

The **Billboard**

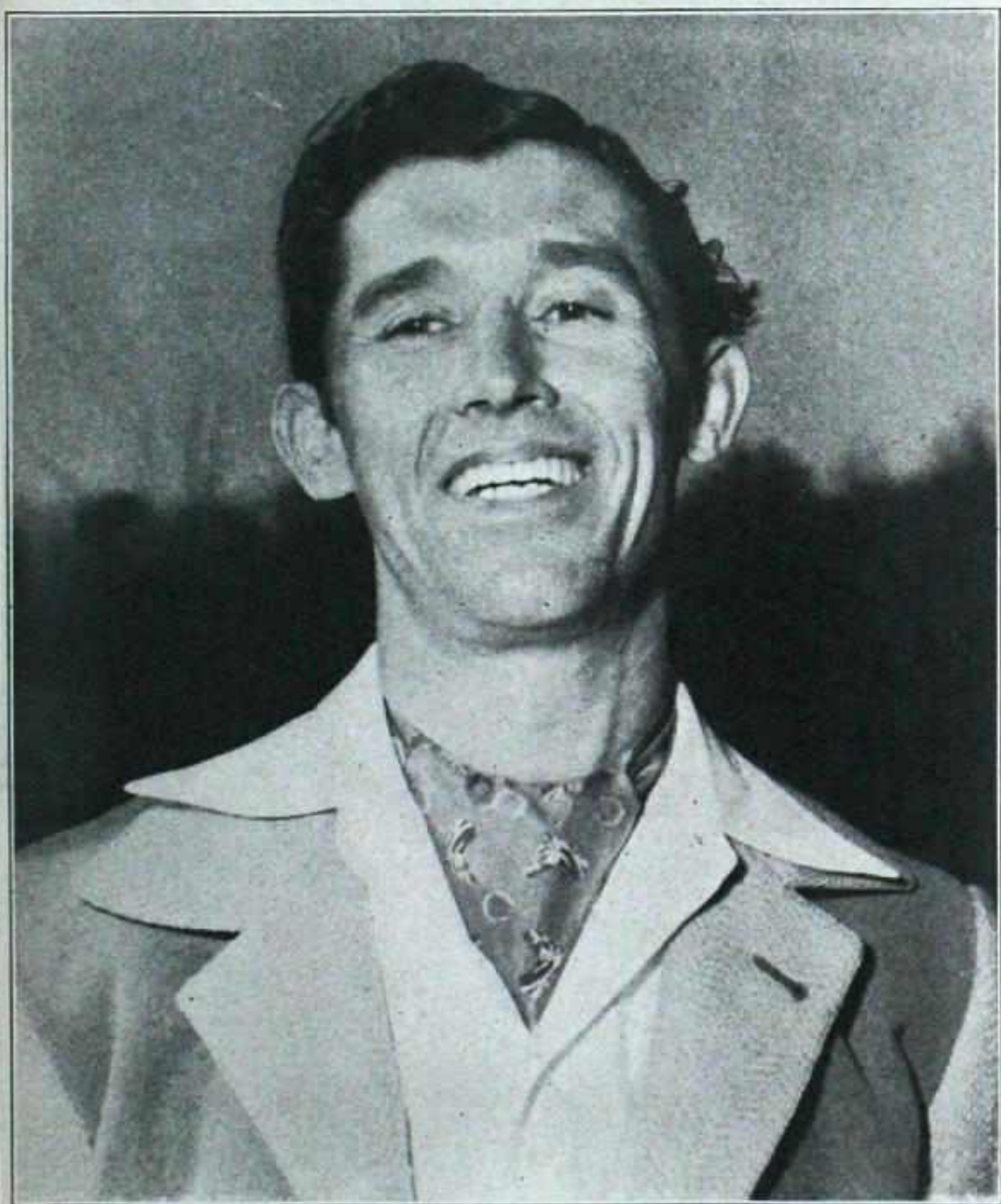
FEBRUARY 10, 1945

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

NIGHT CLUBS-VAUDE

A REPORT ON HOTEL SHOWBIZ



ROY ACUFF

Where there's Smoky Mountain music, there's b.-o. fire
(See page 4)

GENERAL NEWS

**Measuring and Checking
Audiences Via Diaries**

MUSIC

**Dough in Short-Hair
Religious Words & Music**

RADIO

THEY STILL COW-CATCH & HITCH

OUR NUMBER ONE SONG

Just a prayer away

WORDS BY CHARLES TOBIAS ★ MUSIC BY DAVID KAPP

RECORDED BY

DECCA



BING CROSBY

VICTOR



SAMMY KAYE

PREMIER



GEORGE OLSEN

HIT



THREE SUNS

DO NOT ORDER RECORDS FROM
US—ORDER FROM YOUR REGULAR
DISTRIBUTOR

COLUMBIA—(IN PREPARATION)
CAPITOL—(IN PREPARATION)

PUBLISHED BY

SHAPIRO, BERNSTEIN & CO., INC. MUSIC PUBLISHERS
1270 SIXTH AVENUE, NEW YORK 20, N. Y.

Measuring Audiences Via Diaries

Hilton Hotels Buy Chi Stevens For 7 1/2 Million

CHICAGO, Feb. 3.—Stevens Hotel, the world's largest, was sold this week for \$7,500,000 to C. N. Hilton, president of the Hilton Hotels chain.

The Hilton chain now owns, in addition to the Stevens, the Roosevelt and Plaza in New York; Town House in Los Angeles; Hilton Palacio in Chihuahua, Mexico, and eight other hotels throuout the country.

The Stevens, 3,000 rooms, was built in 1927 for \$27,000,000 and was sold to the army in 1942 for \$6,000,000. The army abandoned its training center there a year later.

Sloper Leads Hub Crix in Final Stretch

Tryout Crix Rank Unchanged

NEW YORK, Feb. 3.—With a few days less than two months to go (April 30 is tag day for The Billboard's final tab of the 1944-'45 legit season) the tryout-town aisle experts lean into the home-stretch for accuracy tabbing honors.

Sloper Still Leads Hub

Since this time last month, the Boston crix averages have shifted a bit in percentages and positions, Leslie Sloper (Christian Science Monitor) still leads (See SLOPER HOLDS HUB on page 30)

'44 Chi Opera Pays Own Way -- First Time in 50 Years

CHICAGO, Feb. 3.—For the first time in 50 years of operation, the Chicago Opera Company has had a season—the last one—that was financially successful. Checks, totalling \$32,000, were sent out January 30 to repay 370 guarantors in full for contributions.

Simultaneously, James C. Thompson, business manager of the company, announced his resignation to devote his full time to the workings of the Wacker Corporation, which controls the Civic Opera Building. Thompson is president of that firm. Clarence H. Kirchway succeeds Thompson as manager.

The Civic Opera Company, with money in the bank and all its debts paid, will open a six-week season October 9. The coming season will last one week longer than last year's, and operas will be presented without the use of the building's built-in loud-speaker system, which has proved faulty at times and irritated the stars.

Plenty Dough But Hotel Showbiz NSH

A Matter of Divided Interest

By Bill Smith

NEW YORK, Feb. 3. — Probably the heaviest talent spenders in the country are the hotels. Nobody really knows how it all started. Some hotel sources say the late Ralph Hitz gave it the send-off. Others claim that, like Topsy, "it just grew." Whoever gave it the shove, result is that hotels spend about \$7,000,000 a year for everything from a single fiddle player to b. o. ork and name acts.

While a breakdown of the actual figures is unobtainable, talent offices say that about 60 per cent of the \$7,000,000 figure goes to the musikers, the single pianos, strollers, organists up to large name bands. The rest goes to comics, singers, dancers and novelty acts.

Big Dough, Little Productions

But while the hotel boys are spending what amounts to big-time dough, only a handful give their attractions big-time productions. In most cases man- (See \$7,000,000 in Hotel Showbiz, page 25)

Field Day When Oral Allocation Battle Starts

WASHINGTON, Feb. 5.—FCC's oral argument Wednesday (28) on allocations is beginning to take on the appearance of a "field day" from the number of requests for appearances piling in, and belief here is that FM'ers won't be alone in their demand that there be some changes made.

While few of those planning to put in an appearance are expected to back proposed allocations, majority is expected to turn up with complaints and laments regarding proposals.

Those asking permission to appear, as of today, are: RCA, NBC, CBS, RCA Communications, Association of American Railroads, Yankee Network, DuMont, Television Broadcasters, A.T.&T., The Milwaukee Journal (Walter Damm), FM Broadcasters, Chicago, Rock Island & Pacific Railroad; Lorain City Radio Corporation, Cowles Broadcasting, American (See Allocation Field Day on page 32)

2-Speech Flackery

NEW YORK, Feb. 3.—Milt Smith, former 20th Century-Fox p. a., has opened a press bureau to represent showbiz accounts and personalities in Latin America.

Outfit, called Latin-American Public Relations, Ltd., has an office here and will shortly open one in Mexico City. Firm will syndicate a combined New York-Hollywood column in Spanish and Portuguese to about 200 Latin papers. It also will clip about 500 south-of-the-border pubs and will issue the clips translated into English.

Smith has been connected with film and movie work for about 15 years. He formerly repped a movie company in Spain.

Coal, Freight Tie-Up Hits All Showbiz

Natural Gas Nix Hits Ohio

NEW YORK, Feb. 3.—The emergency brought about by continued cold weather and heavy snows is beginning to take its toll among theaters and niteries in the critical area which runs from Washington, west to Illinois to the Great Lakes and east to all of New England.

Railroads are still tied up so badly that the Office of Defense Transportation today put another five-day embargo on all freight except war stuff. Stoppage will run thru next Wednesday (7).

Effects of the freight jam—which is resulting in a serious coal shortage in various communities—are beginning to pile up. In Buffalo all clubs, lounges, taverns and restaurants have been ordered to operate on an 11 a.m.-to 11 p.m. basis. Harry Altman's Town Barn has closed altogether, as a result and has canceled out act contracts. Other clubs are cutting out show or music or dropping to a minimum of entertainment in order to keep going under the curtailed schedule. Between 150 and 200 performers and many musicians are affected. City authorities are refusing to make an exception for anyone. Agents and bookers also are being affected.

Syracuse Closes Clubs

In Syracuse, N. Y., the mayor ordered all theaters and niteries closed and all compelled. About 60 performers are affected. City police are enforcing the order and the National Guard is standing by. An Erno Rapee concert skedded for Thursday (1) was canceled. Loss to the- (See TIE-UPS NICK on page 25)

Audience Pic Qualitative

Survey has high percentage of returns and uncovers loss of listeners each show

NEW YORK, Feb. 3.—The diary type of audience measurement, used originally by the Columbia Broadcasting System for their owned-and-operated stations, and now spreading to other station research departments, will also be used to measure a gob of other living factors within the next 12 months.

It will measure the living day-by-day habits of the housewife, reactions to resort living and a weekend in New York, theatergoers' reactions before, during and after attending a legit show and a lot of other consumer tabbing vital to the entertainment biz.

One music pub organization is even thinking (this idea was the result of a plugger seeing a diary report after trying to sell a bandleader on why he had to play a "terrific" tune) of getting a diary job done for its tunes on a minute-by-minute basis. Heaven help a diary keeper who tries to set down her reactions to le jazz hot.

Diary Measurement Technique

Despite all the interest in audience measurement via diary, little is known about it. The mall technique is employed. The surveyees are stratified (i.e., an honest attempt is made to obtain, in the sample surveyed, a representative cross-section of the listening public with a proper percentage of telephone homes, non-telephone homes, rural and urban families and all the various income groups from subsistence to luxury). The only negative in this is that when no more than 500 diaries are used (the sample seldom goes above 800), it is difficult, in fact, well nigh impossible, to keep the sample representative of all strata and at the same time have the sample geographically representative of the primary area covered by the station.

However, it's impossible to have everything in a survey that makes no attempt (See Diary-Type Audience on page 32)

Standees Because Of WPB Not SRO

WASHINGTON, Feb. 3.—Theaters may soon be playing to standees only—and not because of overflow crowds.

It's the seat situation. WPB says its bad and not likely to improve as long as steel and other materials remain on the "essential" list.

There is an estimated 200,000 to 300,000 seat shortage at the present time and it will probably be worse before it is better. Seats are the bottleneck in new theater construction in war production centers also, it is reported here.

The newly formed Theater, School and Public Seating Industry Advisory Council of the WPB has urged that special assistance be given the seat industry in obtaining materials and man-power, but with many war production headaches already, there is little likelihood that the WPB will be able to lend any aid or comfort on this front.



In This Issue

Table listing contents: Bands & Vaude Grosses, Burlesque, Carnival, Circus, Classified Ads, Cocktail Combo, Coin Machines, Fairs-Expositions, Final Curtain, Births, Marriages, General Outdoor, Legitimate, Letter List, Magic, Merchandise-Pipes, Music, Music Merchandising, Music Popularity Chart, Night Clubs, Parks-Pools, Pipes for Pitchmen, Radio, Repertoire, Reviews, Legit, Night Club, Vaude, Rinks-Skaters, Roadshow Films, Routes, Acts, Carnival, Circus, Ice Shows, Television, Vaudeville, Vending Machines.

The Billboard, Main Office, 25 Opera Place, Cincinnati 1, Ohio. Subscription Rate: One year, \$7.50. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under Act of March, 1897. Copyright 1945 by The Billboard Publishing Company

Fem Orks OK --- Even Under WMC Ops' Nix

Demand Increasing Anyway

CHICAGO, Feb. 3.—Midwest bookers and operators are divided over the question of whether girl combos are the answer to continuing bistro shows.

Problem of securing talent is natural since recent federal recommendations to grab civilian males for war work came to a head this week. If the "work or fight" bill which the House passed this week becomes a law, male vaude and night club talent will be drawn heavily because it is not considered essential.

Dissent over fem musikers has centered about whether girls are the equal of men, musically. Don Garra, of the Sligh & Tyrrell Office here, who is booking three girl bands averaging 12 pieces each, said ops of spots which have booked girl bands are entirely satisfied and want repeat dates.

As to the musicianship of fems, he points out that they play a book of from 40 to 50 special arrangements, done by an arranger who does similar work for male crews. Only difficulty is that girl musicians cannot lick the aches of a series of one-nighters. Therefore, he said, location dates have proved more successful for the girl units.

One booker said he has eliminated girl combinations from his stable because they're temperamental and cannot be relied upon. Previous experience, he said, has taught him that girl units often break up, but quick, leaving the op without an attraction, and the booker loses his contract with the spot because of the girls' inconsistency. Ops, he added, are generally against using girl units because most of their wartime customers are women, who prefer pants on musicians.

Trade sources agreed that the requests for girl units are increasing. Niteries in service camp areas have always been asking for girl entertainers, but even their yells for fems are growing. The recent demand has had little effect upon the dough which bookers get for the girls. Since the start of the war, girls have asked and have obtained about the same salaries as male musicians—about \$125 weekly for a girl single outside Chi, about \$50 weekly for local spots.

ROY ACUFF

Where There's Smoky Mountain Music There's B.-O. Fire

THE ball of box-office fire who came out of the hills of Tennessee, Roy Acuff, bypassed big-league baseball to fiddle over Station WNOX, Knoxville. That was seven years ago, seven years that have built Acuff, *Grand Ole Opry* and Smoky Mountain music into pure gold on the air (Coast to Coast over 129 NBC stations), in the juke boxes (thousands of pure Acuff corn platters spin thruout the nation to the tune of a nickel in the slot) and on the screen (Roy's been featured in five motion

pix to date and more are a-comin'). Acuff's easy vocalizing has helped his fiddle put him across to such an extent that he could have been governor last year if he had really put his heart into it, which he didn't.

He'd rather get before that there microphone and let himself go than lay down the law in the local white house. Of course, he likes the idea that his songbooks get plenty of play wherever the Acuff voice calls the listeners to song. In fact, whenever they say he's handing out corn, he says: "Okay, but now isn't that corn long and green."

It is, at all the box offices known to man and beast.

MORE GENERAL NEWS ON PAGE 32

Legislator Seeks Ban on Union Levy For Political Fight

HOLLYWOOD, Feb. 3.—Fracas between AFRA and Cecil B. DeMille over payment of \$1 assessment had repercussions in the State Legislature this week. Assemblyman Davis introduced a bill which was termed a protection for union members against being forced to contribute to political campaigns.

New bill would make it unlawful for any labor organization to assess its members to fight any political bill which might come up on future ballots. It would also make it unlawful for union to suspend or fine any member for refusing to kick in.

Disked Overseas Reports Get Thru, Says Leland Stowe

NEW YORK, Feb. 3.—Leland Stowe, Blue web correspondent just back from a six weeks' tour of the European theater of operations told a press luncheon Wednesday (31), that the best possible way for a radio reporter to be allowed to work is to have his shows recorded in New York for later re-broadcast. Stowe said that having the company put the programs on disks eliminates the risk that atmospheric disturbances will cut a live show off the air.

The correspondent said that a definite time sked that has to be followed when programs are heard in the States leaves the reporter open to all sorts of risks. "Working in the field out of an army transmitter, especially when the enemy is lobbing shells into the area, is difficult because you never know when you'll have to move. When your show is going on disks you can travel back to Paris and work out of that transmitter. Furthermore, you can do your program at almost any time so that you can avoid atmospheric disturbances.

"The reporter who has to meet a live show deadline," he continued, "may work all day covering a beat of perhaps 50 miles thru snow and battle and has to rush back to his transmission point to meet a split-second deadline. And when he gets back atmospheric conditions often knock his stuff off the air completely. That's a terrific waste of manpower. Thru using recordings, I was able to get thru 11 out of 12 shows. Bill Shirer, of CBS, doing a job similar to mine, lost one half of his programs because he had to work live."

The recording technique which Stowe described is the same one which the BBC has used with great success since the war started.

WJJD Wins WLB Pancake Turners Decish Over AFM

CHICAGO, Feb. 3.—Jimmy Petrillo suffered another defeat at the hands of the War Labor Board this week when the Sixth Regional WLB handed down a decision in Chicago defeating Petrillo in the fight he has been having with WJJD, local indie, since March of 1944. Petrillo's AFM Local 10 attempted to force the station to hire six more union musicians to turn platters. The station has contended that the 10 union musicians they hire for \$90 a week, that included only about 20 hours of actual rehearsing and broadcasting, should also turn records. The board, chairmaned by Edgar L. Warren, ruled in favor of WJJD.

WJJD's contract with the union expired March 15, 1944. On April 14, the union struck when the station would not hire a total of 16 union members. Thruout the next few months the case was heard by government conciliators and finally by the War Labor Board. No wage dispute was involved in the controversy.

Ironic note in the WLB's ruling was the portion devoted to a statement of the length of the contract period on which it was ruling. It stated that the terms as it outlined, should be in effect for a year after the expiration date of the old contract. Since the old contract expired in March of 1944, about 11 months ago, the board settled the controversy, in reality, for a period of only one month.

Wurlitzer Joins One-Shot Holiday Broadcast B.-R.'s

CHICAGO, Feb. 3.—Holidays, which networks and key stations and the little percolaters, too, have looked upon since the birth of commercial broadcasting as expensive luxuries are being turned into the same type of profitable operations that all the rest of the year has been for some time for time peddlers.

Instead of canceling regularly skedded shows and broadcasting costly sustaining public service holiday offerings, the nets now build the one-shot salutes far enough in advance so that the sales departments can go out and sell 'em to advertisers who do not fall into the category of regular bank-rollers.

Program departments of two of the four nets are now planning packages as far ahead as next Christmas.

They're out selling them, too. Naturally, Elgin Watch will be back with plenty of moola, as will Fleischmann Yeast for those Thanksgiving and Yule salutes with all-star shows up to two hours in length. Elgin and Fleischmann were the trail-blazers and the nets have plenty of case history stuff for those who are following the one-shot holiday trail.

Latest special has been set by MBS for Rudolph Wurlitzer Company. One-hundred-station one-shot net program will be aired in commemoration of Lincoln's birthday.

The program, *Abe Lincoln's Story*, is a prestige gesture by Wurlitzer to keep its name before the public.

The Wurlitzer company began spot announcements January 29 on 19 Midwest and Eastern stations to prompt people to sell used instruments to the company for repair and resale. However, only brief mention of the Wurlitzer company will be made on the Lincoln Day net program.

Promotion of the program will be extensive. The radio page of leading metropolitan papers will carry advertisements, and broadsides have been sent to all Wurlitzer dealers to invite customers to listen. Public and parochial schools in 100 cities have been contacted by mail and telephone. Also, transcriptions of the broadcast will be available to boards of education that want to use the program for educational FM broadcasts at a later date.

Schwimmer & Scott Agency is handling program and promotion. Plans to bring Ray Johnson, New York actor to Chi for the Lincoln role have been nixed because of ODT restrictions, so program will be piped from the Guild Theater, New York, to network. Alan M. Fishburn will produce.

Morris, MCA Vie For 'Holmes' Show

HOLLYWOOD, Feb. 3.—William Morris Office this week faced a sharp fight with the Music Corporation of America (MCA) when MCA indicated that it was trying to take over the Sherlock Holmes show on Mutual. MCA is offering more dough before the Conan Doyle Estate, the owner of the rights, as bait, according to reliable trade sources. Contract renewal time is up both for the agents and the sponsor and William Morris wants to take over the program as its package.

However, MCA has told the Doyle Estate and its representative, that it can get more dough out of the ad agency, Young & Rubicam. Another factor in the situation is the possibility that Petri Wines may not renew. If that is the case, the Morris Office wants to have exclusive possession of the show so that it can offer it to other sponsors without interference from other agents.

Morris is working on the deal and will hold a meeting with Harry Ackerman, Y&R radio v.-p. next week to thresh the thing out. Morris wants exclusive agent's contract and at least 10 per cent of a package price yet to be set.

Phil Opera Replies To Hurok 60G Suit

PHILADELPHIA, Feb. 3.—Philadelphia Opera Company canceled a contract for a three-country tour with a New York booking agency because it feared heavy financial loss and also suffered a shortage of singers. Attorneys for the opera company gave these explanations Tuesday (30) in filing an answer to a \$60,000 breach-of-contract suit filed in U. S. District Court here by Hurok Attractions, Inc., of New York.

The contract, signed in March, 1944, called for performances of *The Merry Widow*, *The Marriage of Figaro* and *Tosca* for a 12-week period in the United States, Canada and Mexico. Hurok guaranteed the company \$7,000 a week, plus 50 per cent of gross receipts above \$12,500. When the contract was broken, Hurok claimed, the agency had to hire another company to fulfill its commitments at \$9,000 a week, and was subjected to other expenses totaling \$26,000.

Philly Opera Feared Loss

In its answer, Philadelphia Opera said it operated on the basis of an annual loss of \$10,000 to \$15,000, which is made good by its patrons. If it had fulfilled the contract, the deficit would have mounted to between \$40,000 and \$45,000, the answer stated.

Hurok had substituted the City Center of Music and Drama in New York to fill the dates lined up for the local singers. The answer, filed by Edward S. Lower, counsel for the local company, claimed that Hurok, by substituting the New York company, averted a financial loss.

Nix Blue Shifts, So Tuesday at 9 Goes Sustaining

NEW YORK, Feb. 5.—Baritone Norman Cordon will move into the Blue web's Tuesday 9 p.m. slot with a music sustainer as soon as Gracie Fields vacates. Slot was supposed to go to Joe E. Brown's *Stop or Go* as part of a deal to put the U. S. Steel-Theater Guild seg on the air, but the shifts have fallen thru.

Blue intended to clear 10-11 p.m. Sundays for the Guild show by taking the American Meat Institute's *Life of Riley* out of its present 10-10:30 slot and putting it into Brown's 8:30-9 slot. However, the Meat Institute refused to be stuck in opposite the Eddie Bracken seg which preems (4) on NBC.

On top of the meat group's squawk, Young & Rubicam, which has the Tuesday 8:30-9 slot for Allen Young, sponsored by Bristol-Myers, protested that putting Brown in at 9 would be unfair to the drug firm. Brown is bank-rolled by McKesson & Robbins, makers of products similar to Bristol-Myers.

Hence, Norman Cordon, sustaining.

Selznick Spots Pix Over 150 Outlets, His First Air Ads

NEW YORK, Feb. 3.—Selznick International Pictures will shortly enter radio advertising for the first time with a spot campaign on over 150 stations plugging the outfit's pix. Deal was skedded to start January 15 with *I'll Be Seeing You*, first movie being plugged, but Foote, Cone & Belding, agency on the account, was unable to get the time cleared.

Plan is to use one-minute spots day and evening, live or transcribed, with a live tag and 30-second e. t.'s in large and small markets. Contracts will be for 52 weeks.

"The greatest thing, bar none, in all the world—LOVE."

TICKETS

of any description.

Order them in ample time for spring. That's NOW.

THE TOLEDO TICKET CO.
Toledo (Ticket City) 6, Ohio

STOCK TICKETS	SPECIAL PRINTED
One Roll \$.75	Cash with Order. Prices:
Five Rolls 3.00	2,000 \$4.29
Ten Rolls 5.00	4,000 4.83
Fifty Rolls 17.00	6,000 5.87
100 Rolls 30.00	8,000 6.91
ROLLS 2,000 EACH.	10,000 7.15
Double Coupons.	30,000 10.45
Double Prices.	50,000 13.75
No C. O. D. Orders.	100,000 22.00
Size: Single Tkt., 1x2".	500,000 88.00
	1,000,000 170.50
	Double coupons. Double prices.

They Still Cow-Catch and Hitch

Church Group Issues Guide To Listening

Top Segs Notable by Absence

NEW YORK, Feb. 3.—The Congregational Christian Churches, one of the largest of the Protestant groups in the country, this week issued a pamphlet of radio listings reporting its choices for air shows which, in the words of the foreword "should be of interest to church men and women and their families." The listings, probably the first on radio ever issued by a church group, were prepared, says the book, by Everett C. Parker, the outfit's radio director, in co-operation with Dr. James R. Angell and Dwight Herrick of NBC, Dr. Harry Summers of the Blue, Dr. Lyman Bryson of CBS and Jim O'Bryon of Mutual.

The listings are divided into the following classifications: religion, news and public affairs, education, drama, music and variety. Each program included has a brief description and a symbol indicating whether or not it is recommended for men, women, adolescents or children.

The "Absent" Programs

Conspicuously absent from the pamphlet, which was prepared with the aid of web execs, are key net shows like Bob Hope, Charlie McCarthy, *Hall of Fame* and the *Hit Parade*. In fact, only seven shows are recommended in the variety group. Of that seven, two, *We the People* and *Truth or Consequences*, are not usually referred to in radio as variety segs.

The foreword to the listings say that one of the reasons why they were issued is the fact that newspaper listings are difficult to understand because of space limitations, which means that abbreviations have to be used.

It is understood that further listings will be issued from time to time to keep the thing up to date.

Blue Co-Op Staff

Set; 4 New Men; Only 1 From Y&R

NEW YORK, Feb. 5.—Blue co-op program department completed its personnel expansion last week with four new men added to the division, only one of whom came from Young & Rubicam. Latest additions are George Fleming, who will handle co-op publicity; Harold Day, who will handle promotion; Lyndell Wilson, new assistant to Stanley Florshelm, head of the department, and Tom MacDonald, who will handle talent.

MacDonald, most recently in the army, was the one formerly with Y&R.

Judy Splinters An Eddy Regular

NEW YORK, Feb. 4.—The Nelson Eddy *Electric Hour* today added 17-year-old ventriloquist, Shirley Dinsdale, as a regular on the show.

Miss Dinsdale and her dummy, Judy Splinters, guested on three Eddy programs during January before she got a 13-week contract with options. The manner in which the Andrews Sisters' show has been cutting into the Eddy show rating is raising some Ayer headaches and they're going to do everything possible to get back those points.

Price is estimated by the trade at \$150 a week.

Less Agency Market Research In Post-War Forecast by Foote

CHICAGO, Feb. 3.—The possible shape of things to come in the post-war advertising agency business was outlined here this week by Emerson Foote, president of Foote, Cone & Belding at the annual meeting of the Central Regional Council of the American Association of Advertising Agencies. He foresaw agencies using more marketing research but not doing much of it themselves and also agencies getting back some of the functions which they have allowed to slip into the hands of talent agencies.

In his discussion of marketing research as differentiated from product research, Foote first suggested that the former phrase be changed to "selling research." He claimed this should be done because "the only valid reason for the expense of any form of marketing research is to help business sell more goods and at a profit. I think," he said, "the agency field has perhaps made a mistake in the past by trying to do too much of this type of research within the limits of the agency service."

"We in the agency field should not be backward about recommending and selling to our clients exceptional appropriations for selling research which we cannot carry out within the limits of our own organizations but which we can and should guide, direct and properly interpret. In the future, you will find, in my opinion, less actual research work within advertising agencies, but you will find an expansion of the advertising agency function in the form of expert research coordinators who will be within the agency organization and on the agency pay roll."

Then pointing to the rising production costs of radio, Foote made his suggestion that the agencies should regain some of the functions they have given to booking offices. "Talent costs have ballooned," he said, "no doubt due in some part to the free working of the law of supply and de-

mand, but also because nobody—neither advertiser nor agency—has been vigilant enough to keep excessive costs from creeping into talent expenditures.

"One factor has been the multiplying of commission because, in some degree, we have abrogated our own function to the people in the talent business—the talent agencies. In some cases we have just let them do our work. In other cases we have let them get payment for work they do not do. The talent agencies have gotten around to charging over-all commissions on so-called package shows and we come along and put a commission on top of that. Sometime, when advertising money is no longer easy, advertisers are going to get tired of paying two sets of people for doing the same work."

Another Once-Over For Blue Programs

NEW YORK, Feb. 3.—Blue's programming gets another once-over lightly within the next few weeks with show changes in the day and night pattern.

Variations by Van Cleave, sustainer currently on at 10:30 p. m. Sunday, moves to 11:30 p. m. Thursday, to make room for *One Foot on Heaven*, dramatic sustainer which was supposed to preem three weeks ago. *Blue Correspondents Abroad*, news show featuring David Willis out of Washington, will replace the Morton Downey show at 3 p. m., when it moves to Mutual February 5. *Appointment With Life*, currently in at 3:15 p. m. will move to 3:30 and *For You Alone*, the 3:45 show will take over at 3:15.

Putting *Correspondents Abroad* in at 3, now gives the Blue news on the hour from 1 p. m. to 4, with Baukhage at 1, John B. Kennedy at 2, *Correspondents* at 3 and *Time Views the News* at 4.

FM Allocation Expected To Stick Despite RTPB and Other Nixes to New Spectrum Slot

FCC Biggies and Men Behind Report May Have Inside Info

WASHINGTON, Feb. 3.—Despite FMBI, RTPB opposition, FCC will stand pat on FM allocation in 84-102 mc. band when the final decision is handed down.

This was the belief of every FCC insider and radio exec here today. Belief is based not only on finality of proposal report but on talks with commissioners and others.

FCC attitude is that upped FM assignment will be best for the industry in the long run and even if it is a hard swallow now it will pay off in the post-war era.

NAB will fall in line with FMBI and RTPB in opposing upping of FM, all signs indicate, altho no formal report has been made as yet by NAB's engineers.

Oral argument, set for February 28 on the allocations, may consume several days at least as it is expected that a good share of those who participated in the original hearings will ask for time at oral hearings.

FCC attitude on FM is reported to be that if switch is made in allocations it would mean shifting of entire spectrum plan. FCC also claims to have mysterious inside info from army that higher band is better for FM than present location.

RTPB is expected to urge, at oral arguments, that FM get 75 channels, 200

kc. wide, in the 43-58 mc. band with 15 set aside for commercial and 15 for educators.

There has been a report around Washington this week that the educators are not too happy over the new FM allocation but so far no peeps have been heard officially from the educational groups interested in FM, and it is reported that the Ohio State groups, already in the lead with a plan for a State-wide FM educational system, are agreeable to proposed plan and not planning to register any kick.

FMBI & RTPB Claim HF Uncharted

FMBI and RTPB will both argue at hearings that insufficient experimental work has been carried on to justify higher spectrum allocation. They will urge that before any definite commitment is made in higher space, that time be given industry to carry on experiments to determine if service is commercially feasible, meanwhile leaving FM where it is.

Regardless of the merits of FMBI, RTPB argument, FCC is said to be convinced that it has done a good job that even FM'ers will approve in time to come. Hence, unless some effective new argument can be found FM seems likely to remain in 84-102 mc. band when all the shouting is over.

Nixing Hasn't Worked So Far

Limited product manufacture a sponsor alibi but webs still seek way out

By Marty Schrader

NEW YORK, Feb. 3.—Radio's two most vigorous ghosts—cow-catchers and hitch-hikes—are still buzzing up the web air, despite all attempts to cut them out. Today's hikes and catchers are sweetened up a bit to soften the blow but they are the same old triple-threats they have always been.

Originally banned by CBS in a formal statement and by NBC in a less official way, the plugs, according to astute observers in the trade, are still being used, except that now they have window dressing. Prime examples are two of the top shows on Columbia and NBC. *Lux Radio Theater*, CBS's highest rating program is using a hitch-hike selling Spry and the *Kraft Music Hall*, NBC's No. 3 program, hikes for Kraft Dinner, a macaroni product. Both plugs, representative of what is happening on scores of shows, are dressed up by tossing a little music before and after them. But both plug a second product and both are used after the actual sign-off of the programs.

When Frank Sinatra was sponsored by Vimms, Lever Bros. used to stick in cow-catchers and hitch-hikes and the *Palmolive Party*, before it left the air, also used out-of-the-show commercials. Tobacco companies have been going in for them heavily since the cigarette shortage in order to sell pipe tobacco. Hildegard's *Raleigh Room*, for example, peddles butts and pipe weed, and *People Are Funny* sells Wings cigs and the pipe stuff. (Both NBC shows; both Brown & Williamson sponsored.)

On September 20, 1943, CBS announced that it was eliminating cow- (See *Cow-Catch, Hitch Buz* on page 10)

Subscription Radio To Get Channel in Commercial Band

WASHINGTON, Feb. 3.—When the shooting on allocations is over, subscription radio will be assigned one channel in the commercial band, according to the dope here today. Muzak has no assurance it will grab off the one channel, however, as the FCC is a little put out at the boys for failing to get on the air with the "experimental" permit granted back in 1940. The FCC feels that after five years the boys should have been ready to deliver.

FCC interest in subscription is sharp, however, and the commissioners are willing to go along to the extent of one channel as soon as the wartime ban is lifted. Two other outfits are currently interested in subscription, in addition to Muzak—Wired Radio, Inc., Philadelphia, and Henry Radio, Los Angeles, altho neither has yet filed for a license with the FCC.

FCC is just as interested in preventing "monopoly" in subscription as in straight commercial and consequently no one group will be favored. In fact, FCC will make every effort to encourage "healthy" competition. FCC'ers feel that one channel will be plenty for time being as this would provide three bands.

Peak Net Revenue in 1944 Expected To Prod Congress For Station Sales Policy

"Golden Age" Here As Web Affiliations Reach High

WASHINGTON, Feb. 3.—Unprecedented network revenues of \$126,330,491, reported by the FCC in a preliminary report on 1944 radio business, is expected to give new impetus to FCC demand that Congress hand down clear-cut policy on station sales. FCC is reported to feel that 1944 net revenues prove to the hilt the contention that outlets are being sold and bought not on physical equipment value but rather on tangible "frequency" value. Senator Burton Wheeler (D., Mont.), chairman of the powerful Senate Interstate Commerce Committee, was out of Washington during the week, but it can be stated that the huge sale figures will be called to his attention, if they have not been already, upon his return here, and another unofficial request will be made that the FCC letter of last July, asking clear-cut Congressional direction, be answered.

At year-end, FCC revealed, network major affiliations had reached an all-time high of 730 outlets compared with 661 December 31, 1943. While nets were growing, boom in outlet sales was reaching unprecedented figure also, with nine transfers taking place in last six months alone, and biggest single outlet deal in radio history, WINS, now on front burner.

Radio Deals Top Billion

More than \$1,000,000,000 was involved in radio deals during 1944, it is estimated unofficially, while value of actual equipment was less than a quarter of that sum. FCC is reported so concerned over the situation that a move is afoot to check actual value of outlets involved in 1944 deals against cost of equipment. Whether move will be carried out will probably be decided by FCC in not-too-distant future.

Network time sales have more than doubled in the five-year period since 1939, when they topped the \$26,000,000 mark, and are up 21.2 per cent over the 1943 total of \$104,243,322—indicating that the golden age of radio is here now. During the last year—a still further indication that the boom is on—Mutual affiliated 33 additional stations, bringing its total to 244; Blue added 20 for a total of 194; Columbia affiliated nine to make a total of 143, and NBC picked up seven for a total of 149.

Time Sales Up

Preliminary financial reports submitted by 569 standard outlets show increased time sales for 1944 over 1943 of non-network time to national, regional and local users. Total non-network time sales to national and regional users by these 569 standard broadcasts stations amounted to \$58,665,371 in 1944, an increase of 25.9 per cent over 1943 sales by the same outlets.

Non-network time sales to local and other users by these outlets totaled \$61,990,623, or an increase of 28.3 per cent over 1943.

FCC report revealed that there was a bull market in radio stations, with 160 outlets changing hands in 1944—an all-time record and more than three times the figures for 1943 when ownership of 45 was switched. Of the 160 sold, 33 brought more than \$100,000. The belief here is that the freeze of materials will shoot sales prices up even higher, despite the threat of FM in post-war radio field.

Small Outlets Bring Dough

That even small-fry stations are bringing dough in the sales market these late few months is indicated by a check of transfers since July, 1944. Here they are:

KEX (5,000 watts), Portland, Ore., purchased by Westinghouse Radio Stations, Inc., for \$400,000; WGL (250 watts), Fort Wayne, Ind., purchased by Farnsworth for \$235,000; KOV (1,000 watts), Pittsburgh, purchased by Allegheny Broadcasting Corporation for \$575,000; WCOB (500 watts), Boston, brought by Iowa Broadcasting Corporation for \$225,000; WNBC (5,000 watts), Hartford, Conn., bought by Yankee Network for \$220,000 plus but not to exceed

\$225,000; WLIB (1,000 watts), Brooklyn, bought by Dorothy S. Thackery (*New York Post*) for \$250,000; WSBC (250 watts), Chicago, purchased by Miller family for \$100,000; WHOM (1,000 watts), Jersey City, N. J., bought by Iowa Broadcasting Corporation (Cowles) for \$403,528.63, and WMBD (5,000-1,000 watts), Peoria, Ill., purchased by Carl P. Slane, Frances P. Slane and Elizabeth Talbot for \$114,750 (50 per cent of stock).

Other big deals that went thru earlier in 1944 include:

WIBC (5,000-1,000 watts), *Indianapolis News* for \$440,000; WINX (250 watts), Washington, purchased by Eugene Meyer (*Washington Post*) for \$500,000; WJJD (20,000 watts), Chicago, bought by Marshall Field for \$696,000; WXQR (10,000 watts), New York, bought by *New York Times* for \$987,000; KTAR (5,000 watts), Phoenix, Ariz., bought by John J. Louis for \$375,000.

DeMille-AFRA Epic Hits 'March of Time'

NEW YORK, Feb. 3.—The Cecil B. DeMille-AFRA fracas reached the air Thursday (1) when *The March of Time* gave DeMille three minutes to state his reason for refusing to pay the union's \$1 assessment. The veteran director was introduced to the radio audience as a "citizen" with the right to voice an opinion rather than in his professional capacity as emcee-producer of the *Luz Radio Theater*. An AFRA representative will air the union's side next Thursday (8) on the mot (Blue, 10:30-11 E. W. T.)

DeMille repeated his reasons for disagreeing with the California Superior Court decision that he could be barred from the air for not conforming with the union's rules. He said that the principals of Jeffersonian democracy and freedom itself were involved in the case.

The AFRA rebuttal will probably be made by a West Coast public figure. AFRA Prexy Lawrence Tibbett will not be able to do the job since he is skedded for a professional engagement the night of the broadcast.

WNAC, Yankee Show-Building Something To Brag About

BOSTON, Feb. 3.—With the greatest billings and largest number of renewals in the history of the station, WNAC and the Yankee Network have proven that a local station can build shows and make a city program conscious against the competition of the big networks. The close of 1944 found Yankee's WNAC under Linus Travers, v.-p., doing a solid job of entertaining the public, servicing sponsors and originating more Coast-to-Coast programs than any other New England station.

The old gripe of the agency boys that few local radio stations have initiative and imagination may remain true elsewhere. But proof that WNAC and the Yankee Net can build shows of top entertainment caliber puts that org in a class by itself as far as the local picture is concerned, with the agencies quick to admit the fact.

Org Pushes Shows

According to Travers, the favorable picture would not have been possible without organizational effort to push shows. Failure at any point in production, showmanship or promotion would have scuttled the show-building project before it started.

Proof that local sponsors will get aboard a good show is shown by the results chalked up by two new Yankee Net programs, a local *The Answer Man* and *Tello-Test*. Former show was sold to Gilchrist's, large Boston retail store; lat-

Strictly Corn

CHICAGO, Feb. 3.—The Jack Armstrong cast is chuckling because the cereal advertised on their series is being used by sound men on another NBC show to simulate the wholesome crunchiness of a rival cereal. One of the sound men says: "What's the difference? It's all corn."

American Can Reported Buying Marx Package

NEW YORK, Feb. 3.—That Groucho Marx package, which the William Morris Office has been trying to peddle all around the lot in the last two months appears, according to a reliable source, to be about sold. Prospective sponsor is the American Can Company thru Young & Rubicam.

Y&R, Morris reps and American Can officials will meet in the middle of next week to reach a final agreement. Show has been offered to several sponsors in the past, among them Goodrich Rubber Company and Chrysler Motors, but there have been no takers. It's said in the trade that Marx's bang-up job on the *Philco Hall of Fame* show last week may be the clincher, for up to now his net shows haven't gathered any Hoopers to be proud of.

At Last! CKLW Sells Airplanes

DETROIT, Feb. 3.—A new radio "first" is being set at CKLW, with probably the first program—at least here—to sell airplanes to the public via air. Sponsor is Twin Sales & Service, in the suburb of Plymouth, which is using spots twice a week on *Early Morning Frolics*, the station's best-known participating show, featuring Joe Gentile and Ralph Binge.

The sponsor runs a used airplane lot, similar to the familiar used car lot, and is buying up second-hand planes from the army for sale to the general public. New sponsor, incidentally, marks a new high in versatility for products sponsored by the Gentile-Binge show, with some of the more varied products already sold on the show including houses, diamond rings and the proverbial kitchen sink.

Time Buys Chi Bldg.; Blue's Move Sensed

Mag's Sub. Dept. to Shift

CHICAGO, Feb. 3.—Sale here this week of the Michigan Square Building, on upper Michigan Boulevard, to Henry R. Luce's *Time* magazine holdings for a reported \$2,250,000 has the radio trade saying that the building will be the home of the local Blue Network operations as soon as the net can get building and transmitting equipment. Altho E. R. Boroff, vice-president of Blue here, said that as far as he knows New York execs of the web have not decided to move Blue's local workings into the Michigan Square Building, the trade says that since *Time*, Inc., owns 12½ per cent of Blue's stock, it will logically develop that the two companies will have their local operations housed in the same building.

Time officials who announced the purchase said that they would move part of their subscription department, which is headquartered in Chicago, into the Michigan Square Building. Since the 10-story building contains about 200,000 square feet of floor space, and since most of the present tenants have been ordered to vacate by May 1, the trade asks what *Time* will do with all the space, and comes to the conclusion that eventually Blue will move in.

Building Could Hold Blue

The fact that the building has a foundation for 15 more stories also makes the gossipers here say that it could accommodate Blue very well. To the rumors, however, Boroff answers that he has not made up his mind. He still is considering other buildings, he says, and also is thinking of constructing a building for Blue's post-war operations here. He said that James Thompson, head of the Wacker Corporation, which controls the Civic Opera Building here, is drawing up plans for the conversion of part of the building into office space and studios for the Blue's consideration.

At present Blue is housed with NBO in Chi's Merchandise Mart and does not have sufficient room. Boroff said he thought highly of building because he didn't see the sense in spending three-quarters of a million dollars to remodel a building when he could build one maybe for about a million dollars. He said, too, that he saw no reason for rushing into anything now, when as yet the net hasn't made complete plans for its future FM and television operations.

To the rumors that the net had received permission from the WPB to use radio and building material in the near future, Boroff said nix. He indicated that it would be quite a while before the Blue did any moving here.

NBC 9-9:30 A.M.

Spot Gets Another Health Treatment

NEW YORK, Feb. 3.—A half-hour audience participation show on NBC's 9 to 9:30 a.m. week-day spot will replace the current *Mirth and Madness*, beginning February 19. Ed and Polly East will head the new show. Ransom Sherman, scripter and star of *Mirth and Madness*, is ending his stint due to "health reasons," according to the web.

The Easts were formerly on Blue's *Ladies Be Seated*. Title for the NBC eeg has not yet been selected.

WHO CARRIES
50 TELEPHONE
BOOKS AROUND
IN HIS MIND?

SEE PAGE 12

first things first

Sometimes the hard way is the easiest—if you go at it right.

Here at Mutual we're busy building a better network. For a solid decade, this has been a good network. To make it better—better for listeners, for artists, for stations, for clients—is a large order. And we plan to do it soundly, concentrating continuously on *first things first* in all our operations.

Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting's quarter-century . . . a lineup of practical know-how outstanding in all radio.

This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff,

headquartered in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern . . . with the listener—the family on the receiving end of radio—foremost in our planning at all times.

Shouting from the housetop has no place on the Mutual schedule, but as we build upon this sturdy foundation, we think our "hard-way" approach may prove the easiest route to a better network after all. We'll let you know.

MUTUAL
BROADCASTING SYSTEM



COMMERCIAL IMPACT COMPILATION

VOL. II. No. 1

FEBRUARY, 1945

(Presenting the "FIRST TWENTY-FIVE" nighttime and "FIRST TEN" daytime programs in order of their Impact Rating* and based upon their Hooperating of January 31)

Programs Nighttime	Impact Rating*	Sponsor Identi- fication	Product Identi- fication	Sponsor	Product	Agency	Net	Hooper- ating
BOB HOPE	28.1	82.3	81.5	Pepsodent	Toothpaste	Foote, Cone & Belding	NBC	34.1
FIBBER McGEE & MOLLY	25.7	83.4	83.4	S. C. Johnson	Wax	Needham, Louis & Brorby	NBC	30.8
RADIO THEATER	22.4	91.4	91.3	Lever Bros.	Lux	J. W. T.	CBS	24.5
WALTER WINCHELL	20.3	80.3	79.6	Jergens	Lotion	Lennen & Mitchell	Blue	25.3
BING CROSBY	18.6	72.1	25.6	Kraft Cheese	Cheese & Velveeta	J. W. T.	NBC	25.8
CHARLIE McCARTHY	17.1	70.5	70.2	Standard Brands	Chase & Sanborn	J. W. T.	NBC	24.2
JOAN DAVIS-JACK HALEY	16.1	87.0	84.3	Sealtest	Milk & Ice Cream	McKee & Albright	NBC	24.0
SCREEN GUILD PLAYERS	15.5	66.1	66.1	Lady Esther	Cosmetics	Blow	CBS	23.4
JACK BENNY	14.6	60.3	59.9	Am. Tob. Co.	Lucky Strike	Ruthrauff & Ryan	NBC	24.2
TAKE IT OR LEAVE IT	14.3	76.9	76.9	Eversharp	Pens & Pencils	Blow	CBS	18.6
YOUR HIT PARADE	14.2	79.6	79.0	Am. Tob. Co.	Lucky Strike	PC&B	CBS	17.8
BURNS & ALLEN	13.0	73.8	73.2	Lever Bros.	Swan	Young & Rubicam	NBC	17.6
**HILDEGARDE	12.7	66.0	66.0	Brown & Williamson	Raleighs	Seeds	NBC	19.3
EDDIE CANTOR	12.6	60.2	47.6	Bristol-Myers	Trushay, Sal Hepatica	Y&R	NBC	21.0
MR. DISTRICT ATTORNEY	11.8	46.9	44.3	Bristol-Myers	Vitalis, Ipana	DC&S	NBC	25.1
FITCH BANDWAGON	11.1	68.3	68.3	Fitch	Hair Dressing	Ramsey	NBC	16.2
BOB BURNS	10.5	57.0	56.7	Lever Bros.	Lifebuoy	R&R	NBC	18.5
TRUTH OR CONSEQUENCES	10.5	66.9	66.4	Procter & Gamble	Duz	Compton	NBC	15.7
ABBOTT & COSTELLO	10.2	49.4	49.4	R. J. Reynolds	Camels	Esty	NBC	20.7
THANKS TO THE YANKS	10.2	75.9	75.6	R. J. Reynolds	Camels, Prince Albert	Esty	CBS	13.4
PEOPLE ARE FUNNY	9.8	81.1	59.7	Brown & Williamson	Wings, Raleigh Tob.	Seeds	NBC	16.1
AMOS 'N' ANDY	9.8	59.3	59.1	Lever Bros.	Rinso	R&R	NBC	16.5
VOX POP	9.7	63.7	63.7	Emerson Drug	Bromo-Seltzer	R&R	CBS	15.3
DINAH SHORE	9.1	51.7	50.7	General Foods	Bird's-Eye	Y&R	NBC	17.6
MYSTERY THEATER	8.4	62.5	62.5	Centaur	Molle	Y&R	NBC	13.5
***KAY KYSER				Colgate-Palmolive-Peet	Palmolive Soap	Batea	NBC	18.5
Daytime								
MA PERKINS	6.2	73.3	69.3	Procter & Gamble	Oxydol	D-F-S	CBS	8.5
PEPPER YOUNG'S FAMILY	5.3	63.6	58.9	Procter & Gamble	Camay	Pedlar & Ryan	NBC	8.3
BREAKFAST AT SARDI'S	5.3	66.6	62.1	Kellogg	Pep	Kenyon-Eckhardt	Blue	7.9
KATE SMITH SPEAKS	5.2	71.5	67.1	General Foods	Calumet, Swansdown	Y&R	CBS	7.3
MA PERKINS	4.8	73.4	69.0	Procter & Gamble	Oxydol	D-F-S	NBC	6.5
BIG SISTER	4.6	74.7	71.2	Lever Bros.	Rinso	R&R	CBS	6.2
LIFE CAN BE BEAUTIFUL	4.5	54.8	48.7	Procter & Gamble	Ivory	Compton	CBS	8.2
WHEN A GIRL MARRIES	4.4	43.3	35.7	General Foods	Various	B&B	NBC	10.2
AUNT JENNY	4.3	67.9	67.9	Lever Bros.	Spry	R&R	CBS	6.4
BREAKFAST AT SARDI'S	4.3	52.4	41.4	Procter & Gamble	Ivory Flakes	Compton	Blue	8.1

*Percentage of audience tuned to program and conscious of sponsor.

**Includes computed measurement for Eastern area portion of

this Hooperating.

***This program has not been on the air long enough to obtain a base for a sponsor identification rating.

The "Commercial Impact Compilation" is protected by the copyright of The Billboard and infringements will be prosecuted.

Blue Web Makes A 3-Day Report To Its Stations

NEW YORK, Feb. 3.—Blue web will hold a three-day, 15-minute closed-circuit session Wednesday, Thursday and Friday (7 to 9) to tell stations about changes in program policies and new plans for the web. It is expected in the trade that the net's ad policies will also be under discussion during the talks.

Web heads say that the three-day session will cover routine program and policy matters and report the decisions of the meeting last week of the affiliates advisory board, which really did some advising during its last meet.

POSTWAR PLANS SURVEY SHOWS...



Worcester home owners, 51%, will paint, reroof, buy oil burners, kitchen or bathroom units. Half of the renters want to buy or build.

WTAG

WORCESTER

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Write for pamphlet "How To Sell Yourself," free samples, price list B. Mail orders everywhere.

8 x 10
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100...\$6.60
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BBD & O
and all important Advertising Agencies use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.
Samples free.

1619
Broadway
New York 19

TUNE-DEX

WHO CONDUCTED
A MENTAL
TREASURE HUNT?

SEE PAGE 12

RADIO STATION DATA BOOK

Complete information on more than 5000 broadcast stations all over the world. FM and Shortwave included. Listed three ways for easy reference. Network outlets in each city at a glance. Handy 6x9 size, 50¢ a copy postpaid. **DX ALMANAC**, 15 Ellsmere St., Worcester 3, Mass.

Audience Ratings Thru Wringers

Impact Rating Set At Last

Waste circulation, sans ad-ears, eliminated in commercial effectiveness tabbing

NEW YORK, Feb. 3.—Once again *The Billboard* has put program ratings thru the wringer and taken out the water. Whereas in the past the Hooperatings in all *The Billboard's* indices were used in their raw form (meaning unweighted; just as they come in the regular three-times-a-month reports) for the bi-monthly *Commercial Impact Compilation*, in this issue the CIC presents the top 25 evening programs in the order of their commercial impact. This means their Hooperatings multiplied by the percentage of their listening audience that can identify the sponsor of the program. The rest of the audience can't possibly lead their owners to buy the sponsor's product. They don't know who the bank-roller is.

Some research authorities who served on the consulting board that established the new rating base insisted that the product identification rating instead of the sponsor identification would be more accurate as a base since it's possible that a listener might know sponsor and not product. Only in the cases of Bing Crosby and Eddie Cantor, however, do the evening show product-identification figures differ much more than 1 per cent from the sponsor identification figure.

Daytime Difference

Among the daytime shows, the variance between sponsor and product identification figures is more pronounced, ranging from 12 per cent on the Procter & Gamble seg of *Breakfast at Sardi's* to no difference at all on Lever Bros.' *Aunt Jenny*, which has been plugging *Spry* ever since the program went on the air. There is generally a direct relationship between the length of time a program has been on the air selling a product and the product identification. If it's been on for one sponsor and one product long enough, the two ratings, sponsor and product, will be virtually identical. The CIC Index in this issue prove this. However, since the man-

Almost Dis-Guested

NEW YORK, Feb. 3.—That Earl Wilson show on Mutual seems headed for a stormy career. Two weeks ago Wilson had trouble with the censors and last week he had trouble with a guest.

Warners' star, Ann Sheridan, currently under suspension by her studio for refusing to make a film, did the guest spot, but only after a battle with WB. Company contended that even tho Miss Sheridan was still under suspension, they still had control over her public appearances. Studio decided that she should not go on the air. The only way she could was to sign a waiver on her contract, making her temporarily a free agent. She did, and Wilson had a guest, but it was a tough fight.

ufacturer's name does sell products, the committee agreed to the sponsor rating as a base.

Crosby Product Flop Rating

The case of Bing Crosby, with his 72.1 sponsor identification figure and his 25.6 product identification tab, may be traced to the fact that, altho he's officially rated as selling Velveeta Cheese and therefore gets a "No" if the listener doesn't tab the Crosby product as Velveeta, many of his programs sell Philadelphia Cream Cheese, Miracle Whip, Kraft Dinner and a host of other Kraft products. Sometimes it's almost impossible to catch the Velveeta credit, and Ken Carpenter, Kraft spieler, hits the company name, K-R-A-F-T, so hard that anything that follows it, such as Velveeta, is just so much lost wordage on the eardrums of the radio audience. That's why the Bing Crosby *Kraft Music Hall* misses out in the formal tabulation of product identification. Since the sponsor figure is used in the tabulation, however, Crosby lands solidly in the fifth slot of the *Commercial Impact Index*.

With this decision made, the impact rating was arrived at and the *First 15* under the influence of sponsor identification did some tricks. The first two Hooperated programs, Bob Hope and *Fibber McGee and Molly*, remain in the win and place order. Bing Crosby, Number 3 in the Hooperating for January 30, drops to Number 5 in the adjusted impact rating.

Winchell Fourth

Walter Winchell, who has sold the Jergens' name like the flack that he is, holds down the same position, four, in the impact rating that he holds in his Hooperatings.

The first big upset took place in the ratings of *Mr. District Attorney*, the program delivering audiences at the lowest cost per urban thousand (based on talent alone) of all the programs rated in the January 30 report. D.A. is a fifth in the Hooperatings and fifteenth in the *Impact Index*. It has a Hooper of 25.1 and an (IR) impact rating of 11.8. It's one thing to reach an audience. It's another thing entirely to impress upon the audience a sponsor and trade name. It's the latter factor that keys the IR which tells the sponsors the truth of how a program is selling.

Drying Out Abbott and Costello

Second program to have the greatest amount of water squeezed out of its rating in the first IR is the Abbott and Costello show. This seg is rated 20.7 in the Hooper and 10.2 in the impact rating, the IR being just half of the Hooper. The reverse is true in *Take It Or Leave It*, which is natural, as it's a one glorious, half-hour commercial plug. It rates 18.6 in the Hooper but 14.3 in the impact index, there being only 4.3 difference between the two.

Other facts in the *Evening Impact Index* that point to the top job certain ad agencies are doing are that the *Live Radio Theater* IR is actually only 2.1 behind its Hooper and *Thanks to the Yanks* delivers the identical impact rating as Abbott and Costello despite the fact that A and C have nearly one-third more listeners, 20.7

vs. the 13.4 Hooper of the Bob Hawks seg. There's nothing secret, hidden or mysterious about the drying-out process of the impact rating. It's just the fact that the part of the audience that doesn't know its sponsors is okay to talk about, but no help in the cash register.

Revolutionary Daytime Tab

The daytime index is more revolutionary than the evening in what it does to shows that in the past have been thought tops. Four of the first 10 (Hooperatings) don't make the impact rating index at all. The Number 1 Hooperated daytime show drops down to IR No. 8 when the water is squeezed. It collects 10.2 on the overall tabbing but drops down to 4 when those who don't know the guys who pay the bills are eliminated from the listeners who count in the pocketbook.

Dancer-Fitzgerald-Sample Beating

Agency daytime shows that take beatings when the water is squeezed out of the ratings are the Dancer-Fitzgerald-Sample babies, with three D-F-S shows out of the top 10 Hoopers not making the top 10 impact rating. The importance of the commercial job on a show is indicated typically by the two segs of the *Breakfast at Sardi's*—the future *Breakfast in Hollywood*. Altho the Compton Agency's 15 minutes for Procter & Gamble has a Hooper of 8.1, it's No. 10 in impact, and the Kenyon-Eckhardt seg for Kellogg, with a 7.9 Hooper, is Number 3 in impact, a whole point of impact ahead of the Ivory Flakes pitch, *Breakfast*, 5.3 vs. 4.3.

It's an Agency Tab

The *Commercial Impact Compilation* has always been the only report which pointed the finger at the job being done commercially by the ad agencies. With listing the shows in the order of their ability to deliver audiences that have been conditioned to the sponsor, *The Billboard* has made another step forward for sponsors. It has put the spotlight on broadcasting as an advertising medium.

Advertising still pays off at the point of sale with consumers who know what they want to buy before they step into the store. That's what *The Billboard Impact Rating* tabs. However, the trade knows

WMAQ Boosting Time-Rate Base

CHICAGO, Feb. 3.—For the first time since 1940, WMAQ, Chicago owned-and-operated NBC outlet, will raise its time rate, effective March 1, 1945. Base daytime hourly rate for the station is now \$400, and its base evening hourly rate is \$800. The new sked will be \$450 gross hourly daytime, \$900 nighttime. Increases for other periods will be in proportion.

Oliver Morton, WMAQ sales manager, said that the new increase is being put into effect because the station is now operating with increased costs and because its audience size has increased. New rate card, which is said to be so simple that frequency and other discounts can be figured at a glance, will be out in a week or so.

Current advertisers and those who buy time before March 1 will be able to get the present lower rate until February 28, 1946. Those who are not now buying time on the station, and those who start new shows after March 1, will have to pay the increased rate after that date. Station expects to increase its yearly gross about 8 per cent with the new rate.

It has been said that altho the new WMAQ rate does not represent the start of a trend which would find all NBC stations increasing their rates, WTAM, NBC station in Cleveland, and KOA, net's outlet in Denver, are considering making rate-increase moves.

that the impact rating did not spring to life in this issue. Foote, Cone & Belding, Blow and a number of other ad agencies have been making up their own confidential impact tabs for some time. *The Billboard* has simply made the CIC an impact tab for everyone in radio—instead of for a few big boys. The impact rating, however, is just one of the new survey features sked for the next six months so that everyone may evaluate broadcasting in the \$\$.

KROD
CBS The Voice
that's heard all over the important!
EL PASO Southwest
1000 Watts - 600 KC
Dorance Roderick, Owner
Val Lawrence, Mgr.
HOWARD H. WILSON CO.
National Representatives

Bubrelles
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BARclay 7-5371

THEY listen-THEY respond to WLS NEWS

For ten cents, WLS listeners are offered a special war map prepared under supervision of WLS News Editor Julian Bentley. First announcement is made on newscast only.

Next morning, 4,318 dimes are received. By the second day, the total is 12,237. End of the week, 39,989—and with no more announcements, the total goes to 45,744. All announcements are made on newscasts only. This long established confidence in WLS news means RESULTS!

WLS complete news, supplemented by a broad coverage of all markets, weather, and other timely information, is one of several reasons for our million letters a year.

CHICAGO 7

RESULTS

Hooper To Sell CM Reports to Time Buyers

CAB Measurement Hit

NEW YORK, Feb. 3.—This last week the battle for supremacy among audience measurement orgs came right out in the open. On Thursday (1), C. E. Hooper, prexy of the Hooperating program-tabbing factory, announced that his *Continuing Measurement of Radio Listening* reports would be available to buyers of broadcast time just as they have been to the sellers in the past. Movie is the answer of the Hooper statistical plant to the announcement by the co-operative analysis of broadcasting a few weeks ago that it was going to make available city-by-city reports. The *Continuing Measurement*, three-times-a-year reports, are just that—city-by-city reports that cover 60 cities.

At a press conference, Hooper made his point that since his CM reports have been the basis on which stations in 60 cities that he uses have been selling time for over four years, it was logical that the buyers be placed upon the same basis as the sellers—and therefore his audience counters had decided to sell to the agencies, sponsors and networks, just as they had been selling to the stations.

In place of the exclusiveness which has marked the CM reports of the stations in the past, the Hooper org is going to give the station subscribers nationwide reports (as contained in the three-times-a-month "pocket-piece reports" and the "sectional ratings," released regularly three times a year. The stations will get their new services "for free." The agencies will pay for their city-by-city (CM) reports fees that will equal those paid by the 453 station underwriters.

CAB and Hooper Reports Differ

Among the points made by Hooper was the fact that the CAB reports (good or bad) do differ from the Hooperatings and if their city-by-city reports presenting one set of figures gained acceptance in agencies and were used to evaluate time buys and the stations used their Hooper CM studies for their selling efforts, the twain would never meet—and, said CEH, it's not too far-fetched to state that chaos might result.

Hooper also stated that, as far as his (See CM REPORTS MADE on page 12)

AFRA May Join RWG To Plug Chi

CHICAGO, Feb. 3.—The local AFRA organization hopped on the bandwagon of those in the radio trade here who are trying to find out why net shows have moved from the Windy City. The Radio Writers' Guild has already formed a committee to investigate this problem, with the ultimate purpose of trying to give Chicago radio a shot in the arm after the reasons for its net program lethargy have been found.

Ray Jones, executive secretary of AFRA, met at a private dinner this week with Virginia Payne and other leaders of the radio artists federation to discuss joining forces with RWG in the movement. No decision reached at the dinner but it was decided to bring the matter to the attention of AFRA's executive board next week. After that, it has been said, RWG and AFRA biggies will get together to map out a joint campaign.

Cow-Catch, Hitch Buz Web Air; Nixing Hasn't Solved Problem

(Continued from page 5)

catchers and hitch-hikes, effective October 1, 1944. NBC did not say that it was going to cut the plugs out. It did issue a statement of policy saying that it carried few of the outside commercials and that an agreement had been reached with all its clients. The Blue never took an official stand on the subject and Mutual has it currently under consideration.

Affiliates Yell

According to the trade, the major reason for the NBC and CBS action was the complaint of affiliates that hitches and catchers were cutting down the effectiveness of their station break announcements. Consequently, the stations' revenue dropped. Furthermore, the commercials tend to make the timing of a shows—gag shows in particular—a matter of split-second precision. In the past it was possible to leave a margin of 15 to 45 seconds at the end of shows, a margin which could be filled with music. Music ending one show and fanfare beginning another provided a framework that made spots work better. With separate commercials, this lee-way is eliminated.

Curtailed Products Force 'Em?

Sponsors today complain that they have to hike and catch. They say they do not have enough of each product to sell because of war restrictions. And if they do not have enough, they cannot justify the cost of their radio advertising. That's a sponsor's reason for doubling up.

After the war is over, it's expected, the clients will proceed to say that they want to double because there is so much competition. It's fairly obvious, say web continuity men, that sponsors will continue to demand the right to sell two products on a show. No one objects to that. But most sponsors want to do dual selling with hitch-hikes or cow-catchers. And that's when the nets and stations start to burn. The problem is to find an answer that will satisfy the broadcasters, the clients and the agencies. Sticking a little music in after the plug, as is being done today, is no solution. The stations are still kicking and even patient listeners are a bit annoyed.

According to one top agency exec, the ideal solution is to use the technique of dual selling that is followed on the Eddie Cantor show. In Cantor's seg Sal Hepatica and Ipana both receive equal billing and both are plugged within the program. However, many advertisers don't want to spend as much time on one product as on another. Tobacco companies, for instance, whose big item is cigarettes, do not want to dwell on the smaller item, pipe tobacco. In such cases, says this agency man, the sponsor would do well to devote the opening and closing commercial to the big product and give the middle time to the smaller one.

Bans, even with plenty, do not work.

No matter how hard and fast the rules, big sponsors can by-pass them and do, even if they kill the goose that lays the golden eggs—consumer acceptance.

CHICAGO, Feb. 3.—CBS and NBC key-station exec in Chi say that nixing of cow-catchers, as far as it has gone, has improved programing and that they will not be used again, sponsors willing. The Blue is discussing and considering cutting out use of cow-catchers, they say, but no decision has been reached by head execs in New York.

It's okay for a sponsor to run commercials on more than one product during a show, NBC and CBS execs say, but the cow-catcher, which was supposed to have been discontinued last October by both webs, makes bad continuity between programs. Some net programing in the past gave listeners four commercials, with very little music in between. On some shows the closing commercial would be followed by a cow-catch plug of another product. After these two plugs would come a spot commercial in the station break. Then the following program opened to listeners already fed up with advertising, with another commercial.

The only show aired from Chi still using an undisguised cow-catcher is the *Lone Ranger*, plugging General Mills products over the Blue.

In general, most catchers and hikes still on the air are sugar-coated with a little music, but to most continuity men they are the same old headache.

NAB Still Mulls Air Allocations

WASHINGTON, Feb. 3.—NAB is still making its mind up about the FCC allocation proposals and should have a statement in the not too distant future. An engineering committee is now at work for the NAB "studying" the proposals. Whether the org will go along with the FMFI in protesting the upping of FM was still a matter of speculation here today altho some sources claimed that such will be the case.

Generally, the allocation plan has met with approval, tho sometimes guarded, among radiomen here who are familiar with the tough nut that the FCC had to crack in attempting to satisfy all parties. NAB, it is reported, will approve "generally," tho possibly finding some fault with FM.

NAB Calls Off '45 Convention

NEW YORK, Feb. 3.—The National Association of Broadcasters this week announced that it had decided to call off its convention for 1945 in compliance with the Office of Defense Transportation's request that unessential meetings and conferences be eliminated for the duration. The NAB's action follows the canceling of Ohio State University's Education by Radio Institute.

In addition, the NAB will limit attendance at district meetings to 50 persons or less. The 50 limitation puts the district conferences under the limit set by the ODT.

Lee Buelow A.P.S. Prog. Dir.

NEW YORK, Feb. 3.—Lee Buelow has started her new job as program director of Associated Program Service. Until recently she was with National Broadcasting Company as script writer, where she turned out 156 romance manuscripts. At the moment, 92 of her recorded stories are running on stations in the United States, Canada, Hawaii and Australia. Prior to her NBC stint, Miss Buelow was with World Broadcasting as a script writer.

MORE RADIO NEWS ON PAGE 33

WHO GOT WHAT IN '44 RADIO*

CLASS OF EMPLOYEES	8 Networks and 844 Stations			Networks Including 10 Key Stations of Major Networks			834 Other Standard Stations		
	Number	Compensation**	Average**	Number	Compensation**	Average**	Number	Compensation**	Average**
Executives:									
General Managerial	1,024	\$162,808	\$158.99	51	\$21,174	\$415.18	973	\$141,634	\$145.56
Technical	589	44,639	75.79	20	2,852	142.60	569	41,787	73.44
Program	559	44,915	80.35	42	7,457	177.55	517	37,458	72.45
Commercial	450	53,354	118.56	66	10,881	164.86	384	42,473	110.61
Publicity	139	12,510	90.00	33	4,834	146.48	106	7,676	72.42
Other	268	22,927	85.55	37	4,736	128.00	231	18,191	78.75
Total, Executives	3,029	\$341,153	\$112.63	249	\$51,934	\$208.57	2,780	\$289,219	\$104.04
Employees (other than executives):									
Technical:									
Research and Development	104	\$ 7,750	\$74.52	44	\$ 3,980	\$ 90.45	60	\$ 3,770	\$ 62.83
Operating	4,758	267,518	56.22	921	64,544	70.08	3,837	202,972	52.90
Other	294	11,218	38.16	83	3,266	39.35	211	7,952	37.69
Program:									
Production	1,114	65,890	59.15	442	30,277	68.50	672	35,613	53.00
Writers	989	42,761	43.24	126	8,122	64.46	863	34,639	40.14
Announcers	3,450	176,015	51.02	181	13,037	72.03	3,269	162,978	49.86
Staff Musicians	2,226	169,619	76.20	551	71,211	129.24	1,675	98,408	58.75
Other Artists	1,511	101,784	67.35	691	54,545	78.94	820	47,219	57.58
Other	1,331	67,809	50.95	530	33,810	63.79	801	33,999	42.45
Commercial:									
Outside Salesmen	1,332	132,179	99.23	137	17,553	128.12	1,195	114,626	95.92
Promotion and Merchandising	734	37,250	50.75	476	24,887	52.28	258	12,363	47.92
Other	574	23,671	41.24	384	16,051	41.80	190	7,620	40.11
General and Administrative:									
Accounting	1,065	42,632	40.03	291	12,768	43.88	774	29,864	38.58
Clerical	1,199	34,207	28.53	279	8,640	30.97	920	25,567	27.79
Stenographic	1,246	39,420	31.64	202	6,810	33.71	1,044	32,610	31.24
Other	1,245	39,326	31.59	602	21,917	36.41	643	17,409	27.07
Miscellaneous	487	14,946	30.89	47	2,324	49.45	440	12,622	28.69
Total, Excluding Executives	23,659	\$1,273,973	\$53.85	5,987	\$393,742	\$ 65.77	17,672	\$ 880,231	\$ 49.81
Total, Including Executives	26,688	\$1,615,126	\$60.52	6,236	\$445,676	\$ 71.47	20,452	\$1,169,450	\$ 57.18

*Based on a typical week (Oct. 15, 1944).

**Per week.

WHO INTERPRETS FASHION DESIGN BY TELEPATHY?

SEE PAGE 12

November 11, 1944

The Billboard

St. Louis's Promotional Station

RADIO

Show Buildup Station Credo

KXOK uses every listener getting medium and proves that advertising sells ads



More NATIONAL RECOGNITION

The Spotlight is on KXOK Promotion!

In an article appearing in the November 11th issue of "The Billboard," radio station KXOK is highly commended for its promotion. The article points out that KXOK's promotional activity "rivals the savvy and class of any network promotional office."

KXOK believes in promotion. Moreover, this station believes in correlating its promotion in all media used for best results.

"The Billboard" article tells the complete KXOK promotion story . . . and, naturally, we're proud to be singled out in this manner, with national recognition for doing what everyone terms, a "top-notch job of promotion."

Ask KXOK or John Blair representatives for complete details of how KXOK "proves that KXOK advertising sells."

KXOK

SAINT LOUIS (1), MISSOURI

630 KILOCYCLES • 5000 WATTS • FULL TIME • BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

CHICAGO, Nov. 4—No matter where you go in St. Louis and surrounding counties you see the advertising and promotion of KXOK, Blue Network, 5,000-watt affiliate of that city. If you're riding on a bus or streetcar, traveling in your own car, enjoying an evening at a movie theater, reading a newspaper or even working in a war plant, the promotional messages of this progressive, but youngest station in St. Louis make their impression upon you.

and rivals the savvy and class of any network promotional office.

All Media Correlated One noteworthy fact about the entire KXOK campaign is that the use of all media is correlated.

There are many ways, but it all can be best summed up by the statement that KXOK doesn't miss a bet

CBS Is Sports-Minded as AFM Nixes Doubling

NEW YORK, Feb. 3.—CBS tele, which has avoided sports shows as much as possible since it returned to the air last spring, is now on the athletic bandwagon along with NBC, but Columbia's decision, unlike NBC's, was forced upon the web. Reason for the muscle madness down at 15 Vanderbilt Avenue these days is the fact that the American Federation of Musicians has ended all music shows on the station until doubling between regular broadcasting and video is ended.

WCBW had Ernie Waxman, pianist from the web's radio studios, doing all its stuff until the AFM cracked down. Union said three weeks ago that either Waxman would have to stop doubling or the net would have to hire a new guy to work in video alone. As a result, two CBS war-horses, *At Home*, variety seg, and *Will You Remember?*, song and piano show, were axed.

Last week WCBW used a fencing session, this week it had billiard expert, Willie Hoppe, and next week will have a team of gymnasts from New York University. A boxing show will be scanned in the studio the following week and ping-pong, too, is on the station's agenda.

It's felt in the trade that CBS is settling down to a long fight with AFM Prexy James C. Petrillo and figures that sports will tide it over the lean months.

DuMont May Get "Princess and Pirate" Preem

NEW YORK, Feb. 3.—Movie man Samuel Goldwyn is in New York this week to investigate video situation at the three stations, WNBT-NBC, WCBW-CBS and WABD-DuMont with an eye to a venture into tele in the near future, according to informed trade sources. A visit to the DuMont station is definitely skedded within the next two weeks and out of it may come the tele premiere of Goldwyn's pic, *The Princess and the Pirate*, which has not yet been released on the Stem.

Goldwyn, it is said, may put *Princess* on the DuMont air the night before it opens at the Astor Theater. Trade also says that Goldwyn is interested in either starting his own station in Hollywood or in setting up a producing org as RKO and Paramount have done.

It is understood that the film man will talk with equipment manufacturers as well as with stations while he is in New York.

Neb. Stations Fight CST

OMAHA, Feb. 3.—Several Omaha and Nebraska stations have joined in a co-operated move to defeat an attempt in the Nebraska Legislature to re-establish Central Standard Time in the Cornhusker State.

REVIEWS

CBS

Reviewed Friday (2), 8-10 p.m. Style—Sports, variety, forum, films. Sustaining on WCBW, New York.

CBS put on 15 minutes of billiards with World's Champion Willie Hoppe Friday night, and they rank among the most pleasant 15 minutes we have spent watching CBS shows in past months. There was nothing extraordinary about the production and there was nothing extraordinary about the direction. But there is something extraordinary about Hoppe's ability to make billiard balls sit up and say papa.

Ben Feiner, looking unusually dapper, played straight man Friday, and did rather well at it. Hoppe's stunts and straight shots were explained competently and the game and part of its history was outlined in the course of the show. At times, the cameramen had trouble following the balls as they caroomed around, but that can be cured in the future by moving the dollies back so that the entire table is in the picture.

The Wesson Brothers, who opened at the Cotillion Room of Hotel Pierre Thursday (1) and will probably close before the cold wave breaks, did an awfully sad act that didn't crack this reviewer's face once. Several months ago, when they opened at the New York Paramount, *The Billboard* music reviewer handed them a solid-gold, hand-engraved egg. And in the night club department of *The Billboard* this week the club editor lets go with his load of razberries. May we make it unanimous? Not only is the act strictly from hunger, but the framework CBS handed them reeked as well. General idea was to have the boys talk over what they would do if they went on video. That's an idea worthy of Bob Emery, maestro of the *WOR Folly* on DuMont. The Wessons' gags didn't click, their impersonations simply did not register, and the Mr. and Mrs. Roosevelt bit was in very bad taste.

Opinions on Trial, debating the subject "Should the Anti-Closed Shop Amendment Be Included in the Proposed National Service Act?" added a stimulating and highly entertaining half hour to the evening.

Ev Holles's news show, as good as usual, and a couple of films rounded out the two hours. *Marty Schrader*.

DuMont

Reviewed Wednesday (31), 8-10 p.m. Style—Film, drama. Sustaining on WABD, New York.

If you like soap opera—and many listeners do—*The Commander and the Lady*, Ruthrauff & Ryan's latest offering for Lever Bros. is right up your alley. Aside from a miscarriage and miscasting in the male lead and some of the worst lighting we've seen since British films stopped shooting in the London fog, it was tear-jerking of the worst—or best—sort, depending upon your standards of appreciation.

Technically speaking, *The Commander and the Lady* was about the best job we've seen Producer Lee Cooley do in a long time. The sets were fine, the spe-

Balaban & Katz

Reviewed Thursday (1), 7:30 to 8:30 p.m. Style—Variety. Sustaining on WBKB, Chicago.

Seldom has less professional, less acceptable video been presented on WBKB than that portion of tonight's program devoted to the magic of Ruth Whiles, dressed to resemble Peter Pan. During one part of her routine, Miss Whiles said that her tricks were from the "Never-Never Land." She should have added, "and my show should never, never have been telecast."

Miss Whiles is one of the girls employed by the Derby Food Company to demonstrate and sell its Peter Pan Peanut Butter to school children and other juvenes. Miss Whiles' magic routine and insipid dialog might be okay for the kindergarten, but it certainly has no place on a television show intended for an audience of all ages.

Even her voice was pitched at the high level used in telling fairy tales to tots. Presented with the ultra clarity of the FM transmission used in television, it was sickening. After being introduced by June Merrill, who had her on her *Food for Thought* program, Miss Whiles tried to tie all her tricks together with continuity based on a Peter Pan fairy tale. She made three pieces of cloth disappear and reappear as story book child characters. That's when she began to make her mistakes, mistakes about which the station's production staff should have warned her. The pieces of cloth were of a fine texture and the video camera was able to peer right thru them. This made it impossible for the audience to see the characters painted on them. She made an egg disappear in a bag that was the same color as her blouse. When she held the bag in front of her blouse, the outlines of the bag also disappeared.

At one point, she dragged in a commercial by its feet when she used some Peter Pan Peanut Butter in a cake batter that ultimately produced a live duck. It was crude and could only sell a product to children, if to anyone at all. Thruout all this was woven the fairy tale that had no point, no transition, and which served only to distract from the few good tricks Miss Whiles did. If the WBKB production staff thinks it will ever sell television to the public with such a show, it too must be in "Never-Never Land."

The rest of the program was not bad. Lee Phillips showed how magic can be done in a professional manner for television. But, in spite of the fact that Phillips was competent, the station made a mistake when it presented two magic routines on the same program.

Janette's concert again proved that she is a pianist of great ability. Camera work here was good, because it included close-ups of Janette's hands as seen in a mirror. The singing of Thelma Lockner, which rounded out the program, was above average. *Cy Wagner*

cial effects excellent, the direction as good as humanly possible in DuMont's show box, and films were nicely integrated into the script. Only two adverse criticisms can be made, aside from the low-power lighting and the casting. Studio noise Wednesday night rose to a point where it was conceivable that the engineers were holding a strike meeting with management right behind the cameras. And some of the shots, unfortunately, were way out of focus. Perhaps the intent was to give the heroine an ethereal look, but it is doubted.

The book, written by John Haggard, was worthy of any daytime serial, which is condemnation enough.

A film and *Macy's Teleshopping* filled out the rest of the evening. *Marty Schrader*

Dick Tobin Joins Blue's News

NEW YORK, Feb. 3.—Richard L. Tobin, former foreign correspondent for *The New York Herald-Tribune*, has joined the Blue's news and special features staff. He recently returned from the paper's London Bureau.

MORE TELEVISION REVIEWS
ON PAGE 33

CM Reports Made Available to Time-Buyers by Hooper

(Continued from page 10)

organization was concerned, the base upon which the CAB decides its reports is erroneous in that it underestimates the size of the available audience. He also stated that his staff felt that there were other fundamental errors in the CAB formula for establishing program ratings and that it was safe to conclude that these errors would be continued in the CAB city-by-city reports if and when they were released.

The CAB "averaged" program index was explained in part in *The Billboard*, (January 13). Its consistently changing base was also tabbed in this report. It may have been these two survey factors to which Hooper referred in part at his meeting.

Next packet of CM reports are due sometime in April or before, and the *Sectional Ratings* will be available approximately at that time also. Reason why CM studies aren't made in more than the cities which are tabbed was indicated as being because in the smaller cities homes with telephones would be used up too rapidly. Take for example, a city of 25,000 families. This usually means 2,500 telephones (one phone to 10 families). This, in turn, would mean that if each phone were called once a month it would only permit 833 calls a day. This, in turn, would mean that were everyone at home to answer the phone it would still be possible to reach only 16 families for each 15-minute program if the tabbing were daily. Obviously it's not likely that everyone will be home, the average "available audience" figure even in the evening being 80 per cent tops. It's considerably less than that in the daytime.

Sample Less Rep. With Use

If the sample in any audience measurement survey is used too often its reactions are generally admitted to be not representative. So the Hooper organization sticks to towns in its regular twice-a-month (evening) and once-a-month (daytime) audience tabbing to cities where the sample is large enough to avoid being conditioned by calls.

Hooper keeps his regular tabbing in the cities where the sample is big enough to avoid being conditioned. The CM reports are made on a three-times-a-year basis, which permits sampling of some of the 100,000 towns (four to a family—25,000 families).

New Hooper Service Fills a Need

Trade reaction to the Hooper announcement was that it filled a need. One adman said simply, "As long as the Hooper group has been doing the city measuring job for four years and have the trained staff to do it, it seems stupid for us to buy from CAB a service that it hasn't done before, even if it's our own subsidized org."

He punched this idea home by saying: "If CAB had to change its regular audience measurement time and time again before it reached its present standards, and we had to meet last week to find out what we could do to straighten it out still further so that it wouldn't be following a formula that even now is in some disrepute, I'm not buying anything new from CAB, thank you."

While few were as outspoken as this ad agency man, there were enough others who guardedly admitted that Hooper had something that they wanted to buy—if his price were right.

Next round: CAB.

NBC Sales Adds Two To Sell Air-Pix Time

NEW YORK, Feb. 3.—NBC has named Reynolds R. Kraft and John H. Dodge to head up its tele sales department. Kraft will be sales manager and Dodge his assistant.

Web has recently sold two accounts, RCA and Pan-American Airlines and expects to peddle more time in the future. Kraft, formerly an NBC man, has been with Roy S. Durstein for the past nine months. Dodge comes from the navy and was with NBC until two years ago.

TODAY'S MOST
OUTSTANDING
RADIO
PERSONALITY

DUNNINGER

SOLD 91,000

COPIES OF

HIS BOOK!



SING A SONG OF GOSPEL \$\$

Stevens Music New Charlie Spivak Firm

NEW YORK, Feb. 3.—Permanent name of new Charlie Spivak firm will be Stevens Music, with org housed in the Brill Building. Firm is about No. 40 in the list of band-pubbing houses backed by BMI. Spivak's firm was temporarily titled Cameo Music, with Jack Osfeld heading the professional staff.

Hal McIntyre, who has just finished a stint at the Commodore Hotel here, recently signed with BMI for a firm also, name of his company being Avery Music. It's not known how much McIntyre got, altho BMI at one time tried to get him for \$12,000 a year advance against performances, but McIntyre demanded more dough.

Rogers, Castle Trying To End GAC Contracts

NEW YORK, Feb. 3.—Billie Rogers, leader of the band that broke up last week, and Lee Castle, now taking an extended layoff, are both trying to secure releases from General Amusement Corporation, agency that handles them. Castle has laid off five weeks and has reportedly gotten a verbal release from the agency but no written paper has actually been signed and okayed by the union as yet. Rogers had a tiff with GAC last week and plans to lay off at least six weeks, long enough to break her contract with the agency, according to union ruling, and then go with another booker.

