

# The **Billboard**

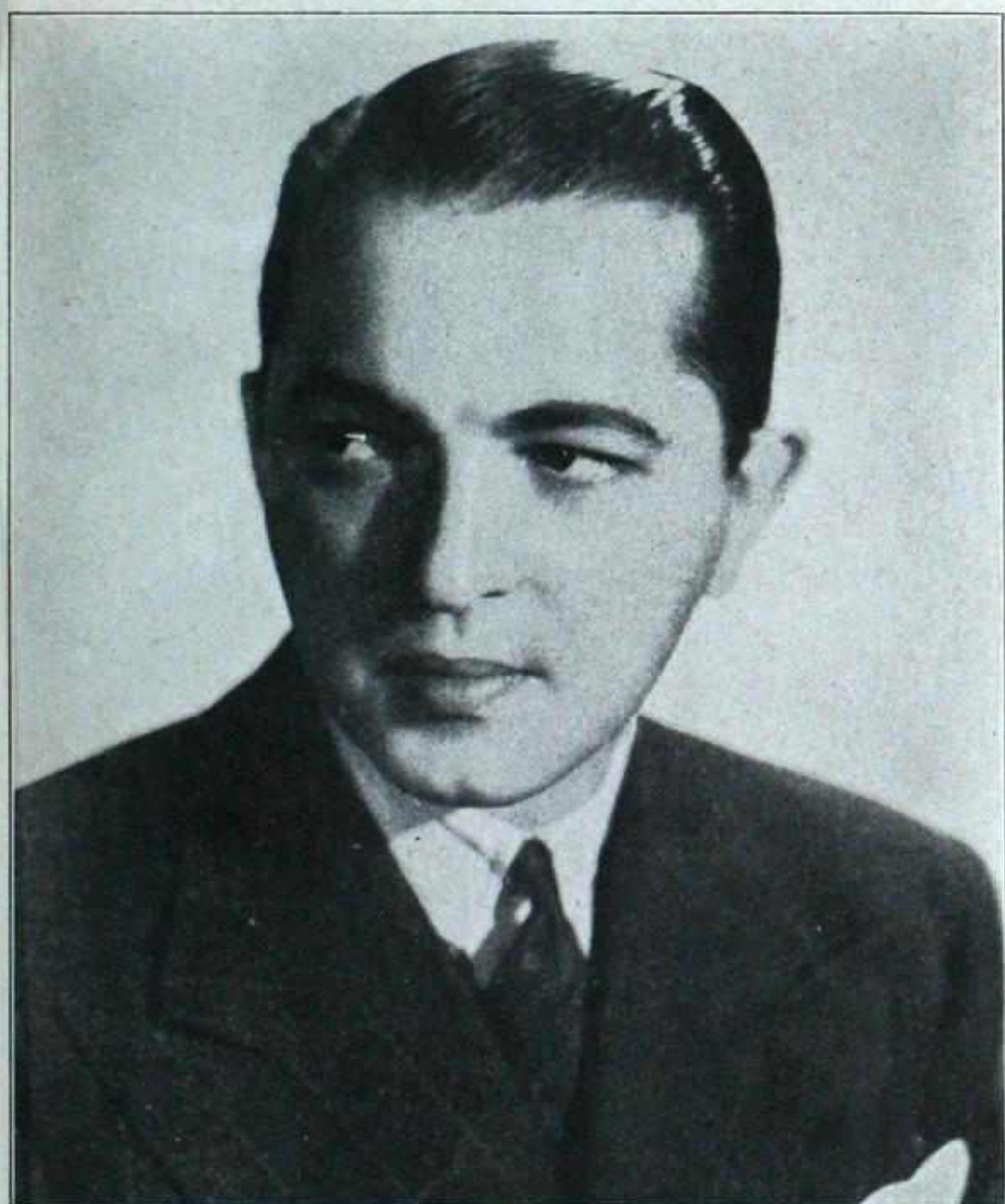
MARCH 3, 1945

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**GENERAL NEWS**

## **SHOWBIZ & THE RED CROSS**



PERCY FAITH  
*"Popular Music on a Pedestal"*  
(See page 4)

**NIGHT CLUBS-VAUDE**

**The Curfew Observance---  
What It Means to Clubs**

**TELEVISION**

**Nation's Radio Eds on  
Consumer Tele Acceptance**

**AMUSEMENT MACHINES**

## **1945 CONVENTION IN PRINT**

8 PICTURES IN 1945  
FOR  
**COLUMBIA**  
STUDIOS

RECORDINGS  
A-R-A

PERSONAL  
APPEARANCES  
KEY THEATERS

RADIO

TRANSCRIPTIONS



# It's BOOM TOWN for SMILEY BURNETTE

*Order today*

4002 - "DO YOU WANT MY HEART"

4003 - "IT'S MY LAZY DAY"

4004 - "I HOPE YOUR HAVING FUN HURTING ME"

4005 - "I'M A STRANGER HERE MYSELF"

**AMERICAN RECORDING ARTISTS**

686 ROBERTSON BLVD. BEVERLY HILLS, CALIF.

**BRUCE GEAR** PROFESSIONAL MANAGEMENT

and **WILLIAM MORRIS AGENCY**

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NEW YORK

**BEV. BARNETT** PUBLICITY • ADVERTISING

HOLLYWOOD

# Showbiz 1945 Red Cross Drive

## Hart, Foxhole Woolley, Wows G.I. Preem

### "Man" Cut, But Fun's There

NEW YORK, Feb. 24.—Uso-Camp Shows last night gave the press a peek at their 23d legit production skedded for the overseas trek. A packed auditorium out at Mitchel Field, Long Island, N. Y., were on hand for the unweaving, too, and if G.I. roars and guffaws can be taken as a sign post, CSI's newie starring Moss Hart in his own *Man Who Came to Dinner* ought to rate top-flight reception from the foxhole circuit.

Interest stemmed principally from the fact that this is the first instance of a prominent Stem playwright cutting and directing his own show and taking on the assignment of the leading role. It can be reported that Hart comes out on top all three ways. The cast has been reduced from an original 27 plus a half dozen choir boys to 14 principals. The necessary three or four extras are recruited from local G.I. sources. The part of the Stanley's son has been eliminated, as has also that of the professor. Other small bits have gone by the boards. There are no neighbors, no choir boys, no radio technicians. But the whittling has been skillfully done and left little or no scratches on the play. None of the original vitriolic satire is lacking. Hart has fused it into a smoothly paced, fast-running whole. It is an exceptional job of editing and staging.

### Hart Okay All Ways

Hart scores strongly on the thesp side as well. His delivery lacks the crystallized venom of Monte Woolley's original portrait of Sheridan Whiteside but he takes to the wheel chair with all the aplomb of an old trouper and the lines are sock enough in themselves to carry any small vocal deficiencies. He gets able support from a hand-picked troupe.

(See HART A WOW on page 24)

## The WMC Curfew Order

To: All Regional Man-Power Directors.  
Subject: War Man-Power Commission responsibility for enforcement of midnight curfew on places of entertainment.

Order issued by Director of War Mobilization and Reconversion, James F. Byrnes, Director of War Mobilization and Reconversion, has fixed primary responsibility in the War Man-Power Commission for obtaining compliance with his request that all places of entertainment close by 12 o'clock midnight each day, effective February 26, 1945. This midnight curfew is necessary to conserve coal, and also help to alleviate the man-power shortage and the burdens upon transportation and other facilities.

This field instruction prescribes the procedure to be followed by the War Man-Power Commission in carrying out Director Byrnes's order. Establishments affected:

Places of entertainment affected by the midnight curfew include the following types of establishments, whether public or private: Night clubs; sports arenas; theaters; dance halls; roadhouses; saloons; bars; shooting galleries; bowling, billiard and pool establishments; amusement parks; carnivals; circuses; coin-operated amusement device parlors; ice skating and roller skating rinks; entertainment activity of yacht, country, and other clubs; dance studios and "schools"; and gambling establishments.

Restaurants customarily open all night for the purpose of serving food are not affected by the curfew in so far as serving food is concerned.

Entertainment supplied for military personnel, especially in ports of embarkation, which is sponsored by responsible agencies conducted on a non-profit basis, after the approval of the military authorities and in camps and stations, may be exempted from the curfew order. No exemptions of any other character may be made.

### Reports of violations:

Area directors should obtain the assistance of the mayor or other chief executive officer of each municipality in obtaining compliance with the curfew order. Arrangements should be made for the mayor or chief executive officer to submit reports of violations to the area director. The area director should not act upon reports of violations received from any other source, but should refer such reports to the mayor or chief executive officer. Where places of entertainment are located outside the boundaries of cities or municipalities, the area director should get in touch with the appropriate State, county or other officials and make arrangements similar to those made with the municipal officials for assistance in obtaining compliance with the curfew order.

### Action to be taken upon receipt of report of violation:

When the area director receives a report of violation from the appropriate official, he shall determine whether or not there has been a willful violation. If he determines, the director shall notify violator with the request (the area director shall notify the violator in writing of such determination) to the effect that as a result he will not be permitted to retain any employees except maintenance employees for employment in establishments in which the violation occurred. The violator shall be informed of his right of appeal under War Man-Power Commission Regulation 5.

Sanctions to be applied if violator refuses to comply with ceiling determination:

If the violator fails to lay off his employees in compliance with the ceiling determination, the same sanctions shall be applied as are used against other employers who fail to comply with war man-power commission ceilings.

## To Sell Mercy Cross; Get \$

All phases of entertainment world out to collect and hit stay-at-home hearts

NEW YORK, Feb. 26.—The Red Cross, which has always been part showbiz and part medic, is calling upon the entertainment world to do something a bit extra as it goes into its 1945 drive for \$\$. It admits, of course, that all thruout the world there are men and women from showbiz doing their Red Cross bits as field directors and that others are serving in every RC capacity that can help make the lives of boys who live and die at the front—just a little less hell than war usually is. No matter what the RC function, showbiz personnel has been in there carrying stretchers, giving blood, rolling bandages—and dying, too—that others might live.



The little extra that's being asked now, is being asked of civilians—of their dough and their dough-collecting ability. Collecting \$\$ is one thing thru every war, that all showbiz does well—just a bit better perhaps than any other industry or business. Showbiz is accustomed to playing upon emotions—and it has, in the sacrifices of the men in the service, the necessary material with which to get across to the home-folk what their war-front kinfolk are going thru—that they may live.

Every facet of the entertainment world is in there asking those whom they entertain—to give—to the Red Cross War Fund—1945. Every big and little broadcasting station and artist will be telling the listeners just why and how they should give—and while they'll be tugging at the pocketbook—they'll also be tugging at the hearts too—for plasma and all the other services of the volunteers, who for the glory of God and country, back their servicemen.

February 28 is Red Cross Day on the air. Actually there will be nearly 100,000 pleas for the Cross of Mercy on the air that day. The Mutual network's programs for that Wednesday will be 100 per cent devoted to making clear the Red Cross war job—from Cecil Brown to Fulton Lewis Jr., from *The Shady Valley Folks* to Jane Cowl.

CBS will have appeals on its every sustaining program, as will NBC and the Blue. Each appeal will have behind it every bit of showmanship that the webs can gather to do a "must" job—selling the Red Cross to America.

### Night Clubs Collect, Too

Even tho the night clubs are faced with a one-third cut in their income—and playing time, they will be selling the Florence Nightingale org with typical n.c. appeal. Where there is no girlie line at a club, another club's fems will jump into a taxi and make the appeal that counts—and collect, but quick, with boxes, etc.

The legit field is going to do its job without benefits. Collections from the legit field itself have been going on for some time now—the effort being to get legit's own money in before asking legit to collect from its audiences. Gertrude Lawrence, with Lee Shubert behind the scenes, is going about the job systematically and Miss Lawrence reported February 23, that the tab indicated that 11 Main Stem attractions had sent in \$1,200 and 11 shows on tour have sent in \$1,007. Total from legit so far—two (See Showbiz Goes To Bat on page 34)

## Niteries in Air Over Curfew

### They're Gloomy But'll Stay Open

First panic subsides as ops relax, rescind cancellation of acts and shorten hours

NEW YORK, Feb. 24.—As the situation stands now, no niteries in the country knows how long he'll operate when the curfew takes effect. Most spots in New York and thruout the country are resigning themselves to earlier shows but few are optimistic about it working out.

So far there hasn't been any major casualty from the Byrnes' edict.

First effect of the curfew was a flood of panicky cancellations

from all over the country. Hardest hit were acts working out of town, but New York also came in for its share. The local situation, however, was eased when rumors started to circulate that the ban would be eased by Mayor La Guardia.

### Act Cancellations

Cafes all over the country using talent were faced with a real problem. If they canceled shows and curfew restrictions were eased, they would be back in the uncomfortable spot of bidding against each other for available talent.

In some cases rooms had booked acts six months in advance and if they stayed in business, sans restrictions, or with modified ones, the mad talent hunt would be on again.

On the other hand, clubs were committed to contracts which they felt they couldn't take up if the ban was a serious as first thought. Cafes were caught in a vicious vise.

### Cafe Supper Losses

Ops faced with a 12 o'clock curfew (See What Curfew Means on page 17)

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## N. Y. Stage Door Canteen Celebrates Third Birthday

NEW YORK, Feb. 24.—Forty thousand of the best artists that show biz has to offer will have been actively engaged with New York's Stage Door Canteen when the 44th Street servicemen's mecca celebrates its third birthday March 2. Facts and figures released by the American Theater Wing, Stage Door sponsors, show that during its first year of operation only 25,000 names were listed on the canteen's books as entertainers, but new members have come along so fast and the original ones have stuck so faithfully that the starting figure is nearly doubled. This year's total also effectively squelches those who predicted failure of the canteen due to lack of interest by show people.

A further breakdown shows that now there are 9,720 separate acts playing the canteen, with 270 new ones being added each month. Also accounted for are 15 Broadway niteries whose complete floor-shows go thru the Stage Door at the rate of one every three nights and many more clubs whose shows appear at less regular intervals. They make it possible for the boys to have an average of one revue an evening.

### Nine Name Orks Play

Nine name orks, choice depending on those available in the area, make music at the canteen every week. In addition, there are condensed versions of at least five current musicals. The range of this entertainment, all of which is secured by a committee made up of James Sauter, Brock Pemberton and George Heller, runs musically from longhair to boogie, in terping from tap to full ballets and in straight theater from Shakespeare to Saroyan.

To put a dollar sign on one year's shows at the canteen would make the combined costs of all current Broadway productions look like chicken feed. The playing time of accompanists and sidemen, not including soloists, has been figured at over the 5,000,000 mark.

### 3,000,000 Guests

In its three years of operation this canteen has played host to 3,000,000 men and women of all the Allied services. During the first two years the rate was more than 1,000,000 a year, but safety ceilings imposed on crowds since then has limited the canteen's capacity.

This "first baby" as the New York canteen is referred to by the Theater Wing is now a grandparent and the familiar Stage Door and all that it

stands for girdles the globe. Patterned after the parent spot, the other canteens have been set up in Boston, Newark, Philadelphia, Washington, Cleveland, San Francisco, Hollywood and London. The Paris branch, originally announced to open before January 31, has been delayed and the opening will come shortly after March 16. Following that, the next to open will be in Brussels, where plans for its construction are already under way.

Continually adding new facilities to (See Stage Door Canteen on page 24)

## Two Philly Outlets Plan To Eliminate Com. Church Shows

PHILADELPHIA, Feb. 24.—In its first move to streamline the program schedule since the operation of the station was taken over by the *Evening Bulletin*, WPEN announced this week that April 1 all commercial religious broadcasts will be cleared out. Instead, air time will be made available for religious services of all faiths. It is also understood that WIP, mutual outlet and only net station in the city selling time for religious broadcasts, will take similar action next month.

Altho religious broadcasts represent a healthy chunk of commercial coin to WPEN, such sponsors are being bounced in the interests of better radio. All such sponsors have a two-week cancellation clause, and station has gone beyond that in giving them all a four-week notice. By April 1, they will have cleared the schedule entirely.

### Complaints Few

While there have been some complaints, none has been serious. It is pointed out that there have been more complaints registered against the religious broadcasters, particularly those who have bought air time for missionary purposes. Such time buyers were the first to feel the axe at WPEN.

With WPEN dropping such sponsors and WIP planning to follow suit, it leaves only two full-time indies and two part-timers for the religious broadcasters. And with public opinion here behind the station in any such move, time is not distant when only the one-lungers will be available to the religious time-buyers.

## Gail Says It Isn't So

DES MOINES, Feb. 24.—Gail Fitch, ad manager of the F. W. Fitch hair tonic org, referring to a story in *The Billboard* (February 17) which stated that the *Fitch Bandwagon* account (NBC-Sundays 7:30-8 p.m.) would move from the L. W. Ramsey ad agency to the Doherty, Clifford & Schenfield 15-percenters, stated in a letter that the hair tonic family had had a profitable association with the Ramsey ad-visors down thru the years and had no intention of shifting to D. C. & S. Altho the ad boys, despite the Fitch request for retraction, are certain that there will be an agency shift next fall, *The Billboard* is pleased to pass along the news to those who live by advertising, that Capt. Gail Fitch (just out of service) says that no shift is planned or intended.

L. W. Ramsey, of the agency bearing his name, also requested that we pass the Gail word along—which *The Billboard* is pleased to do herewith. Maybe D-C-S is not getting two hair tonic accounts in the same year—Dick Powell's warm-up gag before the *Bandwagon* broadcast, that Fitch is so good that it washes Vitalls every morning, has nothing to do with the case.

## Moss Revokes Licenses of Ticket Agency

NEW YORK, Feb. 24.—Commissioner Paul Moss today unlimbered his "big stick" and a ticket agency "bit the dust" in his campaign to eliminate speculation in theater tickets. He announced that the licenses of the branch office of the Supreme Ticket Agency and of its employees had been revoked following a complaint that the place had overcharged for ducats. In addition, Moss also suspended for four days, Monday thru Thursday (26 thru 1) the licenses of the agency's main office.

The action came as the result of a complaint, filed by an individual whose name was not released, that four tickets for the February 1 evening performance of *The Late George Apley* were bought by check for \$34.80. According to the complainant, the price should have been \$27.40.

## "Trio" Ousted by Moss Ruling On License; Sabinson To Sue

NEW YORK, Feb. 26.—*Trio*, the play with the jinx on it, closed Saturday night (24), but it took Commissioner Paul Moss to evict it. Lee Sabinson, producer of the play, said the owners of the Belasco, where *Trio* was appearing, were told by Moss that transfer of the theater's license from Max J. Jelin, who was recently dispossessed as lessee, depended upon the closing of the show.

According to Sabinson, Moss stated, he had received complaints about the nature of the play from Rev. Dr. John Sutherland Bonnell, pastor of the Fifth Avenue Presbyterian Church, and several other persons. The producer agreed to close the play but said he would go to court.

### Sabinson's Statement

He said: "Tho I was not invited to a hearing Mr. Moss had with the owners of the Belasco yesterday afternoon, I heard about it, called up and was told I could attend if I wanted to and did attend. But when Mr. Moss stated that everything except a small fragment of dialog that had been quoted in an advertisement, was concerned with Lesbianism, I challenged that statement as being grossly incorrect, and was then expelled from the hearing.

"When *Trio* first ran into booking difficulties, Mr. Moss was invited to attend a performance in Philadelphia. He refused and stated he was not a censor.

Such dictatorial censorship as he now employs is a direct contradiction of his former stand. Mr. Moss, in ordering the closing of *Trio*, is setting himself up as judge and jury of what can and cannot be seen in the American theater.

### Jelin Tried To Oust It

Apparently jinxed from the start, *Trio* had a rugged time getting into the Main Stem, but the real fireworks began to go off when Jelin tried to evict it after a short run. Jelin was brought into court on complaint of Sabinson and Paul Groll, another owner of the show, that Jelin had attacked them. An injunction was granted, restraining Jelin from interfering with the show.

Subsequently, Jelin was ousted as lessee because of financial disagreements with the owners. When the owners of the theater sought to have the licenses transferred, Commissioner Moss seized the opportunity to work a squeeze play.

## AGVA Demands \$25 Minimum for P.A.'s Over Detroit Outlets

DETROIT, Feb. 24.—Local radio stations bumped into a different talent union this week when AGVA issued written notices here that its members cannot appear on a radio show without remuneration and set a minimum pay scale of \$25 an appearance. Time limit was not mentioned in the minimum requirement. Notices were sent out to night clubs and theaters using talent in the area.

One immediate reaction is the cancellation of guest artist appearances on *Rhythm Matinee*, one of the best known local shows on WJR. Show has used topliners, including Tommy Dorsey, Gracie Fields and Spike Jones.

Possibility of resumption of appearances was indicated at the outlet, but men at several stations felt that they should not have to pay the new talent fee.

Among hard hit shows would be *Dawn Patrol*, run by Larry Gentile on CKLW, which has used personal appearances of headliners from local night spots frequently. Such p. a.'s, which have a name value for the night clubs where the stars are appearing, are stopped by the new ukase without payment of the talent fee.

At AGVA offices, Billy Grubbs, representative, said that the ruling was not new but little had been done about it in the past and rigid enforcement was now being started. According to Grubbs, the union position is that musicians and others on such radio appearances are paid for their services, and they feel that the AGVA members who make them should be compensated accordingly.

The question of a similar ruling in the case of Equity members was raised as a result of AGVA's position, but, as far as could be learned, no local action had been taken by Equity here, altho numerous special radio appearances are naturally made by its members.

## Carter's Pills on MBS Anthony and Fidler Day Skein

NEW YORK, Feb. 24.—John Anthony's *Good-Will Hour* and Jimmie Fidler, which were being considered by Carter products, makers of Carter's Little Liver Pills and Arrid as a possible filler for the Mutual 9:15-9:30 p.m. slot will temporarily go on 10 of the web's stations as a test at 1:45 p.m. The first plan was rejected by Harry Hoyt, Carter prexy, execs of the Ted Bates Agency and MBS toppers on the grounds that it would be poor programing.

As it's set up now, says the trade, Anthony will get four of the five-day skein and the fifth will possibly go to Fidler. Idea No. 1 was turned down by client, agency and net after the three had talked the thing over and reached a decidish agreeable to all of them. It was pointed out that the evening programing was n.s.h. and that the combination of the two drug products, plus Anthony's heart throbs plus Fidler's chatter might bring the reformers down on the product and the net in full cry.

Trade says that the decision to keep the deal off the nighttime air is a good sample of how Mutual is dealing with clients these days. The web is getting its points across, but the final decidish comes from all sides.

LITTLE ROCK, Feb. 24.—A. L. and Lenore H. Chilton, owners of KGHJ Broadcasting Service here, have asked permission of the Federal Communications Commission to sell 10 per cent of their interest in the company to S. C. Vinson-haler, manager of the company.

## PERCY FAITH "Popular Music on a Pedestal"

PERCY FAITH had good training for popularizing longhair tunes and giving flowing locks to strictly bounce. He started playing piano in a grind pic house at the age of 11 and grew up musically from that time in. Having made the piano and himself practically one instrument, he dropped the idea and decided to be a conductor, starting with small string units and growing up to a 40-piece group that "put popular music on a pedestal."

It was in 1937 that his Canadian Broadcasting System network show, *Music by Faith*, began to be heard over the Mutual Broadcasting System—in fact it was this show that brought him the leadership of the *Ford Hour*, replacement for Andre Kostelanetz's Coca-Cola stint last summer, and the regular baton waving on *The Contented Hour*.

He disks for Decca, and you'll find him sitting around as many jam sessions as you will at string quartets. He sits in on those string sessions just to remind himself that he first studied violin before taking to the 88-noter. Chi is a little like his native Canada and so he alrs from the Windy City via Station WMAQ. It also gives him better access to fishing, hunting and something to photograph.

No matter what or where he plays—he marks the notes—*Music by Faith*.



More General News May Be Found on Page 26

### STOCK TICKETS

One Roll ..... \$ .75  
Five Rolls ..... 3.00  
Ten Rolls ..... 5.00  
Fifty Rolls ..... 17.00  
100 Rolls ..... 30.00

### ROLLS 2,000 EACH.

Double Coupons.  
Double Prices.

No C. O. D. Orders.

Size: Single Tkt., 1x2".

Precision Here Means Protection There.

## TICKETS

When Ordered From  
**THE TOLEDO TICKET CO.**

Are Dependable  
Toledo (Ticket City) 2, Ohio

### SPECIAL PRINTED

Cash with Order. Prices:

2,000 ..... \$ 4.29

4,000 ..... 4.89

6,000 ..... 5.87

8,000 ..... 6.91

10,000 ..... 7.15

30,000 ..... 10.45

50,000 ..... 13.75

100,000 ..... 22.00

500,000 ..... 88.00

1,000,000 ..... 170.50

Double coupons. Double prices.

# Local Market Indies Pace BMB

## Memory Swooner

JACKSONVILLE, Fla., Feb. 24.—Station WPDQ started another spin-the-disk session Tuesday (20), under the routine title, *The Old and the New*, and expected nothing to happen, since things seldom do to platter jockey sessions unless they get the production works. Idea spotted old-timer Gene Austin (remember?) against "The Voice," and two days later the mail started piling in—with the bobby sox, who had never heard Austin, squealing that "keep Austin giving and we'll forget that we ever swooned to Sinatra."

Garry Allen, program director and Heidy Mayor, writer, who dreamed up this "battle of the voices" in a spare moment are amazed at their brainchild which is nearly No. 1 fan mail puller at the station. Off the record, they didn't even know that Gene Austin was the Sinatra of his day.

## Detroit Medics Sponsor Seg Over Sta. WJR

### Series Selling Profession

DETROIT, Feb. 29.—Michigan State Medical Society, which broke precedent several months ago by buying radio time for five-minute dramatic presentations of medicine on 11 Michigan stations, set another "first" this week with a 15-minute program at 7:15 p.m. Fridays on WJR. Contract was signed for 20 weeks and is designed to reach the entire State, as well as surrounding area, thru WJR's 50 kw. coverage.

The new medical program is using talent sugar-coating medicine, probably the first sponsored show of this type for the profession. Show uses two vocalists, George Dorn and Althea Haglund, with Jimmy Clark, organist. Program is all music except for a short narration and a one-minute live speech by a prominent doctor. First was delivered by Dr. C. L. Candler, of Detroit, chairman of the Society's radio committee, which arranged both this and preceding series of programs. Doctors from all parts of the State will be brought to Detroit to give these talks.

Aiding the pitch is an offer of three weekly prizes, a \$25 War Bond and two \$5 War Stamp awards, for "fan" letters giving medical info for possible future scripts. Program scripted and placed by

## Chi 'Wishing Well' Offered to Stores For Syndication

CHICAGO, Feb. 24.—Department stores Coast-to-Coast this week began nibbling for a chance to sponsor in their areas a transcribed version of one of Chicago's long standing local, live programs, Mary Paxton's *Wishing Well*. Well has been sponsored for four and a half years on WGN, local Mutual outlet. Currently it is sponsored by Chi's Carson Pirie, Scott & Company department store on WGN and WBBM, local CBS stations.

The show, a commentary that gets its name from the fact that listeners who write in their wishes for merchandise have them fulfilled by the store, is heard on the two stations so that a larger audience can be reached. Eleanor Smith, of Associated Radio Artists, is syndicating the transcribed *Wishing Well* series. Price for each store will depend upon size of locality, volume of business and other factors.

Chapman Advertising Agency.

Considerable interest has already been noted from medical societies in other States as a result of the earlier broadcasts, as the Michigan body is the first to go on the air as a commercial sponsor, in distinction to the usual conservative policy of the pill pushing profession of okaying no advertising whatever.

Informal discussion of a special web hook-up by which the show would be fed to other stations across the country under sponsorship of the local medical bodies is under way.

## WNEW Leads Dissenters

Half-way min. \$\$ reached as first 9 meetings tabbed with 285 percolators

NEW YORK, Feb. 26.—At the half-way mark in BMB's first turn thruout the country, with nine out of 18 skedded meetings under its belt, the NAB's broadcast measurement bureau has sneaked in under the first wire. It now has contracts for roughly half of the \$500,000 which was estimated as the sum needed to start its operation.

The BMB membership, so far as the accompanying chart shows, is heaviest in the small towns, heaviest in Mutual and heaviest in the 250-watt classification. Both web and indie stations in the large markets, with some exceptions, have not come into the picture. The biggest single classification is the one listing Mutual stations of 250 watts and under, in which there are 58 outlets. Only two of those are in what are usually referred to as large markets. The second biggest group are the indies of 250 watts and under. These total 37, with six in larger cities. All thru the chart, in net and indie groups, small towns predominate.

The reason for this, aside from the obvious numerical superiority of small stations, is the fact that the indies in strongly competitive markets are reluctant to come in, feeling that they may not show too well in the maps, says the trade. These stations have found a fighting spokesman in WNEW, wealthy New York indie which is currently tabbing its own mail survey intended to prove or disprove the efficiency of the BMB method. WNEW met last week with the technical sub-committee of the NAB's research group to talk out differences, but Roger Clipp, of WFIL, Philadelphia, chairman of the sub-committee, has said that he will make no statement but will submit his report to the full committee March 1 and 2. Friday (23) WNEW and another BMB group met in a further attempt to iron out the survey differences. Bernice Judis, the station g. m., told *The Billboard* that there were still many fundamental differences between what WNEW felt was a "safe" measurement for indies in big markets and BMB's present formula. On the other hand, BMB's Hugh Feltis said that he feels there is very little separating the two points of view.

### WNEW Points Indie Argument

This skirmish between BMB and WNEW is the answer to the lack of big-town stations in the chart. Indie stations naturally fear what will happen when the BMB report comes in. Stations which have one or no competitors in their marketing areas are not worried about what will show up in circulation reports. The big-city tactic, says the trade, will be to send up a smoke screen like a disagreement on method to cover up the real issue. The number of stations in big cities having a WNEW sales (See INDIES PAGE BMB on page 10)

## First Net Air-Fan Hits Don Lee Web

HOLLYWOOD, Feb. 26.—Evelyn Bigsby, editor of *Radio Life*, Coast fan mag, has signed to do weekly quarter-hour show over 16 stations of the Don Lee web. This is the first bank-rolled radio fan show to originate in Hollywood. Miss Bigsby will feature news of radio shows on all networks, with weekly guest stars. Seg is being sponsored by Vano, thru Garfield-Guild Agency, San Francisco and airs Fridays 7-7:15 p.m. PWT.

## WMAQ Bans Newscasts by Non-Staffers

CHICAGO, Feb. 24.—WMAQ, NBC-owned-and-operated outlet, this week became the first local station to issue an order banning the broadcasting and writing of news and commentaries by anyone not a member of the station's staff. Henceforth, the station's ruling declared, all its news programs will be handled exclusively by newsmen or announcers who are members of the WMAQ staff. Current commitments with advertisers sponsoring news or commentary shows using non-staff people, the station announced, may be continued for a period of one year or until the termination of their current talent commitments, which occurs first.

Reason for the move, it was reliably stated, was the sloppy writing, reporting and make work that had been done by some of the station's non-staff commentators. One, in particular, is said to have been a consistent offender. To eliminate him and to remove the possibility of others like him being put on the station by a sponsor, the overall ruling was made.

In spite of the ban the station will still have plenty of top-notch news programs, because there are plenty good men on its staff. For example, Alex Drier, one of the regular commentators on the station, is a veteran newsman who has seen press association service for years in this country and overseas. Clifton Utley, long one of the top commentators in the city and a long time free-lancer who has made plenty of dough, is expected to join the station as a staff member in the near future.

## Rumor That Denny, FCC Gen. Counsel, May Get Vacant Post

WASHINGTON, Feb. 24.—FCC General Counsel Charles Denny is the latest candidate being mentioned here for the FCC vacancy. Denny, according to the reports, has the support of Chairman Paul A. Porter who, it is rumored, will submit his name to the White House shortly. Porter, the story is, turned to Denny after Under-Secretary of the Treasury, Herbert Gaston turned the job down.

Should Denny move up, Rosel Hyde, assistant general counsel, will slip into general counsel spot. As G. C., Denny received \$9,000. As a member of the FCC, salary would be upped to \$10,000.

## Coast Trade Still Talking About "The Great NBC 'Plot'" To Land That Lever Bros. Biz

### Ad Agencies Involved Said To Have Nixed the Shifts

HOLLYWOOD, Feb. 24.—NBC's much-rumored "plot" to land Columbia's nighttime Lever Bros. biz, to do some fast show shuffling and to build itself even a greater margin as "America's Number 1 network" than it has now, has been stymied by the ad agencies involved and by some worried maneuvering by CBS, according to informed web sources here. The elaborate plan, say radio men on the Coast, was stopped because agencies, big and little, took their hats out of their hands and refused to go thru with it.

As it was supposed to work, NBC was to go thru the following steps: It was to take the *Lux Radio Theater* from CBS and put it into the 9-10 slot on Mondays. This would bump the *Telephone Hour* into 10 p.m. Monday (taking *Carnation* off the air). *Information Please*, the trade says, would have been moved into the present *Amos 'n' Andy* time, 10 p. m. Fridays. (At that time, about two months ago, the *Info Please* contract was up for renewal and in that contract NBC had reserved the right to move the show any place it thought necessary.) The senior web also planned to take Burns and Allen from CBS and put it into the 8:30-9 p.m. slot on Mondays. This would have knocked *The Voice of Firestone* off the air completely. B and A, combined with *Radio Theater*, would have given Lever a special bulk-time rate and a considerable saving.

*Amos 'n' Andy*, says the trade, would have been moved into the *Fitch Bandwagon* time, 7:30-8 Sunday, giving it a free ride between Benny and McCarthy. *Fitch* would have been all the way out. Then the Bob Burns show, also Lever, which is in non-net time, 7:30-8 Thurs-

day, and consequently goes to only 77 stations, would be moved to the *Fibber McGee and Molly* slot, 9:30-10 Tuesday. This would give Lever Burns and Bob Hope back to back, and another hefty saving thru a full hour rate. It would, as well, put Burns on a full web. *Fibber* was supposed to have been moved back a half hour to 9 Tuesday, knocking off the *Molle Mystery Theater*. Burns, of course, would have ridden in a cradle between *Fibber* and Hope.

Then, to complete the cycle, *Molle* would have gone to the former Burns spot and everyone would have been happy, except some of the agencies and CBS.

However, for almost the first time since time became tight, the agencies are said to have risen up on their hind legs. Those which would have been hurt, and of the lot only J. Walter Thompson and N. W. Ayer would have come out without a scratch, went to NBC and pointed out politely that in the future the web would have to come to them for biz. They said that in their opinion the ad pic won't be too bright after the war. When NBC does have to sell again, they indicated that perhaps they'd remember some of the knocks. Columbia, too, it is said on the coast, did a bit of infighting, trying to persuade J. Walter Thompson (Lux) and Young & Rubicam (B&A) that CBS could and would continue to do a job for them.

The rumor also has it that NBC was eyeing some more CBS talent, among it Frank Sinatra. The latter, says the trade, accounts for the long-term contract the net signed with the singer nailing him down to Wednesdays at 9.

However, in the opinion of radio execs here, this particular deal is a dead issue—until the next time.

# FCC Clear-Channel Quiz Has Plenty of Hooks; Dual Owners Superpower Aches

## Stations Face May 9 Meet With Lots of Questions

WASHINGTON, Feb. 24.—Clear-channel investigation, called by the FCC for May 9, was worrying local radio execs on three points today, two of them stated in the hearing call and the third, and possibly biggest,—"multiple ownership"—unstated but nevertheless looming over the entire proceedings.

"Multiple ownership," was not mentioned in the FCC's call for the clear-channel inquiry, but those here who know, claim that the FCC may use the evidence at the hearing for a second and bigger inquiry later, on the tendencies toward "M. O." in the clear channel field.

Programming and possible re-allocation of the clear-channel field are specific topics for discussion at the May 9 hearing and these were subjects enough to give execs here plenty of headaches today. Radio biz, sensitive as always, to "programming" talk from government circles, saw the clear-channel inquiry as a sign that Chairman Paul A. Porter is going along with the FCC radical wing in "house cleaning," despite the fact that the May 9 hearing ostensibly is preliminary to drafting of a new North American regional broadcasting agreement which expires March 29, 1946, and which comes up for renewal shortly.

### 11-Point Hearing

FCC named 11 specific points that would be brought up at hearing. They are:

1. Recommendations FCC should make to State Department for changes in NARBA.
2. Whether number of clear channels should be increased or decreased and what frequencies in the standard broadcast band shall be designated as 1-A channels and as 1-B channels.
3. Minimum and maximum power authorized for clear-channel operations.
4. Whether power in excess of 50,000 kw. would unfavorably affect "economic ability" of other stations to operate in public interest.
5. Whether present geographical distribution of clear channels represent fair distribution of outlets.
6. Whether it is economically feasible to re-locate clear-channel outlets to serve areas not presently receiving service.
7. New rules needed for governing of power of hours of Class 11 outlets.
8. Changes that should be authorized with respect to geographical location, frequency, power, hours of present clear-channels.
9. Whether, and to what extent, the clear-channels render a program service particularly suited to the needs of listeners in rural areas.
10. Extent to which clear-channels overlap and extent to which this is a duplication of service.
11. What new legislation is needed from Congress on clear-channels.

### No Like Investigations

While nothing is said by the FCC on quiet investigations of clear-channels during the past year, it is known to insiders that the problem has been studied and that findings have not been to the liking of some FCC'ers. Feeling is reported to be that clear-channels have moved more and more away from rural area service—supposedly prime function when license was granted—to Metropolitan net coverage.

Net grip on clear-channels also has been a worry to left FCC wing. Feeling is that when FM really opens up AM clear-channels virtual monopoly will exist and now may be the time to move into pic and change the situation. Geographically, locations of clear-channels also is worrying the FCC with the feeling being that those on the West and East Coasts might well be turned into regionals, and clear-channels given to centrally located Midwest spots.

### New Clear-Channel Band?

Still another problem is whether 540, new band proposed for AM in post-war allocations, should be made clear-channel. Many would like to see this done on the theory that it would be far and

away best channel band on the dial, but the FCC still has to make up its mind.

Still another question being asked is if May 9 hearing may be followed by upping of power beyond present 50 kw. Senate has resolved, under Wheeler leadership, against going above 50 kw. But the attitude is that the FCC has power to grant greater wattage, regardless of Senate resolution and that Congressional attitude may be different today in any event.

Another angle is the report that the FCC is drawing up its own "ideal" clear-channel pic for submission at May 9 hearing and will toss it in, letting chips fall where they may, as "suggestion" for best post-war clear-channel set-up. Such a plan, it is held, would be certain to strip the East of some of seven channelers now on the Coast and might do the same on West Coast, tho the situation there is not held as bad as in the East.

Since application of "freeze" policies the FCC has tossed out eight applications for 500 kw. super-power, but this does not mean that outlets won't be back asking super-power once the war is over. Those seeking upping in power were KFI, Los Angeles; WSB, Atlanta; WJR, Detroit, and WJZ, New York. In addition the FCC has dismissed 12 others seeking clear-channel status.

Net time sales by the nation's 53 50,000 watters totalled \$58,624,000, an increase of \$9,708,000 or 19.85 per cent over 1943, FCC reveals. The total for 1943 was a jump of 16.39 per cent over 1942. Four reported increases of \$500,000 to \$973,000; 11 of \$200,000 to \$50,000; and 22 of \$100,000 to \$200,000.

## Borden To Buck E. Bracken Seg

NEW YORK, Feb. 24.—The new Borden replacement for Ed Wynn's *Happy Island*, which bows in with Jerry Wayne March 5 at 9 p.m. Mondays will move after its first three shows, March 5, 12 and 19, to the 8:30 Sunday time on the Blue, which is being vacated by Joe E. Brown's *Stop or Go*. The shift will pit it against NBC's new Eddie Bracken alirer.

Jeff Alexander, who conducts the chorus on CBS's *Great Moments in Music*, has been signed to handle the work on the Wayne show, filling Mark Warnow's job. Warnow recently signed an exclusive contract with American Tobacco which will keep him off all non-Lucky Strike segs. Dan Seymour will do the announcing.

Carol Landis and Benny Goodman will guest on the first Wayne show, and Jane Frohman, on the second.

# Raytheon and Belmont Set To Enter Broadcasting and Tele; Applications Pend

## Manufacturers Again Eyeing Entertainment Field

CHICAGO, Feb. 23.—Raytheon Manufacturing Company, Waltham, Mass., will open FM and television studios in Boston and New York, it was announced here this week by Joseph Pierson, manager of communications division of the company. Lawrence Marshall, president of Belmont Radio Corporation, a Chi radio receiver manufacturing company, also announced that the two companies are negotiating a merger.

Applications by Raytheon for FM and tele licenses have been sent to the FCC for outlets in both Boston and N. Y., but

## MBS Birth at Stork

NEW YORK, Feb. 24.—The New York radio trade press on Friday (23) received a high tribute this week from Sherman Billingsley, owner of the Stork Club, when he gave permission to Mutual to originate the new Morton Downey show from the Cub Room, plush-lined scene of the MBS-Steve Hannagan press party. When J. Walter Thompson Agency decided to originate its Earl Wilson show from Billingsley's boite, the owner nixed it. He said that he feared that some drunk would say something into the mike and make listeners think that he didn't have dignity in the joint.

However, he did approve a remote for Downey so long as only the radio trade eds were in the room. Maybe he thought Mutual Prexy Ed Kobak would be a sobering influence . . . anyhow.

## Broadcasting Center Planned By Iowa Univ.

IOWA CITY, Ia.—The University of Iowa is making plans to go all out on radio, television and facsimile with a post-war project calling for erection of a communications center for its journalism school. The school is believed to be one of the first educational institutions in the country to have declared itself on the handling, in the future, of the enlarged fields of modern communications.

President Virgil M. Hancher of the university announced the new building, which would cost approximately \$500,000, would place under one roof all the activities of the School of Journalism, and would include an electronics information unit for latest developments in FM television and facsimile as they apply to the press.

When possible, a wing would be added to the communication center to house radio and television plants. The university already has been granted a construction permit for an FM station and is studying plans to train students for this field. At the present time, the school operates Station WSUI.

## Knoxville Files for FM

KNOXVILLE, Feb. 24.—Knoxville Publishing Company, publisher of *The Knoxville Journal*, only morning newspaper here, has filed an application with the Federal Communications Commission for a frequency modulation station on 46,500 kilocycles. This makes the seventh application now on file with the FCC for an FM station in addition to one for television. At present, there are nine standard radio stations in the State, and one FM outlet at Nashville, but no television stations.

# Plenty Oral Pitches on FM-Tele Set

## Hearings To Be Plenty Wordy

WASHINGTON, Feb. 26.—Signs were mounting here today that the radio industry will split wide open at oral argument on proposed allocations which opens here Wednesday (28).

FM seemed destined to hold the spotlight as far as the industry was concerned and it is on FM's future place in the spectrum that biggest fight impends.

Contrary to earlier reports, FCC can look for plenty of support for its proposed upping of FM to 84-102 mc. band from within industry ranks tho FMBI was still fighting a do-or-die battle against the FCC plan today. FMBI brief, filed last week, charged that the FCC is placing too much weight on opinions of some "experts" while ignoring others. FM'ers also pooh-poohed "interference" argument in lower band.

CBS, on the other hand in brief goes along with the FCC and its engineers will be on hand Wednesday to back commission to the hilt. CBS states flatly: "FM service should be moved to higher frequencies, as proposed by the commission."

### Wants FM and Tele Adjustment

NBC and its parent company RCA, while backing the general division of the spectrum made by the commission, takes definite exception to the FM and television allocations. It objects definitely to the "temporary" assignment of part of the FM band, since in a number of cases it would cause a shift almost at once to a new dial position and then a second move when the new FM band is open.

NBC also points out that the assignment of 12 channels of television, making a maximum of seven stations available for any one area—and nixing stations in near-by towns where the main area has the seven channels assigned, ties up the future of video service in a straightjacket. It makes a clear-cut pitch for unassigned channels for tele now.

Oral argument opens at 10:30 a. m. Wednesday and indications are that it will go on for several days at least, as the FCC has listed all services governmental and non-governmental, affected by proposed allocations for review. FCC has also stated that it will accept "new evidence," so that it appeared half-hour limit on arguments will be ignored.

### New Evidence?

Services ignored or blighted in original report, including subscription, facsimile and motion pic tele, will all be back with "new evidence" and new argument to make a final attempt for place on the spectrum band.

FCC will also go into fixed public services, non-commercial educational, television, fire, police, etc., and new radio services.

Tele appeared likely to take a back seat as far as the industry is concerned with FM in the limelight of argument. Most of the higher frequency television group appears satisfied that tele will be upped in the not too distant future and that the FCC has left the door wide open for it. Consequently, while CBS will lead the higher tele group in again presenting the case, few "quality" proponents of video will be disappointed if the FCC lets the tele allocation stand as is. Tele broadcasters have expressed satisfaction with the proposal. While there will be a lot of talk about high definition pic, best guess today appeared that tele will stand as proposed.

NAB still to file brief will stand off from both tele and FM argument and state instead that subscription should be denied and reserved FM channels opened at once.

While FMBI continued to be optimistic today regarding chances of winning FCC over to its viewpoint of leaving FM in present allocation and opening more channels, most observers were in agreement that FM'ers are waging losing battle and that when fireworks are ended and final allocations announced FM will be up in 84-102 mc. channels.

# Que. Invasion Of Broadcast Field Hits Snag

OTTAWA, Feb. 24.—Province of Quebec has no legal right to set up its own radio broadcasting system, according to officials of the Federal Department of Justice and the Canadian Broadcasting Corporation here. A bill aimed at setting up a provincial network has been introduced by Premier Maurice DuPlessis in the Quebec Legislature.

Should Premier DuPlessis push to the limit his expressed purpose of establishing an independent provincial government broadcasting system in Quebec, there is little doubt here that the Dominion government would exercise its right to disallow the enabling legislation, thus preventing any Quebec invasion into the broadcasting field which at present lies exclusively within the jurisdiction of the federal government.

## CBC Says Quebec's Covered

CBC officials here say that Quebec is well and adequately served at the present time by both CBC and privately-owned radio stations. Dr. Augustin Frigon, CBC general manager, has always held in his own hands the direct supervision of programs for the corporation's French-Canadian stations in Quebec Province and a special effort has been made by the CBC to make these programs worth while.

An attempt by former premier, L. A. Taschereau, of Quebec, to establish a provincial network was vetoed by the Supreme Court of Canada and the veto was upheld by the Privy Council in London. Under the present law, the Quebec government could not set up a radio broadcasting station or chair without first securing the approval of the CBC and government authorities here.

HOLLYWOOD, Feb. 26.—Mike O'Shea, who has been having contract trouble with pic studios and air-program conflicts, has them no longer. Blow ad agency has ended his worries by cancelling his air contract after the broadcast March 10.

## "Penny Edition"

HOLLYWOOD, Feb. 26.—Penny Singleton is getting just a trifle weary of the *Blondie* character and is urging everybody around her to plug the show she really likes, *Penny Edition*, which is in the hands of Tom Luckenbill (William Esty). Luckenbill hasn't officially had time to hear the show yet, and others who have, ask—"It's cute—but is it commercial?"

# Grant To Exit From Ballantine For 7-Up Show

NEW YORK, Feb. 24.—Barney Grant, who went on the Ballantine show last Monday (19) as a fill-in after Johnny Morgan left, leaves the program shortly to do a comedy seg for 7-Up, soft drink peddlers. The account is slated for the Mutual air and will probably start next month.

J. Walter Thompson is in the market for a comic to take Grant's place. 7-Up had an option on Grant's services for the last month and an audition disk in its possession. While the company was deciding on the show, J. Walter Thompson grabbed him for Ballantine fill-in. Then, Wednesday (21), 7-Up gave the go ahead. Since 7-Up had the option, JWT gave him up.

Situation is roughly comparable to the trouble William Esty Agency had with Jack Carson when he was on the air for Camels. Carson was signed by Camel despite the fact that Campbell Soups, his present sponsor, had an option on his services. After Camel had had him for nearly three months, Campbell decided that it wanted him. Camel and William Esty squawked like mad but there was nothing they could do.

JWT and Ballantines did not squawk about Grant.

# Chicago Tribune Slam at Blue Has Radio Row Yelling 'Libel'

CHICAGO, Feb. 24.—The *Chicago Tribune* this week went out of its way to take a couple of nasty pokes at the Blue Network in an editorial that has radio row here screaming "libel, libel." The *Tribune*, which long has taken socks at Blue newsmen like Walter Winchell and Drew Pearson, has never been as bitter as it was this week. For no apparent reason, it reared back on its hind legs and started to holler.

The blasts started last Thursday (15), when the *Trib* took the over-all Blue operation to task in an editorial based on the idea that Ed Noble will be forced to tell a court how he came into possession of WMCA. Twisting and turning its editorial, the *Trib* brought out its opinions of Noble, the Blue's commentators and the affiliation the paper claimed the net had with the New Deal.

## Typical Comment

Typical comment was: "Nobody can accuse the Blue Network, under his (Noble's) direction, of leaning backward to

show its independence of the administration. The network's facilities have been placed at the service of some of the most venomous tongues in the New Deal's service. The Blue is doing its full share of the hatchet work."

But this Tuesday (20), the paper made the editorial remark that has Blue officials here seething and has radio row talking about libel. In one of its usual vicious anti-New Deal editorials, it began taking a few cracks at Secretary of War Stimson. And then, for no apparent reason, when mentioning a Blue broadcast Stimson made, it said, referring to the Blue, that it was the network "which no respectable man in his right mind would condescend to use." Blue officials here are taking no official legal steps yet, but copies of the editorials have been sent to Joe MacDonald, the net's legal head in New York, with the instructions that he should look into the matter to see what steps should be taken.

# "Rum & Coca-Cola" Okay on CBS Now; Still Nix on NBC

NEW YORK, Feb. 24.—*Rum and Coca-Cola* is no longer barred from the Columbia Broadcasting System as an instrumental selection but the ban against it with the "rum" and "Coca-Cola" words in, still stands. It may be announced, however, as *E. & C.-C.* and doesn't have to be called, as on the Blue web, *Lime and Coca-Cola*. The NBC ban still stands.

First *R&C* shot on CBS was the Vaughn Monroe pitch on February 9, sans fanfare, and it's understood that the reason the instrumental okay was put thru was because the net officials saw no way of keeping it off the *Hit Parade* without causing *HP* plenty of legal troubles. Tune has hit No. 7 for last two weeks.

# Mort Lewis Nixes Philco for A. & A. Scripting Chores

HOLLYWOOD, Feb. 26.—Mort Lewis has bowed out as head writer on the Philco show to go with Amos 'n' Andy. Lewis was originally signed for the show on 13-week basis and his contract was up Sunday (25). Show returns to New York after that date. No successor to Lewis has been named.

Format for the Philco summer replacement has not been set as yet, but John Parsons, rep here, says that it may be repetition of last year, with Paul Whiteman fronting the musical hour.

THANKS to radio editors  
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Bing



# The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for weekday daytime and the "FIRST THREE" Saturday a.m.'ers

In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total families.

VOL. II, No. 2D (OLD VOL. I, No. 16D)

(REPORT FEBRUARY, 1945)

PROGRAM SPONSOR & PRODUCT	HOOPERATING	WEEKS TO DATE	NET & STA. NO.	OPPOSITION	AGENCY	TALENT COST	COST PER POINT	Talent Cost Per 1,000 Urban Listeners	
WHEN A GIRL MARRIES G. F. (Baker Choc.)	9.2	192	NBC 75	Service Time—CBS Terry & Pirates—Blue Chick Carter—MBS	Benton & Bowles	\$2,300	\$250.00	•	
BREAKFAST IN HOLLYWOOD Kellogg (Pep)	8.7	169	Blue 192	2d Husband—CBS Ask Jane—MBS Rosemary—NBC	Kenyon & Eckhardt	\$1,500	\$172.41	\$ .28	
MA PERKINS P. & G. (Oxydol)	8.3	144	CBS 71	Locals—Blue Luncheon With Lopez—MBS Melody Sketches—NBC	Dancer-Fitzgerald-Sample	\$1,300	\$156.63	•	
PORTIA FACES LIFE G. F. (Post's 40% Brand)	8.3	193	NBC 88	Service Time—CBS Dick Tracy—Blue Superman—MBS	B&B	\$2,750	\$331.33	•	
KATE SMITH SPEAKS G. F. (Grape Nuts)	7.9	310	CBS 117	Glamour Manor—Blue Words & Music—NBC Wm. Lang News—MBS	Young & Rubicam	\$5,000	\$632.91	\$ .96	
OUR GAL SUNDAY Anacin Co. (Anacin)	7.6	421	CBS 132	Farm & Home—Blue Service Bands—MBS Service Bands—NBC	D-F-S	\$1,750	\$230.26	\$ .35	
BACKSTAGE WIFE R. L. Watkins (Haley's MO & Dr. Lyon's Toothpaste)	7.4	431	NBC 138	House Party—CBS Compton—MBS Time-News—Blue	D-F-S	\$1,750	\$236.49	\$ .40	
BIG SISTER Lever Bros. (Rinso)	7.4	309	CBS 141	Glamour Manor—Blue Morton Downey—MBS Various—NBC	Ruthrauff & Ryan	\$2,500	\$337.84	\$ .40	
PEPPER YOUNG'S FAMILY P. & G. (Camay, Ivory Flakes)	7.3	439	NBC 81	Sing Along—CBS App't With Life—Blue The Smoothies—MBS	D-F-S	\$2,650	\$363.01	•	
LORENZO JONES (Phillips Cream)	7.2	418	NBC 138	Bob Trout—CBS Report From Abroad—Blue Moore Sisters—MBS	D-F-S	\$1,600	\$277.78	\$ .42	
YOUNG WIDDER BROWN C. H. Phillips (Milk of Magnesia)	7.2	330	NBC 138	M. Herth Trio—CBS Hop Harrigan—Blue Handy Man—MBS	D-F-S	\$1,600	\$222.22	\$ .37	
STELLA DALLAS C. H. Phillips (Toothpaste)	7.0	346	NBC 138	House Party—CBS That's For Me—Blue Johnson Family—MBS	D-F-S	\$1,750	\$250.00	\$ .41	
BREAKFAST IN HOLLYWOOD P. & G. (Ivory Flakes)	6.9	169	Blue 192	Amanda—CBS Arthur Gaeth—NBC Road of Life—NBC	Compton	\$1,750	\$217.39	\$ .35	
TODAY'S CHILDREN General Mills (Bisquick)	6.9	136	NBC 127	Two on a Clue—CBS Mystery Chef—Blue Jane Cowl—MBS	Knox-Reeves	\$2,100	\$304.35	\$ .51	
MA PERKINS P. & G. (Oxydol)	6.7	581	NBC 132	High Places—CBS Snowdrift Neighbors—CBS Yours Alone—Blue True Detective—MBS	D-F-S	\$1,300	\$194.03	\$ .33	
<b>Saturday Daytime Programs</b>									
THEATER OF TODAY Armstrong (Cork)	9.1	176	CBS 142	Various—Blue Hello, Mom—MBS Don Goddard—NBC Consumer Time—NBC	B., B., D. & O.	\$2,500	\$274.73	\$ .39	
STARS OVER HOLLYWOOD Boweys (Darl-Rich)	8.1	295	CBS 50	Farm and Home—Blue Locals—MBS Atlantic Spotlight—NBC	Sorenson & Co.	\$2,000	\$246.91	•	
BILLIE BURKE Serval, Inc. (Refrigerators)	7.4	99	CBS 138	Various—Blue Hookey Hall—MBS Ed McConnell—NBC	B., B., D. & O.	\$1,500	\$202.70	\$ .26	

\*Since these shows employ a network of less than 100 stations, it is not possible to project their Hooperating and listeners-per-listening set figures upon a population base that would not be open to question. Therefore cost-per-thousand figures are not reported in these cases.

The average daytime audience rating is 5.2 as against 4.9 last report, 5.3 a year ago. Average sets-in-use of 16.8 as against 16.4 last report, 16.9 a year ago. Average available audience of 72.0 as against 72.7 last report, 73.2 a year ago. Sponsored network hours reported on, number 82 1/4 as against 77 last report, 78 1/4 a year ago.

The "Talent Cost Index" is protected by the copyright of The Billboard and infringements will be prosecuted.

## "Mary Marlin" Cancelled by J. W. T. for S. B.

HOLLYWOOD, Feb. 26.—Mary Marlin, one of the earliest of the sock day-time cliff hangers, has been cancelled by J. Walter Thompson on behalf of Standard Brands, whose Tenderleaf Tea and Fleischmann's Yeast have had the commercial pitches of the seg. Cancellation is effective on CBS March 30, but agency has asked for a maybe two added weeks until April 13 and then maybe another 11 weeks—just in case a replacement isn't set by the time the M. M. present contract ends.

Nix deal is typical of what tear-duct teaser writers face. Jane Crusinberry, Marlin scripter, if she accepts the if, and, or but extension deal, may have to write series endings at any one of three different spots in the lives of her air characters—and series death notices bounce up like this every so often.

## Cantor Replacement The Cantor Program?

NEW YORK, Feb. 24.—Eddie Cantor's summer replacement, if Eddie Cantor's plan goes thru, will be the Eddie Cantor Show—minus Eddie Cantor. The star has been trying to sell Young & Rubicam and Bristol-Myers on the idea of keeping the same talent and format thruout the summer that they have the rest of the year, only Cantor would take a vacation.

Bug-eyes thinks that if Nora Martin, Bert Gordon (ex-Mad Russian) and Leonard Sues' ork stay on with a "Where's Cantor?" gimmick added, his audience will stick thru the hot weather. In addition to the regular talent, the show would use guests.

Y&R thinks it's a good idea program-wise, but both the agency and the client think that the cost will be too high for a summer show.

## Blue To Air Dropped NBC Feature, 'Hawthorne House'

SAN FRANCISCO, Feb. 24.—Hawthorne House, NBC feature for nine years until it was dropped by Wesson Oil, October 9, 1944, has been picked up by the Blue and will go out over KECA, Los Angeles, starting March 5, and will pick up additional stations of the California-Blue Network, April 30. The broadcasts will be piped from EGO here.

New sponsor is Guittard Chocolate Company, San Francisco. In the cast will be Monty Mohun, with the army in the Bay area; Pearl King Tanner, Natalie Parks Masters, Bert Horton and Lou Tobin. Gil Thomas will produce for the agency, Garfield & Guild, San Francisco.



### WAIR

Winston Salem, N. C.

and other top Radio Stations 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

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*On the air for*  
**CHELSEA CIGARETTES**  
MONDAY 10 P.M.—BLUE NETWORK—COAST TO COAST

*In person at*  
**THE ROOSEVELT HOTEL, NEW YORK**

*On*  
**DECCA RECORDS**

# Chi Station Execs Beefing But Will Sign

## Shifting Populations Ache

CHICAGO, Feb. 31.—The Broadcast Measurement Bureau (BMB) may be the answer to radio's search for an accurate standardized measurement of station "circulation" to some station managers and to members of the AAAA and ANA, but there are plenty of execs in Chicago who find it weak in many spots and are voicing objections about it. The beefs came to light here this week following the appearance here last week of Hugh Feltis, head of BMB, at a meeting sponsored by Chicago Radio Management Club. One significant thing about most of the beefs, however, was the fact that the boys heard Feltis explain the BMB and then started yelping, were not griping in a vitriolic manner, in an effort to kill the bureau. Practically all of them said the basic ideas behind the BMB, which up to date has signed up about 254 stations at NAB district meetings, was good, and that they were beefing not to kill but only to bring about healthy growth.

### Gotta Join

Paramount beef of all the local objectors was that even tho they may not want to join the bureau and pay dough for its services that would surmount their listeners and determine their primary, secondary and territory areas, there was not much they could do but join. Their feeling was that since the four A's and the ANA are co-operating with the NAB in the workings of the bureau, and since the AAAA, with members who buy plenty of time from broadcasters, want the BMB, they had to join. They said they had a feeling that the BMB, with the backing of the AAAA, was using some steam-roller tactics. For, they said, they knew darn well that if their competitor, for example, were to join the BMB, an advertising agency exec could easily say: "Your station coverage map is not one done by the BMB. Your competitor's is. We are behind the BMB, and until you present an 'adequate' coverage survey, no biz." The feeling here was best summarized by one exec who said that altho he saw the worth of the BMB, he just didn't like to feel as if he was being forced into something, even by implication.

Another beef was that the bureau's present plan to make a survey every two years on the basis of 1,000,000 ballots sent out cross-country, and at an estimated cost of \$1 per ballot, was inadequate. The feeling was that the balloting should be done more often and results released more often. The execs reasoned that after the war there might be a great exodus of population to and from various areas when war plants shutdown and new peacetime industries are started. If such a flux should take place, for example in the first six months of a two-year period in which the bureau did not release a new survey result, it theoretically could be possible, it was said, for the survey results of some areas to be inaccurate for a year and a half.

### Roberts Answers Charges

To this charge, however, Harlow Roberts, president of the Chi Radio Management Club, and one of BMB's behind-the-scenes formers, stated that there was no guarantee that the surveys would be conducted only every two years. He said the first one would take two years because the bureau wanted to be certain it was doing the best possible job and was willing to sacrifice speed to insure accuracy. However, the beefers retorted here, that there had been no assurance that the BMB would change its survey time limit. "That, they said, was why they were beefing. They wanted to make their gripes known so that the best possible methods could be used in the future.

Altho the plans for the BMB were explained here a few months ago at a meeting of the RMC, and at the meeting of reps, and agency and station execs here last week, the formal presentation of the plan won't be made until the NAB district meeting here March 29-30. Then, it is expected, the beefers will have a chance to act or just fall in line,

# BMB STATIONS, NET AND POWER

	Station Wattage 250 & UNDER	250-1,000	1,000-10,000	25,000-50,000	
<b>BLUE</b>	KMLB—Monroe, La. WLLI—Jackson, Miss. WOBS—Springfield, Ill. KFRU—Columbia, Mo. KHMO—Hannibal, Mo. WMRN—Marion, O. KROC—Rochester, Minn. KTOK—Oklahoma City KFBC—Cheyenne, Wyo. WROX—Clarkdale, Miss.	KQV—Pittsburgh WSBA—York, Pa. KWTO—Springfield, Mo. KFDM—Beaumont, Tex. KPRO—Riverside, Calif. KTMS—Santa Barbara, Calif. WFIL—Philadelphia WQBC—Vicksburg, Miss. KCRC—Enid, Okla.	WMAL—Washington WJBO—Baton Rouge, La. WOC—Davenport, Ia. KCMO—Kansas City, Mo. KFEQ—St. Joseph, Mo. KXOK—St. Louis WTCN—Minneapolis, St. Paul KGO—San Francisco KECA—Los Angeles KGW—Portland, Ore. KJR—Seattle KGGK—Fort Worth	KXEL—Waterloo, Ia.	
	WIBX—Utica, N. Y. WDAN—Danville, Ill. KTBC—Austin, Tex. KTUC—Tucson, Ariz. WLBC—Muncie, Ind.	WFMD—Frederick, Md. WWNC—Asheville, N. C. WHKC—Columbus, O. WSBT—South Bend, Ind. KILQ—Grand Forks, N. D. KWFT—Wichita Falls, Tex. KGVO—Missoula, Mont. KOY—Phoenix, Ariz. WMBS—Uniontown, Pa. KTSB—San Antonio	WTAG—Worcester, Mass. WGAO—Baltimore WJAS—Pittsburgh WDBJ—Roanoke, Va. WDD—Chattanooga WREC—Memphis WKBW—Youngstown, O. WKZO—Kalamazoo, Mich. KMBC—Kansas City, Mo. KFAB—Lincoln, Neb. KOIL—Omaha KTUL—Tulsa, Okla. KLZ—Denver KFBB—Great Falls, Mont. KQW—San Jose, Calif. KOIN—Portland, Ore. WMAZ—Macon, Ga. WMT—Cedar Rapids, Ia. KRNT—Des Moines	WCAU—Philadelphia WLAC—Nashville KMOX—St. Louis WCCO—Minneapolis KTRH—Houston KSL—Salt Lake City KNX—Los Angeles KIRO—Seattle	
<b>CBS</b>	WFPQ—Atlantic City WISR—Butler, Pa. WHJB—Greensburg, Pa. WKPA—New Kensington, Pa. WWSW—Pittsburgh KPLC—Lake Charles, La. WEBQ—Harrisburg, Ill. KROS—Clinton, Ia. KWOC—Popular Bluff, Mo. KLAK—Atchison, Kan. KHSG—Okmulgee, Okla. KRIO—Beaumont, Tex. KEEW—Brownsville, Tex. KNET—Palestine, Tex. KIUN—Pecos, Tex. KONO—San Antonio KXOX—Sweetwater, Tex. KQKB—Tyler, Tex.	KMYR—Denver KIUP—Durango, Colo. KRLO—Lewiston, Idaho KFXD—Nampa, Idaho KWAL—Wallace, Idaho KPOW—Powell, Wyo. KWYO—Sheridan, Wyo. KRE—Berkeley, Calif. KSAN—San Francisco KICA—Clovis, N. M. KBKR—Baker, Ore. KBND—Bend, Ore. KODL—The Dalles, Ore. KLSM—La Grande, Ore. KWRC—Pendleton, Ore. KEVR—Seattle KTSI—Tacoma, Wash. WJPA—Washington, Pa. KSUB—Cedar City, Utah	WICA—Ashtabula, O. WZD—Tuscola, Ill. WJAG—Norfolk WDGY—Minneapolis KBWD—Brownwood, Tex. KID—Idaho Falls, Idaho KLX—Oakland, Calif. KSFO—San Francisco KYA—San Francisco KFOX—Long Beach, Calif. KFAC—Los Angeles KMTR—Los Angeles KSLM—Salem, Ore. KRSC—Seattle KXA—Seattle KVAN—Vancouver, Wash. KUJ—Walla Walla, Wash. KTYW—Yakima, Wash.	WIBG—Philadelphia KGER—Long Beach, Calif. EMPC—Los Angeles KVI—Tacoma, Wash. KUOA—Siloam Springs, Ark.	WMFM—Milwaukee
	WKNY—Kingston, N. Y. WJEJ—Hagerstown, Md. WHBQ—Memphis WLAP—Lexington, Ky. KWOS—Jefferson City, Mo. WMBH—Joplin, Mo. KTTS—Springfield, Mo. KFRE—Fresno, Calif. KVOE—Santa Ana, Calif. KWIL—Albany, Ore. KOS—Marshfield, Ore. KORE—Eugene, Ore. KUIB—Grants Pass, Ore. KRRR—Roseburg, Ore. KXRO—Aberdeen, Wash. KRKO—Everett, Wash. KWLK—Longview, Wash. KGY—Olympia, Wash. KFFA—Helena, Ark. KBTM—Jonesboro, Ark. KOTN—Pine Bluff, Ark. WCOB—Columbus, Miss. WJPR—Greenville, Miss. WJWM—Clarksville, Tenn. WBIR—Knoxville WOMI—Ashland, Ky. WLAP—Lexington, Ky. WSTV—Staubenville, O. WCLO—Janesville, Wis.	KTRI—Sioux City, Ia. KICD—Spencer, Ia. KFOR—Lincoln, Neb. WJMS—Ironwood, Mich. KATE—Albert Lea, Minn. KGDE—Fergus Falls, Minn. KVOX—Moorhead, Minn. KWNO—Winona, Minn. KDRL—Devils Lake, N. D. KSJB—Jamestown, N. D. KGCU—Mandan, N. D. WATW—Ashland, Wis. KRBC—Abilene, Tex. KFDA—Amarillo, Tex. KNOW—Austin, Tex. KBST—Big Spring, Tex. KAND—Corsicana, Tex. KFYO—Lubbock, Tex. KRLH—Midland, Tex. KPDN—Pampa, Tex. KPLT—Paris, Tex. KGLL—San Angelo, Tex. KABC—San Antonio KTEM—Temple, Tex. KCMC—Tarkenton, Tex. WACO—Waco, Tex. KVNU—Logan, Utah KQVO—Provo, Utah KTHT—Houston	WIBG—Indianapolis KDTH—Dubuque, Ia. KIEM—Eureka, Calif. KELA—Centralia-Chehalis, Wash. KIT—Yakima, Wash. WMPS—Memphis WLOL—Minneapolis KLPB—Minot, N. D. KFBI—Wichita, Kan. KFRO—Longview, Tex. KRRV—Sherman, Tex. KFXJ—Grand Junction, Colo.	WFBR—Baltimore WIP—Philadelphia WHBF—Rock Island, Ill. KFRS—San Francisco KHJ—Los Angeles KALE—Portland, Ore. KMO—Tacoma, Wash. WRNL—Richmond WSIX—Nashville KSO—Des Moines KMA—Shenandoah, Ia. WDAY—Fargo, N. D. KABR—Aberdeen, S. D. WRR—Dallas KFJZ—Fort Worth KXVZ—Houston KFEL—Denver	
<b>INDEPENDENT</b>	WTKB—Cumberland, Mo. WFBG—Altoona, Pa. WJAC—Johnstown, Pa. WRAC—Williamsport, Pa. WLOK—Lima, O. KODY—North Platte, Neb. KELO—Sioux Falls, S. D. KWBW—Hutchinson, Kan. KANS—Wichita, Kan. KSEI—Pocatello, Idaho WKBO—Harrisburg, Pa. WRRF—Lewiston, Pa. WRAW—Reading, Pa. WBRE—Wilkes-Barre, Pa. WAML—Laurel, Miss. WOPB—Bristol, Tenn. WKPT—Kingsport, Tenn. KYSM—Mankato, Minn. WELO—Tupelo, Miss.	WJDX—Jackson, Miss. WROL—Knoxville KSD—St. Louis WKY—Oklahoma City KTSB—El Paso, Tex. KIDO—Boise, Idaho KMED—Medford, Ore. WGBF—Evansville, Ind. WKBH—La Crosse, Wis. KGNC—Amarillo, Tex. KRIS—Corpus Christi, Tex. KRGV—Westaco, Tex. KTFI—Twin Falls, Idaho	WDEL—Wilmington, Del. WSJS—Winston-Salem, N. C. WIS—Columbia, S. C. WTAR—Norfolk WBRC—Birmingham WTMJ—Milwaukee WOW—Omaha KSOO—Sioux Falls, S. D. KDYL—Salt Lake City KGW—Portland, Ore. KOMO—Seattle KARK—Little Rock WMC—Memphis KFYR—Bismarck, N. D. KPRC—Houston	WTIC—Hartford, Conn. KYW—Philadelphia KDKA—Pittsburgh WTPF—Raleigh, N. C. WSM—Nashville WHO—Des Moines KVOO—Tulsa, Okla. KFI—Los Angeles WFAA—Dallas WBAP—Fort Worth WOAI—San Antonio	
	WTBO—Cumberland, Mo. WFBG—Altoona, Pa. WJAC—Johnstown, Pa. WRAC—Williamsport, Pa. WLOK—Lima, O. KODY—North Platte, Neb. KELO—Sioux Falls, S. D. KWBW—Hutchinson, Kan. KANS—Wichita, Kan. KSEI—Pocatello, Idaho WKBO—Harrisburg, Pa. WRRF—Lewiston, Pa. WRAW—Reading, Pa. WBRE—Wilkes-Barre, Pa. WAML—Laurel, Miss. WOPB—Bristol, Tenn. WKPT—Kingsport, Tenn. KYSM—Mankato, Minn. WELO—Tupelo, Miss.	WJDX—Jackson, Miss. WROL—Knoxville KSD—St. Louis WKY—Oklahoma City KTSB—El Paso, Tex. KIDO—Boise, Idaho KMED—Medford, Ore. WGBF—Evansville, Ind. WKBH—La Crosse, Wis. KGNC—Amarillo, Tex. KRIS—Corpus Christi, Tex. KRGV—Westaco, Tex. KTFI—Twin Falls, Idaho	WDEL—Wilmington, Del. WSJS—Winston-Salem, N. C. WIS—Columbia, S. C. WTAR—Norfolk WBRC—Birmingham WTMJ—Milwaukee WOW—Omaha KSOO—Sioux Falls, S. D. KDYL—Salt Lake City KGW—Portland, Ore. KOMO—Seattle KARK—Little Rock WMC—Memphis KFYR—Bismarck, N. D. KPRC—Houston	WTIC—Hartford, Conn. KYW—Philadelphia KDKA—Pittsburgh WTPF—Raleigh, N. C. WSM—Nashville WHO—Des Moines KVOO—Tulsa, Okla. KFI—Los Angeles WFAA—Dallas WBAP—Fort Worth WOAI—San Antonio	

10,000-25,000-watt classification is omitted because no stations in this group have subscribed

## INDIES PACE BMB

(Continued from page 5)

story being few and far between. Trade says that the reason for Mutual's big turnout is the fact that MBS, at the present time, has no nationwide organized method for determining the coverage or circulation of its outlets. Consequently, the MBS stations have come in. Since they are mostly small towners, they do not have the big-city ache.

### Chi and N. Y. To Come

As yet Feltis has not held formal meetings in New York or Chicago, which, he admits, will be the toughest nuts to

crack. Thus far none of the web owned and operated stations have come into BMB. Reason for this, says that trade, is the fact that the nets don't want indies scared off by the old bugaboo—web domination. It is felt that the nets will wait until the drive is almost over before joining up . . . but they're all set to join except for the formality of signing.

Despite the holes in BMB's half-way mark "coverage," the chart, over-all, shows that the drive is proceeding as well as can be expected. There are a fair share of NBC and CBS stations in high and low-power groups. Blue out-

lets are in quite heavily, and MBS stations, of course, are high. . . . Radio is going to take its castor oil like a good child, altho it doesn't like the taste of BMB.

The BMB board has set, in the past week, a "advertising industry relations" committee. Its job is going to be that of a shock troop. It's headed by Linnea Nelson, of J. Walter Thompson, who did such a swell BMB selling job in Dallas and who will be leading the pens or the line-up Boston way soon. Also among the \$8 troopers is Carlos Franco, who knows how to get the dough, too. What Hugh Feltis can't sign, Linnea and Carlos can.

# EDITORS QUESTION TELE FIGHT

## Public More War Minded

High-frequency dispute, in most cases, disturbed consumers instead of video

NEW YORK, Feb. 24.—Fifty-eight out of 81 radio editors in the nation think that the recent controversy among advocates of high and low video frequencies has had absolutely no effect on the public's post-war acceptance of the medium and feel that the general result has been to over-inflate the importance and prospects of tele, according to the tabulation of votes this week in the tele section of the 14th Annual Radio Editors' poll. The editors were polled on the question: "What effect, if any, do you think the controversy on definition (picture clarity) during the last year has had on the public post-war acceptance of television?"

The question was phrased so that the editors could use it as a lead to present what they thought were their readers' feelings on tele. The majority warned that to the country at large, video was a pleasant but remote fantasy not connected in any way with reality.

### Editors Slap at Squabblers

The theme that recurred constantly in the replies was a polite slap at the squabblers for not devoting all their attention to war tasks and leaving peacetime pursuits for the war's end. Typical of the wrist-slaps was this one from Waterbury, Conn.: "There is too much in the public mind at the moment to be seriously concerned with this particular football."

Another, from Goshen, Ind.: "It's still far to indefinite for the public to accept. Other thoughts occupy people in wartime."

A third, from Hollywood: "I doubt if it has had any effect on the public since sets are not available. I think the public is too busy, has too many problems, to give television much thought at present."

And still another: "At present I believe the public is more interested in getting the war won than it is in learning much about the post-war development of television."

A fifth: "None whatsoever. The public has been too worried over the war and men away at war to give much concern to television pictures. The public will accept it when it arrives but the interest has been mostly confined to those with technical knowledge."

### Other Factors Noted

Others who thought that the controversy had little or no effect, pointed

(See Eds Question Fight on page 25)

## Quiz Kids Hit DuMont Video On Blue Pitch

NEW YORK, Feb. 24.—The Quiz Kids will make their video debut on the DuMont station, WABD, March 8, on the Blue web's show. The Kids will use their regular format with a visual twist to the questions.

Show will plug One-a-Day vitamins for Miles Labs but the sponsor will not pay for the show. Harvey Marlowe, consultant producer to Paul Mowrey, the web's tele head, will handle the production and direction.

More Radio and Television News May Be Found on Page 25

## REVIEWS

### Balaban & Katz

Reviewed Thursday (22), 7:30 to 8:30 p.m. Style—News, drama, variety. Sustaining on WBKB, Chicago.

The professional radio actor will have an important role in the post-war field of television dramatics. His acting experience before the mike, even tho it involves no visual techniques, will give him a running head start over the non-professional. The theory that radio actors will first have to "unlearn" everything they have gathered in the way of experience in radio before they will be okay for video, does not stand up. All of these things were proved at WBKB tonight when the Commonwealth Edison Company used its first cast of professionals on a type of show which the company has presented with amateurs heretofore.

Starting tonight the Edison Company changed the title and cast of its dramatic series, altho they left the plot, centered around the home life of two average couples. What used to be *What's Cooking With the Scotts* became *Welcome to the Walkers*, and a cast of amateurs was replaced by Norma Jean Ross, Art Seltzer, George Cisar and Frances

(See K&B on page 25)

### DuMont

Reviewed Wednesday (21), 8-10 p.m. Style—Fashions, quiz, film, fantasy. Sustaining on WABD, New York.

Thanks for Looking, John Reed King's show for Lever Bros., is hot commercial video. To those who like audience participation shows, and there are apparently many millions who do, this new variation on the old theme will be "must" looking. There are still a number of bugs to shake out, but if we were

a sponsor, we'd buy it fast.

The new twist works like this: Viewers are asked to send in cards listing their names and phone numbers. The cards are drawn at random and King or his stooge, Patricia Murray, phones the contestant. He is asked a general question with a visual twist (this week: How old is Miss Murray?) and a special question (solve a match trick, figure out an optical illusion). Then, if the contestant answers the second question correctly, he gets his choice of gifts. The prizes, luggage, dish sets, lamps and the like, are scanned and, on the phone, the contestant takes his choice. It's a pretty fair bet that the contestant will have his set on, since he wrote in the preceding week. On Wednesday's show, all

(See DUMONT on page 25)

## Viewers Quick Shifts Tabbed In NBC Survey

### Big Audiences Are Tough

NEW YORK, Feb. 26.—NBC, CBS and DuMont are using their telecasts not only to develop scanning techniques, but to find out just what the public likes or dislikes and how much. DuMont releases weekly reports on its mail surveys and rates its programs accordingly. It does not, however, release the number of returns, size of mailing, etc., altho the number involved each week is available.

CBS, on its part, is at work developing audience measurement techniques and releases nothing at this time, but will do so when it is satisfied that it has uncovered a rating system that will stand up come peacetime air pix.

### NBC's Second Report

Last week NBC released a second report on television viewers (covering Sunday evening, January 28) which while it didn't show, as did the first one (election night), competitive impact for the three stations, WNBT, WCBW and WABD, did present the comparative results of a Sunday evening's viewing, when two stations, WABD (DuMont) and WNBT (NBC), are on the air.

Survey was made for NBC by Ross Federal which mailed out approximately 4,500 ballots (that's the size of the television list which RCA has compiled for the metropolitan area). Of this number, 841 or 19 per cent were returned. Of the 841, 688 actually reported—the balance whose ballots weren't counted were eliminated for various reasons—for instance 14 are in Philly and can't get New York, 29 just haven't been using their sets (son in service, etc.), 58 were out of order and 14 never had a set. The latter no doubt saw their programs on a friend's receiver or in a public place and wanted to know when it was important to pay a visit, drop in at the corner gin mill or pic theater.

Par then for the course would have been 688 tuned in on the program and liking it. Actually of the 688 only 534 saw the programs on the air the night

(See NBC Survey Tabs on page 25)



When you stop at the same hotel year after year the accommodations must be good!

When scores of smart advertisers use the same station to sell their merchandise year after year—as scores of WIP advertisers do—the "register" must ring at a merry clip!

Yes—there are a few availabilities but they're being snapped up quickly. Better register now!

3rd MARKET  
5000 WATT  
MUTUAL AFFILIATE



Represented Nationally by GEO. P. HOLLINGBERY CO.

# Curfew Effects Mostly Uncertain

## Many Orks'll Lose Remotes

Meadowbrook will close, but others will start earlier; ops point to 'rider' clauses

NEW YORK, Feb. 26.—The effect of Director of War Mobilization James F. Byrnes's midnight curfew on bands, so far as the nationwide aspect is concerned, can't be determined as yet; but, from an early view of the pic, as seen by those close to the band biz, the situation is a precarious one. With the shifting of responsibility to the War Man-Power Commission, which issued a statement Saturday (25) that the curfew was voluntary, not a government order, and under control of public opinion, as of this writing the whole situation is up in the air. One thing is certain—OPA won't be used to enforce the curfew.

As far as a bird's-eye view of the scene up to date, picture affects one thing tremendously—the reason for bands losing dough in hotel jobs in New York. Of the spots now being able to grab off name dance bands because of the remote air time, because of nets taking out wires at 11:45 p.m., only a few will have air time as a result of the curfew, and these will only get 15-minute stints. Conversely, bands now airing from Chicago and the West Coast will get a break so far as Eastern time is concerned. For example, Hal McIntyre, from Hotel Sherman, Chicago, will be heard countless times in New York after 12 p.m.

### 802 Issues Ruling

So far as actual conditions around New York, musicians' union, Local 802, issued a statement Saturday (24), main point of which is "where Class A or B spots contract calls for a specific number of sessions and hours, the union will permit orchestras and owners to mutually arrive at a reduced number of hours and sessions, at not less than union scale." Also, if size of any ork is reduced the men get two weeks' notice.

Only one actual closing is in view, that being Frank Dalley's Meadowbrook, now playing Woody Herman. He'll be out starting today (26), spot shuttering yesterday (25). Tony Pastor and Stan Kenton were set to follow Herman. Copacabana, New York nitery, was skedded to shutter, but now that place will stay open, with Shep Fields skedded to go in next week.

### Remote Situation

Remote situation for dance bands at this writing, however, cripples the New York picture. CBS will stop the Meadowbrook, and its tentative schedule is as follows:

Sundays—400 Restaurant (Tommy Dorsey), 11:15-11:30 p.m.; Commodore (Charlie Spivak), 11:30-11:45 p.m.; Palladium (Vaughn Monroe), 11:45-12:00 p.m.; Sherman (Hal McIntyre), 12:05-12:30 a.m.

Mondays—New Yorker (Jerry Wald), 11:30-11:45 p.m.; St. Louis (Ben Feld), 11:45-12:00 p.m.; Palladium (Anson Hill), 12:05-12:30 a.m.

Tuesdays—Sherman (Hal McIntyre), 12:30-12:45 a.m.; Trianon (Horace Heidt), 12:45-1:00 a.m.

Wednesdays—Stevens (Ted Weems), 12:30-12:45 a.m.

Thursdays—Palladium (Vaughn Monroe), 12:30-1:11 a.m.

Fridays—Pennsylvania (Jimmy Dorsey), 11:30-11:45 p.m.; open, 11:45-12:00 p.m.; Sherman (Hal McIntyre), 12:00-12:15 a.m.; St. Louis (Ben Feld), 12:15-12:30 a.m.

Saturdays—Lincoln (George Paxton), 11:30-11:45 p.m.; open, 11:45-12:00 p.m.; Stevens (Ted Weems), 12:05-12:30 a.m.; Sherman (Hal McIntyre), 12:30-12:45

## THE MUSIC BIZ

### "VISITS"

## THE COIN MACHINE CONVENTION-IN-PRINT

MUSIC POPULARITY CHARTS  
RECORD COMPANY  
RECORD ARTIST  
MUSIC PUBLISHERS

### "DISPLAYS"

ARE FEATURED IN THE CONVENTION'S  
MUSIC HALL

Turn to the Music Hall Section of the Coin Machine  
Department in This Issue

## Forster Claim To 'Mill Stream' Upheld by Court

NEW YORK, Feb. 24.—U. S. Circuit Court of Appeals last week upheld Forster Music's claim to song *Down by the Old Mill Stream*. Appeal from lower court was made by Jerry Vogel Music Company which claimed co-ownership of the song composed by the late Tell Taylor, prior to 1910. Vogel received assignment from Earl K. Smith, who claimed to be co-author of the song.

Court of Appeals in upholding Forster's claims, held that Smith made no legal or formal claim to copyright during entire 28 years of its original term, adding if he had no interest in the original term he had no right to apply for renewal certificate. Federal Court some time ago ruled in favor of Forster, with Vogel making the appeal to the higher court.

## Army Plugs New Loesser Tune

NEW YORK, Feb. 24.—Frank Loesser, Army Special Services, now stationed in N. Y., has infantry tune that will get terrific promotional works in couple of weeks. Tune is serious piece titled *Rodger Young*, pubbed by Bob Miller, with army going to do all exploitation on song.

Loesser has written other war tunes, including *Praise the Lord, What Do You Do in the Infantry?*, *First Class Mary Brown*, *Either Too Young* and *In My Arms*.

a.m.; Palladium (Vaughn Monroe), 12:45-1:00 a.m.

### CBS Remotes End at 11:45

CBS's Bob Ray has informed his Chicago office that all remotes out there must end at 11:45 p.m. Same goes here in New York from survey of above CBS picture, all bands here will get 15 minutes from New York, while Hal McIntyre gets four shots from the Sherman. This, of course, is tentative.

Blue will cut down its remotes at Roseland and Pennsylvania to two 15-minute spots, with J. D. getting one break. He'll get the 10:30 to 11 p.m. spot Saturday. However, bands in Chicago, such as Emil Vandas at the Edgewater Beach; Freddie Martin at the Ambassador, Los Angeles, will get three half-hours heard here. Russ Morgan at the Claremont, San Francisco, will get two half-hours heard here, with Emil Coleman also heard from Mocamba, Los Angeles, after 12 p.m.

### Mutual's Nine Spots

Mutual will handle only nine spots in  
(See Curfew Kicks on page 16)

## Wood Herman & Harry James Disk "Laura"

### Pluggers Build Waxing Aches

HOLLYWOOD, Feb. 24.—First dinking session by Woody Herman for Columbia records, which took place in New York last week, included tune *Laura*, which was also disked by Harry James here on the Coast on his last session. Story made the rounds that James had made the tune without the consent of execs of Columbia Records, but query here found that James had done the tune with okay of disk company higher-ups.

It's all part of story that's giving disk company execs grey hair in a hurry. Pubs for some time have been going to leaders with tunes, or else bands have put in requests for tunes before disk company execs even see the lead sheets. Consequently, when it's time to pick tunes for artists to disk, many of them already have certain tunes on their list that they want to do, no matter who else does them. It's not known if this is the case here, but according to disk execs, going around the corner to the bands with tunes before coming to record company, only puts the execs in the middle, but good.

## Majestic Ogles Dunham; Band May Go 802

NEW YORK, Feb. 24.—Majestic Records, which just signed Jerry Wald, is approaching other solid names in field. Now talking to Sonny Dunham, current at Capitol Theater. Negotiations now going on for a deal is the reason for Dunham's plans to junk his entire library and band after Capitol stint, and re-form with a complete 802 band. In this way he won't have to pay any tax. Also Dunham's new library will be completely commercial, with the idea of making hit disks.

Dunham is getting rid of all his higher-priced musicians, and his new band, which will be practically the same size, will cost him around \$1,250 a week, instead of his present \$2,500 nut. He goes into Terrace Room March 20 and into New Yorker in May. If nothing happens to the band via disks by that time, he's going to break up and go out to the West Coast and pick up a studio musical director's job.

## WB Pubs Lose Another Set To Hit Parade

### May Go to Supreme Court

NEW YORK, Feb. 24.—Advance Music's suit against American Tobacco Company's radio program, *Your Hit Parade*, was dismissed Friday (23) in the Appellate Division of the New York Supreme Court. Case, which has been in the courts for over a year, was in the form of a trial case against the tobacco company's *Parade*, in which music pubs have fumed for some time about the harm done to the biz via the program. Decision by the Appellate Court reverses the decision by the New York Supreme Court, in which an amended complaint was filed some time back. Case hinged around Advance's *Don't Sweetheart Me*, with damages of \$250,000 sought.

First action was brought in Supreme Court about a year ago, but the action was dismissed. An amended complaint was filed in Supreme Court, and the action was sustained. In an appeal to the Appellate Division, the sustained action by the Supreme Court was reversed.

So comes to a temporary end the music pubs' fight against what they deem an evil in the industry. Court obviously didn't find it so, for the five judges in the Appellate Division dismissed the action reportedly finding no cause for action under any of the claims. Altho Herman Starr, head of the MPHG group, couldn't be reached for statement, it's known that he has claimed that he'll take the fight to the United States Supreme Court if need be.

At the present time, altho American Tobacco Company is definitely in the clear so far as this case is concerned, another lawsuit is being brought against them. It's over Santly-Joy's *My Dreams Are Getting Better All the Time*—see story in another column.

## Moss Says TD Take 8G, 1st 400Spot Week

### Different \$\$ Notions

NEW YORK, Feb. 24.—Tommy Dorsey's first week at the 400 Restaurant which ended Thursday (22), resulted in Band doing a little over 3,000 covers. Nat Moss, owner of 400, said Dorsey did 4,400 covers for week, but according to T. D., he had 2,700 covers up to Wednesday (21). He opened Friday (16), which would give him an average of around 450 per night at the spot. If he had 2,700 up to Wednesday eve, 450 more would give band 3,150 covers for the week.

Dorsey's deal at the place gives him first 3,000 covers, with a guarantee of \$6,000 per week and percentage of gross. Covers are \$1; \$1.50 on week-ends, with probably at least half of the covers coming in Saturday and Sunday. Not known what Dorsey walked out with, but Moss claims that T. D. ended up with a little under \$8,000. Trade thinks figure is too high.

Restaurant will start music at 8 p.m. next week, running thru until 12 p.m., with Dorsey taking half-hour off between 9 and 9:30. Dancing will start at 5:30 p.m. on week-ends.

CHICAGO, Feb. 24.—Will Rossiter, music pub in biz since 1890, celebrates his fifty-fifth anniversary March 15. He's pubbed *Turkey in the Straw*, *Some of These Days*, *Dark Town Strutter's Ball*, *Let Me Call You Sweetheart*, and others.

# Longhair Looks Like \$\$ to ASCAP

## Upped Fees For Eateries

Five thousand licenses being looked over in sizable fee hiking by ASCAPers

NEW YORK, Feb. 24.—With general hiking by ASCAP of restaurant licenses thruout the country last year, with many places having their fees boosted from \$100 to \$500 a spot, spokesmen for the American Restaurant Association in Chicago, last week commented that some 5,000 member licenses with ASCAP were now being scrutinized. A study of the situation is now being made, with decision forthcoming anent future discussions with ASCAP reps. Twist in picture is fact that most of the restaurants use wired music, for the most part that which is supplied by Muzak. According to AHA reps, fact that restaurant owners pay Muzak a fee and also ASCAP, means a double burden—a burden that's out of line with ASCAP arbitrarily raising of restaurant license fees.

### Lead With Wired Chin

Another twist in the story, and one that's been commented on by copyright attorneys, is the fact that in a majority of cases, where restaurants use Muzak music, or other wired service, they lead with their chin re a possible infringement suit on use of music. Reason for this, is that altho restaurants pay ASCAP a license fee for use of music, the restaurant owner has no way of knowing whether he has a license for all the music which flows into his room. And many times, ARA rep pointed out, many restaurants no doubt have performed music they had to license to perform.

Consequently, Muzak is now dickering with ASCAP, BMI and other performing right societies for licenses to perform all music. In other words, rep of ARA wants owners of restaurants to use wired music in which the performance rights are cleared at the source. In that way, all music that is performed in a restaurant by wired music will have a performance license cleared for any tune by the office that supplies wired music.

### Clear at Source—or Else

Same thing goes for wired music into hotels. A rep of the American Hotel Association noted that he has informed Muzak that they must clear their music at the source. Reason is to protect the hotel from an infringement suit; and that suit is pretty costly—to the extent of \$250 an infringement. According to AHA rep, who also knows the ARA picture, in both cases, the hotel and res-

(See Eateries Pay More on page 101)

## Santly-Joy Suing LSMFT on Parade Snub of 'My Dream'

NEW YORK, Feb. 24. — Suit against American Tobacco Company and its radio program, *Your Hit Parade*, was officially filed last week by Santly-Joy on their song, *My Dreams Are Getting Better All the Time*. Action is filed in New York Supreme Court.

Last week, Foote, Cone & Belding, agency for the tobacco company, was reminded by letter that the tune was on the *Parade* list two weeks ago, and was then yanked. Fact that it wasn't on last week's list, after agency was notified of the music firm's dissatisfaction, was mitigating factor in serving legal papers.

According to pub, one of the more important reasons for the suit is based on fact that commercial radio shows often look to the *Hit Parade's* listings in making up their shows. *Dreams* is listed as best seller in sheet music sales.

## Plus-Minus Strings

HOLLYWOOD, Feb. 24.—Addition and subtraction of strings to dance bands goes on all the time. Joe Reichman, leader of society-styled ork at Biltmore Hotel, is adding five-man fiddle section after discarding strings eight years ago. Addition of strings necessitates Reichman changing practically his entire library.

Tommy Dorsey, in New York, cut sides for Victor Friday (23), and altho his band has 10 strings, disks were all made without string members of band. All of tunes were either jump or instrumentals.

## Tunes on Chi Airers Picked By Audience

### Requests Guide Programing

(In an effort to determine just how commercial radio shows pick pop songs, "The Billboard" presents Part 3 of a survey of top programs and the method each uses.)

CHICAGO, Feb. 24.—In contrast to the way tunes are picked for commercial radio programs in New York (*The Billboard*, February 17, Page 14) and Hollywood (*The Billboard*, February 24, Page 23), programers in Chicago pick songs to fit the show and audience, and the sponsor's music ideas are sometimes nixed by the experts. The tunes desired by the listening audience have priority over the personal choices of the producers, whims of the artists, phoney requests from publishers, and influence of the sponsor, producers and music directors say.

New tunes written by name composers and presented by biggie publishers are welcomed by Chi producers. However, they say, the new song must show strong signs of being sure-fire with the listeners, and the pub must show a definite campaign plan to keep the new tune climbing toward a hit position before the programers will air it. The reason more tunes are not given first play from Chi studios, according to program execs, is because New York and Hollywood shows grab most of the new big name material before the boys in Chi get a peak at it.

Programs, in general, pick current pop tunes from polls in *The Billboard* and other trade papers. Producers say the singers pick the tunes that will fit their style of delivery from the hit lists, present the songs to the producer to have them approved for balance with the rest of the show, then the script is written around the music. In the case of planning a show two or three weeks ahead of time, the poll of hit music is the only system programers have for telling what tune will still be popular at that time.

Don McNeil's *Breakfast Club* (Blue) plays more music than any show airing out of Chi, some 90 tunes each week. This, according to Producer Lou Green, makes it possible to use all kinds of

(See Audiences Pick Chi on page 102)

### 'Central Park' Tunes Waxed

NEW YORK, Feb. 24.—Tunes from *Up in Central Park*, musical comedy that opened January 27 at the Century Theater, were waxed recently. Victor will bring out an album for which a large ork, under the direction of Russell Bennet, played the score. Jeanette MacDonald and Robert Merrill sang the vocal leads.

## Halls Will Pay In Most Cases

Promoters also to be taxed where halls aren't set—or special deals involved

NEW YORK, Feb. 24.—In what seems set to become a lucrative source of income to ASCAP for the first time, the society is going about the biz of licensing the concert and recital field—but good. License, which will be based on the size of the auditorium, figuring on a set amount up to 1,000 seats, so much from 1,001 to 2,000, etc., will be a blanket affair covering their entrepreneur for all ASCAP music used. Sigmund Romberg, however, going out on a 74-concert date tour, starting the end of February, will provide an ASCAP license for each of his concerts. Reason for Romberg paying for license is that dates have already been set up, but it's understood that promoter of concert will reimburse Romberg.

Set-up is just that. Promoter of concerts thruout the United States, or anyone connected with the venture, will pay the ASCAP license. In the Colston Leigh 10-year deal for Sunday nights at Carnegie Hall, with Leigh sharing in the profits, he as concert manager, will have to provide the ASCAP license.

When it's figured that the number of

(See ASCAP Ogles on page 100)

## Neb. Music Users Seek Revoking of Anti-ASCAP Law

NEW YORK, Feb. 24.—Committee composed of dance hall proprietors, hotel men, indie broadcasters and other users of music in the State of Nebraska are at present petitioning State Legislature in Omaha to revoke the anti-ASCAP law on the State's statute. Nebraska nixed ASCAP in the State in 1937, claiming then that the Society was a monopoly, and declaring it unlawful to operate in the State of Nebraska.

Reason for petition on part of the users of music, including hotel men, many of whom use music via secondary phase, such as wired music, is to protect them from being sued by independent copyright owners. Fact that Nebraska places of business can use music without paying a license fee, calls for \$250 for each usage if court action declares that the independent copyright owner was infringed upon.

### J. D. To Open Steel Pier

NEW YORK, Feb. 24.—In line with policy followed for the last few years, the Steel Pier, Atlantic City, will officially open for the season Sunday, April 1, and then close until sometime in May.

Jimmy Dorsey has been signed for curtain-raising honors. Frere Tommy blew the dust off the pier's bandstand last season. Howard Sinnott, of GAC, booked Jimmy into the spot that is being handled by the Eddie Sherman office.

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# Small Combos Gathering the E. T. Coin This Year as All Transcription Orgs Use 'Em

## 'Billy and Western Units Play the Field

NEW YORK, Feb. 24.—Small dance combos, novelty units, hillbilly outfits and rumba crews will strike more pay dirt in the city's transcription fields during 1945 than in any previous year. A quiz of the major e. t. makers reveals that these artists as well as solo vocalists and the scores of current and past Broadway musicals will make up a terrific percentage of their programs during the next 12 months.

One reason for the swing to smaller units appears to be that since the recording ban was lifted most of the top music crews are concentrating on straight diskings and are content to let the transcription companies draw on surplus programs made before the disk armistice. Smaller outfits and solo stars have come to the public ear strongly enough during last few months to make their added transcription chores pay off to all concerned. Most of the name bands, however, have been re-signed by their respective companies and will continue to sandwich in cuttings between other commitments. Room for the efforts of smaller combos on already limited production schedules is being made in most cases by using the blue pencil on releases by their bigger brothers.

### 50-75 Tunes a Month

Monthly production of the four largest e. t. producers in New York will average between 50 and 75 tunes with better than half falling into the pop and standard groove. Muzak-owned Associated Music Library will release between 50 and 60 tunes using 25 per cent current pops, 20 per cent standards and 30 per cent concert, with the remainder going to race, hillbilly, Latin American and novelty numbers. Associated is one of the heaviest users of small unit and solo talent, having recently signed Phil Brito, the Andriani Continentals and the Riders of the Purple Sage to their growing list.

A breakdown of the 75 tunes released monthly by Langworth Feature-Programs, Inc., also shows a definite swing to small units. Evident in checking smaller combines and single artists listed on the Langworth release charts or, for that matter, in the catalogs of any of the other three companies is the fact that many of them are doing double duty on e. t. dates. Take, as an example, the Riders of the Purple Sage, who

are cutting for both the Associated and Langworth labels.

### NBC Using Small Ones

NBC's thesaurus whose 80 tunes a month output tops the list has always been a big user of name bands but more and more smaller combos are finding their way to contracts this year. Hardest (See E. T. Coin Flows on page 104)

## Jerry Wald To Play Old Roseland Option But at More Dough

NEW YORK, Feb. 24.—American Federation of Musicians' recent ruling on Tony Pastor incident re going into Hotel Roosevelt, Washington, wherein they ruled that no contracts over a year were valid, is seen taking effect in other quarters. Jerry Wald, now at New Yorker, has a contract with Lou Brecker at Roseland that dates back some three years and calls for an option on Wald's services. Recently Brecker met with GAC execs about the contract and it was pretty well understood that Wald will come in, fulfill his contract, but at almost a 100 per cent higher figure than last time he played for Brecker.

In that way Wald won't lose dough at the place, or if he does it won't be the shellacking he would have taken if he played the place at the dough listed in the option contract. Understood when Wald comes in it'll be for somewhere around \$2,750 per, whereas old contract was around \$1,500 per. With increase in dough to Wald, it's understood that union probably won't kick about band playing off an old contract. Recent Pastor incident came about when it was learned that he would have to play the place on an old option, and lose plenty of dough at the place. That's where the AFM stepped into the situation and brought out the old ruling about contracts over a year old.

