

557 Clinton Ave., N., Rochester 5, N. Y.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., Cleveland 15, O.

ATLAS NOVELTY CO.

2200 North Western Ave., Chicago 47, Ill.

SOME DISTRIBUTOR TERRITORY STILL AVAILABLE

WE WILL MAKE DROP SHIPMENTS, EXPRESS PREPAID, FOR APPOINTED DISTRIBUTORS

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2738 Cincinnati Street

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SALESBOARDS

PRE-INVENTORY SALE
OF THE FOLLOWING PRICES **33 1/3 OFF**

Our Victory Boards are the sensation of today—efficient, economical, with a new concept. A trial order will convince you. Order today. Our stock is limited.

| Name | Sales | Per Sale | Takes In | Maximum Profit | Price Each |
|-----------------------------|-------|----------|----------|----------------|------------|
| Victory Cigarette Boards | 432 | 2c | \$ 8.64 | \$ 4.04 | 66c |
| Victory Dollar Game | 432 | 5c | 21.60 | 8.60 | 77c |
| Victory Jackpot Charley Jr. | 462 | 5c | 21.60 | 9.70 | \$1.25 |
| Jackpot Jim | 1000 | 5c | 50.00 | 20.50 | 2.55 |
| Jackpot John | 1000 | 10c | 100.00 | 33.00 | 2.93 |
| Victory Jackpot Charleys | 432 | 25c | 108.00 | 36.00 | 1.35 |
| Jackpot Charley (Thin) | 1000 | 25c | 250.00 | 56.00 | 2.35 |
| Jackpot Charley (Thick) | 1000 | 25c | 250.00 | 56.00 | 2.93 |

Regular Push Cards—Any Following Sizes: 20-25-30-35-40-50-120 or 150 Hole, \$3.50 per 100. Terms: Minimum Order \$25.00. One-Third With Order, Balance C. O. D.

TEXAS WHOLESALE NOVELTY HOUSE
DALLAS, TEXAS
P. O. BOX 4186

Ohio Distributor Does Nationwide Repair Business

COLUMBUS, O., Dec. 25.—One of the most active of 22 firms which make this city an important coin machine mart is the Central Coin Machine Exchange, headed by Woolf Solomon. The firm outgrew original quarters on High Street and moved across the street to occupy a block-long building where incoming and outgoing shipments of machines and supplies have been heavy even in recent weeks. According to Solomon, two carloads of machines were received during the past week to augment the firm's heavy stocks. He also stated that thousands of parts of all kinds enables prompt shipment to operators and also permits reconditioning of machines shipped from all parts of the country. Ten mechanics are employed for repair work alone.

Central Coin Machine Exchange is able to offer almost any known machine in

WANTED

ALL MODELS WATLING SCALES

(Except Guesser Models)

CASH WAITING

Give Serial Numbers First Letter.

W. E. EASTBURN

Care Camp Exchange, Camp Shelby, Miss.

FOR GUARANTEED

BAKERS PACERS

PACES RACES and SERVICE

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

the amusement field and also has a large stock of venders. The firm is one of Ohio's largest distributors, if not the largest.

WANTED WURLITZER SKEE BALL MACHINES \$100.00 CASH—ANY QUANTITY BANNER NOVELTY

6109 Trumbull Ave.
DETROIT 8, MICH.

JOIN OUR BOYS
Over There in Their
Christmas "Greetings"
to the Axis!
Let's ALL BACK THE ATTACK
BUY MORE
WAR BONDS

NEW YEAR SPECIALS

MUSIC

- 1 Buckley System, complete with 2 Bar Boxes and about 150 ft. Wire; 1 Hideaway Steel Cab, with 2 12-Record Rockola Mechanism; 2 Permanent Magnet Speakers in Cabs, & Rockola Amplifier, A-1 Condition \$174.50
 - 1 Twin 12 Wurlitzer in Steel Hideaway Cabinet 99.50
- We are dismantling a Seeburg Wired Music System and invite your inquiry for any parts you may need.

ONE BALLS

- Just Off Location—In Excellent Condition!
- Club Trophy \$340.00
 - Fortune 335.00
 - Skyline 285.00
 - Tristledown 65.00
 - Fleetwood 29.50
 - Fairgrounds 29.50
 - Preakness 29.50
 - Gold Cup 49.50
 - Late 1939 Mills 1-2-3, Completely Overhauled by Mills 89.50
 - Mills Owl, Like New 94.50
 - Mills Owl, Brand New In Orig. Crates 149.50

FIVE BALLS

- ABC Bowler \$44.50
- All American 29.50
- Bandwagon 29.50
- Bang 12.50
- Belle Hop 44.50
- Big Chief 29.50
- Big Parade 99.50
- Big Six 14.50
- Big Time 34.50
- Bola Way 59.50
- Broadcast 39.50
- Defense (Genco) 89.50
- Defense (Baker) 29.50
- Dixie 24.50
- Dude Ranch 29.50
- Duplex 39.50
- Entry 29.50
- Five & Ten 129.50
- Fishin' Rev. 69.50
- 4 Diamonds 34.50
- Fox Hunt 24.50
- Knock Out 99.50
- Legionnaire 49.50
- Majors '41 39.50
- Metro 34.50
- Miami Beach \$44.50
- Monicker 84.50
- New Champ 59.50
- Pan American 39.50
- Polo 19.50
- Pylon 24.50
- Red, White & Blue 29.50
- Repeater 39.50
- School Days 44.50
- Snappy '41 39.50
- Sparky 29.50
- Sport Parade 39.50
- Spot Pool 54.50
- Stratoliner 34.50
- Target Skill 34.50
- Ten Spot 39.50
- Tex, Mustang 59.50
- Thumbs Up, Rev. 69.50
- Twin Six 39.50
- Velvet 34.50
- Victory 84.50
- Wild Fire 34.50
- Wow 24.50
- Zig Zag 49.50

COUNTER GAMES

- Cubs, 5¢ \$ 4.95
- Aces, 5¢ 4.95
- Libertys, 1¢ 6.95
- American Eagles, Like New, 1¢ 9.95
- Lucky Smokes (New) 9.95

SLOTS

- CALLE Commander or Playboy (Exceptionally Clean), 5¢ \$59.50
 - 10¢ 64.50
- 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 \$ 69.50
- Used 17.50
- Jennings Liberty Bell, Flat Top 27.50
- Slant Top 27.50
- Derby Day, Flat Top 17.50
- Slant Top 27.50
- Keeney Kentucky Club 79.50
- Exhibit Tanforan 29.50
- Bally Ray's Track, Serial over 4300 94.50
- Bally Long Champ (Large) 39.50
- Bally Solitaire Flicker 39.50
- Stoner's Zippers 34.50
- Bally "The Favorite," 9-Coin Head Sugar King, P.O. (Floor Sample) 69.50
- Jennings Good Luck 29.50
- Pace Saratogas, Convertible to Free Play or Pay Out 149.50
- 1/3 Deposit — Balance C. O. D.