Recently, McFarland Twins got a release from MCA when they proved to the agency that they had been laid off seven cumulative weeks. Union ruling applies to six consecutive weeks of either no-offer or offer of work at a price which is less than band has averaged during previous six months. Also, seven cumulative weeks with same proviso applies.

Castle may go with Tommy Dorsey. Recently he got a release from Columbia Records and is now disking for Muscraft with a small combo.

Rockwell Gets GAC Stock of Nidorf; Out To Get 100%

NEW YORK, Feb. 3.—Mike Nidorf's stock in General Amusement Corporation has been bought by Tommy Rockwell for an undisclosed figure, deal being settled Wednesday afternoon (31). Nidorf had 18 1/2 per cent of the outstanding shares, with Tom Martin, another GAC exec, holding 7 1/2 per cent. Rockwell now holds 92 1/2 per cent. Rockwell is now trying to buy out Martin's shares, which doesn't mean that Martin will leave GAC, so as to give him 100 per cent.

Meanwhile, Nidorf's plans are now known to be settled between two things, one, that of going with MCA, where it's said he's been offered a top job, and two, that of going into biz for himself. He already has a male and fem singer lined up, as well as a band property.

Nidorf leaves for Florida next week for a short stay.

Bourne To Pub Score To "Carroll's Vanities"

NEW YORK, Feb. 3.—Bourne Music will pub the score to Republic's *Earl Carroll's Vanities* by Kim Gannon and Walter Kent. Same firm is now just starting to work on Columbia Pictures *Tonight and Every Night* with tunes by Julie Styne and Sammy Kahn.

Crosby Singin' For Bracken Set for Aches

Morris May Get the 3 Tunes

NEW YORK, Feb. 3.—Same tiff that arose recently between Paramount Pictures' Music Pub, Famous-Paramount Music and Morris Music over the score of *Here Come the Waves*, in which Morris pubbed the score after Famous had already started to work on it, will probably arise over coming score to Para's *Out of the World*. Latter pic stars Eddie Bracken, but Crosby's voice is dubbed in when Bracken sings. Recent Crosby-Paramount deal for 10 years included proviso that Crosby be allowed to pub all scores in pic in which he appears.

Altho no official word has come down as yet on *World* from the studios, since pic doesn't come out until June, there's already controversial talk as to who's going to get the score. Pic execs admitted that the fact that Crosby's voice is used, could swing pic to Morris, but nothing definite was known.

There are three tunes in pic, two written by Harold Arlen-Johnny Mercer, other by Sam Coslow. Tiff over *Waves* was plenty costly to Famous, for score contained such hits as *Ac-Cent-Tchu-etc.* and *Long Way Home*.

Studios & Leeds Get Together on U. S. S. R. Music

NEW YORK, Feb. 5.—Leeds Music and their recently acquired Russian catalog, now under the Am-Rus stamp, has inked out an understanding with movie studios whereby film companies will get a blanket license from Leeds for use of all Russian music. Understood that Lou Levy, now on his way back East, has cooked up deal on the Coast, that will net Leeds somewhere around \$150,000 a year from all studios for the right to use Russian music in the Am-Rus catalog. Leeds, by virtue of their recent deal with the U. S. S. R. besides offering a blanket license for use of their music, has within its power the right to offer world rights for Russian music for the first time. This is understood to be one of the chief selling factors in Levy's deals with the studios.

ASCAP Deal Still Waits

Meanwhile, the long drawn-out confab between ASCAP's foreign relation committee, composed of Gene Buck, Dick Murray and Herman Starr, and Leeds over the much discussed ASCAP sanction and protection of the material acquired by Leeds has been further extended. Meeting was skedded for Friday (2), but due to the death of the brother of Bernie Miller—Leeds's lawyer—meeting had to be pushed back. Meanwhile, BMI sits waiting for the outcome, after having made it quite clear that it would like nothing better than to clear the performing rights for the Russian material, if ASCAP doesn't come thru.

Now a Five-Song Publisher

NEW YORK, Feb. 3.—Joe Schuster and Manny (Smitty) Smith, who set up in the music publishing biz at 1650 Broadway last week with four songs in their catalog, have a new one. Novelty tune is titled *Don't Shoot the Bartender, He's Half-Shot Now*. This as well as the others was written by Schuster, executive doorman at the Roxy Theater; Smith, singer-pianist at the Park Central's Cocktail Lounge; and John Tucker, city.

Screen Song-Selling

By Paul Secon

Here Come the Co-Eds (Universal)

Universal pic, starring Abbott and Costello, with music supplied by Phil Spitalny's all-girl ork, has plenty of music but little in the way of commercial stuff. Best one of all is *I Don't Care If I Never Dream Again*, sung by the all-gal ensemble. Jack Brooks and Edgar Fairchild turned out the score which includes seven tunes. Others are *Jumpin' On Saturday Night*, *Hooray for Our Side*, *Some Day We Will Remember*, *A New Day*, *Head of the Class* and *Let's Play House*.

As can be readily seen by the titles of most of the tunes, they are specifically written to fill the situation. They do that, and little else. Pic's plot is set at a girl's college. Cutest tune of all is *Let's Play House*, which is given a good workout by Peggy Ryan and Lou Costello. Ryan gal also does *Head of the Class* and *Jumpin' On Saturday Night*, all special material.

Pic is strictly a slap-stick affair, and songs get the same production as rest of film. Spitalny gals get plenty of workout, doing *Dream Again*, *Hooray for Our Side* and *Some Day We Will Remember*, but nothing much happens in any of the songs.

Suit Filed Against Decca re 'Danny Boy'

NEW YORK, Feb. 3.—An injunction, damages and accounting of the profits for alleged infringement of *Danny Boy* is asked in a suit filed last week in New York Federal Court by Boosey-Hawkes-Belwin against Decca Records. Song, written by late Fred Weatherly, of England, was copyrighted in 1913 and renewal of copyright was obtained March 12, 1941, by Weatherly's widow, Miriam, and assigned to the plaintiffs.

Complaint charges that Decca infringed by having Bing Crosby make the tune without consent or knowledge of the owners. In December, 1943, plaintiffs allege they demanded royalties but that Decca refused to pay and continued the alleged infringement.

ASCAP Pubs File Action on 51 Club

NEW YORK, Feb. 3.—Leo Felst, Inc., and Robbins Music Corporation, in a combined action filed in New York Federal Court against the 51 Club, 51 W. 52d Street, claimed infringement of their copyright songs. Claim is based on fact that 51 Club doesn't have an ASCAP license.

Felst claims that *Linger Awhile*, while Robbins claims *Deep Purple* was infringed. Infringement is said to have taken place December 8, 1944, and at other times without consent or license. Defendant gave public performances for profit and injunction for damages of not less than \$250 to each pub is sought.

Neb. "Anti-ASCAP" Law Hit

LINCOLN, Neb., Feb. 3.—A bill to repeal Nebraska's anti-ASCAP law on collection of royalties on copyrighted music performed at radio stations, theaters and dances, has been introduced in the Nebraska State Legislature. Copyright holders have not been able to collect any royalties in Nebraska for seven years under the anti-ASCAP law, a part of which has been ruled unconstitutional in federal court. Senators Ladd Hubka, of Beatrice; Fred Mueller, of Kearney, and Fred Seaton, of Hastings, introduced the measure.

Down South It's a Biz

Singing groups and folios
all bring in the shekels,
while the pubs collect

By Wanda Marvin

NEW YORK, Feb. 3.—There's a multi-million-buck music publishing biz hidden away in the hills of Tennessee, Georgia, Alabama and other spots below the Mason-Dixon Line. The trade hears little of gospel music printing and distribution, but there are tricks for the Brill Building boys used by the psalm pub and promotional group that has a guaranteed sale for every songbook turned out—and they run into hundreds of thousands every 12 months.

The gospel music pubs are good business men. They build and supply an established and expanding market with a kind of music alien to a great segment of the U. S., yet which is as deeply rooted in American tradition as hot dogs and ice cream sodas. They train youngsters in giving with their tunes, spot them on radio stations where they do a terrific plug job, and collect royalty for performances from the broadcasters and plenty from the song folios they have the gospel singers sell via their airings.

A large part of the Southern population takes its religious singing seriously. They gather in community centers, halls, arenas and churches for regular song-fests. They're called "singing conventions." Locals assemble and sing. The best of the warblers move on to the county, then State and, finally, national singing conventions. For many of these citizens, making with the vocal chords is their major and sometimes their only social, emotional and religious outlet. The pubs, cognizant of this, put out monthly mags of singing news, convention data, puffs on vocal personalities and unveiled praise of their own musical publications. The mags are sold—not given away—and the subscription lists are really something.

There are no jobbers or retailers aches with gospel music pubs. They do a mail-order biz, collecting millions in coins and stamps. Their songbooks are not available on racks or in stores. Orders pour in steadily from regular customers and from stations where the pubs' scale-runners sing the songs and plug the books.

It's a Closed Field

A Northern pub who might want to cut into this lucrative biz can save himself the expense. Gospel pubbing is a closed corporation. He wouldn't do a nickel's worth of biz. Besides the Southerner's inbred distrust of Yankees, the religious angle would prevent a big-town op from crashing the gospel dough gates. Many pubs down there write the lyrics and music themselves, or did at one time; others use staff writers. A good slice of them were ministers, traveling singers or evangelists, but certainly one of the brethren.

Today, these wealthy pubs are pillars of strength in their communities. They have the respect of every citizen and are affectionately addressed by their first names. An example of the following established was seen in the special issue of *Vaughan's Family Visitor* sent out when James David Vaughan, founder of the song publishing house in Lawrenceburg, Tenn., which bears his name, who died in 1941. Thousands of condolence letters were received and hundreds of excerpts were printed in the issue. The Tennessee House of Representatives paused a moment to pass a flowery tribute to his life and works. The resolution (See *South's Song Groups* on page 33)

Ammons Flue-ed Out

CHICAGO, Feb. 3.—Ammons and Johnson, boogie-woogie pianists, were forced to delay their February 7 opening at the Stork Club, Denver, for two weeks when Al Ammons was bedded in his home here by a flu attack. Ammons' illness also delayed the piano-duo's recording debut on National Records, slated for early in February.

Chi Band Leaders, Sidemen Seek Sked Which Permits Part-Time War, Music Work

Tooters Report Little Consideration Given Profession

CHICAGO, Feb. 3.—Confronted by the House's passage this week of the "Work-or-Fight" Bill which would place 4F's and other men not in critical war work or in the armed forces into war jobs, local band leaders and sidemen are trying to find a sked which will combine part-time work in war plants with their regular music chores. Musikers contacted by *The Billboard* revealed that they were having considerable difficulty with the problem as they are poorly trained for specialized war work and few have ever envisioned doing anything but music for a living. Survey made was of a local nature only and name bands here were not interviewed because their itinerary would make it impractical to fit in part-time work, except in the exceptional case of a lengthy location job.

Teddy Phillips, leader of the house band at the Downtown Theater, has been conferring with a war plant executive, who proposes to put the entire ork to work for a few hours each day, finishing their stint by playing a half-hour musical program daily as a morale booster for plant personnel. Bookers of musical units report that many sidemen are thinking of quitting music for the duration and going into full-time war jobs. Many cocktail units have been split up, when one member of the combo decided to leave for war work, or preferred to remain permanently in one city. Many musicians, it was pointed out, are wary of leaving their present location, as they feel traveling units will be more vulnerable to draft calls. They prefer to remain in their present location, awaiting official notice from man-power authorities.

Little Consideration Given

Feeling among musicians seems to be that their profession is given little consideration in war plants, inasmuch as they have made a lifetime business of music, few are considered for anything but menial jobs. Two leaders disclosed that sidemen from their bands had been injured to the extent that their musical future was impaired. Two musicians had their fingers so badly mutilated in presses that they will have to quit music.

Another was struck by falling equipment and his leg was badly crushed, making it difficult for him to walk.

Operators of spots using musical talent have been urging their entertainers to secure war work and have been assisting them in finding convenient work schedules to fit into their daily programs. Bookers here report an increase in applications for work with USO units. If a musician joins a USO unit, he automatically puts himself into an essential classification.

The query, expressed by many musikers about how to find a part-time job, was solved by United States Employment Service sources, that explained that a visit to one of the USES offices would offer a large number of varied jobs at hours thruout the day.

Amateur Song Pub That's Legit Being Set With Contest

NEW YORK, Feb. 3.—New org, Search For Songs, Inc., outfit that now setting up biz in New York, will probably be a haven for amateur songwriters, outfit running contests with prizes for songs. Ten best songs will be published by both ASCAP and BMI pubs, org spokesman says, with the best song getting \$1,000 prize as an advance against royalties. Second song will get \$500, third winner \$250. Other songs will be put out in black and whites by pubs who will get the songs.

Judging will take place by competent judges in music biz, including pubs, music men and band leaders. According to rep, Better Business Bureau has given okay. Entrees who submit songs will pay \$1 on submission. Winning songs will probably be pubbed in folio titled *Amateur Hit Parade*. Indie disk companies are said to have expressed interest in putting out disks of winning songs.

Andrew Weinberger, Bob Burton and Eddie Masters, attorneys known in music biz, are acting as counsel for the org.

No Fuel Seems Certain To Burn Up Play Dates

NEW YORK, Feb. 3.—Fuel situation, which caused shuttering of several niteries and theaters and resultant cancellations of bands, last week took an added turn for the worse, putting the kibosh on bookings, costing bands and agencies plenty of dough. Buffalo, for instance drew an 11 p. m. curfew, closing the Town Barn, where Louis Jordan and his ork were playing. They drew five days less pay. Syracuse Hotel, Syracuse, where Eric Correea played, was closed, with theaters there also dark all week.

Palace Theater, Cleveland, drew a cut of one day a week (Tuesdays) affecting the Patsy Kelly-Shep Fields dough. Albany, Rochester and Schenectady, N. Y., were all affected, with theaters getting the business because of lack of fuel. Midwestern cities were plenty hard hit, including Cincinnati, which will reportedly close some of its theaters three or four days this week. Indianapolis has also reported that theaters would close.

So far as one-nighters are concerned agencies and bands have not felt the axe as yet but bookers feel that these too will feel the close-order due to lack of fuel. Louis Prima is set to go into the armory in Rochester on February 13 and so far the booking hasn't been cancelled. However, bookers feel that certainly it won't be long before they too feel it.

They're Romancing Dinah; She'll Stay Victor - RCA Hopes

NEW YORK, Feb. 3.—Negotiations now under way between Dinah Shore and Victor Records for fem warbler to re-sign with company for another year say plenty of romancing on part of Decca and Columbia's part to win gal away from the company. According to reports from Coast, where Jim Murray, head of Victor's artist department is now going thru final motions of inking, Decca even went so far as to discuss deal with Crosby to get his reaction to the gal's coming over, and they reportedly got back a big welcome from Crosby. Manie Sachs, of Columbia, just got back from Coast and it's understood that he tried to sign gal too.

However, according to those close to warbler here, she's going to pen with Victor. Even a Decca suggestion of doubling Crosby with Shore with albums for the two didn't sell Shore, they say.

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Travel Problem Getting Tougher

Showbiz Halt Rumored Near

War needs, storms, break-downs strain transport; McIntyre, Spitalny delayed

NEW YORK, Feb. 3.—One of the biggest headaches, if not the biggest, facing bands and agencies at the present time, is the transportation problem, which last week became serious so far as trains are concerned. And, since traveling by car or bus has become almost a nil practice, the reports of Office of Defense Transportation's coming passenger embargo for an unlimited period of time looms like a sword hanging from a hair over the heads of all concerned.

Prime example of trouble is Hal McIntyre's skedded opening at Hotel Sherman, February 2. McIntyre's car was switched to a later train, and between that and delay in arriving in Chicago, Cab Calloway had to play the first night for the band.

Spitalny Can't Get to Chi

A check on other bands now in process of moving finds that Phil Spitalny, who skedded to open at the Oriental, Chicago, this week, may not get there at all, since his transportation has been canceled and he can't get a train out. Band is now in New York. Many other properties that were either skedded to move, or are moving about, arrived late, couldn't get reservations, or their reservations were canceled.

According to an unofficial spokesman for the ODT, the situation has become critical, with trains limiting the number of cars to 12. Storms in the Middle West and rough weather between here and Chicago has only added to the headaches. On top of that the ODT is

Sinatra and Savitt Draft Boards Look Them Over Again

NEW YORK, Feb. 3.—Draft boards are looking into situation of showbiz names with 4-F ratings. Latest to get a looking over was Jan Savitt, who went before his draft board Saturday (3) for re-examination. Known that Frank Sinatra is coming east this week to take his re-exam in Hasbrouke Heights, N. J. Draft boards, evidently taking their cue from the recent House of Representative's passing of the work or fight bill, have indicated that they're going to re-examine plenty of those now in the 4-F class.

Savitt's band, meanwhile, is taking a layoff until leader's status is known. Last week they were offered three dates by MCA on one-nighters but turned them down because of transportation difficulties and because he wasn't satisfied with dough. MCA got Boyd Raeburn, a WM property, to fill in at one spot, in New Haven.

Savitt is dickering to open at the Palace Hotel, San Francisco, March 6, if he gets an okay from his draft board.

Hudson Feels Draft Board

ST. LOUIS, Feb. 3.—George Hudson's band, which had been traveling with Louis Jordan's Tympany Five as part of a package show, has returned here, following a dictum from local draft officials. Draft board ordered all sidemen in the band to secure war jobs or be reclassified. The Hudson band is made up entirely of St. Louis musicians.

T. D. Male Voice Still Unsettled

NEW YORK, Feb. 3.—Tommy Dorsey's male vocalist department has had a thoro going over the last couple of days, with Hal Winters taking the place of Freddie Stewart, but lasting only three days with the band. Charlie Carroll sang one night, and then Dorsey got himself two men, and is now trying to decide.

Frankie Lester and Billy Usher are now warbling with the band at Meadowbrook, with T. D. still not certain who's going to warble. Bonnie Lou Williams is T. D. present fem singer.

reportedly going to declare another freight embargo this week-end so as to clear the tracks for only war essentials.

There have been break-downs galore, with trains up to 20 hours late and the switching of McIntyre's train heralds the fact that there are plenty of tough hours ahead in transportation problems for bands. It's known that the ODT considers bands unessential and the agency's previous ban on conventions indicates that it might take official action on complete troupe movements, as in the case of a band using a complete car, which is necessary, not to mention the baggage space consumed.

They're Timely Topical Appealing

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MORE MUSIC NEWS ON PAGE 33



Decca PRESENTS

GUY Lombardo

AND HIS ROYAL CANADIANS

GOOD THINGS COME IN THREES!

ONE * Lombardo made a package of DECCA 18626
MEET ME IN ST. LOUIS
THE VERY THOUGHT OF YOU

TWO * He wrapped that up with DECCA 18634
THE TROLLEY SONG
ALWAYS

THREE * Now he ties the bow with DECCA 18642
A LITTLE ON THE LONELY SIDE
 (All of a Sudden)
MY HEART SINGS

In Person
ROOSEVELT HOTEL
 NEW YORK
 On The Air for
CHELSEA CIGARETTES
 MONDAYS, 10 P.M. E.W.T.
BLUE NETWORK
 COAST TO COAST



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEAF, WABC and WOR) for the week beginning Saturday, January 27, and ending Friday, February 2. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically. The total number of times a song has appeared in the chart is in the Weeks to Date column. Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard. (M) Song in legit musical. (F) Song in film musical.

Wks. to date	TITLE	PUBLISHER
9	A Little on the Lonely Side	Advanced
1	A Story of Two Cigarettes	Block
5	Ac-Cent-Tchu-Ate the Positive (F)	Morris
9	After Awhile	Starlight
17	Always (F)	Berlin
14	Confessin'	Bourne
7	Don't Ever Change	Morris
15	Don't Fence Me In (F)	Harms, Inc.
12	Don't You Know I Care?	Paramount
6	Evelina (M)	Crawford
4	Ev'ry Time We Say Good-Bye	Chappell
6	I Didn't Know About You	Robbins
26	I Don't Want To Love You (F)	Chelsea
35	I Dream of You	Embassy
1	I Should Care (F)	Dorsey
3	I'm Beginning To See the Light	Grand
25	I'm Making Believe (F)	Bregman-Vocco-Conn
1	Just a Prayer Away	Shapiro-Bernstein
8	More and More (F)	T. B. Harms
4	My Dreams Are Getting Better	Santly-Joy
8	(All of a Sudden) My Heart Sings (F)	Leeds
5	Saturday Night (Is the Loneliest Night in the Week)	Barton
4	Sleigh Ride in July (F)	Burke-Van Heusen
13	Sweet Dreams, Sweetheart (F)	Remick
14	There Goes That Song Again (F)	Shapiro-Bernstein
3	Too-Ra-Loo-Ra-Loo-Ral (That's an Irish Lullaby) (F)	Witmark
20	Trolley Song (F)	Feist
17	Twilight Time	Campbell-Porgie
13	Waiting	BMI

Lucky Strike HIT PARADE

CBS, Saturday, February 3, 9-9:45 p.m. EWT.

Weeks to date	POSITION	TITLE	PUBLISHER
	Last Week	This Week	
10	1	1. Don't Fence Me In (F)	Harms, Inc.
8	2	2. There Goes That Song Again (F)	Shapiro-Bernstein
3	4	3. Ac-Cent-Tchu-Ate the Positive (F)	Morris
9	3	4. I Dream of You	Embassy
8	5	5. I'm Making Believe	Bregman-Vocco-Conn
1	—	6. Evelina (M)	Crawford
2	6	7. Sweet Dreams, Sweetheart (F)	Remick
1	—	8. Sleigh Ride in July (F)	Burke-Van Heusen
2	—	9. More and More (F)	T. B. Harms

And the Following Extras: Chloe, Crazy Rhythm, Hallelujah, and Nice Work, If You Can Get It.

"HARLEM" HIT PARADE

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

Weeks to date	POSITION	TITLE	PUBLISHER
	Last Week	This Week	
6	2	1. Somebody's Gotta Go.. Cootie Williams	Hit 7119
16	1	2. Into Each Life Some Ink Spots and Ella Fitzgerald	Decca 23356
17	3	3. I Wonder	Pvt. Cecil Gant...Giltedge 500 CG1
3	5	4. Ac-Cent-Tchu-Ate the Positive	Johnny MercerCapitol 180
3	—	5. Rum and Coca-Cola	Andrews SistersDecca 18636
4	9	6. I'm Beginning To See the Light	Duke EllingtonVictor 20-1615
20	9	7. Gee, Baby, Ain't I Good to You?	King Cole TrioCapitol 169
14	—	8. I'm Lost	King Cole Trio.....Excelsior 2986
2	—	9. White Cliffs of Dover	Louis PrimaHit 7109
1	—	10. Mop! Mop!	Louis JordanDecca 8668

Decca's Doubling Continues to Pay Plenty in Sales

NEW YORK, Feb. 3.—Doubling of artists on Decca's 75-cent personality series—viz-a-viz the Andrews Sisters—Bing Crosby items, to mention a specific example—will get an unusual twist this month when Ella Fitzgerald warbles with Jimmy Dorsey ork. Double twist is fact that Louis Jordan will be on the same disk. Kay Armen was slated to double with Guy Lombardo, but according to Jack Kapp, this one probably won't happen. However, Decca's put out plenty of doublers, including a couple of honeys coming up. They are Crosby-

Monica Wants Copa Slot

NEW YORK, Feb. 3.—Monica Lewis, currently on the CBS Music That Satisfies program, is negotiating with Monte Proser for a spot in the next Copacabana show. The singer will do at least two sides for Hit Records this month.

Hope, Louis Jordan and Crosby. Obvious reason for doubling on Decca's part is to get the higher price, and also curtailment of production limiting the number of records available is an important reason. By putting more than one artist on a side, they can take care of the artists and production at the same time . . . and, incidentally, sell plenty of disks. Their Rum and Coca-Cola, by Andrews Sisters, now heads best selling list, and according to Kapp could go to a couple of million if he had the production.

Music Popularity Chart Week Ending Feb. 1, 1945

BEST SELLING SHEET MUSIC

This compilation is based on weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See source Part II.) Songs are listed according to their popularity nationally. (M) Song in legit musical. (F) Song in film musical.

Weeks to date	POSITION		NATIONAL
	Last Week	This Week	
10	1	1	DON'T FENCE ME IN (F)Harms, Inc.
4	2	2	AC-CENT-TCHU-ATE THE POSITIVE (F).....Morris
8	3	3	THERE GOES THAT SONG AGAIN (F)..Shapiro-Bernstein
13	4	4	I DREAM OF YOUEmbassy
2	7	5	RUM AND COCA-COLAFeist
4	5	6	SWEET DREAMS, SWEETHEART (F).....Remick
1	—	7	MY DREAMS ARE GETTING BETTER.....Santly-Joy
14	7	8	I'M MAKING BELIEVE (F)Bregman-Vocco-Conn
3	9	9	CONFESSION'Bourne
2	10	10	A LITTLE ON THE LONELY SIDE.....Advanced

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. Songs are listed according to their popularity nationally, with the sectional listings to the right. Record backing the hit record is in italics. (M) Song in legit musical. (F) Song in film musical.

Weeks to date	POSITION		NATIONAL	East	Mid-west	South	West Coast
	Last Week	This Week					
12	1	1	1. DON'T FENCE ME IN (F)..... Bing Crosby-Andrews Sisters— Decca 23364 <i>The Three Caballeros (F)</i>	2	1	2	1
4	2	1	1. RUM AND COCA-COLA..... Andrews Sisters—Decca 18636 <i>One Meat Ball</i>	1	2	1	2
4	3	2	2. AC-CENT-TCHU-ATE THE POSITIVE (F) Johnny Mercer—Capitol 180 <i>There's a Fellow Waiting in Poughkeepsie</i>	3	3	3	3
2	9	3	3. AC-CENT-TCHU-ATE THE POSITIVE (F) Bing Crosby-Andrews Sisters— Decca 23379 <i>There's a Fellow Waiting in Poughkeepsie</i>	4	6	4	9
3	7	4	4. COCKTAILS FOR TWO..... Spike Jones—Victor 20-1628 <i>Leave the Dishes in the Sink, Ma</i>	5	5	5	—
2	6	5	5. AC-CENT-TCHU-ATE THE POSITIVE (F) Artie Shaw—Victor 20-1612 <i>Jumpin' on the Merry-Go- Round</i>	8	10	6	5
12	6	5	5. I'M MAKING BELIEVE (F).... Ink Spots and Ella Fitzgerald— Decca 23356 <i>Into Each Life Some Rain Must Fall</i>	9	9	7	4
4	4	6	6. DON'T FENCE ME IN (F)..... Sammy Kaye—Victor 20-1610 <i>Always (F)</i>	7	4	9	—
3	9	7	7. I DREAM OF YOU..... Frank Sinatra—Columbia 36762 <i>Saturday Night (Is the Lone- liest Night in the Week)</i>	5	—	—	7
1	—	7	7. I'M BEGINNING TO SEE THE LIGHT Harry James—Columbia 36758 <i>The Love I Long For</i>	7	—	10	6
1	—	8	8. SATURDAY NIGHT (Is the Loneliest Night in the Week).... Frankie Carle—Columbia 36777 <i>Carle Boogie</i>	6	—	8	—
1	—	9	9. A LITTLE ON THE LONELY SIDE Frankie Carle—Columbia 36760 <i>I Had a Little Talk With the Lord</i>	—	8	—	8
—	—	10	10. DON'T FENCE ME IN (F).... Horace Heidt—Columbia 36761 <i>I Promise You (F)</i>	—	7	—	—

BMI Free Ride Ends for Hotels; It's TOT, April 1

NEW YORK, Feb. 3.—Broadcast Music, Inc., notified the hotels this week that the free use of its music was at an end. The music licensing org pointed out that hostilities had used numbers from its catalog for over four years without payment and that it had decided to collect.

According to its announcement, the free ride will be over April 1. Contracts are in the mail for signature with fees based on the hotel's total live music pay roll. Fees are to be calculated on the aggregate compensation paid to musicians, singers and other

Kardale Goes to Martin Block

CHICAGO, Feb. 3.—Chick Kardale, formerly Midwestern representative for T. B. Harms, music publishing house, has joined Martin Block's firm here as Middle Western representative.

performers during whose performances music is played.

Minimum annual license fee is \$40. BMI will require no advance payment. Rather it will ask hotels to send in simple certified statements covering each three-month license period. Statements will list music expenditures for the past 90 days and on that basis BMI will bill the spot.

Org will take 1 per cent of the total annual music pay roll costs on the first \$40,000 spent; one half of 1 per cent on the next \$20,000 and one quarter of 1 per cent on the balance.

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The PIED PIPERS with PAUL WESTON and His Orchestra
No. 185

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VAUGHN MONROE

AND HIS ORCHESTRA

20-1637

Rum and Coca-Cola
There! I've Said It Again



ELTON BRITT

33-0521

Weep No More, My Darlin'
Someday



PART 2—The Billboard

RECORDS MOST PLAYED ON THE AIR

This compilation is based on reports received from leading disk jockeys throught the nation and indicates that the records listed below are currently receiving the most play on their radio programs. For other available recordings of these numbers see Most Played Juke Box Records chart. Any disk reported in the radio plug which does not make the Most Played Juke Box Records tabulation will be listed in the other available recordings under the title of that disk.

GOING STRONG

Weeks to date	POSITION		
	Last Week	This Week	
3	1	1.	DON'T FENCE ME IN... Bing Crosby-Andrews Sisters... Decca 23364
3	3	2.	RUM AND COCA-COLA... Andrews Sisters... Decca 18636
3	2	3.	AC-CENT-TCHU-ATE THE POSITIVE... Johnny Mercer... Capitol 180
2	9	4.	SATURDAY NIGHT (Is the Loneliest Night in the Week)... Frank Sinatra... Columbia 36762
3	5	5.	I'M BEGINNING TO SEE THE LIGHT... Harry James... Columbia 36758
2	11	6.	COCKTAILS FOR TWO... Spike Jones... Victor 20-1628
3	7	7.	THERE GOES THAT SONG AGAIN... Russ Morgan... Decca 18625
3	8	8.	AC-CENT-TCHU-ATE THE POSITIVE... Artie Shaw... Victor 20-1612
1	—	8.	AC-CENT-TCHU-ATE THE POSITIVE... Bing Crosby-Andrews Sisters... Decca 23379
3	4	9.	DON'T FENCE ME IN... Sammy Kaye... Victor 20-1610
3	14	9.	EVELINA... Bing Crosby... Decca 18635
2	13	10.	THERE GOES THAT SONG AGAIN... Billy Butterfield... Capitol 182
2	11	10.	I DREAM OF YOU... Frank Sinatra... Columbia 36762
2	10	10.	TWILIGHT TIME... The Three Suns... Hit 7092
1	—	11.	I'M BEGINNING TO SEE THE LIGHT... Duke Ellington... Victor 20-1618
1	—	12.	A LITTLE ON THE LONELY SIDE... Frankie Carle... Columbia 36760
3	6	13.	I'M MAKING BELIEVE... Ink Spots-Ella Fitzgerald... Decca 23356

COMING UP

THE THREE CABALLEROS	Bing Crosby-Andrews Sisters	Decca 23364
SLEIGH RIDE IN JULY	Tommy Dorsey	Victor 20-1622
ALWAYS	Guy Lombardo	Decca 18634

MOST PLAYED JUKE BOX FOLK RECORDS

Special reports received from The Billboard representatives last week show the Folk records listed below are currently the most popular Folk records on automatic phonographs throught the nation. These reports stem from all the country's leading operating centers and are averaged together.

Weeks to date	POSITION		
	Last Week	This Week	
4	1	1.	I'M LOSING MY MIND OVER YOU... Al Dexter... Okeh 6727
3	5	2.	I'LL WAIT FOR YOU, DEAR... Al Dexter... Okeh 6727
13	2	3.	I'M WASTIN' MY TEARS ON YOU... Tex Ritter... Capitol 174
9	3	4.	JEALOUS HEART... Tex Ritter... Capitol 179
1	—	5.	GONNA BUILD A BIG FENCE AROUND TEXAS... Gene Autry... Okeh 6728
13	5	6.	THERE'S A NEW MOON OVER MY SHOULDER... Tex Ritter... Capitol 174
7	6	7.	EACH NIGHT AT NINE... Floyd Tillman... Decca 6104

HARLEM HIT PARADE SOURCES: Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, Davega-City Radio, Inc., New York; Richards Music Shop, Bernard Record Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Shop, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta; Birmingham Vending, Birmingham; Radio Shop of Newark, Newark, N. J.; Gary's Record Shop, Richmond, Va.

BEST SELLING SHEET MUSIC SOURCES: Chicago: Lyon & Healy, Inc.; Gamble-Hinged Music Co.; Carl Fischer, Inc. Los Angeles: Morse M. Preeman, Inc. New York City: Walter Kane Music Corp.; Music Sales Corp.; Music Dealers Service, Inc.; Carl Fischer, Inc.; Ashley Music Supply Co. St. Louis: St. Louis Music Supply Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers; Sherman Clay & Co.

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Radio Corporation of America
RCA Victor Division, Camden, N. J.



Petrillo Talks Newsreel Pact With Pat Casey

NEW YORK, Feb. 3.—James C. Petrillo's long-spoken-of pact with film newsreel companies took form last week when he and Pat Casey, chairman of the producers' committee of the motion picture industry, had confabs before the latter left for the Coast. Latter handles labor problems for studios, and it's understood that in discussions with Petrillo, prelim path toward getting together on an initial contract between newsies and AFM was paved.

Petrillo has long said that he wanted newsreels to do away with canned music

Boogie Folio

CHICAGO, Feb. 3.—Forster Music, local publishers, are releasing three numbers by Sharon Pease, piano teacher and boogie authority. First two are single numbers, *Leanjo Boogie* and *Chick-a-Biddy Boogie*, while the last is a folio for beginners 88'ers, *Boogie - Woogie Fundamentals*.

and put in live musikers. However, there never has been any sort of union contract with any of the newsies up to the present time. Last year Petrillo completed a three-year contract with film companies, and said then that newsreel companies would be next.

Music Popularity Chart Week Ending Feb. 1, 1945

MOST PLAYED JUKE BOX RECORDS

Reports received from The Billboard representatives and based on information given by leading juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide. Listed under the title of each most played record are the other available recordings of this number.

Going Strong

Weeks to date	Last Week	This Week	POSITION	Record
5	2	1	1.	RUM AND COCA-COLA —Andrews Sisters (Vic Schoen Ork)Decca 18636 (Louis Prima, Hit 7125; Vaughn Monroe, Victor 20-1637; Abe Lyman, Columbia 36775)
12	1	2.	2.	DON'T FENCE ME IN —Bing Crosby-Andrews Sisters (Vic Schoen Ork)Decca 23364 (The Three Suns, Hit 7114; Sammy Kaye, Victor 20-1610; Kate Smith, Columbia 36759; Gent Autry, Okeh 6728; Hal McIntyre, Bluebird 30-0834; Horace Heidt, Columbia 36761)
6	3	3.	3.	AC-CENT-TCHU-ATE THE POSITIVE —Johnny Mercer (The Pied Pipers-Paul Weston Ork).....Capitol 180 (Artie Shaw, Victor 20-1612; George Paxton, Hit 7120; Bing Crosby-Andrews Sisters, Decca 23379; Four King Sisters, Victor 20-1631; Kay Kyser, Columbia 36771)
10	6	4.	4.	THERE GOES THAT SONG AGAIN —Russ MorganDecca 18625 (Sammy Kaye, Victor 20-1606; Billy Butterfield, Capitol 182; Kay Kyser, Columbia 36757; Kate Smith, Columbia 36759; Martha Stewart, Bluebird 30-0832)
2	9	5.	5.	A LITTLE ON THE LONELY SIDE —Frankie Carle (Paul Allen)Columbia 36760 (Louis Prima, Hit 7118; Guy Lombardo, Decca 18642; Joan Brooks, Musicraft 15022)
6	7	6.	6.	I DREAM OF YOU —Tommy Dorsey (Freddie Stewart)Victor 20-1608 (Andy Russell, Capitol 175; Art Kassel, Hit 7110; Frank Sinatra, Columbia 36762; Jimmy Dorsey, Decca 18637; Perry Como, Victor 20-1620)
1	—	6.	6.	AC-CENT-TCHU-ATE THE POSITIVE —Bing Crosby-Andrews Sisters (Vic Schoen Ork).....Decca 23379 (See No. 3)
15	5	7.	7.	INTO EACH LIFE SOME RAIN MUST FALL —Ink Spots-Ella FitzgeraldDecca 23356 (Charlie Barnet, Decca 18638)
1	—	7.	7.	SATURDAY NIGHT (IS THE LONELIEST NIGHT IN THE WEEK) —Frank SinatraColumbia 36762 (Frankie Carle, Columbia 36777; Hal McIntyre, Bluebird 30-0837; Woody Herman, Decca 18641; Sammy Kaye, Victor 20-1635)
2	11	8.	8.	I'M BEGINNING TO SEE THE LIGHT —Harry James (Kitty Kallen)Columbia 36758 (Duke Ellington, Victor 20-1618)
2	10	9.	9.	AC-CENT-TCHU-ATE THE POSITIVE —Artie Shaw (Imogene Lynn)Victor 20-1612 (See No. 3)
14	4	10.	10.	I'M MAKING BELIEVE —Ink Spots-Ella FitzgeraldDecca 23356 (The Three Suns, Hit 7105; Hal McIntyre, Bluebird 30-0831)
1	—	11.	11.	COCKTAILS FOR TWO —Spike Jones (Carl Grayson)Victor 20-1628
4	14	12.	12.	THERE GOES THAT SONG AGAIN —Kay Kyser (Georgia Carroll)Columbia 36757 (See No. 4)
7	8	13.	13.	THERE GOES THAT SONG AGAIN —Sammy Kaye (Nancy Norman)Victor 20-1606 (See No. 4)
4	10	13.	13.	ALWAYS —Guy Lombardo (Stuart Foster) ..Decca 18634 (Sammy Kaye, Victor 20-1610; Paul LaValle, Musicraft 297; Eileen Farrell, Decca 23366; Jack Smith, Hit 7115; Sula's Musette Ork, Continental C-1155)
2	—	14.	14.	THERE GOES THAT SONG AGAIN —Kate SmithColumbia 36759 (See No. 4)

Coming Up

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

1. **EVELINA**—Bing CrosbyDecca 18635
2. **I DREAM OF YOU**—Frank Sinatra (Axel Stordahl Ork) ..Columbia 36762
3. **THE THREE CABALLEROS**—Bing Crosby-Andrews Sisters (Vic Schoen Ork)Decca 23364

Raymond Scott Gets Goodman Spot in "Arts"

NEW YORK, Feb. 3.—Raymond Scott and His Quintet go into the Billy Rose show, *Seven Lively Arts*, in place of Benny Goodman, who's leaving in March to organize a large band for a date at Paramount Theater, March 21 or 28. Scott, handled by William Morris, recently left Columbia Broadcasting System where he had a band for the last couple of years. He was being submitted for several spots around town with a large band before grabbing the Rose show and is still trying to sell B. R. on putting on a "big" unit.

Goodman's stagershow may include the

Coast Training

NEW YORK, Feb. 3.—Music execs are still doing their winter moving, at least four of them training out to Coast within the next couple of weeks. Dave Dreyer, professional manager of Irving Berlin; Bobby Mellin, same for Bourne Music, and Benny Bloom, of Advance Music, are pub's reps going out. Harry Fox, who handles synchronization rights for pubs in connection with the MPPA, is also going.

first appearance of Jane Harvey, gal who warbled on a recent disk Goodman made with his quintet for Columbia. Morris Office is also trying to set Eileen Barton on same bill with Goodman.

the joint's a' jumpin'



... WITH THESE SEVEN BRAND NEW COLUMBIA POPS ON YOUR MACHINES.

HARRY JAMES

I'M CONFESSIN'

James and the Quintet

WHEN YOUR LOVER HAS GONE

James and his Orchestra

COL. 36773

KAY KYSER

AC-CENT-TCHU-ATE THE POSITIVE

LIKE SOMEONE IN LOVE

COL. 36771

GINNY SIMMS

THIS HEART OF MINE

I'M IN A JAM

COL. 36772

LES BROWN

SENTIMENTAL JOURNEY

TWILIGHT TIME

COL. 36769

RAY NOBLE

SWEET DREAMS, SWEETHEART

HOW BRIGHT THE STARS

COL. 36765

TOMMY TUCKER TIME

MY HEART SINGS

DON'T EVER CHANGE

COL. 36770

JOHNNY BOND

and his RED RIVER VALLEY BOYS

YOU DON'T CARE

LOVE GONE COLD

OKEH 6732

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(Fox Trot with Vocal Quartet)

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(Fox Trot with Vocal Chorus)

No. 1145

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PART 3—The Billboard

RECORD POSSIBILITIES

A LITTLE ON THE LONELY

SIDE Guy Lombardo...Decca 72480

Homey tune gets just that kind of rendition by Lombardo. Jimmy Brown does vocal well, and all in all tune will meet demands of those that go for this simple, sweet sort of thing. Reverse "My Heart Sings" should show up also.

MY HEART SINGS Timmy Tucker Columbia 36770

Tucker's Don Brown really bites into this lyric and sells it all the way thru. He's aided by vocal group behind him and disk comes out one of Tucker's best in a long time. Other side "Don't Ever Change," is little help.

WHEN YOUR LOVER HAS GONE Harry James...Columbia 36773

This will either prove a sensash or nothing. It's James pure and simple from start to finish, and he's in rare shape. Disk would have done better with a vocal, but it's still plenty hot. "Confessin'" with a small combo on other side, is good.

EVERYTIME WE SAY GOOD-BYE Benny Goodman Columbia 36767

Goodman's quintet handle this tune with exquisite taste, and it's a pip. Peggy Mann vocal is fine, and entire disk comes out with finesse and quality. Jane Harvey, gal on other side, does a great job on "Only Another Boy and Girl."

POPULAR RECORD RELEASES

(From February 8 thru February 15)

A WONDERFUL WINTER (FOR YOU AND ME)	Russ Morgan (Russ Morgan)	Decca 18648
ALL OF MY LIFE	The Three Suns (Artie Dunn)	Hit 7128
BIG CITY BLUES (12")	Edmond Hall's Swingtet	Blue Note 38
BLUE SKIES	Carl Ravazza	Feature 1009
BLUES ON MY MIND	Roy Acuff and His Smoky Mountain Boys	Okch 6735
CARLE BOOGIE	Frankie Carle	Columbia 36777
DON'T YOU KNOW I CARE?	Jimmy Dorsey (Patti Palmer)	Decca 18647
FISH MARKET	Roy Eldridge	Decca 23383
GEE, BABY, AIN'T I GOOD TO YOU?	Delta Rhythm Boys and the Gold Coast Five	Decca 18650
GIVE ME THE MOONLIGHT, GIVE ME THE GIRL	Dick Kuhn	Top 1145
HOW DEEP IS THE OCEAN?	Carl Ravazza	Feature 1009
I HEARD A SILVER TRUMPET	Roy Acuff and His Smoky Mountain Boys	Okch 6735
I WANNA GET MARRIED	Louis Prima (Lilyann Carol)	Hit 7125
I WISH WE DIDN'T HAVE TO SAY GOODNIGHT	Perry Como	Victor 20-1630
IF SWING GOES, I GO TOO	Fred Astaire (Albert Sack Ork)	Decca 23388
I'LL NEVER BE THE SAME	Artie Shaw	Victor 20-1638
KEEP MY MEMORY IN YOUR HEART	Ernest Tubb	Decca 6106
LUCKY TO BE ME	Horace Heidt (Gene Walsh)	Columbia 36776
MIDSUMMER'S EVE	Russ Morgan (Marjorie Lee)	Decca 18648
MORE AND MORE	Perry Como	Victor 20-1630
MORE AND MORE	Bing Crosby (John Scott Trotter)	Decca 18649
MORE AND MORE	Jimmy Dorsey (Teddy Walters)	Decca 18647
MORE AND MORE	Horace Heidt (Trudy Williams)	Columbia 36776
RUM AND COCA-COLA	Louis Prima (Lilyann Carol)	Hit 7125
SATURDAY NIGHT (IS THE LONELIEST NIGHT IN THE WEEK)	Frankie Carle (Phyllis Lynne)	Columbia 36777
SHAGA, SHUGA SHUFFLE	The Three Suns	Hit 7128
SOMEBODY ELSE	Delta Rhythm Boys and the Gold Coast Five	Decca 18650
STEAMIN' AND BEAMIN' (12")	Edmond Hall's Swingtet	Blue Note 38
STRANGE MUSIC	Bing Crosby (John Scott Trotter Ork)	Decca 18649
'S WONDERFUL	Artie Shaw	Victor 20-1638
THE DOG CATCHER MAN	Dick Kuhn	Top 1145
THE DUSTY OLD TRUNK IN THE ATTIC	Dick Kuhn	Top 1144
THIS HEART OF MINE	Fred Astaire (Albert Sack Ork)	Decca 23388
THIS HEART OF MINE	Carl Ravazza	Feature 1010
TOMORROW NEVER COMES	Ernest Tubb	Decca 6106
TWILIGHT TIME	Roy Eldridge	Decca 23383
WAITING	Carl Ravazza	Feature 1010
WHO WOULDN'T BE BLUE?	Dick Kuhn	Top 1144

James, Sinatra & Stafford Win In Block Poll

NEW YORK, Feb. 3.—Martin Block's *Make Believe Ballroom* poll just tabbed some 300,000 votes and found Harry James No. 1 winner with 75,000 votes. Sinatra won with 60,000. Jo Stafford clicked in fem department with some 45,000 votes.

After James came Miller, Dorsey, Herman, Monroe, Goodman, Shaw, Spivak, Barnet and Dorsey, in that order. Crosby got some 45,000 after Sinatra, while Dinah Shore, with 32,000 votes, ended second in fem race.

Last year Miller finished first, James second. This was 17th semi-annual.

Columbia Pix Still Has Pubbing Yen

NEW YORK, Feb. 3.—Altho Harry Cohn, Columbia Pictures prexy, has gone back to the Coast, there's still plenty of talk about his adding a pub affiliate here in the East. It's known that Saul Bornstein is still dickering with Cohn about a sub-sid, altho nothing doing as yet.

Cohn is said to have made a bid for many firms, including Harry Von Tilzer's catalog. Latter's firm has such strong songs as *Wait Till the Sun Shines, Nellie* and *When My Baby Smiles at Me*, and plenty of others.

Cohn also made a \$250,000 bid for Crawford, but like all other Cohn deals, nothing came of it.

Music Popularity Chart Week Ending Feb. 1, 1945

POPULAR RECORD REVIEWS

By M. H. Orodener

KAY KYSER (Columbia)

Ac-Cent-Tchu-Ate the Positive—FT; VC. *Like Someone in Love*—FT; VC.

There's a new sparkle added to the syncopations expounded by Kay Kyser on the spinning sides, and much of it stems from the stellar song selling of Dolly Mitchell and Linda Stevens. For both voices, Professor Kay has provided a bright and rhythmic musical background rich in contrasting and colorful effects. Supplemented by the male voices of a trio, Miss Mitchell rings out righteously for her singing of "Ac-Cent-Tchu-Ate the Positive," which Kyser whips up as a moderately paced jump opus. On their own, the band boys show plenty of strength when they sock out a stanza. Rhythm is heightened by hand-clapped beats, which gives the spinning a good lift to start, but then becomes overbearing in its continuance. For "Like Someone In Love," Miss Linda sings out the lyrical content of the movie ballad in sympathetic and appealing manner, with the band brasses bringing out all the melodic qualities of the song. For contrast, Miss Stevens steps up the tempo for the last stanza and shows that she is equally effective for the rhythm singing. The unison singing of the male trio makes for effective background figures to blend with the band and making Miss Linda's lyricizing all the more attractive.

With movie song material that means much, and selling both strong lyrically and musically, Kay Kyser rings the bell for the music machines with both of these sides.

LINDA KEENE (Black & White)

Unlucky Woman—FT; V. *Blues in the Storm*—FT; V.

It's hard to explain how the major recording companies can pass up a voice as possessed by this songbird. When it comes to singing the blues, Linda Keene projects herself right into the wail and woe of the story. With melodic charm to her chanting, she, sans the characteristic shouting, sells both of these blues strains like a million. Gal is a paleface, but captures all the sepia appeal contained in both songs. "Unlucky Woman" is a slow blues, the composition of Carol and Leonard Feather, and Miss Linda rings true as she complains how unlucky she's been with the menfolk. It's more of her soft and intimate style of singing for Leonard Feather's blues dirge, "Blues in the Storm." Musical quality of the sides is on par with the lyrical, what with clarinetist Joe Marsala and his small band tooting a torrid back-drop with a blues motif.

Unfortunately, this is a 12-incher and cannot be fitted for the music machines.

TOMMY TUCKER (Columbia)

My Heart Sings—FT; VC. *Don't Ever Change*—FT; VC.

It's lush with richness the way Tommy Tucker takes these two sugary ballads in stride. For the French chanson that runs up and down the scale, "My Heart Sings," it's downright and forthright sensuous the way Don Brown and the fem voices of the Three Two Timers pour out the pot valiant confessions contained in the chant. Brown sings it in a breathless fashion, with his whisperings sparked by the colorful harmonies blended by the gal threesome. It's also a slow ballad setting for "Don't Ever Change," with soft woodwinds and muted brasses for the instrumental offering, while Brown sings the melodic ballad softly and with beaucoup feeling.

Where sweet music is desired to accompany soft lights, both of these Tommy Tucker sides, and particularly "My Heart Sings," make excellent phono entries.

JOHNNY RICHARDS (Musicraft)

I'm Gonna See My Baby—FT; VC. *You're Haunting Me Again*—FT; VC.

It's the singing of Dottie Ried for Phil Moore's jivey "I'm Gonna See My Baby," rather than the music making of Johnny Richards, that packs all the appeal in this disk. Gal packs plenty of rhythmic urge in her pipes, and with the band boys cutting neat riff figures in the backgrounds, it's a bright and breezy dish all the way. For the mated side, "You're Haunting Me Again," a slow ballad with the band going heavy on the super-symphonic trimmings, it's the robust baritone singing of Chet LeRoy with greater emphasis on dramatic power rather than for making it a pleasant piece.

The phono fans will find "I'm Gonna See My Baby" much to their delight, once they give a listen to the singing of Dottie Ried, whose efforts are strong enough to sell the side.

(See Pop. Record Reviews on page 65)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

ELTON BRITT (Bluebird)

Weep No More, My Darlin'—FT; V. *Someday*—FT; V.

Returning to the records, Elton Britt has refined his "Star-Spangled Banner" heartthrobbing and brings a swooning quality to the outdoors. Singing it soft and sweetly and both of these ballads, and with a modern musical accompaniment provided by the small band, he makes for a handsome troubadour. Both songs are grass root sagas, with all the sugar qualities of his pipes packed into Jimmie Hodgen's "Someday." A particularly tuneful ballad, Britt warns his lost love that someday she'll want him to want her only to find that he doesn't want her anymore. For Irngard Baker's "Weep No More, My Darlin'," in which Britt hand a hand for the composition, the tempo is stepped up to lively proportions as he sings of the sun shining thru the grey skies on his returning home from the wars, and for added measure, polishes off the spinning with a lick of yodeling. Both of these sides rate great guns as phono faves.

(See Folk Record Reviews on page 65)

Pancake-Turner Decish on Way To D. C. & NLRB

NEW YORK, Feb. 3.—Decision on who will spin disks on the air is still up in the air. Hearing was held here before Trial Examiner Howard Myers of the National Labor Relations Board Tuesday (30) on the AFM-NBC-Blue-NABET dispute concerning platter-turner jurisdiction. Myer's report will be submitted to the NLRB in Washington for a decision.

Some 2,000 jobs in stations thruout the nation are involved in the controversy that has drawn out over a year. The nets' reps, Mark Woods, Blue prexy, and John MacDonald, NBC v.-p., testified that they had granted James C.

Petrillo's demand that musicians take over the pancake whirling to avert a strike. They claimed that the AFM head had threatened to pull his members out of every station operated by the Blue and NBC unless musicians were granted jurisdiction.

Woods told the examiner that "We are right in the middle, Petrillo hammering on one side and NABET on the other." NABET has refused to relinquish jurisdiction, tho previously assured that none of its members would be displaced if the AFM came in. Its reason has been that it feared the AFM would further encroach on engineers if permitted to gain a toe-hold with the record turning.

NEW YORK, Feb. 3.—Joel Preston, assistant to Art Franklin, Moe Gale Agency flack, has moved over to Spencer Hage last week. He will do publicity for the firm. No replacement will be made by Gale.

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★ { **ALL OF MY LIFE**

7126 { **SHAGA, SHUGA SHUFFLE**
THE THREE SUNS

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THE THREE SUNS

7122 { OH, MARIA
SLEIGH RIDE IN JULY

7114 { DON'T FENCE ME IN
THE LOVE I LONG FOR

7105 { I'M MAKING BELIEVE
YOU ALWAYS HURT THE ONE YOU
LOVE

7092 ★ TWILIGHT TIME

CLASSIC RECORD CO.
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EVERY HIT IS ON RECORDS!

EVERY HIT IS ON RECORDS!

Small Outlets Want Remotes

City Glamour Sells Them

Chi survey indicates outlying net stations will demand dance airings

CHICAGO, Feb. 3.—The future of dance remotes lies in the hands of the small-town net station, it was indicated this week as a result of a survey of CBS stations carrying Will Back's ork from Chi. Bill Wilson, ork promoter and manager, who conducted a survey of dance remotes for Chi orks, says the claim of key outlets that they don't want remotes, does not hold true with outlying stations.

One indication that small net stations are interested in the continuation of dance remotes, Wilson said, is the heavy reply of mail from the Middle Western stations questioned about Will Back's ork, which plays at the Melody Mill Ballroom on Chi's outskirts. The survey of the 36 CBS stations offered the remote, received replies from 25 stations saying that they carried the broadcast. Seven stations had sold the time the remote was to be aired and four stations did not reply. Wilson said the four not replying were large metropolitan stations.

It Shouldn't-To a-

NEW YORK, Feb. 3. — Dean Hudson really ran into an Act of God this past week-end. Skedded to play Friday and Saturday (2-3) at University of Richmond for the naval students there, Hudson's ork arrived in town only to find the place quarantined when he got there. Cost Hudson \$1,000 for each night.

To make it worse, he laid off Thursday, to give the band a rest for the week-end.

The mail also indicated that the small stations feel their listeners are more interested in established night spots broadcasting bands than they are in unknown studio talent. Of the seven stations not carrying the remote, four answered that they would welcome a name-band to fill the time if the sponsored time were not renewed.

Wilson found that the reason the small-town stations prefer late night name-band remotes instead of unknown studio talent, is that the big-city night spots hold much glamor for small-town people, and that these people follow the orks after seeing them on one-nighters. The results of the survey and the expression of key station execs, said Wilson, convince him that most outlying net stations will demand dance remotes, even if the key stations never use them again.

Detroit AFM Local Clarifies A Few Rulings

DETROIT, Feb. 3.—Consideration of the standby band ruling will be brought up at the annual meeting of the Detroit Federation of Musicians in the form of a resolution, presented by William Gail, prohibiting the requirement of additional members of the Detroit local in a theater, provided that the traveling bands fill all requirements for hiring of a local band, except local membership.

Action has been taken by the union board of directors to set up a new additional charge for miscellaneous out-of-town single engagements, defined as over 25 miles from the city hall, for traveling time. Charge will be based on a rate of 35 miles an hour for the entire trip, with fee at the rate of \$1 an hour.

Warning in connection with the current differences between slow and fast time for various Michigan cities was issued from the union office, inasmuch as several cities up-State have different time than Detroit. Contractors not notifying their musicians of the proper time themselves, will be held liable for the necessary overtime charges, the union warned. With the Legislature currently apparently set to shift the official State time back an hour, while Detroit refuses to make any change, the situation is likely to get increasingly muddled in Michigan.

Ruling on Sub-Payment

Board rulings on substitute musicians now make the member employing a substitute responsible for paying the substitute thru the office of the local, rather than thru other channels, within 48 hours after he receives his own compensation. Changed rulings on payments will allow a substitute on a steady engagement to receive time at regular scale if he plays a rehearsal and less than a half week consecutively, but to play the rehearsal without extra compensation if he plays at least a half week. Limit of four hours a week of free rehearsal time whether for shows or for improvement of the band was set, with payment beyond that period. Ruling further stipulates that overtime may not be cumulative from week to week.

Full authorization for auditions is being required. Responsibility is placed upon each individual member of a band making auditions to contact the local office to verify proper authorization. Individual band members are to be held equally responsible for the leader in this instance. The union board further clarified the definition of intermission time, specifying that it must be at least 10 minutes and that the orchestra must be allowed to leave the stand during the period.

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DETROIT 26, MICH.

Shelley, Chi Booker, Turns Over 25 Acts To Morris; Keeps 5

CHICAGO, Feb. 3.—Further information on deal which saw Phil Shelley giving up part of his stable of talent last week to the William Morris Agency, (*The Billboard*, February 3), came to light here this week.

Shelley, local talent booker and personal agent, leaves here February 15 to set up a new office in Los Angeles, where he will concentrate on personal management and will enter the fields of radio and movies more extensively.

Shelley concluded a seven-year percentage pact with the William Morris Agency under which the Morris office will handle 25 of his attractions. The agent will keep his exclusive personal management pacts with Maurice Rocco, Arthur Lee Simpkins, Martha Davis, the Three Bits of Rhythm and Joy Paige, with the Morris office likely to book the five acts exclusively, except where Shelley personally sets them. Thelma Sills, who has been associated with the Shelley office the last year, moves to the local Morris office to work with Walter Hyde, newly appointed head of the cocktail unit department.

El Chico Switches To U. S. Voice-Piano, Which Costs Less

NEW YORK, Feb. 3.—El Chico, a Spanish nitery for the last 10 years, has broken with precedent and put in an American cocktail act. Performer is Dorothy Tanner, voice and piano, who will play for the lulls.

Reason isn't so much change in policy as it is dollars and cents. Spot has always had a three-piece relief combo which made with the Latin and American tunes between shows.

But for some reason best known to management it never paid more than \$120. Scale should have been \$147. When group demanded more dough to get up to scale, management balked. So it fired the musikers and hired Miss Tanner at about \$100.

Harry's Show Bar, Detroit, Sold; Name Policy To Continue

DETROIT, Feb. 3.—Harry's Show Bar, leading cocktail lounge in the heart of the city's night life district on Woodward Avenue, changed hands this week, with Morrie Usher and Sam Komisaruk, both newcomers to the night spot field, taking over. Usher will be manager of the spot. Eddie Marx, former owner, is leaving for Florida for an extended vacation, and is expected to return and take over another

Harry's has had a rep for nearly two years for employment of some of the fastest-growing names in the combo field. Policy will be extended, according to the statement of the new owners to *The Billboard*, with bigger names being brought in within the next few weeks.

Ted & Len's, Detroit, Now Hershah & Wirt's

DETROIT, Feb. 3.—Ted and Len's, leading East Side cocktail lounge, is being taken over this week by Hershah Smith and Wirt Koontz. Typical of the current trend in night spot ownership locally, both are newcomers in the show field.

Smith was with a downtown dairy lunch for a number of years, while Koontz is a mattress manufacturer. Joe Lehr, former partner, who sold out, is leaving for California, while his other old partner, Mike Clach, is reported planning a small chain of shoe repair shops.

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Off the Cuff

East:

THE THREE MUSIC MAKERS new at the Cumberland Musical Bar, Philadelphia. . . . BERYL AND HER TRIO first in on the opening of Mary's Musical Bar, Philadelphia. . . . RUSSELL YOUNG brings his pianology to DuMond's Musical Bar, Philadelphia, with the Palm Beach Troubadours holding over. . . . TOMMY CULLEN'S UNIT new at Philadelphia's Copa Musical Bar. . . . FRED D'ORIO elected to a third term as president of the corporation operating the Cove, Philadelphia musical bar. . . . FOUR KEYS together again at Lou's Moravian Bar, Philadelphia, now that Arthur Furness has been discharged from the army and rejoins the unit. . . . CECIL WILLIAMS QUARTET bows at Philadelphia's Chez Cherie, now operated by Nick Krauss.

Here and There:

BOB SYLVESTER current at Fay's Supper Club, Macon, Ga. . . . VARIETY BOYS and Ethelene now at the Playmor Club, Cheyenne. . . . PAUL REIMAN entertains the officers at their club at Fort Walton, Fla. . . . LARRY LEVERENZ set indefinitely at the Olympia Theater, Miami, Fla.

MURIEL BYRD current at Birn's Cocktail Lounge, Cleveland. . . . JOSE CORTEZ drew 20-week holdover at Jack Dempsey's, New York. . . . BRENDA CARR now at Bossert Hotel, Brooklyn, received word that her husband, stationed in the South Pacific, was hurt when his jeep fell off a high cliff. . . . GEORGE MARSHALL TRIO in at the new Brown Derby, Woodward Hotel, New York. . . . STEPHEN KISLEY'S option picked up at Park Lane Hotel, Buffalo. . . . COOPER AND COLE working at 44 Club, Newark.

TAFT BAKER'S Four Spaces set for Hotel Riviera, Los Angeles, on March 8. . . . SLIM GAILLARD TRIO go to Billy Berg's, Los Angeles, on February 13. . . . HARDING AND MOSS preem at Parkview Restaurant, Agawam, Mass., on March 3. . . . PHIL INGALLS teed off at Brooks Club, Norfolk, on February 1. . . . MEADE LUX LEWIS went to the No. 1 Bar, Rochester, on February 5. . . .

Review

Ernest Ashley Trio

(Reviewed at the Three Deuces, Chicago)

Piano, bass and electric guitar combos are plentiful these days, but the Ashley threesome offers a more diverse entertainment program than most of the King Cole-styled units. They offer good jump and sweet instrumentals; solo and trio harmony vocals on standards and novelties, and all the showmanship that a trio, working on a cramped back-bar stage, can insert.

Musically, the boys could get a little farther away from the King Cole arrangements which they sometimes use. Bass Sylvester Hickman, whose voice and phrasing are almost identical to the King's, does such definite Cole favorites as *Sweet Lorraine* and *Gee, Baby, Ain't I Good to You*. Trio could cut these numbers and add some more original material, as there's plenty of talent here.

Bill Samuels offers some fine 88-ing, even on the battered spinet in this spot, plus a very flexible voice, which he used effectively in tenor and baritone solos. Could emphasize that baritone, which went over big on *Old Man River*, a number which cocktail trios haven't used very often. Samuels turned in some fine tenor solos on the standards.

Leader Ashley, whose guitar work has been featured with Earl Hines and Lionel Hampton, makes the trio sound especially full, as he uses amplified three-string chords to gain the effect of a small reed section. Knows all the tricks of the single-string guitar also.

Trio's personal appearance is high. Boys wear similar suits and ties and even the same kind of brown suede shoes. Hickman's constant mugging keeps customers' orbs on the stand.

John Sippel.

Growing L. A. Sepia Clubs Offer 15G Weekly Market

LOS ANGELES, Feb. 3.—With what was formerly "Little Tokyo" and sukuyaki joints being taken over by an incoming Negro population, a number of spots have sprung up in what is today "Little Harlem."

Patronized principally by Negroes, the spot owners are reaping a rich harvest from defense workers. Out of the section and its adjacent neighborhood, Central Avenue, Los Angeles' Lennox Avenue, has come work to the tune of about \$15,000 a week for acts and bands.

Located in a three-story building that once blazed with sukuyaki signs is Shep's Playhouse. Housed in the two upper stories this spot offers a cocktail lounge on the second floor and dining room with dance band and floorshow on the third. Entrance to the lounge is free, but there is \$1.20 admission for the dining room. Playhouse is going over strong and is offering for musical entertainment Eddie Heywood and his orchestra. Closing in this spot recently was the Juan Panalle Trio.

Has Line

The dining room is presenting Gerald Wilson and orchestra, a 16-piece group, along with a fair-size-budgeted floorshow. On the bill are the Harris Brothers, Howard Gill and Willie Lewis and eight sun-tanned misses labeled The Ensemble. Show is produced by Leonard Reed, who also trains the girls.

Most imposing spot is the Cobra Club managed by Jack Feld. There is no dancing here. But music is furnished by a four-piece group headed by Sammy Yates. Cobra Club was remodeled from a Jap store at an approximate cost of \$35,000. There's plenty of neon and glass brick to make the spot similar in appearance to the ones generally visualized for Hollywood.

Further out toward the Central Avenue section and getting business from the avenue as well as "Little Harlem" is the Rhythm Club. This is not to be confused with the Rhythm Room located in the basement of the Hayward Hotel downtown. Operated by Fred Harris, Rhythm Club opens for business about 1:30 a.m. Gladys Palmer had a long run here as did Big Six Reeves and his orchestra.

In the same nabe is Cafe Society managed by George Ross. Jim Wynn's six-piece group is featured.

Two Clubs

Curtis Mosby, who at one time had the only Negro night club in town, the Alabam, now has two spots under his management. The other is a cocktail lounge that is well-known to both white and Negro patrons as The Last Word. At the Alabam, Mosby has been putting on shows for some years. He employs a full band, with Ernie Fields now on the stand and Bob Parrish's new outfit to come in the end of this month. Harlan Leonard and orchestra played a 52-week run here, bowing out to the Sweethearts of Rhythm.

In the floorshow Mosby, himself a mu-

Jim Bradley, Philly Op, Lights New Musical Bar

PHILADELPHIA, Feb. 3.—Jim Bradley, who brought one of the first musical bars to the Northeast sector of the city with his Bradley's Castor Grille, is ready to unshutter a new spot. Moving to larger premises in the same sector, new spot will be known as the Lynnewood Musical Bar, with policy calling for two units to keep the entertainment continuous.

Benny Goldstein Takes Over Duffield Bar, Detroit Nitery

DETROIT, Feb. 3.—The Duffield Bar has been taken over by Benny Goldstein. Spot, formerly operated by Frank Knapp, was known as the Club Duffield, and operated as an intimate downtown night club.

ADRIAN ROLLINI set for McVan's, Buffalo, February 19. . . . BILL SNYDER starts at the Baker Hotel, Dallas, on March 16.

sician of note, features Marie Abernathy, Buck Woods, Henry Calhoun, Two Esquires, Fay Wilson, and the Savage Dancers, a group of eight which Mosby picked and trained himself.

Across the street at The Last Word, Mosby is featuring the Flouroy Trio with Dan Grissom, formerly of Jimmie Lunceford and his band. Outfits which have played the Word include Nata, Mata and Ginger, the Three V's with Lady Will Carr and Walter Fuller and orchestra.

Vieing for top honors in the money spending with Mosby and his two clubs is Joe Morris of Club Plantation, located some distance from Central Avenue and 42d, the hub of Negro activity. Morris entered the entertainment field over two years ago, taking over an abandoned spot and remodeling it himself. Morris himself put in the plumbing and electrical wiring, a move to which he wasn't accustomed since he had studied law in a local college.

Getting the thing in shape, Morris has catered to name bands. Jimmie Lunceford, Count Basie, Erskine Hawkins, Tiny Bradshaw, Andy Kirk and others have played here. Morris has Lucky Millinder on the stand now. In addition to Millinder the show includes T-Bone Walker and Dusty Fletcher, the latter doubling from the Orpheum Theater where he is playing on the bill with Duke Ellington. June Richmond, the Three Rockets and others have been featured on the show bill here.

Fighter Henry Armstrong has an eating spot in "Little Harlem" with Roy Milton, featuring Cammille.

The coming-in of these night clubs has made competition for others who thought they had smooth sailing. In addition to this, there is opportunity for cocktail groups to double. Before closing at the Playhouse a week ago the Juan Panalle Trio was playing Cafe Society from 2 to 5 a.m.

The Negro clubs are offering booking agents a pretty lucrative field. Talent has to be in the groove to put the agent in the greener groves.

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51 Club, N. Y., Has \$8,000 Tax Worries

NEW YORK, Feb. 3.—The Fifty-One Club on 52d Street is up to here in tax troubles which may force it to shutter. The goat in the whole mess is Sam Goldberg and another unidentified partner who bought the spot a few weeks ago from Harry Finkelstein, Joe White and Joe Vosberg, former owners, for an undisclosed sum. According to reliable sources, the Treasury Department stepped in a few days ago claiming about \$8,000 in back taxes.

Goldberg admitted that such a claim had been made and bitterly protested this belated action. He charged that former owners hadn't paid any withholding tax for so long that arrears of \$6,000 accumulated. In addition, he said, old ops owed other taxes amounting to about \$1,500 on which the interest alone brought it up to \$2,000.

"I'm not going to pay it," said Goldberg. "I've been taken. If I can't make a deal with the tax people then the old owners will have to take the club back."

Ind. Considers Non-Alcoholic Drink Taxing

INDIANAPOLIS, Feb. 3.—A strong movement in the Indiana Legislature to provide State-supported crippled children's hospitals for paying as well as indigent cases is resulting in some members looking for a new source of revenue to finance the program. Sen. Clyde R. Black, of Logansport, is considering an excise tax on non-alcoholic drinks, such as the various 5-cent beverages. He believes that this would be a rather painless method of raising money and using it for the new type of State institution which would give patients in all income groups either free or cut-rate service.

Authentic figures show that Indiana in 1939 consumed approximately \$12,000,000 worth of non-alcoholic drinks. Senator Black proposes a tax of 5 cents on a dozen bottles. His proposed excise levy would raise more than \$1,000,000 a year, possibly as much as \$1,500,000.

ARA Divvy Stand Weakens; Members To Be Canvassed

NEW YORK, Feb. 3.—Artists Representatives' Association is showing signs of weakening in its adamant stand against changing the 10-5 commission divvy, provided for in its contract with AGVA. Although the question has been voted upon twice by the membership—both times in favor of retaining the 10-5 set-up—it is still agitating the dues payers. The boys here are beginning to feel pressure from the fact that AGVA agreed to let the members of the National Association of Theatrical Agents, the other big fee-splitter organization, out commission melons any way they want.

Feeling here expressed itself about two weeks ago when one of ARA board of governors opined that maybe NATA's way was better—for the small agents who make up the bulk of ARA. Up to now the ARA governors have been solid for the 10-5 arrangement.

So at a meeting of the board Thursday night (1) it was decided to canvas the ARA membership to ascertain just how the boys feel about splitting commissions. The question will come up again on the floor of a general membership meeting to be called in the near future.

Tie-Ups Nick All Branches of Show Business

(Continued from page 3)

aters and clubs is expected to be an all-time high for Central New York area. In Cleveland, niteries and theaters have volunteered to co-operate with the authorities by closing one day a week to save fuel.

Trade sources say that theaters in Indianapolis, Cincinnati; Rochester, N. Y., and Schenectady, N. Y., also will shutter for one or more days a week.

Ickes Says "It's Hell"

The *Billboard* Washington rep queried Harold L. Ickes, Solid Fuels Administrator, about the fuel shortage and reported that Ickes says "It's a hell of a situation."

Ickes said the emergency would probably not clear up for several weeks. A solid bank of snow, 80 to 140 inches deep, is stretched across upper New York State and it runs clear to Cleveland. This is stopping freight movement and causing the coal shortage.

On Thursday the mayor of Philadelphia put his city on the emergency list by calling a halt to all coal deliveries to movie theaters, and added theaters, rinks, bowling alleys and so on to the ban paper. Night clubs and taverns are not affected so far.

The mayor of Baltimore toured the city this week and decided to hold off on showbiz in his territory.

D. C. Bans Natural Gas Use

WASHINGTON, Feb. 3.—WPB's week-end ban on use of natural gas for heating or cooking in amusement places, including theaters, motion picture houses, bowling alleys and night spots, is seen here as another of the "headaches" that entertainment biz must endure until war shortages ease.

Gas "ban," the little more than an inconvenience to amusement spots in most communities, may be repeated next week-end—as freight embargo was re-

(See TIE-UPS NICK BIZ on page 32)

New Juarez Night Spot Booking Floor Shows

JUAREZ, Mexico, Feb. 3.—New night spot, Palacio Chino, now booking floor-shows. First show had Dotty Lea, United States dancer; Marina, Cuban dancer; Trio Cocula, Mexican singers; plus the house band.

Pa. Checking Out-of-Town Agents for License Evasion

PHILADELPHIA, Feb. 3.—The State is staging a quiet but efficient investigation of unregistered out-of-State booking agencies allegedly victimizing actors and actresses and evading licensure, thus depriving the Commonwealth of Pennsylvania of thousands of dollars in tax returns. State agents are gathering evidence for prosecution of such bookers under an act passed by the Legislature. William Chestnut, secretary of the Department of Labor and Industry, is directing the drive.

The act provides that no theatrical act may be booked in Pennsylvania by anyone unless he possesses a license obtained from the State Department of Labor and Industry and granted after investigation and payment of fees. Any violation of the act is misdemeanor and is punishable by fine or imprisonment and withdrawal of license privileges. In addition, every actor, employer of an actor and agent booking the act must witness a contract, stipulating the terms

Chi Niteries Ops Try Again To Form Group

CHICAGO, Feb. 3.—Local night club owners are organizing Cafe Owners' Association. Speculation as to the purpose of forming such a group at the present time ranged from discussion over the problem which will arise when the AGVA's six-day ruling goes into effect on February 15 to a solution to the recent brown-out ruling, which has eliminated outdoor lighting.

Niteries ops here have been attempting, off and on, to form an association for the last five years. Last real attempt came three years ago. Movement fell thru when the association failed to get whole-hearted support from a majority of the ops.

Cleve. Ops Okay 6-Day-Wk; Other Towns Get Set

NEW YORK, Feb. 3.—Here are this week's developments in the six-day-week drive being made by AGVA, according to Matt Shelvey, national head of the union:

In Chicago four operators—Ralph Berger, Latin Quarter; Joe Jacobson, Chez Paree; Merriell Abbott, Palmer House, and Lou Nathan, 606 Club—met with Jack Irving on Thursday (1) and told him they would go along with AGVA. Irving informed Shelvey that all of the smaller spots in the city would soon get into line. All spots in the Chicago jurisdiction have been notified of the February 15 deadline, says Shelvey, and all are now being handed minimum basic agreements providing a six-day-week to signature.

In Buffalo operators have asked AGVA for temporary relief from the order to install a six-day-week by February 7 and have been granted this because the current coal shortage is making it difficult for the spots to stay open anyway.

In Rochester eight spots were signed to six-day M. B. A.'s by "Pat" Gerasi, AGVA rep in the area.

In Baltimore AGVA expects to have 80 per cent of the clubs on a six-day basis within a week. Gerasi is being

(See Cleve. OK's 6-Days on page 31)

Talent Likes Short Skeds

Trouble is that there's not a show head in a carload among Bonifaces

(Continued from page 3)

agement is not at fault. Rooms are built so badly that only major renovations would help. Original space was usually laid out as dining rooms with dance floors. The band is put on a platform and the acts work from the floor. Only those who are at ring-side can see the acts. Others see just their heads. Some rooms have terrace seating which helps but most ride along in the Murray Hill tradition.

But the biggest beef performers have is the methods used to present them once they start working. Harry James, for example, who recently worked at Hotel Astor, was put on the stand with no attempt to give him any kind of window dressing. The Pennsylvania, which spends plenty for advertising, does little to boost its presentation of its name bands. Maria Kramer, who is rated a smart cookie, puts a top band on what is little more than a wooden platform. The bit of tinsel, the yards of plush and a couple of lights that add to the selling job are often completely omitted.

Gingerbread Unessential?

Hotels argue that all that gingerbread is unessential. Customers come to dance and not look. While that may be true of dance bands, it isn't true of acts.

A Hildegarde, to be effective, must be properly lighted and presented. But a Hildegarde can get the production, first because she is a top attraction and hotel will co-operate, and second because her manager knows the answers and sees she gets what she needs. Generally speaking, however, hotel managements are unimaginative, tho they want to be progressive. Main reason is that the job of framing the attractions is left to hotel brass. They may know plenty about buying soap, giving the right rooms to the right people and seeing that rooms are cleaned and sheets changed, but know very little about showbiz. Only in the case of spots using productions, lines, etc., is some effort made to present shows well. In other cases, production is frequently turned over to the ork leader. But the music boys have enough to worry about with their sidemen to take more than active interest in what a performer working on the floor needs. The question of billing is another sore point. There aren't many hotel men who know the difference between a name and a semi-name. Squabbles because of this are daily occurrences.

Acts Still Prefer Hotels

Yet, everything else being equal, acts prefer working in hotel rooms to straight niteries. The fact that hotels have two shows, six days a week, as against a general niteries policy of three shows, seven days a week, is an important factor. Salaries are about the same for both class niteries and class hotels. In addition, latter patronage is considered more appreciative. A recent objection that has sprung up is the matter of accommodations. Less and less hotels are willing to give with rooms. They figure a \$5 room given to an act can bring \$7.50 or \$10 to paying customers.

In a survey made here among talent offices and hotel executives and based on reports from *The Billboard* corre-

(See Hotels Lush Field on page 28)

Hotel Plaza, Persian Room, New York

Talent policy: Dance bands and floorshows at 9:30 and 12:30. Owner-operator: Hotel Plaza; headwaiter, Fred Barbero; publicity, Byrne Bauer and Bonnie Donahue. Prices: \$1.50 cover after 9:30 p.m.

The erstwhile George Tapps, now known as plain George Tapps, returned to the New York night scene Wednesday night (31) and won himself a rousing reception from the stiff-lip gang of the Persian Room. Judging by the way he was received at the dinner-show, the only one he works here, he will be around for quite a while.

Tapps has not been caught by this reviewer since he replaced Gene Kelly in *Pal Joey* three-four years ago. It is a pleasure to be able to report that the hooper has evolved into a major performer for night club purposes. He is definitely a class attraction, fully capable of solo appearances.

Dancer opens with a skillful ballet-taps routine chockful of top-notch splits and spins, then goes into a kind of skating-glide waltz to *Day Is Done*. This number is characterized by some really sensational pirouettes. Both items fetch him heavy mitting.

Then he performs his version of De Falla's *Fire Dance*, an almost great piece of choreography involving flamenco and American-style taps, terrific kicks and leaps. This number could become a major dance contribution but it is marred by a number of short and meaningless gestures and movements which get nowhere. If these were cleaned up, the number could be Tapp's piece de resistance.

Following this, opening night, the hooper gave five demanded encores—a rumba-taps, a soft-shoe dance, a sock *St. Louis Blues* crotch-drag, an acid-etched take-off of George M. Cohan and a nifty *Stomping at the Savoy* bit of liveroo.

The shorter pieces were all little beauties, and Tapps went off leaving an impressed mob behind him. Between numbers he handled himself in a showmanly (See *HOTEL PLAZA*, on page 29)

NIGHT CLUB REVIEWS

La Conga, New York

Talent policy: Dance bands and floorshows at 8:30, 12:30 and 2:30. Owner-operator: Jack Harris; manager, Nat Harris; publicity, Paul Coates. Prices: \$2.50-\$3 minimums.

A capacity showbiz mob turned out on Wednesday night (31) to witness the return of Lenny Kent to New York's night life. The young comic was released recently from the army and played just one warm-up date in Philly before re-debuting in Gotham.

Opening night crowd kept the guy on the floor a long time, but this was due as much to generous sentimentality as to Kent's performance. Young fellow has a lot on the ball—a likable personality, poise, quick-wittedness, savvy in handling lines and the comic sense. Unfortunately, however, he kicked off here with material that was largely mediocre when it wasn't dull. And he relies too much on Yiddish words for his surprise effects (a handicap in spots with a non-Jewish clientele) and throws in a little too much nance biz (a handicap in non-New York clubs). After he remedies these defects and gets into a groove a bit more, he will be a definite asset to the under-manned comedy field.

New La Conga offering starts with the Janette Hackett line (6) in a *Cactus* dance. Name derives from garb. Gals work nicely together and get nice reception. Return midway for an umbrella dance, and this item is okay, too.

In No. 2 slot is *Chinita*, a plump and winsome bit of Spanish paprika. Youngster has the energetic quality so many seek and so few attain in delivering a fast-jabber Latin tune. Kid was a little nervous on opening night and consequently didn't control her voice as well as she might have, but for her kind of act she has what it takes. Reactions for three numbers were good.

Lischeron and Adams follow. Woman is attractive, being a snow-white blonde with high coloring. Couple do a series (See *LA CONGA* on page 29)

Chez Paree, Chicago

Talent policy: Dancing and floorshows at 8:45, 11:45 and 2. Owner and manager, Joe Jacobson and Mike Fritzel; publicity, Bob Curley; production, Olive Bernard. Prices: \$3.50 and \$5.00 minimums.

Zero Mostel came here without former appearances in local well-known spots, but, judging from the palm-pounding that greeted his zany impressions, the local grapevine will report him to be comedy entertainment with a subtle approach but a TNT punch. Mostel works like a piece of coal in a log fire—it takes him a while to get started but when he's established he's the hottest thing on the bill. Works extremely fast, and his sophisticated Gotham characterizations are something new to this area. After the bulbous comic has worked five minutes, laughs begin to come more consistently as the crowd catches his style. Did impressions of a college professor, a client on a domestic problems radio show, and an imitation of Jolson, Jessel and Richman doing a mammy song. Had to do three encores and only escaped a fourth by promising to do more the next show. Last encore bit was a Hitler imitation. Bit is getting shoddy around the edges from over-use and marred Mostel's otherwise very original program.

Despite a sprained ankle suffered two weeks ago, Fanchon proved a hit with this Chicago crowd. She suffered same visual handicap which hurt Carolyn Knight, preceding dancer at this spot. Because the stage is not elevated, only the ringsiders get a good view of the whirling dancer. D'Angelo and Vanya, holdover dance team, also had customers at the rear tables straining.

Dolores Gray, previously at the Camellia House here last fall, combines a Lauren Bacall appearance with a pleasant singing voice to draw plenty of approval from the males. Does the more lively pops best. Chez Paree Adorables do a Parisian number and a pin-up girl bit, both of which offer nothing exciting. (See *LA SALLE HOTEL* on page 29)

John Sippel.

Hotel St. Regis, Iridium Room, New York

Talent policy: Floorshows at 9 and 12. Owner-operator, Hotel St. Regis; manager, Pierre Bultnick; publicity, Timmie Richards. Prices: \$1.50-\$2.50, minimums.

Mario and Floria are the single offering in this swanky East Side room. Pair have been given their fourth renewal.

Physically, ballroomists are attractive and they work smoothly. Repertoire consists mostly of various lifts, whirls, spins, sits and tosses by the girl. This gingerbread stuff they perform in various tempos. Pair work hard and deliver okay to favorable responses.

First number is a waltz, second a tango. Next two numbers, a kind of fox-trot filled with twisting lifts and a turkey trot a la 1912, are their best offerings. As an encore piece they do the turkey trot a la jitterbug.

Fred Miller ork plays the show. Theodora Brooks (4) relieve. Biz good when caught. (See *HOTEL ST. REGIS* on page 29)

Paul Ross.

La Salle Hotel, Pan American Room, Chicago

Talent policy: Dance band and floorshow at 7:40, 9:30 and 11:30. Owner: Avery Brundage; manager, Roy Steffen; publicity, Edward Deuss. Prices: \$1.50 and \$2 minimums.

Collette and Barry label their revue *The Little Show*, and they can expect big results from this miniature package show, because their offerings fit perfectly into the intimate decor of this room. Show was delayed two weeks in arriving by a serious hand injury to Harold Barry, who, when caught, was still wearing a bandage. Doctors had warned him to take it easy on the hand, but he makes all the lifts necessary in his dance act, and the customers appreciate his effort.

Show opened with a line of five girls, garbed in blue dresses and waving fuchsia fans, to introduce Collette and Barry's waltz number. Pair perform with much (See *LA SALLE HOTEL* on page 29)

Havana-Madrid, New York

Talent policy: Dance bands and floorshows at 8, 12 and 2:30. Owner-operator: Angel Lopez; publicity, Ed Weiner; production, Pablo Williams. Prices: \$2-\$3, minimums.