Possible reaction to AFM's ruling re option contracts will be seen coming up from time to time. Wald's option is the only one held by Brecker.

## Wayne Disk Build

NEW YORK, Feb. 24.—A new twist to song and singer-selling was added to the biz this week when Young & Rubicam, ad agency handling the new Jerry Wayne show, bowing in on the Blue web March 5, bought up a crop of Wayne's Sonora disks and passed them along to the Blue's affiliate stations with the "request" that they be used on platter shows.

The agency, feeling that Sonora's distrib does not reach the hinterlands, thought that it better do the job. Wayne's show, according to the agency's thinking, won't sell unless the sticks hear the singer but often,

it's felt that the platter turners can hardly refuse to use the disks since the agency and web headquarters both say that plugs will be a strong factor in whether or not the show gets a decent rating.

## Dean Hudson Offers To Go Over for USO

NEW YORK, Feb. 24.—Latest band to offer services to USO-OSI for overseas is Dean Hudson, now booking himself thruout the South. Hudson was in New York last week and went to USO re taking his entire band overseas some time this spring. That makes four bands that have approached USO during the last month. Hal McIntyre is making ready; Count Basie, talked to USO, as did Charlie Spivak.

Hudson, now doing dates in South after playing six months and losing dough at the Hotel Lincoln in New York, reportedly found his air time worth it. He's now getting \$2,000 guarantee for week-ends at colleges where he got \$1,300 nine months ago. Results accrued from air time heard down South. He got \$1,400 at V.P.I. last year for week-end dance, now he's booked in at \$1,850.

Unusual part about his Southern bookings is that Hudson is playing many one-day vaude dates in towns where bands haven't played before. That's occurred in Greenwood, Orangeburg, and Florence, S. C., for example. Band usually pulls anywhere from \$500 to \$750 on those dates per diem.

## Throat Clearers Big Plug Source And Pop Diskers

NEW YORK, Feb. 24.—Long-hair artists are stepping into role of A-1 plugs for pop tunes, via air guest shots and disks. Typical case is that of Lauritz Melchior, who's guested on many big shows and done such tunes as *More and More*, *Please Don't Say No* and *I Want What I Want When I Want It*. He's disked latter pair for Victor Red Seal on 10-inchers. On same label, Dorothy Kirsten has done *April in Paris*, *The Love I Long For*, *Everytime We Say Good-Bye*, and *Only Another Boy and Girl*.

On Decca, Jascha Helfetz did *White Christmas*, while Jose Iturbi, on Victor, R. S., has done a couple of boogie-woogie tunes. Thomas L. Thomas, for Victor, did *It's the Girl*, *Any Moment Now*, and *More and More*. Gladys Swarthout has done *Right as the Rain* for same company. Columbia Records hasn't done any pop stuff with classical artists... but it won't be long now.

### Capitol's Philly Distrib

PHILADELPHIA, Feb. 24.—Capitol Records widens its distribution set-up in this territory with the opening of a factory distributing branch. Formerly serviced from New York, record shops and juke-box operators will be serviced by the local branch. Joe Nanni takes over as branch manager, having previously served Decca in that capacity here. Offices have been set up in the center of the city.

# ASCAP Begins Its Longhair Unraveling

## Who Gets What From Which?

NEW YORK, Feb. 24.—ASCAP board of directors meeting last week concerned itself with problem of rights of non-ASCAP writers of serious music who publish with ASCAP pubs. Reason for discussion is recent move by the Society into the licensing of symphony orks, concerts and recitals (see story in another column), and the impending problem of writers sharing the fees collected for performances by symph orks, etc. Problem is sure to arise, in that with ASCAP collecting dough from longhair groups, composers will want to share in fees collected, as long as publishers of the music who belong to ASCAP collect on performances of the music.

Typical case in point is that of Gail Kubik, writer of serious music, who is now suing American Composers Alliance with complaint that ACA is licensing his music thru BMI even tho ACA is a non-profit org. Kubik has been declared eligible to join ASCAP by the qualifying committee, but at the present time he is not a member. However, his music is pubbed by an ASCAP firm, who will collect for performances by symph orks, etc. Kubik claims that ACA, by giving the performance rights to BMI, is without right to do so since in giving licenses for performances to BMI it is giving them to an organization for profit.

ASCAP's board meet simply discussed the problem, but no solution was reached.

## Folio Pubs' Paper Carry-Over Limited By WPB Rule to 15%

NEW YORK, Feb. 24.—New amendment by the War Production Board, No. L-245, issued February 5, is a limitation order affecting music publishers in their printing of folios. Government order pertains to books and booklets—definition of "book" is anything over 32 pages—with amendment mainly covering publisher's carry-over from last year. Actual amendment reads:

"A publisher may carry over for future use an accumulated savings resulting from under-use of quota but he may not use in a calendar year any portion of his carry-over in excess of 15 per cent of his consumption quota. For example, if a publisher's consumption quota in 1945 is 100,000 pounds and his carry-over from 1944 is 20,000 pounds, he may use in 1945 in addition to his consumption quota, a maximum carry-over of 15,000 pounds (i.e., 15 per cent of 100,000 pounds).

"The balance of carry-over from 1944 (i.e., 5,000 pounds) plus any under-consumption in 1945 may be carried over (See Paper Limited on page 105)

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# Curfew Kicks Many Bands' Remotes Out Window; Local 802 Issues Special Ruling

Most Spots To Start Dancing Earlier; Meadowbrook Closes

(Continued from page 12)

New York, whereas before they had 21. All places will be cut down to two 15-minute stints. They'll handle the 400 Restaurant, Lincoln, Astor, Martinique, Pelham Heath Inn, Terrace Room, Carnival Room, Arcadia, Essex House and Taft Hotel. Wires have been yanked from the Commodore, Roosevelt, Copa, Waldorf, Biltmore, Zanzibar, Latin Quarter, Savoy Ballroom, Village Barn, Aquarium, Dixie and Lexington.

Following bands will get airing: Del Courtney, Blackhawk Restaurant, Chicago; Art Kassel, Trianon; Buddy Franklin, Bismarck; Henry King, Aragon; Lew Diamond from the Palmer House, and Chris Cross from Denver.

**Others Start Earlier**

Other spots will start dancing earlier, for example, the New Yorker, which will start at 6 p.m. and continue until 7:30, when show goes on, intermission at 8:30. Cover goes on at 9 p.m. with next show at 10:15 p.m. Place will start collecting tabs at 11:30 p.m. Next band in is Boyd Raeburn in March, and according to Frank Andrews of the New Yorker, he has an emergency clause in his contract which covers cancellation due to the present situation.

Other hotels talked to, including the Pennsylvania and the Commodore, both of which will shift times, also noted that they had "emergency rider" clauses in their contracts. At the Commodore, Hal McIntyre was set to come in around mid-March, but deal hasn't been inked as yet. According to Martin Sweeney, manager of hotel, McIntyre probably won't open, but no decision has been made as yet, depending on business. As it is, Charlie Spivak will probably leave in a couple of weeks, instead of staying four weeks more.

**Rider Clause**

Rider clause, that appears in most contracts, reads as follows: "In any of the following events, resulting from or attributable to the war, the employer, may at his option, cancel this contract immediately and shall be relieved thereafter from any liability hereunder, or in any way related hereto:

1. Damage or injury or destruction.
2. Place of employment shall be closed or its normal operation shall be restricted by order of any public authority.
3. Conditions actual or threatened may be such as to make it unsafe or imprudent in the opinion of the employer to operate the place of employment."

According to trade execs, No. 2 above won't apply now because of the fact that this is not an order, but merely a voluntary issue. However, in face of fact that it depends on public opinion, which the owner could deem imprudent to flaunt, No. 3 above would probably hold.

**Penny To Start at 6**

Pennsylvania will start at 6 p.m., taking intermission from 9 to 9:30 with cover charge going on at that time. Same thing will happen at the Commodore.

According to many of the owners, altho there have been no decisions as yet, there's a possibility of tea dancing Saturday afternoon for a couple of hours. However, one mitigating factor against this, according to Andrews, is labor situation, for with early dinner hour, tea dancing wouldn't wind up until around 5:30 p.m. giving help little chance to get the room ready for dinner. According to

some owners, there's a possibility of laying off relief bands at some spots, but this depends on biz.

## West Coast Ops Not Too Worried

**HOLLYWOOD, Feb. 24.**—Biggest question in minds of operators is whether patrons must actually be out of spot before midnight. If so, place like the Palladium would have to call it quits shortly after 11 p.m., Saturdays, with attendance around 5,000-6,000, in order to clear crowd thru checkrooms and parking lot by midnight. Boys here are looking for a directive.

Joe and Frank Zucca's Casa Manana will continue a name-band policy every Friday, Saturday and Sunday. Only change contemplated is having band start at about 6 p.m., instead of playing between 8:30 p.m. and 12:30 a.m.

**Palladium To Start Early**

Palladium will start music at 7 p.m. week-nights, 8 Saturdays, and 3 Sundays. Dinners are served here too, Vaughn Monroe current. Biggest drop in biz expected during period between 11 and 12 Saturday night.

Larry Finley, San Diego ballroom man, said he welcomes idea. He relates it should ease his man-power situation and is moving up music from 8:30 to 7:30 p.m. at the Mission Beach Ballroom, open only week-ends.

**Faber Sees Little Dif**

Joe Faber, of the Biltmore Hotel's Bowl, says the curfew won't make much difference since payees are in the habit of breaking it up early here. He admits, however, daylight openings hurt night club attendance since the public is not in the habit of night clubbing during the daylight. Joe Reichman's orchestra is now at the Biltmore Bowl.

Herman Hoover, of Ciro's, states he doesn't mind ruling much. He anticipates house parties will be the thing and is enlarging his catering service, supplying liquors and food, and will work with agencies to provide even bands for house affairs. Duke Ellington is current at Ciro's with Carmen Cavallaro skedded soon. Hoover is starting his music earlier and hopes the name-bands or acts will draw. Jerry Lester is in for two weeks, too.

Unlike New York, where cover charges go into effect at 10 p.m., clubs and hotels here put their cover charge into effect the minute music starts. Ellington and Cavallaro are set here with cover-charge percentage deal but Hoover feels he should be able to continue name bands.

## 1 Hour Earlier Start in Chi

**CHICAGO, Feb. 24.**—Four spots here using name-bands Bernie Cummins, Latin Quarter; Ted Weems, Stevens Hotel; Hal McIntyre, Sherman Hotel, and Del Courtney, Blackhawk, will stand firm in their present talent policy. Under curfew ruling, starting next week, bands are starting their nightly musical chores about an hour earlier, so they'll put in about the same number of hours per week.

Only musicians likely to feel the force of the curfew here are sidemen in relief bands. Owners say that they expect to drop their relief bands completely if biz slumps badly. They intend to use only the regular house band and will insert longer intermissions so that only one band will be needed.

Ballrooms here usually close at 1 a.m. One-night bookers report that they have not received any cancellations of contracts, but ops have notified them to have the bands on the stands an hour earlier because of the midnight closing.

## Washington Spots Stay Lit

**WASHINGTON, Feb. 24.**—Not a single hotel room or night spot here is planning to close because of curfew, all are adopting wait and see policy.

Only name-band spots are Roosevelt and Statler hotels. Roosevelt policy will be determined by Mrs. Kramer in New York. Place plays continuous band (Johnny Richards now in). Local management says spot will continue open until midnight and observe curfew.

Embassy Room, Statler Hotel, with band and floorshow policy will move shows up to 7:30 and 10:45. Spot does big biz before 12 and consequently management does not expect to be hit particularly hard with the result that present name-band policy will be continued the management hopes that the AFM will make concessions in future bookings.

Del Rio books thru Morris Agency with new band coming in next Friday. Op hopes union will come down to near scale, otherwise he may have to use local musicians. Troika, other name-spot here, uses local band. Management hopes to renegotiate contract nearer to scale and says unless unit agrees, he will have to give two weeks' notice and bring in smaller outfit.

## Milwaukee Tooters Take Rap

**MILWAUKEE, Feb. 24.**—Some spots are cutting bands from 7 to 4 men; others are considering enlarging band and operating on ballroom basis after eliminating floorshows; other niteries want to pay same amount for shorter hours; others expect musicians to take a cut in pay. On the whole, niteries are feeling things out, but things point to musicians taking the rap.

Ballrooms get rap only Saturday and Sunday, when name-bands play spots. "George Devine's Eagle Ballroom," says Devine, is leaving the decision up to dancers on early starting. "Open to suggestion, letters, etc. on this," Devine says. Wisconsin Roof Ballroom will open at 7:45, close 11:45.

## Hartford Midnight Show Cut

**HARTFORD, Conn., Feb. 24.**—Only spot in Greater Hartford area now using name-band is Harris Bros.' State Theater. Policy here involves week-end only and will be affected by elimination of Friday midnight show.

## Miami Frolic to Wait and See

**MIAMI, Feb. 24.**—Frolic Club only spot in this area playing name-bands. Accustomed to local curfew, national restriction will effect this club very little. No change in policy is anticipated as yet. No cover here. Frolic will not cut salaries until a try-out is given new ruling.

## Salary Cuts Out in M'p'l's

**MINNEAPOLIS, Feb. 24.**—Minneapolis musicians' union said there will be no salary slices, that all night clubs, cocktail combos and ballrooms in the city will get earlier evening starts, ranging from 30 to 90 minutes, to make up lost time. Feeling is that few union musicians would put themselves in the position of working sneak joints after hours on penalty of severe handling by union if caught. As it is, there are not too many musicians to go around. Deal here is minimum charge rather than cover.

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# What Curfew Means to Niteries

## Curfew May Be End of Price Boom for Acts

NEW YORK, Feb. 24.—Whatever other effects the curfew may have, there seems to be little doubt that if it endures for any length of time the current inflation of acts' salaries will be ended. Operators, agents and union officials are agreed that the start of the curfew marks the beginning of the end of the upward spiral in act prices which got under way when the war began. Just which category of acts—name, semi-name or smallies—will be hit most is hard to say at this time, trade sources maintain. Only experience with the curfew will settle this question.

During the first days of the curfew panic, however, nitery ops tended to drop their cheaper acts for two reasons: (1) They planned to shorten their shows so as to develop as great a patron turnover as possible; and, (2) they felt that they would have to retain the turnover as possible; and, (2) they felt to keep the greatest drawing-power possible.

### Name Price May Drop

On the other hand, even agents now say that the prices of top-name attractions may suffer, and the operators agree. Reason for this, they say, is that a nitery can do just so much business within the hours allowed, and salaries will have to conform to actual earning power of the room as well as the actor.

Clearly, an attraction getting \$3,000 a week, for example, from a nitery which formerly ran full-blast, three shows a night, had his stipend based on the theory that he would bring in enough cabbage to warrant that kind of salary. Now, even if the act continues to be as big a draw as ever, the gross may be about one-third less because one show will probably be cut each night and the room doesn't have rubber-walls.

In general, niteries try to avoid spending more than 25 per cent of their gross income for talent. The ratio must remain the same for profitable operation, curfew or no curfew. Hence even major names may suffer pay-cuts.

### On the Other Hand

There are some, however, who think that in the inevitable scramble for business resulting from the curfew, some ops may be inclined to snare the biggest attractions they can get, and that this would tend to maintain—and perhaps even raise—the salaries of top-names, going against the simple economics of nitery operation. Thus, the question of reduced salaries for b. o. names is open to some dispute.

But there is no dispute over the question of salaries for middle and small acts. Everybody says that these performers will have a lot of the agent-and-inflation-induced air taken out of their sails.

## Play-or-Pay Is AGVA's Attitude On Acts' Pacts

NEW YORK, Feb. 24.—AGVA is going to be tough about the curfew. Matt Shelvey, head of the organization, said yesterday (23) that the union will take a play-or-pay attitude on acts' contracts already in effect. He said Byrnes' ruling was a request and not an order, and neither was it an Act of God. AGVA contracts are cancellable on only two grounds: An Act of God or an order of government authority.

Acts who are willing to co-operate with owners to the extent of allowing their salaries to be cut—and who co-operate without being put under duress—will be permitted to do so, said Shelvey, providing AGVA minimums are maintained in all cases. In view of the widespread plans of nitery ops to install

## Little Flower Wilts

NEW YORK, Feb. 25.—Hopes for a last-minute reprieve from the 12 o'clock curfew collapsed today when Mayor F. H. La Guardia broadcast that he would enforce the order as it stands. This means no exemptions.

La Guardia said that a board of three would be set up to adjust the whole question of a curfew to specific cases. The board will have a week in which to answer the many questions certain to arise by March 5. One hundred per cent compliance from everybody will be expected. The police department and the mayor's office will get behind enforcement, La Guardia said.

He is calling a meeting of city council Tuesday (27) to change the hours of operation. He also stated that he would make a terrific campaign to keep speakeasies out of this city. Places found selling untaxed liquor would be taken not only to State courts but to federal courts at the same time.

The mayor also stated that Washington had informed him that the request relieved those affected of contractual obligations which might be in violation of the request or, as he called it, order.

## Vaude Revival A La 2-a-Day Seen Developing

NEW YORK, Feb. 24.—A strong belief developed here this week that the curfew may result in a revival of vaude—at least on a two-a-day basis. Certain showbiz figures are known to have been considering the use of vaude and nitery talent in legit houses or theaters now devoted to pix alone, but have been prevented from carrying out their plans because of the high prices and the simultaneous shortage of acts. Now, with the double possibility that prices will come down and niteries will release an indefinite number of performers, these men are dusting off their plans and are reported to be swinging into action.

Typical case is that of Clifford Fischer who has had a *Priorities of 1945* two-a-day show in his hat for some time. This week he stated definitely that he will now go ahead with it. Trade talk has it that he will produce not one but five of these *Priorities* shows.

### Walters, Bloomingdale Set

Others reported to be ready to shoot with two-a-dayers are Lou Walters and Alfred Bloomingdale, as well as the operators of a string of houses. One version of this vaude-revival rumor is to the effect that Walters, Bloomingdale and Fischer will combine into a kind of vaude-producing syndicate to route shows around the country and set up a sizable period of playing time.

A top official of at least one major talent agency admitted this week that he had been contacted by certain trade figures to work out a revival of vaude. The agency man said he believed enough vaude shows would develop to take up any slack in employment resulting from curfewed niteries.

Assuming that the crack-down on the clubs would make acts both obtainable and buyable, the only deterrent seen this week to a healthy revival of vaude was the time element. Laying out routes, arranging bookings, casting and forming shows would take up enough time to put the vaude revival into the spring season. This would result in just a few weeks playing time before summer hit the industry. If this problem can be licked, via air-conditioning, there are at least two important trade sources here who see signs of hope amidst all the panic created by Washington's curfew request.

early shows as a kind of "matinee," Shelvey sounded a warning that such "matinees" will not be permitted without a specific waiver from AGVA in each case. Owners failing to obtain a waiver will be required to pay for the "matinee" show on a pro-rata basis, he declared.

On the other hand, the union will not put itself in the position of working to maintain the salary level of any given act. The union, said Shelvey, is concerned with the level of minimums, not the spirals of high-priced acts.

## Closing Bequest Doesn't Start Any Mad Rush to CSI

NEW YORK, Feb. 24.—While showbiz as a whole, particularly that part of it interested in cafes, was running around like a decapitated chicken, Camp Shows, Inc., this week began looking forward to signing a flock of acts which before the curfew were "unavailable." But despite the rumors of mass cancellations and acts being thrown out of work, no wholesale application of performers has been made to CSI.

According to trade reports, many agents, scared they'll be out of commissions with performers laying off, are sending their stables to Camp Shows. Added inducement was that with cafes' salary cuts, USO dough wasn't too far out of line.

### 'Tain't True, CSI Says

At Camp Shows, however, officials said this plethora of acts hasn't developed. Right now, officials say, they are sending out urgent calls for new packages to work off-shore in hospitals. Greatest need is for gals, but in order to make up these new units it will accept almost anybody who can do a job. New off-shore hospital units will consist of four people. A couple of girls and two guys; one girl and three men or the other way around can make the grade. For one of the fems, a matronly type is preferred, to give the kids in the hospitals the motherly touch.

In commenting on the curfew, one CSI official, in an off-the-record conversation was quite bitter about poor co-operation from performers as well as what he called greedy reps. "Maybe the curfew will bring them to their senses. I'm all for it. And if closing these joints completely would get us more acts than I'm for that, too," he said.

## Curfew Halts 7-City Ops' Fight vs. AGVA 6-Day-Wk.

CHICAGO, Feb. 24.—The anticipated Midwestern nitery operators fight to halt the impending AGVA six-day week order was averted here Monday (19), when announcement of the unexpected midnight curfew on bistros broke up discussion among members of the Cabaret Owners' Association of Chicago and reps of prominent niteries in St. Louis, Cincinnati; Newport and Covington, Ky.; Milwaukee and Detroit.

Previous to the reading of the federal curfew, members of the Chi group adopted a proposal that if AGVA removed any entertainers because a nitery continued to operate on a six-day week, all members of the association would close out their entertainers as contracts expired. Following this resolution, the meeting voted to contact New York ops in a national fight against the AGVA directive.

## Staying Open --Not Hopeful

Starting earlier to snare biz; predictions of act firings don't materialize

(Continued from page 3)

couldn't see how they could pay the money for which they contracted. They claim they can't make ends meet with just a dinner crowd to help pay the nut. Dinner mobs, they point out, are food buyers on which they make a 17 per cent profit. Liquor-lappers are the after-theater customers. On that sort of biz they make almost 40 per cent. With a strict enforcement of the midnight ban lopping off that much, dough can't be adjusted by any hour change-over. Certainly acts can't get the kind of salaries they were hired for, they explain.

Where musicians are concerned, there is little solace to after-dark spots. New York, Local 802, has ruled that in "A" and "B" spots where hours or sessions have been set, ops may install lower hours or reduce sessions, but scale cannot be changed. In "C" niteries 802 ruled there was to be no reduction in scale no matter how hours are cut.

### Agencies Optimistic

New York talent offices were as mixed up as ops on the effect of the curfew. Nitery act sellers were united in their opinion that it was murder. But if cafe department heads were gloomy, the agency overlords were optimistic. MCA's "Sonny" Werblin thought the whole thing would blow over in a couple of weeks. Other agency heads were equally optimistic.

Bill Frederick, of Frederick Bros., however, had a different slant. He thought the curfew was a good thing. In his opinion, it would bring the solid citizen into night clubs. Reasoning is based on the theory that the substantial business man couldn't and wouldn't keep late hours. If he goes to the theater, he goes home directly afterwards. While he might be interested in visiting a cafe, most of them start too late for him. So he passes them by. With an earlier opening and closing, this type of patron will forego the theater and try the nitery which features well-established and widely known acts.

### Lastfogel Won't Predict

Abe Lastfogel, of William Morris, didn't pretend to foresee the effect. But like the others, he too couldn't see the end of the world because of a curfew. He admitted there might be increased unemployment and the smaller performers would suffer. "But so far as the name acts are concerned," he said, "they're making enough. Laying off or taking cuts isn't going to put them on bread lines. Besides we have plenty of room for them on USO. Let 'em come around. We'll give 'em work."

Fears of widespread act unemployment are worrying performers plenty. Spots all over the country are threatening to drop or cut shows. AGVA, however, which must be notified whenever cancellations are made, said it has not received any formal notification from anyone, widespread rumors to the contrary.

### How Curfew Will Work

The interpretation of the curfew "request" and its enforcement brings up additional problems. Byrnes, in his field instructions issued in Washington late today (24), includes places affected as all night clubs, public or private. Restaurants usually open all night for the purpose of serving food are not affected insofar as food is concerned. Also entertainment sponsored on a non-profit basis and supplied for military personnel, especially in ports of embarkation, (See NITERIES IN AIR on page 18)

# Niteries in Air Over Curfew; Gloomy But Remaining Open

(Continued from page 17)

and in camps and stations, will be exempted.

## Public Opinion Enforcing

But this brings up another moot point. Byrnes admits that curfew is not an order but a request. At the same time enforcement is placed into the hands of something euphemistically called "public opinion." In a copy of the instructions sent to all regional war man-power directors, it asks that they obtain the assistance of "the mayor or other chief executive officer of each municipality in obtaining compliance." But at the same time, agency admits that enforcement will be by "public opinion, judgment and conscience. . . ."

Mayor La Guardia, New York, has said: "We must bear in mind that New York is like a State in itself. We have problems here quite different from any other community in the country. . . . I will construe it (the request) in a sensible manner in keeping with our own city conditions." On the West Coast Gov. M. C. Wallgren, State of Washington, is also reported to be asking Byrnes to make an exception because of war plant swing-shifters. Other sections of the country may also ask for consideration because of local conditions. With enforcement placed into the hands of regional directors, it is not inconceivable that special "local problems" may ease what at first blush looks like an all-over closing.

## Teeth Can Make It Work

If, however, the "request" is enforced, there will be plenty of teeth to make it work. If a violation is proved, the WPB may withdraw all light and fuel. The OPA can cancel all ration allowances and the WMC can withdraw all employees except those necessary for maintenance. How all this will work out, seriously concerns after-dark ops.

In New York the Cafe Owners' Guild has had a number of meetings to try to get organized action. Friday's (23) meeting led to little of a positive nature except a pitch to get additional members. Cafe owners' associations in other cities also accomplished little. As a general rule other cities equally hard hit by the curfew are more or less resigned to cutting shows from three a night to two or even one, tho in latter case the hotels will be the greatest exponents.

## Chicago Moves Shows Up

Chicago, which runs New York a close second in talent buying, plans to start running about 6 p.m. with first show at 7:45 p.m. and last at 10:30 p.m. Both the Chez Paree and the Rio Cabana intend to operate that way. Practically all of Chicago's larger spots are holding to future bookings tho they are delaying on any new talent buying.

Detroit has an unexpected reprieve. City council decided to remain on Eastern War Time while the State Legislature just passed a bill putting the rest of the State on Central War Time starting March 17. So local spots will apparently be able to stay open one hour later than the rest of the State. After that date, Detroit ops figure they can stay open until 1 a.m., Detroit time, which will be only 12 o'clock by legal State time.

One good result of the curfew in Detroit will be to actually increase talent opportunities in a few spots. A number of downtown niteries are putting in dance music for the first time to catch the extra shekels from the earlier trade.

Some Motor City ops have put forward a trick interpretation of the curfew that it was possible to comply by closing at midnight and reopening at 1 a.m. This is the same kind of solution thought up by cafe ops in New Orleans, tho there it has a different twist. New Orleans' idea is that if clubs can start up again before daybreak a couple of hours can be added to the business day.

How the local authorities will interpret such moves is another thing. But AGVA has already ruled that it will not permit its members to be part of any such twisteroo.

In St. Louis, the Chase, Park Plaza

and Forest Park will move their shows up from 8:30 and 1:30 a.m. to 8 and 11 p.m. The Jefferson and the Coronado instead of starting at 7 will open at 8:30 and give the last show at 10:30. Club Plantation, for the first time in 13 years, will open Sundays at 1 p.m. and give three shows.

Thruout the South many areas already had curfews in effect, so the order means little to cafes. But in the Middle West and East the boys are shouting murder. But underneath their cries they are gradually adjusting themselves to a "fait accompli" and are willing to ride along if for no other reason than they can do little about it.

The open threats and fears of speak-easies starting in again voiced by the trade doesn't phase the sober minded. Every legitimate operator with an investment at stake will finger any speak that competes with him.

## Suburban Detroit Spots Buying Acts and Bands

DETROIT, Feb. 24.—Two suburban spots in this territory are switching to show policies, running three days with band and acts. The Avon Inn, new spot in Pontiac, 25 miles north of Detroit, is putting in Chuck Chandler's 11-piece band, one of the most elaborate musical organizations in any local night club. Chandler will also be in charge of entertainment and will use five acts.

At Wayne, 18 miles west of Detroit, Marcy's Circle is being taken over by Cassie and Jimmie Emerick, and will run with three acts and a band. Shows for both spots are being booked by Howard Bruce of the Amusement Booking Service.

## Two H'wood Clubs Granted Permits, Clip Charges End

HOLLYWOOD, Feb. 24.—Renewed licenses for the Swing Club and the Suzy-Q have been issued following a long-drawn-out controversy which involved several public hearings before the police commission.

Issuance of the permits brings to end charges that clubs were overcharging servicemen and that a number of them had been "rolled" in local spots. Licenses for two Penny Arcades were also issued again.

## Curfew Theories

NEW YORK, Feb. 24.—The nitery industry isn't placing much stock in one of the official reasons given by War Mobilizer Byrnes for the curfew—to save fuel and light. Trade here points out that most clubs turn off the heat around 8 or 9 o'clock, anyway, because patrons crowded into a room create body heat and have to be fed cool air to keep them comfortable. As for the amount of light consumed, hot spots generally are under-lit, if anything, and by opening earlier, as most of them plan to do, there will be little saving of juice.

Trade theories concerning the actual motives for the curfew range all over the map. Here are some of them:

- (1) It's a morale conditioner for the home front to get the public ready for big casualties from the all-out, two-front push against Germany which appears to have started; in this connection it is pointed out that Byrnes was at the Yalta conference of the Big Three and the curfew was his first major public action after his return.
- (2) It's a morale conditioner for American troops in preparing them for the all-out push; presumably the servicemen don't like the lush entertainments going on at home and the curfew is a way of showing them that the U. S. public is also being forced to endure some hardships.
- (3) It's a way of curbing excessive spending for amusements instead of War Bonds; many people, reportedly, are cashing in their bonds while at the same time, laying out lots of dough for fun.
- (4) It's a way of curbing absenteeism at war plants;
- (5) It's designed to build up a reserve of coal should John L. Lewis decide to pull another strike when his contract with the mining industry expires March 31.
- (6) It's designed to strike a body blow at that part of the black market which draws its revenue from the niteries.
- (7) It's an answer to that part of the public which has kin in the armed forces and resents the sight of others enjoying themselves.
- (8) It's the result of pressure by dregs and blue-noses to close up the saloons and bring in prohibition again.

All or some of these theories may be correct. *The Billboard* Washington man states the feeling in the capital is that the first two theories are nearest right.

## D.C. Pitch Prepped

NEW YORK, Feb. 24.—Some time next week, AGVA will go to Washington to ask for a six-day week, with slightly longer hours as an alternative to the midnight curfew. Matt Shelvey, head of AGVA, said yesterday (23) that the union had formulated a plan for such a pitch when the news of the curfew first broke, but certain nitery ops jumped the gun and spilled it.

In spite of that, he will go to the capital to see Byrnes and other government officials. He will point out, said Shelvey, that AGVA weeks ago began a drive for a six-day week as the industry's way of contributing to the war.

## Two Det. Spots Sign Names; Mills Bros. and S. Fields Set

DETROIT, Feb. 24.—Club Casanova, operated by Lowell Bernhard, is swinging into big-time attractions, with the Mills Brothers booked to open March 2, making one of the biggest names ever to play this spot. Currently, Joe Morrison and Penny Caldwell are showing, with Diana Dale to follow.

Trend toward bigger names is evident in various local spots, with Lee 'n' Eddie's (formerly Saks Show Bar) setting Shep Fields and Frankie Masters orchestras to follow the current booking of Blue Barron.

## Ice Show Gets 'A' AGVA Pact Before Heading for Canada

NEW YORK, Feb. 24.—*Ice Fantasy*, produced by DeLories Ziegfeld and ready for a Canadian tour, has been inked to a "Class A" traveling show contract by AGVA. Pact provides \$125 for principals, \$70 for chorus, sleeper accommodations, and bonds to cover transportation costs back to New York. About 25 people are involved.

## Monte Proser Going Legit

NEW YORK, Feb. 24.—Monte Proser is turning legit producer in addition to holding on to his Copa operation. Proser signed a producer's contract with the Shuberts and is now on the Coast.

Musical, tentatively titled *Brazil*, will star Milton Berle. Proser's Coast trip is understood to be for purpose of signing Carmen Miranda for the show.

## Chi Downtown Won't Deny Shut-Talk; No Mar. Announcements

CHICAGO, Feb. 24.—The long-rumored shuttering of the Downtown Theater, here, seemed imminent Friday (23), when officials of the Loop vaude house declined to comment on the fact that no attraction had been skedded to follow Lionel Hampton's band, current stage fare. Theater manager said Friday he would have an important announcement to make soon. No attractions have been announced for March appearances at the theater.

Reports of the closing of the theater gained momentum during the last two weeks when the Regal Theater, local nabe vaude house which has been competing with the Downtown for sepi patrons, announced the signing of Count Basie for a week in March. Downtown had been using Basie's name among its coming attractions for two months and the switch in the Basie Chi booking indicated that the Regal, a Balaban & Katz house, was out to snatch the big Negro names.

The Downtown was formerly the Rialto, for years the largest local burly house. Theater has been running a vaude policy since September 1, 1944.

## Riobamba Bought --Opening Delayed

NEW YORK, Feb. 24.—The long-dormant Riobamba has been bought by a combine headed by George Kondolf, radio script supervisor of Batten, Barton, Durstine & Osborn, former head of the Federal Theater and playwright. Its reopening as a nitery will have to wait until the curfew picture has been clarified, Kondolf said today.

Deal was consummated this week between the Kondolf syndicate and Abe Ellis, hat-check concessionaire. Terms were not revealed by either side but it is known that Ellis had about \$20,000 tied up in the spot. Kondolf says he and his backers—two persons from the nitery business—will run the place without outside participation. Ellis says that he will have the hat-check concession and may take part as a financial backer as is his custom with other hottery operations.

## Part-Time for Kondolf

Running the Riobamba will be a part-time thing with Kondolf. He will retain his BBD&O position. Ted Nathan, former press agent for Billy Rose and hotelman, will act as a consultant, according to both Kondolf and Nathan.

The new owner emphasized that the operation now has no connection with Arthur Jawitz, Harold Jacobs and Julius Yablock, who tried to reopen the room last October but failed to get a liquor license. Kondolf said that the deal has been worked out in such a manner as to give him a clear title. The federal government long held a lien against the property for uncollected amusement taxes, amassed when the spot folded last spring under Jawitz's direction. Kondolf also said that he would clear up the raps against the site by AGVA and AFM, both of which marked it "unfair" as a result of the shuttering.

## Curfew Upsets Talent Plans

At the time of purchase, Kondolf said, he and his combine expected to open with a talent policy based on a fairly-large budget. Now the curfew has upset their plans.

Terms of the lease were not revealed. When Barney Josephson dickered for the place a couple of months ago, he was offered a one-year lease with two one-year options, plus a cut for the property-owners out of the weekly take.

## Dick Mayo Quits Phila. AGVA

PHILADELPHIA, Feb. 24.—Resignation of Richard Mayo as executive secretary of AGVA here, was accepted by the board of directors and membership of the actors' union. Mayo, who had sought to leave the union post since the start of the year, is becoming director of the Academy of Theatrical Arts, a training school for all lines of theatrical endeavor.

He served AGVA here for more than three years, each a hectic one, and was largely responsible for putting the union on a working basis here.

# A MESSAGE OF VITAL IMPORTANCE TO THE ENTERTAINMENT INDUSTRY

FROM  
**STANFORD ZUCKER**

The request of War Mobilizer Byrnes imposing a curfew on all places of amusement is a real test of the patriotism of every person in show-business . . . but showbusiness, as usual, will come through with flying colors.

The midnight curfew will doubtless mean less work for performers, less profit for entertainment enterprises. But if our co-operation will help hasten Victory by even a single day, we will be living up to the highest traditions of the entertainment industry.

In the true American spirit, let us accept the curfew as a necessary war measure. Let us be grateful, as we greet each midnight curfew, that we and our loved ones have a roof over our heads . . . that we can retire for the night in the comfort of our homes instead of to the peril of a foxhole.

The curfew did not ruin showbusiness on the West Coast, nor in Florida, where it has been in effect for many months. If we face our problems with courage we in showbusiness will prove the immortal words of President Roosevelt, "We have nothing to fear but fear itself." . . . will co-operate with this important war regulation, we not only will solve the problem, but will also enjoy the satisfaction of having added one more important showbusiness contribution to the needs of our nation and to the needs of humanity!

Sincerely,

*Stan Zucker*

**STANFORD ZUCKER AGENCY** 420 MADISON AVE., NEW YORK 17, N. Y.

NEW YORK \* CLEVELAND \* CHICAGO \* HOLLYWOOD

## The Carnival, New York

Talent policy: Dance bands and floorshows at 7 and 10 p.m. weekdays, 1 p.m. matinee Saturdays. Operator: Hotel Capitol; publicity and room manager, Frank Law; producer, Music Corporation of America. Prices: 50c-\$1 cover.

The latest room to open on the Stem on the eve of the curfew also is probably the most beautiful in town. Unfortunately the show is not in keeping with the surrounding splendor. As far as showmanship is concerned it looks as if MCA didn't know what it was doing. It threw together a lot of people who work fairly hard but the sum total adds up to little.

Management has given acts top facilities. A beautiful fluted stage back of a semi-circular apron of considerable size on which performers work gives everybody in the room a good gander at them. High up above the apron are permanent trapezes which are let down. Rope ladders leading to them are pulled aside when not in use.

Burden of the show is carried by the Calgary Brothers. Boys rate top hands and do a great job with their standard slapstick and slow-motion stuff and draw some good laughs. Putting them on next-to-closing helps. However, they aren't strong enough to hold up entire bill. Considering the chop suey that has gone on before, the Calgarys stand (See THE CARNIVAL, N. Y., on page 26)

## NIGHT CLUB REVIEWS

## Persian Room, New York

Talent policy: Dancing and floorshows at 9:30 and 12:30. Management, Hotel Plaza; publicity, Bonnie Donohue. Prices: \$1.50 cover after 9:30.

Morton Downey, the only performer on tap here, has a field day with the carriage trade. Started to work at 9:30 and kept going strong until almost 10:30. And if the reception he got is any yardstick, he could have stayed on, without a break, until the next show.

Working at a white piano on a raised platform in the center of the dance floor and singing into a gooseneck piano mike, Downey opens fast with *Rose McGillicuddy* and follows with three or four ballads and a medley which included *My Ideal*, *Evalina* and *Saturday Night*. He then ran off while Ray Benson's ork pumped the *Irish Washerwoman*, Downey theme song, for all it was worth. Singer's reception was terrific.

He came back for requests and mob threw choices at him from all over the room. Downey's ability to talk back was good for lots of laughs. He gave next with *Tu-Ra-Lu*, an Irish folk tune, a Scotch ballad and *My Heart Sings*. Incidentally, Benson behind him did a great job. The (See PERSIAN ROOM, N. Y., on page 26)

Hotel Nicollet, Minnesota  
Terrace, Minneapolis

Talent policy: Dance bands and floorshows at 8:30 and 12. Management, Neil Messick; room manager, James Hickman; publicity, Sally Delaney. Prices: \$2 minimum.

Any show following Harry Carroll and Polly Baker has a job cut out for itself, but *February Fantasies*, which opened here when Carroll and Baker closed after a six-week "popular demand" re-engagement, has enough on the ball to be well received. And it is.

The hour-long show, emceed by Perry Martin, ork leader, got started with Selma Marlowe Dancers (6) doing a costume waltz to Martin's warbling of *Falling in Love*. The girls are good, as usual, and got a strong mitt.

Bobby Baxter, comic-mag, is showstopper with his funny-man pantomime in which he borrows gal from the audience as his stooge. His talk, when he opened up on encore, was very good. Comedy is Baxter's big forte and he does right well by it. Could headline any show, and do well.

Red-headed Ruth Day, rhythm tapster, is a lively number who had the audience tapping with the feet to keep the tempo. Her five tap is in the groove and the few youngsters in the audience gave her a bolsterous hand for it.

George Beatty, movie gag writer who headlines, comes up with gags, some old but good, some old but n. s. g., some new of the same category. His *Forty* song was a show-stopper. Beatty's version of a drunk is conventional. His risqué stuff is too bold for a family dinner show.

Finale has Marlowe Dancers, with dummies, doing *Castle Walk*, *Charleston*, *tango*, *rumba*, *samba* and *jitterbug* steps.

The Perry Martin 10-piece ork, nearing completion of two years of continuous engagement here, is as good as ever both for show and dancing.

Jack Weinberg.

## 5100 Club, Chicago

Talent policy: Dance band and floorshows at 8 and 10. Manager, producer and director of floorshow, Dick Bradley; owners, Byron Massel and Henry Weiss. Prices: \$1.50-\$2 minimums.

Trying to win for their spot a reputation as one of Chi's leading out-of-the-Loop niteries, Byron Massel and Henry Weiss, new owners, took the rubber bands off their bank roll to pay for this show, and it was worth it.

Paying about \$4,000 weekly, the partners booked in Ralph "Cookie" Cook, Viola Layne, Jane Sterling and the Ruloff Trio. Added flip to this dish of good entertainment are the orchestras of Mark Fisher and Duke Yellman.

"Cookie" does his usual entertaining work as master of ceremonies and excellent joke-teller who does not have to use blue material to get plenty of laughs. His best bit, as it has been for a long time, was his *Mother India* sketch in which he just about knocks himself out trying to make his tie behave like a charmed snake. One of the most remarkable things about Cook is his quick wit, and his ability to build his routine around an idea that comes to him unexpectedly. Thruout all of his work during the show caught he carried on a running line of patter about undertakers after he learned there was one in the audience.

Altho Cook is billed as the star of the show, top honors are almost stolen from him by Viola Layne, lovely song satirist. Miss Layne's imitation of how Bonnie Baker, Baby Snooks and Gracie Fields would sing *I Want to Get Married* were good because she not only managed to imitate vocal tones but personality mannerisms, too. After she had the crowd on her side she followed thru with her version of how Carmen Miranda would sing *Rum and Coca Cola*. This number went over so well she was forced to come back and do three encores of the song, using different choruses each time.

One thing that could have been left out of the show was the dancing of the Ruloff Trio. Burlesque ballroom dancing can be very entertaining and usually goes over with any type of niter crowd, but this trio of two men and one gal went too far (See 5100 CLUB, CHICAGO, on page 26)

Statler Hotel, Terrace Room,  
Cleveland

Talent policy: Dance bands and floorshows at 8 and 12. Manager, R. J. McSoley; publicity, George Winters. Prices: \$1-\$3 minimums.

The current fare at the Terrace Room is right smart entertainment and the biz at the room is very good.

Featured in the current layout are Sondra and Jonnie Steele, the sophisticates of the song. The Steeles open their spot on the bill with a medley of *Oklahoma* tunes. The gal follows soloing *My Heart Sings*. She has a husky voice and knows how to phrase. Her style is quiet and captivating. Her partner solos on the keyboard doing a swing arrangement of *Song of India* and the payees make with heavy mitting. Sondra, who is easy on the orbs, returns with a sock version of *I Want to Get Married* and they finish with a duo on *Edie Was a Lady*. Jonnie Steele was handicapped by a slight cold at show caught but act has plenty of class and is well suited for smart spots.

Frakson, the Magician, is a stocky, short gent who is entertaining with his disappearing cigarettes. He uses good chatter and catches on with the house. His ace trick is a disappearing radio which is executed well.

Arthur Ravel and his band continue to please with strong show backing and easy light rhythms for dancing.

Herman Spero.

Hotel Statler, Terrace Room,  
Detroit

Talent policy: Dance bands and floorshows at 7:45 and 11:45. Management, John Cost; publicity, Dick Jones. Prices: 75c-\$1.50 cover.

The town's top hotel room, redecorated in a deep fuchsia motif last fall for Hildegarde, is drawing near-capacity crowds nightly with the current bill. Unusual for any local niter is the way the audience pays attention thruout the show, with tables darkened and service virtually suspended allowing effective concentration on the floorshow.

Maurice and Maryea work smoothly in pleasing ballroom routines. He is notably good at handling his partner in the dance, while Maryea, a lovely blonde in a black net gown, secures maximum effectiveness from graceful manipulation of her costume. They vary from a slow, graceful waltz to some skillful high-speed work.

The Ingenious Liberace carries the burden of the show with his versatile piano work. He opens with a novel Liszt's *Hun-* (See HOTEL STATLER, DET., on page 22)

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# VAUDEVILLE REVIEWS

## Loew's State, New York

(Reviewed Thursday Night, February 22)

The stage at the State is alive this week, a condition due as much to the audience as to two sock performers working on it. Because the current bill is all-Negro, about 30 per cent of the capacity mob is colored and the difference from the usual cold Broadway audience is immediately apparent.

On the boards themselves, the proceedings are very satisfying. Backbone of the show is the Benny Carter ork (17), made up of four sax, four trombone, four trumpet, drums, bass, guitar and piano. The maestro doubles on trumpet and tenor sax. Aggregation works well as an ensemble and while ork is heavily-brassed there is no blare and output is uniformly pleasing. Sidemen, some of whom are given individual spots, show no real distinction. Carter once or twice does a nice job on the gate-horn. Ork's best results come on jump tunes. And in working for the other acts, band turns in a really fine job.

First on after the band's well-arranged, swing-tempo *Old Man River* is the dancing-team tagged *Two Businessmen of Rhythm*. They begin with a bit of jive singing which means nothing but from there go into a variety of tricky taping. Act builds solidly to a fast acro-and-eccentric finish and team goes off to a healthy mitt. Intermittently, thruout the turn, mob bursts into applause for this or that bit of flashy footwork.

After band's *I Surrender Dear* and *Back Bay Boogie*, both okay samples of what it has to offer, Savannah Churchill, vocalist appears. And the words mean what they say—she appears on stage, a vivid personality who gets 'em from the first moment.

First number, *Prayer at Twilight*, is only so-so as singing but gal sells it big. Second tune, *Hurry, Hurry, Baby*, a bit of jumperoo, proves to be her real meat and with Carter assisting on sax she makes a terrific impression. Her encore, a combo of several blues, comes very close to stopping the show cold. Gal is an ace at the State. If she can do as well without the support of the Carter ork she is ready for a big-time build-up as a single.

With house really warmed up by now, Timmie Rogers comes on and proves to be another natural. Guy has a winning personality, is a very knowing singer, knocks off a pretty good eccentric dance and can handle a gag or a string of bits and pieces. If some of his material is a little confused or pointless that is of minor importance. He overcomes the handicap and puts himself across from start to finish—a finish, by the way, in which he leaps off the stage into the aisle and leaps back again to the crowd's delight. Mob wouldn't let him off until he sang a Harlem favorite, *Good Deal*.

King Cole Trio closes the show—and lets it down. Terrific pace weakens to a (See *Loew's State, New York*, on page 24)

## Capitol, New York

(Reviewed Thursday night, February 15)

Bill of entertainment fare here is just that; fair. It's a two-week affair, headlining Ralph Edwards and his *Truth or Consequences* gimmick; Gloria Jean, Hollywood starlet and Sonny Dunham's band. Laugh value of *Consequences* goes without saying, for the radio show is a terrific vaude bet, and never fails to convulse payees. At show caught there was plenty of hilarity present, but bill as a whole suffers from lack of balance.

Gloria Jean, youngster with nice voice, is spotted last, and it's a tough slot to fill after fun of *T. or C.* However, she proves good b. o. bet and walked off to good hand. However, opening of show includes Sonny Dunham's vocalists, who are at best, fair. Thus, show becomes singing, *T. or C.* and singing. Understood that Loew's execs tried to get another act, but couldn't. A comic, or some other specialty plus Gloria Jean and winding up with *T. or C.* would have made this a sockeroo bill. As it was, Miss Jean is in last spot because of too much singing on bill.

Youngster impresses with her sincerity and attempts at doing material that's built for older and more experienced singers. However, b. o. value comes from fact that it was an unusual vaude bit in view of fact that gal did *Lord's Prayer*. Also did *Night and Day*, *Too Ra Loo Ra*, etc. and hit with all of them. Dunham's band, with leader fronting with trumpet and trombone, were strictly fillers here. Band only played one tune outside of backing vocalists, Marianne and Tony Randall. Gal's gown is deceiving, looking like a pair of slacks, and its disconcerting. Lad's choice of songs should have been switched. Better if he opened with the better known of the two ballads.

*T. or C.* has a great idea and fine showman in Edwards. He keeps the ball rolling all the time and punches with fast ad libs if show seems to lag. He was assisted here by filmiter Marie McDonald, who proved good sport in kissing four servicemen. Laughs are garnered from situations that Edwards cooks up, but a good deal of it comes from participant's attitude and Edwards' antics in keeping things moving. Usually he has no ill-luck in picking contestants who will afford payees plenty of laughs, and fact that he doesn't embarrass any of his contestants makes it okay all the way around.

His gag about two men running across stage with travelling bags, opening them, putting on contents and then racing back across stage, is hilarious. Fact that bags contain women's apparel, always intimate things, and usually too small, brings down the house. Way guys man-handle women's dainties is fun for both sexes to watch. Edwards has used this as a warmer-up gag for his *T. or C.* airer for a long time now, and knows how to sock it home. Band playing circus music behind scene adds to fun, and with Edwards and couple of other aids helping things along, bit is sensash on stage.

Pic is MGM's *Guest in the House*. Bill runs around an hour. Paul Secon.

## Palace, Cleveland

(Reviewed Friday Afternoon, Feb. 23)

This week's bill offers Dante the Magician, in his magic package *Sim Salla Bim*. Running time of stage offering has been cut to 30 minutes due to the fact that double-feature is on screen.

Dante has plenty of showmanship, surrounding himself with well-decorated stage and beautiful girls. Show gets off to a slow start with poor response from house. Familiar routines such as flower bouquets, animal flocks, etc., failed to warm house. A veteran of 44 years, Dante is a master of quips as he kids himself thruout the show.

He presents Victoria Lopez, escape artist, who goes thru the familiar trunk disappearing stunt. He intros his comely assistant, Mol-Yo Miller, who aids in the execution of the ever-flowing beer coming from a miniature keg.

House warmed when Dante created the metallic floating ball illusion. He finished, gaining strong miffing, with a girl floating in mid-air and disappearing with much surprise to payees. Finale was great divide act, which Dante explained is the stunt he created for Howard Thurston. House was filled at show caught. Herman Spero.

## Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 23)

A top show, featuring Henry Busse and his ork, Vivian Newell, the Carr Brothers, and Gene Baylos, scored a solid hit at the first showing to a nearly packed house. Henry Busse's ork (17) and two vocalists sounded better than ever before. Playing practically all jump tunes, band received a hefty mitt on every number from a mostly youthful audience.

After ork opened with *Remember*, young and lovely Roberta, vocalist, did *Ac-Cent-Tchu-Ate the Positive* and *What a Difference a Day Makes*. She was called back for three encores.

Vivian Newell's tapping, flash spins and walk-overs were staged well and fetched big hands. Her act would be even better in niteries, because the intricate and subtle movements of her dancing, lost to those in the back rows, would be seen better in a small nitery room.

Male vocalist, Phil Gray, who doubles on trombone, got a big mitt for a smooth, Sinatra-esque delivery of *Waiting* and *I Dream of You*.

The Carr Brothers, with their screwball tumbling, shared big laughs of show with Gene Baylos. The Carrs displayed brilliant timing to make the crowd howl when they would mess up handstands and flips.

Gene Baylos fired fast gags for about 15 minutes and drew laughs 99 per cent of the time. All of his material was clean and the crowd liked it that way.

Ork filled between acts with the *B Bounce*, *Dispatch From Dog Patch*, *Begin the Beguine*, and Busse closed the show with his trumpet solo of *When Day Is Done*. The pic, *The Town Went Wild*, probably won't help draw any customers. Dave Moore.

## Downtown, Chicago

(Reviewed Friday afternoon, February 23)

Lionel Hampton ork, current here this week, is the doctor's prescription for those theater managers who have been suffering with low grossitis when they played band shows. Hamp's band, spotted (See *Downtown, Chicago*, on page 24)

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# Stem Shows in Middle-Runs Doing Well; Capitol Big 72G

NEW YORK, Feb. 24.—Dimly lit Stem has yet to be affected by the lack of wattage in marquees. Past week saw some fall off in b. o. but it was gradual and considering the run, biz was okay. Radio City Music Hall (6,200 seats; house average, \$100,000) continued its gait by coming up with a nice \$112,500 for the fourth week of Bill and Cora Baird, Zarco and Beryl, Los Andrinis and *Song To Remember*. Previous stanza brought a sock \$123,000. Opener and second week's figures were identical, \$121,000 each.

### Roxy, Paramount

Roxy (6,000 seats; house average, \$75,000) reacted normally after a big opener. Second week with Milton Berle, Connie Russell and *Hangover Square* was \$80,000 after first week's \$103,000.

Paramount (3,664 seats; house average, \$75,000) did a fair \$60,000 with Jan Murray, Louis Jordan, Lorraine Rognan and

*Ministry of Fear* after an initial figure of \$75,000.

### Capitol, Strand, State

Capitol (4,627 seats; house average, \$85,000) rammed thru the first week with a fine \$72,000 for Ralph Edwards's *Truth and Consequences*, Sonny Dunham ork and *Guest in the House*.

Strand (2,779 seats; house average, \$45,000) did okay with \$55,000 for its fourth week with Artie Shaw ork, Imogene Lynn, Roy Eldridge and *Objective Burma*. Third week's count was \$60,000. Tee-off was \$70,000 while second stanza brought \$64,000.

Loew's State (3,500 seats; house average, \$25,000) lifted to \$31,000 for Molly Picon, Cliff Nazarro, Mario and Floria, and *National Velvet* as compared to previous week's \$30,000. New bill opened on Thursday (22) with Benny Carter ork, Timmie Rogers, King Cole Trio and *Thin Man Goes Home*.

### Sub-Zero Weather Gets Busse Icy 17½G in Mpls

MINNEAPOLIS, Feb. 24.—Henry Busse, fighting sub-zero weather and heavy snowfalls, fell to \$17,500 for the week ended February 22 at the Mort H. Singer Orpheum Theater (\$18,000 house average, 2,900 seats), in his first appearance here in many years. Pic was *Hangover Square*. Cab Calloway drew a neat \$20,500 for week ended February 15.

Glen Gray and His Casa Loma ork are booked in for the week of March 2. William Sears, house manager, said there are no other bookings to follow Gray as yet.

### L. A. Orph Okay With Ella Mae; Sally Rand Big 24G

LOS ANGELES, Feb. 24.—Continued good weather and Ella Mae Morse stand to bring the Orpheum Theater (2,200 seats) a neat \$19,000. On the bill with Miss Morse are Maurice and Betty Whalen, Johnnie Mack, Dick Edwards, and Ray Royce. Pix are *House of Frankenstein* and *The Mummy's Curse*.

Stageshow last week headed by Sally Rand pulled a strong \$24,000. House charges 98 cents tops.

### HOTEL STATLER, DET.

(Continued from page 20)  
garian *Rhapsody* played in perfect synchronization to a Paris Symphony recording, and goes into some genuinely unique novelties, such as *Mairzy Doats* done in accurate variations on the styles of Johann Strauss, Mozart, Bach, etc. Different, too, is his almost ad lib playing of brief bits from numerous popular tunes blended into the orchestra's accompaniment of *Tea for Two*.

Liberace has a strong sense of showmanship, apparent in his easy handling of the mike to tell the audience what he is about to do, in some walking from table to table as he writes down request numbers which he blends into a beautiful, lengthy medley. He works nearly an hour, and has to use a neat gag of giving a piano lesson to a non-musician in the audience for his get-away. He has an exceptional range in all varieties of both pop and classic music, and is evenly at his best in any. Dramatically spotlighted in the darkened room, he displays a masterful command of the piano. His youthful appeal—he's only 24—technique and adaptability mean a convincing combination of showmanship and artistry.

Garwood Van orchestra (11) plays for a show that calls for good co-ordination. The vocals are by Louise Pittman and Michael Andre. The girl works in several effective solos during dance sets.

Mort Dennis (5) plays for cocktail music and alternates on the stand during the evening, and is especially effective in the Latin style.

Haviland F. Reves.

In order to adequately cover the curfew regulations, it has been necessary to drop "Routes," "In Short" and "Off the Cuff" from this issue.

They'll all be back with you again next week.

The Editors.

## Chi Downtown Tops Regal, Nabe House, In Negro Competish

CHICAGO, Feb. 24.—Downtown Theater, Loop house, topped the Regal Theater, nabe vaude house, in last week's battle for Negro patronage when the International Sweethearts of Rhythm ork racked up \$16,000 weekly gate against \$12,000 at the Regal for Jean Parks's new band and the Red Caps.

Downtown had a big advantage, as the Sweethearts are heavy faves here, following previous appearances at the Regal and Negro ballrooms. Parks's band and the Red Caps failed to pull heavily because this was their first Mid-western appearance.

Biz at the Downtown this week looms big with Lionel Hampton's band starting. Hampton grossed \$30,000 here about five months ago, and looks like a repeater because he has added string section and star ofay tenor man, Herbie Fields, since last appearance. Regal's next vaude show is slated for March 9 when Dorothy Donegan and Ernie Fields's ork share the stage.

## Dim-Out Wallops Detroit Grosses

DETROIT, Feb. 24.—Dim-out is big factor in hurting local show business, with the Hughes-Downtown Theater (2,800 seats; house average, \$23,000) dropping to its lowest levels since pre-Christmas week.

Last week's show, with Martha Tilton and Roxyettes, slumped to \$21,500, for the fourth week of a record-breaking run co-starred with the screen fantasy, *Princess and the Pirate*. The bill started off well, with \$38,000 the first week, and was the first in the history of the present management to be held over, grossing a total of \$119,000 in the four weeks.

Current show, starring Mildred Bailey, is below normal biz, and is expected to hit around \$22,000. Dim-out has been a big factor in hurting downtown trade, as well as in suburban theaters locally.

## Ina Ray Low 17G At Earle, Philly

PHILADELPHIA, Feb. 24.—Sex appeal on the stage radiated little excitement at the box office of the Earle Theater (seating capacity, 3,000; house average, \$20,000; prices, 45 to 95 cents) for the week ended Thursday (22). Ina Ray Hutton for the band draw, and carrying the marquee alone, was hardly strong enough to offset the start of the Lenten season, and the week rounded out with a low \$17,000.

Pat Henning, Dupree and Charlo, and Carlton Emmy and His Mad Wags were the added acts, with billing to Bob Alexander and Danny Riccard out of the band. Screen stronger than usual in offering *Lake Placid Serenade*, but it cut no ice for this stretch.

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## S. F. Grosses Sag; Warfield Dropping Vaude on March 6

SAN FRANCISCO, Feb. 24.—Pic hold-over didn't help Jan Garber at the Golden Gate (2,850 seats; house average, \$27,000; prices, 45 to 95 cents), house getting a bit under \$24,000 for week ended Tuesday (20). On the bill with the ork were the Condos Brothers, Rex Weber and Lols Andrews. Pic was *Tall in the Saddle*.

Warfield (2,680 seats, house average, \$25,000; prices, 45 to 85 cents) also registered a drop, getting \$23,000. Show had Madie and Ray, John Cahill, Beth Farrell and Johnny (Scat) Davis. Pic was *Manila Calling*.

Warfield is set to drop vaudeville on March 6. Straight pictures will be the policy after that date.

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# Broadway Opening

## AND BE MY LOVE

(Opened Wednesday, February 21, 1945)  
NATIONAL THEATER

A comedy by Edward Caulfield. Directed by Arthur Beckhard. Setting by Raymond Sovey. General manager, Howard Levi. Stage manager, Henri Caubisens. Press representative, Frank Goodman. Presented by Arthur J. Beckhard in association with Victor Hugo-Vidal.

Sarah Fenton.....Lotus Robb  
Henry.....Walter Hampden  
Martha Webster.....Esther Dale  
Mrs. Spence.....Edmonia Nolley  
Mr. Spence.....Sydney Grant  
Phyllis.....Ruth Homond  
Allen.....Charles Colby  
Mr. Fillmore.....Jed Prouty  
Ada Bennett.....Violet Heming  
Lizzie.....Viola Dean  
The Stranger.....Graham Velsey

The only merit in *And Be My Love* as a stem offering is the fact that it brings Walter Hampden back into the theater. What Arthur Beckhard and Victor Hugo-Vidal saw in this trite, labored and trifling comedy by Edward Caulfield is a big question mark. The obvious answer is that they must have believed that the return of Hampden in a comedy role would pack enough weight for a b.-o. click. It looks like a wrong guess.

It is easier to understand why Hampden was taken with *Love*. The role of a somewhat aging actor with slightly ham overtones offers an opportunity for a Hampden field day. He takes full advantage of it via all the canny changes of inflection and expression which are a Hampden stock-in-trade. It is a sound and amusing performance. Unfortunately it deserves a better background than the script of *Love* has to offer.

The Caulfield notion takes its title from the first line of the Christopher Morley's poem, *Come Live With Me and Be My Love*. A tired actor bumbles into a "Lonely Hearts" meeting and gets acquainted with New England widow. She's a scientist, but he thinks she's a housewife. She thinks he's just a gentlemanly ne'er-do-well. He comes to visit her. If love blossoms after a couple of weeks they'll get married and he'll move out of the guest room.

Of course, it is clear to everybody, practically from curtain rise, that everything is going to come out on a high plane. But, naturally, author Caulfield has injected complications in the way of a young daughter and a sailor fiancée, a horrified sister, a terrible caricature of a marriage broker, a former gal friend who wants to lure the tired thesp back to stage harness and a couple of neighbors.

Stock comedy situations arise from the fact that the youngsters have to be dissuaded from trying out the trial-marriage notion when they find out the mother appears to have been indiscreet. The schoolteacher sister gets involved, too, in a deal with the marriage broker. But everything is ironed out to the tune of a double wedding by the final curtain.

It is too bad that a better report can't be made on *Love*, because some fine players labor valiantly with thinly spread material. Caulfield has managed a few laugh lines, but when one creeps into the script it is belabored and repeated until there isn't a snicker left in it. Lotus Robb comes back to the stage after an absence of 15 years to play the lady-scientist. She gets as far with the part as the exigencies of the

(See *AND BE MY LOVE* on page 24)



# BROADWAY SHOWLOG

Performance Thru February 24

Dramas		Musicals	
Opened	Perfs.	Opened	Perfs.
<b>And Be My Love</b> ..... 2-21, '45	6	<b>Bloomer Girl</b> ..... 10- 5, '44	165
(National)		(Shubert)	
All-out thumb-down by critic gave a score of zero per cent. No: Robert Garland (Journal-American), Ward Morehouse (Sun), Wilella Waldorf (Post), Burton Rascoe (Sun), John Chapman (News), Howard Barnes (Herald - Tribune), Lewis Nichols (Times), Louis Kronenberger (PM), Robert Coleman (Mirror).		Toni Hart has returned from honeymoon with new husband Pvt. Milton Richmond. Back in cast Monday (19). Eleanor Winters has been subbing for her. Richard Huey is likewise back after two-week illness. Returned Monday (19). Hubert Dilworth has been filling in for him. Whole production goes to Halloran General Hospital Sunday (4) to give show for GIs.	
<b>Anna Lucasta</b> ..... 8-30, '44	212	<b>Follow the Girls</b> ..... 4- 8, '44	370
(Mansfield)		(44th St. Theater)	
George Randol air-guested on "Open House in Harlem" (WHN) Sunday (18). Rosetta Lenoire had a part in the Equity Library Theater production "Correspondent Unknown" in three special mats, Monday (19), Tuesday (20) and Friday (23). Clarence Jacobson is now company manager of "Lucasta." Hilda Sims appears on "Furlough Home" (WMCA) Sunday (25).		Viola Essen out Thursday and Friday (15-16). Roberta Raymond replaced her in terp chores.	
<b>Bell for Adano, A.</b> ..... 12- 6, '44	95	<b>Lady Says Yes, A.</b> ..... 1-10, '45	53
(Cort)		(Broadhurst)	
Gilbert Mack is now the director of air-show, "True Detective Mysteries" (WEAF), Sunday nights.		Ole Olson acted as emcee at Children's Unity Festival at Horace Mann Auditorium Thursday (22). Olson and Johnson, Frank Libuse, Betty Garrett and a large part of cast put on a show for GIs at Mitchel Field Tuesday (20).	
<b>Dear Ruth</b> ..... 12-13, '44	87	<b>Mexican Hayride</b> ..... 1-28, '44	454
(Henry Miller's)		(Majestic)	
Virginia Gilmore out with a severe cold Friday (16) thru Saturday (17). Returned Monday (19). Understudy, Jeanne Shepperd, filled in. Herbert Evers will have the lieutenant role in Chi troupe. Drumbeater Michael Mok has opened new offices at 1545 Broadway.		Hermanos Williams troupe left cast as of Saturday (17). Cynthia Cavanaugh was married to George Sebastian, NBC-conductor, Friday (16). She is remaining with the troupe. Dorothy	
<b>Good Night Ladies</b> ..... 1-17, '45	45		
(Royale)			
Marlo Dwyer and Rande Stanford air-guested with "Ladies Be Seated" (Blue) Friday (23).			
<b>Harvey</b> ..... 11- 1, '44	141		
(48th Street)			
Harvey Stephens replaces Elliott Nugent for two weeks beginning March 8, when latter takes leave of absence to direct "A Place of His Own." Stephens was slated for top role in forthcoming "Star-Spangled Widow." Eddie Nugent has been signed for the slot. Alfred de Liagre has sold the South American and Scandinavian rights to "Turtle."			
<b>Hasty Heart, The</b> ..... 1- 3, '45	61		
(Hudson)			
Ann Burr has moved up her arguest appearances with Adrienne Ames (WHN) and Adelaide Hawley (WEAF) to March 6. Warners announced purchase of pic rights Monday (19). John Dall (currently of "Dear Ruth") will have the lead in film version. The Special Service Division has been granted permission by Howard Lindsay and Russel Crouse to publish "Heart" script anywhere in the world except United Kingdom. Permit provides play must be performed by and for servicemen with no admission charged.			
<b>Hope for the Best</b> ..... 2- 1, '45	21		
(Fulton)			
Joan Wetmore leaves cast Saturday (24) to join her husband, Col. Palmer Dixon, just returned from overseas. Ann Lee replaces her. Edmon Ryan returned to the cast Monday (19), replacing Jack Hartley, who withdrew in favor of radio commitments.			
<b>I Remember Mama</b> ..... 10-19, '44	150		
(Music Box)			
Gives second performance for benefit of Stage Relief Sunday (25).			
<b>Jacobowsky and the Colonel</b> ..... 3-14, '44	402		
(Martin Beck)			
Closes March 10. Guild's "Foolish Notion" follows into Martin Beck three days later. Louis Calhern, Oscar Karlweis, Marianne Stewart, Harold Vermilyea, Lonny Lewis, Hilda Vaughn and Frank Overton gave half hour air-adaptation over NBC Wednesday (21).			
<b>Kiss and Tell</b> ..... 3-17, '43	821		
(Bijou)			
Jessie Royce Landis, who has been out ill for last two weeks, hopes to re-join cast next Monday (26). Mary Stephen has been subbing. Victor Payne-Jennings has had word the English "Kiss" company after a three-month tour of the provinces, settles in at the Phoenix Theater, London, in mid-March.			

and Herbert Fields were air-guests of Maggie McNellis Friday (23). Everett West will host a dozen students from University of Mexico City at the show some day next week. West starts a series of Sunday entertainment stints at the Music Box Canteen beginning March (4).

**Oklahoma!**..... 3-31, '43 845  
(St. James)

Plenty cast shifts as of Saturday (17). Milton Watson took over "Curly" role from Harry Stockwell for two-week span. Latter to Detroit to fill in for John Raitt, who arrived here for "Carrousel" rehearsals starting Monday (19). Barry Kelly took over for Richard Rober, same date thru Monday (19). Rober likewise went to Detroit to fill slot vacated by Merwyn Vye. Latter arrived here Tuesday (20) for "Carrousel" chore. Vye played in the N. Y. troupe for remainder of week, and rehearsed at the same time. Maria Harriton replaced Bambi Lynn for Saturday (17) mat. Latter is still in cast for evening shows. Ruth Hart played her stint in mats Tuesday (20), Thursday (22) and Saturday (24). Latter will take over role in full beginning Monday (26).

**On the Town**..... 12-28, '44 68  
(Adelphia)

Oliver Smith has been appointed to the board of directors of the Ballet Theater. John Battle out of show with tonsillitis. Martin Sameth has temporarily taken over his role. Paul Feigay has signed Jerome Kern, John Van Druten and Oscar Hammerstein to turn Pinero's "Trelawney of the Wells" into a musical. Feigay likewise is planning a suit against forthcoming Max Gordon production, "Much Ado About Love." Claims he had first idea of twisting "Firebrand" into a musical, but found himself on the outside. Nellie Fisher out of cast with sprained ankle Thursday (22). Nancy Walker will make a musical short at Astoria studio for U. S. Government.

**Seven Lively Arts**..... 12- 7, '44 92  
(Ziegfeld)

Alfred Drake due for Coast for pic commitment with Columbia. May leave cast March 15. Guild has picked no replacement yet. Vivian Vance is latest addition to Guild's "Carrousel" cast. She will play Mrs. Mullin.

**Song of Norway**..... 8-21, '44 217  
(Imperial)

**Up in Central Park**..... 1-27, '45 33  
(Century)

Noah Beery out ill Saturday (17). Warren White subbed for him. Former back in cast Monday (19). Wilbur Evans and Betty Bruce will be guested by the Dutch Treat Club, Park Lane Hotel, Tuesday (27). Mike Todd arrives from Coast Monday (26). Elaine and Fred Barry wind up their doubling stint at Waldorf's Wedgewood Room Saturday (24). Don Walker, arranger of "Park" tunes, threw a birthday party for Martha Burnett (Maureen Cannon's understudy) Thursday (22). Latter was 21. Mrs. Bridget Cannon, mother of Maureen, is in a Brooklyn hospital for an operation.

### ICE SHOWS

**Hats Off to Ice**..... 6-23, '44 310  
(Center)

Freddie Trenkler returned to show Thursday (22). Had been called off for chore with Sonja Henie's "Hollywood Ice Revue." Carol Lynne becomes bride of Fred Griffith, adagio skater, Sunday (25). James Kenny, boogie woogie skater, will marry Evelyn Smith, a ballet dancer at Radio City Music Hall, March 5. Joe Shillen, ice comedian, and Bernice Odell, precisionist, will honeymoon early in March.

### BALLETS

**Ballet Russe De Monte**.. 2-20, '45  
Carlo (City Center)

## Bori and Carroll To Award Chant-Thesp Scholarships

NEW YORK, Feb. 24.—Lucrezia Bori and Leo Carroll will act as judges at an audition for scholarships in the Rollins School and Theater to be held at the Metropolitan Opera House on March 9. Three Lucrezia Bori Tuition Scholarships will be awarded to the two boys and one girl who show most promise in singing and acting.

The school is located at East Hamton, L. I., N. Y. Director Leighton Rollins announces that no one will be admitted to the auditions who has not registered in advance at the school's New York office, 551 Fifth Avenue.

## Monte Carlo Terp Preems With B. O. Plenty \$\$ Heavy

NEW YORK, Feb. 24.—There will be no "battle of the ballets" this year. The Ballet Russe De Monte Carlo preemed its Stem spring season (ushered in incidentally by a pocket-sized blizzard) at the City Center, Tuesday (20), for a rep which will run thru March 25. As the rival ballet theater doesn't sked its Met appearance until April 1, the Russer will

have the terp field to themselves. This is much smarter booking than allowing the schedules of the two top tulle-and-tights groups in the field to overlap one another, and should result in solid coin-takes for both.

### 75G Advance

If Tuesday's preem can be taken as a sign post, the balleters are off to another fine start. The City Center was packed to the last seat in the top shelf and the just-average dance-enthusiasts were whooping it up equally with the balletomanes and cognoscenti for the Russe terp brigade, and the b. o. reported a \$75,000 advance sale.

Aside from the *Ballet Imperial* which was opening-night showpiece, the Rus-

sers have added five more items to their season's rep: *Bourgeois Gentilhomme* with choreography by George Balanchine to Richard Strauss Music; *Dances Concertantes* again by Balanchine to a Stravinsky score; *Frankie and Johnny*; *Mozartiana*; and a new *Pas De Deux*. They will give mats Saturdays and Sundays, omitting Monday performances.

### Revival

In a sense *Ballet Imperial* is really a revival. It was originally created by Lincoln Kirsten for American Ballet Caravan Production. However, the Monte Carloites have given it a fine face-lifting via new choreography by Balanchine and new costumes and scenery by Akarinska (See *MONTE CARLO PREEM* on page 24)

## Out-of-Town Opening

### CALICO WEDDING

(Opened Monday, February 19, 1945)

LOCUST STREET THEATER,  
PHILADELPHIA

A comedy by Sheridan Gibney, presented by Lester Meyer and Richard Myers, staged by Sheridan Gibney, settings by Frederick Fox.

CAST: William Post, Roderich Winchell, Eva Condon, Grete Moshelm, Forrest Orr, Mary Sargent, Louis Jean Heydt, Patricia White, Barbara Joyce, Joy Geffen, Jerome F. Thor, Henry Richards, Jane Hoffman, Vincent Gardner and John Kane.

Sheridan Gibney is unquestionably great guns when it comes to scripting the screen scenarios, with an Oscar to his credit for *The Life of Louis Pasteur*. But in returning to the stage theatricals after a decade or so, he comes forward with something that rates strictly B, and with a writing that displays no greater imagination and ingenuity than that required by a producer's second cousin going on a studio's pay roll.

### Philly Crix Tab

Three to one vote against this opus gives a score of 25 per cent. No: Linton Martin (Inquirer), Jerry Gaghan (News), Edwin Schloss (Record). Yes: R. E. P. SENDERFER (Bulletin).

*Calico Wedding*, with its roundelay of stock situations and mill-run development, is still another in the many new plays in recent weeks that seeks its substance in the everyday life of some married couple. And while Gibney has peppered his with a few sparkling lines that lend to laughter here and there, it's all a flimsy affair that is about as interesting as a steady diet of toast and coffee. Hardly enough here to cause much ado for the pewholders.

Gibney ekes out a mere filament of hilarity in the developments revolving around a second wedding (calico) anniversary celebration. The wife has been quite piqued that her husband's ardor has been cowed under by his employer. Because of his undue preoccupation with his job of writing advertising copy for pituitary glands and a physical therapy system, the wife decides to arouse the earlier awakening by calling in an assortment of former suitors for a surprise anniversary party.

There is the normal quota of uninvited characters, over-indulgence in champagne-spiked Scotch highballs, and notably the boss's blundering nephew. It's a grand setting for farcical developments, and if Gibney could have invited Groucho and Harpo Marx to such a party, it might be something for the onlookers. Instead, it only leads to the dark suspicions that you would expect from an off-stage bedroom scene. However, it never gets to the stage where it might concern the purist, and even the husband's doubt is removed by the time he finishes telling his story to his soldier buddy—it's all a flash-back from an arctic army base.

The cast turns in a standout performance for a play which is only carbon copy, with those who carry the lesser lines overshadowing the principals. Outstanding is Hollywood's Louis Jean Heydt as the sheepish and squinting boss's nephew, who loses all his inhibitions in a feminine direction once overcome by those bubbling Scotch highballs. Forrest Orr and Mary Sargent, as the blustering boss-man and his kittenish wife; Eva Condon as the harried housemaid; and Jane Hoffman as the tipsy trollop, are all very tasty.

Grete Moshelm, German refugee actress, over-acts in the Continental tradition. And while cast as a Dutch girl who won the heart of the college football hero, it is difficult to accept her in this strict native setting. Unquestionably, her obvious ability calls for more substantial stage meat than that contained in this meager morsel. Taking the imagination in setting her forth as the belle of a Princeton prom, Miss Moshelm never wins over the sympathy of the audience. Moreover, the comedy, such as it is, calls for someone with a higher degree of coquetry. Instead, Miss Moshelm overplays the lines to milk the laugh.

William Post, as the husband, turns in a conventional characterization.

There is little Lester Meyer and Richard Myers can do with their production as unfolded here except starting all over again from scratch. At least, Frederick

## Stage Door Canteen Celebrates Birthday

(Continued from page 4)

further-increase the comfort and pleasure of its war-weary guests, the canteen now has a free pic service by volunteer photogs who snap, develop and mail shots of about 20 servicemen a night, telephone service with free calls given men and women on their birthdays and a sick bay staffed by registered nurses who handle about 3,500 cases a year ranging from cut fingers to re-dressing wounds. The Travelers' Aid, theater ticket, hotel room and other regular services of the canteen are operating on a stepped-up schedule this year.

Food which the servicemen consume, to the tune of 125 pounds of meat a day, 35 pounds of cheese, 12 of butter, 30 of coffee and 31 of sugar, 1,270 half-pints of milk, 30 dozen eggs, 300 pounds of bread, 20 gallons of fruit juice, 100 pounds of candy and 150 pies and cakes, is almost all donated by restaurants, hotel and wholesale food jobbers. Last year, foodstuffs donated by these industries were valued at \$48,543.55. Cigs, some 3,336,000 packs went up in smoke last year at the canteen, while 11,000 crates of fruit were also consumed.

### Canteen Never Solicits Dough

Singular in the operation of the canteen is the fact that it never solicits money, entertainers or donations, and is not connected with the United War Fund or any other relief org, tho it is one of the best equipped, well-rounded in its program and wealthiest of any similar set-up in the country. Remodeled last spring, the canteen was completely fireproofed, air-conditioned and enlarged so that 200 more could be seated, and two dressing rooms and a sound booth installed for the benefit of visiting artists.

Plans for the coming year include balancing the entertainment schedule so that each evening will offer an enlarged and varied program which will fully utilize the many new artists and types of talent that are offering themselves to the canteen at an ever-increasing rate. Proof that the servicemen and women are fully aware of the splendid service given them by the Stage Door Canteen can be found any night in the round-the-block line that stretches away from its famous red door on 44th Street.

## Hart a Wow in Tab "Man" for G.I. Fare

(Continued from page 3)

Halla Stoddard rings the bell solidly as the visiting actress—one of the best Lorraine Sheldons since Carol Goodner created the part. Dora Sayers gives a fine performance of the secretary and Lewis Howard is pleasantly likable as her new-found boy friend. Nedda Harrigan is the current fluttery Mrs. Stanley and Paul Trueman is her wacky sister-in-law. Others who add to the pleasant confusion of Whiteside's visit with the Stanleys are Janet Fox, Dina Merrill, Charles Matthews, Jack Leslie, Robert Downing, Kenneth Tobey, Peter Boyne and Billy Sands.

Paul Morrison has designed a simple interior of drops which is a sufficiently effective background and give an amazing impression of stability. Likewise amazing is the simplicity and cutting of props without loss of effect. The piano has been abolished along with much of the heavy furniture of the original set. The Christmas tree has shrunk to dwarf proportions. But the life-size mummy case is still in the picture and will take some doing to lug about overseas.

It looks as tho CSI has turned out a winner with *Man Who Came to Dinner*. The boys overseas are going to go for it. It's a bet that Moss Hart and his assistants are going to make 'em laugh. And it is an even better bet that Halla Stoddard, when she comes on in that red creation by Hattie Carnegie, is going to make 'em whistle. *Bob Francis.*

Fox's settings of bedroom and living room are worth salvaging. *Mauris Orodener.*

## Routes Dramatic and Musical

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

Bankhead, Tallulah, in Foolish Notion (Bushnell Aud.) Hartford, Conn., 2-3.  
Bill Comes Home (Ford) Baltimore.  
Blithe Spirit (Shrine Aud.) Oklahoma City 28-March 1; (Melba) Dallas 2-3.  
Blossom Time (Civic O. H.) Chi.  
Calico Wedding (Locust St.) Phila.  
Chicken Every Sunday (Blackstone) Chi.  
Dark of the Moon (Shubert) Boston.  
Deff Mrs. Sykes (Wilbur) Boston.  
Doll's House (Shubert Lafayette) Detroit.  
Gilbert & Sullivan Operas (Biltmore) Los Angeles.  
Good Night, Ladies (Hartman) Columbus, O., 28-March 3.  
Happily Ever After (Walnut) Phila.  
Hayes, Helen, in Harriet (Davidson) Milwaukee 28; (Auditorium) St. Paul March 1; (Lyceum) Minneapolis 2-3.  
Kiss and Tell (Shea) Jamestown, N. Y., 28; (Auditorium) Rochester March 1-3.  
Kiss and Tell (Lyceum) Minneapolis 27-March 1; (Auditorium) St. Paul 2-3.  
Life With Father (Auditorium) Denver 28-March 1; (Jr. High School Aud.) Cheyenne, Wyo., 2.  
Make Way for Love (Colonial) Boston.  
Merry Widow (Auditorium) St. Paul 28; (State) Eau Claire, Wis., March 1; (Parkway) Madison 2-3.  
Merry Widow (Boston O. H.) Boston.  
Oklahoma (Cass) Detroit.  
One Touch of Venus (Shubert) Phila.  
Othello, with Paul Robeson (Geary) San Francisco.  
Over 21 (Studebaker) Chi.  
Pitts, Zasu, in Ramshackle Inn (Shrine) Fort Wayne, Ind., 28; (English) Indianapolis 1-3.  
Rosalinda (Hanna) Cleveland.  
Searching Wind (Erlanger) Chi.  
Student Prince (Royal Alexandra) Toronto.  
Ten Little Indians (Harris) Chi.  
Two Mrs. Carralls, with Elizabeth Bergner (Bushnell Aud.) Hartford, Conn., 2-3.  
Voice of the Turtle (Selwyn) Chi.  
Winged Victory (Forrest) Phila.

## AND BE MY LOVE

(Continued from page 23)

script and Beckard's direction permit. Neither is helpful. Esther Dale is similarly tied down in the role of the gabby sister, and Jed Prouty does the best he can with an atrocious assignment. Violet Heming is her usual competent self in a scene or two as the gal who wants to drag the actor back to work. Viola Dean contris an amusing bit as a part-time maid in the third act.

"Love" is an unlikely candidate to get any nod from radio. Content isn't marketable for parlor-listening and there is no individual scene which would carry any air-pull.

In sum, whatever play *Love* gets will stem from fans who want to see Hampden. But it's doubtful that he can make the over-all stick. The lady says to the actor as they exit to the preacher at the final curtain: "You're going to be an awful nuisance." That seemed to be the general customer reaction in regard to the whole play.

*Bob Francis.*

## DOWNTOWN, CHICAGO

(Continued from page 21)

ting instrumentalists like Herbie Fields, Milt Buckner and Arnett Cobb, packs a lethal punch for b. o. blues.

Show caught, ran over 15 minutes because the band had to squeeze in encores, which were heavily demanded by the capacity house. Band is one of the few musical crews which packs enough showmanship to fill and please a theater with music and talent from within the ranks of its sidemen and vocalists.

New addition to the band since seen here last is Herbie Fields, white reed man, who brings down the house with his demonstrative sax and clary blowing. He and Arnett Cobb draw biggest mitt when they do their standard sax duel on the opening *Lady Be Good*.

Also new is Hampton's duet on tomtom with bass player. Bit is a copy of Ray Bauduc and Bobby Haggart's *Big Noise from Winnetka* done with the old Bob Crosby band, but Hamp improves on it because he juggles the sticks a la Jack Powell for good response from the papees.

Band's singers, Dinah Washington and Rubel Blakely, keep the applause heavy, especially La Washington's chirping of the blues which are backed by Milt Buckner's socko 88-ing.

While band achieves a peak in showmanship, there are still a few kinks that need ironing out. At the show caught, Teddy Phillips's fine house band had to fill in three numbers before the curtain opened. Even with the delay, one alto man walked in 15 minutes late and a trombone chair remained vacant thru the show.

Hampton adds five local strings (four

## MONTE CARLO PREEM

(Continued from page 23)

and Doboujinsky. *Imperial* is set in the classic grove to the three movements of Tchaikowsky's Second Piano Concerto in G Major, a score that is adaptive to swirling movement and brilliant toe-work. The Russers throw everything into it that they have and the preem efforts of Mary Ellen Moylan, Maria Tallchief, Nikita Talin, Yvonne Chouteau, Pauline Goddard, Nicolas Magallanes and Herbert Bliss had the customers braving to the roof. Slotted between *Les Sylphides* and *Gaite Parisienne*, which occupied the rest of the opening bill, *Imperial* bows into the rep as a showy, eye-filling interlude.

### "Parisienne" Okay

Principals in the familiar *Sylphides* sequences were Ruthanna Boris, Nathalie Krassovska, Dorothy Etheridge and Leon Danielian. It was creditably produced overall, but individual performances seemed singularly uninspired and run-of-the-mill. They were certainly not up to a Ballet Russe preem night standard. *Parisienne* came off much better with Alexandra Danilova and Frederic Franklin again dancing the Glove Seller and the Baron in the gay Massine-Offenbach charade. Pauline Goddard was the Flower Girl and there were other fine terping stints contributed by Yurek Lazowski, Alexander Goudovitch, Ruth Riekman and Peter Deign. Maria Tallchief once more led the furious *Can-Can*. *Parisienne* will always be a favorite on the Monte Carlo rep. It is witty, racy and colorful, the sort of ballet that Mr. and Mrs. Average-Dance-Fan can enjoy and still not know an entrechat from a pirouette.

All in all, the finger appears to point to another banner season for the slipper brigade. Uncle Sam has called up a lot of the male contingent for bookings with a uniform, but the picture doesn't change much, and will probably be healthy for classic terp in the long run. Some new lads will get a break to show their stuff. The Russers still manage to keep to the top-drawer grade.

*Bob Francis*

## LOEW'S STATE, N. Y.

(Continued from page 21)

trot while they purvey their mixture of shenanigans, singing and instrumentalizing. Possibly if such impression-makers as Miss Churchill and Rogers had not preceded them, they might have shone more brightly. As it was their stuff seemed pallid by comparison and mitting given them reflected this condition. Trouble is the trio doesn't do any one thing enough to get across strongly. Each man—bass, electric guitar and piano—plays well and they play well together. The pianist, altho lacking a voice, knows how to put a song over. But there's too much bits-and-piecing and their routines are not programmed in such a way as to reach a climax. Result was that the act with top-billing didn't register as well as lesser performers. Picture is *Thin Man Goes Home*.

*Paul Ross.*

violins and a cello) for backing on his solo bit on vibes, but these additional men don't help to make the number any stronger.

Two variety acts, Billy and Evelyn Nightingale, who are tops in taps and splits, and Conway and Parks, comedy dance team, go over big, but this band packs enough sight appeal so that the variety acts could be eliminated without hurting gate receipts. *John Sippel.*

## Khaki Circuit

HONOLULU, Feb. 24.—Members of USO-Camp Shows' *Girl Crazy* have arrived here. Show is scheduled for early bookings for members of the armed forces here. Cast includes Joan Barton, Anne Rooney, Dorothy Van Nuys, Dick Baldwin, Billy Wayne, Red Marshall, Houseley Stevens Jr., Lee Trent and six other femmes. *Arsenic and Old Lace*, starring Boris Karloff and presented by the U. S. Army Entertainment Section, opened for three weeks February 19 at Roosevelt Auditorium here. After the public performances at the aud, show will be given for army and navy audiences.



# NBC Survey Tabs Viewers' Shift; Audiences Tough

(Continued from page 11)

on which they were to report. Since there have been no surveys to indicate that the reports for the 841 (153 sets not working, no sets, etc., 154 not looking in and 534 viewers) could be projected against the entire 4,500 mailing, the information at hand can only be accepted as indicative of the actual 841.

## 534 Reports as Base

Since 534 actually looked in on the date surveyed, this figure was used by Ross Federal as a base from which to uncover likes, dislikes, number of viewers per set, etc.

There were 497 reports from home set users and 36 reports from sets used in public places—one ballot returner didn't indicate whether his set was public or private—to complete the 534 reports tabulated. In the home, 4.3 adult and 1.3 juvenile viewers looked in per viewing set. In the public places the adult figure was 36.0, and the kids, 1.3. This indicates that at this stage of video it's not a solitary entertainment medium. Actually at home only 15 sets had single viewers with the greatest number of iconoscopic pix being viewed by four people (118 sets). In the public places the viewers ran all the way from one (there was just one in this category) to 150 (there was just one in this category also). Five spots had 20 viewers. The 36 places actually ran the gamut.

Forgetting actual numbers, a percentage study of viewers of the six NBC segs and five DuMont offerings January 28 has a lesson for future television station programmers.

At 8 p.m., when both stations started their programing, 74.1 of the sets that were used at some time during the night were being used for viewing with 39.1 with NBC and 35.0 with DuMont. Between 8 and 8:30 a shift occurred with 86.9 viewing the first episode in the *Dr. Death* series, *Heartbreak*, at 8:20. What brought about this shift is not known since some of the DuMont 35.0 or 21.9 must have shifted to NBC for the beginning of the play.

At 8:30, with a new seg on DuMont, NBC's *Heartbreak* lost some of its opening 86.9 audience, at least 18.0 shifting to see something called *The Queen Was in the Kitchen* over WABD. Come 9 p.m. some of that 6.8 per cent shifted back to NBC to see and hear Bill Stern's *Sportscast* pic, for it hit a 75.7. At 9:10, with another live show on DuMont, *A Job's a Job*, WABD got back that 6.8 and another 0.1 for that seg hit a 31.6. This inability of either NBC or DuMont to hold audiences would indicate that video viewers at the present are dial twisters. The hour-by-hour record of this Sunday evening viewing follows:

	NBC	DuMont
8:00 p.m.	39.1	35.0
8:07	71.5	—
8:11	65.5	—
8:20	86.9	—
8:30	—	31.1
*9:00	75.7	30.7
9:10	45.9	31.6

\*Apparently 6.4 of the viewers looked in on both NBC and DuMont.

This back and forth shift of audiences is something to think about. Where comparative audience figures are missing, they have been left out because it would not be safe to assume that the balance of the total viewers were looking at the competition—they might have for the time being actually turned off their receivers, walked out of the room or done a multiplicity of other things besides shift to the other station available. How to get and hold an audience is what video is going to have to learn—for this survey indicates that audiences shift now—right in the middle of an air pic.

## Likes and Dislikes

When the survey reached a qualitative question (i. e., did the viewers think the program they were looking at was excellent, good, fair or poor?), another surprising factor of tele appreciation was disclosed—that the great majority of reporting surveyees liked what they viewed. The highest percentage of poor was 6 and next highest 4.5. What was

# Tele Review

## General Electric

Reviewed Sunday (25) 7-8:15 p.m. Style — Quiz, audience-participating, film-sustaining, on WRGB, Schenectady, N. Y.

Paul Nowrey and the Blue web have a hot show. It's funny, it's commercial and it's inexpensively produced. If we were a sponsor and the home video audience were quadrupled we'd buy it fast. Usually, when reviewing audience-participating shows, we make certain reservations about their aesthetic values. No reservations are needed here, it was genuinely entertaining. The gags, two men dressing in ladies' clothes, a blindfolded woman undressing a statue that turns out to be her husband, a pair of women rowing a boat while someone throws a pail of water at them, were in the best Mowrey tradition. They are the corny crackpot stunts that Mowrey used to make the *Missus Goes a-Shopping* the tele success it is. Larry Algeo's direction was as precise and neat as is possible to find with today's tele conditions. Under the virile supervision of Paul M. Wrey, the Blue tele chief, *Ladies Be Seated* became sock video. Every stunt was visual and every stunt hit home. Johnny Olsen, Blue staffer, who does the *Rumpus Room*, demonstrated that he has the stuff to conduct a whacky show in the style to which John Reed King has made us accustomed. The only suggestion we can make to improve the thing would be to ask Mowrey to eliminate the minstrel costumes that Olsen and his stooge wear. The top hat obscures Olsen's face and the rest of the outfit distracts the home audience. A business suit would be enough. Mowrey and his associates have set a mark to shoot at in future shows. We hope they can reach it. G.I.'s *School Days* quiz show, conducted by Ed Flynn, and using kids as contestants, moves along at a good clip and enjoys the usual G.E. direction, which is very good. However, the program could be improved if the questions were more visual. Of about 10 questions, only three were visual. The rest were straight audio stuff.

Great credit is due to the staff of WRGB directors, cameraman, floor manager, sound men, lighting engineers and especially to the station's program manager, Hoyland Bettinger, for the splendid job they did. G.E.'s station has set a standard that others might well try to reach. *Marty Schrader.*

# Phil Baker Cuts CBS Audition Disk

NEW YORK, Feb. 24.—Phil Baker, *Take It or Leave It* quiz master, this week cut a CBS audition disk with Met Opera star, Rise Stevens; old Baker stooges, Bottle and Beetle, plus Johnny Olsen, Blue video and radio announcer-emsee.

Baker used Harry Mendoza's ork plus Negro actress-chirper, Amanda Randolph. The show, a W. Colson Leigh package, has Jack Adams producing and Larry Harding directing. Thus far no sponsor has been set, but it is expected that CBS will offer the program to available sponsors. If the show goes on the air, Baker will continue to do his *Take It or Leave It* for Eversharp, as well as the new airer.

amazing, however, was the fact that these high "no-like" figures were for two of the three programs that received numerically the highest viewing rating. There seems to be but one explanation of this and that is when the video spectators reach a certain quantity today—they include a segment that is, program wise, more critical than the casual viewer. In other words a section of the visual air audience is tough to satisfy and when a high listening ratio is achieved—a high "no-like" goes right along with it.

One thing the NBC survey does show—the set owners do look in—and they're ready to say what they think. . . . And it further shows that even the NBC came back to the visual air the last of the three stations serving the metropolitan audience today, they still seem to lead the pack.

# Editors Question Television Fight

(Continued from page 11)

to several other factors beside the country's preoccupation with the war. Among the reasons given were: (1) Tele activity is pretty much confined to metropolitan centers and other towns see nothing of it; (2) the squabble served to confuse rather than clarify the issue; and (3) the thing hasn't been too thoroly aired outside the trade press so no one knows much about it.

One editor said: "I don't think the ordinary listener knows much about the controversy. Television is still something pretty remote out here in Cedar Rapids, Ia."

A writer from Kansas City, Mo., said: "If anything, the public has been confused by it, principally because it has been led to believe television will be on full scale the minute the war ends. The public does not know what is meant by 450-line or 1,000-line pictures."

Still another (Akron) had this to say: "None whatever. I don't believe the general public knows too much or is much interested right now."

From New York, an editor reports: "None. The public doesn't know what it's all about and apparently neither do some of the folks pushing it."

The minority view, those who believe that the controversy did heighten the public's acceptance, think for the most part the sets will be sold as soon as the war is over no matter what the frequency. Most eds said that the public is so anxious that it will buy whether the quality is good or bad. This approach contrasts with the negatives, many of whom said that there won't be any buying until high frequencies go into effect. Typical of the minority is the following quote from Stamford, Conn.:

"The public, I think, is eager and waiting to purchase television sets, thinking that it is highly perfected at the present time. At least they believe that the clarity is on a par with that of a motion picture."

And this one from Springfield, Mass. "The public is enthusiastic about the promise of television and will accept the possibilities of the new medium before it is thoroly or reasonably developed for the American people."

## Publicity Has Failed

The pattern that emerges from the poll replies makes it appear that publicity, from both sides, failed to really hit its mark. The public's awareness of video was not heightened. Neither was its acceptance. According to the eds who answered, the result of the battle was no palm for one group or another. A minority was affected. Of that minority, a good portion are those who will accept anything that comes along.

And of the majority vote, most people are interested in the war, not in tele. Some of that majority will be interested when and if higher frequency systems are put into use, but most Americans, according to the radio editors, have more important things to do right now.

## B&K

(Continued from page 11)

Allen—all of whom have appeared on many radio programs here.

Tonight's cast, it was apparent, knew the value of properly timing a line, of giving it just the right intonation and interpretation. Its members knew how to control their voices, the why's and wherefores of how to create a dramatic situation by the proper use of the spoken word. And in spite of the fact that they were primarily experienced in a vocal medium, surprisingly they were able to project satisfactory composure, ease and effectiveness in their actions. Significant in this respect was the fact that George Cisar, who has had both stage and radio experience, gave the best performance. So the apparent moral here is that, altho experienced radio actors will be good for future television, the best actors will be the ones who have had experience on the stage as well as in radio.

The plot of the show centered around the trouble in which Mr. Walker and his neighbor, Mr. Murphy, got themselves when they tried to repair a kitchen chair. The story and dialog was adequate. Nothing sensational in the way of introducing new video camera or stage techniques was used.

On another portion of tonight's program, however, WBKB did use something that was sensational. Unbelievably sim-

# DuMONT

(Continued from page 11)

but one who was called, was looking in. The contestant who guesses closest on the final question gets a cake, baked with Spry, of course.

There are a few details still to be worked out. It takes too long to get the out-of-town calls thru. King and Miss Murray look rather stiff sitting behind a table and the director has to be awfully careful that he doesn't have one performer showing the gifts while his camera is trained on the other. It happened Wednesday and the confusion was terrific. There is a certain desire on the part of the average viewer to see the contestant, but the show's other advantages compensate for it. King, or Miss Murray, if she is on the phone, will also have to be careful that they repeat the contestant's reply, right or wrong, because people want to hear what is said.

The only easily correctible fault we can find with the program is its talent. Miss Murray, an attractive enough wench in a Camp-Fire Girlish sort of way, is hardly a sparkler in the ad-lib comedy department. On the Wednesday stanza she wandered around in a semi-daze, at a loss for words and completely overpowered by King's personality. A foil for a bouncy emsee has to be quick on the trigger and have a personality as strong as King's. Miss Murray doesn't. If the format is changed and the stooge not put on an equal plane with King, the gal will be okay. She can show gifts and put thru calls. Otherwise, no. King, by the way, turned in a splendid job Wednesday.

Bud Gamble's *Magic Carpet*, with Paul Ross, Night Club Editor of *The Billboard* scripting, has taken a turn away from the straight travelog format and now goes in for sports, this time winter sports. We aren't prepared, however, to say whether the turn has been for the better or for worse. The idea is good, travelogs can't go on for ever, but the production was static Wednesday night and the script much too talky. The idea was to have a snow-man come to life and then tell a young girl, by means of film, about winter sports. It took far too long to get into the film, which is the basic part of the show. Three minutes to bring the snow-man alive, have a little by-play and introduce the pic would have been long enough. On the other hand, it would have been more effective if the snow-man had not come alive in the first 30 seconds. A minute more of monolog, perhaps with the girl wondering about skating, skiing, etc., would have added more punch. The narration during the film was written by someone from the agency, Anderson, Davis & Plattam. It was weary and flat.

Young & Rubicam's *Fashions Coming and Becoming*, was an improvement over the first show reviewed. The theme of this one was how to make a hat and it came thru rather well. There were some particularly fine pictures in the close-ups and the direction was competent.

DuMont's sound engineers seemed literally to be asleep at the switch two times Wednesday night. They cut out the sound too fast in the Y&R show and cut it in too late as the studio announcer came on. The station breaks between all shows ran close to a full minute this particular evening, which is much too long. *Marty Schrader.*

ple, but still very effective. It consisted of nothing but a background painted on (of all things) brown wrapping paper. The background was used for an excellent dance routine done by Loretta Pagels and Lee Lindsay during an interpretation of a modern styled "hot gavotte." On the paper was painted a simulated stone platform, with two benches on it and with billowing drapes hung at either side. The area in back of the platform was painted a heavy brown, the platform and steps, a deep gray, the curtains a dark maroon with gold ties. The effect created was one of great realism of texture and depth of area.

On Lee Phillips' *Magical Mysteries* portion of the program the station used its video head again. Lee had a girl appear from a hat merely by the use of an electronic double dissolve superimposition. It was graphically illustrated here that magicians who appear on a video show in the future will have to learn how to add to their bag of tricks a few video electronic effects that will give them new powers and make their routines more interesting.

News on tonight's program was read by Jim Grey. *By Wagner.*

## Burlesque Notes

By Uno

MORGAN SISTERS, June and Dorothy, dancers, who have been doubling between war and the Queens Terrace, Long Island, and entertaining wounded soldiers in hospitals for the American Theater Wing, open March 18 at the Rio Casino, Boston. Their mother, Jean Miller, former pianist, is managing the act. . . . AL SAMUELS and Jal Leta returning home from 10 months of entertaining overseas thru Dave Schooler. . . . MARIE CORD and Myrna Dean being spot-featured over Hirst Circuit houses thru Phil Rosenberg. . . . JACK LAMONT has replaced Lou Ascal in a Hirst unit. . . . WALT COLLINS, house singer, shifted from the Roxy, Cleveland, to the National, Detroit. . . . THELMA WHITE notified by the War Department that her husband is missing in action. . . . WALTER MURRAY, comic, opened last week at Trade Winds nitery, Washington. . . . RUBE BERNSTEIN is managing Max Gordon's *Much Ado About Love*, headed for an opening at the Alvin, New York.