State Distributor for Seeburg
 Phonographs and Accessories

BACK THE ATTACK WITH WAR BONDS!
 Please address mail to Milwaukee 8, Wis.

Milwaukee
COIN MACHINE CO.
 3130 W. Lisbon Ave., Milwaukee, Wis.

Maintenance Methods

Welders Help Spokane Operators Keep Coin Machines Running

SPOKANE, Dec. 25.—Spokane welders take credit for keeping coin machine operators in business, according to a recent article in *The Spokane Daily Chronicle*. A reporter, interviewing welder J. J. Welsheer was told: "Slot machine operators would be out of business were it not for the welders who have been called upon to repair hundreds of broken parts."
 And that's no lie, the operators unanimously agree.

Petroleum Jelly Protects Surfaces When Painting

CHICAGO, Dec. 25.—When adding a fresh coat of color to coin machines, a thin covering of petroleum jelly over metal fittings or parts not to be painted, will enable operators to quickly remove splashes of paint.

OPERATORS: If you have overcome some problem of maintenance, found some little "kink" or substitute that enables you to keep machines running, why not tell other operators. An exchange of ideas will help everyone in these critical times. *The Billboard* will pay \$5 for each maintenance idea published in this department.

Ingenuity Helps Operators During Wartime Pinches

BALTIMORE, Dec. 25.—Ingenuity on the part of the owners, Peter Mangell and Harry Huff, enables Jacham Enterprises, local operating concern, to maintain serviceable equipment despite loss of trained mechanics and difficulties experienced in obtaining replacement parts. Mangell and Huff are both versatile in mechanical matters and often are found taking an active hand in repair work at their well-equipped service department. Quite frequently they are able to make substitutions for unobtainable parts, in some cases, fabricating parts for the purpose. At the enlarged Biddle Street headquarters, complete mechanical equipment is available to facilitate repair work.

The firm operates a large route of phonographs and a variety of other types of machines.

BALTIMORE, Dec. 25.—Foresight in obtaining a large stock of replacement parts before the war has mitigated repair and replacement problems for Cate Brothers, who manage the Union Vending Company here. They report an ample supply of tubes and other hard-to-get supplies. In addition, the firm maintains shops equipped with lathes and other special machinery to speed emergency repairs and assure maintenance of many types of coin machines.

BUY WAR BONDS
 and give the change to the
MARCH OF DIMES

—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

ATTENTION. PANORAM OWNERS
CONVERSIONS FOR PANORAM TO PEEK, \$35
 IN LOTS OF 6, \$30.

Takes about 15 minutes to convert. Will triple your take. New face and all your needs included, plus simple, quick change-over instructions. One-third deposit, balance C. O. D. Hurry. Wire
COIN MOVIE CO., 2973 Crescent Ave., San Bernardino, Calif.

Irving Ovitz and Oscar Schultz Announce

THE OPENING OF NEW
JOBING and DISTRIBUTING
OFFICES and SHOWROOMS

FOR THE SERVICE OF THE NATION'S OPERATORS

The birth of the new year sees the beginning of a husky young Organization established on the policy of Service and guided by men who know and appreciate your problems. Start 1944 right . . . Get acquainted with us today!

Automatic Coin Machines & Supply Co.

READY FOR SHIPMENT

CONSOLES

- JUMBO P. O. LATE HEAD
- JUMBO P. O. BROWN HEAD
- KEENEY 1938 TRACK TIME
- KEENEY TRIPLE ENTRY
- PACE REELS (RAILS)
- PACE SARATOGA SKILL (RAILS)
- BALLY ROYAL DRAW
- EVANS LUCKY STAR
- WATLING BIG GAME, P. O.
- JENNINGS SILVER MOON, P. O.
- JENNINGS BOBTAIL TOTALIZER
- MILLS SQUARE BELLS
- FACTORY REBUILT MILLS BELLS

Write for Complete List and Quotations!

See us for PARTS for all Games and Phonographs

It Pays To Get on Our Mailing List!

Let's ALL BACK THE ATTACK—BUY MORE WAR BONDS!

Automatic Coin Machines & Supply Co.

Phone CAPitol 8244

3834 W. Fullerton Ave.

Chicago 47, Ill.

ARCADE TYPES

- CHICKEN SAM, JAP CONVERTED
- TEXAS LEAGUER, 5c PLAY
- SKY FIGHTER
- RAPID FIRE
- BALLY LUCKY STRIKE
- GENCO LUCKY STRIKE (LEG MODEL)
- EXHIBIT SHOOTALITE

SUPER SPECIALS on COUNTER GAMES

- GROETCHEN KLIX
- DAVAL AMERICAN EAGLE, 5c
- DAVAL X-DAY (Visible Token Pay)
- DAVAL LUCKY SMOKES
- DAVAL MARVEL
- MILLS VEST POCKETS

ORIGINAL RED, WHITE AND BLUE JAR-O'-DO

2100 Tickets. \$33.00 Definite Profit.

\$2.90 Per Set Less Than Gross

Gross Lots, \$2.75 Per Set

JOHN GLASSPIEGEL CO. 534 N. WATER ST. MILWAUKEE 2, WIS.

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

WRITE FOR LATEST PARTS LIST!

A Thousand and One Items on Our Simplified Forms!