The Havana-Madrid has snapped out of the doldrums of recent weeks and has brought in a show that is skillfully put together and well performed. Considering the club's low-price policy, the new offering here is one of the town's best buys and it should make a lot of satisfied customers.

"Sonny" King, singer, starts things off with a clever announcement in which the Havana-Madrid Senoritas (8) assist. This segues into Amanda Williams (of the Hermanos Williams Trio) in a fast-tempoed Spanish tune. Miss Williams adds little to the number but it goes quickly and gets a nice hand.

The Duanos are woven into the end of the first number so that there is no break. Attractive couple is potentially one of the country's top dance teams. Their routines have freshness and charm. When these two ballroomists do a lift, a whirl or a spin it is an integral part of the dance and is not stuck in simply to be "sensational." And they know how to deliver their interesting dances, for they sell every minute they are on the floor. There is one phase, however, in which they are deficient and that is in execution. There are touches of carelessness—or perhaps it is insufficient rehearsal—in some of their steps and gestures. When they clean up this matter they will go far. They are close to being a class act even now.

After the Duanos the line comes on briefly in very corny costumes to do a simple routine by way of introing "Sonny" King. Husky crooning tenor follows them out and goes into a brace of showy pieces—*Come Back to Sorrento*, *Besame Mucho* and *Donkey Serenade*. Warbler's strong point is high-pitch yodeling done in very schmaltzy style. Despite the oil, guy is an effective performer, for he sells heavily and grabs hefty mitting. But—and it's a big but—the guy stays on too long for two mediocre numbers in which he tries to outdo himself. The result is he weakens the impression he makes.

A. J. Cantu is on next-to-closing with his standard pigeon-producing magic act. At the opening on Thursday night (1) he drew solid laughs and hands for his work.

Line comes back in simple and attractive gowns for a kind of slinking dance to tango music. This segues into the Hermano Williams Trio.

Velvet smooth acrobats were in top form on Thursday night despite the fact that the low Havana-Madrid ceiling curtailed their activities. Crowd went for them big, and they proved a very satisfying climax to a good show. Biz solid when caught. (See *HOTEL PIERRE* on page 29)

Paul Ross.

Hotel Pierre, Cotillion Room, New York

Talent policy: Dance bands and floorshows at 9 and 12. Owner-operator: Hotel Pierre; room manager, Stanley Melba. Prices: \$2-\$3, minimums.

The Wesson Brothers and Nancy Donovan made their Hotel Pierre debuts on Thursday night before a crowd heavily salted with agents and others from showbiz. For the Wessons, it was their first appearance in a New York nitery.

Show opens with Harris, Claire and Shannon, the in-triplicate ballroom team, working in this room for three or four weeks now. Outfit is a nifty. Man handles his able partners with skill. Routines are interesting and well delivered. First is a tango, second a waltz. Both are marked by double-lifts and holds which in themselves earn hand. Team's third number, however, is a mistake. Harris announces it as a "primitive dance," and it is one in a red spotlight with drum accompaniment. For it, team performs some of its regular bits in staccato tempo. But all this doesn't add up to a "primitive" dance and team doesn't need this kind of stuff to get across. Fourth number, a rumba, puts them in right again and earns them an encore, a cute Brazilian carnival dance.

Nancy Donovan is on second. Carrot-topped looker is an able seller of songs but has chosen numbers designed to show off her semi-operatic style. Voice is just not up to this ambitious project. She would do better to stick to numbers (See *HOTEL PIERRE* on page 29)

★ ★ ★ ★ ★

THE COUNTRY'S MOST EXCITING DANCER

FANCHON

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Loew's State, New York

(Reviewed Thursday Night, February 1)

New show here is aimed for laughs but with the exception of a few routines most of the yocks come from straight corn. Big attraction is Rochester (Eddie Anderson), who has been eating awfully well to judge from the weight he's put on.

Rochester comes on in a white fur coat and black homburg. Coat, he later explains, is "Carmichael." Opening chatter was strictly for the yokels. It was neither funny or delivered well. Followed with tune, *Ac-Cent-Tchu-Ate the Positive*, in his characteristic sand-paper voice. Guy attempted to sell it straight but phrasing and punctuation was strictly amateur night. Gave out next with an over-long Negro preacher routine ending in a crap game twist which laid an egg. It wasn't until his partner, Kitty Murray (unbilled except in lobby) came on that act got a shot in the arm. From then on it was all Miss Murray. Gal, built on the Aunt Jemima order, comes on after a hokey pitch by Rochester about "choosing a partner from the neighborhood who will play opposite me in my next picture."

Miss Murray, on appearance alone—high top shoes, baggy dress, comic hat and dead-pan expression—got laughs. Rochester's biggest guffaw came when he lamped the gal and did double takes. His eye-rolls pulled lots of roars. Partner topped him, however, when she went into a loose-jointed dance. Couple paired off and did a turn to *Tea for Two* that really rocked the customers. But, as before, it was Miss Murray's work which won the hefty mits.

Al Trace, who plays for the show as well as having his own spots, opens with his *Mairzy Doats*. He and his 10 sidemen do plenty of horsing around. Use auto horns, kazooes, wigs and other material to get laughs but stuff didn't register. One reason is that most of the funny stuff has to be seen up close to get across. Based on showing here, Trace is still a good cocktail act.

Tony Arden, jet-haired canary, on with Trace, does a good job with *My Heart Sings* and *There Goes That Song Again*. (See LOEW'S STATE, N. Y., on page 29)

VAUDEVILLE REVIEWS

Strand, New York

(Reviewed Friday, January 26)

New show brings back Artie Shaw and his ork to Broadway for first time in couple of years. To prove that the guy is still plenty b.-o. by virtue of having plenty of good disks around while he was in the service for over a year, place was mobbed all day. And the 45-minute show Shaw dishes up won't disappoint his fans a bit. For, wisely enough, Shaw has selected tunes that feature himself thru-out, and when backed by a band that's hitting plenty solid considering how new it is — some four months — stage stint comes off for the most part.

Outside of his music, Shaw does little to help the goings on, sticking mainly to playing the clarinet and closely watching the solos taken by each man. Latter point is especially disconcerting on stage, for it seems as if Shaw is listening and judging at the same time, rather than getting behind the sidemen and helping sell his instrumentalists to payees. He exhibits little enthusiasm, which is bad. Musically, outfit walks off with honors. Wisely enough, Shaw has included plenty of old-timers made by disks in his tune line-up.

There's *Stardust* and *Begin the Beguine*, latter especially a fave. And to link all the tunes together, Shaw is in there all the time, throwing in licks, behind instrumentalists, his singer, Imogene Lynn, and altogether giving payees their money's worth. And, it's assumed that most of the standees paid to get in to see Shaw and his new band.

Outside of Roy Eldridge, Negro trumpeter, Shaw is by far the most outstanding man in the band. When he's on his instrument, band has a beat, and altho there's still a stiffness about the outfit, there's little doubt that Shaw will again wind up with one of the big outfits around today. His tone and style are unmistakable, and his arrangements in keeping with the style that made a name for him prior to the time when he broke up his band.

Then again, he's a very appreciative guy on the stage, and while not exhibiting much enthusiasm for what's going on, he's obviously a more subdued guy than he once was. And he still plays plenty of music on his stick, enough to satisfy any of his fans who plank down their dough.

Miss Lynn opens with *Ac-Cent, etc.*, not a good choice for the gal, but closer, *Must Have That Man*, is a winner. *Ac-Cent* is for a novelty singer, who can frolic around on stage and sell lyrics and general feeling of the song. Miss Lynn, gal with a nice voice and keen on the eyes, warbles a good ballad but doesn't hit it off on the rhythm stuff. Shaw's Grammercy Five, combo of piano, drums, guitar, trumpet, bass and himself, do a quickie that sells. Finale is strictly an instrumental that sells sidemen in the band, but it's not a rousing walker-offer.

Two acts with him are standard; Sunny Rice, enthusiastic fem tapster, and comedy team, Ross Wyse Jr. and June Mann. Latter pair have been seen here on many occasions but they get plenty of laughs and walk off to big hand. Little guy is showy dancer and smartly hides it behind laugh routines with gal. However, he lets it out at the end and they come back to plenty of claps. Miss Rice is a cute and saucy tapster and sells smartly.

Pic is WB's *Objective Burma*. Paul Secon.

Olympia, Miami

(Reviewed Wednesday Afternoon, Jan. 31)

A very good show this week with Buddy, a seal, competing with Willie Howard for headline spot.

Palge and Jewett open. They are a clever pair on the unicycles. Comedy is supplied by the whacky fem. Pair use a girl to sing while they do dance steps on the one-wheelers. Earn a nice hand.

Walter Jennier and his trained seal, Buddy, come next. Buddy does most everything from talking in his own style to playing a musical instrument. Buddy almost steals the show and earns a heavy mitt.

The Chords, a duo of lads who sing, imitate numerous band leaders. They have plenty on the ball and are a hit.

Lina Basquette follows, fresh from her engagement at Kitty Davis. Miss Bas- (See OLYMPIA, MIAMI, on page 29)

Oriental, Chicago

(Reviewed Friday Afternoon, February 2)

It's been almost two years since Spike Jones has appeared here, and in the intervening period he's put his corn-fed hokum into the big name class.

All his success seems deserved after catching this one-hour show. For 60 minutes the City Slickers keep up a fast-moving comedy show that's good for lots of laughs and heavy applause.

Like his recent best-selling Victor release, *Cocktails for Two*, Jones' stage stint is amusing because it's packed with variety and contrast. His dead-pan mugging is just the proper intro for the riotous antics of the Slicker veterans, Carl Grayson and Red Ingle.

Ingle, a Chicago musician, really gave his all, participating in almost every number and doing a first-rate comedy job in each. Recent additions to the band, Gigi Royce and George Rock, contribute plenty musically and visually, as both are top-notch showmen and musicians.

A girl harpist sits thruout the show and knits flaming red yarn. Crowd broke up when she finally played 16-bars in the Jones arrangement of *Holiday for Strings*.

Jones did his oldies, such as *Der Fuehrer's Face* and *Hotcha-Chornya*, plus new novelty scorings on *Chloe*, *Liebestraum* and *Glow Worm*. Slickers are all fine musicians and even the jazz fans will appreciate their offerings, because it's music well played.

Jones is carrying three acts, the Black Brothers, Mavis Mims and Judy Manners. The two girl acts are good, but they slow down the terrific comedy pace set by the Jones crew.

Miss Mims does some fine tap work, while Miss Manners holds attention with her vocals.

Slickers play the show background and their eight-piece Dixieland accompaniment isn't full enough for a tap routine or fem vocalist.

Black Brothers are the kind of act this revue needs to keep its style intact. (See ORIENTAL, CHICAGO, on page 29)

Downtown, Chicago

(Reviewed Friday Afternoon, February 2)

Early show caught was very slipshod because Fletcher Henderson's bandmen didn't get much time to rehearse. They spent all their time since arriving here this morning in hunting up instruments with which to play show. Their bus trailer burned in Detroit two weeks ago, and most of the boys are playing on borrowed instruments until they can get new horns, or are awaiting repairs on damaged instruments. Band didn't sound too good because it takes any musician a little while to get accustomed to a horn and the tone wasn't up to the usually high Henderson standards.

Leader's piano on *One O'Clock Jump* and several other jumpers was brilliant, but the p.-a. system here isn't too good for grand pianos. Individual solos were good, but sidemen again were hampered by their unfamiliarity with their instruments. Variety acts suffered because Negro acts need plenty of jump music to get the folks out front in the mood and the ork couldn't produce.

Sister Rosetta Tharpe was surprise booking here when Three Cabin Girls were canceled out. Blues singer sold her standards, *Rock Me* and *Tall, Skinny Papa* to hefty hand. She is using a guitar with a large crack in it. Crack ruins tone of instrument and a new git-box would dress up the act for the front rows.

Snowball, tap dancer, shows some fine tap style, but ruins the good impressions by some smutty closing material.

Joe Byrd, Charley Ray and Company, two men and a girl, did a typical burly blackout in jive talk. Snowball's finish and the entire burly bit should be eliminated from this stage show, because the material is not for a family-trade theater.

Moke and Poke, with Lou Brown, new in the Poke spot of Negro dance and comedy duo, did not show the usual sparkle for which the team is famous. Band's accompaniment slowed them up and Brown is still adjusting himself to the established style of the act. Grabbed biggest hand in the show.

John Sippel.

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Hotels Lush Field for Talent, But Ops Lack Showmanship

(Continued from page 25)
spondents all over the country the following was learned:

Talking About Beantown

A class Boston hotel, the Copley Plaza, for example, looks upon its show as "a necessary evil" and a waste of money when the house is filled to capacity anyway. Its advertising budget appears to be cut to the bone. What ads it runs are of the institutional type which features the hotel; talent is sloughed off. Main fault, according to showbiz circles, is attributed to new management which is characterized as "dull and unimaginative and steeped in the traditions of the Lodges speak only to the Cabots and the Cabots speak only to God." Top show savvy in Beantown belongs to the Statler. Its big name policy pays off. When the Statler puts in a new show it goes all out with powerful flack and advertising campaigns and keeps it up almost daily. Results are packed rooms, even when biz has fallen off elsewhere. A smaller operation, the Fensgate Hotel, also spends on newsprint. It, too, shows showbiz savvy, tho talent is mostly semi-name quality. Policy, however, is paying off.

In New York top laurels go to the Waldorf-Astoria. Lucius Boomer hires top names and orks, advertises heavily and within the limits of his room, gives

them a solid production. The Waldorf spends about \$400,000 a year for all its talent (including the musical combos) but apparently gets plenty back.

The Plaza is equally show-minded. Originally it started with productions, discovered it didn't work, and turned to the one and two-act plan. Room is comfortably filled and building up a solid show rep.

Pierre Production a Plus

The Pierre started big with its cafe some years ago. In the past two years its show activity has switched to its Cotillion Room. Operation is comparatively small but production is excellent. Policy is mixed. Rarely does hotel go in for big names but capable production set-up gives its acts a fine setting.

The St. Regis experimented with ice shows and semi-productions, but like the Plaza, it discovered a one and two-act policy plus an aggressive publicity campaign suited it best. Both its rooms, the Maisonette and St. Regis Roof, are poorly arranged. But within its physical limitations the hotel does a good job.

The Hotel New Yorker has discovered long ago that the ice show was its meat. Name bands also help pull in crowds. The Biltmore also does well with the frozen-water productions. The rest of the hotels, with the exception of the Belmont Plaza, goes along with a straight name-band policy. The Belmont policy differs from the usual hotel operation. Its Glass Hat is run more like a nitery than a hotel room. Acts are strictly small names. Advertising and drum-thumping tactics, however, are big time.

Chicago's Main Stem Approach

Chicago probably runs New York a close second with its hotel room policies, tho unlike the New York spots, has found that lines and acts work successfully. The Palmer House, which spends almost \$400,000 a year, uses strong names, three variety acts and a line. Palmer is an example of good hotel operation. Working on a no-cover charge, its Empire Room does a great business.

The Stevens's Boulevard Room uses a name band, four standard acts and a line of 16 girls. Weekly budget runs to about \$8,000 and ops apparently get it back with plenty of profit. The Mayfair at the Blackstone, on the other hand, is falling behind. Its single act plus a sweet band isn't paying off. Room previously used top attractions but during the past six months it has fallen behind when it refused to meet the opposition.

The Walnut Room, of the Bismarck, and the Pan-American Room, La Salle, are strictly family spots. Both use two or three acts. The Bismarck is almost a Windy City tradition with its family trade, and is doing okay. The La Salle, which has recently upped its talent budget to about \$1,800 to compete with the Bismarck, seems to be confused. On one side it wants good shows and on the other it doesn't seem to know what it wants.

Bobby-Sock Panther Room

The Panther Room, of the Sherman, is strictly a bobby-sock spot. Its big name-band and two-act policy runs to about \$4,000 a week and keeps the room jumping.

Competing with the Rush Street spots for the near-North Side trade are the Camellia House of the Drake, the Buttery of the Ambassador, and the Pump Room, also in the Ambassador. Both Ambassador rooms have virtually dropped entertainment, skidding along on their rep as "smart spots." How long the momentum will continue is a question. But if the experience of other hotels is applied, the Ambassador will suffer. The Drake, spending about \$1,700 for talent, has slowly been slipping, too. Its minor name policy is neither fish, fowl nor good red herring.

The Marine Room at the Edgewater Beach is another big-time operation. Class patronage jams the room to take a gander at the names plus three or four novelty acts and good-looking lines. Production given talent is good and room pays off.

Conventionless Aches

The no-convention ban will probably hurt Windy City hotels. But ops feel they will have to be more aggressive in

From Clip to Shave

PHILADELPHIA, Feb. 3.—Newest note in customer service for those inhabiting the after-dark spots has been innovated here for the first time by Bobby Palumbo at Palumbo's Theater-Restaurant. A barber chair has been installed at the nitery and a tie-up has been made with a near-by tonsorial artist. Patrons coming to the cafe, particularly for an affair or special party, who have not had time to get rid of the 6 o'clock shadow, can now get the quick shave at the nitery.

getting local outfits to keep their shindigs there. In any case, the big spenders aren't planning to cut either productions or talent budgets. If anything they intend to spend more.

On the Coast, as far as showbiz is concerned, hotel operation is probably the worst in the country. Not a hotel goes in for name talent. Even bands are either semi-names or local boys. And unlike other hotels which use two orks, spots here limit themselves to one outfit. Recently a large hotel here was approached about the possibility of buying a big-name attraction. Manager replied that he was interested "... but I don't want to make my chef mad."

Biltmore Bowl spends plenty in the local dailies and air time. Spot, in Biltmore Hotel, is oddly enough the only hotel room in Los Angeles with a floor-show. Acts, however, are small and operation is nothing to brag about.

The Ambassador's Coconut Grove dropped its shows about two years ago. Last August, the Town House opened its Garden Room with a society semi-name ork and a top act. The ork stayed; the act was dropped. Hotel is putting on a big flack campaign, and as there isn't any competition to speak of, is doing okay.

Las Vegas Blooming

In Las Vegas, Nev., hotel room showbiz is booming. The Last Frontier, with its Ramona Room, is big-bracket operation. One reason is that Maxine Lewis, booker and producer, knows the ropes. Room has played Sophie Tucker, Harry Richman and others in the same class. Acts working here get all kinds of co-operation. Nearest competitor is El Rancho but acts here are not in big money. Hotel shows here are taken seriously. Ads in local papers, banners on the sides of busses and plenty of air time drum up biz.

In the rest of the country hotel rooms run from good to just nothing. In the South, Hotel Roosevelt, New Orleans, is the city's only Class A spot. Management has plenty of vision and show savvy. It spends for real acts and gives them frames. Other hotels are simply cocktail-combo minded.

Dallas's Duo

Dallas has two hotels that do the business. The Baker, with its Mural Room, has one or two acts and semi-name bands which are changed at intervals. The Adolphus, the only other first-string hotel in town, leans toward ice shows. Dorothy Franey, who produces, is a go-getter. Costumes, routines and faces change monthly. Both hotels do top biz and spend plenty for promotion.

St. Louis Hotels Top Clubs

St. Louis hotels which have shows do a bigger biz than city's niteries. Chase Club at Hotel Chase, buying only names, gets the biggest play. Crystal Terrace, of the Park Plaza, also does okay but not in the Chase class. Minneapolis's top hotel, in point of talent, production and customers, is the Nicollet with its Minnesota Terrace. In addition to the Dorothy Lewis Ice Show, room has two standard acts and a chorus line. The Flame Room in the Radisson is the Twin Cities' second best. Nut runs about \$1,500, of which \$1,000 goes for acts.

Kansas City, Mo., has only one hotel with a real show policy, the Bellerive with its El Casbah Room. But even here the operation is small as compared with Chicago or New York standards. Yet, compared with other hotels in the State, it is big-time.

Cleveland a Little Better

Cleveland does a little better for itself. The Statler Terrace Room, with its big-name act policy with occasional semi-name attractions, gets the important play. The Vogue Room, of the Hollenden, runs it a close second with its

Club Royale, Det., Shuttered For 2 Months of Remodeling

DETROIT, Feb. 3.—The Club Royale, one of the more prominent local niteries, which has run continuously for the past five and a half years, shuttered on February 1 until the end of March for extensive remodeling, according to Manager Tony Morelli. The talent policy for the future is undecided, Morelli said. MCA, which had been booking the club, was forced to cancel out two complete two-week shows, which had been booked in for February 2 and February 16.

tab revues and standard acts. Both hotels use the dailies and the webs for publicity, and both pay off.

In Washington, the Statler seems to be the most show-minded hotel in the district. Its society name bands and name acts keep the place jammed to the doors. It is virtually impossible to get in without long advance reservations. The Shoreham, out of the city limits, comes in for its share, but talent budget is small. Maria Kramer's Roosevelt is strictly a name-band spot but is operated with savvy, even tho show policy can stand plenty of hypong. Rest of the Washington hotels are combo-minded.

Poor Philly

Philadelphia, according to the trade, is probably the most neglected city in the country. Save for the Benjamin Franklin, with its ice shows, local hotels just don't figure in the showbiz field. Roof Garden, of Hotel Walton, is privately operated by Jack Lynch and is a cafe, not a hotel room. Practically every other spot in town goes in for small bands and does it in almost complete secrecy. With the exception of the Benjamin Franklin, which advertises plenty, the rest of the hotels here apparently never heard of papers or the radio. In the opinion of the trade, a show-wise op who could induce a hotel here to switch would coin plenty.

Generally speaking, hotel operation is big biz today. And like big business, it knows its way around the tax ropes. Also like other industries it has a post-war problem to face. Steel and auto manufacturers, for example, don't produce today for the civilian. Hotels can't sell any more rooms today, either. They don't have any left to sell. But like other major industries who keep in the public eye with large advertising and radio budgets, the hotels are betting that spending now is not only good business breeders for after the war but can be done cheaper than at any time in history.

Upper Tax Brackets

Practically every key hotel in the country is in the upper tax brackets. For every additional dollar they take in they have to pay a solid part of it in taxes. If, however, they increase their operating expenses, they can deduct their takes from taxes. So, out of every additional dollar they spend today, Mr. Whiskers pays 80 cents.

All in One Hat

Unlike straight niteries which make their dough on their own operation plus whatever they get from hat-checking rights, hotels lump their income from all operations. Main business is rooms. Then comes the money from social functions and finally the operation of the show room. Added all together they make a tidy sum on which the tax would be quite heavy. But hotels have discovered that by increasing their expenses they can save on taxes and at the same time do themselves a lot of good. An aggressive hotel op who can add, knows what the score is and doesn't hesitate to put it on the line for talent, productions and advertising. He feels it's a cheap way of keeping in the public eye and hopes it will pay off in the post-war era once the lush period has ended.

Showbiz Can Cash In

And here is where the talent selling boys come in. If the large offices don't give a hotel the right acts, see that they get a good production, help with the promotion, etc., results may boomerang. For the agents who do more than just "sell" the prospects of cashing in now and later, when the going may not be so easy, are excellent. As it is, hotels spend about \$7,000,000 a year for talent. From present signs they have no intention of spending less. In some cases it may be a lot more. All in all, it adds up to a chunky bit of moola for the boys to go after.



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H'wood Judge Rules Midnight Closing Invalid

HOLLYWOOD, Feb. 3.—An opinion which automatically re-establishes the 2 a.m. closing hour for bars was handed down here on Tuesday (30) when Superior Judge Emmett H. Wilson enjoined the State Board of Equalization from enforcing its midnight shut-down order. He ruled that the board "is not a legislative body" and is therefore without power arbitrarily to prescribe bar-closing hours other than those set by the Alcoholic Beverage Control Act.

Judge Wilson's ruling resulted from a petition filed against the board and George Stout, its enforcement chief, by Ivan Stauffer and Elmer Perry in a test case to challenge the closing hour ordered by the board. A midnight curfew set after war was declared was the issue.

The law also specified that drinks had to be off the table by midnight, thus preventing any stacking of them. Leo B. Ward, attorney, appeared in behalf of U-Genes, Sunset Strip night spot mentioned in the case.

The night club owners sought to compel revocation of orders suspending the petitioners' license to sell intoxicants and to reinstate the licenses. Clubs originally mentioned in the case were Ciro's, Mocambo, Trocadero, U-Genes (now Elmer's) and the Clover Club. Stauffer has since sold the Clover Club to Nathan Sherry.

Prior to Pearl Harbor bars were closed from 2 a.m. to 6 a.m. Judge Wilson said that the Legislature did not evince any intention to delegate to the Equalization Board the powers which it assumed when it adopted the midnight bar closing. It was also pointed out that the board was empowered "merely to administer the provisions of the statute under prescribed rules" to carry out such provisions, and that were the board allowed to change the closing hour, it could make other changes in the hours during which liquor could be sold. This, it was said, would make the statute of no account. Because of this ruling U-Genes' (or Elmer's) as well as other clubs on Sunset Strip will be permitted to remain open until 2 a.m.

What action the State will take on this ruling is not known. The midnight closing rule will continue to apply to servicemen.

Fistful of Bills Re Booze Up Before Cal. Legislature

SACRAMENTO, Calif., Feb. 3.—A number of bills affecting the night club industry and bars were introduced at the January session of the California Legislature. The solons knocked off on January 27 for a month, during which they and their constituents are supposed to study all legislation introduced, and will come back on March 5 for final action on the bills.

There has been a hue and cry about the way the State Board of Equalization has been administering the liquor act and bills were introduced to take liquor control away from the board and vest it in the Legislature. A committee studying the subject favors a one-man liquor commissioner, with uniform laws and regulation. As it is now, the State is divided into four districts, each having a representative on the Board of Equalization. In one district the provision that food must be served in bars is strictly interpreted, in another it isn't, and there are many other irregularities in enforcement.

Other bills introduced would do the following: Exclude both food and minors from bars; prohibit women from drinking at bars or counters, allowing them to be served only at tables at least four feet from the bar; provide for a midnight closing (spots close at midnight now), but only on request of the Board of Equalization, which in turn was asked to order it by the military; repeal the 1915 Abatement Act, under which Board of Equalization or other law enforcement agencies can abate a location or premise for repeated liquor law violations; make every drinker take out a drinking card; tax liquor industry to take care of inebriates who are institutionalized; call upon local authorities to enact uniform curfew.

LOEW'S STATE, N. Y.

(Continued from page 27)
Appearance is good, costume shows her off well and pipes register nicely.

Al Gordon and his bone-gnawers wind up the stagershow. Gordon does his standard routine and gets good laughs for practically every bit.

Pic is *Music for Millions*. Standees and lines in the lobby. *Bill Smith*.

OLYMPIA, MIAMI

(Continued from page 27)
quette offers several terp numbers including a rumba and the old-time Charleston. Very well liked.

Willie Howard and his stooge, Al Kelly, come over from Terrace and the customers eat them up. Howard opens with his familiar "French professor," but his soap-box speech is really a wow. Kelly feeds him nicely as the listener. The pair work about 12 minutes, and could have done more. Strongest act here in a long time. Pic is *The Conspirators*. *Larry Berliner*.

HOTEL PLAZA

(Continued from page 26)
manner, fooling around while he caught his breath.

There are two things the dancer could do to improve the act. One is to unbend at the start and kibitz the audience the way he does after he's broken the ice. The other is to tighten up the choreography on the longer numbers. Otherwise he's a solid act and crowd winner.

Tommy Dix, boy baritone, goes on first (reviewed in *The Billboard*, January 27 issue). Ray Benson's society band, new here, does nice job of show-cutting. Mark Monte's little band (4) relieves. Biz good. *Paul Ross*.

LA SALLE HOTEL

(Continued from page 26)
grace, and they really have to, as the ringside customers here sit within 10 feet of them most of the time and flaws would be noticed easily. Next, they do a Ted Lewis number, with Collette taking Snowball Whittier's place. After a clever comedy shag, the production concludes with a realistic dancing impression of an auto ride in early 20th Century. Chorus, garbed in Gibson girl costumes, work with Collette and Barry, and this number sews up the show.

Interspersed between all the production and dance numbers are emcee bits by Harold Barry. Behind all the production numbers are songs by Harold Barry. In other words, it's Harold Barry's sincere and vigorous effort that consolidates this show into a revue. *John Sippel*.

HOTEL PIERRE

(Continued from page 26)
like *City of Donegal*, her third tune, which she does to a turn. On two of her three encores, *Ave Maria* and *All of a Sudden*, she also turned in a good job. Reactions thruout were good.

Wesson Brothers close the show. During their first number a series of impersonations of Carmen Miranda, a woman salve seller, Stan Laurel, Sinatra and Bergen-McCarthy there were virtually no laughs until the Sinatra bit and few after it. Their second number was their standard take-off of President and Mrs. Roosevelt. For this they begin with their hollow-sounding pitch about living in a great country where it's okay to rib the President—a pitch that grows longer with passing time. Then they move into their nasty, ill-mannered and mocking "impression" of the physical characteristics of the President and First Lady, ending with a jitterbug dance to *Pistol-Packin' Mama*. Number pulled a few laughs and a good hand. For encore they do a long and generally unfunny routine about an Irish parade and from there they milked for applause and encores with further pointless impressions and bickering routines. By the time they quit the applause was pretty weak. As a night club act, the Wessons stack up like this—their material is thin to the point of thread-bareness at times and marked by bad taste at others; the act has few high points and rambles all over the place; the boys don't know when to quit.

Room was only half full. Stanley Melba's ork plays the show. *Paul Ross*.

LA CONGA

(Continued from page 26)
of standard ballroom routines adorned with a variety of one-hand, two-hand and virtually no-hand overhead holds. Dancing is competent, and for those who like fancy lift-spin-whirl-and-hold stuff team makes a satisfying item. Crowd gave them heavy mits.

Jack Soo, Chinese crooner, is in the midway spot. Lad is nice looking and has a healthy baritone which he uses in the swooner style. Delivery, nice. Selling, fair. Of three numbers, his *Night and Day* showed him to best advantage. Makes an acceptable novelty act. Mob handed him a set of solid mits. *Paul Ross*.

ORIENTAL, CHICAGO

(Continued from page 27)
Both boys are top comedy acrobats and tumblers. They can really gum up the easier tricks, and their fumbling has loads of color because it's so different from most comedy turns of this nature. House was three-quarters full. Pic is *She's a Sweetheart*. *John Stoppel*.

ROUTES

(Continued from page 24)
Raysor, Ray (Belvidere) Springfield, Ill., no. Regan, Paul (Chicago) Chi, t.
Rice, Andy, Jr. (Primrose) Newport, Ky., no. Rice, Sunny (Strand) NYC, t.
Richey, Jean (Earl Carroll's) Hollywood, Calif., t, re.
Ripley, Bob, Show (Adams) Newark, N. J., t.
Ritz Bros. (Latin Quarter) Chi, no.
Roberts, Dixie (Copacabana) NYC, no.
Robinson, Al (St. Regis) NYC, h.
Robinson & Martin (Rio Cabana) Chi, no.
Rochelle & Beebe (Chicago) Chi, t.
Rochester (Eddie Anderson) (State) NYC, t.
Rojas, Fernando (La Conga) NYC, no.
Roland Twins (Copacabana) NYC, no.
Rollini, Adrian (Bradford) Boston, h.
Rosella, Jessie (Morocco) Chi, no.
Russell, Slim (Ball) Washington 5-15, no.
Ruton's Dogs (Penn) Wilkes-Barre, Pa., t.

Sampson, Deryck (Downbeat) NYC, no.
Samuels, Three (Palace) Cleveland, t.
Saulters, Dotty (Regal) Chi, t.
Sebastian, Marc (Club VIII) NYC, no.
Semon, Primrose (Yacht) Phila, no.
Sharon, Nita (Club 51) NYC, no.
Shay, Dorothy (St. Regis) NYC, h.
Shea & Raymond (Center) Norfolk, Va., t.
Simpson & Robinson (Downbeat Show Lounge) Sioux City, Ia., no.
Skating Vanities (Auditorium) Oklahoma City 14-31.
Skyline Trio (Holiday Inn) Flushing, L. I., N. Y., no.
Slate, Sid (Carman) Phila, t.
Smith, Ted (Cuban Village) Chi, no.
Snowball (Downtown) Chi, t.
Sophisticates, Six (Stevens) Chi, h.
Stanley & Marti (Glenn Rencenzous) Newport, Ky., no.
Sterlings, The (McVan's) Buffalo, no.
Stothard, Iris (Bismarck) Chi, h.
Sumner, Helen (Ivanhoe) Chi, re.
Susana, Senorita (Zaragoza) San Antonio, no.
Sylvia & Christian (Carman) Phila, t.

Talla (Bismarck) Chi, h.
Tapps, George (Persian Room) NYC, h.
Tato & Martha (Leon & Eddie's) NYC, no.
Taylor, Peggy, Trio (Hipp) Baltimore, t.
Terrell, G. Ray (Mount Royal) Montreal 5-24, h.

Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h.
Thompson, Johnny (Leon & Eddie's) NYC, no.
Thorniou, Hal (Brown Derby) Washington, cl.

V
Valdes, Miguelito (Rio Cabana) Chi, no.
Van Coit, Jeanne (O'Connor's) Albany, N. Y., re.
Vi & Vivian (Latin Quarter) Chi, no.
Victor, Leon (La Martinique) NYC, no.

W
Walsh, Sammy (Copacabana) Miami Beach, no.
Ward, Michael (Biltmore) NYC, h.
Ward, Will (Oetjen's) Brooklyn, no.
Warren, Annette (Carter) Cleveland, no.
Wayne, Cholly (Chin's Victory Room) Cleveland, no.

Wayne & Marlin (Earle) Washington, t.
Wen Hai Troupe (Hipp) Baltimore, t.
West & Lexing (Earle) Washington, t.
Whitmer, Ken (Adams) Newark, N. J., t.
Williams, Hermanos, Trio (Havana-Madrid) NYC, no.

Williamson, Jean (Brown Derby) Chi, no.
Wonder, Tommy (Palmer House) Chi, h.
Woodie & Betty (Stevens) Chi, h.
Wyniers & Angeline (Statler) Boston, until Feb. 25, h.
Wyse, Ross, Jr. (Strand) NYC, t.

Y
Yvonne & DiAmico (Casablanca) NYC, no.

Z
ZaBach, Florian (La Salle) Chi, h.
Zoppe Troupe (Edgewater Beach) Chi, h.

Ice Shows

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Francy's, Dorothy, Ice Fantasia (Benjamin Franklin Hotel) Phila.
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Hats Off to Ice (Center Theater) NYC.
Ice-Capades of 1945 (Sports Arena) Hershey, Pa., 5-10; (Uline Arena) Washington 11-20.
Ziegfeld, Doloris, Fantasy on Ice (The Boulevard) Elmhurst, L. I., N. Y.

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Broadway Opening

ALICE IN ARMS

(Opened Wednesday, January 31, 1945)

NATIONAL THEATER

A comedy by L. and M. Bush-Fekete and Sidney Sheldon. Staged by Jack Daniels. Setting and lighting by Frederick Fox. Company manager, Lawrence Farrell. Stage manager, Al West. Press representatives, Richard Maney and Anne Woll. Presented by Choate and Elkins.

MikeJohnnie Venn
WillisRussell N. Morrison
DaisyFlorence Shirley
AlicePeggy Conklin
HelenJudith Abbott
FlorenceDorothy Hinkley
WalterRoger Clark
CollinsTom McElhany
First PrivateJerry Vincent
Second PrivateRichard Coogan
SteveKirk Douglas
BeckerGeorge Ives
HenryMickey Stewart
Colonel BensonG. Albert Smith

This is another comedy stemming from the returned soldier formula—G.I. gets gal and stuffed-shirt civilian takes it on the chops. It's a solid and timely laugh framework to build upon—as has been currently proven—when inventiveness, imagination and wit are mixed into the meat that goes on the bones. Three authors, L. and M. Bush-Fekete and Sidney Sheldon, have had a hand in filling in the scripting chinks on *Alice in Arms*. Unfortunately, their invention and imagination peters out midway of the first act and *Alice* settles into the groove of a thinly contrived conversation piece.

The scripting trio obviously had a timely notion in bringing back a discharged WAC from overseas and dissecting her readjustments to life in her one-horse home town. Doubtless there's a play in it—perhaps a good comedy. For half an act *Alice* looks to head that way. She wants the security of the things she's known and come back to—marriage and a solid house on Main Street. But *Alice* is an honest gal, and she tells her stuffy boy-friend about a love affair with a corporal in Normandy and a trip to Paris with him. Walter, the civvy, isn't happy about it—but he'll forgive and forget. They are going to get married.

But who turns up? Obviously the corporal! He's now a sergeant and on his way to Washington to be decorated. Also turns up the gal's ex-colonel, who appears to be in love with her, too—alho that isn't particularly important. Anyway, it all simmers down to whether *Alice* will have her G.I. and glamor or her war-plant boss and security. Naturally, there's no doubt in any customer's mind as to which way she'll pick. It just takes her two acts and a lot of chit-chat about flower-stalls and Paris in the Spring to help her make up her mind. For the rest, the background is in familiar pattern—the household with mother, kid brother and the fussy comedy boarder, the gabby postman and, of course, the neighbors. Final curtain has gal off for Washington with her sergeant and the fiance consoling himself with a high-ball.

There are some amusing moments in *Alice* but for the most part the dialog is labored and contrived. The latter and slipshod direction puts a corps of competent actors in a bad spot. Peggy Conklin in the title role suffers more than most. She is attractive, as usual, and what charm stems from *Alice* is all Conklin. The authors have not created a WAC recruiting poster. Kirk Douglas is well enough as her G.I. and Roger Clark plays the fudduddy home-towner probably as the script asks. There is an amusing bit from Tom McElhany as a nosey mailman and G. Albert Smith fills the colonel's uniform adequately.

As a matter of record the Coate-Elkins production is better than the play. Perhaps it is too good for it. Frederick Fox has designed a two level set with an upstairs bedroom over a small town living room. It is tricky and smart, but likewise distracting, when the action teams up in two spots at once. However, considerable dialog of *Alice* is such that the attention is apt to wander anyway.

It's not likely that "*Alice*" will hit the airwaves. It has nothing in theme to offer that hasn't been done better. And you can't see Freddy Fox's set via the mike—and it's about the best thing in "*Alice*."

Bob Francis

Tryout Towns' Crix Tab

BOSTON

	Right	Wrong Or No Opinion	Accuracy Percentage
Leslie Sloper (<i>Monitor</i>).....	11	2	81.82
Peggy Doyle (<i>American</i>).....	17	4	76.47
Elliot Norton (<i>Post</i>).....	17	5	70.59
Elinor Hughes (<i>Herald</i>).....	12	4	66.66
Helen Eager (<i>Traveler</i>).....	14	6	57.14
Leo Gaffney (<i>Record</i>).....	13	7	46.15
Cyrus Durgin (<i>Globe</i>).....	10	10	37.50

PHILADELPHIA

	Right	Wrong Or No Opinion	Accuracy Percentage
Linton Martin (<i>Inquirer</i>).....	12	3	75.00
Jerry Gaghan (<i>News</i>).....	11	5	54.55
Edward Schloss (<i>Record</i>).....	12	6	50.00
R. E. P. Sensitivefer (<i>Bulletin</i>).....	12	8	33.33

WASHINGTON

	Right	Wrong Or No Opinion	Accuracy Percentage
Nelson Bell (<i>Post</i>).....	6	1	83.34
John Maynard (<i>Times-Herald</i>).....	6	1	83.34
Jay Carmody (<i>Evening Star</i>).....	6	2	66.66
Andrew Kelley (<i>News</i>).....	6	2	66.66

Voided in this tab are revivals with fixed or limited runs. Also not tabbed are shows which have premed too recently on Stem to have opportunity of proving themselves.

Sloper Holds Hub Lead in Stretch Drive

Martin Tops Philly; DC Tie

(Continued from page 3)

the field with an average of 81.82 per cent. Peggy Doyle (*American*) holds to the second slot with an average of 76.47 per cent—a step-up from 69.2 as of last month's tab. Elliot Norton (*Post*) has dropped back to third position with an average of 70.59, and Elinor Hughes (*Herald*) is now running fourth with a percentage of 66.66. Helen Eager (*Traveler*) has increased her average to 57.14 per cent but still rates only fifth, and Leo Gaffney (*Record*) runs sixth with a mark of 46.15. Cyrus Durgin (*Globe*) trails the field with a percentage of 37.50.

Martin Leads Philly

To date, the Philadelphia aisle squatters have had a chance to be recorded on 12 pre-Stem preems. Seven more are still on the griddle and can't be racked up pro or con as of this week. Linton Martin (*Inquirer*) leads the league. He has viewed all 12 and made three wrong guesses for a 75 per cent average. Jerry Gaghan (*News*) is in the second slot. Gaghan has passed judgment on 11 and been wrong five times—for an average of 54.55 per cent. Edward Schloss (*Record*) holds to third place. He also has passed on all 12 and has been in error half the time. Scores a 50 per cent accuracy mark-up. R. E. P. Sensitivefer (*Bulletin*) is fourth in the running with an average of 33.33 per cent, for 12 shows judged and eight errors scored against him.

Ball and Maynard Tie in D. C.

Washington, of course, gets less pre-Broadway openers than the above. To date the capital aisle-boys have had a peek at only six—with two more, *Rebecca* and *The Late George Apley* still to prove out on the Broadway beat. Since last month's tally, John Maynard (*Times-Herald*) has moved up into a tie for first place with Nelson Bell (*Post*). Both have averages of 83.34 per cent, based on six shows viewed by each and a wrong guess apiece. Jay Carmody (*Evening Star*) and Andrew Kelley (*News*) are neck-and-neck in second running with averages of 66.66 per cent. Maynard's climb-up on Bell was due to the fact that he was the only one of the quartet of experts to tab *Embezzled Heaven* as a potential Stem failure, which turned out to be the case.

There is still ample time for additional shifts in the ratings, with more shows skedded from the three tryout towns between now and the 30th of April, besides those which have already arrived.

Experimental Theater

HOME IS THE HERO

(Opened January 18, 1945)

BLACKFRIARS' THEATER

A comedy by Courtenay Savage. Directed by Dennis Gurney. Secretary, Merritt T. Wyatt. Stage manager, Bernice Grant. Press representative, James A. McGarry. Presented by the Blackfriars' Guild.

Tillie Baylis.....Ella Playwin
Joy Harris.....Kate Gibbons
Joe Kelly.....David Bell
Joan Scott.....Laura McClure
Ann Gardner.....Miriam Galley
Frances Merrill.....Virginia Dwyer
Ivy Woodman.....Dorothy Buquo
Jerry Merrill.....Harold Heagy
Mary Fisher.....Beth Shea
Ray Kelly.....Richard Corby
Fred Kelly.....Robert Echlin

As a matter of general practice the Blackfriars' Guild have turned to the clerical typewriter as the source of their scripts. The result may not have been slickly Broadway, but the dramaturgy of various stage-struck Fathers has almost invariably chalked up a fine quota of freshness, originality and bubbling good nature that has built the little Blackfriars' Theater a rep as one of the town's top experimental houses. Currently they have picked an opus by a professional playwright, Courtenay Savage. Perhaps the young cast isn't quite up to the Savage script. Or perhaps the Savage script isn't up to much, anyway. However it may be, *Home Is the Hero* is not one of the group's best efforts. It lacks the spontaneity and wit of many previous experiments.

Savage is concerned with the readjustment problems which will crop up between returned G.I.'s and their wives, since the latter have grown used to fending for themselves. It's the sort of thing that Rose Franken has succeeded in making both moving and amusing in *Soldier's Wife*. Unfortunately Savage and Miss Franken have not looked thru the same end of the telescope, for where the latter has built up homely charm and spiced it with sharp sophisticated dialog, *Hero* has little charm, homely or otherwise, and the comedy moments are planted and obvious.

For the record, the background of *Hero* is set down in a Los Angeles wartime rooming house. It is run by a heart-of-gold Texan gal who talks like Andy Devine. The spot is inhibited by an assortment of gals who are working on the home front while their men are away. Home comes a G.I. from the Pacific to find that his wife doesn't want to give up her job and live on his \$42.50 (See *Home Is the Hero* opposite page)

Each month *The Billboard* will continue to post the latest tally and a final post-season grand total will show for the first time how the out-of-town drama judges really stack up against the Stem aisle-squatters in critical accuracy. They're all in the home stretch and there's still a chance of a couple of photo-finishes.

Out-of-Town Opening

SIGNATURE

(Opened Wednesday, January 31, 1945)

WILBUR, BOSTON

A new play in three acts by Elizabeth McFadden, based on a short story by Melville Davidson Post entitled "Naboth's Vineyard." Directed by Roy Hargrave. Presented by Richard Skinner and Dorothy Willard. Setting by Stewart Chaney. General manager, Forrest C. Haring. Business manager, J. H. Del Bondio. Press representatives, Leo Freedman and Ben Kornzweig. Stage manager, Frank E. Brown.

Judge Simon Kilrall.....Paul Huber
Zeke.....Morris McKenney
Charles Borse, Prosecutor.....Lawrence Fletcher
Thaddeus Braxton.....Charles Francis
John Cartwright.....Donald Murphy
Randolph, Justice of the Peace.....Lyster Chambers
Abner Davisson.....Judson Laird
Nora Davisson.....Marjorie Lord
Lance Moore, Sheriff.....Charles Keane
First Guard.....William Forester
William Taylor.....Bob Stevenson
Fendler, Deputy Sheriff.....Charles S. Dublin
Alice Steuart.....Anne Jackson
Second Guard.....Lew Herbert
Nathaniel Madison.....George Lessey
Aunt Sophie Gide.....Nell Harrison
Dr. Martin Storm.....John McKee
Hon. Thomas Fargon.....Gregory Robins
Diccon.....Page Spencer
Morrey.....Bruce Halsey
Rev. Rockford.....Peter Pann
Henry.....Coby Neal
Arnold, the Blacksmith.....Harry Kadison
Dayton.....Charles Kuhn
Rev. Adam Rider.....Cyrus Staehle
Alkiri.....Frederic Faber
Donovan.....Edwin Cushman
Elnathan Stone.....Glenn Regent
Ward.....William McMillen

Dog lovers will probably be pleased to discover that the bloodhound makes a strong theater comeback in *Signature*, providing more off-stage excitement and on-stage talk than *Fala* rates in a year. To give the imaginary pooch his full dramatic due, he sniffs out the killer in the first 10 minutes and gives the whole opus a nostalgic touch of *Uncle Tom's Cabin* plus well-behaved melodrama.

Hub Crix Tab

Four to three split by aisle experts gives a score of 57 per cent. Yes: Helen Eager (*Traveler*), Peggy Doyle (*American*), Leo Gaffney (*Record*), Cyrus Durgin (*Globe*). No: Leslie Sloper (*Monitor*), Elinor Hughes (*Herald*), Elliot Norton (*Post*).

Signature is the story of a brutal murder in the hill country of Virginia in 1858. A young hired hand and his local sweetheart are accused of the crime because of planted evidence and a false confession by the lad's sweetheart. The murderer, however, is the highly respected Judge Simon Kilrall, whose political ambitions require the money he can inherit by knocking off his rich cousin.

From curtainrise, there's no doubt that Judge Kilrall is a guilty character. He is driven wild with fear when a katydid is dropped on his desk. He questions his servant about superstitions relating to dogs. He admits that he has lost his watch key somewhere. The murdered man's hound dog, who howls in the courtyard and finally comes scratching at the door of the judge's conference room, reduces the man to a jelly of fear. And finally, at the act's end, he hides a bound volume of probated wills in a secret drawer of his table to keep his motive a mystery.

Any psychological study which Elizabeth McFadden may have intended to make gets kissed goodby by the weight of evidence against the judge. His ruthlessness, ambition and cold cruelty are pounded home from the very beginning. All that's left for audience interest is the device by which the daring young lawyer, Cartwright, will free the ever-loving accused couple and bring the judge to justice.

A too heavy melodramatic touch, unfortunately, spoils *Signature* as a top-flight chiller-diller. Little things like the lusty scene chewing of the ambitious prosecutor; the over-antagonism of the townspeople against the hired man; the stock figure of whacky Aunt Sophie Gide who knows the murderer but won't tell, ruin the whole effect. Even the one nerve-rasping scene complete with storm, breaking glass, a door which opens by itself, and the suspense-packed approach of the judge bent on murdering Cartwright is ruined by the breathless arrival of Nora who says that she thought she

(See *Signature* on opposite page)



BROADWAY SHOWLOG

Performance Thru February 3

Dramas

Blithe Spirit (Geary) San Francisco. Blossom Time (Robinson And.) Little Rock, Ark. 8; (City Aud.) Shreveport, La., 9; (City Aud.) Beaumont, Tex., 19. Chicken Every Sunday (Blackstone) Chi. Clover Ring (Plymouth) Boston. Come My Love (Locust St.) Phila. Dark of the Moon (National) Washington. Doll's House (American) St. Louis. Duffy's Merry-Go-Round (Shubert-Lafayette) Detroit. Dunham, Katharine (Cass) Detroit. Foolish Notion (Colonial) Boston. Fun Time (Curran) San Francisco. Gilbert & Sullivan Operas (Omaha) Omaha 7; (Music Hall) Kansas City, Mo., 8-10. Good Night Ladies (Cox) Cincinnati. Hayes, Helen, in Harriet (Erlanger) Chi. Kiss and Tell (English) Indianapolis. Kiss and Tell (Empire) Edmonton, Alta., Can. Life With Father (Lanier And.) Montgomery, Ala., 7; (Erlanger) Atlanta, Ga., 8-10. Merry Widow (Metropolitan) Providence 7; (Shubert) New Haven, Conn., 8-10. Merry Widow (Metropolitan) Seattle. Oklahoma (Davidson) Milwaukee. Othello (Biltmore) Los Angeles. Over 31 (Studebaker) Chi. Pitts. Zanz (Playhouse) Winnipeg, Can. Roslinda (Auditorium) Rochester, N. Y., 8-10. Searching Wind (Forrest) Phila. Signature (Widder) Boston. Sons of Fun: Charlotte, N. C., 7; Greensboro 8; Durham 9; Raleigh 10. Student Prince (Hanna) Cleveland. Ten Little Indians (Harris) Chi. Voice of the Turtle (Selwyn) Chi. Winged Victory (Kline) Pittsburgh. West, Mae (Shubert) Boston.

Alice In Arms 1-31, '45 5 (National) Unanimous brush-off by crits for a zero score. No: Louis Kronenberger (PM), Otis Guernsey (Herald-Tribune), Robert Coleman (Mirror), Burton Rascoe (World-Telegram), Lewis Nichols (Times), Ward Morehouse (Sun), Robert Garland (Journal - American), Willa Waldorf (Post), John Chapman (News). Closes on Saturday (3). Anna Lucasta 8-30, '44 186 (Mansfield) Bell for Adano, A. 12- 6, '44 71 (Cort) Producer Leland Hayward is in town from West Coast. Jack Arnold is prepping a "Three Men on a Horse" troupe for local G.I. showings. Dear Ruth 12-12, '44 62 (Henry Miller's) Still auditioning for Chi troupe. William Harrigan is set for father role. Good Night Ladies 1-17, '45 21 (Royale) Goose for the Gander, A. 1-23, '45 15 (Playhouse) Closes on Saturday (3). Harvey 11- 1, '44 115 (48th Street) Hasty Hears, The 1- 2, '45 27 (Hudson) John Lund out with sore throat from Wednesday (21) thru Friday (2). Walter Wagner subbed for him. I Remember Mama 10-19, '44 124 (Minsk Bar) Jacobowsky and the 2-14, '44 278 Colonel (Martin Beck) Closes on March 10. Kiss and Tell 1-11, '45 196 (Bijou) Late George Sledge, The. 11-21, '44 87 (Lyceum) Assistant stage manager Peter Boyne will leave to go overseas with Moss Hart troupe of "Man Who Came to Dinner." Life With Father 11- 8, '39 2,397 (Empire) Closes on Saturday (3). Rebecca 1-10, '45 29 (Barrington) Closes on Saturday (3). School For Scandal 1- 1, '44 115 (Ambassador) Snafu 10-25, '44 117 (Biltmore) Soldier's Wife 10- 4, '44 161 (Golden) Tempest, The 1-28, '44 22 (Astric) Ten Little Indians 1-25, '44 128 (Plymouth) Beverly Roberts out next and evening on Sunday (28). Marguerite Lewis understudy, went on for her. Furner back in show on Tuesday (30). This 12-21, '44 61 (Edwards) Substitutes-Jella both status quo as of week. Court continuation decided for Monday (4) or Tuesday (6). Drum-bender Sam Friedman has resigned chore to take over for touring troupe of "Blithe Spirit" on the Coast. Two Mrs. Carralls, The. 1- 1, '45 229 (Booth) Closes Saturday (3). Will lay off for two to three weeks before road trek. Philip Ober leaves cast on Saturday (3). No replacement set yet, but Ted Astley a likely candidate.

Julanne Caffrey replaced Dora Bayers on Monday (29). Latter to go offshore for USO-Camp Shows with "Man Who Came to Dinner" troupe. Voice of the Turtle, The. 12- 2, '43 420 (Morocco) Florence Rice will likely carry thru for another week for Betty Field. Latter suffered relapse from returning to duties too soon after bout with flu. Is in Regent Hospital, but is expected to be able to return to cast on Monday (12).

Musicals

Bloemer Girl 10- 5, '44 141 (Shubert) Celeste Holm crowned queen of Columbia University prom at Plaza on Saturday (3). Dooday Wilson to be air-guested on Bob Howard's (WJH) program on Sunday (4). Theodore Tedick replaces Victor Bender on Monday (12). Balletteer Parker Wilson replaces William Weber on same date. Carmen Jones 12- 2, '42 499 (Broadway) Closes on Saturday (10). Reopens on June 4 at Philharmonic Auditorium, Los Angeles. Will tour from west to east. Follow the Girls 4- 8, '44 245 (44th St. Theater) Rumored move to the Broadway Theater denied. Will stay on as it. Lady Says Yes, A. 1-10, '45 28 (Broadhurst) Bobby Morris guested by La Martiniere on Sunday (28). Lola Kendrick back in show on Tuesday (30). Has been in Texas for two weeks at bedside of sick father. Mona Montez and Madge Pemberton, show girls, joined troupe on Wednesday (21). Eddie Wells leaves cast on Saturday (18). No replacement yet. Laughing Room Only 12-22, '44 49 (Winter Garden) Betty Garrett teamed with Orson Welles in skit for Press Photo's Ball on Friday (3). Mexican Hayride 1-28, '44 439 (Majestic) Everett West will open a three-month concert tour in Philly in July. Oklahoma! 1-21, '43 818 (St. James) Garry Fleming has taken over the specialty dance slot for "Cowboy and Farmer" number, since Scott Merrill injured foot. Latter still does his ballet chore. June Graham replaced Katherine Bergava for special mat on Tuesday (30). Milton Watson took over from Harry Stockwell on same date. One Touch of Venus ... 10- 1, '42 509 (48th St.) Closes on Saturday (10). General shake-up in personnel prior to road tour. Among those leaving or who have already left are Florence Duplop on Saturday (27)—Ozell Elliott replaces her for road; June Hoffman left on Thursday (3); Paula Lawrence leaves on Wednesday (7)—Eleanor French takes over her chore; Sam Brevnell drops out on Saturday (30). Tarpers Bent Marid and Welland Lathrop left on Wednesday (20); Tommy Amers, Tony Matthews and Igr Storpel left on Saturday (3). Dolores Goodman goes on Saturday (28). Also stepping out on Saturday (3) are Marianne Ophiant, Beatrice Light and Doris Wright. New essentialities joining up are Corbett Booth,

Bill Fielding, Phillip Gordon (taking over top dance slot from Robert Pageant), Cynthia Barrett, Cecil Bergman, Maxine Lee, Betty Lind, Ida Galler, May Garrick. Singers who have left or are leaving this week are Lynn Alden, Ed Lally, Dina Gray, Beatrice Hudson, Julie Jefferson and Betty Spain. Harold Cole, Nancy Morrison, Ralphene Roush and Lynne Lyons take over for them on Monday (5). On the Town 12-28, '44 44 (Adelphi) Zarah Cunningham replaces Sarah Steis on Monday (5). Seven Lively Arts 12- 7, '44 68 (Ziegfeld) Dolores Gray left cast on Saturday (27). Robert Millrod, Todd general manager, leaves on Saturday (3), for West Coast. Irving Pinous will take over duties of company manager, as of that date. Sylvia King, model, leaves on Saturday (3) to keep a date with 20th Century-Fox. Helen Bennett replaces her. Romi Marid, dancer, joins troupe on Monday (5), when Richard Marid leaves. Helen Dahl, singer, replaces Rosemarie Elliott, also on Monday (5). Raymond Scott is set to take over the slot when Benny Goodman pulls out of the show.

Sing Out, Sweet Land ... 12-17, '44 46 (International) Alfred Drake and Burt Ives entertained at the Dutch Treat Club on Wednesday (21). Latter was air-guested on "Reader's Digest" and Prudential programs during week. Alma Kays is being tested by 20th Century-Fox, organized by Adrienne Gray, will be given at Reubens by girls from the troupe for 25 wounded vets from St. Albans Hospital on Monday (5). Ozzie auditioning for "Corrousel." Among first applicants on Thursday (1) was Jimmy Webb, chairman of International Theater. So far Bess Lynn is only one set. She'll play daughter. John Hall is likely candidate for lead slot. Song of Norway 1-21, '44 193 (Imperial) Edwin Lester leaves on Monday (5) for West Coast. Has signed Dorothy "Roadside" Szostoff to coast in his Los Angeles and San Francisco Light Opera Company during spring season.

Up in Central Park ... 1-27, '45 9 (Century) Received only two dissenting votes from crits to make a score of 72 per cent. Yes: John Chapman (News), Robert Coleman (Mirror), Otis Guernsey (Herald Tribune), Burton Rascoe (World-Telegram), Robert Garland (Journal-American), Ward Morehouse (Sun), James Aronson (Post), Ben Lewis Nichols (Times), Louis Kronenberger (PM). The sale so heavy that Mike Todd installs a fourth man in Century's k. s. on Monday (5). Welter Evans, Marston Casson, Noah Berry, Herbert and Dorothy Fields on Mary Margaret McBride program on Tuesday (6). Maurice Burke takes an air-part on "Ballade To the Navy" (WJH) on Sunday (11).

ICE SHOWS

Main Off to Ice 1-25, '44 222 (Center)

REVIVALS

La Vie Parisienne 1-23, '45 27 (City Center) Closes on the 19th. Show will not tour.

Sunshine Suit Against Jed Harris Dismissed

NEW YORK, Feb. 3.—Supreme Court Justice Samuel H. Hofstadter on January 26 dismissed a \$100,000 damage suit against theatrical producer Jed Harris filed by Dr. Louis Sunshine. The plaintiff had entered the suit, alleging that Harris owed him 25 per cent of the profits of the Thornton Wilder play Our Town. Dr. Sunshine claimed he loaned Harris \$10,000 April 1, 1937, for three years without interest, with the understanding that he would participate financially to the extent of 25 per cent in any plays Harris produced. The plaintiff claimed Harris refused to let him participate in the profits of Our Town. Harris maintained the plaintiff declined to exercise his option. Dr. Sunshine brought an action against Harris for the amount of the loan and obtained judgment. Bringing the action was claimed by Harris to constitute the splitting of a cause of action, thereby barring the maintenance of the suit dismissed today. In this connection Justice Hofstadter wrote: "At the time of the institution of the suit to recover the \$10,000 loan, the alleged breach of contract already existed, and the plaintiff himself testified that he brought the suit for \$10,000 only and did not add thereto his claim for the \$100,000 because he did not wish to jeopardize the former claim by involving it with the latter. This he may not do. "Claims arising out of the same transaction must be pressed at the same time; plaintiff could not divide his cause of action into several parts in order to strengthen any one of those parts. That course of conduct produces the very evils which the rule against splitting a cause of action is designed to avert."

CLEVE. OK'S 6-DAYS

(Continued from page 25) moved into the city to handle the situation there. The Club 21 and Charles Club, ring leaders among Baltimore ops fighting the six-day order, have been required to post two weeks' bond money each for their acts. AGVA has several other devices up its sleeve to make these clubs behave, says Shelby. In Detroit AGVA has sent out an order to adhere there to adopt the six-day-week by February 15. In Cincinnati the hoodlums have been put on the alert for a March 1 deadline. In Los Angeles the union is talking to the clubs' executive exempted from the six-day-week which has been in force in that city for over two years. In Seattle and Portland, Ore., the local AGVA rep has notified clubs to get ready to run on the new week by March 1. In Cleveland 19 nitery operators met with Mack London, AGVA's representative there, on Tuesday (30) and voted

to give acts one night a week off on a stagger system. Hotel supper clubs and restaurants will not be affected since they close Sundays. Agents in the area are huddling tomorrow (4) to work out plans to meet the new schedule.

SIGNATURE

(Continued from opposite page) heard Cartwright call her for help. Why couldn't the gal just return by accident? Strictly a walky-talky play. Signature has too many people, too much conversation, and a third act that gets away from author, cast and audience. The stern, cold-blooded Judge Kilral suddenly turns into a bawling drunk of nothing, a transition so out of character that only nervous hysterics could begin to account for it. To make Signature into a first-rate chiller, plenty of pruning must be done. The suspense is there, but it gets lost in speeches. About 15 of the 28-member cast could be sent home without being missed. There's too much of everything except suspense. Not even Chaney's fine

conference room of the courthouse can add much more to the whole than a large bank of space in which a lot of people will crowd.

There are a number of excellent performances turned in, considering the material with which the cast works. Paul Hubert's Judge Simon Kilral is very good; Donald Murphy copies well with lawyer Cartwright except in a third act filibuster. The speeches there would have floored a Barrymore in top form. Marjorie Lord as Nora Davidson goes right by a decorative part which requires rare tact to avoid hypocrisy. The sound-effect bloodhound, however, made a brilliant theatrical comeback. Likewise for the hayride outside the window. Barbara Pearson.

HOME IS THE HERO

(Continued from opposite page) a week. There are misunderstandings—a separation—a play made for the returned husband by a calculating little husky—a reconciliation and a sad exit start for Mexico. Meanwhile, the house

is infected by various suitors, waiters, etc., who take the gals out and furnish comedy wisecracks. It's all pleasant enough. There is a moment or two of pathos and an occasional chuckle. But it's thin stuff—and for the most part dull.

Harold Henry who has arrived at the Blackfriars via the Rodgers Theater shows sound training. He is forthright and sustained as the grumbled and hurt G.I. He will be worth watching in better parts. Virginia Dwyer, a product of summer stock and radio, does nicely as well by the role of his young wife. She is easy, has stage presence and should be an asset to the group in the future. Other acting salaries are Beth Shea and Robert Ecklin. Dennis Guiney has turned in another competent staging job and has managed an even pace for anything as static as Hero. There is a good idea in Hero but Savage hasn't managed its development well, anyway, it comes along a little late. This isn't something that the Blackfriars' troupe are going to sell down the main way. Bob Francis.

Burlesque Notes

By Uno

GEORGE B. HILL, comic, after 21 months in Honolulu, is headed for USO units. . . . THE LESLIES, Holly and Rencie, celebrated their 22d wedding anniversary at their New York apartment January 23. Among guests were Carol Lord, Patricia Jordan, Jean Hayes, Betty Coette, Mickey Carrough; Marion, Leah and Ma Wakefield; Cress Hillary, Ben Hamilton and Lew Hollander. . . . DAVE COHN booked Jean Mode for the Howard, Boston, to open February 9, and Ina Lorraine, at the Paradise, Fall River, Mass., opening February 4. . . . ABE (ABRAMS) FORD, Boston burly booker, was partied January 28 at the Rio Casino by operator Jimmy Davin and June Ford on the eve of his joining Uncle Sam. . . . HELEN BARRY, following an operation, is back modeling. . . . HIRST Circuit, which featured Joe Freed and Elinore Sheridan and had as co-principals Jean Hayes, Pat Jordan, Holly Leslie and Cress Hillary, disbanded February 3 at the Globe, Boston. . . . JOHN QUIGG, former burly blackface accordionist, later with *Arsenic and Old Lace*, has opened with Mike Todd's *Up in Central Park* at the Century. . . . CORP. BOBBY KUHEN is producing shows for Special Service somewhere in France.

PATRICIA JORDAN, six foot two contortionist dancer, has left the Hirst Circuit to return to Boston to become reunited with Frank Mack to renew their former vaude duo. . . . BABE FENTON, who just closed with a water show on the Coast, is back chorusing at the Empire, Newark, N. J. . . . NAT MERCY and Jimmy West's *Broadway Revue* is in its 12th week at the Rialto, Tampa. Lee (Skeeter) Halley, comic, is a new addition. Elaine Rae, dancer there, was tendered a birthday party recently, with refreshments served and furnished by Dot Mercy, number producer. Dotty Lee Lane is new featured stripper. Recent vaude acts there were Bob Robinson, Rochelle Sisters and Marba. . . . WALLY SCHWARTZ, former candy butcher, comic, straight man, ticket seller and show producer, all in one, in behalf his own show for seven weeks at the Grand, Canton, O., now shuttered, is back to selling sweets in Buffalo, where Toni Raye, who was featured strip at the Grand, is cost checker.

Follies Theater, L. A., Sold

LOS ANGELES, Feb. 3.—Follies Theater, for years operated by the Dalton Bros. and more recently by Follies Theater Corporation and Los Angeles Amusement Company, with Joe Fainer as attorney, has been bought by Robert Biggs Jr. and Robert Biggs Sr. New management has assumed charge and is operating a musical comedy policy.

Follies staff, with few exceptions, will continue. Louise Miller, singer, and Mrs. Biggs Jr. will assist in the management. Grover Webb, who managed for the Daltons, has retired. George (Daddy) Clark continues as stage manager and Ellis Cregmile as auditor.

Biggs Sr. said that he was new in the business and that the management "was feeling its way along." Altho musical comedy is the policy, no definite routine has been set, he declared. Price of the theater was "over \$50,000."

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ALLIE JOHNSON

As "TIMBU"

On the Black Wire.

THANKS TO Milton Schuster and A. Ford.

Diary-Type Audience Check Spreading to Other Fields

(Continued from page 3)

to be quantitative (presenting a broad picture without definition of the audience). The diary form of measurement is instead a qualitative device which is designed to give an intensive picture of a relatively small tho representative segment of the audience or population measured. Naturally, it would be a better audience report if it were geographically balanced and if each geographic segment were sampled from every income and educational level within that seg. Sans that, areas are surveyed geographically and the entire sample as a unit is designed to report upon each level of society within the entire geographic sample.

Survey on Seven Daily Reports

Each diary survey in radio is based upon seven daily reports (one for each day of the week) and covering in each report a complete picture of family listening from 5 a.m. one day to 5 a.m. the next. The diary forms are set to be filled in so that the radio set-owner first circles the words "Off" or "On" to indicate if the family had the radio receiver turned on for that 15-minute period. Next, call letters of the station to which the receiver is tuned are inserted in the space left for them. Finally, there are four boxes in which the audience composition is indicated, the boxes being for "Men," "Women," "Children, age 5 to 11" and "Children, age 12 to 18." That's the major diary keeper's job (i.e., indicating if the radio is on or off, the station to which he is listening to the radio at each time period).

On the flap of the diary form, which is a self-mailer, space has been left for the diary keeper to fill in the names of two or three shows liked best—and some remarks about these shows. Altho this info has been requested on all diary studies made to date, it frankly hasn't been tabulated or used in any form as yet.

Reverse Side Instructions

On the reverse side of the diary form, there are detailed instructions on the handling of the form. In addition, there are two boxes to indicate if the radio was turned on at all for the date covered by the diary and another row of boxes in which the time zone is to be checked (i.e., Eastern War Time, Central War Time, etc.).

If the diary keeper returns the entire seven diaries, a gift is sent him for doing his good deed. Of course, the gift is usually a her and the gift appeal is especially heavy among the fems of the family.

That briefly is the diary form of measuring audiences. A diary for each day of the week. Slots on the diary for each 15-minute period of a 24-hour day, audience composition and stations tuned.

Form Is Easy

It's a simple form. It takes little or no time to understand and the percentage of returns is higher than in most surveys which require much less record keeping. Somehow or other, the diary keepers are made to feel by the forms (the gift is also a persuader) that they are making a contrib to radio. How it's going to work in other fields hasn't yet been discovered but the diary adapters are certain they'll find something to make the music lovers just as anxious to report as the broad-cast fans—and the same goes for the report, legit and other fields that hope to collect from the public willingness to be used as a guinea pig.

Facts revealed to date by the diary surveys have upped business and made a lot of station showmen see the effectiveness of mood programing (i.e., if soap operas are running, don't stick a quiz in the middle of them). One station did that and lost over half of its audience. It took an hour of continuous cliff hangers after the quiz to bring the regular audience back to life. Question of how much of one mood the audience can stand hasn't been tested since it's indicated that altho the audience to any one type of show (i.e., music, comedy, weepers, news, quiz), seems relatively constant once it's gathered, it actually is a changing audience with new ears added and lost with each new program.

Each Show Loses Listeners

Among facts developed is the amazing condition that broadcasting itself loses some listeners with each show. There is always some part of the audience which is turning its sets on or off. Why they do

this and what can be done to overcome it is just one of the studies that have resulted from these qualitative analyses.

There are great new audiences at 5, 6, 7 and 8 a.m. Some stations try to hold their audiences during these periods and some have decided that they will program for each of these groups without any thought of holding over the 5 a.m. group to the 6, etc. After the parade of families to their radio receivers in the early a.m. there starts at about 10 a.m. a fairly consistent audience that can be fed on a mood basis. Here again, the diary studies help for they not only show the actual audience of a station but to whom the station loses its listeners and the percentage of the lost audience that is likewise lost to radio for the time being.

They give the statisticians results from which lovely pix can be drawn and when correlated with other surveys they give the sponsor, the stations and the ad agencies a complete picture of the audience waiting to be sold.

When used as a qualitative survey—and not as an audience measurement device (you can't measure a big station audience with a sample of 500)—there are very few holes in the diaries. However, it's still a big order to get the public to fill out seven surveys of 24-hours-a-day listening.

That CBS owned-and-operated stations have been able to do it is proof that it can be done. It should make for more intelligent programing. It's nice to know where your audience is going, when you lose it.

There's a pattern to listening and it's different in every primary service area. Once the pattern can be determined, and the diary formula is ideal for this . . . you're in biz.

ALLOCATION FIELD DAY

(Continued from page 3)

Trucking Association, Edison Electric Institute, Association of Edison Illuminating Companies, Radio Technical Planning Board (RTPB), Wabash Telephone, National Association of Motor Bus Operators, NAB, Forestry Conservation of Wisconsin, National Association of Taxicab Owners.

Also Alreon Manufacturing Company, Interstate Broadcasting, Eastern States Police Radio League, U. S. Independent Telephone Association, Aircraft Accessories Corporation; Subscription Radio, Inc.; Aeronautical Radio, Inc.; American Surgical Trade Association, American Radio Relay League, American Transit Company, Westinghouse Electric, U. S. Department of Education.

TIE-UPS NICK BIZ

(Continued from page 25)

peated for second time this week-end—and may even be extended.

In New York, Washington and most other big spots, technically there are no night clubs—ABC law permits licenses only to spots doing 50 per cent of sales in food—and consequently spots were not hit by ban except where gas was used for heating. Except in Ohio, these spots were few.

Like most government edicts, ban was "voluntary." Hence, it was up to individuals to comply under public opinion pressure. Most spots, conscious of war obligations, were expected to comply when they were affected, as government agencies admit they have received 100 per cent co-operation from amusement industry whenever asked.

Reason for gas ban was that many home owners, short of coal and fuel oil, have been burning gas until supplies are dangerously low, threatening production in war plants where gas is vital need.

Okay In Indianapolis

INDIANAPOLIS, Feb. 3.—Heating buildings for indoor sports events will not be banned in Indianapolis unless the present coal shortage becomes "much more serious." It was decided Friday at a meeting of fuel emergency officials. The fuel committee's action followed issuance Friday of Solid Fuels Administration orders calling for coal rationing in an 18-State area, including Indiana, and a ban on indoor sports events, depending on local fuel supplies.

An inventory of the city's coal supply was taken as of February 1 and thereafter a daily tabulation made to keep the public better informed of the local situation.

Magic

By Bill Sachs

CLAYTON MARDONI, of Mardoni and Louise, was a visitor at the magic desk last Thursday (1), while in Clacy to purchase one of the government's surplus Piper Cub planes. He flew his new acquisition back to Chicago early Friday. That gives him two planes, the other being a four-seater Fairchild. Over a tender steak and a few beakers of suds, Mardoni revealed that he plans to open his own flying field when the war ends. He plans to locate somewhere up north, plying his flying instruction and charter-plane trade during the warm months and continuing with his magic-mental turn with his wife during the cold season. The Mardonis resume with their act this week after a week's layoff. . . . DAVE AND PAULINE COLEMAN postal from Terre Haute, Ind., that business continues good for them and that they have 16 Sinclair Oil shows coming up soon. . . . RUSSELL SWANN is currently fooling 'em with his tricks and hypnotizing 'em with his patter at the Chanticles, Baltimore. . . . CHELSEA G. CISSNA, advance rep for Marquis the Magician, writes from Madisonville, Ky., about bumping into Mysterious Smith in that town. Smith retired some years ago to operate a photo studio in Madisonville. Smith had a big show in the '20s and was competition to Blackstone and Richards the Wizard. All three shows carried a railroad baggage car and played B houses, with Thurston monopolizing the Class A theaters. . . . AL SHARPE V-mails from Belgium under date of January 15: "Just missed seeing Milbourne Christopher on several occasions the last several weeks. Haven't seen any magic in Belgium yet, but expect to be near a large city soon and will scout around for any magi who might be around. Still entertaining our boys and traveling constantly. Hope to visit you soon and renew our acquaintance." . . . RAY AMY has signed for the season with Kelly's International Oddities, which is slated to leave St. Louis this week. Amy is doing his usual routine of magic. . . . EUGENE BERNSTEIN, international proxy of the International Brotherhood of Magicians, announces that the org's annual convention, scheduled for June in St. Louis, has been called off.

JACK AND ANNE GWYNNE were in Calcutta, India, recently in search of additional facts concerning the Hindu rope trick, according to a copy of *The Calcutta Telegraph* of January 5. The newspaper pictures the Gwynnes with their son, Bud, now a flight officer in the army air corps, and a lengthy story relates how the Gwynnes, now with a USO unit, have visited such cities as Karachi, Bombay, Bangalore and Ceylon in quest of the rope-trick secret. In the same issue, Jack carries an ad similar to the one carried by Dante and Thurston while playing in India many years ago, but which still left them baffled as to the mysticisms of the rope nifty. Gwynne's ad read as follows: "Reward of Rs.15,000 will be paid by Gwynne, famous American magician, to any person, Jadoowalla or magician, who will perform the Indian rope trick in the open air under test conditions. Interested parties apply for appointment to Jack Gwynne, Grand Hotel, Calcutta." All in all, a good piece of publicity. . . . IN REPLY to a wire we sent to verify a rumor that said his brother Pete had died recently on the stage at Camp Butler, N. C., of a heart attack, Blackstone the Magician answered from Phoenix, Ariz., under date of February 2, as follows: "Pete very much alive here on show. Just back from gallstone operation. Had 140 removed. Business great, with sellouts since January 1. In Houston last week, against Dante, we chalked up \$18,844." . . . FU MANCHU and Company booked for a long run at the Arbeau Theater, Mexico City. . . . "2-10" DANIEL pencils from Detroit: "If you'll promise not to laugh, you may open this envelope and read." And in the envelope was a herald announcing the appearance of Phil Powell, who refers to himself as "the converted magician," at a Detroit church. "This young man from Wheaton College," reads the herald, "was being groomed to replace Thurston, the greatest magician of our day. He found the Lord and is now using his tricks of magic to illustrate the gospel." . . . PRINCE SAMARA, after six months at the Fortune Club, Reno, Nev., has taken his mental turn into the Congo Club, Salt Lake City, for an indefinite stand.

South's Song Groups and Folios Rake in \$\$\$ as Pubs Collect

(Continued from page 13)

tion mentioned over 6,000,000 gospel songbooks the firm had issued and referred to Vaughan as a leading citizen known and loved thruout the State.

SESAC Crashes Thru

How a music licensing company broke thru and signed the pubs is a story that will probably never be told. But sign they did, and collect they do, to the tune of thousands of dollars a year from radio performances. SESAC has had the gospel music biz sewed up for the last 10 years. The relationship between the firm and the pubs is apparently serene and of mutual benefit. SESAC serves the Southern pubs differently than the regular music firms. It is called upon to adjust delicate matters, such as the Peruna situation.

Nix Tonic Sponsors

One station sold the gospel quartet that had been with it on a sustaining basis for some time to the manufacturer of a tonic. Everything was fine till the pub who had trained the singers squawked that the medicine contained alcohol, and gospel singers could not be used for anything so wet. They're officially dry down where the hills begin. Usually, however, there are few problems that can't be easily adjusted.

The quartets are made up of simple folk who feel that their work on the stations is not so important from a financial point of view as is the spreading of the word by song. Today hundreds of singing groups are spotted on local and some regional stations thruout the South. They have recently penetrated as far north as Iowa and as far west as California. But there is a wide section of the country that hears nothing of their melodious offerings.

Spread Being Planned

Cultivation of this area is going forward. The programs are beamed in an ever-widening arc and orders for gospel songbooks are coming in from new individuals and groups. The pubs' monthly mags reach new people each printing and it would appear that the localized music may eventually spread over the entire country.

The quartets are trained in music conservatories usually located in the plants of the pubs. They are usually tutored for a nominal fee. Trainees are, for the most part, outstanding singers who have been at the vocalizing for years and have competed in hundreds of song conventions. It would be practically impossible to take outsiders and teach them the words and music as it is handled in the South.

Since a solid block of air time in large sections of the mountainous regions of the South is given over to gospel music, the grads find little difficulty in locating a station. Many have been on the same outlet for years. Groups are often comprised of relatives. A father, mother and a couple of children devote their entire lives to the work. Almost always they are deeply religious and believe that they are spreading the word in song.

Their programs are interspersed with plugs for the songbooks. Titles, prices, etc., are constantly drummed into listeners' ears. Fan mail is heavy with orders in every station where the singers perform, and book orders go direct to pubs. Even when the programs are sold, the songbook plugs stay and are mingled with the sponsor's product plugs. What New York pub wouldn't give his eyetooth for such an arrangement?

Shaped Notes

Without exception, this type of gospel music is printed in shaped notes. For example, they go like this: Do, equilateral triangle; Re, half-moon; Mi, diamond; Fa, right-angle triangle; Sol, oval; La, rectangle; Ti, inverted triangle. Most youngsters in the South learn to read the shapes before their ABC's. And they sing all their lives. They listen to the radio, hear new songs, send for the books and show up at the next song convention prepared to hold forth with the latest tune. This activity takes the place of movies, smoking, dancing and other "vices." Many of the communities are off the beaten path. They are isolated from railroad connections, pic houses,

libraries and cultural institutions. When the faithful gather, they travel miles on foot or in dilapidated conveyances. Neither hell nor high water keeps them away from the songfests. The conventions have assumed the character of pilgrimages to these backwoodsmen.

White-Collar Singers

The singing craze has followers in lower and middle class white-collar groups. A bank clerk or steno in a good-sized community may sing all night after a day's work and show up fresh and happy the next morning. A few wealthy people have become interested in the singing and pay for the conventions and feed the faithful. For the most part, however, the singers are on their own. They seek neither reward nor glory—they just want to sing.

Many of the singers compose gospel songs and give or sell them outright to the pubs. Rarely is a royalty arrangement worked out. This simplifies the pub's bookkeeping and gives a sounder ring to his cash register. Songs can be bought for a nominal amount.

With books selling from 25 cents to \$1 each, somewhat cheaper in bulk lots, and the output running into millions, it is easy to see how the pubs' revenue soars. Low overhead in printing plants and offices and moderate taxes help boost profits sky-high. Stamps-Baxter Music & Printing Company, with plants in Dallas, Chattanooga, and Pangburn, Ark., publishing 2,000,000 songbooks last year. Hundreds of thousands of orders were unfilled, due to paper shortage and lack of plant facilities for printing.

The Tennessee Music & Printing Company, Cleveland, Tenn., is in the same spot—can't turn out the books fast enough. They have bought adjoining property to their present plant for tripling their output after the war. This firm publishes books titled *Carmels of Love*, *Homeland Harmony*, *Gleams of Glory*, *Revival Favorites*, *New-Found Joy*, etc. Company is a subsidiary of the Church of God and was established in 1931.

R. E. Winsett, publisher located in Dayton, Tenn., where the Darwin trial was held, has been in business over 40 years. The head of the firm is a well-known religious leader and is listed in *Religious Leaders of America* on the same page as Rabbi Stephen S. Wise. His company has over 9,000 titles, and pubs books called *Sacred Memories*, *Inspired Evangel*, *Joys Supernal*, etc. Average output is over 300,000 books.

James D. Vaughan, mentioned earlier, is another well-established outfit, with over 40 years behind it. *Sacred Radio Songs*, *Special Gospel Songs*, *Victory Voices* and *Vaughan's New Revival* are partial titles. In printed announcements, the firm claims that over 7,000,000 copies of its books are now in use.

Hartford Music Company, Hot Springs, was founded in 1904. It has a music school for training quartets and pianist accompanists and also publishes a monthly mag, *The Herald*.

J. M. Hanson, Atlanta, music publisher, has one of the largest catalogs in the biz, including *Wings of Song*, *Gospel Specials*, *Songs of Gladness* and *The complete Church Hymnal*.

Private Brand Printing

Many of the larger pubs print for smaller firms which have their offices in their hats. One publisher conducts his biz from his garage. He is a small operator and farms his printing out to one of the biggies. Most of the pubs print their own stuff, and their modern concrete and steel buildings contrast sharply with the poverty and squalor in which the singing population lives.

The carolling sisters and brothers are white. Some Negroes buy the books and sing the gospel songs, but the whites keep themselves strictly away from colored folk. They apparently find their particular brand of religion and Jim Crow compatible.

SESAC Adds More and More

SESAC is constantly adding new gospel pubs to its long list of licensees. Recently it signed two more, the Quartet Music Company, Fort Worth, and the Revival Music Company, Searcy, Ark. The latter was founded in 1917 and pubs *The Revival Soul Winner*, *The Revival*

Educational Airers Will Not Buck FM Allocation Changes

CHICAGO, Feb. 3. — FM educational broadcasters will not appeal to the FCC about the change in allocations, it was disclosed here this week. Execs of the National Association of Educational Broadcasters, one of the most influential groups in the frequency modulation picture, informed *The Billboard* that they had held a meeting and had decided that the allocation changes putting FM in the higher frequencies would be satisfactory for their future plans.

The question of whether or not the cost of replacing FM transmitting and receiving equipment would be too high for the educators was answered by Frank Schooley, prexy of the NAEB. He said the improved future of FM broadcasting, because of the change, would be worth the new expenditures.

Schooley admitted that some city and university educational organizations had hit their budgets plenty hard paying for the cost of FM transmission equipment. He admitted that the broadcasters who had sold city school systems on the advisability of buying receivers for many schools would undoubtedly get it in the neck from their superiors. But, he added, the size of the audience now reached with old FM equipment is minute compared to the size of the audience to be reached post-war when many people will buy sets designed to receive FM programs transmitted in the higher frequencies.

Tele Review

NBC

Reviewed Sunday (4) 8-9:15 p.m. Style—Operatic excerpts, films, lecture and musical drama. Sustaining over WNBT, New York.

Five features filled this 75-minute presentation. There were two film shorts edited down so they didn't drag, a tele repeat of part of *La Boheme*, Mme. Olga Samaroff-Stokowski's music appreciation course, and a dramatized version of the writing of *Swanee River*.