CHERRY CONLEY, old-time costumer, formerly known as Zayzelle Premion, dancer, is hospitalized for severe burns sustained in her kitchen a few weeks ago. . . . FRANCES ABRAMS, secretary to Milt Schuster, Chicago, mourning the loss of her mother who passed away February 10. . . . BETTY PALMER here from Miami Beach, Fla., to visit an ailing ma. . . . INA LORRAINE moved from the Paradise nitery, Fall River, Mass., to the Casino, Boston, for two weeks. . . . SAM COHEN, manager of the Hudson, Union City, N. J., and house attaches attended the funeral of Jimmie Hillis, spotlight man there for 12 years, who died last week at his Weehawken, N. J., home. . . . THEA COCKRELL's hubby, Fred, did vaude as a vibraharp soloist before joining Uncle Sam. . . . THE MARTINS, Jack and Julie (Bryan), following their nuptials in Detroit last week, were tendered a wedding breakfast at the Barlum Hotel there by Manager Jack Kane and Concession Manager Moe Schwartz of the National. . . . CHICK EVANS straight, closed on the Hirst Wheel, February 24, for a vacation until August on the Coast. Holly Leslie replaced.

## PERSIAN ROOM, N. Y.

(Continued from page 20)

string section (4) particularly blended beautifully with Downey.

He ran off again and tried a beg-off but mob wouldn't let him go. So he warbled some more. This time it was *Danny Boy*, *Molly Malone*, *First Class Private Mary Brown* and *Melancholy Baby*.

Giving all that satisfied the payees but detracts from showmanship. Downey was theoretically finished when he yelled out a fine *Same Old Shillelah* which almost had the plush room jumping. Coming back for slow ballads, no matter how well delivered, takes the wallop out of the routine.

Bill Smith.

## THE CARNIVAL, N. Y.

(Continued from page 20)

out like a lighthouse. But they're not belly-laugh pullers.

Next in show-value importance was the Winnie Hoveler line. Gals (8) have three spots of which one, the Indian number, was the best. In it the kids come out in abbreviated squaw costumes, red and white, and pull mitting right away. An involved routine consisting of terps and acro bits helped wrap them up as a swell package. In opening number one of the Hoveler kids comes out in ringmaster make-up followed by another gal who does some butterflies in a leopard costume. Bit wasn't bad and neither was it good. For finale line comes back in military costumes and swords and goes thru some eye-appealing intricate routines.

But if the Calgary boys and the Hoveler girls are good there is little between them to fill the yawning gap.

The Stevens Brothers and Big Boy, a bear act, mean little. A performing bear who will wrestle with stooges may go great in a circus. It doesn't click in a nitery. A couple of dance teams on the same bill is equally bad casting. First of the ballroomologists to appear is Lane and Claire. Pair is good looking and handles itself in okay fashion. At one point couple removed their shoes and danced in stocking feet. Effect was good and audience approved.

The Ben Yost boys, who replaced Frank Borden, deliver their barbershop warbling of old-time pops in satisfactory fashion. But while singing is okay they add little to show pace.

Sylvia and Christian, dance and acro team—a tall hefty blond and a muscular dark guy—deliver their lifts and whirls to fair applause. Incidentally, lifting the gal is a feat in itself. Outstanding bit was her one-legged stand in air while partner held her aloft with one palm on which her other foot rested.

Ullaine Malloy, aerialist, climbed way up to the ceiling where she delivered ring and trapeze routine. Stuff was flashy but should be done lower. Balcony overhang prevents customers sitting at side from seeing performance.

For finale Lucy Gillette does a heart-stopping fling into the crowd which ends in a pendulum swing as wire ropes by which she's suspended are loosened.

Acts work fast but need some kind of emceeing to announce them. For one or two performers an offstage voice did some ragged intros. But majority of performers went on and off in deep mystery. Between shows Keystone cops and comic waiters circulate thru the mob but effect is meaningless.

Art Mooney and his ork cut show nicely doing its best work around the Hoveler line routines. Frank Sorrell ork relieves for dancing.

Bill Smith.

## 5100 CLUB, CHICAGO

(Continued from page 20)

when they turned their act into a strip tease and ended up with all three having very little clothes on dancing under dim blue lights.

Jane Sterling, a charming and comely girl, tried her best to sell her dancing with personality smiles and gestures. That she did well, but she will have to improve her dancing and make it more flexible and smooth moving.

Mark Fisher, who directed the orchestra for the show, was featured as a vocalist. He has a powerful tenor voice that is too strong for the mike he used. He shouldn't use a mike and he shouldn't have sung a number like *Ac-cent-tchu-ate the Positive*. It's not the song for his strong voice. *Old Man River*, which he also sang, is more fitting for his style.

Cy Wagner.

## Fire Prevention Actions Occupy Officials' Minds

PHILADELPHIA, Feb. 24.—Fire Marshal Alex Smith last week visited local night spots to see if he could find over-crowding of patrons. His probe uncovered over-crowding in a few cafes and resulted in the removal of a number of tables. However, as Smith's inspections shifted to other clubs, some cafe owners replaced the tables. They were removed again only when another visit by Smith was expected.

## Police Ordered To Check Exits

BALTIMORE, Feb. 24.—Every member of the police department who has a night club or a theater on his post will be required to make a regular check of the exits and exit signs, Hamilton R. Atkinson, police commissioner, has ordered. Proprietors of establishments where the exits or signs are not in order will be summoned to Police Court as provided in a safety ordinance recently passed by the city council of Baltimore and signed yesterday by Mayor McKeldin.

The measure also requires that a notice regarding the exits be flashed on the screen at motion picture theaters during each performance.

## Oregon Readies Door Bill

PORTLAND, Ore., Feb. 24.—Night clubs with revolving door entrances would have to provide additional means of exit, according to terms of a bill before the Oregon Legislature, now in session at Salem. Measure is aimed at preventing in Oregon a tragedy such as resulted from the Coconut Grove fire in Boston. Passed in the senate by unanimous vote, bill is expected to have easy sailing thru the house and to be made law.

## Proposed 10% State Tax on Amusements Opposed in Mass.

BOSTON, Feb. 24.—Proposal to place a 10 per cent State tax on admission tickets to theaters and other places of amusement met sharp opposition Monday (19) at a hearing by the legislative committee on taxation at the State House. A postponement was asked by persons interested in the bill so that they would have more time to study its provisions and its contemplated effect on theaters, and the hearing was called off shortly after the committee members had been informed of the proposed new tax.

Sponsor of the measure, Rep. George W. Porter, of Agawam, explained that he had filed it for the purpose of raising \$6,000,000 in admission taxes to offset the loss to the State by the shutdown of horse and dog race tracks. Under the proposed bill, only shows held for charity would be exempt from the State tax. The 10 per cent tax would be in addition to the present 20 per cent federal tax, making a sizable bite on theatergoers' bank roll.

## Va. Fed. of Women's Clubs Will Convene Via Radio

RICHMOND, Feb. 24.—Fifteen thousand members of the Virginia Federation of Women's Clubs will hold their 38th annual convention by radio April 10-12, Mrs. O. P. Northington, president, announced today. The radio convention, innovated because of the ODT and WMC convention ban, marks the first time in radio history that such an arrangement has been tried.

Originally set for the April date in Richmond, convention plans were canceled at the January meeting of the board of directors to comply with the James Byrnes request. Headquarters for the State-wide hook-up will be WRNL, as the originating station. Highlights of a typical convention will be retained. Reports will be heard, as well as speeches.

## Magic

By Bill Sachs

CHAN LOO, Chinese conjuror, has returned to Club Shanghai, San Francisco, for his fifth engagement under a 12-week contract. He is assisted by Ellen Chinn. . . . BILLY MONROE, after a holdover stand at the Star Theater, New Orleans, has moved into the Brown Derby, that city, for an indefinite stay. At the Star, he appeared on the same bill with Howard Goldin (*The Great Raffles*). . . . L. L. HENRY is doing his novelty card fans at the Southland, New Orleans, on a four-week stint. . . . EDDIE COCHRAN:—Received your communication last week, but misplaced it. Please shoot another line. . . . DR. ZINA BENNETT was installed as president of the Society of Detroit Magicians at a recent show and buffet supper at Webster Hall in the Motor City. Four past presidents were presented with wands: Walter H. Domkalski (1927), William Heisel (1932), Dr. William McDougall (1936) and Dr. John Buell (1939). Al Caroselli emceed the show, which featured William (Silent) Smith, Al Sink, Harold Sterling and Carroll Fox, Dr. John Buell; the Caroselli Trio, with Mrs. Esther Beck and Ray Capello; Louis Peters, Dr. Zina Bennett, David Fogo and Arthur J. Whelpley. . . . MARCH ISSUE of *Coronet* magazine highlights a swell yarn on the Great Lester (Harry Lester), veteran vent. The article speaks of the Great Lester as "Charlie McCarthy's stepfather," and says in part: "For 50 years the Great Lester has reigned as king of the dum-dums and he is to the ancient and wonderful art of ventriloquism what the Smith Bros. are to cough drops". . . . ZERITA, mentalist, assisted by Harrison King, is back on a return engagement at Ray Marsh Brydon's Talk o' the Town, Peoria, Ill. . . . LESTER LAKE (Marvel), still out for USO, postals from DeLand, Fla.: "Am in De Land, from the deck of the same name. Jump from here to Maine March 10. What kind of magic is that?". . . . ARNOLD FURST, now in his third year as magicker, manager and emcee of USO-Camp Shows Unit 412, pipes from overseas that he'd appreciate a line from old magic friends. His address is APO 503, care Postmaster, San Francisco. Furst tells of recently bumping into Lieut. Kirk Allen, magician-mentalist, now a Special Service officer in New Guinea.

## De Mille Still Not Seeking AFRA Reconciliation

HOLLYWOOD, Feb. 26.—Contrary to rumors being circulated here, Cecil B. DeMille has made no attempt to settle up accounts with AFRA and get back his berth on the Lux ailer. Statement came from Claude McCue, executive secretary of the Guild, who said: "If Mr. DeMille wants reinstatement with AFRA he will be issued a card upon payment of back dues and his \$1 assessment. However, he will subject himself to costs of disciplinary proceedings which were taken by the Guild."

Trade here feels that DeMille is not likely to make any move toward reaching an agreement with AFRA in the matter inasmuch as he has gained terrific nation-wide publicity from refusing to be assessed \$1 to fight a so-called "right to work bill."

## MAGICIANS

All magicians who know me know that I am the originator of the production of objects from "Smoke Balls" or "Bubbles." Some dealers in magic have recently advertised Bubble solutions for sale, mentioning the exact effect used in my act. Please lay off. This is a registered effect.

EARL MORGAN

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# THE FINAL CURTAIN

# Marriages

**BERKINS**—Ed, 52, a director of the Berlin Fair, Coopersville, Mich., for past 12 years and manager of the Coopersville Livestock Sales for four years, fatally injured when crushed by a bull at the sales grounds February 14. He had been superintendent of horses at the fair and was well known at many race tracks in Western Michigan, where he drove his own horses. He owned the general store at Dennison, Mich. Survived by his widow, Frances; a son, Don, and six sisters and a brother. Interment in Coopersville Cemetery February 16.

**CAMPBELL**—Mrs. Jennie A., 67, formerly with her husband in a music act for 50 years and in 1920 with the Ringling show, of a heart attack at the home of her daughter in Flint, Mich., recently. Beside her husband, she is survived by daughter, Emma, and three sons, Fred, Frank Jr. and Denny, and nine grandchildren. Interment at Marine on Saint Croix, Michigan.

the road after the season of 1931 he joined Downie Bros.' Circus, under management of Charles Sparks. He operated Java's Oasis, a roadhouse near Macon. Besides his widow, Willie Campbell, he is survived by a son and a daughter. Burial in Macon.

**LESLIE**—Mary (Mrs. Hyacinthe Ringrose), former actress, who was the model for the famous Charles Dana Gibson drawing, *The Eternal Question*, in Kings County Hospital, New York, February 20. Her first appearance on the stage was in London, where she was in *The Merry Widow*, *The Geisha* and *Country Girl*. She later was booked with George M. Cohan and Sir Henry Irving and appeared at Augustin Daly's Theater in New York. Survived by her husband.

**LOTZ**—Paul P., 74, personnel manager of the Philadelphia Orchestra, February 17 in Hahnemann Hospital, Philadelphia, after a long illness. He was first associated with the orchestra as a trombonist in 1900, the year the organization was formed. After several years' absence he rejoined the orchestra in 1909 and has served with it since then. He became personnel manager in 1929. Survived by his widow, Myrtle W.; three daughters and a son. Interment Millville, N. J., February 23.

**LUCAS**—Flora May, 84, grandmother of Mary Beth Hughes, screen actress, in West Los Angeles February 15. Six daughters, a son and 10 great-grandchildren survive. Services in Wee Kirk o' the Heather, Forest Lawn Memorial Park, Glendale, Calif., February 19.

**MIFFLIN**—Billy, 62, former burlesque comedian, in New York February 15 of pneumonia. He had been on the Columbia, American and Mutual circuits for a long time. His last appearance was with Eddie DeVelde in a soldier and sailor act on the Eddie Sherman Time in vaude. For the last two years he was employed as doorman at the New York Athletic Club. Burial in National Variety Artists' plot, Mount Kensico, N. Y.

**NORTHGRAVE**—Sgt. J. M., 27, former radio announcer, at sea when a patrol bomber crashed recently. He had been on the staff of CJCH, Halifax, N. S.; CHML, Hamilton, Ont.; CKTB, St. Catharines, Ont.; Northern Broadcasting Company, Timmins, Ont., and WBNB, Buffalo. His widow and parents survive.

**STEMPSON**—Pvt. Kelly H., former bingo operator with Dyer's Greater Shows for 12 years, killed in action in Germany November 25, 1944. Survived by his widow, Marion; a son, Dale, and a daughter, Betty Kay.

**TREWHELA**—John W., 65, producer of amateur minstrels and a theater operator in Utah, Montana and Idaho, in Couer d'Alene, Idaho, January 14 following a two months' illness.

**VASCONCELLO**—Mrs. Arthur, 67, mother of Arthur Concello, owner of Russell Bros.' Circus, and of Grace and Joe Killion, of the same show, February 19 at her home in Bloomington, Ill. The three children and Mrs. Vasconcello's husband, Arthur, survive her. Services February 23 at Marie Memorial Home and St. Patrick's Church, Bloomington, with burial in Park Hill Cemetery there.

**WILCOX**—Silas, 82, retired character actor, in Hollywood recently. He began his career in 1888 and appeared on the stage, in vaude and in the movies since the Mack Sennett days. Wilcox Avenue in Hollywood was named after him by the owner of the property many years ago. He had resided in Hollywood 40 years. A daughter, Mrs. Georgia Martin, survives. Services in Hollywood February 14, with interment in Valhalla Cemetery there.

**WILSON**—William R., 82, playwright and former staff member of *The New York Times*, February 21 at his home in New York. He had written the play, *The Police Inspector*, presented at the Herald Square Theater, New York, and had also produced the play *Zingara* for Assdata Defora. At one time he was a theatrical manager for traveling stock companies and was also a member of the Friars' Club. For many years until his retirement, he had charge of the desk handling theatrical, music and society news. Survived by his widow, a son and daughter. Services in Broadway Presbyterian Church, New York, with interment in Cleveland.

**CREAMER-CHERRY**—Jack Creamer, who conducts the *Handy Man* programs on the Mutual Network from WIP, Philadelphia, to Nikki Cherry, nonpro, in Abington, Pa., February 16.

**HUGHES-MILLER**—Joseph S. Hughes, Philadelphia vaude agent, to Laura Miller, daughter of the late J. Horace and Laura Miller, of Miller's Costumery, and partner of Mrs. Kathryn D. G. Kirk, in St. John's Evangelist Church, Philadelphia, February 10.

**HUTCHINS-TWOMEY**—Darryl Hutchins, announcer at KPO, San Francisco, to Marion Twomey, nonpro, in that city January 6.

**JOHNSON-SOKOLOWSKI**—Ray Johnson, counter man with Royal American Shows, to Florence Mae Sokolowski February 16 at Muscatine, Ia.

**KENDALL-TREBLE**—Messmore Kendall, theatrical producer, to Sepsa Treble, artist, at Palm Beach, Fla., January 14.

**KESTING-HOFFMAN**—Theodore Kesting, motion picture and theatrical editor of *The Country Gentleman*, to Jean Marie Hoffman, nonpro, January 16 in Philadelphia.

**LITTLEFIELD-GUERARD**—Lieut. Carl Littlefield, former member of the Catherine Littlefield Dancers, to Lois Guerard, of the Chicago company of *Oklahoma*, in Oswego, Ill., February 21.

**MCBRIDE-TARVIN**—Capt. Lee McBride, nonpro, to Joan Tarvin, dancer, in Philadelphia January 28.

**MCGEEHAN-HOLT**—Patrick McGeehan, NBC actor and announcer, to Karen Holt January 17 at Blessed Sacrament Church, Hollywood.

**MARTIN-HATCH**—Don Martin, trombonist formerly with Jan Savitt, Johnny Long and Sammy Kaye orks, to Florence Hatch in Fort Wayne, Ind. December 29.

**MINER-O'NEILL**—Ens. Cloyd Miner, nonpro, to Peggy O'Neill, actress, in Las Vegas, Nev., January 14.

**ODLE-MORRIS**—Pvt. Allen (Buster) Odle, "the Inebriate on Rollers," to Violet Claire Morris in Tonkawa, Okla., January 7.

**PASSIN-CLIFFORD**—John Passin, nonpro, to Carmen Clifford, screen actress, secretly in Tijuana, Mex., December 13.

**ROBERTS-SIMPSON**—Robert Roberts, non-professional, to Ruby Simpson, chorus girl at the Grand burlesque theater, St. Louis, in that city January 11.

**RUBIN-LONG**—Edward Rubin, associate film producer, to Audrey Long, film actress, January 16 in Beverly Hills, Calif.

**SCOTT-SHIRLEY**—Adrian Scott, RKO studio producer, to Anne Shirley, actress, in Las Vegas, Nev., February 9.

**SEIGER-BYRNES**—Rudy Seiger, conductor and concert violinist, to Kathleen Byrnes, nonpro, in San Francisco January 15.

**SHAPIRO-WAYNE**—Harold Shapiro, nonpro, to Ginger Wayne (Estelle Clark), former nitery and burly dancer and daughter of Florence Klug, dramatic actress of the Jewish stage, January 14, in New York.

**SMITH-BLACK**—Ens. Robert Smith, USNR, to Betty Black, KPO, San Francisco, singer, in that city December 30.

**STEPP-PRICE**—Charles (Bammy) Stepp, Diesel and tractor engineer of Royal American Shows, to Eleanor Price, motordrome rider, in Floral Hall, Pinellas County Fairgrounds, Clearwater, Fla., February 17.

**THORNER-BRATTON**—E. F. Thorner, concessionaire, to Rosa Bratton, daughter of Don Friend, athletic show operator, in New Orleans January 10.

**TUBIS-McKEE**—Max Tubis, who has handled programs on the Ringling show for many years, to Jane McKee, daughter of Joe and Margaret McKee, veteran superintendent of Palisades (N. J.) Park, at the home of the bride's parents, Fort Lee, N. J., February 25. Bride worked a Guess-You-Age stand at Riverview Park, Chicago, with Murray Goldberg.

**TUCKER-PALMER**—Al Tucker to Lillian Palmer, vaudevillians, February 9 at Battle Creek, Mich., while on a USO tour with a hospital unit. Attendants were John Moran and Mrs. Peter J. Iodice.

**WEINGARTEN-MARMORSTON**—Lawrence Weingarten, film producer, to Dr. Jessie Marmorston, assistant professor of medicine at University of California, in Riverside, Calif., February 5.

**WHITMYER-PIGG**—Sgt. Joe Whitmyer Jr., son of Mr. and Mrs. Joe Whitmyer, outdoor showmen, to Johnnie Pigg, at Bolling Field, Washington, January 2.

**WINGFIELD-CARLSON**—Harry (Red) Wingfield, concessionaire for Sam Gordon

on Royal American Shows, to Rebecca L. Carlson, palmist, of Beckman & Gerety Shows, in San Antonio January 11.

**ZIMNER-GOLDHAR**—Ben Zimner, salesman for RKO-Radio Pictures in Michigan, to Madeline Goldhar, daughter of John Goldhar, Western Division manager for United Artists, in Detroit February 7.

# Births

A daughter to Mr. and Mrs. George Berkowitz in New York January 13. Father is with *The Billboard's* New York office.

A son, Louis Henry, to Mr. and Mrs. Henry Louis Oberndorf (Hank Lewis), of Acme Productions, in Stockton, Calif., January 2.

A daughter to Lieut. and Mrs. Dick Ross at Wilshire Hospital, Los Angeles, January 9. Father, now a prisoner of war in Germany, was formerly night supervisor and announcer at KHJ.

A son, Sanford Anthony, to Mr. and Mrs. Anthony Prudden in Chicago January 1.

A daughter to Prof. and Mrs. C. T. Glendenin, mentalists, in Hillcrest Hospital, Tulsa, Okla., January 9.

A daughter, Cella, to Mr. and Mrs. Moe Rosenthal in Detroit recently. Father is in the theatrical and coin machine concession field.

A daughter, Beth Joy, to Lieut. and Mrs. Joseph Stone January 6 at Annapolis, Md. Mother, a former WAVE, is the daughter of William A. London, Detroit theater circuit owner.

A daughter to Mr. and Mrs. E. C. Loomis January 8 at Elk Rapids, Mich. Father is owner of the Elks' Rapids Theater.

A daughter to Mr. and Mrs. Arthur Rubenstein in Cedars of Lebanon Hospital, Los Angeles, January 17. Father is concert pianist.

A son, Richard, to Mr. and Mrs. Artur Rodzinski in Lennox Hospital, New York. Father is director of New York Philharmonic Symphony Society.

A daughter, Karen, to Mr. and Mrs. F. Edward (Dinny) Whitmarsh in Choate Memorial Hospital, Woburn, Mass., January 18. Father is news editor of WBZ-WBZA, Boston.

A son to Mr. and Mrs. Zoltan Korda at St. Vincent's Hospital, Los Angeles, January 16. Father is pic director; mother, the former Joan Garden, film actress.

A son to Mr. and Mrs. Berle Adams in Mount Sinai Hospital, Chicago, January 15. Father is personal manager and booker.

A son to Mr. and Mrs. Ted Smith in Wesley Memorial Hospital, Chicago, January 14. Father is emcee-owner of Cuban Village, Chicago.

A son, James Alan, to Mr. and Mrs. Val Campbell in Detroit January 7. Father is with the Gus Sun Booking Office, Detroit.

A daughter, Candace, to Mr. and Mrs. Alfred Drake in New York January 21. Father is singing star of *Sing Out, Sweet Land*, and mother is former Harvey Brown, actress.

A daughter to Sgt. B. R. (Buddy) and Mrs. Munn at McAllen, Tex., December 27. Father, son of Mr. and Mrs. Bud Munn, concessionaires at Riverside Park, Austin, Tex., was formerly with Byers Bros.' Shows.

A son, Patsy, to Mr. and Mrs. Al Delfiore in Northside Hospital, Youngstown, O., January 31. Father is concessionaire with James E. Strates Shows.

A son to Mr. and Mrs. Charles Collins in Detroit January 17. Father, a former tab show producer, has been manager of various Detroit theaters.

A son to Mr. and Mrs. Al Avayou January 27 in St. Agnes Hospital, Philadelphia. Father is guitarist and vocalist with Don Renaldo's quartet at the Latin Casino, that city.

A son to Mr. and Mrs. Tony Wheeler January 24 in St. Mary Hospital, Philadelphia. Father is announcer at WFIL, that city.

A son, Caleb Benjamin, to Mr. and Mrs. Clancy West at the Christ Hospital, Cincinnati, January 22. Father is traffic manager for Station WLW.

A son, Chester Lee, to Mr. and Mrs. Leonard Sosby at the Spears Hospital, Dayton, Ky., January 27. Father is member of the WLW musical unit, the Trail Blazers.

A son to Mr. and Mrs. Max Lipin in Detroit January 20. Father is head of Allied Music Sales Company, Detroit.

A daughter, Gloria Clarrissa, to Mr. and Mrs. Otto Gretona, of the Gretona Family, high-wire act, in Rochester, Ind., February 1.

## MANY THANKS

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

**ELMER L. DAY**  
Philadelphia, Feb. 5

**DARLING**—Mrs. Harry, 63, formerly concessionaire with W. S. Curl Shows, at her home in Washington Court House, O., February 16. Interment at Washington Court House.

**GOENES**—J. H., of the former team of Anderson and Goines, at Shreveport, La., February 9. Survived by his widow, former Eleanor Wilson, Shreveport.

**JACKSON**—George T., 52, veteran stagehand and member of IATSE, February 19 at Mercy Hospital, Denver. He was stage carpenter for *Skating Vanities of 1945* when stricken. Surviving is a sister, Mrs. L. R. Robinson, Urbana, Ill. Burial in the family plot at Streator, Ill.

**JAMISON**—Maud, wife of Charles Jamison, owner of the Lamar Hotel, San Antonio, following a heart attack in that city February 19. She was well known in the circus and carnival fields, having been with most of the big ones until nine years ago, when the Jamisons retired from show business. Burial in Mission Cemetery, San Antonio, February 23. Funeral in charge of Mrs. Marie Beckmann and the San Antonio Showmen's Club. Survived by her husband and a sister in California.

**JEROME**—Mrs. Florida, wife of Eddie Jerome, formerly of Jerome and Ryan, in Haverhill, Mass., January 24. Jerome is now with USO-Camp Shows.

**KOEN**—Frank M. (Java), retired veteran circus electrician, in a hospital at Macon, Ga., February 20 following a heart attack. As a boy in Texas, he joined the old Gentry Dog and Pony Show and then followed a long career with circuses. For many years he was superintendent of lights on the Sparks Circus and when that show went off

## Heinrich Hagenbeck

Heinrich Hagenbeck, 69, one of the famous Hagenbeck brothers of Hamburg, Germany, noted for their zoos, died in Hamburg February 8 following a stroke.

Thruout his life Hagenbeck was associated with the zoos established by his grandfather and his father, Carl Hagenbeck. He had a part in establishing the show which came to the United States in 1904 and played the St. Louis World's Fair. After the fair the show toured the States in 1905 under the name Hagenbeck Famous Trained Animal Show and in 1906 as the Carl Hagenbeck Greater Shows. In 1907 the show was bought by Ben Wallace and toured under the title Hagenbeck-Wallace Circus.

Heinrich Hagenbeck also was responsible, with his brother, Lorenz, for the construction of barless cages and grottoes in zoos, which later was adopted by leading zoos thruout the world.

# Washington's Okay Expected Soon

## No Change In Rail Orders

Train moves "subject to convenience of railroads"—truck policy due soon

ROCHESTER, N. Y., Feb. 24.—Information received from Washington sources by the American Carnivals Association indicates that the outdoor amusement industry will soon receive authority to proceed with its 1945 operations, according to Max Cohen, general counsel of the ACA.

Cohen advised that a contract with several officials of the ODT, including the Director of Railway Transport Department, revealed that as far as the latter office was concerned, there would be no changes from the method of operation in force during 1944. The ODT attitude as to rail show movements would be, in the final analysis, "subject to the convenience of the railroads," as in the past.

The Director of Highway Transport Department was also contacted and information received indicated that the matter of motorized shows had not been discussed as yet and that no official information was available at this time. However, indications were that some definite information would be ready in about two weeks.

## Levine Buys All Buckeye Props; Piecing It Out

CHICAGO, Feb. 24.—Morris Haft, attorney for the estate of the late Mike Rosen, has returned here from Little Rock with the announcement that Buckeye State Shows have been sold in their entirety to Sam Levine for a cash price of \$39,500.

Haft infers that Levine is piecing it out. Tony Martone has bought four trucks and two rides, the Roll-o-Plane and Tilt-a-Whirl; Tony Fuzzell purchased two trucks and two rides, Merry-Go-Round and Rideo, and some of the trucks have been sold to Little Rock people.

Levine is still in Little Rock disposing of the remainder of the property.

Mrs. Freda Rosen has returned to Chicago and is residing with her sister at 5156 North Avers Avenue.

## Garman Announces Sunset's Line-Up

DANVILLE, Ill., Feb. 24.—K. H. Garman, manager of Sunset Amusement Company, announces that J. P. Daniels will be special agent for the third season, and Frank Long will be legal adviser.

Penny Arcade will be under the supervision of George C. Martin; Tilt-a-Whirl foreman, Red Buck; Ray Wheelock will have the Athletic Show, and his wife, Leone, will be in charge of his four concessions and kiddie airplane ride. Tommie Henderson and family will have four concessions. He sold his rides last fall. L. O. Weaver will have the corn game, and Tom Brewer, popcorn. Sam Wells has again booked his two sets of diggers and two other concessions, along with palmistry.

R. E. Durbin will have two concessions; Blackie Bunch, five, and Whitey and Frieda Kuplin have made plans to enlarge their eating emporium. They will have two other concessions. Joe Kirk will have the photos and Louise Buckholz a new high-striker.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Swamp Root, La.  
February 24, 1945.

Dear Editor:

None of us here in quarters knows what its all about. No work is being done and no material has been bought to work with. When we ask if the show is going out, the answer is: "Why should it stay in?" When we ask when work will start, the answer is: "It was running when it came in and should run when it goes out." None of our agents has left here all winter. The company mailman advised that some mail from fairs has arrived for the office. The only mail info he could dish was that "Tilt-A-Whirl Fat's" wife asked him for money on a post card.

We are all on our own. The only one who isn't going short is the Side Show's giant, and he isn't any too long. When Pete Ballyhoo arrived in town last Tuesday, 10 of us rushed to his hotel knowing that he would invite us to a feed. He met us in the lobby and started telling us how he came up the hard way. The more he talked about how he went hungry, because he had no money to guide him, the hungrier we became. The first hour was spent listening to the boss narrate how he broke a plow handle and joined out to dodge his father's wrath. The next hour was spent listening to how he knew he was a born trouper because he could take the bitter with the sweet, which made us think of bitter-sweet chocolate, and we drew up our belts another notch.

The third episode of his life, which takes an hour to tell, was how he went hungry for three days, but was too proud to mooch a meal, and then he got a

## Conklin Spikes 'Fold-Up' Rumor

HAMILTON, Ont., Feb. 24.—Rumors that Conklin Shows would be sold out piecemeal and fold for the duration have been declared to be utterly without basis by J. W. (Patty) Conklin, who says that he and his brother, Frank, have no intention of quitting the business.

Rumor started when the Conklins advertised some rides and other equipment for sale.

"The main reason for the disposal of the equipment is that we have a large post-war plan in mind in connection with our shows and some of our other activities in the outdoor show field, but we don't want anyone to think for one minute that we are going out of the show business," Patty declared.

break and ran a confetti stand up to a Conderman pipe wheel. Again his tale of hunger added to our misery and we started suffering with carnival-eatus, better known as miss-meal cramps. The rattle of cellophane interrupted the fourth episode. The boss asked for quiet. The noise was made by our general agent, Lem Trucklow, who was trying to sneak gumdrops from his coat pocket to his mouth by using a handkerchief as a cover. Even tho I was sitting across the lobby, a distance of 20 feet, I was so hungry that I could identify each gumdrop by its smell.

We kept our eyes on a lunchroom connecting with the hotel's lobby. We saw some of the waitresses leave at 8 p.m.; the cook, at 9. By 11 p.m. the boss was to the part where he was trying to get his four brothers to join him and give his show a title. By 11:30 he was organizing his first gilly show, which comprised an Ocean Wave ride, geek show and 10 concessions. We saw the neon in front of the lunchroom turned off just as he cracked about not carrying a cook-house. By then we were so weak from lack of vitamins that we would have fainted, but we saw scoffing in the offing and held on.

At 1 a.m. we saw the night man start cleaning up the restaurant and the boss finished his story. Now was the time.

(See Ballyhoo Bros. on page 32)

## Kirkwood Contracts Zacchini Cannon Act

RALEIGH, N. C., Feb. 24.—Joseph J. Kirkwood Shows have signed Hugo Zacchini to present his cannon act as a free attraction.

Ralph Decker, general manager, is in winter quarters rebuilding the show fronts and building new ones. The new canvas will be fireproof and the color scheme will be red and yellow, with a new marquee trimmed in red, white and blue.

Al Bydark, assistant manager in charge of riding devices, has just returned from the South with the Octopus and several other rides. The new rides, just purchased, bring the total to 10.

Tommy Carson, business manager, is readying his concessions. Colonel Sykes, lot and building superintendent, has made much progress since his arrival at quarters. With the new spraying machine and paint guns he has had a number of his old associates decide they would remain as employees for the season.

A. J. Grey, general agent, has lined up many spring spots with promotional aspects that are anticipated to be red ones. Ten weeks of bona fide fairs will wind up a 30-week season.

## Curly Reynolds Puts the Ink to Muskogee Plum

ST. LOUIS, Feb. 24.—L. C. (Curly) Reynolds was awarded the contract to furnish the midway attractions for the 1945 Oklahoma State Free Fair at Muskogee, Monday (19) following a second meeting of the board of directors.

Representatives of several of the larger railroad shows also bid for the annual and it was a signal victory for Reynolds to grab the plum.

Contracts were made out to Reynolds for the Caravans of Amusement, which will be the title of the midway, and Reynolds will combine rides and attractions of the World of Today Shows, Reynolds & Wells Shows and the International Shows to play the event.

Reynolds is co-owner of the three aggregations.

## Coast Showmen Seek Uniform Fire Law

RICHMOND, Calif., Feb. 24.—Harold Sawallish, attorney for Crafts 20 Big Shows, advocated that all cities in this State observe the State fire marshal's ordinance which becomes effective March 1. He made his plea at a city council meeting here at which a new ordinance was proposed for the purpose of regulating outdoor shows.

Sawallish said that a variety of local laws would only confuse the issue. Action on the proposed ordinance was deferred.

Attending the meeting on behalf of showmen were Lee Brandon, Crafts general agent; Mike Krekos, general manager of the West Coast Victory Shows, and his press representative, Art Craner, and Mr. and Mrs. Foltz, co-operators of the Foley & Burk Combined Shows.

## Gooding Readies 5 Units for April Bow

COLUMBUS, O., Feb. 24.—Winter quarters of the F. E. Gooding Amusement Company here is in full operation, with 30 workmen putting the finishing touches on equipment for five units.

During the fair conventions Gooding set up a full schedule of annuals. General Agents Buck Saunders and Jack Lampton have already booked an almost complete itinerary of carnival and celebration dates.

Gooding Greater Shows will take to the road April 19, followed by the opening of American Exposition Shows April 25. Three other units under the title of F. E. Gooding Amusement Company will open about the same time.



THE LADIES' AUXILIARY of the Heart of America Showmen's Club, Kansas City, Mo., had a big turnout for its 16th annual luncheon, held recently, and the ladies enjoyed a gala evening.

**AMERICA'S BEST MIDWAY**  
**JAMES E. STRATES SHOWS, INC.**

Season Opens April 4, Washington, D. C.

**CAN PLACE**

Foremen for Spitfire, Rocket, Hey-Dey. Ride Help—Tractor Drivers, Canvasmen. Train Help—Porters for Sleepers. Walter Marks wants Drome Riders, Male and female. (Geo. Murray, write.) Want to book or buy Caterpillar, Rolloplane, Flyoplane.

Address JAMES E. STRATES, Mullins, S. C.

**W. C. KAUS SHOWS WANT**

RIDE HELP—Foremen, Secondmen, Semi Drivers. Blacky Frazer, Jim Martin, Sailor West, Bill Crawford, write. SHOWS of merit with own transportation. Dan Riley, Happy, write. Concessions. A few open. No Gypsies. WANT Sensational Free Act for long season.

Wire or write RUSS OWENS, Gen. Manager, New Bern, N. C.

**HILL'S GREATER SHOWS**

Show opens March 7th in big Texas pay-roll town. Winterquarters now open, where we have 7 Rides and 6 Shows, and we will carry 35 Concessions. A bona fide route of Fairs, with the best July 4th spot in Midwest, Red Oak, Iowa, and the best spring route of Army Camp and Defense Towns in Texas.

**WANT WANT WANT**

RIDE MEN FOR MIX-UP, BABY AUTO, KIDDIE AIRPLANE and LOOP-O-PLANE. SECOND MAN FOR FERRIS WHEEL, ALSO SECOND MAN FOR BABY Q MERRY-GO-ROUND. Salaries no object. Bonus if you stick and drive Semis. This is a Motorized Show—no Gilley Show. SAMMY GEORGE, CONTACT ME AT ONCE. Have 2 complete Girl Shows for you. WILL BOOK MECHANICAL SHOW, FUN HOUSE, MONKEY SHOW and ANIMAL SHOW with own transportation. SIDE SHOW ACTS, MUSICAL ACTS, HALF AND HALF AND ANY GOOD PITCH ACTS. Musical Crawfords, Walter DeLenz, write. CONCESSIONS: Frozen Custard, Candy Floss, Guess Your Weight Scales, Guess Your Age, Coca-Cola Bottle Joint, Ball Games and Cigarette Shooting Gallery. NO MITT CAMPS OR ROCKET JOINTS.

All Address: H. P. HILL, MGR., BOX 1156, ARANSAS PASS, TEXAS.

**SPARKS BROS.' SHOWS**

Opening March 19 — Mississippi's Largest Stock Show — Forest, Miss. With Meridian To Follow

Want Ride Help of all kinds, best of treatment. Will buy or book Roll-o-Plane or Octopus, furnish transportation. Want to book the following Shows: Illusion, Mechanical City, War Show, Big Snake. Professor Johnson wants to hear from Helen Williams, Mary Frances Bacey; also Chorus Girls for Colored Minstrel. Slim Cunningham wants Agents for Grind Stores and Wheels. Ross Crawford wants Acts for Side Show; also wants to buy a Snake ten feet or larger. Concessions open—High Striker, Hoop-La, Candy Floss, Dart Store and Diggers. Will book Eating Concessions at Forest.

Send All Replies to FRANK SPARKS, Room 102, Natchez Hotel, Natchez, Miss.

**MAJESTIC GREATER SHOWS**

OPENING FIRST WEEK IN MAY NEAR DETROIT, PLAYING BEST INDUSTRIAL CITIES IN MICHIGAN, INDIANA AND OHIO

**WANT WANT WANT**

SHOWS—Girl Shows, Side Show, Monkey Show, Fun House, Wild Life, with own equipment. Art Converse, contact us at once, have good proposition. Concessions that work for stock. Popcorn, Bingo, Photos sold. Ride Help of all kinds, can join immediately. Set of Rides open in Detroit, March 28th. Bob Leverette, James Heesaker, contact us at once. Mechanic who is capable of keeping trucks and stationary motors in shape. Transformer wanted, prefer 50 or 75 KVA 2300 volt.

Address: SAM GOLDSTEIN or DAN ELIAS, Owners, care Michigan Showmen's Club, 156 Temple St., Detroit, Michigan.

P.S.: Sensational Free Act wanted for long season.

**FOR SALE**

Golding's complete Frozen Custard Trailer Outfit. Thomas' New Way Machine, with new compressor. Reconditioned Trailer with new tires. This equipment has to be seen to appreciate the value and flash, with Neon and Fluorescent. Most up-to-date Trailer Outfit on the road. Trailer is open for inspection at 1030 N. W. 3d St., Miami, Florida.

**CHARLES GOLDING**

**MECHANIC WANTED FOR SCOOTER RIDE!**

**PERMANENT POSITION—GOOD SALARY!**

**WILLY CATOGGE**

230 EAST MAIN STREET

NORFOLK, VIRGINIA

**FOR SALE**  
**BUCKEYE STATE SHOW PROPERTY**

2 60 K.W. G.M.C. DIESEL GENERATING UNITS, complete with Switchboards, mounted on Fruehauf Trailer, with Ford 1940 Tractor.

3000 FEET DOUBLE "O" CABLE WITH JUNCTION BOXES. Excellent condition.  
1 OFFICE TRAILER complete, mounted on Fruehauf Semi Trailer, with or without Ford Tractor.

3 CLOSE SEMI TRAILERS, 24 ft., with or without Chevrolet Tractors. A-1 condition.  
3 SEMI TRAILERS, STAKE BODIES, 22 ft., with or without International Tractors.  
1 60x40 FT. TOP, complete with Poles, Panel Front, Platforms, Seats and Stages. 9 Ft. Sidewall. Ready to go.

**SPECIAL**

**SPECIAL**

1 BINGO complete, size 20x40, seating capacity 78 people. Practically new top, A-1 frame, A-1 sound equipment for same, with stock or without. 1940 Chevrolet and Kingman 24 Ft. All-Steel Closed Van for same. This is a complete Bingo, transportation and everything.

WILL SELL MOTOR EQUIPMENT AND LIGHT PLANTS AT CEILING PRICES

All reply SAM LEVINE, care Marion Hotel, Little Rock, Ark.

(If Telephoning Phone After 6 P.M.)

**NOTICE TO ALL PEOPLE**  
**CONTRACTED FOR 1945 SEASON**

**WITH DODSON'S WORLD'S FAIR SHOWS**

SHOW OPENS MARCH 30

ACKNOWLEDGE THIS CALL AND NOTICE AT ONCE

CAN PLACE PIT OR PLATFORM SHOW with ENTERTAINMENT. HELP IN ALL DEPARTMENTS, Train, Rides, Cookhouse, Canvas, Talkers, Ticket Sellers. WINTER-QUARTERS NOW OPEN. PAINTERS, DECORATORS. (PAUL G. SMITH, WIRE; address you gave unable to locate you.) FREAKS, NOVELTY ACTS, SCOTCH BAND or MUSICAL ACT for FINEST SIDE SHOW ON ROAD (office operated). CAN USE TWO COUPLES FOR ILLUSION SHOW. MUSICIANS FOR WHITE CONCERT BAND. ALL INSTRUMENTS. If married will place wives on Tickets or Musical Show. LONG SEASON, BEST TREATMENT AND CO-OPERATION FROM OFFICE TO ALL ATTACHES. WORKINGMEN, HELP, COME IN. SHOW TRAIN LEAVES HERE FOR OPENING STAND MARCH 27TH. All address DODSON'S WORLD'S FAIR SHOWS, P. O. Box 3264, Station "F", Jacksonville, Fla.

**NEEDS RIDE HELP**  
EXPERIENCED ON RIDE-O, FERRIS WHEEL

**ALAMO EXPOSITION SHOWS**

"Texas' Largest Carnival"

NED RAO wants experienced Girls for Posing and Fan Shows.  
SHORTY PATTON needs Side Show Freaks to feature, Half and Half for annex.

OPENS AUSTIN TEX.  
ST. PATRICK'S DAY,  
SAT., MAR. 17,  
THRU MAR. 24

**WILL BOOK CUSTARD GUESS YOUR AGE OR WEIGHT HIGH STRIKER**

RED PROSSER wants Motordrome Rider, Man or Woman.

Real Hawaiian Dancer for Hawaiian Show.  
Slim Russell, come on.

ADDRESS JACK RUBACK  
Manager  
2240 E. Houston Street  
San Antonio, Texas

**BYERS BROS.' COMBINED SHOWS**

OPENING LUBBOCK, TEXAS, SATURDAY, MARCH 31 (2 Saturdays), THEN CHOICE OF WEST TEXAS AND NEW MEXICO TOWNS TO FOLLOW FOR SPRING ROUTE.

**WANT WANT WANT**

SHOWS—Fun House, Glass House, Motor Drome or any Shows of merit not conflicting. CONCESSIONS—Will book or buy good all-electric Frozen Custard Machine. Can place 10c Concessions, Cowboy, am expecting you.

RIDE HELP—Capable Ride Help that can get them up and down and drive Big Eli Semi Trailers. Tommie Wentworth, Roy Phillips and Clay, wire or write.

W. J. DUNNE SIDE SHOW WANTS ACTS, FREAKS, TALKERS, TICKET SELLERS AND WORKING MEN. RENA & KAY CAN PLACE GIRLS FOR GIRL SHOWS. Will furnish tickets if we know you. Would like to hear from Louis Beggs and Jean Helton.

All Address: BYERS BROTHERS, Aransas Pass, Tex., until March 10th; then Lubbock, Texas.

**FOR SALE**

12-Car Spillman Ride-O, Eyerly Roll-o-Plane, '40 International Tractor with '39 Springfield Trailer, '39 International Tractor with '39 Springfield Trailer; large size tires, rubber good; Wurliizer Callola, perfect condition; Thomas Eze-Freeze Salt and Ice Custard Machine; Metal Portable Popcorn Machine; 18x28 Cookhouse Top, Frame, Booths, Counters, Burners, new Tanks, Stoves and Coffee Urn. Set used Ferris Wheel Seat Covers. 40x70 Top only. 5 Athletic Show Banners, Mat, 2 Pr. Gloves, 3 Rocket Sweep Wheels, 1 Rocket Clutch Lining, 1 Octopus Drive Shaft Bearing, 1 Octopus Clutch Bearing. All listed parts new. 200 ft. new pre-war Manila Rope, 3/8 inch. 1 Master Motor, 1/2 h.p., 25 cycle, single phase. 3 all metal Light Towers. WANT for cash 8 or 10-car factory-built Kiddie Auto Ride.

**T. A. FUZZELL, FUZZELL'S UNITED SHOWS**

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CAN PLACE PHOTOS AND SHOOTING GALLERY. ALSO AGENTS FOR BASKETBALL AND SLUM STORES. Johnnie Glover wants Wheel Help. James Fresno, Martin and Pappy King, contact. Charlie Lovell can place Train Help. Charlie Smith, come on. Blue, answer also. WILL TURN OVER GRAB JOINT TO RELIABLE, SOBER OPERATOR. Pinetree, answer. WANT CANVASMEN FOR MIDGET SHOW AND MINSTREL SHOW. Davis, write us and also Mr. Lewis. All who have worked for us before, write us. Bert Britt, write me also. Address:

AL WAGNER, MGR., P. O. BOX 1093, TULSA, OKLA. (Winterquarters: Fair Grounds.)

# MIDWAY CONFAB

Communications to 155 No. Clark St., Chicago 1, Ill.

NOT LONG to wait.

**BOB KLINE**, general agent for the late Mike Rosen and who has handled similar work for Frank West the past three years, was in Chicago last week "strictly on business." . . . **CORP. CECIL M. THOMAS**, formerly associated with Rubin & Cherry, Johnny J. Jones and other shows, has been overseas 18 months, more than 12 months, 12 months in front-line combat duty. . . . **BERNIE MENDELSON**, PR3/C, pens his "Regards to the boys on the Magic Carpet" from somewhere in the Pacific. . . . **GEORGE McDONALD** has been confined in County Hospital, Tampa. . . . **CAPT. JAMES PEREZ**, high-diver and midway operator recently discharged from the armed service, will have two girl shows and a snake attraction with Omar's Greater Amusements.

**JACKPOTTERS** who swear to their stories on a stack of Bibles usually are the ones who carry no props.

**LOS ANGELES NOTES**—Hort Campbell, of San Diego, gave a report to the PCSA on activity in that area. . . . **PAUL RICHMOND** arrived recently from the North and reported that Mrs. Richmond is improving following an operation at Good Samaritan Hospital here. . . . **ARTHUR HOCKWALD**, former PCSA

a gala affair. Ida McCoy's prize was won by Anna Jane Bunting. Proceeds went to the Cemetery Fund. Attending were Adele Volker, Mr. and Mrs. Alvin Arnold, Mr. and Mrs. Charles Chaney, Mr. and Mrs. Harry Lewis, Mildred Laird, Dolores Kaufman; Mr. and Mrs. J. E. Vinson and son, Richard; Mr. and Mrs. Red Bell, Mr. and Mrs. Fred (Sizz) Cummings, Mr. and Mrs. Sid Sidenberg, Mr. and Mrs. Leo C. Lang, Joe Sorenson, Mr. and Mrs. B. F. Grimm, Mr. and Mrs. Orval C. Williams, Mr. and Mrs. Sid Belmont, Lorraine Belmont, Alice Belmont, Mr. and Mrs. Red McCoy, Mr. and Mrs. Dee Lang, Mr. and Mrs. Rex Howe, Ova Roberts, Dennis O'Leary, Mr. and Mrs. Gus Forster, Mr. and Mrs. R. F. Mackey, L. B. Smutz, Daisy Davis, Mr. and Mrs. John Maher, Snookie and Wimpy Schnepel, P. E. (Heavy) Waughn, Manuel Epstein, Henry Straub, Ben Braunstein, Frank Barry, Mr. and Mrs. Matt Cicerich, Wes and Martina Rambo, Mr. and Mrs. Earl Bunting, Mr. and Mrs. Matt Gordon, Ray Mansfield, Harry Pink, Mr. and Mrs. G. R. Regan, Mrs. Adams, Ada Miller and son, Mr. and Mrs. John Francis and Mr. and Mrs. Eddie Malbin. . . . **PVT. ANTHONY BARESS**, who was with an infantry division in Alabama, has been transferred to Kessler Field, Biloxi, Miss., as an M. P. . . . **MR. AND MRS. WHITEY WOODS** are visiting in Chicago. They plan to take out their own show. . . . **J. A. CLAYTON** reports that his daughter, Ruby, is confined at St. Joseph Hospital, Kansas City, Mo.

is APO 794, care Postmaster, New York. . . . **PVT. JOE ARCHER**, former concessionaire, has received his honorable discharge after a year's service in this country and 16 months overseas. . . . **JOYLAND MIDWAY ATTRACTIONS** staff has been hit by winter colds, with Mrs. Roscoe T. Wade, wife of the owner, on the sick list in Adrian, Mich., while C. J. Bennett, general representative, is confined to his Detroit hotel. . . . **CLIFF** and **BETTY Bammel** are off the road for the duration. He is with the Hollywood post office, using his trucks and car. . . . **ELIZABETH FINN** pens from Montgomery, Ala., that she may tour again, presenting public-wedding revues. . . . **ON THE SAME DAY** that Mr. and Mrs. H. N. Capell, of Capell Bros.' Shows, were notified that their son, Jack, was missing in action, they received two dispatches advising that he was in a hospital in England, suffering from cold and shock. . . . **RECENT ARRIVALS** in Hot Springs include Mr. and Mrs. Sam Solomon, Mr. and Mrs. Phil Heyde and William Solomon.

**CARNIVAL MANAGERS AND AGENTS:** Direct your show's routes to the Cincinnati office of The Billboard to arrive there no later than Saturday of each week.

**MONDU** will return to the Gold Medal Shows under the management of Roy Rosler. . . . **LOUIS-LOUISE LONGDON** will be the annex feature of Korie's Freak Odditorium on the Great Sutton Shows. He has booked his *Bouquet of Life* on the same midway under the management of Tex Putegnot. . . . **HAPPY GRAFF**, lot man and builder, off the road since 1942, is in Marine Hospital, Evansville, Ind. . . . **SHORTY LOWE**, having recovered from an arm injury, will return to the Silver Derby Shows to handle the front, the mall and *The Billboard*. . . . **SID CRANE** and James Chavanne have completed the side show they will present on Wallace Bros. Shows this coming season. The lineup: Jack Frost, carpenter and boss canvasman; M. Pritchette, impalement and punch; Delano, magician; Madame Judith, mentalist; Neal Johnson, bag puncher; Frances, girl with a horse's mane; Singalesse, fire eater and sword box; Three Children from Mars, with Jackie Dale in the annex; Billy Wingert and Jack Thomas, tickets; Louise Chavanne, inside lecturer, and Chavanne and Crane on the front. . . . **MATT T. GORDON** purchased a Ridee-O ride from Sam Fidler, owner of Fidler United Shows, in St. Louis last week. Gordon, who recently sold his Tilt-a-Whirl, will operate the

**PENNY PITCH GAMES**  
Size 46x46", Price \$30.00,  
Size 48x48", Price \$40.00,  
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  
100-Player Complete . . . . . 7.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
124-126 W. Lake St. CHICAGO, ILL.

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All Readings Complete for 1945

Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . \$5.00  
Analysis, 3-p., with Blue Cover, Each . . . . . .03  
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Samples of the 4 Readings, Four for 25c.  
No. 1, 35 Pages, Assorted Color Covers . . . . .35  
Wall Charts, Heavy Paper, Size 28x34, Each. 1.00

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Polity.  
1200 Dreams. Bound in Heavy Gold Paper  
Covers, Good Quality Paper. Sample, 15c.  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-p., Well Bound . . . . . 25c  
**PACK OF 75 EGYPTIAN F. T. CARDS,**  
Answers All Questions, Lucky Numbers, etc. 40c  
Signa Cards, Illustrated. Pack of 36 . . . . . 15c  
Graphology Charts, 9x17. Sam. 5c, Per 1000 \$8.00  
**MENTAL TELEPATHY.** Booklet, 21 P. . . . . 25c  
**"WHAT IS WRITTEN IN THE STARS."** Folding  
Booklet, 12 P., 3x5. Contains all 12 Analyses.  
Very Well Written, \$5.00 per 100; Sample, 10c.  
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.  
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Send for Wholesale Prices.

**PLASTER**  
Large assortment. Heavily tinselled. Circus Horses, Ships, Crosses, Grottoes, Spitz, Pekes, Bulldogs, Cat, Peke on Ball, Lion, Eagle, Soldier, Mae Doll, Dixie Cupid, Sailor Doll, Tuffy Doll, Mexican Doll, Military Doll, Tall Indian and Flag Girl.  
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228 W. 42d Street, New York City  
Open 1 P.M. Daily  
WANT NOVELTY ACTS OF MERIT.  
State salary and all details in first letter.  
Open all year round.  
SCHORK & SCHAFFER.

**MARKS SHOWS, INC.**  
NOW BOOKING

Shows, Rides, Concessions. Open early in April. Winter quarters now open on Midlothian Pike, Route 60, 2 miles west of Richmond.  
Can place useful Help in all departments.  
Address:  
P. O. BOX 771, RICHMOND, VIRGINIA

**LAWRENCE CARR SHOWS**  
Opening April 26

Want Concessions of all kinds, also Help for office-owned Concessions. Will book any Ride or Rides that do not conflict. Want Ride Superintendent to handle 7 office-owned Rides. State salary expected. Want Help for all Rides. Want Girls for Girl Revue, also Show People of all kinds; get in touch with Archie Perham, 36 Hillside Ave., South Portland 7, Maine. Others contact.

**LAWRENCE CARR**  
196 Wildwood St. Wilmington, Mass.  
P.S.: Have lots of room for those joining show to park their trailers or trucks and repair or build, etc.



**VETERAN SHOW PEOPLE MEET.** Pat Shanley, known to outdoor show people thruout the West, and Mary Ragan, noted pitch woman, cut up a few jackpots on the occasion of the recent "Circus Night," sponsored by the PCSA at the Elks' Club, Los Angeles. Photo by Sam Abbott.

executive secretary, in from San Francisco en route to San Diego. . . . **CLYDE GOODING** has joined Crafts 20 Big Shows in Calexico. . . . **BOB SCHOON-OVER** and Ed Kennedy just completed three weeks at 20th Century-Fox studios where they played in the carnival sequence of the film, *State Fair*. Jimmy Wood engaged people for the movie studio. . . . **IN EVIDENCE** lately around town were Pat Shanley, Ellis Zemansky, Frank Messina, Whitle Lindell, Theo Forstall, Jack Beach, Spot Ragland, Chi Morgan, Dr. Ralph Smith and Walter D. Newcomb Jr., who recently returned from a trip east.

**FEW MANAGERS** consider themselves perfect, yet they are surprised when their help won't accept them as models.

**BEN BRAUNSTEIN**, general agent, and W. E. (BILL) SNYDER, business manager of the Wonder Shows of America, were among the visitors to the St. Louis office of *The Billboard* en route to quarters in Little Rock, following a booking trip. . . . **MR. AND MRS. RALPH ROBINSON** left the Lucky Royal Shows with their string of concessions to join the Johnny Denton Shows in Mississippi opening March 2. . . . **H. B. SHIVE**, general agent of the John R. Ward Shows, spent several days in St. Louis last week en route from Baton Rouge, La., to points north. . . . **ST. VALENTINE'S PARTY** given by Missouri Show Women's Club for members of the International Association of Showmen at Maryland Hotel, St. Louis, February 17 was



**LIEUT. RAYMOND E. MacWETHY**, son of Mr. and Mrs. Raymond MacWethy Sr., proprietors of White City Camp, Sarasota, Fla., and Jeane Marie Connors, daughter of Mr. and Mrs. James Connors, concession ops with the Marks Shows, who have recently announced their engagement. MacWethy, who operated his dad's bingo on the Kaus Exposition and Lawrence Greater shows, was wounded in the African campaign and is now retired from the service. Miss Connors has operated concessions with Kaus, Cetlin & Wilson, Marks and Endy Bros. shows.

**TO SOME** a hick showman is one who refers to his show as a midway instead of a ragbag.

**JOE GOODMAN**, of the Goodman Wonder Shows, spent several days in Chicago last week on business en route to Little Rock quarters. . . . **W. L. BLACKSTONE** has re-entered Grant Hospital, Columbus, O., for a final check-up. He will return to his home in Upper Sandusky, O., this week. . . . **BENNIE (DOW) RUSSELL**, wintering in Tampa, reports that Earl Chambers's Monkey Circus has joined the North American Exposition in Pensacola. . . . **R. L. (POP) KLEIN** is booked at the Jockey Club, Sedalia, Mo., owned by Jack Morris, former concession man with Pacific Coast shows. . . . **MAJOR PETE (STORMY) SHILD**, formerly featured drome rider and concessionaire with Al Shild Continental and other shows, was a nightly visitor on the Long Beach pike while stationed in the Los Angeles area. . . . **BOB HAUSER**, SSMS/C, is enjoying a 30-day leave in Cleveland after nine months in Italy and France. His address

**BIG ELI OWNERS:**  
We wish you a record-making season and will continue to serve you as promptly as possible.  
Check your actual requirements carefully. Do not try to stock up; parts and critical material are too scarce to do that. When needed say, "Ship fastest way," and we will do just that.  
BIG ELI Service "with a smile" continues.

**ELI BRIDGE COMPANY**  
800-820 Case Ave. Jacksonville, Ill.

**A-1 SCENIC PAINTER WANTED**  
Join at opening spot, Bay Minette, Ala., March 1st. Starkey, wire me at once or come on.  
**PEPPERS ALL STATE SHOW**

**FLYING JENNY FOR SALE**  
A-1 Condition, newly painted. New top last year. Cash price, \$2,000. Also 7 Tub Whirl for sale. A-1 condition, Cash price, \$2,500. Contact:  
**Bob Schoonover**  
(Owner, California Amusement Co.)  
c/o Pacific Coast Showman's Association  
623 1/2 S. Grand Ave., Los Angeles 14, Calif.

**L. J. HETH SHOWS**  
NOW BOOKING SEASON 1945  
Shows and Concessions. Ride Help, answer. Special Agent wanted.  
All replies: North Birmingham, Ala.

**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.**  
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**VIRGINIA ROSE MIDWAY ATTRACTIONS WANT**  
 Agents for Slum Skillo, Tiv or Tip Up, Roll Down, Track, Buckets and Nalls. Will book Legitimate Concessions, Age, Weight, Fun House, Glass House. One location, thirty-four weeks, proven. Opening March 5th heart of Louisville, Ky., Fifth and York Streets. Write, wire or come on.  
**M. F. KAUFMAN, Route 2, Buechel, Ky.**

**WANTED**  
 MAN OR MAN AND WIFE TO OPERATE CANDY APPLE STAND.  
 Experience Not Necessary But Preferable.  
 ALSO GIRL OR MAN FOR CIGARETTE AND PENNY PITCH.  
**MRS. MILTON MORRIS**  
 Care Johnny J. Jones Expo. Augusta, Ga.

**FORREST POOLE WANTS AGENTS**  
 FISH POND, PITCH-TIL-U-WIN, PHOTO, COCA-COLA, BALL GAME.  
 Those Known to Me Given Preference.  
**BOX 700, Rossmoyne, Ohio**

**Wanted To Buy Now!!**  
**Frozen Custard Machine, also Popcorn Machine**  
 Prefer Custard Machine mounted on truck. Prefer large Counter Model Popcorn Machine. What have you? **BOX 643, care The Billboard, 1564 Broadway, New York 19, N. Y.**

**WHEN IT COMES TO MAKING MONEY**  
 You can't beat this amazing New Ride. No hints now. But all about it in the Spring Special of The Billboard. Watch for the full page of details.

**WANTED**  
 SOBER MAN TO WORK ON CONCESSIONS. GOOD OPPORTUNITY. MUST HAVE DRIVER'S LICENSE. **BOX 642, care The Billboard, 1564 Broadway, New York 19, N. Y.**

**GOLDEN GATE SHOWS**  
 Will open Pembroke, Ky., April 14. Want Pop Corn, Mitt Camp, Mug Joint, Ball Games, all kinds Stock Joints. Office wants Concession Agents, Second Man on Wheel and Chair-o-Plane. Book any Grind Show with your own outfit, twenty per cent. **FRANK OWENS, Mgr., Golden Gate Shows, Box 625, Pembroke, Ky.**

**FOR 1945 MISSOURI AUTO LICENSES**  
 Write  
**C. J. BABKA**  
 1721a Longfellow Ave., ST. LOUIS 4, MO.  
 For all information pertaining to purchase of Missouri Auto, Truck and Trailer Tags for 1945.

**WANT TO BUY MINIATURE TRAIN**  
 Complete  
 Write or Wire **WM. NIPPO**  
 3509 14th St. Detroit 8, Mich.

**BARGAIN**  
 1939 Chev Truck, dual wheels, good rubber, perfect shape; two Pan Joints, two Pea Pool Tables, G-Top, including Chairs, Tables, big Fan; one Pan Joint, same as new; also G Top, both Anchor make, used 6 months. Address  
**TURNER SCOTT**  
 629 Ridgewood Ave., Orlando, Fla.

ride on the Bunting Shows. . . . **JOHN McKEE**, owner of the John McKee Shows, was in St. Louis last week on a buying expedition, coming up from his quarters in Plisk, Mo. Several new show fronts are being built and all rides are being repainted and redecorated. McKee holds contracts for 11 fairs in Iowa and Missouri. Show will open March 31 at Dexter, Mo. . . . **C. A. (CURLEY) VERNON**, owner of the United Exposition Shows, underwent an operation at the Scott & White Hospital, Temple, Tex., last week and is doing well, according to Mrs. Vernon, who visits him daily, driving over from their home in Bryan, Tex. Vernon, when recovered, will return to Leesville, La., to help direct the repairing and repainting of his equipment. Quarters were opened February 12 under the direction of N. L. (Whitey) Dixon and Tom Mehl, manager and lot superintendent, respectively. Show opens March 21.

**SAM and MARGARET ANSCHER** were dinner guests of Mr. and Mrs. Fitzle Brown in Dallas February 15. . . . **BARBARA KLING** and Tillie Miller, of San Antonio, are visiting friends in Dallas, where they will sojourn for several weeks. . . . **MR. and MRS. EARL BUNTING**, owners of the Bunting Shows, were in St. Louis last week on a buying expedition. Bunting reported that work in quarters will begin March 1 and that the show will open about April 10.

**COATES HOUSE**, Kansas City, Mo., home of many carnival and dramatic people, has been closed for remodeling and refurbishing. . . . **D. REX BARNES** will present his Monkeyland with Southern Exposition Shows for a few weeks before joining the F. E. Gooding Amusement Company. . . . **HAROLD and VERA BARLOW**, of Barlow Big City Shows and Bowery Music Hall, St. Louis, were the recent guests of Billy Wingert, of Alton, Ill. Harold has recovered from a recent major operation. . . . **MR. and MRS. ROBERT COLE**, in war work in Fort Worth the past two years, will troupe this season with the Hyalite Midway Shows. . . . **JULIUS M. REITHOFFER**, S 1/c, son of Mr. and Mrs. J. F. Reithoffer, of Reithoffer Shows, is in aviation radio school in Corpus Christi, Tex. He enlisted last July and took his boot training at Samson, N. Y. . . . **JOHN J. LOONEY** has stored his concession equipment for the duration and is employed as a policeman for the National Fireworks Co., Brockton, Mass.

**GEORGIE SPEARS JR.**, of the Bill Hames Shows, underwent an operation February 15 at Norwood Clinic, Mineral Wells, Tex., to correct an injury suffered five years ago in a fall from a circus rigging. . . . **S. T. (SLIM) CHAMBERS** has undergone an operation at Charity Hospital, New Orleans. . . . **RENA and KAY KAESER** mark their third consecutive season with the Byers Bros. Shows this year with their *Miss America* and *Gay New Yorkers* revues. . . . **FRANK SPARKS**, of Sparks Bros. Shows, announces that he will carry 16 rides, 30 concessions and 5 shows.

**CORP. MINNIE M. KUNTZ**, daughter of Mr. and Mrs. Wendel Kuntz, operators of Palace of Wonders Shows, is stationed at Walter Reed Hospital, Washington, where she is majoring in physio-therapy. . . . **PFC. FRANK W. JONES**, 12203524, care Postmaster, New York, N. Y., formerly Palace of Wonders Shows, Endy Bros., Art Lewis and Coleman Bros. shows, is in action in Germany. His address is APO 102, care Postmaster, New York City. **M. R. (COUNTRY BOB) QUINLAN**, 37184570, APO 557, care Postmaster, New York, is stationed in England. He was recently promoted to sergeant. . . . **PVT. IRVING (STASH) RUBIN**, former concessionaire at Eastwood Park, Detroit, recently enjoyed a home town visit while en route to Fort Meade, Md. . . . **S1/C KNAPP**, former concessionaire with the Sheesley shows, spent a part of his shore leave in Detroit recently after serving a year in the Southwest Pacific. . . . **PVT. NATE (NISE) SOBOL**, former concessionaire at Jefferson Beach Park, Detroit, recently enjoyed a reunion celebration with his brother, Sam, who is in the navy.

THE "DAYS OF '49" was given by the Ladies Auxiliary of the Miami Showmen's Association February 15. Winnie Edwards sang several appropriate numbers, as did Kay Weiss, Babbs Giffin, Agnes Rosso, Mrs. Joe Prell and Ginger Hager. Last named did a strip number as it might have been done in the olden days. Mrs. Nellie Golden was in charge, while Denny Dennis plugged the show over the radio for the Ladies Auxiliary.

**NOW IS THE TIME!**  
 Order your **MONEY-Makers Now**  
**JAP HEADS** for Dart Games—Last year's proven money-maker. \$50 a Hundred.  
**STANDING JAPS** for Cork Galleries—This is a real winner! \$55 a Hundred. With peek numbers on back.  
**Continuous Action PENNY PITCH BOARD**—Beautiful colors; silk screen job. 9 Jackpots. \$50.  
**HOOP-LA BLOCKS**, Hollow Style—For your protection. In 3 sizes. \$37.50, Set of 30.  
 Electric Bingo Flashers from \$2.75 up.  
 Electric Bingo Ball Selector with Master Board and Automatic Return for Balls, \$175.  
 Have a few Rebuilt Cork Guns, Pump Style, \$25 each.  
 New Circulars Now Ready on All the Above Items.  
**RAY OAKES, P. O. Box 106, Brookfield, Ill.**




**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
 World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

**BUY WAR BONDS NOW BUY WAR STAMPS NOW**  
 AFTER THE WAR BUY A NEW  
**TILT-A-WHIRL**  
 In the meantime keep your old rides safe with the original builder's parts.  
**SELLNER MFG. CO. Faribault, Minnesota**

**CALL J. F. SPARKS SHOWS CALL**  
 Show Opens Birmingham, March the 15th. All People Contracted, Please Acknowledge This Call. Route to Interested Parties.  
**WANT** Cookhouse, Lead Gallery, Legitimate Concessions.  
**SHOWS**—Place any good Grind Show with own equipment.  
**RIDES**—Will book Fly-o-Plane and Roll-o-Plane. **WANT** Foreman for Little Beauty Merry-Go-Round, Second Man for Wheels, Ride Men on all rides. State if you drive semi.  
 Place Performers and Musicians for Minstrel. Lee Houston wants Mind Reader for Side Show. Ray Brumley and Buster Hayes, would like to hear from you. All replies:  
**J. F. SPARKS, 311 Westover Drive, Birmingham, Ala.**

**DUMONT SHOWS**  
 SEASON OF 1945  
 Open Last of March in Virginia — Playing Best Defense Area  
**WANT** Shows—Monkey, Wild Life or Ten-in-One or Side Show.  
**WANT** all legitimate Concessions except Bingo, Pop-Corn and Cook House.  
**WANT** sober and reliable Ride Help that can Drive.  
 Address **LOU RILEY, Winter Quarters, Box 685, South Hill, Virginia**

**★ INSURANCE ★**  
**CHARLES A. LENZ**  
 "THE SHOWMAN'S INSURANCE MAN"  
 A1338 INSURANCE EXCHANGE CHICAGO



**FIDLER UNITED SHOWS**  
 OPENING WEEK OF MARCH 5TH IN ST. LOUIS, MO.  
**WANT FOREMEN AND SECOND MEN AND CAPABLE RIDE HELP** for Merry-Go-Round, Ferris Wheel, Roll-o-Plane, Octopus, Tilt-a-Whirl and Chair-o-Plane. Must drive Semis. CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS.  
 Address: **SAM FIDLER, Mgr., 4217 N. Florissant Ave., St. Louis, Mo.**

**ROLL TICKETS**  
 Printed to Your Order 100,000 for  
**Keystone Ticket Co. Shamokin, Pa. \$19.50**  
 10,000 .. \$8.50  
 20,000 .. 7.75  
 50,000 .. 12.50  
 Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

## WANT SIDE SHOW TOP

MUST BE IN GOOD CONDITION, NEW OR USED.

**J. F. SPARKS**

311 Westover Drive Birmingham, Ala.

## DOC M. S. ANDERSON WANTS

Acts of all kinds for Side Show with World of Merit Shows, opening Fall River, Mass., with Maine Fairs all the cream of them first in Want two feature Freaks, Strong Annex Attraction, no Half and Half, Inside Man, Dick Siscoe, write. Also A-1 opener. Party with Chimp or Educated Monk. **DOC M. S. ANDERSON**, care World of Merit Shows, 251 Lincoln St., Lowell, Mass., or 18 Water St., Danvers, Mass.

## 400 Take in PCSA Shindig To Jack Up Club's Treasury

LOS ANGELES, Feb. 24.—Annual Hi-Jinks staged by the Pacific Coast Showmen's Association here this week, attracted more than 400 people, swelling the club's treasury. Two-hour show was given under direction of Charles Walpert, chairman.

Show featured acts from local night clubs. Among those appearing were Jack Ames, from the Band Box; Danny Shea, Billy Gray and Joe Cappel, from Ace Cain's; Mary McArthur, from the Lucky Spot; Danny Rogers, from Slapsy Maxie's; Dorothy Dalton; Miss Mead, singer, and Billy Reed, from the Follies Theater.

On the committee, in addition to Walpert, were Harry Fink, Harry Hargrave, Ed Kennedy, Clyde Gooding, C. H. Alton, Harry Rawlings, Hunter Farmer and J. Ed Brown.

## American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Feb. 24.—An application for membership from Island Manor Shows has been filed by Lawrence Tamargo, owner. This brings the membership roll to 143.

In connection with the recent brown-out order, we have been requested to call the attention to the fact that operators who have their own power plants are subject to the order the same as tho they were buying power from a local utility company.

Frank Kingman, secretary of the IAFE, says the annual meeting is planned for December 3-5 at Chicago, subject to whatever wartime regulations may be in effect at that time.

Members are availing themselves of much of the information on file at this office, with inquiries from Joe Fontana, of L. J. Heth Shows; J. T. Tinsley, of City Rides, and M. J. Doolan, of Amusement Ride Operating Company.

Information from Washington indicates that there is under study for adoption at the end of the European war a change in the tax law which will materially aid outdoor shows. It is contemplated increasing the excess profits tax exemption from \$10,000 to \$25,000. As a practical matter, this will operate primarily to the advantage of so-called small business.

The WMC advises that it will continue to check all employers to determine if manpower regulations are being complied with.

It is anticipated that there may be some information in the near future relative to racing at fairs. At the present time the order prohibiting racing is all-inclusive and makes no provision for exceptions in favor of any fairs.

## C&W Sets Long Fair String; 19th Season Begins Mar. 31

PETERSBURG, Va., Feb. 24.—In preparation for the opening of its 19th season, March 31, Cetlin & Wilson Shows is nearing completion of improvements under the direction of Issy Cetlin. All equipment is being repainted.

According to Jack Wilson, general manager, the largest route of fairs in the show's history have been booked, commencing early in August. R. C. McCarter, general agent, reports the still-date season all set. Several new shows have been booked and will soon be announced, Wilson stated.

Recent arrivals in quarters include Mr. and Mrs. Clifford Carter, Mr. and Mrs. Nazer, Mom Lee and Mr. and Mrs. Jimmie Dean. George Harms paid a brief visit en route to Miami.

## Vomberg's Badger State Inks 12 Wis. Annuals

WEST ALLIS, Wis., Feb. 24.—Jack Vomberg, manager, announces the signing of 12 Wisconsin fairs for the Badger State Shows. They are, Tomah, Portage, Merrill, Antigo, Ladysmith, Neillsville, Mauston, Wausaukee, Mondovi, Shawano, Friendship and Luxemburg.

Opening is set for April 28, with 10 rides, 6 shows and 25 concessions, playing Milwaukee lots until June. Department heads are Jimmy Bryant, electrician; James Thayer, Merry-Go-Round; Jackie Vomberg, Ferris Wheel; Red Roberts, Tilt-a-Whirl; George Kowach, Chair-o-Plane, and Tony Mastowiak, Loop-o-Plane. Mrs. James Thayer has booked three kiddie rides and Joseph Lemke will join again with a monkey circus.

## Sam Goldstein's Bodart Becomes Majestic Greater

CINCINNATI, Feb. 26.—Sam Goldstein, of the Bodart Shows, in a visit to *The Billboard* office here Friday (23), announced that his attraction will be known this season as the Majestic Greater Shows and will confine its activities to Michigan and Indiana with eight rides, four shows and 35 concessions. Bob Bremson will be agent.

Goldstein, en route from Miami to his show quarters in Detroit, spent the week-end in Cincy with Red and "Beef" Sobel, former showmen who now operate several cafes here. He left for Detroit today. Show opens on Detroit lots March 28.

## Berryhill United Shows Preps for Start March 3

PINE HALL, Ala., Feb. 24.—With the opening of the season definitely set for March 3, the clan of Berryhill United Shows is working under direction of Owner-Manager Leo Berryhill.

The executive staff includes Clyde R. Pierce, secretary; Mrs. Evelyn Berryhill, concession manager, and Harry G. Lewis, general agent. Concessionaires in quarters are Bob and Flossie Miller, Mr. and Mrs. George Springer, Mr. and Mrs. L. R. Strickland, Mr. and Mrs. George Miller, Mr. and Mrs. Alec Miller and Mr. and Mrs. Steve Mitchell.

The ride line-up includes Charles Shank, Merry-Go-Round; Jim Clark, Twin Wheels; Willie Cone, Chairplane; Taylor Atkins, kiddie ride, and Leo Shoemaker, Loop-o-Plane. Bob Smallwood, mechanic, has the trucks almost ready. J. L. Shoemaker is in charge of the paint shop. Barney Spencer, electrician, has the light plants nearly ready, including a new motor for one unit. James Albert will assist Mrs. Berryhill as superintendent of concessions.

## Delhi Stock Show First For Wallace; Fairs Set

JACKSON, Miss., Feb. 24.—J. Bill Carneer, general representative of Wallace Bros. Shows, says preparations are under way for an early opening in Delhi, La., in conjunction with the Fourth Annual Livestock Show.

Recent dates contracted, according to Carneer, are Livestock Show, Pine Bluff, Ark.; Yazoo (Miss.) County Fair; Mississippi State Colored Fair, Jackson, and the East Mississippi State Fair, Meridian. Route also includes four Illinois fairs.

## Wolfe Inks 5 Georgia Fairs

ROYSTON, Ga., Feb. 24.—Ben Wolfe, owner of Wolfe Amusements, announces that he has signed five Georgia fairs and that the show will open early in March. It will carry five company-owned rides and 26 concessions. Jack Coleman is in charge of repairs, and Mrs. Leslie Coleman will serve as secretary and agent for *The Billboard*.

## BALLYHOO BROS.

(Continued from page 28)

We were all on our toes waiting for the invitation. Looking at his watch the boss cracked, "I didn't know it was so late. It's too late to get anything to eat, but won't all of you join me in a cup of coffee?" By 2 a.m. we were all hiking to quarters, a distance of three miles, still hungry but convinced by the boss's story that there was a future in this biz.

MAJOR PRIVILEGE.

## FOR SALE

3—10x18 TOPS AND FRAMES  
8—10x16 TOPS AND FRAMES  
6—10x14 TOPS AND FRAMES

All Canvas Practically New.

1 FRONT ENTRANCE ARCH  
STEEL UP-RIGHTS  
MAYNES-ILLIONS LOCKS

## WANTED

JACK FOUTZ CAN USE TRAIN HELP.  
CAN USE SECOND MEN ON RIDES.

Address

**A. J. WEISS**

Care North American Exposition  
P. O. BOX 1231 PENSACOLA, FLA.

## WANTED

**No. 5 FERRIS WHEEL**

Will pay \$4,000.00 cash. Must be in good condition.

BOX D-373

The Billboard, Cincinnati 1, O.

## WANT TOP

16x50 or 20x50. Must be A-1 condition with push pole.

**DOC M. S. ANDERSON**

Care World of Merit Shows, 251 Lincoln St., Lowell, Mass., or 18 Water St., Danvers, Mass.

## AMERICA'S NEWEST AND FINEST RAILROAD SHOW

# ENDY BROS.' SHOWS

TRAVELING ON THEIR NEW DOUBLE LENGTH  
STEEL 20 RAILROAD CARS

1945 Season Booked Solid 46 Weeks,  
Closing in December at Miami, Florida

WANT to hear from Showmen with new ideas, and Attractions that are in keeping with our high-class show.

This is a grand opportunity to associate yourself with the world's most progressive show.

WANT Foremen for Ferris Wheels, Whip, Fly-o-Plane and other Ride Help. Top salary.

WANT Train Help—Polers, Chalkers, Porters; Blacksmith, Carpenters, Tractor Drivers, General Show Help, Useful Show People. Report to ARKY BRADFORD, Fairmont, S. C.

CAN USE a good Pony Track.

WANT Shows of all kind. Circus with Elephant, Monkey Show, have beautiful front and equipment. Minstrel Show, furnish equipment.

WANT high-class Girl Revue, must be good. Can use good Posing Show.

WANT Help in all departments, Ticket Sellers and Ticket Takers.

WANT worthwhile Grind or Bally Shows. Let us know what you have.

WANT a good Circus Band.

WANT good sober Billposter and Lithographer.

WANT good Canvasman and Helper. Will consider any Shows of merit.

Now showing for Abu Shrine, West Palm Beach, Florida. 10 day Southeastern Florida Fair and Exposition. Write or wire and tell all.

**DAVID B. ENDY, ENDY BROS.' SHOWS**  
West Palm Beach

—GENERAL OFFICES—

743 SEYBOLD BLDG.

MIAMI, FLORIDA

## WANTED COOKHOUSE HELP WANTED

Cooks, Waiters, Griddlemen, Steamtable Men, Dishwashers. Can use Couple, with Wife to work on salads and desserts. WANT FIRST CLASS CAFETERIA MANAGER THAT CAN HANDLE HELP. Want reliable Candy Apple Man for

**ROYAL AMERICAN SHOWS**  
**W. C. MARTIN**

All write or wire to **GEO. REINHARDT**, Care Royal American Shows, Largo, Florida.

**JOHNNY J. JONES SHOWS**  
**GEO. REINHARDT**



**LLOYD'S RELIABLE RIDES**



**DEPENDABLE MANAGEMENT**  
**CLEAN ATTRACTIONS**

**WANT TO BUY**  
Kiddie Merry-Go-Round, 2 or 3 abreast, galloping horse type. Manufactured by Pinto Brothers, Coney Island, N. Y. Address all mail to  
**LLOYD M. SHOUP**  
317 South 11th St. GOSHEN, IND.

**WANTED—CARNIVAL**  
Big outfit with PLENTY Rides, Shows and Concessions for  
**Charro Days Fiesta 1946**  
South Texas' biggest celebration. Gets bigger every year.  
9 Big Days and Nights  
**Feb. 23 to March 3, 1946**  
No Gilley Show need answer.  
**JOHN H. HUNTER, Concession Chairman.**  
Box 1591, Brownsville, Texas.

**FOR SALE**  
3000 Ft. #4 New Cable, 10 cents foot; \$90.00 thousand feet. Cash with order. Army released fifty air cooled, gas driven 1500 watt Light Plants, each in fiber trunk, reconditioned, \$300.00 each. State what you want in Electric Equipment.  
**E. J. McARDLELL**  
2013 Bryant Ave., So. Minneapolis, Minn.

**WANTED**  
RIDE FOREMEN and WORKING MEN for Octopus and other Rides. ALSO GOOD MECHANIC, CONCESSIONS and SHOWS for good route, with Rides that draw the people.  
**MOUND CITY SHOWS**  
1417 Craftan St. ST. LOUIS 4, MO.

**Lloyd G. Johnston Shows**  
**WANT FOR EARLY SPRING OPENING**  
Concessions that work for stock. Shows with own transportation. Concession Agents for Photo Gallery, Long Range Lead Gallery, Ball Games, Penny Pitch, etc. Man and Wife to handle small Grab Joint. Will book or lease Merry-Go-Round or any Flat Ride. Have one Semi to transport same. This show will play homecomings and celebrations most of season.  
Address: R. R. 2, Festus, Mo.

**BEN HYMAN**  
**WANTS COUNTER MAN**  
For Bingo that drives truck. Good salary.  
**ALAMO EXPOSITION SHOWS**  
2240 E. Houston St. San Antonio, Tex.

**I HAVE FOR SALE**  
The following: No. 5 Eli Wheel, 1943 model; three-abreast Allan Herschell Merry-Go-Round, 42 Ft. New Top, Kiddie Plane Ride; 30 K.W. Light Plant, A.C. 110 or 220, on trailer; 1940 Chev. Truck with 28 ft. Cattle Trailer, good rubber; all for \$11,000.00 cash.  
**OLAN W. THORNTON**  
2413 Thomas HOUSTON 9, TEX.  
Phone: Preston 2476

**\$5,000**  
**FOR CHARLES STUTZMAN**  
About 1905-1906 Charles Stutzman and Josephine Kurofsky or Krosby, using Crawford as her stage name, were playing in "Around the Clock" and "The Four Huntsmen." Anyone having information concerning Charles Stutzman write  
**JOHN J. DWYER, 40 Wall Street, New York.**

**FOR SALE**  
70x160 Square End Khaki Tent, Walls, Poles and all Rigging. 15 K.W. Sure Light Plant, also 2 K.W. Kohler Plant. Stored at Charlotte, N. C. Want Main Street Lithographer.  
**WM. KETROW**  
1605 N. W. 79 Street MIAMI, FLA.

**BRIGHTEN UP YOUR MIDWAY**  
And Put Hundreds of Dollars in Your Pocket Each Week With the Great Patriotic Show  
**JAP ATROCITIES ON BATAAN**  
Including  
**GEN. MacARTHUR'S RETURN**  
and  
**THE BIG FIGHT FOR GERMANY**  
The 3 big banners, one 8 by 15 ft., two others 8 by 12 ft., with 12 large blow-ups, 44 by 64 in., in color in frames, give you a striking irresistible front that stops the crowd and many go in. The show is attractive inside. There are 10 blow-ups in color and 20 great pictorial panels, all in frames and described so no lecturer is needed. Then there are 36 strong, durable wooden viewing boxes, containing 36 war's greatest hair-raising scenes, including JAP ATROCITIES and the famous DEATH MARCH ON BATAAN and the late freeing of the survivors near and in Manila. The different methods of Jap tortures are shown—scenes that make the blood boil and send folks out to tell others.  
They see MacArthur's men freeing those poor survivors of a thousand hells. They see the greatest land and sea battles with our boys in the fight. On the German front you see just about all. The Invasion, "Pistol Packin' Patton," and our boys on all fronts. Battle of the Bulge, our own boys lying in rows in the snow shot down after surrendering, etc., and the present fight for Germany, etc. THIS SHOW SOLVES YOUR HELP PROBLEM. BUT TWO PEOPLE RUN THE SHOW, AND ONE PERSON HAS DONE IT. FRAMED for use in any 20 by 30 ft. tent, or smaller or larger. Hauled in any two-wheel trailer.  
Every child and adult most want to see this show. The show that piles up hundreds of dollars clear money for you each week and has had many \$350.00 to \$500.00 days.  
First edition of show did \$480.00 first day in Carlin's Park, Baltimore, with a good season thereafter. Show complete with 3 banners, 12 big blow-ups in color for front, 10 more blow-ups and 20 great pictorial panels, 36 viewing boxes with 36 great hair-raising scenes inside. Whole show fully described so no lecturer is needed, with full directions for framing and running.  
**ONLY \$550.00**  
Show No. 2 with two 8 by 10 ft. banners, pictorial, etc.; 24 viewing boxes with great scenes inside, 6 big blow-ups for front, 8 blow-ups in color and 12 striking picture panels, all in wooden frames, only \$340.00. The supply is limited. Kindly wire or mail 30% and show will go out in ten days or when wanted, remainder collect.  
Or write for information on above shows, including info. on our late "Bouquet of Life" and Crime Show.  
**CHAS. T. BUELL & CO., Box 306, Newark, Ohio**

**COMPLETE CARNIVAL FOR SALE**  
Interested in bids on the entire show only, which consists of the following equipment:  
(1) Allan Herschell 3-Abreast 36-Ft. Merry-Go-Round  
(1) Eli No. 5 Ferris Wheel  
(1) Sellner 7-Car Tilt-a-Whirl  
(1) Eyerly Dual Loop-o-Plane  
(1) Smith & Smith Kiddie Aeroplane Ride  
(1) Allan Herschell 8-Car Kiddie Auto Ride  
(12) Chev. Tractors with Semi Trailers  
(1) Chev. Straight Truck with Winch and Mechanic's Equipment  
(1) Combination Office and Transformer Tractor and Semi, fully equipped with desks, etc., and two 50 K.W. Transformers, plus all necessary cable, switches, tools, etc.  
(10) Tents, complete with poles, stages, scenery prosceniums, banners, etc. Sizes from 20x30 to 24x80.  
(4) Beautiful Panel Fronts  
(1) Magnificent Front Entrance, indirect lighting, fencing, sidewalk, etc.  
(1) 20x40 Cook House, complete  
Numerous Miscellaneous Items and Accessories. All of the above equipment is in perfect condition.  
Address all inquiries to  
**DWIGHT J. BAZINET**  
1025 YORK, NORTH MINNEAPOLIS, MINN.

**BILL HAMES SHOWS**  
**WANT FOR FORT WORTH FAT STOCK SHOW—STARTING MARCH 9th**  
**RIDE HELP**  
**LEGITIMATE CONCESSIONS**  
**SIDE SHOW PEOPLE**  
**FRANK HARRISON WANTS COOK HOUSE HELP.**  
**HAVE FOR SALE**  
**DODGEM RIDE IN FIRST-CLASS CONDITION. RIDE-O RIDE IN FIRST-CLASS CONDITION, LINDY LOOP AND OTHER RIDES.**  
Address all mail to **BILL HAMES SHOWS, Box 1377, Ft. Worth, Tex.**  
All telegrams to Care Texas Hotel, Ft. Worth, Tex.

**LAST CALL LAST CALL**  
**JOHNNY J. DENTON SHOWS**  
Want for opening March 3rd, two Saturdays, Pascagoula, Miss.; 40,000 shipyard workers, and then Hattiesburg, Miss. 80,000 soldiers. Two of the biggest spots in the South. Ask anyone that has played them.  
RIDES—Will book or buy Roll-o-Plane, Kiddie Ride, Fun House. Want Help for #5 Wheel, Little Beauty Merry-Go-Round, Chair-o-Plane and Seven-Tub Tilt-a-Whirl; also Working Men in all departments. CONCESSIONS—All Concessions open. Good opening for Bingo. No Mitt Camps wanted. Will book four Grind Stores. Bud Britten wants Agents for Stock Stores. SHOWS—Want Girl Show for 20x30 top, have new banners; Baker, answer. Also new 20x30 top if you have something to put in it. W. P. Gawle, come on. Will book any show with own equipment; give good proposition. Want Free Act—Kirk Adams, write at once.  
No time to write; wire **JOHNNY DENTON, Johnny J. Denton Shows, Gulfport, Miss., until February 28; then Pascagoula, Miss.**

**LAST CALL—GAYLAND SHOWS—LAST CALL**  
Shows Opens March 3 to 10 at Union Springs, Ala.—Two Saturdays  
All people that contracted, please acknowledge this call. Frank Crawford, Candy Adams, wire if you are coming. Leaving winter quarters Thursday, March 1st. Want Foreman for Loop-o-Plane, Second Man for Chair-o-Plane, Second Man for Merry-Go-Round, Second Man for Ferris Wheel, one reliable Man to take charge of Side Show. Want two Girls for Girl Revue. Salary paid out of office. Want Colored Musicians and Performers; no sticks. Want Man to take charge of front gate. Will book a few of the following Concessions: Slum, Ball Alley, Hoopla, Cigarette Shooting Gallery, High Striker, Candy Floss. Will book one set of Diggers. Want Bingo Caller, Man for up-to-date Bingo. Sam Bluestere, will book your Novelty and Guess Your Age. Will pay top price for Merry-Go-Round Organ, must be in top shape. Can use general help and all useful show people.  
**H. B. ROSEN, GAYLAND SHOWS, ABBEVILLE, ALA.**

**LAST CALL FOR LAST CALL**  
**LAKE WORTH, FLA., FAIR**  
ONE WEEK ONLY  
**OPENING MONDAY, MARCH 5**  
All Concessions open. Can place few more Rides and Shows right in the heart of city.  
Wire Care **ELKS' FAIR ASSOCIATION**  
**BARNEY TASSELL UNIT SHOW**

**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. Light-weight 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, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.40 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.

**J. M. SIMMONS & CO.**  
19 W. JACKSON Blvd., Chicago 4, Illinois

**WANTED**  
Man and Wife for office-owned Corn Game. Will book Photo Gallery. Man to take over Crab joint (no Cook House). Several Stock Store Agents wanted. Man for Allan Herschell Auto Kid Ride. Will book some Concessions. What have you? Show opens last week in March.  
**OZARK SHOWS**  
201 N. 6 Street FT. SMITH, ARK.

**John R. Ward Shows**  
**NOW BOOKING**  
Shows—Concessions. We have our own 14 Rides. Want Ride Foremen who can drive Semis, Ride Superintendent, Builders. Other Useful Show People all departments, get placed now with America's foremost motorized carnival.  
**BOX 148, BATON ROUGE, LA.**

**ATTENTION**  
**SHOW MANAGERS—PARK MANAGERS**  
**RIDE MAN**  
Married, sober at all times; 22 years' experience. Can handle any ride. Preference Wheel. Past draft age. Have photo to book X. Am available for good proposition. Address  
**RIDE MAN, Box D-372**  
c/o Billboard, Cincinnati 1, Ohio

**HAVE OPENING**  
For capable Concession People, Dealers, Ball Game and Stock Store Agents.

**FORREST C. SWISHER**  
PARADA SHOWS CANEY, KANSAS

**J. F. SPARKS SHOWS**  
Want FOREMAN for TWIN WHEELS  
We don't want anyone who has worked around Wheels for a few months or a year, WE WANT a thoroughly experienced Foreman who is capable of handling two Wheels and will pay this man top salary. All replies:  
**J. F. SPARKS**  
311 Westover Drive Birmingham, Ala.

**DYER'S GREATER SHOWS**  
Opening date April 2nd  
Will book or buy 32 ft. Merry-Go-Round with transportation. Want Shows; 25% through season. No gate, Girl Shows, Mitt Camps or Grift. All people engaged or expecting to be with it, write  
**BOX 471, Greenwood, Miss.**

**WANT FERRIS WHEEL FOREMAN**  
Will pay good salary and good percentage. Long season. Address:  
**SIMON KRAUSE**  
Care Kennedy Co., 29 S. Front St., Philadelphia, Pa.

**BARLOW'S BIG CITY RAILROAD SHOWS**  
WANT FOR EARLY OPENING, St. Louis, Mo., Ride Help, Showmen, Concessions, Useful Carnival People. Write  
**HAROLD BARLOW,**  
525 N. 52 St.  
East St. Louis, Ill.  
Phone: Midway 1720

**WM. T. COLLINS SHOWS**  
**NOW BOOKING FOR 1945**  
SHOWS AND CONCESSIONS  
WANT RIDE HELP  
Address: 406 ERIE ST., ST. PAUL, MINN.

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★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
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**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2**

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000..8.80	60,000..15.40	100,000..22.00	300,000..55.00
30,000..10.45	70,000..17.05	150,000..30.25	500,000..88.00
40,000..12.10	80,000..18.70	200,000..38.50	1,000,000..170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**

2000 PER ROLL

1 ROLL.....75c  
5 ROLLS.....60c  
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**WELDON, WILLIAMS & LICK**

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TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.




FOR LESS OVERHEAD! FOR MORE PROFITS! GET THE BEST . . .

## FACTORY BUILT STREAMLINERS

Sturdily built—beautifully finished—designed by engineers. Make your plans now to own America's newest kiddie ride! Write for brochure today!

**MINIATURE TRAIN & RAILROAD CO.**

ADDISON, ILLINOIS—JUST 25 MILES WEST OF CHICAGO'S LOOP

## BANTLY'S ALL AMERICAN SHOWS WANT

SEASON OPENS APRIL 21st. FIRST FAIR, HARRINGTON, DEL., JULY 23rd

**RIDES**—Will book or buy Tilt-a-Whirl.

**SHOWMEN**—Want Operators for new Boat Show and Crazy House built on semi-trailers, all new, beautiful flash. Roy Harder, write. Earl and Zola, contact us now. Need Sideshow, Fat Show, Snake, Monkey, Wild Life, Unborn or any good grind show.

**CONCESSIONS**—Will book Custard, Pitch Till-U-Win, Shooting Gallery, Jewelry, String Game, Hi-Striker, Snow Balls, Bowling Alley, Cigarette Gallery.

**RIDE HELP**—Winter quarters now open. Ride men, let us hear from you.

**HERMAN BANTLY, REYNOLDSVILLE, PA.**

## J.J. PAGE SHOWS

Opening Johnson City, Tenn., Saturday, April 21

Want Legitimate Concessions of all kinds except Corn Game and Cookhouse. Good opening for Penny Arcade. Want Foremen and Ride Help on Merry-Go-Round, Twin Ferris Wheels, Chairplane, Ride-o-Plane and Kiddie Rides. Will book any Flat Ride or Roll-o-Plane with own transportation. Want Musicians and Performers for Colored Minstrel Show. Have complete outfit for Girl Show. Want reliable Man with talent to handle Athletic Show. Have outfit complete. Can place Shows with or without outfit. Jack King wants Help and Acts for 10-in-1. Opening for useful Show People in all departments.

Everybody answer **J. J. PAGE SHOWS, Box 705, Johnson City, Tenn.**

## HARRISON GREATER SHOWS

**WANT**

For week of March 5th thru 10th, Maxton, N. C. 10,000 soldiers daily in heart of pay day. Hamlet, N. C., to follow, March 12th thru 17th.

**WANT**

Want Ride Help for all Rides. Twin Ferris Wheel, Merry-Go-Round, Chair-o-Plane and Loop-o-Plane. Will book any Rides not conflicting with above Rides with or without transportation. Will book a few more choice Concessions. Good opening for Bingo, Novelties, Frozen Custard, Candy Floss, etc. Johnny Riddick wants Musicians and Performers for Minstrel Show; salary and percentage. Carl Littleton, Trumpet Player, come on. Will book organized Girl Show with or without outfit or any organized show of merit. This show has booked a proven route of spots in North Carolina, Virginia, Maryland and Pennsylvania. Write or wire **FRANK HARRISON, Owner and Manager; CHARLIE SUTTON, Legal Adjuster, Bennettsville, S. C., this week.**

**WANT**

## HELLER'S ACME SHOWS

Open April 12th to 21st, including Sunday. 10 miles from New York City. Defense area. Working 24 hours per day and only proven spots thereafter.

Want Ride Foremen for following Rides: Spitfire, Merry-Go-Round, Ferris Wheel, Whip, Chairplane, Kiddie Auto and Kiddie Whip. Electrician, Auto Mechanic and general Ride Help. Semi Drivers preferred. Jimmy Sheridan, Chas. Huston, Specks Quinin and others with me before, write. Want Shows of all kinds, have transportation, tops and fronts for any show. Al Herzog, Jack Kearns, Sol Specht Minstrel Show, Bill Kerr, Penny Arcade, write. Will furnish up-to-date Fun House, 2 decker, mounted on truck, to experienced showman; good proposition. Want Concessions, all open except Grab. No grift; save stamps. Want Free Act, Bingo, Custard, Diggers; Jack Rose, write. Joe Zarra wants Concession Agents. All address:

**HARRY HELLER, 9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447.**

## GIRLS—WANTED—GIRLS

**POSING AND DANCING**

For most beautiful Girl Show in the outdoor show world. Experience unnecessary. Highest salaries paid. Answer quick.

**BILL WOODALL**  
BOX 302, CHESTER, SOUTH CAROLINA

## More Outdoor \$\$\$ For Red Cross in 1945, Say Clubs

CHICAGO, Feb. 24.—Outdoor show business has taken a prominent part in the fund-raising campaigns and other activities of the Red Cross since the start of the war and is set to do an even bigger job this season. Every showmen's club, of which there are about 15, has contributed liberally to previous War Fund drives; shows have put on special fund-raising performances and individual showmen have donated tens of thousands of dollars to the Red Cross. The ladies' auxiliaries of several clubs have raised funds for the purchase of ambulances for the Red Cross and hundreds of members have given blood to the blood banks; others have given their services in making bandages, wrapping packages for overseas prisoners, collecting clothing, and participating in the many other activities of the organization.

The work of the amusement and recreation division of the Red Cross War Fund in the Midwest, in so far as outdoor amusements are concerned, is centered in the Showmen's League of America, with J. C. McCaffery as chairman and G. L. Wright as co-chairman. During the season of 1944 the committee enlisted the co-operation of many shows, and donations made thru the Showmen's League totaled more than \$13,000. Substantial sums were raised by the National Showmen's Association, New York; Pacific Coast Showmen's Association, Los Angeles; Heart of America Showmen's Club, Kansas City, Mo., and other showmen's clubs.

Chairman McCaffery and his committee are now working out plans for the 1945 Red Cross Drive and they are confident that they will have the co-operation of all outdoor showmen and will raise a total far in excess of that of 1944.

## Showbiz Goes to Bat On Red Cross Drive

(Continued from page 3)

days before things really get started—is well over 15G.

Heading the legit dramatists is Howard (Life With Father) Lindsey; the aisle sitters, Howard Barnes; scene designers, Howard Bay; directors, Bretagne Windust; flacks, Dick Maney, and the men who walk and talk across the footlights, Gertrude Lawrence.

In New York it's Leon Enken who's herding the night club operation; Robert K. Christenberry and Jean S. Suits, hotels; Simon Linz, eateries; John V. L. Hogan, broadcasters; Walter S. Fischer, music pubs, with Red Barber the general chairman of the area.