Send Us Your Old **SLOT CLOCK** for Repair

Peep Show Unit for Panorams \$42.50

Mills, Jenn. & Watl. J.P. Glass 1.25

Mills Escalator Glass75

Pin Game Locks75

Pin Game Clock 2.25

Western Kicker Coil 6.00

ABT Coin Slides (Only) 1.50

ABT Coin Chutes, F.P. & Reg. 3.75

Curved Ten Strike Glasses 2.50

Exh. Bicycle Gear 10.00

Main Gear for Chicken Sam Motor 2.50

Toggle Switches for Chicken Sams 2.50

Lens for All Ray Guns 2.00

4 Bell Glasses, Set of 5 11.00

Vest Pocket Coin Chute 3.50

Rapid Fire Gun Stock (Only) 4.50

EQUIPMENT

New Supreme Shoot Your Way to Tokyo Gun \$330.00

New 4 Bell Cabinet 27.50

P.A. Systems for Late Seeburgs 50.00

Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend. 149.50

Keeney Anti-Aircraft, Brn. 79.50

Groetchen Columbia, G.A. or Jackpot 82.50

Keeney Submarine 209.50

Batting Practice 129.50

Jenn. Golfballs, Latest Model, Like New. 139.50

Gottlieb Skee-ballette 94.50

Jumbo F.P. Late Head 109.50

Bally Torpedo 229.50

Jenn. Fastime, F.P. or P.O. 89.50

Seeburg Jap Gun 159.50

Jenn. Bobtail, P.O. 129.50

Keeney Super Bell 239.50

H. Hand 154.50

Rock World Series 94.50

Pace Reels, 5¢, P.O., Chrome Railing 132.50

Pace Saratoga, Comb. F.P. & P.O., Chrome Rail 169.50

Bally Club Bell 239.50

MILLS Main Clock Gear \$3.50

Cradle Casting for Anti-Aircraft \$ 6.00

Jackpot for Mills Vest Pocket 19.50

Chicken Sam Gun Stock (Only) 12.50

Wurlitzer & Seeburg Casters (4) 1.50

5¢ or 10¢ Wurl. Coin Chutes (Reb.) 3.00

Tone Dart Needles50

Complete Stock of Miniature Bulbs Write

Phono Condensers, 8-12-16-20-30, M.F.D. 450 W.V. Write

Fibre Contact Divider for relay on 3 and 4 Bells and other equipmt. . . 19c

Bally Escalator Belts75

Phono Tubes, All Types, Write.

Please Send Check in Full for Orders Under \$10.00. 1/3 Deposit on Orders Over \$10.00. PLEASE ADDRESS MAIL TO CHICAGO 47, ILL.

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

HARLICH

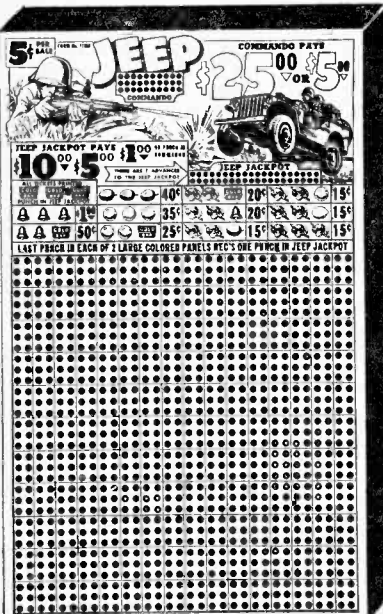
SALESBOARDS JEEP

Brings Quick Profits

A Sensational Money
Maker Everywhere

- LARGE HOLES
- LARGE BRILLIANT TICKETS
- COLORFUL FRONT
- SEMI-THICK BOARD
- BIG PROFITS

1056 Holes. No. 11858 **ONLY**
 Takes In..... \$52.80 **\$2.58**
 Av. Payout..... \$26.83
 Av. Gross Profif... \$25.97 **NET**



**ORDER NOW! DON'T
GET CAUGHT SHORT**

The government has granted us permission to make only 65% of 1942 production. And there is a critical shortage of labor and material, so order now. Stock up while boards are still available. Don't delay!

STOCK UP ON THESE HARLICH PROFIT-MAKERS

| Board Size | Price Per Sale | Name | Price Each | Board Size | Price Per Sale | Name | Price Each |
|------------|----------------|----------------------|------------|------------|----------------|------------------------|------------|
| 120 | | Tip Board—Thin | 39 | 1000 | 25c | Charley—Thick | \$1.40 |
| 120 | | Tip Board—Thick | 57 | 1000 | 25c | Jackpot Charley—Thin | 1.42 |
| 240 | | Tip Board—Thin | 56 | 1000 | 25c | Jackpot Charley—Thick | 1.92 |
| 240 | | Tip Board—Thick | 78 | 1200 | 25c | Texas Charley—Thick | 2.32 |
| 300 | | Tip Board—Thin | 49 | 1200 | 25c | Cheerful Charley—Thick | 2.73 |
| 400 | 25c | "V" Notes—Thick | 96 | 1836 | 10c | Jar of Jack—Thin | 2.63 |
| 400 | 5c | Silver Dollars—Thick | 96 | 1836 | 10c | Barrel of Jack—Thin | 2.63 |
| 400 | 5c | Win a Buck—Thin | 66 | 2000 | 10c | Jar of Jack—Thick | 4.02 |
| 1000 | 25c | Charley—Thin | 99 | 2000 | 10c | Barrel of Jack—Thick | 4.02 |

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1c Cigarette Boards with flashy girl picture. 1000 holes. Take in \$10.00. All standard payouts. 10 or 20 sections. State payout and sections wanted. **94c NET**

Regular Midget Plain Boards, 30 Holes to 1000 Hole Size **82c NET**
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(A Conversion for All American)

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Late Models **\$425.00** F. O. B. Los Angeles

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More Beer in '43 Than Any Former Year

Less liquor brings greater demand for beer—malt quotas cut for '44

MILWAUKEE, Dec. 25. — If taverns, restaurants, night clubs, or other coin machine locations where beer is sold have been affected by shortages of beer, it is not due to any decrease in total amount of beer brewed in 1943. An all-time high of 70,000,000 barrels of beer and ale will have been produced by the end of this month. In 1942, the second largest year on record, beer production reached 67.7 million barrels. Prior to 1942, the peak year was 1913, when the total was 66.9 million barrels.

Despite the fact that beer production has established a new record, Wisconsin authorities have cited figures showing that per capita consumption is actually less than it was a few years ago.

According to Milwaukee brewers, dwindling stocks of hard liquor which have turned many a parched throat to beer, and the heavy shipments to servicemen, both here and abroad, are the main reasons for dislocation in supplies and occasional "beer draughts" reported in some parts of the country.

Malt Limited to 93%

Brewing companies are now operating under a government limitation order which permits them to use only 93 per cent of their 1942 consumption of malt. The order also provides that out of this reduced quota, at least 15 per cent must be set aside to make 3.2 per cent beer for the armed forces. Civilians can get the beer produced from the remaining 85 per cent of available malt. However, most brewers have reported they are setting aside more than 15 per cent of their beer for the military services, so the actual amount for civilians will be less than 85 per cent.

A means of increasing malt quotas over and above what the government order specifies is seen in the growing trend toward consolidation of brewing interests, with large brewers taking over smaller firms.

So far, beer makers have not been restricted on the use of hops. The War Food Administration has allocated brew-

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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.

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 With Double Shift Container, holding 325 Packs.
\$30.00 Each In Lots of 10.