Proving that even production-wise video can make progress, the excerpt from *La Boheme*, first reviewed in *The Billboard* (July 29, 1944), was a vast visual improvement over its first air-pix showing. The lighting actually was good enough to have been behind footlights, and when the candle blew out the tube really went almost black and you saw just the hands reaching for the key that was supposedly lost on the floor. Mimi (Lois Eastman) this time was dressed completely in dark clothes instead of partly in white and as a result didn't flare in the eyes of the viewer. Another advance was a minimum use of full-length shots. They were scanned only to carry the story, most of the presentation being close-ups. When Rudolph (John Hamill) sang to Mimi in one scene you obtained your reaction by having the camera on Mimi not Rudolph. Hamill was stuffy during the first few minutes but got hold of himself after that and did a smooth job. Make-up and camera work was really okay. In fact, if *La Boheme* was good (and it was) in the first showing, it was a great deal

Star, etc.

An idea of how widely the pubs' songs are exploited can be gleaned from a listing of over 70 stations where Stamps-Baxter music alone is heard. Other companies have an equally impressive number of outlets. To the uninitiated, the song titles may be meaningless, but they are household words to millions. There are songs called *Oh, How She Prayed*; *On the Rock*, *True Joy*, *Work Brings a Reward*, *His Love Is Charming My Soul*, *Is Your Baggage Checked Right?*, *Joy-bells in My Soul*, *Rocking On the Waves of Love*, *Divine*, *What a Delight*, *Glory Bound*, *It's Love*, *It Is Mine*, *Joy All the Way*, *Joy and Peace*, *Let the Hallelujahs Roll*, *Meet Me in Secret*, *Amazing Grace*, *His Chosen Bride*, *I'll Be Satisfied*, *I Surrender All*, *Never Alone*, *Peace*, *Perfect Peace*; *Somebody Loves Me*, *His Blood Is On My Soul* and *My Mansion in the Sky*. There are millions more and they all sell.

Lasky Favorite For DeMille Spot On Lux Theater

NEW YORK, Feb. 6.—Permanent replacement for Cecil B. DeMille, bumped off the *Lux Radio Theater* when the California courts last week upheld AFRA's right to keep him out of the show for refusing to pay a special assessment, will be named this week by J. Walter Thompson Agency. Veteran film producer Jesse L. Lasky has been mentioned as the most likely possibility. Lasky is running ahead of the field at this writing but it is possible that someone else will get the job.

Lionel Barrymore has been the guest replacement for the last two broadcasts but M-G-M is reported to have nixed his taking job permanently. JWT and the sponsor, it is said, were both anxious to have Barrymore stay with the show permanently.

better than that this time. A special bow should be made to Lois Eastman for her diction and the fine boom-mike work that was done so that all of her singing and spoken work came thru clear as a bell. It's important to hear in television.

Following a film, NBC televised Mme. Stokowski's music discourse (reviewed on its first visual air showing over WRGB, Schenectady, N. Y., in *The Billboard*, September 23). Mme. S. is still not tele-genic but by this time she should know her subject and not have to refer quite so often to the notes she holds in her hand. However, here, too, the progress of television production was self-evident. In Schenectady, she used slides which were a mess on the air. Over NBC, she used the same material blown up and scanned from large black and white pix. Also, she was always in the picture, just as was her audience, so that you had a constant feeling of motion, Mme. S. to pic to audience to Mme. S., etc. If you didn't believe that what she said could convince a tired business man that long-hair music was his dish, it wasn't the fault of television, it was her's.

Following another pic, the viewers were treated to the song drama, *Swanee River*. Well staged for the camera, with short film shots interspersed perfectly, it was prime visual stuff, altho, unfortunately, the scripting was for 10-year-olds. Annamary Dickey didn't have the make-up care that was given to Lois Eastman and, therefore, looked far from the delightful.

She was supposed to be Jeanie with-the-light-brown-hair (Stephen Foster's wife). That hair problem should be looked after also—Anna's isn't light brown by far. Only one place did the show fall tele-wise. That was when Christy's Minstrels were before the camera. On close-ups, their black make-up gave ample proof that Darwin was right. Never before have we seen anything that came thru the kinescope tube that looked so much like apes in men's clothing. Minstrels are going to have to find something besides burnt cork. Their faces and kinky wigs were as one. "On camera" they were close-ups to end close-ups.

In spite of the slight errors, Dr. Herbert Graf rates a huge bow for learning his television lessons quickly. There were only a few negatives. The latter included NBC's tendency of doing a swell build-up of what is to come and then not even signing it off when it ends. You can't jump an audience from opera to a documentary film on Switzerland without disconcerting viewers. Not once in the four changes did the announcer bridge any of the productions, even from Stephen Foster to the closing *Star-Spangled Banner*. Extended periods of black level (blank tube) continue during the programing. Even if there is a point to resting eyes and ears during a telecast, you don't rest by straining your eyes to see if the pic went off the air or is just marking time.

Before the skedded program, NBC flashed on the tube the news that MacArthur's troops had entered Manila. While the announcer spread the news, pix of MacArthur and Admiral Halsey were scanned. Even that gave you a feeling of the coming immediacy of vision on the airwaves. It's a shame that they couldn't also have scanned a bit of a map. The audience would have been on Luzon then. Joe Koehler.

BARCLAY—J. Searle, 69, husband of Nita Naldi, former stage and motion-picture actress, in Roosevelt Hospital, New York, January 30. Survived by his widow.

BEDE—Luman J., formerly with Endy Bros.' carnival and indoor shows, at his home in Hollywood, Fla., February 1.

BORGILIO—Armando, 48, former Met baritone, recently in an Allied air attack on a train traveling from Milan to Modena, Italy.

BOURDET—Edouard, 57, playwright and former manager of the Comedie Francaise, Paris, in that city January 17. He was head of the division of drama and music in the Ministry of National Education, France, at the time of his death. His play, *The Captive*, was presented and then banned in New York in 1926. Another of his plays was *The Rubicon*, also presented in this country.

CASE—Irving Clyde, 66, former concessionaire with the Mighty Sheesley Shows following a lingering illness in Mobile, Ala., January 28. For some time he had been manager of the Arlington Hotel, Mobile. He was a native of Kalamazoo, Mich. Burial in Magnolia Cemetery, Mobile. Anyone knowing relatives is asked to contact Mrs. Ida Oliver, 16½ Government Street, Mobile.

CLARKE—Herbert L., 77, assistant conductor and cornetist with Sousa's Band from 1904 to 1917, following a brief illness at Harriman Jones Clinic, Los Angeles, January 31. He was a former president of the American Bandmasters' Association and a member of ASCAP. His many compositions for orchestra, band, cornet and piano are used throughout the world, while his *Elementary Studies for the Cornet* is a standard textbook. He played at expositions in Chicago, Buffalo, San Francisco, St. Louis, Pittsburgh, Paris, Glasgow and other leading cities. In addition to Sousa's Band, he had been with the Queen's Own Rifle Regiment Band of Canada and Gillmore's, F. N. Innes, Victor Herbert's 22d Regimental and 17th Regiment bands, and until two years ago conducted the Long Beach (Calif.) Municipal Band. Survived by a son, Capt. Herbert L. Clarke Jr., on active duty with the army, and a daughter, Mrs. Ruby Henderson, Garden Grove, Calif., with whom he lived.

CONVERSE—Mrs. Art L., mentalist, known professionally as Lady Crystal, of pneumonia and a heart ailment in Pittsburgh January 30. Survived by her husband, well known in the carnival field.

ELLIOTT—Del B., 66, former stage and screen actor, in San Francisco January 22. He was an entertainer overseas during the last war. Survived by his widow, Gladys; and a stepson, George Scott, of San Jose, Calif. Interment at Cypress Lawn Memorial Park, San Francisco.

DAVIDSON—Slim, 55, musician in Monroe, Mich., recently following a cerebral hemorrhage. He was first drummer for the William Finzel orchestra in Detroit for many years, playing for 14 years on the S. S. Put-In-Bay running out of Detroit. For the past seven years he operated the Mettawas, roadhouse some 20 miles south of Detroit. He was a member of Detroit Federation of Musicians.

Richard Walton Tully

Richard Walton Tully, 67, noted playwright, died in Presbyterian Hospital, New York, January 31.

Best known of his plays, *The Bird of Paradise*, was the center of one of the most famous plagiarism suits in the history of the American Theater. The suit lasted 18 years and was finally decided in Tully's favor. *The Bird of Paradise* was first produced by the Oliver Morosco Stock Company at Los Angeles in 1911 and later opened in New York at Daly's Theater for a run of 112 performances.

Among Tully's other plays were *Rose of the Rancho*, which he produced with David Belasco in 1906; *Omar the Tentmaker*, first performed at the Lyric Theater in 1914 for 103 performances; *A Strenuous Life*, *The Flame*, *Keep Her Smiling*, *The Right to Strike* and *His Blossom Bride*. He retired in 1932 after a brief period of writing for motion pictures.

Survived by his widow and a daughter. Services at Walter B. Cooke Funeral Home, New York, February 3.

THE FINAL CURTAIN

Survived by his mother. Interment in Woodmere Cemetery, Detroit.

FRISCH—Joseph J., 72, secretary-treasurer of the La Crosse (Wis.) Interstate Fair Association, following a heart attack at his office in La Crosse January 17. He became treasurer of the fair association in 1927 and a few years later combined the duties with that of secretary. He had also served as city tax commissioner for 24 years. Survived by his widow, Mary; a son, Pvt. Joseph, with the army in England, and two daughters, Muree, Fond du Lac, and Dorothy, La Crosse. Services at St. Wenceslaus Catholic Church, La Crosse, January 20, with interment in Catholic Cemetery there.

GOODMAN—Morris (Johnnie), 51, burlesque comic, at General Hospital, Los Angeles, January 28 of pneumonia. He was well known thruout the country, having played all burlesque wheels. He also played the South over the Spiegelberg Time. Survived by his son, Jackie.

GOODRICH—Louis, 80, playwright and actor, at his home in Hampshire, England, January 30. He appeared in many motion pictures and in New York in *The Night of the Party* in 1902. He authored the play *The Old and the Young* and the novel *Greta Bridge*. He toured Africa and Australia as well as America.

HARWOOD—J. G., 68, actor and stage director, in London December 28. He had been in England since the start of the war staging shows for the troops with the ENSSA. He first came to America in the '80s and staged many shows, including *Tip-Toes*, *Tell Me More*, *Rio Rita*; *Oh, Kay*; *Top Speed* and *You Said It*. He was with Cyril Maude in *Grumpy* in 1913 in New York. He was associated with the Shuberts, Ziegfeld and many others at various times.

HENCHY—James Emmett, 47, with Santa Fe Exposition Shows the past 15 years, following a heart attack at the home of Bess Harris, owner of the shows, at Donna, Tex., January 28. Interment in Donna Cemetery.

JACOBS—Frank A., 67, retired blacksmith, formerly with Seils-Floto and Cole Bros., at his home in Massillon, O., January 24. Survived by his widow, a son and daughter. Interment in Wooster, O.

LANIER—Ansel (Nub), for several seasons operator of Ridee-O on the Lawrence Shows, following a heart attack while driving a truck at Union, S. C., recently. Survived by his widow, three sons and a daughter. Interment in Union.

LEXEY—John Anthony, 55, district manager for Warner Bros. in West Philadelphia, January 29, at his home in Bywood, Pa. He long was associated with show business, at one time playing the vaude circuits with his sister, Pauline, in a dance act. Lexey had been with the Warner organization since the days of the old Stanley Company of America, starting as manager at the 333 Market Street Theater, Philadelphia, in 1928. From there he moved to the Keystone, Uptown and Broadway theaters and in 1934 became a district manager in Reading, Pa., area. He was transferred to Philadelphia several years ago. Survived by his widow, Clare; a daughter, a son and two sisters. Services in Philadelphia, with burial in Arlington Cemetery, Drexel Hill, Pa., February 2.

McCLUNG—Bobby, 24, actor who had played the role of Bobby Jordan of the Dead End Kids, on the stage and screen, in Columbia Hospital, Columbia, S. C., January 27. He had collapsed shortly before going on the stage at a Columbia theater and death was attributed to pneumonia and complications. Survived by his father.

McDOUGAL—Hugh J., 68, vet actor professionally known as Hugh Mack, the Irish Piper, in Chicago December 25. He played the piper in *The Old Neighborhood* vaude act. Survived by a sister.

MANTLEY

In loving memory of my dear husband, CLAY, who passed away Feb. 6, 1944, Miami, Florida.

Memories are treasures no one can steal. Death is a heartache nothing can heal. Some may forget you, now you are gone. But we shall remember no matter how long.

Wife and Family

McKEE—William J., 47, vaude entertainer known as Billy McKee, January

29 at his home in Upper Darby, Pa., following a heart attack. For the past 15 years he was featured in night clubs as a piano-vocal team with Joe Hindsley. Surviving are his widow, Mary; a daughter and a son. Services in Upper Darby, Pa., with interment there January 2.

MARTIN—Herbert E., formerly with Royal American and Sheesley Mighty Midway shows, in Miami January 27. He was a member of Miami Showmen's Association. Services at Van Orsdel Funeral Parlor, Miami.

MEYER—Max J., 81, credited with originating the 10-gallon hat and founder of the Cheyenne (Wyo.) Frontier Days and rodeo, following a heart attack in that city January 26.

NEVILLE—Harry, 77, veteran stage and radio actor, at the home of a friend in Rockville Center, L. I., N. Y., following a heart attack. Born in Launceston, Tasmania, he had been an actor and manager abroad before coming to this country. He had also served as business manager for Winston Churchill on his lecture tour in 1901. He had recently appeared with Ethel Barrymore in *Embezzled Heaven* and had previously toured with her in *The Corn Is Green*. Neville was featured on the radio with NBC during 1932-'33. Among other plays he appeared in were *The Great Pursuit* with Marie Tempest, 1916; *Enchanted Cottage*, with Katharine Cornell, 1923; *The Fake*, with Godfrey Tearle, 1924, and *The Butter and Egg Man*, 1925. Services at the Church of Transfiguration (Little Church Around the Corner), New York, January 29.

NICKOLAS—J. L. (Nick), of the W. T. Martin Advertising Company, St. Petersburg, Fla., in St. Anthony Hospital, St. Petersburg, January 23. He had formerly been with the Mighty Sheesley Midway, Con. T. Kennedy and C. A. Wortham shows.

OVERTURF—J. W. (Bill), old-time showman, in Los Angeles recently.

MANY THANKS

To all our friends for their expression of sympathy, flowers and messages of condolence in the loss of my beloved husband,

BENJAMIN H. PATRICK

In Philadelphia, Jan. 1st, 1945.

Mrs. Bessie Patrick

PARKS—Herbert Jr., former carnival promoter, at his home in Georgetown, Ill., recently. Survived by his parents. Interment in Forrest Park Cemetery, Georgetown.

PHILPITT—Samuel Ernest, at Coral Gables, Fla., January 12.

IN LOVING MEMORY OF

LULU PUGH

Who Passed Away February 10, 1943.
She is just away.

GETTY AND GARNET

POIGNANT—Robert W., 61, former showman and in recent years maintenance man at the Alcazar Hotel, St. Louis, recently in that city. He was for 30 years a trouper with the Brown & Dyer, Sheesley Mighty Midway and other shows. Services February 3 at the Stuart Funeral Home in St. Louis, with interment in the International Association of Showmen's plot in Memorial Park there.

RAE—Sgt. Nelson, 27, former radio and musical comedy actor, killed recently while fighting on the Belgian front, according to War Department message received by his parents, Mr. and Mrs. William Rae, Brielle, N. J. He was last seen as a vocalist in the Broadway production of *Pal Joey*. He had been in the army since 1940 and for some time before going overseas was in charge of soldiers' entertainment at Governors Island, N. Y.

ROSEN—Mike, 52, former concessionaire and late owner of Buckeye State Shows, in Presbyterian Hospital, Chicago, January 27. Survived by his widow, Frieda; a sister and brother in Europe, and brothers Joe and Louis in this country. Interment in Westlawn Cemetery, Chicago.

ROSSI—Pvt. Mark, formerly with Cole Bros. and Russell Bros.' circuses, killed in action December 16 in Burma. He was a member of Gonzales Post American

Legion, Gonzales, Tex. Survived by his sister, Evelina, with Kelly & Miller Bros.' Circus, and his parents. Father is band leader with Dailey Bros.' Circus.

SHEPARD—Charles E., 68, former contractor with Sig Sawtelle and Frank A. Robbins shows and advance agent for Guy Bros.' Minstrels, in Mary Hitchcock Memorial Hospital, Lebanon, N. H., January 18. Survived by his widow, Carolyn; a son, Robert, Lebanon; three stepsons and a brother, George. Services from Baptist Church, Lebanon, with interment in Greenwood Cemetery there.

STROBRIDGE—Nelson W., 86, chairman of the board of Strobridge Lithographing Company, Cincinnati, at Holmes Hospital, Cincinnati, February 1 following a long illness. He was president of the firm following the death of his father in 1907 until a few years ago when he was elected to his new post. Services at the home of his nephew, John B. Strobridge, Cincinnati, February 3.

TINCKOM—Aileen Lowry, 55, prima donna with John Robinson Circus in the '20s, at the home of her mother in Peru, Ind., January 28. Interment in Mount Hope Cemetery, Peru, January 28.

WALKER—Robert E., 62, president of the St. Louis Local No. 5, AFL Billposters, Billers and Distributors' Union, at St. Mary's Hospital, St. Louis, January 27, of a cerebral hemorrhage after an illness of 10 days. For the past 15 years he was justice of the peace in St. Louis and for the last 30 years has been a power in Republican political circles in that city. He was formerly president of the Walker-White Posting Company and still maintained an interest in that firm in St. Louis. Survived by his widow, Grace; a son, Robert, and three sisters. He was a member of the Elks and the USWV. Services January 30 at St. Gabriel's Catholic Church, St. Louis, with burial in Calvary Cemetery there.

WALTON—Charles S., 76, noted musician, bandmaster and drum maker, at Philadelphia Naval Hospital January 21. He had been in the drum business in that city since 1910 and led many military bands. He was a member of the AFM. Surviving are his widow, Mabel; two daughters and a son. Services in Washington January 21, with interment in Arlington National Cemetery.

"Because I know that he would have liked this"

In Memory of My Dad

BEN B. WILEY

Died February 6, 1940

At Boone, Iowa

MAX R. WILEY

WEBSTER—Samuel D., for many years comedy member of Kauffman, Webster and Ennis, vaude bike act, at his home in Rochester, N. Y., January 29. Survived by three sisters, Florence and Blanche and Mrs. Walton Thiem and a brother, Raymond, all of Rochester. Interment in Mount Hope Cemetery, Rochester.

WILLIAMS—C. Jay, 86, veteran actor, at his home in New York January 26. One of his first stage appearances was with Mestayer's *We, Us and Company* in the late '80s, and his last engagement was with Al Jolson in *The Wonder Bar* in 1931. He also played in *Little Lord Fauntleroy*, in George Broadhurst's *Why Smith Left Home*, and *The New South* under the management of William A. Brady. He was in the supporting company when James J. Jeffries, heavy-weight champion, starred in *The Man From the West*, appeared with Joe Hart and Carrie De Mar in *Foxy Grandpa*, and in the original production of *The Education of Mr. Pitt*, as well as *Magda*, with Florence Roberts. In the silent film days, he served as a director of the Edison Vitagraph. He was a past president of the Actors' Order of Friendship and a member of the Actors' Equity Association, the Actors' Fund of America, the Lambs and the Elks. Services under auspices of the Actors' Fund of America at Walter B. Cooke Funeral Home, New York. Survived by his widow.

WRIGHT—George T. (Shorty) ork leader and president of Local 398 of the musicians' union of Ossining, N. Y., at his home in Bedford Hills, N. Y., January 26. Survived by his widow, two daughters, a son and two sisters.

Cohen Tips Showmen on Trade Info

Eastern Contracts Well Distributed

HARRISBURG, Pa., Feb. 3.—Carnival contracts for Eastern fairs, as announced here during the annual meeting of the Pennsylvania State Association of County Fairs, are pretty well distributed among the various shows.

It was announced that the York and Bloomsburg (Pa.) fairs have been awarded to the Strates Shows; Allentown to World of Mirth; Trenton, N. J., to Cetlin & Wilson; Kutztown and Lehigh, Pa., to the Lawrence Shows; the new fair at Carlisle, Pa., to Cetlin & Wilson, and the Flourtown (Pa.) Fair to the Hannah Shows.

Fairs outside of Pennsylvania which have been signed by the World of Mirth Shows include Burlington, Vt.; Brockton, Mass.; Rutland, Vt.; Greensboro, N. C.; Winston-Salem and Columbia, S. C., and Macon and Augusta, Ga.

New Attractions For Wallace Bros.

JACKSON, Miss., Feb. 3.—Several new attractions will be in evidence on the Wallace Bros.' Shows this season, among them a *World Fair Features* show and a Funhouse. Work in quarters at the State fairgrounds is going forward. The new office-owned Funhouse has been completed, and a new office on a 26-foot semi-trailer is being built under direction of Ernest Farrow Jr., co-owner and manager. The paint department has completed all rides, including the Octopus and Roll-o-Plane purchased since close of the season. James Reed, foreman of the twin wheels for the past 12 years, is supervising the shop work and has a crew of 12.

Recent negotiations for new attractions include the booking of Sid Crane and Jimmie Chevantee's *World Fair Features*, which will be housed in a 110-foot top and carry a 150-foot banner line. New marquee has been added for the front entrance and much new office-owned concession canvas is in evidence. Estes Warren, independent ride operator, has a crew readying the Chair-o-Plane, Baby Swings and trucks for the opening. Office purchased two semis recently, making a total of 20 semi trucks. Mrs. E. E. Farrow Sr., co-owner of the show, is spending most of her time between winter quarters and her new home in West Jackson.

Visitors and personnel reporting recently include Glen Osborne, Harry Harris, Margaret and Shep Miller, Jack Steele, Sid Crane and Jimmy Chevantee.

Hennies Bros.' Crew Working Full Blast

BIRMINGHAM, Ala., Feb. 3.—The Hennies Bros.' Shows report work at quarters going full blast. Nat Worman, superintendent, is in charge of crews and much renovating and repairing of equipment is in progress. All wagons are being overhauled and painted a dark red with white lettering. Two new rides recently purchased have arrived at quarters. Several of the Diesel generating plants were shipped to Memphis for complete overhaul jobs.

General Manager Harry W. Hennies is at Hot Springs for a short rest. Fitzie Brown, concession manager, reports a nice line of concessions with all new flash, will be ready for the opening, set for March 16.

Clint Shuford, secretary-treasurer, and his wife, Marion, stopped for a visit while en route to Florida for an extended rest. Shuford was recently discharged from a St. Louis hospital where he underwent three major operations. Ted Barrow, operator of the Wall of Death, has arrived from New York. Charles Taylor, owner of the *New York Harlem Revue* and who has booked his Minstrel Show for the season, says he will produce the most lavish show of his career.

Phillips Maps Ambitious Plans For Jones Expo

AUGUSTA, Ga., Feb. 3.—With the largest crew in winter quarters in many years, the Johnny J. Jones Exposition is preparing for one of the greatest years in its history, according to E. Lawrence Phillips, general manager. Bert Miner, former general superintendent of the Jones organization, has rejoined in that capacity and is at winter quarters directing the rebuilding, construction and repainting. Milton Morris joined as manager and lot man and is at the Augusta quarters handling the business end of the organization.

The show will open at Augusta with four more rides and three additional shows over last season, and will have added five more flat cars to the train, according to General Manager Phillips.

L. W. (Duke) Jeannette has contracted his Unborn Show with the Jones org; Carl Lauther has signed again with his Human Freaks and Oddities Side Show; Leo Carrell with his Hollywood Movie Apes and Monkey Show; Bertha (Gyp) McDaniels is lining up her Rocky Road To Dublin and her Arcade for the Augusta opener.

Among those already in winter quarters are: Dave Sorg, electrician; Danny Boyd, cookhouse; Hal F. Eifort, office; Earl Ketring, Motordrome and mechanics; George Brown, blacksmith; Thomas Wellborn, Kermit Hanson, Raymond Johnson, (See PHILLIPS AMBITIOUS on page 40)

Over 800 Attend First Miami Banquet

MIAMI, Fla., Feb. 3.—First annual banquet and ball of the Miami Showmen's Association was held Monday (29) night at Lou Walters' Terrace Gardens, Miami Beach, with more than 800 guests in attendance. It was a brilliant affair, winding up with an excellent floorshow headed by the comedian Willie Howard and dancing that continued until a late hour.

Seated on the dias were the officers of the association and their invited guests. The latter included Major Leonard H. Finn, D. C., and Felix Sellers Solomon, C. B. M., representing the army and navy; Jack Moore, MSA counselor; Sam Solomon, president Showmen's League of America; Oscar Buck, immediate past (See MIAMI BANQUET on page 57)

Crescent Shows To Play Three Vancouver Dates

VANCOUVER, B. C., Feb. 3.—Crescent Shows, with winter quarters at Penticton, B. C., the only carnival with winter quarters in this province, is readying for the spring opening.

They have three Vancouver dates under auspices starting in early April. A six-man delegation on behalf of the West Point Grey branch of the Canadian Legion (war veterans) secured park board approval for a Crescent Shows' Carnival at Larwill Park, April 2 to 14; Memorial South Park April 16 to 21; and a park to be selected in West Point Grey, April 23 to 28.



CARL J. SEDLMAYR, who has just become sole owner of the Royal American Shows and Rubin & Cherry Shows thru his purchase of Sam Solomon's interest in R. & C.

Joyland Attractions Among First to Open In Detroit Territory

DETROIT, Feb. 3.—Joyland Midway Attractions will be among the first shows to play the Detroit territory this year, opening March 4 at Michigan and Joe avenues, on the West Side. Spot has been used for the opening engagement by the shows for the past five years and is now contracted for by the season, with some show property stored permanently on the lot.

Shows will open with seven rides only while playing inside Detroit, where full carnivals are banned, but will expand to 8 rides, 5 shows and 40 concessions for the road. The enlarged show will open May 4 at Eight Mile Road and Van Dyke, just beyond the city limits in the suburb of Van Dyke. Show is being readied under the direction of Roscoe T. Wade, owner, and C. J. Bennett, general representative.

Collins Sets Minn. Fairs; Augmenting for 1945 Trek

ST. LOUIS, Feb. 3.—William T. Collins, owner of the William T. Collins Shows, advises he has signed contracts to play the annuals in Minnesota at Roseau, Mahanomen, Detroit Lakes, White Bear, Worthington, Jackson, Blue Earth, St. James, Bird Island and Fairmont. He also has contracts to play the Algona (Ia.) fair and the North Iowa District Fair at Mason City.

Collins is adding more rides and shows to his outfit for the 1945 trek and much work has been done in his winter quarters at St. Paul during the last month.

Backenstoe in Hospital

COLUMBUS, O., Feb. 3.—Willard Backenstoe, veteran carnival and side-show man (he's 84), is in Grant Hospital here recovering from an operation for double hernia.

ACA Counsel Clears Point

Says gov't matters should clear thru trade orgs—individuals shouldn't act

RICHMOND, Va., Feb. 3.—Government matters pertaining to the outdoor show industry should be handled thru the industry's trade associations and not by individual showmen writing or wiring government agencies at Washington, it was agreed at a meeting here of carnival owners with Max Cohen, ACA counsel, early this week.

Cohen, here for the annual meeting of the Virginia Association of Fairs January 29 and 30, called the conference for the purpose of clarifying the handling of information concerning lights, gas, Diesel oils, transportation, etc. He stated he had had several letters from a Washington official advising against individual showmen writing and wiring government agencies for information and advice.

Cohen pointed out that the ACA has available at its office in Rochester, N. Y., information on government rulings, restrictions, availability of various needed materials and equipment and other data of value to show owners, and that his office is ready at all times to send this information to show owners upon request. As the Washington agencies keep the ACA informed of all changes and new rulings, much time can be saved by clearing all inquiries thru the ACA. Show representatives at the meeting here agreed to co-operate.

Showmen and fair men at the Virginia meeting seemed extremely optimistic regarding the new "brown-out" regulations, which went into effect here Thursday (1). Full compliance by the local amusement industry was noted with the exception of a new flash sign operated by radio Station WMBG, which undoubtedly was left on thru a misunderstanding.

NSA Raises \$500 for Inf. Paralysis Fund

NEW YORK, Feb. 3.—National Showmen's Association's drive to raise \$500 for the Infantile Paralysis Fund was brought to a successful close on Monday (29) night with a "President's Birthday" party and ball at the NSA club-rooms.

Dave E. Brown, co-chairman of the Entertainment Committee, and his assistants provided an excellent show featuring Harry Lefcourt and His Red Jackets, from Rogers' Corner; Jack Hayes and Sid Frank, from the Roxy Grill; Mildred Axler, singer, and Carmen De Mario, vocalist.

Jerry Gottlieb headed the committee soliciting funds and personally brought in donations totaling \$250. A check for \$50 from the Ladies' Auxiliary and donations of \$200 from club members and guests at the ball netted the fund a total of \$500.

Shubb and Rogers to Launch New Show

ST. LOUIS, Feb. 3.—Charles Shubb and Harry Rogers, both in the outdoor business for many years, primarily as operators of concessions, have purchased four rides and will launch the Maurer Greater Shows in San Antonio, Tex., late in February. They plan to add two more rides, three shows and about 15 concessions by the opening date.

Dave Stevens, of San Antonio, will operate a string of concessions on the new show and will have charge of the concession line-up. The owners have been engaged in commercial ventures in San Antonio for the past year and this will mark their re-entry into the carnival field.

OUTDOOR SHOWMEN!

Effective Monday, February 12, the outdoor departments of The Billboard will be edited out of The Billboard's Chicago office, 155-North Clark Street. This important move has been made in the interest of better and faster service for outdoor fields.

Beginning February 10, address all outdoor editorial communications to The Billboard, 155 North Clark Street, Chicago 1, Ill.



PENNY PITCH GAMES
 Size 48x48", Price \$30.00,
 Size 48x48", With 1 Jack Pot, \$40.00,
 Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$13.50

BINGO GAMES
 75-Player Complete \$5.00
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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¢.
 HOW TO WIN AT ANY KIND OF SPECULATION,
 24-p., Well Bound 25¢
 PACK OF 79 EGYPTIAN F. T. CARDS,
 Answers All Questions, Lucky Numbers, etc. 40¢
 Signs Cards, Illustrated. Pack of 36 15¢
 Graphology Charts, 8x17. Sam. 5¢, per 1000 \$8.00
 MENTAL TELEPATHY, Booklet, 21 P. 25¢
 "WHAT IS WRITTEN IN THE STARS," Folding
 Booklet, 12 P., 3x5. Contains all 12 Analyses.
 Very Well Written, \$5.00 per 100; Sample, 10¢.
 Shipments Made to Your Customers Under Your
 Label. No checks accepted. C. O. D., 25% Deposit.
 Our name or ads do not appear in any merchandise.
 Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO
 Send for Wholesale Prices.

Mechanic and Electrician
WANTED—FOR 1945—WANTED

Will pay top wages to A-One Truck Mechanic with tools. Must understand ride motors and see that all trucks get to their destination. Must be sober and reliable and drive Semi. Want Electrician that can handle front gate and marquee and open Monday nite. No time to write, wire and join on wire. We open the 15th of March. Roy Bailey, answer.
 F. W. PEPPERS, Box 1441, Pensacola, Fla.

O. J. BACH SHOWS, INC.
 Wanted Opening April 28th
 Season 1945 Elmira, N. Y.

Rides—Octopus, Roll-o-Plane, Merry-Go-Round, Kiddy Rides. Shows—Capable Operator for Life Show. Have outfits for Monkey, Reptile, Illusion, Concessions—Cook House or Grab, Corn Game, Candy Apples, Waffles, Cig Gallery, Fish Pond, String, Hoop-La, P. T. W., Basket Ball, Snow Cone or Ice Cream. HELP—Ride Foremen and Second Men, Electrician, Bill Poster with car. FREE A.C.T. Address: O. M. BECKER, 414 S. Main St., Elmira, N. Y. O. J. BACH, Box 292, Ormond, Fla. P.S.: Very, very liberal terms to Ride and Show Owners.

WANTED

Merry-Go-Round, Ferris Wheel, Whip or Caterpillar, Penny Arcade, Bingo for new park in heart of Logan Co. billion dollar coal fields.

J. C. HITE
 General Delivery LOGAN, W. VA.

World Of Pleasure Shows
 NOW BOOKING FOR 1945 SEASON

SHOWS — CONCESSIONS
 Ride Help, Write Us Now.
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WANTED—FOREMEN

FOR MERRY-GO-ROUND AND FERRIS WHEEL SECOND MEN ON ALL RIDES
 Good Wages and Sure Pay.
 Can Place ELECTRICIAN, Also BILLPOSTER Show Opens Early in March.
 Address:
JACK RUBACK, ALAMO EXPOSITION SHOWS
 2240 E. Houston St., San Antonio, Texas

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AT LIBERTY
 Experience Counts
W. H. DUKE BROWNELL
 P. O. Box 5011, Miami, Fla.

MIDWAY CONFAB

Communications to 25 Opera Place, Cincinnati 1, O.

WHO is preping?
 HARRY N. BADGER is general agent of the Hyalite Midway.

RENA AND KAY KAESER will again be with Byers Bros.' Shows, this making their third consecutive season.

WORLD OF PLEASURE SHOWS will furnish the midway at Warsaw (Ind.) Free Fair, reports Charles Schafer.

IF winter horse racing isn't soon resumed—some of us will wind up with opening money.

CONTRACTS have been signed by Sid Crane and James Chavanne for the Wallace Bros.' Side Show.

JERRY GEARD and Joseph Baker will head for winter quarters of the Endy Bros.' Shows in Miami after taking the baths in Hot Springs.

JOHNNY SOMERS, who has been under a doctor's care since the week before Christmas, left for Miami with a group of friends.

ADS for more rolling stock to increase the size of their shows is a sign of managers' optimism for '45.

CHARLES H. STAPLETON, of the Advance Service Company, Detroit, is in New York on a buying trip prior to the opening of the carnival season.

SAUL GILLIS, of Cetlin & Wilson Shows, is visiting his brother in Philadelphia and will also visit his sister in New York before returning to his winter business in Baltimore.

ONE bad season following this boom is all that it will take to knock a bump of ego off of some success-flashed troupers' heads.

RUSSELL C. HARMS is visiting Uniontown, Pa., for a few weeks before joining his brother, George, in Petersburg, Va., where they will ready their concessions on the Cetlin & Wilson Shows.

MRS. H. M. (SHARLINE) KILPATRICK, wife of H. M. Kilpatrick former advertising manager of Dodson's Shows, is in Room 216, Presbyterian Hospital, Charlotte, N. C.

H. B. DICKSON, manager of Dickson's United Shows, reports that the show is undergoing its usual repairs in Oklahoma City and will feature new color schemes this year.

REMEMBER the early-day press agents' description of midways, "Like the fabled fountain Ponce de Leon sought, our bubbling springs of amusements bring back the vanished days of youth?"

MR. AND MRS. JACK RUSSELL, concessionaires, are wintering in Alexandria, La., where they are assisting Mrs. Rus-



WINNERS OF PCSA "TALKERS' CONTEST." Left to right, Harry Hargrave, chairman of the event sponsored by the PCSA as part of its Outdoor Showmen's Convention, with the awards presented when the PCSA put on a "Circus Night" for the B. P. O. Elks No. 99, in Los Angeles; Dick Kanthe, who gave an athletic show pitch; Mary Craig (Arnst); Mary Ragan, who took first prize for her pitch on Sex, and Jack Hughes, the Blind Observer, who spieled "oil holdings," are shown when the presentations were made recently.

THE NAME of Ned E. Torti was inadvertently omitted from the list of members of the 101 Club of the Mustering-Out Fund, published last week.

MABEL MACK, of Mabel Mack's Mules, entered Hale Hospital, Wilmington, O., to undergo an operation on February 6. She will be there several weeks.

EARLY openings don't mean much to indie show and ride operators who depend on show weather to meet pay rolls.

AFTER a six-week run in Monkey Capers at the Wonder Club, New Orleans, Billy Logadon (Pinky Pepper) opened with the Wonder City Unit playing Southern Louisiana.

AFTER spending a three-week vacation with her mother in Phillipsburg, N. J., Mrs. Walter (Dubles) Tyeski, left to join her husband of the Endy Bros.' Shows in Miami.

sell's folks in the management of the Evangeline Hotel Coffee Shop.

JACK (TEX) HAMILTON is employed in war work in Rock Island, Ill. His former partner, Buddie Scott, has been in the WACS for a year. Hamilton expects to take out several shows and rides after the war.

RICHARD GILSDORF, owner of Dick's Paramount Shows, and Herbert Eugene Dixon, of French fry fame, will be raised to Master Masons, Thursday, February 8, in Maple Shade Lodge, Maple Shade, N. J.

SINCE closing with Howard's Museum at Council Bluff, Ia., Mae Jae Arnold is taking a two-week vacation at St. Louis and renewed acquaintance with Bobby Kork, who is playing with Kelley's Museum, St. Louis.

WATCH THE LETTER LIST EACH WEEK. PERHAPS LETTER CONTAINING YOUR WITHHOLDING TAX RECEIPT IS BEING ADVERTISED. YOU'LL NEED IT FOR YOUR INCOME TAX RETURN.

WHILE on a trip to New York City, Mr. and Mrs. Herman Bantly, of Bantly's All-American Shows, were hosts to Mr. and Mrs. Joe Kane, of Rochelle Park, N. J. Joe Kane has contracted his six concessions with the Bantly Shows for his fifth season.

Gifted

Side-Show Reader: "Never mind taking time to remove that tight-fitting glove. I have the power to read the lines of your palm thru imitation leather."

Liberated

This year we won't have to listen to cookhouse operators crack, when we can't eat their stumgullion, "People in France and Greece would be glad to get that food."—Oscar the Ham.

RAY C. ELLIS, formerly with Groves Greater, Dyers Greater, Hughay Shows, Ringling Bros. and Barnum & Bailey and Wallace Bros.' Circus, is recuperating at the Veterans' Administration Facility Hospital, Los Angeles, from an infected foot.

BEN LIDDON, secretary-treasurer of the Wallace Bros.' Circus last season, expects to stay in Detroit next season to manage the Advance Service Company, carnival supply house, which he heads. He may go on the road part of the season with carnivals playing in the vicinity of the Motor City only.

MRS. HELEN PODSOBINSKI, wife of A. P. Podsobinski, owner-manager of the A. M. P. Shows, has been confined to

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2 - 100x150 Tents
 5 - 70x105 Tents
 4 - 60x 90 Tents

All Complete With Poles and Rigging
200 HEAVY USED COTS
Peoria Tent & Awning Co.
 611 Franklin St., Peoria, Ill.

TENTS
 New and Used
CARNIVAL and SKATING RINK
 Write for Prices
E. G. CAMPBELL TENT & AWNING CO.
 100 CENTRAL AVE. ALTON, ILL.

'Firechief' Flameproofing
 The Compound That Won't Wash Out.
 Fire—Water—Weather—Mildew Resisting.
 Now Available in 5, 10 and 50 Gallon Containers. Colors, Khaki, Blue, White, and O. D. Write Today Exclusive Distributors for Wm. Hooper Sons Co. to Outdoor Show Trade.
UNITED STATES TENT & AWNING CO.
 2315-21 W. Huron St. Chicago 12, Ill.

TENTS—BANNERS
 16x36 Bingo Top.
 14x21 Living Top, White, Six-Foot Wall, New.
 Charles Driver—Bernie Mendelson.
O. Henry Tent & Awning Co.
 4862 North Clark St. CHICAGO 40, ILL.

NEW 80x120 ROUND END TENT
 10 FT. WALLS
 Top 28" 12 Oz. Double Filling Khaki Duck.
 Walls 28" 8 Oz. Khaki Duck.
Anchor Supply Co., Inc.
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FORREST C. SWISHER
 I will again have Ball Games, Penny Pitches and Stock Stores on the Parada Shows. All new equipment. Would like to hear from Agents to take the head of the Concessions, also want capable Man to take charge of all Concessions as General Manager. All address: FORREST C. SWISHER, Box 125, Caney, Kansas.

FOR SALE
 Single Loop-o-Plane, all steel (not dead man type), 7 H.P. motor, ride in perfect shape, \$800. Also several Trucks.
Capell Bros.' Shows
 BOX 457 Cop HASSELL, OKLA.

the hospital in Phoenixville, Pa., for more than a month with a serious illness. More than 75 shots of penicillin have been administered to her plus several blood transfusions. G. C. Mitchell, special agent of the A. M. P. Shows, reports she is improving but will be confined to the hospital several weeks longer.

SEEING our personnel huddled around campfires during our mid-winter Florida dates leads one to believe that we are merely living the second episode to our late-closing date in Georgia.—Gate & Banner Shows.

G. C. MITCHELL, special agent of the A. M. P. Shows, reports that Simon Krause, of frozen custard note, is taking the baths in Hot Springs. Paul Smith, Ferris Wheel foreman, is working on a steamship line out of New Orleans and reports he will arrive in quarters about March 1 to get the wheel in shape. Mrs. S. D. Pease expects to visit her sister, Sgt. Ada K. Johnson in New York in the near future. S. D. Pease, transportation superintendent and electrician, is supervising work in quarters and states all trucks will be overhauled and electrical equipment placed in good shape for the opening.

WALTER LANKFORD, manager of Lankford's Overland Shows, reports from Moultrie, Ga., where winter quarters of the show are humming in preparation of the oncoming season, that his son, Pfc. Lester W. Lankford, who had been reported missing for over a year, is stationed in a hospital in England due to a nervous condition. His address is Pfc. Lester W. Lankford 14038597, APO 640, care of postmaster, New York. Lester played the trap drums for several seasons in his father's band. Another son, Harold L. Lankford, is stationed at Camp Gruber, Okla., after serving three years in the Panama Canal Zone.



FIRST LIEUT. G. C. WELSH, former concessionaire with Johnny J. Jones and Cetlin & Wilson shows, recently returned to the United States from China where he served under General Chen-nault for 13 months. He was awarded the Distinguished Flying Cross, Air Medal and wears two stars on the Asiatic Ribbon denoting two major battles. Lieutenant Welsh is now an instructor pilot at La Junta, Colo., where he resides with his wife and two children.

In the Armed Forces

SGT. GEORGE HARRIS, former concessionaire at Eastwood Park, Detroit, is serving in the Philippines.

PVT. GUS A. GELMAN, former concessionaire with the World of Pleasure Shows, is stationed in Belgium.

PVT. ANTHONY (TONY) BARESS, 33944192, former concessionaire with Bantly's All-American Shows, is stationed with Company A, 21st Bn., Fort McClellan, Ala.

ROBERT LEASURE, marine paratrooper, was wounded recently in the Philippines, according to word received by his father, C. C. Leasure, legal adjuster for Johnny J. Denton Shows.

PVT. KENNETH B. (HOT DOG) BLEVINS, 34364507, drummer and formerly with show bands on the Dodsons Shows and others, has been stationed at the Station Hospital, Medical Detachment, Camp Howze, Tex. He recently returned from the South Pacific.

M/SGT. PATRICK H. O'SULLIVAN, 38357883, formerly with Beckmann & Gerety Shows, All-American Exposition and other carnivals, wrote to his friend, Rex Howe, that he is stationed in England. This refutes the reports and rumors previously erroneously circulated that he was "missing in action." His address is APO 638, care of Postmaster, New York.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
 GAMES, STRIKERS, ETC.
 Still Available
EVANS' BIG PUSH
 Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

L. J. HETH SHOWS
 NOW BOOKING SEASON 1945
 Shows and Concessions. Ride Help, answer.
 WANT ORGANIZED SIDE SHOW
 All replies: North Birmingham, Ala.

COMPLETE CARNIVAL FOR SALE
 BARGAIN FOR CASH—Five Rides, seven Trucks, two Shows and five Concessions, including Merry Joint, Bingo, Office Trailer, Transformer and complete Lighting Equipment. Considerable miscellaneous equipment, such as Banners, Concessions, Cookhouse and Tools. Shows and Concessions complete, inside and stock. Good Sound Equipment. Lots of Rubber. \$20,000.00 CASH.
 BOX D-356, The Billboard, Cincinnati 1, O.

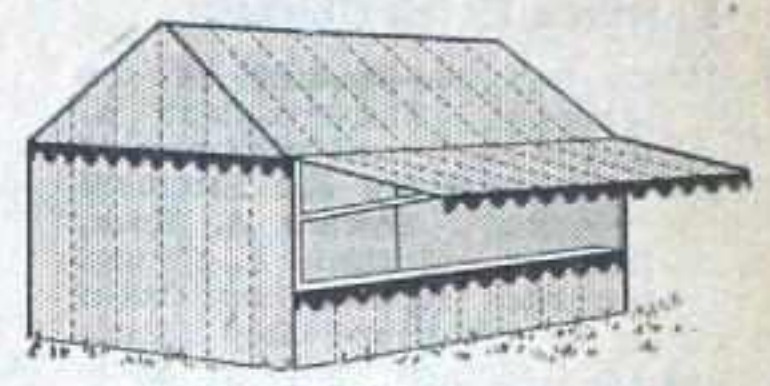
OCTOPUS ROLLOPLANE FLY-O-PLANE
 World's Most Popular Rides
EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

For a Long and Prosperous Season Come to California
WANT—SHOWS, RIDES, CONCESSIONS,
 WORKING MEN IN ALL DEPARTMENTS
PACIFIC UNITED SHOWS
 D. M. LEWIS A. E. SOARES
 Opening Early in March and Playing the Best Industrial Areas in the West.
 Address: PACIFIC UNITED SHOWS, Box 404, San Francisco, Calif.

WANT FOR "JUGGY" WINTER QUARTERS
1945 SEASON! NOW OPEN!
 SHOWS—Will book Shows not conflicting, especially Fun House and Grind Shows. RIDES—Will book Pony Ride. WANT FOREMEN for Merry-Go-Round, Tilt-a-Whirl and Chair Plane. Frank Kelly, contact Mitch. CONCESSIONS not conflicting (Simon Krause, contact Mitch or Juggy), Cook House, no Grab Joint—that will cater to show people. (Note: Izzy Castle, Rabbit Reid.) AGENTS for office-owned Concessions, man and wife combinations preferred. FREE ACT FOR LONG SEASON—Jay Dee the Great, contact please. All replies to A. M. P. SHOWS, 614 High St., Phoenixville, Penna. P.S.: WILL VIRGINIA (Jenny), of Clarkburg, W. Va., contact Mrs. Vaughn Pease, care this show, immediately

"First Things First"

Our Army-Navy E Pennant is evidence that Uncle Sam comes first at Powers & Company. Naturally, it is impossible to accept civilian orders until after the war. Then we will be happy to fill your Canvas needs.



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 Important Feature of Our Post-War Plans

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POWERS & CO.
 MANUFACTURERS OF
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 PHILADELPHIA, PA. CHICAGO, ILL.

WORLD OF PLEASURE SHOWS

OPENING IN APRIL — VICINITY OF DETROIT
 Want Monkey Show, Motor Drome, Unborn, Mechanical City, Animal, Wild West, Minstrel, Glass House, Wild Life and other worthwhile attractions. Can place Cork Gallery, String Game, Fish Pond, Coca-Cola Bottles, Pitch-Til-Win, Hoop-la, Jewelry, Ball Games and other merchandise concessions. Manager-Caller for office Bingo. Ride Foremen, Second Men and Helpers for ten major rides. Top wages and bonuses to capable men. A-I Billposter that can get up paper and stay sober. Also Sign Painter for truck lettering, etc. All former Showmen, Concessionaires and Employees contact us now. We will play our usual route of outstanding dates in the larger industrial cities of Michigan.

JOHN QUINN Telephone 100 DAVENPORT ST.,
 Owner-Manager TE-1-9280 Detroit 1, Mich.

CRESCENT AMUSEMENT COMPANY

OPENING EARLY IN APRIL—5 FLYING FISHERS' FREE ACT
 Can place medium size Cookhouse or Sit Down Grab, well flashed BINGO, Photos, Custard and Penny Arcade. Will book Kiddie Rides, Octopus or Rolloplane, Monkey Show, Motordrome, Unborn. No Girl Shows.
 FOR SALE — 8 Octopus Safety Bars, metal, new; 5 Minstrel Show Banners; 12 Side Show Banners. Want Ride Help that can drive.
 Rides Open Gastonia, March 1st. All Contracted Acknowledge.
 L. C. McHENRY, Box 373, Gastonia, N. C.

NEW STREAMLINED RAILROAD SHOW

NORTH AMERICAN SHOWS
 PETE KORTES Owners MEL VAUGHT
 Opening Date — March 12 — Pensacola, Florida
MIDGETS
 Can use few more Midgets for most beautiful Midget Show under canvas. Would like to hear from Johnny Leal. Top salaries guaranteed by office.
 Address PETE BERRYMAN, Manager, 301 Bourbon St., New Orleans, La.

NOTICE
 KIDDIE AUTO RIDE OWNERS
 New Tires and Wheels available
 Place your order now
ALLAN HERSCHELL CO., INC. NORTH TONAWANDA, NEW YORK

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Feb. 3.—Meeting of the 1st well attended. Vice-President M. J. Doolan in the chair and with him at the table were Secretary Joe Strelbich and Past Presidents Edward A. Hock, Frank P. Duffield and Ernie A. Young. Welfare committee reports Ray Oakes convalescing at his home; Ray Marsh Brydon expected to leave for Peoria Sunday; Louis Rosen, William J. Coultry and Norman Thorne all doing nicely. Sad news of the passing of Mike Rosen brought grief to his many friends and brothers. His smiling face will be missed and we have lost another valuable supporter. Package committee introduced Ben R. Troutman, in on a short furlough. Applications presented for initial readying were Theodore Krol, Roy B. Jones and Patrick B. Marks, credited to Fred Kressmann, Harry Tubor and Joe Strelbich. Fred H. Kressmann elected to fill vacancy in Board of Governors caused by death of Mike Rosen.

Lease committee instructed to proceed with arrangements for renewal of lease with the Hotel Sherman. H. R. Herbert with us for his first meeting; J. D. Newman, Ben Levine, R. L. Lohmar and Fred (See SLA on opposite page)

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 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. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, 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, 8 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, \$1.40 per M.

Round Gray Cardboard Markers, 1800 for... 1.00
Thin Plastic Markers, brown color, M..... 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Place few more Concessions. Sell Ex. on Diggers. Capable Agents. Roy Wilson, contact. Open March 24th.

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WANT ARCADE SHOWS Want

FOR SEASON OF '45

RIDES—Will book Rides not conflicting and Ride Help that knows their business.
SHOWS—Want Grind Shows not conflicting. Mickey E. Key wants Girl Show Talkers and Workers. Hedy Jo Stas wants two Freaks and workings of all kinds, and Girls for Bally. Talker for Dope Show and Girls. Salary no object.
CONCESSIONS—Want Agents for Ball Games and Penny Pitchers; also for Blum Joints. Have good proposition for Cook House, Popcorn and Candy Floss. Wire or Write
B. M. BISHOP, Eagle Pass, Tex., Ten Days. Show is Playing Only the Best.

CLUB ACTIVITIES

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Feb. 3.—Wednesday, the 24th, well attended. President Jack Rosenthal presided. Also on the dais were Treasurer Harry Rosen, Councilor Hofmann, Chaplain Fred Murray, Accountant Herb Leves, Executive Secretary Sibley and "Secretaryess" Grauso.

Donations for the infantile paralysis fund totaled over \$500. Accountant Herb Leves read excerpts from his annual report which proved that the NSA is in extremely healthy condition. The annual banquet topped all others with receipts of well over \$15,000. The number of new members taken in was a little short of the year before, but taking everything into consideration, the growth of the club for 1944 was very pleasing. The club now has \$30,000 of its funds in War Bonds.

Phil Cook, along with his position as custodian of the assembly rooms, is operating the lunchroom on his own. Secretary Joseph McKee missed the meeting for the first time in years. The eligibility committee, under chairmanship of Jack Lichter, unanimously passed the following applicants: Michael Marks, George Shapiro, Ben J. Nusal, Herbert Sommers, David Fineman, Sgt. Norman Urwitz, Carl Manthey Jr., Dalton J. Kan, Peter Schwartz, Edward Rouch, Martin Ranno, Barney Rodenick, Seymour Liebowitz, Reggie Schurry, Benjamin Teese, Martin Thompson, Oscar Handel, Louis Fienman, David B. Ricci, Hyman Stein, Patrick T. Schilly, Morris M. Winnerman, Billy Taylor, John A. Constantino, Saul Eichen, William E. Pringle and Ben Goldband. Among these are four boys in the service.

Rocky Mountain Showmen's Club

Milner Hotel, Denver

DENVER, Feb. 3.—Meeting called to order by President Larry Nolan, with a record crowd on hand. All concession boys report bang-up business at the stock show. Many of them will make the Houston and Fort Worth shows. Next meeting, February 9, will be the annual auction; February 23 meeting the Big Pioneer Night, with Spot Goodman heading the committee and many new and novel stunts planned. Brother Moxie Hanley sent a 1914 photo of Sells-Floto Circus for the wall collection. Treasurer John Oxford reports the club's financial outlook very good. Board of directors recently purchased 30 more chairs for the card room. Pin tables are to be in place for next meeting. Custodian Rose reports fine crowds week-ends. Both men and women teams are fighting for the membership team prize. Women in the lead. Reported on the sick list are Mrs. Dutch Wells, Madlin Nolan, Mrs. Jack Vreeland and Pat Gibbons. Club now has 132 paid-up members.

Pacific Coast Showmen's Assn.

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

LOS ANGELES, Feb. 3.—Last week's gathering was well attended and found Vice-Presidents Hunter Farmer and Bill Hobday (the latter in the swivel chair), Treasurer John T. Backman and Secretary Lou Johnson on the rostrum. Immediately following the patriotic opening Chaplain Jack Hughes was excused to make one more trip to the blood bank after a stirring appeal for more support to this fine institution.

Ted LeFors and Eddie Brown had kind words to say about the BPO Elks' Circus. There was a rising vote of thanks to the Elks for a wonderful evening, and for the club committee in charge of the PCSA end of the event. Bob Matthews handed a well deserved bouquet to Orlo Wach, of the Sparton Show, whose contribution of props, animals and services did much to round out circus atmosphere for the occasion. Tim Regan, president of the Trouper's Club of Hollywood, was introduced and made a bang-up talk.

Doc Zelger started a "Question and Answer Department" which was finally referred to the Chamber of Commerce. Tim Revis and Do-Nut Babbs, of Long Beach, promised activity in that city; Arthur Springer, announcer of the Ringling-Barnum Circus, spoke entertainingly of the Big One, and Harry LeBrequer, former secretary-manager of the New Jersey State Fair, took us back to the days of the Continentals. Harry has been away from the Coast since 1928. Chairman Harry Quillen, of publicity, reviewed recent accomplishments, and Charlie Walpert made a quick, clean sale of the next PCSA annual Hi Jinx underlined for Monday, February 12.

Harry Hargrave won the attendance award which he immediately converted into a building fund bond, duplicated by Dave Shapiro and a floor take of \$21.

Missouri Show Women's Club

Maryland Hotel, St. Louis

ST. LOUIS, Feb. 3.—The 15th anniversary installation of officers and banquet was held in the Mark Twain Hotel January 19. Officers were escorted by Marshall Florence Parker and presented to toast-mistress Anna Jane Bunting, who told each one of their duties. Honey Marietta Vaughn, mother of the club and honorary guest, turned the gavel over to President Gertrude Lang along with a lecture, in absence of outgoing President Ethel Hesse. Her assistants are vice-presidents Harriett Maher, Lee Belmont and Goldie Fisher; Mildred Laird, secretary; Norma Lang, treasurer; Daisy Davis, chaplain; Dorothy Williams, sergeant at arms and publicity. Candles were lighted in front of beautiful bouquets from Showmen's League Auxiliary, Norma Lang; Pacific Coast Auxiliary, Ida McCoy; Lone Star Women's Club, Honey Vaughn; Heart of America Showmen's Auxiliary, Nell Allen; New York Auxiliary, French Deane; Caravans, Daisy Davis; Missouri Show Women's Club, Gertrude Lang. Other large floral pieces and congratulations received from International Showmen's Association, Mr. and Mrs. Matt Dawson, Acme Premium Company, Blossom Shop; Betty McKee Pruitt, club mascot; Ruth Martone and Kathleen Gawle. Avis Miller, accordionist, furnished music.

Dorothy Williams was awarded the prize for obtaining the largest number of memberships from the Bunting Shows in 1945. A big hand was given Betty Proper, who journeyed from Flint, Mich., to attend the festivities. Honey Vaughn told the history of the club's organization 15 years ago. Entire assembly paid tribute to Irene Burke by singing God Bless America in honor of her four sons in the service.

Heart of America Showmen's Club

Coates House, Kansas City

KANSAS CITY, Mo., Feb. 3.—Meeting January 26 called to order by First Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altschuler present. No business of vital importance. Meeting was turned over to the House Committee for a discussion regarding rules of the recreation room, and adjournment came at 9 p.m.

Members who are out of the city and are interested in a new location for the club are requested to communicate with Secretary G. C. McGinnis expressing their views and amount of money they will pledge to the formation of a holding company which will start to function in the near future. It will acquire a downtown building and expects to derive financial returns from the rentals which will pay a fair dividend to those who invest. Banquet and Ball committee is already preparing plans for the annual event, to be held as usual on New Year's Eve, and this year the banquet part of the program will start again. Committee Chairman Buck Ray is negotiating with several leading hotels for terms and location.

International Showmen's Association

Maryland Hotel, St. Louis

ST. LOUIS, Feb. 3.—President John E. Maher, Secretary Euby L. Cobb, and Treasurer Leo C. Lang were at the head table when the business session was called to order this week. Following the pledge of allegiance to the flag and the Lord's Prayer by Chaplain Floyd L. Hesse, roll call showed 81 members present. Nine new members were taken into the organization, those elected being Pete Byrns Jr., Robert Hancock, Harry J. Burke, Charles V. Wells, Alvin A. Arnold, C. H. Stephen, Cecil Brown, Harry F. Taylor and John S. Flynn. Brothers Gus Forster, Pete Brophy, Rex Howe, Sid Sidenberg, Sidney Belmont and several others made nice talks.

A new membership drive was inaugurated to begin February 1 for one year's duration. It was voted to give any member who secures 25 new members during this drive, a life membership gold card, and any member who secures 50 or more new members will be rewarded with both a gold life membership card and a \$50 War Bond. The club donated \$25 to the "Mile of Dimes" Infantile Paralysis Fund. Members who donated substantially to the Cemetery Fund during the meeting were: Floyd Hesse, Buff Hottle, Gus Forster and J. P. Murphy.

FOR RENT THIS YEAR

The only centrally located Show Grounds this County; 8 acres, on ALL Bus Stop, Main Highway. City power and water, center of defense activities and 200,000 population. Established for Carnivals, Park and Circus. All replies,

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Late Model
7 CAR TILT OR OCTOPUS
with transportation.
LEO LANE, Morganfield, Ky.

HELP WANTED

For Cannon Act. Long season. Must drive truck or semi-trailer.

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Plymouth, Wis.

VIRGINIA ROSE MIDWAY ATTRACTION

WILL BOOK Flat Rides, any money-getting Show, Legitimate Concessions. RIDE HELP: High pay, few tear downs, long season. Grind Store Agents and Dealers for office Concessions. Write or wire
M. F. KAUFMAN, Route 2, Buschel, Ky.

FOR SALE

8-car, factory built Kiddie Auto Ride. 1 10x20 Top and Frame, 1 10x16 Top and Frame, 2 8x14 Tops and Frames, 1 12x12 Penny Pitch Top, Awings and Frame, Center Table and two Boards.

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Regular Associated Troupers

730 South Grand Avenue, Los Angeles

LOS ANGELES, Feb. 3.—Meeting of January 18 had 87 members in attendance. Guests of honor were President C. F. Zeiger, of the Heart of America Showmen's Club of Kansas City, and Sam Corenson, president of the Show-folks of America, of San Francisco. Final preparations were made for the Picture Postal Card campaign originated by Harry Quillan, and Elsie Suker's lunch cloth campaign was set in motion. The Board of Governors ordered \$25 sent to the President for the March of Dimes and \$25 for the Red Cross.

The birthdays of Rex Boyd, Ruth McMahon, Ted Lefors, Lou Korta, Norman Prather, Harry Chipman, Lucille Hodges, Molly Dentous, Leta Johns and Lisle Smith were celebrated during the evening. Visitors introduced for the first time in the clubrooms were Sam Corenson, C. F. and Clara Zeiger, Marie and Sam Jones, Clarence and Ruby Krug, Tony Fabros, Mrs. Pat Monzo, Roger Warren, Rozanna Ragland, Marie and William Thompson and Ritchie Borin.

John Ragland, who has been in North Carolina visiting relatives, made his first visit in weeks and generously offered to furnish the lunch for the next meeting. Donations were received from Sam Corenson, C. F. and Clara Zeiger, Pat and Mabel Monzo, Everett and Betty Coe, Tony Fabros, Ethel Krug and Marlo Lefors. The "Outgoing Ball" will be held Thursday, February 8, in the clubrooms, with entertainment and refreshments under the direction of John Ragland, Sammy Dolman, Herb Sucher and their committee.

The organization regrets that the flowers wired to our late member Claude Ellis were unable to be delivered and voted to forward to the family a consolation bouquet in its place.

Lone Star Show Women's Club

1928 1/2 Elm, Dallas, Tex.

DALLAS, Feb. 3.—At this week's meeting President Helen Rees was at the head table, with Edna Finley acting as secretary. Eleven new members were accepted. An afghan club was formed, and yarn presented to all members for knitting the squares. We will present 50 afghans to the Ashburn General Hospital at McKinney, Tex. Charles (Chuck) Moss has recovered after a tonsillectomy. Mr. and Mrs. Buster Shannon entertained a number of friends at a dinner party in their home.

Mrs. Denny Pugh's twins, Margaret and Jo An, entertained the club's mascot, Helen Hickman, on her seventh birthday. Mrs. Eddie Vaughan is visiting in St. Louis. Anna Ray McCurdy writes from Florida that she is enjoying the climate there; our new telephone committee chairman, Myrtle Gray Potter, is responsible for the club attendance increases. Millie Ray is still bragging on her granddaughter. Mr. and Mrs. Jack Lindsey are visiting their son, Jackie Ray, stationed in Daytona Beach, Fla. The thanks of the club go to Styx Westmoreland and Mickey Re for their excellent job as bartenders at our many parties.

FOR SALE

2 25 KVA Transformer, 1 40 KVA Transformer, both excellent condition, 2300 volts.

WANTED

Single or Double Head Candy Floss Machine. Nashville make preferred, must be A-1. Also Echols Snoball Machine. Address:

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BARLOW'S
BIG CITY
RAILROAD
SHOWS

WANT FOR EARLY OPENING, St. Louis, Mo., Ride, Help, Showmen, Concessions, Useful Carnival People. Write HAROLD BARLOW, 529 N. 52 St., East St. Louis, Ill. Phone: Midway 1720

Michigan Showmen's Assn.

156 Temple Avenue, Detroit

DETROIT Feb. 3.—Session of January 22 was attended by 82 with President Jack Dickstein in the chair, assisted by Past President Harry Stahl, Treasurer Louis Rosenthal, Executive Secretary Bernhard Robbins, and Secretary Arthur J. Frayne. President Dickstein named the following 1945 committee chairmen: Entertainment, Edward Moss; funeral, Ora A. Baker; house, I. Sobel and Edward Horwitz, co-chairmen; membership, Harry Stahl; press, Arthur J. Frayne; sick and relief, Herbert Pence; servicemen's, John Gallagher and Arthur J. Frayne, co-chairmen. Edward Horwitz was named sergeant at arms; Edward Ford and Arthur Grzann, chaplains, and F. L. Mitilinois, D.D.S., and Robert Rosen, M.D., physicians. Lack of space prevents mention of all committee members.

At the annual convention of the Michigan Association of Fairs the MSA greeting booth manned by Nat Golden, Rudolph Nathansen, Charles Rafal and Samuel Maltin proved a popular rendezvous. Rudolph A. Nathansen and Roscoe T. Wade each signed 20 new members at the convention.

Co-Chairman Gallagher of the Service Fund read many interesting letters from our fighting brothers. Pvt. William "Red" Lovejoy was wounded in action December 5 on the Italian front. Brother Lovejoy expects to remain in the hospital for another two months. Sgt. Harry Paskow is now at a West Coast staging area awaiting shipment overseas. Gale Slaten has been honorably discharged from the U. S. Army after 15 months' service, five of which he spent in Saipan, New Caledonia and Guadalcanal.

Sam Fishman and Albert Rochman recently returned from Miami, followed by John Cargan in from New Orleans. Nat Golden left for his home in New Jersey and Ben Moss and family have departed for California. Ben Morris is now en route to Hot Springs for the baths and will go to the West Coast from there. Archie Gayer who with his partner, Jack La Rue, operates the Dangling Brothers' Enterprises, has returned from New York with a carload of machines and devices for Detroit's biggest Sportland.

SLA

(Continued from opposite page)

Johnson among those not seen for some time. Mike Wright and Ed Kornrumpf in the East on a business trip. Moneys of the Mustering-Out Fund have been invested in short-term U. S. notes. These are negotiable and can be redeemed at any time it is necessary to use these funds. I. J. Polack off to Louisville on business. Among other callers at the rooms were George Flint, Val Coogan, Earl Tauber, Richard Miller, Harry Mamsch, Hadji Delgarian, Harry Martin, Tom Sharkey, Fred Donnelly, Smiley Daly, Pete Wheeler, Irving Maltz, Leo Berrington, Max Hirsch, Lou Leonard, Bill Carsky, Lou Keller, Larry O'Keefe, Julius Wagner, Ed Wall, Maurice Hanauer, Frank Ehlenz, Rudy Singer, Jack Weiner, Jack Hawthorne, Red Sonnenberg, Paul Delaney, Ginger Nye and Al Kaufman.

Bob Seery and his funeral committee are showing efficiency in handling their duties.

Ladies' Auxiliary

A bi-weekly social was held January 25, with Phoebe Carsky, Frances Keller, "Ma" Wasserman and Agnes Barnes in charge. A large attendance and many beautiful gifts were awarded. Sick list includes the following: Goldie Fisher; Marie Brown very ill at Wesley Memorial Hospital; Maude Geller convalescing at home.

Members were deeply grieved at the passing of Mike Rosen beloved husband of Sister Frieda Rosen. He died at Presbyterian Hospital Saturday, January 27, after a short illness following an operation. He was respected and loved by those who knew him intimately. Eager and willing to contribute to any good cause and always one of the first to come to the aid of a brother showman less fortunate than himself. His cheery smile and pleasant greeting will be missed by his many friends.

CETLIN & WILSON SHOWS

Open Petersburg, Va., April 1st, 1945

WANT:—Foremen for Twin Ferris Wheels, Merry-Go-Round, Octopus. We pay the largest salaries and bonus. Ask any Foreman that has been with this show in the past. You must be GOOD, as we have had the best with this show. Don't fool yourself or try to fool us, as you definitely will not last over here.

WANT:—Independent Showmen with new ideas. Can place worthwhile Grind or Bally Shows with own equipment and with or without own transportation.

WANT:—A real Monkey Circus, with or without own equipment. We have the same frame-up like used by Leo Carrell.

WANT:—Can place Silodrome. Art Spencer or Ralph Justice, answer.

WANT:—To hear from all Performers and Musicians for Paradise Revue. This attraction is the finest Girl Show ever presented under canvas.

OUR STILL DATES ARE THE BEST THIS SEASON. WE HAVE ROUTE OF CLASS "A" FAIRS STARTING EARLY IN AUGUST AND ENDING MIDDLE OF NOVEMBER.

NOTE:—We can use a few of our old hands in winter quarters now.

All Address

CETLIN & WILSON SHOWS

P. O. BOX 787
PETERSBURG, VA.

HILL'S GREATER SHOWS

SHOW OPENS MARCH 7th IN A TEXAS BIG PAY ROLL CAMP TOWN

This Show has 6 bona fide Fairs in Nebraska, 1 in Iowa and 2 in Kansas, with the best Fourth of July Celebration in Midwest, Red Oak, Iowa. Route to interested parties.

WANT THE FOLLOWING

CONCESSIONS: Frozen Custard, Snow, String Game, Coca-Cola Bottles, Ball Games and all Concessions not conflicting. Mr. Woods, contact at once—can use your Ball Game.
SHOWS: Will book Animal Show, Fun House, Midget with own transportation, also Mechanical Show. Larry Reed, contact at once. Have 2 complete Frame-Ups for Girl Shows.
RIDES: Will book with transportation any Flat Rides not conflicting.
HELP: Ride Men who can stand prosperity. Salaries no object. Man to handle Front Arch. Ferris Wheel Foreman. Want good Electrician.

H. P. HILL

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Address HILL GREATER SHOWS, Box 1156, ARANSAS PASS, TEXAS

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VIRGINIA GREATER SHOWS

Winter Quarters now open at Tidewater Fairgrounds, Suffolk, Virginia. The Up and Coming Progressive Show with a Reputation that speaks for itself. Now booking for 1945 Season.

WANT High Striker, Frozen Custard, Novelties or Jewelry, Scales or Guess Your Weight, Coca-Cola Bottle Game. WANT a Man to manage two complete Girl Shows if he has wardrobe and girls; War or Crime Show; Man to manage Midget Show; Mechanical City or any other Platform Show of merit with real attractions. Sol Speight wants Musicians for Cotton Club Revue. Louis Augustino wants Side Show Acts. Will book or buy Octopus or Spitfire Ride. Would like to hear from oldtimers; come on in to winter quarters.

Address: P. O. BOX 461, SUFFOLK, VIRGINIA.

BEE'S OLD RELIABLE SHOWS, INC.

OPENING LAKE CITY, TENN., APRIL 11

RIDES—Want Ride Foremen and Second Men on all Rides. Want Ride Superintendent that can operate any Ride. Want to buy or book Octopus, or what have you? James Stanford, write.
SHOWS—Want to book any Show that can get money, your equipment or we will furnish same. Want troop for Minstrel Show. James Ayers, write. Want Girl Show Manager with two or more girls. Dick Highland, Whittie and Pat McFadden, write. Want Manager for Athletic Show. Kid Simmons, write.
CONCESSIONS—Want Agents for all Concessions. If you have worked for us before write at once or come on in at opening. Paul Crisler that worked Pea Pool in 1940 and 1941, write us; have opening for you. Want Aged Couple to work in Cook House. Can use useful Show People in all departments. Want to buy Shot Gun Shells and Cigarettes, any quantity. Address:

BEE'S OLD RELIABLE SHOWS, INC., R.F.D. #1, Winchester, Ky.

UNITED EXPOSITION SHOWS

WANT FOR MARCH 15TH OPENING WANT

SHOW PEOPLE IN ALL DEPARTMENTS. SPECIAL CONSIDERATION GIVEN SHOWMEN WITH OWN EQUIPMENT. CONCESSION OPERATORS FOR OFFICE-OWNED CONCESSIONS. GIRLS FOR OFFICE BALL GAMES. RIDE HELP THAT CAN DRIVE SEMI-TRAILERS. Harry Brown wants Slum Skillo and Roll-down Agents. Ray Hickman, come on. Curley Erwin, answer: your wife can have Hi-Striker. Don Roy Johnson, Rick Walters, write. Winter quarters now open. Am paying salaries in quarters. Highest salaries paid on the road. Showing Texas exclusively. Want to hear from Organ Repair Man. Al Stringer, write; have work for you. Want Bingo Caller. Man to handle Front Gate. Can use good Special Agent. All answer:

UNITED EXPOSITION SHOWS, N. L. (Whittie) Dixon, P. O. Box 164, Leesville, La.

MIGHTY MONARCH SHOWS

OPENING FORT LAUDERDALE, FLA., FEBRUARY 12 TO 24

All persons contracted, come on. Opening for few Legitimate Concessions. Will buy, book or lease Octopus or any Flat Ride in good condition. Want one feature Free Act. Have best route in years. Dan Riley wants Ticket Sellers and Truck Drivers. To all inquiries, yes, we play Ft. Pierce following Ft. Lauderdale. All address:

N. P. ROLAND, 822 N. E. 82nd St., Miami 38, Florida.

CALL—CALL
CRAFTS 20 BIG SHOWS
 Opening February 16th
CALEXICO, CALIF.
 Have for Quick Cash Sale
 Rollo Fun House, Hey-Dey,
 Lindy Loop, Moon Rocket, Par-
 ker Kiddie Ferris Wheel, Trucks
 and Semis with Bodies built for
 show purposes, 20-ft. Office
 Wagon complete mounted on
 good Trailer.
 NEED—Few More Good Ride Men. Top
 Salary. Extra Money Driving Semi-
 Trucks. Long Season.
Address: CRAFTS SHOWS
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 Phone: Sunset 2-3131
 North Hollywood, Calif.
 Leaving Quarters February 14th

MARKS SHOWS, INC.
NOW BOOKING
 Shows, Rides, Concessions. Open early in
 April. Winter quarters now open on Mid-
 lothian Pike, Route 60, 2 miles west of
 Richmond.
 Can place useful Help in all departments.
Address:
P. O. BOX 771, RICHMOND, VIRGINIA

FOR SALE
 Smith & Smith Chairplane, full size, complete with
 Engine, Lights, etc. Also 8 Car Kiddie Auto Ride,
 new Platforms, some new Tires. Both rides set up
 ready to run at Winter Quarters now. Also have
 Office Truck and 27-ft. Trailer formerly used by
 Devine Bros. Circus as main ticket office; also
 private office. Fully equipped with Safe Cabinets,
 Files, etc. This is a 10 wheel outfit and rubber
 good. Can be seen in Winter Quarters. Will sell
 all above equipment for \$3,000 cash or separate.
 Chairplane, \$1,400.00; Kiddie Autos, \$600.00;
 Office, \$1,200.00. All communications to
JOHN B. DAVIS, SOUTHERN STATES SHOWS
 Route 3, Box 888-H, Tampa, Fla., or come to
 Winter Quarters on U. S. Highway 541, just 2 miles
 South of Tampa, Fla.

WANTED
PUBLICITY OR NEWSPAPER MAN
 Must Know Outdoor Showbusiness
 Start immediately in New York. Write full
 details about experience, contacts and save
 yourself and me time by stating minimum
 salary desired.
BOX 833, Care The Billboard
 1564 Broadway New York 19, N. Y.

W. G. WADE SHOWS
 Opening May 1, Vicinity of Detroit
 Wanted—Rides, Shows, Concessions.
 Permanent Address:
 19199 Woodingham Drive, Detroit 21, Mich.
 Telephone: UNIVERSITY 4-0055

GREAT AMERICAN—BUCKEYE STATE
SHOWS
NOW BOOKING FOR 1945 SEASON
Address: MIKE ROSEN, Mgr.,
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WANTED—LARGE CARNIVAL
 with several large Rides and Concessions for annual
 4th of July Celebration at Leadwood, Mo. Run
 full week. Mines working full time. Money can be
 made with right outfit. Contact
I. O. O. F. LODGE, Leadwood, Mo.
JIM JACKSON, Sec.

MERRY-GO-ROUND
FOR SALE
 Park size, Three Abreast. Located near Los Angeles.
 Will buy Small Rides. Write **BOX LA-1, Care Bill-**
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WANTED WANTED
J. R. EDWARDS SHOWS
 TILT-A-WHIRL OR OCTOPUS
 Open last of April. Best territory in the State of
 Ohio. Address all mail to
J. R. EDWARDS, Wooster, Ohio

CAPELL BROS.' SHOWS
 Open Mar 24th
 Have several nice tops and fronts for capable
 showman that can produce. What have you?
H. N. CAPELL, Box 457, Haskell, Okla.

**Showmen's League
 1945 Committees**

CHICAGO, Feb. 3.—Members of the various standing committees of the Showmen's League of America who are to serve during the coming year have all been named. Newly appointed is a Board of Approval, to handle payments of the Mustering-Out Fund. F. E. Gooding is chairman and serving with him are Edward A. Hock, Frank P. Duffield and Sam J. Levy.

Showmen's Home trustees include B. S. Gerety, chairman; M. H. Barnes, J. W. Conklin, M. J. Doolan, Frank P. Duffield, Max Goodman, W. R. Hirsch, Sam J. Levy, R. L. Lohmar, J. C. McCaffery, E. Lawrence Phillips, Joe Rogers, Sam Solomon and Cliff Wilson.

Lack of space prevents listing of all committee members, but the chairmen are as follows:

Finance: Fred H. Kressmann; cemetery, Edward A. Hock; house, Max B. Brantman; welfare, James Campbell; funeral, Robert Seery; ways and means, Robert K. Parker, George A. Golden, co-chairmen; press, Nat Green; entertainment, Charles Zemater; servicemen's package, William Casaky; mustering-out fund, F. E. Gooding; membership, Morris Lipsky; Red Cross Relief Drive, J. C. McCaffery, G. L. Wright, co-chairmen.

Canadian co-chairmen of the League are J. W. Conklin and James P. Sullivan.

**West Coast Show Reps To
 Produce Indoor "Hi Jinks"**

SAN FRANCISCO, Feb. 3.—John J. Moran, general agent the Dodge Greater Shows; Art Craner, press agent the West Coast Amusement Company, and Charles Camp, special representative of Arthur Bros.' Circus, have joined forces to produce an indoor show titled *Hi Jinks of '45* at South San Francisco February 19 to 27. Contracts were secured and permits granted by the city council after weeks of negotiations, and the affair will be staged as a benefit for the building fund of the Fraternal Hall Association. Three floors of the Fraternal Hall building will be used and a variety show will be presented on the main stage of the ballroom nightly. Participating organizations are the Eagles, Masons, Redmen and Druids, which are represented on the board of directors of the hall association, sponsors of the affair.

**Roland Adds Three Semis
 To Mighty Monarch Fleet**

MIAMI, Fla., Feb. 3.—General Manager N. P. Roland, of the Mighty Monarch Shows, returned recently from Tampa, where he purchased three semi-trailers to add to his fleet of trucks. Roland and E. H. Levings have been directing the repair and repainting of the show's equipment in quarters here. A new ticket box and front have been completed for the main entrance.

Ray Hester, former wheel man, has returned from the hospital, having recovered from an operation. Dan Riley has his show all ready to go. Sam Golden arrived with his Side Show. R. W. Sharpe reports that Lamar Westfal and Mr. and Mrs. John Keeler, of the Worthy Shows, were recent visitors.

**Blue Ribbon Season Opens
 Okay in West Palm Beach**

CINCINNATI, Feb. 3.—Dolly Young, business manager of the Blue Ribbon Shows, reports that the show opened recently in West Palm Beach, Fla., to excellent business. Located on a downtown lot, the show makes a nice appearance, says Manager Young, with 7 major rides, 5 shows and 45 concessions, and with Bob Fisher's Fearless Flyers as the free attraction.

The show is leased by Mr. and Mrs. L. E. Roth to E. L. Young, who took over at the opening at West Palm Beach. Show is reported to have a nice route thru Ohio and Indiana for the coming season.

Vote To Renew SLA Lease

CHICAGO, Feb. 3.—At the meeting of the Showman's League of America Thursday (1), the membership voted unanimously to instruct the Board of Governors to have the lease committee renew the League's lease for its quarters in the hotel.

**American Carnivals
 Association, Inc.**
 —By Max Cohen—

ROCHESTER, N. Y., Feb. 3.—Preparations are being made for the issuance of 1945 membership certificates, and we would appreciate it if members who made changes in their show titles since last season would inform us in order that their certificates may bear their current year's title.

The War Man-Power Commission has furnished us with a list of critical and essential occupations as defined by the new man-power regulations; and indications still are that the industry may have available labor from the 4-F group and from the class of men over 30, as apparently very few men over age 30 will be called for combat replacements.

The United States Commerce Department has furnished detailed information on various subjects, including the availability of paint, varnish and lacquer, lumber, railway equipment, trucks and passenger cars, and rubber.

A recent survey by the Commerce Department on indoor amusements indicates that the coming of V-E Day might well increase amusement attendance, rather than decrease it, for the public will have accumulated savings, additional time in which to spend the same, and that experience has shown that amusements are one of the last things which the public will give up.

Recent hearings at Washington before the FCC relative to radio wave-band allocation have revealed interesting possibilities in the post-war use of the "walkie-talkie" by business generally. Already the feasibility of adapting this new means of communication to railroads, buses and taxicabs has been shown. We feel that use of this instrument can also be made on carnival midways in maintaining contact between the office staff and outlying midway attractions and between railroad train or transport vehicle and executive staff. Here may lie the answer to one of the inefficiencies of midway operation, which heretofore has been well nigh unsolvable.

**"Circus Night" Staged by
 PCSA-Elks Is Big Success**

LOS ANGELES, Feb. 3.—Pacific Coast Showmen's Association and the Elks Club Lodge 99, joined with the Elks Club recently to present a "Circus Night." With J. Ed Brown and Ted LeFors at the helm, the show, selected and programed by a PCSA committee headed by LeFors and Harry Hargrave, was a big success.

Appearing on the show were Olga Celeste with her leopard; Schlitz, the pin head; Ada Mae Moore with her snake; the Craigs; Wachtman's dog act featuring Zipper; the Three Jumping Jacks, trampoline; Sparton Brothers' dog act; Marlyn Rich, one-arm planges; Capt. Bob Mathews, lion act; Chief White Eagle, whip cracking, and Gonzales & Company, impalement. Clowns included Dick Lewis, George Perkins, Grace and Jack Fairburn, Lou Kish; Penny Parker, who did his table-top barrel contortion act; Dick Manley, Coco, Ellis Zemansky, Lucky Gordon and C. E. Rice.

13 Annuals For Wade Shows

DETROIT, Feb. 3.—The No. 1 Unit of the W. G. Wade Shows has been signed for seven additional Michigan fairs, making a near-record total of 13 fairs in Michigan and Indiana for the organization, according to announcement from D. Wade, general representative.

Additional contracts just signed lead off with the Gratiot County Fair which opens the Michigan fair season, July 17, and include Barry County Free Fair, Hastings; Alpena County Free Fair, Alpena; Sandusky 4-H Free Fair (fourth year); Kalamazoo 4-H Free Fair (fourth year); Coldwater 4-H Fair, and Ingham County Fair, Mason.

Gooding On Business Trip

CINCINNATI, Feb. 3.—Floyd E. Gooding, head of the Gooding Shows, was in Cincinnati early this week on the first leg of a business trip that was to take him to Brownstown, Indianapolis and Fort Wayne, Ind.; Cleveland, Pittsburgh, and Western Pennsylvania towns. He expects to be back in Columbus in time to attend a Valentine party at his home.

**Michael Rosen Dies;
 Show Will Continue**

CHICAGO, Feb. 3.—Mike Rosen, well-known carnival operator and owner of the Buckeye State Shows, died January 27 at Presbyterian Hospital here after a lingering illness caused by an ulcerated stomach. His funeral Monday (29) was attended by a large delegation of showmen, including a big group from the Showmen's League of America.

Two years ago Rosen and Sam Levine purchased the Buckeye State Shows. Last December Rosen bought Levine's interest, becoming sole owner of the show. Prior to purchasing the Buckeye State from the widow of Joe Galler, Rosen was for 15 years in the concession business, operating a string of concessions on various shows. Rosen is survived by his wife, Frieda, who has announced that the show will go out this year as planned. A further announcement on this is expected next week.

Pall-bearers at Rosen's funeral were his close friends, Bobby Kline, Sammy Stein, Maury Brod, Sam Levine, Max Brantman and Ginger Nye. Interment was in Westlawn Jewish cemetery here.

Caravans, Inc.

CHICAGO, Feb. 3.—At the bi-weekly meeting January 30 Caravans, Inc., elected the following to membership: Kay Weiss, Dora Packlinar, Dotty McCormick, Molly Foster. These applications were credited to Midge Cohen, Edna Stenson, Ann Roth and Edna Lazures.

Sister Goldie Fisher convalescing in her home at Caruthersville, Mo. Relief Committee reported the following members on the road to recovery: Pat Seery, Hattie Clinton, Emily Bailey; Ray Oakes, husband of Mae Oakes, recuperating at home.