### Woods Heads N. Y. Entertainment

Mark Woods, of the Blue web, heads the entertainment division efforts on the Main Stem, with Bill (AFM Local 802) Feinberg as vice-chairman. The New York drive opens officially March 1 and its cash goal is \$21,187,000. What it has to raise will be collected with the aid, as pointed out previously, of Gertrude Lawrence and J. J. Shubert for legit; Robert Swezey bringing the nets and indie stations into line; Mrs. Blanche Witherspoon heading up the Metopera collections and Arthur Judson and Sol Hurok, the concertizing of cash.

In order to help the "flesh" entertainment world show what it can do against the pic industry build-up, all the unions in the field have okayed the idea of everyone giving thru the org for which they work rather than thru their unions.

Jim (Air Features) Sauter, whose work for all the drives often makes the profession wonder how he has time to devote to his radio production organization, is a special chairman of the New York committee and is planning a city-wide broadcast March 15 to keep the money rolling in. Sauter plans the pitch for one studio but over the channels of every station in town as a gala entertainment salute to the Red Cross and the money it needs to give the boys the moments' respite to help them go on.

**One Day's Pay Everybody**

Altho not announced, the underneath hope is that everybody will come thru with a day's pay—that, says Jim Sauter, is the objective of showbiz's drive in the 1945 Red Cross War Fund . . . and Gertrude Lawrence echoes that appeal.

## Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Arcade: Corpus Christi, Tex.
- B. & H.: Sumter, S. C.
- Berryhill United: Uniontown, Ala., 3-19.
- Bistany Greater: Cocanut Grove, Fla.
- Blue Ribbon: De Land, Fla.
- Crafts 20 Big: Brawley, Calif.; El Centro 5-10.
- Craig, Harry: Brownwood, Tex., 26-March 10.
- Custer United: Golden Meadow, La., 3-14.
- Dixieland: Meridian, Miss.
- Expo. at Home: Charleston, S. C., 1-10.
- Fay's Silver Derby: Moultrie, Ga.
- Fidler's United: St. Louis, Mo., 5-10.
- Gayland: Union Springs, Ala., 3-10.
- Gayway: Cairo, Ga.
- Greater United: Laredo, Tex.; Corpus Christi 7-18.
- Groff's United: Compton, Calif., 1-11.
- Groves United: Berwick, La.
- Harrison Greater: Bennettsville, S. C.; Maxton, N. C., 5-10.
- Mighty Monarch: Fort Pierce, Fla., 26-March 10.
- Peppers All-State: Bay Minette, Ala., 1-10.
- Playland: Clearwater, Fla.
- Shipley's Am.: Washington, La.
- Siebrand Bros.: Phoenix, Ariz., 29-March 6.
- Southern Valley: Shreveport, La.
- Sparks Bros.: Natchez, Miss.
- Victory Expo.: McAllen, Tex., 29-March 4.
- Wonder City: Lake Providence, La.

## Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Clyde Bros.: Camp Hood, Tex., 26-March 3; Camp Blackland 5-6; Waco 7-10.
- Hamid-Morton: Milwaukee, Wis., 26-March 4; Kansas City, Mo., 6-11.
- Polack Bros.: (Medinah Shrine Temple Aud.) Chicago, Ill., 1-11.
- Van Tilburg's, Noel: (Shrine) Minneapolis, Minn., 5-10.

## POPCORN SUPPLIES

Popcorn Boxes, Colored Cones, Glassine Bags, Seasoning (but no Popcorn), Peanut Bags, Best Virginia Roasted Peanuts. Ceiling price 19¢ Lb., 100 Lb. Bags.

Headquarters for  
**CIRCUS, CARNIVAL AND PARK BUYERS**  
**CHUNK-NUT PRODUCTS COMPANY**  
Philadelphia 6, Pa. Pittsburgh 22, Pa.

● **CONCESSION** ●  
**SECRETARY**

Good job. Good pay.  
**LEWIS & GREENSPOON**  
Ocean View, Norfolk, Va.

**CORRECTION**  
**Regal Exposition Shows**

Open Downtown ATLANTA, GA.  
Third Week of March  
Rome, Dalton & Nashville, Tenn., follow.

**AGENTS WANTED**

For the best spot in Dixie to work Concessions that can grind. Eddie Bireley, get in touch with me (Gates) at Montgomery, Ala. Want to buy following items: Watches, Knives, Pen-Pencil Sets, Perfume Sets, 1 Gal. Kegs, Rubber Balls, Blankets, Commando Knives. Also Sparklers and Indoor Fireworks. All wires and letters:

**JOE SALADINO**  
Mecca Hotel, Birmingham, Ala.; after March 6th, Royston, Ga., Gen. Del.

**FOR SALE**

COOKHOUSE, 18'x24'. Everything complete except Canvas. ALSO 2-WHEEL TRAILER. Used as Kitchen, size 7'x12'.

**BEN BLIKAS**  
823 PARK AVE. OMAHA 5, NEBR.

**AT LIBERTY**  
**HALF AND HALF**

Good flash and A-1 wardrobe. Wire or write  
**GENE JENEAN, care, Billboard**  
390 Arcade Bldg. St. Louis 1, Mo.

# 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

14x21 Living Top, White, Six-Foot Wall, New. Charles Driver—Bernie Mendelson.

O. Henry Tent & Awning Co.  
4862 North Clark St. CHICAGO 40, ILL.

# RICHIE MARASCO WANTS AGENTS

FOR WATCH-LA, SIX CATS AND NAILS  
New Territory—Good Fairs.  
Free Transportation Town to Town.  
Address: c/o GREATER UNITED SHOWS  
Laredo, Texas, Until March 1;  
Then c/o Alamo Exposition Shows

# ATTRACTIONS

World's best attractions for Side Shows, Carnivals, Museums, Store Shows, Circuses, Window Attractions. Write for Free Circulars today.

TATE'S CURIOSITY SHOP  
Rt. 9, Box 365, E. Van Buren, Phoenix, Arizona

# With the Ladies

By Virginia Kline

SALEM, Ore., Feb. 24.—Mr. and Mrs. Fred Thumberg and family called at the Eyerly Aircraft Company. They are here visiting friends and relatives and their former home at Silverton, Ore. They have been with the F. E. Gooding enterprises for three seasons and will be there again this year. Mrs. J. S. Bullock, of the J. S. Bullock Shows, has been to Boise, Idaho, to visit her new granddaughter and after a short visit in North Platte, Neb., will return to Charlotte, N. C. Mrs. Bullock's son, Lawrence Poplin, is in the army and is stationed at Boise. He married a prominent Boise girl and makes his home there.

Doc and Clara Zelger are enjoying their stay in Los Angeles. Mrs. Lee Eyerly and Mrs. Jack Eyerly are on a trip to San Francisco. Major Robert Patterson, son of James Patterson, Paola, Kan., writes from the Philippines that he spent his birthday having a good time and wishing he was in Paola. He says he has plenty to eat, drink, smoke and read but can always use more and more letters from friends. James R. Patterson, his brother, is in China and says he too is pretty well fixed but can use all kinds of paper.

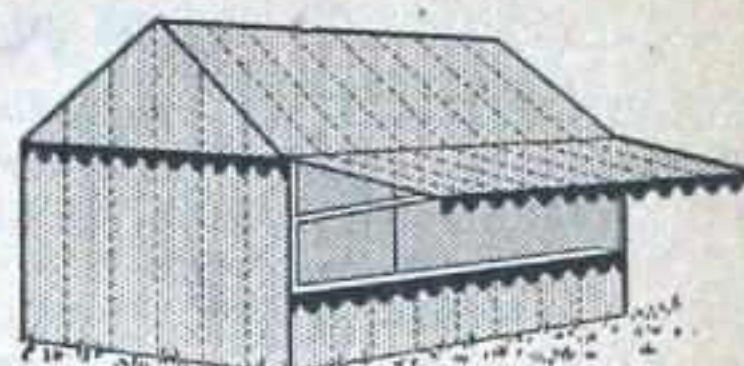
Helen Brainerd Smith, secretary of the L. A. Auxillary, writes that club activities there are many and varied. Helen is an old hand at the secretary business, having been secretary of the Kansas City Club for so many years that she had to move to California and get married to get out of office.

# J. R. Edwards Bows April 14

WOOSTER, O., Feb. 24. — J. R. Edwards Shows, with 5 rides, 4 shows and 35 concessions, opens the season on an uptown location here April 14. Edwards has purchased a new National callope from the Eli Bridge Company, Jacksonville, Ill., and a large shipment of canvas has been received from the U. S. Tent & Awning Company, Chicago. Workingmen are busy overhauling rides and shows.

# "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.



CONCESSION TENTS  
Important Feature of Our Post-War Plans



# POWERS & CO.

MANUFACTURERS OF

# CANVAS GOODS

PHILADELPHIA, PA. CHICAGO, ILL.

# BEE'S OLD RELIABLE SHOWS, INC.

OPENING LAKE CITY, TENN., APRIL 11

WANT Foreman and Second Man for Wheel, top wages and bonus. Winter quarters now open. Come on in. WANT Concession Agents for office concessions; also want Aged Couple to help in Grab Joint. James Staniford, write or come on. Address

BEE'S OLD RELIABLE SHOWS, INC., R. F. D. #1, Winchester, Ky.

# LARGE AND SMALL PLASTER

Leis, Slum, Premium Dishes and Bed Dolls.  
No Plaster Shipped—Come and Get It.  
Showmen, Use This as Your Mailing Address.

CHARLES H. STAPLETON 3509 14th St. DETROIT 8, MICH.  
Phone: TEmple 1-0397; Nights TEmple 1-8285

# CONKLIN SHOWS "The World's Finest" OFFER FOR SALE

## RIDES

MOON ROCKET—Two NO. 5 ELI FERRIS WHEELS—FLY-O-PLANE—SPITFIRE—STREAMLINED CATERPILLAR and 16 CAR OCTOPUS. This equipment at present installed and under lease at Belmont Park, Montreal. Sale subject to provisions of present lease expiring conclusion 1946 season.

A GLASS HOUSE built in 1944 and a HEY-DEY riding device now at Sunnyside Beach, Toronto, under lease. Sale subject to provisions of lease expiring 1946.

A ROLL-O-PLANE—a KIDDIE WHIP—a KIDDIE AEROPLANE SWING and a KIDDIE FERRIS WHEEL at Crystal Beach, Ontario, under lease. Sale subject to provisions of lease expiring 1945.

A FOUR-ABREAST, fully streamlined—with modern indirect and lumaline lighting effects—64 horses and two charlots—MERRY-GO-ROUND. Especially designed and built by Allan Herschell Co. in 1938. One NO. 5 ELI FERRIS WHEEL—and an EIGHT CAR AUTO SPEEDWAY, with eight English speedway cars, built in Coventry, England. Track and all other Accessories built by Spillman Engineering Corp. These three rides stored at Burlington Beach, Hamilton, Ontario.

One ALL-STEEL AUTO SCOOTER—portable building—size 42x84, with twelve practically new Dodgem Cars. This building built by the Spillman Engineering Corp. A DUAL LOOP-O-PLANE—a TEN-CAR ALLAN HERSHELL KIDDIE AUTO RIDE—an AERIAL ROCKET RIDE—built by John T. Branson. Now stored at Provincial Exhibition, Quebec. One STREAMLINED KIDDIE TRAIN—with 500 ft. track, with all steel welded ties.

One AERIAL ROCKET RIDE—built by John T. Branson. One TOYLAND KIDDIE RIDE—built in Kansas City—only 3 of these rides manufactured. One complete PONY SADDLE RIDE—with beautiful front—with canopy and sidewall. A tremendous amount of Kiddie Playland Equipment.

Will consider sale of the following rides which will travel with our show this year—delivery to be made at close of this season:

- One 9-CAR TILT-A-WHIRL.
- One 3-ABREAST MERRY-GO-ROUND.
- One NO. 5 ELI FERRIS WHEEL.
- One FLYING SCOOTER—Built by Bischoff.
- One 20-CAR KIDDIE AUTO RIDE.
- One fully rebuilt CATERPILLAR.
- One GLASS HOUSE—built to load on 18 Ft. Semi-Trailer—with or without Trailer.

## CANVAS

One 126 Ft. Round Top with 3 Fifty Foot Middle Pieces. Complete with all Poles, Rigging, Stakes, with ten foot Sidewall. White canvas trimmed in red and blue. This Tent has only been in the air six times.

One 90 Ft. Round Top with 4 Forty Foot Middle Pieces—10 Ft. Sidewall. Solid khaki with all Stakes, Side Poles and Rigging. Only erected once at "Fair for Britain," Toronto, 1943.

- One 42x76 Khaki Tent, trimmed in red and blue, 10 Ft. Sidewall.
- One 46x96 Khaki Tent, trimmed in red and blue, 10 Ft. Sidewall.
- One 25x150 Side Show Top, khaki, with 10 Ft. Sidewall.
- One 65x65 Bale Ring Tent, trimmed in red and blue, 10 Ft. Sidewall.
- One 30x150 Side Show Top, royal blue, canopy style.

All Canvas built by O. Henry Tent & Awning Co. and is complete with all Poles.  
Two 25x50 Khaki Tent with 10 Ft. Sidewall—complete with Poles.  
Two 30x60 Khaki Tent with 10 Ft. Sidewall—complete with Poles.  
Two 25x40 Khaki Tent with 10 Ft. Sidewall—complete with Poles.  
One 30x72 Khaki Tent with 10 Ft. Sidewall—complete with Poles.  
One 32x96 Khaki Tent with 10 Ft. Sidewall—complete with Poles.

All of this Canvas in first-class shape and has seen but very little use.

J. W. CONKLIN

ADDRESS

Normandy Plaza Hotel, 6979 Collins Ave., Miami Beach, Fla.

Until March 20th.

PERMANENT ADDRESS—P. O. BOX 31, HAMILTON, ONTARIO, CANADA.

## SHOW EQUIPMENT

### SEATS

- 8 Lengths of Starbacks, 12-tier high.
- 8 Lengths of Reserves, 10-tier high.
- With approximately 750 chairs.

- 12 Sections of Blues, Circus Ring Curb.
- 1 28x28 Marquee with wall.

### LIGHT PLANTS

- 1 25 K.W. Universal 60 Cycle A.C. Single Phase Generator.
- 1 25 K.W. Leyland D.C. Generator.
- 1 20 K.W. Ford D.C. Generator.
- 1 15 K.W. Ford D.C. Generator. Complete with all panel boards and accessories.
- 10 Modern and fully equipped Light Towers, telescoping.
- 2 36" Battleship Searchlights, stored at Brantford, Ont., mounted on trailer.
- 2 36" Battleship Searchlights, stored at North Tonawanda, N. Y., mounted on Lincoln Chassis.
- 3 50 K.W. Transformers } Mounted on special built trailer. Transformers can be used for 25 cyc. or 60 cyc. lighting or power and either single or three phase.
- 3 25 K.W. Transformers }
- 3000 Ft. Single Phase Two Ought Flexible Engineering Cable.
- 1000 Ft. Three Phase Two Ought Flexible Engineering Cable.
- 25 Large Circus Style Floodlights.
- 40 Electric Motors in sizes of five to twenty H.P. Half 25 cycle and half 60 cycle.
- One Complete PENNY ARCADE, consisting of approx. 180 various types Arcade Merchandise. This Arcade was formerly under a 46x96 Top.
- One NO. 165 MILITARY BAND ORGAN, in first-class shape.
- One TANGLEY CALLOPE, in first-class shape.
- One Complete 35 FT. SHOW FRONT ENTRANCE with neon letters reading, "BIG SHOW MAIN ENTRANCE."
- One Complete 65 FT. PANEL FRONT for "POSING SHOW."
- One Complete 80 FT. PANEL FRONT for "GIRL SHOW."
- One Complete 90 FT. MONKEY SHOW FRONT, with cut-out figures.
- One Complete 90 FT. PANEL FRONT for "WATER SHOW."
- One Complete 70 FT. PANEL FRONT for "CIRCUS."
- AND 500 FT. OF PANEL and other type Show Fronts.

All of these Fronts are built with the Hyla F. Maynes locking system. Also have for sale tremendous amount of Concession and Show Equipment—Bally Stands—Stages—Prosceniums and other Show Properties.

## TRAIN

Six 70-72 Ft. All Steel Show Cars, all built by Warren Tank Car Company. Ninety-five per cent of this equipment can be seen in operation at different amusement parks and on our show during operating season.

All of the equipment offered for sale is in first-class operating condition and each sale has the Conklin guarantee of being exactly as represented. It is offered subject to prior sale.

OUR REASON FOR SELLING THIS EQUIPMENT TO ALLOW A GREATER SCOPE OF ACTIVITY IN OUR POST-WAR PLANS  
F. R. CONKLIN

'Leven Oaks Hotel, Monrovia, California, Until March 16th.

# JOHNNY J. JONES EXPOSITION

## CAN PLACE

- ★ TALKER-MANAGER for Midget Show.
- ★ GIRLS for Revue and Posing Show.
- ★ FOREMEN for Merry-Go-Round, Ridee-O, Rolloplane; also Second Men. Experienced Canvasmen. Tiny Dempsey, write.
- ★ SCENIC ARTIST. Eddie Marconi, write.
- ★ WANT Trainmaster, Carpenters, and all Useful People, come on. Grant Chandler, write.

Will Buy or Lease Four 70 or 72-Ft. Flat Cars.

## CONCESSION DEPARTMENT WANTS

Help of all kinds—Bingo Counter Men and Callers.  
— Good Proposition for Capable Bingo Manager —  
Can place Custard and Candy Floss for season. Contact Morris Lipsky.

Winterquarters—P. O. Box 878, Augusta, Georgia

# Dodson Builds Modern Front

JACKSONVILLE, Fla., Feb. 24.—M. G. Dodson, president of Dodson's World's Fair Shows, announces that a beautiful new modernistic main entrance front is being designed and constructed that will surpass the much discussed front used by the show for several years. Dodson also announces signing contracts for an outstanding hillbilly unit from radio, which will have a cast of 15 people and an elaborate wagon front and will be directed by Slim Carter. Special recordings of the unit will be made and used in advance of the show.

Harry Suss, manager of the *Daughters of Sin* attraction, returned from Miami and has begun work on his show. Ray and Helen Cramer have started work on their three attractions, the *Jungles and Plains* wild life exhibit, the circus side show and *Arabian Nights*, a new type of illusion show.

Chet Fowler, of the Rocket, is erecting a giant speedometer in the center of the ride. The speedometer is in neon and is an attractive addition to the ride's flash.

Paul Barron has assumed charge of the publicity department, getting new ad mats and publicity as well as radio transcriptions.

Hug Harbor, the new ride designed by Cecil and DeWitt Hudson, is being completed by the Mock Engineering Company, Jacksonville. This will give the show 16 major rides and three kiddie rides.

Curtis L. Bockus announced that President Dodson has been awarded the contract for the South Texas State Victory Fair at Beaumont for the third straight year. Present plans call for the shows' opening March 30, with show train leaving Jacksonville March 27.

## Southern Expo Tilts Mar. 15

BAINBRIDGE, Ga., Feb. 24.—Southern Exposition Shows will open here March 15. A large Rolloplane has been booked.

# WANT-WANT-WANT

RIDE HELP and FOREMEN for ART LEWIS Rides, Ocean View Park, Norfolk, Va. Start work March 1st. Foremen for following Rides: CATERPILLAR, MOON ROCKET, CHAIR PLANE SWINGS, ELI WHEEL, WHIP. Highest salary paid to experienced Help who stay sober and are reliable. Why go on road? No tear downs here. Write or come on.

**THOS. POPLIN**

4801 Princessan Rd., Fox Hall, Norfolk, Va.

# WANTED CAPABLE READERS

For Best Still Dates and Fairs in the Country With

**JOHNNY J. JONES EXPOSITION**

Pleasant Surroundings. Contact Me at Once.

**BOOTS PADDOCK**

Hotel Richmond Augusta, Georgia

# 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 633, Care The Billboard  
1564 Broadway New York 19, N. Y.

# World Of Pleasure Shows NOW BOOKING FOR 1945 SEASON

SHOWS — CONCESSIONS  
Ride Help, Write Us Now.  
100 Davenport St., Detroit 1, Mich.

# 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

# JOE DARPEL WANTS SIDE SHOW ATTRACTIONS FOR 2 BIG SIDE SHOWS

One opening at the Southwest Exposition and Fat Stock Show at Fort Worth, Texas, March 9 to 18; then per route of Bill Hames Shows; the other opening with the Hennies Bros.' Shows at their opening date; then per route of that Show.

All address JOE DARPEL, care BILL HAMES SHOWS, P. O. Box 1377, Fort Worth, Texas, until March 18; then care HENNIES BROS.' SHOWS, P. O. Box 1045, Birmingham, Ala.

# SUNSET AMUSEMENT COMPANY

WANT FOR OPENING AT EXCELSIOR SPRINGS, MO., APRIL 28  
CONCESSIONS SHOWS

Pan Game, Mouse Game, Penny Pitch, Fish Pond, Country Store, Novelties. Also Slum Stores.

Unborn, Geek, Snake, Mechanical, Freak. Have 2 outfits open, Girl Shows.

Want to Book—Kid Auto, Chairplane, Ponies and Loop.

P. O. BOX 468

DANVILLE, ILLINOIS

# GOODING GREATER SHOWS

## WANTED

SOUND TRUCK—Complete with operator; only the best will be considered.  
RIDES that do not conflict, especially interested Fly-o-Plane, Flying Scooters, Tilt-a-Whirl.  
SHOWS—Monster, Snakes, Fat Family, Illusion, Silo-Drome, Small Pit Shows.  
CONCESSIONS—Milk and Coca-Cola Bottle Games, Penny and Cigarette Pitches, Automatic Rifles, American Palmistry, String Game, High Striker, Hoopla, Huckley Buck, Devil's Bowling Alley, Guess Weight Scales, Snow Balls and other Legitimate Concessions.

OPENING DATE APRIL 19

# AMERICAN EXPOSITION SHOWS

## WANTED

SOUND TRUCK—Complete with operator. Must be first-class equipment.  
RIDES AND SHOWS that do not conflict.  
EXCLUSIVE BINGO OPEN, also American Palmistry, Penny and Cigarette Pitches, String Game, Hoopla, Coca-Cola Bottle Ball Game, Duck Pond, Guess Weight Scales, Automatic Rifles, Devil's Bowling Alley, Pitch-Tilt-Win, Add-a-Ball, Snow Balls and other Legitimate Concessions.

OPENING DATE APRIL 25

Some good privileges still open with three small units playing Columbus, Ohio, lots and Mid-Western dates; such as Photos, Penny Arcade, Cigarette and Penny Pitches, String Game, Huckley Buck, Snow Balls and others. Opening date April 15.

## WILL BUY GOOD AEROPLANE KIDDIE RIDE — ALSO OTHER KIDDIE RIDES

FOR SALE—Electric Generator, 35 K.W., D.C., mounted in a closed trailer, good condition. Complete \$3000.00 cash. Generator only \$2000.

## TRUMBULL COUNTY FREE FAIR, WARREN, OHIO, AUGUST 6-11 — WANTED

Eating and drinking privileges (Charlie Martin, contact us at once), Engraved Jewelry, Cotton Candy and Apples, Popcorn, Snow Balls, Ice Cream and Ice Cream Sandwiches and other outright sales concessions. Also good, clean Shows.

Warren Great Midway Fair—Located Center of City and in Midst of Great Industrial Area. No Carnivals Permitted in City or County All Year.

## BROWNSTOWN, INDIANA, HOMECOMING — MAIN STREETS — JULY 23-28 — WANTED

CONCESSIONS AND SHOWS—Concessions who were booked last year will be given preference. Please contact us at once.

58 FAIRS UNDER CONTRACT—58 — 53 CARNIVAL DATES BOOKED—53

Best Routes in Middle West—A great opportunity for legitimate amusements. Can use dependable Ride Employees, both Foremen and Helpers. Working conditions pleasant, equipment the best—good wages—sure pay. Playboys, Quitters, Drifters, Boozers and Chasers need not apply. All employees who finished the season with us last year contact us at once.

Address all inquiries:

# F. E. GOODING AMUSEMENT COMPANY Operators

1300 NORTON AVENUE

COLUMBUS 8, OHIO

# CARNIVAL and PARK MERCHANDISE for IMMEDIATE DELIVERY

Number	Price	Number	Price	Number	Price	Number	Price
10/1 Jumbo Raccoon Fur Dog, beautiful bow	Ea. \$3.25	90/4 Enameled Double Roaster, made by "Broil King," will hold 5 lb. chicken	Ea. \$2.00	110/7 23" Baby Doll, moving eyes, wig, dressed in asst. pastel shades, well constructed	Ea. \$3.50	80/21 Stencil Drawing Books, different animals to trace	Per 100 \$1.35
10/2 Kitten Cat, all plush, cotton stuffed, big flash, assorted colors	Ea. 4.50	90/8 3-Pc. Comb, Brush & Mirror Set, asst. colors, ind. boxed	Ea. 1.50	110/18 20" Doll, composition head, arms & legs, cotton stuffed body, big value, packed 2 1/2 doz. to a carton	Ea. 1.00	80/22 Assorted Army & Navy Books with photos of ships, planes, etc.	Gross 6.00
10/5 Plush and Duvetyen Combination Jumbo Panda Bear, 34", massive in appearance, well stuffed, flashy colors	Ea. 3.50	90/20 8-Pc. Genuine Leather Tourist Set, unbreakable mirror, big flash	Ea. 3.25	110/24 24" Clown, real character doll, hat, costume & color have appearance of lifelike clown, body cotton stuffed	Ea. 2.25	80/23 Attractive Packaged Feather Pipe Cleaners	Gross 1.50
10/8 Composition Soldier or Sailor Doll, 15" high, ind. boxed	Ea. 1.00	90/22 3-Pc. Leatherette Tourist Set	Ea. 1.35	10/12 7" Black Woodpulp 32 Caliber Pistols, sold in 6 dozen lots only	Doz. 1.75	80/24 Leather 2 Sided Key Case, snap lock, good value	Gross 9.60
10/18 5-Pc. Rayon & Satin 21" Bear & Doll Assortment, packed 20 pieces to a carton	Ea. 2.00	90/23 7-Pc. Tan Calf Style Tourist Set	Ea. 2.00	20/2 3-Pc. Boxed Perfume Sets, big flash	Doz. 3.00	80/25 Small Pocket Sized Address Books, handy to have!	Gross 4.20
10/28 26" Pantaloons, Goo-Goo Eyed Cerdurey & Chenille Doll, big flash	Ea. 1.50	90/29 5-Pc. Dresser Set, Comb, Brush, Mirror and 2 Powder Jars, bulk packed, 1 set to carton	Ea. 1.85	20/5 10 1/2" Black Fibre Lunch Box with divider for Thermos, snap lock, leather handle	Ea. .50	80/26 Hawaiian Single Lels, real attractive asst. colors	Gross 3.25
10/29 30" Du Barry Rayon Boudoir Doll, asst. pastel shades, life-like beauty, ind. boxed	Ea. 3.00	90/32 17-Pc. Service for 8, Glasses, Coasters and lovely Tray to set Glasses in	Ea. 1.50	20/11 Beautiful Carded Opaline (Crystal Type) "Earrings," sparkling in color, modern design, real value	Doz. .70	80/27 Double Hawaiian Lels, bright colors, big flash	Gross 7.50
10/30 All Plush 24" Cotton Stuffed Elephant, contrasting flashy colors, big value, ind. boxed	Ea. 3.50	90/46 Medium Sized Beautiful Glass Pictured Tray, big value	Ea. 1.00	20/25 2-Pc. Billfold & Cigarette Case Combination, each set individually boxed, very attractive, good value	Doz. 2.50	80/28 "Tightwads" Play Money, just like the real McCoy!	Gross 1.75
10/31 Well-known 19" "Lazy Baby Doll" in lovely pastel Chenille Cloth, the real lovable doll	Ea. 1.50	100/3 Coffee Maker, Glassbake, 8 cup, complete with filter, packed 1 dozen to a carton	Ea. 1.15	20/26 3-Pc. Boxed Plated Key Chain, Tie Clasp and Collar Holder Set, very flashy, big value	Doz. 6.00	90/3 Tie Holder Case, for traveling & otherwise	Ea. .30
10/42 "Jr. Deb" Boudoir Doll, 25" tall, a real display knockout, asst. pastel combinations	Ea. 2.50	100/6 Large Steel Frying Pan	Ea. .65	60/1 Scenic 8" Conclave Picture Plaques, large asst., packed 2 to an ind. box, 3 dozen pairs to a carton	Carton 13.60	90/8 Men's Wallets, big value, banded	Gross 12.00
10/50 Mohair Puppy Dog, 13" long, 8" high, swell asst. of colors, stands on all 4s	Ea. 1.10	100/7 Tea Kettle, Glassbake, heat resistant, 8 cup	Ea. 1.10	60/5 Small Assorted Plaster Slum, good value	Gross 1.25	90/9X Single Hand Dresser Mirrors, attractive	Doz. 3.25
10/51 Cell. Wrapped 15" Cuddle Baby, beautiful color combinations, stuffed very softly, adorable for children	Ea. 1.20	100/13 Smoking Stand, 22" tall, good weight, packed 5 to a carton, sold in carton lots only	Ea. 1.60	60/7 Medium Asst. Plaster Dogs, Cats, Monkeys, Clowns, Bears, world's best giveaway	Gross 2.50	90/14 Single Wallets, ind. boxed, good value for price!	Doz. 3.00
30/16 24" Standing Pantaloons Bear, plush head, hands and feet, flashy colored body, big value	Ea. 2.25	100/14 Two Sided "Turnabout" Cookie Jar, attractive asst. colors, just the thing for the kitchen, 6 to a carton	Ea. 1.25	60/11 Antique Wall Plaques, plaster, made with beautiful subjects, packed 2 to a box, 3 dozen boxes to a carton	Doz. 3.00	90/16 Metal Motto Lapel Buttons, ind. carded	Per 100 .85
40/1 15" Full Composition, Moving Arms, Legs & Head "Baby Doll," attractively dressed with bonnet on head, super value. See for yourself	Ea. 1.15	100/15 Beautiful Metal Boudoir Lamp with lovely shade	Ea. 2.25	60/17 Up-to-the-Minute War Pictures, 8 to a pkg., all modern subjects, 144 pkgs. to a carton	Per Carton 6.00	90/17 Rayon Handkerchiefs—"Wife," "Mother," "Sweetheart," etc. Attractive colors, pretty designs	Gross 7.20
40/15 24" Cotton Stuffed Cuddle Elephant, duvetyen head & Chest, big value for the money, limited quantity	Ea. 1.50	100/16 Glass Table Lamp, flowered shades, big value	Ea. 3.25	60/21 Black Masks for Parties, Masquerades, Etc.	Gross .90	90/25 Leatherette Cigarette Cases, good value	Gross 9.00
40/16 24" Cotton Stuffed Cuddle Bear, duvetyen head & Chest, big value for the money, limited quantity	Ea. 1.50	100/18 Glass Boudoir Lamp, asst. colored shades	Ea. 2.35	60/22 Miniature Felt Pennants with many different colleges, in original colors	Gross .90	90/26 Leatherette 2-Pc. Combination Wallet & Key Case Set, each set ind. boxed	Doz. 6.00
50/10 24" Cotton Stuffed All Rayon Lustre Plush Panda Bear, well built, lifelike	Ea. 3.50	100/19 Beautiful Metal Waste Paper Receptical, 11"x10", enameled finish with large decal on front, packed 12 to a carton, carton lots only	Ea. .90	60/23 Pea Shooters, bright assorted colors	Gross 1.10	90/31 Plastic Cigarette Case, sturdily built, exceptional value	Doz. 2.00
70/15 Beautiful Multi-Colored Designed Bathroom Mat, big flash, cell. wrapped & ind. boxed	Ea. 1.60	100/23 Metal Desk Lamp, bronze finish, tilt shades, ideal for home and office use	Ea. 3.25	60/24 Small Pocket Sized Memo Books with mirrors on cover	Gross 4.50	90/39 Lovely Picture Frames, suitable for 5x7 and 4x6 pictures, glass top	Doz. 2.00
70/23 Pastel Shade Shag Bath Mat, cell. wrapped & ind. boxed	Ea. 1.50	100/28 Wood and Chrome Sailboat, 14" high, 11" long, all chrome sails	Ea. 1.75	70/24 2-Pc. Guest Towel Set, embroidered flashy colors, ind. boxed	Set .60	90/47 Adorable Plaster Baby Plaques, assorted colors and poses, no child's room complete without it!	Doz. 3.00
70/25 Attractive Feather Flowers in beautiful Chinese painted pot, big value for money	Ea. 1.00	100/33 Large Glass & Wood Tray, 21"x13 1/2", beautiful asst. of designs, well packed, 12 to a carton	Ea. 1.75	80/4 Metal Necktie Slides, ind. carded, good value	Gross 5.00	90/54 Automatic "Snap-Up" Plastic Cigarette Case	Doz. 2.25
80/1 10" Ruby & Silver Cake Plate, deep cut, well packed, dozen to carton only	Ea. .75	100/40 "Mag-Rack," made of genuine Duraboard with costly inlaid veneer treatment, 14"x14 1/2", Reg. \$3.75 value	Ea. 2.00	80/5 The Perfect Metal Collar Holders, ind. carded	Gross 5.00	100/1 Pocket Size Secretary with Memo Pad Attached	Gross 8.40
90/1 3-Pc. Brush & Mirror Set, ind. boxed	Ea. .60	100/41 "Sewette," made the same as above with cover and 2 trays	Ea. 2.00	80/6 Combination Necktie Slide & Collar Holders, metal, ind. carded	Gross 9.00	100/34 Beautiful Bottles of Boxed Perfume, lovely smell!	Gross 9.00
90/2 3-Pc. Dresser Set, Lucite, ind. boxed, big flash	Ea. 2.25	100/44 6" Steel Frying Pan	Ea. .45	80/7 Assorted Key Chains, plastic figures, metal chains, carded 3 doz.	Gross 7.50	100/35 Leatherette Picture Frames, just the thing for the serviceman	Doz. 3.00
		100/52 3-Pc. Military Set, flashy metallic tops, ind. boxed	Ea. .55	80/20 "Gal" Pictured Calendar Note Books, a wow!	Per 100 1.25	100/36 4" Square Glass Ash Trays, good value	Gross 6.60
		100/53 4-Pc. Military Set, ind. boxed, asst. tops	Ea. 1.00			100/37 Engraved Wedding Rings, as good as the real McCoy!	Gross 1.00
		110/5 26" Baby Doll, painted eyes, beautifully dressed, complete with wig, ind. boxed	Ea. 4.50			100/38 Celluloid Rings, fancy tops, all colors and designs	Gross 7.50
						100/39 Celluloid Brooches, fancy tops, all colors and designs	Gross 7.50
						100/42 Sunglass Sets, contains Sunglasses, Mirror and Emery Board, all colored leatherette cases	Gross 36.00
						100/51 Wood Stick Paper Flags	Gross .90
						100/51X Wood Stick Bow Flags	Gross .90
						100/54 Round Wood & Metal Ash Trays, asst. colors	Gross 5.50

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SHOWS—Outstanding Show to feature; have all new outfit, front to back, seats for 400. Want to hear from Colored Revue, Monkey Show, Woods, get in touch with me. Motordrome, any new or standard Show. We have the equipment. What can you put into it?  
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COOK HOUSE—Will book A-1 Cook House that can handle show of this kind, cater to show folks. Will get 100 per cent support.  
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Playing established route industrial pay-roll cities North Carolina, Virginia and Tennessee, Galax, Va., July 4th, With 12 FALL FAIRS Already Contracted.

CAN PLACE Side-Show Operator to furnish and manage inside acts. Party with Illusions, Blade Box, Electric Chair, will book or buy same. Want Working Acts, Midgats, real Freaks to feature; will furnish complete outfit and transportation for same. One more show to feature, Monkey, Fat People (Dolly Dimples, write), Unborn, Snake, Mechanical City, Fun House, Glass House. NO GIRL SHOWS. COLORED Performers and Musicians, write Prof. Vadalio or Doc Anderson. Finest Colored Revue in south, 30 people; good treatment, salary from office.

CONCESSIONS—Exclusive on Photos, Custard. Can place Devil's Bowling Alley, String Game, Pitch Till You Win, Palmistry (no Gypsies), Eddie, write. Geo. Lambert wants Help for Parker's Diggers. Dick Taylor and Syl Boswell wants Agents for Slum Concessions, Ball Games, Hoopla, Hi-Striker.

RIDE HELP—Rides are operating in Gastonia now—want first-class Foreman for brand-new Streamlined 3-Abreast Merry-Go-Round, Operator for No. 12 Ell Wheel, 8-Car Whip, Spitfire. Will book Kiddy Rides of all kinds. Can place Roll-o-Plane or Dual Loop, Second Men all Rides that can drive. Booze heads, stay away; you will not last here. Best salary and good treatment to those that can qualify.

FOR SALE—1 25 KVA Transformer, 5 Minstrel Show Banners; 8 Octopus Safety Bars, Eyerly make, new. Address:

L. C. McHENRY, Manager, Box 373, Gastonia, N. C.

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SHOWS—Want Fat Girl, Jungle Land. Want to hear from Acts for Sideshows. Also good Freak to feature. Want Grinders and Ticket Sellers. CONCESSIONS—Will book Concessions not conflicting with what we have. Would like to hear from SCALES, Snow Cones, Candy Floss and Guess Your Age. RIDES—Will book or buy one more Kiddie Ride and Fun House for #1 Unit. Will book or buy Chairplane or Tilt-a-Whirl for #2 Unit. HELP—Ride Help on all Rides. Must stay sober. Top wages. ACTS—Would like to hear from one more Free Act, Aerial Act preferred. All season's work. Want to hear from small Cookhouse. Blackie and Grace Hagerman, contact us.

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OPENING MARCH 3, UNIONTOWN, ALABAMA

Downtown Location, on the Square.

WANT Legitimate Concessions of all kinds. Agents for office-owned Concessions. H. C. Lewis wants Bucket Store Agent; Earl Scott, wire. Bob Miller wants Stock Store Agents. SHOWS—Show People of all kinds; have outfits complete for any worth-while show. Attention, Ride Owners and Park Managers—Have extra Rides for sale or lease. This show going north, have complete route of fairs and celebrations booked for season. For courteous treatment and a prosperous season join us now. SPECIAL ATTENTION—Wonderful proposition for flashy Bingo. Mary Elizabeth Hensley, write, wire or phone. Leo Hawley and Pan Joint White, please contact. Everybody write, wire or phone. Join us if you care to go.

## WANT FOR SEASON 1945

FERRIS WHEEL FOREMAN for #5, CHAIRPLANE FOREMAN; TOP SALARIES AND BONUS. Would also like to hear from RIDE SUPERINTENDENT capable of taking complete charge of above two rides. Will furnish you all necessary help and pay you top salary and bonus. Must be sober and reliable. If married will place your wife on Concession. Can place AGENTS for Under and Over Seven, Beat the Dealer and Pan Game. Can also place two Ball Game Agents, married couple preferred. Want sensational Free Act for entire season. State all in first letter. Will book or buy MERRY-GO-ROUND, no junk. All replies to

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## MOORE'S MODERN SHOWS

Will open in Illinois first part of April, carrying at least six Rides and five Shows, three beautiful light towers and neon front entrance. Some Concessions still open. Have new Side Show open, have other Show Tops and Fronts open. What have you to put in them? Want Men on Wheel, Tilt and Chairplane. Will pay cash for Octopus, must be first class, or will book one. Madison Bros. want Ride Men for small Merry-Go-Round and Loop-o-Plane, Agent for Concessions. Also want to buy Merry-Go-Round Horses for Parker Machine. Pete Callahan, get in touch with us, have good proposition. The show plays a good route thru Illinois, Missouri, Indiana and Arkansas.

ADDRESS ALL COMMUNICATIONS TO BOX 388, PARMA, MISSOURI

## PAN AMERICAN SHOWS

FOR SALE

Entire equipment consisting of 5 Major Rides, 9 Car Tilt, 3 Horse Abreast Allan Herschell Merry-Go-Round, Double Loop-o-Plane, 24 Seat Smith Chairplane, 25 Ell Wheel, Fun House, Kid Ride, Canvas, Poles for several shows; Marquee, 20x40 front entrance. Concession equipment, including nearly new 24x42 Bingo, Cook House, Ball Games, Pitches, etc.; 8 Semi Trailers, 3 Tractors, 4 Trucks, Wiring for Midway, Fence, lots of extras. Will sell for cash only, in entirety, \$22,500.00. Address

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8th ANNUAL AMERICAN AND CANADIAN

## SPORTSMEN'S SHOW

PUBLIC HALL, CLEVELAND, OHIO, MARCH 31-APRIL 8, 1945

Nine-Day Show, including Two Saturdays and Two Sundays. Open Every Day From 1 to 11:30 P. M. Space available on flat-rate basis for: Trick Cards, Horoscopes, Slingshot, Auto Polish, Glass Cutter, Trick Mouse, Embroidery Needle, Photography, Silhouettes, Cedarwood Jewelry, etc. Address

A. W. NEWMAN, Director, Public Hall, Cleveland.

## Mighty Monarch Gets Away To Excellent Start

POMPANO, Fla., Feb. 24. — Mighty Monarch Shows got off to a smooth start with a 10-day stand here ending February 17. Despite labor conditions, the show opened on time and moved without incident from quarters. N. P. Roland, general manager, reported good co-operation from city and county officials. A free gate prevailed.

After an absence of several years, the show will move into its old territory, Virginia and West Virginia. Jack Purcell has rejoined as general agent. Improvements include a new front entrance and a new power unit for the Ferris Wheel. Bruno Zachinni has delivered his rides.

Personnel follows: Whitey Fulmer, grab; Bob Buffington, ball game; Jack Winslow, concessions; Helen Winslow, fishpond; Joe Buffington, percentage wheel; Dan DeRose, percentage wheel; Mrs. Howard Ingram, popcorn; Whitey Gardner, snowball; Carl Willke, darts; Clarence Carlton, clothespin; Mrs. J. E. Strauss, blower; Eugene (Curley) Campan, basketball; Mr. and Mrs. Tex Bailey, rotaries; Trevard B. Wolfe, pan; Myrtle Bender, jungle board; Billy Dick, hoopla; Mrs. Sam Golden, block hoop; Harry Costello, penny pitch; Mrs. Harry Costello, American palmistry; Frank Aschey, concessions; Ray Nester, bingo.

Sam Golden has the 10-in-1, with Kitty Kelly, talker; Bob Hoffman, ticket seller and canvas man; Helen Winters, snakes; Dot Walker, sword box; Mrs. N. Golden, Buddha; Tommy Kelly, magic; Billy Dick, lecturer; George Walker, knife act. Happy Jack Lang, snake show. Dan Riley's animal circus has Retha Riley, talker, with Harvey Haley, canvas and tickets.

Ride foremen are Randolph Bender, Merry-Go-Round; Ray Sharpe, Ferris Wheel; George Pryther, Chair-O-Plane; Earl Stroeter, Tilt-a-Whirl; M. Zachinie,

## Caravans

CHICAGO, Feb. 24.—Dorothy Bates was named chairman of a committee to formulate new by-laws, aided by Edith Streibich, Edna Stenson, Ann Sylvester and Maude Green.

Correspondence received from Claire Sopenar, Minnie Simmonds, Dorothy Bloom, Katherine Gawle, Mildred Laird, Goldie Fisher, Dorothy Packman and Margo Stallman. Goldie Fisher and Frieda Rosen sent donations.

On the sick list are Emily Bailey, Viola Blake and Ann Praeger. Marge Kelly was present after a long absence.

Elected to membership were Ina Wilson, Tillie Logan and Ethyle M. Hawthorne. Dues were received from Dorothy Flannigan, Claire Sopenar and Dorothy McCormick.

Lucille Hirsch entertained 20 guests at a social in her home February 10. Pearl McGlynn won the guest prize.

Caravans held its first Valentine Bunco February 16. Top awards went to L. Lawrence, Veronica Campbell, Helen Wettour, Loretta Jennauldi, Dolores Blaz and Esther Bernet. Celebrities present were Ruth Lewis, of the Civic Opera Company; Rep. Artie Quinn and Attorney Edward Voelcker.

Lucille Hirsch and Edith Streibich were hostesses at a social February 20 in honor of Goldie Fisher.

At the regular meeting February 13 President Jeanette Wail presided, with Vice-Presidents Edna Stenson and Lucille Hirsch, Treasurer Rebecca Daniels (pro tem) and Secretary Clara Polich and Chaplain Bessie Moesman.

Kiddie Auto; Jim Anderson, Octopus, and John Knight, Rollo-Plane. Office staff; N. P. Roland, owner; H. Ingram, business manager; Jack Purcell, general agent; Henry A. Wiesenberger, special representative; Mrs. N. P. Roland, secretary-treasurer; E. H. Levings, electrician; Wingy Sanders, superintendent of concessions and trucks; R. W. Sharpe, publicity, and Ray Nester, clown.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.

## San Francisco Plans Tom Hasson Directs VFW Heroes' Homecoming Show at Charleston, S. C.

SAN FRANCISCO, Feb. 24.—Plans for a mammoth welcome home festival for returning heroes of the Philippine Islands, submitted by E. E. Howell, director of the San Francisco Hotel Association, and Art Craner, of the Allied Amusement Industries, to Mayor Roger Lapham, are being taken under advisement by a special committee appointed by the mayor.

The submitted plans include free hotel rooms, long-distance calls to their homes without charge, a parade, a combined public greeting and professional entertainment program at the civic center and religious observances.

It is reported the heroes may be able to leave their Pacific bases within a month, arriving here about May 1.

## DAV's Cavalcade Pulls Capacity in Chi

CHICAGO, Feb. 24 — Cavalcade of Stars program, at Chicago Stadium Wednesday (22) for the Illinois State Department of the Disabled American Veterans played to a capacity house.

Promotion was directed by James T. Williams to raise funds to aid in obtaining employment for returning wounded and disabled vets and to establish service offices thruout Illinois.

Show was staged and directed by Sam J. Levy, of the Barnes-Carruthers Fair Booking Association.

## Columbia City Resumes Old Settlers' Celebration

COLUMBIA CITY, Ind., Feb. 24.—After 42 consecutive years of sponsorship the Old Settlers' Celebration, which was disbanded after Pearl Harbor, will resume

## WANT A CARNIVAL

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## WANT CARNIVAL

Well-organized show for week of July 4, 1945. Woodville, N. H. Tracy Ross Post #20, N. H. American Legion.  
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## FOR SALE

Parker Two-Abreast Merry-Go-Round, new top and side wall, LeRoi motor, 125 Wurlitzer Organ. Rides in good shape, ready to operate. One 37 K.W. Transformer, new style, complete with switch mounted on truck, plenty ground wire.

E. H. SINGLETON  
803 Division St. Orange, Tex.

### Blood Pressure!

VANCOUVER, B. C., Feb. 24.—At the recent general meeting of the Vancouver Exhibition Association the decision to inject young blood into its directorate should have far-reaching effects. Board members reaching the age of 65 who have 15 years of service are to be elevated to an advisory board to clear the way for more active administrators. The association found itself with a disproportionate number of directors in the over-70 age group. Seven of them had a combined service record of 138 years.

# Wis., Milw'kee Tiff on Centenns

## Pennsy Annuals Top '43 Crowd, Spending Marks

PHILADELPHIA, Feb. 24.—Attendance at last year's Pennsylvania fairs totaled 1,324,401, compared with 1,006,865 in 1943, it is reported by the State Department of Agriculture. Receipts from admissions, concessions and all other sources amounted to nearly \$765,000, compared with slightly more than \$500,000 the previous year.

The department also reported that 55 county and community fairs conducted in 1944 will receive a total of \$35,867 in State aid. In 1944, State aid amounted to \$21,359.

Four county and community fair associations have notified the department that they have disbanded their organizations. They are the Greene County Fair and Mechanical Association, Carmichaels; the Harvest Home Association, Columbia; the Bradford County Agricultural Society, Towanda, and the New Castle Agricultural Association, which conducted its last fair in 1941.



ROBERT FREEMAN, recently elected president of the Minnesota Federation of County Fairs, has been secretary of the Ramsey County Fair, White Bear Lake, Minn., since 1926 and has been on the federation board for the same length of time. "The county fair is my avocation," says Freeman. "My work as agricultural agent brings in the groceries."

## Wrench Thrown Into Co-Op Idea

State body favors West Allis in '48 — city plans lake-front event in '46

MILWAUKEE, Feb. 24.—Celebration of the Wisconsin Centennial will be held in 1948 at State Fair Park, West Allis, according to final resolutions just approved by the State Legislature. Action taken runs counter to the plans of Milwaukee legislators, who had in mind combining the State celebration with Milwaukee's own centennial, due in 1946, and holding a monster exposition on Milwaukee's lake front.

Resolutions adopted by the Senate and Assembly asked Governor Goodland to name a committee to work out plans for the centennial at State Fair Park. A resolution introduced by Senator McBride, of Milwaukee, asking the State to participate in an "exposition in Milwaukee," was sidetracked in the assembly agricultural committee. Assemblyman Rice, of Delavan, author of the assembly's fair park resolution, stated he would submit an amendment to McBride's resolution, which will request the city of Milwaukee to co-operate with the State in the centennial exposition at State Fair Park.

"Milwaukee should celebrate its own centennial in 1946," said Rice.

Legislators who favor the lake-front plan have by no means given up hope of swinging things their way. Ira Bickfort, chairman of the Milwaukee centennial committee, said: "We can't have an exposition of the kind we contemplate at State Fair Park. If we put up all the buildings we plan, there wouldn't even (See Wis., Milwaukee Tiff on page 41)

## California Names Legislative Group; Expansion Planned

SACRAMENTO, Calif., Feb. 24.—Directors of the California State Fair, which has not been held since 1941, met here recently and appointed a three-man legislative committee to consider bills introduced at the recent session of the legislature affecting the State fair. Those named were Joe Grace, Santa Rosa; W. S. Hills, Modesto, and Mr. McCurry, Sacramento. The Legislature will reconvene here March 5.

Bixby told directors it is planned to acquire additional properties near the fairgrounds for needed expansion of the buildings and grounds. The board has requested funds from the State Department of Finance.

The board announced that Tevis Paine, former assistant secretary, now on leave of absence, will be reinstated and then placed on the layoff list because of lack of work. This enables Paine to retain his civil service status.

## Changes Proposed In Iowa State Laws

DES MOINES, Feb. 24.—A series of proposed changes for county and district fairs laws were introduced in the House of the Iowa Legislature as a committee bill and placed on the calendar for floor consideration. Because the measure came out as a committee bill by the agriculture committee, it strengthens its chances for passage.

The bill would attempt to eliminate new organization of fairs in counties where associations are already in operation, limit State aid to \$2,000 for each county instead of \$2,000 for each fair in the county, authorize county boards of supervisors to levy up to one-quarter mill instead of one-eighth of a mill for building improvements on the fairgrounds, and permit payment of agriculture and livestock premiums from county aid funds. The bill would also permit the fair boards to meet government demands should federal aid become possible in the future.

## Speed Records To Fall When G.I. Joes Return

CHICAGO, Feb. 24.—Daredevil G. I. Joe, jeep-bouncing cross-country today toward Berlin or Tokyo, figures importantly in the post-war auto racing plans advanced by Sgt. Al Sweeney, peacetime speed impresario, recently home on furlough from his station at Fort Bliss, Tex.

"You'll never keep 'em down on the farm—or tied to a desk," says Sweeney of the thousands of Uncle Sam's fighting men whose taste for speed and thrills is being whetted by jeeps and tanks, PT boats and fighter planes. "They're tailor-made prospects for the speedways."

Sweeney disclosed that he and his partner, Sgt. Gaylord White, former operators of National Speedways, have already begun a talent hunt for future big car racing stars among members of the armed forces. Professional speedsters now in uniform are acting as scouts for the promotional duo.

Sweeney looks forward to a terrific onslaught on all existing dirt track and speedway records when the sport is resumed after the war. His forecast of "racing so fast that a completely new type of track will have to be evolved" is based on wartime developments taking place in automotive engineering.

## Legion Promoting Goldsboro Annual

GOLDSBORO, N. C., Feb. 24.—Mel J. Thompson, for many years identified with the American Legion Fair at Durham, N. C., announces that he has contracted with the Legion post here to stage and promote an annual fair for the post. It will be known as the American Legion Wayne County Tobacco Festival.

Thompson states that he has contracted to build a fair ground for the post and outfit it. He also will have charge of premium departments and bookings. Associated with Thompson will be C. M. (Monk) Rumley, who has been with Thompson for many years.

## Nebraska Elects To Hold Annual

LINCOLN, Neb., Feb. 24.—Nebraska State Fair will be held in September unless war conditions prevent, E. J. Mille, secretary of the board, stated this week.

He pointed out that federal agencies made no requests to cancel State fairs and that the board is proceeding with arrangements on that basis. He predicted the fair will be as large as in previous years, altho travel restrictions may cut attendance.

## Calif. Solons Go to Bat for State Annuals

### Favorable Changes Planned

SACRAMENTO, Feb. 24.—District and county fairs have been scarce in California since Pearl Harbor, and the recent ban on livestock shows and horse racing imposed by Washington may make them even more of a rarity until the war is over. But State legislators, who have for years recognized the fair as the showcase of Western agriculture, are not forgetting it. They have introduced at the current session bills providing for bigger and better exhibitions the day hostilities cease. The session (See Calif., Favors Annuals on page 41)

**THE GREAT GREGORESKO**

THE ONE AND ONLY MAN WHO HANGS HIMSELF AND LIVES TO TELL THE TALE

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Representative CHAS. ZEMATER 54 W. Randolph St. Chicago

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Suitable for FAIRS, PARKS and CIRCUSES

MY CIRCUS ROUTE STARTS JUNE 18TH

**ERNIE YOUNG**

155 N. Clark Street CHICAGO  
Can Also Use 100 Chorus Girls

**ACTS**

- FOR LONG ROUTE
- SHORT JUMPS
- GOOD TREATMENT
- 1945 FAIRS

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Latin American Gymnasts

Offer

For outdoor dates and indoor circuses our 25-foot high belt perch act, with a fast revolving muscle grind pole for a finish. Act is well dressed and showmanly presented.

★ ★ ★ We recently concluded an engagement in Mexico City.

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Booking thru **ERNIE YOUNG, 155 N. Clark St., Chicago.**

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**MEL HALL, Box 109, Paw Paw, Mich.**

# Luxury Tax Proposed For A. C.

**A.R.E.A. News**

By R. S. Uzzell

With snow drifts more than 20 feet deep in Belmont Park, Montreal, the uninitiated would tell us to bid adieu to an early opening. Yet Belmont's preview is set for May 5, one day earlier than 1944. Some snow may have to be carted out of the park to clear all walks, but it can and will be done.

We have had drifts of 18 to 24 inches on the north sides of buildings well into May. Often overcoats are seen during opening week but natives do not mind, as they have had a long, cold winter and are anxious to get out. Belmont's openings are always good.

To be ready, we must work in winter. This is done inside in a heated workroom. We paint under handicaps but we do paint. Erecting a Coaster or Aeroplane Swing in this weather would be out of the question. The men cutting ice on the river to pack for summer use are a hardy lot. Yet, these stalwart fellows would balk at operating all day in the rain, as Charley Keller must do at Portland, Ore. When it rains out there and Keller tells you that he is sure to have a big day, you might think him batty unless you stay and see it thru. In Montreal they eat frost and like it, while Portland revels in the rain. How would you like to make that change of climate overnight by air? This amusement business is a queer and varied life if one does not weaken. In Montreal posts and foundations must go down at least four feet to get beneath the frost line. Otherwise your fence will look like a crossword puzzle and your buildings get out of alignment.

Cost of snow removal from the roofs is a nifty item. This invariably is followed by the cost of roof repairing, made necessary by the shovels and heavy shoes.

These heavy snows, when accompanied by sleet, often break light and telephone wires. This is nothing to compare with damage from a tropical storm or a Texas twister, and we will take Oregon rain and mist in preference to a Midwest duststorm or some of the floods of the river towns.

No place is perfect. None has all the good and, fortunately, none has all of the bad. Like human life, there is a mixture of the good and the bad and, like the weather, we must take it as it comes.

The hunger and growing demand for our form of amusements is well evidenced by the increase in foreign inquiries and the multiplication of shipments going to South and Central America. Who will be first to ship an entire ride by air? Already repair parts have gone by all-air shipments. The saving in time is amazing. What will it be when the man-controlled birds reach a speed of 1,000 miles per hour? This is not as far a look into the future as when it was predicted that the American Continent would be spanned in a day.

## FOR SALE

**Spillman, 12-Car Lindy Loop, Portable**

Good condition; 2 new Cables, reinforced Platforms, latest type, enclosed Gear Drive, 15 H.P. Electric Motor, Cars reupholstered, Safety Lock, Lap Rails. Ride now set up here for inspection.

Price, \$3,500, F. O. B. Here.

**A. KARST**  
 FORREST PARK, HANOVER, PA.  
 Phone, 3-5286

## WANTED

**20 Scooter Cars**

Must be late models

**HARRY GORDAN**

744 4th St. San Diego, California

## STREAMLINED MINIATURE TRAIN

Gas driven, portable or permanent, 24 in. gauge. Photos and details, 25¢ each.

**MRS. MURRAY**  
 234 Westfield Ave. ELIZABETH, N. J.

## Toll on Autos Idea Is Dropped

Estimate that 2% tariff will net \$800,000 a year for post-war improvements

ATLANTIC CITY, Feb. 24.—Mayor Joseph Altman has confirmed earlier published reports to the effect that a proposed toll tax on incoming automobiles may be held in abeyance. The plan, a revenue measure to finance post-war improvements, has encountered certain legal obstacles, he said.

"However," he continued, "there is a strong possibility that we will have in effect by early summer a luxury tax. This will be a 2 per cent tax on rooms and meals in hotels, rooming and boarding houses over 10 rooms, on luxury items such as cigars, cigarettes, perfumes, candies, art goods, laces, paintings, and the like. Necessities will not be taxed; they include uncooked foods, drugs, certain types of clothing. It is estimated that when all the hotels are occupied, about \$80,000,000 a year is the gross income. If it were one half that, a 2 per cent tax would bring in \$800,000 in which, for the most part, the residents of Atlantic City would not have had to participate."

The mayor pointed out that such monies as would come in thru this tax would be especially earmarked for post-war expenditure. Atlantic City, he said, has made no improvements in the past several years and is in physically poor shape.

"It is my belief that the Boardwalk should be policed by women in the summertime. Women would have more influence over the bathers who insist upon walking on the Boardwalk in their bathing suits," he went on to say.

## N. E. Ops Plan War Huddle; Fight Proposed Tax Bill

BOSTON, Feb. 24.—New England Section, NAAPPB, was well represented at the legislative hearing of the proposed 10 per cent Massachusetts amusement tax heard by the committee of taxation at the State House here last week.

More than 50 NAAPPB members were present in the group of 350 theater and outdoor amusement operators. President Henry G. Bowen of the New England Section spoke for the park and beach group. A long list of speakers presented the case for the amusement men and only one person spoke in favor of the proposed bill.

The tax committee will shortly hold an executive hearing on the bill and can pigeon-hole it or report it out for action on the floor of the Legislature. The bill was tabbed as "discriminatory" by all opposition speakers.

Following the hearing, the executive committee of the N. E. Section met for luncheon and business at the City Club. Plans for the forthcoming war conference were discussed. It was voted to conduct the event as a local affair and make the entire program conform to a "war theme." Present were Henry G. Bowen, Edward J. Carroll, Fred L. Markey, Harry Storin, Harold Gilmore, Wally Jones and E. W. Burr. The Boston conference is scheduled for March 14 at Parker House.

GEORGE HOWK infers that work is progressing on new buildings at Fairland Park, Kansas City, Mo., which cracks the season Decoration Day.

## Palisades Dress Shapes Up Well

NEW YORK, Feb. 24.—Snow and ice of the past few weeks have not held up to any serious extent the reconstruction work at Palisades (N. J.) Park. Grading and landscaping and placing lighting and power lines under ground had been practically completed before the inclement weather set in.

Joe McKee, veteran ride builder and park engineer, has a crew rushing work on rides and new buildings. Jack and Irving Rosenthal, owners, are supervising rebuilding of the playground and state that everything will be in readiness for the spring opening.

## Dela. River Spot Augments Facilities

EASTON, Pa., Feb. 24.—Tropical Island Beach, located in the Delaware River between Easton and Phillipsburg, N. J., which heretofore has been operated as a recreation spot, with boating, fishing and swimming, will this season operate as an amusement park under the direction of Leo H. and Jennie P. Cericola.

Granted an amusement park license, the Cericolas are installing rides and concessions in time for the spring opening. The funspot, boasting three-quarters of a mile of sandy beach, is within a seven-minute walk of the downtown sections of Easton and Phillipsburg and has a drawing population of 100,000 within a three-mile radius.

## Detroit Getting New Play Resort

DETROIT, Feb. 24.—A new amusement park, featuring an hour's boat ride from the Detroit River piers and known as the New Sugar Island Park, has been incorporated under the name of Sugar Island Amusement Park Corporation. Incorporators are Manny Brown and Joseph Burns.

Construction of rides and other amusement devices is under way and opening is skedded for early in May.

## C. J. Folk Opens Funspot in Tucson

TUCSON, Ariz., Feb. 24.—Tucson Celebration Park, 3200 South Sixth Avenue, has been opened by C. J. Folk, who said the funspot will be a permanent one, with nightly operation.

Show is presented by Ortiz Bros.' Circus, with Harry Froboess, the Swaying Marvel; the Wilkins Family, with Flora, the Wonder Girl; A. C. Wilkins and daughter, Marguerite.

## Ocean City Would Use Bonds To Finance Beach Repairs

OCEAN CITY, N. J., Feb. 24.—Issuance of \$200,000 worth of new city bonds to finance beach protection and repairs of hurricane damage is proposed by the city commissioners in two ordinances introduced last week.

It is planned to spend \$100,000 for half the cost of building stone jetties into the ocean at Morningside Road to protect and reclaim bathing beaches in the northern section of town. The State would supply the other half.

The city will spend the other \$100,000 to build new approach ramps thru the Boardwalk from Second to Sixth Streets, repair bulkheads across beach-front streets, and to repair the ends of streets damaged by tidal waters.

SAM BENJAMIN will leave Kansas City, Mo., soon for Walled Lake, Mich., where he will again have charge of Walled Lake Park.

## Want - - - For 1945 Season - - - Want COLUMBIA AMUSEMENT PARK

COLUMBIA, S. C.

### Ride Help

Foreman for Ferris Wheel.  
Foreman for Frolic  
Will Pay Top Salaries.  
Long Season, No Tear Downs.

Will book or buy Tilt-a-Whirl.  
Will book Glass House and  
Fun House. For Season will  
book Photo Studio.

Will Open Middle of March and Close in November  
Park Location, Sumter and Fort Jackson Highways, Near Fort

All Address S. B. WEINTROUB

P. O. BOX 451

WEST COLUMBIA, S. C.

### Concession Agents

Office Owned Concessions  
Grind Stores and Help for  
Corn Game. All People Booked  
for Season. Please Acknowledge  
This Ad.

Charles Houston, Roy White,  
Robenson, please let me hear  
from you.

### Have for Sale

1500 Feet

\$4 Wire

Used

## PARK OWNERS—ATTENTION

I have two new ABT Rifle Ranges that have never been used and seventy-five Arcade Machines of the latest type. I would like to put this equipment in a good amusement park and operate either on a commission or flat rental basis. If you have a park and are looking for an A-1 Arcade and Rifle Range here is what you have been looking for. I have a manager, mechanic, and cashiers that are reliable and have been with me since I have been in business and they are all set to go. I must have a written lease because the park that I go into I want to put up a modern up-to-date arcade and rifle range and want to be there when this war is over.

**FRANK URBAN, PLAYLAND AMUSEMENT CO.**  
616 ADAMS STREET TOLEDO, OHIO

## CAN PLACE RIDES

Wanted, a few Rides for a Seashore Resort. Kiddie Rides also wanted. The place, Long Branch, N. J. Location, directly in front of Municipal Stadium on Boardwalk. Go to Long Branch and look it over. Then get in touch with

**HARRY GERMAINN**

P. O. BOX 292

NEWARK, N. J.



# Atlantic City Ups Ad Budget

ATLANTIC CITY, Feb. 24.—Decorations Day fashion show, radio programs, a bicycle fashion festival and the Boardwalk Jubilee are among additions made to Atlantic City's 1945 publicity program, which increases the municipal advertising budget from \$59,670 to \$92,659.

The new events provided are Boardwalk Jubilee, \$2,500; Pageant Promotion (floats, prizes, etc.) \$1,500; Palm Sunday and Easter Sunday promotion, \$500; Decorations Day Fashion Show, \$1,000; radio shows, \$2,000; bicycle fashion festival, \$800; Hydrangea Week festival, \$500. Other special events to be continued this year include Headliners' Prolific, \$2,500; Mother of the Month, \$1,500; New York Yankees, \$6,500; special features and promotions, \$2,500; Convention Bureau, \$3,000; folders, \$2,000; New Jersey Resort Association, \$200; Northside Board of Trade, \$1,800; American Legion, State of New Jersey.

Salaries for the City Press Bureau are increased from \$8,628 to \$20,814. Mall Dodson, director of city advertising, has been boosted from \$3,600 to \$6,000, and an additional \$7,000 was placed in the bureau budget for the salary of Albert Slean, director of the Publicity and Convention Bureau. Slean was formerly on the Auditorium pay roll for the same amount.

# Great Knoll Set For S. A. Returns

CHICAGO, Feb. 24.—Great Knoll, high act now playing amusement parks in the Canal Zone, will return to the States in a few weeks and is set to open at Ponchartrain Beach, New Orleans, April 29.

At the close of the outdoor season in the States, Knoll is contracted to play the Canal Zone and South America for the winter season of 1945-'46.

TUCSON, Ariz. — Joseph Wright was elected president of the Pima County Fair Commission, succeeding C. W. Gardner. Other officers are C. B. Brown, vice-chairman, and Harry Embleton, secretary-treasurer.

**LOOK WHY WORRY ABOUT GAS AND LABOR**  
Can place in PENSACOLA AMUSEMENT PARK, in the heart of downtown—thousands of service men and 70,000 civilian population—Rides and Concessions. I furnish light, license, tickets, gas coupons. Operate 7 days a week. Limited space.  
Write or Wire—PLEASE DON'T PHONE.  
**Vaughn Richardson**  
San Carlos Hotel PENSACOLA, FLA.

**FOR SALE 17 DODGEM CARS**  
(Juniors)  
Good working order—Newly Painted.  
Plenty of Spare Parts and Extra Motors.  
Price \$1,500.  
**C. B. LAKE**  
Box 6, Riverside 15, R. I.

**Available for 1945 AMUSEMENT PARK MANAGER**  
Many years' experience in all phases of Park Business. All replies held in strictest confidence. BOX NO. 645, The Billboard, 1564 Broadway, New York 19, N. Y.

**GOOD USED RIDES**  
Or Have You Any To Sell?  
**BERTHA GREENBURG**  
Hotel Kimberly, 74th St. & Broadway, New York

**POSITIVELY THE LAST in RIDE DEVICES**  
You'll be amazed at its simplicity, its money-making ability. Read all about it in the SPRING SPECIAL of The Billboard.

**WANTED**  
Rides of all kinds for the 1945 season for well-known amusement park. Write to  
**MICHAEL T. GUZZETTA**  
263 Myrtle Ave. BUFFALO 4, N. Y.

# WIS., MILWAUKEE TIFF

(Continued from page 39)  
be standing room left at the park. The Legislature apparently cannot or will not understand the magnitude of the exposition we propose. What we will have to do is to go out to Madison and do a selling job."

Mayor Bohn, of Milwaukee, said it appeared the fair people believed that the city was planning a lake-front show to compete with the State fair of 1948 and that the resolutions were rushed thru the Legislature "to get us out of the way." He stated that the proposed lake-front show would in no way interfere with the State fair.

# CALIF FAVORS ANNUALS

(Continued from page 39)  
convenes March 5 after its February recess.

One measure, in fact, would lift the present limitation on the number of fairs that may be held, fixed by law at 68. Introduced by Senator Thomas McCormick, Rio Vista, the bill would permit an unlimited number of district and county fairs, while another measure, by McCormick and Senator Thomas Keating, San Rafael, specifically provides for new fairs at Vallejo in Solano County and San Rafael in Marin. Senator George Hatfield, Merced County, a prosperous farmer himself and long a legislative champion of agriculture interests, has a bill making harness racing mandatory at any fair which has a race program. It would also provide for holding harness races at night.

District fairs could lease or rent their grounds for park and playground purposes by terms of a bill by Jacob Leonard, Hollister assemblyman, while Assemblyman James Thorp, Lockford, would have the State agricultural society hold an annual junior livestock show at any place in the State.

To make sure that fairs are run by farmers, Leonard has a bill in to provide that at least three directors of each district fair association shall be farmers. Senator Herbert W. Slater, Santa Rosa, another veteran fair enthusiast, has proposed a bill to give county supervisors power to grant use of fairgrounds to a person, firm or corporation for fair purposes.

The Washington ban on racing and livestock shows has the directors of what few fairs were held in California last year in a dither. They had planned to run again this year, but now don't know just what to do. All or some of them may try to put on junior shows, where the boys and girls who make up the Future Farmers of America and the 4-H Clubs would be given a chance to enter livestock and agricultural products in competition.

# Around the Grounds

LIBERTY CENTER, O.—James Murray, secretary of the Henry County Fair Board, has applied for War Production Board priority for the construction of a dairy cattle barn and a 4-H Club livestock barn on the fairgrounds. Present barns are beyond repair, he said in the application.

MOUNT PLEASANT, Ia.—Henry County Fair Association is going ahead with plans for the 1945 fair. The board has appointed superintendents to the various divisions. O. L. Job will have charge of concessions and amusements. Southern Iowa Guernsey Parish Show will be held on the grounds at the same time as the livestock show.

# Nace Heads Ariz. State; Rodeo Set for April 13-15

PHOENIX, Ariz., Feb. 24. — Harry L. Nace, owner of a chain of Arizona theaters, has been elected for a third term as chairman of the Arizona State Fair Commission. G. E. McDonald, Phoenix, is vice-chairman, and Paul Jones is secretary. Most of the fairgrounds is leased to the army.

The grandstands and the area in front of them will be used, April 13-15, for the annual World's Champion Rodeo. No state fair is slated for 1945.

# Fair Elections

GOSHEN, Ind.—Officers for the Elkhart County Fair Association have been elected here as follows: Clyde Bartholomew, of New Paris, president; Robert I. McFarland, vice-president; John P. Stack, secretary, and Roy M. Amos, treasurer.

BOURBON, Ind.—Wilfred Ervin has been elected president of the Bourbon Fair Association here. Other officers are Roy Bower, treasurer, and Harry Byrer, vice-president. Subordinate officials are: Concessions, Lewis Weissert; general superintendent, Roscoe Metheny; speed superintendent, John F. Urschel; assistant speed superintendent, Floyd Wolfash; directors for three years, Lewis Weissert, Ora Reed and Harvey Myer.

TERRE HAUTE, Ind.—Ira M. Morgan has been re-elected president of the Wabash Valley Fair Association. Carl Bauermeister and E. J. Acree were re-elected treasurer and secretary, respectively. Paul K. Turner was named first vice-president and Hugh Lenderman, second vice-president.

WAYNE, Neb.—The Wayne County Fair Association has set September 12 to 15 as the dates for the annual fair this year. A surplus of \$1,600 was reported from 1944 activities. H. E. Craven was named president; Frank Erxleben, vice-president, and W. E. Von Seggern, secretary.

KEENE, N. H.—Cheshire Fair Association has elected the following officers: President, Charles T. Richardson; secretary, Mrs. Helen W. Adams; manager, Hiram O. Bolton; midway chief, Clarence Worcester; treasurer, Hiram O. Bolton. It is planned to hold the fair in September if conditions permit.

VANCOUVER, B. C.—MacKenzie Bowell was named president of the Vancouver Exhibition Board at the annual meeting of directors. Vice-presidents named were A. D. Paterson and F. C. Tingley. A. M. James was named honorary treasurer. President Bowell announced that if the war ends this year, the next Canada Pacific Exhibition will be held in August, 1947.

NORTHAMPTON, Mass.—At the annual meeting of the Hampshire-Franklin, Hampden Agricultural Society, Irwin Hill, treasurer for the past 10 years, resigned, and Charles Stearns was elected as his successor. Three new directors also were named, Dr. Thomas F. Corriden, of this city; Paul Brown, of Hadley, and Sewell Hobbs, of Southampton. The following officers were re-elected: President, William H. Dickinson, of Hatfield; first vice-president, W. Briceland Nash; second vice-president, Josiah W. Parson Jr.; secretary, John L. Banner, all of this city.

PORTAGE, Wis.—John Klalla, Poyette, has been re-elected president of the Columbia County Fair Association. H. H. Niemeyer was elected vice-president to succeed E. R. Staudenmayer; Charles Funk was elected treasurer to succeed Willis Cuff and O. G. Clafin was re-elected secretary.

POMONA, Calif.—C. B. (Jack) Afferbaugh, secretary-manager of the Los Angeles County Fair since its beginning in 1922, has been named president to succeed the late Clyde E. Houston. Appointment was made at the annual stockholders' meeting held here.

At the meeting it was voted that the board of directors be increased from 9 to 12 members. New members are Raymond E. Smith, president of the First National

**MINNESOTA STATE FAIR**  
The Minnesota State Fair Board will hold a meeting the afternoon and evening of Wednesday, March 14, at the St. Francis Hotel in St. Paul, for the purpose of purchasing Grandstand Attractions, Advertising Material, Premium Ribbons, etc. Representatives of interested firms are invited to present their proposals.  
**1945 FAIR DATES — AUGUST 25 TO SEPTEMBER 3 — TEN DAYS**  
RAYMOND A. LEE, Secretary, St. Paul 1, Minn.

**BINGO LOCATION DESIRED**  
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!  
**REDEF & COMPANY** 10 Lawrence St., Newark 5, N. J.

# Mass. Annuals To Operate With Local Cattle Exhibs

SPRINGFIELD, Mass., Feb. 24.—Most Massachusetts county fairs will be held this year as scheduled, despite recent government bans on cattle and dog shows, Harry Storin, official of the Barrington Fair, said today. Altho some of the shows featured horse racing in the past, the fairs could continue to operate without either racing or cattle exhibits, Storin said.

Pointing out that the Barrington Fair "could fill all available space" at the cattle show, one of the many features presented during the 104-year history of the fair, with cattle from the Barrington area exclusively, he indicated the show was not dependent on any one exhibit to continue in operation.

Storin said fair officials in New England continued optimistic, pointing out that two years ago the pleasure-driving ban was lifted just before fair time in mid-September.

# U. S. Acts for Canada

NEW YORK, Feb. 24.—Canadian annuals set for June will have Bob Dupont, Allen and Drake, Gaudsmith Brothers, Sol Grauman and the Ross Sisters in one unit. Acts get all transportation paid and money is the same as they get in U. S.

Bank of Pomona; Hugh Stiles, treasurer of the Home Builders' Loan Association here, and Thomas J. Browning, of San Dimas.

Reorganization of the board resulted in William B. Kennedy, formerly vice-president, being named to the chairmanship. Arthur M. Dole was elected vice-president.

**WANTED MIDWAY SHOWS**  
for  
**LAKE COUNTY FAIR**  
PAINESVILLE, OHIO  
AUGUST 21-22-23-24, 1945  
Write M. E. KALE  
Concession Manager  
48 Nelson St., Painesville, O.

**WANTED**  
All Kinds of Good Acts for  
**THAYER CO. FAIR**  
Held at Deshler, Nebr., Aug. 14-17.  
Give full description and price in first letter.  
E. J. GRUPE, Secretary, Byron, Nebr.

**WANT CARNIVAL**  
With Rides, Shows, Concessions for Cass County Fair, Sept. 4-8. Will make good deal to an outfit anxious to locate with fast-growing fair.  
**Harry B. Ibbotson, Secy.**  
Dowagiac, Mich.

# "SHOW WILL GO ON" --- RINGLING

## Stiff Sentences Are Meted To Six Officials, Employees

Smith, Aylesworth get 2 to 5 years; Haley 1 to 5; year each for Versteeg and Caley; Blanchfield in 6 months —opening set for Garden April 4

NEW YORK, Feb. 24.—"The show will go on."

Those were the words of Robert Ringling, president of the Ringling Bros. and Barnum & Bailey Circus, when queried about the future of the Big One after six officials and employees were given penitentiary and jail sentences in Superior Court, Hartford, Conn., as a result of the fire there July 6 which took the lives of 168 persons.

James A. Haley, vice-president, who was sentenced for not less than one year or more than five, responded in the affirmative when asked if it could be assumed that the circus would open at Madison Square Garden and go on tour as was originally planned. He begged off when asked further questions, saying he would rather wait until after a conference with other officials in Sarasota, Fla., before making a statement.

Trial of the six officials and employees came to a dramatic close Wednesday (21) when Superior Court Judge William J. Shea pronounced sentences so severe that even the prosecution appeared stunned.

Brought to trial February 16 on charges of involuntary manslaughter, the defendants entered pleas of nolo contendere. Defense Attorney William L. Hadden specifically informed the court that this plea was not an admission of guilt but was proffered to avoid a long trial, which, by keeping the defendants from their posts, would prevent the circus from going on tour.

### There Is No Appeal

In Connecticut a plea of nolo contendere is treated as the equivalent of a plea of guilty, except that it cannot be used as an admission of guilt in any civil proceeding which may follow the criminal case. There is no appeal.

Judge Shea pronounced the following sentences:

James A. Haley, Sarasota, vice-president and director of the circus, sentenced to prison for not less than one or more than five years.

George W. Smith, general manager, and Leonard S. Aylesworth, boss canvas man, both of Sarasota, sentenced to prison for not less than two or more than seven years.

Edward R. Versteeg, chief electrician, Baldwin Park, Calif., and William Caley, seat man, Chicago, were each sentenced to one year in jail.

David W. Blanchfield, superintendent of rolling stock, Hartford, was given six months in jail.

All sentences applied to all of the 10 counts in the indictments but are to be served concurrently. In addition, before the opening of the trial, Judge Shea granted a request of State's Attorney Hugh M. Alcorn that charges also be brought against the circus corporation and a fine of \$1,000 on each of the 10 counts of this indictment was pronounced.

### Stay Granted Until April 6

Judge Shea granted a plea that execution of sentences be stayed until April 6 in order that the convicted men could assist in preparing the circus for the coming season. State's Attorney Alcorn stated he had no objection to offer and stay was granted in all cases except that of William Caley, who was not considered indispensable to the circus and who was immediately placed in the county jail.

At State's Attorney Alcorn's request, the convicted men were released under the same bonds they posted at the time of their arrest: Haley and Smith, \$15,000 each; Versteeg and Blanchfield, \$10,000 each. Judge Shea, in granting the stay, ordered the five men to return to court (See **BIG ONE GOES ON** on page 44)

## Transit Curb Hits Minneapolis Shrine

MINNEAPOLIS, Feb. 24.—Noel Van Tilburg producer of the annual Zarah Temple Shrine Circus, has experienced considerable difficulty in lining up acts, but the show will be ready for the March 5-10 engagement, he says. Several acts canceled because of transportation difficulties.

To date, Van Tilburg has signed Aerial Ortons, Wong Family, Dick Clemens and his lion act; Cole Bros.' Liberty horses and trained elephants, Voice Family, Capt. William Heyer and Starless Night, the George Hanneford Family, the Harolds, and a midget show.

Cully Lagerquist, Shrine potentate, is in charge of general arrangements.

## Polack, H-M Mop Up in Cincy, Memphis as '45 Heads for Record

CHICAGO, Feb. 26.—Indoor circus business has soared to such spectacular heights that leading promoters are confident that the 1945 season will rack up unprecedented grosses. The presentations, too, have remained uniformly strong and entertaining despite current man-power shortages.

Irv J. Polack, here to open his third annual under Medinah Shrine Temple auspices next Friday night (2), reports that seating capacities were taxed to capacity for both his recent Louisville and Cincinnati engagements. A special show will be given here Thursday night (1) for a group of Chicago radio stations which have taken over the house.

Bob Morton, of the Hamid-Morton org. is in Milwaukee to open his annual for Tripoli Temple there tonight. He



FRANK BUCK, who has signed to appear as a feature with Russell Bros.' Circus, will lecture at war plants and military camps on the show's route. Buck also will furnish two carloads of animals from his Amityville (L. I., N. Y.) farm.

### Wirth Start Slow; Picks Up

NEW YORK, Feb. 26.—Frank Wirth's Circus at the Jamaica (L. I.) Armory was off to a slow start, with attendance opening day, Saturday (17), way below that of last year. Primary reason for slump was that usual cut-rate kiddie ducats were not valid this year until middle of the show's run. Three shows Washington's Birthday (22) and Saturday (24) drew near-capacity houses. Circus under State Guard auspices, closed last night.

brought glowing accounts of the business at Memphis, which closed February 22.

Reports indicate that Korsair Temple, Louisville, netted a snappy \$27,000 under Polack, while Cincinnati's gross was understood to be in the \$60,000 class. The Hamid-Morton Memphis gross clipped the \$65,000 mark.

### Cincinnati Socko

CINCINNATI, Feb. 26.—Polack Circus closed here Saturday (24) with three turnaway crowds, two matinees and a night, the engagement for eight days under the auspices of Syrian Temple attracting in excess of 45,000 persons despite the limited seating capacity (2,500) of Taft Auditorium. There were (See **POLACK, H-M BIG** on page 44)

## Arthur Bros. Set for Rails; Buy 10 Cars

LOS ANGELES, Feb. 24.—Arthur Bros. Circus will go on rails this season, it was learned here this week.

Ten cars have been purchased, including two Al G. Barnes cars from a construction company at Tonopah, Nev., one from a defunct Tonopah railroad, two from Captain Hutton, who featured marine exhibits for many years, and one from Howard Y. Bary at Trenton, N. J.

Several wagons have been obtained from the Goebel's Lion Farm near here. Trucks on which the show toured last year have been sold, it is reported.

## Ft. Worth Cowpokes To Struggle for 30C

FORT WORTH, Feb. 24.—Cash awards, including a portion of entry fees, will amount to \$30,375 at the Southwestern Exposition and Fat Stock Show rodeo to be held at Will Rogers Memorial Coliseum here March 9-18, Secretary-Manager John B. Davis announced. The figure sets an all-time record for the 27-year-old rodeo.

The prize money includes \$21,375 offered by the stock show, and \$9,000 in entry fees. For each of the five events, with the entry fee listed, the exposition will give approximately \$4,275; bareback bronk riding, \$30; saddle bronk riding, \$50; Brahma bull riding, \$50; bulldogging, \$50, and calf roping, \$100.

## Honor Col. Zack Miller; Notes From Wichita, Kan.

WICHITA, Kan., Feb. 24.—Col. Zack Miller was honored at a reception in Ponca City, Okla., prior to his departure for California, where the new 101 Ranch Show is scheduled to open in Pasadena's Rose Bowl.

"Rosie" Rosecrans has left for Los Angeles, where he is a prop man on the MGM lot. Dates for Wichita Police Circus are March 18-24.

Mrs. Irene Wright, formerly with Hagenbeck-Wallace and later in stock known as Rene Nerrawis, now resides in Bellevue, O., and operates a beauty parlor.

Bill Thompson, Wichita, has signed as general agent for Monroe Bros.' Circus. C. H. White, Fredonia, Kan., visited Pvt. Ted Meyer at Iola, Kan. Reported by Bette Leonard.

SGT. MICHAEL KOCUIK, former catcher with Bob Fisher's Fearless Flyers, has been transferred to Camp Ellis, Ill., after 15 months of training at Camp Berkeley, Texas.

# Coast Shows in Opposition

## Russell, Cronin Five Days Apart

### Pan-Pacific Aud to get fancy dress for Pacific's initial indoor opening

LOS ANGELES, Feb. 24.—Two circuses, Russell Bros. and Cronin Bros., will play in opposition to one another here late in March and early in April. Beginning March 29, when the former opens in

Pan-Pacific Auditorium, the shows will play day and date until April 15, when Russell closes.

Cronin Bros. is getting set at its quarters near here to open under canvas on the lot at Washington and Hill Streets March 24. It moves out April 18.

Starting something new for West Coast circuses, Russell Bros. will play indoors at the Pan-Pacific Auditorium, about 10 miles from the downtown lot played last season, for 24 days. The auditorium is in Hollywood. Russell opens five days after the Cronin show and closes three days before it. The Russell show will arrive here about March 15 from Shreveport, La.

According to Waldo Tupper, who is already at the auditorium making arrangements for the show, there will be two shows daily, or 36 performances.

While the show will be given in the auditorium proper and employ lighted ring curbs and other electrical effects that have heretofore been used for ice and roller skating shows, a 340 by 130-foot top will be erected on the parking lot to house the menagerie. The side show will also be under canvas.

All seats for the auditorium (about 6,000) will be reserved. Ticket agencies in Hollywood and Downtown Los Angeles will handle reservations. The price range will be \$1 to \$2.50 plus tax. However, Monday thru Friday there will be bargain matinees, with a price range of 50 cents to \$2, exclusive of tax.

Cronin will make an announcement regarding his show within the next two weeks, he said. Playing entirely under canvas, the show will have a seating capacity of nearly 5,000.

**WANTED**

**FIRST-CLASS ELECTRICIAN**

For Winter Quarters and Road  
Top Salary

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Workingmen for All Depart-  
ments Report York, S. C., At  
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**CLYDE BEATTY CIRCUS**

RALPH J. CLAWSON, Mgr.

**MUSICIANS**

**WANTED**

Clarinet to double Soprano Sax, Sousaphone,  
French Horn or good Alto; one more Trom-  
bone who can double on Baritone. Salary  
\$40.00; meals, berth. No holdback, paid  
every night. Show opens March 31st, must  
report 25th. This is one of the finest  
R.R. circuses in America. Write—wire

**JOE ROSSI**

Gonzales, Texas

**WANT**

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**MILLS BROS.' CIRCUS**

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**CIRCUS ACTS**

Wanted for Immediate Indoor Dates.

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**JOHN H. BILLSBURY**

54 West Randolph St. CHICAGO, ILL.

**SIDE SHOW ACTS WANTED**

Dancers and Novelty Acts, Half & Half, Colored  
Band and all useful Side Show Acts. Address:

**TOMM ARENZ**

York, S. C.

P.S.: Bob Hoffman, write.

**WANTED**

CLOWNS, Circus Acts and Useful People, COOK,  
one good Billposter and Lithographer, Light Plant  
Man. Will pay cash for Elephant, Trained Dogs  
and Ponies.

**M. L. CLARK & SONS' CIRCUS**

4750 N. Main St. DAYTON 5, OHIO

**WANTED**

2 STOCKMEN

2 LECTURERS

SALARY — \$45 WEEKLY

H. L. ANFENGER

Animal Oddities, McAllen, Texas

**WANTED**

**BAR PERFORMERS**

Long season. No objection to good amateur.

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R. R. 1, Box 151-B, Limona, Fla.

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ALBERTIS CO.

440 W. 42 ST., N. Y. C.

Paste This in Your Ad-  
dress Book.

**UNDER THE MARQUEE**

Communications to 155 No. Clark St., Chicago 1, Ill.

**MARCH on thru.**

NAT GREEN was guest of honor at a  
surprise party at the Blackstone Hotel,  
Chicago, February 13, on the occasion  
of his return to the Chicago office of  
*The Billboard* from Cincinnati. Attend-  
ing were Mr. and Mrs. Gene Whitmore,  
Mr. and Mrs. Billy Blencoe, Mr. and  
Mrs. James A. Tinney, Mr. and Mrs.  
Harry A. Atwell; Mrs. Green and daugh-  
ter, Virginia. . . . JOLLY EVA, fat girl,  
will return to the Mills Bros.' Side Show,  
while Ray-Erlene Garrison will be the  
annex attraction. Lillian Carrol and  
Jessie Rose Wilson have signed for lad-  
ders. . . . WILLIE CLARK, foot juggler,  
an employee for the past year at North-  
ington General Hospital, Tuscaloosa,  
Ala., plans to join a circus this season.  
. . . . ARTHUR BORELLA, clown will  
appear with the St. Paul Shrine Circus  
following two weeks with the Cleveland  
Grotto Circus. . . . RUBE CURTIS,  
clown, has been contracted to play the  
St. Louis Police Circus and will work the  
streets of the Mound City advertising  
the annual event two weeks before the  
opening. Curtis is at present on his farm  
in Mountain View, Mo. . . . DUKE  
DRUKENBROD advises that he will have  
14 acts in the Side Show of the Clyde  
Beatty Circus, including a Mexican nov-  
elty turn. He has had two special  
sleeper-trailers made, one for the acts  
and another for the colored band.

IS YOUR hot-stove league meeting in the  
bull barn?

ERNESTINE CLARKE and mother are  
occupying Arturo Konot's home in Sara-  
sota this winter. Konot is playing win-  
ter dates in the East. Miss Clarke is  
working out at the Ringling quarters,  
as she will ride bareback and fly in the  
R-B performance. . . . MABEL STARK  
has been receiving offers to get back into  
the circus game. At present she is em-  
ployed in a war plant near Los Angeles.  
. . . . WALT MATTHIE, clown with Rus-  
sell Bros. last season, is resting at his  
home in Long Beach, Calif. . . . DICK  
LEWIS has been playing winter dates  
around Los Angeles. . . . REPORTS ARE  
that Marion Knowlton may join Dalley  
Bros.' Circus. She is at present in Mid-  
dletown, Conn. Jean Allen, who was  
with Cole Bros., and Miss Knowlton will  
have concessions on the Dalley show.

THE MANY FRIENDS of Arthur Bore-  
lla will be glad to know that his health  
is much improved. He clowned at the  
Star Theater, St. Louis, for two weeks  
in January and also worked clown alley  
at the Cleveland Grotto Circus. . . .  
LIEUT. KENNY D. HULL, formerly with  
the Barnes and Ringling circuses, has  
written several of his friends in the Los  
Angeles area. His address is APO 17808,  
care Postmaster, New York City. His  
wife, Edris, recently returned to Los  
Angeles after receiving her private  
pilot's license in Temple, Tex. . . .  
STELLA AND BILLY HAMILTON are ac-  
tive in war work in Long Beach, Calif.

REMEMBER when Wild West shows  
weren't guitar rodeos?

PHIL AND BONNIE BONTA, perch  
and hand-balancing act, have returned  
to Dallas after a theater engagement  
in Mexico City. They will play theater  
and night club dates for MCA. . . . MR.  
AND MRS. L. C. LANGHART celebrated  
their 14th wedding anniversary at their  
Louisville residence February 19. . . .  
TROPICAL SLIM MITCHELL, veteran  
eight-horse driver, is now a member of  
the merchant marine. He recently visited  
in Port Dodge, Ia., en route to his base  
in New York. . . . JIMMY DOOLEY, for-  
mer elephant man, is now a night club  
operator in Kelso, Wash. . . . DAN DOR-  
SEY reports that Art LaFleur, who re-  
cently appeared at the Carmen Theater,

Philadelphia, is slated to join a Broad-  
way show soon with his iron-jaw rou-  
tine. . . . C. FOSTER BELL, circus press  
agent, now front *Skating Vanities* of  
1945, scored a national beat recently by  
planting a nifty piece on the skate show  
in Ernie Pyle's column. . . . AL PRIDDY,  
circus lecturer, recently made two ap-  
pearances at a Madison (Wis.) high  
school. . . . BERT GOLDEN was a re-  
cent guest at F. C. Fisher & Son Circus  
quarters at Jackson, Mich. He reports  
ring stock and cage animals in fine con-  
dition. . . . DAVID LANO AND CAROLYN  
CHANEY have contracted their mario-  
nette and Chinese shadow shows with  
Duke Drukenbrod's Side Show on the  
Clyde Beatty Circus.

WORD "consolidated" seems to have left  
most circus billing.

RALPH J. CLAWSON was in Chicago  
last week ordering new canvas for Clyde  
Beatty. . . . CHARLIE CUTHBERT, bands-  
man and announcer, is in charge of pro-  
duction control at Harding Bros., Inc.,  
Elmira, N. Y., and will not troupe this  
season. . . . WALTER L. MAIN was a  
Lions Club guest in Cleveland last week.  
. . . . MRS. C. D. ODOM, of San Antonio,  
is visiting friends in Chicago. . . . WIL-  
LIE DOWNING, Detroit, is touring and  
will make New York the last stop until  
the Ringling opening. . . . HARRY MIL-  
LER, Bailey Bros.' boss ticketman, han-  
dled pasteboards for the Cleveland Grotto  
show. . . . JACK (ABIE) TAVLIN is in  
Russell Bros. quarters at Shreveport, La.

WE HEARD that "generally useful" isn't  
being eliminated from contracts this year.

CLYDE BROS. NOTES: Obert Miller,  
owner of the Kelly-Miller Circus, and  
Mr. and Mrs. Bob Stevens were guests of  
Clyde show in Bonham, Tex. Mr. and  
Mrs. Buck Reger and Howard Suesz  
visited Mrs. J. Doug Morgan during the  
Jacksonville, Tex., engagement. Mr. and  
Mrs. George Gettis visited their daugh-  
ter-in-law, Mrs. Yetta Irwin, a member  
of the Harrison bicycle act with show.  
The Miller family, Springfield, Mo., and  
Gallagher family, Leavenworth, Kan.,  
visited members of show in Nacogdoches,  
Tex., en route from Galveston, Tex., to  
Shreveport, La.

**ARE YOU READY FOR 1945?**

Be sure your program includes a real  
thriller—Selden "wows" the crowds  
at every performance with his sen-  
sational high pole act, the only one  
featuring a 35-ft. swaying handstand.

Address: Care  
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**Selden**  
**THE STRATOSPHERE**  
**MAN**  
World's Highest  
Aerial Act

I STILL  
HAVE SOME  
TIME OPEN.  
WRITE OR  
WIRE.

**Bradley & Benson  
Combined Circus & Rodeo**

Wants Circus Acts of all kinds, Dog and Pony  
Act. Will Hill, write or wire. Two more  
Clowns, Ticket Sellers, Candy Butchers, Novelty  
Man, Pop Corn Man, Man and Wife to run  
Lunch Stand, Seat Man, Boss Canvasman,  
Electrician; Working Men, \$5.00 a day; Banner  
Man. Man with buffaloes on Wallace Shows  
last year, write. Show opens Selma, Alabama,  
first week in April. All address:  
**20 CHURCH ST., SELMA, ALA.**  
P.S.: Want good Concert Attraction for Rodeo.

**FOR SALE**

72-FOOT BAGGAGE CAR SIX-WHEEL  
TRUCKS, PASSENGER SERVICE. Original  
cost \$40,000. A-1 condition. Will take  
\$4,000 cash. Can be seen Fair Grounds,  
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**NORMAN MARSHALL**  
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**WANTED**

FAMILY ACT—BAR ACT. Gus Kornova,  
write. BOSS CANVASMAN, SEAT MEN.  
**BAILEY BROS.' CIRCUS**  
Bob Stevens  
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**CALL CALL CALL  
RUSSELL BROS.' PAN-PACIFIC CIRCUS**

Will leave Shreveport, La., March 8 for Los Angeles, Calif.  
All people holding contracts and Workingmen desiring to be  
associated with this show may ride train to California.  
Workingmen wanted in all departments.  
Dan Fast, Chief Electrician; Geo. Warner, Big Top; Bob  
Reynolds, Props; John Staley, Cookhouse and Dining Car;  
Red Sonnenberg, Candy Butcher; Joe Cuta, Chief Usher.  
Can use good Grooms and Train Hands. All others write or  
wire FRANK McCLOSKEY.

**AUSTIN BROS.' CIRCUS**

America's Newest Railroad Show

Wants for Big Show: Strong Act to Feature, Girls for Aerial Ballet, Dog  
and Pony Act and Producing Clown. Wire or write  
AUSTIN BROS.' CIRCUS, P. O. Box 992, Austin, Texas.

**CLYDE BROS.' CIRCUS**

**WANTS**  
Promoters and General Agent  
Also Few More Acts To Enlarge  
Show  
HOWARD W. SUESZ  
General Delivery, Waco, Texas

**WANTED**

**Clyde Beatty Circus Side Show**  
Ticket Sellers, Mind Reading Act, Side  
Show Acts, Boss Canvasman, Workingmen,  
**DUKE DRUKENBROD**  
923 5 St., N. W., Canton, Ohio

## URO Plugs Mail For Service Folk

ELIZABETH, N. J., Feb. 24.—United Rink Operators will launch a national "Write-A-Letter Week" to promote letters from patrons of URO rinks to men and women in the armed forces during the week of March 10 to 16. Co-operating on the letter campaign will be the 60 rinks affiliated with the URO.

It is estimated that over 300,000 roller skaters attend these rinks weekly and it is hoped that an average of five letters will be written by each skater during this period. The URO rinks will provide free stationery and postage for these armed forces' letters to inspire an abundance of them. Letters from home are a boon to the morale of any boy and girl wearing Uncle Sam's uniform. No servicemen can ever receive too many and this campaign is expected to result in a deluge of letters with the goal set at a million.

## Barlows Replacing Fire-Swept Plant

CHARLESTON, W. Va., Feb. 24.—Barlow's Rink here was destroyed by fire February 2, with losses estimated at \$80,000, of which \$37,000 is covered by insurance. Mr. and Mrs. Wayne B. Barlow; son, Billy, 14, and daughter, Polly Ann, one year old, escaped just before the roof caved in.

The Barlows, members of the RSROA, are rebuilding at once in a downtown location, with the WPB giving them the green light for materials needed.

## AOW Am. Champ Finals For Elizabeth March 9-10

ELIZABETH, N. J., Feb. 24.—America on Wheels dance and figure skating committee announces that the 1945 AOW amateur championship finals will be held March 9-10 at Twin City Area, Elizabeth, N. J. Championships will embrace dance, figures, ladies pairs, mixed pairs and fours.

Championships have been sanctioned and will be conducted under supervision of the Amateur Roller Skating Association in co-operation with the Twin City Dance and Figure Club committee composed of Doris Harrington, Marion Holzhauser and Jack Dalton.

GENE REGALIA, owner of Florham Park (N. J.) Arena, is vacationing in Arizona.

PERTH AMBOY (N. J.) ARENA will be the site of an AOW dance and figure club party March 22.

BOB KINSLEY, former guard at Boulevard Arena, Bayonne, N. J., has been reported wounded in action in Belgium.

WAL-CLIFFE, Elmont, N. Y., will hold its second barn dance March 3. Manager Hincheliffe reported good attendance at the first affair held recently.

CAPT. GEORGE WERNER and wife, Gladys Koehler, were recent visitors to the Mineola, L. I., N. Y., rink. He had a three weeks' furlough from his overseas duty as a pilot in the air corps.

EDNA BAUER is the pro at the new Eastern Parkway, Brooklyn. Beginners classes are held Monday nights, with advanced dance instructions on Thursday nights.

JIMMY RAIMOND, organist at Boulevard Arena, Bayonne, N. J., takes his weekly Wednesday night off duty to play piano at the New York Theater Wing Stage Door Canteen.

CHARLES GRIECO, former guard at the AOW Rink, Passaic, N. J., was killed in action in the Philippines in January. Joe Fava, another former guard there, lost a leg in the invasion of Luzon.

MILTON H. AARONSON and M. LaPlanate will visit rink operators in the Pacific Coast area March 10 to April 1, representing Johnny Jones Jr., Pittsburgh rink supply organization.

OZZIE NELSON, secretary of ARSA, and Ethel Van Berg and Al McCullah, Fordham Rink, were judges at the White

Plain's (N. Y.) Rink dance and figure tests recently.

CORP. PAUL ALEXANDER, stationed at Carlisle (Pa.) Barracks, recently visited Twin City Arena, Elizabeth, N. J., where he played the organ while his wife, Lee, the regular console artist, took a few "fives." Alexander was the former organist.

MINEOLA SWING dance routine is being used in Manchester, England, rinks by Marie Sharrocks. Copy of *Bumps and Falls* the Mineola, L. I., N. Y., house organ was mailed to her by Leon Velasco and Inez Van Horn received the letter from the English skater.

## POLACK, H-M BIG

(Continued from page 42) no Sunday performances.