Single Machines, \$35.00 Each.
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8 Col. U-NEED-A-PAKS
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Single Machines, \$25.00 Each.
 6 Col. ROWE IMPERIALS
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Good, Clean, Used Slots, Ready for Location.
 15c Jennings Chief, D.J.P., 3-5 Pay \$140.00
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10 SHOTS A NICKEL! EVERY SHOT FROM A DIFFERENT ANGLE. SHOOTER MUST HIT AND BLACKOUT A TANK A PLANE AND THEN MUSSOLINI. NEXT A CARRIER, A SWASTICA FLAG AND THEN HITLER! No. 7 IS A SUB, THEN A JAP PAGODA, 9 THE JAP FLAG WHEN TOJO LIGHTS UP. HITTING AND BLACKING OUT TOJO, LIGHTS UP "VICTORY"!

COMPLETE CHANGE OVER OF FAMOUS RAY GUN. ALL REWIRED, WORN PARTS REPLACED. NEW RED-WHITE & BLUE PAINT JOB. TESTED AND FOUND BEST IN LINE WITH 4 OTHER GUNS. SENSATIONAL "COME-ON APPEAL" FOR SPECTATOR! FLASHING LIGHTS GET THE PLAY!

1/2 CASH, BAL. C.O.D., ADD \$7.00 FOR CRATING
YOUR CHECK RET'D AT ONCE IF SOLD IN ADVANCE **199.50**

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4409 WEST LISBON AVENUE
MILWAUKEE, WISCONSIN

ers 34,000,000 pounds of hops from the new crop, enough to make an estimated 70,000,000 barrels of beer next year.

Actual estimates of how much beer can be produced in 1944 have not been advanced by Milwaukee brewers, due to the number of uncertainties governing such production. In addition to worries over how to get enough malt, breweries are faced with a serious man power problem and with shortages of packaging and bottling materials.

Shortage of Labor, Containers

The brewmaster of a 300,000-barrel Wisconsin plant complained that he hasn't been able to replace his most valuable production assistant; an official of a 400,000-barrel brewery said he has lost 117 employees out of his former total of 310. In a Milwaukee suburb, a wholesale beer distributor says he and his wife are "holding the fort" until 10 of his men return from military service.

Shortages of packaging and shipping materials are getting worse, and promise to provide a headache for the industry next year. Some beer is still going to military camps abroad in tin cans, but most of it is in non-returnable glass bottles. A new glass curtailment order has limited brewers to 65 per cent of the number of containers they bought a year ago. Most firms have had trouble getting consumers and dealers to send bottles back promptly. Effective November 1, the Price Administration put nationwide "dollars and cents" ceilings on all sizes and types of used beer bottles, hoping to keep them moving in normal channels.

In the drafting stage is an order that will limit further the use of fiber containers to products classified by WPB as essential to the war effort. Brewers have already had trouble getting cardboard containers as well as wooden cases.

See Brisk Post-War Sales

A wartime sideline of the brewing industry which promises to grow in commercial importance is the salvaging of brewers' yeast for food purposes.

"Chemists have discovered that a 10-foot vat can produce as much protein in a year as 1,000 acres of pastureland," says Larry A. Miller, secretary of the Wisconsin State Brewers' Association.

Wisconsin's breweries look for a continued brisk business in beer after the war, partly on the assumption that many servicemen have learned to like it and will continue to be customers in the post-war period. In the meantime, they are co-operating with the industry-wide campaign to see that distribution of the beverage is carried on under wholesome conditions, especially near army camps. They are alert, too, to the activity of temperance circles and are stressing their product as the "beverage of moderation."

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-SLOTS-

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 - 1 Mills 5c Cherry Bell, 3-10, Like New 225.00
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 - Will trade equal value of above machines for Long-acre One Ball F.P. or Fairmont One Ball F.P.
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 - Mills 5c Escalator 20.00
 - Clock 15.00
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 - Mills 25c Coin Chute 4.00
 - 1 Gross 2520 Combination Tickets \$30.00 Doz.: Gross 300.00
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Two 5¢ Gold Chrome, One Cherry Pay, Used Only Few Weeks—Write.
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WE HAVE IN STOCK FOR IMMEDIATE DELIVERY all types of COILS, KNOCKOUT PINS, SPRINGS, TRANSFORMERS, CANCEL COILS, TOGGLE SWITCHES, COIN CHUTES, LOCKS, SCREWS and all other parts for Buckley Systems.

1/3 Deposit With Order, Balance C. O. D.

SUPREME ENTERPRISES 557 ROGERS AVE. BROOKLYN, N. Y.

| | |
|--|---|
| VICTORY \$94.50 | MILLS OWL, Like New \$94.50 |
| VENUS 94.50 | MILLS 1-2-3, Late Model 94.50 |
| TOWERS 94.50 | SEEB. 15 Record M.K. Phonograph, Marbled Cab. 94.50 |
| BALLY RAYS TRACK, Perfect Cond. 94.50 | |
| HAWTHORNE, Bally Paytable 94.50 | |
| JUMBO PARADE, Freeplay, Highhead 94.50 | |
| MILLS Q.T., 5c Blue Front 94.50 | |

SPECIAL—1 Keeney Super-Bell, Clean, Perfect \$239.50
1/3 Deposit—Balance C. O. D.

EXPOSITION GAMES CO.
989 GOLDEN GATE AVE. SAN FRANCISCO 2, CALIF.

RADIO TUBES for the COIN MACHINE TRADE

All Prices Net as Shown in This Ad

SPECIAL! 7½-WATT BULBS CASE OF 120 \$10.75

We Have **PHOTO ELECTRIC CELLS** For Bally Gun, Chicken Sam, Parachutes, etc.
2 For \$5.00 (No C. O. D.'s)

Write for Prices of GUN LAMPS for Chicken Sam, Parachutes, Rapid Fires, Etc.