President J. Wall donated a lovely set of drapes for the clubrooms. Ann Sleyter held a bunco in her home on January 27 and netted a nice profit for the Caravans treasury. Edna Stenson has accepted chairmanship of the Valentine Party in place of Emily Bailey, who is ill. Sophia Carlos donated a lovely gift for the party. Members extend deepest sympathy to Frieda Rosen on the death of her husband. After the meeting members were treated to a spaghetti dinner in the clubrooms thru the courtesy of Sister Bessie Mossman.

Monks Die in Fire

BIRMINGHAM, Ala., Feb. 3.—Several monkeys were suffocated and three were saved by artificial respiration when fire broke out in a wagon of Hennessey Bros.' Shows at the State fairgrounds in which the simians were housed.

Loss from damage to the wagon and supplies which were stored in it was estimated at more than a thousand dollars. Mrs. June Grantham, midget, who has helped her husband with the monkey act for 20 years, was grief-stricken over the death by asphyxiation of six of her animals.

PHILLIPS AMBITIOUS

(Continued from page 35)
 Wm. Mack McCain, on the canvas; Ed Blahop, Herman Bostic, Milo Jones, LaMar Rymes, Ambrosia Thompkins, on the train crew.

Howard (Jew-Boy) Laughner, George McCracken, Adam (Popeye) Frankowski, Earl Morris, F. S. Dean, John Lytle, Frank Newman, E. C. Ray, on shows, rides and shop; Earl Thomas, paint shop. J. C. Owen, of Huntsville, Ala., is slated to supervise the painting, while Harry Froboess is joining from Winnipeg, Can., to handle signs and scenic art.

Enlarging Show

The show recently purchased a super-Rolloplane, in addition to other new rides, to complete the enlarged midway. New fronts, seating arrangements, canvas, wagons and sound equipment are being built.

Phillips and Elfort recently returned from a business trip in DeLand, Fla., and the former is now in Washington for several days. Morris Lipsky recently returned to Augusta from his home in St. Louis and is contemplating a vacation trip to Miami.

Jennings Gray and James Bradley are in charge of redecorating and painting of the train coaches. Jack (Synrex) Hooper has built a neon-framed Gey Parce art show and has signed for the 1945 season, according to show officials.

Phil Hays Sets Chi Arcadia Armory Sked

CHICAGO, Feb. 3.—A well-rounded program of special instructional work covering the whole field of skating, in both types of work and age groups, is reported by Phil Hays, operator of the Arcadia and Armory rinks, Chicago. Program is largely under the direction of Fred Wickman, pro.

Work starts with 75-minute free afternoon classes for school children three days a week. At Arcadia there is an additional two and a half hour class Saturday mornings for children from four to 12 years. General adult classes are held Tuesday, Wednesday and Thursday evenings from 7 to 8. Speed instruction is given Friday evenings, climaxed by competition events the last Friday of each month before a public audience. Winner in each division each month has his name inscribed on the Pete Mays Trophy.

Full practice sessions are held at Arcadia Rink for club members from 10 a.m. to 7 p.m. daily, with special work scheduled for the last two hours. In more technical aspects, a class in theory is held in a three-hour session Monday nights at Arcadia clubrooms under Wickman's direction.

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Champs Show Their Stuff

NEW YORK, Feb. 3.—Dance and Figure Club of Earl Van Horn's rink, Mineola, Long Island, N. Y., presented an elaborate Winter Carnival January 29. Production was in charge of Jean White and cast included seven national champs and 50 members of the club, with several specialty numbers, elaborate costuming and special lighting.

JESSE JACKSON is at the Novachord at the Rollerdrome, Atlanta.

THE SKATING SWIFTS opened last week at the Palm Beach Cafe, Detroit.

MICHIGAN championships in all speed events will be held under RSROA sanctions April 7-9 at Arena Gardens, Detroit.

DON WILSON, formerly at Houghton Lake, Mich., is operating Belvedere Rink, West Palm Beach, Fla.

YMCA RINK, Daytona Beach, Fla., is doing okay biz with servicemen. Most of its programs have a military motif.

AOW DANCE and figure skating committee consists of Bill and Eldora Best, Eddie O'Neill, Don Victor and Don Marshall.

DOUGLAS MORROW, recently of Springfield, Mass., succeeds James O'Hara as organist at Conrose's Rink, Hartford, Conn.

REP. ERNEST A. BOUTIN Lewiston, Me., has introduced a bill in the Maine Legislature which would allow Sunday operation of roller rinks.

OTTO A. FUCHS has installed a new maple floor in the Ing Palace, Rockford, Ill. Emphasis on skate dancing under direction of pro Jess McNemes is growing fast.

MERRELL A. WOOD, former operator of and the past two seasons on promotion for The Arena, Cleveland, has bought Tudor Lanes, 12-alley bowling spot, Cleveland.

KATIE ADAMS, pro at the Berthana Rink, Ogden, Utah, left to become Mrs. Don Nelson, returning to her former home in Dayton, O. She is being replaced by Eve Williams.

JIGGS AND MAGGIE cartoon creator, George McManus, and Jack Stutz, operator of the Gamecock, New York spot, are reported to be planning a combination rink and eatery in the midtown area of Gotham.

ARSA SECRETARY Ozzie Nelson; Al McCullagh, Fordham Rink, New York, and Doris Harrington, Twin City Arena, Elizabeth, N. J., recently judged the novice ladies' finals at Imperial Rink, White Plains, N. Y.

ROBERT WERTZ has been elected president of the new Tiffin (O.) Roller Skating Club, which now has 56 members. Other officers are Maurice Walters, vice-president; Marjorie Travis, secretary; Mrs. Dorothy Flegle, treasurer, and William Sistel, social committee chairman.

HARLEY DAVIDSON, old-time speed and exhibition skater, is now able to get around a bit, altho still confined to Ancker Hospital, St. Paul, after being struck by an automobile seven years ago, resulting in multiple fractures and

ERNEST E. YOUNG, Riverdale Rink, Providence, reports the election of Nigel Paraganian as president of the newly organized Rhode Island Roller Skating Club. Other officers are Pettey Gemma, vice-president; Theresa Cote, secretary, and Mary F. McCauley, treasurer.

ARENA GARDENS, Detroit, held shows for the Infantile Paralysis Fund-junior amateur exhibition January 23, matinee, and senior amateur exhibitions January 29-30. Fred A. Martin, national chairman for rollerskating division of drive, had charge of events.

FIVE RINKS entered the annual Philadelphia Daily News roller-skating contest at the first meeting recently and was many more were expected by the next meeting February 1 when schedules will be laid out. Event will open February 7. Rinks entered are Circus Gardens, Adelphia, Carmen, Willow Grove and Dance Box. These have entered every year.

Joe Barnes, now deceased, and Pop Carey, at the old Carmen, were pioneers of roller skating in this section. Barnes' son, Joe Jr., now operates the Adelphia, where his dad held out before him.

WON, HORSE & UPP

(Continued from page 42)

crew turned out with brushes and paint cans and soon our coach had the appearance of circus rolling stock. Our carpenter couldn't find enough glass for the windows, so that part of the rejuvenating job was stalled. Our actors and musicians again began to take a lot of interest in their future home because they saw that they would soon have what they were demanding.

Upon arrival at Revert, Ala., Friday the county sheriff and a lawyer attached the stock car. They advised the bosses that the mule buyer who sold them the car didn't own it and had only leased it from a horse car company. The company refused to lease or sell us the car, which put us back to a four-car show. The kinkers and windjammers thought they had the laugh on the stock. They rushed to the car and finished building two berths by loading time. Being gentlemen, they surrendered the berths to the ballet gals.

With a long jump to the next town it was impossible to overland the bull, horses and mules. That threw them into the coach. From an advertising standpoint it was a great idea. When the train arrived here today a large crowd was at the crossing. Picture the crowd's excitement when they saw horses and mules' heads sticking out of the windows on one side of the car and their tails hanging out of windows on the other side! What caused the greatest excitement were our ballet gals—10 of 'em—asleep in the two berths, covered with hay, whatnot, horse collars, harness and several sets of six-up stretcher bars.

SELLO RUNS AHEAD

(Continued from page 42)

several new acts and other additions were noted. The show is playing one-day stands, giving only one performance (night). Manager Bible says there hasn't been a losing stand since the opening, January 15. The concert attractions have been combined with the big show program and no after-show is offered. General admission for adults is 74 cents at front door and 60 cents for grandstand seats.

Program runs as follows: Opening spec; riding dogs and monkeys, worked by Marie Ferdon; canine revue, Ruth Bible; performing pigs, Leo Sepp; Cute, educated pony, Rita Chaput; clown number, Bumbo and two assistants; high-school horses, Roy and Ruth Bible; Toto, high-diving dog; Liberty ponies, Bertha Lewis; lion act, Roy Bible; Dynamite, bucking pony, with Jesse Haines, Ashley Lewis and Bob Bell, riders; swinging ladder, Mile. Terezia; clown number; monkeys on flying trapeze; monkeys on single trapeze, Tessie Ferdon; Prairie Sisters and Joe Shepp, cowboy and girls band; clown number; Chaput family, acrobat; finale.

Side Show also has been enlarged. Charles LaBird is manager, does inside lecturing, magic and Punch. There are five platforms: No. 1, Mickey, roller-skating monkey; 2, sword box, with Mary Farrell; 3, snakes, worked by Patty Ann Smith; 4, bird circus, Rita Royall; 5, LaBird's acts. Annex has Hawaiian dancing girls, Teo Bogel, Lillian Snyder, Betty Brooks; Juanita Book, guitarist. Bob Snyder has No. 1 ticket box; Howard Massey, No. 2, and "Mom" Shepp, front door. "Pop Ferdon is in charge of big show front door; Flossie Ferdon, conces-

sons; Bill Lewis is electrician; Joe Chaput, boss canvasman on big show, and Francis Chaput holds same job on Side Show. Robert M. Burns is general agent.

OLYMPIA'S NEW ACTS

(Continued from page 42)

pole act; Malikova, woman high-wire walker; LaBrack and Bernice; Larry Griswold, comedy high diver now doing a trampoline act; Russell and Renee, trampoline; Eugene Troupe, aerial bars, and Bruffy, the "man who hangs himself."

Other top acts which are back for repeat engagements include the Albanis, the Paroffs, Winnifred Colleano, Walter Gulce and Company, Hermines midgets, Gautier's ponies and dogs, Greer's Liberty horses and jumpers, Madam Marie's Circus, George Hanneford riding troupe, Terrell Jacobs, lions and tigers; Victory Zacchini, cannon act; Tien Tsi Lu and Jim Wong troupes; the Brucettes, Ambassadors, and the Three Sisters, all girl tumbling troupes.

New wardrobe is being prepared for the spec, Sam Levy, of the Barnes office, states, and show again will use the lighted rings and stages which were originated by the show here years ago. After show closes here it plays at Detroit May 11-27.

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Grand Rapids Big For Davenport

Heavy Advance Brings Sellouts

Attendance 65,000, says Thomas—Bette Escalante, Winnie Colleano injured

GRAND RAPIDS, Mich., Feb. 3.—Grand Rapids turned out in droves last week to witness the Saladin Shrine Circus, produced by Orrin Davenport. With all reserved seats sold out many days prior to the opening, show drew capacity houses at each performance here, with a number of night shows registering turnaway biz. Harry Thomas, show's emcee, radio contact man and publicity director, estimated the week's attendance at 65,000. Local press and Shrine committee spoke highly of the show's program.

At the Wednesday (24) matinee Betty Escalante suffered a fractured vertebrae and shock when the cable supporting her web parted, hurling her 25 feet to the stage floor. She was taken to Butterworth Hospital here, where she will remain several weeks. Miss Escalante is connected with Russell Bros.' Circus during the summer.

Another accident was recorded at the Saturday (27) matinee when Winnie Colleano missed her web during the finish trick (somersault from the trap to web) and fell into the net head first. Her left shoulder was dislocated, but she hopes to be in shape to work the Cleveland date starting February 12. Orrin Davenport has fully recovered from a recent illness.

Mr. and Mrs. Clarke and Mr. and Mrs. Shuster, members of the local Jean Allen Tent, CFA, entertained showfolk at the home of the Clarkes Thursday night. Those attending were Davenport, J. D. Newman, Col. and Mrs. Harry Thomas, Mr. and Mrs. Emil Pallenberg Jr., Mr. and Mrs. Rink Wright and Diana Lovett.

Cole To Ship Stock For Cleveland Date

LOUISVILLE, Feb. 3.—Cole Bros.' Circus will ship four carloads of animals and props to the Cleveland Grotto Circus February 12. Practically all of the show's horses and the three herds of elephants will be used at the date, according to Owner Zack Terrell.

Show's quarters here are humming with activity in all departments. Zoo attendance is picking up, despite inclement weather, with over 1,000 paid admissions being recorded last Sunday.

Much new wardrobe will be in evidence and several big production numbers are being ironed out in the production department. J. D. Newman, general agent, is spending a few days here between winter dates.

Guy's Band Signs With Bailey Circus

CINCINNATI, Feb. 3.—Mike Guy, with Wallace Bros.' Circus last year, will have his band of 10 men with Bailey Bros. this season and his own sleeper. Uniforms are being made and men will be dressed in gold and white.

Line-up includes Charles Cuthbert, C. B. Van Vactor, Eric Eklund, cornets; Ed Mitson, baritone arranger; Paul Vittion, sousaphone; Bennie Kenner, sax and clarinet; Bazooka Bohn, sax and clarinet arranger; Jess (Krupa) Morris, trap drummer; Frank Clark, calliope and cornet; Guy, trombone. Bill Wymore, drummer, and Bart Grady, trumpet, formerly with the band, are in the service.

Coleman Using Clark Title

DAYTON, O., Feb. 3.—E. E. Coleman, this city, will use the title of the M. L. Clark and Sons Circus. Paul Hubbard will manage the Side Show and Jess Bradley will be legal adjuster. A season of 25 to 30 weeks is planned. Another light plant will be added, and Kid Show will have 16 banners.



H. D. GENDERS, Sp. A 3/c, is with the NOB Welfare, ADM 213, San Pedro, Calif. He was a leaper with the Flying Comets, formerly with the Ringling circus.

Sello Runs 30% Ahead of 1944 In First 2 Weeks

MACON, Ga., Feb. 3.—Sello Bros.' Circus has experienced a gain of about 30 per cent in business during the first two weeks of this season's tour, compared to opening weeks of last year, Manager O. Roy Bible revealed on a visit here this week. Mild weather conditions, plus unusually good economic situation prevalent in smaller Georgia cities, contributed to the increase; also the program has been expanded and a grandstand added, boosting earning power, according to Bible.

When visited at Cordele, Ga., last week by a representative of *The Billboard*, (See SELLO RUNS AHEAD on page 41)

Barnes-Olympia Inks New Acts For Chi Stand

CHICAGO, Feb. 3.—Thirteenth annual Barnes Bros. and Olympia Circus, which opens at the Chicago Stadium April 13 for a 24-day run, will have in its line-up a number of top-flight attractions that have never before appeared with the show. Circus will be presented, as usual, by Chicago Stadium, with Barnes-Carruthers as associate producers and directors.

Among the first-timers already signed are Sensational Marion, breakaway high—(See OLYMPIA'S NEW ACTS on page 41)

Driver's Daughter Sustains Serious Burns in Alaska Fire

CHICAGO, Feb. 3.—Mrs. Earl S. Kinnen, daughter of Charles G. Driver, of O. Henry Tent & Awning Company and chaplain of the Showman's League of America, was seriously burned when fire destroyed her home in Seward, Alaska, January 14.

Her lungs were scorched severely from inhalation of flames and she will be forced to move to a warmer climate as soon as she is capable of traveling. Her vocal chords also were burned, resulting in loss of her voice.

Cooper Going Out, Says Day

OMAHA, Feb. 3.—Cooper Bros.' Circus, motorized, will be on the road this season under direction of D. C. Hawn, with advance department in charge of J. C. Squires, according to C. C. Day, promoter, who adds that Kit Carson will head the Wild West department. Audiences dates will be played, Day says, and band and calliope will be used. Uptown bally or miniature parade will be given daily, he says, and wild animal acts, elephants and Liberty horses will be presented.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Blinder, Ala.
Feb. 3, 1945.

Dear Editor:

After much bickering by telephone, Manager Upp purchased a coach that was left on a siding at Negation, Ala., when the Rinderpest & Ringbone Real Wild West Show folded there during the late depression. Because the attorney who handled the sale stated that there were several bidders for the car, the bosses immediately wired the money. According to the attorney, the car was long enough to accommodate 10 tiers of berths, four high; a stateroom for the bosses, and yet have room enough for a dining counter.

The co-owners of the show intended to play Louisiana all winter, but changed their routing toward Florida in order to pick up the car, which saved the expense of having it freighted to the show. Hearing the good news, our actors and musicians were jubilant. The ballet gals

rushed to town and bought curtains for their windows, while the men invested in clothes hooks. Some went so far as to buy Sterno stoves for coffee-making in the mornings.

We caught up with the car last Sunday. Our tinkers and windjammers made a wild rush for the car to pick out their berth spaces. Were they disappointed when they discovered that there wasn't a good window light in the car nor floor in it! According to a car knocker, the only thing that was holding the car together were the steam pipes which ran parallel with the car's sides. We left the car there for repairs. It arrived at our Wednesday's stand, Wrong Shell, Ala., with new wheels, truss rods, drawheads and air brakes. The bill was 10 times more than the car cost the show. Our carpenter immediately busied himself by putting a new floor in the car.

Thursday at Besnear, Ala., the entire (See WON, HORSE & UPP on page 41)

OUTDOOR SHOWMEN!

Effective Monday, February 12, the outdoor departments of The Billboard will be edited out of The Billboard's Chicago office, 155 North Clark Street. This important move has been made in the interest of better and faster service for outdoor fields.

Beginning February 10, address all outdoor editorial communications to The Billboard, 155 North Clark Street, Chicago 1, Ill.

OPA Relents After Delaying Polack's Acts on Gas Count

HAMMOND, Ind., Feb. 3.—Story on the front page of *The Chicago Tribune* and other papers thruout the country this week highlighted the fact that the OPA had tied up moving of the Polack Bros. circus here by refusing gas for show to make the jump to Louisville.

Truth of the matter is that only gas in question was that for performers with house trailers, as the show's truck allotments had long ago been cleared by ODT. Gas finally was forthcoming and troupers went on their way.

One thing that the papers didn't get was that when the Power bulls finally got to the New York Central yards Wednesday (31) to make the jump by rail, they refused to get into car. Wistfully tossing their heads and trunks in the direction of the OPA office building, where they had been housed during their stay here, they were all for going back to their steam-heated home. Despite every trick in the book, it took two hours to get them aboard the train.

Plenty of Activity At Dailey Quarters

GONZALES, Tex., Feb. 3.—A new four-way automatic spray machine arrived at quarters of Dailey Bros.' Circus here. Wagons, jacks and seats are being built under supervision of Ralph Noble and Tiger Bill Snyder. Jean Allen and Red Rumbell are remodeling the pie car and building concession equipment; Ray Morrison is building solid panel fronts for the candy stands; John Heliott is breaking bears and cats for new acts; Bert Wallace and Hazel King are working on the horse acts; Art Eldridge is putting the elephants thru routines.

Butch Cohn returned from a business trip to Florida. R. M. Harvey, general agent, visited quarters on his way to Chicago. Mrs. Drake is pinch-hitting in the office for Dorothy O'Brien, who left for California to visit her daughter. Jack Knight stopped here on his way to Galveston, Tex. Jean Allen, Red Rumbell, Ed and Golda Grady, Mae and Johnny Stevens, and Jack and Evelyn Turner spent the week-end in San Antonio, visiting Jack Seller's Palamino stud farm, Jack Ruback of Alamo Exposition Shows, and Lefty Block at the Showman's Club. Mrs. Ben Davenport was guest of honor recently at a banquet given by the Chamber of Commerce.

Picked Up in Peru, Ind.

PERU, Ind., Feb. 3.—Freddie Freeman and Otto Griebing are back here from the Grand Rapids, Mich., Shrine date. Fred Young's Jockey Club is still the meeting place of showfolk here.

The following are practicing, getting ready for the Cleveland Grotto Circus: Terrell Jacobs, Joe and Eva Lewis, Ethel and Freddie Freeman and Otto Griebing. They will play Orrin Davenport's winter dates. Nick Carter has taken over the Main cafe here.

Otto Griebing can now go into Canada and Mexico, he becoming an American citizen before going to Grand Rapids. Carl and Babe Solts may desert the farm and go on the road. George Valentine has given up the circus and is settled here, as are Polly and Jimmy McCloud, and the McLains.

Reported by Freddie Freeman.

Escalante Opens April 2; Will Travel on 10 Trucks

LOS ANGELES, Feb. 3.—Equipment of Escalante Bros.' Circus is undergoing repairs. Big top is a 100-foot round, flame-proofed, with a 50-foot middle, with all new light effects. Show will have one ring and a stage; 10-piece band, including a Hammond organ, and travel on 10 trucks.

Acts signed are Harry Ross and pal, comedy hand-balancing; the Latinos, tight wire; Cara Sucia and Tony, clowning; 10 Mexican ballet girls, and the Escalantes, who will open the program with aerial bars and close with flying return act. Opening date is set for April 2, reports Maurice Marmorek.

With the Circus Fans

By The Ringmaster

CFA

President
THOMAS M. GREGORY
12089 Edgewater Drive
Lakewood 7, O.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Secretary
W. M. BUCKINGHAM
P. O. Box 4
Gales Ferry, Conn.

Hubert Castle Tent, No. 35, elected George L. Fisher, New Hartford, N. Y., president, and Frederic W. Roedel, Utica, N. Y., secretary-treasurer, at its annual meeting last week. Appointments by the president were: Legal adjuster and contractor, Griffiths; boss canvasman, Stuart Davis; advance man, Harold Wells; superintendent of menagerie, Frank J. Baker; cookhouse superintendent, Bruce Souter; auditor and ticket office manager, Charles C. Baker; Side Show manager, Wilbur Tinney; publicity director, Howard Adams. Mrs. Griffith and her two daughters served dinner.

The annual meeting and dinner of Lillian Litzel Tent No. 33, CFA, New Orleans, will be held night of February 12 at the Athletic Club. Officers will be elected. Harry J. Batt Jr. and J. A. Leighton are in charge of arrangements. Henry E. Alfortish, the original Water Boy of the CFA, who was selected by the Tent, when it was organized, and adopted the Water Boy and Mascot system, has become a member of the CFA in his own right upon reaching his eighteenth birthday February 1. The new Mascot will be Ronald A. Welty.

Passing of Last S. F. Lot

SAN FRANCISCO, Feb. 3.—The last remaining circus lot here, located at Army Street and Third is gone, with a federal housing project under way there. Last show to play the lot was Ringling in 1941. Russell Bros. played at Seals Stadium in 1943. The location proved too unsatisfactory and it, too, is no longer obtainable.

WANT TO BUY FLYING TRAPEZE RIGGING

Complete With Good Net and All Gear.
Prefer one adapted for Outdoor and Indoor Work.
No Junk. Sensibly priced. Describe, with full
dimensions. Photo if possible.

Also Want HIGH DIVING NET

only, complete with all gear (no ladders wanted).
Must be first class throughout. Attention, Capt.
Dan Cherry, of Indianapolis: Can you furnish
same? Write

Crash Dunigan

237 Osgood Avenue, New Britain, Conn.

AL G. KELLY & MILLER BROS.' CIRCUS WANTS

Good Circus Drummer and one more
Trumpet Player, and on account of a mis-
understanding want a Side Show Manager,
2 Ticket Sellers; must help get it up.
Address: HUGO, OKLA.

WANT MUSICIANS MILLS BROS.' 3 RING CIRCUS

Cornets, Trombones, Baritone, Calliope Player,
Drummer (Double). Write
NORMAN HANLEY, Band Leader
Box 1481, Raleigh, N. C.

COOPER BROS.' MOTORIZED CIRCUS

D. C. HAWN, Manager
WANTS: Family Acts, Girls' Flying Ladders, Web
Wire, Percs, Comedy Bar, Clowns, Band Leader,
Musicians. State all. Concessions for sale.
WILL BUY TWO SMALL ELEPHANTS.
2116 N. 16th St., No. 3 Omaha 10, Neb.

FOR SALE

Two Female Cub Lions, 9 months old, \$125.00
for both.

WALTER STOFFEL

635 Smithfield St. PITTSBURGH, PA.

Pan-American Draws Large Crowds in Fla.

MIAMI, Feb. 3.—Pan-American Circus, C. A. Abbott, general manager, has shown to large crowds in St. Petersburg, Winter Haven, Clearwater, Vero Beach, Orlando, Fort Pierce, Fort Lauderdale, West Palm Beach, Key West and Miami Beach, all in Florida. Key West proved the best date so far.

Executive staff: Carl Wallenda, assistant manager and producer; Chris Jernigan, general agent; Arturo Konyot, equestrian director; secretary, Mrs. Putman; in charge of ticket sellers, Lillian Franklin; emcee, Eddie Squires; billposter, Glenn Edwards; reserved seats, Dan McNamee; press and radio, C. W. (Chick) Franklin (the writer).

Program includes the Wallendas, high wire; Arturo and Dorietta Konyot, high-school horses; Charley and Adrian (Borza), trampoline; Lopez Trio, comedy trapeze; Carroll ladder act, with eight girls and two men, and the Aerial Ballet with 10 girls; the cloud-swing sisters, Dolly and Rietta; Joe Wallenda, in clown make-up, juggling and balancing; Lou Jacobs, producing clown, with 10 joeys.

The show travels on 10 trucks and has not missed an opening performance.

Mex Gran Circo Gets Fancy Play

MEXICO CITY, Feb. 3.—Gran Circo Nacional is reporting extra good biz at Nuevo Laredo, Tamps., on the U. S. border. Show is giving two performances daily, at 3 p.m. and 8:30 p.m., with general prices at 1.50 pesos (30 cents U. S.).

Gran Circo has a new feature, that of opening show with a pageant, long a custom with big tops in the States. The pageant, in which all hands take part, is *A Mexican Fair*, based on a Mexican major revolution.

Anti-Rodeo Args in Order

VANCOUVER, Feb. 3.—The SPCA will have a chance to present its anti-rodeo arguments to civic licenses and claims committee February 10. The committee has postponed until that date any decision in regard to granting a license to the Lisogar Stampede Shows for a rodeo here July 27-30, in order that "anyone with objections will have the right to be heard." Following the stampede last summer, the SPCA petitioned city council not to license any more.

Johnson Signs With WB

NEW YORK, Feb. 3.—Edward A. Johnson, formerly with Ringling and other shows, has been signed by Mort Blumenstock, head of Warner Bros.' advertising and publicity in the East, as a member of the company's field public relations staff, with assignment to the Minneapolis territory. He is here at present.

Miller Prexy Phoenix Billers

PHOENIX, Ariz., Feb. 3.—Leland Miller was elected president of the Arizona Local No. 120, Billers' Alliance, at a meeting here January 21. Other officers elected were Albert Burton, vice-president and business agent; Fred Ermer, financial secretary, and Fred J. Codd, recording secretary.

The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

TEXAS O'ROURKE, formerly of the Ringling and 101 Ranch shows, cards from Nashua, N. H., that he had visits recently from Frank Mix, old-time roper; Pat Lee, and Alton Erwin.

JOHNNIE RHODES, Mammoth, Ariz., former world's champion steer roper, suffered severe wounds in a stabbing at a Tucson (Ariz.) nitery recently. His assailant, another cowboy, has been arrested.

A STRING of 150 outlaw bucking bronks and 50 wild Brahma bulls have arrived in Fort Worth for use in the rodeo to be held there March 9-18 in connection with the Southwestern Exposition and Fat Stock Show. Verne Elliott will be rodeo manager, and Donald Nesbitt, arena director.

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

PAINTS and brushes?

JAMES COGSWELL will be at the Grotto Circus, Cleveland.

LUCKY LADY (Mickey Duval) opened at Baton Rouge, La., with Ace Lillard's show.

REMEMBER when Wild West Show performers didn't play guitars or sing tenor?

BILLY BARTON, in the navy, stationed at Bainbridge, Md., has been seriously ill of pneumonia.

RAY EARLINE, annex attraction, and sister, Lillian Carrol, will again be on the road.

OPINION IN REVERSE: Farmer: "I unloaded my mildewed hay on a city greenhorn with a circus."

NORMAN HANLEY has signed as band leader with Mills Bros.' Circus. He will have 10 men.

CLOWN DOC CANDLER, who observed his 67th birthday anniversary January 24, will again be with the big tops.

REGARDLESS OF HOW often they see wire performers work, to ruralites they are always "tight-rope walkers."

SGT. RICHARD E. IANNONE, 34799605, is stationed in the Philippines. His address is APO 72, care Postmaster, San Francisco.

COVER OF the Big One's program will be a full-color photograph taken by Harry Atwell, circus photog, of Kitty Clark sitting atop a bull.

FROM ALL INDICATIONS our bread and butter is at stake unless we double more than ever. It's now work or don't move.

LEE'S CIRCUS, according to Agent F. D. Whetten, had a big day at the Dadeville (Ala.) High School auditorium January 19.

CHIEF AND TILLIE KEYS have signed a contract with Bud E. Anderson to do rope spinning, sharpshooting, and impalement in the concert.

WATCH THE LETTER LIST EACH WEEK. PERHAPS LETTER CONTAINING YOUR WITHHOLDING TAX RECEIPT IS BEING ADVERTISED. YOU'LL NEED IT FOR YOUR INCOME TAX RETURN.

F. A. BOUDINOT, of the Ringling show, left Chicago Friday (2) for Sarasota, Fla., to confer with Arthur R. Hopper on plans for handling the advance.

BILL NIPPO, clown with Wallace Bros.' Circus last season, has joined the staff of the Advance Service Company, Detroit carnival supply house.

J. D. NEWMAN, general agent of Cole Bros.' Circus, made *The Grand Rapids (Mich.) Herald* when Orrin Davenport's (See Under the Marquee on page 58)



JACK ANDREWS

THE BULL WHIP ARTIST

AND HIS TRAINED

BRAHMA BULL

(HENRY)

Just Finished Tour With JIM ESKEW'S
Rodeo—New York and Boston Gardens—
Chicago Theatre Unit—and Now—

Currently

HOUSTON FAT STOCK SHOW RODEO
HOUSTON, TEXAS

Booking this season—

LEO GRUND—GEO. HAMID OFFICE
NEW YORK CITY

Home Address: LAKE BUTLER, FLA.

WANTED

for the

CLYDE BEATTY ALL NEW TRAINED WILD ANIMAL CIRCUS

For Big Show

Strong Act to Feature, Girls for Aerial Web Ballet, Menage Riders, Ground and Novelty Acts, Dog and Pony Act, Clowns, Wild West People for Concert.

Ticket Sellers for big show. Boss Canvasman, Electricians, Boss Property Man, Seatmen, Workingmen in all departments. One more Painter; must be good letter man.

Wire or Write

CLYDE BEATTY CIRCUS, Winter Quarters, York, S. C.
Performers, contact JACK JOYCE; all others, RALPH CLAWSON

FOR SALE

FINEST HOUSE CAR IN AMERICA

Built by Sam Solomon.

B. C. DAVENPORT

Dailey Bros.' Circus, Gonzales, Texas

Trots, Post-War Plans Get Airing

Racing Holds Maine's Stage

Secretaries urged to claim dates as usual, but government edict is to be guide

LEWISTON, Me., Feb. 3.—Harness racing, always one of the mainstays of the county annuals of this State, held the center of the stage at the annual meeting of the Maine Association of Agricultural Fairs held January 24 at the DeWitt Hotel. Race secretaries were advised to claim dates as usual for their 1945 fairs and many announced that they had already done so, with the proviso that the government ruling will be their guide and that they will operate when and if the go light is given.

President Frank W. Winter welcomed the delegates to the 33d annual meeting in behalf of the Androscoggin Agricultural Society, the hosts. Following routine reports Harold O. Pelley, chairman of the State Racing Commission, gave an interesting review of the 1944 season's racing and its financial returns to the fair associations. From all mutuel wagers the associations receive 6½ per cent and the State 3½ per cent, and Pelley stated that wagering on harness racing in Maine during the '44 season increased \$1,600,000 over 1943 for a total of \$3,677,044.

Ask Increased Purses

Telegrams were received by Secretary James S. Butler from prominent harness horse owners requesting fair officials to increase purses for racing as much as they possibly can afford, as labor and other costs have largely increased. There were many inquiries from horse owners as to what the fairs intend to do about operating this year. The answer was shown by the fact that 90 per cent of the State's fairs were represented at the meeting, and the officials and horsemen present agreed 100 per cent to abide by any government ruling and expressed the hope that by next fair time restrictions will be lifted.

An excellent address was delivered by Guy P. Butler, manager of the Maine Publicity Bureau, who stressed the part agricultural fairs play in building up the State and increasing needed food production. Other speakers told of the part the fairs have played in the war effort (See RACING FOR MAINE on opp. page)

Rhoades Gets Texas Dates

ST. LOUIS, Feb. 3.—The Ralph Rhoades fireworks spectacle, *The Bombing of Tokyo*, will be presented in Brownsville, Tex., February 9 and 10 in connection with the Charro Days Fiesta of 1945. Rhoades also has been awarded contracts to play the big Washington Birthday Celebration at Laredo, Tex., February 22 and 23, and in March for five nights in San Antonio, under the combined auspices of the American War Dads' Celebration there.

Pratt Indiana Board Secy.

INDIANAPOLIS, Feb. 3.—The State Fair board has named Orval Pratt, of Rockville, secretary. He succeeds Guy A. Cantwell, of Gosport, whose term expired. Pratt will receive \$75 a month. Cantwell's salary was \$350 a month. Board members explained that the salary savings were made possible by Pratt's employment in the office of Lieut. Gov. Richard T. James, and board duties will not require all of his time since there will not be a complete fair this year.

CORTLAND, N. Y.—At the annual meeting of the Cortland County Fair Association all of the old officers were re-elected for 1945. They are: President, A. J. Sears; vice-president, Ralph Butler; secretary-treasurer, Harry B. Tanner. Directors re-elected were Dr. J. L. McAuliff, James M. McDonald, Thomas Luker, Frank P. Wavie and Harry B. Tanner. One new director, L. D. Thomas, was elected.



GEORGE A. HAMID, New York showman, and Mike Benton, president of the Southeastern World's Fair, Atlanta, Ga., talk things over at the annual banquet of the Georgia Association of Agricultural Fairs at its convention in Atlanta January 19. Hamid was guest of honor. Benton was re-elected president of the State association.

Ambitious Plans For Can. Pacific

Vancouver exhibition to erect new buildings and enlarge grounds

VANCOUVER, B. C., Feb. 3.—Altho another showing of the Canada Pacific Exhibition is not possible before 1946 at the earliest, plans are already under way for a complete modernization of buildings, roadways, entrances and lighting at the Hastings Park exhibition grounds.

Plans for the extension and renovation of the grounds were announced at the annual meeting of the Vancouver Exhibition Association by retiring president, John Dunsmuir, who has headed the association for six years and who asked that his name be not put forward again.

Plans include acquisition of more than 27 acres of land adjacent to the grounds thru agreement with the city. This will permit addition of new buildings and construction of a large parking area. Cost of the project is estimated at \$100,000, of which \$60,000 is already set aside in Victory Bonds.

Planning and arrangements for the first post-war exhibition would take a minimum of one year.

With a balance of \$202,844, the association is in the best financial position (Can.-Pac. Maps Plans on opp. page)

Tevis Paine Has Long Fair Background in California

SACRAMENTO, Feb. 3.—Tevis Paine, associated with the California State Fair here for many years, was recently appointed general manager of the California Breeders' Association and is now located in Los Angeles.

Paine was appointed assistant marshal at the State fair track when he was 12 years old, and his association with the State Agricultural Society continued without a break until the recent discontinuance of the fair because of the war. In 1931 he was elected assistant secretary and for the last 12 years he has served as co-ordinator of all horse sports at the fair. He has served as secretary-treasurer of the Western Fairs' Association since 1937, and is a director of the American Horse Shows Association. His father, Charles W. Paine, now retired, was connected with the State fair for 37 years, most of the time as secretary-manager.



Meetings of Assns. of Fairs

Ontario Association of Class "B" Fairs and Exhibitions, February 7, King Edward Hotel, Toronto, Ont. Cecil Stobbs, secretary, Leamington, Ont.

Ontario Association of Agricultural Societies, February 8 and 9, King Edward Hotel, Toronto, Ont. J. A. Carroll, secretary, Department of Agriculture, Toronto.

Bill To Ban S. C. Annuals Killed

Legislature told by Paul V. Moore that fairs are doing a real war job

COLUMBIA, S. C., Feb. 3.—A bill that would have prohibited the operation of State and county fairs in South Carolina for the duration of the war died in the House of Representatives Judiciary committee. Introduced by Rep. A. J. Hydrick, of Orangeburg, after the Orangeburg grand jury recommended such a measure, it was killed by a 11 to 9 vote by the judiciary committee following a hearing this week.

Paul V. Moore, secretary of the South Carolina State Fair Association, told the committee that "there is a great misconception as to the bigness of the jobs the fairs are doing. The midway and grandstand shows are incidental, a small part. The real war job they are doing is providing farm youth with incentive, thru contests and prizes, to improve State agriculture."

Many county fair associations had previously fixed dates for 1945 fairs. Others are expected to arrange dates now that the bill has been defeated.

Jordan Again Heads Georgia State Annual

MACON, Ga., Feb. 3.—E. Ross Jordan, for 25 years a widely known fair executive, has been re-elected general manager of the Georgia State Fair, it was announced last week by the Exchange Club Fair Association, which operates the fair. R. S. Dillard, superintendent of Bibb County institutions, was re-elected president for a second term. The outstanding success of the 1944 fair led to re-election of Dillard by acclamation, club members said.

Other officers were also re-elected as follows: Henry Chandler, vice-president, and F. Joe Pruett, secretary and treasurer. Pruett, who is secretary of the Exchange club, has been a leading figure in the fair operations from the start. General Manager Jordan has announced that plans for the 1945 fair are already under way.

Merit Award to Thomas E. Wilson for 4-H Club Aid

CHICAGO, Feb. 3.—The work of 4-H Club boys and girls, for years fostered by the State and county fairs, has had inestimable aid from Thomas E. Wilson, Chicago meat packer, and in recognition of his interest in the clubs the Chicago Rotary Club this week presented him a gold and silver medallion as an award of merit.

Wilson, who heads the National Committee of 4-H Clubs, has become widely known thru the donation of scholarship to club members, promotion of club activities, and an annual party tendered the youngsters at their convention, held here during the time the International Livestock Exposition is on.

Virginia Plans For After War

Exhibits to attract younger people and better daytime entertainment sought

RICHMOND, Va., Feb. 3.—Post-war planning for fairs took the highlight in discussions by delegates to the 28th annual convention of the Virginia Association of Fairs held here at the John Marshall Hotel January 29 and 30. Among the plans discussed for the betterment of the fairs were exhibits to interest the younger people in rural areas and improvement of the caliber of general entertainment during the daylight hours.

Speaking on these plans, George A. Hamid stated that the exhibits will have to be planned on a larger and more attractive scale than heretofore. W. W. Wilkins, of the South Boston (Va.) Fair and vice-president of the association, stressed the need for fairs to be arranged so that every member of the families attending would find many items of interest. Dr. A. H. Fleming, secretary North Carolina State Fair Association, also made pertinent remarks regarding the post-war plans. John W. Wilson, of Cetlin & Wilson Shows, talked on the importance of the carnival to fair activities. Again increased interest in light harness racing was forecast by Roger Duncan, of the United States Trotting Association.

Plans for next year's convention were not completed at the meetings presided over by President Thomas B. McCaleb, but it was pointed out that the new ODT ban on conventions would probably not include State conventions, especially those concerned with agriculture and horticulture. In absence of a definite date it was presumed that the 1946 meeting would fall on the same regular (See Va. Looks Post-War on opp. page)

Young Will Furnish Shows for Billings, Great Falls Annuals

CHICAGO, Feb. 3.—Ernie Young has just returned from Montana, where he attended the annual convention of the Rocky Mountain Association of Fairs at Great Falls, January 28-30. He brought back with him contracts to furnish the grandstand attractions for both the North Montana State Fair at Great Falls and the Midland Empire Fair at Billings.

These two fairs, which resumed in 1944 after having omitted the '43 annuals because of wartime restrictions, are the leading fairs of the Northwest. They made exceptionally good records last season and are planning well-rounded expositions for '45.

Mo. State To Go in '45

ST. LOUIS, Feb. 3.—The Missouri State Fair, at Sedalia, will be held August 19 to 26, inclusive, according to Commissioner of Agriculture John W. Ellis. It will be the first time in three years that the "Show Me" State annual will have been held. According to Missouri statutes the fair must be held every three years in order to retain the fairgrounds and keep the franchise.

Fat Purses For S. W. Expo

FORT WORTH, Feb. 3.—Fattest purses ever offered by the Southwestern Exposition and Pat Show will be given for the events to be held March 9 to 18, according to Manager John B. Davis. Premiums in the livestock division will reach \$51,500, which is \$10,000 more than was offered last March.

More Contracts Than Ever Before Signed At Illinois Meeting

SPRINGFIELD, Ill., Feb. 3.—Fair delegations all came to the Illinois fair meeting prepared to sign up their grandstand and midway attractions, as the result of which probably more contracts were signed during the Springfield conclave this year than ever before. Not a single booking agency contacted left Springfield without signing at least one contract, which is expected to be a record. Most of the carnival owners and agents who had open dates that fitted their routes were also successful in getting the fair men to sign on the dotted line.

William V. (Jake) Ward, general manager of the Illinois State Fair, was here, there and everywhere. Ward has been a terrific help to the fair men of the State of Illinois during the past three years. A leader at the business sessions, he is equally at home at impromptu parties and a storyteller par excellence.

Sunny Bernet, of the Globe Poster Corporation, was in fine fettle and emceed the floorshow at the banquet in top style. He will leave for the West Coast shortly to emceed the White Horse Troupe on the Cronin Circus.

Bloom Building Quarters

Oscar Bloom, owner of the Gold Medal Shows, came up from Macon, Miss., and reported that splendid progress is being made in the building of a permanent winter quarters on one of his farms there. . . . Immediately following the meeting, William F. Johnson, Mrs. O. Reader and Mr. and Mrs. Jack Price departed with Cecil and Ray Turner and their spouses for the Turner home in Petersburg, Ill., where they partook of the splendid Turner meals for several days. . . . Joe O. Greene, of the Tivoli Exposition Shows, winding up a two-month trip which started at the IAFE meeting in Chicago. . . . George W. Flint, of the Boyle Woolfolk Agency, made several nice talks during the business sessions, while Woolfolk was host in their suite.

Signs for 11th Year

The genial K. G. Garman and his charming wife have a host of friends in this State and are now making their home in Danville. When Garman signed the Whiteside County Fair at Morrison for the 11th consecutive year, it was believed to be a record for one show in this State. . . . Frank M. Sutton Sr., accompanied by Bill Norwood and Charles Reed, made some spots in Southern Illinois before returning to winter quarters in Osceola, Ark. . . . Sutton's son, Frank M. Jr., known to the carnival folks as "Pete," is a first lieutenant now in the Philippines. . . . Joe Smith, of the Joseph Smith Booking Agency of St. Louis, was highly elated over the signing of some nice contracts, notably those of the Coles County Fair at Charleston and the Lawrence County Fair at Bridgeport, at both of which he furnished the grandstand attractions last year. . . . The cigar stand in charge of Ruth Hesse in the lobby of the St. Nicholas Hotel, was a popular hangout for showmen and attractions people. . . . Jack Price, elevated from publicity director to general agent of the Turner Bros.' Shows, attended his first fair meeting in his new capacity.

Sullivan, Roodhouse Absent

The Sangamo Electric Four, a barbershop quartet of Springfield, Ill., a big hit at the banquet, is comprised of Pat Masterson, tenor; Roy Foy, lead; Orville Leomar, baritone, and Newell Davis, bass. . . . Lee Sullivan and Ben O. Roodhouse, of the Eli Bridge Company, missed the meeting for the first time in many years, both being ill at their homes in Jacksonville. . . . George McCarthy, general agent of the North American Exposition, the new Kortsevauht vehicle, and Ben Braunstein, general agent, accompanied by W. E. (Bill) Snyder, of the Wonder Shows of America, represented the two large railroad shows at the meeting.

Shows wintering in St. Louis which were represented at the meeting were: Fidler United Shows, by Mr. and Mrs. Sam Fidler; Mound City Shows, by Charles Oliver; John Francis Shows, by John Francis; Maher's Mighty Midway, by Mr. and Mrs. John K. Maher and William (Red) McCoy. . . . Earl Kurtz and George Ferguson, of WLS Artists' Bureau, left immediately after the Wednesday business session for Fargo, N. D., to attend the North Dakota fairs

OUTDOOR SHOWMEN!

Effective Monday, February 12, the outdoor departments of The Billboard will be edited out of The Billboard's Chicago office, 155 North Clark Street. This important move has been made in the interest of better and faster service for outdoor fields.

Beginning February 10, address all outdoor editorial communications to The Billboard, 155 North Clark Street, Chicago 1, Ill.

meeting there. . . . Edna Deal and Ray Shute, of the Edna Deal-Ray Shute Booking Agency, were everywhere hooking trick pencils, which made a big hit, on the coats of the ladies and gentlemen. Lou Morgan, comedy novelty cyclist, a hit at the banquet, was host with Grover LaRose in the LaRose Attractions suite.

Racing Impresario on Hand

Sgt. Gaylord White looked natty in his uniform and stayed for the two days, getting a leave of absence to be on hand with Aut Swenson and Jerry Marlott. . . . Alice and Lorraine Beverly, daughters of Mr. and Mrs. Sidney Belmont, of the Belmont Booking Agency, were popular. They had just closed a long route of top-notch night spots thru the South. . . . Two general agents who make this meeting annually were on hand but representing different shows this time, namely Robert A. Kobacker, Rogers Greater Shows, and J. (Bill) Carner, Wallace Bros.' Shows. . . . Mr. and Mrs. Earl Bunting, of the Bunting Shows, "old-timers" at this meeting, were successful in booking some of the choice fairs. . . . Mr. and Mrs. J. R. McSpadden jumped all the way from Louisiana, where their Lone Star Shows is playing winter spots, and returned to the Bayou State immediately following the meeting. . . . Gertrude Avery and Billy Senior, of the Barnes-Carruthers office; B. Ward Beam; Ethel Robinson and Camille LaVilla, of the Ethel Robinson Attractions, and Bob Shaw, of the Gus Sun Booking Agency, were among those who "repeated" this year with fairs they played last year. . . . A regular who was missed this time was Ernie Young, of the Ernie Young Agency, but he was ably represented by Lucky Lott.

CAN. PAC. MAPS PLANS

(Continued from opposite page) in its history, the president reported. Revenues this year, including rental of buildings to the Department of National Defense, operation of the Forum for sports and entertainment and returns from racing, totaled \$70,780. Most improved showing was made by the operation of the Forum, which grossed \$66,000 and netted \$28,388, as compared with \$3,940 in 1943.

The meeting amended the constitution to limit the term of presidency to three consecutive years. A further amendment provides an automatic advisory director category for directors 65 years of age or over with 15 years service as director. Directors re-elected were Walter Leek, J. F. Brown, C. A. Cotterell, Willie Dalton, Edward Lipsett, A. M. James, R. J. Kenmuir, G. S. Powell and P. H. Moore.

J. J. Frisch Passes On

LA CROSSE, Wis., Feb. 3.—Joseph J. Frisch, secretary-treasurer of the La Crosse Inter-State Fair and prominent in the activities of the Wisconsin Association of Fairs, passed away January 17. See obituary in the Final Curtain.

SALT LAKE CITY.—E. O. Brothers, of Sandy, has been named president and general manager of the Salt Lake County Fair for 1945. He has held the same position since becoming associated with the fair in 1938. It is the only fair in the State which has proceeded without interruption thruout the war period, and has tripled attendance and receipts in the last three years. Paul Q. Boyce, of Sandy, was named first vice-president; Mrs. Heber J. Aylett, Midvale, second vice-president; J. H. Peterson, Draper, treasurer; C. L. Bello, Magna, secretary, and Mrs. E. O. Brothers, Sandy, executive secretary. Directors are Frank Lunds-kog, Murray; Richard Johnson, Murray; L. W. Hiram, Granite; B. A. Reynolds, Salt Lake City, and County Commissioners Roscoe Boden, George L. Morgan and Gwynne Page, directors. All officers except Mr. Bello and Mrs. Brothers are also directors.

Mich. Meet Attracts Bookers, Show Reps

DETROIT, Feb. 3.—Shows and allied interests were well represented at the annual meeting of the Michigan Association of Fairs and, while many fairs delayed decision on their grandstand programs, quite a number of contracts were signed.

Among attractionists attending the meeting were: Bert E. Thomas, Detroit Sound Engineering Company; Jack Dickstein, Edgewater Park; Harry Stahl and Bernhard Robbins, Eastwood Park; Paul Wolf, Wolf Tent & Awning Company; Robert Terry, editor *The Horseman*; William G. Dumas, John F. Reid, Mr. and Mrs. Harry Gisham, Happyland Shows; John Quinn, Charles Schaefer, Fat Norton, L. H. Kibby, Sgt. Harry Harris, S. Hilo, Bill Postelwaite, World of Pleasure Shows; Mr. and Mrs. Earl Kurtze, George R. Ferguson, WLS Artists' Bureau; F. E. Gooding, Mr. and Mrs. J. P. Enright, William J. Goutermout, Gooding Greater Shows; Mr. and Mrs. C. L. (Jack) Raum, Raum's Rodeo & Circus; Charles H. Hodges, side show operator; Mr. and Mrs. Roscoe T. Wade, Joseph H. Bennett, Joyland Shows; W. G. Wade, Cameron D. Murray, D. Wade, Mildred Miller and Gladys Schaum, W. G. Wade Shows; Robert North, publicity man, Cole Bros.' Circus; Clifford C. (Specks) Groscurth and Mrs. Groscurth, side show operators.

Ethel Robinson, Ethel Robinson Attractions; Mr. and Mrs. Al Jones, X-Bar-X Ranch Rodeo; Art Mix, of rodeo and films; Sam Levy, Gertrude Avery, Billy Senior, Barnes-Carruthers Fair Booking Association; Stanley Ostrander, Frank M. Prystas, Earl J. Coburn, Fair Publishing House; Boyle Woolfolk, George Flint, Boyle Woolfolk Attractions; Glenn W. Jacobs, Bob Shaw, Cherokee Hammon, Val Campbell, Warren Todd, Gus Sun Agency; Buck and Rose Steele, Steele's Trained Horse Troupe; Ernie Young, Lee Lott, A. E. Selden (The Stratosphere Man), Ernie Young Agency; Paul Spor, Spor Entertainment & Orchestra Agency; Corine and Henry Lueders, Mr. and Mrs. Lester Calvin, Mr. and Mrs. Arthur Bruckman, United Booking Association; Charles Lee, Lee's United Shows; George V. Adams, Adams Rodeo Company; Jake Shapiro, Triangle Poster Printing; Dr. L. H. Firestone, Pat Anger and Ben Morrison, Universal Sales Company.

RACING FOR MAINE

(Continued from opposite page) on the home front thru exhibits, War Bond sales, etc.

Officers named to serve during 1945 and in 1946 until the next annual meeting were: President, Dr. E. E. Russell, Farmington; first vice-president, J. R. Clanchette, Pittsfield; second vice-president, John Weston, Fryburg; secretary, J. S. Butler, Lewiston; treasurer, W. L. Robertson, Gardiner. A resolution was passed honoring the memory of the following substantial supporters of Maine fairs who passed away in 1944: John R. Sullivan, Machias; William G. Hunton, Portland; Frank M. Donohue, Rockland; J. Wendall Sturgis, Portland; J. L. Pillsbury, Unity; Robert Haines, Skowhegan; Amedo Christopher, Madison; John T. McGillicuddy, Lewiston; Paul N. Denish, Boston; Dr. James McGlynn, Boston, and Harry Lovell, Belfast. The assembly stood a moment in their memory.

Legislative committee named for 1945 includes Francis Friend, Skowhegan, Leon Ayer, Cornish, and Albert Brewer, Presque Isle.

The banquet, held in the Lewiston Armory, was attended by 349. Retiring President Winter introduced Dr. R. N. Randall, who presided as toastmaster. An excellent stagershow was furnished, with acts provided thru the courtesy of Jay C. McCabe, Portland; the Al Martin Agency, Boston, and George A. Hamid, Inc., New York City. Music was furnished by Emile Beauparlant's orchestra.

VA. LOOKS POST-WAR

(Continued from opposite page) dates as in the past—the last Monday and Tuesday in January.

McCaleb Re-Elected

Thomas B. McCaleb, of Covington, was re-elected president of the association. Also to serve for an additional year are R. Willard Eanes, Petersburg, and W. W. Wilkins, South Boston, vice-presidents, and Charles B. Ralston, of Staunton, secretary-treasurer. New officers named were G. V. Booker, of Abington, and L. F. Altaffer, of Warsaw, vice-presidents.

At the annual dinner held on the Roof Garden Monday evening, with Dr. Guy R. Fisher as master of ceremonies, an excellent floorshow was presented thru the courtesy of George A. Hamid, John H. Marks, Frank Melville and the World of Mirth Shows. L. T. Christian Jr., of Richmond, was in charge of entertainment and procured the following acts: Carter Sisters, Starr Sisters, Evelyn Chapman, Miller and Mallory, Freddie Rogers, the Silver Star Quartet and Zorra the Magician. Music was in charge of Gordon E. Smith.

AMHERST, N. S.—A surplus of \$4,135 has been disclosed by the Maritime Winter Fair Commission. This was part of a financial report submitted at a meeting of the commission by R. D. Crawford, secretary-treasurer. J. H. Conrad was appointed auditor for 1945. The dominion government is paying the commission \$275 per month as rental for the buildings of the fair plant. Resumption of the fair may be made in November, 1945.

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WANT FOR 1945 FAIR SEASON

Aerial Acts, Animal Acts, Thrill Acts, Family Acts that do two or more good acts. Can give long route to acts that qualify. Give full description. Send photos, quote price. WILLIAMS & LEE, 464 Holly, St. Paul, Minn.

N. E. Section Skeds March Meet

Conclave Will Air War Ills

Gathering, set for Parker House, Boston, March 15, meets gov't requirements

BOSTON, Feb. 3.—The 17th annual meeting and fourth wartime conference of the New England Section, NAAPPB, will be held at the Parker House here Wednesday, March 14, according to an announcement made this week by President Henry G. Bowen.

The executive and program committees held a joint meeting January 10 and set a tentative date pending study of new government rules regarding meetings. It was voted to accept the offer of the Parker House management to seek approval of the meetings. As the hotel's general manager was in Washington at the time, prompt inquiry was made and the hotel has notified the committees (See TO AIR WAR ILLS on page 57)

Stock in Detroit Edgewater Passes To Rose Interests

DETROIT, Feb. 3.—Edgewater Park is being readied for reopening for the season about April 20, depending upon weather conditions.

The stock in the operating firm of Edgewater Park, Inc., held by Mrs. Paul Heinze, widow of Paul Heinze who was Edgewater manager from the construction of the park until his death two years ago, has been taken over by the Charles S. Rose interests.

No new major attractions are being planned this season because of wartime conditions, but a new concrete floor is being installed in the beer garden, according to Claude H. Ammon, office manager. His brother, Ralph E. Ammon, park manager, is expected in from Milwaukee this week.

Shoot the Works!

BOSTON, Feb. 3.—City council members are in a lather over a proposal made by Councilman William J. Keenan to shoot the animals at Franklin Park Zoo and use the money for their feed for playground purposes. Keenan said the animals' food allotment of \$23,500 a year could be transferred to the park commission and the dead animals could be salvaged as fertilizer and fats for munitions.

Several other councilmen regarded Keenan's proposal as appalling and said they would fight any such move. Park Commissioner William P. Long argued that on Sunday of last week (21) alone, 21,000 persons visited the zoo.

Rogers & Powell Buy Miss. Spot

BAY ST. LOUIS, Miss., Feb. 3.—J. R. Rogers and sister, Mrs. N. V. Powell, operators of the Rogers & Powell Shows, carnival company, have purchased for \$20,000 a 50-acre park on the Gulf Coast, just outside the city limits of Bay St. Louis. Site is on the main road to New Orleans.

Included in the deal are a number of (See BUY MISS. SPOT on page 57)

St. John Names Commission To Run Tippett's Dominion

ST. JOHN, N. B., Feb. 3.—First park commission for the city and St. John County has been organized by municipal council to govern Dominion Park, purchased from Bud Tippett, council member, for \$12,000 last fall. Tippett has also been named a member of the commission.

He had owned and operated Dominion Park for a dozen years. Purchase of the park must be ratified by special legislation to be sought at the 1945 session of the Provincial Legislature.

Ackley Says Ops Need Not Worry Over Brown-Out

CHICAGO, Feb. 3.—Brown-out regulation invoked nationally by the government Thursday (1) will have little or no effect upon amusement park operation, according to a statement made this week by Harry A. Ackley, head of the amusement division of the Office of Civilian Requirements.

In answer to a query on the question from A. R. Hodge, NAAPPB secretary, Ackley replied this week with the following wire:

"Regarding Order U-9, restricting use of electric lighting, advise amusement park ops that they have no cause for worry. Order carefully excepts use of lighting to carry on business. Also order will probably be revoked when present coal shortage is resolved at end of winter season."

Portland Jantzen Gets New Eatery

PORTLAND, Ore., Feb. 3.—Jantzen Beach is to have a new \$23,500 restaurant. War Production Board has granted priorities, and Pietro Belluschi, Portland architect, has prepared the plans.

The restaurant is to be owned by the Harvey Company, a subsidiary of the Hayden Island Amusement Company, owner of much of Jantzen Beach. The owner is understood to be negotiating with Waale-Camplan Company for construction of the restaurant.

A. R. E. A. News

By R. S. Uzzell

New England amusement park men will hold their convention March 14 at the Parker House, Boston. It is not a large convention, and nearly all members can go by auto or bus so as not to take up railroad facilities. This wartime conference has been listed as conforming with the rules and regulations relative to government co-operation and hotel approval.

Each member of the division has been asked to list the number of his employees who are now in the service of our country. This will be a valuable compilation, not only for the useful purposes it will serve now but also as a historical document later.

Fred L. Markey had much to do with streamlining the programs at Chicago and has applied the accumulated experiences to the New England meetings. We can always expect innovations at Boston and we usually get them.

Last year they rang the bell and set a pace that will be hard to beat. Edward J. Carroll did an excellent job, with help of Henry Bowen as program chairman. This year Bowen is president, and Harry Storin, program chairman—an excellent working team. All who expect to carry on this year just cannot afford to miss the coming New England huddle.

Wallace St. Clair Jones has been doing the work as treasurer since the late A. A. Casassa became partially incapacitated. The signing as assistant treasurer, Jones was really treasurer and will function as such this year. He has been faithful to the organization since its inception and once served as president. Frequently he has served as program chairman; he always stands ready to pinch hit when called upon.

To know the hard work and high cost of getting picnics on a large scale, just contact Frank Danahey, of Kennywood Park, Pittsburgh.

All Eastern and Northern parks will have to dig out of the snow or wait for it to melt before resuming outside work.

Popcorn will not be the scarce commodity it was in 1944, according to latest reports. There is an abundance in (See AREA on page 57)

Gulls Boom Biz

DAYTONA BEACH, Fla., Feb. 3.—The influx of large numbers of sea gulls into this area has proved a boon to the operators of popcorn stands on the Boardwalk.

The gulls have been making the region around the stands their hangouts because patrons of the places have been scattering the popcorn around.

Last week-end the popcorn merchants did land-office biz, with customers who wanted to buy the stuff to feed the "hungry birds."

Jersey Resorts Get More State Dough For Good Will Ads

OCEAN CITY, N. J., Feb. 3.—Jersey resorts need substantial institutional advertising right now in order to compete for post-war business with foreign countries and the cruise steamship lines. This was the contention voiced this week by Norman V. Sargent, Ocean City director of publicity, in commenting enthusiastically upon a report by the New Jersey Resort Association that Governor Edge has approved doubling the State's appropriation for advertising this year. According to the association, the budget of the New Jersey Council will be upped from \$50,000 to \$100,000, with between \$20,000 and \$25,000 of it to go toward promoting resorts.

Sargent emphasized the need of institutional advertising by resorts during the war for the purpose of keeping in the public mind so they will not be forgotten when extensive travel again is possible. He pointed out that the steamship lines to Mexico and South America are spending large sums on good will advertising to capture post-war tourist trade.

Ocean City, he added, is not retrenching its advertising plans any more than can be helped, altho some changes have been dictated by newspaper restrictions on space.

DALLAS.—Park board members have tentatively approved a new plan for improvement of Marsalis Park Zoo as prepared by Hare & Hare. Plans call for complete remodeling of the grounds and exhibit spaces, cages and buildings, but will not require additional land for several years.



The Kiddie Ride With More Eye-Appeal! . . . More Ride-Appeal!

MINIATURE STREAMLINERS

Less Overhead! More Profits! Write Today for Full Details!

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Expert designs, plans, reports and estimates for parks, fairs, coasters, rinks, pools, etc.

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Registered Landscape Architect and Land Planner

- HERALD BRADLEY
Registered Architect
- H. M. DAY
Registered Civil Engineer
- FLORENCE WOLFE
Land Planner, Secretary

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Experienced Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere! Organizations, Landlords, Promoters—what have you? Write in strict confidence! Satisfactory arrangements can be made!

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CANADA'S VERY BEST LA SALLE PARK

Hamilton, Ontario, Canada
S. S. Champion two miles, motor six miles.
OPENING SATURDAY, MAY 19, TO 9TH OF SEPT.

W	Merry-Go-Round	World War Ex.	N
	Giant Seaplane	Lunch Room	
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E	Miniature Ry.	Candy Apples	R
	Incline Ry.	Fruit Stand	
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	Pony Track	Hoop-La	
H	Miniature Golf	P. T. Y. Win	A
	Bowling Alley	Cat Rack	
	Moving Picture	Mouse	
	Open Air	Darts	
A	Theatre	Penny Pitch	C
	Dance Hall, Modern	Bingo 2	
	Modern Arcade	Shooting Gallery	
	Main Dining Room, 15x50, and Counter 50 ft.	High Striker	
V	Tobacco & Souvenir	Photo Gallery	K
	Roller Coaster	Candy Floss	
	Caterpillar	Ell No. 16	
	Tilt-a-Whirl	Popcorn Ex.	
E	Moon Rocket	Scale	E
	Roller Skating		
	CLEAN AND MODERN, LONG LEASE FLAT AND P. O.		
	Roller Coaster Cars (cars only) . . . Will Buy for Cash		
B	Oyster Cars, Bat. or Elec. (cars only) . . .		
	Smith-Smith Chalroplane Kiddie Rides . . .		
U	Twin Loop-o-Plane . . .		
	Snooze Junior Milk Shakers (six) . . .		

King George Hotel, Hamilton, Ontario, Canada

A. R. LAVOIE

Newer, Better Films Shown To Soldiers; Shorts Popular

CHICAGO, Feb. 3.—Latest reports on the 16mm. films being shown to the armed forces overseas reveal several interesting facts, among them the interest in programs composed entirely of short subjects. Newer and better films are also being shown in all areas, according to military observers recently returned from overseas, and are attracting capacity audiences.

The morale factor is stressed repeatedly in these reports. Next to ammunition, clothes and food, the servicemen rate movies in their private lists of life's necessities. Men coming out of battle action even will refuse a chance to sleep if there is a good movie available, according to Maj. John W. Hubbell, of the Army Pictorial Service, who recently visited European battle areas.

Improvement in the quality and quantity of shows for the men is marked over the early days of the war, when soldiers in all areas complained bitterly that there weren't enough films to meet the demand and those that were shown were not up to the audiences' standards.

The movie-mindedness of the troops is shown by the army's schedule for a typical night on the Mediterranean and European theaters of war—2,400 shows, with an attendance of 70,000 men. The story is the same in the Pacific, where Capt. Seymour R. Mayer made an inspection tour for APS. He reported that 312 shows a night are the rule, with an average attendance of 558,000 men.

Tastes Same as Civilians

With one exception, the army has found, servicemen's tastes are the same as civilians. All soldiers ask of a film is that it be good. Even war films are acceptable, provided they are plausible, but the men are professionally critical of these films, judging them according to their own experiences. The exception noted above is the men who have been in combat for considerable periods of

time. They want definitely escapist entertainment and show a decided preference for musicals.

Currently the two most popular pictures in all theaters of war are *Going My Way* and *The Song of Bernadette*. The popularity of these films with civilian audiences shows how closely the tastes of the two groups agree.

According to the latest APS survey, the servicemen are seeing an average of 152 films a year. Five new films a week are shown in the Pacific and four in Europe. There are not enough topnotch pictures to meet the demand but Hollywood is sending its best products as well as its second bests just as fast as they are produced. As a result, there has been a decided drop in the number of complaints from soldiers about pictures.

Introduction of the all short subject programs by the army in the Pacific came as the result of an effort to introduce more variety in the film fare in an area where pictures are said to provide 90 per cent of the entertainment available. Reception of these programs, which run 65 minutes, has been most favorable, Captain Mayer said on his return to this country.

This type of program is an innovation which might have a great effect on the composition of movie bills when the war is over. Short subjects have been largely neglected by producers, and theater operators have shown their disregard for this type of entertainment by dropping shorts out of programs at peak hours. Double features, too, have led to the elimination of short subjects in many theaters.

If the "shorts" habit should grow upon servicemen, it is quite possible that they will continue to demand such entertainment as civilians, and producers might be forced to give greater consideration to this medium of expression.

OWI Issues Booklet On 94 War Pictures

CHICAGO, Feb. 3.—The 1945 edition of U. S. Government War Information Films has been released and is available free upon request. The 25-page booklet gives a complete listing of the 94 16mm. films released by the Bureau of Motion Pictures, Office of War Information and includes descriptions of the films. It also includes addresses of 281 distributors in the 48 States from whom the films may be obtained.

All of the subjects are 16mm. sound. The films show why the world is at war today, where the fighting is taking place and our part in the war.

Among recent additions are such outstanding films as the 19-minute coast guard film, *Normandy Invasion*; the 93-minute AAF film, *Target for Today*; the navy's 9-minute films *The 957th Day* and the 25-minute *Here Is China*.

For a copy of the pamphlet address Bureau of Motion Pictures, Office of War Information, Washington 25.

Klein Joins Filmack

CHICAGO, Feb. 3.—Bernard Klein, former sales manager of the Screen Advertising Service Company, has been appointed sales promotion manager for Filmack Laboratories, a division of Filmack Trailer Company.

Other recent additions in the personnel of the company are Seymour Kain, formerly of the promotion department of *Esquire* magazine, as director of advertising, assisted by Patricia Dollahan, formerly with Foote, Cone & Belding Company on the West Coast.

"HEN" STOWELL, formerly with Paramount studios in Hollywood, has been appointed editor of *Inspiration*, house organ of the Filmack Trailer Company, Chicago.

RESIDENTS OF INDIA make up a yearly audience of some 4,000,000 for 16mm. educational and entertainment pictures. Local dialect problems and lack of electricity make the use of sound pictures impossible, however, so about 800 silent projectors are now in use, operated mainly by six-volt batteries.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Schaffners Peek Around Hollywood; Tenter Bows May 15

HOLLYWOOD, Feb. 3.—Neil and Caroline Schaffner, of the Schaffner Players, in a visit to *The Billboard* office here this week reported that they will launch their under-canvas season, as usual, at Wapello, Ia., around May 15.

The trucks will again be under the care of Scotty Greenhagen and Orville Speer, the Schaffners announce. At present, Greenhagen and Speer are busy making new dressing room trailers. Featured in the show's 1945 repertoire will be *The Unexpected Husband*, one of Schaffner's own.

The Schaffners are at present vacationing in Hollywood and looking over the town.

Rep Ripples

HARRY S. WEATHERBY, formerly juve singer with the Majestic Showboat, Original Williams Stock Company, Hunter & Pfeiffer's Showboat Players, Bisbee's Comedians and "SeaBee" Hayworth's show, has been in the navy a year and is now pharmacist's mate, third class, in Ward 20-A (Staff), U. S. Naval Hospital, Fort Eustis, Va. He pens that he'd like to hear from old show cronies, especially Jack and Rene Keating, Don and Myrtle Null, Beulah Adams and Charles Hunter and Jack and Gladys Pfeiffer. . . . LLOYD AND LOLA CONNELLY, former rep and tab performers, are playing nitery dates in the Hollywood sector. . . . HAROLD F. NAUGHTON has a vaude-pic combo operating in the Angola, N. Y., area. . . . Simonds Show, presenting vaude and films, is reported playing to fat returns around Newburyport, Mass. Unit recently filled over 40 school dates in Northern New England. Al Simons is owner, and Charles Bunker provides the vaude fare. . . . JAMES SHOW reports satisfactory business in the Ardmore, Okla., sector. Show has three people for flesh, and a 16mm. outfit. Featured is E. F. Hannan's *Oakie From Oklahoma*. . . . ETHAN ALLEN is still with the Mad Cap Players in Dallas, which he joined in August, 1943. . . . DOUG AND LOLA COUDEN have invaded New Mexico with their novelty act after four months in Arizona schools, during which time they played all populated areas, except Flagstaff. "Arizona business was swell," writes Couden. "It is worth while for any good independent

Faustino, Now a Radio Man; Wants to Read of Old Days

Editors *The Billboard*:
What has become of all the old-time rep and tab people who used to be mentioned in the old *Billyboy* so often. I know that a good many of them are in some other line of endeavor, but I imagine, too, that any number of them, like myself, still live over in their minds the good old days.

As for me, I left the rep field in 1927 and went into radio. I have been announcing now for almost 17 years and have covered quite a bit of territory since my first radio job. I have worked in West Virginia, Indiana, Illinois, Missouri and Texas and came here from KROD, El Paso, Tex.

I would like to see something in *The Billboard* about the boys and girls in tab and repdom. Incidentally, you are doing a swell job in radio news coverage.

ROY C. (FELIX ADAMS) FAUSTINO,
WDOD, Chattanooga.

school show to work the whole State. Some of the larger schools paid off in a day as much as we could make in a week before the war." . . . CARL J. SCOTT has a vaude-pic trick around Wheatland, Wyo. . . . LA TENDRE'S SHOW is making the Three Rivers section of Quebec with vaude and films.

FOR SALE

"BEN WILKES TENT THEATRE"

50-Foot Square End, Bale Ring Tent with two 30-foot Middles, Poles, Stakes, Sidewall, Proscenium, Folding Chairs, Blues, Stage, Drops, Dressing Room Equipment, Switchboards and all Lights, Howard Piano and all other equipment for a complete outfit. Universal A.C. and D.C. Public Address System, very complete; Midget 3-Octave Estey Organ, Bass Drum, Snare Drum, Tom-Tom, Cymbals.

MRS. BEN WILKES

50 S. 2d St., ALBION, ILLINOIS.

AT LIBERTY

FOR TENT SEASON

Character and General Business Team, Specialties. All Essentials.

JACK PARSONS

409 North Perry, Peoria, Ill.

WANTED

Actors Doubling Instruments, and Musicians. Radio Dance Policy Now — Tent This Summer.

CHICK BOYES PLAYERS
216 West 26th, Kearney, Neb.

WATCH THE BILLBOARD FOR GRAND OPENING VERY SOON OF

"THE ORIGINAL"

FLORIDA BLOSSOMS

That grand old name in the tented show world for many years, with everything new but the name.

MR. GEO. D. FLOYD, the sole owner, is now at Winterquarters in Valdosta, Ga., giving his personal supervision to the final details of organization.

This is going to be the finest show of its kind ever put on the road from an equipment point of view, and the finest attractions on the stage ever offered the show-going public is being produced by none other than that nationally known producer MR. S. H. DUDLEY, JR.

COLORED Performers, Musicians, Comedians, Dancers and Specialty Acts, also Truck Drivers, Canvasmen and Workingmen, contact at once.

GEO. D. FLOYD OWNER

FLORIDA BLOSSOMS

P. O. BOX 1006 VALDOSTA, GA.

P.S.—Want Secretary-Bookkeeper that understands taxes. All useful Show People that I have talked to, contact me at once.

COLORED PERFORMERS AND MUSICIANS

All Those Contracted Come On. Winter Quarters Now Open. Building, Repairing, Painting.

REHEARSALS START MONDAY, FEB. 19th
Want Musicians all Instruments, including Tuba and Bass Fiddle; Cork Comedians, Blues Singer and two more very Bright Skin Girls for line.

Good treatment and working conditions. Top salaries—and you get it here. Write explaining all you can and will do.

DAVID S. BELL, Owner, Fargo Follies

116 E. ROGERS ST., VALDOSTA, GA.
P.S.: Bullfrog Shorty Burch, yes, come on to Valdosta.

New 1500-WATT Gasoline Driven 110 VOLT POWER PLANT
Develops AC Power ONLY \$374.00
Fully Guaranteed, 10 Day Trial.
Described in the NEW Swank MOVIE EQUIPMENT CATALOG along with other movie necessities.
The New Swank 16mm Film Catalog Lists and Describes 2000 Latest Films.
Send postcard for both FREE catalogs!
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NEW and USED 16mm. SOUND SUBJECTS
AMERICA'S GREATEST SOUND FILM BARGAIN, LEADING BANDS, VOCALISTS and STARS, AT THE AMAZING PRICE OF \$7.50 PER REEL. SEND FOR LISTS.
16 MM. RELIGIOUS SUBJECTS 16 MM.
1 Reel "Life of Christ," S.O.F. . . . \$15.00
MULTIPRISES Box 1125 Waterbury, Conn.

SALE OR TRADE
2 Powers 6B Heads, with sound heads and extras. 1 Lafayette Amplifier Sound on Film. 2 Steel Trumpet Baffles. 1 DeVry 16mm. Sound on Film Projector, complete and factory reconditioned, \$250.00. Plenty of 16mm. Features for sale or trade. WILL BUY Folding Chairs, 30x50 Tent and 16mm. Subjects.
SHOWMAN, Box 723, Livingston, Texas.

16 MM. RELIGIOUS SUBJECTS 35 MM.
Westerns, Actions, Selected Shorts. Wanted: 16mm. Sound Projectors.
OTTO MARBACH, 630 Ninth Ave., N. Y. City

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LETTER LIST

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen! The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

- Donahue, Nannie Donato, Frank B. Donlevy, John Donnell, Tommy Doniganey, W. C. Donsey, Omer H. DOWD, James Downing, John L. Drake, Jos. DRUCKER, MILLER, Ervin L. Dubois, Gelsel Dugan, J. H. Duzzer, Thos. L. DUNAVANT, Jimmie W. DUNCAN, Luther Fraser, Willie Frederick, James FREE, Wm. Byrd Dunning, Virginia Duren, Leonard E. Duxtin, Wm. Tee Dwyer, Edw. F. Dwyer, Mrs. H. S. Dyer, Levi Early, Jos. B. EBERDT, Norman Albert Eberstein, M. C. Eddy, Samuel (Handless Carpenter) Eddy, Samuel D. EDELMAN, Sam Edwards, Eugene Edwards, Glenn Edwards, Rosalie Edwards, Rose EDWARDS, Wm. Floyd EFRIM, Nicholas J. Egan, A. E. Egglestone, Leo EIDSON, Otis W. Eikenbors, Kenneth B. Elam, Rufus Whittle Eller, Thos. ELLIOTT, Jos. Carr Elliott, Robt. J. Ellis, R. C. Ellis, R. E. "Cotton" Ems, Lady Eminger, Frank Antinal Show ENGLAND, Harold Lee EPHRIAM, Frank Erickson, Fern Erwin, E. B. Everett, Ray EWTON, Jos. M. EYSTED, Benj. Alfred FAGAN, Thos. J. Fairbanks, Wm. FAIRCLOTH, James Robt. Faries, Ben F. FAULCONER, Granville D. FAULKNER, John Herman Fields, Clyde Fife, Leonard FINN, Frank Finn, Jos. Leo Finnerty, Dennis Fissette, Harvey Louis Fish, Jerry Fisher, Hubert Fisher, Walter E. FITZGERALD, Frank Hiram Flannigan, Paul & Dorothy Fleet, Chas. Franklin Folev, Sherman Ford, A. G. FOREST, Wilfred J. FOSTER, Jack Mitchell Fouts, Jack Francisco, Madam Franke, Brenda Franke, Capt. Jos. Frasier, Hazel P. Dean Fraser, Willie Frederick, James Bennett FREE, Wm. Byrd Dunning, Virginia Duren, Leonard E. Duxtin, Wm. Tee Dwyer, Edw. F. Dwyer, Mrs. H. S. Dyer, Levi Early, Jos. B. EBERDT, Norman Albert Eberstein, M. C. Eddy, Samuel (Handless Carpenter) Eddy, Samuel D. EDELMAN, Sam Edwards, Eugene Edwards, Glenn Edwards, Rosalie Edwards, Rose EDWARDS, Wm. Floyd EFRIM, Nicholas J. Egan, A. E. Egglestone, Leo EIDSON, Otis W. Eikenbors, Kenneth B. Elam, Rufus Whittle Eller, Thos. ELLIOTT, Jos. Carr Elliott, Robt. J. Ellis, R. C. Ellis, R. E. "Cotton" Ems, Lady Eminger, Frank Antinal Show ENGLAND, Harold Lee EPHRIAM, Frank Erickson, Fern Erwin, E. B. Everett, Ray EWTON, Jos. M. EYSTED, Benj. Alfred FAGAN, Thos. J. Fairbanks, Wm. FAIRCLOTH, James Robt. Faries, Ben F. FAULCONER, Granville D. FAULKNER, John Herman Fields, Clyde Fife, Leonard FINN, Frank Finn, Jos. Leo Finnerty, Dennis Fissette, Harvey Louis Fish, Jerry Fisher, Hubert Fisher, Walter E. FITZGERALD, Frank Hiram Flannigan, Paul & Dorothy Fleet, Chas. Franklin Folev, Sherman Ford, A. G. FOREST, Wilfred J. FOSTER, Jack Mitchell Fouts, Jack Francisco, Madam Franke, Brenda Franke, Capt. Jos. Frasier, Hazel P. Dean Fraser, Willie Frederick, James Bennett FREE, Wm. Byrd Dunning, Virginia Duren, Leonard E. Duxtin, Wm. Tee Dwyer, Edw. F. Dwyer, Mrs. H. S. Dyer, Levi Early, Jos. B. EBERDT, Norman Albert Eberstein, M. C. Eddy, Samuel (Handless Carpenter) Eddy, Samuel D. EDELMAN, Sam Edwards, Eugene Edwards, Glenn Edwards, Rosalie Edwards, Rose EDWARDS, Wm. Floyd EFRIM, Nicholas J. Egan, A. E. Egglestone, Leo EIDSON, Otis W. Eikenbors, Kenneth B. Elam, Rufus Whittle Eller, Thos. ELLIOTT, Jos. Carr Elliott, Robt. J. Ellis, R. C. Ellis, R. E. "Cotton" Ems, Lady Eminger, Frank Antinal Show ENGLAND, Harold Lee EPHRIAM, Frank Erickson, Fern Erwin, E. B. Everett, Ray EWTON, Jos. M. EYSTED, Benj. Alfred FAGAN, Thos. J. Fairbanks, Wm. FAIRCLOTH, James Robt. Faries, Ben F. FAULCONER, Granville D. FAULKNER, John Herman Fields, Clyde Fife, Leonard FINN, Frank Finn, Jos. Leo Finnerty, Dennis Fissette, Harvey Louis Fish, Jerry Fisher, Hubert Fisher, Walter E. FITZGERALD, Frank Hiram Flannigan, Paul & Dorothy Fleet, Chas. Franklin Folev, Sherman Ford, A. G. FOREST, Wilfred J. FOSTER, Jack Mitchell Fouts, Jack Francisco, Madam Franke, Brenda Franke, Capt. Jos. Frasier, Hazel P. Dean Fraser, Willie Frederick, James Bennett FREE, Wm. Byrd Dunning, Virginia Duren, Leonard E. Duxtin, Wm. Tee Dwyer, Edw. F. Dwyer, Mrs. H. S. Dyer, Levi Early, Jos. B. EBERDT, Norman Albert Eberstein, M. C. Eddy, Samuel (Handless Carpenter) Eddy, Samuel D. EDELMAN, Sam Edwards, Eugene Edwards, Glenn Edwards, Rosalie Edwards, Rose EDWARDS, Wm. Floyd EFRIM, Nicholas J. Egan, A. E. Egglestone, Leo EIDSON, Otis W. Eikenbors, Kenneth B. Elam, Rufus Whittle Eller, Thos. ELLIOTT, Jos. Carr Elliott, Robt. J. Ellis, R. C. Ellis, R. E. "Cotton" Ems, Lady Eminger, Frank Antinal Show ENGLAND, Harold Lee EPHRIAM, Frank Erickson, Fern Erwin, E. B. Everett, Ray EWTON, Jos. M. EYSTED, Benj. Alfred FAGAN, Thos. J. Fairbanks, Wm. FAIRCLOTH, James Robt. Faries, Ben F. FAULCONER, Granville D. FAULKNER, John Herman Fields, Clyde Fife, Leonard FINN, Frank Finn, Jos. Leo Finnerty, Dennis Fissette, Harvey Louis Fish, Jerry Fisher, Hubert Fisher, Walter E.

- Latham, H. F. Laufer, James Lawson, Marshall Layton, Dog Act LEDBETTER, Geo. Edwin Lee, Estel & Rosa Lee, Paul Legler, Wm. Lefler, Jack Lemon, Harold Lemons, Geo. R. Leonard, James Lepore, Mattie Joseph LEVERTON, Robt. Dlee Lewis, Opal Huggins LEWIS, Wm. Carlile LEWIS, Wm. Clarence Lewis, Wm. D. Lisa, Amiallo Lindley, C. A. Little, J. M. Little, Wm. Lloyd, Capt. Jack Locke, Will H. Logan, Robt. Luther Logsdon, Walter LONEY, George E. Long, Alger El LONG, Raymond C. LOOKER, Freddie Lee Lopez, Linda LOPEZ, Jas. Bud LORD, Jack Delbert Lowry, S. N. Lowe, Madeline Lowe, Willie B. Lowrey, Herbert Henry Lowrey, Sammy Monroe Lucas, Dad Lucket, Georgia LUDLOW, Melvin Richard LUNDGREN, Howard M. Lynch, Slim LYNN, John W. Lyons, Jas. Robt. MacLennan, Angus D. McAllister, Jerry & Mac McCall, H. L. McCALLOM, Claude E. McColly, H. F. McComb, Thos. J. McCormick, Jos. R. McCoy, Charles McCoy, M. P. McCray, James McCREADY, Claude M. McDaniel, Daniel Elmer Moore, Edward S. Moore, Jas. Guy Moore, Mike Moore, Mrs. Patsy Moore, Raymond C. Moore, Tommy A. MOORES, Harry J. Morgan, Richard H. Morris, Lester MORRISON, Robt. Paul Morton, Mrs. C. MORSE, John Sawyer MOSHER, Wm. MULLENNIX, Orville Osborn Mullens, Ronald Muller, Ralph MURPHY, Emerson Raymond Murphy, John P. Murphy, Lois Murphy, Wm. Allen Murray, Bob Murray, Lenord Murry, Bernard Edw. McNannis, Jas. E. McNamee, Daany McNeil, Wm. Henry McQUIGGAN, James J. McSpadden, Richard Matthew Mabry, Eugene Mack, Cuban Mahoney, Daniel MALLERY, Richard Thadus MALLICE, Chas. E. Malone, Ernest Pascal Mamie, Wm. R. Mandryke, Mrs. Evelyn MANLEY, Harold A. Manfield, Mrs. Jenny Mann, Percy Lee Mansfield, Lulu & Lillian MARCHAND, Frank J. Marder, Phil Nuthmann, Charles Nitt, James E. O'Brien, Clarence W. O'BRIEN, Michael O'CONNELL, Daniel Brendan O'Connell, Francis O'Hara, Boots O'KEELLY, John C. O'Reilly, Gerald O'Starr, Pat Oakley, Julian Leroy OCEAN, Michael Odell, Marie Oderchowski, Paul Odle, Allen D. Odum, Guy Odunewski, Louis Olegario, Anacleto OLSOHN, Angelo C. OSBORNE, Chas. T. Osborne, Glen Osborn, Harry E. Osborne, Wm. E. C. (See LETTER LIST on page 51)

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CONV. BAN RUSHES THE SHOWS

OPA Education Program Ready For Toy Season

WASHINGTON, Feb. 3.—The Office of Price Administration is already preparing for the next toy buying season with a program of trade education and enforcement. Last week the agency announced the results to date of this campaign, which is still going on.