Shriners estimated the increase was 20 per cent over last year and that the figure would have been doubled had there been greater seating capacity. George Westerman was in charge of promotion.

Polack has a number of new acts since appearing here last year. They include Four Sidneys, cyclists; Massimalino Truzzi, juggler; Power's elephants, Polack owned; the Saxons, roly poly artists; Eddie and Duina, trampoline; the American Eagles, high wire; Donahue and La Salle, barrel jumpers; the Antaleks, perch pole; Flying Zaccinis; Jane Meredith and Lake Duo, trapeze; Mille Ante, Spanish web. Seen here before are Polack high-school horses, presented by Etta and Carlos Carreon; Chester (Bobo) Barnett and his canine entertainers; Hubert Castle, on the wire; Polack Black Horse Troupe, worked by Carreon.

In clown alley are Dennis Stevens, Johnny Bogonghi, Jack Klippel, Eugene Randow, Ed Raymond, Dorothy (Jojo) and Chester Barnett, and Jingle Carsey. Raymond and Randow work the come-in. A 10-piece Shrine band provided the music, with Bee Carsey as director, and another trouper, Emmett (Rex) Ronstrom as drummer. On Tuesday morning, performers and clowns entertained at the Condon School for Crippled Children.

Two big midnight parties were staged for members of the show, the first, Wednesday, by the Loyal-Repensky Tent, temporarily called the Queen City Hey Rubes, a new and non-affiliated organization here, with Marty Hogan as ringmaster, and the other, Thursday, by Syrian Temple Shrine, an annual event. On February 23, Irv. J. Polack, Chester Barnett and Hubert Castle received honorary membership in Syrian Temple.

## Memphis Program Strong

MEMPHIS, Feb. 24.—Matinee and night performances, February 16-22, taxed the capacity of Municipal Auditorium for the Hamid-Morton Circus under the direction of Bob Morton.

The program was unusually strong, being well balanced with thrill acts and just plain old-time circus. Vernon L. McReavy was promotional director.

The show was played by Joe Basile and His Madison Square Garden band, with Winnie Duncan, vocalist.

On the program were the Kenneth Waite Troupe, Georgette Brothers, Cosmo Kelly and Billy Rice, Florenz Duo, Watkins's Ponies, Warren's Mule, Alfred Court's wild animals presented by Joseph Walsh, the Arleys, Miss Sylvia and Her Pets, Peaches Sensations of the Air, the Great Blondin and Miss O'Neil's Girls, Cycling Kirks, Berosinis, Watkins's Chimps, the Walkmirs, Girl in the Moon, Janet and Paul, Pallenberg's Bears, the Yacopis, Robinson's Elephants and the Flying Lamars.

Show was well costumed, and Director Morton used the ballet for many colorful entrances in presenting features.

## BIG-ONE GOES ON

(Continued from page 42) at noon April 6 before being remanded to jail or prison.

## Circus Opens April 4

The status of the circus at present is as follows:

Show is in the hands of Attorney Edward S. Rogin, appointed receiver shortly after the fire to protect the circus assets and the claims of the estates of victims of the fire. Up to recent date approximately half a million dollars in awards had been made to the estates of 47 persons who died as a result of the fire. Awards are being made by three arbitrators named to hear fire claims under an agreement between the circus and attorneys representing the

claimants. Rehearsals have been under way at Sarasota for several weeks. Show is tentatively set to open at the Garden April 4, after which it will play the usual indoor date at Boston and open under new top in Washington. According to Hartford sources, the road tour will be mainly in territory west of the Mississippi.

**The First Best Skate**



**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3318 Ravenswood Ave. Chicago, Ill.  
**The Best Skate Today**

**WANTED IMMEDIATELY**  
**500 PAIRS ROLLER SKATES**

In good condition. Will buy from several sources if we cannot obtain all from one. State price desired and availability in reply.

**Maj. Mark E. Sherland Jr.**  
Headquarters Army Air Base  
Office of the Special Service  
Officer, Barksdale Field, La.

**FOR RENT**  
**Roller Skating Rink**

In the Heart of Flatbush

Now in operation. Also suitable for Ballroom. Excellent deal with little cash to experienced operator.

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**WANTED**  
**USED RINK SKATES**

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY. STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

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**ATTENTION**

Special Sale on PRECISION BEARINGS No. 37 @ 40¢ each. All our Bearings are new, not seconds. Balls, 3/16" round, true, high-grade steel, @ \$1.50 per 1000. We have Precision Wood Wheels with bushings. Also general supplies for Roller Rinks. Send in for full particulars. Large quantity of Brooks Detachable Toe-Stoppers.

**JACK ADAMS**  
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**ATTENTION**

MR. RINK OPERATOR, NOW A DISTRIBUTOR of Those Famous E. Z. Roll Wheels and Supplies. We Also Carry a Complete Line of Chicago Skate Parts.

The Only Complete Supply House in the Middle West.  
Write for Complete Price List of Supplies.

**St. Louis Skate Supply**  
109 N. 15th St., St. Louis 3, Mo.

**No. 321 DUSTLESS FLOOR DRESSING**

Cleanes the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

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444 Second St., Everett, Minn.

**ROLLER RINKS**

Have several complete Rinks for sale now. Write or wire  
BOX 41, R.F.D. #2, Marion, Iowa

**"TIMMY SQUIRREL"**

has the right idea



He gets busy every fall and stores his food in hiding places for the long winter months ahead. Take a tip from "Tim" at the beginning of the year. Place your order now for all the Roller Shoes you'll need in '45. Then we can plan and do our best to fill that need and tell you what we can make available for Operators. "Tim," fortunately, doesn't face any shortages, but we do and it's going to take a lot of busy long range planning and there won't be any shoes to "hide" in '45.

**HYDE ATHLETIC SHOE COMPANY**  
Manufacturers of those famous BETTY LYTLE Roller Shoes  
CAMBRIDGE, MASS.

**ANNOUNCING**  
**JOHNNY JONES, JR.**

Will be at Hotel Benjamin Franklin, Seattle, Wash., on March 10, 11, 12, 13 and 14. Hotel St. Francis, in San Francisco, on March 18 to 24, inclusive. Hotel Biltmore, in Los Angeles, from March 25 to April 1.

We are asking all our customers and friends to come in and visit with us. Milton H. Aranson and M. LaPlanate representing.

**ROLLER RINKS**

Complete or in parts. Will pay cash on the line and no fooling. Want good merchandise. Tops, floors, music, organs, etc. Wire or phone collect or write

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CEDAR RAPIDS, IOWA Ph. 7849

**WANT TO BUY**

Model B Hammond Organ and Speakers. State full particulars and price in first letter.

**W. P. MARTIN**  
SOUTH MAIN ROLLER RINK  
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**It's Fun To Roller Skate**

on  
**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.

**FLEXIBLE-ACTION**  
**ROLLER SKATES**

Keep your skates in  
**Good Repair**  
'til it's over over there  
then you can buy  
**A NEW PAIR**



# Film Outlook Better WPB Tells Industry Committee

WASHINGTON, Feb. 24.—Supplies of 16 and 32mm. motion picture film for civilian purposes, currently curtailed, is expected to improve by the end of the first quarter of 1945, as military requirements for these type films are being revised downward from their present all-time high, War Production Board representatives reported at the first meeting of the newly organized 16mm. motion picture industry advisory committee, WPB announced this week.

Further improvement of the civilian 16 and 32mm. film supply in the second quarter of 1945 is expected by WPB, unless present estimates of military requirements for that quarter are raised. If military requirements remain at the expected second-quarter level during the third and fourth quarters of this year, the civilian supplies of these types of film will be satisfactory, WPB said.

Two possible methods of assuring fair distribution of the limited supply of film of these types were discussed by the committee: (1) Establishment of a system of allocation by WPB and (2) use of present WPB controls and procedures to correct specific cases of maldistribution of film.

The committee recommended that no allocation system be put into effect at this time, as the scarcity of 16 and 32mm. raw stock may be temporary. Committee members pointed out that it would be extremely difficult to work out a fair allocation system in view of the

many thousands of applicants for allotments of 16mm. film. The committee suggested that WPB continue to study developments in the supply of 16mm. film and be prepared to allocate film only if conditions later in the year warrant such a step.

### Want Fairer Distribution

Committee members urged that WPB correct disparities of distribution between film manufacturers and laboratories and distributors thru existing priorities regulations and other controls. Agency officials assured the committee that they would make every effort to correct any cases of maldistribution brought to their attention. They added that WPB reviews the distribution of film at fairly regular intervals and has found in the past that over-all distribution of 16 and 32mm. film has been reasonably equitable.

Since the beginning of the war, production of all the various types of film has been subject to great fluctuation, corresponding to constantly changing military requirements, WPB representatives explained. Military requirements for motion picture film, for instance, go up or down as more or fewer training pictures are needed.

Meeting increased demand for one type of film, officials explained, frequently requires time-consuming change-overs from one type of film to another. The capacity of the film manufacturing industry is being increased to promote greater production, WPB officials reported, but they added that expansion cannot yet keep pace with requirements for some film types. Total production of 16 and 32mm. positive film, for example, in 1941 averaged 90,000,000 feet, figured in 16mm. feet per quarter. Current output of these types of film is about two and a half times as high, at the rate of 230,000,000 feet per quarter, it was reported.

While meeting the needs of the armed forces and civilians of the United States, the American film producing industry is also being called upon to meet some of the most urgent requirements of the Allies, to fill the gap caused by the disruption of normal world production and distribution of film, WPB representatives said. Before the war, film was made in the United States, Canada, England, Australia, France, Belgium, Germany, the Soviet Union and Japan. Film base, not produced in Canada, England and Australia, is supplied to them by American producers, whose film base production capacity normally is in excess of domestic use. Without American film base, it was explained, no film could be produced in these countries.

Rehabilitation of film plants in Belgium and France is in progress, and limited production is being achieved, it was reported.

**DARK SANDS**, released by Eastin 16mm. Pictures Company. A dramatic story of a soldier in the first World War who is forced to become a fugitive and eventual leader of a tribe of primitive peoples. Paul Robeson plays the leading role, and Henry Wilcoxon and Wallace Ford are featured. Running time, 70 minutes.

# REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

## Slouts Begin Late in March

JEFFERSON, Tex., Feb. 24.—Activity has started in quarters of the Slout Players Tent Show here. C. W. Rawson, in charge of equipment, has been here since middle of January and now has two men helping him. An overhaul job on motor equipment has been made, one truck rebuilt, and all canvas replaced or strengthened. Rehearsals are scheduled for second week in March, with opening later part of month. Mr. and Mrs. Slout recently completed a trip around the State checking spots to play.

Cast for the summer signed to date includes Carl Park, Bobby Brown, Jack Collier, Guy Stanley, Lucille Collier, Emilie Stanley, Margo Collier, Ora and Verne Slout. Vaude end will feature Guy Stanley and Company, in magic; Dunlap Sisters and Bobby Brown, dancer. Clarence Auskings will again be pilot.

## Nick Hyam Answers Gosh on Seldom-Fed Minstrel Title

Editors *The Billboard*:

I read Byron Gosh's squawk about the *Seldom-Fed Minstrels* title. My father used the name with the Burton & Barker Minstrels way back in 1875. Before that, Christys' Oldtime Minstrels used the name.

The blackface team of Fox and Ward used a sketch for years called the *Seldom-Fed Minstrels*, and to get down farther in the line, McIntyre and Heath were billed all over the country as the *Seldom-Fed Minstrels*. The act that I, my partner and company have been doing is a sketch bill written for us by E. L. Hannan and it has been such a socko bill that it may be getting us too much press stuff.

We also are doing another sketch called *Noah's Ark*. Did By Gosh build the Ark?  
NICK HYAM.

## Henry Prather Critically Ill

BRECKSVILLE, O., Feb. 24. — Henry Prather, who for many years operated his *Honeymoon Limited* tab over the Gus Sun and Spiegelberg circuits and recently removed to U. S. Veterans' Army Hospital here, is critically ill and doctors have little hope for his recovery. His wife, Mary Elizabeth Prather, now residing in Cleveland, is a regular visitor at the hospital and reports that Mr. Prather has lost 80 pounds since entering the institution. She asks that friends drop him a cheery note.

## Hayworth Opening April 16

STANTONSBURG, N. C., Feb. 24.—"Seabee" Hayworth reports that his tent theater will present *The Tar Heel Farm Journal*, featuring Uncle Milt, of WPTF, Raleigh, N. C. Season will get under way in Eastern North Carolina April 16 and will play that State and Virginia on one-night stands with a broadcast daily. New equipment has been added.

## Rep Ripples

DAVE COSTA is having satisfactory returns with his vaude-pic show in the London, Ont., sector. . . . BIRD'S SHOW is playing around Gadsden, Ala., under auspices. Show has three people on flesh and a 16mm. outfit. . . . HOWARD COBB will have a tent vaude-pic show in Maine coast towns this summer. He recently finished two months of religious film dates in New England. . . . CLARENCE AUSKINGS has closed as agent for Guy Stanley, magician, in Texas schools and is rejoining the Slout Tent Show as pilot. . . . THE CRAWFORDS will have a vaude-pic trick in Western Canada this summer. . . . HAROLD (HAL) EDWARDSON opens his summer show around Alexandria, La., late in March. He will carry a 16mm. outfit and a tab bill, *Shaking Feet*, by E. F. Hannan. . . . F. S. WOLCOTT'S Rabbit Foot Minstrels will tote the biggest show in years, according to E. F. Hannan. Advance printed matter, says Hannan, comprises a circus fan's collection of everything from R.F.D. circulars and souvenir rabbits feet to heralds that would make one think that Rusco & Holland were back on earth. . . . MR. AND MRS. CARL J. ANDERSON have a vaude pic outfit operating in Garfield County, Washington. . . . COBB PLAYERS reported getting satisfactory returns on auspices dates in Northern New Hampshire. . . . TROPIC PLAYERS, four-people colored trick, are working around Selma, Ala., under auspices. . . . ROURKE'S SHOW, playing to good returns in schools and halls around Rutland, Vt., and is dickering for a tent for a summer trek. Owner is William K. Rourke.

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WANTED TO BUY FROM MANUFACTURER in quantity fast selling Novelties for mail order business. Grecco, 72 Troutman St., Brooklyn, N. Y.

WANTED FOR ALASKA'S ESKIMO SHOW — Arctic Animals, alive or mounted; Pony Harness; Band Wagons; Calliopes; Stage Coaches. Tent, 40x60 or 30x50 ft., good shape; 200 ft. Sidewall, 8 or 9 ft. Earl F. Hammond, Aurora, Neb.

WANTED — RHINESTONES IN GARMENTS, drops, bandings, or loose in any condition. Mail your items or samples today quoting best price. Action same day received. Square deal assured. BROWN, 36 Bank St., New York 14.

WANTED TO BUY—CURVED COMIC MIR-rors to make you look fat or skinny, tall or short. Glass or unbreakable. State price and condition. Carrier's Casino, Box 1, Cobalt, Conn.

WANTED TO PURCHASE — SECONDHAND electrical equipment including dimmer boards, 50 to 100 loko lights, other stage light equip-ment. Write giving prices to Box 641, Billboard, New York 19, N. Y.

WANTED—GAMES OF SKILL, BALL GAMES, Dart Games, etc. Blooming Grove Firemen's Association. George O'Keefe, Secy., 1016 Bow-man Ave., Madison 4, Wis.

WANTED—SMITH & SMITH CHAIR-O-PLANE, good running condition. Or any other ride for cash. D. Van Billiard, North Wales, Pa.

WILL BUY .22 SHORTS OR LONG RIFLES. Write price. The Archery, 304 S. W. Washing-ton, Portland, Ore.

CIRCUS AND CARNIVAL

EXPERIENCED GRIDDLE MAN — CAN HAN-dle grab or front end fry. Contact Victor R. Ashmore, 523 Grand Ave., Kansas City 6, Mo.

FANNIE BLAIS, THE DIFFERENT HALF AND Half Annex Attraction. Experience, ability. I make annex openings and act in a respectful manner. Address Jack P. Bragdon, General Delivery, Los Angeles, Calif.

COLORED PEOPLE

WOOLRIDGE, THE WORLD'S GREATEST Sepia Magician. Have Spanish and English bill-ing matter. Address Gus Kralfo, 117 Gollad St., San Antonio, Tex.

ADDITIONAL AT LIBERTY ADS ON NEXT PAGE

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place, Cincinnati 1, O.

Coffey, Mickey Cogswill, James Colman, Tommie G.

Connors, John Jos. Conyer, H. D. Cook, G. Howard Cooke, Welby Cooper, Grover A. COOPER, Robt. Byron Lee

COPLAND, Edgar Cornett, Carl E. & Marie CORYN, Bernard Jos. Costello, Robt. COWELL, Arthur Benl. Cox, Walter B. & Edith CRAIG, James CRAIG, Clarence Herbert CRESSMAN, Augustus D. CROFT, Howard B. Crowler, G. C. Cunningham, Alfred

Abbey, David D. AINSWORTH, Robt. Lee Albes, Freeman Alberts, H. H. Alexander, Roy Altagretti, Frank Allen, Barbara Jo Allen, Casey P. ALLEN, Joe Jack Allen, J. W. Allen, John S. ALLEN, Robt. Elmer Allgood, Lynn Amy, Ray Anders, W. E. Anderson, A. Anderson, Rudolph Anderson, Sadie Authers, Fred Aquino, Pvt. Ralph A. Arbocast, George ARCARO, Anthony R. Arciero, Tommaso Arnold, Mae-Joe Arthur, Prof. Ayers, Claude W. Ayres, Phyllis Baker, Carl D. BAKER, Carl Hubert Balam, Vanzel BALDWIN, Geo. Wash. BALDWIN, Ruel Milton Baradelli, Jack Barber, Bernard Lee Barber, Eugene Barber, Otis Barber, James BARKER, Rand Barlow, Wm. Barnett, Marvin Barr, Harry BARROW, Victor Max Barth, Mrs. Jack Baxter, J. A. Bays, Richard BEZILL, Wm. S. BEZEL, Robt. Emmett Beland, Mrs. Emmett Bellamy, Will Belmont, Barbara Bennett, Bruce R. BERCAW, Harry M. Bernard, Arthur Bernard, Frank Bernard, Mrs. Pearl BERNSTEIN, Morris A. Berry, Howard Y. Berry, Walter Bettenger, L. N. Bickett, James H.



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.

Edin, L. A. (Ted) EDWARDS, Wm. Floyd EFFRIM, Nicholas J. ELLINGTON, Jos. Carr Ellison, Mrs. Elsie Engler, Capt. Ernest Engle, Chas. Y. EWTON, Jos. M. EYSTED, Benl. Alfred Farrant, Bert & Corrine FAULKNER, John Herman Ferner, Geo. Feick, Alma Ferguson, Mack D. Ferrera, Don Fike, Paul E. Finkal, J. F. FINN, Frank Finnerty, Dennis Fissette, Harvey Louis FISK JR., Harry E. Fitzgerald, Frank Hiram Flanagan, Vickie Flanagan, Frank Floyd, Ray (Red) Fordus, J. L. Fordham, James Thos. FOREST, Wilfred J. Forsthe, Fred M. For, Benny Fox, Oakey FRANKHOUSER, Glen P. Franklin, Joe Freeman, Geo. H. FRENCH, Wm. Gallacher, Frankie (Egyptian Polle) Gallagher, H. L. Gambie, James Gardiner, Ed M. Garozza, M. GERALD, Fred John Gibbons, Arthur Westley Gibbons, Jit Gibson, Hubert Gibson, Wilson J. Gilham, James Robt. Gill, Miss Billie Gill, Chas. E. Gillam, Eddie L. Gillespie, Mrs. Evelyn D. Gilroy, Fred Glasgow, Shorty GLASGOW, Johnny C. GIVENS, Virgil Robt. Goddard, Wm. J. GOLDMAN, Louis J. Goldstone, Roy Graham, Basil GRAHAM, Chas. Richards Gray, E. A. (Jerry) Greater Huby Shows Green, Blackie Green, Curley & Lena Green, Quay Grenner, Jew Grier, Jerry Grove Hill Pressing Club Gulen, Jonnie GUILD, Richard Henry Haas, Harry Haden, Donald Hager, Dorothea HALL, Eugene Albert Hall, Otis Hall, Raymond Hamby, Harry (Hambone)

Mitchell, Frank Sharks MITCHELL, Dewey Mitchell, James Walter MONAHAN, Edward Monahan, John Arthur MONROE, Geo. Elmer MONTAGUE, Ivan L. Montgomery, Grover Mooney, Mrs. Thos. Moore, Fred D. Moore, Harry E. Moore, Jas. Guy MOORE, Wm. B. Morales, Pedro Morgan, Adaline A. Morgan, James H. Morgan, Maxie Morien, Billy Morris, William MORSE, John Sawyer Morton, Lon Oscar Moyer, Edward MURPHY, Emerson Raymond Murphy, Lois Murphy, Wm. Allen Murray, Fred Nelson, Frank NICHOLAS No. 18163, John NIELSON, Henry N. Noble, George W. Noe, Edwin Louis Novarro, Monte & Kathleen O'BRIEN, Michael O'Connell, D. B. O'Day, Eddie O'Farrell, Flash O'Neil, Blackey O'Reilly, Leone & Gerald Odle, Allen D. Orlivis, H. H. Olla, Paul OLSON, G. Orme, Herbert Orndorff, Oswald OSBORNE, Chas. T. Osborne, Eugene Clyde Osburne, J. L. OWN, George Orudek, John Packer, Etta Midge PAINTER, Wm. L. Pallenberg, Master Butch PARKER, Edward Marshall Parker, John L. Parker, Penns. Contortionist Parker, Raymond Bob Parrish, Mrs. Katy Patterson, Veruon W. Paugh, Harry Paul, Robt. Popeye PAYETTE, Raymond Al Pearce, James C. Evalo PERRY, John Henry PERRY, Robert Durand PETERSON, Mrs. Winifred Phelps, Wm. Maro Phipps, James Pierce, Leona E. Pierson, Lioel A. Pitkin, Fred Pittraca, Mrs. Victor Poe, John L. Pontier, Leo Poracki, Joseph Stanley Potter, Northam S. POUNDERS, Alfred Samuel POUNDERS, Andrew Pounds, Earl Prewitt, Carl F. Priest, Edwin Priest Jr., V. C. Proctor, Harry Putney, Elmer Qualls, Knox Raetz, Gene Otto RAGLAND, Phillips T. Ralston the Magician RANKIN, Russell Raymer, Ford Red Hawk, Chief Redding, Joe Redford, R. W. Redmond Jr., Bill REES, Jas. Alfred Reid, J. F. REILLY, Harry REILLY, Jas. Joseph REMAS, Jack Steve RESTORICK, John W. REUTER, Lawrence Geo. REYNOLDS, Theodore RICHARDSON, Joe Gordon Riza, James J. Rillo, Lee Arthur RINEHEART, James C. Ritchie, John ROBB JR., Chas. Lester Robbins, Johnnie M. Roberts, E. L. ROBERTS, Ernest Franklin Roberts, J. H. ROBERTSON JR., Burton B. Roebbs, Herman Rockwell, Sidney & Edna Rogers, Bobby Jean Rogers, Jessica

CLASSIFIED ADVERTISEMENTS

MAGICIANS

LA-MAR - NATIONALLY KNOWN MAGICIAN. Mentalist. Lady assistant. Available for theatres, schools, clubs, lodges, floor shows. Myers, 519 Wheeling, Cambridge, O. mb3

MUSICIANS

AT LIBERTY - RECORDING TUBA. Experienced hotel, theater, night club, concert band and symphony. Age 48, sightreader, fake and improviser. Neat, reliable, union. Double String Bass for dance work. Good offers only. Prefer California. Billy Jean, 627 Hickory St., Dayton, O.

BANJOIST-DOUBLE TENOR GUITAR; ALSO Chromatic Harmonica. Danish-American. Like to join hillbilly or what have you. Sober, reliable. Will travel anywhere inside or outside U. S. A. Barton Morgan, N.Y.A., 225 W. 46th St., New York 19.

BARITONE AND CLARINET, ALTO AND Tenor. Available on March 7. Draft exempt, 26 years old; 12 years' experience. Commercial and hotel style. Minimum, \$50.00. No mickeys. Eddie Kish, Hotel New Navarre, Toledo 3, O., or present location, c/o Commodore Perry, Main 6201.

BARITONE SAXIST - 19, 4-F. EXPERIENCE on territory bands. Prefer jump band. Will consider commercial band. Union. Box C-292, Billboard, Cincinnati 1, O.

BASS MAN - 22, DRAFT EXEMPT, EXPERIENCED, union. Sober, neat appearance. Available immediately. Jack Mucci, 45 Saratoga Ave., Mechanicville, N. Y.

BASS MAN - MODERN OR HILLBILLY. Read, fake; 4-F, sober. Want location around St. Louis. Write Musician, 3116 Erie, Baton Rouge, La.

DRUMMER - RECENTLY DISCHARGED, union. Experienced hotel, club, floor shows. Prefer location. State salary and details. Drummer, 400 W. Girard, Kenmore 17, N. Y.

DRUMMER - UNION AND DRAFT EXEMPT. Experienced with large and small units. Will travel or locate. Sober and dependable. Pay must be good. Prefer large cities. Can leave at once. Wire or call Musician, Rm. 226, Hotel Kaskaskia, La Salle, Ill.

HAMMOND OR PIPE ORGANIST - DRAFT exempt, young, neat in appearance. Experienced in radio, roller rink, hotels. Write Homer Shenton, 405 W. Fourth St., East Liverpool, O.

JAM TENOR AND TRUMPET TEAM ON LOCATION 10 months desire change; 4 or 5 Piece Combo, Union, join immediately. State all. Wire or write J. J. Connor, Texarkana, Ark.

LEAD TENOR, DOUBLING ALTO AND CLARINET, for hotel band or small society combo. Write or wire particulars, price, etc. H. B. Young, 668 Maryland Ave., N. E., Washington, D. C.

BINK ORGANIST - EMPLOYED, DESIRES change. Experienced also in cocktail lounge, radio, hotel dining room. Union. Best Mayo, 723 Essex, Fort Worth, Tex.

TROMBONE - AVAILABLE IMMEDIATELY. Good tone, fake, read. Sober, seven years' experience. Have had own orchestra for two years. Prefer location but will accept some travel. Frank Dupree III, Box 481, Palatka, Fla. mb3

TRUMPET - FINE TONE, EXPERIENCED, union. Prefer to read; also write arrangements. State top salary and details. Box 2436, Roanoke, Va.

PARKS AND FAIRS

OUTSTANDING TRAPEZE ACT - AVAILABLE indoor events. Flashy nickled paraphernalia. For particulars, literature address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Ind.

PIANO PLAYERS

LADY PIANIST - 21, PLAY BOTH CLASSICAL and modern. Much training but little experience. Write P. O. Box 733, St. Cloud, Minn. mh10

PIANIST - AVAILABLE AT ONCE. READ, fake. Union, sober, reliable. Experienced all lines. Bob Sanders, 122 Market St., Williamsport, Pa.

PIANIST AT LIBERTY - READ, JAM, rhythm. Experienced. Age 31, union, sober. "Spec" Morgan, Hotel Angelus, 319 W. 6th, Amarillo, Tex.

SINGERS

MALE VOCALIST - SOLO OR GROUP. Varied experience, doubling Guitar optional. Well suited for radio work. Can audition in New York. Ray Donnelly, 45 Scheerer Ave., Newark, N. J.

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR - SINGS AND talks one hundred per cent female voice. Talented for musical comedy, dramatic or do any character desired. Teddy Lane, 127 1/2 S. Fulton St., Waukegan, O. mb3

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway, New York 19, N. Y.

Allen, Prairy Lillie DeMonica, Thad! Alexander, Roy G. BLANCHARD, Desco, Gloria BLANCHARD, Duncan, Leonard Bolding, Marion Evans, James FLYNN, Thomas M. Booth, Nina Gardner, Miss J. Brunelle, Everett Gardner, Maurice Burrell, Jerry Gilbert, Jack Caddell, Onnie Green, Gloria Carroll, Dr. J. R. Guy, Mike CANNONAS, The HARMAN, Henry C. Clair, J. CONLEY, Edward J. CONTWELL, Peter Crawford, Margaret DAVIS, Samuel Houston, Peggy Ann Dely, Antoinette KELLEY, Michael Demitro, Miller Joseph (See LETTER LIST on page 54)



# SPORTING GOODS AIDS TRADE

## Military Needs for Radio Tubes Mount; Civilians Get Less

WASHINGTON, Feb. 27.—In order to meet military demands, radio receiving tube production must be increased by more than 3,000,000 a month, members of the receiving tube scheduling industry advisory committee were told by representatives of the army, navy and War Production Board at their meeting here. Members were confident that production could be stepped up to meet the demand upon completion of certain facility expansions.

Military demands were reported as still increasing as a result of emergency programs, battle losses and additional requirements from electronic equipment makers, thus reducing the quantity of replacement tubes for home receivers.

Requirements for military-type receiving tubes for the first quarter of this year are approximately 2,500,000 more tubes than were produced for military use during the last quarter of 1944. This has made it necessary for the tube makers to convert more labor and equipment to the military types and further cut the number of tubes for civilian use. It is expected that in July or August, after the industry has completed its expansion program and after all military needs are scheduled for production, more civilian tubes may be available than there are at present.

## MERCHANDISE TRENDS

CHICAGO, Feb. 24.—War news is having a strong psychological effect: The casualty lists cause concern but the progress made against the enemy is having important effects in business circles. Already there is talk of picking up plans to revive civilian production again. WPB hopes to get a plan that will be less spectacular than the spot plan. Several industry committee meetings are being held in Washington that have to do with goods important to the specialty merchandise trade. The curfew scheduled to hit night spots will affect some types of novelty sales. The man-power situation is making itself felt strong in plants but the results have not shown up in retail trade circles yet.

### Imports Rise in 1944

General imports of merchandise into the United States during November, 1944, were valued at \$320,000,000, an increase of 3 per cent above November, 1943, but a decrease of 2 per cent from last October's total, the Commerce Department reports.

Imports ran consistently higher in 1944 than in 1943, the average for the 11 months being well over \$300,000,000, compared with \$281,000,000 for the same period in 1943. Average monthly value of 1944 imports also has been substantially above pre-war levels, last year's average being about \$100,000 per month

higher than in 1939, the last pre-war year.

Total value of merchandise trade with each of the Latin American republics, reported on a six-month delayed basis, disclosed a decrease of 18 per cent in imports and a decrease of less than 1 per cent in exports during June, 1944, from May, 1944, figures.

### Opportunity for Concessionaires

The Chicago Park District has announced a gigantic program to create 43 new parks and improve existing ones. Approval of the program will be sought at an election in June.

The 43 new parks would each have a fieldhouse and swimming pool. The program includes the creation of 20 new parks, averaging eight acres, another 20 parks of 16 acres and three parks of 23 acres.

The rest of the program calls for the enlargement and improvement of existing (See *Merchandise Trends* on page 52)

## Large Volume Small Items

Specialty firms will find many articles for selling to varied type of retail outlets

CHICAGO, Feb. 27.—With the coming of warmer weather, a large market is predicted for all types of sporting goods. Altho war production has cut down somewhat on the supply of sporting goods, the fact that large quantities of wood and fabrics, both fairly abundant, are used to a large extent, means that more equipment of this type is available than is true of many merchandise articles.

A tour of sporting goods stores here (See *SPORTING GOODS* on page 50)

## PARK, CIRCUS AND CARNIVAL SPECIALS

First Come! First Served! Limited Quantities

	Per Doz.
Worth Covered Base Balls	\$ 2.00
Weighted Darts, Doz.	1.20
4 to 7 Inch Hoop-La Rings, Doz.	.55
White Yacht Caps	2.00
Horseshoe Plaques	2.00
Large "Pin Up" Plaques	2.00
Small "Pin Up" Plaques	.85
R. W. & B. Batons, Gross	16.50
Jr. Batons, Gross	8.00
Silver Canes, Gross	14.50
Flying Birds, Gross	24.00
Parachute Trooper, Gross	24.00
Medium Leis, Gross	4.00
Large Leis, Gross	6.75
Medium Plaster, Gross	7.00
Swaggers, Gross	10.50
Aluminum Milk Bottles, Each	1.75
Colored Cans, 100	4.00
Jumbo Tails, Per 100	21.00
Knife Rack Rings, Per 100	2.50
Shooting Corks, Per 1000	2.25

### GLASSWARE

	Gross
Heavy Whiskey Glasses	\$ 3.50
Ash Trays	3.75
Tumblers	4.00
Nappies	4.50
Sugar Bowls and Creamers	4.80
Saucers	4.80
Cups	5.20
6" Bowls	6.75
8 1/2" Bowls	10.80

### U. S. MADE SLUM

	Per Gross
Engraved Wedding Rings	\$1.00
Assorted Charms	1.00
Plastic Thimbles	1.20
Paper Flags	.80
Paper Flag Bows	.90
Comic Paper Masks	1.00
Muslin Flags on Sticks	1.15
Plaster Dogs, Ducks, Etc.	1.25
Cloth Flag Bows	1.35
Humorous Mirror	3.00
Mirror Memo Books	4.50
Powder Puffs	3.00
Lead Pencils	1.25
27" Shoe Laces	1.15
Painting Puzzle Book	6.50
Paper Pop Guns	4.00
Puzzle Pictures, Per Bale (250)	1.50
Tongue Novelty, Per Bale (200)	1.50
Wheel Tops	4.80
Airplane Gliders	4.00
Paper Hats	5.00
Patience Games	5.00
Assorted Prevue Brooches	9.60
Comic Hat Bands, Per 100	1.75
Per 1,000	16.50
Comic Books, Per 100	1.50
Flag Buttons, Per 100	2.00
Motto Buttons, Per 100	1.00
MacArthur Buttons, Per 100	1.85
Army Metal Buttons, Per 100	.40

Order From This Ad. All Prices F. O. B. Indianapolis.  
No Order Shipped C. O. D. Without 25% Deposit.

## KIPP BROS.

117-119 S. Meridian Street

Indianapolis 4, Ind.

## AMERICAN MADE FLYING BIRDS

INSIDE WHISTLE WELL MADE  
\$21.00 Per Gross. WILL ACCEPT  
ORDERS NOW FOR MARCH DELIVERY.  
MUST HAVE DEPOSIT ON ALL ORDERS.



## MEXICAN BASKETS—WASH—SHOPPING—LIME—HAMPERS

For Immediate Delivery

No.	Doz.	Doz.	
No. 459 Bushel	\$18.60	No. 465 Laundry	\$16.00
No. 460 1/4 Bushel	8.60	No. 466 Hamper	24.00
No. 461 1/2 Bushel	11.40	No. 467 Market	17.00
No. 462 Auto	8.50	No. 468 Market	5.15
No. 463 Oval	8.50		
No. 464 Waste	8.00		

Always First With The Latest At Lowest Prices

## WISCONSIN DELUXE CO.

1902 N. THIRD STREET,

MILWAUKEE 12, WIS.

## New MIRRORED 19 PIECE BARETTE

It's handy to have.  
It's handy to use.

IMMEDIATE DELIVERY

NINETEEN ATTRACTIVE PIECES

- Walnut finish cabinet, 10 1/4" x 14 1/2" with 2 easy grip handles.
- 6 Crystal hi-ball glasses with gold band edge.
- 4 Crystal spirit glasses with gold band edge.
- 6 Crystal swizzle sticks.
- 1 Crystal decanter.
- 1 Decanter stopper.

The Only Mirrored Portable Bar in Its Price Class.  
WRITE OR WIRE AT ONCE FOR DESCRIPTIVE FOLDER AND PRICES  
SYLVAN CO., 154 East Erie Street, Chicago 11, Illinois

## No. 4367 K Canary Three-Piece Porcelain Salt and Pepper Sets That Made Such a Furore

THE HAND COLORED NOTES ARE IN THREE DIFFERENT COLORS

The Set Consists of a Twig, and the Removable Canary Salt and Pepper Shakers, All Three Made of Porcelain.

#4367 K  
4 Inches Wide, 3 1/2 Inches High.  
Packed 1/2 Dozen Sets in Box.  
**\$7.20** Per Doz. Sets  
In Gross **\$6.60** Per Doz. Lots Sets

We carry a tremendous assortment of GIFT GOODS, ranging in price from \$1.80 to \$90.00 per doz. Complete set K of illustrated price list mailed to any GIFT SHOP on application.

LEO KAUL IMPORTING AGENCY, Inc.  
115-119 K SOUTH MARKET ST., CHICAGO 6, ILLINOIS.

## COLLEGE AND STATE PENNANTS

12x30 Inch.  
With Seal Imprints.  
Large Stock for Immediate Shipment.

Write for STOCK PRICE LIST or Special Designs  
7645 E. Jefferson Ave.  
DETROIT 14, MICH.

## COMART PRODUCTS

**Order From This  
PRICE LIST**

**St. Patrick's Novelties**

Article	Per Gross
Plain Shamrocks, Imported	\$2.00
Pipe Shamrocks, Imported	2.75

**American-Made Slum**

Paper Flag on Stick	.85
Paper Bow Flag Pins	.75
Min. Comic Pennant	.75
Paper Masks	.75
Lucky Charms, Carded, Box	.85
Large Plastic Charms, Bulk	1.00
Rings, White Metal	1.00
Bean Blower	1.00
Shoe Laces	1.10
Muslin Flags on Sticks	1.15
Plastic Thimbles	1.20
Pencils, No Eraser	1.20
Plaster Figures	1.25
Rayon Bow Pins	1.35
Imp. Paper Hats, Miniature	2.00
1 1/2" Comic Buttons	Per 100 2.00
Monkey Mirrors	2.90
Pin-Up Girl Mirrors	3.50
Mirror Memo Book	4.25

**Glassware**

Salt and Pepper Shakers	\$3.24
Coasters	3.24
Whiskey Glasses	3.50
Ash Trays	3.50
Tumblers, 5 Oz.	3.85
Nappies	4.00
Min. Beer Mugs, 14 Oz. in Cart.	Cart 4.20
4 1/2" In. Bowl	4.25
5 1/2" In. Bowl	4.50
5 Oz. Sherbets	4.75
Sugar and Creamer	4.80
Measuring Cup	5.40

**For Your Ball Game**

Pin-Up Plaques, Small	Doz. \$ .85
Pin-Up Plaques, Large	Doz. 2.00
18" Felt Hat Bands, Comic	Per 100 1.80
24" Felt Hat Bands, Comic	Per 100 2.00
Baseballs	Doz. 2.00
36 In. Col. Canes w/ Knobs	Per 100 3.75
2 In. Leis	6.75
36 In. Swappers	10.75

Prices F. O. B. Terre Haute.  
25% Deposit Required With C. O. D. Orders.

**LEVIN SINCE BROS.  
1886**

NOT CONNECTED WITH ANY OTHER FIRM  
**Terre Haute, Indiana**

**Retail Sales in 1944  
Pass \$69,000,000,000;  
9% Increase Over '43**

WASHINGTON, Feb. 27.—Despite war-time shortages, retail sales in 1944 totaled \$69,275,000,000, a 9 per cent increase over 1943 and the sixth consecutive year in which sales have been higher than the preceding year, the Commerce Department reported this week.

Continued upgrading and shifts in demand and supplies make it difficult to measure wartime changes in the physical volume of trade by adjusting dollar sales by price changes, the department noted. It appears from available information, however, that the quantity of goods sold by retailers in 1944 was somewhat above that of 1943.

A reversal of the downward trend in sales of durable goods stores and a further increase in retail prices were reported. The price increase was moderate, since the department's index rose only about 3 per cent from the 1943 average, less than in any one of the three preceding years.

**SPORTING GOODS**

(Continued from page 49)

shows that shelves are quite well stocked, probably more so than in most specialty shops. And there is no questioning the fact that Americans as a nation are enthusiastic sports lovers.

The post-war prospects for sporting goods are very bright. The rubber industry in particular has announced definite plans for converting many of its newer materials and products into sporting goods after the war.

Golfers are promised lightweight plastic bags that weigh about one-third as much as a leather bag. Altho the plastic looks like leather, it has certain advantages; it won't scratch, scuff or cut, even when dropped on sharp rocks.

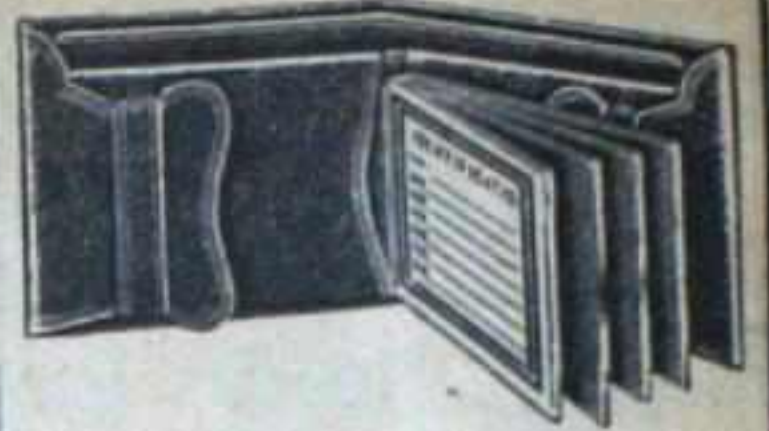
**Better Golf Balls Promised**

Another treat in store for golfers is the prospect of golf balls that will give more distance. One rubber company has found that balls covered with one of its products made either from natural or synthetic rubber will drive 3 to 5 per cent farther than those with the usual balata covering. Such covers will also be tougher, it is promised, and will resist cuts better than the pre-war balls.

Golfers have received an unusually large amount of thought on the part of manufacturers, it would seem. Among other new treats for them are plastic coating materials used to coat the bottoms of a golfer's trousers and prevent their soaking up dew.

Another idea is the use of colored plastics for the uppers of sports shoes. The color goes all the way thru, so it won't scuff off. It is believed that this material will prove specially popular for women's sports shoes.

One rubber company has a plastic material which can be produced in every shade of the rainbow. This has already been used in extremely lightweight golf jackets, and it is planned to use the material for hard-wearing lightweight golf bags and even for golf club grips.



**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-vision 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.

**Hag** JOSEPH HAG COMPANY  
WHOLESALE DISTRIBUTORS SINCE 1911  
217-223 WEST MADISON ST., CHICAGO 6

**LUMINOUS  
RELIGIOUS FIGURES & FLOWERS  
By Nite Glow**

Write for  
Complete List

**NITE GLOW PROD. CO.**  
106 W. 46th St., N. Y. C.  
ME 3-5794



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.

**TODAY'S BIGGEST  
TOY VALUE  
FLUFFY BEARS**

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  
SPECIAL PRICE **\$12.00** Dozen

Other Stuffed Toys and Bunnies,  
\$14.40, \$25.50, \$42.00 Dozen. No Catalog.  
25% With Order, Balance C. O. D.

**MILLS SALES CO.**  
MAIN BRANCH • OUR ONLY MAILING ADDRESS  
901 BROADWAY, New York 3, N. Y.  
WORLD'S Lowest Priced WHOLESALERS

**AMERICA'S NO. 1  
SENSATIONAL ITEM**



This Locket will get you ACTION and PROFITS.

Genuine Iridescent MOTHER OF PEARL HEART LOCKETS  
Slides Open for Two Photos

Affixed to—  
MOTHER SWEETHEART or PLAIN BOW  
Only **\$18.00** Dozen  
• STERLING SILVER  
• SAFETY CATCH  
• EACH IN PLUSH BOX

25% With Order, Balance C. O. D.

**GOLD ARROW PRODUCTS**

1133 BROADWAY, NEW YORK 10, N. Y.  
Phone: Stuyvesant 9-1881

**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.

**IMMEDIATE DELIVERY  
EXPLOSIVE  
MATCHES**

OUR SPECIAL PRICE  
1 to 10 Gross Lots ..... \$3.25 Per Gross  
10 Gross Lots or More .. 3.00 Per Gross  
Net Cash With Order.

**STUART NOVELTY CO.**  
166 E. Jefferson Ave., Detroit 26, Mich.

**CIGARS!**

15c CLASS E SIZE—30 TO BOX  
Individually Cellophane Wrapped  
20 BOXES... \$5.25 Per Box  
10 BOXES... 5.35 Per Box  
SAMPLE BOX... 6.00 Postpaid  
Orders Filled in Rotation  
1/3 Dep., Bal. C. O. D.  
F. O. B. New York

**DISTRIBUTORS WANTED!**  
**PAYWIN INDUSTRIES, Inc.**  
2715 Summit Ave., Union City, N. J.

**BINGO  
SUPPLIES**

REGULAR SPECIAL—7 COLORS  
REGULAR SPECIAL—10 COLORS  
7 Ups—3000 Sets  
Mounted Bingo Cards

Write or Wire for Catalog  
**JOHN A. ROBERTS & CO.**  
235 Halsey St. Newark, N. J.

**BINGO**

SPECIALS ★ CARDS  
TRANSPARENT MARKERS  
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

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, 65¢ 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. N, Chicago.

OVER 1000 JOBBERS SELL  
**OUR BINGO SUPPLIES**

We still have Wire BINGO CAGES on hand. Inquire today!

We have a few used Public Address Systems. Write for details

Write for Catalog!  
**MORRIS MANDELL & CO.**  
131 W. 14th St., New York, N. Y.

**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 — \$5.50 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.

**SPORS**  
Wholesale Catalog  
3000 TESTED SELLERS  
FAST SELLING SPECIALTIES

**FREE! 1944 WHOLESALE CATALOG**  
About 8000 Tested Sellers for today's opportunities are illustrated and described. About 95% of the articles can be supplied promptly. This is important to you as today's sales depend on supplying the goods. The stock of catalog is limited, so suggest that you send for a copy soon.

**SPORS CO.,**  
345 Lamont, LaCrosse, Minn.

### EASTER DEALS

Immediate Delivery

#### DEAL #1

8 15" Bunnies (cotton stuffed, highest quality).  
1 32" Bunny (cotton stuffed, extra fine quality).  
1 800 Hole Board—takes in \$40—5¢ sales.  
Cost You— **\$14.75**

#### DEAL #2

10 1-LB. BOXES OF CREAM CHOCOLATES  
"Standard Name Brands"  
4 15" BUNNY RABBITS (Cotton Stuffed)  
1 32" BUNNY (Last Sale on Board)  
1000-Hole Board at 5¢ Per Punch  
COST TO YOU, \$19.75 (5 or More Deals)  
Single Orders **\$21.50**

#### DEAL #3

20 1-LB. BOXES ASST. (Standard Brands).  
1 32" EASTER BUNNIE (Cotton Stuffed, Extra Fine Quality).  
1 1000 Hole Board @ 5¢; Takes in \$50.  
Cost You— **\$21.50**

All Terms: 25% deposit, balance C. O. D., F. O. B. Chicago.

### A-A SALES CO.

180 W. Washington St., Chicago 2, Ill.

One of the great advantages of this material in the latter case is that it is not affected by sweat, as leather is.

#### Dry Bathing Suits

The gentler sex hasn't been forgotten by the rubber companies, either. Among other things, they're promising what might be called non-clammy bathing suits. By coating fabrics with a thin transparent film of one new product, bathing suits will stay dry even when the swimmer is in the water. This would prevent women's rayon and cotton suits with flared skirts from getting limp and sagging as they do now when wet.

Younger members of the family are promised footballs and basketballs that will retain air better. A synthetic rubber now used in inner tubes will accomplish this improvement. And instead of leather, another plastic will be used in football helmets, providing considerably more protection for the same weight.

Coats made from laminated fabrics are foreseen for hunters and fishermen. Such material is already in use for jackets provided for the marines. Two layers of cotton cloth with a film of plastic between are used, and these are much lighter weight than the usual hunting jackets.

Better tents are another likely development, based on models used by the

army, and said to be lighter weight and more mildew-resistant than the present types. One rubber company has even thrown out hints of a tent so small it can be folded up and carried in a coat pocket.

Whatever the wishes of post-war sportsmen, it seems likely that most of them will stand a pretty good chance of fulfillment, if the large industrial concerns have their way.

**ZIRCON SOLID GOLD ZRINGS** \$10.00 TO \$20  
Ladies or Gents..... EACH

**ZIRCON GOLD EARRINGS** \$8 to \$12 PAIR

B. LOWE, BOX 811, ST. LOUIS 1, MO.

#### 5,000 ITEMS

#### AT FACTORY PRICES

Your complete needs all at one source—Candy, Gum, Batteries, Gloves, Dry Goods, Pins, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Specialty Merchandise and many other scarce items. Send 3¢ stamp for complete new list. We have the merchandise.

### BLAKE SUPPLY CO.

Little Rock, Ark.

### LIMITED QUANTITIES



18 INCH

POWDER PUFF PLUSH

# PANDA BEAR

\$15.00 per doz. in gross lots only

25% Cash With Order, Balance C. O. D. or Sight Draft.

Complete Line Plush and Fur Stuffed Animals for Immediate Delivery.

### ALPINE TOYS, INC.

37 West 19th St., New York 11, N. Y.

Telephone: Watkins 9-5477

### WE HAVE Rolled Gold Plate Wire

For WIRE WORKERS

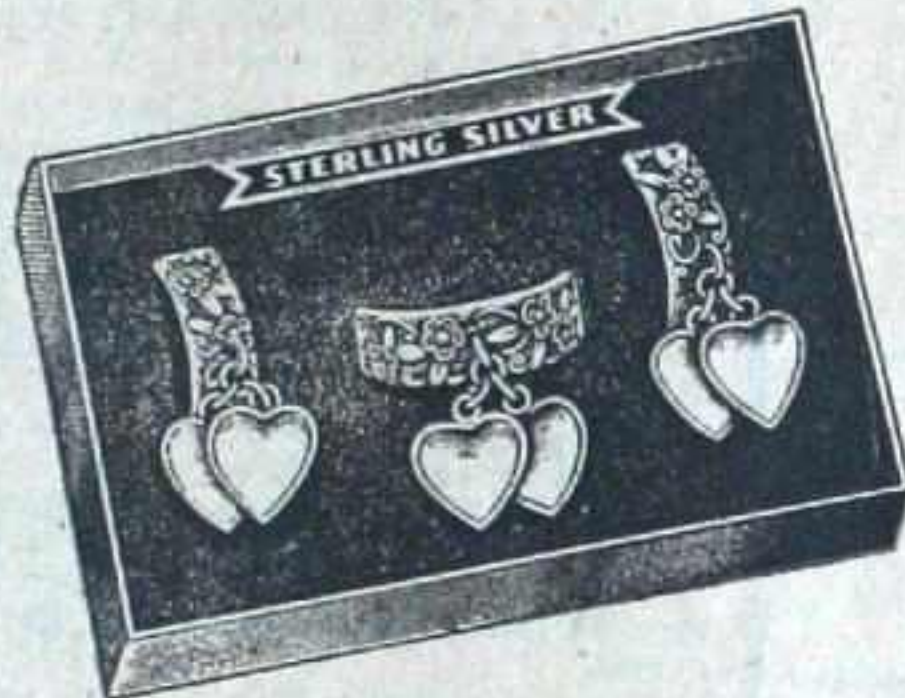
WRITE FOR PRICES

### WIRE TRADER

114 E. 32nd St. NEW YORK

### 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 carded.



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.

### WATCHES

Assorted 6-15 Jewel Men's Fancy Styled Wrist Watches, Swiss movements, 10K rolled gold cases and fine leather straps. Factory rebuilt like new. **\$15.00** Ea.

While supply lasts, only

1/2 Deposit With Order, Balance C. O. D.

(Ladies' 15 Jewel as above, \$17.50 each.)

### AMERICAN MERCHANDISING CO.

Dept. W-6 Post Office Box 1967, Montgomery 3, Ala.



### STAR SALESBOARD SELLER

ALL PLUSH

## 30" BEGGAR BUNNY

IMMEDIATE DELIVERY

\$700. Assorted Colors. Crocheted nose. All cotton filler. Beautiful ribbon around neck. Wired ears. Full sized body. TERRIFIC EYE APPEAL. Packed 1 Doz. to Carton.

**\$36.00** Per Doz.

25% Dep., F.O.B., New York Sample, \$4.00 Full Cash

Also 16" Plush and Fleece Combination

### CUDDLE BUNNY

Assorted Colors

**\$10.80** Per Doz.

WRITE FOR OUR SPECIAL EASTER BUNNY CIRCULAR

### MAYFAIR MERCHANDISE CO.

WAYNE PRODUCTS

16 W. 23D ST. NEW YORK 10, N. Y.

### MILITARY SUPPLIES AND SOUVENIRS FOR ARMY AND NAVY

PENNANTS, 9x24, \$12.00 HUNDRED. PILLOW TOPS, \$6.75 DOZEN. HONOR ROLLS, \$1.00 EACH. SENT PREPAID. DOG CHAINS, \$1.25 DOZEN. COLORFUL NECKLACE, \$9.60 DOZEN. COMB AND EARRING SET, SPRAY PIN AND EARRING SET, all matching in beauty of rich color and perfume. Choice of colors. SACHET, 35 CENTS DOZEN. DEPOSIT WITH ALL ORDERS.

### WORLD ADV. NOVELTY CO.

122 E. 25th St., New York 10, N. Y. Phone Gramercy 5-2174

#### 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.



#### IMPORTANT

To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

### ACME PREMIUM SUPPLY CORP.

3333 LINDELL BLVD., ST. LOUIS 3, MO.

### 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.

### H.M.J. FUR CO.

150-B W. 28th St., New York 1

### CIGARETTE MAKER

#### SMOKE ALL YOU WANT

ROLLS PERFECT CIGARETTES AS YOU LIKE THEM. SIMPLE TO OPERATE. "BIG SELLER" ORDER TODAY. SAMPLE 75 CENTS OR \$4.50 A DOZEN, PREPAID. NO C.O.D.'S.

### DANDEE DISTRIBUTING CO.

320 1/2 W. 2nd ST., LOS ANGELES 12, CALIF.

### 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.

1033-1035 Mission St., San Francisco 3, Calif.

### TIES ★ TIES ★ TIES

8¢ each (approx.)

Attractively designed ties, the kind men like at a price they like and a good profit to the distributor. Grade #1—\$1.40 Dz. \$12.00 Gr. (144 ties—about 8¢ each.) They sell fast at 23¢, 5 for \$1 or \$2 dozen. Grade #2—\$2.50 Dz. (good 69¢ or more seller). Order from above—if you wish, for one dollar we will send you 4 ties, grade #1 and 2 ties #2.

SCOTCH CO., 1129 6th Av., New York 18.

### 1945 ILLUSTRATED CATALOGUE FREE—Chock full of MEXICAN JEWELRY

Children's Iden. Bracelets, S. S. Curb Chain, 18", S. S. Curb, 5.26 Doz. Neck Chain, 18", S. S. Curb, Gold Plated, 6.25 Doz. Neck Chain, 18", S. S. Cable, Gold Filled, 7.25 Doz. Glow-in-the-Dark Wood Jewelry; names can be written in with Pen & Higgins' Ink. Sample Asst. 10.00

### MILLER CREATIONS

Mrs. of Novelty Jewelry (Phone: Fairfax 4987) 6628 Kenwood Ave. Chicago 37, Ill.

#### For Easter

CHOCOLATE & BUNNIE DEALS Immediate Delivery  
#800—12-1-Lb. Chocolates  
3-16" Easter Bunnies.  
1-21" Easter Bunny  
1000 Hole 5¢ Board  
\$18.75 Per Deal  
#900—15-1-Lb. Chocolates  
3-2-Lb. Chocolates  
2 Chests (Mirrored Lid) Filled  
1-Lb. Chocolates  
1-21" Easter Bunny  
1200 Hole 5¢ Board  
\$23.50 Per Deal  
25% Deposit, F. O. B., C. O. D. Chicago  
For Other GOOD Deals  
Write for Circular and Prices.  
**SPARTON NOVELTY CO.**  
3557 N. Halsted St. Chicago 13, Ill.

# 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.

CRAFT

# HAND MADE

## MERCHANDISE TRENDS

(Continued from page 49)

ing parks and buildings, a step which would undoubtedly attract far more visitors than at present.

### Less Jewelry This Year

Until V-E Day, at least, less rather than more jewelry will be produced in the New England area. The growing man-power shortage is mainly responsible for less production, altho the supply of silver, which has been dwindling, is also a factor.

At present, about 66 per cent of all man-hours worked in the New England jewelry factories are devoted to war work, with only the remaining third spent on production of civilian jewelry. The labor supply is only about half that of peacetime, and with most of their time being devoted to war work, the quantity of civilian jewelry produced is certain to decline greatly.

### Lamp Forecast

A leading designer of lamps and modern furniture is on record as saying that he does not expect any marked changes in post-war lamps. Tall lamps with wood bases and massive shades, colorful and smart looking, will continue to be most in demand, he believes.

Big lamps with big shades are most in demand today, he reports, with modern styles leading the field. Broken-line bases, combined colors, natural wood or leather coverings in bright colors are all popular. Direct light is wanted by most people, he says.

### Useful Wares Lead

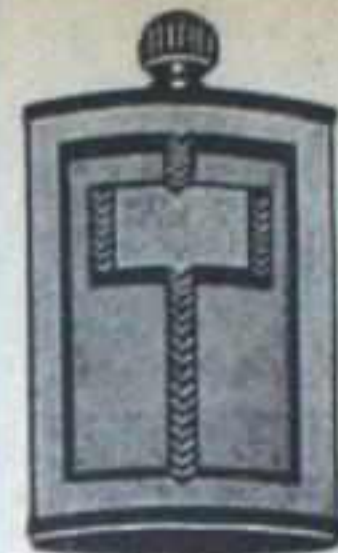
The recent California gift and art show indicated plainly that even the money is abundant, people are buying more carefully. There was none of the hysterical buying of past shows but a careful selection with buyers seeking useful pieces.

Among the most popular items were figurines that hold flowers, flat bowls, dishes of all types, ferneries, practical plastic items, such as smokers' articles and cocktail tray pieces, and anything for the barbecue, patio or bar departments.

Buyers ordered as far as a year ahead where they could learn what is being planned that far in advance. There was no particular concern about delivery before a certain date, altho the delivery month was put down as a matter of form.

### Indies' Sales Forge Ahead

Independent retailers reported 1944 sales an average of 6 per cent above 1943,



**"A PERFECT LIGHTER THAT NEVER FAILS"**

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

**ROHDE-SPENCER CO.**  
223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

## NEW FASTER PROFITS WITH THIS NEW "HORSE" DEAL!

Cotton Stuffed Horses featured on this deal are among the flashiest, fastest-moving items you'll ever see. Assorted colors, washable, finest quality. Really stand out!

- DEAL CONSISTS OF:**
- 1 14" Horse.
  - 4 9" Horses.
  - 16 1/2-Lb. Boxes of Quality Chocolates.
  - 15 5-Oz. Packages Spanish Nut Toffee, a deliciously different candy in a large, showy package.
  - 1000 Hole Brewer Board with colorful, illustrated label.
- Total Price: \$18.85, F. O. B. Chicago.  
25% Cash With Order, Balance C. O. D. Immediate Delivery.

**ANTHONY M. BOEX & SON**  
200 N. Jefferson, Chicago 6, Ill.

## Headquarters For COUNTER CARD MERCHANDISE

NOTIONS—SUNDRIES

## LEE RAZOR BLADES

Write for Price List  
**LEE PRODUCTS CO.**  
437 Whitehall St., Atlanta 2, Ga.

## DIAMOND CUT WHITE SAPPHIRE

Do Not Scratch — Very Brilliant  
**MEN'S HEAVY 14-K. RING**  
2 Carat Sapphire.....\$24.00  
Retail \$59.75, Tax Inc.

**Ladies' 1 Ct. Sapphire.. 12.50**  
Retail \$29.75, Tax Inc.  
**SOLD FOR RESALE ONLY**  
State Your Business.

**STARLIGHT JEWELRY CO.**  
310 Godchaux Bldg. New Orleans 16, La.

## 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.

**"CLEOPATRA"**  
Dept. B  
264 Fifth Ave. New York, N. Y.  
Lexington 2-6950

## GARFISH SCALES

SMALL AND MEDIUM, FLORIDA TYPE  
55 a Quart, \$16 Gallon, F. O. B. Miami, Fla. Specify whether white or assorted colors desired.  
1/3 Cash With Order, Balance C. O. D.  
**TROPICAL IMPORTING COMPANY**  
5851 N. W. 17th Ave., Miami 38, Florida

## SOUVENIR RIBBON DECALS OF YOUR CITY \$25.00 PER 10,000

Price Quoted in Advertisement on Page 52, February 10 Issue, Was Incorrect.  
**JEROME ROSE DECAL CO.**  
233 West 4th St., Los Angeles 13, Calif.

# RUBBER TYPE

1000 1/2 Inch High Cut Letters \$10.00

BUY DIRECT FROM MANUFACTURER AND SAVE

JOBBER ★ AGENTS—WRITE FOR QUANTITY DISCOUNTS

Make up and sell rubber stamps to servicemen and civilians for marking clothing. Complete rubber stamps made in a few seconds. Fastest moving item on market today!!

SEND \$1 for Sample Rubber Stamp

Army and Navy Indelible Ink Pads.....\$1.20 Per Doz.  
Black or White Indelible Ink .....\$8.00 Per 100 Bottles  
Holders for Rubber Type .....\$1.00 Per 100

We Manufacture Complete Line of Rubber Type

## 3 IN ONE RUBBER STAMP CO.

5619 SUNSET BLVD. HOLLYWOOD 28, CALIF.

## METAL VANITY SPECIAL



"SILVER QUEEN"

...so tempting your customers will want several of them! Lovely, flat, 4-inch Compacts in a variety of rich, enameled designs. Heavy silver plated metal. Gay, fresh colors. Large, clear mirrors. Powder sifter and puff.

B23J532T - Each .....\$2.75  
In Doz. Lots, Each... 2.50  
Enameled surfaces. Assorted colors, designs.

B23J531T - Each .....\$2.75  
In Doz. Lots, Each... 2.50

## JOS. HAGN CO.

Wholesalers Since 1911  
223 W. Madison St.  
CHICAGO 6, ILL.

## EASTER SPECIALS

12" Saints .....\$10.80 doz. assorted  
9" Saints ..... 4.20 doz. assorted  
6 1/2" Saints ..... 2.40 doz. assorted

In Antique Ivory Finish. Individually Boxed.

Terms: 1/3 Deposit, Balance C. O. D. Special Jobbers Set-Up.

## STANDARD ART CORP.

209 East 26th St., New York 10, N. Y.

MONEY-MAKING, FAST MOVING

## SALESBOARD DEALS & MERCHANDISE

Send For FREE Catalog Today!

**VICTOR DISTRIBUTORS**  
2067 BROADWAY, NEW YORK, N. Y.

## BATHING CAPS

## GENUINE RUBBER

Sturdily constructed. Covers ears and ties under chin. \$8.00 per doz. Sample \$1.25. 25% Deposit, Balance C. O. D.

## ROBERT PERLMAN

330 Cherry St. New York 2, N. Y.

## Jewelers & Engravers

Our beautiful Heart Pendants on 16" Sterling Silver Chains are getting top money wherever shown. We manufacture fifty different combinations.

Send for Sample Dozen, assorted, at regular quantity price—\$12 per dozen.  
**LYNE JEWELRY CO.**  
146 East 59th St. New York 22, N. Y.

## The Patriotic Banner Co.

104 S. GAY ST., KNOXVILLE 24, TENN.

## WANTS

To Hear From Anyone—Anywhere—Who Are

## Manufacturers, Jobbers or Wholesalers

Of the Following Merchandise:

Jewelry, Bracelets, Locketts, Cigarette Lighters, Engraving Jewelry, Emblems, Insignia of all branches of the service (gold or silver), Specialty Items of all kinds, Notions, Jokes, Tricks and Magic.

American and Allied Flags from the smallest to the largest, 3 and 5 Flag Rubber Suction Cap and Steel Sets for Autos and Bikes, Souvenirs such as Pennants, Buttons, Wooden Items, etc. Photo Supplies, Leather Goods (novelty and staple), Clocks and Watches, Flash Lights and Batteries, Knives, Key Chains and Cases.

Also I want all manufacturers, jobbers and wholesalers to know that I CAN SELL ANYTHING THAT GROWS OR IS MADE. Answer at once as I want to stock my new and larger store. Send catalog and literature.

L. V. "PAT" FREEMAN

## CHOCOLATES

In Cedar Chests, Leatherette Vanity Boxes and Packaged 1 and 2 Lb. Boxes. Deals for Operators. Write for Prices.

## Earl Products Co.

1144 S. St. Louis Ave., Chicago 24, Ill.

## Be Our PERFUME DISTRIBUTOR

Enjoy fast, easy sales and big profits supplying huge demand for popular Tower Hall Perfumes and Cologne. 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.  
**TOWER HALL** 425-D Manhattan Bldg. Chicago 5, Illinois

**EASTER CHOCOLATE CANDY DEALS**



Many other attractive merchandise deals for operators and distributors. Write for illustrated literature and quantity prices.

Samples sent on request.

**GLADY SALES CO.**

809 W. Madison St. CHICAGO 7, ILL.  
Tel.: May, 3695

**PIN-UPS!—PIN-UPS!**

Refreshing, entertaining subjects. Eye-filling Full Color Lithographs. 14x11—\$5.00 per C.—\$25.00 per M. 8x10—\$3.00 per C.—\$5.00 per M. Send 50c for Sample Assortment

Special Prices for Jobbers  
IDEAL SLUM ITEM

**MERCHANDISE DISTRIBUTING CO.**

19 E. 16TH ST.  
NEW YORK 11, N. Y.

**BARRETTES**

FOR ENGRAVING

Concession and chain store workers. Tag 2" by 3/8". Extra heavy sterling plated. \$3.60 Dozen; \$40.00 Gross.

**GLOWS IN THE DARK CEDAR WOOD JEWELRY**

For engraving, or name can be written in with Higgins ink. Use ordinary pen. Sample assortment, \$10.00. Free illustrated Catalogue on Mexican Jewelry. In Chicago and Suburbs—for Salesmen Phone Fairfax 4987.

**MILLER CREATIONS**

6628 KENWOOD CHICAGO 37, ILL.

Beautiful

**CEDAR CHESTS**

Empty or Filled with Chocolates or Stuffed Fruit. Write for Circular and Quantity Prices.

**ALBERT ASHE ENTERPRISES**

3740 Rochester DETROIT 6, MICH.

**CHOCOLATES**

Operators' Ass'ts—25% Dep.—24-Hour Service. 59 Large Mirror Gift Chest & 1 Lb. . . . \$2.85  
179 Easter Rabbit, 4 Plush, 2 15 In., 2 11 In. & 14 1 Lb. Boxes Choc. Nut Clusters 17.95  
237 Mirror Gift Chest & 14 1 Lb. Boxes Choc. Nut Clusters . . . . . 11.75  
Mirror Vanities—Cedar Chests—Pushcarts.

**DELUXE SALES CO.**

BLUE EARTH, MINN.

**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.

**WE BUY** Want any quantity from 50 to 10,000 in any condition. (Larries okay). Submit samples or ship C. O. D. Ry. Exp. subject to inspection. Brass stock, sterling silver or rolled gold plate, men's, women's, white stones, cameos, etc. Quote prices in letter with sample to

**RINGS**

**STERLING JEWELERS** Carroll, Ohio

according to the Census Bureau. Based on the reports of 18,221 retailers in 34 States, sales in December showed an increase of 10 per cent over those of December, 1943. Compared with November, 1944, independents' December sales gained 24 per cent.

Of durable goods dealers, highest dollar gains for December, 1944, compared with the same month of 1943, were reported by household appliance dealers, furniture stores and jewelry dealers. Sporting goods and drugstores also showed good gains, while business in radio and musical instrument stores declined 3 per cent.

**Appliance Dealers Adding Lines**

Electric appliance dealers have added more than 300 other items in the last three years in an effort to stay in business, a survey among 17,000 dealers discloses.

Among the lines added were paint, furniture items, glassware, seeds, floor coverings, wallpaper, luggage, hearing aids and used cars. More than 80 per cent of the dealers said they would keep one or more of the substitute lines in the post-war period.

The survey showed that household refrigerators will be the appliance sold by the largest number of dealers when the war ends, as it was before the war. Other articles, in the order of their popularity, were: Vacuum cleaners, radios and table appliances, such as toasters, etc. Room coolers and kitchen cabinets were also popular articles.

**Fight Handbag Tax**

The 20 per cent excise tax on handbags is discriminatory against women, since these articles are as important to women as to men, according to a brief filed with Congress by the National Authority for the Ladies' Handbag Industry. The brief urges elimination of the tax.

At the same time, the group reported that the industry is preparing spring lines under greater difficulties than a year ago; that plastic materials will be emphasized, and that a large percentage of new spring bags will be of fabric, although linings are harder to get than in the past.

**Surplus Good Sales**

Merchandise dealers may be interested in a new government publication, *The Surplus Reporter*, issued by the Treasury Department and listing surplus articles for sale.

Items such as clocks, cutlery, pottery, silver and plated ware, glass tableware and decorative glassware are listed in the "hardware" section.

Copies of *The Surplus Reporter* may be obtained from regional Treasury offices.

**More Low-Priced Irons**

To encourage production of low-priced electric irons, OPA has announced an adjustment provision under which certain producers may apply for price increases.

The action will affect a relatively small number of firms that have been authorized to make a limited number of irons retailing for less than \$5.

The action was taken after some manufacturers notified OPA that an increase over their March, 1942, ceilings would be necessary if they were to make irons. When WPB made allocations recently permitting limited manufacture of irons, it was with the understanding that the 1942 prices would prevail.

**Swiss Watch Imports Affected by Strain With Allied Gov'ts**

CHICAGO, Feb. 24. — Officials of Switzerland soon began raising their objections to the recent action of the United States in cutting off that country from supplies. The present relations between the two governments is expected to have an important bearing on future imports of Swiss watches. One of the two ships bringing big quotas of watches that had been expected to arrive in December was delayed some weeks.

Rumors have also been current in some circles that somewhere between March and June leading Swiss companies will throw out their quota systems on watches and begin sending goods in much larger quantities. The present strained relations with the Allies may also change this proposed plan.

The United States accused Switzerland of shipping too much war supplies to Germany and that was the reason for our action. Russia had already taken earlier action against Switzerland and refused to open diplomatic relations with that country.

Another trade rumor in watch circles is that plans have been made for a truck convoy which would go thru France and reach the Mediterranean coast. This is only a rumor, and the strained relations between the two countries at the present time may even upset such a plan.

Reports have also been current that Swiss firms would try to load up the American retail trade before American manufacturers could again get back to civilian production. Leaders in the trade say that this is not likely to happen because many actions will be taken by the United States and Allied governments in controlling imports of various kinds. The watch trade is certain to be given some consideration in the future plans, and unless the Swiss government takes a much more favorable attitude toward the Allied cause it may be punished in various ways in the future.

There had been some hope that South America might soon supply watches to American firms, but reports say that the supply from South America is low in quality and high in price and generally unsatisfactory. American manufacturers are doing everything they can to be in readiness for supplying the home market when the war situation permits.

A recent statistical report on the watch market in the United States shows there are about 90,000,000 watches being used by the public at the present time. Trade reports indicate that at least 60,000,000 watches show up for repairs in shops every year, a rate of about 5,000,000 brought to the shops for repair every month.

**Last Will and Testament of Adolph Hitler**

(Copyright 1942)  
Printed in 2 colors with seal. 8 1/2"x11". Funniest thing you ever read. A terrific seller . . . big profit. 100, \$2.00; 500, \$7.50; 1,000, \$12.50. 8 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage.  
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2927 West 16th St. BROOKLYN 24, N. Y.

**HARD-TO-GET ITEMS NOW AVAILABLE**

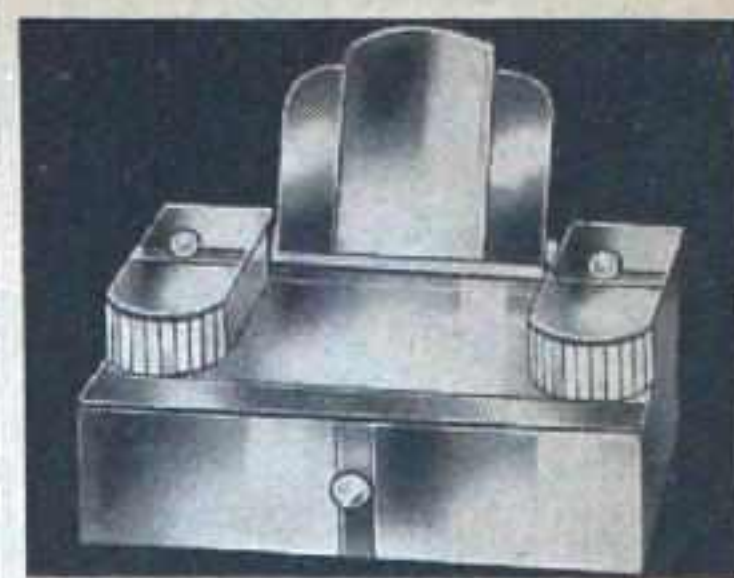
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Rex Compacts  
Lighter and Wallet Sets  
Pipes  
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15¢—\$5.40 Ea. in 20-Box Lots. 13¢—\$4.70 Ea. in 20-Box Lots.  
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809 S. FIGUEROA STREET LOS ANGELES 14, CALIF.



#800 Swivel Mirror Vanity \$27.00 A beautiful blue-white mirror vanity with 2 half-round flexo compartments. Has 2-tone swivel mirror.  
Wt., 60 lbs. per dozen. F. O. B. Chicago. Individually packed 6 in a case.

Write for name of jobber nearest you  
**W. L. MARTIN MIRROR BOX CO.**  
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Silver, Pink Gold, Yellow Gold Plated.  
Fast Selling—Big Demand. Immediate Deliveries. Assorted Designs. For Jobbers Only.  
**\$48.00 PER GROSS**  
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273 Broadway, New York 7, N. Y.

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We have about 10,000 chocolate covered loafs on hand, which we offer on a deal, as follows:  
48 1-lb. chocolate covered, coconut flavored Cream Loafs in connection with a 1,000 hole board at 5¢ per sale (board included).  
Takes in . . . . . \$50.00  
Your cost per deal . . . . . 24.00

Your profit . . . . . \$26.00  
**SPECIAL—3 DEAL OR MORE PRICE FOR LIMITED TIME, \$22.00 PER DEAL.**

On deals without boards deduct \$1.00 per deal. Certified remittance in full with all orders.  
**RAKE COIN MACHINE EXCHANGE**  
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Oregon jobber interested in securing additional lines would like to hear from you.

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WE HAVE SHEETS FOR ALL STATES. ALL WELL KNOWN. GOOD WAR MAPS.

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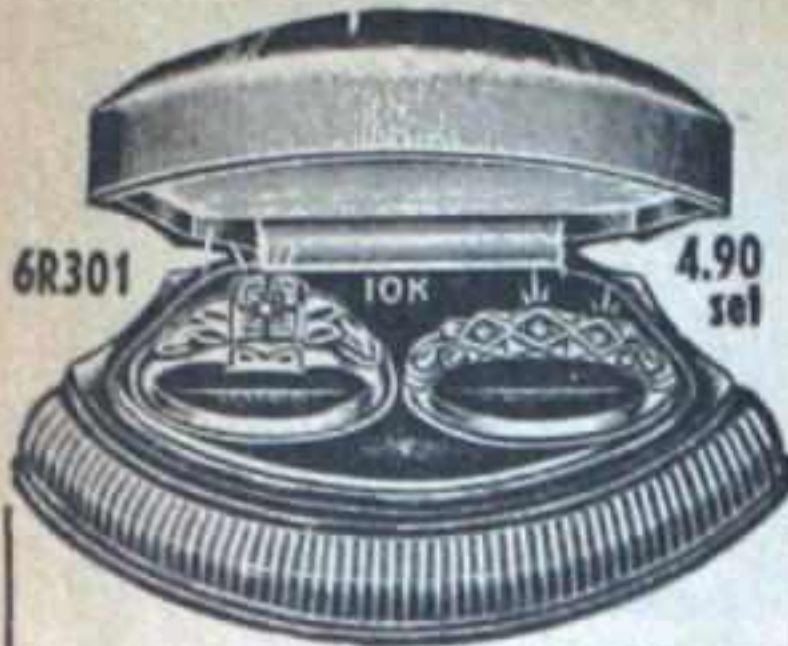
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MEN'S & LADIES' And Novelty Jewelry. Wholesale Only. WRITE FOR CATALOGUE.  
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5 N. Wabash Ave. Chicago 2, Ill.

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In Beautiful Plastic Gift Box.  
10K Gold Mountings  
GR301—1 Diamond Engagement Ring  
and 3 Diamond Wedding Ring . . . Set \$4.90

Rings illustrated in above set may be purchased separately—NO BOX.  
ER101—3 Diamond Wedding Ring. Ea. \$2.25  
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Each . . . . . 2.25

WRITE FOR NEW CATALOG FEATURING  
DIAMOND RINGS & COSTUME JEWELRY.  
**BIELER-LEVINE**  
37 South Wabash CHICAGO 3

## Pipes For Pitchmen

By Bill Baker  
Communications to 25 Opera Place, Cincinnati, 1

**CHIEF GRAY FOX** . . . reports biz just so-so this winter. He is around Osgood, O., with 16mm. pix and says rentals for halls are sky high in that territory. He asks for pipes from the old med boys.

**SMILES AND HARMONY** are more easily promoted than grouches.

**HARRY TAM** . . . and Doc Roberts, old-time paper men, are back in Chicago after a rest at Hot Springs. They are getting set for a spring trek.

**ROBERT H. GREHAM** . . . is reported doing okay with handwriting analysis on Royal Street, New Orleans. He gave up med for the new work.

**PERSONS** who are busy with other people's business never have time for their own.

**WILLIAM DIETRICH** . . . and Jack (Bottles) Stover report a red one in Moorefield, W. Va., recently, when the five below zero hit there. He adds that Pat Malone is also used to working in the snow in the Shenandoah Valley.

**SUCCESSFUL** people are constantly striving to overcome difficulties.

**RICHARD ARCAND** . . . will remain in Los Angeles until the victory whistles blow and then will go back to the road with a new layout of jewelry and plastics. He warns the boys and girls to buy War Bonds and Stamps and not to forget how some of them were caught after the last war. "Put it away while it is coming in," is his slogan.

**A NEW PITCH** worked up will bring in the long green when you are in a spot for a long time. Many workers have several routines.

**RUBY RUBON** . . . now a voice specialist in Bridgeport, Conn., asks for lines here from Mary Ragan, Ed Moss, Bill Boyce, Lanny Valour and Harry Sataner.

**AN INVESTMENT** of 1 cent a week for a post card will let your fellow pitchmen know where you are. Just send it to the column.

## C. O. D.'s

By Tom Kennedy

Count Seldom Skoff and Doc Lushwell have been working merchandise the past few weeks, instead of gummy, solder, spot cleaner, flukem, transference, stove cleaner and such. While these joints are known to the trade as your o. m. (own manufacture) and entail little expense in the making, the time and labor involved is considerable.

So our two chums decided to give these bathtub joints the go-by and devote their time to handling legitimate

merchandise. Incidentally, since the bangtails are no longer running, instead of spending their time studying racing forms, our two heroes now devote their evenings in looking over catalogs and circulars pertaining to the pitch business. But I hear they are about ready to give it up. The Doc has written to every seed company in the country for a catalog hoping he could obtain a supply of horn nuts, but thus far he hasn't found any listed.

While 'tis said that a sailor has a girl in every port, these boys have nothing on Doc and the Count. Our two chums have a C. O. D. in every post office!

What worries them now is trying to find a way to catch up on their C. O. D. packages. If they lift a package from the post office they have to unload that stock in order to get one out of the express office so they can spring one from the post office in the next town. After they get that one out they won't have enough to lift one from the express agent in the town they just left.

In other words, if they have a package in the post office in one town and another package in the express office in the same town, they can't lift both at the same time and still spring one in the next town which is held in the post office or express office, before they sell one or both packages they just lifted in the town they are in now. (This thing is getting me screwy.)

As I mentioned before, they are talking of quitting the business and settling down to a permanent job. I hear the Count received an offer from a bicycle man in Wheeling while the Doc is considering an offer from a sofa man in Davenport. They are undecided what to do. The last time I saw them they were on their way to consult Mr. Anthony.

## Doc Hanratty

By E. F. Hannan

**IT IS** not uncommon for small shows to traverse Maine Coastal towns. I know of several that have even done this by boat making most of the small towns and hamlets from Portland to Eastport. The Garrity Boat Show of the early 1900s was one, and Reed's Down East Minstrels was another.

Pic shows and small flesh dramatic tricks, of two, three or four people, have been numerous and yearly. These days instead of travel by water most of the small shows make it by wheel.

Med shows of the old days found this sector good territory and Doc Al Hanratty took a small band show into these towns and did well. This was before stringent State laws played against med. Hanratty used a small sloop boat and got the natives interested by tunes from a calliope. There are no doubt descendants of these older State of Mainer who still remember Doc Hanratty's circus music. Doc ended his days on a poultry farm in Southern New Hampshire and to visit him was like winging back to the days when med was big biz. He had a flood of memories, and even after he quit the road he would get orders by mail for Hanratty's Salve which was his big selling item. Another good old-timer who knew his stuff.

## Memories

By Tommy Madden

**I MADE** my opening splurge in 1888 with one of H & B med shows at New Haven, Conn. They had 60 companies operating in this and foreign countries. Each company had a doctor and manager and all were operated in a real business-like way. I joined out with Big-Foot Wallace. He always said that money was made round to go around and believe it or not Big-Foot knew how to send it around. He made plenty for Healey & Bigelow. I remained with Big-Foot three years, then joined Diamond Jack, who had a big company, a lot of Indians and plenty of performers and made all city stands. Diamond Jack put out plenty of Sarragaw at a dollar a throw and much Kickapoo oil.

Then I rambled on to one of Charlie Allen's operas; a solid frame-up. Our manager, H. W. Burtzel, was a smooth operator who knew just how and when to get it.

My next move was to a real money-getter, with a swell band and a big tent that led the natives to believe that a circus had come to town. It was a real company, and the kind doctor made a short lecture between the acts and sold plenty of German remedies. He was Dr. H. D. Rucker, a Kentucky gentleman. Our route was thru Texas and Louisiana.

My next engagement was a humdinger. I called it the "Barely Able Show," as we were barely able to move out of most spots. The manager was a wonder on telling the hard-luck story to the hotel manager and he could cry as easy as a monkey could take his hat off. We played all ghost towns, but the ghost I wanted to see never appeared. The last stand I made with the troupe was the pay-off. Our manager had disposed of all his valuable collateral, so it was a case of telling the landlord the old story again, but it did not click. He was hard-boiled and attached all our trunks, so our manager had to play a hard-thinking part to move out. As luck would have it, we had a baby with the show, so the doctor sprung the baby. The manager fell for the baby and held it until the money was sent for our hotel bill. Right then I blew, as I did not want to lose my trunk for any hotel bill.

This time I had to operate fast to make a new landing, as I was about to be troubled with the shorts. I got *The New York Clipper* and contacted a med show that wanted an S & D corn. I received a wire to join at once, so I mailed my freight on to one real show, the best of its kind I ever saw, with 30 people on the pay roll, a band and swell performance. Two registered doctors had their sheep skins. They only made one stand during the season and sure did a dry-cleaning business. The big feature on the show was the Three-High Bonneo Brothers, strange and curious-looking men who had long hair down their backs and a full set of lace curtains on the face. They were small men, about 100 pounds each, and lifted four times their own weights.

Our troupe never missed a payday and had more money than Carter had liver pills. The hard luck story never was told with this one. I remained three years, and it was my closing day in the grand old life of the good old days, but when you hit the 80-mile post it's time to quit. I am feeling fine and dandy, sitting pretty in Olean, N. Y.

**Coming After Victory**  
A New and Better Line of  
**OAK-HYTEX BALLOONS**

**The OAK RUBBER Co.**  
RAVENNA, OHIO

**CARNIVAL, STREETMEN, HUSTLERS**  
Brand New N. S. A. Toys

Birds That Fly and Whistle . . . . \$21.00 Gr.  
Parachute and Army Flyer . . . . . 21.00 Gr.  
Funny Felix, the Wonder Clown,  
Moving Hands and Feet . . . . . 21.00 Gr.  
Send \$1.00 for 3 Above Samples.  
Attention!!  
Pin-On Veteran's American Made Flag—  
\$1.50 Gr., 5 Gr. Lots Only.  
Immediate Delivery on All Items.

Terms: 25% Deposit With Order, Balance  
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**VETERANS, BIG MONEY, OUTSIDE WORK**  
1945 Patriotic Art Calendars Ready . . . Be First.  
Sell our magazine published for veterans and service men. Their mouthpiece. **HOT SPECIAL IN-VASION ISSUE** and other snappy, strikingly illustrated service men's joke and story books. Quick sellers, also official Flag Respects Book. Free copy U. S. Supreme Court decision protects salesmen, bills ordinances. Special inducements for disabled. Bulk sales. Earn \$10 to \$50 daily for few hours' work. Samples 10¢.

**VETERANS' SERVICE MAGAZINE**  
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Jewelry, Novelty Stores; Wire Jewelry Workers,  
Gold Wire Jewelry Workers.  
Closing out gold wire names on mother of pearl.  
Will sacrifice. Samples sent, two dollars' deposit.

Address: **E. HOPPER**  
1206 10th Street Wichita Falls, Texas

**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

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COMMANDO KNIFE has 7 in. Double Edge Steel Blade, Aluminum Handle. Encased in high-grade Leather Scabbard. \$37.50 Dozen . . . Sample \$3.50. HUNTING KNIFE has 6 in. Single Edge Steel Blade, Aluminum Handle. Encased in high-grade Leather Scabbard. \$33.00 Dozen . . . Sample \$3.00. Samples; cash with order. Dozen lots 25% with order. Balance C. O. D.

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**15 Magic Tricks AND PUZZLES**  
In Large Four-Color Box. \$1.00 retail — \$7.25 dozen prepaid. One-third cash. Sample 60c. Jobbers write.

**15 SEALED MYSTERIES**  
OF PURE MAGIC

**THERON FOX**  
1024 CAROLYN - SAN JOSE 10, CALIFORNIA

**LETTER LIST**  
(Continued from page 48)

Iroll, Vincent  
Kelley, Red  
Kelly, Richard  
Kelsey, Wm. G.  
King, Ethel  
Kroll, Herman  
LaFrance, Josie  
Lawn, Joseph A.  
Lewis, Claude  
Allen

POSTAK, William  
Robertson, Mark  
Thomas

**ROSENBERG,**  
Benjamin

**RUSSELL,** Lewis  
Sanna, John  
Schafer, Mort  
Scott, Edgar

Sarver, Everett  
Larl

Stearns, Clay  
Stillwell, Ray  
Tomalini, Aurelio  
Turner, Paul W.  
WALTER,  
Clarence Edward  
Ward, May  
Wilson, Bert  
Winniman, Sully  
Wishnoff, Ben

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Bliz, Bernice  
Bowen, Mary M.  
Burke, Harry J.  
Campbell, W. H.  
Carter, Mildred  
DUNCAN,  
Woodrow Alonzo  
Earl, M. S.  
Edwards, Estelle  
FIELDS, Gerard  
Delno  
Gray, Jane  
Jackson  
Gough, W. B.

Groves Shows, Edward  
HARRIS, Carl  
HELMAN, William  
Jordan  
HERGERT, J. P.  
Hicks, William R.  
Horn, Mrs.  
Margaret L.  
Householder, Mrs.  
Virginia  
Johnson, William  
F.  
KEMP, William  
Carl

King, Larry  
LaRue, Mrs. J. C.  
LeBlanc, C. C.  
Levine, Joe  
Libby, Eugene C.  
Majyski, Walter  
Miller, Clifford M.  
MINARIK,  
Stephen Denis  
Mitchel, Joanne  
MORGAN, Robert  
L.  
MOYLAN, Roger  
F.  
Riley, Eddie  
Ross, Martin R.  
Rosenheim, J. C.  
Smaglick, Harry

Santana, Miss  
Anna  
SHERWOOD,  
Cale George  
SEARLES, John  
Harold  
SHERWOODS,  
Neal Carl  
STILWELL,  
Cecil C.  
Talbot, Hale  
THALER, Simon  
Thompson, D. R.  
WARNOCK,  
James Melroy  
WHITMARSH,  
Harold L.  
YOUNG, Harry

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HELLER, Charles  
F.  
Hall, Adele  
Jones, Roy

Koons, Jack  
Lawson, Russell  
Mechum, Homer  
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PROMPT SHIPMENT  
We Can Still Ship, But Don't Delay.

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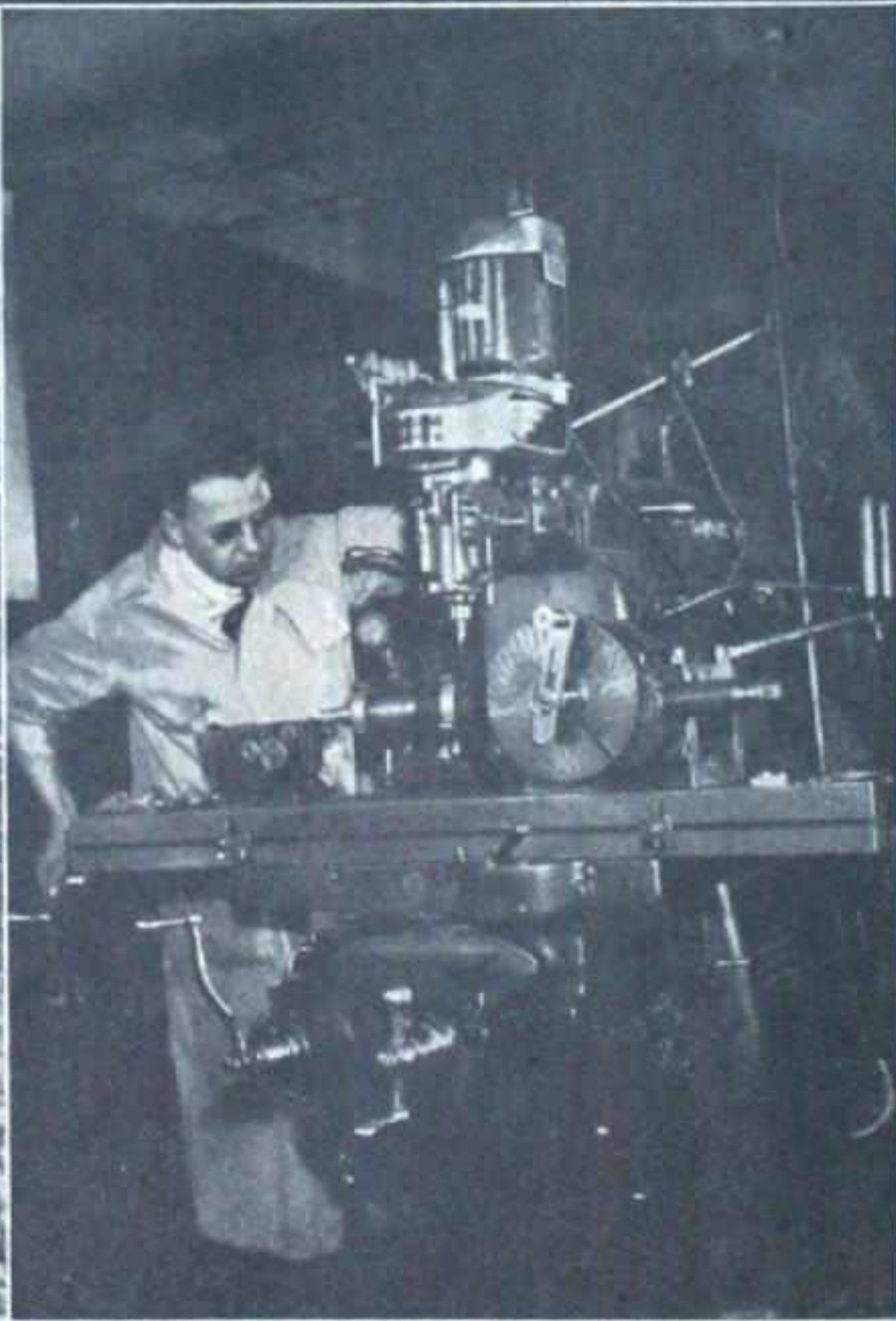
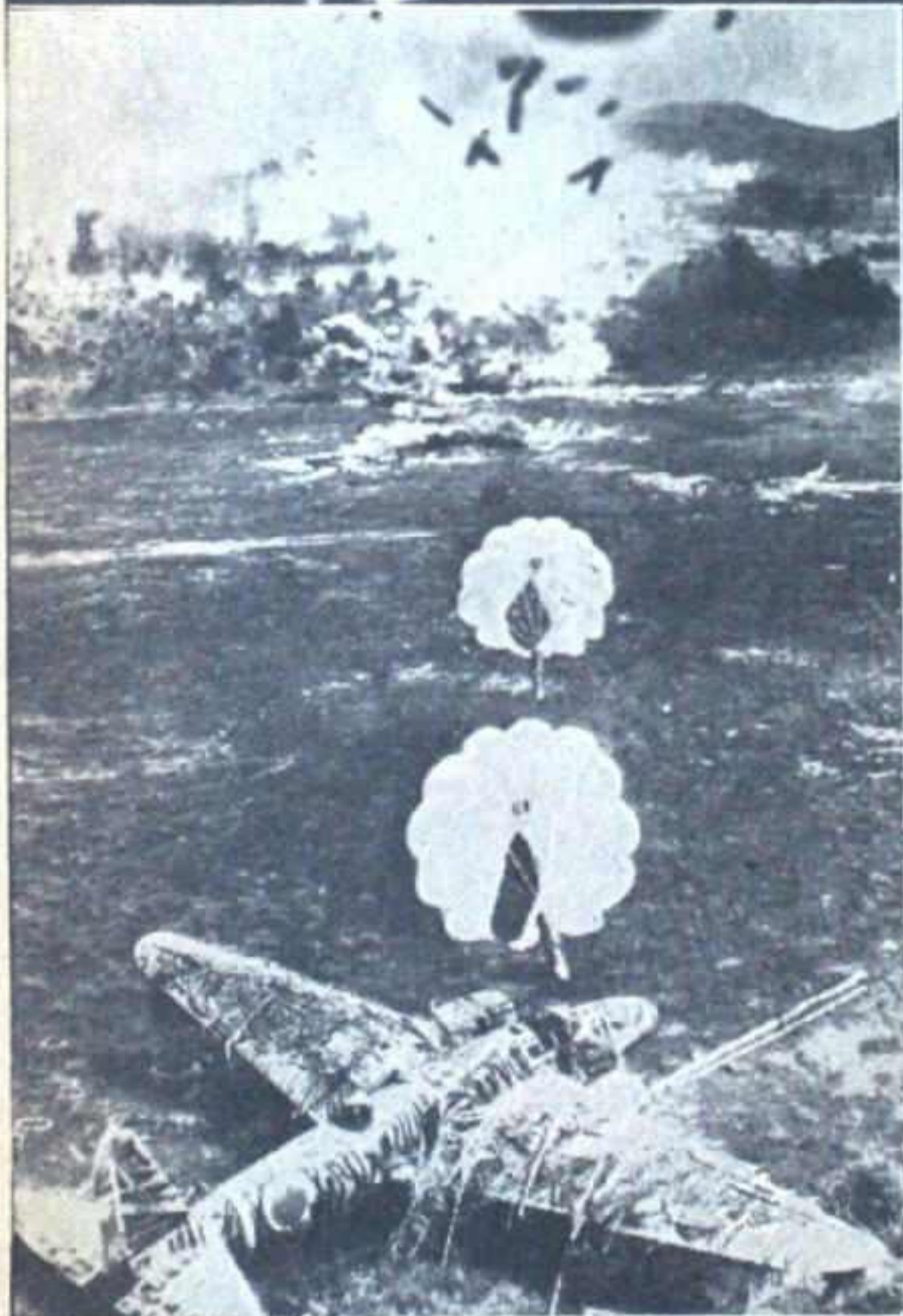
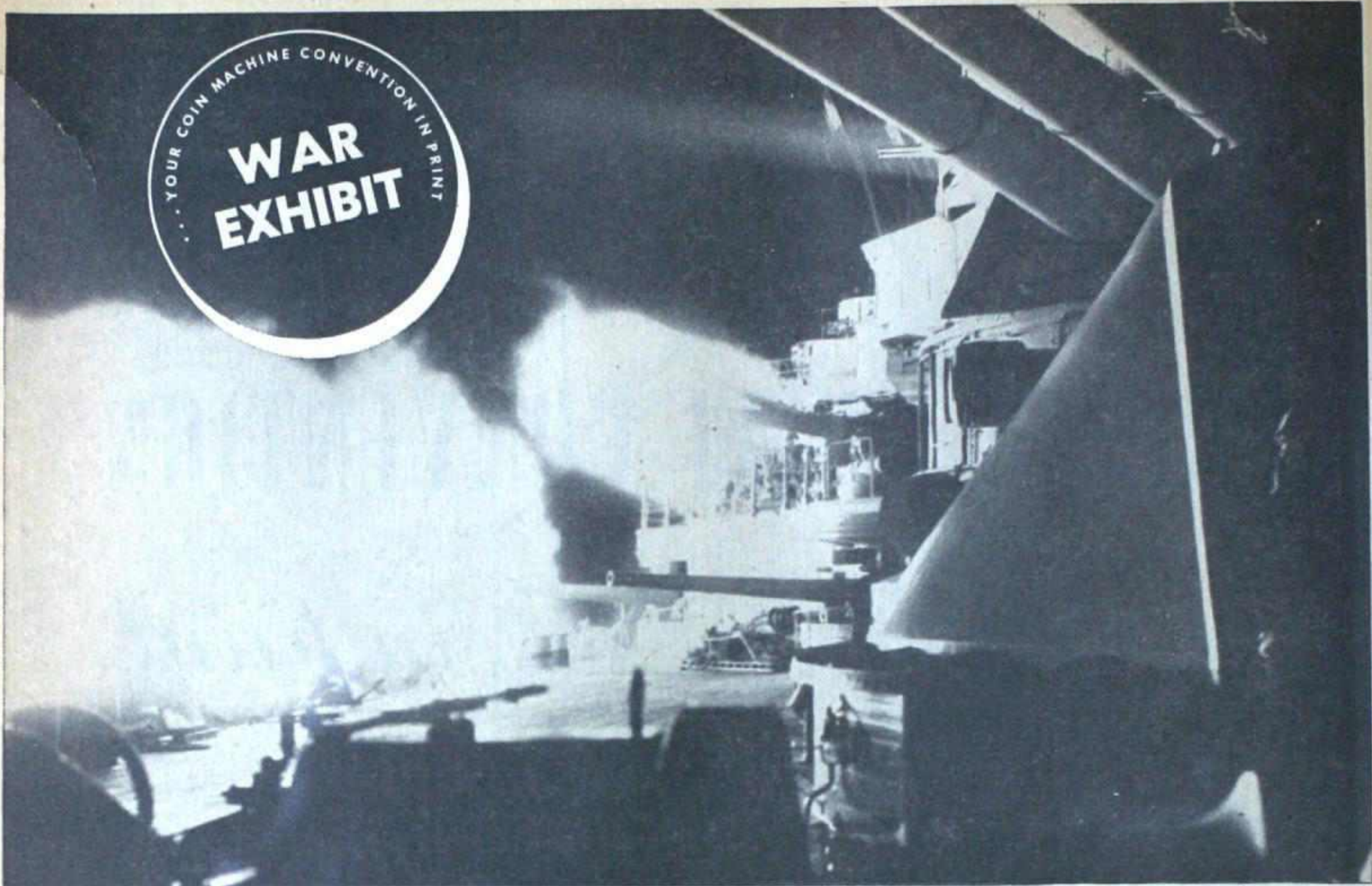
*Your.*

# COIN MACHINE CONVENTION

*in print*

• • • Geared to the tempo of convention time and synchronized with today's drive toward Victory . . . The Billboard again presents to the coin machine industry its Annual Convention "in Print" . . .