| | | | | |
|------------|-------------|-------------|------------|------------|
| 1B5 \$1.45 | 6B8M \$2.00 | 6L7M \$1.85 | 6X5 \$1.05 | 47 \$1.15 |
| IN5 1.65 | 6C6 1.05 | 6R7 1.15 | 6Y6 1.55 | 56 .85 |
| 2A3 2.00 | 6D8 1.65 | 6S7 1.65 | 7B5 1.35 | 58 .95 |
| 2A4C write | 6F6C .95 | 6SC7 1.85 | 7B6 1.35 | 75 .90 |
| 3Q5 1.65 | 6F6M 1.25 | 6SL7 (Re- | 7F7 1.65 | 76 .95 |
| 5X4 1.15 | 6F8 1.25 | places 6SC7 | 12Z3 1.45 | 77 .95 |
| 5U4C 1.05 | 6H6C 1.15 | —No change | 12K8 2.35 | 78 .95 |
| 5Y3 1.00 | 6J5 1.20 | in Socket— | 24 .95 | 80 .95 |
| 5Z3 1.60 | 6J7 1.35 | Reverse #1 | 30 1.45 | 83 1.35 |
| 6A4 1.65 | 6K6 1.15 | & #3 Wires | 37 .90 | 70L7 2.85 |
| 6A6 1.65 | 6K7 1.15 | | 38 1.15 | 2051 2.60 |
| 6A7 1.15 | 6K8 1.35 | | 41 .90 | 25Z5 1.25 |
| 6D6 1.05 | 6K7M 1.35 | | 42 .90 | 117Z6 2.35 |
| 6A8 1.35 | 6K7G 1.15 | | 45 1.20 | |
| 6B5 2.00 | 6L6 1.90 | | | |
| 6B8C 1.35 | 6L7C 1.60 | | | |

1503 Bulbs for air raiders and shoot your way to Tokio, 35c each.

18 Inch Lumiline Bulbs....\$0.95 \$55 Bulbs, Box of 10...\$0.65 box
12 Inch Lumiline Bulbs.... .85 \$63 Bulbs can be used
#51 Bulbs, box of 10..... .65 instead of \$81, box of 10. .75

Special Polish for Phonographs.....\$3.00 Gal.

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

Signature

Date

PLEASE CLIP AND MAIL THIS COUPON WITH YOUR ORDER

NO ORDER SHIPPED UNDER \$5.00—½ DEPOSIT MUST ACCOMPANY ORDER

RUNYON SALES CO. 123 W. RUNYON ST. NEWARK, N. J.

WE WILL PAY HIGHEST PRICES FOR MUSIC ROUTES OF ANY SIZE!

RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J.

LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

SPECIAL Hollywood Peekshow Conversions SPECIAL

Conversions to change Panorams to "Peep Shows," complete with large Beautiful Front Display, Colorful "Pin-Up Girl" Pictures, Signs, Parts and Complete Instructions. Change-over can be made in five minutes. Order immediately to avoid delay in delivery.

\$42.50
Express Prepaid in U. S. A.

SPECIAL MILLS PANORAM SOUNDIES COMPLETELY RECONDITIONED AND REFINISHED, PERFECT CONDITION. LARGE STOCK OF SNAPPY SOUND FILMS IN STOCK. \$350.00

SPECIAL PANORAM CONVERTED TO PEEK \$395.00 SHOWS REBUILT AND REFINISHED. GOOD SPICE AND OOMPH FILMS IN STOCK. FOR SALE OR RENTAL.

24 MILLS JUMBO PARADE
Combination Free Play & Payout. Used Only 80 Days. Look Like New Machines. \$189.50

14 KEENEY SUPER BELLS
Combination Free Play & Payout. Used Only 30 Days. Look Like New Machines. \$244.50

RECONDITIONED CONSOLES:

| | |
|---|--|
| Pace Reels, 5¢ & 10¢, Twin P.O. \$295.00 | Baker Pacers (Late Daily Doubles) .. \$295.00 |
| Pace Reels Jr. (Late '41 Models), P.O. 149.50 | Pace's Racer, 25¢ (Late Brown Model) 295.00 |
| Pace Saratoga Jr. (Late '41 Models), P.O. 129.50 | Bally Club Bells (Late Serials) .. 249.50 |
| Pace Saratoga Sr. (Skill Field '41), P.O. 129.50 | Bally Roll 'Em (Refinished Like New) .. 189.50 |
| Evans Domino (Late), '41, J.P. Model 395.00 | Mills Jumbos, Late (Like New), P.O. 159.50 |
| | Bally Hi-Hands, Refinished F.P. & P.O. 129.50 |

ALSO IN STOCK FOR IMMEDIATE DELIVERY

NEW MILLS GOLD CHROMES, NEW JENNINGS CHIEFS, VICTORY CHIEFS AND SILVER CHIEFS, MILLS BLUE FRONTS, MILLS 4 BELLS, KEENEY 2-WAY SUPER BELLS, WURLITZER, SEEBURG, ROCK-OLA PHONOGRAPHS.
Write for Prices on All Coin Machine Equipment Not Listed.

RECONDITIONED ARCADE EQUIPMENT

| | |
|---|--|
| Supreme Shoot Your Way to Tokyo .. \$330.00 | Genco Playball (Late Lite-Up) .. \$189.50 |
| Chicago Coin Hockey .. 225.00 | Keeneey's Submarine .. 225.00 |
| Seeburg Shoot the Chutes, New, Modernized Rock-o-Lite .. 179.50 | Seeburg Chicken Sams, Modernized New Axis Rats, New Rock-o-Lite .. 179.50 |
| Exhibit K.O. Pull-Up Puncher .. 169.50 | Exhibit Rotary Merchandisers .. 179.50 |
| Mutoscope Grip-o-Graph .. 189.50 | Kirk's Blow Ball (Modernized Jap) .. 89.50 |
| Exhibit Punching Bag Trainer .. 249.50 | Bally Basket Ball .. 89.50 |
| Exhibit Chinning Rings .. 195.00 | Keeneey Anti-Aircraft, Modernized in Red, White, Blue .. 79.50 |
| Caille Push or Hug .. 89.50 | Exhibit Foot Ease Vitalizer .. 79.50 |
| Western DeLuxe Baseball, All Modernized New Rock-o-Lite .. 129.50 | Exhibit Maglo Eye (Modernized) .. 89.50 |
| Exhibit Striking Clock .. 89.50 | Jennings Barrel Roll .. 169.50 |
| Bally Basket (Refinished) .. 89.50 | Exhibit Cock-Eyed Circus (Each) .. 59.50 |
| Love Teller (Floor Model), Refinished .. 149.50 | Exhibit Love Nest (Each) .. 59.50 |
| Unole Sam Grip .. 89.50 | Exhibit's All Late Model, Like New Love Meters, Wheels of Love, Wise Owls, Ea. 49.50 |
| Groetchen Pikes Peak .. 19.50 | Exhibit Tiger Pull .. 89.50 |
| Mills Flip Skill .. 49.50 | Electric Chair (Refinished) .. 129.50 |
| Casino Golf .. 49.50 | Gottlieb 3-Way Gripper .. 29.50 |
| Keeneey Texas Leaguer .. 39.50 | Exhibit Late Model Card Venders .. 24.50 |
| Bally Bull's Eye .. 95.00 | Groetchen Zooms .. 59.50 |
| Exhibit Hi-Ball .. 79.50 | Owl Dial Lifter .. 59.50 |
| Tall Gunner (New) .. 325.00 | Evans Play Ball .. 225.00 |
| Mutoscope Drive-Mobile .. 395.00 | Bally Torpedo .. 225.00 |
| Mutoscope Skyfighter .. 395.00 | Bally Rapid Fire .. 225.00 |
| Exhibit Bicycle Trainer .. 125.00 | Evans Tommy Gun (Late Model) .. 249.50 |

WANTED—USED MACHINES—HIGHEST CASH PRICE PAID

Send List of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by airmail.