The program is aimed at clearing up misunderstanding of the requirements of the price regulation governing toys, as well as to bring to light overcharges, and is the first of a series of similar campaigns to cover the important items of consumer durable goods. It has already brought a rollback averaging 20 per cent in the prices charged by manufacturers who were found to be selling toys above the legal ceiling prices. OPA said this does not include the effect of the campaign on the prices of firms which have never established ceiling prices and which were brought in during the drive, either voluntarily or by injunctions, to establish correct ceilings.

As a result of the investigations and the injunction suits, many firms came to OPA district offices of their own accord for help in making out their pricing records, but in 119 serious cases injunctions were filed to compel firms to establish correct ceiling prices.

The Office of Price Administration reported that at the completion of the investigative phase of the campaign, of the 1,267 toy firms visited between October 25 and December 1, 765 had not established their ceiling prices. Over-

MERCHANDISE TRENDS

CHICAGO, Feb. 3.—Specific comments on the entire merchandise picture this week said it was none too good. The statistical reporting agencies, however, said that retail outlets thruout the country piled up small gains in sales over the same period last year, showing that people want goods and will buy wherever they can find stocks. Even in the most gloomy pictures of total retail trade, specialty merchandise items were given mention because of real business being done. Jewelry continued to be most active in retail stores. Novelty and specialty items seem to sell wherever there is goods to display and wholesale buyers are looking for everything in the specialty field they can find, anywhere. They flocked in great numbers to the remaining gift shows before the ban in order to see what could be had.

Reports from all the gift shows scheduled just before the February 1 ban told pretty much the same story: Big attendance, with buyers taking everything on which there was any promise of delivery. All reports indicate that civilian production is still being cut due to war needs.

New Factors

Probably three factors were introduced into the national picture this week which may have an important bearing on specialty merchandise items. The war news

ceiling sales were discovered in 131 cases by the first investigation. Treble damage suits to recover these overcharges are being filed and OPA said there would be continued investigations and filing of damage suits.

became definitely more encouraging, but officials were trying to prevent undue optimism; even the President had ordered a ban on too much optimism. Some officials were taking a long view of the war and foresee the possibility that if the war against the Japs becomes a land war the United States may be called on to furnish the navy and materials for a long war even after Germany collapses. This will hold true if Russia and China furnish the land troops. Such a picture would foreshadow continued restrictions on civilian production for years, or until the Japs were defeated. That is merely the view of one group of official observers in Washington.

The two other influences in the national picture this week were the "national brown-out," which went into effect February 1. It will definitely effect retail outlets where specialties are sold. The other factor was the embargo on rail shipments, which, of course, is scheduled for short duration, but may affect the movements of merchandise for many days.

Jingling Coins

The jingling of small coins in the (See Merchandise Trends on page 54)

Novelty Goods Gains Markets

Many big stores turn to small goods to hold trade and carry on

CHICAGO, Feb. 3.—The specialty merchandise trade in record numbers took a final look at the representative trade shows in Chicago, New York, Los Angeles and San Antonio in the last few days. The same report comes from all the shows, altho details have not been received on the Los Angeles and San Antonio trade meetings up to the present time. Record attendance was chalked up at all the meetings and all reported that merchandise was so scarce they were lucky to get even a few souvenirs to take home. The shows being held this week had at least the satisfaction of being cheerful headlines about the war news. Buyers gave as much attention to the headlines of the nearness of the

(See CONVENTION BAN on page 53)

ATTENTION, SALESBOARD OPERATORS
HERE ARE THE FASTEST MOVING,
TIMELY MERCHANDISE ITEMS TODAY!

RADIO MUSIC BOX

A terrific item for Easter! Available in Pink or Blue with Animal Figures printed on cabinet. Gay Children and Animals dance around dial as music plays.

\$5.90 EACH
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1/2 Dep., Bal. C.O.D. F.O.B. N. Y. All merchandise shipped Railway Express.

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Best Made, Individually Boxed. IMMEDIATE DELIVERY

\$25.50 DOZEN, Giant Size

This is our exclusive number and this is the greatest value in stuffed toys today. Limit 4 dozen to an order. Sample \$2.35.

The Famous "LAZY BABY" Doll, 17 inches tall. With license tag, ribbon and cute face. Each individually boxed.

4 DOZEN TO A CARTON **\$12.00** Dozen SPECIAL PRICE

Other Stuffed Toys, \$14.40, \$25.50, \$42.00 Per Dozen. No Catalog.

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 WORLD'S Lowest Priced WHOLESALERS



The above FLUFFY BEAR #901 is made of rayon plush with rayon jersey pants. Attractive assorted color combinations. Felt nose, hand-embroidered mouth. Extremely soft and cuddly. Quality throughout.

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DECALS OF ALL IMPORTANT BATTLE WAR FRONTS—FRANCE, ITALY, TARAWA, SAIPAN, NO. AFRICA, etc. (40 different names) \$5.00 per 100 assorted.

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- Service Decals, all branches of service, size 4"x4", includes Signal Corps and Maritime Service\$6.00 per 100
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- Fighting Airplane Decals, 20 leading Combat Planes, Interceptors, Pursuit and many styles Bombers. Special\$6.00 per 100
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- Service Decals, small size, suitable for Combs, etc. Includes Signal Corps and Maritime Service. \$15.00 per 100; \$100.00 per 1000
- Souvenir Ribbon Decals of your city \$25.00 per 1000

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Better price in quantity. For Glasses, Windshields, etc.

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Come in Mexican, Military, Patriotic and Views.
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TILES In 1000 Quantity -- -- -- -- 10c Each

JEROME ROSE DECAL CO.

233 WEST 4TH STREET,

LOS ANGELES 13, CALIF.

CONVENTION BAN

(Continued from page 51)

fighting forces to Berlin as the average citizen did.

The gift show at the Palmer House, Chicago, had about 250 firms represented and the attendance was above record. Buyers said there was a lot of merchandise to be seen or talked about, considering conditions as they are today. Most firms were talking about filling orders a year hence. There seemed to be a quantity of glassware and other gift items. A buyer from a long distance summed up the situation by saying that enough goods was available to pay for making the long trip. The trade show this week was definitely a gift show and confined its activities more specifically to the specialty trade than was true at the January furniture markets. The furniture market earlier in the month turned into a specialty merchandise show in reality, and those buyers who came back to the present gift show said they were more than satisfied in talking with gift firms only.

Manufacturers of gift and toy items were talking the higher priced goods, as was to be expected. The talk about the hotel tended toward war conditions and prospects for an early victory. Government agencies were not represented so largely as they were at the earlier furniture show, but every buyer was anxious to talk with manufacturers about the prospects of early production as soon as restrictions are lifted.

More details were available on the furniture market held the previous week in New York and news indicated it turned into a specialty show just as the furniture show early in January in Chicago had turned out to be.

Amazing Novelty

One news report on the New York trade show summarized it as displaying "a rather amazing quantity and diversity of accessory lines." Cold weather hurt the trade meeting in the East just as it was a problem this week in Chicago. Various reports on the New York trade gathering mentioned the gift items as a feature of the show and practically all buyers of household goods turned to specialties and accessories of all kinds, hoping in that way to get some merchandise on order.

Trade leaders at the New York show were optimistic in describing how a number of orders had been placed and several firms had goods to ship. Manufacturers were still allotting whatever goods they had to old customers and were not talking about new accounts.

In telling about the displays at the New York show, several buyers mentioned the accessory items to be seen in

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For HE-Wolves and SHE-Wolves, too.

TOYS—DOLLS

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Dolls Fully Dressed, With and Without Hair,
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- Auto Burglar AlarmsDox. 1.25
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- Mystery Key RingsDox. 2.00
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- Seaman's Wallets, Zippers.....Dox. 36.00
- Wiggly SnakesGross 12.00
- Anti-Gravio TrickDox. 6.00
- Assorted Card TricksDox. .75
- Beer Mugs, SmallDox. 1.00
- 8 Oz. Beer GlassDox. 2.00
- Bullet Key Chain, SmallDox. 2.00
- Bullet Key Chain, LargeDox. 2.50
- Exploding Matches, Book or StickGross 3.75
- Carbine Rifles, Like the Real. Dox. 30.00
- Interlocking Checkers, 24Dox. 2.35
- Plastic Cigarette Cases, Spring TopDox. 3.00
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- Cigarette RollersDox. 4.80
- Pistol Pocket Mama, Gun Holster SetDox. 6.00
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- Flip Tease, 6 StylesDox. 1.00
- Overseas BoxesPer 100 7.50
- Snake Jam JarsDox. 3.00
- Liquor Flasks, Small Leather. Dox. 6.00
- Looney LettersDox. 1.60
- Hindoo Rope Bottle TrickDox. 4.00
- Jacob's LadderDox. 1.60
- Magic Races (25 to Pack)Dox. 3.60
- OcarinasDox. 6.00
- Pea ShootersGross 7.80
- Sales Boards, 120 HoleDox. 4.20
- Plastic RazorsDox. 1.50
- Try-N-Do-It PuzzleDox. 2.00
- Pic-a-PegDox. .90
- Commiftee Ribbons, Ex.Fancy. Dox. 1.00
- Color Cubes Trick (New)Dox. 1.75
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- Oxford Pipes, \$1.50 RetailDox. 9.00
- Sparkling MatchesGross 6.00
- Giant Wolf—ButtonsDox. 2.00
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405 Woodward Ave., Detroit 26, Mich.

each display. They would mention lamps, glass furniture, small cabinets, pictures, mirrors, leatherette items and even fluffy toys. Some buyers mentioned cedar furniture items for the summer trade, shoe racks, bed trays, shoe shining kits and similar small stuff. Even these specialties were of great interest to buyers from all parts of the country.

Reports from the Chicago and New York shows both indicated less opposition to ersatz goods. In recent months buyers have shown a decided lack of interest in ersatz. In fact, they have reported that the public simply refused to buy such goods, but at the two trade shows held in the latter half of January, manufacturers report much less opposition to ersatz. In fact, buyers seem to be glad to get such goods and they say that the public has now accepted ersatz since the recent adverse war reports. Whether the present encouraging war news will again bring a reaction against ersatz goods is not known.

Sponsor Views

Sponsors of the trade shows readily admit that the cancellation of the big toy market to be held in New York in March and a number of other gift trade shows added to the attendance at the New York furniture market and also the gift show here. The Los Angeles gift show reported the same fact that buyers had rushed in, feeling it would be their last chance to see displays of whatever manufacturers might have to offer for the next several months.

More detailed information was awaited from the San Antonio gift show, which had expected a much bigger crowd from Mexico and South America this year than ever before. Special attention was being given to these buyers from other countries, and U. S. firms were anxious to see if these foreign representatives had anything to sell for the specialty trade.

While the trade was studying the glass items on display at the gift show at the Palmer House, the entire specialty world was being pepped up by announcements such as that made by the B. F. Goodrich Rubber Company. A representative of this firm in Chicago announced a new synthetic material which would be very useful on fabrics and for coating luggage and other specialty items. The new plastic would perform many of the services of rubber, the Goodrich man said. He promised that it would be very useful for developing a number of novelty items after the war.

RUBBER STAMPS

FOR

SOLDIERS - SAILORS - MARINES

AGENTS ★ SALESMEN ★ JOBBERS WANTED

SELL RUBBER STAMPS FOR MARKING CLOTHING FOR SERVICEMEN AND CIVILIANS

BUY FROM THE
WORLD'S LARGEST SELLER OF RUBBER TYPE
FOR SERVICEMEN

COMPLETE STAMPS MADE IN A FEW SECONDS
FASTEST MOVING ITEM ON THE MARKET TODAY

WE MFR. INDELIBLE INK PADS AND KITS

Send \$1 for Sample Name Stamp

ALL STATES NOW OPEN

PRICES FOR CUT LETTERS

- 5000 or Over\$15.00 Per 1000
- 1000 to 5000 20.00 Per 1000
- 100 to 1000 2.50 Per 100

Commas, Dashes and Periods Free.

Globe Ink Pads, \$1.20 Per Doz.

Black or White Indelible Ink (Half-Ounce Bottles), \$10.00 Per 100.
Holders for Rubber Type, \$10.00 Per 1,000.

L. A. GLOBE RUBBER STAMP CO.

809 S. Figueroa St.

Los Angeles 14, Calif.



THE WONDER MOUSE

The newest, hottest seller to start the year right. 24 on display card marked to retail for 25¢ each. Also instructions with each mouse for doing 3 other great magic tricks. Card takes in \$6.00. Your cost, each \$2.10 postpaid. No C. O. D. orders.

KIPP BROS.

117-119 So. Meridian St., Indianapolis 4, Ind.

Distributorship Wanted

Veteran of two wars and financially responsible wishes to contact reputable manufacturers of novelty and staple merchandise. All who answer must be prepared to meet customs and wartime prices and trade board regulations. Manufacturers of Bears, Rabbits, etc. Please contact me at once re samples, etc.

SIDNEY BARR Veteran Importing Co.

1 Adelaide Chambers, Calgary, Alta., Canada



EVERYBODY WANTS ONE!!
20 MM. SHELL LIGHTER

A Novel Table or Desk Lighter made from a Genuine 20 Millimeter Shell mounted on a beautiful Marble or Plexiglass Base. Approx. 8 Inch high.

Send \$5.00 for Sample Shipped Prepaid
Salesboard Distributors, Operators, Dealers—Write or Wire for Quantity Prices.

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3740 Rochester Ave., DETROIT 6, MICH.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.

1033-1085 Mission St., San Francisco 3, Calif.



LEADING SELLERS IN FUR COATS

LOWEST JACKETS PRICES CAPES • SCARFS ALL GENUINE FURS!

Our new 1945 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.

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#4389K MINIATURE HAND PAINTED PORCELAIN ANIMALS, POLKA-DOTTED Very Unique

12 Different Animals, Each One About 2 Inches High. Packed 1 Doz. to the Box Equally Assorted Among All 12 Designs.

\$2.00 Per Doz. or \$21.00 Per Gross

For other miniatures see our complete set of illustrated price lists.



Prompt Delivery. No C. O. D. Shipments Without 25% Deposit.

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IMPORTING AGENCY, Inc.

115-119 K SOUTH MARKET ST., CHICAGO 6, ILLINOIS.

WOOD JEWELRY

CEDAR

Write for our New No 44 & 45 Illustrated Price Lists Over 100 Items

CHARLES DEMEE MFG. CO.
116 E. WALNUT ST. MILWAUKEE, WIS.

GRAFT

HAND MADE

STERLING FORGET-ME-NOT FRIENDSHIP JEWELRY

WITH TWO HEART DANGLES



No. 9J50

Now in a matched set. Forget-Me-Not design friendship ring with heart dangles. Attractive screw back earrings to match. All sterling silver. Gift box.

\$24.00 Dozen Boxed



No. 9J398—\$15.00 Doz. Pr.
Forget-Me-Not design sterling silver earrings with heart dangles. Screw back. Each pair boxed.



No. 5R81—\$7.50 Dozen
Biggest selling friendship ring! Forget-Me-Not design with heart dangles. All sterling silver.

Harry Pakula & Co. 5 N. Wabash Ave. Chicago 2, Ill.

CANDY IN CARVED WOOD CHESTS

PROMPT DELIVERY
SIZE 10 1/2 x 6 1/4 x 3

Packed with 1 lb. Chocolates, \$31.00 Dozen. Packed with 2 lb. Candied Fruit, \$34.00 Dozen.



Above prices are based on minimum order of 12. Packed 12 per case—price F. O. B. Chicago. Beautifully lined—has clear mirror inside, colored etching and carving on lid. Single Sample—Each \$3.00.

Orders for 1 dozen or less, cash with order. Regular 2%—10 terms to rated concerns.

E. F. BERNHOLD, INC. 330 S. WELLS STREET, CHICAGO 6, ILL.

MERCHANDISE TRENDS

(Continued from page 51)

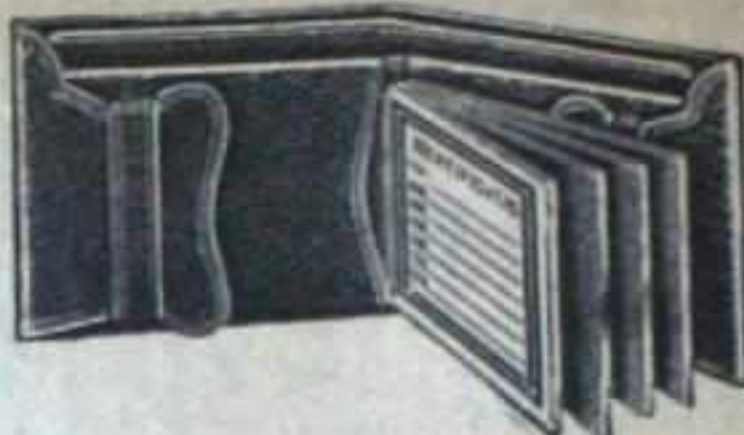
pockets of the people always helps the sales of novelty goods. The U. S. Mint this week revealed the figures on the 1944 production of coins. The report shows a record number of 2,844,000 domestic coins in 1944 in addition to the 800,000,000 coins made for friendly nations. The making of close to 3,000,000,000 new coins for the home market certainly means that people are handling much small change. The biggest item in the coinage field, of course, was pennies, with respect to the number of coins made. There has been a lot of talk recently about the big bills in circulation, saying they indicate black market activities. But regardless of the big bills, the small coins still flow freely.

Turning to Records

The trend in recent years among furniture and department stores to look for more specialties turns now to many of these types of stores putting in phonograph record departments. The sales of records have maintained a high level during the war and all branches of trade interested in the business foresee a post-war volume beyond all dreams. The recent conventions of the furniture trade in Chicago and New York show that such stores must still look for specialty and novelty merchandise and they find phonograph records very helpful. There are also many music novelties that will sell well when such specialty items can be made again. Some of the more progressive music stores are using various lines of specialties and novelties in order to boost trade. These outlets are doing well. One of the big criticisms of the average music store in the past has been that it didn't brighten up its quarters with specialty items. Music store managers are now getting the idea of novelty merchandise.

Paper Prospects

Reports on the future outlet for paper of all kinds continue to be very gloomy. In recent months the merchandise trade has discovered an increasing pinch in getting packaging material for shipments. The U. S. Department of Commerce has recently issued an official report which predicts a tight paper situation for three years after the collapse of Germany. That is not a very encouraging



BILFOLD SPECIAL!

Well made of GENUINE LEATHER. Features: Leather divider for checks and bills, removable spiral-bound pass holder (holds 8 passes back to back), removable double-visor window and two utility pockets. An outstanding value at a low price. BLACK or BROWN. Sample \$1.50 Postpaid.

412L155—DOZEN \$13.50.

Lots of 3 Dozen or More—\$11.95 Per Doz.

Prices Less 2% Cash Discount. 25% Deposit Required on C. O. D. Orders. Wholesale Only. Catalog Sent on Request.

Hagen JOSEPH HAGEN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1917
217-223 WEST MADISON ST., CHICAGO 6

A NATURAL FOR JOBBERS—SALESBOARDS DISTRIBUTORS



BOLO KNIFE (U. S. Army)
Low as \$2.50
SCABBARD
Bolo Knife has 10" blade, 4" hilt, 4 1/4" conforming handle. FINEST STEEL SCABBARD made of LEATHER reinforced at tip. SPORTSMEN, Boy Scouts, Trophy Collectors, Farmers, Women—all want them. Use as meat or fish knife, cleaver, to cut brush, kindling, hedges, in the garden, etc. Hundreds of practical uses for it. Ideal prize for Salesboards, Bingo Games, Souvenirs, etc. Mat as above furnished free with orders. LOW PRICED Sample \$4; Doz. Lots \$33; 100 Lots \$2.50 Each. F. O. B. Omaha. Cash with order. Write, wire or phone.

ARMY GOODS DISTRIBUTORS
802 N. 16th St. OMAHA 2, NEBR.

Make ANY Article... GLOW IN THE DARK... with Magic New Discovery!

Occasional new Big-Profit field selling glow-in-the-dark products which you make, at unbelievably low cost, with our amazing LITE-GLO KIT! We furnish complete outfit. Simple, easy to use! A stroke of the brush—any article glows in the dark like magic! Lasts indefinitely. Absolutely harmless. Others have made thousands of dollars selling glow-in-the-dark articles. Why not YOU? Hundreds of uses. Make glowing jewelry, flowers, ties, service flags, toys, statuettes, crucifixes, house numbers, furniture, pictures, clocks, etc. Order NOW! Send only \$1.00 for big starting offer. Or write for free details. Money-back guarantee!

LITE-GLO COMPANY
DEPT. B-22 TOPEKA KANSAS

\$1.00
Send No Money!

Complete Lite-Glo Kit only \$1.00 CASH or C. O. D. Send name, address on postcard, pay postman \$1 plus charges. Or send cash & we pay postage.

ROOMS
STATUES
RINGS
KEYS & KEYSRINGS
LIGNS
FURNITURE
PULL COBES
FLOWERS
FOLD BOX
TELEPHONE

Order From This CONCESSIONAIRE'S PRICE LIST

Article	Per Gross
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Paper Masks	.75
Lucky Charms, Carded, Box	.85
Rings, White Metal	1.00
Bean Blower	1.00
Shoe Laces	1.10
Plastic Thimbles	1.20
Rayon Bow Pins	1.35
Pencils, No Eraser	1.44
Salt and Pepper Shakers	3.24
Coasters	3.24
Tumblers, 5 Oz.	3.85
Nappies	4.00
4 1/2 In. Bowl	4.50
Baseballs	Doz. 2.00
1 In. Lels	3.50
2 In. Lels	6.75
36 In. Swaggers	10.75
36 In. Col. Canes w/ Knebs	3.75
R.W.B. Batons w/Bells	19.75
R.W.B. Batons w/o Bells	18.75

Prices F. O. B. Terre Haute.

25% Deposit Required With C. O. D. Orders.
LEVIN BROS. Since 1886
Terre Haute, Indiana

HORSES! HORSES!
ASSORTED COLORS—COTTON STUFFED—WASHABLE—FINEST QUALITY—MOST ATTRACTIVE.
Asst. Consists of 1 Horse 14" Tall, 4 Horses 9" Tall, 31 5-Oz. Cell. Wrapped Pkg. Spanish Nut Toffee. Deliciously Different—Large, Showy Package.
Price: \$18.00, F. O. B. Chicago. 25% Dep.
BREWER BOARDS with Colorful Picture Layout Label, if required, addn'l 75c—800 Hole; 85c—1000 Hole. Quick Service.
ANTHONY M. BOEX & SON
200 N. Jefferson Chicago 6, Illinois

MEN—Build a Wholesale Route GET INTO a Big Pay Business

We Help You Establish a Steady Route of Dealer Customers
Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show men chants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start.
A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!
WORLD'S PRODUCTS CO., Dept. 8-E, Spencer, Ind.

SWAGGER CANES, 2 Gross in Carton. Gross \$9.50
1/2 cash with orders. We have many other staple carnival items which will certainly be very hard to secure the coming season. We are making up new lists of the items we have to offer, write for one today, always stating what kind of Concessions you are operating.
WANTED — USED CORK GUNS, BASEBALLS; PAY TOP PRICES.
MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

PLASTIC CHARMS
for your Slum Prizes
Buy them direct from us
We manufacture and sell more CHARMS than anyone else in the whole world.
Charms in Bulk — \$4.00 per thousand
Charms on Gift Cards — \$3.50 per thousand
F.O.B. New York
\$1.00 deposit with order — balance C.O.D.
Made in U.S.A. by
SAMUEL EPPY & CO.
333 HUDSON ST. NEW YORK 12, N. Y.

Beautieraft Creations
● Shaving Cream or
● Foot Cream, 3 1/2 Oz. **\$7.20** gross
● 24 Oz. Bath Crystals or
● Bubble Bath Crystals. **\$57.60** gross
F. O. B. Chicago, Ill.
BEAUTY CRAFT CO.
2504 S. Kedzie Ave., Chicago 23, Ill.

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PERFUME DISTRIBUTOR
Enjoy fast, easy sales and big profits supplying huge demand for popular Tower Hall Perfumes and Cosmetics. World famous essences. Multi-million dollar, highly advertised industry. Complete line, attractively packaged. Amazing low prices. Fast Shipments!
SELL STORES, JOBBERS OR DIRECT
Greatest demand in history! Pleasant, easy work, plus immediate profits. Get started! WRITE TODAY for free details and sample.
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\$\$\$ PROFIT \$\$\$
Candy deals ready for immediate delivery. Write for circular and prices today.
SPARTON NOVELTY CO.
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CLEOPATRA PEARLS
For Jobbers and Distributors. Inexpensive and Better Grade. Ranging from \$12.00 to \$120.00 Per Doz. Pearl Boxes, \$2.50 to \$12.00 Per Doz. Send for Sample Line from \$25.00 to \$100.00. Mail Deposit, Balance C. O. D.
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Dept. B
264 Fifth Ave. New York, N. Y.
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1c and 10c
"GOOD 'N FRESH" CANDY
AGAIN AVAILABLE TO LIVE DISTRIBUTORS
10¢ Cellophane Bags (Boxes of 2 Doz.), Good Ass't, 64¢ Doz. Net.
1¢ 120 Count Boxes, Good Ass't, 60¢ Box Net.
F.O.B. Chicago. Limit Per Order, 100 Boxes of each item. No C.O.D.'s. Please. Terms: Full Net Cash With Order. Write for Full Details. **CASTERLINE BROS., 2030 Sunnyside Ave., Dept. K, Chicago.**

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CATALOG 44F

FEATURING

- Pins
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- Identification Bracelets
- Rings
- Bracelets
- Crosses
- Charms
- Etc.

WRITE TODAY FOR CATALOG 44F
(Complete selection of Costume and Staple Jewelry)

BIELER-LEVINE

37 S. Wabash Ave., Chicago 3, Ill.

IMMEDIATE DELIVERY

Pre-war imported Czechoslovakian Stone EARRINGS with 10 Kt. SOLID GOLD Ear Wires (assorted colors), for pierced ears only.

Assorted Samples **\$21.00** Per Dozen

LENTEN SPECIAL

Gold-filled CROSSES as Bangles with 10 Kt. solid gold ear wires, for pierced ears. A timely and popular item.

\$14.50 Per Dozen.

JOBBERS—DISTRIBUTORS

We can supply 10 Kt. Solid Gold Wires for pierced ears in any quantity. Prices quoted only on request.

TERMS: All orders 25% cash with order, balance C. O. D.

L & S NOVELTY JEWELRY & MFG. CO.

4701-13 Sheridan Road Chicago 40, Ill.

Headquarters For COUNTER CARD MERCHANDISE

NOTIONS—SUNDRIES

LEE RAZOR BLADES

Write for Price List

LEE PRODUCTS CO.

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COMMANDO KNIVES—HUNTING KNIVES

Commando Knife has 7 in. double edge steel blade. Encased in high-grade leather sheath. **\$37.50 Doz. Sample \$3.50.**

Hunting Knife has 6 in. single edge steel blade. Encased in high grade leather sheath. **\$39.00 Doz. Sample \$3.00.**

Samples, cash with order. Dozen Lots, 25% with order, balance C. O. D.

VULCAN KNIFE CO.

P. O. Box 4038 Birmingham 6, Ala.

CHOCOLATES

Operators' Ass'ts—25% Dep.—24-Hour Service.

#59—Large Mirror Gift Chest & 1 Lb. ... \$ 2.85

#272—Musical Chest & 1 Lb. Choc. & Conif. ... 2.50

#18 15-Oz. Twin Choc. Divinity Loafs 21.50

#237—1 Large Mirror Gift Chest & 1 Lb. ... 2.50

and 14 1-Lb. Boxes Choc. Nut Clusters 11.75

DELUXE SALES CO.

BLUE EARTH, MINN.

FINE WATCHES

MEN'S & LADIES'

And Novelty Jewelry. Wholesale Only.

WRITE FOR CATALOGUE.

MARLENE SALES

5 N. Wabash Ave. Chicago 2, Ill.

RUBBER MOLDS

For making plaster castings. 10 molds, \$25.00; 10 castings, \$3.00; for your inspection. This to be applied on above. Liquid rubber for making molds, \$6.00 a quart.

R. S. GREY

4420 Magnolia Ave. CHICAGO, ILL.

ing report but it had generally been expected in all kinds of trade. The United States now needs more than 300 pounds of paper per year per person. That is a lot of paper. The use of paper for making specialties and novelties may be handicapped by the scarcity for the next few years, unless scrap paper can be utilized more fully.

Motor Shortage

The industry advisory committee for the fractional horsepower motor industry met last week with WPB officials and they find the scarcity for small motors still continuing serious. The new military orders call for more small motors and more of the equipment which uses such motors. This means civilian specialty items such as fans and many other products using fractional motors will have to wait a while yet. December production of the small motors were somewhat below the production in November and this does not help the market any. The motor trade asked that WPB set its quota productions for two quarters ahead instead of the present quota being set for three months only.

Jewelry Highlighted

After record sales of jewelry during 1944, a number of reports early in the new year have served to spotlight jewelry still more. The U. S. Department of Commerce recently released a survey report which covered the effects of three years of war on the jewelry trade. Among other things, it explained the reasons jewelry has sold so well during the war. There was nothing startling in this report but it does show the jewelry trade is stable in its demand and supplies, more so than many other specialties. Costume jewelry makers have been hardest hit by war conditions, the official government report said. A still more recent report says that costume jewelry makers are hurrying to get rid of their tin stuff before March 1.

Musical Data

The excise tax reports on sales of radio sets, phonographs and phonograph records for December show that such specialties are still selling. The government collected considerably more taxes on radio sets, phonograph and component parts in December, 1944, than it did for the same month in the previous year. Excise taxes on phonograph records show that this specialty is really climbing in sales, but the Census Bureau turned in a discordant note on the prospect of radio sales after the war. In a recent check, it finds that some 5,000,000 fewer persons will be in the market for radios now than were shown by surveys three years ago. The Census Bureau said that the beginning of the war found large stocks of small radio sets in retail stores and many of these were still in use.

EVERYBODY'S RUSSIAN

their order FOR V-E DAY

HORNS ★ TIN HORNS ★ HATS ★ ORNAMENTS

LOWEST PRICES

12" Tin Horns	\$2.00 Doz.	\$20.00 Gr.
18" Tin Horns	2.50 Doz.	35.00 Gr.
Jumbo 20" Tin Horns	5.50 Doz.	60.00 Gr.
Big Jumbo 24" Tin Horns	7.20 Doz.	75.00 Gr.
Party Hats	6.00 Gr.	
Better Hats	14.40 Gr.	
Ornaments	14.00 Gr.	

No C. O. D.'s—Cash With Order Only.

SCOTCH AUCTION, 1128 Sixth Av., New York 18

15 Magic Tricks AND PUZZLES

In Large Four-Color Box. \$1.00 retail — \$7.20 dozen prepaid. One-third cash. Sample 60c. Jobbers write.

15 SEALED MYSTERIES OF THE MAGIC

NO SKILL REQUIRED

Theron Fox

1024 CAROLYN - SAN JOSE 10, CALIFORNIA

MAGIC RACES

Winner cannot be determined in advance. At cigarette touch 6 horses are off.

BIG PROFITS

All the thrills of actual race. Fast seller. 40 Races, \$1.00. Dime brings samples, wholesale prices.

BARKLEY CO.

Dryden 3, Va.

—LIMITED STOCKS STILL AVAILABLE—

Blankets, Enamelware, Cutlery, Luggage, Mirror and Cedar Vanity Chests, Fitted Travel Cases, Dresser Sets, Metal Tool Chests, Portable Bar Sets, Fur Animals, Dolls, Toys, Giftwares, Gift Jewelry, Brush Sets, Pen Sets, Beverage Sets, etc.

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.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

TED YOUNGER (GREYHORSE) ... is with med in Prichard, adjoining Mobile, Ala., and reports biz satisfactory. He plans to make Alabama towns before moving on to Indianapolis, where he will open a medicine show, using Billy Blackhorse, Eddie Whitehorse and Princess Redbird. Mrs. Younger is assisting her husband.

YOUR TIP'S loyalty will depend upon your own loyalty.

ED FENNERTY ... lines from Philadelphia: "I always read Pipes and enjoy the column today as much as I did when Mike Wahlen, Jonnie Morris, Johnny Manly and many of the old-timers sent in information and I always knew where they were. I would like to know what has happened to Harry Smytherman, of needle-threaders; Jack Madigan, Jack Parsons, John Maney and many others that I enjoyed working with 20 years ago. Lately I have worked with Jack O'Leary and Ed Norris, a couple of old-timers."

DOC BENDER ... has a med store that looks like a million in Philadelphia, and it is reported getting plenty of moola.

SPENCE MATTSO ... pipes in from S. H. Kress store, New Orleans: "I have been with peelers at the Kress store here with my wife, Muriel, while Charlie Ross, my partner, is setting up a factory in Milwaukee to work for Uncle Sam. This is our last store for the duration and we are working hard to get it. I talked with the McCroy manager recently and he told me Morlarity was there before Christmas and did a bang-up job. He had opened at Holmes's, but didn't like the deal, so he pulled out when they wanted to put him on the third floor instead of the main one. He opened another store, instead. That's what I call a pitchman. Fred and Hale Kjolrein are working Houston to good takes. Also met Barney Weinert and Murry Zuckerman, and they were really getting it."

PEANUTS CRAMER ... is waiting in Houston for the rodeo and stock shows to open. He reports doing satisfactory with Mexican flying birds and Chinese snakes. He went there just as the newcomers do, and discovered that was the best way, as the old-timers are in favor of giving one third to corporation chain stores while the newcomers believe in play and a give-and-take or flat payoff. He asks for lines here from the Ragan sisters and Stanley Naldrett.

SUCCESSFUL PITCHMEN make new mistakes, not the same old ones.

BARNEY KAPLAN ... reports he is now working single in Houston. He had the cowboy on a penny and now has the Lord's Prayer.

TOM KENNEDY ... infoes from Galesburg, Ill., that he closed in Memphis January 20, and canceled Nashville and Knoxville spots when he was told by three different store managers that a foot demo has always been a flop there. He says they might go for peelers or glass cutters, but no foot aids. (Note to Kennedy: Where are Count Seldom Scoff and Doc Lushwell? Boys are missing them in the column.)

WILLIAM A. THOMAS ... attorney and former knight of the tribes, cards from Atlanta that he would like lines here from Doc Brown, who sometimes worked with Doc Padgett.

WAO JEANETTE G. ARBITTER ... made a cross-country hitchhike via Uncle Sam's Air Force from Baltimore to California recently. While in San Francisco, she cut 'em up with Mary Ragan,

STAPLES

STANDARD SIZE GRADE "A" STAPLES

Look Like Silver
Guaranteed Not To Rust

OUR PRICE

89¹/_c

PER BOX OF 5000

Shipped anywhere in the U. S. A. without charge if check accompanies order; otherwise orders will be shipped express C. O. D., F. O. B. New York City. No more than 500 boxes to a customer.

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Stationers—Printers—Engravers

299 Madison Ave., New York 17, N. Y.
Murray Hill 2-7989—8087—5848

Original JAR-O-DO TICKETS



MERCHANDISE DEALS and CHOCOLATE CANDY DEALS AVAILABLE.
Write for Prices and Illustrated Literature. IMMEDIATE DELIVERY.
GLADY SALES CO.
809 W. Madison St. CHICAGO 7, ILL.
Tel.: HAY. 3695

OUTSTANDING FUNNY JOKE CREATION

COMICAL SAYINGS, illustrated on giant size wall placard, size 15 1/2 x 10 1/2. Great money maker—retails for 25c. Can be sold for parties and every day occasions. 75c DOZ.—\$7.80 GROSS. Special Prices to Jobbers.

SPECIAL

EXPLODING STICK MATCHES,
\$3.50 GROSS.
(In 10 Gross Lots Only)

Ernie's Enterprises

725 PINE ST. ST. LOUIS 1, MO.

CIGARS 5.35

15c size, 50 to box

20 boxes (minimum) @ 5.50; 60 boxes @ 5.45; 120 boxes @ 5.40; 240 boxes @ 5.35.

CIGARS, \$4.50

Class E. Imported. Packed 50 to Box. Minimum Order 20 Boxes.

Send Full Amount or 50% Deposit by M. O., Bank Draft or Certified Check.

Ace Cigar Co., Dept. BB, Buffalo 3, N. Y.

CIGARS

15c Retail. 50 to Box. 20 Containers Per Case @ \$5.25

CANDY

5c Peanut Bar, 16 to Box. 20 Boxes Per Case @ \$5.50

Minimum Order Case Lots of Either.

HOSIERY

42 Gauge Rayon Ladies' Hose, Thirds, @ \$2.50 Doz.

Send Full Amount or 50% Deposit by Bank Draft or Money Order.

PETERS SALES CO., SEDALIA, MISSOURI

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacists
137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY



DIAMOND RING SETS

In Beautiful Plastic Gift Box. 10K Gold Mountings. 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring... Set \$4.80. Rings illustrated in above set may be purchased separately—NO BOX. 6R101—3 Diamond Wedding Ring. Ea. \$2.25. 6R105—1 Diamond Engagement Ring. Each 2.25. WRITE FOR NEW CATALOG FEATURING DIAMOND RINGS & COSTUME JEWELRY. BIELER-LEVINE 37 South Wabash CHICAGO 3

Doc Wiedemann and others who made her furlough a pleasure by taking her to the Showfolks' Club with its welcome doormat for all pitchfork, demos and show people. She has been transferred to Edgewood Arsenal, Md., and recently met M/Sgt. Frances Scott, ex-pro curler demo, and Sgt. Leon H. Juice, ex-sheets. Last named would like lines here from Rou (Lom) Markley, Hank Aldrich, Peggy Bispairs and Marty Brooks.

LAURA JUNGE... is working in McCrory's Miami store.

KID CARRIGAN... has opened a med store at Sixth Street Market in downtown Cincinnati. He would like to read a line here on Oriental Foy.

HARRY MAIERS... infoes from his spot in Birmingham that biz is okay and invites the boys and girls passing thru to stop and cut 'em up.

JACK (BOTTLES) STOVER... reports everything great in and around Harrisonburg, Va., and says Mrs. Nick Benny is keeping the coffee pot boiling for the jackpot department. Col. C. A. Maitland is remaining silent on his plans for the coming season, says Stover, and William McDorman, Ralph and Nick Benny will be ready when the birdies warble. Pat Malone still holding 'em down with sheet.

LOOK 25 FAIRS LOOK WM. T. COLLINS SHOWS LOOK 25 FAIRS
Pride of the Northwest
Opening 4th of May in the Heart of St. Paul. Winter Quarters Open February 15.
The Show with the Largest and Best Route of Outstanding Fairs in the Middle Northwest. Starting in No. Dakota June 18.
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ROSEAU MAHNOMEN DETROIT LAKES WHITE BEAR WORTHINGTON JACKSON BLUE EARTH ST. JAMES BIRD ISLAND FAIRMONT
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4 MORE PENDING
RIDES: Will buy for cash or will book Kiddle Rides, Roll-o-Plane, Octopus, Scitfire. Mr. Lucas, write. SHOWS: Will book with their own equipment and transportation 10-in-1, Jungle Land, Hillbilly, Fun House, 2 Girl Shows, War Show, Mechanical or any Show of merit. Johnny Howard, Al Hubbard, Ed Boach, Fred McIntire, write. CONCESSIONS: Cook House, will give good proposition. All Concessions open that work for 10 cents except Corn Game, Popcorn, Diggers, Hoop-La and P.C. Write what you have! HELP: Foremen and Second Men for the following Rides: Fly-o-Plane, Parker Baby-Q, Merry-Go-Round, Tilt, Ferris Wheel, Loop-o-Plane, Chair-o-Plane. Highest pay and best of treatment. Lushes, save stamps. Truck Mechanic and Electrician. If you cannot fill the bill do not apply.
All Replies: WM. T. COLLINS, 406 Erie St., St. Paul, Minn.

Coming After Victory A New and Better Line of **OAK-HYTEX BALLOONS**
The **OAK RUBBER Co.** RAVENNA, OHIO

Events for Two Weeks

February 5-10
FLA.—Miami. Indust. & Agri. Fair, 5-17. KAN.—Manhattan. Farm & Home Week, 6-9. MASS.—Boston. Sportsmen's Show, 3-11. MINN.—Crookston. Winter Shows, 5-9. TEX.—Brownville. Charro Days, 7-10. Houston. Stock Show & Rodeo, 3-11.

February 12-17
CONN.—Hartford. Dog Show, 17. FLA.—Miami. Indust. & Agri. Fair, 12-17. N. Y.—New York. Dog Show, 11-13. O.—Cleveland. Grotto Circus, 12-24. Salem. Dog Show, 18. PA.—Butler. Dog Show, 17. TENN.—Memphis. Shrine Circus, 16-22.

REX HOWE WANTS HELP
For the Heart of Louisville, Ky. (4th & Broadway). Opening March 3rd next to Bus Station. 100,000 Soldiers and 500,000 Population. 24 Weeks One Location.
For Cookhouse, Corn Game, Photos, Ball Games, Snowballs, Candy Apples, Popcorn and Cotton Candy. Finest of equipment and working conditions. Address: 1960 S. Jefferson Ave., St. Louis, Mo., until Feb. 18; then care Seneca Hotel, Louisville, Ky.

WANTED for BISBEE'S COMEDIANS
Tent Rep. People in all lines. Comic strong enough to feature. Leading Team, Juvenile Man, Character Team, two outstanding Novelty Acts, Boss Canvasman, Working Men that drive trucks. Write, don't wire. State salary, age, etc. Show opening early spring. J. C. BISBEE, 441 Greenfield Rd., Memphis, Tenn.

FOR SALE
Twenty used all-wool Drill Team Uniforms, complete with plumed Caps and Sam Browne Belts. All in good shape. Coats maroon with gold trim. Army Cadet Style. Trousers white with maroon stripe. If interested write
DAVID S. SIMPSON, Secretary
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WANTED—SCENIC ARTIST
Capable of painting banners. Year round proposition. Manuel, wire.
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SHOWS and CONCESSIONS. Octopus Foreman. Good all-around Mechanic. Working Men.
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SHIPLEY'S AMUSEMENTS
Will book Wheel or Jenny with own transportation. Wanted: Stock Stores that do not conflict with what we have, also Stock Store Agents. Boys who worked for me before, get in touch with me.
Contact C. W. SHIPLEY
Sunset, La., 5-11; Carencro, 12-18.

J. J. PAGE SHOWS
Regardless of false rumors, will open Saturday, April 21, in Johnson City, Tenn.
Can place all Legitimate Concessions except Bingo. Especial opening for Ball Games, Devil's Bowling Alley, Bumper, String Game, Popcorn, Frozen Custard, Candy Apples, Long and Short Range Galleries, Photos, Hoopla and all other Legitimate Concessions. Good opening for Penny Arcade and Diggers.
WANT RIDE HELP for Merry-Go-Round, Ferris Wheels, Rides-O, Chairplane, Loop-o-Plane and Kiddle Rides. Want Foremen for Twin Ferris Wheels and Rides-O.
Want Shows with or without own outfits. Have complete outfit for Girl Show. Michelle Starr and Leone LaRue, answer. Have complete Athletic Show for responsible parties. Want Musicians and Performers for Minstrel Show. Can place Acts for Circus Side Show. Want Working Men in all departments. Everybody with us before, answer. Everybody wire or come on. Address:
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P.S.: Winterquarters open Feb. 15.

MATTHEW J. RILEY ENTERPRISES
Now Booking for Season 1945, Opening Early in April.
WANT—Shows, Rides, Octopus, Roller Plane or any other major Rides. Want Concessions of all kinds; good Ride Help.
MATTHEW J. RILEY, Clinton Hotel, 10th and Spruce, Philadelphia, Pa.

FOR SALE
Two complete Set Down Shows, fine for Minstrel and Girl Revue, all new, size 28x42, ten-foot wall, proscenium off staged, teases, pin hinge stage, seats, stringers, fronts. Each loads on 1 1/2-ton truck. These shows are very beautiful and cost a lot to build. Better come and look these over.
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Wants Sensational Free Act, Capable Electrician. Open March 1.
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HALL BROS.' SHOWS
Now showing Tioga, La.; Alexandria, Monroe, La., and then Arkansas to follow. Want Ride Help for all Rides. Chuck and Pizze, answer. Will book Tilt-a-Whirl and any Flat Ride and Shows with own transportation given preference, 25%. All Concessions open. Want Man or Woman to take over Cookhouse, fully equipped; also Shm and Grind Store Agents for office-owned stores. Have 15 stores open. Want Truck Mechanic and Electrician. Top salaries paid to Ride Men and Bonus at close of season. All people holding contracts join at once. All address: **GEORGE HALL, Route 2, Box 293, Pineville, La.**

Nat Worman Wants
Carpenters, Painters, Wagon Workers, Train Hands and especially Mule Drivers. Bob and Mitchell, come on in; also Harry Daniel Wright or any others who have worked for me. Winter quarters open. Address:
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Want for Eastern Pennsylvania, Delaware and Eastern Shore of Maryland
Rides—El Wheel, Chairplane, Roll-o-Plane, Tilt and Kiddle Ride with or without transportation. Shows—Monkey Circus, Five-in-One, Illusion or Funhouse. Concessions—Custard, Fish Pond, Pitch, Watch-La, Devil's Bowling Alley, Fruit, Groceries, Blankets, or any Stock Concessions working for 10 cents. George Kasloro, contact me for Photos and Palmistry. Have for sale Amplifier with Cable, Mike, Speakers complete; Hitler Ball Game Figures, 8 Counter Model Diggers. Will trade new metal Panel Show Front for good Bingo Top and Frame. **ALL AMERICAN AMUSEMENT CO., R. H. Brown, Mgr., 11 E. 4th St. Wilmington, Del.**

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Program — Tickets — Banners. 3 F. O. P. Deals to follow.
Fraternal Order of Police Dance
Clyde Pierce, Sam Compers, John Loffi, R. B. Colider, Ward Bidolph, contact me.
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P.S.: Hello to all my old friends in the business; will be back with you after Victory is won.

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Wheels, Skilles, Tracks, Roll Downs, Rattle Dazzles, Pea Pool End Tables, Soap Peps, Milk Bottles, Heavy Metal and Aluminum, Pan Joists, Laydowns, Buckets, Eight Die Blocks, Bear Blocks, Waterfall Blowers, Bingo Blowers, Electric Bingo, Master Boards, Bingo Cards, Under and Over Cloths, Best the Dealer Cloths, Penny Pitches, Bearings, Axles. Many Others Not Mentioned.
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TO AIR WAR ILLS

(Continued from page 46)

that the meeting will comply with new federal regulations regarding conventions, as most of the members come from within a radius of 75 miles, because it is a one-day meeting and due to the fact that 49 or less rooms will be required. Harry Storin, vice-president of the group, has been named program chairman for the meeting. His assistants are Harry A. Ackley, John T. Clare, Louis A. R. Piel and Fred Freeman. Storin reports that the meeting will have a wartime theme and that such problems as concern War Man-Power Commission controls, veterans' re-employment and rehabilitation, taxation trends, WPB rulings, brown-out restrictions, recreation for servicemen in the area will be programed. Secretary Fred L. Markey, of Exeter, N. H., mailed out the first announcement of the meeting this week. Storin announces that the program committee is planning a patriotic feature to open the annual conference, and in this connection he urges all park operators in the New England area to inform him of the number of employees they have in the service of Uncle Sam. No breakdowns as to specific parks or operations will be named, Storin says, and an estimate of the number of employees in service will suffice. Park ops are urged to include both full-time and part-time employees in arriving at their totals. Storin may be addressed in care of Riverside Park, Agawam, Mass.

SPRINGFIELD, Mass., Feb. 5.—In complete returns of a survey to learn the number of employees of members of the Northeastern Section, NAABPB, who have gone into the armed forces show a total of 541. The canvass is being made by Harry Storin, of Riverside Park, Agawam, program chairman for the forthcoming 17th annual conference of the group to be held at Boston March 14. Storin indicated the figure would be increased considerably, as a number of important units of the section are still to be heard from. The complete total will be announced at the Boston meeting and will be part of a patriotic feature being programed.

MIAMI BANQUET

(Continued from page 35)

president of the National Showmen's Association; Louis J. Margolis, past president Michigan Showmen's Association; Carl J. Sedlmayr, past president Showmen's League of America; James A. Donn, potentate of Mahi Shrine of Miami; Dinty Dennis, radio and sports commentator; Val C. Cleary, county commissioner, and Lou Walters, of the Terrace Gardens. Don Lanning, of Miami, was toastmaster. President Dave Endy introduced Past Presidents J. C. McCaffery, of the Showmen's League of America, and Art Lewis, of the National Showmen's Association. Gold cards were presented to Vernon F. Korhn, William (Whitey) Tara, Joe Payne, George A. Golden, Harry W. Hennies, Robert K. Parker, Harry Modele and Edward J. (Eddie) Hackett. Gus Sun, old-time booking agent and showman, was introduced. Interesting talks were made by Shrine Potentate Dunn, who also is president of Gulfstream Racing Association; Val C. Cleary, county commissioner and former mayor of Miami, and Major Finn, who is a member of MSA and son of Jimmy Finn, also a member. First Vice-President Bob Parker and George Golden accomplished the task of seating everyone advantageously, and Maxie Herman, general chairman, and his committees were lauded for making the affair a big success. President Dave Endy handled the presentation of awards in a genial and efficient manner. Entire net proceeds were immediately voted to the Infantile Paralysis Fund, the Cardiac Home for Children, local Crippled Children's Home, Red Cross, and Heroes Phone Fund, all of Miami, and the Showmen's League of America Red Cross Fund.

BUY MISS. SPOT

(Continued from page 46)

tourist cabins and more than 150 zoo animals, including two elephants from the old Barnum herd. Rogers and Mrs. Powell are making arrangements to move their rides and other show equipment to the funspot from their Yazoo City (Miss.) quarters, and plan to have their formal park opening March 17. They plan to remain off the road with their carnival organization for the duration.

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) B. & G. United: Seguin, Tex., 5-11. Bistany Greeter: Little River, Miami, Fla. Blue Bonnet: Port Lavaca, Tex. Blue Ribbon: Lakeland, Fla. Custer United: Eaceland, La., 5-14. Dixieland: Meridian, Miss. Fay's Silver Derby: Valdosta, Ga. Gayway: Moultrie, Ga. Greater United: Brownsville, Tex. Hanes, Bill: Houston, Tex. Shipley's Am.: Sunset, La., 5-11; Carencro 12-18. Southern Valley: Shreveport, La., 5-11. Sparks Bros.: Natchez, Miss. Wender City: Oakdale, La.

Circus Routes

Clyde Bros.: Tyler, Tex., 6; Kilgore 7-8; Longview 9-10. Davenport, Orrin: Cleveland, O., 12-25. Hamid-Morton: Memphis, Tenn., 14-20. Polack Bros.: (Armory) Louisville, Ky., 5-11; (Taft Aud.) Cincinnati, O., 16-24.

Misc. Routes

Basile, Joe, Band (Shrine Circus) Memphis, Tenn., 16-22. Birch: Weatherford, Tex., 7; Mineral Wells 8; Abilene 9; Anson 12; Hamlin 13; Sweetwater, 14; Midland 15; Lubbock 16. Campbell, Loring: Paducah, Ky., 7-8; Norris City, Ill., 9; Elcorado 12; Mount Vernon 13; Carbondale 14; Benton 15. Couden, Doug & Lola: School assemblies, El Paso, Tex. DeCleo, Harry (Avalon Theater) Marysville, O., 5-17. Fayssoux: Brinkley, Ark., 7; Humboldt, Tenn., 8; Huntsville, Ala., 9; Lebanon, Tenn., 10; Kingsport 12; Cleveland 13; Lafayette, Ga., 14; Murphy, N. C., 15. Hubbard, Paul, & Betty: Playing schools, Springfield, O., 5-16. Long, Leon: Fort Myers, Fla., 7-9; Miami 10-15. Louis & Cherie (Capitol) Portland, Mo., 5-10. Marquis: Evansville, Ind., 7; Tell City 8; Owensboro, Ky., 9-10. Ricton's Dogs: Dickson, Tenn., 5-10. Stanley, Guy: Beaumont, Tex., 7-8; Jasper 12-17. Texas Cattle King, George M. Brags: Liberty, S. C., 5-10; Seneca 12-17. Turtle, Wm. C.: Portland, Ore., 5-10.

AREA

(Continued from page 46)

supply and the ceiling price has been lowered. For information on the development of a lake in a small community, much could be learned from Don Dazey, of Le Sourdville Lake between Hamilton and Middletown, O. He found possibilities there long overlooked by some of our leading amusement men. It is far more profitable than building a park in Florida on which ventures some of our fellows squandered a fortune. Distant fields have a lure that blinds many to the advantages of neglected opportunities just across the way.

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BLUE RIBBON SHOWS

WANT FOR TWELVE MONTH SEASON

Ride Men. Must drive semis. No drunks or chasers. Will pay you what you are worth. This show opens Monday nights. Good treatment but expect work.

Want Shows with own equipment and transportation, Fat Show, Illusion Show, Fun House or any good Grind Show.

Concessions—Can place String Game, Fish Pond, Duck Pond, High Striker, Cigarette Gallery, Darts, Guess-Your-Weight, Penny Arcade, Frozen Custard or any 10-cent Grind Concessions. (No Wheels or Coupon Stores.)

Agents for office Concessions, Wheels, Coupon, Six Cat; any general working Help for same.

Want capable, sober Lot Man that can get show on and off lot. Want first-class Secretary. Must have show experience and be familiar with all taxes. Want high-class Special Agent. Must have car. Want Man for billposting. Prefer one owning sound system. Want Man to handle front gate and be night watchman; elderly man preferred.

NOTICE! This Show has a twelve-month season working from Florida to Ohio and Michigan and then back to Florida next winter. People joining now given preference. All address

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MEL H. VAUGHT

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SEASON OPENING AT PENSACOLA, FLORIDA, MARCH 12, 1945

WANTED

Penny Arcade with or without transportation, Glass House, Fat Show, Unborn Show, Monkey Show. Will furnish equipment and wagons for above. Pete Berryman can use Midget People for Midget Show. Foremen for Twin Ferris Wheels, Auto Scooter and Second Men for all Rides. Assistant for Diesel Light Plants that can "cut" in. Tower Men, Train Hands, Polers and Tractor Drivers.

HAVE FOR SALE—8-Car Baby Auto Ride, Silo-Drome with Motor Cycles, Front Arch with Maynes and Illions Locks, 12-Car Silver Streak in good condition. All above priced to sell.

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CAN PLACE

SHOWS—Monkey, Unborn or any money-getting attraction not conflicting. RIDES—Caterpillar, Roll-o-Plane, Fly-o-Plane. Foremen for Heyday, Merry-Go-Round. Ride Help on all Major Rides, Polers, Chalkers and Train Help. All people holding contracts acknowledge this call.

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EXPOSITION AT HOME SHOWS

OPEN MARCH 1, CHARLESTON, S. C.

We have three weeks in Charleston on the best three lots, and don't forget, positively the first in under strong auspices. Three choice dates in Georgia follow, then five weeks in Tennessee. Will not mention towns, for "First In" is our motto. Wanted—Help in all departments, Semi Drivers preferred; Foremen for Merry-Go-Round, Ferris Wheel, Chair-plane, two experienced Tilt Men, capable Lot Man and Bill Poster. Shows—Freaks, Curiosities, Half and Half for Side Show. Contact Howard Spector. Want Girls for Miss America and Posing Show, Girls and Musicians for fastest colored Minstrel Show on road. Contact Lightning Johnson. Midget that was with me last fall, come on for opening. Will book any show that does not conflict. Will furnish outfit and transportation for same. Concessions—Bingo, Diggers, Fish Pond, String Game, Mitt Camp, Photos, Weight and Ago, Custard, any Legitimate Concession except Ball Games, Apples and Popcorn.

ROX GATTO, Charleston Hotel, Charleston, S. C.

WANTED FOR

JONES' GREATER SHOWS

1945 Season

SHOWS: Have excellent proposition for feature Animal Show with own outfit. Can also place other meritorious attractions with or without own outfits. Will furnish beautiful and complete Side Show Outfit to reliable showman. CONCESSIONS—Want legitimate Merchandise Concessions of every kind. RIDE HELP—Foremen and Crews for all Rides. Have opening for capable Electrician, also good Lot Man and Useful People in all other departments. All people engaged, please answer this call.

PETE JONES, 727 6th Avenue, Huntington, W. Va.

P.S.: Louie Augustiner, please write.

UNDER THE MARQUEE

(Continued from page 43)

Shrine Circus played in that city recently. *The Herald* carried a picture and story of the reunion, after 40 years, of Newman and Albert Ball, stage manager of Keith's Theater, Grand Rapids. They had worked together as youths on the Gentry Dog & Pony Show.

YESTERYEAR almost every circus carried the largest elephant on earth, which was advertised: "Twelve tons of moving flesh and ivory."

LOUIE HOECKNER, Chicago florist, who's the friend of many in circosdom, has opened at 1310 W. Randolph Street, Chicago, after a fire destroyed his quarters at 620 S. Wabash Street.

FOR SALE

One Three-Abreast Philadelphia Toboggan Merry-Go-Round, with center pole, on Wagon; complete with Neon and Fluorescent Lighting.

One 12-Car Hey-Day with Neon Crestings.

One Special Built Boomerang.

Three No. 16 Big Eli Ferris Wheels, decorated with Light Globes and Neon, also 105-foot Duralium and Neon Front.

Address: B. S. GERETY, Owner

BECKMANN & GERETY SHOWS

P. O. Box 1434, Shreveport, La.

FOR SALE FOR IMMEDIATE DELIVERY

12 VAN TRAILERS

Ranging in lengths from 20 to 26 ft. Also a variety of Tractors.

Please wire or phone if interested.

BERMAN SALES CO. (PHONE 521), R. D. 1, PENNSBURG, PA.

PLAYLAND SHOWS

OPENING ST. PETERSBURG, FLA., FEBRUARY 12

Want Shows of all kinds. Can place Circus Acts. Will buy 20 Ponies, with or without harness. Want Cage Animals of all kind. Can place 10-Cent Stock Concessions of all kind. Want sober and reliable Billposter.

This Show Out 40 Weeks Last Year.

Address: SHAN WILCOX, Webbs Patio, St. Petersburg, Fla.

GAYLAND SHOWS Want

FOR SEASON OF 1945, OPENING EARLY IN MARCH IN ALABAMA

One Girl Show, must not have less than three girls; Ten-in-One, organized Minstrel Show, Snake Show. Foreman and Help for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Loop-o-Plane, Big Apple, Kiddie Ride, Chair Plane. Would prefer Help that can handle semi trailers; will pay extra bonus and good wages. Will pay top wages to reliable men. Agents for office Concessions: those who worked for me before, get in touch. Man and Wife to take charge small Cook House, fifty-fifty; also Man to take charge Pop Corn and Candied Apple; also reliable Man to take charge up-to-date Bingo. Will book following Concessions: Picture Gallery, Diggers, Long Range Lead Gallery, Penny Arcade, Frozen Custard, or any Concession not conflicting with what we have. Office Secretary, one who understands all government taxes. Want Free Act, must be sensational. Also Boss Canvas Man, Carpenter and General Help. All replies: Ozark, Ala., Feb. 5-10; then Abbeville, Ala., Feb. 12. 1945 Winter Quarters. H. B. ROSEN, MGR.

GEREN'S UNITED SHOWS

OPENING APRIL 14TH, SEYMOUR, INDIANA

This Show Owns Seven Rides With Good Transportation

Concessions: Bingo, must be large and flashy, \$65.00 per week; Arcade, \$50.00; any Legitimate Stock joints, \$25.00. All P.C. Games booked. No Mitt Camps. I require two weeks' privilege in advance and give contracts to this effect. In other words, I don't like in-and-outs. Want party to operate office-owned Cook House; I will furnish food points, transportation, everything complete; a real money maker; \$200.00 cash bond required. Shows: I have 4 tops and banner line, what do you have for inside? 35 per cent to office. Ride Help for Wheel, Merry-Go-Round, Tilt, Loop, Chair-o-Plane, Spit Fire, Kid Ride. Salary or P.C. Free Act: Must be outstanding. Would like a good Trapeze Act, or would like to hear from any other outstanding Act.

All Replies: W. R. GEREN, PARIS, KY.

BROWARD COUNTY FAIR

Opening Wednesday, Feb. 14—10 Days—Fort Lauderdale, Fla.

Can place Demonstrators, Pitchmen, Novelties, Exhibits.

Shows that do not conflict.

All answer

ENDY BROS.' SHOWS, Inc.

743 Seybold Bldg.

Miami, Florida

Legislative Tide Rising Slowly

Coast Jobbers May Start Own Trucking Lines

LOS ANGELES, Feb. 3.—There is a possibility that some local jobbers will operate their own truck lines following the war. Trucks would load here and go to other cities in which jobbers have branches and bring back equipment for this branch. With the amount of shipping being done and the service that is being given, the idea stands a good chance of being tried out.

Local firms that have Eastern tie-ups include Badger Sales with Badger Novelty in Milwaukee; Pacific Coast Distributors with Monarch Coin Machine Company in Chicago, and J. F. Bard with the firm by the same name in Chicago.

William Happel, of Badger, said that he did not think that he would go into such an operation following the war. He held that such a thing was possible. He declared that operators today are working on a system that could be put into effect on a national scale. There are operators in distant towns, some as far away as Arizona, who bring in a load of machines and make purchases, returning with their newly acquired machines. Because of the delay in shipping, operators prefer to buy and get on location the machines they get.

California Amusement Company is using such a system today with its branches here and in San Diego. With a third office to open this month in San Francisco it is believed that Bill Wolf will extend his private trucking system to include the Bay City.

On Coast-wise trading the jobbers know that such a move will work. And there's a chance someone will try it nationally.

Candy Trade To Get Postwar Aid

Association opines trade human relations important business requisite

CHICAGO, Feb. 3.—Human relations punch has been put into an official bulletin, on the relations of people who work in the candy trade, published and distributed by the National Confectioners' Association with national headquarters here. This progressive trade association has an active Post-war Planning Committee which lives up to its name in advancing ideas whereby members may promote future business. Charles F. Scully, chairman of the committee and James Dickens prepared the human relations bulletin. Both are executives of candy manufacturing firms. Eight other members of the candy trade make up the committee.

In an introduction to the bulletin, Phillip P. Gott, President of the NCA, said it is only one of a series which will be distributed to aid members in meeting post-war problems. Human relations, he said, was put among the most fundamental opportunities facing all industry and for that reason the candy industry plans to study it carefully.

The full message on human relations is as follows:

"If the present war has nothing else to justify it, one thing stands out as a result of the man-power shortage. We now definitely know that men and women produce things. The combination of building and machinery is an aid but nothing more. You must have people working together toward some objective to breathe life into your equipment, and to get out production.

"People in all walks of life get along better under pleasant wholesome surroundings in which the self-respect, (See CANDY TRADE on page 62)

Britain Views Brown-Out

The following editorial which appeared in the June 10, 1944 issue of The Billboard is especially appropriate for arcade members of the coin machine industry, since the advent of the government invoked brown-out made effective February 1, thruout the country in an effort to alleviate the acute coal shortage hitting the nation.

"It is difficult to understand why amusement arcades should be such a favorite target for the acrimonious attacks of magistrates whenever one of these places figures in a court case. We have an instance of this apparent hostility to a quite legitimate business in the remarks passed by Rowland Thomas, the Old Street (London) magistrate, when the electricity bills for an amusement arcade averaged \$7 10s. a week. He described this as 'a perfect outrage,' and added: 'We are asked to save as much as possible and then they allow these pleasure centers to go on wasting that which we are told, as private individuals and commercial people, should be economized. I think something should be done about them.' Well, the learned (See BRITAIN VIEWS on page 61)

Will Fall Below '41 Crest; 20 States Ponder C. M. Bills

More to come in February, but no flood anticipated — war news keeping reports of coin machine legislation out of daily press—new bills reviewed

CHICAGO, Feb. 3.—Altho reports on coin machine legislation increased this week, it did not yet reach the high tide of 1941 by any means. The present level seems to be about that of the legislative year of 1943. Another significant fact at the present time is the almost total absence of newspaper feature stories on coin machine legislation. War news and other big national questions seem to keep the coin machine legislation out of the newspapers for the time being.

It is anticipated, however, that when public hearings will be held on any of the coin machine bills, news reports may then get into the general newspapers. During the week, only one hearing on a coin machine bill was reported and that seemed to not get much public attention.

At the end of January, about 20 States had one or more bills relating to coin machines. If the experience of previous years holds true in 1945, the biggest volume of coin machine legislative proposals will appear during February and March. There are no signs at the present time, however, that there will be any

unusual flood of coin machine bills. A number of the State legislative proposals were reported in last week's *Billboard* and the following comments are made on some of the newer bills reported this week:

New Bills Reviewed

MONTANA. The House amended the original proposals to license gaming devices for private clubs, fraternal groups, etc. The amendment doubled the original proposed rate and made some other changes in the bill, including the ceiling on the tax rate that could be applied by cities and counties. The fact that this interesting bill has been amended, suggests that it may be seriously considered for final passage into law.

TENNESSEE. State already has had a license law for several years, surprised the trade somewhat with a new tax proposal based on a percentage basis. This now makes two States with bills that would tax music machines on a percentage basis, two States already have percentage laws in effect.

WEST VIRGINIA. Now has a bill to amend its present vending machine license law by adding package lockers to the regular statute of \$2 each per year. The present law would also be amended by this bill to add another section proposing low fees on certain types of machines which apparently mean amusement machines. The amendment might require a court interpretation, if it passes.

SOUTH CAROLINA. The House passed its bill which would seemingly license amusement places that have music and also musical instruments, including music-making machines. The fee proposed is high; and, of course, it would include juke boxes which are known in the State as piccolos.

Indiana Bill Interesting

INDIANA. The House received one of those interesting bills usually known as an empowering act. The bill would empower city councils to license slot machines and other devices, plus punchboards and other gaming devices. The State constitutions of a number of States or the statutes are of such a nature that these empowering acts must first be passed before cities can license coin machines.

IDAHO. State was one of the first to get a bill which would license amusement machines of all types, but it now has an unfavorable bill in the House which would make the issuance of Federal tax stamps on coin machines prima facie evidence of violating the State gambling law. It has been feared for some time that such bills as this would appear in various States. The Illinois Legislature got two bills which make the usual proposal of banning slot machines from the State.

WYOMING. The hopper got one of those usual bills for protecting the public morals, which especially relates to banning minors from many types of public places including those where slot machines are kept. The usual trend in these public morals bills is noticeable in various States. They are appearing to ban the use of games and even foods in places that sell liquor.

CALIFORNIA. State now has four coin machine bills in its legislative hopper. They range from proposing a li-

(See LEGISLATIVE TIDE on page 61)

Editorial

Public Morals

By Walter W. Hurd

The usual bills proposing to protect the public morals are appearing in the various State Legislatures. In recent years it has become customary to introduce some bills that name coin-operated gaming devices as being detrimental to the public morals. This year a few such bills have already appeared and more may still be expected. As would be expected, at least one bill has appeared which would protect the morals of men in the services by banning gaming devices in a prescribed zone around camps.

Public morals is a question as old as civilization and every normal person must be in full sympathy with passing those necessary laws which will actually help to maintain good moral standards. There will always be divisive questions as to details and how to legally promote public morals. The most reasonable views prescribe the very minimum of regulatory laws and would put most of the burden on the educational and religious influences in the nation.

Unfortunately, some of the educational and religious groups in turn try to depend too much on legal codes to maintain moral codes.

The most serious problem in maintaining public morals is the problem of minors. However liberal a citizen may be in his attitude on adult morals, he must be in full sympathy with all reasonable efforts to give minors whatever protection from undue influences that can be set up by law and society.

The coin machine industry is in full sympathy with the idea of protecting minors from unfavorable influences. Like any other trade, it always has some greedy members who violate all principles of decency and fair play in order to make a few extra coins. But the rank and file of the trade are parents themselves

and support all reasonable programs to protect children. For that reason, appropriate legislation is welcomed.

But just as there are unscrupulous people in the industry, so are there unscrupulous people in reform groups and in Legislatures. The trade will always hold as unfair such regulations as a Chicago ordinance which makes cigarette vending machines illegal on the plea of "protecting the morals of the young"; laws which try to prevent the young from hearing popular music on juke boxes, and many other impractical ideas.

Proposals to protect the morals of adults are often the most impractical of all modern efforts to advance public morals. The coin machine trade frequently meets legislation of this kind. At the present time there are proposals of this nature which would restrict adults in listening to juke box music. Most of the legislation relates to music in places where liquor is sold, which today includes restaurants, hotels, cafes and many other types of locations. The trade would accept the idea of some system of reasonable control over such establishments, but to ban popular music on the theory of promoting public morals does not sound exactly reasonable treatment for adults.

One proposal today would ban the sale of food where liquor is sold and this would probably ban a candy bar vending machine in such places.

Coin-operated gaming devices come in for the most frequent legislation and here there are many impractical laws. But the trend in recent years has become much more favorable and liberal. There is no assurance, however, but that every legislative year will bring its crop of impractical ideas and laws for promoting public morals.

COINMEN YOU KNOW

Philadelphia:

SID BERNSTEIN, music machine operator, has finally agreed to leave single blessedness behind and has set May 4 as the wedding date.

Detroit:

JAMES ASHLEY, of the American Novelty Company, has been named as the "biggest Elk in Detroit"—reason is a wasteline of 52 inches.

SABORRIS WALTON, of the Walton Automatic Music Company, reports the record situation still very tight.

Los Angeles:

DAVE GOTTLIEB reported on the California visitor's list.

LES LORDEN back in town after a business trip of a week.

Visitors from Arizona during the week included STAN TRACEY, of Kingman.

work with Dorser Music, in from Bakersfield. . . . CHRIS TORRES buying for his routes in Westmoreland.

Buffalo:

Music House, one of leading record outlets in the East, will soon have a branch when owner BERNIE SIMON opens a second disk shop in Sattler's Department Store February 11.

MRS. JAMES BLAKESLEE (she is a coin operator—Iroquois Amusement Company) has been very active as a civilian defense volunteer since the war began.

AL BERGMAN, coin operator, just received word after more than four weeks of anxious waiting that his son, Al Jr., is still en route to an assignment overseas and well.

BEN KULICK, music op, is busy with his new Admiral Radio distributor set-up and is franchising dealers already to have things in shape when the war's over.

Cincinnati:

The members of the Automatic Phonograph Owners' Association again played Santa Claus by filling a box which Mrs. Batte, secretary, placed on her desk with a large sign calling the members atten-

State Legislatures

The following list of States shows the opening dates for the regular 1945 sessions of the Legislatures:

Table listing opening dates for state legislatures in 1945, including Alabama (May 1), Alaska (Jan. 22), Arizona (Jan. 8), Arkansas (Jan. 8), California (Jan. 8), Colorado (Jan. 3), Connecticut (Jan. 3), Delaware (Jan. 2), Florida (Apr. 3), Georgia (Jul. 16), Idaho (Jan. 8), Illinois (Jan. 3), Indiana (Jan. 4), Iowa (Jan. 8), Kansas (Jan. 9), Kentucky (Jan. 3), Louisiana (Jan. 3), Maine (Jan. 3), Maryland (Jan. 3), Massachusetts (Jan. 3), Michigan (Jan. 3), Minnesota (Jan. 2), Mississippi (Jan. 3), Missouri (Jan. 3), Montana (Jan. 1), Nebraska (Jan. 2), Nevada (Jan. 15), New Hampshire (Jan. 3), New Jersey (Jan. 9), New Mexico (Jan. 9), New York (Jan. 3), North Carolina (Jan. 3), North Dakota (Jan. 2), Ohio (Jan. 1), Oklahoma (Jan. 2), Oregon (Jan. 8), Pennsylvania (Jan. 2), Rhode Island (Jan. 2), South Carolina (Jan. 9), South Dakota (Jan. 2), Tennessee (Jan. 1), Texas (Jan. 9), Utah (Jan. 8), Vermont (Jan. 3), Virginia (Jan. 8), Washington (Jan. 10), West Virginia (Jan. 10), Wisconsin (Jan. 10), Wyoming (Jan. 9), U. S. Congress (Jan. 3)

tion to the March of Dimes Infantile Paralysis Campaign. They in turn generously filling the container with \$205. Contributions were made by Sam Chester, Ray Bigner, Charles McKinney, Phil Ostand, Howard Males, Nate Barfield, Joe Shaffer, Dolores Gammiller, John Nicholas, William Fitzpatrick, Les Pegg, Paul Cohen, Charles Kanter, Sam Butler, Harry Hester, Abe Villinsky, Jerry Levy, Louis Lauch, Louis Piltzer, Morris Kleinman, Sam Gerros, Sidney Hillman, Louis Schoenlaub, Frank McNichols.

A committee was appointed consisting of Ray Bigner, Charles McKinney and Sam Butler, to arrange plans for a party at the Fort Tomas (Ky.) Convalescent Hospital for a group of soldiers.

New York:

SAM SACHS, Acme Sales, had a close shave the other day. He was visiting a plant in Brooklyn and had just stepped out of the office into the hallway when two men sidled up to him, stuck a pair of automatics into his ribs and frisked him.

Ky. Cigarette Taxes Gain

FRANKFORT, Ky., Feb. 3.—Kentucky was one of the few States showing a gain in cigarette tax collections in October. Receipts were \$247,201.43, compared with \$228,368.59 during the same month in 1943.



"JACKPOT"

FRUIT REEL MACHINE

TAKES PAYS IN OUT NICKELS QUARTERS

BRAND NEW EQUIPMENT

Load Payout Tube with Real Quarters or Tokens depending on status of territory. \$47.50

A Great Automatic Payout Machine for 5¢ Play. Pays out one flashy nickel plated token (25¢ size) when winning fruit symbols come up, such as two cherries, etc.

WEBB DISTRIBUTING COMPANY

612 N. Michigan Ave. CHICAGO 11, ILL.

HIT THE JACKPOT! With Our Outstanding Selection of SALESBOARD DEALS

- INTRODUCTORY SPECIAL NEW DE LUXE CANDY ASST. 6 "Books" Packed Asst. Chocolates 6 1 Lb. Boxes Chocolates 4 Boxes Fine 5c Candy Bars 1 Mirrored Cedar Chest Filled with Chocolates 1200 Hole Salesboard, 5c Sales

Complete—One Deal

Takes in \$60.00 Pays out 5.00 Your Cost \$24.50 Your Profit 30.50

SUPERIOR MERCHANDISE CO.

10516 Superior Cleveland 6, Ohio Randolph 9198

WANT TO BUY PANORAMS SUPER BELLS PHONOGRAPHS

Atlas Novelty Company

2200 N. Western Ave., Chicago 47, Illinois

WILL PAY CASH FOR ROCK-OLA PHONOGRAPHS

Must Be in Good Condition

- 12 Record \$75.00 12 Record Counter 125.00 20 Record Imperial 150.00 20 Record Windsor 140.00 20 Record Monarch 150.00 20 Record Standard 235.00 20 Record De Lux 275.00 20 Record Master 275.00 20 Record Super 300.00 20 Record Commando 525.00

State if could be shipped by truck or train, crated or uncrated, to Gary, Indiana. P. O. BOX 433, Gary, Ind.

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

Man-Power Situash Really Tight

WMC Dipping Into Scanty Forces of the Coin Industry

Distributors and operators feeling pinch as cry for men comes from war plants, and armed forces make plea for stuff to fly, shoot and throw at Nazis and Japs

CHICAGO, Feb. 3.—Thruout the country these past few weeks the man-power situation is hitting every business, large and small, and many firms, especially those engaged in activities not given an "essential" okay by the War Man-Power Commission, are daily losing the backbones of their already skeletonized forces. The coin machine industry has not been without attention as the ranks continue to be

depleted of operators, servicemen, mechanics and clerical help, as the cry for men comes from war plants thruout the nation.

Selective Service Director Lewis B. Hershey, in announcing more severe regulations and new draft order classifications, as outlined by the director of War Mobilization and Reconversion, to the local draft board over which he is director, stressed the necessity for carrying thru the decree to the letter and with every possible haste in alleviating the tremendous need for men not classified as being in "essential" or "critical" industries.

Director Hershey's letter of instructions to local boards follows:

"TO ALL LOCAL BOARD MEMBERS:

"You as a local board member and the entire Selective Service System are faced with the most difficult and important task in the period just ahead that has yet been encountered. As in the past, the armed forces must be furnished with the number of men needed to carry on the fight against our enemies and at the same time war production must be assured. The task becomes more difficult because the need of the armed forces is for young men below 30 years of age, and the only substantial source from which these men can be obtained, other than those who become 18 years of age each month, is from those who are now occupationally deferred either in industry or in agriculture.

"The nation cannot fail in its responsibility to furnish to those now in uniform and to those who will join their ranks in the future the tools of war in the quantities and at the times that they are needed. The selectivity with which men are withdrawn from industry will have a definite bearing on our ability to meet our production responsibility. Approximately 12,000,000 men and women are now in the armed forces. Production has been maintained notwithstanding this effort due to a careful selection of registrants in the past. It follows that in most cases those who are now occupationally deferred are relatively more important to production than those who have been inducted heretofore.

"You and your fellow local board members, I am certain, are anxious to do the job of selection in the way that will enable the war agencies charged with the responsibility for our fighting fronts and for our war production to discharge their responsibilities. I have assured them that you will do it well if you are told the needs of the armed forces, and are given sufficient information about the registrant, his job, his importance in the plant and the urgency of the activity in which he is engaged.

"Since the armed forces need young men and since the supply of those in the age group 18 thru 25 is practically exhausted, a substantial part of our calls from this time on will have to be filled with men in the age group 26 thru 29. There are only 828,000 men in this age group now classified in Class 2-A or Class 2-B. Those who are selected for service in the armed forces must be taken as

nearly as possible in the order of their essentiality, the least essential being taken first.

"The Director of War Mobilization and Reconversion has furnished me with the War Man-Power Commission's list of essential activities which has been revised to specify those essential activities that are most critical to the war program at this time. These critical activities are set forth in the list in bold-face type. It is expected that the list will be revised from time to time, and that some of the activities now listed as critical will be changed to essential, but not critical. I am attaching the current list to this letter and will promptly advise you of any future changes.

"In transmitting the essential activity list, the Director of War Mobilization and Reconversion has recommended that the list be used as a guide in determining the men to be selected for the armed forces in the age group 26 thru 29, and that they be taken to the fullest extent possible in the following order:

- (1) Registrants not employed in an activity appearing on the essential activities list.
- (2) Registrants whom the local board finds to be employed in relatively unimportant jobs in essential but not critical activities.
- (3) Registrants whom the local board finds to be employed in relatively unimportant jobs in critical activities.
- (4) Registrants whom the local board finds to be engaged in relatively more important jobs in essential activities.
- (5) Registrants whom the local board finds to be engaged in more important jobs in critical activities.

"If, however, you find that a replacement is available for a registrant, he should be classified as available for induction regardless of his place in the groups listed above.

"The Director of War Mobilization and Reconversion stated, 'I would like to suggest also that special consideration be given to the technical, scientific and research personnel engaged in all of the activities on the list as it will be virtually impossible to replace such personnel.'

"When registrants in the various groups must be called will in the last analysis be determined by the size of the calls for men by the armed forces. The calls which last November reached a low of 84,000 have been increased to a total of 148,000 for the month of March. Employers must be prepared to lose physically qualified men in the age group 26 thru 29 when and if the requirements of the armed forces are such as to make their induction necessary.

"Recognizing your desire for full and complete information about the importance of registrants, I have advised the responsible government agencies that they may, if they so desire, advise employees to list their employees ages 26 thru 29 in the order of their importance to the plant and that they may inform

you either on the Form 42-A or by supplemental statement of the comparative position of a given employee on this list.

"The effect on war production of the induction of substantial numbers of men in the age group 26 thru 29 will be influenced by the number of registrants who can be made available from agriculture and by the number of older men or men disqualified for general military service who seek employment in war supporting activities. As of January 1, 1945, there was a total of 340,000 registrants in the age group 18 thru 25 classified in Class 2-C. On that same date there was a total of 107,000 in this age group in Classes 2-A and 2-B, of which approximately 65,000 were in the Merchant Marine and almost 10,000 were members of the armed forces of our allies.

"Since requirements of the armed forces are primarily for men under 30 years of age, the test of 'regularly engaged in' an activity in support of the national health, safety or interest or an activity in war production should still be the test applied to a registrant in the age group 30 thru 37 or to registrant of any age who would be classified in Class 4-F were he not employed in a war supporting activity, but who by reason of his employment is classified in Class 2-A or Class 2-B and identified by the letter (L) or (F). Registrants in the age group 18 thru 37 who leave the employment for which they were occupationally deferred without the consent of their local board should be classified in a class available for service.

"I have full confidence in your ability to carry out the task which lies ahead. The past four years have demonstrated that this confidence is not misplaced."

BRITAIN VIEWS

(Continued from page 59)

magistrate ought to know that something has already been done about them—that the government department concerned has stipulated what amount of electricity they can consume. According to a lighting direction issued some time ago by the Ministry of Fuel and Power, the maximum lighting allowed for the performance of any form of entertainment is one or one and one-half watts for every square foot of the area actually illuminated. That does not mean a very generous allowance for amusement arcades.

Why Single Out Arcades?

"Like every other branch of the entertainment world they have a perfect right to this allocation, and it is to their credit that the proprietors have taken the greatest care to ensure that consumption of electricity is kept as low as is consistent with the maintenance of their business. But why should amusement arcades be singled out for attack? Are they the only places of entertainment consuming electricity? The fact is that one super cinema consumes more current in a week than an arcade does in a whole year—and that is a conservative comparison. Would the Old Street magistrate like to see every cinema closed on that account? Whether a cinema gives more pleasure than an automatic arcade is a dubious question and in any case it is pointless to follow such a line of reasoning. What is clear is that no distinction can be made in this matter of electricity consumption between one type of entertainment center and another—either each and every one of them is entitled to its quota of current or else they should all be closed down. We think that no serious person would advocate that step, especially in view of the importance attached by the government to the provision of entertainment for the people in wartime.

High Officials Approve

"Therefore we need have no fear of unilateral action being taken to suppress amusement arcades because they happen to incur the displeasure of occupants of the magisterial bench. On the contrary we can rejoice in the fact that last year the home secretary said that he had made general inquiries about these places of entertainment and after considering the representations made to him in conjunction with the reports submitted by the police, he had come to the conclusion that there were not sufficient grounds to justify him in interfering with them."