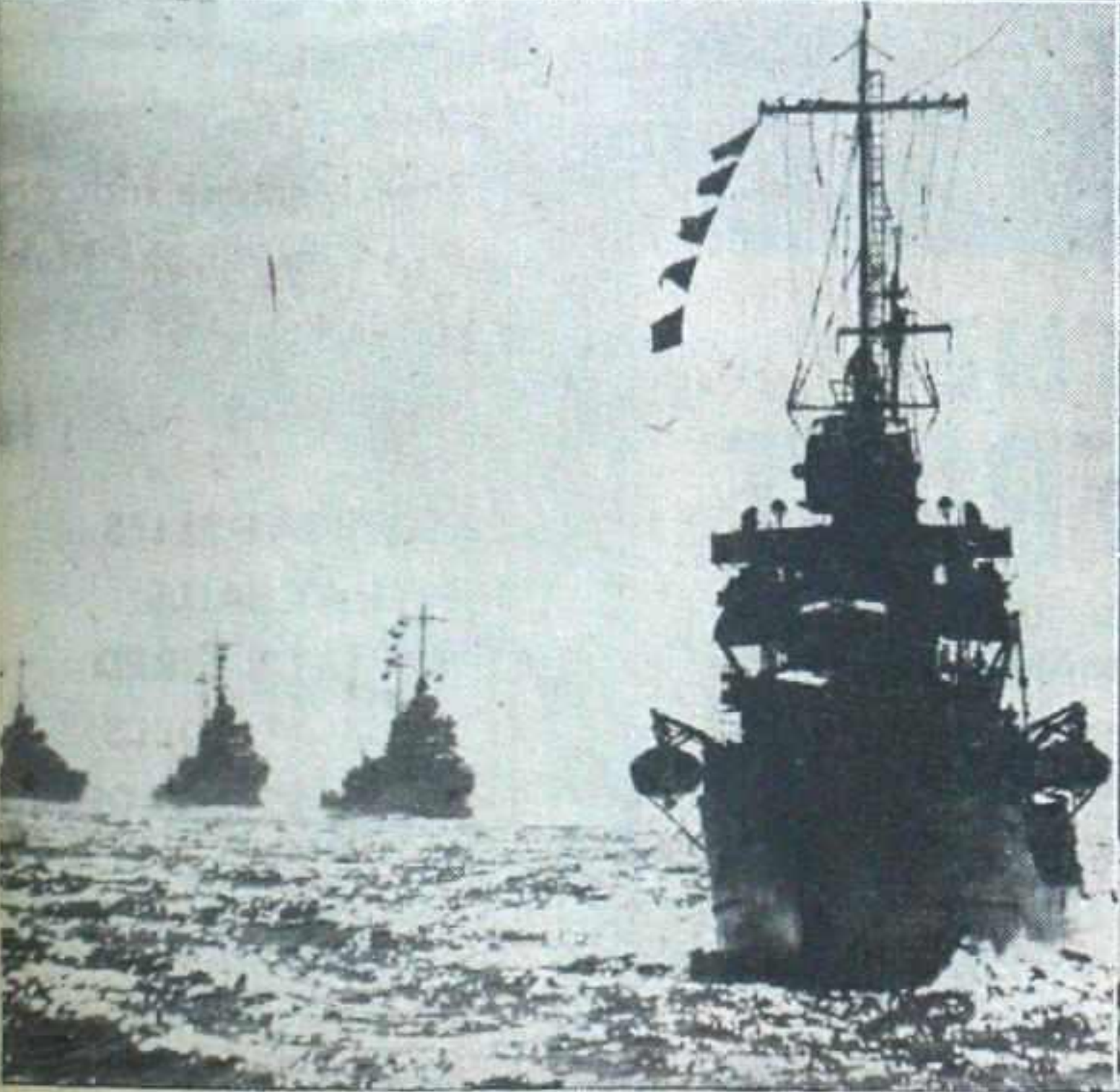
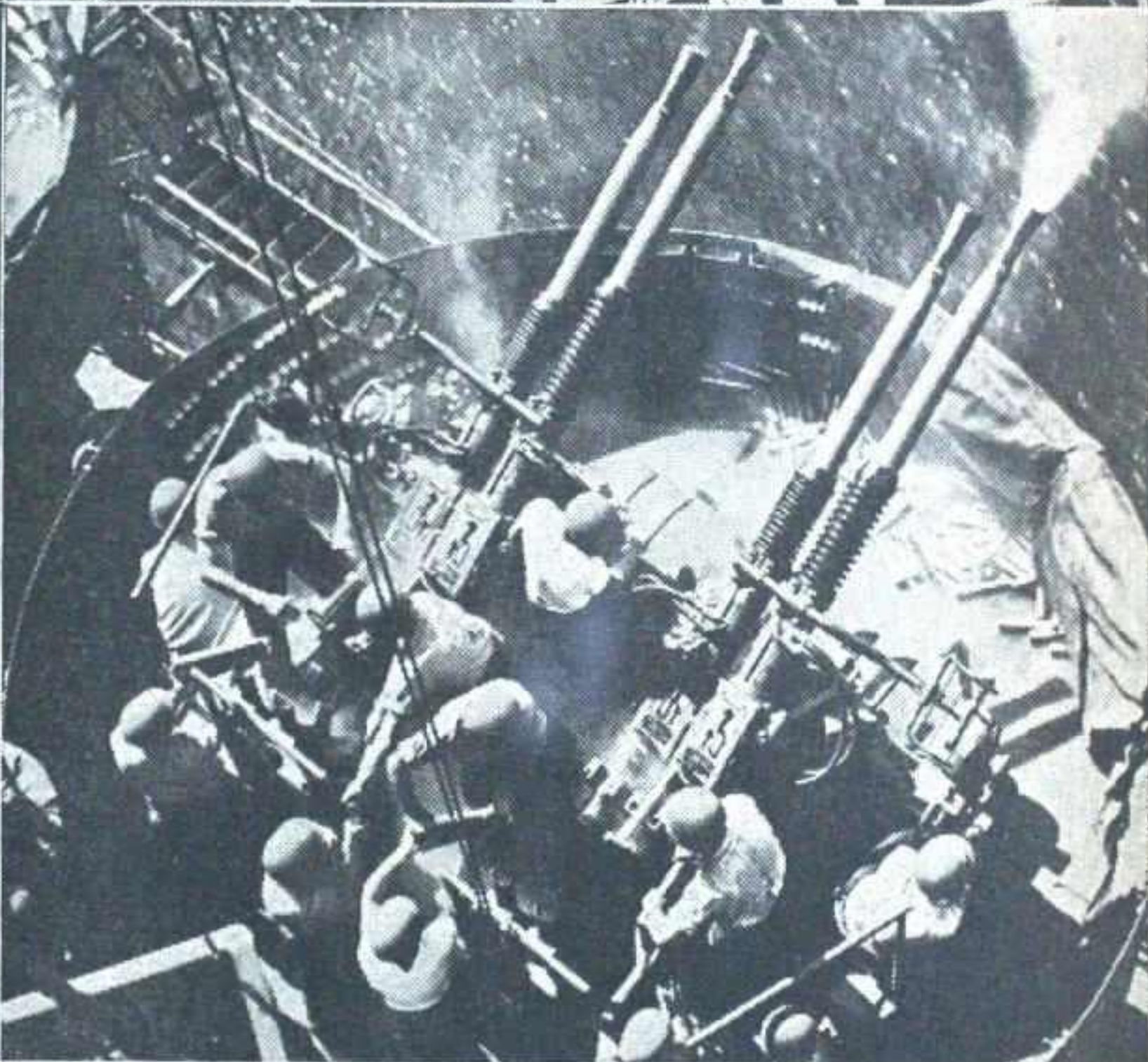
## ON THE WAR FRONT

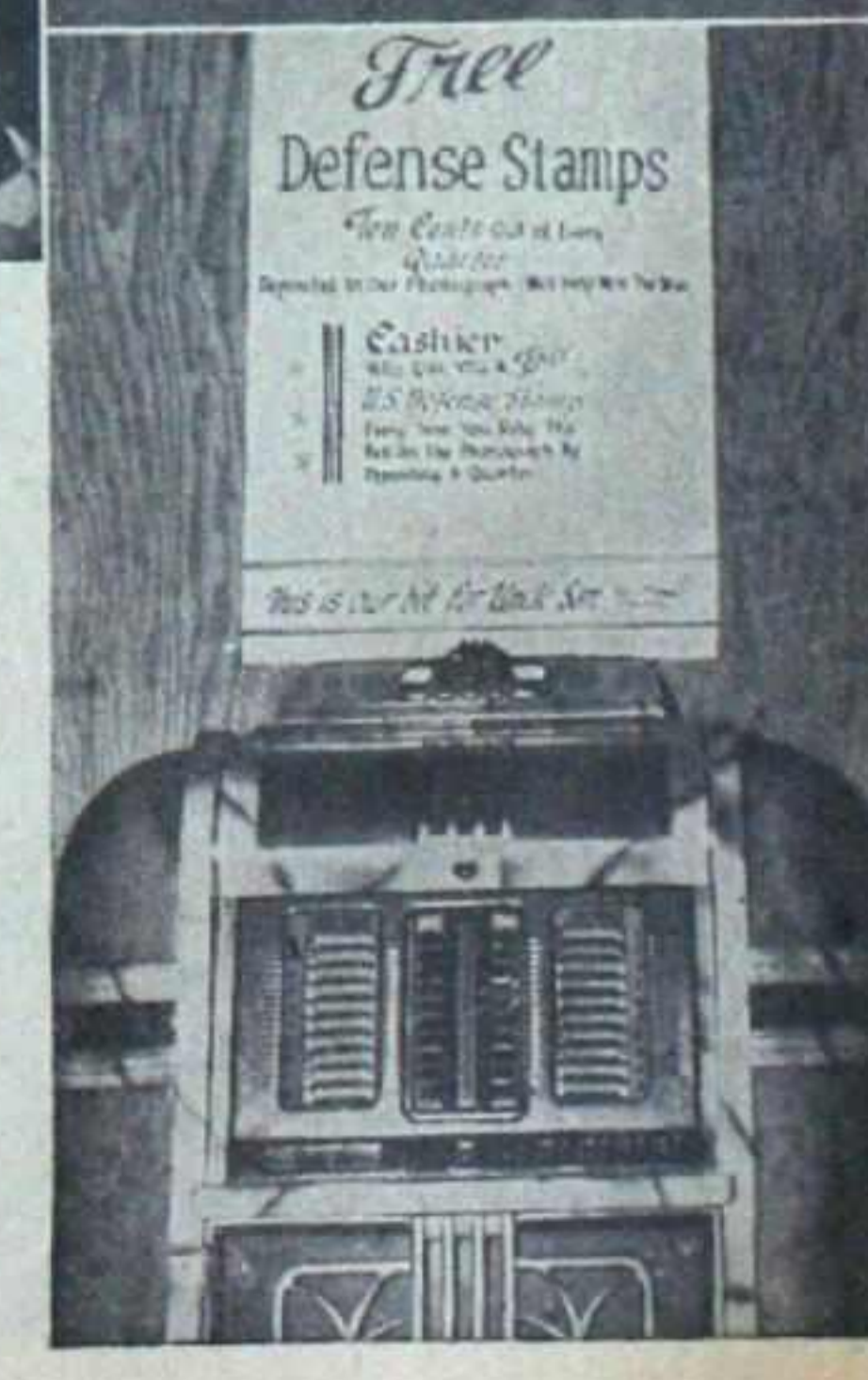
The Coin Machine Industry  
Has Had a Part in the Mak-  
ing of Every

PLANE THAT FLIES  
SHIP THAT SAILS  
GUN THAT'S FIRED  
TANK THAT ROLLS  
BOMB THAT'S DROPPED

IN OUR NATION'S  
DRIVE FOR VICTORY







# ON THE HOME FRONT

The Coin Machine Industry Has Co-Operated Fully in All Civilian Activities Such as

- WAR BOND DRIVES
- SALVAGE CAMPAIGNS
- BLOOD DONATIONS
- SMOKES FOR YANKS
- GAMES FOR VETS
- DISKS FOR GI'S
- CLUBS FOR TEEN-AGERS, ETC.

IN OUR NATION'S DRIVE TO VICTORY

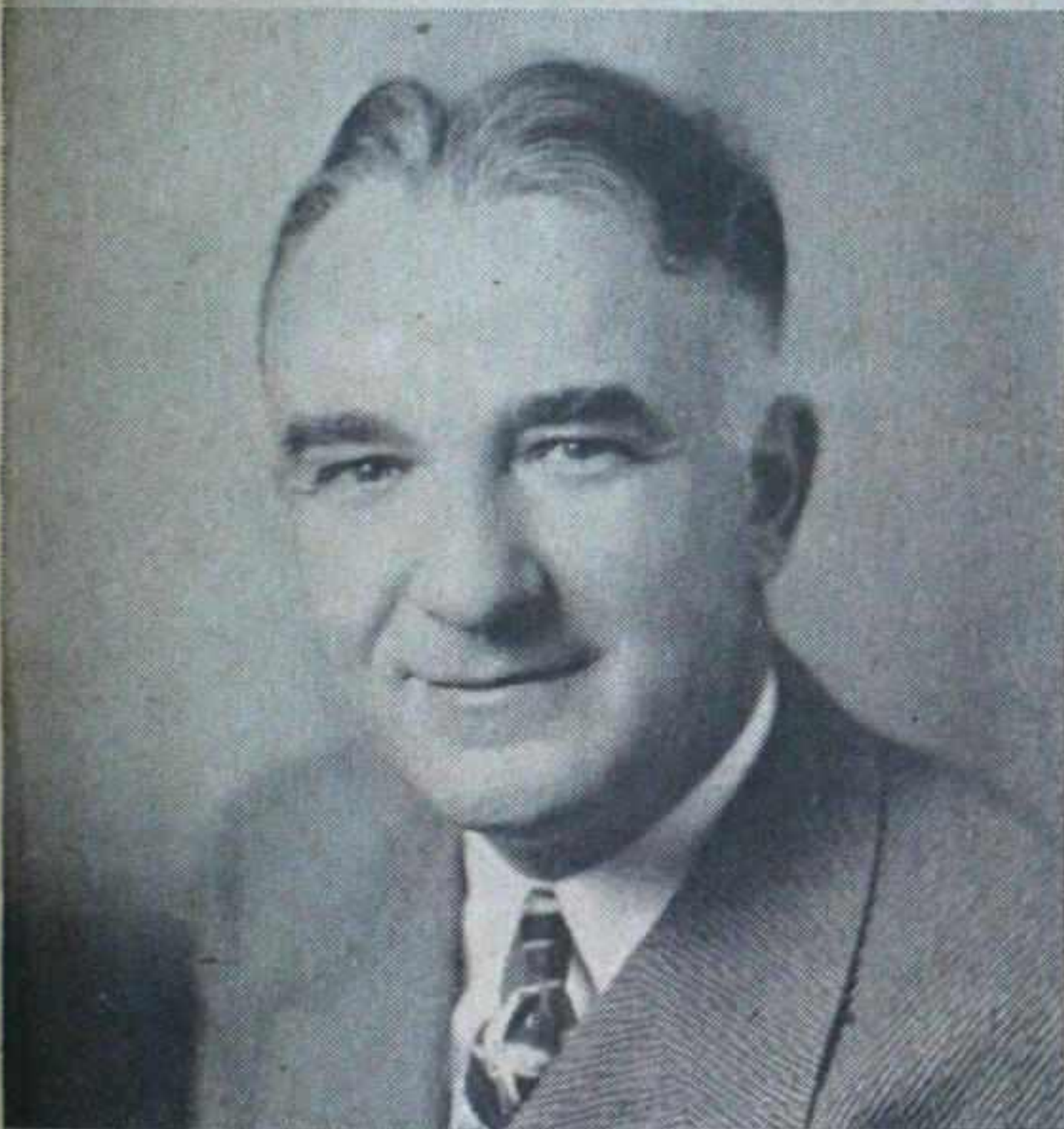
# MILLS NOVELTY COMPANY



A. V. Cooley · Vice-President



J. P. Ryan · Treasurer



V. C. Shay · President



P. A. Tennis · Asst. Treasurer



E. E. Jacobson · Secretary

The Directors of Mills Industries, Incorporated announced at their annual meeting held February 13, 1945, the formation of a separate company known as Mills Novelty Company and have appointed the following men to head and to direct this company: Vincent C. Shay, President; Arthur V. Cooley, Vice-President; John P. Ryan, Treasurer; Elmer E. Jacobson, Secretary; P. A. Tennis, Assistant Treasurer.



## POLICY

Mills Novelty Company will formulate, build and sell all types of Amusement, Bell and Vender machines. This new Company promises the coin machine field many new innovations when the present emergency ends. The experience and knowledge of these newly appointed officers will guarantee many more long years of success to add to the 56 years already enjoyed by this company.

# Operators! Everywhere



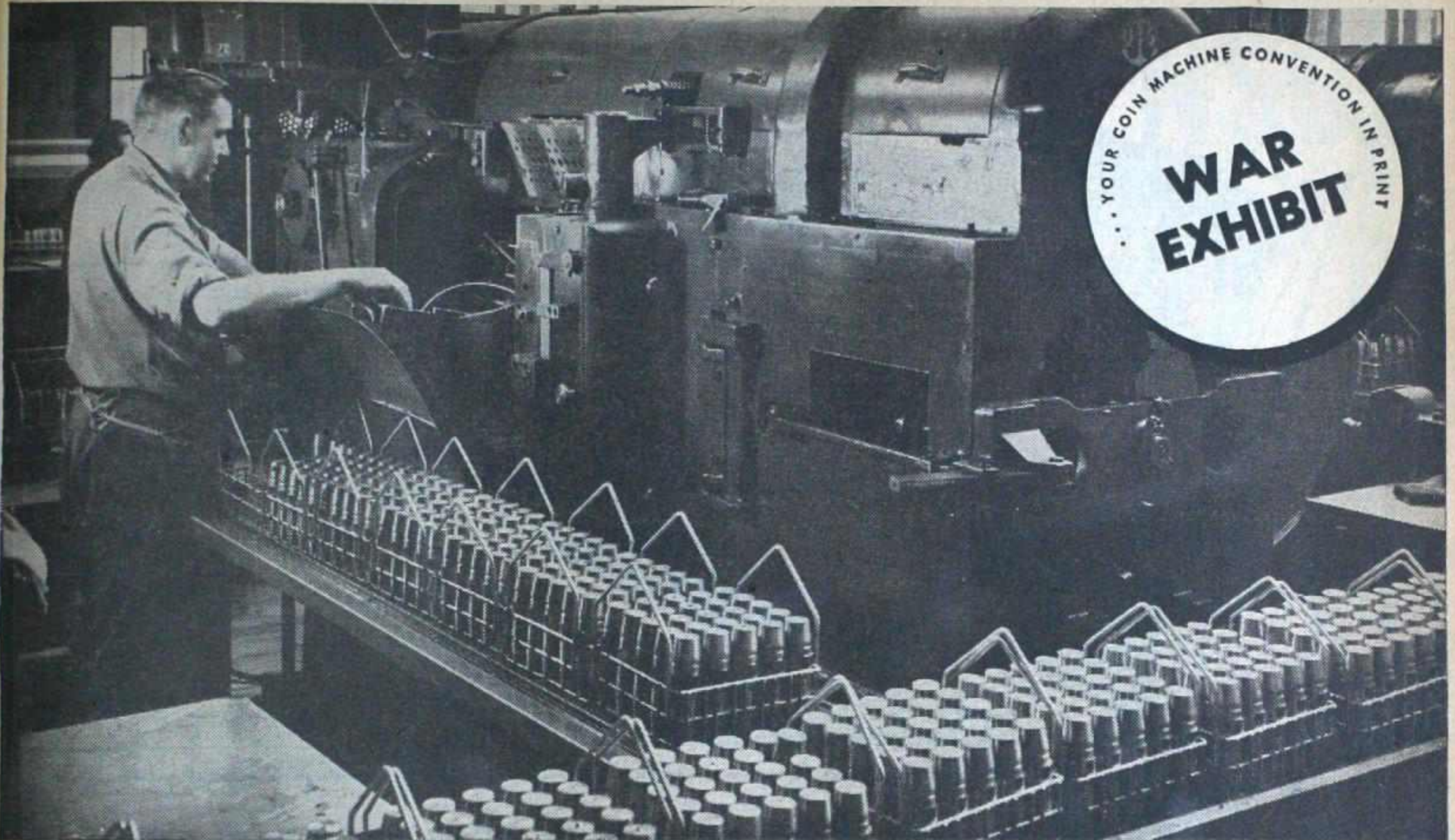
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## The Phonograph of Tomorrow

*will soon be*

### At Your Service



... YOUR COIN MACHINE CONVENTION IN PRINT  
**WAR EXHIBIT**

# THE INDUSTRY'S WAR RECORD

Switching from the manufacture of products for the amusement of the nation to weapons for its defense was no easy job—but the industry did it and plenty more besides

MORE graphically than a million words could tell, is the war job of the coin machine industry portrayed by the two boxes on this page. The list of "E" flag winners is in itself evidence of the contribution to the war effort made by the manufacturers. When it is considered that only 4 per cent of all the firms engaged in war work have earned this coveted honor, the job the industry has done is all the more outstanding. Nor do the "E" flags tell the whole story. Many of the firms are engaged in sub-contract work of the most difficult and exacting type, and the chances of their winning E's are thus greatly reduced.

Some, too, are engaged solely on army or navy contracts and have won army or navy production awards. Nevertheless without fanfare the coin machine manufacturers are going about their wartime jobs with a touch of grimness in their determination to make sure that Uncle Sam's fighting men have the best weapons they can produce and plenty of them.

The list of products the manufacturers are making is only a partial one, since many are still on the "secret" list and cannot be publicized. When the war is won and the full story can be told, then an amazing tale will be unfolded recounting to what extent the coin machine manufacturers contributed to winning the war. Nevertheless this list does mirror the ingenuity and resourcefulness of the manufacturers in being able to turn out products far afield from peacetime work; of being able to meet and overcome obstacles never before encountered.

For the simple statement that a manufacturer is making a "jig" or a "die" or a piece of "radar equipment" doesn't begin to tell the story of the man-hours, trouble and just plain sweat entailed in turning them out. As reported by several firms, however, the ingenuity and high degree of resourcefulness developed by keen competition in the industry during the pre-war years that forced manufacturers constantly to develop new ideas and machines to entertain the public, has stood them in good stead in turning out war materials. And it is from their war experience that many new ideas as well as improvements in post-war equipment will spring.

Today planes of all types bearing coin machine industry-produced equipment have flown a million sorties over Germany and the Japanese Empire. Weap-

(Continued on page 66)

## WHAT THE INDUSTRY IS MAKING

### FOR THE ARMY

- Tubes
- Sterilizer Units
- Machine Screws
- Tools
- Dies
- Fixtures
- 30-Cal. Clip Dies
- Telescope Gunsight Parts
- Engine Housing Brackets
- Rocket Bombs
- Elevation Controls
- Locating Adaptors
- Cartridge Cases
- Rifle Grenades
- Artillery Shells
- Locking and Retainer Assemblies for Tanks and Gun Mounts
- Radar Stampings
- Tractor Parts
- Paper Fastening Machines
- Communications Equipment
- Parachute Parts
- Carbines
- Transmitter Device for Teletype Equipment
- 40mm. Army Anti-Aircraft Shell
- Projectile for 105mm. Army Shell
- Non-Retractable Anti-Aircraft Machine Gun Mount for Tanks

- Retractable Anti-Aircraft Machine Gun Mounts for Tanks
- Blood Cabinet for Whole Blood Refrigerator
- Governors and Motor Units for Teletype Equipment
- Cartridge Containers for 155mm. Cannon
- Sonovision Device for Veteran Reconditioning and Visual Education
- Shell Retainers and Separators
- Pump and Dessicator Units for Airborne Radio
- Bomb Fins
- Semi-Automatic Rifles
- Steel Tube Parts
- Collars for Machine Guns
- Striascope Assemblies
- Gun Base Assemblies
- Tools and Parts for 37mm. Tank Guns
- Shell Guides and Housings for Ammunition
- Coast Defense Gun Director Cabinets
- Paint Masks and Fixtures

- Radar and Electronic Devices
- Bomb Tail Fuses
- Bayonet Catches
- Gunsights
- Radar Equipment
- Cables
- Telegraph Key Assemblies
- 30mm. Shells
- Gun Mounts
- Bombsight Parts
- Compasses
- Precision Instruments
- Electrical Control Panels for Fire Extinguishing Systems
- Universal Bomb Carrier Case Accessories
- Auxiliary Ring and Bead
- Gunsight
- Aerial Towing Device
- Nose and Plug for Incendiary Bombs
- Differential Device for Electronic Equipment
- Variable Speed Drive for Electronic Equipment
- Film Rater, Special Training Device
- Condensing Unit for Ordnance Work
- Compressor Units for Ice-Cream Freezers

### FOR THE NAVY

- Sterilizer Units
- Tubes
- Machine Screws
- Tools
- Dies
- Fixtures
- Gauges
- Tooling on Rocket Fuses
- Stampings for Rocket Fuses
- Radar Equipment
- Motors
- Jigs
- Engine Housing Brackets
- Rudder Hinges and Supports
- Rocket Bombs
- Elevation Controls
- Locating Adaptors
- Torpedo Tools
- Munition Parts

- Rudder Equipment
- Aircraft Switches
- Communications Equipment
- Parachute Parts, Jigs and Dies
- Submarine Parts
- Blood Cabinet for Whole Blood Refrigerator
- Airplane Switches
- Machine Screws
- Inspection Fixtures for Binoculars
- Collimating Fixtures for Binoculars
- Training Equipment
- Electronic Devices
- Pivot Points for Aircraft
- Compasses
- Precision Instruments

- Motor Generator Sets for Gyroscope Compass for Landing Craft and Larger Ships
- Electrical Control Panels for Fire Extinguishing Systems
- Navy Panoram, Special Training Device
- Transmitter Device for Teletype Equipment
- 40mm. Projectile
- Fuses
- Component of Tracer Shells
- Bomb Carrier, Capable of Handling High Explosive Bombs up to 1,000 Pounds

(Continued on page 81)

## THE INDUSTRY'S "E" FLAG WINNERS

- Arthur H. DuGrenier, Inc.
- O. D. Jennings & Co.
- Lion Mfg. Co. (Bally) ★ ★
- National Slug Rejectors
- Northwestern Corp.
- Packard Mfg. Co. ★ ★ ★
- J. P. Seeburg Corp. ★ ★ ★
- Stoner Mfg. Co. ★ ★ ★
- Watling Mfg. Co. ★
- Rudolph Wurlitzer Co.
- N. Tonawanda Div. ★ ★
- De Kalb Division
- Vendo, Inc. ★ ★ ★ ★



**CONGRATULATIONS!**

**THE WHITE STAR  
FOR CONTINUED MERITORIOUS SERVICE  
HAS BEEN AWARDED  
TO WATLING MEN AND WOMEN**

Congratulations to Watling Men and Women! You have done it again! For the second time you have won the Army-Navy Production Award, thereby earning the White Star for our "E" flag, which was awarded to you and to our company a year ago. You have good cause to be proud of your achievement. We share your pride and express our sincere appreciation for your meritorious service in the production of materials needed by our Armed Forces and for your loyalty to our company.

**BUY U. S. WAR BONDS—  
—AND KEEP THEM.**

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**WATLING MANUFACTURING CO.**  
4640-4660 W. FULTON ST. CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770  
Cable Address, "WATLINGITE," Chicago

# 1944 INDUSTRY CENSUS

How rapidly are operators being forced to remove equipment from locations because of locations closing, parts wearing out, help shortages, etc.? How many machines and of what types will those now in the business want in 1945 should production resume this year? Here are the answers revealed by The Billboard's annual trade survey of the nation's leading operators

**SHOULD** the war end this year and manufacturers be given permission to resume production, they can anticipate a backlog of immediate orders sufficient to keep their assembly lines rolling for more than a year at the 1941 rate in order to fill the immediate needs of those operators only right now in the business. This is the outstanding fact revealed by The Billboard's industry-wide survey that's been conducted for the past three weeks among representative operators thruout the nation and Canada. Expressed in cold figures, the estimated total amounts to 1,413,500 machines.

Another fact revealed is that operators will soon be down to their last coin chute if production is delayed beyond 1946. During the past year, the average operator had to retire 27 machines from location because of lack of repair parts, supplies and servicemen. The estimate of the number that will have to be taken off locations this year is 17, which is the identical figure, based on last year's survey that had to be retired in 1943. The 1943 estimate of machines that would be put out of action in the past year was 29—just two more than the actual figures. Translated into replacement terms, this means that the operator who was in business in 1943 and is still on the firing line, will have shelved 63 machines by the end of the current year—which, when set up alongside the estimated capita demand of 74 machines per operator, proves the latter figure to be definitely on the conservative side.

### Survey Method

Scope of The Billboard's annual census is naturally limited to those currently operating. This means a vast potential sales market could not be checked that is made up of former operators who are now in the armed service or war plants, as well as newcomers who will enter the business when peace returns. Some trade leaders estimate that the potential buying power of these latter two groups will double and even triple equipment demands of today's operators.

No attempt was made to poll part-time operators, altho a 1941 survey pegged the number of part-time ops at 41,500. Over 750 replies have been received to date coming from everyone of the 48 States and four Canadian provinces. For the purpose of this article only the first 500 received were used. A last minute check, however, confirmed the fact that the addition of these 250 replies failed to alter the conclusions of the original 500 more than 1 per cent. This is 2½ per cent of the 20,000 operators now estimated to be in business, which is regarded by survey organizations such as Dun & Bradstreet, and Gallup, as an adequate sample, since their findings are based on a 2 to 3 per cent average.

Purpose of the survey was four-fold: (1) To chart post-war operating trends; (2) to ascertain immediate equipment needs of those now in the business; (3) to estimate the number of jobs the industry will supply in the post-war market, both by operators and manufacturers, and (4) to find out if operators were still as liberal in their estimates of immediate equipment needs as they were last August when The Billboard polled them on their equipment wants if the war should have ended in 1944. This earlier survey (see The Billboard, August 12, 1944) was made at a time when all America was "sure" the war would end by Christmas. This cocksureness was obviously reflected in operators' equipment estimates at the time.

### Question Changed

For the current survey operators were asked to think twice before estimating

how many machines they would buy immediately should the war end in 1945—and the results show that some ops altered their August estimates as much as 20 per cent. In other words, the point, "How many will you need immediately?", was stressed as against "How many will you need?"

Many stated that they would be content to purchase only enough equipment to meet immediate replacement requirements. Since the first machines produced will be basically the same as pre-war models, these men feel they might as well string along with what they have that will still work and sit back and wait a little while for the force of competition to spark manufacturers into better and new type machines. Others expressed a belief that older machines won't be worth a dime on the trade-in market immediately after the war, and that it will take quite a few months before the equipment demand from foreign countries begins to assert itself. Consequently, they intend buying what they need but will still hang on to what good, old equipment they have until its market value ascends. Such expressions as these are evidence that the totals are definitely in line with what the immediate post-war potential demand will be.

The method used to arrive at the total estimated needs for equipment which will be bought by operators to meet immediate demands was to take the per capita average of machines to be bought, as revealed in the survey, and multiply it by the number of operators estimated

to be operating certain type equipment prior to the war (1941).

Again, the survey reveals, as did Billboard's last one, that the coin machine industry will play no small part in taking up the slack of employment layoffs to come from war plant reconversion and war veteran re-establishment in the business world. It appears that plants engaged in coin machine manufacture in the post-war period will follow the war plant system of production by keeping around the clock shifts on their assembly lines to meet demands of the industry.

In the years from 1939 to 1941, normal production of pin games hit 500,000 annually and juke boxes rolled off the lines to the tune of 49,000. Movie machines, which were gaining popularity in 1939-'41, totaled 3,000 for the latter year. It is difficult to estimate the productive power of the industry on these figures, however, as many of the pre-war coin machine manufacturers have learned many lessons during war production, as have the pre-war employees and those who will enter the coin machine industry with their enhanced skilled gleaned from war work. In addition, many new manufacturers will spring up, and it might well be that machines will be rapidly manufactured and distributed.

### Pin Game Demand High

As was expected, the greatest demand for equipment will come from pin-game operators, who have expressed a demand for 456,000 pin machines. This estimate of pin games for post-war demand was based on the replies of 225 pin opera-

tors asking for 8,535 games, or an average of 38 games per operator. Projecting this average on the fact that there were 12,000 pin-game operators before the war, and based on the per capita needs of the operators, 456,000 pin games will find a ready market as soon as they can be produced.

Purchase intentions, as revealed in the survey from 335 juke operators, tallied a need for 10,849 music boxes, or a per capita purchase commitment of 32 jukes per operator. Should the juke op field number 8,000, as it most certainly should during the post-war, distributors and manufacturers will have an immediate demand for at least 256,000 juke boxes.

The per capita demand of operators for vending machines indicates a production of 287,000 venders, arrived at from the expressed need for 92 venders per operator. This projection, too, must be regarded as being ultra conservative, as the vending world yet to come is estimated to be years beyond in need and scope compared with the pre-war years. Government plans for merchandise centers, air parks, and streamlined merchandising methods advocated by department stores and manufacturers of food and other commodities bought by the public, will swell the demands of the industry operators for more and more venders as the post-war consumer realizes the utility and advantages of vending machine shopping. Also, it must be pointed out, that no attempt was made in the survey to poll penny vending machine operators or part-time vending machine ops. Since most part-time operators were engaged in the vending machine biz, their collective buying power will also hypo the equipment demands far beyond the total full-time operators will want.

### Arcades Popularity Revealed

The ever-increasing popularity of arcade equipment was reflected in the replies of 74 arcade operators who ask manufacturers for a total of 1,527 arcade games and devices. Per capita, each operator will buy 21 arcade machines, which indicates that the roll call of approximately 1,600 arcade operators will answer to a need for 33,600 arcade devices. It is expected that arcade business will depend largely, during the post-war, on the returning G.I.'s who have acquired a skill with their hands in operating machinery and using firearms that will find its relaxation in the competitive and skill testing games and devices within arcade portals.

Movie machines, which were newly introduced just prior to the advent of the war, will rapidly gain in popularity, as is attested by the demands of 73 operators who feel a conservative estimated need for 14 machines per capita will meet post-war needs. In all, basing their figure on the 400 actual movie machine operators, with active locations as of last August, tavern, restaurant and other amusement spot patrons will put their nickels into a total of 12,800 movie machines as fast as distributors and manufacturers can produce. Slots and consoles which were operated by some 7,000 operators during 1941, will not be without demand from all parts of the country, as 156 replies vouched for an estimated purchase need of 41 per capita, projecting a prospective need of 287,000 slots and consoles readily marketable.

### 64,500 Scales Needed

Scales, which furnished income for 1,500 pre-war full-time operators, will

(Continued on page 81)



## BOX SCORE OF IMMEDIATE OPERATOR EQUIPMENT NEEDS

TYPES OF MACHINES	NO. OF OPS (BASED ON 1941 CENSUS)	PER CAPITA EQUIPMENT NEEDS	ESTIMATED TOTAL OF MACHINES NEEDED
Pin Games	12,000	38	456,000
Phonographs	8,000	32	256,000
Vending Machines	3,300	92	303,600
Slots and Consoles	7,000	41	287,000
Scales	1,500	43	64,500
Arcade Machines	1,600	21	33,600
Movie Machines	400	32	12,800
<b>TOTAL</b>			<b>1,413,500</b>

Full-time operators only used as basis for this survey.

1941 census revealed 45,000 part-time operators.

Coca-Cola franchise operators not included in vending machine operator figure.

Movie machine operator figure are number now operating machines.

Penny gum and candy machine operators not included in this survey.



# EMPLOYMENT PROSPECTS



TO HAVE plenty of jobs waiting for fighters like these, is the foremost goal of the coin machine industry.

A SPECIAL survey of the coin machine trade in mid-1944 supported the statement that the industry is definitely employment conscious. The trade is proud of the number of employees it had in its various branches and activities before the war, proud that it has been able to maintain a high level of employment during the war after giving many of its younger men to the services, and still more proud of the prospects that it may greatly increase its employment after the war.

In our annual 1945 survey of the coin machine industry, just completed, the

matter of employment, again was one of the chief questions. All reports indicate that the industry is still very conscious of increasing its employment after the war. This is not only being considered as a patriotic matter but also because every branch of the industry expects to increase its activities in many ways. Increased employment will be based on expansion in business activities, not only by manufacturers, but also by operators in the field.

Normally, a study of employment prospects would begin with manufacturing firms, pass on to the distributing field,

and then consider the broad prospects in the operating field. In our recent survey, the employment prospects in the operating field were mainly considered.

In comparison with previous checks, the present survey indicates that operators themselves are beginning to take a more conservative view of the future and plan to stabilize their own operations by securing the best locations. This objective is expected to become more prominent during the months from now until the war ends. The operator who has remained in the business thus far during the war, wants to be sure of himself after the war. But these men who have maintained the high efficiency of the operating business are not content merely to provide a job for themselves. Almost to a man, they plan expansion. This expansion includes plans for hiring more help than they had before the war. Only a very small percentage of established operators think of using less help after the war than they did before.

#### Groups Report

In fact, the survey check shows that 67 per cent definitely plan to increase their help as soon as possible.

Of 132 operators checked on the mat-

ter of employment, it was revealed that these operators now employ about 2,134 people. Before the war they reported their employment total to be 2,423 people. In estimating post-war plans, they consider increasing their activities to employ over 3,000 people.

Among a group of juke box operators who now employ 284 people, the same group plans to employ about 420 people after the war. Before the war, this same group reported employing 345 people.

Among a group of vending machine operators now employing 182 people, they plan to employ 210 people after the war. This same group reported employing 171 people before the war.

A larger group of operators who use more than two types of machines report they now employ 1,212 people. After the war, this group plans to employ 1,740 people. Before the war this same group employed 1,402 people.

By checking these reports it will be seen that operators are conservative in their estimates of probable increase in the number of employees after the war. There is no indication that they are making exaggerated statements. In a previous survey the average operating

(Continued on page 72)

## Keeney

For four years of intensive war production the Keeney organization has stayed close to the task at hand and our five hundred employees reaffirm their resolution to stick to the job till victory and peace are won the U. S. way. During 1945 we will move into our new factory, with greatly expanded manufacturing facilities. We want our coin machine friends to know that at the right time Keeney will be ready with the newest and most active machines in a wide variety of operating fields.

J. H. KEENEY & CO., INC., 6610 SO. ASHLAND AVE., CHICAGO 36, ILL.



# OPERATORS POST-WAR PLANS AND WANTS

Operators already have blue-printed their post-war plans, The Billboard's annual trade survey discloses. Over 50 per cent will operate more than two types of equipment. They also have definite ideas and suggestions on what they want in post-war machines. Here's a quick insight in how operators are thinking

COIN machine operators are not waiting for the manufacture of equipment to resume to make up their minds as to what they want in equipment and intend doing with it. Most of them already have decided whether they intend concentrating on the same type of equipment they operated before the war or branching out into new fields. They have definite ideas on what types of coin machines will see the greatest development after the war. Very emphatically they know what improvements they want on pre-war machines and what types of new machines they would like to see.

Answers to queries on such points as these were received from over 750 operators in *The Billboard's* annual trade survey. One thing the survey discloses in unmistakable form is that the post-war operator definitely intends to operate more than one type of equipment, just as he has in the past. In fact, 51 per cent of those answering the questionnaire disclosed that they currently are operating three or more types of machines. An additional 10 per cent have two types of equipment out with the pin game—juke box combination far in the lead and jukes-venders next in line. Of those operating exclusively only one type of machine, 61 per cent concentrate solely on juke boxes altho their number represents only 16 per cent of the total.

Twenty-three per cent of those concentrating solely on one type of machine are vending machine operators tho they number but 6 per cent of the total

### Concentrate Vs. Diversity

In answer to the question: "Do you plan to concentrate your post-war operations on one or two types of equipment or to diversify your operations into several fields?" 52 per cent voted "diversify" and 48 per cent "concentrate." Of those scratching the diversification ticket, 37 per cent plan to add music machines to their routes; 21 per cent, the vending machines; 18 per cent, games; 9 per cent, scales; 8 per cent, slots and consoles, and 7 per cent, arcade equipment. Many plan to add several combinations of machines with jukes-vender-pins, the most preferred.

As for what plans operators have with regard to the arcade field, those already in the field intend to stay in it, and only a handful are eying the business for after the war who do not already have them. Significant, however, is that only one operator having an arcade stated he intended to abandon it after the war.

### Ops Expectations

Juke boxes, vending machines, pin games and arcade devices ranked in that order in the poll as to what type of coin machines will see the greatest development after the war in the judgment of operators, with jukes polling a three-to-one majority over vending machines and pin games.

In general, operators are agreed that the first and foremost development they would like to see is in the coin chute. "Less troublesome coin mechanisms," "chutes that won't jam," "drop chutes on all types of equipment—including pin games," "Single coin slot that will take all size coins on slots, phonos, consoles and vending machines," "slug ejector on pin games"—these are the gist of most of the comments—but the fact that the number of operators voicing a desire for improved coin chutes outnumbered all other suggestions 2 to 1 is in itself undeniable evidence that improved coin mechanisms are definitely a post-war

"must." The large number that voted for drop coin chutes also is a significant indication that operators no longer consider the standard slide chute entirely satisfactory.

### Juke Improvements Wanted

The juke box operators have a long list of improvements desired. First of all they want easier serviced mechanisms and standardization of parts. Better selectors, automatic volume control, electric eye pick-ups, lighter weight pick-ups, hide-away mechanisms with built-in adapters, no plastic unless it's absolutely unbreakable, better oiling systems, fluorescent and neon lighting, smaller, more compact mechanisms, and longer-lasting working parts, cover most of the other suggestions. All juke ops, however, would like to see less troublesome wall box systems. One California operator suggests a 30-wire or direct wire wall box and a better 3-coin slot for wall boxes.

### Games and Vender Wants

Pin game developments operators would like to see are not as numerous as those wanted by the juke brethren. Topping the list are "more rugged, long-lasting machines, drop coin chutes, and chutes with a slug ejector. Less complicated wiring, better soldering and other workmanship; a clear, simple diagram of each machine's wiring; and parts standardization are also high on the list. A few voted in favor of "console type" or "upright" pin-games similar to Zingo.

Vending machine operators want some sort of solution to the age-old problem of a machine accepting coins when it's empty. One operator suggests an automatic "sold out" sign that will flash. Another suggests a device that will make the coin chute unoperable when machine is empty. Several suggested that multiple selector machines have a device that will enable any other column on the machine to function automatically when the merchandise the buyer has selected can't be vended either because the column is stuck or cleaned out. A few also cited the need for change-making chutes.

Few suggestions for other equipment came to light except for arcade men's desire for machines "of faster action," and for "target guns that won't get out of order so quickly."

### New Equipment Desires

Operators, on the whole, did not come up with so many worth-while suggestions for new types of equipment they would like to see as for improvements they wanted on pre-war machines. "Machines that can be operated anywhere" headed the list. "One ball-free play games" was another that cropped up several times; as was a movie machine-phonograph combination that would operate independently of each other. A few are interested in coin-operated television machines but admit they don't know how practical such a device would be. Some would like to see a juke box using sound on film or wire to get away from records. Among vending machine operators, opinions were voiced for machines made of chrome, porcelain or other materials that would "sell sanitation" by virtue of their appearance.

On the whole, the post-war desires of operators reflect one basic conclusion: namely, they won't be satisfied with exactly what manufacturers offered them before the war. They expect wartime developments of materials and processes for adapting them to coin machine use to result in better machines than they ever had before.

# Wartime Experience Will Set New Higher Standards for Chicago Coin Post War Equipment

For the past three years we have been constantly investigating and testing the better and more advanced manufacturing methods and processes. Pre-war standards are gone forever. You'll quickly detect the results in our post war coin machine equipment.

**Chicago Coin machine co.**

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WE MUST BACK 'EM UP WITH WAR BONDS

# When...

sparkling new games again roll

off Groetchen's production line

... it can only be "when"

America and her Allies have

achieved final victory ... that's

the job until "then"!

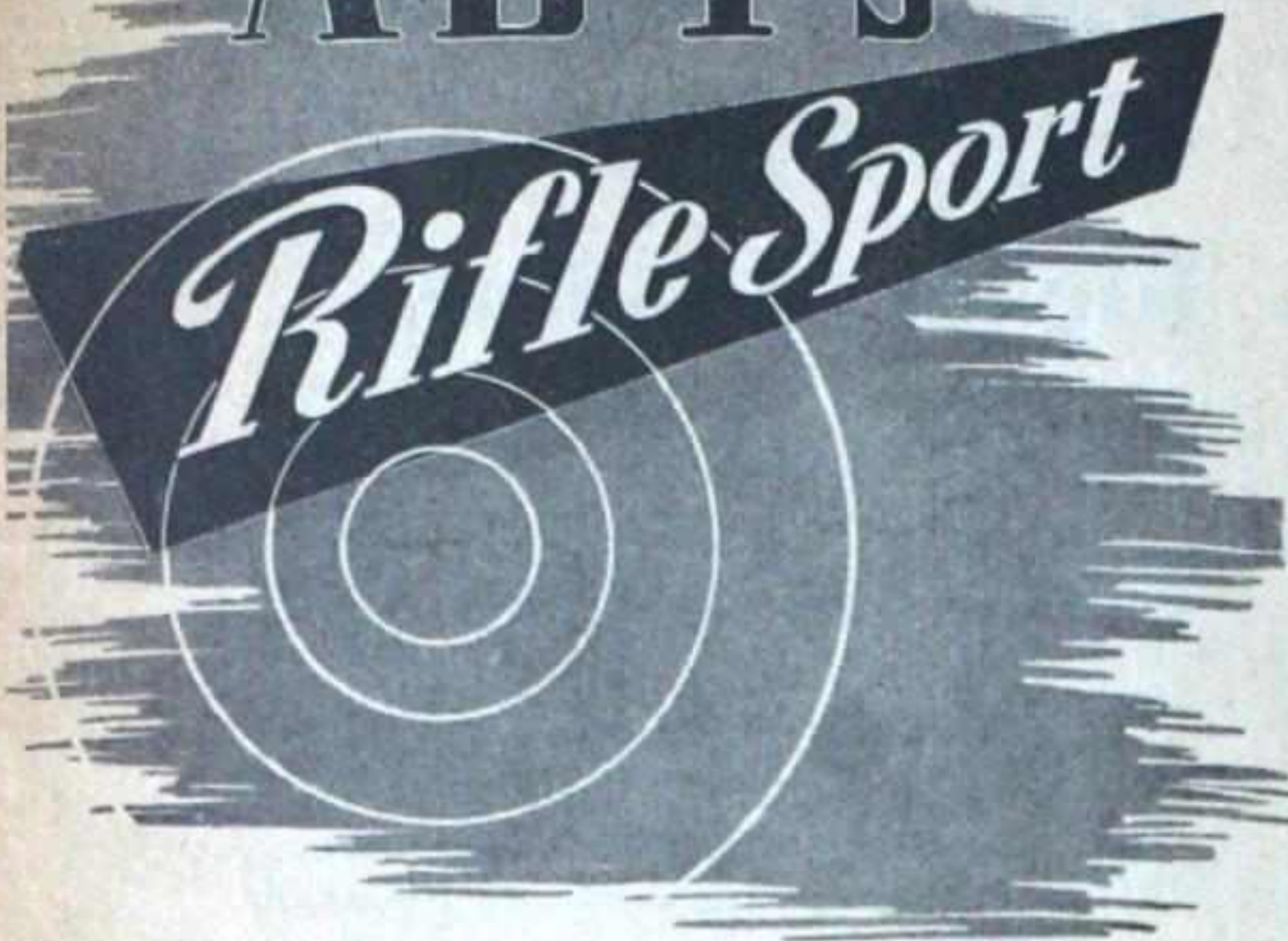
**GROETCHEN TOOL COMPANY**

126 N. UNION AVENUE

CHICAGO 6, ILLINOIS

# A.B.T.'s

## Rifle Sport

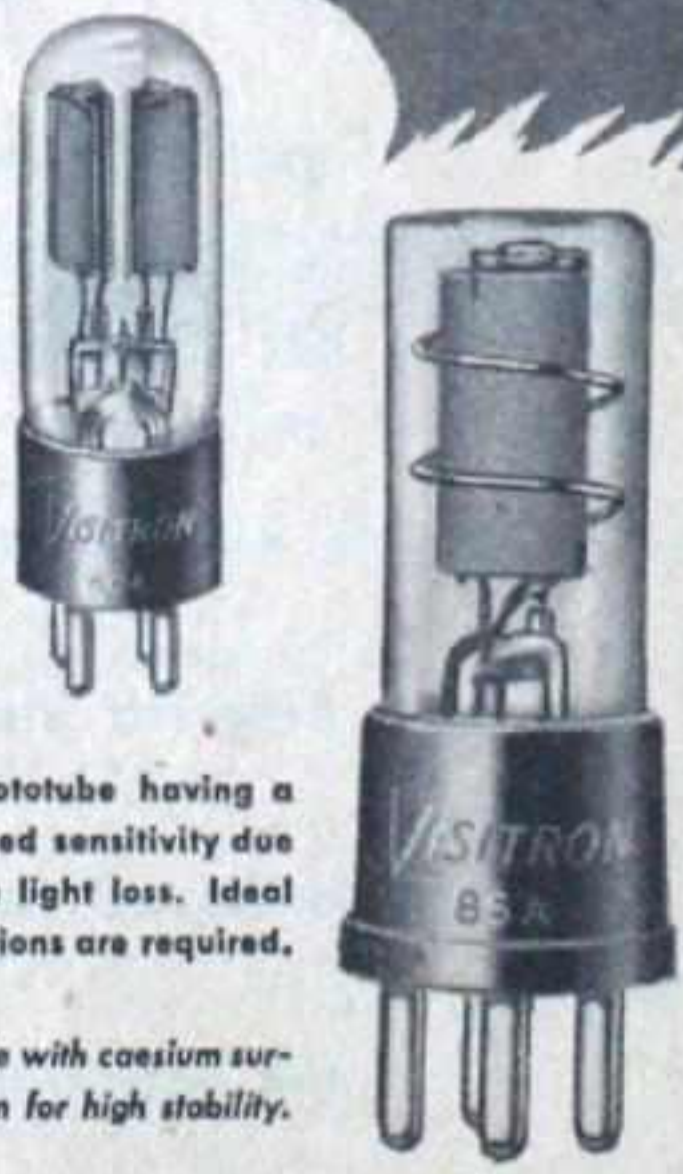


*"The Business of Today and Tomorrow"*



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# 2 TOP-NOTCH PHOTOTUBES



**60A A Visitron Phototube** having high value on applications for double track sound systems or wherever dual cell operation is required and space is a factor.

**85A Non-directional Visitron Phototube** having a 360° pickup. It features an increased sensitivity due to the elimination of any possible light loss. Ideal wherever multi-directional applications are required.

These Visitron Phototubes are available with caesium surface, either in gas filled or in vacuum for high stability.

To be sure... specify **VISITRON!**

## Rauland

Electroengineering is our business

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Rauland employees are still investing 10% of their salaries in War Bonds

### INDUSTRY WAR RECORD

*(Continued from page 61)*

ons forged by the industry helped win the battle of the Normandy beach head, fought in the Philippine sea battle, the conquest of Bataan and helped stem the tide during the December break-thru. Right now it's helping marines win the bloody contest for Iwo and Patton crash thru the Siegfried Line. It will be in the thick of it, too, when the final blows at both Tokyo and Berlin are struck.

The production record of manufacturers, however, is only one chapter in the industry's war record. No matter how busily engaged in war production, it has never lost sight of the fact that it has a job to do here at home, too. Every bond drive, blood donor campaign, etc., has found the industry working hard to do a top-flight job. Above and beyond co-operating with national government inspired drives, on its own, it has quietly collected records for G.I.'s; donated and helped organize teen-age clubs to help curb juvenile delinquency; established and carried out its own "Write a Letter" campaign; collected and distributed games, jukes and other equipment to veterans' hospitals, USO's, army and navy recreation rooms, servicemen's centers, etc.

Many other honors have come to the industry as a result of its war record. The J. P. Seeburg Corporation, for instance, was the first industrial firm in the Chicago area to fly the Minute-Man Flag, when in March, 1942, it was so honored because more than 90 per cent of its employees were buying bonds on a weekly pay-roll deduction plan. Firm has maintained its own bond and stamp sales department which since 1942 has issued over \$2,000,000 in War Bonds and \$100,000 in War Savings Stamps—exclusive of the corporation's own purchases which have exceeded \$6,000,000 to date. Today 98 per cent of the firm's employees participate in pay-roll deduction plan.

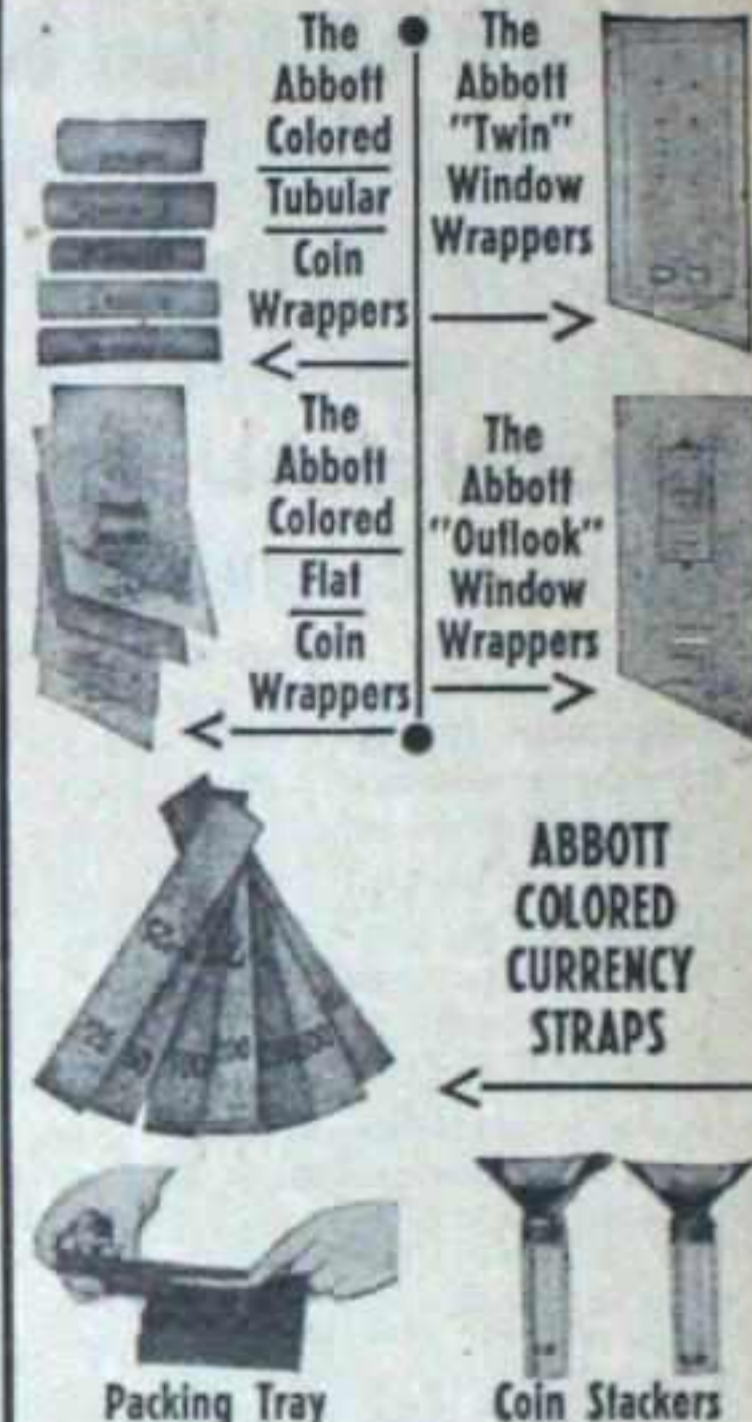
Employees of Packard Manufacturing Company, Indianapolis, were the first in the State to subscribe 100 per cent to the 10 per cent pay-roll deduction plan. Firm also has a "Gallon Club" of regular donors to the Blood Bank and has received many citations from the various branches of the armed forces for furthering their recruiting drives.

Stoner Manufacturing Company, Aurora, Ill., is reputed to be the first in Illinois and one of the first firms in the country employing over 100 people to subscribe 100 per cent to the 10 per cent pay-roll deduction plan.

Were all the facts to be put down concerning the magnificent job the industry's manufacturers, distributors and operators have done in the drive toward victory, they would fill a thousand-page volume. Those cited above are not exceptions—but are typical examples of how the coin machine industry has gone far beyond the line of duty in making sure that the fight to squash the enemies of democracy will come to a speedy end.

### For Those Who Handle MONEY

Abbott offers a complete line of Coin Counting Machines, Coin Wrappers, Currency Straps, Coin Handling Equipment and other Cashiers' Supplies. Illustrated here are



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We Not Only Have the Desire But the Ability To Serve.

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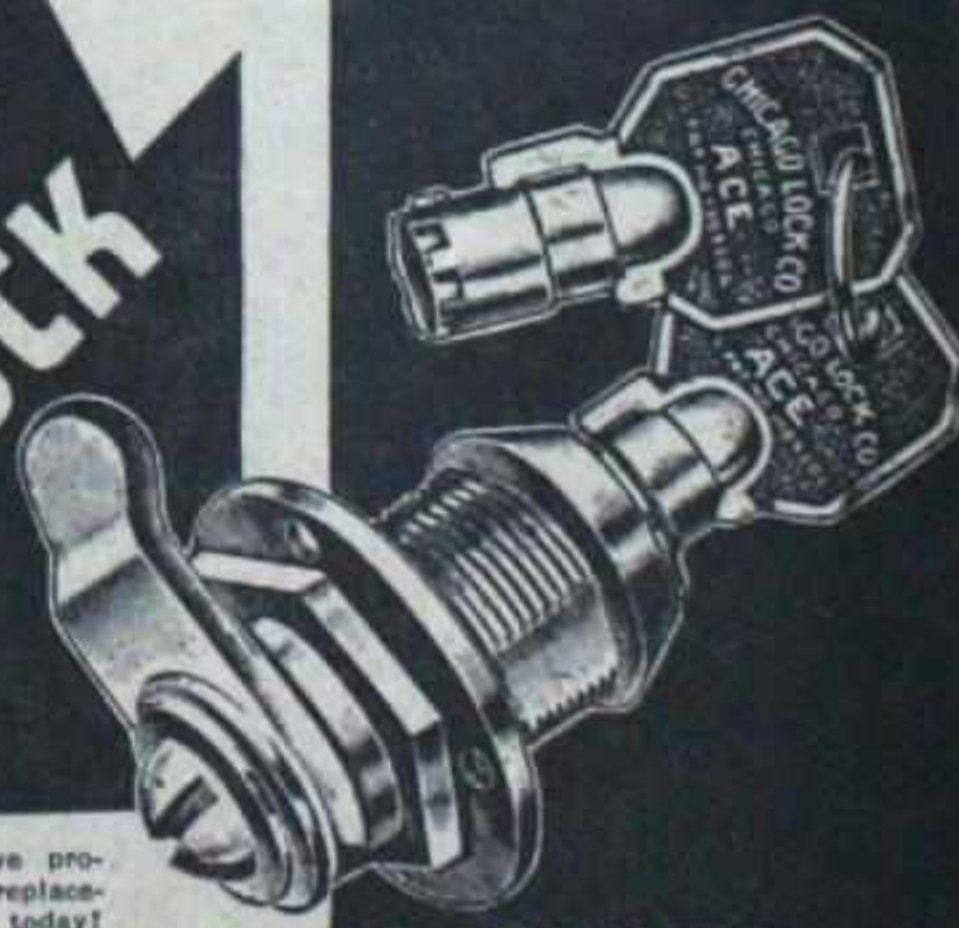
TUBULAR	ABBOTT Colored Coin Wrappers	FLAT
.....000	\$20.00 Dollars	.....000
.....000	20.00 Halves	.....000
.....000	10.00 Halves	.....000
.....000	10.00 Quarters	.....000
.....000	5.00 Quarters	.....000
.....000	5.00 Dimes	.....000
.....000	3.00 Dimes	.....000
.....000	2.00 Dimes	.....000
.....000	2.00 Nickels	.....000
.....000	1.00 Nickels	.....000
.....000	.50 Pennies	.....000
.....000	.25 Pennies	.....000
.....000	<b>TOTAL</b>	.....000

"TWINS" (Two Windows) .....000  
"OUTLOOK" (One Window) .....000  
CURRENCY STRAPS .....000

Do You Need a Coin Counting Machine, Hand or Motor Operated?  
Pairs of Stackers How many Abbott Coin Packaging Trays shall we send you FREE? .....

NAME .....  
ADDRESS .....  
PER ..... DATE .....

## YOUR PROFITS ARE SAFE WITH AN ACE LOCK



ACE LOCKS provide Powerful Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today! Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or in various Key changes.

We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

**CHICAGO LOCK CO.**

ACTUAL SIZE

2024 N. RACINE - CHICAGO

# The Coin Machine Industry

Based on 1941—the Last Normal Business Year

## GENERAL INDUSTRY DATA

(December 31, 1941)

### Number of Games in Use

Amusement (pinball) games .....	250,000
Counter amusement devices .....	600,000
Jackpot slot machines .....	No estimate
Console amusement games .....	200,000
Miscellaneous amusement machines .....	100,000
Automatic phonographs .....	300,000
Cigarette vending machines .....	126,500
Beverage vending machines .....	28,000
Candy bar venders .....	250,000
Penny vending machines .....	3,000,000
Miscellaneous vending machines .....	25,000
<b>Total .....</b>	<b>4,879,500</b>

### Personnel

Principal manufacturing firms .....	85
Listed manufacturing firms .....	325
Normal factory employment .....	15,000
Distributing firms .....	900
Employed by distributors .....	4,500
Professional operators .....	25,000
Part-time operators .....	30,000
Employed by operators .....	45,000
Employment by locations (Estimated) .....	1,000,000

## POST-WAR OUTLOOK

### Machines Taken Off Locations Since 1943

Year	Av. Mchs. Per Op.	Total
1943	17	340,000
1944	27	540,000
1945 (Est.)	17	340,000
		<b>Total.....1,120,000</b>

## MACHINES NEEDED WHEN WAR ENDS

Based on Full-Time Operators Only

Type	Number
Pin Games .....	456,000
Phonographs .....	256,000
Vending Machines .....	303,600
Slots and Consoles .....	287,000
Scales .....	64,500
Arcade Machines .....	33,600
Movie Machines .....	12,800
<b>Total .....</b>	<b>1,413,500</b>

### EMPLOYMENT BY OPERATORS

Year	Av. Per Op.
1944 .....	3.4 Employees
Before war .....	4 Employees
After war (est.) .....	5.4 Employees

### EMPLOYMENT BY MANUFACTURERS

1941 (last normal year) .....	15,000 Employees
After war .....	Impossible to estimate

## PHONOGRAPHS (JUKE BOXES)

(January 1, 1941)

Number of firms manufacturing phonographs .....	6
Additional firms making wall boxes, etc. ....	2
Employment in the manufacturing industry .....	2,500
Phonograph production in 1940 .....	49,000
Estimated production, 1941 .....	39,000
Total number of phonographs in operation .....	400,000
Estimated value of phonograph industry .....	\$80,000,000

(This includes manufacturing, distributing and operating divisions of the industry)

Number of distributing firms .....	250
Number persons employed by distributing firms .....	1,500
Number of music operators in the U. S. ....	7,000
Number persons employed by operators .....	13,500

### COMMERCIAL VALUE

Number of plants making phonographs .....	6
Total pay roll (1939) .....	\$4,300,000
Capital investment (1939) .....	\$9,500,000
Dollar volume of sales (1939) .....	\$15,500,000
Dollar purchases in materials, parts, supplies, etc., used in manufacture of phonographs (1939) .....	\$8,300,000

\*1939 data based on government reports, the last year for which available.

### Phonograph Records

The following estimates of the total number of records produced and of the part of this total purchased by phonograph operators, are based on reports made by various music trade authorities and on surveys of the music machine industry made by *The Billboard*:

	Total Production	Used by Phonograph Operators
1938	33,000,000	15,000,000
1939	60,000,000	31,000,000
1940	75,000,000	37,400,000
1941	110,000,000	45,000,000

## VENDING MACHINE DATA

(As of January 1, 1941)

### PENNY VENDERS

Number of machines in operation .....	3,000,000
Nut venders .....	1,800,000
Gum venders .....	750,000
Candy venders .....	450,000
Total annual volume of sales .....	\$78,000,000
Total investment in equipment .....	\$21,000,000

### CIGARETTE VENDERS

Number of machines in operation .....	126,500
Total annual volume of sales (packs) .....	\$657,800,000
Total investment in equipment .....	\$ 1,138,500

### 5c CANDY BAR VENDERS

Number of machines in operation .....	250,000
Total annual volume of sales (bars) .....	\$25,000,000
Total investment in equipment .....	\$ 8,750,000

### BEVERAGE VENDERS

Number of machines in operation .....	28,000
Total annual volume of sales .....	\$12,096,000
Total investment in equipment .....	\$ 2,800,000

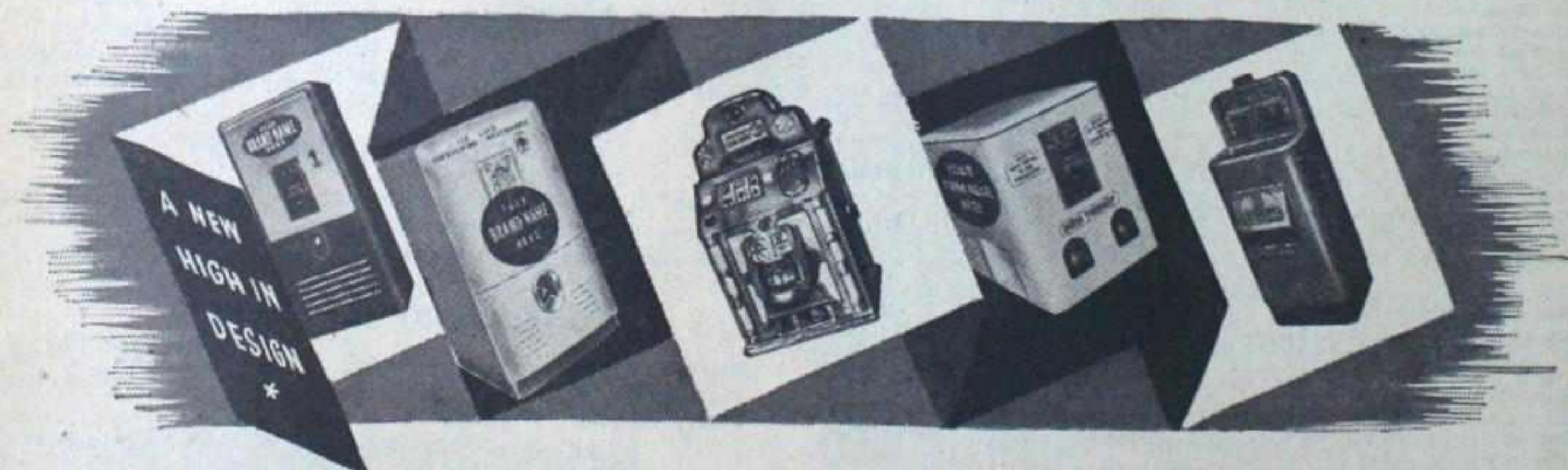


## A NEW HIGH IN PRECISION

Operators and distributors know that the Jennings trade-mark has stood for uncompromising quality for more than 38 years. Proof that Jennings CHIEFS are the finest jackpot machines ever built is revealed by the severest test of all—the relentless pounding which Chiefs have successfully withstood, day in and day out on location, since before the war

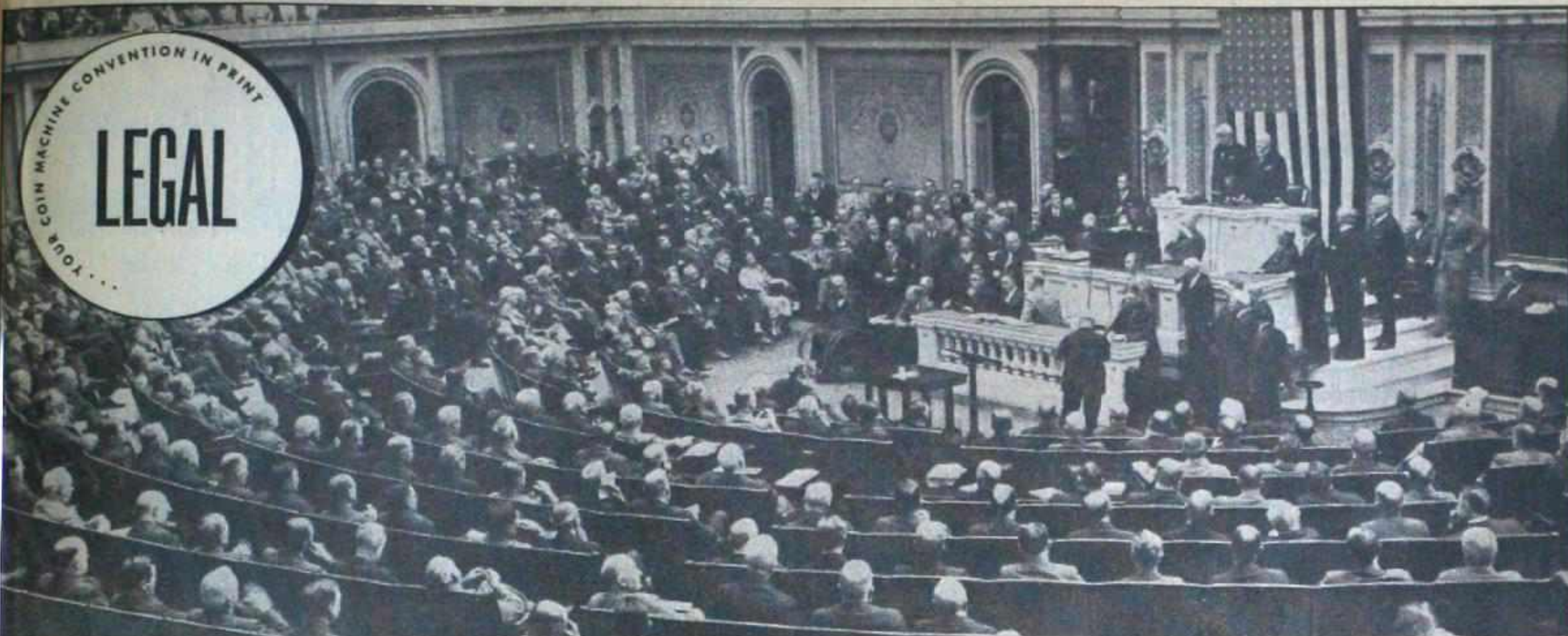
After the war larger and better equipped production facilities, along with increased technical skill and knowledge, all resulting from three years of honored war production, will be reflected in still finer Jennings products. The Army-Navy "E" symbolizes a new high in precision at Jennings, enabling us to pledge a new high in opportunity for coin machine operators and distributors.

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# LEGISLATIVE ROLL CALL

The present legislative year means 44 Legislatures will be in session in 1945—a brief running report on legal and market history in each State is outlined in this article for the information of the trade

By WALTER W. HURD

**ALABAMA.** This State in recent years has become the center and home of a real industrial empire in the South. Hence, from a business standpoint, the State is very favorable market for the use of coin machines of various types, but from a legal standpoint, the history of the State is not so favorable. Extending over a long period of years there has been a gradual tendency to set up such restrictions that even juke box operation has been handicapped in recent years. At one time the Legislature passed a good license law but then the State Supreme Court and a series of unfavorable State administrations destroyed the license plan. The State has a strong dry movement; many localities are dry and also because of the large colored population many restrictions are placed on locations that sell beer or liquor. In 1945 the Legislature is set to convene May 1 and meets every two years.

**ARIZONA.** Because of its small population, the State is not considered a big market for coin machines. However, there is something of the liberal spirit of the West thruout the small towns and villages which is favorable to certain types of machines. After the war there should be a slow increase in the business life of the State, due to electrical developments. Two interesting pinball episodes have occurred in the State in recent years. In one case, a sensational "pinball murder" filled large newspaper space. In another case a nationally syndicated cartoonist joined with a newspaper editor in Tennessee to conduct a kind of crusade against pinball games.

**Arkansas Has "Model Law"**

**ARKANSAS.** The State license law which passed in 1939 has sometimes been referred to as a model law. The State also has the distinction of having passed a license on coin machines and then after one year of trial, amended the law to reduce the rates on many types of machines. The State tax office also favors the trade by issuing a monthly tabulation of the revenue collected on licensed coin machines. It is one of the few States that issues a monthly breakdown. The Legislature now in session has some bills which would amend or change the present State license law and these bills are considered unfavorable.

**CALIFORNIA.** The State Legislature in session has what is considered the usual number of coin machine bills. For a number of years it seems to be an annual habit for a number of bills to appear in the Legislature and most of them are considered unfavorable. The real coin machine history of the State centers in the three cities of Los Angeles, San Francisco and San Diego. A big volume could probably be written on the history of coin machines in Los Angeles and Los Angeles County alone. In fact, the coin machines in this city have had national publicity more than once. The market is considered favorable in the county; in fact, the future prospects for coin machines in the State look favorable. It is expected that San Francisco may become a good export center for coin machines when the Pacific area opens up after the war. Chief legal at-

tention will center on the election of a mayor in Los Angeles at the April election.

**Denver Is Trade Center**

**COLORADO.** Thru the years, this State has in most cases been missing from the legal history of coin machines. The city of Denver usually is considered the center of the trade and most reports center there. Denver at one time had a considerable legal tangle about cigarette vending machines and the tax applied to such machines. Many questions concerning the tax on cigarette machines, retail cigarette taxes, etc., were fought in the courts there. A few years ago the State Supreme Court rendered a very unfavorable decision in a possession case involving games. Electrical developments in the West are expected to boost the State as a coin machine market of the future.

**CONNECTICUT.** The State has long since lost its importance in the legal records of the coin machine industry. In the early 1930s this State was the center of perhaps one of the biggest legal fights on gaming devices on record. It was the center of a crusade which ended in unfavorable decisions on gaming devices and also legislation to severely restrict this type of machine. Since that time legal affairs in the State have been considered routine.

**DELAWARE.** Similar to "poor little Rhode Island." The State is almost missing from the legal records of the coin machine trade. So few reports are in our files on the State that there is really no story.

**FLORIDA.** The big chapter in coin machine history in the State is the continual fight between the big gambling interests and the minor coin machine trade. Due to the tourist traffic, the State is a very favorable market because tourists demand gambling of some kind and gaming devices have always received a big play. The State has a license system on coin machines now, including amusement games. In 1935 the State passed a license system covering gaming devices. Due to the strong opposition of racing interests, the law was repealed in 1937. While the 1935 license law was in effect, federal agents checked gaming devices in Florida to get data for income tax information. Florida has even had proposals for State-owned slot machines. The tourist trade will always make Florida an interesting, a varied and a good coin machine market.

**Promising Market in Georgia**

**GEORGIA.** The State is sharing in the new industrial development of the South and from a business standpoint will increase as a market. The legal history of the trade in the State is spotty and has some very interesting chapters. Perhaps more appeals to high courts have been made in the State on pinball games and on unfavorable city license than in any other State of similar size. At least one appeal has been taken to the U. S. Supreme Court but the high court declined to hear this petition. In recent months, the Federal District Court upheld the Atlanta ban on pinball games. The State has had a checkered history on proposals to license coin machines. On February 15 the Legislature

## Support for War Program

Comparative data on collections of federal revenue from the coin machine trade, for the fiscal years of 1943 and 1944, are now available. A State-by-State tabulation for the two years is given below:

Name of State	Fiscal Year 1944	Fiscal Year 1943	Name of State	Fiscal Year 1944	Fiscal Year 1943
Alabama	\$ 57,599.63	\$ 83,514.16	Nevada	352,478.43	173,070.29
Arizona	124,989.14	69,035.56	N. Hampshire	38,391.83	35,601.48
Arkansas	89,966.19	75,986.28	New Jersey	214,522.78	149,162.33
California	1,382,188.48	857,819.76	New Mexico	35,860.47	40,774.46
Colorado	106,646.23	72,085.58	New York	709,933.26	426,059.30
Connecticut	145,278.77	108,133.33	N. Carolina	94,686.94	43,052.89
Delaware	20,861.66	18,930.67	North Dakota	47,503.95	21,964.23
Florida	312,585.00	172,694.61	Ohio	1,219,467.02	690,958.96
Georgia	382,674.44	169,410.05	Oklahoma	48,024.63	23,972.98
Hawaii	41,649.52	27,352.77	Oregon	422,313.49	233,018.49
Idaho	303,422.40	175,576.19	Pennsylvania	1,435,476.62	633,184.21
Illinois	1,429,713.66	676,194.80	Rhode Island	43,020.76	29,509.55
Indiana	516,697.75	275,833.82	S. Carolina	87,112.58	41,225.49
Iowa	373,217.66	218,369.38	South Dakota	60,227.19	23,253.15
Kansas	244,724.96	135,410.73	Tennessee	124,420.29	84,825.11
Kentucky	372,944.34	201,895.41	Texas	726,040.44	360,366.74
Louisiana	946,643.66	441,203.60	Utah	168,069.39	86,721.72
Maine	35,925.48	24,066.75	Vermont	23,099.46	13,759.51
Maryland	466,998.00	288,572.58	Virginia	194,505.24	96,557.61
Massachusetts	179,850.78	138,704.66	Washington	1,086,529.57	648,306.14
Michigan	374,884.00	310,819.31	West Virginia	291,957.37	163,273.78
Minnesota	793,677.40	489,830.58	Wisconsin	1,288,962.68	847,169.61
Mississippi	346,887.09	174,627.43	Wyoming	171,132.08	99,829.27
Missouri	200,526.06	170,356.33			
Montana	199,651.44	73,969.09			
Nebraska	141,166.78	71,043.27			
			Total	\$18,475,491.99	\$10,487,104.00

got a bill which would empower cities and counties in the State to license gaming devices at \$100 per year. The definition of a gaming device in the proposal is considered favorable.

**IDAHO.** The coin machine history of the State is rather slim. The comparatively small population has meant that it never had the traffic to create big markets. This year legislative proposals in the State have attracted unusual attention. It was one of the first State Legislatures to introduce unusual proposals. One bill was modeled along the lines of the Washington State license law and proposed to license games and gaming devices on a percentage basis. Another bill proposes to make the federal tax stamp on gaming devices evidence of guilt in violating the State law on gambling. Both of these types of bills had been expected this year. At the present time the interesting proposal to tax games and gaming devices on a percentage basis has been killed.

**World Center of Trade**

**ILLINOIS.** In a sense, the history of the coin machine trade in Illinois

would be a history of the coin machine industry. The city of Chicago has long been known as the world center of coin machine manufacturing. Hence, the legal status of coin machines in Chicago and in the State have long been considered an example to other States and cities and the high tax adopted on juke boxes recently in Chicago received wide publicity. The issue is still pending in the State Supreme Court. Chicago, "the coin machine capital of the world," has long considered pinball and cigarette vending machines illegal. The story of the "why" of this attitude on two types of machines would make interesting history. At present, the State has the usual bills in the Legislature and none of them are considered unusual. Leaders in the trade say what the State needs is an empowering bill which would make it possible for cities and towns to license amusement games for revenue. Because of the importance of its coin machine manufacturing industry, Chicago and the State will always be considered important in the coin machine trade. The market possibilities of the city and the State are very great.

**INDIANA.** Because of its many cities and towns, the State is considered important to the coin machine trade. It is expected to have more and more coin machine factories also, as refrigerated vending machines come into vogue. The State's legal history has not always been so favorable. The gross income tax of the State at one time was a serious problem for vending machine operators especially. Also, the issue of whether a State tax on chain stores would apply to vending machines was fought out in Indiana. At the present time, the State Legislature has two interesting bills. One would give cities and counties the authority to license coin machines; the other is a reform bill which would ban juke boxes from places in which liquor is sold.

**Bill Before Legislature**

**IOWA.** Pinball games have had more or less a spotty history in the State. The present Legislature has a bill which would practically ban amusement games from locations selling beer or liquor. The minority decision of the Iowa Supreme Court in 1942 was favorable to free play pinball and is said to have started a trend in high State courts to render decisions favorable to free plays. The State is considered a good market for all types of coin machines except cigarette vending machines. Due to the strong influence of a drug trade lobby, cigarette vending machines have been illegal in the State for years. Des Moines, at one time, was the center of a high school crusade against pinball games. Des Moines newspapers made front page features of the federal tax reports of gaming devices in the State.

**KANSAS.** Coin machine history in this State is rather meager except for the famous decision of the Kansas Supreme Court, December 12, 1942, which was the first clear-cut decision by a high State court in favor of free play pinball. The decision by the Kansas court followed the minority opinion of the Iowa Supreme Court and has been considered basic in its definition of free plays. The development of the Kansas market was probably delayed considerably by the dust bowl situation of a few years ago.

**Liquor Board Hits Juke Boxes**

**KENTUCKY.** Coin machine history in the State has been usually centered around Louisville and the Covington area. The Covington area has been considered a favorable center for gaming devices and a scene of drives at intervals. Louisville belongs in the permanent history of pinball games. Perhaps the first use of the name "pinball" occurred in a Circuit Court in that city. The first known use of the name "pinball" by newspapers occurred in Louisville. The State Legislature has never been prolific in getting coin machine bills. A few interesting license proposals have appeared during the past years. At the present time, the State Liquor Board is giving trouble to juke boxes in the rural taverns. The city of Louisville licenses pinball and the ordinance is considered generally favorable.

**LOUISIANA.** A voluminous history of coin machines could be written about the State and also its largest city, New Orleans. Gaming devices have had a big history in New Orleans and in some sections of the State. The State is also a good market for amusement machines and an interesting history could be written of the New Orleans city license and also the State license on coin machines. The vending machine trade sometimes says that the Louisiana law on vending machines is regarded as a model State license law. Many important court battles have been fought in the State and in New Orleans concerning coin machines of various types. In fact, practically every type of coin machine has been involved in some sort of court litigation either involving its legality or the validity of some tax. Distributing firms in New Orleans cover a big territory and do a large volume of business. There are indications that New Orleans may become an export center when the South American market develops after the war. The State licenses coin machines and the city of New Orleans has a complicated license system. The whole legal history of coin machines in the State is so complicated that it would require much space to give an outline.

**MAINE.** There is not much history about coin machines in the State. Most of the legal history is considered unfavorable, and this unfavorable attitude seems to be chiefly due to State administrations. At present the Legislature has one of the typical reform bills which

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IS OURS you will see and hear more of us. Right now our hearts and efforts belong to doing 100% defense work. When our boys stop fighting we will start making our usual high quality games.

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**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 1/2" deep. Shipping wt., complete, 16 lbs.

Ideal Counter Game—No Slot—No Tax! Write for Information

WANT TO BUY: PACES RACES—EVANS' GALLOPING DOMINOS

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would ban juke boxes and other amuse-  
ments from locations that sell liquor.

**Maryland Has Several "Firsts"**

**MARYLAND.** The State has sev-  
eral distinctions in the making of coin  
machine history. It is one of the few  
States in which a candidate for governor  
made pinball games an important issue.  
It is one of the few States in which the  
Legislature has made repeated efforts for  
years to pass a good pinball license law  
and something always interferes. The  
State has been the scene of one of the  
longest and most bitter fights on a  
vending machine State tax. The State  
vending machine tax was finally upheld  
by the State Supreme Court but a bill  
now in the Legislature to repeal the  
tax. The vending machine tax has been  
sponsored by strong retail organizations.  
It has long been assumed that racing  
interests put up the chief opposition to  
licensing amusement games in the State,  
for years the State Legislature usually  
has a good share of coin machine bills  
of one kind and another.

**Sunday Laws Under Consideration**

**MASSACHUSETTS.** At the pres-  
ent time, the chief legal issue in the  
State seems to be that of applying the  
Sunday regulation laws to the playing  
of juke box music on Sunday. This issue  
has been in the courts for some  
time and is now before the State Legis-  
lature. Vending machine questions in  
the State has been more in the limelight  
than that of amusement games because  
the State is a center for cigarette ven-  
ders. More than one legislative proposal  
has showed up in the State Legislature  
either for or against these machines.  
Pinball legislation has had a spotty his-  
tory in the State. A strong popular  
movement to legalize lotteries exists in  
the State.

**MICHIGAN.** The long legal history  
of coin machines in this State has been  
somewhat overshadowed by a recent de-  
cision of the Michigan Supreme Court  
unfavorable to free plays on pinball.  
The biggest chapter in the State history  
of the industry is the long political  
and legal battle over the Detroit ordi-  
nance licensing amusement machines.  
For many years the Detroit ordinance  
was referred to as a model for the coun-  
try. Its low tax rate and the regulatory  
rules worked out in co-operation between  
police and operators really established  
a model. Fear of political scandals over  
much larger events finally led to re-  
pealing the ordinance. Detroit also has  
the distinction of being the chief center  
in the United States for the develop-  
ment of new and varied types of vend-  
ing machines. It really pioneers in the  
development of ideas. Because of its  
large population, its industrial develop-  
ment and its many cities and towns,  
Michigan is considered an important  
market. Its legal history may be summed  
up by saying that generally it has been  
on the favorable side, previous to the  
recent unfavorable high court decree.  
Its Legislature has made a reputation  
for few coin machine bills.

**Many Crusades**

**MINNESOTA.** Because it is in re-  
port territory, the State has a big his-  
tory on gaming devices interspersed by  
many types of crusades. Much of the  
coin machine history has been written  
in Minneapolis and St. Paul. The Min-  
neapolis city license has long been con-  
sidered of great interest to other cities.  
The Minnesota Municipal League was  
the first organization of city officials to  
make a real survey of city taxes on coin  
machines. The organization generally  
favored the idea of city licenses. The  
Minnesota Supreme Court probably has  
handed down more decisions on coin  
machine questions than any other State  
high court. Its most recent decision at-  
tracted national attention because it de-  
cided that a player who loses money  
in a gaming device may recover that  
loss from the owner. The  
Minnesota court also favored  
the vending machine trade by  
declaring the Minneapolis tax  
on vending machines to be  
invalid. Minneapolis at one  
time had an interesting fight  
on the question of licensing  
juke boxes in the city.  
Churches entered the fight  
because it would have taxed  
the juke boxes used in their  
teen-age clubs.

**MISSISSIPPI.** The chief legal  
question in this State has for many  
years been that of how broad is the  
coverage of its State license law. The  
State has also been the scene of battles  
to raise and to decrease the tax on  
vending machines in the State. It is  
also one of the few States to have a  
court test case involving coin machines

in the issue of a corporation outside the  
State doing business in the State with-  
out a license. In 1943, the federal gov-  
ernment collected its fee on 1,512 gaming  
devices. The federal government col-  
lected on 3,114 amusement machines  
that year. The State is considered a  
good market and its legal history is not  
considered too unfavorable.

**Legislation Generally Favorable**

**MISSOURI.** This big agricultural  
State of the Middle West has not had as  
colorful a coin machine history as some  
of its neighbors. The legislative history  
has generally been favorable but at regu-  
lar intervals the Legislature gets reform  
bills. It had one of the first bills to  
show up which would ban music from  
taverns in order to kill liquor trade. This  
year, the Legislature received a bill  
which would license gaming devices in  
the State and which attracted some at-  
tention; but the bill was reported un-  
favorably February 15. St. Louis and  
Kansas City both have city license sys-  
tems which were developed thru co-  
operation between police and operators  
of coin machines. The St. Louis license  
fee is among the lowest in the country.

**MONTANA.** The State does not  
have a voluminous history on coin ma-  
chines. The present Legislature had  
prospects of making the biggest chapter  
in coin machine history yet occurring in  
the State. The Legislature had one of  
the most original clear-cut bills for li-  
censing gaming devices and amusement  
machines, especially in private clubs, yet  
to appear. The bill has been butchered  
somewhat by amendments and may now  
be considered unfavorable. The Legis-  
lature also adds a proposal for licensing  
the tobacco trade, which included inter-  
esting provisions on cigarette vending  
machines. The State also has one of  
the first proposals to ban the use of  
slugs in coin machines to appear in any  
State this year. In 1941, the Montana  
Supreme Court handed down a decision  
considered very unfavorable to pinball  
games and that has crippled the market  
some in that State since.

**Voters Defeat License Law**

**NEBRASKA.** Coin machines have  
made some interesting history in the  
State. It is probably the first State to  
have a popular election on the question  
of licensing gaming devices and other  
machines to raise old-age pension funds.  
The popular vote was against the idea.  
When the State adopted a unicameral  
Legislature, much interest was aroused  
as to what attitude a one-house Legis-  
lature would take on coin machines.  
The body made a detailed study of the  
subject but has not passed the State  
license system. Omaha and other cities  
in the State have local license systems.  
Omaha was the center of the first move  
of the federal government against users  
of slugs in coin machines. It was the  
beginning of the national drive which  
led to important court decisions and  
federal legislation. The present Legis-  
lature has a bill to repeal the State fee  
on penny scales, showing the small num-  
ber of bills that hit the Nebraska Legis-  
lature.

**NEVADA.** Having few big indus-  
trial concerns to provide revenue, this  
liberal State of the West legalizes or  
tolerates gambling in all its forms and  
hence there is little coin machine his-  
tory relating to crusades or legislation  
against coin machines of any type. The  
Nevada story is very meager.

**NEW HAMPSHIRE.** The State  
is not often mentioned in coin machine  
trade channels. It has its reform groups  
and legislation to ban amusement  
machines of all types have been proposed  
in the past. The Legislature met this  
year but no reports have been issued.

**Vending Machine Center**

**NEW JERSEY.** Altho a small  
State, it is an important coin machine  
center. Its nearness to New  
York City and Philadelphia  
give it a position that is  
unique. It is an important  
center for the vending ma-  
chine trade and has a long  
history in efforts to legalize  
pinball. The State high  
courts have passed upon a  
number of issues involving  
pinball. For the last two  
years a Court of Appeals de-  
cision has practically banned  
games from the State. Conditions are  
said to be improving now. The New  
Jersey Supreme Court was one of the  
first State high courts to have a pinball  
case and to decide favorably on the  
question of novelty and amusement in  
the standard pinball game.

(Sketches of the remaining States to  
be continued next week.)



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**"ROCKET BUSTER"**

- Shoot at a realistically animated, moving target!
- Bell, buzzer and constant lite-up of backboard gets the attention as hits are scored!
- 20 Flights for 5¢—Maximum of 15,000 Shots!
- Occupies small space—Upright—25" square, 8' tall—Fits Any Location!
- Head removable for transportation—simple construction—Fool Proof—Mechanically Perfect!
- Cash Box in separate, sealed unit from mechanism!
- A REAL MONEY-MAKER!**

**SUPREME ENTERPRISES**  
557 ROGERS AVE.  
BROOKLYN 25, N. Y.

# EMPLOYMENT PROSPECTS

(Continued from page 64)

firm employed 3.4 persons. The present survey indicated slight decline in the employment by the average operator. It is still above three persons per operator.

With the prospect of new, bigger and more expensive types of coin machines coming on the market after the war, the average number of employees in an operating firm is very likely to increase by a considerable percent.

Most reports indicate that operators plan to give a decided preference to veterans or former employees who entered the services. Reports from men in the services show clearly that many former members of the industry, now fighting for their country, certainly want to get into the business after the war. Other reports show a decided interest among newcomers, now in the services, who will also be looking for a place in the operating field. The trade will be ready to welcome veterans in the many branches of the coin machine industry.

Since employment will be an increasingly important topic in this industry in the future, and in the nation as a whole, there will be many guesses about future jobs provided by the trade. In order to build up a reliable picture of former employment as a basis for estimating future possibilities, some previous survey statistics are repeated in this article.

### 1941 Survey

Our estimate of industry employment based on a survey in December, 1941, is as follows:

Principal manufacturing firms.....	85
Listed manufacturing firms.....	325
Normal factory firms.....	15,000
Distributing firms.....	900
Employed by distributors.....	4,500
Professional operators.....	25,000
Part-time operators.....	30,000
Employed by operators.....	45,000

The 1941 tabulation is generally accepted as the standard basis of employment in the industry. The statistics were arrived at by the usual methods of checking an industry and many sources were contacted in order to get some sort of estimate of the number of people em-

ployed in the industry. The federal census of manufacturers, completed in 1939, is the only official survey of the coin machine industry which is available. It included only the manufacturing industry.

The industry naturally claims credit for helping maintain the employment of thousands upon thousands of people in various trades and industries that supply parts, merchandise or equipment for the coin machine trade and also the many thousands employed in stores where coin machines are placed. There is no possible way to give definite statistics on this indirect employment benefit.

At the present time, it is not possible to say what changes the war had produced in the employment ratio shown by our 1941 statistics. The armed forces naturally took a heavy toll from the ranks of repair men and route men. It is generally agreed that many operators in the penny vending machine field also left the business. Reports would indicate that many part-time operators sold their machines during the war. The distributing branch has been able to maintain a remarkably high degree of stability during the war. Since the operating field had a high percentage of mature men, many of them veterans of World War I, the operating business itself has remained fairly stable.

### Probable Increase

Reports are beginning to indicate the possibility of an increase in the number of operators of gaming devices during the war. If this should prove to be true, the credit probably belongs to the effects of the federal tax on such machines, creating a general prestige for gaming devices in private clubs and similar locations.

Altho most attention is being given to employment prospects in the operating field, it is well to keep in mind the official government census on the manufacturing industry in 1939. The federal census said there were 51 manufacturing plants covered in the survey. Production

had declined in these plants, as compared with 1937. Salaried personnel had also dropped from 988 in 1937 to 564 in these manufacturing plants in 1939. The federal census said the 51 manufacturing plants were employing 3,842 workers, with a pay roll amounting to \$4,631,710 in 1939. The census report also added that employment and pay roll of wage earners performing distribution and construction operations would be shown in

a final report on the industry. At the present time we do not have such statistics.

Increased capacity for producing machines, a big increase in new types of machines, and an increase in the total number of retail establishments in the U. S. are three certain factors that guarantee an increase in the employment possibilities of the coin machine industry in the post-war period.

## THEY'RE SELLING LIKE HOT CAKES!

Wherever Bell-O-Ball is located you'll find the crowd.

Not in many a year has a machine given the action

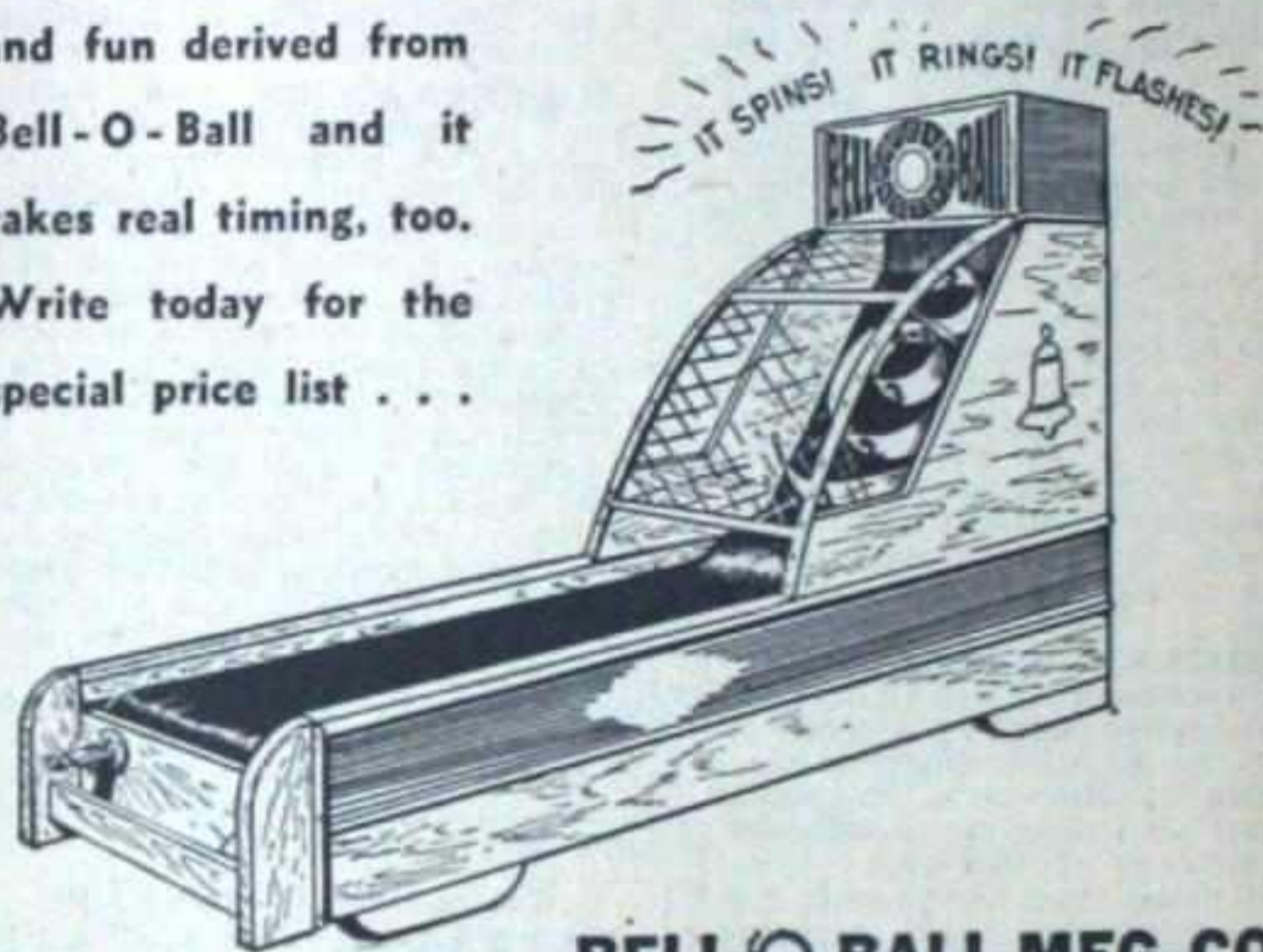
and fun derived from

Bell-O-Ball and it

takes real timing, too.

Write today for the

special price list . . .