All Machines Reconditioned, Ready To Operate. ½ Cash With Order, Balance C. O. D. All Prices F.C.B. Los Angeles. Write Milwaukee for Special Price Quotations.

BADGER SALES COMPANY
1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

BADGER NOVELTY COMPANY
2546 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN

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MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

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SALESBOARDS

OUR PRICES GREATLY REDUCED

Write For Our Catalog Before Stocking Up,
You Will Save Money

A. N. S. CO. 312 Carroll St., Elmira, N. Y.

CARL TRIPPE Price Plus Guaranteed Satisfaction

CHRISTMAS SPECIALS

WURLITZER 24, IN THE NEW 1943 VICTORY CABINETS.....\$469.50
SEEBURG 20 RECORD, IN THE NEW 1943 VICTORY CABINETS..... 469.50
PACKARD WALL BOXES, LIKE NEW, WHILE THEY LAST..... 29.50
VICTORIOUS 1943 FREE PLAY..... 159.50

GUNS

REPAINTED RED, WHITE AND BLUE, ARMY AND NAVY DECALS. LOOK AND OPERATE LIKE NEW.

| | |
|---------------------------------|--|
| Axis Rats (Seeburg) .. \$169.50 | Parachute (Seeburg) .. \$169.50 |
| Jap Gun (Seeburg) .. 169.50 | Rapid Fire (Bally) .. 249.50 |
| Keeneey Air Raiders .. 249.50 | Tank Guns (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun 149.50 |
| 1 New Tokyo Gun .. 330.00 | 1 New Keeneey Submarine .. 229.50 |

Terms: One-Third Deposit, Balance C. O. D.

IDEAL NOVELTY CO. Phone: Franklin 5544
2823 Locust St. St. Louis, Mo.

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1836 Tip Combination
2050 and 1950 Red-White-Blue
Standard Printing—Protected Numbers—Banded With Tape.
Distributors and Operators, write for special prices.

A B C NOVELTY COMPANY

Manufacturers
310 N. Walnut St. Phone No. 2-6118 Muncie, Indiana

CLEARANCE SALE!

COMPARE PRICES! THESE ARE THE LOWEST!

SLOTS AND CONSOLES

| | |
|--|----------|
| Watling Big Game | \$ 65.00 |
| Evans Galloping Dominos, Two-Tone Cabinet, Brand New, J. P. Model | 500.00 |
| Evans Galloping Dominos, Cabinet, Like New, J. P. Model | 400.00 |
| Jumbo Parade, C. P. O. | 87.50 |
| Jennings Golf Slots, 25c Play, Brand New | 199.50 |
| Buckley Track Odds, J. P. Model | Call |
| 5c Original Chrome Slot | Call |
| Keeney Super Bells, 4-Way, 3-5c, 1-25c | Call |
| Victorious 1943, Newly Revamped | 150.00 |
| Bally 1-Ball Multiple Hawthorne, \$50 J. P. | 59.50 |
| Evans Jungle Camp | 69.50 |
| Bally Roll-Em | 150.00 |
| B&G Vest Pocket, 5c Play | 69.50 |
| QT, 5c Play | 69.50 |
| Columbia Bells | 69.50 |

ACCESSORIES

| | |
|--|----------|
| Seeburg Wireless Bar-o-Matic, 5-10-25c, Brand New | \$ 59.50 |
| Seeburg Wireless 5c Boxes | 32.50 |
| Seeburg Brackets. Each | 2.50 |
| Seeburg Speak Organs, Wireless, Like New | 44.50 |
| Seeburg Speak Organs, Wired, Brand New | 44.50 |
| Seeburg 3-Wire Cable. Per Foot | .12 |
| Wurlitzer 5-10-25c Boxes, Brand New | 59.50 |
| Bennett Needles. Each | .35 |
| Coin-o-Point Needles. Each | .40 |
| Wurlitzer Impulse Steppers | 32.50 |
| Wurlitzer Model 120 5c Boxes | 34.50 |
| 616 Amplifiers With Tubes (Comp.) | 39.50 |
| 412 Amplifiers With Tubes (Comp.) | 35.00 |
| Buckley Lite-Up Boxes | 15.00 |
| Buckley Pedestals | 4.50 |
| Buckley Adapters, Brand New | 30.00 |
| 5-Wire Cable. Per Foot | .12 |
| 7½-Watt Lamps, 120 to Case. Per Case | 10.00 |
| Brand New 5c Coin Chutes for Games. Each ... | 3.50 |

IF YOU NEED MERCHANDISE, BUY FROM US—IF YOU DON'T, BUY BONDS!

PIN GAMES

| | | | | | |
|--------------------|---------|---|------------------------|-----------------|---------|
| Big Town | \$29.50 | Super Chubby | \$42.50 | Major | \$29.50 |
| Powerhouse | 29.50 | ABC Bowler | 42.50 | Commodore | 29.50 |
| Salute | 37.50 | School Days | 49.50 | Big Time | 49.50 |
| Target Skill | 47.50 | Trailways | 37.50 | Flicker | 42.50 |
| Wow | 49.50 | 3 Stoner's 3-Up in Original Cases | \$200.00 for All Three | | |

WE'RE THE LARGEST WHOLESALE HOUSE IN THE EAST FOR COIN OPERATED EQUIPMENT!

MUSIC

| | |
|---|----------|
| Seeburg Concert Master, ESRC | \$375.00 |
| Seeburg Classic, ESRC | 340.00 |
| Wurlitzer 24 Equipped With Seeburg Wireless Receiver Ready for Floor and Boxes, Beautiful | 219.50 |

USED PHONOGRAPH RECORDS

ALL KINDS

\$15.00 PER 100 — ANY QUANTITY

IF THERE'S SOMETHING YOU WANT AND DON'T SEE—ASK FOR IT EVEN THOUGH IT'S HARD TO GET!