LEGISLATIVE TIDE

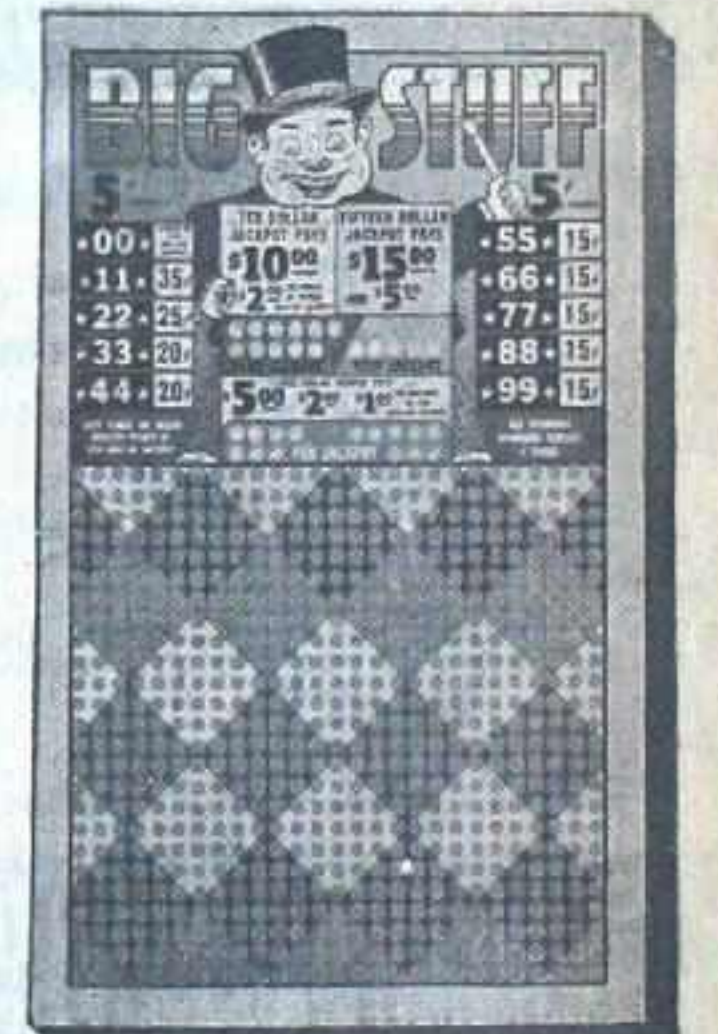
(Continued from page 59)

cense on vending machines to a public morals bill relating to minors. California and Maryland report the largest number of coin machine bills thus far.

Unusual Bill

Perhaps the most unusual bill in the week's reports was a House bill in Montana which provides for licensing the cigarette and tobacco trade. It includes the retail trade and also cigarette vending machines in the license plan. The rates were considered fair and the whole tobacco trade is covered, thus not making any discrimination between the different groups in the trade. The bill is a rather lengthy one and has some unusual sections in it which may be treated in later reports.

An unusual court decision in Minnesota recently added to the interest in legal matters. Minnesota's State Supreme Court decided in a case involving an American Legion club, that the person who deposits money in a slot machine may recover his money. In Kentucky, a group of servicemen have started proceedings which will enable the U. S. Supreme Court to pass on the question of whether local communities can ban liquor during the absence of large numbers of voters in the armed services. This interesting question might attract national attention if the U. S. Supreme Court should pass on it.



BIG STUFF
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608B—30 MFD 450 V. Condenser	1.25
604B—40 MFD 450 V. Cond., Dry	1.25
171—3000 Ohm Variable Resistor for Chicken Sam	1.50
Miscellaneous Exhibit Coils	.50
30—30 Condensers	1.25
208—Bally Escalator Belts	.50
256—Western Kicker Coils	6.00
Pin Game Locks	.60
Red Plastic, 20"x50", #60 Heavy Gauge	12.50
Red Plastic, 20"x50", Light Gauge	10.50
Millimeter—To Test Wall Boxes	15.00

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Kicker & Gatcher	\$24.50
Western Super Grip	69.50
View a Scope	29.50
Pikes Peak	19.50
Mutos. Card Vendor	30.00
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CONSOLES

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Bobtail, P.O.	139.50
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Oklahoma	209.50
Grand Canyon	209.50
Santa Fe	209.50

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Proj. Bulb	3.75
Photo Elec. Cell	2.80

D. C. MOTORS FOR WURLITZER & ROCKOLA—\$12.50.

TERMS: 1/3 Deposit, Balance C. O. D.

Rake Coin Mch. Firm Buys and Plans Move To New Biz Location

PHILADELPHIA, Feb. 3.—Rake Coin Machine Exchange here has indicated its post-war plans by completing the purchase of additional building space. After March 1 the firm will occupy the recently acquired three-story structure at 609 Spring Garden Street. New quarters will be utilized exclusively for distribution of coin machines, according to Joseph Rake, head of the company. The location will include offices, showrooms, warehouse, repair and shipping departments.

CANDY TRADE

(Continued from page 59)

rights and privileges of each are respected. If wholesome surroundings and pleasant working relationships are to be maintained a human relations plan must be undertaken by Management and management representatives—foreladies, supervisors, and other members of this group.

"Historically our industry because of seasonal fluctuations was under a handicap due to the layoffs that came with each major dip in production. As a result of this fluctuation large numbers of people were employed and then later laid off, sometimes as frequently as two or three times a year. Our foremen, supervisors, and plant managers, including top executives did not get to know their people. The temporary nature of employment in our industry gave very few men and women an opportunity to feel that they really were a part of the organization. There was a group of people who had the "know how" and they were for the most part a favored few, all others being submerged and unimportant because of their inexperience and their temporary status. In short, they "didn't amount to much." Even the "favored few" were not altogether indispensable and each in turn had to "play a little politics" and take major and minor abuses which in turn were passed on down the line. This down-the-line pressure is always terrific by the time it reaches the bottom or work level.

"The average confectionery plant in the not so distant past was not a good place to work. This condition has changed; modern cold storage has flattened some of the peaks and valleys of our production. Some summer items pick up the slack when regular production lags. Highly advertised products sold in smaller quantities provide a continuous outlet, resisting to some extent the effect of the seasons.

"Employment at the present is at least 75 per cent stabilized under existing conditions. Most other food plants can boast of no better record than this. There still remains, however, the great important question of human relations. Stabilized employment gives Management an opportunity, which it did not have in the past, to cultivate the good, sound, wholesome working relationships which should exist within the organization.

"The human relations problems that exist are the same in all plants regardless of the type of products manufactured. The desires of your people are the same. Every American has certain fundamental rights which he expects you to respect. Beyond these there are other prerequisites that tend to make your plant a better place in which to work. There are many other non-fundamental niceties which are found in well managed, economically sound plants which are not demanded but are joyfully accepted. Some of the basic fundamentals in human relations can be attained through a personnel program that provides for fair and impartial treatment in all matters of increases and individual wage rates; promotion or layoff; distribution of overtime; clearly defined and practiced grievance procedure, etc. Yet some of these fundamentals which are aids to Management in the operation of the business make no provisions for the thoughts and acts of the people within the organization.

"Throw a bunch of people together and they will break up into groups. These various groupings within your plant will form habits. These habits,

after a short time, become very fixed and are hard to break.

"It is well to anticipate these conditions and know these individual groups. It is good practice to find out the thinking of your people in advance of making any change in routine operations regardless of how small a change it may be. A slight change may take the group by surprise. A good policy is to tell people in advance of any change because they do not like Management to spring surprises. A slight building improvement might cause much disturbance if the people in that section of the building cannot find out what is being done. Not knowing, they will not accept whatever it is even if it is an improvement.

"Trained supervisory people and management representatives should never argue. Arguments break working relations. Set up a plan to meet regularly with employees, individually, letting the employee talk. Listen more, talk less. This will give you an opportunity to handle and understand the guy who wants to tell his boss to go to h—.

(Continued next week)

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2A3	\$1.95	6SC7	\$1.30
2A4G	2.35	6S17	1.10
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5Z3	1.10	6X5	1.60
6C6	1.00	38	1.10
6H6-GT	1.10	45	.80
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.05 MFD. 600 VOLT	.25
.1 MFD. 600 VOLT	.30
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8 MFD. 450 WV	.75
16 MFD. 450 WV	1.10

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Clover	79.50	Sink Japs	49.50
4 Diamonds	59.50	Spot Pool	69.50
Gold Star	39.50	Topic	84.50
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Hi Hat	69.50	Velvet	59.50
Jungle	69.50	Victory	99.50

— ONE BALLS —

Pimlico	\$425.00
'41 Derby	345.00
Club Trophy	325.00
Fortune	245.00
Liberators (Brand New)	250.00
Zingos (Brand New)	295.00

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JUKES SET MUSICAL TASTES

No Chance for Jukes To Use Classics, Reporter Discovers

WASHINGTON, Feb. 3.—If Washington citizens are any judge of national music trends, there's little chance for juke boxes popularizing classical music after the war, as Alexander Kipnis, basso of the Metropolitan Opera, recently stated he hopes will come to pass. This fact was brought to the public's attention here by *The Washington Times-Herald* recently when the "Inquiring Photographer" of the paper published answers of six citizens from varied walks of life to the question: "Alexander Kipnis, basso of the Metropolitan Opera, says he hopes juke boxes playing classics will become popular after the war. Has

he any chance of seeing this hope materialize?"

One answer of a woman clerk stated, "Not a chance. Everything has its place; juke boxes don't show much of a profit except in places where there is dancing or drinking, and that's that. Some dining places have piped music mostly semi-classical, but that's to listen to. Popular tunes are mostly for dancing. I can't explain it exactly, but a good hot tune really puts you in the mood."

A male dancing instructor from nearby Arlington said, "There isn't much chance. The average person can listen to *Is You Is or Is You Ain't My Baby?* a dozen times in an evening, but just try to imagine a tavern crowd of this or any future generation listening to selections from *Pagliacci* or *Die Gotterdammerung*. The essence of the juke box's appeal is novelty; the everchanging jingle of the current popular hit tune."

A night club captain maintains: "Personally, I think there's no chance at all because 75 per cent of all juke box players are youngsters who want jumpy dance music. Older people appreciate classical music because they have acquired a taste for it. Besides, there's time and place to consider. Most classical pieces wouldn't fit night club atmosphere as a regular thing."

A U. S. park service patrolman from Arlington declared he hated to contradict Kipnis, but there isn't a chance. "Sales figures of recordings should prove that when you say 'popular' music you mean just that. The great majority of people won't pay a nickel to hear a classic. They want tunes that get the joint jumpin'."

Only two women, one a student and the other a typist, gave classical disks (See *No Chance for Jukes on page 65*)

Wash. Editor Declares Juke Boxes Make 'American Music'

Maintains any uplift in musical tastes must come from juke boxes first, since it's 'music of the mob'—praises automatic phono industry for its philanthropic work

WASHINGTON, Feb. 3.—"The juke box is America's most influential music-educator," according to Glenn Dillard Gunn, music editor of *The Washington Times-Herald*. In a recent signed column, Gunn not only extolled the merits of the juke box as the most powerful means of forming the musical tastes of the nation, but also pointed out that the industry makes "handsome donations to the military camps and hospitals and to civic philanthropies such as Washington's Junior Police and Citizens' Corps when they stage soft-drink dances to get the teenagers off the streets."

He also cited Jerry Antel, head of the West Automatic Music Company here, as authority for stating that musical level of tunes being used in music boxes is steadily rising and that ops are switching from jive tunes to stylings of the classics by such bandleaders as Wayne King "and other semi-highbrows of pop music" whenever possible.

Form Musical Tastes

In citing the musical educational force of the jukes, Gunn pointed out that automatic phonos form or deform the likes of millions in those impressionable years when musical tastes are fixed. "The radio and the cinema are mere extensions of the juke box," he declared. "The microphone and the sound track play records even as the more popular machine. . . . The juke box makes American music—the real music that the public loves and will pay for—the music of the mob. If Americans ever are to love music of higher artistic worth, it must derive from the juke box idiom. There is no other source for a nationalistic expression, and unless fine music is nationalistic, it never is accepted by the multitude. . . . The music of George Gershwin proves this. It derives from the same source that produced the juke box repertoire. It is, in fact, born of a wedding between Harlem and Broadway, the two factors that dominate American musical expression. If you like neither of the parents, it is quite possible that you won't like the child. But his parents are quite as good as the varied sires of European music. Even the Lutheran choral goes back to popular music."

Also Helping Symphs

Gunn also cited the fact that the juke boxes indirectly are playing a major role in subsidizing the national symphonies. "There are 144 symphony orchestras in the United States," he pointed out, "but only 18 of these give full length seasons and produce deficits exceeding \$100,000 each year. . . . The record makers are now under contract to pay royalties to the AFM, whose president James C. Petrillo, says that the \$4,000,000 thus to be realized by his union will be devoted to subsidizing symphony orchestras. . . . Petrillo knows that symphony orchestras can not make a profit. They all must be subsidized."

(18), WGAR-Cleveland (10), WHK-Cleveland (10), WJW-Cleveland (5), WCPO-Cincinnati (16), WKRC-Cincinnati (8), WSAI-Cincinnati (8), WNEW-New York (9), WHN-New York (10), WMCA-New York (11), WPEN-Philadelphia (17), KYW-Philadelphia (7), WFIL-Philadelphia (4), WIP-Philadelphia (4).

On WGR-Buffalo a 15-minute program Monday thru Friday is being used; and on WMAQ-Chicago a 15-minute Sunday morning program is carrying the Wurlitzer message. With the lack of new musical instruments on the market, and the greater interest in music evidenced by children and adults everywhere, the Wurlitzer announcements are keyed to help alleviate the situation. The announcements call for used musical instruments of all kinds to be turned in at the local Wurlitzer stores.

Something New Is Added to Political Campaign in Ark.

LITTLE ROCK, Feb. 3.—A. G. (Dewey) Dees had no better luck than another candidate bearing the same name when he ran for mayor of North Little Rock last week.

What makes this Dewey's campaign of interest to the music machine trade, however, is that one of the planks in his campaign platform was "recreational playgrounds for children and facilities for a teen-age center, both under proper supervision." He didn't come out and promise that the center would have a juke box, but if the candidate knew anything about youth centers, he realized that about 99.44 per cent of them feature music machines.

Even tho he was beaten, Dees must be given credit for introducing a new note into campaign platforms.

Wurlitzer 1st Coin Firm To Air Radio Show Nation-Wide

BUFFALO, Feb. 3.—Reports from all parts of the country indicated much interest in the announced Coast-to-Coast radio program to be on the air February 12 and to be sponsored by the Rudolph Wurlitzer Company, manufacturers of the well-known juke boxes. It is said to be the first time in coin machine history that a manufacturer of such machines has sponsored a Coast-to-Coast radio program.

The Wurlitzer Company will present the program *Abe Lincoln's Story* over 100 Mutual Network stations.

Here's Schedule

The schedule for the program in the various time zones is as follows:

9:30 to 10 p. m. Eastern War Time.
8:30 to 9 p. m. Central War Time.
7:30 to 8 p. m. Mountain War Time.
6:30 to 7 p. m. Pacific Coast War Time.

Members of the trade are urged to check their local newspapers for later information.

Featuring a prominent personality who will tell the story as Lincoln might have himself, the program will be highly publicized by Wurlitzer for the benefit of its distributors and music merchants.

Advertisements calling attention to the program will appear on the radio page of leading metropolitan dailies wherever Wurlitzer has distributor representation.

A colorful broadside has been dispatched to all Wurlitzer music merchants asking them to listen in and to invite their location owners to do likewise.

The Lincoln story program, in commemoration of his birthday, will be a throbbing one of great national interest. It is believed to be the first time

in radio history that Lincoln's birthday will be commemorated on a network.

Script Talent

The program script is the work of Carl Haverlin and H. Bedford-Jones, noted authors, radio writers and experts on Lincoln lore. In a series of brilliant dramatic episodes they have recreated the high-lights of Lincoln's turbulent career. Lincoln, the legend, is vitalized into Lincoln, the man of flesh and blood. He lives again as Lincoln the husband of Mary Todd, Lincoln the storyteller, politician, statesman and President of a nation torn by civil war.

Lincoln will be played by Raymond Edward Johnson, one of the finest and most versatile artists in radio. His superb performance of the Great Emancipator in Norman Corwin's famed production of *The Lonesome Train*, will be long remembered. He also created the role of Thomas Jefferson in *The Patriot*, a recent Broadway stage hit.

There's a striking parallel between the problems confronting our country during the Lincoln era and those we face today. Then, as now, there was war, political intrigue, a country groping for security in a confused and confusing world. That is what makes *Abe Lincoln's Story* so timely, so significant, so inspiring today. It is recommended as "must" listening for every American who is interested, not only in the past but in the future greatness of his country.

Spot Program

Wurlitzer also began a 52-week spot advertising campaign January 29 in seven major markets. The stations and number of announcements weekly being used are: WBNY-Buffalo (12), WENR-Chicago (4), WIND-Chicago (19), WCFL-Chicago (17), CKLW-Detroit (12), WWJ-Detroit (10), WJBK-Detroit

Ask Exemption Of Juke Boxes From Sun. Law

BOSTON, Feb. 3.—Operators of juke boxes in the State are watching with interest the prospects of the passage of a bill in the Legislature which proposes to exempt juke boxes from the regular statute requiring license for such devices on Sunday. The statute which has been applied to juke boxes, is a general regulation covering the observance of Sunday in the various public places and controlling entertainment in general.

Application of the license to juke boxes attracted national attention and operators in the State had hoped for a court test on the statute itself. Many feel that the best plan, however, is a repeal of the juke box phase of it, thru the passage of the present bill. It is understood here that the requirement of a special Sunday license for playing juke boxes is not general over the country and hence the present proposal, which is House Bill No. 653, may be of general interest to the industry. The new bill is re-printed in full as follows:

Massachusetts, 1945.

House No. 653.

By: Massachusetts Retail Liquor Dealers Board.

To: Mercantile Affairs.

Introduced: January 12, 1945.

REGULAR SESSION

An Act abolishing license fees for music boxes.

Section 1. Section four of chapter one hundred and thirty-six of the general laws, as appearing in the tercentenary edition thereof, is hereby amended by inserting after the word "observance" in the thirteenth line the words: provided that no fee shall be payable for music boxes—so as to read as follows:

Section 4. Except as provided in section one hundred and five of chapter one hundred and forty-nine, the mayor of a city or the selectmen of a town may, upon written application describing the proposed entertainment, grant, upon such terms or conditions as they may prescribe, a license to hold on the Lord's Day a public entertainment, in keeping with the character of the day and not inconsistent with its due observance, to which admission is to be obtained upon payment of money or other valuable consideration; provided, that no such license shall be granted to have effect before one o'clock in the afternoon, nor shall it have effect unless the proposed entertainment shall, upon application accompanied by a fee of two dollars, have been approved in writing by the commissioner of public safety as being in keeping with the character of the day and not inconsistent with its due observance, provided, that no fee shall be payable for music boxes, any such license may, after notice and a hearing given by the mayor or selectmen issuing the same, or by said commissioner, be suspended, revoked or annulled by the officer or board giving the hearing.

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

WANT MUSIC ROUTE

INDIVIDUAL DESIRES TO OPERATE AS INVESTMENT

PAY CASH ANYWHERE—ANY SIZE

Give Details—Description

BOX 635, The Billboard
155 N. Clark St., Chicago 1, Ill.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

By Nat Green

All Communications to 155 N. Clark St., Chicago 1, Ill.

Out of the Mailbag
From down Nashville way comes word that Minnie Pearl has just been awarded a scroll for her services as State Director of Entertainment in the March of Dimes Campaign. Minnie made as many as five personal appearances a day during the drive and traveled from one end of the State to the other several times. . . . Ernest Tubb leaves for Hollywood early in April to star in three more Westerns for Columbia studios. . . . Joe Zinkam, musician and comedian with Roy Acuff's Smoky Mountain Boys, is having new troubles making personal appearances with the band with his left leg in a cast. He hurt it in a comic fall from the stage. Feminine fans insist on autographing the cast and some are even adding their phone numbers, 'tis said. . . . Pee Wee King and the Golden West Cowboys are in Hollywood making a pic for Monogram. With them is Becky Barfield, pint-sized trick yodeler from Georgia. This is her first visit to the movie metropolis. . . . The Old Hickory Singers have signed with Columbia for four sides. . . . Whitey Ford, the Duke of Paducah, was recently made an honorary member of the Shrine in Nashville for work he's done in aiding Shrine benefits. He's also a member of the Medinah Temple in Chicago.

singer and guitarist." His 1:30 to 1:45 p.m. and 12 to 12:55 midnight programs often feature Arlie Kinkade's sentimental ballad, *You'll Never Miss Your Father Till He's Gone*. The tune is also getting good play on KFPY, Spokane, sung by the Copelands, father-son duo billed as Clyde and Slim. Ditto WJJD, Chicago, by Karl and Harty, heard at 4 a.m. weekdays. . . . The Haymakers' Ball continues a choice bit of Saturday night entertainment with listeners of KDAL, Duluth, Minn. The program, aired 8:45 to 9:30 p.m., features KDAL's singing cowboy, Famous Lashua, and Uncle Harry and His Hillbillies. Famous reports growing popularity of his tune, *I'm Glad (He's Gone and Left You)*, written with Bluebird artist Bill Boyd. Chuck Harding, also featuring the number, has chosen it for the new *Chuck Harding Folio*, being pubbed by Country Music. . . . Another 'billie tune featured by Harding and skedded for his song collection, on which Lucille Ritz and Esther Ewald collaborated, is *Down the River of Smiles*. This number stepped into the upper bracket when Merwin Hook programed it four times last month on WTSP, Mutual, St. Petersburg, Fla.

Cowboy Round-Up, 11 to 11:30 p.m. (CWT), January 15, WRB, Dallas, brought mail from listeners in Saskatchewan, Alberta and Manitoba, Can., as well as many distant areas in the U. S., when the Cowboy Rambler offered one of his late M. M. Cole songbooks to the fan reporting from the greatest distance after each Tuesday night broadcast. Boyd and the Cowboy Ramblers are reported busily engaged on last-minute rehearsals, preparing for their first after-ban recording session on Bluebird records, skedded for an early date.

Youngest Yodeler
"Best mail puller on the station" is being said of Yodelin' Skippy, child marvel on Cliff Japhet and His Western Aces' WENT, Gloversville, N. Y., programs. Yodeling at the age of 2, in radio at 3 and now stopping the show at 4, is the brief career-history of band leader Japhet's son. The proud daddy believes him to be the air waves' youngest yodeler. Japhet, also programed on WSNY, Schenectady, N. Y., continues on the production line—war materials in a local war plant and folk tunes on the side. Peer International just released his *A Mi Amigo* and *So Sorry for You*.

Re-United
Ben and Jessie Mae, formerly of KMMJ, Grand Island, Neb., and KPNP, Shenandoah, Ia., were re-united after Ben's release from the army and are now heard on WNAX, Yankton, S. D.

USO Tour
Following appearances at Fort Winfield Scott, San Francisco, Polly Jenkins's USO unit moved to Camp Stoveman, Pittsburg, Calif., February 2-4, then to the Sierra Ordnance Department, Herlong, Calif., February 5-8.

Program Prattle
Big Slim, WWVA, Wheeling, W. Va., is called by many fans "a real cowboy

Minute Biog
Huckleberry Frye, vocalist-steel guitarist, entered radio in 1935 via WSVA, Harrisburg, W. Va., and since that date has become a familiar figure in the folk tune world with featured spots on WRVA, Richmond, Va.; WEHC, Charlottesville, Va.; KXEL, Waterloo, Ia., and other stations. Frye, now at KPNP, Shenandoah, Ia., is best known for his unique and individual interpretations on the steel guitar.

Milwaukee Junior Night Club Goes Under Eye of Local Paper

MILWAUKEE, Feb. 3.—Teen-age clubs sprouting up in every city, town and village thruout the United States to combat juvenile delinquency during these war scoured years, are arousing community officials to the problems of these youngsters who are too young to serve in the armed forces, too young to work in war plants and nonetheless old enough to really enjoy a good time.

The initial program of Bill Boyd's

The latest city to swing in line on a grand scale, to provide adequate amusement facilities for the use of their communities, is Milwaukee. *The Milwaukee Journal*, in a recent issue, editorialized on "A downtown center for youth?"

The editorial outlined that the Common Council License Committee would soon consider the feasibility of establishing a downtown Youth Center in co-operation with night club and tavern owners.

This angle of co-operation was a new one in the establishment of teen-age clubs in that, usually the community guardians wish to keep the youth of their city from night clubs and taverns, not only in an actual sense but in any indirect connection as well. It seems,

however, that the tavern owners and night club operators had an ulterior motive in backing this newly proposed project, as it was revealed that they are intent to keep minors from crashing their gates.

Under the plan as it is so far revealed, the night club operators and tavern proprietors would co-operate by supplying entertainment from their own floorshows for the teen-age center to be provided. The newspaper suggested that the plan should be worked out in every detail and be examined with great care before it is acted upon by the committee. It is felt that the Junior Night Club as it will be in essence, rather than a Youth Center, is a development which is sorely needed in downtown Milwaukee, but it was pointed out by the news editorial, that at the outset such an enterprise would involve many problems.

In that the proposed club would be established to care for the teen-age amusement seekers thruout the city, the quarters would have to be of a generous size and thus, would involve problems of heat, light, janitor and other considerable operating and maintenance cost.

The newspaper also considered the rules of eligibility as to who would be admitted and how. Would there be an admission charge? Would age limits be stressed? What standards of conduct would be required and how would they be enforced? What form would supervision take? Who would pass on the suitability of floorshows and other commercial talent offered by the taverns and night clubs? The opening and closing hours of the establishment would also have to be regulated. Would it be open every day, including Sunday? Would there be any type of amusement besides dancing, floorshows and coke? If so, what and how would it be provided? Who would assume liability in case of accidents?

Thruout the newspaper editorial, it commented freely on the many problems which would confront the Common Council License Committee and at no time did the editorial writer tip his hand as to whether he was fully in accord with the teen-age idea or that the newspaper opposed the plan.

Maybe He Isn't

LOS ANGELES, Feb. 3.—To avoid a collision, an automobile, swerved into a crowded bar with the following results: Took out two walls of the bar, wrecked a plate glass window, a juke box and an awning, and crashed into the only unoccupied booth, according to newspaper reports.

A cynic put this headline on the story: "One Way to End Nolsy Juke Box."

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Marian Anderson Adds Voice to Great Artists' Praise of Jukes

SALT LAKE CITY, Feb. 3.—It is an accepted fact that many of the greatest musical artists in the world have had their voices perpetuated on records and many of these diskings, it is known, have reached the music loving public thru the juke box which has become an accustomed sight in places of amusement all over the world.

It is also accepted knowledge that many of these great artists have acknowledged the worth of the juke box recordings for gaining a sizable audience for their renditions. The latest comments to come from a world-famed artist as to the place that the juke box takes in the musical world was from Marian Anderson, the world renowned Negro contralto.

Predicts Great Future

Miss Anderson recently commented that the modern juke box music, be it ever so sentimental, is furnishing raw material for truly great American music. "Music as such, whether played on a 10-cent harmonica or by a great symphony orchestra, has value and to malign swing music without realizing it is the

only melody to which some people listen, is entirely negative," she said.

Altho singing with equal facility, the songs of Schubert and Brahms or Negro spirituals, Miss Anderson believes that in Negro spirituals lies much of the truly great feeling in music. "It is a music of the people, often gay, frequently sad but never failing to express—as only folks can—the depth of feeling apparent in human personality."

NO CHANCE FOR JUKE

(Continued from page 63)

In jukes even a slight chance for popularity. One declared, "It's just barely possible. After the war it might not be a bad idea to slip in an occasional classic among the top tunes and see how they go over. If more of the better known classics were jazzed up as a few like *Martha* were, the ordinary person might come to like classical music better." The other stated that sentimental type classical music might have a comeback in the form of classical juke boxes, since there is plenty of semi-classical juke tunes that could be used.

net, exciting in the low and the high registers, with Chuck Wayne's stellar guitar pickings and the delightful contrast in the rhythmic harp strums of Adele Girard, plus the torrid trumpeting of Joe Thomas, takes on major proportions for each of these sides. There is no stinting to their expressions, the disks being 12-inch sides. Marsala and his men and lone maid make the most for the maestro's *Joe-Joe Jump*. It's another *Sing, Sing, Sing* in traffic-stopping tempo, with Marsala polishing off the side in an exciting solo sequence to the jungle beats of the drums. In contrast, side is mated with the blues ballad music of Marsala's *Don't Let It End*. Chuck Wayne's *Zero Hour*, a riff opus, is a lively hopper with each member of the gang getting an inning. The lads and lassie jam it lightly and politely for Walter Donaldson's earlier favorite, *Romance*.

Music ops will have to wait until they cut these sides down to 10 inches.

LOUIS JORDAN (Decca)

You Can't Get That No More—FT; VC.
Mop! Mop!—FT; VC.

The scarcity of commodities, be they groceries, glamour gals or zoot suits, all makes for a highly diverting and amusing rhythm novelty for Louis Jordan in *You Can't Get That No More*. With his characteristic brand of vocal jive, Jordan brings out all of the comedy contained in the ditty. *Mop! Mop!* is another jive and jump dish of rhythm, with the band riding out on the riff and Jordan singing of Jungle Joe, the tribal drummer, who is gone but his jive lives on. Jordan sells both sides strong, with his little band providing just enough musical incentive to make the rhythms rock. Music ops can look to "You Can't Get That No More" to pull in the phonos as strong as his earlier "Ration Blues."

CHARLIE BARNET (Decca)

You Always Hurt the One You Love—FT; VC.
Into Each Life Some Rain Must Fall—FT; VC.

With an unbending devotion to the jump rhythms, Charlie Barnet weaves a riff pattern for both of these sentimental song ballads. The band, paced by the maestro's smoky sax tootling, socks it out solidly with Kay Starr sparking the lyrics rhythmically for both *You Always Hurt the One You Love* and *Into Each Life Some Rain Must Fall*. The tonal levels of the band sections are uniformly bad, and with the arrangements lending little distinction, it's the mill-run music that the heavy brass bands kick out when barnstorming the ballrooms.

While there must be first a devotion for the maestro to stimulate a play in the phonos, the youngsters will show the initial spark of enthusiasm for either of these popular songs.

THE THREE SUNS (Hit)

Oh, Maria—FT; VC.
Sleigh Ride in July—FT; VC.

The combination of organ, accordion and guitar, with Artie Dunn for the sugary-voiced storytelling, is particularly effective for the slow ballads. And the threesome, adding richness to the melodic appeal of the tune, fall easy and most pleasantly on the ears for *Sleigh*

Ride in July. *Oh, Maria*, Rose Marie's novelty, taken at a lively clip, is presented smoothly enough. But there is hardly enough substance in the spinning for such song.

Where the music boxes provide restful listening, the Three Suns are a real nicey for their "Sleigh Ride in July."

LA VERE'S CHICAGO LOOPERS (Jump)

I'm Coming, Virginia—FT;
Sunday—FT.

Still another record sticker from Hollywood, the label offers the Chicago school of jazz with its characteristic of uninhibited jamming. For the session, capped by Charles LaVere at the piano, it's an all-star aggregation that gives out in exciting manner. *I'm Coming, Virginia* tees off with free style fiddling by Joe Venuti. While the label calls it "Joe's side," Venuti puts in no repeat performance, bearing in mind that he once recorded this pop fave with Eddie Lang in the earlier days. Instead, the boys take it over, getting into a bright rhythmic tempo, with solo flashes by Billy May on trumpet, Matty Matlock's exciting clarinet improvisings, and Floyd O'Brien's earthy trombone slides. It's adherence to the Chi school of syncos is more pronounced for *Sunday*. As the label indicates, this bit of jam and jump music is "everybody's side."

This label leans heavily on its "Jump" banner, but its phono appeal is most marked where the hot jazz fans patronize the machines.

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FOLK RECORD REVIEWS

(Continued from page 21)

JOHNNY BOND (Okeh)

You Don't Care—FT; V.
Love Gone Cold—FT; V.

Typical cowboy chants, with Johnny Bond's husky baritone voice for the lyrical expressions and a string band beating out an attractive rhythmic background as the Red River Valley Boys, both of these sides ring true according to outdoor standards. A lively tempo is set for *You Don't Care*, Bond's own opus, of how he worships the ground she kicks him around. *Love Gone Cold*, also an original, is offered as a slow ballad with Bond whining of a grieving soul with love gone cold. Sides ring the register for the music boxes as well as for the parlor phonos.

SPADE COOLEY (Okeh)

A Pair of Broken Hearts—FT; VC.
Shame on You—FT; VC.

It's a string band of cowboy caliber that Spade Cooley presents for these two outdoor chants. On both counts, the band boys hit off a bright and breezy beat. For Fred Rose's *A Pair of Broken Hearts*, it's the sob singing of Tex Williams as he tells of a romance that paid off with a pair of broken hearts. More attractive is Cooley's own *Shame on You*, for which "Oakie" joins "Tex" on the chanting as they sing of a heart that was given to their lady love as a token only to be returned to them broken. It's the side that spins the strongest for the juke-box play.

POP RECORD REVIEWS

(Continued from page 21)

THE PHIL MOORE FOUR (Victor)

Yip Yip De Hootie, My Baby Said Yes—FT; VC.
And Her Tears Flowed Like Wine—FT; VC.

The cocktaillerie creations in jive fashions by the Phil Moore Four are easy to take without creating any undue excitement. With Moore's vocal whisperings, backed by the unison singing of the others, all steeped in lilting rhythm, the foursome satisfy well enough for *And Her Tears Flowed Like Wine*. Moore adds a bit of his piano pounding for the innocuous *Yip Yip De Hootie, My Baby Said Yes*, also taken at a lively clip. However, there is nothing to either side, either vocally or instrumentally, to make you sit up and pay attention. Strictly a rhythm section with a commercial brand of jive singing.

Sides may show some strength at race locations because of the tune treatment.

JOE MARSALA (Black & White)

Romance—FT. *Zero Hour*—FT.
Joe-Joe Jump—FT. *Don't Let It End*—FT.

Leonard Feather, who surveys the spinning sides, is the latest to turn to the production of platters. In these initial sides of his Black and White label, indicating that there will be no color barriers in the cutting, provides a full musical meal for the hot jazz diskophiles. For a starter, it's the jam-packed music of Joe Marsala and his big-little band right out of the Hickory House on 52d (swing) Street. The Marsala clari-

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Wrigley Experimenting With New Formulas as Pre-War Gum Base Supply Dwindles

Only Top Quality Gum Products To Carry Trade Name

CHICAGO, Feb. 3.—Altho most of the Wrigley brand chewing gum is being consumed by the men in the armed forces overseas, the demand has been so heavy that stocks of pre-war gum base are running out rapidly, according to a recent statement by Philip K. Wrigley, chairman of the board of the William Wrigley Jr. Company.

It is likely that this condition will make it necessary that even the gum going to the men overseas will not carry the Wrigley trade-mark. Heretofore, the gum allotted for domestic distribution was the only part of the Wrigley product which did not bear the firm's name.

According to Philip K. Wrigley, the "Wrigley trade-marks mean a guaranteed quality" and he further stated, "It has taken us 50 years of experience to build our reputation for high quality and we will not put our well-known names on any product that cannot be guaranteed."

Distribution Uncertain

The question as to whether more of the Wrigley products will appear on the domestic market as a result of this curtailment of name brands being shipped overseas could not be answered at this time.

Mr. Wrigley, in his recent statement said, "When we have used up our pre-war materials we will have to change the formula for our chewing gum. We will continue to make pure, wholesome gum, good gum, but what we will be able to make for awhile at least is frankly not uniform enough to carry any of the familiar Wrigley trade-marks. The new formulas must be thoroly

tested before they can live up to the labels which have always been used only on products that have proved themselves thru years of experience. And experience can be obtained only thru actual production.

Hopes for Future

"We hope in the not too distant future to be able to make a quality product worthy of the Wrigley name. We are making constant tests and experiments and are establishing new sources of materials. Good chewing gum is made from a blend of fine ingredients and we already have developed formulas that are satisfactory but are not quite up to the standards set for the familiar Wrigley trade-marks. These formulas are being constantly improved.

"When we do have a product which we are absolutely sure we can guarantee to be of the finest quality," Mr. Wrigley promises, "we will put it out in the Wrigley standard brands and flavors."

'45 Cig Supplies To Depend on Labor, Tobacco and Mehry.

WASHINGTON, Feb. 3.—Present record cigarette production is assured as far as supplies of tobacco are concerned, the Department of Agriculture reported this week. There was no prediction, however, that production could be increased.

The department's report said large (See '45 CIG SUPPLIES on page 73)

Here's the Answer!

NEW ORLEANS, Feb. 3.—Cigarette machine operators in this area refuse to be defeated by the shortage of cigs.

Instead of letting their machines remain empty, ops are stocking them with packages of pipe tobacco.

New Frez-O-Mat Box Ideally Mechanized For Coin Operation

NEW YORK, Feb. 3.—Recent publicity given to a device for selling frozen foods in New York papers here, suggests that the cabinet may be coin-operated for apartment buildings or stores that prefer such operation. This is considered by the coin machine industry here as valuable publicity for possibilities in the frozen food field after the war. The device or cabinet for selling frozen foods in the form of self-service stores, was developed by a firm in Denver and was recently given considerable publicity in newspapers in the Middle West.

The device or cabinet for selling the frozen foods has the trade-mark name of Frez-O-Mat. Pictures of the cabinet which appeared in New York newspapers indicate that it is a very attractive arrangement for selling goods and the makers say that is one of the chief things in its favor. It does away with the usual method of selling frozen foods from storage cabinets, which often means a disorderly arrangement of products and also demands the assistance of a clerk in getting what the customer wants. This is publicity made to order for the idea of coin operation in such cabinets for selling frozen foods.

The cabinet has the appearance of a coin-operated baggage locker seen in railway stations and each section has a label describing the merchandise to be had in the special compartment. Each section has an automatic ejector mechanism which pushes out the package to the customer and moves another into place. This is an ideal arrangement for coin operation.

Candy Mfrs. Ask Gov. Agencies for Peanut Freeze Cancellation

CHICAGO, Feb. 3.—Protests have been made to three government agencies by the candy industry in an effort to have the recent peanut freeze order revised. The National Confectioners' Association and individual manufacturers have filed protests with the War Department, War Food Administration and Commodity Credit Corporation regarding the classification of candy under the directive, WFO-100.

Protests were based on the theory that candy manufacturers should be able to secure peanuts for the making of confections under WFO-115, which requests that 50 per cent of production be set aside for government use.

Stating that non-amendment of the order would severely curtail operations of manufacturers using large quantities of peanuts in candy production, industry representatives pointed out that unless relief was granted many contracts with the army and navy for 5-cent candy items could not be filled. Further discussion of the peanut situation was held at a special meeting called for representatives of peanut growers, shellers and processors by the Commodity Credit Corporation.

According to grower reports, there will be a larger quantity of shelled peanuts available in 1945 than in previous years. Of the 1944 shelled peanut supply, according to statistics, confectionery used 22.7 per cent, compared with 31.6 per cent for salted peanuts and 43.1 per cent for peanut butter. Unanimous support was given to the proposal that No. 2 peanuts should not be made available for the edible trade but should be used for oil only. It was also suggested that greater care should be taken in the gathering of peanuts and that more

Cigarettes Plentiful In Canada, But High Cost Cuts Their Use

OTTAWA, Feb. 3.—While the United States still wrestles with the problem of cigarette shortages, the statistical highlights of the Canadian cigarette and tobacco situation were given out in a special press release here recently.

According to the report, Canada is practically self-supporting in tobacco production, the bulk of which is raised in Southern Ontario and Quebec provinces.

Much higher prices than in the United States tend to keep down consumption. Canadian cigarettes sell for more than double the average United States price. Canadian prices are fixed at 33 cents per package of 20, or 35 cents per package of 22 cigarettes. Most of this is government tax, which at present is \$10 per 1,000 cigarettes.

Governed Distribution

Cigarettes, as all tobaccos, are distributed under the direction of David Sims, tobacco administrator, who controls all distribution straight thru from the producer to the consumer.

It is the aim of the administrator to never let the consumer down; that is, consumers are never permitted to get the idea that there may be an impending shortage, thereby causing a rush and hoarding. The administrator takes care to see that there are always some brands available if not all the favorites.

Last year the total consumption of cigarettes in Canada was exactly 11,866,427,884; on a population basis of approximately 11,500,000.

1,000 Cigarettes Per Year

This means an average consumption of 1,000 cigarettes per year for every man, woman and child. The average is misleading, however, as the total cigarette consumption includes those supplied to the armed forces, who buy them in canteens at 10 cents per 25, with a much greater average consumption than the civilians.

All the leading cigar stores and hotels in Ottawa are adequately stocked with cigarettes.

At some, cigarette girls go among the customers in dining rooms, cafeterias, etc., selling cigarettes from trays.

On the other hand, there is a marked shortage in cigars, most brands of which are imported and sell at quite high prices, the least expensive now selling for around 16 cents each, and not many varieties are available.

Liquor Is Short

Pipe tobaccos, too, are expensive, small two-ounce package of a popular brand retailing at 39 cents.

All hard liquors, too, are exceedingly short in Canada, and are sold only thru government vendors in all provinces except Prince Edward Island, which is "dry." In Ontario, consumers are limited to one bottle of 25 ounces per month; in Quebec, two 40-ounce bottles per month—the largest amount in Canada; Alberta and British Columbia permit only one 13-ounce bottle a month to buyers. These allowances are for resident citizens.

effort should be exerted to comply with U. S. standards in grading.

Government authorities stressed the importance of monthly reporting of peanut usage by individual confectioners. The industry might be adversely affected in case an allotment program based on available information is drawn up, it was pointed out.



The full capacity of the big Stoner Plant is now devoted to producing vital war materials. The coveted Army-Navy E flag, with its two white stars, that flies from our flagstaff is evidence that we are doing our job well.

But Stoner Engineers are doing more—they're planning for the day when we will again be making UNIVENDORS. So take this tip: for the finest in candy vendors, keep your eye on UNIVENDOR.



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Barrel of 50,000 \$59.50
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CHARMS, Best Grade, 15 Gross Carton,
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Soft Drink College Program Starts; Explain Award Plan

WASHINGTON, Feb. 3.—As told briefly last week in *The Billboard*, the soft drink industry is now going to college. The program got off to a good start January 29, according to leaders in the movement, and later reports will show how much help it is to the trade. Its purposes is to aid manufacturers of nickel drinks to meet their growing need for trained technicians and production personnel and to help returning servicemen fit into the business after the war. The industry's national association has arranged special training courses in soft drink plant operation and beverage manufacture at three leading technical institutions.

"Drexel Institute of Technology in Philadelphia, Illinois Institute of Technology in Chicago and the Agricultural and Mechanical College of Texas in College Station are the institutions at which the courses will be given," according to an announcement by Thomas Moore, chairman of the research and technical committee of the American Bottlers of Carbonated Beverages.

"The courses will consist of three weeks of intensive training in all phases of beverage plant operation, with special emphasis on the processes of water treatment and purification, flavoring materials, carbonation and the efficient and sanitary operation of the bottling plant. Those portions of the instruction which deal with specialized features of beverage manufacture and plant operation will be given by scientists and other technical experts from the soft drink industry. The regular college faculties will lecture on the more general subjects."

Special Award

Another progressive plan inaugurated by ABCB is an annual cash award of \$1,000 in recognition of outstanding scientific or technical contributions to the progress and advancement of the industry, according to an announcement by Moore also.

"The award will be known as the 'Chesterman Award' in honor of C. B. Chesterman, soft drink manufacturer of Sioux City, Ia., who sponsored the first research program conducted by the industry at Iowa State College from 1923 until the outbreak of the second world war," Moore said.

"The award is open to post-graduate students, college technical men and independent research workers, as well as to technical workers in the soft drink and related industries. Leading colleges, universities and technical institutions have been notified of the establishment of the award.

"The Chesterman Award has been established to encourage continuation and expansion of the technical progress which has contributed greatly in the past to the quality of the industry's products, to the industry's increasing efficiency and to a better understanding of the value of soft drinks in the national economy."

Official Rules

1. Subject to the rules hereinafter prescribed, the association shall make an annual award, to be designated as the "Chesterman Award." The award shall consist of a cash prize of \$1,000.00 and Certificate in form prescribed by the Committee of Awards.
2. The Chesterman Award shall be granted to that person or persons who, in the opinion of the Committee of Awards, has made the most outstanding scientific or technical contribution to the progress and advancement of the soft drink industry during the year of the award.
3. Excepting as provided in these rules no limitation is placed upon the nature or form of such scientific or technical contribution. The reported results of scientific research shall be included.
4. Any citizen of the United States is eligible to receive the Chesterman Award. It is not restricted to members of the American Bottlers of Carbonated Beverages.
5. The recipient of the award shall be selected by the Committee of Awards of the association. The Committee of Awards shall be appointed by the executive board of the association.
6. Names of candidates for the award may be suggested by any member of the association, but such nomination shall not be a prerequisite to consideration of any entry. Any individual may enter his

own name as candidate for the award. 7. Names of candidates must be in the hands of the Committee of Awards not later than August 1 of the year for which the award is to be made.

8. Each nomination must be accompanied by a brief statement showing why the candidate is deemed worthy of consideration for the award.

9. To be selected for the award the candidate must receive at least two-thirds of the votes cast by the Committee of Awards.

10. The presentation of the award may be made at such place and time as the Committee of Awards shall designate.

11. In the event that the Committee of Awards sees fit to grant the award for a joint achievement by two or more persons, the cash prize shall be divided equally.

12. Tho the Chesterman Award can be given annually, there need be no award granted if, in the opinion of the Committee of Awards, there has been no outstanding scientific or technical contribution to the advancement of the industry during the year to merit it.

Salt Lake Location Owners Busy as Most Venders Remain Idle

SALT LAKE CITY, Feb. 3.—Route operators of vending machines are a wartime casualty in Salt Lake City and the Utah area. With candy bar shortages, followed by cigarette shortages, the end became increasingly apparent. There are a few peanut venders and novelty machines still operating, but straight merchandising thru venders is just about on the rocks.

Reluctance of location owners to rely upon venders for proper distribution of cigarettes and candy bars contributes as much to the route operators' troubles as the shortages. The machines, sensitive only to the feel of the coin, fail to make any reservation for regular customers.

Cigarette and candy-hungry civilians have taken to following such known route men's trucks as the Canteen Service from location to location and stripping the machines. To meet the problem, locations have adopted the practice of placing cigarettes and candy bars from the vending companies under the counter and reserving distribution for regular customers. In the case of cigarettes, where 20 cents is required in the slots for standard brands and 2 pennies are inserted under the cellophane for change, the same cigarettes, with the pop-back, are dispensed by hand, eliminating the handling of pennies in taverns and other locations, and the venders receive their regular out.

Candy bars are also reserved from the venders, and because of the shortage, dispensed to a chosen few.

The recent holiday season sounded the death-knell. No cigarette vender had a standard brand for more than a few minutes. They all went as Christmas presents, with their two pennies neatly tucked under the cellophane.

NY Cocoa Exchange Appoints Committee To Study Production

NEW YORK, Feb. 3.—A committee to study means of increasing cocoa production in the Western Hemisphere has been appointed by the New York Cocoa Exchange as the first step in a program to offset efforts of the British Government to control post-war distribution of cocoa.

British manufacturers, it was reported, have filed a protest with their government's Colonial office against the White Paper in its present form, which provides for continued government control of the West African cocoa industry in the post-war period.

According to their White Paper, the British want to fix prices in the post-war period for cocoa beans grown in the West African colonies. This area grows about half the world's cocoa supply. American interests are trying to insure a free market of the type which existed before the war. The Department of

MERCHANDISE MART

Sweetening Agents Sought

Candy and confectionery manufacturers are making exceptionally heavy demands on the corn products market as a result of the shortage of cane and beet sugars.

Deliveries of dextrine are somewhat delayed, while corn sugar deliveries are running far behind the demand with no relief in sight. The corn industry is keeping fairly well abreast of the demand for other corn products and derivatives.

No Increase in Cig Output

The Department of Agriculture, in a report made public this week, says stocks of tobacco now appear adequate to maintain the present record level of cigarette production. Output probably cannot be increased to any great extent, however, unless more labor and machinery and, in some cases, more tobacco are made available to manufacturers, according to the report.

The report disclosed that cigarette output last year for domestic use and shipment abroad was estimated at 320,000,000,000, an increase of 25,000,000,000 over 1943 and almost double the 1939 production. Of this amount it was estimated that 240,000,000,000 cigarettes went to civilian consumption channels, but an unestimated portion of these went to military forces thru direct government purchases from jobbers and in gifts from civilians to service personnel overseas.

National Ad Drive for Bar

A national advertising campaign to run thru out the year has been announced by the Gold Medal Candy Corporation, Brooklyn, makers of Thanks candy bar. Altho the company is greatly oversold and is severely handicapped in its production due to quota restrictions and insufficient labor, officials of the company decided that only by an aggressive advertising campaign could the popularity of the product be brought home to the public and sound reasons be set forth explaining its scarcity under current conditions.

The schedule calls for the use of newspapers, magazines, radio and other merchandising aids and sales promotion helps. All advertising will feature the Thanks boy, who will also appear in all the company's trade paper advertising which will be employed regularly to explain to the trade how Gold Medal stands in relation to production and shipments to their jobbers and distributors.

Sugar Stocks Down

Stocks of sugar on hand in the United States as of November 30, 1944, continued to run about 500,000 short tons under stocks for the same date a year ago, the War Food Administration has announced.

Balto Senator Sales Opens With Crystal-Sol Silverman Combo

BALTIMORE, Feb. 3.—The newest firm opening here in the coin machine field—Senator Sales & Vending—brings to the trade two veteran coin machine men, Sol Silverman and A. Crystal, as partners.

Silverman, well known in Chicago coin machine circles, has a varied experience as a salesman and distributor, and Crystal has experience in operational activities. Both will conduct their new business at 629-631 North Howard Street, where in the post-war they plan to distribute coin machines as well as sell radios and electrical appliances.

At the present time they operate a recreation center in one of Baltimore's largest and most successful bowling alleys, where they have in operation many varied coin-operated amusement devices. The bowling alley establishment which houses 100 lanes, continually in service, is one of the most popular spots in town.

State recently forwarded criticisms of the proposals to the British government.

The New York committee believes it will take about a month to complete its work.

Increased production of cocoa in Latin America would require considerable financing, which probably would have to be handled by one of the United States Government's lending agencies, it is believed.

Distribution by cane sugar refiners during the 11-month period was 870,224 tons ahead of a year ago, their total for that time amounting to 5,100,000 tons. Beet processors, however, were 384,738 tons behind last year for the 11-month period, their total amounting to 10,600,000 tons.

Canada has increased production of sugar beets by 134,700 tons, it was announced, while Turkey has cut sugar production.

AMERICAN EAGLE

BELL WITH F.P. TOKEN AWARD

Free Play Mystery Token Award—all winning combinations as on regular bell (such as 2 Cheries and anything, 3 Plums, 3 Bells, etc.) 1¢ or 5¢ Play. Also 1¢ Marvets available with Cigarette Reels.



\$19.50

MAKE MONEY WITH A ROUTE OF NUT VENDERS!

Plenty of good locations are now available. Start now by buying a few machines. A route of nut venders will earn a steady income for you.



Reconditioned **SILVER KINGS** We have 50 units, used only 30 days. All porcelain finish. **\$8.95** EA.

RUSH YOUR ORDER! SUBJECT TO PRIOR SALE!

NEW REVAMPS IN ORIGINAL CARTONS

Idaho \$209.50
Marvel Baseball 179.50
Arizona, New 209.50
Arizona, Used 175.00
Oklahoma 209.50

FREE PLAY GAMES

New Champ \$85.00
Horoscope 49.50
Bandwagon 42.50
Home Run, '42 79.50
Texas Mustang 75.00
Smack the Japs 35.00
3 Up 25.00
Bosco 75.00
Midway 179.50
Gobs 100.00
Invasion 150.00

USED COUNTER GAMES

Imps, Cigarette Symbols \$ 6.00
Aces, Poker Sym., Div. Mod. 8.95
Cubs, Cig. Sym., Divider Mod. 6.95
Yankee, New, Divider Model 16.50
Klix, New, Divider Model 16.50
Wings, Cig. Sym., Divider Model 9.95
Pok-o-Reel, New, Divider Model 16.50
Victor Roll-a-Packs 9.95
Races, New 14.50
Liberty, 1¢ Tok. Payout, Cig. Sym. 19.50
Sparks, 1¢ Token P.O. 12.50
DaVal 21, New, Divider Model 9.95
Lucky Strikes, 1¢ Cig. Sym. 12.50
Victor Home Runs, 1¢ 19.50
Imps, New, 1¢ or 5¢, Bell Fruit 12.50
Imps, New, 1¢ or 5¢, Cig. Sym. 12.50
Imps, New, with Meter, Extra 1.00
Cubs, 1¢, New, Cig. Sym. 8.90
Civilian Defense, 1¢, New 13.50
Slap the Japs, 1¢, New 13.50
3 Way Grip Scales 22.50
Vest Pockets, 5¢, Green 44.50
Vest Pockets, 5¢, Blue 54.50
Vest Pockets, 5¢, Chrome 75.00

RECONDITIONED A. B. T. TARGET SKILLS

Model "F" Targets (Blue Cab.) \$32.50
Model "F" Targets (Yellow Cab.) 25.00
Challengers 32.50
Fire & Smoke 29.50



Certified Deposit Required With All Orders, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.

WANT

Vending Machines, Vest Pockets, ABT Guns, Pikes Peak, Counter Games. Let Us Know What You Have!

RAKE COIN MACHINE EXCHANGE

2014 Market Street PHILADELPHIA 3 PA

Chicago Arcade Operators Look Thru Rose-Colored Glasses as Brown-Out Hits

Inside Spots Expect Same Play Despite Light Lack

CHICAGO, Feb. 3.—With the need for blinking eyes no longer necessary here in Chicago while walking up and down State, Randolph and Clark Streets, the thoroughfares lined with night spots and late-hour merchant establishments, many amusement location operators are wondering what effect the newly invoked "brown-out" is going to have on business.

The Billboard learned that they expect little let-down in business for the first few days of the brown-out as it came upon them just prior to the week-end which is their heaviest period of business during the week, and it is expected that much of their regular patronage will continue.

Biz May Drop

They have admitted, however, that

there undoubtedly will be a dropping off period if the brown-out continues for any great length of time. It is felt by some operators contacted that the outside arcade lights which "tip off" the nature of their business will be lost on the passing Loop throngs, if not allowed to flash and beckon customers into the spots.

Others were of the opinion, however, that patrons will continue to patronize arcades despite the light cut as they will get their share of amusement seekers not able to see where they're going. Some were even so optimistic as to predict that they would take in many of the customers roaming around who ordinarily would do shopping in retail stores.

Look to Summer Biz

Arcade operators said, "although the Loop spots get a good volume of business during the winter, we still look forward to those summer months when the days are longer, and by then, who knows but what the coal shortage will not be so acute and curtailment of lights no longer necessary.

Several of the arcade ops in Chicago are not too pessimistic about the brown-out effects as most of their patronage has entry into the arcade thru either railway depots, hotel lobbys or bowling alleys. The Michigan-Randolph Street Illinois Central R. R. depot arcade here, in the subway merchant center, will experience little let-down in its business, it is felt, as the location will receive ample light from near-by retail sales shops. In addition, commuters pass the arcade by the tens of thousands a day.

The long established arcade in the Hotel Sherman, occupying the first floor at LaSalle and Randolph Streets, has the advantage of a corner spot and an entrance thru the hotel lobby. Thus, this spot, too, will be somewhat aloof from a let-down in biz.

Thru the city there are numerous arcades located just off the aisle behind bowling alleys and these, too, will re-

Target Gun Display Ties in With Movie

PHILADELPHIA, Feb. 3.—Irv Blumberg, publicity director for the Warner theater circuit here, once again seeks out the amusement machine operators for tie-ins with the movie *Thirty Seconds Over Tokio*. On a loan deal with the operator, Blumberg is setting up target gun machines in the lobby of theaters playing the picture. Promotion provides that there are no free plays on the target gun machines, with movie patrons required to purchase a 10-cent War Stamp in order to try their skill with the machine. Patrons are invited to "Shoot Over Tokio," with guest tickets to the movie going to those displaying the required marksmanship. Credit line on the poster calls attention to the operator's amusement machine arcade location.

ceive light enough to operate during the brown-out. Many of the arcade proprietors with inside locations were of the opinion that their business would fall very little if any, as their patronage is more or less localized. For example, there is an arcade in the Board of Trade Building in the heart of the Chi Loop which gets the bulk of its business from tenants of the building.

Store Arcades Safe

Machines placed in retail stores will continue to attract and pay off as it is expected the store lighting will be ample.

In the June 10, 1944 issue of *The Billboard* a story was published on the "use of electricity in Britain." The article included an editorial which appeared in *The World's Fair* editorial column "What We Think," and gave the British editor's views on the use of electricity in arcades. It is especially apt at this time, therefore the editorial is being reprinted in a separate column in its entirety.

MUSIC	
5 Wurlitzer 750, Ea.	\$700.00
3 Wurlitzer 600K, Ea.	425.00
2 Wurlitzer 618, Refinished Cabinet, Marble Glo. Ea.	225.00
12 Wurlitzer 412, Refinished Cabinet, Marble Glo. Ea.	150.00
1 Wurlitzer 24 Record, Refinished Cab.	265.00
3 Wurlitzer P-12, Ea.	125.00
2 Wurlitzer Mod. 61, Counter Mod. Ea.	117.50
6 Rockola Standards, Ea.	350.00
2 Rockola Standards, De Luxe, Ea.	390.00
3 Rockola 16 Record, Ea.	135.00
3 Rockola Windsors, Ea.	250.00
1 Rockola Imperial, Celler Job, Complete w/ Adaptor.	150.00
2 Seeburg Speak Organs, Ea.	40.00
1 Wurlitzer Model 430 Speaker	74.50
1 Klier Tone Cab., Model 100, w/Buckley 16 Record Box	60.00
7 Seeburg Symphonolas, Refinished Marble Glo. Ea.	125.00
SLOTS	
250 Jennings Chief, Ea.	\$400.00
2 Jennings 4 Star Chief, Ea.	127.50
1 Jennings Gooseneck	52.50
1 Jennings Deluxe, Practically New	135.00
ONE BALLS	
1 Grand National ...	\$94.50
2 Bally Victory, F.P., Ea.	50.00
1 Sport King, P.O.	325.00
1 Santa Anita	200.00
10 Mills Big Race, Ea.	35.00
3 Bally Mazuma, Ea.	35.00
7 Bally Classic, Ea.	35.00
2 Photo Finish, Ea.	35.00
2 Bally Stable, Ea.	35.00
2 Red Arrow, Ea.	35.00
2 Clocker, Ea.	35.00
1 Turf Champ	35.00
1 Arlington	35.00
1 Fleetwood	35.00
1 Garum	35.00
PINBALLS	
1 Grand Canyon ...	\$165.00
1 25¢ Gold Chrome, Orig., 2/5 P.O.	\$475.00
4 25¢ Gold Chrome, Orig., 3/5 P.O. Ea.	450.00
1 5¢ Mills Futurity Gold Award	117.50
2 5¢ Melon Bells, Ea.	149.50
3 5¢ Blue Fronts, Ea.	137.50
1 5¢ O.T. Blue Front	75.00
1 25¢ Mills Gooseneck, S.J.P.	49.50
1 10¢ Mills War Eagle, 2/4 P.O.	159.50
1 5¢ Columbia Award (Gold)	39.50
1 5¢ Watling Rolatap	59.50
5 1¢ Watling D.J.P. Gooseneck, Ea.	17.50
3 Cigarolla XV, Ea.	65.00
10 Green Vest Pockets Cabinets, Ea.	12.50
CONSOLES	
2 Hi Hands, Ea.	\$175.00
4 5¢ Super Bells, F.P., P.O. Ea.	325.00
1 Evans Galloping Dominoes, '41, Factory Rebuilt	375.00
10 Jumbo Parade, C.P.O., Very Clean, Ea.	110.00
1 5¢ Lucky Lucro, '41	275.00
1 5¢ Lucky Lucro	200.00
2 5¢ Beulah Park, Ea.	125.00
1 5¢ Lucky Stars (New)	300.00
1 5¢ Jockey Club	49.50
5 Baker Paces Races, Rebuilt New Cab., Never Opened	Write
5 Paces Races, Black Cabinets	Write
1 Keeney Past Time	290.00
1 Wagon Wheel, New	\$210.00
1 Idaho, New	210.00
1 Streamliner, New	210.00
1 Big Six	25.00
1 Brito Spots, Ea.	19.50
1 Commodore	20.00
1 Eagle Squadron	104.50
2 Roxy, Ea.	17.50
1 Shangri-La	127.50
1 South Paw	74.50
1 Sparky	29.50
1 Ragtime	32.50
1 Flicker	50.00
1 Jolly	22.50
1 Landlide	34.50
2 Marine Baseball, New, Ea.	174.50
2 Nippy, Ea.	15.00
1 Pin-Up Girl New	174.50
1 Play Ball	\$45.00
1 Rotation	22.50
1 Spot a Card	52.50
2 Super Six, Ea.	34.00
3 Yacht Club, Ea.	24.50
MISCELLANEOUS	
3 Chicken Sams, Ea.	\$94.50
1 Shoot the Jap	87.50
1 Paratrooper	87.50
1 Keeney Anti Aircraft, Walnut Cab., Clean	49.50
5 Watling Horoscope Scales, Ea.	100.00
6 Kirk Guesser Scales, Ea.	100.00
Double Safe Stands, Ea.	50.00
Jack-in-the-Boxes, Ea.	30.00
Folding Stands, Ea.	2.00

NEW DISTRIBUTING
The Klier-Flor Parts and Mechanism Cleaning Machine, including 30 Gal. Drum of Cleaner .. \$129.50
TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

Write for Our List.
EAST COAST MUSIC CO.
10TH & WALNUT STS.
CHESTER, PA.



We Guarantee to Supply all the Film and Chemicals You Need

FAST PROFITS

Your actual profits: Up to \$500.00 week.
(Your supplies cost 5% of gross.)

— FINEST MECHANISM MADE —
STURDY AND SIMPLY MADE BY OUR AIRCRAFT PARTS FACTORY. Our simplified instructions enable you to teach an inexperienced girl in 15 minutes.

Complete Camera and beautifully finished wired Booth with best fast Lens in Heavy Duty Automatic Shutter for 2 1/2 x 2 1/2" photos—\$475.00. (Camera and lens only \$200.00.) (Same price for 1 1/2 x 2", 2 1/2 x 3", 2 1/2 x 3 1/2", 3x4") (For 3 1/2 x 5", 4x6" or 5x7" sizes add \$75.00.)

Same only will take any two above sizes on same machine, \$625.00. (Double Camera and Lens only \$350.00.) 1/2 cash, balance C. O. D. Immediate delivery. All booths shipped set up, ready to operate; however, they are made for fast disassembly.

AMERICAN STAMP & NOVELTY MFG. CO.
Oklahoma City.
(Reference: D. & B.)
We repair Cameras and Lenses.

MAKE MONEY by INSTALLING and SERVICING

The AERO-MATIC DEODORIZER

For RESTROOMS EVERYWHERE

NOW AVAILABLE for immedite delivery! Restroom Deodorizers—complete with AERO-MATIC chemical cartridges. A necessity in bars, grills, restaurants, theaters, offices, war plants, places of amusement, etc. You can make good money by distributing and servicing AERO-MATIC DEODORIZERS. For complete details write to

AEROMATIC CHEMICAL CO.

8836 Carnegie Ave. Cleveland 6, Ohio

Little Rock Arcade, Playland,

Proves Value of Top Service

LITTLE ROCK, Feb. 3.—In a building well situated and entirely adequate, Playland, this city's only arcade at 118 Main Street, is doing a rushing business with its varied coin machines.

The arcade, owned and operated by the Amalgamated Distributors Company, is managed by E. J. Schlager and is maintained under his supervision by five employees. The business started three years ago and at the present time is attracting 5,000 patrons weekly. The arcade houses approximately 150 coin machines, including two Mutoscope Voice Recorders, two Photomatics, six Sky Fighters, two Ace Bombers, four Drive-Mobles, two punch bags, two Panorams, five Ray Guns, one Test Pilot and one Air Defense. Also included in the arcade equipment is a batting practice machine and one Convoy.

Schlager credits the Photomatic machines with being the best attraction to the patrons, with the voice recorders running a very close second.

Attendance at the arcade during the week and especially over the week-ends is made up of 98 per cent patrons from the armed forces, with a few women and a fair number of civilians. The arcade makes a special play to the military personnel and reports that its best business is done Friday nights and over the week-ends. The management has made a special effort to vary the machines and keeps them in good working order to provide the best possible amusement at all times. No minors are allowed in the establishment, and the fact that the arcade is under constant supervision by the manager and the employees has resulted in it being operated quietly and efficiently.

Surprising as it might seem, the arcade has experienced very little difficulty in keeping machines in good working order and they have an abundance of parts with which to make replacements and to keep machines in repair whenever they break down.

The citizenry of Little Rock has given the establishment a pat on the back literally, as it provides a place for the military personnel of near-by Camp Robinson to spend their off-post hours. A survey of the equipment on hand in the arcade reveals that 80 per cent of

the machines are 5-centers; 5 per cent are penny machines and the remaining 5 per cent are 10, 15 and 25-cent devices.

FOR SALE—BARGAIN

28 ARCADE MACHINES—28

We Need the Space
\$700 CASH F.O.B. Detroit
For Entire Lot

These Machines on Floor—Guaranteed 100%.
2 Texas Leaguers & Stands, \$25.00 Ea.; 1 Upright Baseball, \$65.00; 1 Pollard Golf, \$75.00; 1 Exhibit Hi-Striker, \$50.00; 1 Palm Reader, \$5. 2 Slots, Vends Letters, with 9,000 Letters, \$75.00; 5 Photoscope Picture Machines, Complete with 5 Sets of Pictures Each and Painted Display Signs, \$12.50 Ea.; 5 Mutoscope Drop Picture Machines, Complete with Sets of Pictures and Display Signs, \$20.00 Ea.; 4 Electric Crane Diggers, \$35.00 Ea.; 1 Muto Hurdle-Hop, Needs New Plunger, \$35.00; 4 Exhibit 12-Slot Card Vendors, 20,000 Cards \$20.00 Ea.; 1 Set of Exhibit Hearts (3 Machines) \$50.00. Will Crate and Ship Entire Lot \$50.00 Extra. 1/2 Cash, Balance C. O. D.

ARCHIE'S PLAYLAND ARCADE
200 Monroe Ave. Detroit 26, Mich.

PHONOGRAPHS WANTED

We Will Pay Cash for

WURLITZER 16-Record Machines \$115.00 #61 70.00 #71 90.00 #24 160.00 #500-K ... 225.00 #850 475.00	SEEBURG Vogue ... \$200.00 Envoy, E.S. 300.00 Hitone, E.S. 400.00
MILLS Throne ... \$150.00 Empress .. 175.00	

Send us your list. We quote on all machines.
Write or wire today.

BYRON NOVELTY CO.

2045 Irving Park Road, Chicago 18, Ill.

Uncle Sam Has Taken My Mechanic
CLOSING OUT
AMUSEMENT GAMES

3 Argentinas, Each \$40.00	1 Pan American, Each \$27.50
4 Gun Clubs, 40.00	2 Dude Ranches ... 20.00
2 Hi-Hat ... 40.00	3 Blondies ... 15.00
2 Sluggers ... 40.00	1 Punch 15.00
5 Ten Spots, 40.00	1 Glamour ... 15.00
5 Capt. Kidds 45.00	1 Fleet 15.00
2 Victorys ... 52.50	
3 Star Attractions ... 27.50	

G & G SALES CO.
52 GROVE ST. MERIDEN, CONN.

New Mexico Bill Would Give Counties Power Over Bells

SANTA FE, N. M., Feb. 3.—The 17th Legislature of New Mexico proposes that the State follow the reputation for liberal laws which many of the Mountain States have gained during the years. The proposal is in the form of a bill which would give to counties and municipalities the power to license gambling by holding local option elections. The proposal lists slot machines, roulette, dice and etc. The bill does not establish any standard as to local fees, but does provide how the revenue shall be spent.

While not quite as liberal in its extent as the near neighbor, Nevada, it is expected that many localities will take advantage in time of the licensing privilege, if the bill should become a law.

The provisions of this proposal are as follows:

An Act

Authorizing counties and municipalities to permit gambling, providing for local option elections in counties on the question of permitting gambling in such counties and giving counties and municipalities the right to license gambling when the legal voters in such counties

shall vote in favor thereof at an election held under the provision hereof.

Be it enacted by the Legislature of the State of New Mexico:

Section 1. Gambling by games of chance, cards, slot machines, roulette wheels, dice and all other devices shall be legal in any county, subject to regulation by the County Commissioners and the governing body of any municipality in such county, when a majority of the legal voters of such county, voting at an election held upon the question of permitting such gambling as hereinafter provided shall so elect.

Section 2. When one or more petitions, signed by legal voters of any county, constituting in the aggregate not less than 25 per cent of the number of votes cast for the office of governor at the next preceding election, shall be filed with the county clerk of any county, petitioning the County Commissioners to call an election in such county for the purpose of determining whether such county shall adopt the local option provisions of this law, it shall be and is hereby made the duty of the County Commissioners of such county to call, hold and conduct an election for that purpose.

Section 3. Such elections shall be called, held and conducted in the same manner, and subject to the same provisions and restrictions as now provided by law for the holding of local option elections relating to the sale of intoxicating liquors.

Section 4. The ballots to be submitted for the voting at any such election shall present to the voters of such county, two (2) propositions only which shall be set forth on the ballot as follows: "For Permitting Licensed Gambling in _____ County," "Against Permitting Licensed Gambling in _____ County."

Section 5. Any county which has by such election adopted the local option provisions of this Act by resolution of the Board of County Commissioners duly adopted and published once in a newspaper of general circulation in such county, or in such newspaper published in an adjoining county if none be published in such county, shall have the power to regulate gambling and games of chance of all kinds in said county, and to license persons engaged therein, and prescribe and collect license fees therefor. Such license shall be for not to exceed a period of one year and all such licenses shall expire on June 30 of each year. The fees collected from such licenses shall be distributed one half to the general fund of the county and one half to the public school equalization fund of the county.

Section 6. When licenses issued hereunder by the Board of County Commissioners shall be for the conduct of gambling within the corporate limits of incorporated municipality, the governing body of such municipality by ordinance, shall also have the right and duty of issuing licenses therefor, and to prescribe and collect the fees for such licenses and such licenses shall be in addition to the licenses issued by the Board of County Commissioners or under its authority, and shall in all cases conform to the terms of such county licenses and expire on the same date. The fees collected for such licenses by any such municipality shall be covered into the general fund of such municipality.

Section 7. Gambling in any form now prohibited by law shall be unlawful in any county adopting the local option provision hereof, unless license therefor from the county, and from the municipality shall penalties as now provided by law.

Section 8. At any time after two years from the adoption of the local option provisions of the Act by any county, an election upon the question of continuing or abandoning licensed gambling shall be called, held and conducted by the Board of County Commissioners, in like manner upon petition therefor of legal voters in said county constituting not less than 25 per cent of the number of votes cast in said county for the office of governor at the next preceding State election, and if a majority of the legal votes cast at such election shall be for abandoning licensed gambling, gambling as now prohibited by law shall be unlawful in such county after 30 days from the canvassing of the vote. Provided, however, that such election provided for in this Section shall not be called oftener than once in two years.

THIS EQUIPMENT HAS BEEN RECONDITIONED, REPAINTED AND IS READY TO OPERATE

- 7 Mills Blue Fronts, 5c, D. J. P. \$177.50
- 6 Mills Blue Fronts, 5c, S. J. P. 200.00
- 1 Mills Blue Front, 10c, D. J. P. 215.00
- 3 Walling Rototops, 10c, very clean 165.00
- 1 Walling Gooseneck, 3-5, 5c Play 65.00
- 1 Mills 25c Gooseneck, 2-4... 85.00
- 2 Evans Galloping Domino, 5c, brown cabinet..... 250.00
- 10 Penny Smokes, very clean, Counter Machine..... 7.75
- 15 Penny Match Venders (new)... 2.75

1/3 Deposit.

CONFECTION VENDING CO.
220-222 West 4th St. Charlotte, N. C.
Phone 2-1816

ARCADE OUTFITTERS
FACTORY REBUILT AND REPAINTED LIKE NEW!

- MIDGET SKEE BALL, 6 Ft., 22" Wide \$95.00
- KUE BALL 45.00
- Exhibit Bowling Alley 85.00
- Evans Skee Ball 75.00
- Gottlieb Skeeballette 62.50

POKER TABLES

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Free! Price Lists: Parts—Supplies.
Complete Line of Arcade Machines!

MIKE MUNVES
510-514 W. 34th St. NEW YORK
(2 Blocks From Penn. Station)

FOR SALE

11 Streamline Bowling Leagues, brand new and slightly used, \$150.00 each; or will trade for music equipment.

FROST MUSIC CO.
1415 Birchard Ave. FREMONT, O.

SACRIFICE! 300 Gross

120 TIPS \$18 Gross
(Reg. \$27.50)

GREENGLASS SALES CO.
39 W. 23d, N.Y. 10

- 2 950 Wurlitzers, A-1 condition .. \$700.00 Ea.
- 3 New 5c Mills Gold Chrome Slot Machines, 2-5 600.00 Ea.

Used 30-Wire Cable, 10-Foot Lengths and Up, Guaranteed Workable, 25c Per Ft.

C. W. HUGHES & CO.
336 MAIN ST. LADOGA, INDIANA
Phone 17

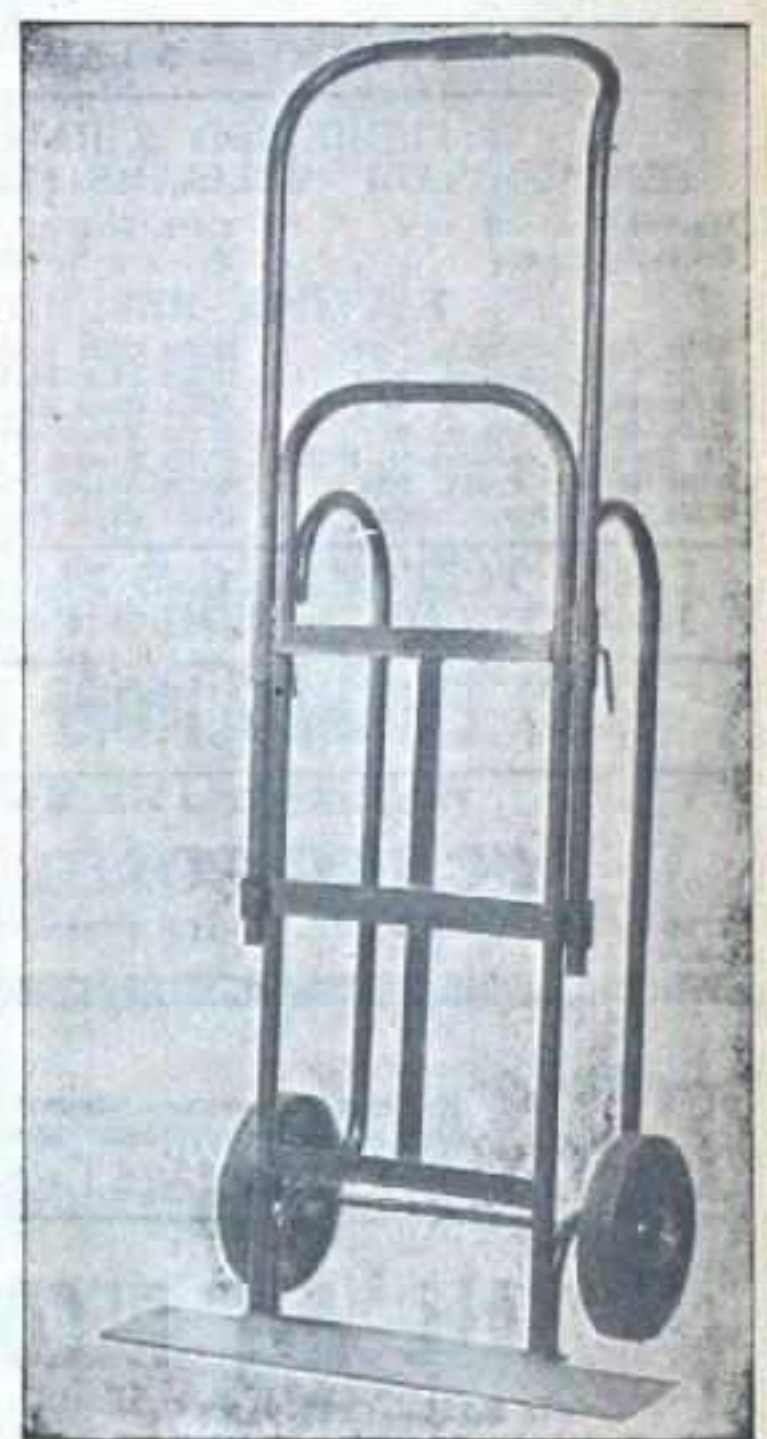
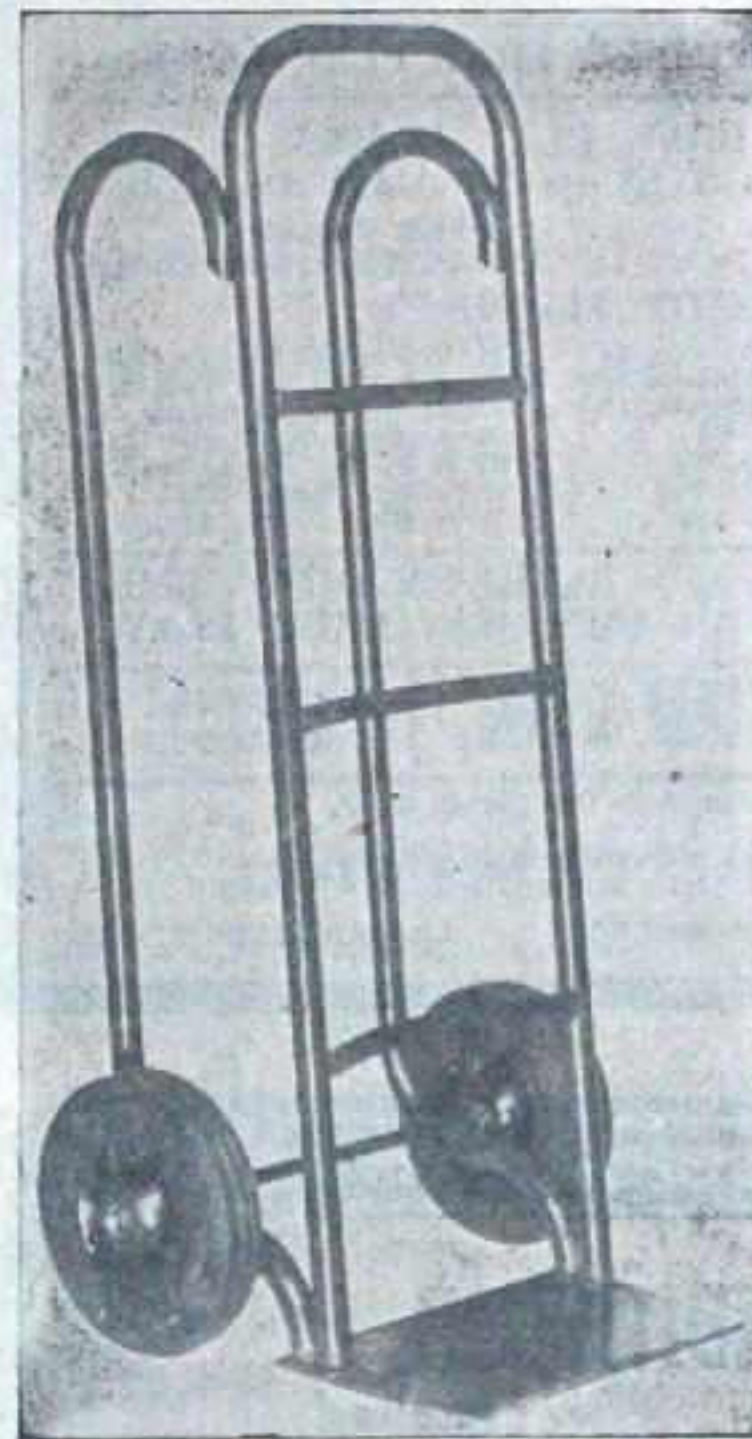
HAND TRUCKS

Step and curb jumper, rubber tire, ball bearing; puncture proof tires, 2.75x10 inches; 600 lbs. load. For Slots, Jukes, Pin Games, Cigarettes, Hotels, Factory, Trucking, Beer, Soda, Panorams, Refrigerators, etc. Acts as Dolly Rack for unloading, skids on floor. Weight 46 lbs, height 46 in., wheel center 20 in.

C. H. 30 has extension handle, height 72 in. Used with or without extension. Set screw adjustment for height extra. 28 in. lip plate removable. Weight 56 lbs. Priority AA5 or better. 25 per cent deposit. Jobbers wanted.

MODEL C. H. 25, PRICE \$28.00

MODEL C. H. 30, PRICE \$34.50



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**California Amuse.
Firm To Open Third
Branch in Bay City**

LOS ANGELES, Feb. 3.—California Amusement Company is preparing to open its third branch, in San Francisco, the middle of this month. Chet Garton, who will manage the branch, left here recently with his family for Burlingame. Bill Wolf, who owns the local branch as well as those in San Francisco and San Diego, took off the end of the week for the Bay City to make arrangements for the opening. A gala party is in the offing to mark the opening.

Golden Williams has replaced Anona Gates as secretary here. Miss Gates has already moved to San Francisco to take up her duties there. Al Griebahn recently joined the local branch as sales and service manager.

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- 1 Seeburg 8200, E.S. Write
 - 1 Seeburg 8200, E.S.R.O. Write
 - 1 Seeburg Gem Write
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 - 1 Rock-Ola Super Write
 - 1 Wurlitzer 71, C.M. 195.00
 - 1 Wurlitzer 616 165.00
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- 2 5¢ Pace B.F. Cornets 114.50
- 1 5¢ Pace Comet, 2/4 P.O. 89.50
- 2 25¢ Mills Blue Fronts 325.00
- 1 25¢ Mills Brown Front 325.00
- 1 25¢ Cherry Bell 325.00
- 4 Blue & Gold Vest Pockets 52.50
- 3 Green Vest Pockets 39.50
- 4 Jumbo Parades, F.P. 94.50
- 3 Jennings Silver Moons, F.P. 114.50
- 1 5¢ Blue Front, K.A.C.H., Serial Over 400,000 Write
- 1 5¢ Brown Front, K.A.C.H., Serial Over 400,000 Write
- 1 10¢ Blue Front, K.A.C.H., Serial Over 400,000 Write
- 1 Double Revolve-Around Safe Write
- 1 Single Revolve-Around Safe Write

PIN GAMES

- 1 Legionnaire, \$65.50 2 Victory ... \$99.50
- 1 Owl 89.50 1 Trailways .. 59.50
- 1 '42 Home 79.50 1 All American 49.50
- 1 Run 72.50 1 Stratoliner .. 49.50
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MISCELLANEOUS

- 1 Mills Scale \$49.50
- 2 Kirk's Guesser Scales 94.50
- 1 National Chimes Scales 89.50
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- 900 Ft. 30 Wire Cable Write

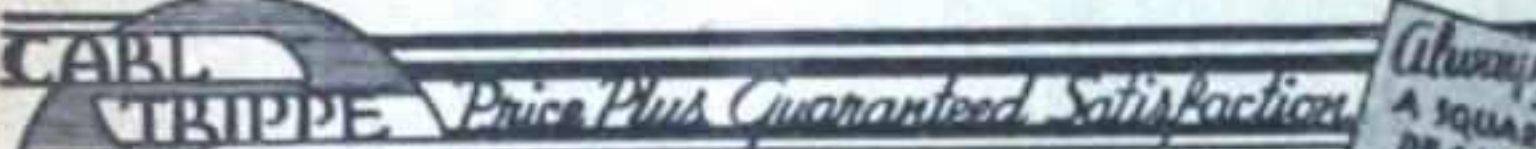
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British Coin Editor Tells of Kid's Delight for Pin - Game

LONDON, Feb. 3.—In a city that has had its criticism of pinball games because children play them, Edward Graves, coin machine editor of *The World's Fair* recently related an incident which shows the other side of the story. Graves reports on the use of a pinball game in a play center for children that have been sent out into the country. The letters and compliments from the children which have been received by the donor show how grateful the kids really are. The full story forms a classic that can be kept as evidence of the good that pinball games may do for children. The story as told by Graves follows:

As opposed to the things said by those who throw mud at automatic amusement machines, we all hear of many opposite examples. It has been told before, how such devices have been welcomed in the American Services clubs and recreation centers. We know, too, how popular they are in clubs and canteens run by N.A.A.F.I. (and if anybody does not know, Peerless Enterprises can testify) and in isolated stations where organized entertainment is a rarity. This week I am able to tell of yet another instance whereby a pin table is helping to make life brighter.