**BELL-O-BALL MFG. CO.**  
820 N. Clinton St. Syracuse, N. Y. Call 2-8279

# 2

## GREAT RENOVATIONS ← ZINGO AND FLAT-TOP →

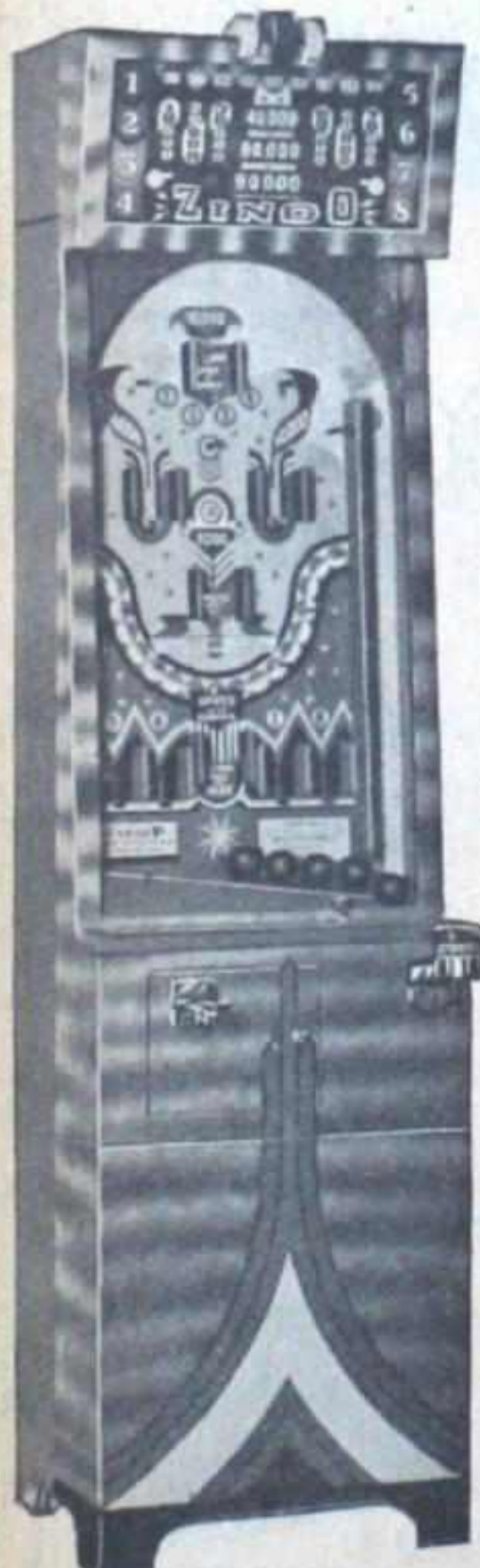
1— ZINGO IS AN UPRIGHT FREE PLAY PIN GAME REVAMPED FROM BROADCAST OR CROSSLINE

— "NO ROUTE COMPLETE WITHOUT ZINGO," SAYS AL STERN OF MONARCH

2— FLAT-TOP . . . THE PIN GAME THAT HAS EVERYTHING. REVAMPED FROM ATTENTION

— "NOT ONLY THE BEST—BUT THE GREATEST REVAMP I HAVE SEEN!" SAYS FRED IVERSON OF EASTERN SALES

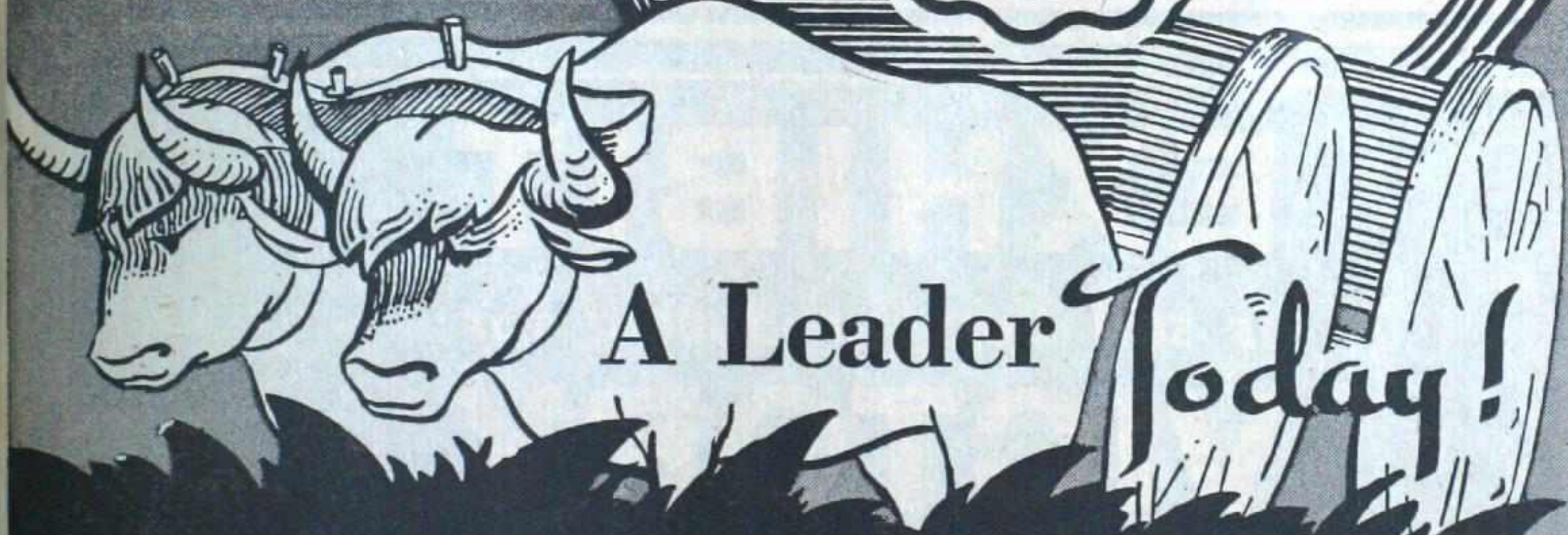
**WILLIAMS**  
**MANUFACTURING COMPANY**  
161 W. HURON ST. CHICAGO 10, ILLINOIS





# A Pioneer

# 50 YEARS Ago



## A Leader

## Today!

50 years ago we started building **QUALITY** into Mutoscope equipment. That policy has proved its worth to you over and over again—especially during these war years when new equipment was not produced and only machines that were **BUILT TO LAST** have been able to stand up and continue earning money for you.

### INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

WM. RABKIN, President

LONG ISLAND CITY 1, NEW YORK

**WAR WORK NOW**

New Coin Machines After Victory

*BUY MUTOSCOPE EQUIPMENT FIRST - It's Built to Last!*

**BUY MORE BONDS**

1945 - OUR FIFTIETH YEAR OF SERVICE

# DESIGN FOR COIN MACHINES

The whole industry is agreed on the need for improving appearance of its machines, for a correctly designed machine is the best good-will builder and advertising force the industry can have

By JAMES T. MANGAN

Mangan & Eckland, Industrial Designers

THE coin machine industry, long known as one of the fastest moving industries in America, isn't going to lose its reputation for speed at the close of the war. It will be ready. The new post-war era will see the following principles expressed in the machines:

#### The Beaten Path

Sanity will rule for the first year, at least. The past four years have pointed out the solid successes in machines dispensing food, drink, amusement, smokes. There is enough call for sure-fire machines, with modern improvements, to keep most factories going for a

long, long time. Of course, there will be several new types of machines, and others that were purely in the experimental stage at the outbreak of the war will now have reached mature stature. But the "known quantities" will rule.

All the coin machine factories have had four years of war work behind them. Every factory has contributed inventions and discoveries of major importance to the war. Engineers and development men have acquired new "know-how" and learned countless new things especially in the electrical field. Each new electrical discovery invariably indicates a wealth of new coin machine adaptations.

The factory will be a "sacred location" for coin machines. Labor conditions during the war acquainted the working people with coin machine service and broke down the resistance of most employers to coin machines in factories. Factory coin machines are now established as a definite booster of workers' morale.

The man-power shortage has made operators more conscious than ever of

(Continued on page 81)



James T. Mangan

**YOUR OPPORTUNITY**

Exclusive Territorial Rights for the Distribution of the sensationally acclaimed "Pilot Trainer" are now being allocated.

If your organization has the proper facilities we cordially invite inquiry now.

We realize that travel and hotel accommodations are difficult; and, we want to cooperate with the O. D. T. request for restriction on unnecessary travel. Therefore, please write or phone for a definite appointment before undertaking the trip to New York.

**Pilot TRAINER SALES CO.**

Phone: Circle 6-6651

2 Columbus Circle, New York 19, N.Y.

# EXHIBIT

is still busy producing for

# VICTORY

OUR PLANT IS DEDICATED TO WAR WORK today and will be for the duration. What we've learned in new ideas for uses of war is going to come in handy later on. Keep your eye on EXHIBIT for the best in COIN-OPERATED AMUSEMENT EQUIPMENT.

These Will Be Available When Peace Day Dawns.

**THE EXHIBIT SUPPLY COMPANY**  
4222-30 W. LAKE STREET  
CHICAGO 24, ILL.

# WHAT'S AHEAD FOR PENNY ARCADES?



**Patronage of Penny Arcades soared to almost unbelievable heights during the past five years, and whether it continues depends greatly on how operators continue to run their business**

**By A. W. BLENDOW**  
Sales Manager  
International Mutoscope Corporation

THE question asked, as the heading for this article, cannot be answered by any one individual of the industry. The rise and development of the Penny Arcade lies in the hands of each and every operator in the business. The manner in which he conducts his arcade is reflected in the attitude of the public and local authorities of his community.

One bad apple can ruin the entire barrel—one shortsighted arcade owner, even tho he may be isolated in some small town no one ever heard of, can eventually prove embarrassing to the entire industry.

People travel today more than in earlier years. If they happen to patronize an arcade properly operated, they are pleased. When they see another in their travels, they remember the pleasant time they have experienced and enter to play again. On the other hand, if their first experience leaves a bad impression, they will never patronize another arcade, no matter where they might find it.

### City Officials Confer

Municipalities today exchange ideas. In fact the mayors and police chiefs of all of our large cities hold conventions once a year where they discuss their problems. In such conferences, it is easily realized that a convincing speaker can influence the city fathers of municipalities thousands of miles away, to see their point of view. If he should happen to be from a city that has had bad experiences with improperly conducted arcades, other municipalities will take the cue and figure that "forewarned is forearmed." When they return home innocent arcades may suffer.

Certainly, every one in the arcade business should see to it that his own place of business is conducted properly. He expects to remain in business, and help build this industry to bigger and better things. The few extra dollars realized from a few straggling minors or from machines that are "off color" cer-

tainly do not enrich the owners, and often result in the loss of their entire business. Does it pay?

### It's Everyone's Job

Only recently several arcades in one of our large cities were closed by the authorities and licenses revoked. The short-sighted operators of these arcades failed to guard not only their own interests but the interests of their brother operators by disregarding local laws and the rules of good business and common decency. They foolheartedly permitted minors to patronize their arcades and even worse, had exploited the public and members of our Armed Forces to such an extent that local authority branded them as a business that did not "comport with the public welfare and that they tend to create a nuisance." This action on the part of a small minority has placed a heavy burden on the other arcades in the same localities who have been running clean businesses. They, too, may be closed because of the sins of their brother operators.

The movie industry went thru these same trials and tribulations in its first years of operation. The leaders in that industry were able to influence the foolhardy theater owners who were not conducting their business properly, showed

them the error of their ways and today results speak for themselves.

There is no reason why the Penny Arcade business should not clean up its own backyard and be able to have every man in the business proud of the fact that he owns an arcade that offers clean, cheap and instructive amusement to the public.

### Arcade Cycles

It is said that everything runs in cycles. The first cycle of the Penny Arcade began in the "Gay Nineties" and petered out in 1925. During that period operators reached what they considered to be the pinnacle of their success, and began backsliding. No new blood was attracted to the business. The old-timers sat back on their laurels. They failed to keep up with the times. They stopped buying equipment and with a dwindling market, manufacturers specializing in arcade machines, became discouraged and no new ideas were developed and few machines manufactured. The arcade went into the doldrums.

Owners began selling off their equipment. "Green" buyers who thought a Penny Arcade also meant penny investments, bought this junk, and honky-tonk arcades began making their appearances in broken-down sections of towns. Even amusement park arcades sprang up with no thought of spending a dime on fronts or inside decorations; a new coat of paint on an old machine was never thought of. The business hit bottom.

### N. Y. World's Fair Influence

The New York World's Fair of 1939-'40 brought new life back into the business. A new cycle began—operators opened theaters of amusement that were in many cases equal to the best places of amusement available to the public. The

advent of the war brought on a mushroom growth of the business. Arcades sprang up around many army camps and civilian war workers' centers. Sad to say, a good many of these arcades were run with only one thought in mind and that was to get every penny from the public that could possibly be gotten, giving them as little as possible for their money, and surely not attempting to give them a pleasant place in which to enjoy themselves. It goes without saying that all of these arcades will fade out of the picture as soon as the war is over. Some have already folded.

It is not with these that we are too much concerned, but we all do want to give thought to those permanent arcades located in large cities, amusement parks and seashore resorts. The owners of these arcades hold in the palm of their hands the answer as to the future of the business. By conducting their business properly, by keeping their buildings modernized and up-to-date at all times so that the public will willingly patronize them; by conducting their arcades in such a manner that mothers will bring their children for inexpensive amusement; by clamping down on any attempt to gambling in their establishment and absolutely refusing to show any "off-color" so called "girl subjects"; in short—if they will "KEEP IT CLEAN"—THEN and THEN ONLY can we all proudly look around the country and say "There is a business!" Let us keep the present cycle of the business going upward!

### What's Ahead

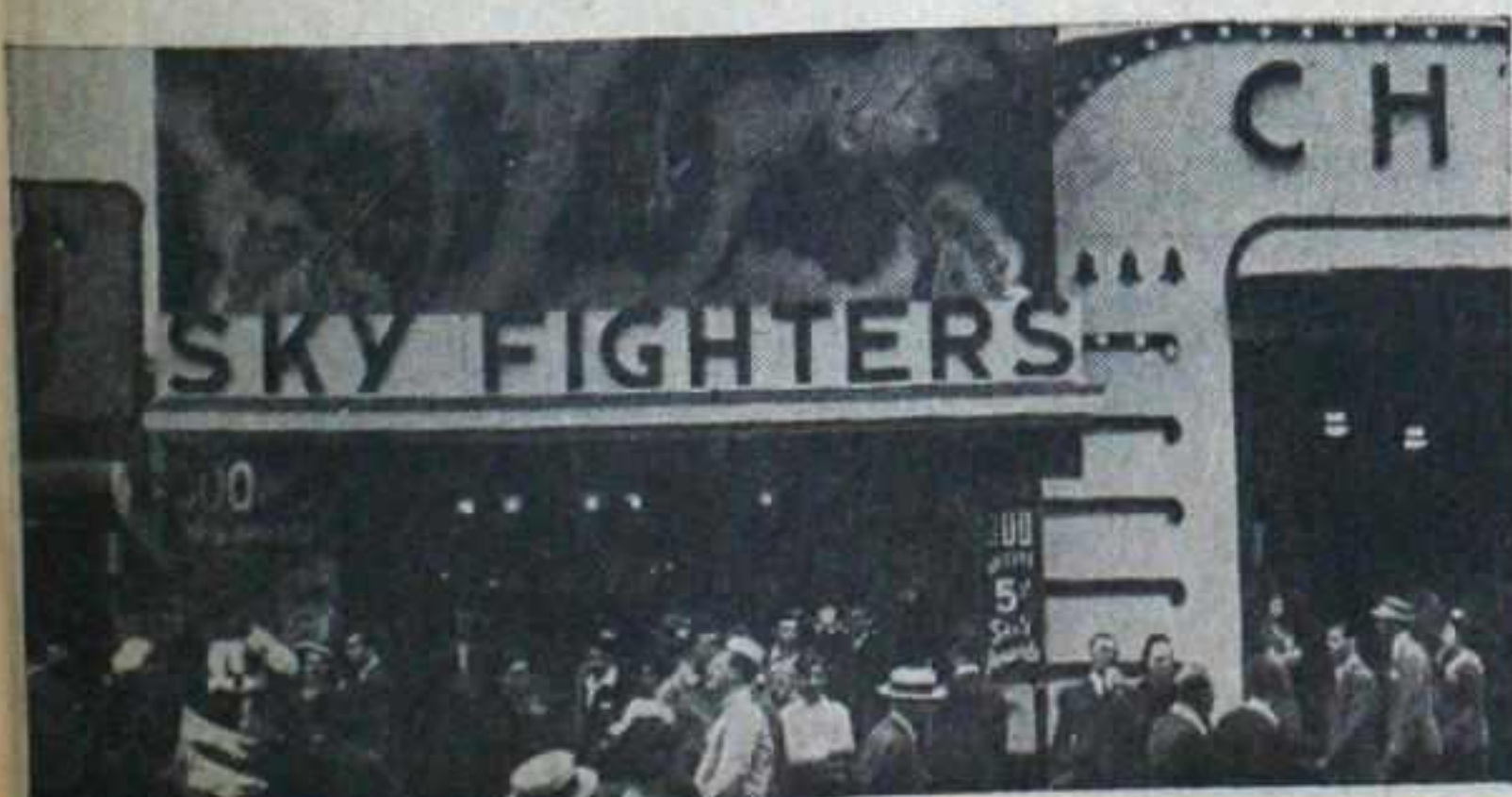
Up to this point, nothing has been said about new Penny Arcade equipment of the future. In fact, there is little that can be said. Exactly what the various machine manufacturers have in store for the arcades is a dark secret, but it goes without saying that the ingenuity and inventiveness of all of these manufacturers will produce machines far beyond our wildest dreams.

They will produce equipment that will be entertaining, intriguing and educational for the public, and any operator who follows the simple rules of good business and who, at the same time, has the foresight to install new equipment as it appears on the market, will have no fear of the future.

If we all pull together, keeping the business on the highest possible level—"THERE WILL ALWAYS BE A PENNY ARCADE."



HERE ARE a few examples of attractive fronts and clean, well-kept arcades operated by men who know their value in building repeat patronage not only for their own spots but for all arcades wherever they may be.



*Plan your Future...*



After Victory, operate the candy vendor that has proved itself dependable. Learn, as UNIVENDOR operators everywhere are learning, that it's a real asset to operate the finest equipment. Profit from the savings in time, money, and customer good will that result from operating the machine that always "delivers the goods."

Right now, as throughout the war, Stoner's full capacity is devoted to producing vital materials for our armed forces. But when peace comes we will again make UNIVENDOR, the machine that makes friends. It will be finer than ever...so watch for the postwar UNIVENDOR. For a Share in Victory • Keep Buying War Bonds



**STONER**  
MFG. CORP.  
*Aurora, Ill.*



Your

# COIN MACHINE CONVENTION

In Print

## VENDING

**W**HILE its plants were engaged in war production, the vending machine trade was at the same time able to make greater preparation for post-war activities in 1944 than other branches of the coin machine trade. At least two types of vending machines—postage stamp and sanitary napkin machines—did not come under the production ban applied to the trade as a whole. And there were reliable reports that government agencies planned to give the green light to the making of vending machines of all types first.

Some of this official favor became apparent in 1944. The first control ban relating to coin machines to be amended by the War Production Board, to bring it into compliance with the famous "spot plan" was L-27, the order placing a general ban on the production of vending machines.

When a turn in the tide of war brought a stop to the continuance of the spot plan, it was reliably reported that plans were already complete for the approval of the production of 50,000 soft-drink vending machines to be placed in war plants. This report highlighted the prospects that soft-drink venders would be a rapidly expanding branch of the industry when machines could be made in quantity.

The early vigor shown in the soft-drink vender field will not deter activity in other types of vending machines; it will rather add to the general forward surge of the whole trade.

The problem of merchandise supplies became the biggest war problem in the vending machine trade and

naturally the most discussed subject. There is no need now to detail the many hardships which supply shortages brought to operators of candy, cigarette, soft drink, gum and nut vending machines. The consumers of the nation are well aware of what such shortages have meant to them as well as to all the retail outlets where such merchandise is sold. The merchandise shortages did serve to invite attention to the vending machine trade and its importance. Manufacturers and distributors of the various lines of merchandise have realized as never before that a vending machine trade exists and have generally tried to allot merchandise on the same quota basis as supplied to other types of outlets.

At least two meetings of the organized vending machine trade were held in 1944 which attracted national interest among its members. These meetings indicated the vitality which has been kept alive in the trade and its readiness to get an early start when war conditions permit.

Among other things, the official leaders of the vending trade say their objective from

now on will be to emphasize selling rather than machines and to try to attain a recognized place in the distribution of goods to the consumer. The trade will also seek a better name for its machines than the tab "vending machine."

While the trade awaits the time to begin making its standard lines of machines, there are also dreams of branching into many new service machine fields.



# NEW HORIZONS FOR VENDING MACHINES



**Detroit long has been a pioneer in the development of automatic merchandising machines and sales ideas. How the Motor City is thinking in terms of post-war prospects for the industry is herein reported by The Billboard's staff correspondent**

**By HAVILAND F. REVES**

**V**ENDING machines will take a big surge forward after the war, but the conditions under which they operate, the personnel of organizations handling them, and the very design of the machines themselves will all undergo a virtual revolution.

That, in summary is the way the vending situation appears from a study of one of the industry's most active and typical territories. This article is based largely upon conclusions derived from interviews and many personal contacts and observation of the Detroit area but they may be taken as generally typical of what is coming for the industry nationally. Detroit has long been known as a pioneer field in the development of new vending machine types and practices and what is seen here may point to the future of the industry.

It may be taken for granted that the industry as a whole will move forward after the war. Enthusiasm in the vending field about post-war prospects is unanimous, tho some individual operators may find good cause to fear specific developments that will affect their own individual prospects, such as the conceivable trend toward bigger operations that may squeeze out the small business man.

#### Locations Want Mchs.

Experience here has shown that location owners are very friendly toward the expansion of machine operations when that becomes possible. This is notably true in the case of the more farsighted small store owner who has seen the problems that face him with incompetent and irresponsible salesclerks in his own store today. The merchant who was used to maintaining a high standard of service among his own employees before the war has found that this cannot be maintained with new and untrained help—that the standards of courtesy and service which he sought to give his customers have almost disappeared in many instances.

But he has likewise seen that mechanical handling of some commodities will enable him to maintain a consistent standard of service, even tho the immediate point-of-sale contact is a bit impersonal, thru the machine. The public, too, has come to feel much the same way, that a machine can be designed to handle standardized commodities efficiently and intelligently, without becoming dependent upon the direction of an unqualified clerk.

Individual thinking of a few industrial designers is leading in this direction—toward ambitious retail merchandising units, such as the elaborate installations projected some 15 years ago, which were largely wiped out by the depression, when they were not licked by early mechanical difficulties. The accepted but quietly spectacular career of the Automat Restaurants has periodically intrigued the potential machine designer, with the ever-present possibility that a large-scale merchandise vendor department store may come out of this thinking.

#### Danger Signs

This possibility of large-scale operation, whether in new elaborate types of machines or normal developments of pre-war types, is one of the problems that will increasingly demand careful thought by industry leaders. There is an attraction for financial promoters in the coin machine business, as the experience of a few disastrous ventures in various parts of the country showed in the past 10 years. Outright stock promotions have to be fairly soundly organized today, under existing securities legislation, but the smart promoter can find a partial evasion anyway, until

he has nabbed a few innocent victims—and given the coin machine industry another "black eye."

It would be futile to try to keep the large-scale operator or corporation out of the operating field by legislation. But, if reasonable standards of fair trade are observed within the industry by operators themselves, and by manufacturers and distributors in the fair distribution of machines thru quotas, discount policies, and similar means, there should be room on a competitive basis for many operators, old and new, both large and small.

#### A Stabilizing Factor

Precisely, here is where the vending machine has significant prospects as a stabilizing factor of some significance in our economy. Men returning from the armed forces in myriads of cases will want to go into some small business for themselves, as we are already learning. Sometimes this is an escape from the lack of individual responsibility necessarily a part of military discipline. Whatever the personal motive, here is a field where the returned veteran, with a small amount of mustering out pay, plus his accumulated savings, or with the aid of the government-guaranteed loan, can enter a profitable field and make his own living in his own home town and be his own boss. One Detroit machine operator recently reported that he had secured a government loan to set himself up in business—in this case a man given an early discharge from the army for medical reasons. There will be thousands like him coming home from the war.

The general public will be very favorable to the idea of patronizing a type

**HERE ARE** three typical pre-war locations housing typical pre-war equipment. The candy machine is in a West Coast office building; the cig venders in a bus terminal in Charlotte, N. C., and the gum machine in a Los Angeles brewery. While such locations will still be "typical" in the post-war era, what changes will the trade see in equipment?

of business operated by war veterans for decades hereafter, if the whole idea is handled right. If the veterans' business is just incidental to large-scale operation, popular favor is likely to cease soon, but the suitable identification of veterans' businesses would simplify this problem. An agreed symbol such as the honorable discharge insignia could be placed upon each machine—but it must be done in the right way as a symbol of honor, not as a plea for charity.

This independent operation will be an opening for a livelihood for many handicapped veterans—Detroit has had outstanding examples of blind vending machine operators for years, at least some of them quite successful. Others who find difficulty adjusting to routine jobs will have a chance in this field.

#### Older Ops Leaving Biz

A large influx of new blood into the field may be anticipated—and many of them may well be these veterans. The older vending operators have largely dropped out of the picture during the war. The great shortage of supplies of all types has caused these established men to curtail operations down to manage routes, with few employing additional help, as help became ever more difficult to obtain. Others have abandoned machine operation entirely, perhaps for the duration only in their intention. But how many will return?

Many older operators have established themselves in new businesses in which they will want to continue. Others have lost touch with the machine field and cannot readily catch up with the changing pace of things after a long absence. Younger men, with fresh ideas, would prove too stiff competition for them.

#### New Equipment to Come

A fresh start in equipment may be anticipated too. Present vending equipment will be, on the average, about eight years old by the time that full production is resumed. Much of it is old—types developed many years ago—the familiar ball-gum venders are a common example of an actually ancient machine that proved modestly profitable right up to the early days of the war. But more complicated mechanisms, such as selective cigarette venders, have not generally been built with the rugged simplicity of these old-timers, and they have begun to show the effects of age and constant wear.

Of course, cigarette venders are earned.  
(Continued on page 80)



# LET'S TAKE STOCK

What's ahead for automatic merchandising? How will the public react to the war job performed by the industry? Here's a few of the answers

By BURNHART GLASSGOLD  
Sales Manager  
Arthur H. DuGrenier, Inc.

WHAT happens when the sirens blow, the bells ring and the cheering crowds hail a hard-fought victory? That's one day the automatic merchandising industry takes on the task of marshalling its faculties for the next job to be done. The entire industry has acquired, thru these last few wartime years especially, a new character, a new magnitude and a new value to the American way of life.

This comparatively young industry as in its few years of being, justified its existence, proven its adaptability and its "stick-to-it-iveness." That ability

to contribute in a most outstanding manner to the efforts of war by services rendered on the part of operator and manufacturing organizations, in spite of the most adverse conditions, truly builds character in an industry. When that phase of American history has been written then the drive and business acumen of everyone in the industry, augmented by public recognition of what the industry has accomplished, will act as the incentive for greater advancement and expansion even beyond the most ambitious dreams of the pioneers in the automatic merchandising field.

The recognition on the part of the consuming public of the services rendered by the operators under the most adverse conditions, particularly within the past three years, will open new avenues for better public relations and, so in turn, greater business volume.

### War Job Will Be Recognized

Government and the general public will also be mindful of the job that was done by the manufacturing companies in the industry. The versatility on the part of manufacturers in converting to the development and manufacturing of war material has been given official recognition. This versatility must and will manifest itself in the future development of merchandising units to better serve the requirements on the part of the consuming public. That, together with the better understanding by the operator of what the merchandising public requires, will be the impetus for an even faster growing industry after the war.

Tho, by and large, operators were always progressive and astute business men and women, the trials of the operating business thru these war years has given every operator the opportunity to devise methods of rendering a real service to the consumer when and where it was most required. This meant good business control, business practices and the most exacting consumer relationship. It all adds up to better caliber business, the effects of progress in an industry.

### Reconversion Won't Be Easy

The transition from doing business under war restrictions to business as usual may well be as trying and present as many problems as during the period of conversion. This does not mean that only the manufacturers will be affected, because any effect on manufacturers must, of necessity, manifest itself in the operating branch of the business. It was good fair competition that raised the standards of manufactured products. The direct beneficiaries are, naturally the operators, and in turn, the consumers.

We have all read about the contemplated developments in other industries. At first blush it would seem that immediately after the war we would be in the era of wizardry. But wait! Not quite so fast! All healthy transition periods take a little time. The revolutionary things coming out of the ingenious brains and experimental departments must be given the time to attain honest development, adaptability, and acceptance. Don't look for the impossible tomorrow. It will come but it takes a little longer.

When normal business is again in the driver's seat there will be a tremendous demand for equipment. This is quite natural after so many years of making

(Continued on page 80)

## (USED) AMERICAN EAGLE

FRUIT REELS F. P. TOKEN AWARD

Free Play Mystery Token Award—all winning combinations as on regular bell (such as 2 Cherries and anything, 3 Plums, 3 Bells, etc.) 1¢ or 5¢ Play.



\$19.50

## MAKE MONEY WITH A ROUTE OF NUT VENDORS!



Plenty of good locations are now available. Start now by buying a few machines. A route of nut and gum vendors 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!**

## USED COUNTER GAMES

Imps, Cigarette Symbols	\$ 6.00
Aces, Poker Sym., Div. Mod.	6.95
Cubs, Cig. Sym., Divider Mod.	6.95
Yankee, New, Divider Model	16.50
Wings, Cig. Sym., Divider Model	9.95
Bingo	12.50
Victor Roll-a-Packs	9.95
Races, New	14.50
Liberly, 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 Run, 1¢, 4250 Balls of Gum Free	29.50
Pikes Peak	22.50
Imps, New, 1¢ or 5¢, Cig. Sym.	12.50
Hit Hitler, Penny Back	19.50
Cubs, 1¢, New, Cig. Sym.	9.90
Civilian Defense, 1¢, New	13.50
Slap the Japs, 1¢, New	13.50
Vest Pockets, 5¢, Green	44.50
Vest Pockets, 5¢, Blue	54.50
Vest Pockets, 5¢, Chrome	75.00
Marvel, 1¢ or 5¢, Token P.O., Cig. Reels	19.50

## 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

## RAKE COIN MACHINE EXCHANGE

2014 Market Street  
PHILADELPHIA 3, PA.

## STAMP FOLDERS

For Shipman and Other Types  
**STAMP VENDING MACHINES**  
Immediate Delivery—Any Quantity.  
**UNIVERSITY PRESS**

855 Sixth Ave., N. Y. C. Ch. 2-8890

# SOMEONE IS GOING TO PLACE A LOT OF MACHINES...

# Will it be YOU Mr. Operator?

LET'S face facts. After the war, locations for cigarette and candy machines are going to multiply by the ten thousands. Who will get the business? The smart operator who has his foot in the door right now . . . spotting new possibilities . . . and planning now for future profits.

As you know, ROWE is making munitions. And we're going to continue making them as long as our fighting men need our help.

You also know we're thinking about your post-war needs. What's more, we're doing something about them.

Already hundreds of our customers have shown their faith in us by placing advance orders for the ROWE CRUSADER . . . a machine that will lead the field in appearance, engineering design and durability. It's blueprinted and ready to go when we get the green light to start production.

When that time comes ROWE will have the right machines. Will you, Mr. Operator, have the right locations?

# ROWE

## MANUFACTURING CO., INC.

Peacetime's Largest Builder of Automatic Sales Equipment

BELLEVILLE, NEW JERSEY

# THE OUTLOOK FOR CIGARETTE VENDERS

While the cig shortage has cast a pall over the cigarette vender business during the past year, still the operators have been at work laying the groundwork for a brilliant post-war future

By MATTHEW FORBES  
Executive Secretary

Cigarette Merchandisers' Association of New York

THE outlook for the cigarette vender is bleak as the supply of his merchandise is very unstable. Conditions, however, vary to some extent in the various areas—depending upon supply and demand. From the standpoint of the cigarette vending manufacturer, potential customers are about the same, as the jobbers of cigarettes who formerly supplied the vender has discontinued this

## Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION  
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

### POSTAGE STAMP VENDERS

- ★ Dispenses from a standard roll of 500 stamps!
- ★ Three 3c stamps for 10c.
- ★ Model to vend four 1c stamps for 5c also available.
- ★ Small in Size!
- ★ Neat in Appearance!
- ★ Compact in Design!

Rush your order!

\$35.00 Each



1/2 Deposit, Balance C.O.D. F.O.B. Newark.

ASCO, 238 MURRAY ST., NEWARK, N. J.

### BALL GUM SUBSTITUTE

MARBLES—GLASS—ASST. COLORS  
Barrel of 50,000 ..... \$59.50  
Keg of 15,000 ..... 19.50

CHARMS, Best Grade, 15 Gross Carton, \$13.25 Parcel Post Paid.

COIN COUNTERS, 1c or 5c Cast Aluminum, \$1.25 Each While They Last.

"SPARKS CHAMPION," Token Payout, Like New, While They Last, \$12.50.

Full cash with order—f.o.b. factory

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practice and gone into the vending machine business. The number of outlets remain about the same as prior to the shortage, but the people who operate the machines have changed. It is a moot question as to whether or not the jobber who has gone into the vending machine business will continue in the business after conditions become normal or whether the original operator will continue from where he was forced to leave.

The vending machines business has been a profitable one thru the years and was comprised of young visionary business men. It doesn't seem probable that these men will allow themselves to be forced out of the industry that they have furthered, nourished and promoted because of abnormal conditions. The condition of the vender is comparable to any business that cannot supply the demand for the product that it sells. It is true that the method of automatic merchandising has been accepted and will continue to be accepted by more consumers than ever before. Locations that were never aware of vending machines will be easier to sell on automatic merchandising. All will agree that while it is always desirable to show a profit, no business can be condemned for a lull in activity due to unforeseen conditions.

Cigarette vending machines will find its way into retail stores. This will allow the salesman time to devote to the selling of merchandise that requires special attention. The selling of cigarettes does not necessarily need the attention of the clerk to consummate a sale. The increased consumption of cigarettes, indicated by present trends, prove that the future of the cigarette merchandiser will be unlimited.

It is fortunate for the industry that during this emergency most of the



equipment has been paid for. In many instances the vender is paying in advance and assuring himself up-to-date equipment when machines and the normal supply of cigarettes are available. Many venders are putting aside certain set sums of monies in anticipation of expansion and freedom from cumbersome obligations of manufacturers. Still other venders are planning co-operative purchasing so that they will be able to compete on an equal basis with large purchasers of both cigarettes and machines. These are but a few of the many plans and ideas that cigarette men have in mind. Knowing of the forthrightness and resourcefulness of the men who are the cigarette merchandisers today, this industry cannot and will not fail in its endeavor to bring about the success that's properly due.

## NEW HORIZONS

(Continued from page 78)

ing an enforced vacation today, as the stock has gone down to zero, and location owners are taking the allotted quotas and passing them out personally over the counter instead of placing them in the machine. But that is only a respite. The design of most of these machines will require something new to meet the anticipated newness of the post-war world.

New materials and new processes undoubtedly will be important in coming vending machines. Plastics, magnesium, new finishes, and new processes will be embodied in future designs. There is a wide potential field of application for electronic controls in venders, particularly in the higher-priced machines handling more expensive items, with adequate theft-control mechanisms.

### New Mfrs. Eye Field

These are some of things that are being discussed around Detroit today—less in the vending trade than in industrial circles generally. It is not uncommon to find a small or medium-sized manufacturer who is thinking seriously of post-war coin machine manufacturing. A few of them have some ambitious ideas about games of various types, but the uncertainty of legal restrictions in various territories discourages the more conservative industrialist, and this type is thinking mostly of venders.

The typical thinking is to consider a product which, it may be conceived, can be sold by machine—then, to work out a design for a machine to handle it. Drink and ice-cream venders are under design in local plants here, for instance. There are rumors of a multiple selective magazine vender to replace the drugstore newsstand. So far, little has actually materialized in available facts, for the reason that no industrial plant today can seriously consider post-war operation until a start toward reconversion is authorized.

Furthermore, those who are doing this type of thinking are holding their ideas in great secrecy because of the desire to avoid giving a tip to potential competitors.

Hundreds, perhaps thousands, of new factories, mostly small, but some of huge extent, were built in Detroit and suburbs in the past four years for war production. Most of these will be without a product to market when the war ends, and they are, in many progressive instances, thinking of the turnout. From their ranks will come many of the post-war coin machines likely to develop in this area and from the fertile mechanical

brains of Detroit designers may come many new ideas in this field.

### Few Old-Timers

Older manufacturing companies have become very quiet here, with almost none of them, except the veteran Schenck organization with its banks and stamp machines, having disclosed active post-war plans. For one thing, nearly all have turned to production of necessities and their thoughts are engrossed today in their new fields. Some of the largest companies, such as the Caille organization, turned to production of other items than coin machines considerably before the war, and remain strictly in these other fields leaving more openings for the new designers.

One important field in which there is great interest is that of the person service machine—whether the washroom vender or the coin-operated wash machine, ironer, etc. This interest is intense nationally—so much so that recent *Billboard* mention of a firm in this field, merely as an operator, brought them a deluge of letters from all parts of the country. These have long been one of the least-discussed but most stable branches of the vending field.

## LET'S TAKE STOCK

(Continued from page 79)

what has been available do the job, and without having had the opportunity for normal replacement. Even this normal replacement accumulation would be more than sufficient to tax to the utmost the capacities of expanded industries. Then add to that the requirements on the part of new venturers.

### Problems Will Continue

The operators' problems are not immediately solved when the war is over, the same holds true for the manufacturer. The sympathetic understanding on the part of manufacturer and operator during the reconversion period will be even a greater asset than the co-operative attitude displayed during the war years. The competition will look keener; the desire to put houses in order and forge ahead will appear almost uncontrollable but we can all look with confidence to the unceasing efforts of good guidance and good judgment by those who always lead the way, the progressive operators and the progressive manufacturers.



## State Legislatures

The following list of States shows the opening dates for the regular 1945 sessions of the Legislatures:

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	.....
Louisiana	.....
Maine	Jan. 3
Maryland	Jan. 3
Massachusetts	Jan. 3
Michigan	Jan. 3
Minnesota	Jan. 2
Mississippi	.....
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	.....
Washington	Jan. 8
West Virginia	Jan. 10
Wisconsin	Jan. 10
Wyoming	Jan. 9
U. S. Congress	Jan. 3

## DESIGN FOR MACHINES

(Continued from page 74)

the service angle. Machines that ignore or make things tough for the servicemen simply will not be tolerated after the war. All machines must be designed so that the parts which must be checked or handled by the servicemen or collector are instantly accessible and can be reached without moving the complete machine from its set position.

By now the whole industry is agreed on the need for improved appearance of all coin machines. After the war the public's attitude toward the industry will be determined in a large way by the quality of the external designs. The motor car industry has perfect public relations, and the correct explanation is the inspiring style and attractiveness of the cars themselves. There is a definite need for more professional design in coin machines, design which will have official authority, design which will please those who play the machines as well as those who do not; good looks, good taste, good manners and the very minimum of "honky-tonk." A correctly designed coin machine is the best goodwill builder the industry can have.

## 1944 INDUSTRY CENSUS

(Continued from page 63)

confront manufacturers with a backlog of 64,500 machines to produce to meet immediate post-war demands. As of 49 operators queried, each would purchase 43 scales, or a total of 2,123.

All in all, the survey reveals that as soon as the war ends, and reconversion starts humming in the coin machine industry, the demands of present operators will take all the machines which can be produced in the first year, and the industry will also be able to furnish jobs for thousands of war veterans who are anxious to earn a good living in an industry which is here to stay.

## WHAT THE INDUSTRY IS MAKING

(Continued from page 61)

Auxiliary Ring and Bead Gunsight  
Nose and Plug for Incendiary Bombs  
Differential Device for Electronic Equipment

Variable Speed Drive for Electronic Equipment  
Special Trailing Device  
Special Condensing Unit Used on PT Box Boats

Governors and Motor Units for Teletype Equipment  
Shell Retainers and Separators

### FOR THE AIR CORPS

Static Line Hooks for Paratroops  
Swivel Assemblies for Gliders  
Glider Towing Snaps  
All Types of Snaps, Hooks and Hardware for Parachutes  
Tools  
Dies  
Jigs  
Fixtures  
Gauges  
Engine Housing Brackets  
Rudder Hinges and Supports  
Bombs  
Rocket Bombs  
Locating Adaptors  
Measuring Tools  
Oxygen Regulators  
Aircraft Parts

Gunnery Trainers  
Aircraft Switches  
Gun-Turret Chargers  
Machine Gun Parts  
Machine Screws  
Gauges for Incendiary Bombs  
Ammunition Housings  
Radar Devices  
Electronic Devices  
Tail Fin Assembly for Cargo Planes  
Pilot Control Room Door for Cargo Planes  
Lower Cargo Doors for Cargo Planes  
Film Magazine Used in Aerial  
Non-Ram Air-Scoop for Transport Planes  
Bomb Carrier

Auxiliary Ring and Bead Gunsight  
Aerial Towing Device, Used to Tow Gliders  
Nose and Plug for Incendiary Bombs  
Bomber Gun Turret Components  
Valve Assembly for Aircraft Engines  
Electric Turbo Supercharger Regulator for Fighter Planes  
Expendable Fuel Tank, Suspended From Wings of Fighter Planes  
Fire-Control Devices  
Airplane Switches  
Pump and Dessiccator Units for Airborne Radio

## PAN

HARD SHELL CANDIES  
TOP THE LIST OF THE  
BETTER VENDING CANDIES

## PAN CONFECTIONS

345 W. ERIE ST.

CHICAGO, ILL.



... SO PROUDLY WE HAIL

Manufacturing cigarette and candy merchandisers is a far cry from the articles of war we're making for Uncle Sam now; but, we're proud to be able to do our part toward ultimate Victory.

We hope we've made the DuGrenier men and women in the Service the world over proud of the Army and Navy "E" Flag that flies above their plant.

Arthur H. DuGRENIER, Inc.  
15 Hale Street Haverhill, Mass.



## WHAT SAYS THE CRYSTAL BALL

Television on coin machines. Electrons will play saxophones. Records will be made of trizenogium. The nose-whistle will come in vogue. The crystal ball can't really tell. No one really knows all that the future holds in store for us. But we do know two things for sure:



Whatever happens in the coin machine industry, Columbia will be there leading with the newest and best. We at Columbia realize the important part you have played in revitalizing the record industry in re-

cent years. We are also fully aware of the starring role you will play in future developments.



Conventions! We sorely miss the annual conclave with its friendly atmosphere and interchange of ideas. We got together over a tall one and solved all our problems and went home with a feeling of accomplishment. Until that day (in the near future, we hope) when we once again resume those pleasant meetings we send you our respects and heartiest greetings.

# COLUMBIA RECORDS

# Your **COIN MACHINE CONVENTION** *In Print*

## MUSIC

**R**ECORD supplies were greatly improved before the end of 1944 and the job of the juke box trade became chiefly one of keeping its machines in repair. In recent months there has been a succession of reports of how the juke box trade is turning to radio repair shops in order to solve the shortage of help and also of parts. This co-operation at present seems a small matter, but in coming years it may start an entirely new business trend.

The war continues to add to the prestige of the juke box in supplying popular music to the people. If ever an industry found its services praised in greater and greater terms, it has been the juke box trade during the three years of war. First, the boys began to write home about how they missed the juke boxes and then more and more leaders began to recognize what a music service the commercial phonographs really supply.

The name juke box seems to have become fully established in popular favor and now the trade welcomes its wide use in newspapers and in legal documents.

With the increasing prospects of various types of music services, methods of recording music and so on, there is also the prospect that records may become the center of attraction in the future success of the juke box. The disk record is certain to find its greatest champion in the juke box and its counterpart in the homes. The public juke and the home juke are likely to become close friends in the future.

Forced to compete with other types of public music services, the juke box trade is likely to attach more and more importance to accessory equipment and to the popular music talent available on disk records.

Hillbilly records are a current example of how talent and the disk record will be a happy combination to keep the juke boxes playing to more customers in the future. A well-known type of folk tune, the hillbilly songs and music can find a place in American hearts never dreamed of before if its basic merits are always kept to the fore. The juke box will keep it at the places where people can enjoy it most.

From a business standpoint the juke box trade has a bright future and only the threat of higher taxes to discourage it as a business venture. Even Legislatures and city councils have come to recognize the service which the juke renders to the masses and so keeps taxes down in many cases.

There is no way to tell at the present time just what lines of expansion or improvement will be most in evidence in the early post-war future of the juke box. While factories plan on better machines and accessories, there is at present guarded maneuvers to get control of the best spots and the best routes. This is a natural business trend and will be evident in other trades, too.

There is no reason at all to expect a drop in the popularity of the juke box and that popularity guarantees the trade a growing future after the war.





## The Favorite of Operators Everywhere!

For 16 years PERMO has supplied operators with the most practical and economical needles made. PERMO Point Round and PERMO Elliptical Phonograph NEEDLES — available at all Decca, RCA Victor and Columbia Record distributors.

.....and for the home:



PERMO, Incorporated presents the famous line of FIDELITONE needles — most popular of home needles: the FIDELITONE FM and the FIDELITONE De Luxe. These floating-point needles are beyond compare in finer reproduction, in kindness to records and in elimination of record scratch. Without doubt the greatest phonograph needle values at any price.



FIDELITONE DE LUXE...\$1

FIDELITONE MASTER...\$1.50

**PERMO** INCORPORATED 6415 RAVENSWOOD AVE., CHICAGO 26

The original and world's largest manufacturer of longlife phonograph needles



# THE OPERATORS' DISK SUPPLY SITUATION

**Some ops gain advantages thru aggressive means, but over-all supply situation remains serious—more man-power is waxeries only solution**

**T**HE question of whether operators are getting all the records they need is a simple one to answer . . . if a broad answer is sought. NO, with both the "N" and "O" capitalized, covers it. Attempting to break down the question, to localize it, and to find the reasons for the still-far-from-satisfactory supply situation is a little more difficult. Most operators realized, long before Victor and Columbia settled with James C. Petrillo's American Federation of Musicians, that the lifting of the union prexy's ban on manufacture by these two companies would alter the supply picture to a very limited extent. The big problems faced by both companies, as well as every other record maker, are all the same as the problems besetting manufacturers in all civilian industry: Man-power and material shortages. And those two problems are as bad, possibly worse, today than they were at any time during the record ban.

A study of operators' letters to *The Billboard* and operator interviews shows that the seriousness of the situation, on a localized basis, varies considerably. It depends, obviously, on local conditions, as both may affect disk availability as well as the peculiarities of the individual routes and locations. It depends, too, and to a greater extent than is generally realized, on the ingenuity of the individual operator in devising ways and means to get records.

### Ops Not Getting Brush-Off

The general charge that the record companies are brushing off operators in favor of retailers and other outlets does not seem to stand up under close scrutiny. The first evidence that the charge—as one operator put it, "We are the orphans of the industry. Before the war they catered to us, and now they spurn us"—is untrue is that many records distributors and retailers have made the same complaint to *The Billboard*. That the dealers are being similarly "spurned" by the waxeries is borne out by the fact that many of them are closing their record departments for lack of new records. One example is the Sears-Roebuck chain, which has just closed the disk departments in about 250 of its Class B stores because they couldn't get records.

The simple answer is that the present productive capacity of all record manufacturers is not enough to meet demands, and is not likely to be for some time. Last year when all diskers combined produced approximately 95,000,000 disks, a demand for at least three times that amount existed, according to all reliable trade sources.

The best procedure, then, for operators to follow, seems to be that already pursued by thousands of alert operators. It starts with an attitude of "let's face it and do the best we can." In many cases, operators have discovered that the best turns out to be pretty good.

### How Aggressive Ops Get Disks

Hundreds of operators have turned more and more to studying their locations and determining the ones in which specialized types of records would get as great a play as popular disks by top name bands. Race waxings, hillbilly platters and other specialized forms have proved real revenue-producers in count-

less spots where operators hardly ever considered them. Since some 30 or 40 smaller, independent waxeries specialize in these record types, the chances of securing a supply of them are fairly good despite the fact that most of the smaller manufacturers can press only limited amounts.

Many operators have made it a point to watch the columns of *The Billboard* (not only the coin machine department but the Music Department in the front of the book) to catch the announcements of new recording firms and new releases as fast as they are made. Starting with the complete list (up to the date of publication) of diskeries in the 1944 edition of this publication's Music Year Book, and adding names of new manufacturers to the list, operators have written these companies and asked for the names and addresses of local distributors, or placed orders direct with the manufacturers, where the makers accept orders direct.

In this systematic way, many operators have managed to keep in direct communication with all available sources of supply and have often secured records that proved to be good money-makers.

### Use Alternate Disks of Hits

A constantly repeated complaint of some operators is that when a real smash-hit disk is produced it is practically impossible for them to secure sufficient records of the waxing to place on all their machines. A typical example of this, mentioned in numerous letters to *The Billboard* recently, is the Andrews Sisters' *Rum and Coca-Cola*. But in this kind of situation, again, many operators have found one of this publication's features of assistance. In the "Most Played Juke Box Records" section of the weekly Music Popularity Chart are listed not only the records getting the greatest play in the nation's machines, but under each "most played" record are also listed the other available waxings of the same tune. For instance, on the No. 1 record in the listing for the week this is written, Bing Crosby's and the Andrews Sisters' *Don't Fence Me In*, the chart shows that no less than six other records of the same tune are available: Sammy Kaye on Victor, Kate Smith and Horace Heidt on Columbia, Gene Autry on Okeh, Hal McIntyre on Bluebird and the Three Suns on Hit. On *Ac-Cent-Tchu-Ate the Positive* and *The Trolley Song*, just to name two others in the same chart, five and six other available recordings of these tunes respectively, were listed. By watching these "other availabilities" many an operator has managed to keep the top money-getting tunes on his machines while they were still getting plays.

### Buy Disks at Retail

In certain areas where the local situation was such that the neighborhood retailers were able to secure the hottest records, while the operator couldn't get them (and despite what has been stated above, there are such instances) operators have bought and are buying their disks right from the dealer at retail prices. This, of course, is expensive, but in the cases of hottest diskings has definitely paid off in heavy plays on the machines.



**OPS SAY** the retail stores get the lion's share of the disks. The retailers counter with the argument that not only do ops get the most, but they are partly to blame for the rapid depletion of stocks because of their purchases thru retail-channels. Facts indicate the manufacturers are dividing the limited supply as best they can. And one thing is certain, neither retailers or ops get enough, and no one these days ever sees a display such as the above when ops and retailers were working together to promote one another's sales.

Some operators have had their secretaries or routemen shop all the used record shops in the vicinity to pick up older disks which they feel still have current appeal. Other operators have had to resort to pulling disks three years old and older off their own shelves and putting them in their boxes, and in some cases, where the selection is carefully made, they have found these waxings getting a good play. They've also found (and this is an indication of manufacturers man-power and material difficulties) that some of these three-and-more-year-old records play as well, and stand up even better than some of the disks turned out today.

In a few localities operators have even made regular weekly, semi-weekly or monthly trips to larger market centers not too far removed from their towns to get a better supply of records.

### Even Make Their Own

There has even been an isolated couple of instances where operators with the capital, contacts and circumstances which enable them to do it, have hired a small ork and a singer, gone up to a recording studio and waxed their own records. This, of course, is hardly a solution, but it illustrates the lengths to which aggressive coinmen are going these days to meet the supply situation.

While there is little doubt that the condition will continue to be bad for some time yet, most alert operators are managing to keep the takes on their machines at a respectable level. They're doing it by using the same progressive methods, the same ingenuity that has made the music machine one of the most potent factors in the entire music and recording industry—America's chief dispenser of music for the millions.

### Bright Spot

One bright spot in the otherwise dark supply picture is the recent purchase of the Classic (Hit label) Record Company by the Majestic Radio & Television Corp. Classic, under the expert piloting of Eli Oberstein (ex-RCA-Victor, ex-US Record Company) had been doing a good recording job, turning out disks of many

new hit tunes in plenty of time for operators to cash in on the tunes popularity. The problem, here, however, was that Classic's productive capacity was strictly limited. With the Majestic resources behind the original Classic set-up (including New Jersey Plastics Corporation pressing plant and Transcriptions, Inc., studios), operators should be able to look forward to receiving many more of the records turned out by the new Majestic record organization. As has already been reported in *The Billboard*, the new firm will be prexied by James J. Walker, formerly mayor of New York City, and Oberstein will serve as executive v.-p. and general manager.

If some of the other rumored (and at this point they are only in the rumor category) record manufacturing plans of large showbiz organizations develop into reality, operators will be able to look forward to an even greater additional supply of eminently usable disks. There has been talk, for instance, that Metro-Goldwyn-Mayer, Paramount and other film companies have plans for going into the record business. In most these instances, however, it is unlikely that action will be taken until the man-power situation has cleared up considerably and until pressing equipment can again be built and sold. There have also been stories to the effect that some large radio-recording set manufacturers (in addition to Majestic) may go into the disk producing biz, and if any of these should come thru in the not-too-far distant future operators will find new sources of platter supplies eager to sell them.

On one point there is absolutely no doubt: Present-day record manufacturers know the importance of the operator and are fully aware of the part the operator plays in popularizing their artists and their labels. New diskeries, entering the business, soon find out that the music machine operator is one of their most important outlets and do everything in their power to see that a healthy proportion of the platters they produce reach the boxes.

# MUSICRAFT'S

growing

## HALL of FAME

PHIL BRITO  
 15018 I DON'T WANT TO LOVE YOU  
 YOU BELONG TO MY HEART  
 15029 YOU'RE NOT FOOLIN' ANYONE BUT YOURSELF  
 IF I COULD BE WITH YOU ONE HOUR TO-NIGHT

Also with  
 DEAN HUDSON

15021 EVELINA  
 RIGHT AS THE RAIN  
 JOAN BROOKS

15023 WAITING  
 I THINK ABOUT YOU  
 15030 SOMEDAY SOMEWHERE  
 IF YOU WERE THE ONLY BOY IN THE WORLD

TEDDY WILSON  
 317 EVERY TIME WE SAY GOODBYE  
 THIS HEART OF MINE  
 318 MEMORIES OF YOU  
 BUGLE CALL RAG

HERMAN CHITTISON  
 314 SCHUBERT'S SERENADE  
 THERE'S BEAUTY EVERYWHERE  
 320 ALL OF MY LIFE  
 I SHOULD CARE

JOHNNY RICHARDS  
 15024 I'M GONNA SEE MY BABY  
 YOU'RE HAUNTING ME AGAIN

HARRY (The Hipster) GIBSON  
 291 RIOT IN BOOGIE  
 STOP THAT DANCIN' UP THERE  
 293 BARRELHOUSE BOOGIE  
 4F FERDINAND THE FRANTIC FREAK

PAUL LAVALLE  
 297 ALWAYS  
 LET ME CALL YOU SWEETHEART

- POPS
- JAZZ
- STANDARDS
- BOOGIE WOOGIE
- HILLBILLYS
- WALTZES
- POLKAS
- RACE

MUSICRAFT CORPORATION  
 40 WEST 46th STREET • NEW YORK 19, N. Y.

# RECORD LABELS AND WHO MAKES THEM

- A-1**  
A-1 Records of America  
580 5th Ave., New York 19, N. Y.
- acompo**  
General Records Division of Consolidated Records  
1600 Broadway, New York 19, N. Y.
- ace**  
Ace Record Co.  
1619 Broadway, New York 19, N. Y.
- pollo**  
Rainbow Music Shops  
102 W. 125th St., New York 27, N. Y.
- RA**  
American Recording Artists  
696 N. Robertson Blvd., Hollywood, Calif.
- sch**  
Asch Recording Studios  
117 W. 46th St., New York 19, N. Y.
- Atlas**  
Atlas Record Co.  
(Formerly the Premier Record Co.)  
8848 Sunset Blvd., Hollywood 46, Calif.
- Avalon**  
Avalon Record Co.  
117 W. 48th St., New York 19, N. Y.
- Bibletone**  
Bibletone  
354 Fourth Ave., New York 18, N. Y.
- Black & White**  
Black & White Record Co.  
2117 Foster Ave., Brooklyn 10, N. Y.
- Bluebird**  
RCA-Victor Division of RCA Manufacturing Co., Inc.  
Camden, N. J.
- Blue Note**  
Blue Note Records  
767 Lexington Ave., New York 21, N. Y.
- Brunswick**  
Decca Records, Inc.  
50 W. 57th St., New York 19, N. Y.
- Capitol**  
Capitol Records, Inc.  
1483 N. Vine St., Hollywood 28, Calif.
- Celebrity**  
Beacon Record Co.  
331 W. 51st St., New York 19, N. Y.
- Co-ed**  
Sorority Fraternity Record Co.  
Station 1, Box 46, New York 26, N. Y.
- Columbia**  
Columbia Recording Corp.  
1473 Barnum Ave., Bridgeport 8, Conn.
- Comet**  
Comet, Inc.  
420 Lexington Ave., New York 17, N. Y.
- Commodore**  
Commodore Record Co.  
415 Lexington Ave., New York 17, N. Y.
- Concertone**  
Classic Record Co.  
7 W. 46th St., New York 19, N. Y.
- Continental**  
Continental Record Co., Inc.  
265 W. 54th St., New York 19, N. Y.
- Criterion**  
Capitol Records, Inc.  
1483 N. Vine St., Hollywood 28, Calif.
- Joe Davis**  
Joe Davis Record Co.  
331 W. 51st St., New York 19, N. Y.
- Decca**  
Decca Records, Inc.  
50 W. 57th St., New York 19, N. Y.
- De Luxe**  
De Luxe Record Co.  
1130 St. George Ave., Linden, N. J.
- Dix**  
Dick Gilbert  
1540 Broadway, New York 19, N. Y.
- Elite**  
Classic Record Co.  
7 W. 46th St., New York 19, N. Y.
- Excelsior**  
Excelsior Record Co.  
3661 Gramercy Place, Los Angeles 7, Calif.
- Exclusive**  
Exclusive Record Co.  
1870 W. Washington Blvd., Los Angeles 7, Calif.
- Feature**  
WOR Recording Studios  
1440 Broadway, New York 18, N. Y.
- Gala**  
Gala Record Co.  
350 Fifth Ave., New York 1, N. Y.
- General**  
General Records Division of Consolidated Records  
1600 Broadway, New York 19, N. Y.
- Gennett**  
Gennett Record Division of Starr Piano Co.  
South First St., Richmond, Ind.
- Giltedge**  
Giltedge Record Co.  
500 Western Ave., Los Angeles, Calif.
- Grand**  
Grand Record Co.  
1619 Broadway, New York 19, N. Y.
- Guild**  
American Glossite Co.  
305 E. 63d St., New York 21, N. Y.
- Harmonia**  
Harmonia Records Corp.  
1328 Broadway, New York 1, N. Y.
- Hit**  
Classic Record Co.  
7 W. 46th St., New York 19, N. Y.
- Jamboree**  
Jamboree Records Co.  
1650 Broadway, New York 19, N. Y.
- Jazz Information**  
Commodore Record Co.  
415 Lexington Ave., New York 17, N. Y.
- Jazz Man**  
Marilli Marden Jazzman Record Shop  
6331 Santa Monica Blvd., Hollywood, Calif.
- Juke Box**  
United Record Co.  
2304 W. Seventh St., Los Angeles 5, Calif.
- Jump**  
The Turntable  
1132 Tamarind Ave., Hollywood 38, Calif.
- Keynote**  
Keynote Recordings, Inc.  
522 Fifth Ave., New York 18, N. Y.
- King Solomon**  
Savoy Record Co.  
58 Market St., Newark 1, N. J.
- Liberty**  
Liberty Music Shops  
450 Madison Ave., New York 22, N. Y.
- Lion**  
Robbins Music Corp.  
799 Seventh Ave., New York 19, N. Y.
- Manor**  
Manor Record Co.  
5 Pomona Ave., Newark, N. J.
- Muscraft**  
Muscraft Corp.  
40 W. 46th St., New York 19, N. Y.
- National**  
National Disk Sales, Inc.  
1841 Broadway, New York 23, N. Y.
- Odeon**  
Decca Records, Inc.  
50 W. 57th St., New York 19, N. Y.
- Okch**  
Columbia Recording Corp.  
1473 Barnum Ave., Bridgeport 8, Conn.
- Peerless**  
Peerless Record Co.  
1511 W. Pico Blvd., Los Angeles 15, Calif.

- Premier**  
Premier Radio Enterprises  
3033 Locust St., St. Louis 8, Mo.
- Regis**  
Regis Record Co.  
162 Prince St., Newark, N. J.
- Rodeo**  
Rodeo Record Co.  
1511 W. Pico Blvd., Los Angeles 15, Calif.
- Savoy**  
Savoy Record Co.  
58 Market St., Newark 1, N. J.
- Scandinavia**  
Scandinavian Music House  
625 Lexington Ave., New York 22, N. Y.
- Seeco**  
Seeco Records, Inc.  
1393 Fifth Ave., New York, N. Y.
- Session**  
Session Record Shop  
125 N. Wells, Chicago 6, Ill.
- Seva**  
Seva Record Co.  
45 E. 49th St., New York 17, N. Y.
- Signature**  
Asch Recording Studio  
117 W. 46th St., New York 19, N. Y.
- Sonora**  
Sonora Radio & Television Corp.  
325 N. Hoyne Ave., Chicago 12, Ill.
- Standard**  
Standard Phono Co.  
163 W. 23d St., New York 11, N. Y.
- Stan-Lee**  
Stan-Lee Records  
1697 Broadway, New York 19, N. Y.
- Stinson**  
Asch Recording Studios  
117 W. 46th St., New York 19, N. Y.
- Top**  
Top Record Co.  
74 Riverside Dr., New York 24, N. Y.
- Victor**  
RCA-Victor Division of RCA Manufacturing Co., Inc.  
Camden, N. J.
- Wrightman**  
Neale Wrightman Publishers  
30 W. Washington St., Chicago, Ill.



## NEW JAM RECORDS

Ready for Release March 5th

Don Byas and His All-Star Quintet

Featuring: Don Byas, sax; Joe Thomas, trumpet; Johnny Guarnieri, piano; Cozy Cole, drums; Billy Taylor, bass.

- #901 { Pennies From Heaven  
Jamboree Jump
- #900 { You Call It Madness, But I  
Call It Love  
Should I!

List Price: \$1.05, Incl. Tax.

Wholesale: 66c, Incl. Tax.

50% Deposit on All C. O. D. Orders.

**Jamboree Records, Inc.**

1650 Broadway NEW YORK 19, N. Y.

# INTERSTATE

FOR

## IMMEDIATE DELIVERY!

### Two JACKPOT Winners

on NATIONAL RECORDS

No. 9010

## S-K BLUES

Esquire "ALL-AMERICAN AWARD" Band

PARTS 1 AND 2

JOE TURNER, Vocal

---

No. 7070

## RUM & COCA-COLA

### SOUTHPAW SPECIAL

AL TRACE and Silly Symphony

OPERATORS' PRICE

No. 9010...65c }  
No. 7070...49c } INC. TAX

# INTERSTATE

# MUSIC

# SUPPLIERS

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# HERE'S *New* MUSIC FOR YOUR EARS!



## Guild Records

OFFER

### MUSICAL STARS of TODAY and TOMORROW on SUPERB RECORDINGS

Guild records enter the music field dedicated to the sound business-idea that fine musical talent and a determination to produce only the best will mean increased business for the operators of automatic phonographs... and an ever-growing public demand for Guild Records.

We believe Guild Records will stand on their own with respect to quality of recording, clearness of tone, long turntable life.

#### First GUILD Favorites



New Ace of Trumpeters  
"DIZZY" GILLESPIE  
and his orchestra

Tomorrow's Swing—  
Today  
BOYD RAEBURN  
and his orchestra



Songdom's Newest Star  
DICK BROWN  
Vocalist

Brilliant Tenor Sax Star  
GEORGIE AULD  
and his orchestra



Prancing Prince  
of the Piano  
MAURICE ROCCO  
& his Rockin' Rhythm

Always Something New  
LANNY and GINGER  
Novelty Singing Stars



Catalogue in Print

DEDICATED TO THE PRODUCTION OF THE BEST IN RECORDS

# Guild

# RECORDS

REG. INCORPORATED • NEW YORK, N.Y.



# RUM AND COKE CLICKS BUT OPS STILL SAY NIX

### Sensational success of calypso ditty largely due to push by ops, but door still closed to records with ads

THE smash success of Jeri Sullivan's and Morey Amsterdam's and Paul Baron's ditty *Rum and Coca-Cola* (as this is written it is way out in front as the No. 1 tune in *The Billboard's* Most Played Juke Box Records listing, is at the top of the heap of National Best Selling Retail Records, and is in second slot among Sheet Music Best Sellers) has stirred up discussion among alert music machine men about commercial advertising plugs on records.

Industry leaders have for a number of years been of the opinion that one of the fundamental reasons for the tremendous public acceptance of the juke box is that the listener can hear a tune or band he likes, when he wants to hear it, and without being forced to listen to a commercial plug. There can be very little argument with this line of reasoning. After all, music fans can hear practically any song, singer or band available on records in the music boxes on their own radio sets for free. And the fact that they pay that nickel to hear the disk via the juke certainly entitles them to hear it without having to be exposed to an advertising pitch.

In connection with *Rum and Coca-Cola*, however, operators and the paying public alike are unanimous in their opinion of the tune. The only complaint from the music merchants is that they can't get enough copies of the waxing for their machines, and John Q. Citizen's only beef is that he can't get a copy for his home player in his local record shop. Neither the operator nor the customer has registered any objection to the freed for Coca-Cola inherent in the disk. This is certainly proven by the fact that Decca, who turned out the first waxing of the tune with the Andrews Sisters, claims that the disk is the hottest they have ever turned out, and that they could sell better than two million copies if it were possible for them to produce that many. It's further substantiated by the fact that four other waxeries have turned out platters of the tune. These are the Vaughn Monroe on Victor, Abe Lyman on Columbia, Louis Prima on Hit and Al Trace on National. Possibly before this piece reaches the presses other diskings will have been put.

Had an enterprising promoter walked into the Coca-Cola ad manager's office and guaranteed to create a tune called *Rum and Coca-Cola*, which would be recorded by at least five waxeries, which would sell millions of disks (not to mention sheet music), that would be heard by millions of people over and over again, said promoter would probably have been able to walk out with a six-figure Coke check to deliver the job.

Perhaps the very reason for the tune's and the disk's success, however, is that it wasn't done that way. Neither Coca-Cola nor its advertising agency, D'Arcy Advertising, had anything to do with having the tune written or recorded. Singer Jeri Sullivan and lyricist Morey Amsterdam and Paul Baron concocted it without any realization that it might turn out to be a terrifically valuable free ad for the coke firm. Decca had the Andrews gals record it simply because they thought it was a good tune and would make a good disk. Operators, as a matter of fact, can take the big bow for making the tune what it is today, because it has been banned by all the radio networks and hundreds of independent stations, and has consequently received no air plugging. Operators recognized it for the smash hit it was to be, and Mr. and

Mrs. America simply confirmed the operators' opinion by dropping millions of nickels into the jukes and laying it on the line over record and sheet music counters. (And we cannot resist mentioning that *The Billboard* tabbed the disk in its "Possibilities" section of the weekly Music Popularity Chart with these prophetic words, "... altho tune has been barred from the nets, this one (Andrews Sisters' record) will sell plenty...")

If Coca-Cola had deliberately set out to create such a tune it probably would have laid a large and odiferous egg. In December of 1941, as a matter of fact, Coca-Cola's No. 1 competitor actually attempted to create exactly such a situation as has come about in the natural course of events for Coca-Cola. The Pepsi outfit got Helmy Kresa, arranger for Irving Berlin and quite a musician, to write a special tune called *Get Hep*. They had the tune recorded by Harry Sosnick, long-time capable radio musical director and band leader, with vocals by Anita Boyer, one of the music business's most proficient canaries. On the reverse side of the disk was a special arrangement of what was then, actually, the "tune most often played on the air," the Pepsi-Cola jingle. (You remember that "nickel, nickel, nickel, etc. . . ." routine.) This was called *Swinging the Jingle* and it too was done by the Sosnick-Boyer combination. The disk was plated with a label tagged *Nocturne*. Now there was no use of the words Pepsi-Cola in the titles of either of the two tunes, musically and from a production standpoint the disk was good, the commercial references to the soft drink were tastefully handled . . . and the records were offered to operators absolutely free! Yet the effort to exploit and advertise Pepsi-Cola via recordings and particularly thru the juke boxes failed miserably. Why? Simply because manufacturers of music machines and operators thru their associations recognized the danger of permitting advertising commercials to creep into their machines. And yet the *Rum and Coca-Cola* tune and disk are probably among the most effective exploitation devices in the entire history of advertising. It was simply a case of the public's acceptance of the tune, its desire to hear it despite the advertising pitch. Maybe it's the same difference as exists between one of those smooth, humorous Jack Benny commercials and some of those on other radio shows in which the announcer does everything to impress you with the product, except hit you over the head with a hammer.

Whatever the difference, however, there is no question in the minds of music machine men, conscious of the industry's welfare, that advertising plugs on disks in juke boxes can be a destructive factor. They can, if not watched and controlled, tear down some of the overwhelming public inclination to drop those nickels into the boxes to hear their favorite tunes and singers. It's a safe bet that some smart advertising men, fully aware of what the *Rum and Coca-Cola* ditty did for the coke outfit, are cooking up genuinely sound ideas for duplicating or bettering that disk-exploitation for one of their own clients. If they're smart enough to turn out another tune and disk with the appeal of a *Rum and Coca-Cola*, they may get by with it. If they fall short of that they'll probably be wasting a lot of time, effort and Yankee dollars, because music machine men have no intention of permitting the nation's juke box to become a new advertising medium.

Thanks,  
Operators,  
for  
Plugging



# ANDY RUSSELL

"AMOUR"  
"DON'T YOU NOTICE ANYTHING NEW?"  
"BESAME MUCHO"  
ON "I DREAM OF YOU"  
"MAGIC IS THE MOONLIGHT"  
"WHAT A DIFFERENCE A DAY MADE"

New



"Don't Love Me"  
and  
"Negra Consentida"  
(My Pet Brunette)  
No. 189



J-U-M-P ON THE  
JAY McSHANN  
BANDWAGON  
OF MOST PLAYED  
RECORDS

# Jay McSHANN

HIS PIANO AND HIS ORCHESTRA  
"THE BAND THAT J-U-M-P-S THE BLUES"  
Featuring WALTER BROWN America's Greatest Blues Singer



To Be Released Soon

HOME TOWN BLUES SAY FORWARD, I'LL MARCH  
WRONG NEIGHBORHOOD SAVE ME SOME

Mgt.: GENERAL AMUSEMENT CORP.  
Personal Direction: JOHN TUMINO

McShann's outfit jumps as few others in the business do and provides top-notch blues singing, and piano, moving jazz and driving solos.  
Says *Metronome Magazine*.



It's Hotter Than Th'  
VERCE OF TH' TOITILE!

**GUY LOMBARDO**

AND HIS ROYAL CANADIANS

soitenly grooved a winegar-woiks waltz on

DECCA 18651

**"OH! MOYTLÉ"**

Every fancy-steppin' boid'll make his goilie bust her goidle when LOMBARDO gives wit' Moytle! Your machines'll be a hummin' as the nickels keep on comin', and your bank account will hoidle!

Published by  
**TOBIAS & LEWIS**  
1250 SIXTH AVE., NEW YORK

**OPERATORS SHOULD  
SELL THEIR PRODUCT**

Pre-Pearl Harbor exploitation by ops practically nil, but bands and disk companies may lead post-war way

IF MR. OPERATOR walked down to his neighborhood movie with the missus one evening and found the lobby and the sidewalk in front of it completely barren of those lurid, high-powered three sheets, stills, etc. . . . If he found that the theater marquee just read "Movies Tonight" he would be a rather startled gent. If he walked into his favorite cigar shop and didn't find at least a couple of displays maintaining "LS/MFT" or proclaiming "Apple Honey" as the thing that keeps those ciggies you can't get, fresher, he would think that somebody had gone out of his mind.

Still he walks into his locations day after day, sees his machine standing quietly, almost shyly against one wall, without a single sign intimating that the patron can hear some good music by parting with a small nickel—Mr. Operator walks in, looks at the box which does not advertise its product and thinks nothing of it! If you told him he doesn't know his business he would resent it . . . and with good cause. Chances are he started his business in a pretty small way and has made a real success out of it. But he just hasn't gotten around to that one little item, which in almost every other successful American industry, is a must. That little item called exploitation.

The lack of exploitation of the juke box evident in the tremendous majority of locations would seem to indicate that the boxes had nothing to sell. It certainly wouldn't indicate that for a nickel the location customer can hear the nation's greatest bands and singers playing the country's most popular tunes.

In some areas, of course, not many operators are aware of the increased profits they can create thru proper exploitation of their machines right on the location. The Cleveland Operators' Association, for instance, not only places displays in locations, proclaiming a "Record of the Week" (which stimulates interest in the record and the machine itself), but has even run newspaper and car card advertising on its "Record of the Week." Individual operators in a few instances have also taken the first faltering steps along exploitation lines and have found that it pays big dividends in increased plays on the machines. But the instances are truly few and far between.

Probably the coming of the war and the resultant decrease in production of records, caused by man-power and material problems and in part by the recent Petrillo ban on recordings slowed the juke box industry's exploitation development. Before the war top name band leaders and singers, as well as record companies, had begun to realize the importance of getting their records into the nation's music machines. Accordingly, many of the band leaders be-

gan to make the acquaintance of operators and to sell them on the value of exploitation. Naturally the band leader was interested primarily in exploiting his own records and his own name, but in doing so he was simultaneously introducing many an operator to the broader values of proper exploitation. The accompanying photo showing band leader Raymond Scott standing before a box with a display sign over it, reading: "Listen to Your Favorite Recording by RAYMOND SCOTT and His Orchestra" illustrates this point, and is actually the simplest and most obvious form of exploiting the music in the box.

Display signs tacked on the wall behind the box and listing the most popular disks in the machine would no doubt lure some patrons into coming over and dropping a couple of nickels into the phono.

The Gale management and booking office, before the war, carried out another exploitation stunt which increased plays for many operators on the record of one of the Gale performers. Ella Fitzgerald had recorded *I Want the Waiter With the Water* for Decca, and the Gale office designed, produced and distributed to operators, attractive coasters with an invitation to "call for the waiter with the water and hear Ella Fitzgerald sing *I Want the Waiter With the Water* on the juke box." Operators who received and used these coasters in their locations reported a definite increase in the play on the Fitzgerald record and (what is more important) an increase in the plays on the machine generally. The point, proved over and over again in exploitation in every field, is that simply calling the attention of the patron to the machine thru some device, whether in reference to a single record or to a list of hit songs, will result in greater attention to the machine and more plays.

With the name band leaders and singers making fewer records however, and since they are faced with the same problems of exploitation-wise manpower, as are other business men, the operators' exploitative education has ceased.

There are indications, however, that with most of the name bandsmen waxing once more (since the Petrillo ban ended on November 11), exploitative devices designed exclusively for operators will once again come into being. There are some instances, too, that operators themselves are thinking of ways and means to exploit the hit tunes and name artists they offer the public thru the juke boxes for the small cost of one nickel. But these instances are the very rare exception, rather than the rule. For the greater part, operators have not yet realized the increased revenue they can earn thru proper exploitation.

ON COLUMBIA

★  
**MY HEART SINGS**  
★  
**DON'T EVER CHANGE**

*always*  
*It's* **Tammy Tucker** *Time*

FEATURING

- ★ DON BROWN
- ★ KERWIN SOMERVILLE
- ★ THE THREE TWO TIMERS



# WAR LESSONS READY JUKES FOR FUTURE

## Industry not off guard as nation's attention focused on jukes, and millions of new fans are developed

IT HAS been pointed out for little more than a year now that literally millions of new juke box fans are being created as a result of the key part the machines are playing in supplying wartime entertainment for service lads, war workers and others who, before World War II tore them from their normal routines, hardly gave the music boxes a thought.

Fear has been expressed, however, in some quarters about whether the music machine industry, from manufacturer thru operator, is keeping pace, whether it is intelligently preparing to properly handle this development and nurture it to his own and the industry's ultimate and lasting benefit. A study of the situation indicates that such fears are, for the most part, groundless. The very circumstances, the war itself, which brought about the tremendous mushrooming of new fans, has also served to teach industry members, operators, distributors and manufacturers many invaluable lessons which will enable them to meet the challenge represented by the coming boom. There have been a number of solid evidences of this growth in stature on the part of the music machine fraternity.

Possibly the most obvious and tangible single indication of this "coming of age," was the recent Coast to Coast Mutual Network program which the Wurlitzer Company sponsored on last February 12 in honor of Lincoln's Birthday. Comments on the program were extremely favorable. It was a big time, big industry job, done in a big-time way. Certainly it is nothing new for a manufacturer to sponsor an institutional program of this type. But it definitely is something new in the music machine industry. It is a definite sign of maturity, of a manufacturer, and yes, an industry stepping out from a comparatively obscure and shadowy corner, into the limelight of American business.

But at best that is fundamentally the public relations aspect of the job. More important is the measure of preparedness of the industry to actually handle its expansion and growth. Here, too, all

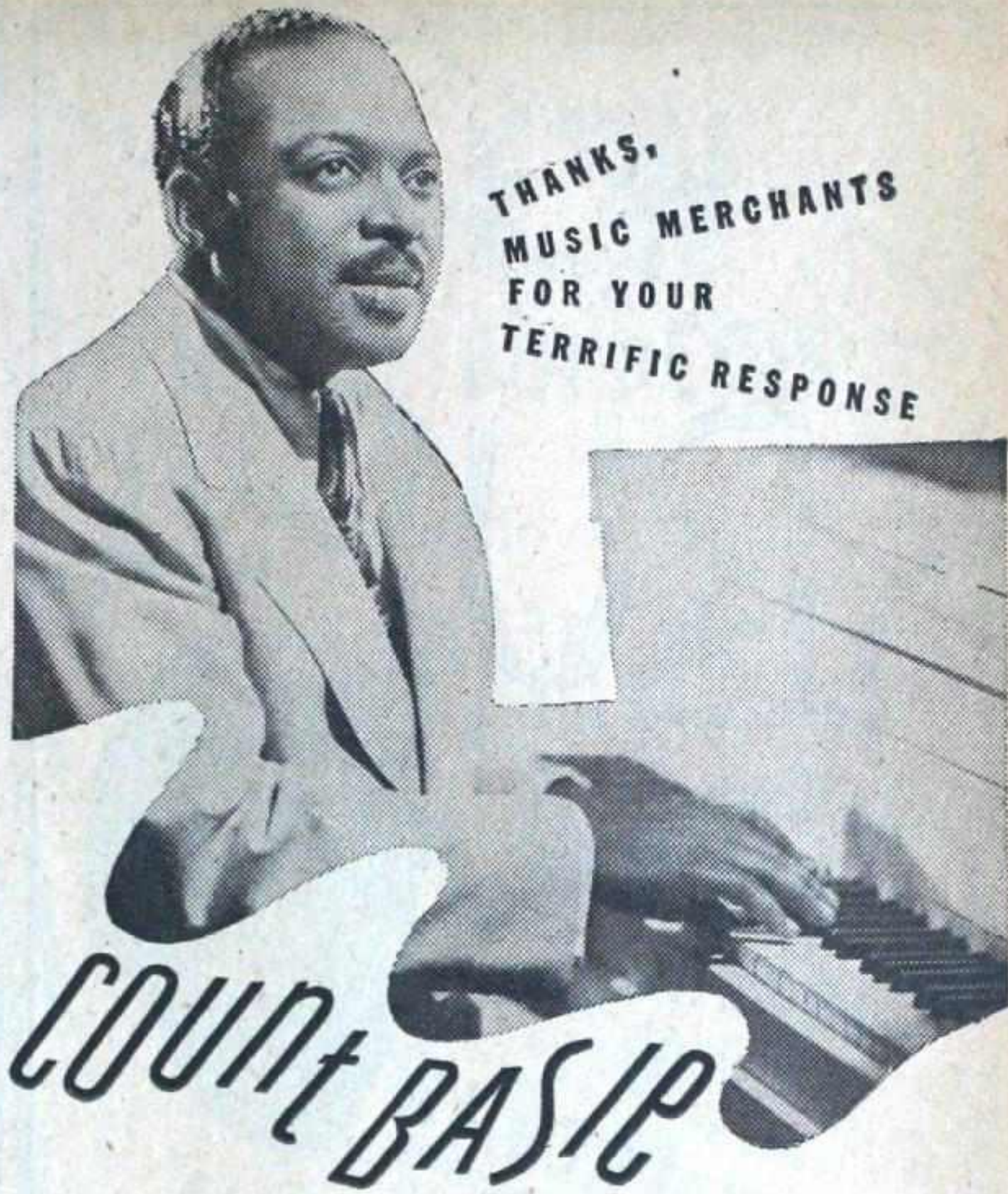
evidences are encouraging. Manufacturers have won government applause in the form of the valued Army-Navy "E" Flag, and there can be little doubt that what the Wurlitzers, Seeburgs, Mills, Rockolas and other manufacturers have learned about production, new uses of electronics and other scientific knowledge will enable them to turn out music machines that will dwarf anything ever before produced, not only for performance, but most likely for lasting power, price and in every other consideration.

Operators, too, have learned many valuable lessons about carrying on their businesses more efficiently and more economically as a result of war-created conditions. They have learned to "tighten up" their routes, to handle their servicemen and their other employees in a manner to produce the greatest possible results. They have (and this began to be evident even before the war) learned an appreciation for music and the wisdom of spending a great deal of time and thought on the selection of disks to go into their machines.

Of course there are still a few factors which operators seem to be neglecting and which may retard to a degree the over-all development of the industry. Such a factor seems to be the inclination of many operators and their servicemen to neglect the tonal qualities of their boxes. Some of the machines heard around locations today really murder the very best diskings. A good part of this, of course, is due to deterioration of equipment, difficulty in securing badly needed replacement parts and records, lack of mechanical help and other such handicaps, but at least in some instances it is more due to the operators' neglect. Another such factor seems to be the lack of proper exploitation on the part of operators, the failure to "sell" the juke boxes' contents to the location's patrons. (See story elsewhere in this section.) But all in all, operators and manufacturers have proved themselves more than capable to meet any situation which may arise in the industry. And once again, as they face the vast, unlimited future, they seem fully prepared to meet its challenges.



MILLIONS of Americans are getting the habit of "music for a nickel." War workers, teen-agers and servicemen are relaxing to music as never before, and the juke box is their most reliable source. Here are juke boxes donated by operators, and hundreds of records headed overseas to strengthen the morale of thousands of American soldiers and create just as many post-war juke box fans.



THANKS,  
MUSIC MERCHANTS  
FOR YOUR  
TERRIFIC RESPONSE

and his orchestra's recording of  
**RED BANK BOOGIE**  
backed by **I DIDN'T KNOW ABOUT YOU**  
vocal by THELMA CARPENTER. COLUMBIA #36766

**NEW RHYTHM  
NEW TREATMENT  
NEW RECORDS**  
by  
*Phil Moore*

and the Phil Moore Four

"... a corking pair of platters"  
WINCHELL

ON VICTOR RECORDS

**I'M GONNA SEE MY BABY  
★ TOGETHER**

VICTOR NO. 20-1613

**★ YIP, YIP DE HOOTIE  
AND HER TEARS FLOWED LIKE WINE**

VICTOR NO. 20-1624

Just released—another corker

**★ A LITTLE ON THE LONELY SIDE  
MY DREAMS ARE GETTING  
BETTER ALL THE TIME**

VICTOR NO. 20-1641

# FOLK MUSIC HERE TO STAY IN JUKES

Many an operator first tried folk music records in his jukes because there was nothing else available only to find they caught on in a big way... now they are in the boxes to stay

**T**HE folk music disk has taken a place of importance in the American scene. The call of the cow-puncher and the melancholy lament of the mountaineer has become a national institution. When the current release of pop tunes became scarce, juke box operators turned to the folk disk to plug the holes in locations with the thought in mind that something on the turntable was better than nothing. Folk tunes are most popular in the sections of the country where it originated—in the hill districts, the tall grass areas and farms and rural communities of the South and West. Thus, Tennessee has Roy Acuff, a native of Maynardville, and one of the outstanding folk

## THE BAN ENDED FIVE MONTHS AGO--but SUPPLY SITUATION GETS WORSE

### A Chronological Chart of Events in the AFM's Two-Year Ban

- August 1, 1942..... American Federation of Musicians' members ordered to cease working for record and transcription companies.
- August, 1942..... Anti-trust action started against AFM. Complaint dismissed.
- October 12, 1942..... Decision affirmed by Supreme Court.
- January, 1943..... Senate committee hears testimony.
- February, 1943..... AFM proposed direct payment by companies to union unemployment fund for every record and transcription made by its members. Proposal rejected. World Broadcasting, Empire Broadcasting, Associated Music Publishers, Lang-Worth, C. P. MacGregor, Standard Radio and National Broadcasting Co. (Radio Recording Division) take matter to U. S. Conciliation Service.
- July, 1943..... Case certified to War Labor Board. Panel appointed.
- September-October, 1943..... Hearings held in New York City. Columbia and Victor became parties to WLB proceedings.
- September 30, 1943..... Decca, World and Empire sign with AFM, agreeing to direct payment to union for each disk pressed.
- October 20, 1943..... Associated, Lang-Worth, C. P. MacGregor and Standard signed with AFM and withdrew from controversy.
- November, 1943..... Hearings resumed.
- March 9, 1944..... WLB panel in New York finds that the condition existing was a "strike," and ordered resumption of relationships that existed July 31, 1942. Also concluded that it would not direct that the companies pay money to the union for its unemployment fund. This finding was appealed to the National War Labor Board in Washington.
- April 7, 1944..... Petrillo and record companies argue before full NWLB in Washington. Revealed that over 60 recording and transcription firms had signed with the AFM to date.
- June 15, 1944..... NWLB decides ban must end and diskers and AFM must reach agreement—or else.
- August 24, 1944..... National War Labor Board turns entire matter over to Economic Stabilizer Fred Vinson's office.
- October 4, 1944..... President Franklin Delano Roosevelt telegrams Petrillo, admits that the AFM refusal to record has not impeded the war effort in any respect, but requests that AFM lift ban on holdout companies.
- October 5, 1944..... Petrillo wires Roosevelt he will have to take up President's request at meeting of executive board of AFM in Chicago on October 10 before he can answer President's October 4 wire.
- October 11, 1944..... After a two-day meeting Petrillo sends Roosevelt a nine-page telegram rejecting the United States President's request, saying that tho he agreed he would settle if so requested by Roosevelt, the situation had changed in that 105 other record and transcription manufacturers had already signed, and he saw no reason to give in to the two holdouts.
- October 20, 1944..... The three companies wired Stabilization Director Judge Fred M. Vinson that unless something is done immediately "the principle which we (Columbia-Victor-NBC) have fought all this time will be forced upon us."
- November 11, 1944..... The three disking organizations finally throw in the sponge and sign at James C. Petrillo's (AFM) terms, with protests not only from each signing organization but from the union as well.
- November 13, 1944..... Columbia and Victor disking starts again.

"FIRST DISK BY KRUPA  
... THE BILLBOARD  
FIRST CLASS FOR THE PHONOS."

Gene KRUPA

and his Orchestra's

sensational recording of  
**I'LL REMEMBER SUZANNE**  
VOCALS BY THE G-NOTERS AND BUDDY STEWART  
BACKED BY  
**I WALKED IN**  
FROM THE FORTHCOMING PICTURE "NOB HILL"  
VOCAL BY BUDDY STEWART



**COLUMBIA**  
# 36768

# Soundies

## MUSICAL MOVIES

Highly entertaining 3-minute films . . . offering a post-war source of revenue unparalleled in coin-operated amusement



- ★ NAME BANDS
- ★ GREAT COMEDIANS
- ★ HIT TUNES
- ★ TOP SINGERS and DANCERS

Over 1200 Professionally-Made Subjects in Our Library

SOUNDIES—The Musical Treat of Tomorrow . . . Today! Many locations still available.

All films approved by City and State Censorship Boards

**SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.**  
209 W. JACKSON BLVD., CHICAGO 6, ILLINOIS

recording artist today. And Bob and Bonnie Atcher from Harlan County, Kentucky, are another fine example of native folk artists who have made a name for themselves.

There has always existed sectional demands for folk music as well as folk artists, altho many of the hillbillies and cowboy singers are equally popular in all parts of the country—such as Al Dexter, Gene Autry, the Hoosier Hot Shots, Red Foley and others.

A great stimulating factor in the ever-growing popularity of the hillbilly and cowboy disk is the rapid growth of the folk air shows. Today there are more than 600 shows on the air—both live and recorded programs—on stations ranging from the 100-watter WAGM, at Presque Isle, Me., to a number of powerful 50,000-watters. It can truthfully be stated that there is not a town, city or village out of listening range of a broadcasting station featuring some type of folk music. A great number of these stations devote a large percentage of their time to this type of programing and many of the networks, nationwide and regional, have established barn dance programs featuring the leading folk talent. WLS (Blue Network), Chicago, has its barn dance which gave Gene Autry his first break, and has introduced to the radio audience such stars as Roy Rogers, Louise Massey and the Westerners, Lulu Belle and Scotty and many other headliners. WLW's (Cincinnati) Boone County Jamboree is another nationally known institution. WSM's (Nashville) Grand Ole Opry on the air for about 19 years has made its stars Roy Acuff, Ernest Tubb, Eddie Arnold and others well known around the country with its NBC national hook-up. Then there are the others, WHAS's (Louisville) Renfro Valley Barn Dance, WOWO's (Fort Wayne) famous Hoosier Hop, WSB's (Atlanta) Barn Dance, KSTP's (Minneapolis) Sunset Valley Barn Dance, WHO's (Des Moines) Iowa Barn Dance Frolic, WJJD (Chicago), KMOX and KWK (St. Louis), WRR (Dallas), WKRC (Cincinnati), EWKH (Shreveport), WGY (Schenectady), WOV (New York), and countless other big-time folk shows on the air—all of which attract an estimated 40,000,000 listeners.

Why Disks Click

All this extensive activity on the air has and is continuing to influence the popularity of folk tunes on the jukes. But why the almost phenomenal rise in the popularity of folk music disks?

The answer is two-fold. First the juke box operator, by way of necessity, introduced folk music to an unsuspecting juke audience—and the fans went for it in a big way. However, it must be remembered that the recording companies were responsible for keeping alive many of the standard folk numbers. Experience has shown that folk tunes have a greater life than any other type of platter. Year after year, the very same tunes are played over and over again—and seemingly their popularity is endless. Therefore, when the recording ban came into effect, many of the recording companies were free to concentrate on repressings of the standard folk tunes—and issued thousands of platters that were placed in juke boxes that never before played a folk disk. The American public was becoming conditioned to this type of music—and experienced a thrill

in the realization that after all folk music was an American product thru and thru.

The second and more important reason for the popularity of the folk tune is found in the shifting population. The nation has been on the move for the past four years. The mountaineers have left their isolated regions of Kentucky, Tennessee, the Carolinas and Virginia to work in the armament plants of Detroit, Chicago, Pittsburgh and other metropolitan centers. The cow-hand, too, has left his wide open spaces to add his bit to the vast production lines of the nation. On the radio, in dance halls, taverns and taps, the hill folk and the plains folk are teaching city cliff-dwellers to appreciate real American music—the folk tune.

Juke operators located in the various armament centers of the country are experiencing a definite trend to the hillbilly and cowboy disk. Cities like Detroit, the South Chicago-Indiana area and Pittsburgh are typical of the vast integration of people as they move from isolated sections into populated metropolitan locals.

Since the mountaineer has traded in his six-shooter for an army rifle, military installations thruout the country are buzzing with the sound of good old mountain music. Added to this, the cow-puncher from the open plains is generally ready and willing to play and sing his version of *Red River Valley*. Slow but sure, the boys from the big city are catching on to the hang of the simple but fetching melodies. And when these men return to their respective homes they'll want for the folk disks more then ever.

Always Popular

Important to the juke operator is the fact that folk records do not climb to high peaks only to fade from public favor. The popularity of the folk music disk seems to go on and on, gathering in a fair share of the take, and in the long run out-pulling many of the current pop hits.

There is a consistency about this type of music. *My Birmingham Rose* and *Tumbleweed Trail* remain perennial favorites with Pacific Coast fans, and Roy Hall's Bluebird disk *Don't Let Your Sweet Love Die* is well over the 100,000 sales mark. And even the bobby-sox trade turns affection to billie-buster music when Roy Wade and His Rhythm Riders play dances in the San Francisco Bay area.

The juke players' interest in folk music is becoming more specific. They are interested in knowing all about the recording artist or group. They want to know more about the songs Dick Thomas or Gene Autry write and sing. And they are particularly interested in song folios which contain original folk material, stories about the recording artist and photos.

Healthy Trend

The trend toward folk music is steady, healthy one which offers the juke operator the opportunity of getting full value out of his record investments. Not since *Pistol Packin' Mama* swept the country has there been many big play folk disks—yet there are dozens of *I'm Wasting My Tears on You* and *Too Late To Worry* kind of platters in the profit-plus class.



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### Unionizing Hillbilly Music

Station WMC, Memphis, has reached an agreement with the AFL on the recording of hillbilly music. H. W. Slavick, manager of the station, reports, Slavick says the station will make transcriptions only of union hillbilly musicians but will continue to employ non-competing non-union hillbilly musicians if needed.

In July, 1943, a number of musicians on WMC were restrained from playing at the station after the union's request that no transcriptions should be made by hillbilly musicians was refused.

### Fem Hillbilly Disk Jockey

Rosalie Allen, said to be the first feminine hillbilly disk jockey in radio, is now heard on the *Prairie Stars* program over WOV, New York, in addition to appearing on the station's other hillbilly shows, *Broadway Barn Dance* and *Hill Country Jamboree*. On *Prairie Stars* Rosalie will not only act as platter spinner but also will sing, accompany herself on the guitar, harmonize with records and do other musical "hand-springs."

### "Cornhuskers" Going Good

The *Cornhuskers Jamboree* of WERC, Cincinnati, handled by the Gus Sun Agency, bookers of talent for the WERC Artists' Bureau, has been going great guns thru Ohio, Indiana and Michigan. Bob Shaw, of the Sun agency, says the *Jamboree* has played more than 50 theaters and that during the last year it played to more than 120,000 people on fair and theater dates. Featured in the show are Bradley Kincaid, who has just moved over to WERC from WLW; the Heifner Sisters (Betty and Ann), Cowboy (Pappy) Copas, Sleepy Marlin, Norma West; Eddie Smith, harmonica artist, and Glenn Hughes, banjo and guitar.

### Tunester Tattle

Eugene Wellman writes that he has placed his song *My Senorita*, written in collaboration with Lew Mel, with La Casa Del Rio.

The Hickory Singers, harmony quartet on the *WSM Grand Ole Opry*, were in Chicago last week for a recording session.

Two new songs, *Paddle Your Own Canoe* and *All the Way*, by Curley Bradley and Lee Penny, have been accepted by Chart Music.

Third Class Petty Officer Don Crenshaw, veteran of 21 months' service overseas with the navy, has received his honorable discharge and has rejoined the Down Homers, members of the *WOWO Famous Hoosier Hop*. Crenshaw specializes in Western and popular ballads and yodeling, for which he received the Ozark yodeling championship in 1941.

La Casa Del Rio Publications has purchased publishing rights from Kinkade Songs on *Will the Letter Come?*, *On the Western Side of Heaven* and *Light in Shadow Valley*.

Irving Slegel and ork report Ernest A. Rork's *In My Dream of a Hundred Girls* an all-time favorite with audiences. This new song of old San Antonio is getting good play.

Corporal Frank La Potta, co-writer with Pearl Clark, of McDaniels' *You Walked Out on Me*, is reported improving and has been transferred to Valley Forge General Hospital, Phoenixville, Pa., from the Military Reservation Hospital at Indiantown Gap, Pa.

Jim Boyd has recovered from an attack of sinusitis in his Dallas home and has resumed his programs and tours.

### Terhune Stays With Ritter

Returning to the West Coast from an extended Eastern tour with Tex Ritter's Western and Hillbilly Jamboree, Max Terhune continues as an extra added attraction with the group. Packed houses are reported wherever the unit appears. Terhune, sagebrush philosopher, mimic and whistler, is one of the most loved actors in Western pictures.

Sgt. Monte Rossi, who has received a medical discharge after four years in the army, will return to his former place as accordionist with the Sleepy Hollow Ranch gang on the *WPIL, Philadelphia, Barn Dance*, succeeding Shorty Long, who has gone to the *National Barn Dance* in Chicago.

### News Notes

The Jones Sisters, Judie and Julie, un-

known in radio three years ago, are rapidly climbing since they joined WLS, Chicago. These West Virginia lassies have surprisingly improved in recent months, and their excellent harmony, unique voice blending and originality of styling are winning them wide popularity.

The Army Special Services V-Disk Album has just been increased by the recording of nine tuneful travesties of the *Hoosier Hot Shots*. The boys left last week for Hollywood to film *Hoosier Hot Shot Hotel* for Columbia.

Pee Wee King with little Becky Barfield and the Golden West Cowboys have finished up their current move-making in Hollywood and are back on the Saturday night *Grand Ole Opry* at Nashville.

### Burnett Signs With Columbia

Smiley Burnette, noted hillbilly singer and guitarist, has signed with Columbia Pictures and will start work on the first of a series of eight pictures May 1. Burnette stopped off in Chicago last week on his way to New York and called on some of the distributors of his records. He opens shortly on the T. D. Kemp Time in the Southeast for 12 one-night appearances, then goes to the Palace Theater, Cleveland, opening there March 15, following with a week in Detroit starting March 23.

Burnette's records are favorites in the juke boxes, and Smiley makes it a point to keep in close touch with his distributors, which is excellent salesmanship.

### Random Notes

Al Horton, program director of KWBU, Corpus Christi, Tex., and record jockey of the *WRLD (Dallas) Hit Parade*, gets a lot of the big hillbilly stars to come up and play their own tunes on the show. Among the well knowns who have appeared on the station recently are Al Dexter, Bob Shelton and his ork, and Pappy Cheshire and his gang from KMOX.

Mel Butler and Shep Sessions have been hittin' the ball recently and among the tunes they have placed with Southern Music are *It's Almost More Than I Can Bear*, *She's Just a Lone-Star Cowgirl*, *Everlasting Love* and *They Rode Him Out of Town on a Rail*.

Roy West, of the Range Riders, WGAR, Cleveland, recently visited Leonard Nuttall, returned from service overseas. Leonard and Roy spent several years with the Westward-Ho cowboys and cowgirls. West also visited Shorty Mason, who is with Woodhull's Old-Time Masters, hillbilly square dance band.

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# POP RECORD REVIEWS

## HARRY JAMES (Columbia)

*I'm Confessin'*—FT.  
*When Your Lover Has Gone*—FT.

Dipping into the chamber music trend, Harry James brings a Quintet out of the band to this disk. It's the rhythm section plus a tenor sax with the maestro's trumpet in the spotlight. Bowing with *I'm Confessin'*, the side spins out some interesting hot jazz improvisations of the soloists. Nothing intricate or interesting in this pattern beyond the mill-jam sessioning. James opens in a moderately slow tempo, doubling up the tempo for the sax to ride out on a second stanza. The piano tinkles away for a third chorus, and it's every man for himself with the guitar on the bridge bars, to polish off the side. Interest in this intimate session is only in the hot chorus rides. More musical meat is packed in the mated side, with the entire band providing a modern setting for *When Your Lover Has Gone*, song favorite of an earlier year. An instrumental taken at a moderately slow tempo, the James horn banked by the strings makes for a striking opening,



with the second stanza shared by the brass choir, tenor sax and the swirling sax section before James returns on the tag line to lead it out.

While these sides may not contain all that the hot jazz fans might ask for, there is a rich degree of phono appeal in Harry James with the Quintet for the old favorite, "I'm Confessin'."

## DICK KUHN (Top)

*The Dog Catcher Man*—FT; VC.  
*Give Me the Moonlight, Give Me the Girl*—FT; VC.

*Who Wouldn't Be Blue*—FT; VC.  
*The Dusty Old Trunk in the Attic*—FT; VC.

There isn't much to command in the mickey mouse music dished out by Dick Kuhn's band to introduce this new record label. Appeal of the sides, solely on the strength of the selections, is limited to the tap and tavern juke-box locations. Brightest of the four sides is *The Dog Catcher Man*, a fanciful polka fox trot, with a male quartet carrying the chant. Lew Brown's and Albert Von Tilzer's *Give Me the Moonlight, Give Me the Girl*, as is Joe Burke's and Benny Davis's *Who Wouldn't Be Blue*, with the conventional harmony singing by a trio and quartet, respectively. *The Dusty Old Trunk in the Attic*, an outdoor ballad by Elton Britt, is offered as a slow ballad with Lenny Herman singing out of the heartaches locked up in that memory chest.

For the tap and tavern locations, any of these sides might invite play, particularly "The Dog Catcher Man" polka.

## DINAH SHORE (Victor)

*Candy*—FT; V.  
*He's Home for a Little While*—FT; V.