TUBES

PLEASE ORDER FROM THIS LIST!

| | | | | | | | | | |
|------------|--------|-----------|--------|------------|--------|-------------|--------|------------|--------|
| 1B5 | \$1.35 | 5Y4 | \$.75 | 6J5 | \$1.10 | 6V6 | \$1.30 | 25Z6 | \$1.50 |
| 2A3 | 1.85 | 5Z3 | 1.60 | 6K7 | 1.10 | 6X5 | 1.00 | 41 | .80 |
| 2A4G | 4.10 | 6A6 | 1.60 | 6L6 | 1.85 | 7H7 | 2.00 | 42 | .80 |
| 2A5 | 1.10 | 6B5 | 1.85 | 6N7 | 2.00 | 70L7 | 2.85 | 45 | 1.20 |
| 24A | .80 | 6C6 | 1.00 | 6R7 | 1.10 | 12J7 | 1.10 | 45 | 1.20 |
| 5U4G | .90 | 6F6 | 1.20 | 6S7 | 1.85 | 12Q7 | 1.00 | 76 | .90 |
| 5V4G | 1.55 | 6F8 | 1.20 | 6SQ7 | 1.10 | 12SF5 | 1.10 | 80 | .90 |
| 5Y3 | .90 | 6H6 | 1.10 | 6SR7 | 1.00 | 25L6 | 1.10 | 2051 | 2.50 |

TERMS: ½ Deposit With All Orders, Balance C. O. D., F. O. B. Elizabeth, New Jersey

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

Signature

Date

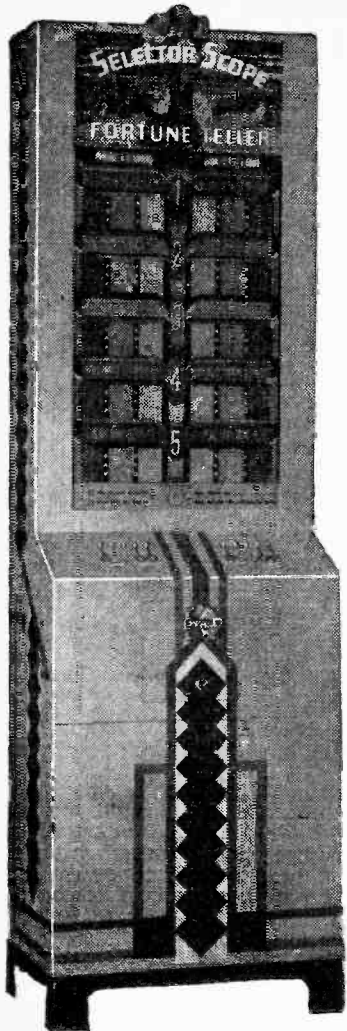
PLEASE CLIP AND MAIL THIS COUPON WITH YOUR ORDER

ROYAL DISTRIBUTORS

409-411 NORTH BROAD STREET, ELIZABETH, N. J.

ALL TELEPHONES: ELIZABETH 3-1776

PROPRIETORS: TOM BURKE AND DAVE STERN



OLD DAME FORTUNE GETS A NEW LEASE ON LIFE!

SELECTOR SCOPE FORTUNE TELLER

Here's that grand old Money-Making Appeal all ready with a honey of a new act and decked out in a flashy new costume from top to toe!

SELECTOR SCOPE

The perfect Arcade Machine! Enclosed Cash Box with individual key . . . animated lighting effects adjustable to up and down or side to side action . . . simple mechanism . . . sturdy, handsome cabinet.

AVAILABLE IN 1c OR 5c PLAY.

Operators' Price \$375.00

IMMEDIATE DELIVERY!

EXCLUSIVE NATIONAL DISTRIBUTOR

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

WHIRLAWAY!!! WHIRLAWAY

ALL TIME TOP MONEY MAKER

SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT

WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

ROY MCGINNIS COMPANY

2012 MARYLAND AVE.

BALTIMORE, MD.

WANTED TO BUY FOR CASH!

PHONOGRAPHS

ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES

WURLITZER 500

600 - 750E 800 - 850

Send us your list for quick action! WE PAY HIGHEST PRICES!

5-BALL FREE PLAY

STARS SUNBEAM WEST WIND DO RE MI DOUBLE PLAY

50 LINCOLN LOW BOY SCALES, MADE IN TOLEDO . . . \$34.50 EA.

5-BALL FREE PLAY GAMES

Table listing various 5-ball free play games and their prices, including Double Feature, Sparty, Flicker, Pan American, Dixie, Sport Parade, Stripliner, Big Chief, Metro, Gold Star, All American, Broadcast, Silver Skates, School Days, Horseshoe, Snappy, Miami Beach, Sea Hawk, ABC Bowler, Mystic, Champ, Ten Spot, Hi-Hat, Zig-Zag, Jungle, Slugger, Spot Pool, Topic, Moniker, Gobs, Yanks, Big Parade, Four Aces, 5-10-20, Keep 'Em Flying, Rock-Ola 10 Pin, Low Dial, Kicker & Catcher, ABT Challenger, ABT Streamline, Model F, Pikes Peak, Gott. Triple Grip, Advance Shocker, Metal Stand.

ARCADE EQUIPMENT

Table listing arcade equipment and their prices, including Slap the Jap, Reb., Shoot the Chutes, Batting Practice, Bally Shoot the Bull, West. Baseball DeL., Tom Mix Rad. Rifle, Skee Ball Ette, Keeney Anti-Aircraft, Evns. 10 Strike, Hi-Dial, K'ney Kentucky Club, Jenn. Good Luck, Mills Jum. Parade, F.P., Brown, Mills Spin. Reels, P.O., Curved Glass for Evans Ten Strike, Laval Marvelous Cleaner for Pin Ball Games and Phonographs.

CONSOLES

Table listing console machines and their prices, including Bally Record Time, 1 Ball, F.P., Bally Sport Special, 1 Ball, F.P., K'ney Kentucky Club, Jenn. Good Luck, Mills Jum. Parade, F.P., Brown, Mills Spin. Reels, P.O., Curved Glass for Evans Ten Strike, Laval Marvelous Cleaner for Pin Ball Games and Phonographs.

BACK THE ATTACK WITH WAR BONDS!

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. Phone: BUCKingham 64661 CHICAGO

Our Expert Service Department

RE-BUILDS— RE-CONDITIONS— RE-FINISHES— REPAIRS—

Your old run down "CHICKEN SAM'S" and "JAIL-BIRDS" and converts them into "SHOOT THE JAP" Ray Guns.

Cabinets are completely repaired and amplifiers overhauled and reconditioned.

FOR \$59.50 F. O. B. Chicago

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 Panoramas is our Specialty.