Welcomed in Play Center

In many an English country town there are still official children evacuees. To keep them happy and cheerful while away so long from their homes and their parents has not been an easy task. At one of these country towns there is a play center for the evacuees, who, by the way, total about 200. This center is run by a schoolmaster, a man who very obviously has a deep affection for youngsters. To amuse his charges in the evenings and on Saturday mornings he gives a "little cinema show," and provides a number of games, painting materials, and also stilt and trolleys which he has made himself. What else could he do to keep them amused, particularly when bad weather and dark nights barred use of the stilt and trolleys in the playground? Mr. Schoolmaster had an idea. Why not a pin table? He had somewhere seen the name of G. L. Holloway (Uncle George of the family), so, off went a letter. What could it cost to buy a pin table?

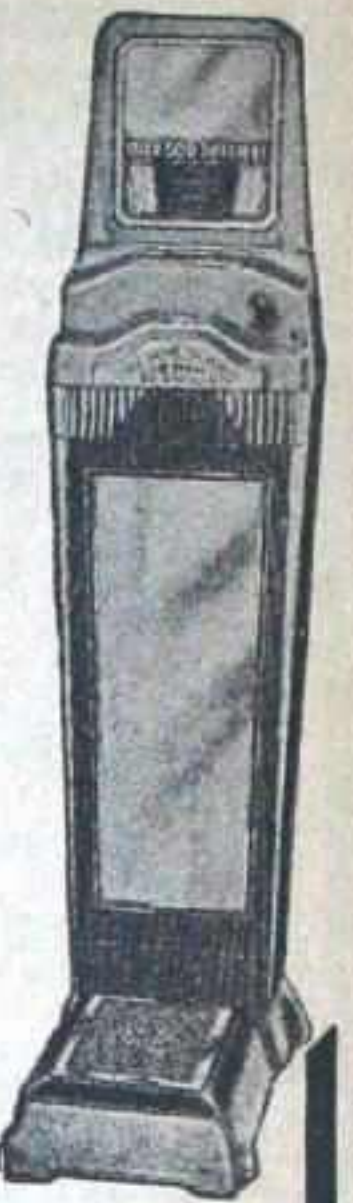
Uncle George Obliges

Having noted the purpose for which the machine was required, Uncle George without more ado forgot all about prices and sent Mr. Schoolmaster one free of all charge.

They Love It

There has, of course, been a sequel. It came first in the form of another letter from Mr. Schoolmaster who, thanking George Holloway for the gift, said it was very much appreciated. "The pin table will be a source of the greatest enjoyment," he wrote; "the children line up to take their turn." A number of the children penned their own appreciation to Uncle George. Arthur, who normally lives near St. Pancras station and was evacuated at the beginning of the war, says the boys and girls will quite enjoy playing with the machine. Another laddie winds up his note: "But still I think I will like the pin table best because it is more of an amusement." Ernest, whose London home was bombed, thanks Uncle George: "We like it very much." Robert writes: "We very much enjoy a game on the pin table." John who comes from Ireland and who has been in this town for four and a half years (his father is in the army) tells the donor: "We will all be very grateful." Another to write says his uncle was a prisoner in Italy for two and a half years but is now back in Britain. Betty lives rather a longish way from the play center and does not go there so frequently as the others, but she expresses thanks and says: "It will be fun now to have a game on the machine." Billie observes: "We will have some fun with it." Another John, who has been there five years, calls it a lovely present. So it goes on. Uncle George may have had many greetings this Christmas, but nothing gave him more happiness than to know that his kindly deed has given enjoyment to all those bairns.

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1000	25¢ J.P. Charley	...	Avr.	52.08	2.24
1000	25¢ J.P. Charley	...	Avr.	52.08	1.41
800	5¢ J.P. Bellboy, X Th.	...	Avr.	20.40	1.85
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- 1 A.B.T. Challenger Target with Steel Stand \$23.50
- 1 5¢ Gallo Playboy Slot, Needs Repair. 20.00
- 2 Columbus Bi-Mors, Deluxe Stands, Same as New. Ea. 27.50
- 5 Columbus "ZM" All Purpose Venders, 1¢. Ea. 10.50
- 5 Columbus "RM" 1¢ Peanut Venders, Slightly Used. Ea. 9.50
- 12 Columbus Model "21," Perfect. Ea. 8.00
- 3 DuGrenier Adams 1¢ Stick Gum, Factory Record. Ea. 13.50
- 12 Jennings Full Length Mirror Scales, Ea. 65.00
- 2 International Ticket Scales, Perfect, Each with 10,000 Tickets. Each 85.00

F. O. B. Washington, D. C.
E. O. LIKENS BETHESDA, MARYLAND

NO SALESMANSHIP NEEDED! ZINGO ← FOR → FLAT-TOP

5-Ball Free Play Up-
right Novelty Game—
Return Ball Feature—
Lights Out—High
Score—Action Every
Shot! Proving a New
High in Earnings!

**WHAT A COMBINATION FOR
BETTER LOCATIONS EVERYWHERE!**

Still Going Strong
LIBERATOR - PERISCOPE
DeLuxe Arcade Machines

5-Ball Free Play Nov-
elty Game. The Cash
Box Tells the Story!
What a Difference!
Beautiful—Thrilling—
Colorful Smooth as
Silk!

AUTOMATIC PAYOUT CONSOLES

Mills Three Bells...\$1045.00	Keeney 5 & 25 Twin Super Bell...\$595.00	Pace Twin Reels, 10 & 25¢ Fruit Reels...\$525.00
Mills Four Bells...700.00	Keeney 5 & 5 Twin Super Bell...495.00	Pace Twin Reels, 5 & 10 Fruit Reels...445.00
Keeney 4 Way Bell...675.00	Evans Pacer...495.00	Buckley Flash, Ivories 245.00
3-5 & 1-25¢...925.00	Pace '41 Saratoga...145.00	Evans 40 Domino...265.00
Bally Roll Em...185.00	Pace 25¢ Payday...450.00	Bally Club House...95.00
Mills Jumbo Parade, Late...155.00	Evans '41 Domino, JP...425.00	Evans Lucky Lucre...250.00
Evans 1941 Domino, Quarter Play Jackpot 750.00	Evans '41 Bangtail, JP...455.00	1938 Tracktime...125.00
Callie Roulette, Operates Mechanically, 25¢ Pl. 250.00	Evans Roulette Jr...125.00	Bally Bell, 5 & 25¢...95.00
	Jenn. Derby Day...45.00	Rays Track...175.00

BAKER PACER AUTOMATIC PAYOUT, DAILY DOUBLE JACK- POT, 7-COIN PLAY, FACTORY REBUILT..\$345.00

**WE ARE RECEIVING AND STILL BUYING Bally Attention,
Mascot; Exhibit Zombie, Sun Beam, West Wind, Do-Re-Mi, Stars,
Leader, Duplex Because of HIGHER PRICES PAID!**
Wire, Write, Phone Your List!

MILLS SLOT MACHINES

Brown Front, 25¢	Gold Chrome, 50¢	Club Bell Console, 25¢
Brown Front, 10¢	Gold Chrome, 25¢	Club Bell Console, 10¢
Brown Front, 5¢	Gold Chrome, 10¢	Club Bell Console, 5¢
War Eagle, 25¢	Gold Chrome, 5¢	Gitter Gold Q.T., 5¢
Futurily, 5¢	Futurily, 10¢	Futurily, 25¢
Free Play Vendor, 5¢	New Gold Q.T., 1¢	Blue Front, 1¢
Blue Front, 5¢	Blue Front, 10¢	Blue Front, 25¢

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. Please Address Mail to Chicago 22.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

AUTOMATIC COIN FOR PLUS SERVICE!

<p>MILLS VEST POCKET BELL Blue & Gold Metered \$59.50</p>	<p>Skyfighter...\$325.00 Rapid Fire...220.00 Mills Moderne Scale with Health Chart...49.50 Exhibit Radiogram...149.50 Mills 4" Dial Scale, Perfectly Reconditioned...89.50 Mills Spinning Reel, P.O...139.80 Mills 1-2-3, P.O., Rebuilt...89.50 Evans Roulette Jr...89.50 10¢ Watling Rotatop...159.50 Gottlieb Triple Grip...19.50 Pikes Peak...22.50 Mills 5-in-1...89.50</p>	<p>Latest Model GROETCHEN COLUMBIA Gold Award, Fruit or Cigarette Reels, Adjustable 5¢, 10¢ 25¢ Play \$89.50</p>
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WE HAVE BELL FLYING TIGERS—SKY RIDER—PIN-UP GIRL.
Groetchen 5¢ Liberty, Token Payout Counter Game, \$11.95.
Write for Complete List of Blue Fronts, Brown Fronts, Gold Chromes, Club Consoles and many others.

7-Col. DuGrenier Cig. Mach...\$39.50	8-Col. DuGrenier Cig. Mach. "WD" \$65.00
9-Col. DuGrenier Cig. Mach. "W" 49.50	11-Col. DuGrenier Cig. Mach. "LB" 89.50

SEE US FOR PARTS!!!

SP 1-2-3 Discs for Mills. Set...\$ 7.50	Main Clock Gears for Mills, with Attachments...\$ 3.50
Knee Action for Mills. Set of 3...4.95	65C7 Phonograph Tubes... .95
Idler Pinion Gears for Mills. Ea...2.50	Cash Box Doors (Minus Lock) ...2.00
Back Doors for Mills...6.50	Plastics for Rock-Ola '39, '40 Models, Top Corners, Lower Sides. Ea...12.75
Standard Handles for Mills...2.00	Plastics for Seeburg 1941, 1942 Models, Lower Sides. Each...14.50
Club Handles for Mills...4.50	Corner Plastics for Mills Throne. Ea...12.50
Jackpot Glasses for Mills...1.25	Sheet Plastic, 50x20...12.50
Reel Glasses for Mills... .50	New Locks for Pin Balls... .65
Escalator Glasses for Mills... .50	5, 10, 15 Amp. Fuses, Each... .04
Award Cards, 2/5 or 3/5, for Mills... .25	Bulbs, No. 40-44-46-47-81, 1456-1458. Each... .07
Set of 5 Four Bell Glasses for Mills...12.50	Reel Stops for Super Bells... .40
Class for Mills 3 Bells...17.50	
Spring Kit (55 Springs) for Mills...9.75	
Locks for Mills Machines...2.50	

Many Other Parts Available. Write Us Your Needs.
WE REPAIR MILLS SLOT CLOCKS—SEND THEM IN
All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed.
TERMS: 1/3 Deposit With Order, Balance C. O. D.

Automatic Coin MACHINES & SUPPLY CO.

1834 W. Fullerton Ave. (Phone CAPITOL 8244) Chicago 47, Ill.

**WE'LL PAY \$40.00 EACH FOR MILLS
FLASHERS 20 GRANDS JUMBO PARADES
TEN GRANDS SQUARE BELLS** *If Complete*

EXPOSITION GAMES CO. 889 GOLDEN GATE AVE.
SAN FRANCISCO 2, CALIF.

Md. Governor Makes Belated Plea for Longer Race Dates

BALTIMORE, Feb. 3.—A belated plea by the governor of Maryland for recognition of prolonged periods of horse racing in the State during the season as a means of producing much needed revenue in the coffers of the Maryland treasury fell on ready ears but it was nonetheless shelved as being a project to be set aside for the duration, since Jimmy Byrnes' ban on horse racing throughout the country was instituted in an effort to snatch the man-power running the tracks of the nation.

Revenue from gambling on the races was given favorable mention in the message of Governor Herbert R. O'Connor before the Maryland Legislature January 20. At one time Governor O'Connor made licensed pinball games an issue in his campaign for the high office of the State, but he favors licensed racing bets because it brings fine horses into the State and also produces good revenue.

In his message, the governor said that the General Assembly of 1943 enacted legislation to set the maximum number of days for racing at 50 instead of 30 as it had previously. According to the governor, the result was 50 days of racing at Pimlico in 1943, and this year Laurel was able to put on a meeting in addition to Pimlico, "Consequently the 100 days of racing at major tracks were allotted," the governor said.

The governor continued: "In the first instance, the loss in the State's revenue was curtailed and in 1944 the amount of revenue, owing to the prevailing prosperity, surpassed any prior record. Through the insistence of the commission, the average daily purse distribution for any meeting on a major track was in excess of \$20,000. This brought to the State the best horses in training and the improvement of the caliber of horse brought increased attendance, increased revenue and improved sport."

- ### SLOTS
- 2 50c Blue Fronts, completely rebuilt by Mills Novelty Co. and not used since, just like new. Each...\$675.00
 - 1 25c Bonus Bell, same condition as above...375.00
 - 2 10c Bonus Bells, same as above. Each...325.00
 - 4 25c Silver Chrome Bells, practically new. Each...375.00
 - 4 10c Silver Chrome Bells, practically new. Each...325.00
 - 1 25c 5JP Blue Front, excellent condition and appearance...325.00
 - 1 5c Late Model Pace Comet, green enamel finish, completely rebuilt by Pace Mfg. Co...175.00
 - 1 5c Late Model Pace Comet, red enamel finish, completely rebuilt by Pace Mfg. Co...175.00
 - 1 5c Jennings 1 Star Chief, factory rebuilt...195.00
 - 1 5c Jennings Century, factory rebuilt...165.00
 - 1 1c Watling Treasury, DJP, good condition...60.00
 - Lock Box Type Single Slot Machine Stands, Locks & Keys...19.50
- ### MISCELLANEOUS
- 14 Watling Guesser Scales, mirror front models with top mirrors, colors blue and white, used very little, perfect condition and clean throughout, crated. Each...\$110.00
 - 1 Exhibit Air Circus Pin Table, excellent condition...115.00
 - 1 Seeburg 8800 E.S. Phonograph, perfect condition...550.00
 - 4 BRAND NEW Wurlitzer Model 160 Auxiliary Speakers. Each...20.00
 - 1 Supreme Gun "Shoot Your Way to Tokyo," used only 3 weeks...199.50
 - 2 Bally Rapid Fire Guns with bases. Each...165.00
 - 2 Bally "Shoot the Bull" Guns with bases. Each...65.00
 - 2 Chicago Novelty Co. Jap Guns with bases, used 3 weeks. Each...135.00
 - 1 Exhibit Kiss-o-Meter, floor model...185.00
 - 1 Exhibit Picture Machine, "Hav-a-Look in the Sultan's Harem," counter model...25.00
 - 1 Mutoscope View-a-Scope, 2 extra films, factory rebuilt, new eye piece...30.00
 - 1 Mutoscope Drop Down Picture Machine, with metal frame stand, 1c play, comic subject...30.00

JAY SALES OFFERS:

- ### MUSIC
- Seeburg Vogue...\$450.00
 - Seeburg Hy-Tones, ESRC, 8800...650.00
 - Seeburg Envoys...465.00
 - Seeburg Regals...385.00
 - Wurlitzer Model 81...125.00
 - Wurlitzer Model 71...185.00
 - Wurlitzer Model 616...165.00
 - Wurlitzer Model 516, Lite-Up Cab...175.00
 - Wurlitzer Model 312...75.00
 - 8 Wurlitzer Model 115, 5¢ Remote Wall Boxes. Ea...18.50
 - Rock-Ola 12-Record Chassis with Turntable Motor and Tone Arm...26.50
 - Wurlitzer Motors, D.C...20.00
 - Speakers 312 and 412...9.00
- ### CONSOLES
- Keeney Super Track Time (New in the Crate)...\$600.00
 - Paces Racer Brown Cabinet, A-1 Mechanically...150.00
 - Evans Jockey Club...65.00
- ### SLOTS
- 5¢ Mills Bonus...\$250.00
 - 5¢ Mills Brown Front...225.00
 - 5¢ Mills F.P. Q.T., Like New...49.50
 - 5¢ Mills Q.T...75.00
 - 5¢ Mills Wolf Head...44.50
 - 5¢ Mills Goose-neck, P.V...27.50
 - 10¢ Mills Q.T...99.50
 - 10¢ Columbia Chrome, Like New...64.50
 - Double Safe Cabinets...37.50
- ### PIN GAMES
- | | |
|---------------------|---------------------|
| DrumMajors \$27.50 | Midway...\$15.00 |
| Miami...15.00 | Hold Over...24.50 |
| Speed Ball...34.50 | Polo...22.50 |
| Paradise...42.50 | Stop & Go...15.00 |
| Golden Gate...27.50 | Stratoliner...47.50 |
| All American 39.50 | Band Wagon 37.50 |
| Dude Ranch...42.50 | Spinner...15.00 |
| Four Roses...52.50 | Hit the Jap...37.50 |
| Slide Kick...15.00 | Ritz...15.00 |
| Zeta...15.00 | Bambino...15.00 |
- 1/3 Deposit with All Orders, Bal. C.O.D.

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41 So. Main Street. Haverhill, Mass.

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First-class Radio and Amplifier Technician for reliable firm. Phone or write for interview.

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Designer and Manufacturer of Outstanding Games Since 1934

AFTER VICTORY
WATCH WILLIAMS!

WILLIAMS MFG. CO.
161 W. HURON ST., CHICAGO 10, ILL.

PHONOGRAPH ROUTE WANTED
TO BUY FOR CASH
In Eastern Part of the United States. Address: C. S., 89-27 69 Road, Forest Hills, N. Y.

Pinball Machines Wanted
Following prices paid: Big Parade, \$100.00; 5-10-20, \$90.00; Knockout, \$90.00. Also any other late model Pinball Machines. Advise quantity. Must be in good condition. R. D. BARRY, 1624 Swetland St., Scranton 4, Pa.

CLEVELAND COIN

OFFERS:

MUSIC

- 4 Singing Towers \$300.00
1 Mills 12 Record Selection 110.00
1 Gable-Kuro 20 Record Lite-Up 265.00
1 Rockola Imperial 20 Hideaway with 6 Wall Boxes 250.00
3 Mills Empress, A-1 Write

WE WILL BUY OR FINANCE ANY MUSIC MACHINE OPERATIONS IN OHIO!

CONSOLES

- 1 Early Head Galloping Dominoes \$125.00
3 Kentucky Clubs 110.00
2 Black Paces Races 125.00
2 Big Tops, F.P. 120.00
1 Beulah Park 95.00
2 Saratogas, F.P. Combination 165.00
1 Sc Bob Tail, Cash Pay 110.00

PIN GAMES

- 2 Lite-a-Cards \$65.00
1 Repeater 45.00
1 Dude Ranch 49.50
1 Sky Blazer 85.00
1 Spooky 35.00
1 Champs 65.00
1 Wings 39.50
1 ABC Bowler \$65.00
2 Speed Demons 45.00
2 Gold Stars 49.50
2 Jungles 75.00
2 Big Chiefs 49.50
2 Victorias 95.00
2 Wild Fires 49.50

COMPLETE ARCADE READY TO SET UP CONSISTING OF:

- 1 Pitchem & Catchem
1 Keep Em Punching
2 H.D. Ten Strikes
1 Jenn. Barrel Roll
1 Magic Finger
1 Grotchen Metal Typer and Metals
1 Panoram Viewing Show
1 See-a-Freak
2 Slap the Japs
1 Shoot the Bull
2 Anti-Aircraft Guns
1 Talking Scale

SPECIALS

- 10 Slightly Used Bowling Leagues, 9-Ft. Alleys \$215.00
5 Caille Lo Boy Moderne Scales 55.00
1 5c & 10c Jennings Club Consoles, Both for 450.00

CIGARETTE VENDORS!

STEWART-McGUIRES—DU GRENIERS—SP MODELS
7 column—20c combinations—completely reconditioned—mechanically perfect! Ready to operate!

WANTED TO BUY—Late Model Photomatics—Pusher Type Rotaries—Singing Towers—Panorams—all kinds of Music and Paces Races, check separator models only!
Terms: 1/2 Deposit with all orders—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2021-25 Prospect Ave., Cleveland 15, Ohio
Phone: PProspect 6316-7

'45 CIG SUPPLIES

(Continued from page 66)

1944 crops are now entering manufacturers' stocks. Cigarette output probably cannot be materially increased, it added, unless more labor and machinery and, in some cases, more tobacco, are made available to manufacturers.

Cigarette production in 1944 for domestic use and shipment abroad was estimated at 320,000,000, an increase of 25,000,000 over 1943 and almost double the 1939 output.

Civilians received almost three-fourths of the entire production—an estimated 240,000,000 cigarettes—but an unestimated portion of this amount went to military forces thru direct government purchases from jobbers and in gifts from individuals to servicemen overseas.

Despite the increased production, civilian consumption during the last three months of 1944 was below that in the same period of 1943, reflecting heavy military requirements.

WANTED

All Types

FREE PLAY CONSOLE MACHINES

Also

BALLY CLUB BELLS and KEENEY SUPER BELLS American Vending Co.

810 5th Street Miami Beach, Fla.
1891 Coney Island Brooklyn, N. Y.

FOR SALE

- 2 Victorias \$52.50
2 Hi-Hats 42.50
3 Pan American 25.00
2 Sky Blazers 47.50
3 Star Attractions 37.00
2 Argentinas 42.50
4 Spot Pools 40.00
3 Legionnaires 30.00
1 Gun Club \$42.50
5 Capt. Kidds 47.50
2 Four Roses 25.00
1 Air Force 50.00
1 Toplo 50.00
4 Jumbo Card Games (Rev. Hi-Hand) 90.00
4 Club Bells 165.00
2 Sink-the-Jap 25.00

1 Slap-the-Jap \$35.00
These machines are in fairly good condition. All machines sold as is.
1/3 Deposit Upon Acceptance of Order.

ROSAL NOVELTY COMPANY
88 Winthrop St. NEW BRITAIN, CONN.

ALL MACHINES OVERHAULED

- 2 5c Bonus, D.P.S.P.O.H. Ea. \$325.00
1 10c Bonus, D.P.S.P.O.H. 375.00
1 25c Blue Front 325.00
1 5c Cherry Bell, 3/10 P.O. 250.00
1 10c Extraordinary Gold Award 200.00
1 5c Jennings Victory Chief 275.00
4 5c War Eagles, Glitter Gold, 3/5 P.O. Ea. 200.00
2 10c War Eagles, Glitter Gold, 3/5 P.O. Ea. 250.00
2 25c Late Caille's, 2/4 P.O. Ea. 125.00
2 1c Vest Pocket Mills. Ea. 100.00
2 5c Jack Pot Dice Machines. Ea. 85.00
1 25c Jack Pot Dice Machine 100.00
Watling, Pace, Jennings, Mills Goosenecks, Glitter Gold. Write for what you want.

CASEY'S COWBOY BAR
BOX 65 PINEDALE, WYO.

FOR SALE

- One 5c Mills Blue Front \$150.00
One 25c Mills Brown Front 295.00
One Wurlitzer Photo 800 "R" 275.00
Four 1c Mills Q.T. Each 25.00
Two Seeburg Regal Photo. Each 275.00
Two 5c Pace Blue Fronts. Each 80.00
Two 5c Caille Commanders. Each 80.00
One Wurlitzer Band Organ, Style 148 150.00
1/3 Cash Deposit.
A. G. RIBTAU, 328 Sarah Street, Kaukauna, Wis.

C. & P. SALES CO.

407 MADISON AVE. 5-4576 MEMPHIS, TENN.

FOR SERVICE THAT SATISFIES

PHONOGRAPHS

- Top Flight \$349.50 Singing Towers \$509.50
Streamliner 403.50 Hi-Boy—40 Records 697.50

If you are in need of any of the above machines we would suggest that you write, wire or call us for immediate delivery as these are absolutely the last factory rebuilt phonographs for the duration.

CONSOLES

- Paces Saratogas, c. p., late head \$99.50
Mills Jumbo Parades, high head, c. p. 129.50
Galloping Dominoes 325.00
Jennings Multiple Slot Liberty Bell \$59.50
Jennings Multiple Racer 59.50
Keeney's Kentucky Club 59.50
Roulette, Jr. 227.50
Pace Spinning Reels, c. p. 117.50

SLOTS

- 5c Jennings Club Bells, 3/5 \$169.50
5c Jennings One Star, 3/5 139.50
10c Jennings Chief 179.50
5c Mills Blue Fronts 169.50
10c Mills Blue Fronts 210.00
25c Mills Blue Fronts 325.00
5c Mills Cherry Bells 225.00
25c Mills Cherry Bells 349.50
5c Brown Fronts 239.50
10c Brown Fronts 249.50
10c Jennings Silver Club 249.50
5c Jennings Silver Moon, 41 slot, d. p. \$299.50
5c Watling Rolatops 107.50
5c Pace Comets, All-Star 122.50
Columbia, Jackpot 89.50
Columbia, Gold Award, Front and Back Pay 69.50
Mills Q. T., 1c Play 59.50
5c Mills War Eagle, 3/5 149.50
10c War Eagle 179.50
5c Mills Chrome Bells, 2/5 325.00

PIN GAMES

- 25 Mills 1940 Free Play, 1-2-3 \$94.50
1/3 Cash Deposit With Order, Balance C. O. D.
All of our Slots have been refinished and reconditioned. Slots overhauled and refinished for \$35.00 each.

OPERATORS! FOLLOW THE LEADERS!

GET YOUR MONEY-MAKERS FROM LION!

PIN GAMES—READY FOR LOCATION

- Red Hot \$29.50 Victory \$99.50 '41 Major \$69.50
All Out 69.50 Invasion 179.50 Destroyer 99.50
Action 179.50 Big Parade 119.50 Jolly 29.50
Production 99.50 South Paw 69.50 New Champ 69.50
Bombardier 99.50 Home Run, '42 79.50 Broadcast 59.50
Sentry 69.50 Smack-the-Jap 59.50 Defense (Genco) 109.50
Salute 39.50 Sink-the-Jap 59.50 Yank 109.50
Monicker 89.50 Marvel Baseball 179.50 Ten Spot 59.50
Wild Fire 49.50 Eagle Squadron 99.50 Stage Door Canteen (New) 250.00
Marines 189.50

PHONOGRAPHS

- 1 Seeburg Gom Write
1 '49 Master Rock-Ola Write
1 71 Wurlitzer with Stand Write
1 Mills Empress Write
1 616A, Illuminated Write

ARCADE EQUIPMENT

- Rockola Ten Pins, H.D. \$69.50 Zingo Write
Liberator 275.00 Tail Gunner \$189.50 Sky Fighter \$375.00
Periscope 249.50 Cupid's Wheel (Orig. Crate) 195.00 Ace Bomber 250.00
Keeney Submarine 199.50

WANT TO BUY

EXHIBIT: Westwind, Double Play, Sunbeam, Do-Re-Mi, Leader, Zombie, Duplex, Sky Blazer, Merry-Go-Round, Short Stop. BALLY: Crossline, Broadcast, Flicker, Silver Skatos, Attention, Mascot, Hi-Dive. CHICAGO COIN: Dixie, All American. HIGHEST CASH PRICES PAID—WRITE.

All kinds of One-Ball, Consoles, Factory Rebuilt Slots. Write for any game not listed. We have them.



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Phone Wabash 7689
726 So. Fourth St. Louisville 2, Ky.

Terms: 1/3 deposit with order, balance C. O. D. or sight draft.

6SC7 METAL TUBES

\$1.30 MIN. ORDER EA. 10 TUBES

PROJECTOR LAMPS FOR SOLO-VUES

250 Watt—50 Hour
\$2.00 MIN. ORDER EA. 6 LAMPS

Plus 7 1/2% Fed. Tax
IMMEDIATE DELIVERY!
FULL CASH WITH ALL ORDERS!

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763 S. 18th St. NEWARK, N. J.

PUSH CARDS

All Sizes, Styles from 10 to 600 Holes. Also J.P. Cards, Fund Raising Cards, Etc.
FREE Catalog Write
W. H. BRADY CO., MFRS.
EAU CLAIRE, WISC.

WHIRLAWAY Converted from Sport Special, Dark Horse, Blue Grass.
DUST WHIRLS Made from Club Trophy. Watch for DUO BELL.
Mills Four Bells Jumbos, Late, Cash \$575.00
Domino '42, Lite, JP 129.50
Silver Moon 375.00
Keeney Super Bell 99.50
Keeney Pastime 300.00
Keeney '38 Track Time 135.00
Slot Machines, 1 Balls, 5 Balls. Send for List. All Equipment Guaranteed.
ROY MCGINNIS CO. 2011 MARYLAND AVE. BALTIMORE, MARYLAND

FOR SALE

Five Panorams, Type 1340 A, Serial Numbers P-4665, P-6672, P-4720, P-6604, P-6486, \$400.00 each. Ten Singing Towers, reconditioned, \$425.00 each. Two 616 Wurlitzers, plain cabinet, \$150.00 each. One-third deposit, balance C. O. D.
W. C. LOCKHART, P. O. Box 403, Haines City, Fla.

SENSATIONAL

Marvel's Baseball

This revamped game offers the utmost in player appeal—it has everything—including the latest style bumpers—roll-overs—special pin, and BEST of ALL—a Knock-Out-Pocket.

YOUR PRICE \$179.50 1/3 Dep., Bal. C. O. D., F. O. B. Chicago.

RUSH YOUR ORDER

NEW REVAMPS \$209.50 Each

PIN UP GIRL—SKY RIDER—FLYING TIGERS—STREAMLINER

NEW REVAMPS \$179.50 Each

**PARATROOP—BOMBARDIER
EAGLE SQUADRON
PRODUCTION—SHANGRI-LA
TORPEDO PATROL**



BELL CASABLANCA \$209.50

WILLIAMS' FLAT TOP \$250.00

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

WANTED: Sporty, Jolly, Polo, Yacht Club, Home Run, Stratoliner, Sport Parade, Velvet, Dixie, All American, Star Attraction, Fox Hunt, Four Diamonds, Mascot, Twin Six, Silver Skates, Sky Blazer, Leader, Glamour, Play Ball, Pan American, Attention, Skyline, West Wind, Stars, Zombie, Duplex, Do-Re-Mi.

ALSO WANTED

500—5 BALL PIN GAMES. SAVE TIME BY SENDING YOUR COMPLETE LIST WITH PRICES.

MID-STATE CO. 2848 ROOSEVELT RD. CHICAGO 12, ILL.

PHONE: SACRAMENTO 2891

WANTED—\$50.00 EACH

Double Play—Leader—West Wind—Sun Beam—Do Re Mi—Stars. \$45.00 EACH: Zombie—Duplex—Skyblazer—Hi Dive. \$40.00; Bally Attention. \$35.00; Silver Skates. \$25.00; Mascot.

SLOTS—I-BALLS—CONSOLES

Thorobred	\$565.00	Jenn. 4-Star Chief, 5c....	\$175.00
Longacre	565.00	Mills Vest Pocket, Bl.&Gld.	59.50
Pimlico, F. P.	415.00	Blue Fronts, 5c, 25c....	Write
'41 Derby, F. P.	360.00	Groetchen Mercury, 1c Token	
Club Trophy, F. P.	340.00	P. O.	11.95
Sport Special, F. P.	165.00	Sport King, P. O.	300.00
Record Time, F. P.	169.50	Pace Comet, 5c, 2/4 P. O.	75.00
Blue Grass, F. P.	195.00	Pace Comet All Stars, 3/5, 10c	85.00

WANTED—OLD GOTTLIEB GAMES

Paradise — Champ — School Days — Seahawk — Horoscope — Hi-Dive — Miami Beach Belle Hop — Big Show — Score Card — Summertime — Oh, Johnny — Drum Major Convention — Gold Star — Border Town — Trapeze — Score A Line — Three Score

RECONDITIONED PIN GAMES

Air Circus	\$129.50
Jeep	129.50
Knockout	129.50
5-10-20	119.50
Gence Victory	84.50
Yopic	89.50
Gun Club	82.50
Texas Mustang	82.50
Hi Dive	79.50
Argentine	79.00
Capt. Kidd	79.00
Bowlaway	72.50
Jungle	72.00
New Champ	69.50
Zig Zag	69.50
Horoscope	64.50
Star Attraction	64.50
Ten Spot	64.50
Legionnaire	59.50

NEW REVAMPS

United	
Arizona	\$209.00
Midway	209.00
Grand Canyon ..	209.00
Wagon Wheels ...	Write
Marvel's	
Baseball	\$179.50
P. & S.	
Production	\$179.50
Eagle Squadron ..	179.50
Shangri-La	179.50
Bombardier	179.50
Westerhaus	
Marines	\$199.50
Williams	
Flat Top	\$250.00

RECONDITIONED PIN GAMES

School Days	\$57.50
Four Roses	57.50
Belle Hop	57.50
Home Run	57.50
Sea Hawk	57.50
Seven Up	57.50
Velvet	57.50
High Stepper	55.00
Paradise	49.50
Metro	49.50
Sport Parade	49.50
Wildfire	44.50
Bandwagon	42.50
Sparky	36.50
Buckaroo	35.00
Vacation	35.00
Anabel	32.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

RED, WHITE AND BLUE—2160 BREAK TAB CARDBOARD TICKETS, JAR DEAL TICKETS

All tickets when sold at 5c make \$36.00 profit; when sold at 10c, \$72.00 profit. Send for FREE SAMPLE of our ticket.

\$1.40 each 100 LOTS
\$1.60 each DOZEN LOTS
Less Than Dozen Lots, \$1.75 Each.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

MARCH TAX CALENDAR

ALABAMA: 10—Tobacco stamp and use taxes and reports due. 20—Sales tax reports and payments due.

COLORADO: 14—Sales tax reports and payment due. Use tax reports and payment due.

CONNECTICUT: 10—Cigarette distributors' report due.

FLORIDA: 10—Agents' cigarette tax reports due.

GEORGIA: 10—Tobacco wholesale dealers' reports due.

ILLINOIS: 15—Cigarette tax returns due. Sales taxes and reports due.

IOWA: 10—Cigarette vendors' report due.

KANSAS: 15—Compensating taxes and reports due. 20—Sales taxes and reports due.

KENTUCKY: 10—Cigarette tax report due.

LOUISIANA: 1—Wholesalers' tobacco reports due. 15—Wholesale soft-drink dealers' reports due. Wholesalers' tobacco tax reports due. 20—New Orleans sales and use taxes and reports due. State sales and use tax returns and payments due.

MASSACHUSETTS: 15—Cigarette distributors' taxes and reports due.

MICHIGAN: 15—Sales tax reports and payment due. Use tax reports and payment due.

MISSISSIPPI: 15—Manufacturers, distributors and wholesalers of tobacco—reports due. Sales tax reports and payment due. Use tax reports and payment due.

MISSOURI: 1—Annual sales tax reports due. 15—Retail sales tax reports and payment due.

NEW MEXICO: 25—Use or compensating taxes and reports due.

NORTH CAROLINA: 10—Tobacco dealers' monthly reports due. 15—Sales and use taxes and reports due.

NORTH DAKOTA: 1—Cigarette distributors' report due.

OHIO: 10—Cigarette wholesalers' reports due. 15—Cigarette use tax and reports due.

OKLAHOMA: 10—Cigarette tax reports due. 15—Sales tax reports and payment due.

RHODE ISLAND: 10—Tobacco products tax reports due.

SOUTH CAROLINA: 10—Admissions and soft-drink tax reports and payment due.

SOUTH DAKOTA: 15—Sales tax reports and payment due. Use tax reports and payment due.

TENNESSEE: 10—Cigarette distributors' reports due.

TEXAS: 10—Cigarette distributors' report due.

UTAH: 15—Sales and use tax returns and payment due.

WASHINGTON: 15—Sales tax reports and payment due. Use tax reports and payment due.

WEST VIRGINIA: 15—Sales tax reports and payment due.

WYOMING: 15—Sales tax reports and payment due. Use tax reports and payment due.

SENSATIONAL CONVERSION VALUES

From America's Pin Game Conversion Headquarters

- ★ SEA RAIDER for Capt. Kidd
- ★ GLAMOR GIRLS for Sport Parade
- ★ SKY RAIDER for Big Parade
- ★ TAIL GUNNER for Ten Spot
- ★ ARMY AND NAVY for Knock Out
- ★ G. I. JOE for Jungle
- ★ PLAY BALL for Champ—New Champ
- ★ BOMBARDIER for Victory
- ★ BOMB THE AXIS RATS for Star Attraction
- ★ SINK THE JAPS for Seven Up
- ★ SLAP THE JAPS for Stratoliner
- ★ SMACK THE JAPS for Ten Spot
- ★ HIT THE JAPS for Gold Star
- ★ KNOCKOUT THE JAPS for Knock Out
- ★ ON DECK for Snappy
- ★ GIRLS, AHoy for Sea Hawk
- ★ WORLD SERIES for Seven Up
- ★ MISS AMERICA for All American

EVERY ONE A PROVEN MONEY-MAKER. OVER 10,000 NOW ON LOCATION. WRITE, WIRE or PHONE YOUR ORDER today for immediate shipment.

Your Total Cost is Only... \$9.50 Per Game
And here is what you get!
A New 12-Color Score Glass, a New Set of Large-Size Two-Tone Bumper Caps, Instruction and Score Cards. In Addition, Some Have New Playboard Designs. F.O.B. Chicago. Cash with Order.

VICTORY GAMES
2144 Southport Ave. Chicago 14, Ill. Phone DIVersey 5680-5681

PARTS—SUPPLIES

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred	\$5.40
3 AG Fuses	Per Hundred
1/2 Amp.	\$9.00
1, 1 1/2, 2, 2 1/2, 3 Amp.	3.50
5, 6, 7 1/2 Amp.	3.00
10, 15, 20, 25, 30 Amp.	2.50
PHONOGRAPH TITLE STRIPS (Red Border)	
1000	\$5.00
5000 Per M	4.00
10000 Per M	3.50
25000 Per M	3.00

65C7, 5Z3, 80, 2A4G, 70L7
Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 65C7 to 7F7	#205 2A4G to 2051
103 65C7 to 65L7	(Seeburg Guns!)
110 5Z3 to 5U4G	210 2A4G to 2051
125 80 to 5T4,	(Seeburg Music)
5V4G, 5Y3 or	215 70L7 to 7A4-
5Z4	7A5
126 83 to 5U4G	(Seeburg Remote
or 5X4	Boxes)
\$1.50 Each	\$3.50 Each

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records

HERMITAGE MUSIC CO.
423 Broadway, Nashville 3, Tenn.

WILL PAY

\$200.00 PER CASE FOR .22 SHORTS

ZOTTER'S PLAYLAND
423 12th Street Oakland 7, Calif.

MUSIC—SUPPLIES ACCESSORIES

4 Wurlitzer 850	\$775.00
3 Wurlitzer 950	735.00
15 Wurlitzer 750E	725.00
9 Wurlitzer 750	700.00
2 Wurlitzer Victory 800R ..	485.00
1 Wurlitzer 600 in Glamour Cabinet, =125 Box and Red Stepper. Complete	450.00
2 Wurlitzer Gounter Model 41, with Stand	130.00
5 Wurlitzer Model 50	100.00
10 Model =125 Wall Boxes ..	27.50
1 Seeburg Gem in Victory Cab.	450.00
2 Seeburg 8800, ES	585.00
2 Seeburg 8800, EBRO	635.00
1 Seeburg Cadet, ESRO	525.00
1 Seeburg Duo Remote Console	225.00
3 Rockola Counter Model, 5-10-25	115.00
1 Panoram With 2 Roll Film.	375.00

Sheet Plastic 20"x50", Red or Green, Thickness of 25¢ Coin. \$8.75

All Merchandise Subject to Prior Sale!
50% Certified Dep., Bal. C. O. D. or Sight Draft.

AMERICAN COIN MACHINE COMPANY
437 Elizabeth Ave., Newark 8, N. J. Phone: Waverly 3-1500

TUBES AND NEW ACCESSORIES

FOR COIN OPERATED PHONOGRAPHS

NEW ACCESSORIES

Front Glass 61 Counter Model	\$1.35	Box 100 Carbon Resistors	\$2.65
Front Glass 71 Counter Model	.90	Power Transformers, All Models	6.00
Needle Screws, Per Doz.	1.75	Electric Soldering Irons	2.00
OHM Resistors, 10 W., Any Size	.30	Micro-Pick Ups (Metal) for Rock-Olas	4.75
OHM Resistors, 20 W., Any Size	.50	or Mills	
8 MFD Cond. Tub. Can, 450 V.	1.50	5 Ft. Shielded Wire with Posts (Both Ends),	
8 MFD Cond., 450 V., Tub. Can	.70	All Machines—Improves Tone of Mach.	.40
16 MFD Cond., 450 V., Tub. Can	1.85	2 Wire Rubber Covered Zip Cord, Per Ft.	.03 1/2
		P.M. Sparkers, All Sizes, from \$5.00 to \$11.00	

TUBES FOR THE COIN MACHINE INDUSTRY

0Z4	\$1.50	6C5	\$1.00	12A8	\$1.00	26	\$.75
1A5	1.50	6C6	1.00	12K7	1.00	27	.70
1A7	1.60	6A6	1.50	12Q7	.90	33	1.00
1H4	1.00	6B5	1.95	12SK7	1.00	38	.95
1H5	1.30	6F6	.90	12SR7	1.30	41	.85
1LA4	2.35	6J5	.75	12Z3	1.00	43	1.10
1LN5	2.35	6H6	1.10	14A7	1.60	45	.80
1N5	1.60	6K7	1.10	14C7	1.40	46	1.10
1P5	1.60	6L6	1.35	25L6	1.30	47	1.10
1Q5	1.60	6Q7	1.10	25Z5	1.00	56	.80
2A4G	1.85	6SC7	1.00	25Z6	1.00	57	.90
2A3	1.60	6SK7	.85	35A5	1.30	76	.85
3Q5	1.60	6SL7	.75	35L6	1.00	77	.90
5V4	1.50	6V6	.60	35Z3	1.30	78	.90
5U4C	1.00	6X5	1.00	35Z5	.85	79	1.40
5W4	1.00	2051	2.25	50L6	1.10	80	.70
5Y3	.70	117L7	2.35	50Y6	1.10	83	1.10
5Z3	1.00	117Z6	1.60				

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!
SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes, because we cannot ship critical tubes only.

Deposit required with all orders!

WE HAVE A FULL LINE OF RADIO PARTS, MOTORS FOR WURLITZER AND ROCK-OLA. PICK-UP HEADS FOR SEEBURG. SPEAKERS, AMPLIFIERS, TRAYS, ETC. A-1 CONDITION AT REASONABLE PRICES.

ALBENA SALES CO. 587 10th AVE., N. Y. C.
LONGACRE 5-8334

FISCO PAYS TOP\$

WANTS

MUSIC CONSOLES
SLOTS AND PINS
ARCADE EQUIPMENT

F-A-S-T ACTION! TOP DOLLAR
No Lot Too Large! None Too Small!
Send Us Your List NOW!

FISCO SALES CO.
MONUMENT SQUARE
HAVERHILL, MASSACHUSETTS

*NOTICE:
Complete, modern service facilities enable us to recondition many items others cannot handle!

Do You Have Any Music for Sale?

WE WANT:

ANY MAKE OR MODEL—
ON OR OFF LOCATION!

Send us your list with prices—giving condition of equipment. If your offer is acceptable, we'll forward order and certified deposit by return mail!

ROYAL DISTRIBUTORS 411 NORTH BROAD ST.
ELIZABETH, N. J.

WANT TO BUY!

FREE PLAY GAMES — MUSIC — CONSOLES
STATE CONDITION AND BEST PRICE IN FIRST LETTER

"You Can Always Depend on Joe Ash All-Ways"
ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST. PHILADELPHIA 23, PA.

FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED

9 5¢ Original Gold Chrome, Spol. Rls.	\$392.50	1 Baker's Paces, 5¢ Gold Award,	\$275.00
5 5¢ Mills Blue Front, Spol. Reels	275.00	-8661	
5 10¢ Mills Blue Front, Spol. Reels	299.50	5 Mills 5¢ Consoles, New	525.00
6 25¢ Mills Blue Front, Spol. Reels	375.00	1 Keeney Submarine, Perfect	149.50
4 5¢ Mills Brown Fronts, Spol. Reels	299.50	2 5¢ Blue Fronts, Perfect	249.50
3 10¢ Mills Brown Fronts, Spol. Reels	385.00	2 5¢ Cherry Bells	285.00
6 25¢ Mills Brown Fronts, Spol. Reels	399.50	16 Columbia Bells, Ch. Sep., Perfect	69.50
5 25¢ Gold Chrome, Spol. Rls.	489.50	4 Kentucky Clubs	115.00
1 50¢ Gold Chrome, Spol. Rls.	Write	12 Jumbo Parade, CP, Latest Model	149.50
1 Jennings Cigarette, Perfect	75.00	3 Mills 5¢ Gold Chrome, 3/5 Payout	392.50

NOTICE OUR GUARANTEE—Immediately After Examination of Machines, If You Are Not Perfectly Satisfied, Return Machines to Us. All Charges Prepaid, and We Will Refund Full Purchase Price After Received by Us and We Find Machines Returned Same as Shipped.

3 Dominos, Cash J.P., Dark Cab.	\$275.00	1 Exhibit 5¢ Jockey Club Console	\$ 75.00
7 Dominos, Cash J.P., Light Cab.	375.00	2 Bally Dark Horse, Free Play	185.00
4 Dominos, J.P., Ch. Sep., Light Cab.	385.00	1 Fortune, Cash & Free Play	300.00
5 Mills 5¢ Jumbo Parade, F.P., Orig.	89.50	10 Yankee 1¢ Cigarette Machines	5.50
1 Mills Four Bells, 5-5-5-5, Serial #1113, Perfect	550.00	1 Formation	35.00
		1 Champ	89.50

SUPPLIES

6 Gun Cables for Ray Gun for Chicken Sam, Brand New	\$ 3.50	6 Rubber Covered Gun Cables From Gun to Machine, Brand New	\$ 7.00
20 10¢ Sluggproof Coin Slots for #320 Wall Boxes	7.50	Slot Shatter Proof Glass, Per Doz.	13.50
		New Jackpot Dominos Glass, Lots of Five	22.50

10 Rock-Ola Wall Boxes, #1525, New	\$55.00	8 Seeburg Select-o-Matic 24 Selection, Perfect	\$ 17.50
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TERMS: FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDERS OR CERTIFIED CHECKS.

MOSELEY VENDING MACHINE EXCHANGE, INC.
00 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 6-5328.



WHILE THEY LAST! DOMINO JR.

A Complete Casino Game in Deluxe Junior Size—Top Attraction for Big Play on Counter Locations!

All the Zip and Play Appeal of Galloping Dominos!

Colorful, flashy cabinet and layout panel set up conveniently on counter. Button control spins pointer on dial. 32 combinations—odds from 2 to 1 up to 20 to 1. Also operates on wall or back bar with remote control. Built to last... hardwood cabinet, simple mechanism. 115 V., 50 Cycle A.C. operation. Size 17 1/2" high, 13 1/2" wide, 4 3/4" deep. Shipping wt., complete, 16 lbs.

Ideal Counter Game—No Slot—No Tax!
Write for Information

H. C. EVANS & CO. 1520-1530 W. ADAMS ST.
CHICAGO 7, ILLINOIS

McCALL NOVELTY CO.

ST. LOUIS COIN MACHINE HEADQUARTERS		CONSOLES	
PIN GAMES		Lone Star	\$25.00
Attention	\$65.00	Lucky	19.50
Blonde	35.00	Majors, 1941	49.50
Big Six	32.50	Paradise	49.50
Bright Spot	19.50	Roxy (Plaster Bumpers)	39.50
Champs (Converted to Playball), Like New	69.50	Score Champs	55.00
Cadillac	35.00	Seven Up	39.50
Crossline	35.00	Sport Parade	59.50
Congo	49.50	Stratoliner	45.00
Doughboy	39.50	Super Six	69.50
Dude Ranch	39.50	Texas Mustang	87.50
Formation	39.50	Thumbs Up	65.00
Home Run, 1940	59.50	Towers	19.50
Horoscope	25.00	Triumph	89.50
Lucky Strike		Venus	35.00
		Wow	

WE BUY, SELL AND EXCHANGE

Terms: 1/3 Deposit, Balance C. O. D.

3147 LOCUST ST. ST. LOUIS MO.

FOR SALE—Immediate Delivery

SLOTS	
19 Mills 25¢ Gold Chromes, 2/5 Payout	3 Mills 25¢ Blue Fronts
2 Mills 25¢ Gold Chromes, 3/5 Payout	4 Mills 10¢ Blue Fronts
1 Mills 25¢ Original Copper Chrome, Like New	4 Mills 5¢ Blue Fronts
1 Mills 25¢ Original Silver Chrome	3 Mills 5¢ Brown Fronts
All Slots are either original or rebuilt, guaranteed like new, with knee action, club handles and drillproof cabinets.	1 Mills 5¢ Gold Chrome Q. T., Like New
CONSOLES	
1 Late Head Mills 4-Bell, 3/5's & 25¢ Slot	2 Late Head Mills 4-Bells, 4/5's
1 Keeney 5 & 25¢ Twin Super Bell	1 Mills 3-Bell

JONES SALES COMPANY
Office Phone 107 1330 TRADE AVE., HICKORY, N. C. Night Phone 402

QUICK SALE OFFERS

3 Defender Guns	\$249.50	4 Shoot-the-Japs	\$135.00
2 Sky Fighters	275.00	2 Night Bombers	295.00
2 Air Raiders	185.00	1 Submarine	125.00
3 Gottlieb Skee-Ball-Ettes, Perfect Condition	50.00	3 Ten Pins, High Dial, Like Brand New	65.00

1/3 Deposit, Balance C. O. D. **JOY NOVELTY CO.** 8642 LINWOOD AVE. DETROIT 6, MICH.

WILL PAY \$70 FOR 12-RECORD PHONOGRAPHS

FOR SALE	
1 Mutoscope Punching Bag, 1c or 5c, Like New	\$275.00
2 Big Parades	115.00
1 Sky Blazer	65.00
2 Knockouts	115.00
3 5-10-20's	\$115.00
1 Topic	75.00
2 Monickers	75.00
2 '41 Majors	55.00

1/3 Deposit, Balance C. O. D. **S & W COIN MACHINE EXCHANGE** 2416 Grand River Ave. DETROIT 1, MICH.

CENTRAL OHIO COIN QUALITY BUYS

THERE IS NO SUBSTITUTE FOR QUALITY

PIN BALLS

Table listing various pinball machines and their prices, including Air Circus, Knockouts, Big Parade, etc.



Woolf Solomon

REVAMPS

Table listing revamp services for machines like Westerhaus and Bell's.

CONSOLES READY FOR LOCATION

Table listing console machines such as Triple Entries, Past Times, Track Times, etc.

ARCADE EQUIPMENT

Table listing arcade equipment like Air Raiders, Rapid Fires, Drive Mobiles, etc.

35 MILLS VEST POCKETS, PLUS AND METERED, BLUE AND GOLD. LIKE NEW -- \$59.50 EA. ONE BALLS, PIMLICUS, CLUB TROPHIES, 41 DERBIES, SANTA ANITAS, LONG SHOTS -- WRITE

SLOTS—WRITE, WIRE or PHONE for PRICES

Table listing slot machines and their prices, including 5-10-25c Blue Fronts, 5c Silver Club Chief, etc.

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

Clev. Tavern Owners Concur In Hour Cut To Save Coal

CLEVELAND, Feb. 3. — The executive committee of the Cuyahoga County Liquor Dealers Association, representing about 1,600 taverns, this week unanimously approved a resolution asserting the willingness of cafe owners to "curtail hours and close if necessary, if Mayor Burke so desires" during the present critical coal shortage.

This situation was the first of many expected to crop up if the intense cold experienced thruout the Middle West during the past week continues for any length of time.

Many of the local taverns, however, have in their winter supply of coal and it is unlikely that those which do, would be expected to take part in the carrying out of the resolution outlined by the association. The liquor dealers were fully in accord, however, in standing behind authorities who proposed rationing of coal supplies and many stated that they would do all in their power to further the war effort when called upon.

While this operation difficulty confronted the tavern owners of the city, they were likewise, preparing to meet another phase of the effects of the war on the tavern business.

other phase of the effects of the war on the tavern business.

This, namely, is the voluntary brown-out which was imposed on places of amusement thruout the nation beginning February 1. It was pointed out, however, that Cleveland's amusement spots had been operating on a voluntary brown-out basis for some time.

BRAND NEW!

Table listing brand new items like Rocket Buster, Super Torpedo, Ten Strike, etc.

USED EQUIPMENT

Table listing used equipment like Jennings Golf Ball Vendor, Jennings Roll in Barrel, etc.

Table listing conversion services like Blister Gunner Conversion, Tokyo Raider Conversion, etc.

1/3 Deposit With Order.

MAX GLASS DISTRIBUTING COMPANY

914 DIVERSEY - CHICAGO 14, ILL.

WHY

are we able to offer you a "Triple Test Guarantee"?

TRIPLE TEST TAG

- Good Appearance! Mechanically Perfect! Properly packed for shipment anywhere in the world!

IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!

... because we check our equipment thoroughly before shipment—and, "thoroughly" includes Tone Arm, Tray, Fuses, Amplifier, Motor, Speaker, Selection, Chassis, Lubrication, Plastics, Cabinet and Lamps.

America's Finest Reconditioned Buys—Packed in Solid Wood Crates!

Table listing various Seeburg machines like Seeburg 8800, Seeburg 8200, etc.

5 MILLS PANORAMS, Late Models

Complete Line of Tubes and Accessories!

Atlantic Distributing Co.

SEEBURG DISTRIBUTORS

583 10TH AVE., NEW YORK 18, N. Y. Phone LAcawanna 4-8193

Table listing console machines like Bally Club Bell, Bally High Hand, etc.

Have Parts and Motors and Gears for Keeney Super T. T.

Table listing arcade machines like Bally Rapid Fire, Skyfighter, etc.

Table listing pin games like School Days, ABC Bowler, etc.

All used Pin Games refinished and checked. One-third deposit with order, balance C. O. D.

NEW ENGLAND EXHIBIT CO.

1295 Washington St. BOSTON 15, MASS. Telephone: DeVonshire 8381

Music-Parts-Games

Table listing music, parts, and games like Seeburg Victory Model, Seeburg RC-1, etc.

Will Allow 15% Discount if Interested in Buying All Above Equipment. 1/3 Deposit Required on All Sales—Balance C. O. D.

EGYPTIAN MUSIC CO.

20 W. Pooler Harrisburg, Illinois

ANNIVERSARY SPECIAL—LAMPS

Seeburg, Bally Gun Lamps, 50¢ Ea.; G.E. Mazda, 7 1/2, 15, 25, 40, 60 watt, 120 to ctn., 7¢ Ea.; Small Lamps, Westinghouse Mazda, 63, 51, 55, 3 1/2 Ea.; 44, 48, 50, 4 1/2 Ea.; 1129, 8 1/2 Ea.; 87, 7 1/2 Ea.; Tubes—65C7, 60¢ Ea.; 6L6, \$1.20 Ea. We have any lamp you want! 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

ARCADE BULB COMPANY

58 W. 25th St. NEW YORK, N. Y.

ROUTE FOR SALE

Pacific Coast, 30 Music, 40 F. P. Games; license paid to July 1. \$30,000.00. Contact

BOX D-350

The Billboard Cincinnati 1, O.

WANTED

500 1939 and 1940 Free Play 1-2-3. Write, stating condition, quantity and best price. Cash waiting.

BOX D-349

The Billboard Cincinnati 1, O.

CHROME COIN CO. 4630 WEST NORTH AVENUE MILWAUKEE 8, WISCONSIN

Write, Wire or Phone



MILWAUKEE SPECIALS!

ONE BALLS

Fortune, Convertible to Free Play or Pay Out	\$274.50
Skylark, Convertible to Free Play or Pay Out	189.50
Pace Saratoga, 5¢	129.50
Hawthorne	89.50
Sea Biscuit	79.50
Blue Ribbon	69.50
Sport Page	69.50
Thistledown, P.O.	69.50
Gold Cup	49.50
Eureka	49.50
Gold Medal	49.50
Gottlieb Multiple Races	49.50
Ark Sar Ben	49.50
1939 1-2-3, F.P. or P.O.	39.50
Bally Stables	39.50
Mills 5-in-1, F.P.	39.50
Gottlieb Horseshoes	39.50
Gottlieb Derby Day	39.50
Fair Grounds	29.50
Preakness	29.50
Fleetwood	24.50

SLOTS

Jennings 4 Star Chief, 5¢	\$139.50
Callie 3-5, 5¢, \$79.50; 10¢, \$94.50; 25¢	139.50
Callie 2-4, 5¢	97.50
Mills Vest Pocket (A-1 Condition):	
Blue	47.50
Blue and Gold	57.50
Chrome	67.50
Pace Comet, 3-5, 5¢ (Completely Overhauled and Refinished)	89.50
Bally Reliance Dice Game	49.50
Q.T., 5¢, \$69.50; 10¢	89.50

CONSOLES

Watling Big Game	\$ 95.00
Fast Time	95.00
Pace Reels	95.00
Dark Horse	49.50
Derby Day	39.50
Zipper	29.50

FIVE BALLS

Gun Club	\$ 89.50
New Champs	69.50
Star Attraction	59.50
Sink the Jap (from Stratoliner, Red, White and Blue Cabinet)	54.50
Horseshoe	49.50
Sport Parade	49.50
Stratoliner	44.50
Twin Six	44.50
4 Diamonds	39.50
Salute	39.50
Sky Ray	39.50
Target Skill	39.50
Wildfire	39.50
Band Wagon	34.50
Repeater	34.50
3 Up	34.50
Anabel	29.50
Entry	29.50
Fifty Grand	29.50
Red, White and Blue	29.50
Sparky	29.50
Wow	29.50

MISCELLANEOUS

Buckley Bar Boxes	\$ 14.50
Rockola Bar Boxes	18.50
Wurlitzer Bar Boxes	18.50
Speak Organ (Wired or Wireless)	39.50
Wurlitzer Speaker & Box	115.00
Keeney Anti-Aircraft	49.50
Evans Tommy Gun	125.00

1/3 Deposit, Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories.

MILWAUKEE COIN MACHINE COMPANY

3130 W. Lisbon Ave.

MILWAUKEE 8, WISCONSIN

There is no substitute for Quality Quality Products Will Last for the Duration D. GOTTLIEB & CO. CHICAGO

WANT TO BUY MILLS THRONES \$200.00 MILLS EMPRESS 260.00 MILLS GOLF BALL VENDORS 100.00 Write COSBY AMUSEMENT CO. 123-25 So. 1 St. LAKE WORTH, FLA. Phone 186



Sun Kraft Cold Quartz Ultraviolet RAY LAMP

For our coin machine friends who work late and sleep late. Keep healthy with sunshine Vitamin D. This lamp is a departure from the conventional sun lamp. Uses an oscillator circuit and COLD type genuine Mercury Quartz tube. Produces 95% ultraviolet rays, and the quartz tube never burns out. Invaluable aid to war workers; promotes and preserves radiant health and relieves muscular pains. Helps insure sturdy growth and sound development of babies and children.



TREATS "HARD TO GET AT" AREAS EASILY and QUICKLY

The Sun-Kraft double action adjustment cycle means easy setting to reach any part of the body. See how simple it is to treat even the soles of the feet without assuming an awkward or strained position. Comes complete with goggles, leatherette carrying case and built-in automatic timer. Finished in satin-chrome. Carries Manufacturer's Guarantee. Get your lamp now and cash in on extra pep and vitality.

OPA APPROVED PRICE \$64.50

\$38.70 ea.

DEALER'S PRICE (Lots of 3) \$43.00 ea. (Lesser Quantity)

Chicago Novelty Company, Inc.

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Our Fastest Selling Needle! 50c Each

Lots of 25, 48¢ Ea.; Lots of 100, 46¢ Ea.

TONE DARTS One of the Finest Needles! 45c EACH

Lots of 100—40c Each

We also have PERMO POINTS 35c Each, Any Quantity!

"DUO" REGISTERED KEY LOCKS

Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.

Lots of 25 70c Each

Lots of 50 65c Each

Lots of 100 60c Each

(Above Prices Are for Standard Length Barrels; Long Barrels, 10c Each Extra)

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GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

WANTED! All types of Genco games in any condition; Rectifiers and Transformers. Also want 25 Rock-Ola Ten Pins or Evans Ten Strikes, High or Low Dial. Give description, quantity and price in first letter!

DO YOU NEED POKER TABLES?—WRITE OR WIRE!

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\$150 CASH PAID FOR WURLITZER SKEEBALLS MODEL S14A—HIGH SCORE \$150

\$100 CASH PAID FOR WURLITZER MODEL S14 BANKROLLS \$100

\$25 EXTRA FOR CRATING EACH All Machines Must Have All Working Parts. Will Buy Any Quantity.

JOY NOVELTY CO. 8642 LINWOOD DETROIT 6, MICH.

FOR SALE!

1 Wurlitzer 616 Rolaway in Metal Cabinet with Buckley Adpt. 10 Buckley Boxes and Speaker

1 Wurlitzer Twin Twelve Rolaway in Metal Cabinet with Keeney Adpt.

7 Keeney Wallboxes and Speaker

1 Seeburg Concert Grande 13 Gables

2 Modernized Wurlitzers 24 Rec.

1 Wurlitzer 412

1 Wurlitzer P-10

2 Rock-Ola 12-Record Phono.

1 Throne of Music with Keeney Adpt. and 12 Keeney Wallboxes

SLOTS

4 Mills 25c Gold Chromes, 3/5

3 Mills 10c Gold Chromes, 2/5

2 Mills 5c Gold Chromes, 2/5

4 Mills 25c Gold Chromes, 2/5

9 Mills 25c Brown Fronts

Drillproof, Club Handle, K.A.

5 Mills 10c Brown Fronts

Drillproof, Club Handle, K.A.

6 Mills 5c Brown Fronts

Drillproof, Club Handle, K.A.

4 Mills 25c Blue Fronts

Drillproof, Club Handle, K.A.

2 Mills 10c Blue Fronts

Drillproof, Club Handle, K.A.

2 Mills Four Bells, 4-5c

1 Mills Four Bells, 3-5c, 1-25c

8 Mills 5c B & G Vest Pockets

2 Mills 25c Q. T.'s

Originally Blue, made Gold Giltter

1 Paces Reels

1 Pace Saratoga

72 Peanut Machines

We have the new "hits" in Records—write for list.

Terms: 1/3 Certified Deposit, Bal. C.O.D.

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669-671 S. Broadway, Lexington 20, Ky. Wholesale Distributors

Wurlitzer * Seeburg * Rock-Ola * Mills

MOTORS

REBUILT OR EXCHANGED SHIPPED SAME DAY (EXCEPT MILLS)

\$6.50

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PHONOGRAPH MOTOR SPECIALISTS

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WE WANT TO BUY

ALL TYPES OF 5-BALL FREE PLAY GAMES With Plastic Bumpers

To Avoid Delay, Send Your List and Prices.

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2 Swing Kings, Mills, Ea. \$ 69.50

1 41 Wurlitzer Counter Model 129.50

2 616 Wurlitzer 159.50

1 71 Wurlitzer Counter Model 169.50

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1 Sea Hawk \$ 39.50

1 Band Wagon 32.50

1 Spot Pool 59.50

1 New Champ 50.50

SLOTS

2 Blue & Gold, Rebuilt \$ 49.50

1 4x8 Marble Top Pool Table 59.50

1 4 1/2 x 9 Marble Top Pool Table 79.50

1/2 Deposit, Balance C. O. D. \$9.00 Ea. for Crating.

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WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

ANY MACHINE WE SELL IS GUARANTEED TO SATISFY OR THE SHIPMENT CAN BE RETURNED WITHIN FIVE DAYS AFTER DELIVERY FOR FULL CASH REFUND OF PURCHASE PRICE LESS THE TRANSPORTATION CHARGES.

GET OUR PRICES

- MILLS GOLD CHROME BELLS
- MILLS BROWN FRONT BELLS
- MILLS BLUE FRONT BELLS
- MILLS CHERRY BELLS
- MILLS WAR EAGLE BELLS
- MILLS ROMAN HEAD BELLS
- MILLS MELON BELLS
- MILLS CLUB CONSOLES
- BAKERS PACERS

ALL MODELS — ALL COIN PLAYS
WE SPECIALIZE IN REBUILDING MILLS SLOTS and PACES RACES

WE BUY—SELL—EXCHANGE

We Pay the Highest Cash Prices for Used Equipment. Get Our Offer!

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1700 WASHINGTON BLVD., CHICAGO 12, ILL.



ASK the coin machine mechanic who has done such a noble job keeping coin machine equipment operating.

He will tell you that the Mills machine can really "take it."

MILLS NOVELTY COMPANY • CHICAGO 39, ILLINOIS

PARTS FOR MILLS SLOTS

SPRING KITS Large Assortment of Various Springs	\$8.75
Bolts, Nuts, Rivets, Cotter Pins and Large Assortment of Springs	9.75
Bottom Main Sides, 1 Cherry or 3/5 P.O., 5¢, 10¢, 25¢	\$4.25
Sides, Complete Set, 5¢ 1 Cherry or 3/5 P.O. with Top Cover, Set	22.50
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Vest Pocket Coin Chute, 5¢	3.25
Reel Strips, 3/5 or 1 Cherry P.O. Set	.55
In 100 Set Lots, Set	.40
Reward Cards, 1 Cherry or 3/5 P.O.	.20
In Lots of 100, Each	.10
Oval Metal Reward Plate for Blue or Brown Front (3/5 P.O.)	.75
Reward Card for Q.T.	.35
Metal Reward Plate, Gold or Chrome Bell, 1 Cherry or 3/5 P.O.	7.50
Marker Button, 5¢, 10¢, 25¢, for Blue or Brown Front	.50
Marker Plates for Gold or Silver Chrome, 5¢, 10¢, 25¢	1.50
Large Clock Gears, Complete	3.25
Idle Pinion Gear	3.25
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Slug Boxes	.75
Club Handles, Painted and Chromed	4.50
Reel Glass Frames	1.25
Payout Discs, 1 Cherry or 3/5 P.O. Set	7.50
Discs Plugs	.25
Oval Chrome Frame To Use Paper Reward Card on Brown Front	2.00
Large Cash Boxes	2.00
Payout Tubes with Hopper, 5¢, 10¢, 25¢	3.75
20-Stop Star Wheel, Set	3.00
Knee Action Parts for Your Old Lovers, Set	3.75
Top Covers for 5¢, 10¢ Sides	3.50
Cherry Jewell for Brown Front	4.50
Vender Registers	2.50
Jack-Pot Glass	1.25
Reel Glass	.50
Escalator Glass	.50
J.P. Gates, 5¢, 10¢, 25¢	1.50
Plug to Fill Space on Front Casting When Eliminating Gold Award	\$1.00
Plug Shield To Fill Space on Wood Cabinet When Eliminating Side Vender	.75
Reward Card Frame for Blue Front	.75
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Mechanism Base, M.L.B. 2516	4.50
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Large Clock Gear, Complete for Jennings Slots	4.25
Complete Set Castings for Gold Glitter War Eagle	Write for Prices
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We have all types and sizes of Screws, Bolts, Nuts, Rivets, Pins, Etc.	
Large Clock Gear, Complete for Jennings Slots	\$4.25

1/3 Deposit Must Accompany All Orders.

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I have several Established Routes, all located within a radius of 30 miles of Allentown, Pa. For complete information write to

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AMAZING NEW PREPARATION FOR PIN GAMES AND PHONOGRAPHS

Keeps machines looking new without refinishing. Quart \$4.95, Gal. \$14.95 F.O.B. St. Louis. 1/3 deposit, Balance C.O.D. Exclusive distributorships still available.

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LITTLE BUT LUCRATIVE

\$25 TOP

HOT 'N' HEAVY

It's a "HOT 'N' HEAVY" winner that snags the play fast. Only 320 Holes—25¢ Play—double step-up Jackpot—NEW JUMBO HOLES—\$1.00 bottom. ORDER NOW.

ORDER AS:
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 PAYS OUT: Cons. 28.00 46.10
 AVERAGE PROFIT \$33.96

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HALF CENTURY

HALF CENTURY rolls in the dough. 25¢ Play—320 Holes—NEW JUMBO HOLES—double step-up Jackpot—\$2.00 bottom. ORDER NOW.

ORDER AS:
 NO. 320 HALF CENTURY \$80.00
 TAKES IN Av. J.P. \$20.64
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GARDNER & CO.
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MARVEL'S NEW 5-BALL REVAMP—FEATURING A KICK-OUT-POCKET! MOST SENSATIONAL BASEBALL!! GAME ON THE MARKET—ORDER NOW! **\$179.50**

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MILLS THREE BELLS	\$1050.00
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5c SUPER BELLS	329.50
BOBTAIL, CASH	119.50
5c & 5c PAMCO BELL	69.50
2 MILLS SQUARE BELLS	95.00
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TURF KING	\$545.00
BALLY SPORT KING	365.00
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ALL AMERICAN DERBY, 1-Ball F.P.	295.00
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5c GOLD CHROME, 2-5, NEW REB.	345.00
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5c BLUE FRONT, C.A.	195.00
MILLS 10c Q.T.	109.50
25c BLUE FRONT, 3-5	325.00
1c Q.T.	49.50
MILLS 5c F.P. DIAL VENDER	49.50
5c BLUE FRONT, FAC. REB.	255.00
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BLUE & GOLD VEST POCKET, Meter	59.50

NOW DISTRIBUTING!! THE KLEER-FLO PARTS AND MECHANISM CLEANING MACHINE—INCLUDING 30 GAL. DRUM OF CLEANER. **\$129.50**

USED PIN GAMES	NEW REVAMPS	USED PIN GAMES
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TEN SPOT 57.50		HOME RUN, '42 99.50
		WESTERHAUS MARINES \$199.50

WILL PAY \$45.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY, \$40.00 FOR LEADERS, FLICKERS, ZOMBIES, DUPLEX, SKY BLAZER, ATTENTION AND SILVER SKATES, \$200.00 FOR SUPER BELLS, AND \$20.00 FOR DIXIE PIN GAMES. SEND LIST OF OTHER GAMES.

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

Empire Coin MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

West Coast Dealers Reveal Post-War Building Campaign

LOS ANGELES, Feb. 3.—Coin Machine Row, that section of West Pico Boulevard between Alvarado and Vermont, is going to be marked by some outstanding buildings after the war. Evidence of this was shown this week when C. A. Robinson's building neared completion and William Happel Jr., Badger Sales Company, announced that he had engineers looking over the building he has purchased.

Happel purchased a store now handling furniture and plans to remodel it following the war. The engineers were checking the foundation with the aim of determining how high Happel can build it. A one-story affair now, Happel has made up his mind to add at least one more story. The building when completed will be streamlined and up-to-the-minute.

Work on the quarter of a block on Pico purchased by Robinson is nearing completion. Improvements have made the building a far cry from its appearance when this coinman took it over. Occupying the corner that was once a small liquor and newsstand shop, Robinson has employed glass brick and plenty of plate glass to flash up the spot.

Wolf Plans New Building

Diagonally across the street is the lot where Bill Wolf, California Amusement Company, plans to build. Altho Wolf, busy with his businesses in San Diego and San Francisco, has announced no plans as to his building, it is believed that he, too, will go in heavily for glass bricks. That he will make the building up to the minute in design is already known. With Happel moving into his building, Robinson already "in" and Wolf to build, this will establish quite a coin machine center in this section. Already located

there on a long-lease proposition is General Music Company. There is little doubt but what Bud Parr and Fred Gaunt will call in their landowner to have their spot brought up to the minute. Gossett's Designing Shop is located in the Robinson quarter block and the front has already been refurbished. Within 50 feet of Gossett's, which is on the western end of the Robinson building, is the Osborn Music Company.

Other Pico dealers are contemplating moving. Just where and when isn't known. Gladys and Charlie Washburn have the moving bee and have already selected the spot. But where it is is hush-hush. Mrs. Washburn, who is the spokesman for the duo, has said that it would be as classy as the next one.

No one has yet proposed a helicopter landing for the center. But should such a thing be revealed, it wouldn't be surprising. That coinmen here will be offering "stop and shop" service is definite.

SCOTT-CROSSE CO.

SAM STERN

THE EAST'S LEADING DISTRIBUTOR

1423 SPRING GARDEN ST.
PHILADELPHIA 30, PA.

FOR PROFITS!

You Can't Miss with **MITZI!**



MITZI
No. 11893
1880 HOLES
5c PLAY
Takes In \$54.00
Pay Out \$24.54
PROFIT \$29.46

Get Gold with **GOLDIE!**



GOLDIE
No. 11527
1152 HOLES
5c PLAY
Takes In \$57.60
Pay Out \$27.16
PROFIT \$30.44

BE FIRST

PUT THESE BEAUTIES IN PLAY AND CLEAN UP!

HARLICH MFG. CO., 1413 WEST JACKSON BLVD., CHICAGO 7, ILLINOIS

NEED SLOT PARTS? PINCUS HAS 'EM!

10¢ Coin Tubes with Hopper Slot Pumps Club Handles Metal Oval Award Cards, 3/10 and 3/5 Payouts Denomination Buttons, 1¢, 5¢, 10¢, 25¢	Main Clock Gears Center Ratchet Posts for Clocks Complete Sets of 1¢ Slides, 3/5 5¢ Safety Slides 5¢ Top Slides, 2/5 and 3/5 5¢ Top Slides, 2/4 5¢ Slides, #2-3-4-5, 3/5 Pay	10¢ Slides, #2, 3/5 and 2/5 10¢ Slides, #4-#5, 3/5 and 2/5 25¢ Slides, #2, 3/5 25¢ Slides, #2, 2/4 and 2/5 Miscellaneous Mills Parts: Nos. 3454, 7082, 2765, 6473, 2654, 2741, 2742, 2823, 2515, 2799
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Heavy Duty All-Steel Mechanic's Tool Box \$3.80

WE REPAIR MILLS CLOCKS . . . SEND THEM IN
 Send for Latest Price List. Thousands of Other Parts for Prompt Delivery.

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BALLY Attention Flicker Glamour Play Ball Mascot Pan American Silver Skates Speed Ball	GOTTLIEB Belle Hop Big Show Bordertown Champ Convention Drum Major Gold Star Hi Dive Horoscope	EXHIBIT Miami Beach Oh Johnny Paradise School Days Score a Line Sea Hawk Summertime Three Score Trapeze	Do-Re-Mi Double Play Duplex Leader Stars Sun Beam West Wind Zombie
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Must be complete with all parts, but not necessarily in working order. Advise how many of each you have.

Member U. S. Chamber of Commerce
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The GENERAL Vending Service Co.

306 N. GAY ST. ★ BALTIMORE, 2, MD.

UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

JUST WHAT DOES "FREE REPLACEMENT" MEAN?

"Free Replacement" means that the Acme Sales Company unconditionally guarantees to replace "free of charge" any of its manufactured moulded plastics if broken within three years from the date of purchase. It means just that—no "ifs," "ands" or "buts!" Reputation is a living thing—it either grows or dies. Our reputation for QUALITY and HONEST DEALING continues to grow! Order with confidence! Write for complete list of plastic replacement parts that are UNCONDITIONALLY GUARANTEED against breakage. (Previous Issues of The Billboard contain price lists.)

NEW! WURLITZER VICTORY MODEL PLASTICS

You can now replace the glass in your modernized Wurlitzer Cabinets with GUARANTEED "ACME" THICK UNBREAKABLE PLASTICS In attractive combination of colors that will greatly enhance the beauty of your expensive instruments.

Prices are as follows:

1 to 5 SETS \$28.00 PER SET

6 to 24 SETS \$25.20 PER SET

A Set Consists of 7 Pieces . . . 3 Top Pieces—2 Lower Sides—2 Door Pieces.

FREE REPLACEMENT IF BROKEN WITHIN THREE YEARS

(Jobbers and Distributors, Write for Quantity Prices)

acme GENUINE FIBRE MAIN GEARS FOR WURLITZERS & SEEBURGS

HERE AT LAST!

Main Gears for Seeburg and Wurlitzer Phonographs That Are EQUAL to the Original and PERFECT in Every Respect!

PRECISION CUT—GENUINE FIBRE

Sample . . . \$7.00 (Less Hub)

Lots of 10 . . . \$5.50 Each

Jobbers & Distributors

write for quantity prices!

Guarantee

Full cash refund, including express charges, if returned within 10 days for any reason whatsoever.

GUARANTEED
GENUINE FIBRE

ACME SALES CO., N.Y.

Look for this stamping on the next gear you buy and you'll know it's the best!

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ACME SALES CO. 505 W. 42nd ST.
NEW YORK 18, N.Y.
LONGACRE 3-4138

ATTENTION, OPERATORS

OF

SEEBURG CHICKEN SAM

AND

SHOOT THE JAP MACHINES

Cure Your Gun Lamp Troubles—
We Cured Ours

OUR GUN LAMP UNITS GAVE US NO END OF TROUBLE DUE TO INFERIOR BULBS, FREQUENT REPLACEMENTS AND DIFFICULTY IN FOCUSING

SO

WE DEVELOPED AN IMPROVED METHOD WHICH ELIMINATED NEARLY ALL GUN LAMP TROUBLE AND WHICH PROVED SIMPLE AND DURABLE AND A GREAT SAVER OF TIME AND EXPENSE.

OUR METHOD SHOWS CLEARLY AND SIMPLY HOW TO REPLACE PRESENTLY USED GUN LAMP WITH ORDINARY BULB WHICH CAN BE BOUGHT ANYWHERE FOR LESS THAN TWENTY-FIVE CENTS.

WE HAVE EQUIPPED ALL OUR OWN GUNS WITH THIS NEW DEVICE AT A COST OF LESS THAN ONE DOLLAR PER MACHINE.

ITS SIMPLICITY WILL AMAZE YOU. IT WORKS SWELL.

WRITE TO US

WITHOUT OBLIGATION FOR FURTHER DETAILS.

GREAT SOUTHERN NOVELTY CO.

816 BARONNE STREET

NEW ORLEANS, LA.



WAGON WHEELS

CONVERTED FROM

(DUPLEX)

WE ARE ALSO REVAMPING

IDAHO From ZOMBIE

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From LEADER

STREAMLINER

From STARS

GRAND CANYON

From DOUBLE PLAY

SANTA FE

From WEST WIND

ARIZONA

From SUN BEAM

BRAZIL

From DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT—BUY U. S. WAR BONDS

UNITED MANUFACTURING COMPANY

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SEEBURG RAY-O-LITE GUN PARTS

IN THE COUNTRY — WRITE FOR LIST

"SHOOT THE JAP" \$169.50 RAY-O-LITE GUNS

This is a Seeburg Chicken Sam Conversion. These machines have been thoroughly reconditioned and repainted with an attractive Blue Lacquer and Black Trim. SOLD ON A MONEY-BACK GUARANTEE. Terms: 1/2 deposit with all orders, balance C.O.D. Rush your order today.

F. O. B. Chicago

"COINEX" COINSAVERS

EVANS TEN STRIKES	\$ 74.50
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COMPLETE RECONDITIONING OF SEEBURG AND BALLY AMPLIFIERS, MOTORS AND RIFLES

All Work Fully Guaranteed
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WE REBUILD — RECONDITION — REFINISH

Your old run down "Chicken Sams" and "Jail-Birds" and convert them into "Shoot the Jap" Ray Guns.

MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW! FOR \$59.50 Plus Parts

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Wartime achievements of the Bally Organization are an indication of what you can expect when peace comes. Again, as in pre-war days, you can bank on Bally games and venders to be the most popular profit-making equipment.

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 "OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

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 COMPLETELY RECONDITIONED, REBUILT AND REFINISHED
 LIKE NEW. IMMEDIATE DELIVERY.
 WRITE FOR QUANTITY PRICES.

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Mills 50c Blue Fronts	Mills 5c Vest Pocket Bell	Jenn. Silver Chiefs, 5c
Mills 5c Brown Fronts	Watling 5c Roll-a-Top	Jenn. Silver Chiefs, 25c
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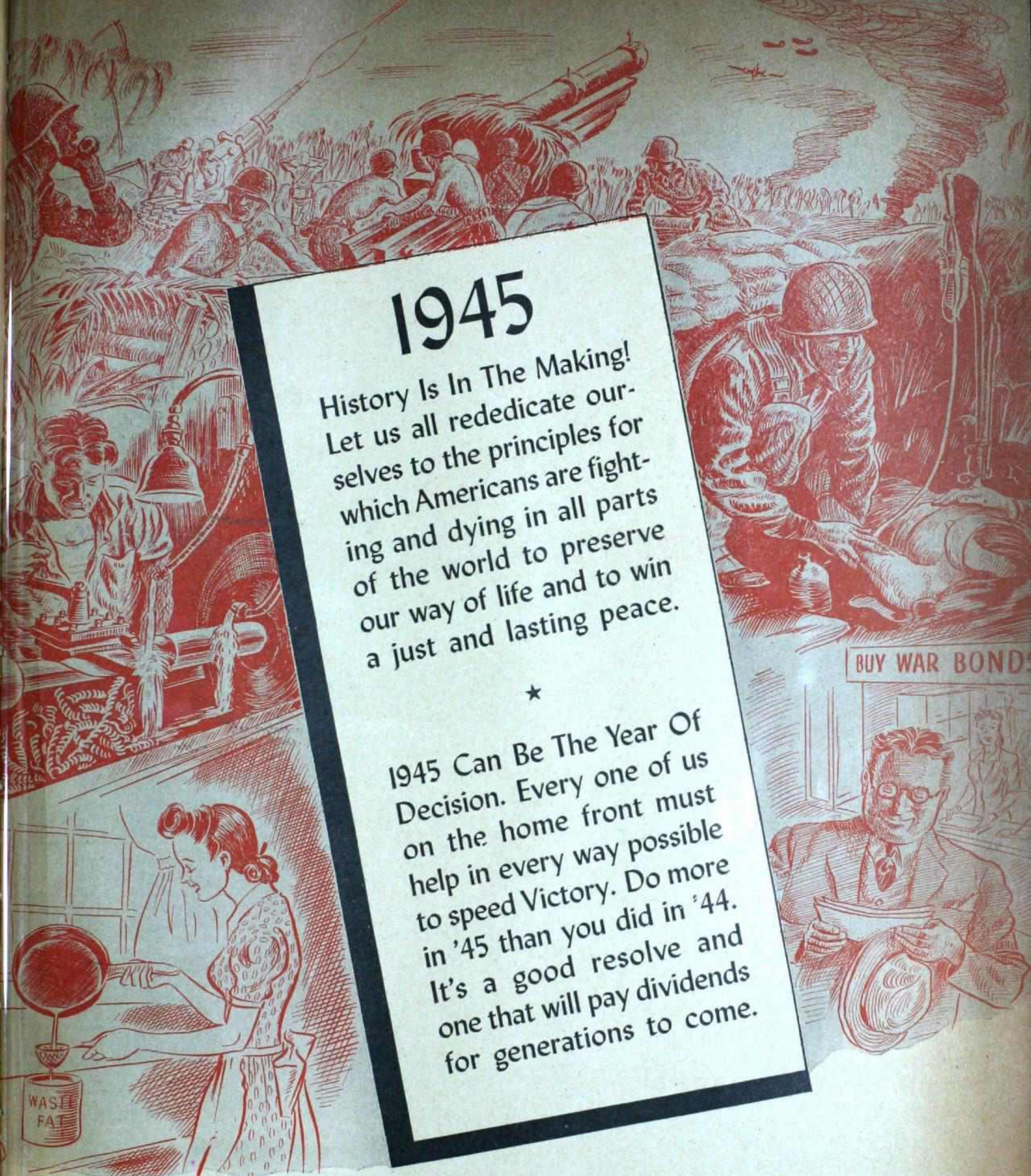
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