Table listing various radio tubes and their net prices, including OZ4, 1B5/25S, 1H4G, 1H5G, 2A3, 1Q5GT, 2051, 5U4G, 5V4G, 5W4G, 5Y3G, 5Y4G, 5Z3, 6A4, 6A6, 6A7, 6A8, 6B5, 6B8, 6B8G, 6C5G, 6C6, 6D6, 6F5C, 6F6G, 6F8G, 6H6GT, 6J5, 6J7, 6Y4G, 6Z4/84, 6A7, 6N7GT, 6Q7, 6Q7G, 6R7G, 6S7, 6SF5GT, 6S7GT, 6SK7, 6SQ7G, 6SR7, 6V6G, 6V6GT, 6X5GT, 6Z4/84, 7B5, 7B6, 7F7, 12SK7GT, 12SQ7GT, 24A, 25L6GT, 25Z5, 26, 27, 30, 31, 32, 35Z5GT, 37, 38, 41, 42, 43, 45, 47, 56, 57, 58, 75, 76, 77, 78, 79, 80, 83.

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

Photo Electric Cells (#CE-23) . . . \$2.50

(Can be used on "CHICKEN SAM'S," "JAP," "CHUTES," RAPID FIRES" and other Ray Guns)

\$100.00

WANTED FOR CASH SEEBURG'S "CHICKEN SAM'S" "JAIL-BIRDS"

\$100.00

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 Company, Inc.

1348 Newport Avenue

Chicago, Ill.



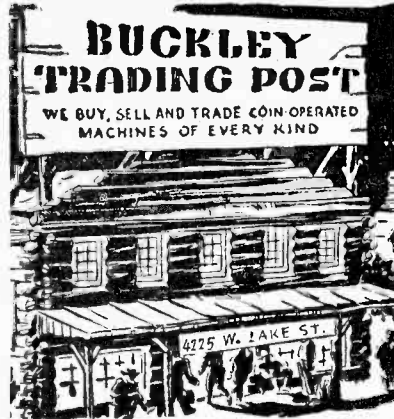
All-American, '59

Today . . . safe in America, far from the fury of war . . . he grows toward a future of glorious expectations. In the years ahead, he may, indeed, be hailed as All-American . . . or as a miracle-working scientist, a famed musician, a mighty man of industry, President of his country.

But the future of glorious expectations is now in the hands of American fighters on the far frontiers of American freedom. Only if American fighters win decisive, durable victory can Americans face the future with smiling hope in their hearts. And American fighters can finish their job only if we who remain at home—safe in America, far from the fury of war—lend our support without stint.

Buy U. S. War Bonds today. Buy all the Bonds you can afford as the best investment on earth. Then dig down again and buy Bonds until you are sure your sacrifice is a tithe of the daily sacrifices of Americans in battle.

Lion Manufacturing Corporation, Chicago, manufacturers of



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 | | CONSOLES | |
| PHONOGRAPHS | Wurlitzer 24 | Keeney Super Bells | Mills Three Bells |
| Seeburg Classics | Rockola Monarchs | Keeney '38 Track | Mills Four Bells |
| Seeburg Envoy | Rockola Standards | Time | Pace Reels—Combination |
| Seeburg Regal | Rockola DeLuxe | Keeney '38 Skill | |
| Wurlitzer 500 | | Time | |
| Wurlitzer 600 | | | |
| SLOT MACHINES | | ARCADE MACHINES | |
| Mills | Jennings | Watlings | |
| | Mills Vest Pocket Bells | | Send Your List |

| | |
|--|---|
| CONSOLES—FOR SALE | |
| Jumbo Parade, F.P. \$ 87.50 | Paces Reels Sr., Convertible \$195.00 |
| Jumbo Parade, Combination 160.00 | Bally Hi-Hand 145.00 |
| Keeney Kentucky Club 90.00 | Mills Compulsory Skill 80.00 |
| Jennings Fast Time, F.P. 80.00 | Stanco Bell—Single 125.00 |
| Jennings Bob Tail 108.00 | Bally Roll-Em 175.00 |

FOR SALE
Routes and Complete Arcade. Owners going into service and retiring, get complete information today.

| | | |
|-----------------------------------|--------------------------------------|---------------------------------|
| 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 165.00 |
| Bally Blue Grass 175.00 | Bally Sport Special 165.00 | Keeney Contest 135.00 |
| Mills 1-2-3, F.P. 82.50 | Bally Victory 95.00 | |

BUCKLEY DIGGERS
REBUILT TREASURE ISLAND . . . \$55.00 | REBUILT DE LUXE \$100.00

SLOT MACHINES
Mills—Jennings—Watling—Caille. Tell us your requirements.

SUPPLIES
Perforated Program Strips. Buckley Long Life Needle \$0.35
Per M. Sheets \$3.50 | Buckley 275A Bulbs12
All Prices Subject to Prior Sale. Terms—Cash With Order.



NEW YEAR SPECIALS!

- 1 Seeburg Hi-Tone 8800, R.C. . . . Write
- 1 Wurlitzer 500 Acme, Remodeled, Leather Sides \$295.00
- 1 Wurlitzer 500 Acme, Remodeled, Leather Sides with Wireless Remote 345.00
- 1 Seeburg Plaza 195.00
- 1 Seeburg Colonel, RCES Write
- 1 Seeburg Major, RCES Write
- 1 Seeburg Casino 165.00
- 1 Wurlitzer 24 140.00
- 1 Wurlitzer 24, Remodeled Plastics on Sides, DC 160.00
- 5 Wurlitzer 61 Counter, Each 69.50
- 1 Seeburg Gem, Wireless Remote . . . 200.00
- 1 Seeburg Regal 205.00
- 1 Seeburg Regal, Wireless Remote . . 225.00
- 1 Wurlitzer 716 75.00
- 1 Wurlitzer 616 with Lite-Up Grille 85.00
- 3 Wurlitzer 616 with Lite-Up Grille and Sides, Each 95.00
- 2 Mills Throne of Music, Each 149.50
- 4 Seeburg Wireless Remote Wall-o-Matic WS2Z, Metal Covers and Bar Brackets, Each 35.00

Priced right for quick sale!
3 Mills Panorams with Wipers, each \$295.00
18,000 plays on meter

- 15 Seeburg 3-Wire Deluxe Select-o-Matics, Each \$ 30.00
- 1 Seeburg Rex Amplifier 42.50
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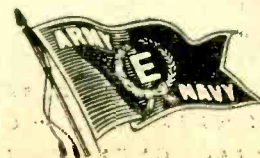
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