One of the most sugary ballads of the day, dripping with saccharine both in words and music, is Mack David, Joan Whitney and Alex Kramer's *Candy*. A slow rhythm ballad, the words literally melt in Dinah Shore's mouth as she calls her "sugar" candy. But while the song is tailor-made for Miss Dinah's sugar-coated pipes, there's no wilting as she sings out with the wordage. Rather than setting off her voice, the colorless musical background makes her sound no more exclusive than a vocalist for Albert Sack's accompanying orchestra. The musical bank is much more personalized, and provides the contrasting tonal color, for Kermit Goell and Ted Shapiro's *He's Home for a Little While*, a pretty sentimental ballad of the boy



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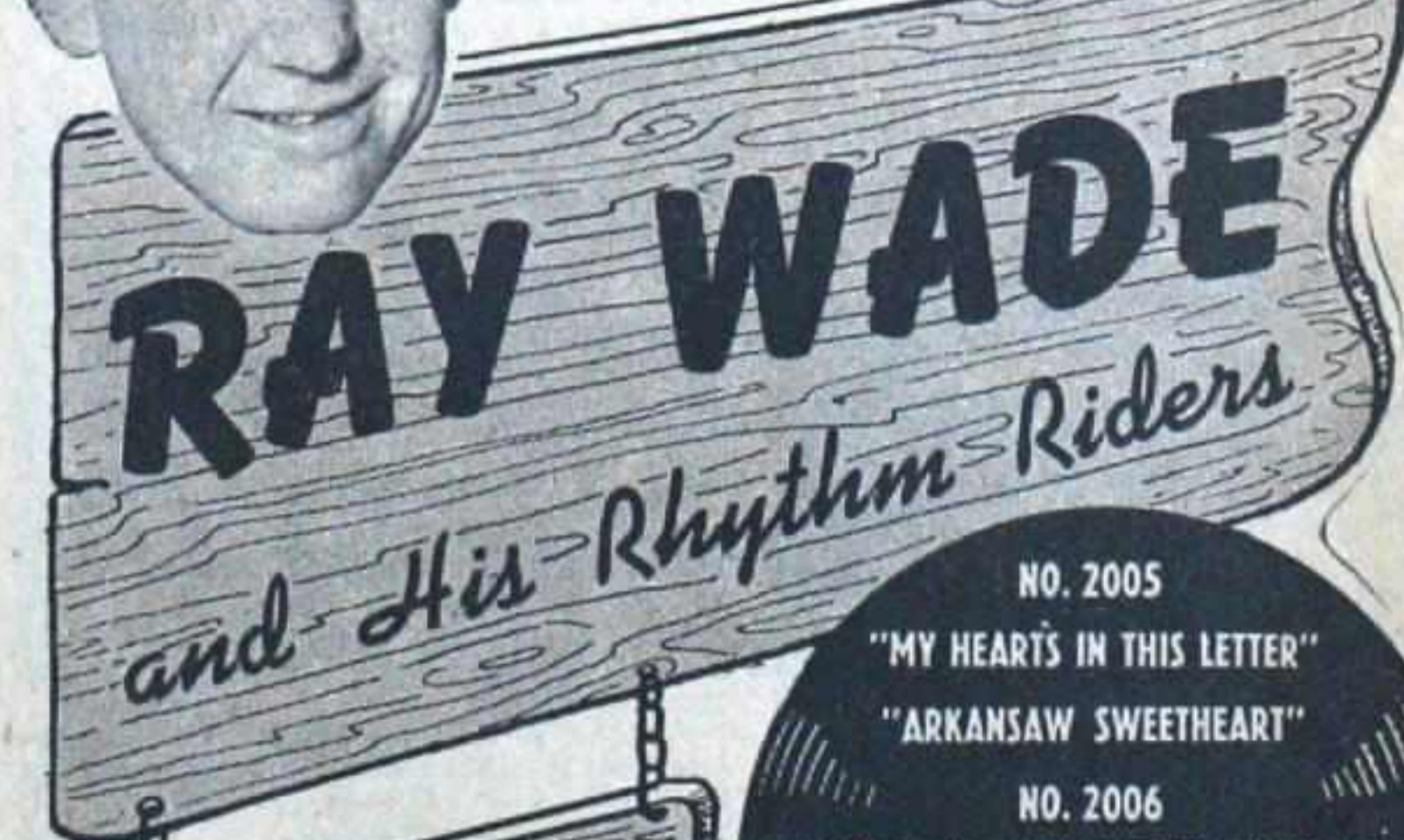
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home on furlough. Here Miss Shore sings to the song's advantage, making her vocal loveliness stand out rather than blending with the band, as is the case for *Candy*.

"Candy" is the tune that promises to rate tops with the phono fans and for Miss Dinah's followers, there can be no misgivings for her singing of the song.

**DICK ROBERTSON (Decca)**  
*Angelina*—FT; V.  
*Gonna Build a Big Fence Around Texas*—FT; V.

Instead of standing out as the solo singer, Dick Robertson fairly becomes the band vocalist. It's the conventional band arrangement, with Johnny Long's capable crew cutting the notes. There is too much restraint in his singing, hemmed in by the big band, for the novelty *Angelina*, in a lively 6/8 march tempo. Nor does Robertson have any greater degree of lyrical freedom for the hillbilly-styled rhythm ditty, *Gonna Build a Big Fence Around Texas*. Robertson fared far better when singing on his own with a small group.

Popularity of "Angelina" may call attention to this side in the phonos.

**GERTRUDE NIESEN (Decca)**  
*I Wanna Get Married*—FT; V.  
*Twelve o'Clock and All Is Well*—FT; V.

While the personality equation projected by Gertrude Niesen is virtually lost to the spinning of a waxed side, much remains to be desired in this disk, her second try at the whirling platters. For one thing, both selections are the stand-outs in the score for her starring musical comedy, *Follow the Girls*. Plus the sophistication packed in the sporting *I Wanna Get Married* ditty, Miss Niesen makes it a novelty nicety that makes it inviting listening. For her torch chanting, for which she is better known, Miss Niesen lends her throaty pipes to excellent advantages for *Twelve o'Clock and All Is Well*, with full freedom with the slow tempo to sell the verse and chorus for this mood-inspiring love ballad. On both counts, her voice is set off expertly by the colorful backgrounds of the orchestra directed by Harry Sosnik.

These sides will wind up in more parlors than in location phonos.

**ARTIE SHAW (Victor)**  
*I'll Never Be the Same*—FT.  
*'S Wonderful*—FT.

Taking two standards, Artie Shaw fashions them in rhythmic dress to give the hot horns in the band a chance to blow off some steam. Some of it is good, particularly the maestro's own playing of the clarinet with abandon, which is far superior to the efforts of the others. Beyond an exposition of hot choruses, there is little musical satisfaction out of the band's sock blowing, nor is there any of that youthful enthusiasm expressed in the arrangements. *I'll Never Be the Same*, ballad fave of an earlier day, is taken at a moderate tempo, with the jump beats more pronounced for Gershwin's *'S Wonderful*. Both sides are instrumentals.

Music box appeal for these solid sides is limited.

**UNA MAE CARLISLE (Joe Davis)**  
*You're Gonna Change Your Mind*—FT; V.  
*The Rest of My Life*—FT; V.

A singing strut queen, and quite royal as she pipes hot to her own pianology, Una Mae Carlisle scores with these sides. Creates greatest affection in the jump groove as she gives out for Joe Davis's *You're Gonna Change Your Mind*, a bright riff ditty. With an all-star jam band giving out the hot licks behind her lyrical liting, the side sells solidly. For her own song, *The Rest of My Life*, Miss Una Mae gives good account, both in song and at the Steinway, for the torch ballad. In spite of a muddled musical background provided by Walter Thomas's small band.

For the phonos, particularly at the race locations, the phono fans should take a liking to "You're Gonna Change Your Mind."

**LENA HORNE (Victor)**  
*I Ain't Got Nothin' But the Blues*—FT; V.  
*As Long as I Live*—FT; V.

Again coming up with two song selections expertly tailored for her sultry torch chanting, and with the music of Horace Henderson's band providing the subtle swing setting, Lena Horne makes the harmonies melt as she fashions the lyrical frames for these selections. Duke Ellington's *I Ain't Got Nothin' But the Blues*, a slow race blues, makes the wax wilt with Miss Horne wordage slinging. It's forthright torching as she sighs out, in a brighter rhythmic tempo, Ted Koehler and Harold Arlen's one-time fave, *As Long as I Live*.  
 The host of Lena Horne fans will find a



complete musical dish in both of these sides to keep 'em spinning for a long time in the music boxes.

**FOUR KING SISTERS (Victor)**  
*Candy*—FT; V.  
*Saturday Night*—FT; V.

The singing of the Four King Sisters adds little to the popular appeal already garnished by these songs. That individual touch and uncanny ability to get under the lyric is still not there in their new sides. Rather, it's the conventional and commercial rhythm chanting both for the slow ballad, *Candy*, and for the livelier *Saturday Night*. Buddy Cole's band, with the electric guitar pronounced, supports the piping, but strictly along dance band lines as if the girls

were band vocalists rather than soloists. As such, much of their vocal charm is lost within the band itself.

The popularity of the songs will point up any phono play accorded to these sides.

**Popular Album Review**

**HOT FIDDLE CLASSICS (Musicraft)**

The Quintet of the Hot Club of France having stimulated the appetite for the jazz diskophiles in the direction of string chamber music at above-boiling temperatures, the reception to these eight sides of *Hot Fiddle Classics* should indeed be a kindly one. While comparisons with the French quintet, or back to the Venuti-Lang days, are only odious, the fact remains that these sides offer up a highly commercial brand of hot jazz as scraped up on a Strad. Using the standard classics for their designs, it's the hot fiddling of Al Duffy and a rhythm section of Frank Signorelli at the piano, Mack Shopnick on bass, and Tony Mattola picking out the riffs on the guitar strings to blend expertly with the fiddle scratches. Blend of fiddle and guitar is most effective for *Poet and Peasant Overture*, there are shades of four-string Joe that arrest the attention in *Poupee Valsante (Waltzing Doll)*, and the rhythmic urge is stirred up best by the foursome for *Raymond Overture*. Instrumentalists follow the original musical pattern, but set it to a strict rhythm tempo and spice it with attractive riffs and figures. Other sides take

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make for highly attractive Latin lullabies. Gilbert also gives voice to the screen title tune, *The Three Caballeros*, a Mexican Corrido, and with a mixed chorus, sings out *Baia*, a Samba Jongo. *Os Quindins De Yaya*, an exciting samba, is sung in the native Portuguese by Nestor Amaral, male singer, while the band polishes off the package with *Jesuita*. With the screen association, this set is bound to attract wide circulation.

**PAT FLOWERS (Hit)**

The classy piano pounding of Pat Flowers, contrasting the classics with the modern motif plus pleasant improvisations of the blues and boogie-woogie, makes for an attractive album set. There's plenty of contrast and novel approach in the needling to make this package a popular one for the parlor phonos. While Flowers' stylings at the Steinway may not be as individual as an Art Tatum, his improvisations are thoroly commercial with the melodic content ever sparkling. With string bass and drum to accent the rhythmic beats, it's fanciful fingering of the ivories for the rhythm-styled classic strains of *Bach Prelude and Fugue Variations*, *Blue Danube Variations* and *Chopin E Minor Variations*. Adding color to his keyboarding are his *Canteen Honky Boogie*, *Eight-Mile Boogie* and *Original Blues*. To round out the program he selects two standards for his smart and sophisticated Steinwaying in Gershwin's *But Not for Me* and *Ain't Misbehavin'*.

**WOODY GUTHRIE (Asch)**

Singing from the heart, rather than the throat, Woody Guthrie, to the accompaniment of his Western-styled guitar strumming, spins as a folk singer of more than casual interest. His own songs, they are not the songs of the prairie or the sage brush. They are all songs of social significance. Songs rich in democratic content that appeal to the man in the back street. Songs that reach out to warm the cockles of the long-shoresman and the gal grinding away at a sewing machine. Songs of the sweat and the brow, and sometimes stark realism in its most simple setting. Six rides to the set and each a definite contribution to the fund of recorded Americana.



*Talking Sailor* is the saga of the seaman going off to fight the Fascists. *Gypsy Davy* is a present-day pattern for a standard cowboy classic. *Ranger's Command* rings out of law by gun. *Coolee Dam* extols the benefits of that engineering project. *Jesus Christ* is social rather than spiritual. *N. Y. Town* tells the experience of one being broke on Broadway.

**Harry Hutchinson to Furnish Wired Music For Salinas Plants**

LOS ANGELES, Feb. 24. — Harry Hutchinson, Salinas music operator, has completed plans whereby he will pipe wired music into the lettuce packing plants in the Salinas Valley area. Most plants employ an average of 50 employees, with the larger companies presenting an even larger list. Packing sheds are used exclusively for the packaging and shipping of fresh vegetables for Eastern markets. It is believed that this will be the first time music has been used in this respect.

Men and women both are employed in the plants and are seasonal agricultural workers going wherever the main crop, lettuce, is harvested.

**"OPPORTUNITY KNOCKING"**

"TODAY IS THE DAY, SO DON'T DELAY"

**OWNER RETIRING**

Two hundred and forty (240) Wurlitzer and Seeburg Phonographs, all on location and set up in three separate routes. Also twenty-five (25) Mills Slots and Free Play Games that are operating in a near-by military reservation. Ten (10) pairs of good Scales. Approximately \$10,000 worth of Parts and Auxiliary Equipment. Four (4) Chevrolet Trucks, one (1) De Soto Car. Approximately 50,000 good used Records, nice Display Room with modern Fixtures. Modern Repair Shop. Complete working agreement with outside operators. No competition.

This is one of the finest, cleanest and most profitable operations in the United States.

Located where the temperature averages 70 degrees year-round. It will pay you to investigate. Owner is absolutely retiring.

**Price—\$150,000**

Address

**MUSIC MERCHANT**

Box D-370, c/o The Billboard,

Cincinnati 1, O.

NO CHISELING NO DISCOUNT

**EXCLUSIVE Records**

**"PLEASE BELIEVE ME"**

Frank Haywood

**"SO GLAD"**

Frank Haywood  
No. 203

\* \* \* \* \*

**"I WONDER"**

Red Callender Trio

Vocals by

**DAN GRISSOM**

**"SKYLINE"**

Red Callender Trio  
No. 202

\* \* \* \* \*

**"HOW COME"**

Red Callender Trio

Vocals by Leon Rene

**"EVERYTHING ABOUT YOU APPEALS TO ME"**

Red Callender Trio

Vocals by Leon Rene

No. 201

**EXCELSIOR Records**

**"I'M LOST"**

KING COLE TRIO

**"PITCHIN' UP A BOOGIE"**

KING COLE TRIO

No. 105

\* \* \* \* \*

**2 NEW Tunes**

Soon To Be Released

**"BRING ENOUGH CLOTHES FOR THREE DAYS"**

Featuring

Timmie Rogers

Excelsior Hep Cats

**"AT LEAST YOU COULD SAVE ME A DREAM"**

Eddie Beal Trio

Three Shades of Rhythm

No. 107

**PREVIEW Records**

**"SOMEONE OVER HERE LOVES SOMEONE OVER THERE"**

(\* Joe Greene)  
The Four Tones

**"HEY, WHAT YOU SAY?"**

The Four Tones  
No. 666

\* Joe Greene is the writer of "And Her Tears Flowed Like Wine."

**"THAT'S A GOOD LITTLE OLD DEAL"**

Hollywood's Four Blazes

**"LOVE WILL BLOOM IN PARIS THIS SPRING"**

Hollywood's Four Blazes

No. 108

**JACK GUTSHALL** NATIONAL DISTRIBUTOR  
1870 W. WASHINGTON BLVD., LOS ANGELES 7, CALIF.

Retail Price—\$1 each plus tax.  
Wholesale Price—65c, including tax.

Minimum Order—25 Records

50% Deposit. All Shipments F. O. B. Los Angeles.  
Reference: Bank of America, Shatto and Wilshire Blvd., Los Angeles, Calif.

# VICTOR — A "RECORD" OF ACCOMPLISHMENT

Here are a few of the top money-makers you've been getting from Victor— more are coming!



**ELTON BRITT**

I'm A Convict  
With Old Glory  
In My Heart  
The Best Part  
of Travel  
33-0517



**SPIKE JONES**

Cocktails For Two  
Leave The Dishes  
In The Sink, Ma  
20-1628



**TONY PASTOR**

One Meatball  
Robin Hood  
20-1607

**PERRY COMO**

More and More  
I Wish We Didn't Have  
To Say Goodnight  
20-1630

I Dream of You  
I'm Confessin'  
(That I Love You)  
20-1629



**SAMMY KAYE**

Always  
Don't Fence Me In  
20-1610  
•  
Saturday Night  
I Don't Want To Love You  
20-1635



**CARSON ROBISON**

1945 Mother Goose  
Rhymes  
That Dame I Left  
Behind Me  
33-0518



**TOMMY DORSEY**

I Dream of You  
Opus #1  
20-1608  
•  
More and More  
You're Drivin' Me Crazy  
20-1614



**FOUR KING SISTERS**

Ac-Cent-Tchu-Ate  
The Positive  
Kind Treatment  
20-1631  
•  
Candy  
Saturday Night  
20-1633



**ARTIE SHAW**

Ac-Cent-Tchu-Ate  
the Positive  
Jumpin' On the  
Merry-Go-Round  
20-1612

I'll Never Be the Same  
'S Wonderful  
20-1638



**DUKE ELLINGTON**

Don't You Know I Care  
I'm Beginning To See  
The Light  
20-1618

I Didn't Know About You  
I Ain't Got Nothin'  
But The Blues  
20-1623



**HAL McINTYRE**

Saturday Night  
My Funny Valentine  
30-0837



**DINAH SHORE**

Sleigh Ride in July  
Like Someone In Love  
20-1617

Candy  
He's Home for a Little While  
20-1632



**SHEP FIELDS**

Sweet Dreams, Sweetheart  
Twilight Time  
30-0833



**FREDDY MARTIN**

Magic Is the Moonlight  
Strange Music  
20-1615

Evelina  
When The Boys Come Home  
20-1621



**CHARLIE SPIVAK**

Let Me Love You Tonight  
Too-Ra-Loo-Ra-Loo-Ral,  
That's An Irish Lullabye  
20-1603

Ev'ry Time We Say Goodbye  
Only Another Boy and Girl  
20-1636



**ERSKINE HAWKINS**

Remember  
Tippin' In  
20-1639



**VAUGHN MONROE**

The Trolley Song  
The Very Thought of You  
20-1605

Rum and Coca-Cola  
There! I've Said It Again  
20-1637



**MARTHA STEWART**

My Heart Sings  
There Goes That Song Again  
30-0832



**LENA HORNE**  
I Didn't Know About You  
One For My Baby  
20-1616



**THE PHIL MOORE FOUR**

Yip Yip De Hootie,  
My Baby Said Yes  
And Her Tears  
Flowed Like Wine  
20-1624

# VICTOR RECORDS



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



**10 SENSATIONAL RECORDINGS OF  
2 SMASH TUNES**

*If You  
Are But A Dream*

FRANK SINATRA on COLUMBIA  
CHARLIE SPIVAK on VICTOR

**SATURDAY NIGHT**  
(Is The Loneliest Night In The Week)

FRANK SINATRA on COLUMBIA  
FRANKIE CARLE on COLUMBIA  
WOODY HERMAN on DECCA  
SAMMY KAYE on VICTOR  
HAL McINTYRE on BLUEBIRD  
KING SISTERS on BLUEBIRD  
MARTHA TILTON on CAPITOL  
CARL RAVAZZA on FEATURE

**BARTON MUSIC CORP.** CHARLIE ROSS, Gen. Prof. Mgr.  
1619 BROADWAY, NEW YORK  
NEW YORK • CHICAGO • HOLLYWOOD



**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, WJZ, WJZ, WJZ and WOR) for the week beginning Saturday, February 17, and ending Friday, February 23. 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
12	A Little on the Lonely Side.....	Advanced
8	Ac-Cent-Tchu-Ate the Positive (F).....	Morris
17	Confessin' .....	Bourne
10	Don't Ever Change.....	Morris
18	Don't Fence Me In (F).....	Harms, Inc.
9	Evelina (M) .....	Crawford
7	Ev'ry Time We Say Goodbye.....	Chappell
9	I Didn't Know About You.....	Robbins
38	I Dream of You.....	Embassy
4	I Should Care (F).....	Dorsey
2	I Walked In (F) .....	Miller
1	I'll Always Be With You.....	Broadway
5	I'm Beginning to See the Light.....	Grand
4	Just a Prayer Away.....	Shapiro-Bernstein
21	Magic Is the Moonlight (F).....	Melody Lane
11	More and More (F).....	T. B. Harms
7	My Dreams Are Getting Better All the Time.....	Santly-Joy
11	(All of a Sudden) My Heart Sings (F).....	Leeds
8	Saturday Night (Is the Loneliest Night in the Week).....	Barton
7	Sleigh Ride in July (F).....	Burke-Van Heusen
1	Someday, Somewhere.....	Chelsea
16	Sweet Dreams, Sweetheart (F).....	Remick
17	There Goes That Song Again (F).....	Shapiro-Bernstein
10	This Heart of Mine (F).....	Triangle
5	Too-Ra-Loo-Ra-Loo-Ral (That's an Irish Lullaby) (F).....	Witmark
19	Twilight Time .....	Campbell-Forgie
15	Waiting .....	BMI
2	You Belong to My Heart (F).....	Southern

**Lucky Strike HIT PARADE**

CBS, Saturday, February 24, 9-9:45 p.m. EWT.

Weeks to date	POSITION Last Week	POSITION This Week	TITLE	PUBLISHER
6	2	1	Ac-Cent-Tchu-Ate the Positive (F).....	Morris
12	6	2	I Dream of You.....	Embassy
13	1	3	Don't Fence Me In (F).....	Harms, Inc.
2	5	4	Saturday Night (Is the Loneliest Night in the Week).....	Barton
3	8	5	A Little on the Lonely Side .....	Advanced
4	9	6	Sweet Dreams, Sweetheart (F).....	Remick
2	7	7	Rum and Coca-Cola.....	Feist
12	4	8	There Goes That Song Again (F).....	Shapiro-Bernstein
2	—	9	Sleigh Ride in July (F).....	Burke-Van Heusen

And the Following Extras: The Ranger Song, Alexander's Ragtime Band; Oh, What a Beautiful Morning, and Who?

**MOST PLAYED JUKE BOX RACE RECORDS**

This compilation is based on reports received from leading juke box operators thruout the nation and indicate the most popular race records on automatic phonographs.

Weeks to date	POSITION Last Week	POSITION This Week	TITLE	PUBLISHER
3	2	1	I WONDER.....	Roosevelt Sykes...Bluebird 34-0721
3	4	2	YOU CAN'T GET THAT NO MORE.....	Louis Jordan.....Decca 8668
4	3	3	MOP! MOP!.....	Louis Jordan.....Decca 8668
20	1	4	I WONDER.....	Pvt. Cecil Gant...Giltedge 500 CG1
1	—	4	I AIN'T GOT NUTHIN' BUT THE BLUES.....	Duke Ellington...Victor 20-1623
19	5	5	INTO EACH LIFE SOME RAIN MUST FALL.....	Ink Spots-Ella Fitzgerald....Decca 23356
22	—	5	GEE, BABY, AIN'T I GOOD TO YOU?.....	King Cole Trio.....Capitol 169

It's another **CHAPPELL** month  
WITH AN EVEN DOZEN RECORDINGS OF THESE  
**THREE TOP TUNES**

**EV'RY TIME WE SAY GOODBYE**  
by **COLE PORTER**

From the Billy Rose production, "Seven Lively Arts"

RCA VICTOR 20-1636  
**CHARLIE SPIVAK**  
DECCA 23378  
**HILDEGARDE**  
CAPITOL 187  
**STAN KENTON**

COLUMBIA 36767  
**BENNY GOODMAN**  
DECCA  
**FRED WARING**  
HIT RECORDS 7121  
**GEORGE PAXTON**

**STRANGE MUSIC**

By **CHET FORREST** and  
**HAROLD WRIGHT**  
From the Edwin Lester Production,  
"Song of Norway"

DECCA 18649  
**BING CROSBY**  
DECCA 23377  
**FRED WARING**

RCA VICTOR 20-1615  
**FREDDIE MARTIN**

**GUESS I'LL HANG MY  
TEARS OUT TO DRY**

By **SAMMY CAHN** and **JULE STYNE**

RCA VICTOR 20-1634  
**DINAH SHORE**

COLUMBIA 36778  
**HARRY JAMES**

DECCA 18646  
**HELEN FORREST**

**CHAPPELL & CO., INC.** RKO BUILDING  
NEW YORK CITY

**ASCAP Ogles  
Longhair Field**

(Continued from page 13)

concerts today run up into the five-figure class for the year—a couple of years ago estimated number of individual concerts for the entire year was reportedly around 75,000 per annum—ASCAP looks like it's really stepping into a pot of gold.

New York Town Hall, which participates in some of the concerts given at the place, will have to provide the ASCAP license on those particular dates. Rest of the recitals at the place, and also at Carnegie—just to cite examples around New York—will have to have licenses paid for by the promoter of the concert.

ASCAP is just setting the concert-recital licensing field up in New York under Fred Erdman, who is also handling

the licensing of symphony orks. So far, society has licensed Boston, New York, Philadelphia, Chicago, Cincinnati, Pittsburgh and Indianapolis orks, with fees retroactive to September 15, 1944. Remaining 10 large symphs are now in process of signing with the society, altho a couple of majors are unlikely to sign this year, since budgets were made up before ASCAP signed orks in the early part of this year.

**Pop Concerts a Factor**

Fact that ASCAP licenses the concert-recital field becomes more pertinent today than ever, in light of so many top name bands giving concerts thruout the country. Duke Ellington has given three at Carnegie Hall; Lionel Hampton is skedded for one there next month. And it's a well-known fact that such bands as Gene Krupa, Tommy Dorsey, Benny Goodman, to cite a few, are all definitely skedded for concerts this coming spring. Whether ASCAP will license spots where there's a combination dance-concert, as Dorsey

# Music Popularity Chart Week Ending Feb. 22, 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 sources Part II.) Songs are listed according to their popularity nationally. (M) Song in legit musical. (F) Song in film musical.

POSITION			NATIONAL
Weeks to date	Last Week	This Week	
4	4	1	MY DREAMS ARE GETTING BETTER ALL THE TIME ..... Santly-Joy
13	1	2	DON'T FENCE ME IN (F) ..... Harms, Inc.
7	2	3	AC-CENT-TCHU-ATE THE POSITIVE (F) ..... Morris
5	3	4	RUM AND COCA-COLA ..... Feist
5	7	5	A LITTLE ON THE LONELY SIDE ..... Advanced
7	6	6	SWEET DREAMS, SWEETHEART (F) ..... Remick
16	5	7	I DREAM OF YOU ..... Embassy
2	10	8	SATURDAY NIGHT (IS THE LONELIEST NIGHT OF THE WEEK) ..... Barton
11	8	9	THERE GOES THAT SONG AGAIN (F) ..... Shapiro-Bernstein
6	9	10	CONFESSIN' ..... Bourne

## 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.

POSITION			NATIONAL	East	Mid-west	South	West Coast
Weeks to date	Last Week	This Week					
7	1	1	RUM AND COCA-COLA ..... Andrews Sisters—Decca 18636 <i>One Meat Ball</i>	1	1	1	1
15	2	2	DON'T FENCE ME IN (F) .... Bing Crosby-Andrews Sisters <i>The Three Caballeros (F)</i>	2	2	3	3
7	3	3	AC-CENT-TCHU-ATE THE POSITIVE (F) ..... Johnny Mercer—Capitol 180 <i>There's a Fellow Waiting in Poughkeepsie</i>	3	3	2	4
5	4	4	AC-CENT-TCHU-ATE THE POSITIVE (F) ..... Bing Crosby-Andrews Sisters <i>There's a Fellow Waiting in Poughkeepsie</i>	4	4	4	2
6	5	5	COCKTAILS FOR TWO ..... Spike Jones—Victor 20-1628 <i>Leave the Dishes in the Sink, Ma</i>	6	6	6	6
4	8	6	A LITTLE ON THE LONELY SIDE ..... Frankie Carle—Columbia 36760 <i>I Had a Little Talk With the Lord</i>	7	5	7	—
1	—	7	RUM AND COCA-COLA ..... Abe Lyman—Columbia 36775 <i>Since You Went Away</i>	5	—	7	8
1	—	8	RUM AND COCA-COLA ..... Vaughn Monroe—Victor 20-1637 <i>There! I've Said It Again</i>	—	8	7	6
1	—	9	CANDY ..... Johnny Mercer-Jo Stafford—Capitol 183 <i>Gonna See My Baby</i>	8	—	5	—
8	9	10	AC-CENT-TCHU-ATE THE POSITIVE (F) ..... Artie Shaw—Victor 20-1612 <i>Jumpin' on the Merry-Go-Round</i>	—	—	10	5
4	6	10	SATURDAY NIGHT (Is the Loneliest Night in the Week)... Frank Sinatra—Columbia 36762 <i>I Dream of You</i>	—	7	8	—

gave year ago, is a question.

In case of longhair artists, such as Heifetz, Horowitz, Pons, Thomas and others, their repertoire consists of one or two groups of light works, usually by either ASCAP writers or of foreign country composers. In latter case, it's found, that often the countries have reciprocal performance arrangements with the society. Jose Iturbi, who's now concertizing, is well known for his boogie-woogie by this time, and it's pubbed by ASCAP pop houses.

### No General Cut

Take from the concert-recital-symph field will go into a special fund that will be divided between the pubs and writers of the music. It won't go into the regular ASCAP melting pot. At the board of directors meeting last week, subject of non-ASCAP writers of serious music who publish with ASCAP firms, was brought up. This all ties in with the org moving into concert licensing field, but good.

## EATERIES PAY MORE

(Continued from page 13)

restaurant would be guilty of an infringement suit, even if they really would be innocent users of music supplied by a wired music service.

In case of ARA's coming dispute with ASCAP over what they term arbitrary raising of restaurant rates, coming meeting with ASCAP reps will probably see the situation settled. Same dissatisfaction recently arose when AHA kicked about raising of rates of hotels thruout the country by ASCAP. At the present time, dickering is going on between ASCAP and AHA with settlement due any day now. However, settlement will mean no doubt that AHA will pay on a pro-rata basis, depending on how much money they spend for musical talent per annum. ASCAP's own idea, via their recent rate schedule, apportioned hotel payments depending on their various types of operations in the spots. This will not go thru says AHA.

IT'S **Stuff**  
LIKE THIS HERE  
THAT BRINGS IN  
THE NICKELS

Betty  
HUTTON

... Sensational star of  
Paramount Pictures and  
CAPITOL RECORDS —

She brought you a fortune with  
'HIS ROCKING HORSE RAN AWAY'

Now offers you another with—

'STUFF LIKE THAT THERE'

and

'BLUE SKIES'

BETTY HUTTON with Paul Weston  
and his orchestra

No. 188

CAPITOL knows how to pick the big-time talent and hit tunes that make money for you. And Capitol brings them out FIRST. Someday we'll be able to make all you want of these finer, better wearing records.



SUNSET AND VINE • HOLLYWOOD 28

# Harry James

and His Orchestra

YOUR No. 1 COIN MACHINE ATTRACTION

## LATEST COLUMBIA RELEASES

I'M CONFESSIN'  
WHEN YOUR LOVER HAS GONE No. 36773

I'M BEGINNING TO SEE THE LIGHT  
THE LOVE I LONG FOR No. 36758

To Be Released Soon

GUESS I'LL HANG MY TEARS OUT TO DRY  
I DON'T CARE WHO KNOWS IT No. 36778

Personal Management: FRANK MONTE  
Exclusive Management: MUSIC CORP. OF AMERICA

## WOR FEATURE RECORDS

Feature

**CARL RAVAZZA  
AND HIS ORCHESTRA**

FEATURE 1009

**HOW DEEP IS THE OCEAN?  
BLUE SKIES**

FEATURE 1010

**WAITING  
THIS HEART OF MINE**

Dealers' Price 33½c Incl. Tax  
List Price 53c Incl. Tax  
Write for Complete Catalogue

## MODERN MUSIC SALES CO.

EXCLUSIVE DISTRIBUTORS TO AUTOMATIC MACHINE OPERATORS  
10TH AVE. AT 45TH ST., NEW YORK 10, CIR. 6-4100

FLASH! Extra Special Quantity Discount on  
AEROPOINT NEEDLES #111 and #88.



## PART 2—The Billboard

### RECORDS MOST PLAYED ON THE AIR

This compilation is based on reports received from leading disk jockeys throughout 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	
6	1	1.	DON'T FENCE ME IN (F) Bing Crosby-Andrews Sisters... Decca 23364
6	2	2.	AC-CENT-TCHU-ATE THE POSITIVE (F) Johnny Mercer... Capitol 180
6	3	3.	RUM AND COCA-COLA... Andrews Sisters... Decca 18636
6	5	4.	I'M BEGINNING TO SEE THE LIGHT... Harry James... Columbia 36758
4	9	5.	A LITTLE ON THE LONELY SIDE... Frankie Carle... Columbia 36760
4	6	6.	AC-CENT-TCHU-ATE THE POSITIVE (F) Bing Crosby-Andrews Sisters... Decca 23379
5	4	7.	SATURDAY NIGHT (Is The Loneliest Night in Week) Frank Sinatra... Columbia 36762
5	9	8.	COCKTAILS FOR TWO... Spike Jones... Victor 20-1628
1	—	9.	CANDY... Johnny Mercer-Jo Stafford... Capitol 183
4	—	10.	I'M MAKING BELIEVE (F) Ink Spots-Ella Fitzgerald... Decca 23356
3	—	11.	I DREAM OF YOU... Frank Sinatra... Columbia 36762
4	10	12.	I'M BEGINNING TO SEE THE LIGHT... Duke Ellington... Victor 20-1618
1	—	12.	CONFESSIN'... Perry Como... Victor 20-1629
1	—	12.	OPUS NO. 1... Tommy Dorsey... Victor 20-1608

#### COMING UP

THE THREE CABALLEROS (F) Bing Crosby-Andrews Sisters... Decca 23364
SENTIMENTAL JOURNEY... Les Brown... Columbia 36769
MORE AND MORE (F) Tommy Dorsey... Victor 20-1614
LET'S TAKE THE LONG WAY HOME... Jo Stafford... Capitol 181

### 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 throughout 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	
7	1	1.	I'M LOSING MY MIND OVER YOU... Al Dexter... Okeh 6727
3	2	2.	THERE'S A NEW MOON OVER MY SHOULDER... Jimmie Davis... Decca 6108
4	5	2.	GONNA BUILD A BIG FENCE AROUND TEXAS... Gene Autry... Okeh 6728
6	4	3.	I'LL WAIT FOR YOU, DEAR... Al Dexter... Okeh 6727
2	—	4.	DON'T FENCE ME IN (F) Gene Autry... Okeh 6728
1	—	4.	SHAME ON YOU... Spade Cooley... Okeh 6731
16	3	5.	THERE'S A NEW MOON OVER MY SHOULDER... Tex Ritter... Capitol 174
12	4	5.	JEALOUS HEART... Tex Ritter... Capitol 179
16	4	6.	I'M WASTIN' MY TEARS ON YOU... Tex Ritter... Capitol 174
1	—	6.	YOU'RE BREAKING MY HEART... Ted Daffan... Okeh 6729

BEST SELLING SHEET MUSIC SOURCES: Chicago: Lyon & Healy, Inc.; Gamble-Hinged Music Co.; Carl Fischer, Inc. Los Angeles: Morse M. Prentiss, 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.

## Audiences Pick Chi Air Tunes

(Continued from page 13)

music, new and old pop tunes, marches and hymns; and requests get special consideration in selection of tunes. About 50 per cent of the music, Green said, is from the current hit list, 30 per cent is old favorite sentimental music, and the rest is made up of hymns, marches and patriotic numbers. The mail requests, averaging 10,000 letters a month, go along at that same percentage.

#### Some Requests Phonics

According to Green, Harry Gilman, radio director of Erwin-Wasey Advertising Agency, and other producers, some publishers have been known to send in

phony requests to get their tunes plugged. The only way to weed out these phonics, they say, is to spot them by instinct developed after years of experience.

The Breakfast Club has an alert eye for patriotic and sentimental ballads that have not been used before. Lou Green said, because the home-maker type of audience will love it, even if it isn't on The Hit Parade, and they will identify it as a Breakfast Club song. The present sentimental favorite, unknown outside of club listeners, is Say A Prayer For Jim, for which thousands of requests are received each month.

#### "Tin Pan Alley" Tunes

Featuring a name composer each week, Tin Pan Alley of the Air (Blue) merely selects the biggest hit numbers of the writer being featured. This cuts down the selection problem, according to Producer Harry Bubek, to get a balance of hot and sweet tunes that will please all

# Music Popularity Chart Week Ending Feb. 22, 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	POSITION Last Week	POSITION This Week	Record Title	Label
8	1	1	RUM AND COCA-COLA—Andrews Sisters (Vic Schoen Ork) (Louis Prima, 7125; Vaughn Monroe, Victor 20-1637; Abe Lyman, Columbia 36775; Al Trace, National 7007)	Decca 18636
15	2	2	DON'T FENCE ME IN (F)—Bing Crosby-Andrews Sisters (Vic Schoen Ork) (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)	Decca 23364
9	3	3	AC-CENT-TCHU-ATE THE POSITIVE (F)—Johnny Mercer (The Pied Pipers-Paul Weston Ork) (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; Mark Warnow, Sonora 1089)	Capitol 180
4	4	4	AC-CENT-TCHU-ATE THE POSITIVE (F)—Bing Crosby-Andrews Sisters (Vic Schoen Ork) (See No. 3)	Decca 23379
5	5	5	A LITTLE ON THE LONELY SIDE—Frankie Carle (Paul Allen) (Louis Prima, Hit 7118; Guy Lombardo, Decca 18642; Joan Brooks, Musicraft 15022)	Columbia 36760
5	7	6	I'M BEGINNING TO SEE THE LIGHT—Harry James (Kitty Kallen) (Duke Ellington, Victor 20-1618)	Columbia 36758
4	8	7	SATURDAY NIGHT (IS THE LONELIEST NIGHT IN THE WEEK)—Frank Sinatra (Four King Sisters, Victor 20-1633; Frankie Carle, Columbia 36777; Hal McIntyre, Bluebird 30-0837; Woody Herman, Decca 18641; Sammy Kaye (Victor 20-1635)	Columbia 36762
1	—	8	THE THREE CABALLEROS (F)—Bing Crosby-Andrews Sisters (Vic Schoen Ork) (Charles Wolcott, Decca 23341)	Decca 23364
2	—	9	DON'T FENCE ME IN (F)—Kate Smith (See No. 2)	Columbia 36759
4	14	10	AC-CENT-TCHU-ATE THE POSITIVE (F)—Artie Shaw (Imogene Lynn) (See No. 3)	Victor 20-1612
12	6	11	THERE GOES THAT SONG AGAIN (F)—Russ Morgan (Sammy Kaye, Victor 20-1606; Billy Butterfield, Capitol 182; Kay Kyser, Columbia 36757; Kate Smith, Columbia 36759; Martha Stewart, Bluebird 30-0832)	Decca 18625
3	12	11	DON'T FENCE ME IN (F)—Sammy Kaye (Billy Williams) (See No. 2)	Victor 20-1610
2	10	11	A LITTLE ON THE LONELY SIDE—Guy Lombardo (Jimmy Brown) (See No. 5)	Decca 18642
4	9	12	COCKTAILS FOR TWO—Spike Jones (Carl Grayson)	Victor 20-1628
9	11	12	I DREAM OF YOU—Tommy Dorsey (Freddie Stewart) (Andy Russell, Capitol 175; Art Kassel, Hit 7110; Frank Sinatra, Columbia 36762; Jimmy Dorsey, Decca 18637; Perry Como, Victor 20-1629)	Victor 20-1608
1	—	12	EVELINA (M)—Bing Crosby (Camarata Ork) (Frankie Carle, Columbia 36764; Dean Hudson-Phil Brito, Musicraft 15021; Vincent Lopez, Feature 1008; Freddy Martin, Victor 20-1621; Jack Smith, Hit 7116)	Decca 18635

### Coming Up

- I'M BEGINNING TO SEE THE LIGHT—Duke Ellington (Joya Sherrill) Victor 20-1618
- LEAVE THE DISHES IN THE SINK, MA—Spike Jones (Del Porter) Victor 20-1628
- LIKE SOMEONE IN LOVE (F)—Bing Crosby (John Scott Trotter Ork) Decca 18640
- I WANNA GET MARRIED (M)—Gertrude Niesen (Harry Sosnik Ork) Decca 23382
- SLEIGH RIDE IN JULY (F)—Dinah Shore (Albert Sack Ork) Victor 20-1617
- SLEIGH RIDE IN JULY (F)—Les Brown (Gordon Drake) Columbia 36763

ages. *Tin Pan Alley* features a tune played for the first time on each show if the guest composer has a new tune, but in the short time the show has been running (since January 20) no hits have been found. However, *You Can Forget*, Vernon Duke's newie, is expected to hit the upper brackets in a short time.

Carnation Milk's *Contented Program*, (NBC), using an average of seven numbers a week, selects the music to fit the time of year or a national holiday. Four of the seven tunes are light classical or musical comedy, and three are from the current hit lists. These tunes are picked by a board of five men: Harry Gilman, representing the agency; Stanley Roberts, Carnation advertising manager; Percy Faith, program music director; Rheinholdt Schmidt, vocal director; Don Marcotte, head of NBC music library.

Such a large group selecting music can and does run into some hot discussions about whether or not a number

should or should not be used, according to Gilman. But, he added, they get the best results in that manner. Gilman also said that the numbers preferred by the audience are the ones always used.

#### "Contented" Seeks New Tunes

About one first-time-played tune is used on *Contented* every three months, and Gilman stated that they would definitely like to use more if they could cop the big-name stuff first. The most recent first airing was a medley of *Three Caballeros* music January 8, three weeks before release of the pic.

*Petrillo, Jeanette, MacCormack* show over CBS uses mostly romantic and sentimental songs, fitting the poetry of MacCormack. Gil Faust, producer, said they, along with the other shows, are interested in using more new tunes that will catch audience ears. But they all want music of established composers and follow-up promotion from the publishers.

# NEW DECCA HITS!

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and his Royal Canadians

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Featured in M-G-M Picture "Anchors Aweigh"  
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Singing with Instrumental Accompaniment

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**PART 3—The Billboard**

**RECORD POSSIBILITIES**

**MORE AND MORE** . . . . . Bing Crosby . . . Decca 18649A  
 Altho this tune hasn't shown up as yet on disk best sellers, Crosby's version is ripe enough to push it thru. It's a beaut, and while it may not be the most commercial theme in the world, it's still plenty good enough as a R. P. Reverse is "Strange Music," a nice job.

**MY DREAMS ARE GETTING BETTER ALL THE TIME** . . . . . Louis Prima . . . Hit 7128  
 Here's first band disk released on tune that's springing up but big. Fact that platter is first will help shoot it up in jukes and over counters. Prima does usual selling job on disk. Other side is "The Blizzard," hot instrumental.

**POPULAR RECORD RELEASES**

(From March 1 thru March 15)

- ALL OF MY LIFE . . . . . Herman Chittison Trio . . . Musicraft 320
- ALL OF MY LIFE . . . . . Sammy Kaye (Billy Williams) . . . Victor 20-1642
- ALWAYS . . . . . George Hartman Ork . . . Keynote 613
- ANY MOMENT NOW . . . . . Thomas L. Thomas (Maximilian Piller Ork) . . . Victor Red Seal 10-1136
- BAD LOVE . . . . . Gabriel Brown . . . . . Joe Davis 5006
- BETTER STOP PLAYIN' AROUND . . . . . Bon Bon-Red Caps Trio . . . Joe Davis 7192
- BLUE SKIES . . . . . Betty Hutton (Paul Weston Ork) . . . Capitol 188
- BUGLE CALL RAG . . . . . Teddy Wilson Quintet . . . Musicraft 318
- CARNEGIE BLUES . . . . . Duke Ellington . . . . . Victor 20-1644
- CRY AND YOU CRY ALONE . . . . . Gene Krupa (The G-Noters) . . . Columbia 36784
- DARKTOWN STRUTTERS BALL . . . . . George Hartman Ork . . . Keynote 613
- DENNIS DAY ALBUM . . . . . Capitol CDS
  - All the Things You Are . . . . . Dennis Day
  - Danny Boy . . . . . Dennis Day
  - Falling In Love With Love . . . . . Dennis Day
  - I've Got You Under My Skin . . . . . Dennis Day
  - My Heart Stood Still . . . . . Dennis Day
  - Smoke Gets In Your Eyes . . . . . Dennis Day
  - When Day Is Done . . . . . Dennis Day
  - With a Song In My Heart . . . . . Dennis Day
- DON'T LOVE ME . . . . . Andy Russell . . . . . Capitol 189
- DOWN IN THE BOTTOM . . . . . Gabriel Brown . . . . . Joe Davis 5006
- DREAM . . . . . Freddie Martin (Artie Wayne) . . . Victor 20-1645
- EVERYTIME . . . . . Freddie Martin (Glenn Hughes) . . . Victor 20-1645
- HENCE, IT DON'T MAKE SENSE . . . . . Tony Pastor (Tony Pastor) . . . Victor 20-1640
- I GOT A SONG . . . . . Tony Pastor (Tony Pastor) . . . Victor 20-1640
- I HOPE TO DIE IF I TOLD A LIE . . . . . Ink Spots . . . . . Decca 18657
- I SHOULD CARE . . . . . Herman Chittison Trio . . . Musicraft 320
- I SHOULD CARE . . . . . Jimmy Dorsey (Teddy Walters) . . . Decca 18656
- I SHOULD CARE . . . . . Gene Krupa (Lillian Lane) . . . Columbia 36784
- I WONDER . . . . . Woody Herman (Woody Herman) . . . Columbia 36785
- I'M GONNA SEE MY BABY . . . . . Hal McIntyre (Johnny Turnbull) . . . Victor 20-1643
- IRISH MELODIES ALBUM . . . . . Continental 24
  - Believe Me, If All Those Endearing Young Charms—Wearing of the Green . . . Continental's Symphonette Ork—Continental C-5029
  - Come Back to Erin—Fisher's Hornpipe . . . Continental's Symphonette Ork—Continental C-5028
  - I'll Take You Home Again Kathleen—Irish Washer Women . . . Continental's Symphonette Ork—Continental C-5029
  - Killarney—The Teetotaler's Reel . . . Continental's Symphonette Ork—Continental C-5030
  - My Wild Irish Rose—An Irishman's Heart to the Ladies . . . Continental's Symphonette Ork—Continental C-5028
  - The Last Rose of Summer—St. Patrick's Day in the Morning . . . Continental's Symphonette Ork—Continental C-5030
- JAMMING WITH JERRY . . . . . Jerry Jerome and His Cats and Jammers . . . . . Asch 505
- JUST A PRAYER AWAY . . . . . Sammy Kaye (Billy Williams and Kaye Choir) . . . Victor 20-1642
- LAURA . . . . . Woody Herman (Woody Herman) . . . Columbia 36785
- MAYBE IT'S ALL FOR THE BEST . . . . . Ink Spots . . . . . Decca 18657
- MEMORIES OF YOU . . . . . Teddy Wilson Quintet . . . Musicraft 318
- MORE AND MORE . . . . . Thomas L. Thomas (Maximilian Piller Ork) . . . Victor Red Seal 10-1136

(See Pop Record Releases on page 112)

**E. T. Coin Flows To Small Combos**

(Continued from page 14)

working of the small units in the thesaurus are the Rhythmakers, the Golden Gate Quartet, the Ranch Boys and Denver Darling. Altho show tunes have featured heavily in thesaurus releases in the past even more will be cut during 1945, with the score of *Bloomer Girl*, *Carmen Jones* and excerpts from the oldie, *Bittersweet*, already out. With only about a third of the 80 tunes devoted to pops and light classics, the show tunes, novelties and the efforts of NBC's small combos in general receive a good play.

**World Uses Names Largely**

Leaning heavily on large outfits with most of its 50 monthly tunes being cut by name bands is Decca-owned World

Broadcasting. Altho World bigwigs were reluctant to give out exact percentage and other figures on their usage of small units they did say that more were being added to their books all the time. With several of Decca's ace artists deserting to more lucrative platter pastures it will no doubt be necessary for World to take up the slack by signing the smaller crews too. Judging from the small-like Decca release schedule, many of the major orks still under contract to them are being pacified by added e. t. sessions at World, apparently not enough tho to fill the bill.

Due to the many name bands who are now heard regularly on commercial shows and by remote wires from hotels and niteries, most transcription company officials feel that the increase in using smaller combinations even tho they may not be as well known as bigger names will provide a pleasant change for the listening public and a neat piece of change for them and the artists to boot.



# Music Popularity Chart

Week Ending  
Feb. 22, 1945

## POPULAR RECORD REVIEWS

By M. H. Orodenker

### FRANKIE CARLE (Columbia)

*Carle Boogie*—FT; *Saturday Night*—FT; VC.

You'd never suspect that Frankie Carle has been hanging around the honky-tonks. Yet the keyboard virtuoso is able to whip the ivories for a barrelhouse brand of eight-to-the-bar which he identifies as "Carle Boogie." It's a thoroly commercial brand of eight-antics, with his nimble fingers stroking the Steinway with greatest effectiveness. It's Frankie's furious fingering all the way, with just enough of the band riffing in the background to build the platter to an exciting pitch. "Saturday Night" is dished up in a bright and breezy fashion, rich in danceability, and carrying enough of Carle's piano sparkle to identify the diskings. Vocally, Phyllis Lynne is easy on the ears, as is the Carle band.

"Carle Boogie" is a natch for nickeldom in the music boxes.

### DICK HAYMES (Decca)

*I Don't Want To Love You*—FT; V. *Let the Rest of the World Go By*—W; V.

Painting a beautiful vocal picture, Dick Haymes scores romantically for both of these sides. Principally for Ernst R. Ball's classic, "Let the Rest of the World Go By," the all-time standard which Haymes brings back in his "Irish Eyes Are Smiling" movie. In the slow waltz tempo, in free style, it's real lyrical lustre with attractive support by a mixed chorus blending with the ork directed by Victor Young. Equally effective is Haymes's soulful singing, in the strict slow ballad tempo, for the currently popular "I Don't Want to Love You," with only the orchestra for the backing.

Both sides should show up strong in the music boxes, particularly "Let the Rest of the World Go By," which enjoys universal song appeal plus a picture association.

### HORACE HEIDT (Columbia)

*More and More*—FT; VC. *Lucky To Be Me*—FT; VC.

It's smooth syncos all the way for "More and More." Horace Heidt showing off plenty of musical body in his band. To make the side all the more attractive, the appealing ballad singing of Tudy Williams, who enjoys a soft setting from the band and glee club voices. Tempo is stepped up for "Lucky To Be Me," romantic show ballad from the stage success "On the Town," for which Gene Walsh warbles most convincingly.

"More and More," the increasingly popular screen song from "Can't Help Singing," is an attractive entry for the music machines.

### ERSKINE HAWKINS (Victor)

*Remember*—FT; VC. *Tippin' In*—FT.

Returning to the waxes, Erskine Hawkins spins in a neat and trim stomp groove for both of these sides. With right tight tootling on the part of the band, and the maestro blowing the ceiling notes on his hot trumpet horn, it's a bright and rhythmic setting provided for Irving Berlin's "Remember." With the singing of Asa A. Harris, backed by the swing choir, it makes for maximum appeal. Tempo is stepped up a might to make the jump incentives more inviting, and with the saxes and trumpet for the solo flashes, it's flashy tootling for Harvey Smith's instrumental, "Tippin' In."

The jump fans will find joy in their nickel-spending for a spin of "Tippin' In," with as much enthusiasm derived from "Remember."

### MARTHA TILTON (Capitol)

*I Should Care*—FT; V. *Stranger in Town*—FT; V.

It's sweet and sentimental singing on the part of Martha Tilton for both of these pretty ballads. With the fiddle gloss showered upon her pipes by the accompanying studio band, she sells it like a million for "I Should Care," lush lullaby from the movie "Stranger in Town." Song appeal is just as pronounced for Mel Torme's haunting and sentimental "Stranger in Town." Sings 'em both in a slow tempo, and plenty smooth all the way.

For immediate phone play, with the song a cinch to reach the top of the tune ladder, it's "I Should Care."

### PHIL MOORE FOUR (Victor)

*My Dreams Are Getting Better All the Time*—FT; V.

*A Little on the Lonely Side*—FT; V.

This little combo creates plenty of rhythmic response to their lito singing and playing, particularly for "My Dreams Are Getting Better All the Time," a contagious chant from the movie "In Society." Billy Daniels sings it smoothly with the Phil Moore Four cutting in rhythmically. Just as lity is "A Little on the Lonely Side," for which Moore and his Four fashion the wordage in bounce fashion. For both, there is just enough of the maestro's piano poundings plus some guitar pickings to provide adequate instrumental contrast.

The first recording of "My Dreams Are Getting Better All the Time," Phil Moore's waxing is sure to start a flood of five-centers.

### STAN KENTON (Capitol)

*Are You Livin' Old Man?*—FT; VC.

*Ev'ry Time We Say Good-Bye*—FT; VC.

Strictly on the scorchy side is the slow and low-down riff-rider, Redd Evans' "Are You Livin' Old Man," for which Anita O'Day makes the lyrics kick out against a righteous jump setting provided by the Stan Kenton clan. The syncos are subdued, and with the piano and brass choir pronounced, it's the sweeter style of music for "Ev'ry Time We Say Goodbye," with Gene Howard giving good voice to Cole Porter's romantic lyrics.

A novelty nicety, "Are You Livin' Old Man" should make for some steady spinning in the music boxes, where the jive and jump fans crowd around the machines.

## Majestic To Start With 50,000-Disks- A-Month Minimum

NEW YORK, Feb. 24.—New Majestic Record Company, according to company execs, will start with same production as Eli Oberstein's Hit Label, around 50,000 a month minimum. New disk will be called Majestic, not Majestic Hit, as first intended. Distribution will be controlled practically 100 per cent by Majestic, with company planning to ride disk selling activities thru fact that dealers also handle Majestic radios.

Majestic disks will be distributed thru factory branches in New York, Philadelphia, Chicago, Boston and Pittsburgh. Distributors are in Detroit, Los Angeles and Cleveland. These are the same outlets that Hit had before Oberstein deal with Majestic.

## PAPER LIMITED

(Continued from page 14)

and used in 1948 provided the total of such carry-over from 1944 and 1945 does not exceed 15 per cent of his consumption quota for 1946."

### Inventory Ceiling

Inventory ceiling on publishers at the present time for folios, as set in November, 1944, is 85 per cent of the publisher's total inventory on October 1, 1944, or 85 per cent of one-fourth of his consumption quota, whichever is less.

Amendment also places certain restrictions on paper suppliers, printers, distribs, etc., in their dealings with publishers who consume paper in excess of their allowable consumption under this order. These apply to persons who sell or deliver any paper which they know or have reason to believe will be accepted or used in violation of the new order. Same applies to printers, binders, purchasers or re-sellers, distributors.

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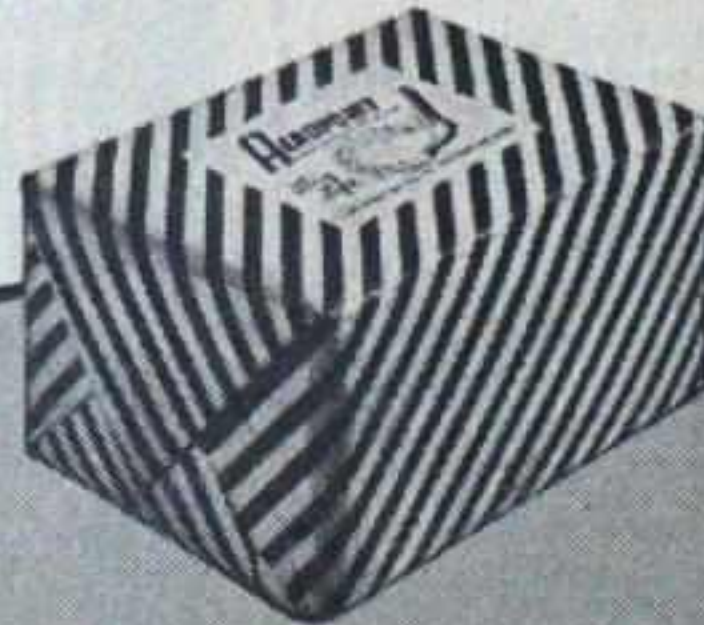
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# COIN MACHINE CONVENTION

In Print

## GAMES

**W**HAT will the post-war pinball game be like? That is a question a lot of operators and manufacturers are asking themselves, in preparation for the time when machines will be put on the market again. In surveys made by The Billboard operators have to some degree ventured their own suggestions about new ideas they would like.

Manufacturers, engineers and inventors will give increasing attention to these suggestions as the months go by. But the fact remains that less has been said about the possible trend in post-war games than any other type of coin machine up to the present time. This is not to say that manufacturers have not given study to the subject; it is simply to say that less is being said about it, considering the great importance usually attached to novelty in amusement machine ideas.

In soft-drink venders there has been much discussion as to future designs. A lot of advertising has appeared which clearly suggests ideas of what may be expected. Some definite reports have been given out as to probable new designs in gaming devices of the familiar reel variety. It seems to be pretty generally understood what trends may be expected in the candy bar and cigarette vending machine field. In fact, we have published reports on this subject.

There has been much less said about the future design of pinball. This is probably due to the fact that amusement machine ideas are much more dependent upon some current event or popular theme. A glance at the pinball games of the past will show how

often they capitalized on some popular idea. The same may be expected in the future. Operators want to have a voice in the planning of the game of the future and for that reason manufacturers will be contacting the trade when the actual steps toward manufacture get under way.

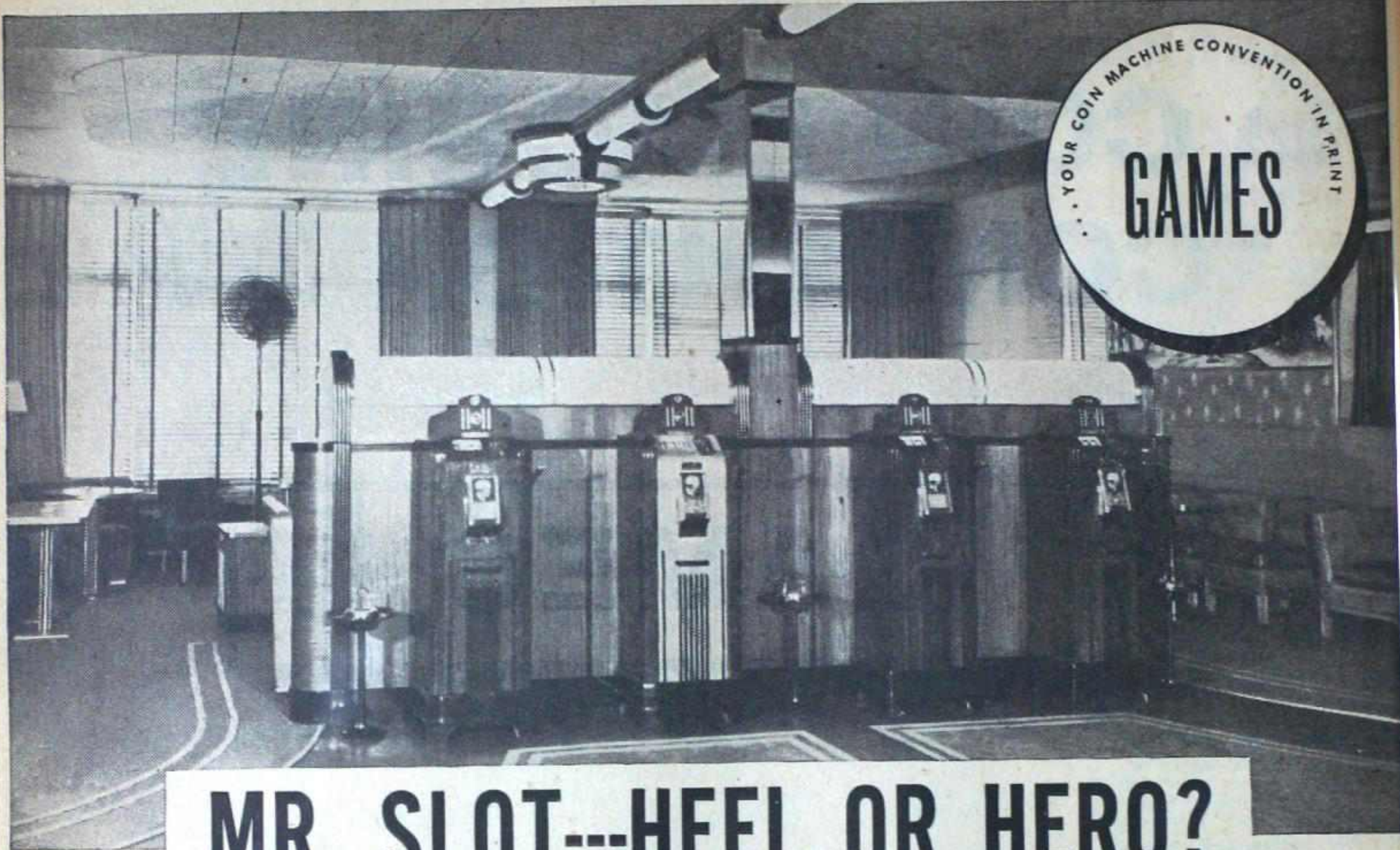
It is generally agreed that the amusement machine trade has been harder hit by war conditions than other branches of the industry. This is because games get into need of repairs much faster than other machines and also because newness and novelty have always been one of the special features of games.

Refurbishing of games during the war has been a good business, but it could not make up for the general lack of repairs for the many thousands of games all over the country. Refurbishing has helped to give some newness to many machines that otherwise might have become unusable. It is also preparing the way for new manufacturing firms and new ideas.

Most States have in recent years had a surplus in revenue or perhaps there would have been many more license systems proposed than now exist. Cities are more immediately concerned with the licensing of pinball and trends during the next few years may show more such licenses. Cities are said to foresee need of more revenue to meet employment problems soon after the war ends. The games trade will need to fit its program into city employment programs.

The games trade will also need to champion the idea of more retail stores.





# MR. SLOT---HEEL OR HERO?

**P**OPULAR opinion shapes the course of human events. It might be described either as the immovable object or the irresistible force. Numerous public opinion polls in recent years have helped to interpret the full meaning and power of popular opinion.

History might one day thumb-nail the defeat of Hitler in these brief words: "... crushed by the might of public opinion."

Hitler's doom was not written in the stars which he studied so assiduously, but in the thoughts and hearts of men. All that was necessary to cook his goose, but thoro-ly, was for enough people to think that he was wrong.

It was popular opinion that quickly lifted the tentacles of prohibition which an organized minority had imposed.

It is popular opinion which has enabled the Jackpot machine to increase steadily in popularity for more than 50 years, weathering storms of criticism by small minorities, ignoring parades of newspaper headlines and exaggerated scandals, blossoming again in the wake of ax-swinging Carrie Nations and stubbornly staying alive despite legal restrictions designed to bury them forever.

This article is not a defense of the "One-Armed Bandit!" He doesn't need anyone to defend him! Mr. O. A. B. has proved, beyond any well-founded doubts, that he can take care of himself, thank you.

### Fundamentally the Same

Except for refinements and minor features, the Jackpot machine of today is fundamentally the same as the original "Liberty Bell" created in 1889 by the late Charley Fey, of San Francisco. And little did this young inventor realize that in designing the first automatic award coin machine he had given the world the foundation for an industry—an amusement principle that would extend charity's benign hand to thousands of unfortunate persons.

Call him a hero or a heel... a bandit or a blessing, Mr. O. A. B. can thank public demand and official tolerance for his long-lived and colorful career. With his bright red cherries, merrily spinning disks and the frequent tinkle of shiny coins in the payout cup, people generally have regarded him as fascinating company.

But today, incredible as it may seem to officialdom and unfortunate as it might be construed by those who prefer halos, the Jackpot machine stands on sturdier

**Mechanical counterpart of Robin Hood proves popular and successful in keeping clubs solvent and supporting charitable programs**

By C. E. VETTERICK  
Promotional Director  
O. D. Jennings & Company

legs than ever before. He is constantly forging a cleaner bill of health for himself and now wears the cloak of respectability.

### Federal Tax Benefits

When we consider that Mr. O. A. B. has arrived at his 56th birthday, in better health than in any previous year of his stormy career, most anyone could guess that his future is comfortably assured. But a quick look at the facts should convince even the well-organized

critics and reformers that it will take sterner measures than any yet used to frown down popular demand and put a tombstone over the last so-called "One-Armed Bandit."

Here are some of the facts:

The federal tax of \$100 per machine yields an annual revenue to the U. S. Treasury of millions of dollars. (Slot machines of all types last year contributed more than \$18,000,000 in direct federal taxation.) It is not a licensing act; it does not make the machines legal.



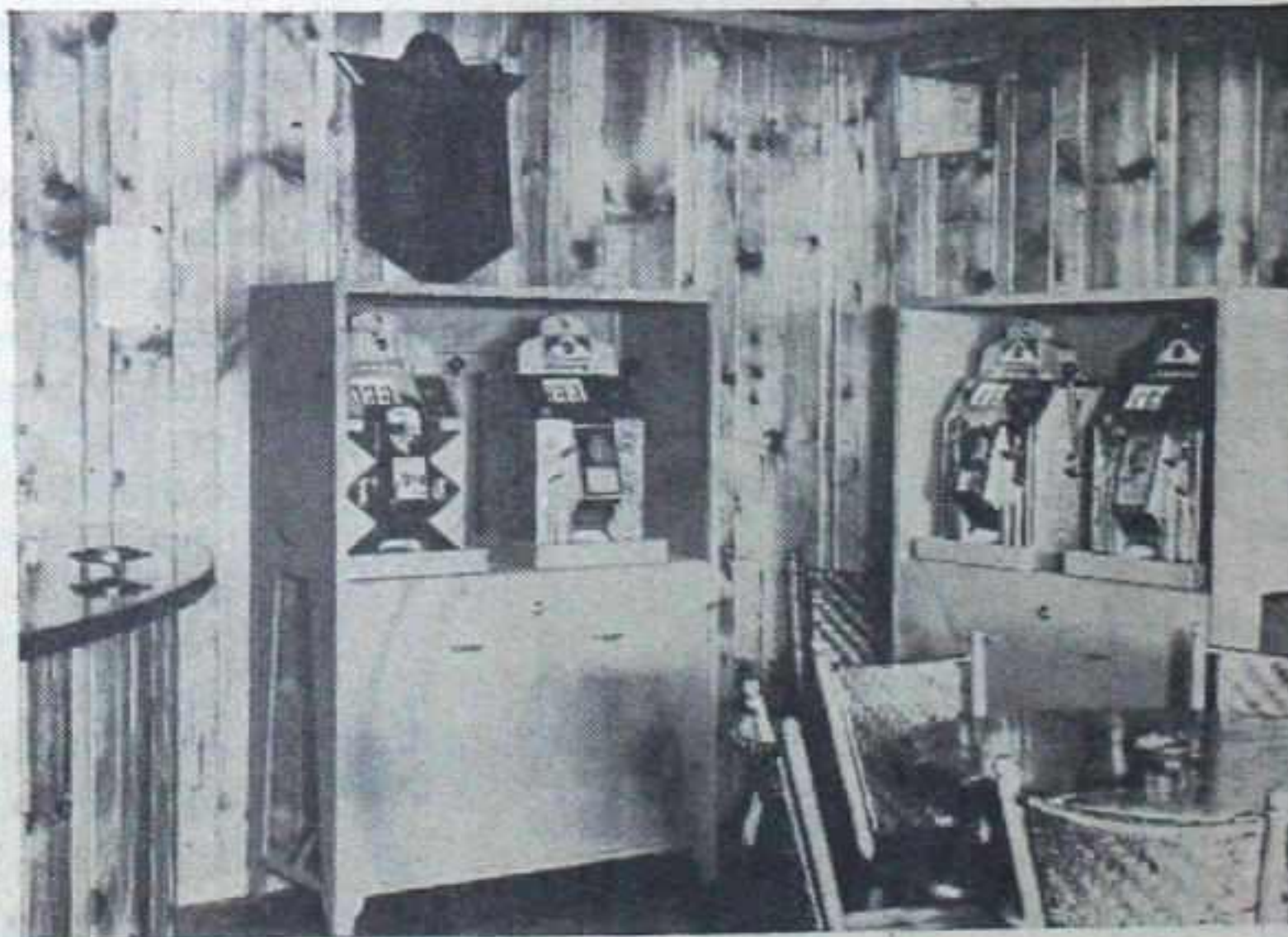
In fact, the Act had the result of making public the very places owning and operating gaming machines so that enforcement officials in States forbidding operation of such machines could quickly confiscate them. Here is what actually happened:

Even tho no new machines have been manufactured since early in 1942, the federal tax was collected on more machines in 1944 than in 1943. This can only mean that enforcement of anti-slot machine laws was not quickened by publication of the clubs possessing and operating the machines, but, on the other hand, was somewhat relaxed—perhaps so that this revenue to the U. S. Treasury would not be curtailed.

### Distinguished Company

Another result of the publication of places paying the federal tax on slot machines was the revelation that Mr. O. A. B. was keeping distinguished company—political clubs, labor unions, fraternal organizations, officers' clubs, firemen's organizations, some of the largest and finest athletic and country clubs in the country, and even many civic and religious organizations.

When enforcement officials began investigations, notably in Pennsylvania, it was found that nearly all of these organizations were using the machines to finance charitable activities and other



PICTURE at top of page as well as one below are typical of installations in many of the nation's top clubs, fraternal organizations, etc. Revenue from them keeps many clubs solvent as well as produces needed funds for carrying on their charitable programs.

# TOMORROW'S GAMES

"People play the game, not the cabinet," experience has shown. That's why games will not change much in appearance—but internally there's plenty of improvements to come

By **HARRY WILLIAMS**  
President  
Williams Mfg. Co.

**WHAT** will tomorrow's games be like? Will they be blood-brothers of their pre-war brethren or some new child of fancy akin to the super-streamlined cars, refrigerators and other products being spawned by imaginative designers for the "world of tomorrow?"

In appearance, I don't think the public will want or expect anything radically different from what they've played before and during the war. Streamlined and light-up cabinets? Think back a bit. They been tried many times before. Some of the games in the '30s were elaborately streamlined. Some had

light-up panels in the cabinet. Why we even built radios into some of those games. Plastic cabinets? Possibly they'll be used for counter equipment but it's unlikely they'll be used for pin tables unless their cost ever comes down to a point where they compare favorably with wood. And don't forget we've seen games made in the past fashioned from some of the most beautifully finished woods ever cut, and ornamented elaborately with inlaid designs, chrome fittings, etc. In almost every case, the more elaborate the cabinet, the bigger flop the game proved to be. There's an old axiom that "people play the game, not the cabinet," which has been proved so many times in the past that it undoubtedly will hold just as good in the future.

Not that the trade won't be offered equipment of radical design. After all, a piece of equipment that looks different and is still attractive offers distributors plenty of high-powered sales arguments. But in the final analysis the test always will be "how good is the game." No matter how interest-compelling the cabinet may be, if the game doesn't have what it takes to get the players back again and again, operators won't buy it.

Nor does it seem to me that there'll be much change in the basic equipment that makes a game "go." We've tried electric ball lifts before, for instance, and many other such gadgets in the past and few have paid off except the electric scoreboard which added flash, interest and excitement to the game. The basic psychological factors involved in playing a game will always be present when the designer sits down to work out a new game. Foremost of these is that there's such a thing as making a game too easy to play. You must give the player his money's worth—and putting in his nickel, pushing the ball lift, pulling the plunger and shooting the balls and before watching them carom down the board are all part of giving back to the player in "things to do" what he's paid for. Even the tilt light is a challenge to the player as to how far he can go with "body english" to win or lose.

### Changes To Come

Not that there won't be some changes

made. Wartime developments will be responsible for many. The whole electronic industry has made so much progress in the past four years that it's any man's guess as to how far the developments in this field alone will prove adaptable to the pin game field. New metals, alloys and processes for adapting them to the industry's use will mean better equipment, too—provided their cost isn't too great. Healthy competition, too, will also keep the idea mill whirling merrily onward plus the fact that many army and navy trained electrical wizards will find a profitable outlet for their ingenuity in the amusement game manufacturing business after the war.

From an engineering standpoint, however, there is a limit as to how complicated a game can be. First of all, games must be built to take plenty of abuse. This means delicate devices which get out of adjustment quickly can't be used. Secondly, servicemen of average intelligence and training must be able to fix them quickly when they do get out of order. This means games that require a electrical engineer to repair them are out. Third, such improvements must stand the acid test of adding plenty of interest to the game to prove profitable—and if the same results can be obtained without their use, why do so?

### New Play Themes

Of course there will always have to be changes in play themes. That's the life blood of the business and new and more interesting themes will come. But I don't think war themes are the answer—at least not for the immediate post-war years. People will want to forget the misery, hardships and memories caused by the war—especially when they want to be amused. Perhaps war themes will score five or six years after it's all over when people have had a chance to forget. It was at least that long a time after the last one that Hollywood was able to score with pictures like *What Price Glory*, *Wings* and the other top war pictures.

Of course, themes bordering on the war will have their place. The field of wartime aviation alone is inexhaustible when viewed from the play-theme possibilities angle. American sports, too, have been popularized all over the globe by our fighting men—so no longer will manufacturers have to confine baseball, basketball and other purely American sport theme games to the domestic market—and who knows but that when our boys come back, rugby, soccer and other foreign sports won't prove interesting to the American people. Then, too, the post-war will see changes in our method of living and such things to come as television, global air travel, home movies, etc., will be reflected by the industry in new and novel play themes that will captivate and hold the interest of pin game fans.

### Little Chance in First Games

For the immediate post-war years, however, the first games off the lines will definitely be styled along the lines of pre-war models. In fact, most manufacturers already have designs on tap—many stored away when the industry converted its tools for the amusement of the nation to fashion the weapons for winning the war. It's also safe to look forward to a revival of some of the hits of years by-gone dolled up and changed a bit to give them fresh appeal. Some of new design also will appear—but these as all others will still have to have what it takes to be "hits" or they'll wind up lemons just as quickly as any other less ostentatious piece of equipment.



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# EXPORT SALES AND THE PRICE PROBLEM

From 1936 on, export sales of coin machines topped the million dollar mark yearly—yet less than 10% of the sales in '39 and '40 was new equipment. The solution of this problem is one of the major post-war problems facing the industry

By ANTHONY GASPARRO  
Sales Manager  
Williams Mfg. Co.

**Editor's Note:** Prior to the war "Tony" Gasparro was the largest purchaser of equipment for foreign consignment. Almost every month he commuted between England and France and the United States. His knowledge of the foreign trade comes from actual experience. That's why he was asked to write his views from the export standpoint on the problems ahead for the coin machine industry when peacetime production again resumes.

charges were applied. All used machines had to be re-equipped with transformers to reduce current from 220 to 110 volts and the coin chutes had to be changed. Frequently, machines were received in such bad shape that before they could be resold they had to be completely overhauled. Because of these headaches, the foreign coinmen always preferred to buy new equipment—but the fact that less than 10 per cent of the equipment sold was new is in itself an indictment of the pre-war methods of selling and promotion abroad.

**Same Operating Problems**

Don't forget too, that the foreign operator had higher costs of doing business and got less money in his cash box. Nor was operating any less easier than here. Competition was just as keen. Legal difficulties just as bothersome. The operator split 50-50 with the location and he got only a penny play in England which is equivalent to 2 cents American. On top of that, trucks to transport equipment were much more expensive. Gasoline sold for 40 cents a gallon. Every truck or automobile the operator had was forced to be covered by \$50,000 compulsory property damage insurance and unlimited liability. Cars also were taxed \$5 per horsepower per year which meant licenses cost \$100 or more per car. Of course the small car was always the popular one abroad—but you can't transport pin games with midget autos.

WHEN one considers that of all the millions of dollars' worth of coin machines exported during the five years prior to the war, less than 10 per cent was new equipment, one comes face to face with the fundamental post-war problem that lies before the coin machine industry, namely, what can be done to sell foreign coinmen new machines. There's no doubt but that the export demand for coin machines will be heavy after the war. The foreign market has always been a good one. The export figures prove it. What's more important the English and the French as well as inhabitants of other European countries get just as big a kick out of a pin game as any average American. But personally I've always felt that the foreign market was worthy of much more consideration than the coin machine manufacturers and distributors gave it. Some American firms in the pre-war era always seemed to regard foreign coinmen as "stepchildren" on whom to pass off "lemons" or broken down used equipment. Undoubtedly this short-sightedness prevented sales from soaring to greater heights before the war, but the basic and fundamental reason always was PRICE.

The biggest and best locations in England were candy stores and arcades because taverns are open only for limited intervals during the day. As a result, the very spots which are among the best locations here were closed to the English coinmen. These same conditions applied with little variance to the entire European picture.

Nor are they apt to change in the future. First of all, taxes are not likely to be reduced for some time after the war ends. Secondly, practically all of the equipment now in operation abroad will need to be replaced since not a new machine has been imported since 1939. Third, little equipment now in operation here will be worth sending abroad unless distributors are so short-sighted that they are willing to gamble on jeopardizing the entire future of their export possibilities for the sake of a few immediate dollars. So the foreign operator is going to need new equipment—and that in-

There always was and will be a good market for used games abroad, but sales of new equipment never were heavy before the war, even the operators there, like here, always preferred new machines to used. The only reason they didn't buy them was because they couldn't afford them. Just put yourself in the place of the average English or French operator of pre-war England or France. Suppose he wanted to buy a game selling here to operators for \$75. First of all his own distributor had to pay plenty of extra costs before the equipment arrived in his showrooms. Freight to Southampton was about \$7 for the average game of 1938 vintage. Duty was 25 per cent of the price in port which would run about \$15. In addition, the distributor normally lost about \$5.40 on the pre-war rate of exchange when the pound was quoted at \$4.64. (Note pound was quoted at \$4.04 February 14, 1945.) Thus the distributor had to pay over \$80 for the game in order to get it on his floor and offer it to his customers. After he added his profit the price reached such heights that the average European operator couldn't afford to buy it.

The same was true of used equipment since the same duties and shipping



volve the problem of what he can afford to pay for them.

There already is agitation in England for firms to make their own equipment. They also feel that some sort of embargo will be placed on importation of new equipment from America until their own firms can get rolling again. This may mean tougher competition for American firms and again accentuates the price angle. That's why now is the time for American firms to start thinking about how they are going to solve this problem if they wish to cash in on the vast post-war market that awaits them abroad.

**First Steps**

The first step in any efforts designed to boost foreign sales has to be taken in the direction of some sort of price concession. One possible solution about which I've always wondered is why a manufacturer couldn't run off an additional hundred or two games to be sold in the foreign market at a reduced price. Such a policy, if it can be done, will do wonders to boost sales of that firm's product abroad. There's a reason why one Chicago manufacturer sold more equipment abroad than all other firms combined—and that was simply price concession.

While I can readily appreciate the problem of the manufacturer in building one type of game for the domestic market and another for the export trade, still those interested in foreign sales should investigate the possibilities of removing the free play unit and any other parts that are not required to make a game "click" abroad. The free play feature to my knowledge never was used in pre-war England and France, and such economies as this undoubtedly would be steps in the direction of decreasing what foreign operators have to pay for their equipment.

Another logical step that would prove a profitable enterprise would be for distributors or firms now doing reconversion work to continue their refurbishing activities after the war and concentrate their selling efforts abroad. Such a firm which would do a first class job of reconditioning used equipment, installing proper coin-chutes, transformers, etc., could count on a vast export sale that would be profitable primarily because all

foreign business is on a cash-with-order basis; and secondly, because by dealing with such a firm, foreign coinmen would soon learn that equipment they would receive would be in first class condition.

**Like Simple Games**

As to what foreigners like in games, my observations over a long span of years convinces me that they are not interested in complicated games. People like simple play. High score bumper games were the pre-war favorites and even free plays never clicked solidly. Complicated hook-ups usually mean more parts to get broken or out of order. If the part that breaks is one which can't be had readily from a local distrib, then the op must send here for it and that means the game may remain idle for as much as a month and by the time the game is back in action again, the edge of its popularity may have worn off. Also play themes must be of the type foreigners understand. Few of them knew anything about baseball, basketball or football before the war, and tho the American soldiers will have given many of them an appreciation of these sports by the time the war ends, still the firm that converts baseball games to cricket and football games to soccer to sell abroad will cash in heavily in comparison to the firm that tries to do it the hard way by shipping such games as is.

These are some of the problems that must be met and solved if the amount of coin machines is to soar after the war to the five or more million dollar mark where it belongs. The first step is in the direction of solution to the price problem. With proper price concessions, sales of new equipment abroad should easily soar from 10 to 40 or 50 per cent in a normal year after the war. Back in 1936 when new machines sold for little, foreign ops bought few used machines, and as the price schedule ascended, new equipment sales descended. Now that the industry is almost on the threshold of the biggest opportunity for export sales it ever will have, it's time for manufacturers and distributors to start thinking about what they are going to do to bolster foreign sales when the time comes. It can be done. Just solve the price riddle and the sales will take care of themselves.

tees learned that members found slot machines more acceptable for financing purposes than frequent or heavy assessments. In practice, some members might contribute more than others in this manner, but the over-all effect is highly satisfactory to membership and management alike. Those who like to play the machines consider the amusement worth the small cost and the cause a worthy one in any event. Those who seldom play the machines find their assessments greatly reduced, thanks to the machines.

A direct result of using machines to finance various activities and projects has been to greatly enlarge the charitable programs of these clubs and fraternal organizations. As a consequence, charity has been extended to thousands of individuals who might not have found relief from any other source. All this has served to benefit a large cross section of humanity and to enhance the communities served.

As enforcement officials generally become more familiar with the proper function of Jackpot machines and similar equipment when operated by recognized organizations as a means of financing their activities and charitable programs, it is certain that the cognomen of "One-Armed Bandit" will not be tolerated by those who know better.

Perhaps he will become known as a mechanical "Robin Hood." Yet, even the chivalrous hero of Sherwood Forest with all his redeeming courtesy could not have left his victims in the same jovial mood as does his mechanical counterpart who collects a small amusement tax from club members for the purpose of helping others.

**ARCADE EQUIPMENT**  
**PRICED FOR QUICK SALE!**

Each

- Supreme 7 1/2" Skee Rolls... \$240.00
- 3 Chicken Sam Conversions... 115.00
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- 1 Bally Convoy... 250.00
- 5 Supreme Rocket Busters... 325.00
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- 2 Mutoscope Sky Fighters... 265.00
- 2 Liberators... 195.00
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- 6 Chicago Coin Roll-A-Scores... 60.00
- 3 9' Target Rolls... 85.00
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**MR. SLOT—HEEL OR HERO?**

(Continued from page 108)

worthy organization projects. Since political organizations operating machines included both Republican and Democratic clubs, there was no way of making political capital out of the raids, and, in most cases, investigations were abandoned.

Several States have been considering measures to collect taxes on gaming devices, similar to the federal act. Some of these measures are worded to encourage the operation of Jackpot machines in recognized clubs. One State, Nevada, now licenses and legalizes the operation of these machines. The State tax law of Washington condones slot machines as an acceptable means of financing private clubs and fraternal organizations.

**Keeps Clubs Going**

In the largest and finest fraternal organizations, slot machines perform invaluable services aside from the popular role of entertaining club members. Wherever official tolerance and understanding permit, which is true in more cases than otherwise, Jackpot machines are found in the club homes of the Benevolent and Protective Order of Elks, Loyal Order of Moose, Fraternal Order of Eagles, Veterans of Foreign Wars and the American Legion, to mention only the "big five." There are other smaller organizations with several hundred chap-

ters which also employ these machines in their clubrooms.

It is in order to mention that O. D. Jennings, when he founded the company bearing his name, did so with the conviction that Jackpot machines represented an excellent means of underwriting the charitable programs of clubs and fraternal organizations. He has lived to see this conviction justified on a tremendous scale. More than 55,000 machines of the Chief type are estimated to be in operation in the nation's clubrooms, averaging between four and five machines per clubroom. A total of 77,000 Jackpot machines were taxed at the \$100 rate the past year.

**Modern Robin Hood**

During recent months it has been the writer's privilege to visit clubrooms maintained by various fraternal organizations and to discuss clubroom equipment with officials of these organizations. It would be impossible to record here the direct quotations of all these officials who praised the performance of Chief type machines, even were it in good taste to do so. But in all cases, officials were glad to tell me of the various projects and charitable activities supported by revenue from their machines. All were in agreement that these machines represent a successful and popular method of financing such activities and projects.

Members of fraternal organizations and various kinds of political, labor, athletic and social clubs find the machines fascinating. The coins they spend for this type of amusement satisfy the urge most people have to "take a chance" and very few are found to over-indulge to the extent of embarrassment or to the point of regret. At the same time, club members know that revenue provided to the organization by these machines serves them in the same way that dues and assessments help to finance club activities.

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Bell Casablanca	United Arizona	United Brazil	United Wagon Wheels

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Mills Gold Chrome, 50¢	Mills Orig. Chrome, 25¢	Mills Club Bell Console, 5¢
Mills Gold Chrome, 25¢	Mills Bonus Bell, 5¢	Mills Club Bell Console, 10¢
Mills Gold Chrome, 10¢	Mills Brown Front, 25¢	Mills Club Bell Console, 25¢
Mills Gold Chrome, 5¢	Mills Brown Front, 10¢	Mills Blue Front, 25¢
All Chrome, 1 Cherry P. O.	Mills Brown Front, 5¢	Mills Glitter Gold, Q.T., 1¢
Mills War Eagle, 25¢	Mills Vest Pocket Bell, 5¢	Mills Glitter Gold, Q.T., 10¢

**FACTORY REBUILT AUTOMATIC PAYOUT CONSOLES**

Mills Three Bells	Mills Four Bells, 3-5¢, 1-25¢, Late Heads	Mills Four Bells, New Type Heads
Mills Jumbo Parade	Super Bell, 4-Way, 3-5¢, 1-25¢	Super Bell, 5¢ & 25¢
Evans Lucky Lucre	Evans '41 Domino, JP	Super Bell, 5¢ & 5¢
Evans '41 Bangtail, JP	Pace Twin Reels, 10¢ & 25¢	Bally Roll 'Em

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Used 5-10-20 ..... 114.50	Seeburg Parachute, Original ..... 99.50	Heavy Double Safe .. 100.00
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Used Topic ..... 89.50	2 New DeLuxe 7' Alleys, Each ..... 125.00	New Imps. Each ... 5.50
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1000	5c	Red, White & Blue 50.00	35.00	15.00	2.30
1000	10c	Jar of Jacks 100.00	50.00	50.00	2.10
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 FOR  
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 1 Bally Dark Horse, Free Play .... 185.00  
 Winning Ticket ..... 100.00  
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1 Midway ... 149.50	1 Mills '40
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1 Gun Club ... 89.50	4 South Paw ... 65.00
1 Bowlaway ... 65.00	4 Metros ... 39.50
1 Keep 'Em Flying ... 135.00	3 Sara Suzys ... 27.50
1 Smack-the-Japs (Attent.) ... 55.00	1 Hit-the-Japs (G. Star) ... 39.50
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**FRAZIER MUSIC CO., Morrilton, Arkansas**

# Pass the Aspirins, Fellas -- Guys Who Draft Corp. Excess Profits Tax Have Headache

## Mr. Whisker's Visit March 15 Bothers Them, Too

CHICAGO, Feb. 24.—With the approach of March 15, Income Tax blanks will be getting more and more attention. Every man who ever filled in one of the blanks has certainly wondered about the guys who get up the blanks, Larston D. Farrar, writing in the February issue of Taxes magazine (Chicago), tells about the men who do the blanks—and suggests that if you feel like murder, remember Congress passes the laws that make such forms necessary. Following is reprinted by permission:

"Getting a line on the men in the huge Bureau of Internal Revenue of the United States Treasury Department in Washington who are responsible for drafting Form 1121—the Corporation Excess Profits Tax Return—is not an easy task. For one thing, the Bureau is large and has a staff running into the thousands here in Washington. Second, the men who have a hand in drafting all the income tax forms prefer anonymity to publicity. Third, even after you find out the names of all the men who have anything to do with the forms, it is difficult to get any one of them to admit what part he plays.

Irving Perimeter, who is head of the public relations section of the Bureau, is about the only one over there who will talk—and most of what he says consists of sayings, in reference to his colleagues: 'We'll see what we can get him to say about that, altho he doesn't like to talk.'

**First Law in 1940**

"It is also possible to learn such random facts as these from Mr. Perimeter (if you didn't know them already): that the first excess profits tax law was passed in 1940; that the Bureau avoids changes in forms whenever and wherever it is possible to avoid them, for even slight changes are momentous to some folks (there were 1,500,000 excess profits tax returns forms printed in 1944, altho only 140,000 corporations filed excess profits returns, 70,000 of which showed taxable excess profits); that the man who really is in charge of the Forms Committee and head of the Practices and Procedures Division is Charles P. Suman (a non-committal fellow who would rather have his work speak for itself); that two little-known men—John Jenkins and George Targett—are behind all forms. Mr. Jenkins and Mr. Targett, it turns out, are the men who really originate the forms.

"With nothing to go by except a law that covers more than 150 book-sized pages and regulations governing the law running to more than 500 pages, plus special provisions passed by Congress relating to corporation excess profits taxes, Mr. Jenkins and Mr. Targett were able to put out four whole pages of lines,

columns and balances which eventually became Form 1121.

"If you think that filling out Form 1121 is tough—and a hasty glance at it seems to bear out this contention—then consider what Mr. Jenkins and Mr. Targett have to go thru to make it up.

### Steps to Knowledge

"First, they have to know everything there is to know about the most recent applicable tax law Congress passed and everything about what had previously been enacted into law.

"Second, they have to make a rough draft and submit this to the Forms Committee, which goes over the rough draft with eagle-like eyes to spot any inaccuracy or any questions based on faulty conceptions of the law.

"Third, they have to revise their form in line with what the Forms Committee suggests.

"Fourth, they have to work with the printers at the Government Printing Office, check the proofs and be sure that every letter, every dot is in the right place.

"Fifth, they have to pray that some 'bug' doesn't develop that will necessitate a slight change that will throw the whole form out of gear.

"Form 1121 isn't the only one they have to worry about. They have to prepare some 80-odd different tax forms each year, ranging from the report forms sent to co-operatives, unions and other hitherto tax-exempt enterprises to the corporation excess profits tax form, admittedly the most difficult tax form to make—or fill out.

"The two 'authors' take their work in stride. They work in a small paper-littered office which they share with two other men on the fourth floor of the Internal Revenue Building. When the Forms Committee is meeting almost daily—usually right after a tax bill has been passed by Congress—they appear before it in relays, and while one of them is discussing one complexity or another with the committee, the other is undertaking the necessary research on another point.

### Tax Forms Simple?

"Mr. Jenkins and Mr. Targett are so steeped in tax lore and are so used to referring to Paragraph Z (1) (a) on the second page back that they look upon their tax forms as models of simplicity, even Form 1121. This may well be true, for to them any complexity to the average accountant would be simple, just as simple arithmetic is easy for Einstein but hard for the average school child.

"The trouble, they maintain, is that people are frightened by even the simplest of forms.

"If folks would just follow the direc-

tions they would come out all right,' Mr. Jenkins asserts, with a note of exasperation in his voice. 'But they won't.'

"Both Mr. Jenkins and Mr. Targett are middle-aged career men in the Bureau of Internal Revenue and both hail from small towns far removed from the talk of certified public accountants, lawyers and tax men who tackle Form 1121.

### Jenkins Is "Forms" Specialist

"Mr. Jenkins, tall and gray, has the official title of 'forms specialist,' while Mr. Targett by rights is a member of the auditing division of the Bureau. He was placed on the Forms Committee in 1933 as a substitute for the head of the auditing division, who promptly escaped, and he has remained there since.

"At first I was only detailed to the Forms Committee to iron out some details," he explains now, rather sadly, "but somehow the details got longer and longer."

"The Forms Committee, over which Mr. Suman presides regularly, meets only intermittently unless there are some 'bugs' in one or the other of the multitudinous tax forms or unless a new tax bill has just been passed. It is composed of representatives from the Chief Counsel's office, the Accounts and Collection office and from other divisions of the Internal Revenue Bureau.

"This group works quietly, smoothly and efficiently to draft forms that are readily understandable and at the same time adequate for the purpose of deflecting the correct tax from the taxpayer's complicated business transactions. Why can't the forms be simple? Because the law is not simple. Why can't the law be simple? Mr. Blough, director of the Treasury's Division of Tax Research and assistant to the Secretary of the Treasury, has an answer for that question.

"In a recent speech to private tax accountants and tax experts he answered the oft-put question.

"No one will deny that the excess profits tax is complex; in fact, the major complexities of corporation taxation at the present time can be laid at its door.

"Even if all the data needed to make a return were easily available, the mere computation of the tax is no small job.

"First, the choice of credit—average earnings and invested capital introduces a complication into the law. Second, the mathematical computations are numerous and appear involved to many small taxpayers. Third, further complications are introduced by the host of relief adjustments which were insisted upon by one group of taxpayers or another for reasons of equity or incentive.

### Special Adjustments

"(There are, also) . . . the formula for increased earnings in the last half of the base period, the 75 per cent rule, the 80 per cent limit, the carry-overs and the carry-backs, Section 722, abnormal deductions in the base period and abnormal income in the current year, accelerated production of natural resources, installment sales and long-term contracts, the domestic corporation doing business abroad, capital-gains treatment for timber operations, and special treatment of bonus income for excess mining and timber output. The list is by no means exhausted. I merely want to point out that these special adjustments all make for complication and they generally have been inserted at taxpayers' urging.

### Capital Stock Tax

"(And there are) . . . the capital stock tax and the declared-value excess profits tax. Some 510,000 capital stock tax returns were filed during the fiscal year 1944; of this number 377,000 showed a tax. In addition, a separate computation for the declared-value excess profits tax is required on the income tax return.

"The capital stock and declared-value excess profits taxes are a prime example of the close relation between simplicity and certainty. If income could be forecast accurately, these taxes, altho superfluous, would give rise to few complaints. They would represent roughly an additional levy on profits of 1/4 of 1 per cent for corporations with excess profits, and of 3/4 of 1 per cent for corporations with no excess profits. Corporations with deficits would pay no tax. But profits commonly cannot be forecast accurately. These taxes are a capricious penalty on inability to forecast income. They impose the burden of preparing one additional return and, much more important, the torment of searching the crystal ball for figures that can be defended before boards of directors and stockholders.

" . . . Having once more lashed this off-whipped horse, which somehow is (See PASS THE ASPIRIN on page 114)

**POPULAR RECORD RELEASES**  
 (Continued from page 104)

MOTHER'S PRAYER.....	Wally Fowler With His Georgia Clodhoppers.....Capitol 190
(ALL OF A SUDDEN) MY HEART SINGS .....	Duke Ellington (Joya Sherrill).....Victor 20-1644
NEGRA CONSENTIDA.....	Andy Russell.....Capitol 189
PEOPLE WILL SAY WE'RE IN LOVE..	Jerry Jerome and His Cats and Jammers .....
PROPAGANDA PAPA.....	Wally Fowler With His Georgia Clodhoppers .....
ROSE OF WASHINGTON HEIGHTS....	Jerry Jerome and His Cats and Jammers.....Asch 505
RUM AND COCA-COLA (Part 1).....	Wilmoth Houdini and His Royal Calypso Ork.....Decca 23394
RUM AND COCA-COLA (Part 2).....	Wilmoth Houdini and His Royal Calypso Ork.....Decca 23394
RUSSIAN LULLABY (12").....	Red Norvo and His Swing Sextet.....Keynote 1310
SENTIMENTAL JOURNEY.....	Hal McIntyre.....Victor 20-1643
SEPTOLOGY (12").....	Red Norvo and His Swing Sextet.....Keynote 1310
STUFF LIKE THAT THERE.....	Betty Hutton (Paul Weston Ork).....Capitol 188
TRUTHFULLY .....	Bon Bon-Red Caps Trio, Joe Davis 7192
TWILIGHT TIME.....	Jimmy Dorsey (Teddy Walters).....Decca 18656
WALKING WITH JERRY.....	Jerry Jerome and His Cats and Jammers.....Asch 504
WHEN YOUR LOVER HAS GONE....	Eddie Condon and Ork.....Decca 23393
WHEREVER THERE'S LOVE (THERE'S YOU AND I).....	Eddie Condon and Ork (Lee Wiley).....Decca 23393



### Selling Safety

By Grant Shay

Director of Safety, Mills Industries, Inc., Chicago

Selling safety is by no means a sinecure. Safety as a whole is dry and unromantic, and should be given to the workers in short doses, mixed with humor, drama, suspense.

Safety is a subject that lacks color—it's dry and is very hard to make stick. You men and women who have chosen this field of endeavor are entitled to a great deal of credit and praise. Few people in this world realize how many actual human lives you save a year. No records, no figures, no plan will ever record the amount. Probably the only one in the world who could give you the correct answer to this would be St. Peter.

We have heard so often: "Sell management—sell supervision, sell this and sell that" and it is really quite true—if it can be done. Well, to begin with, I believe that a good safety program hangs on two things—a good safety man and workers who have been thoroughly sold on safety by this good safety man.

Many safety directors or safety engineers (incidentally, the difference between a safety director and a safety engineer is that a director wears brown

safety shoes and an engineer wears black safety shoes) make the same mistake of establishing themselves next to the company president's office. The records of the National Safety Council show that very few company presidents are injured. Your job is with the workers and your office should be with the workers, too. Get out in the factory where the worker traffic flows—so they will pass your office, see you and come in with suggestions or ask for advice. You can then get a panoramic aspect of what a worker really has to do to keep from being injured.

Now, what is your next important step—well, you, as a safety man, must first sell yourself to everybody from the janitor to the president. The reason I mention them in this order is because the janitor gets time and a half and the president's salary is frozen. Don't pussyfoot or hide behind anyone's skirts—your job is to protect human life, your job is important and see that everybody knows it. Don't get people to thinking that you are a refugee from a depleted pension fund.

Let's take a typical factory meeting held today in most plants. The big boss calls all his company engineers and big shots together and then suddenly discovers that he has invited 13, so the safety man gets an invitation.

You play a very vital part because you work on, not a camera, but a human eye; not a pump, but the human heart; not a compressor, but human lungs; not oil and grease, but human blood. They work on marvelous pieces of machine design. You work on the most important machine in the world, the human body.

Before we go on to the worker I would like to leave a few words of warning to the safety man. Don't hold a mass meeting explaining all the unsafe hazards and toxic fume conditions in the plating room to a bunch of people who operate drill presses. In other words, confine your safety talks to departments where these particular hazards exist.

You cannot control their interest in a safety talk unless it refers to them personally or is on general subjects. An explanation of the physical changes in the plant, such as aisle markers, area-ways and exits, fire extinguishers, etc., is all right but stick to general safety talks when you have a mass meeting.

Now we come to the part where I am supposed to give you some idea on how to keep the employee interested in a safety program. Well, let's take posters first of all. Posters can do a very good safety job, provided you study the situation and put the posters in the right spots. Don't hang posters in a slipshod manner.

Many beautiful signs were hung out on the time clock—some smart guy said: "Every worker passes this way twice a day"—but how he passes! In the morning he is going hell-bent for election for his bench, his eyes are full of sleep or last night's party and he's not in the least interested in reading material. When the quitting bell rings probably the greatest race in human history starts.

The thing to do about these signs is to make a thoro study of your factory and find the eye spots where workers are going from here to there and have a little time to think. They will absorb the message much better than where there is a lot of hustle and bustle. A busy spot is a poor spot.

In order to maintain safety interest a lot of honest blackmail, larceny and propaganda must be used.

Let's take an instance about blackmail. In one of our plants an especially hazardous operation existed. An order for large "No Smoking" signs was put in. They had been convinced by a previous explosion. Well, in due course a large

beautiful sign reading: "Positively No Smoking Here" was being erected directly over a tank where this explosive material existed.

On ladders stood two maintenance men, an end of the sign gripped by each, doing a very nice hanging job, except for one thing; they were each smoking big black cigars. It so happened that at the time our house organ photographer was taking pictures, so I asked him to get a shot of the two fellows hanging the sign and be sure to get a lot of smoke in the picture. The picture came back from the developer and it was a honey! I called in the two culprits and said: "Boys, I have a picture here and I'd like you to tell me what's wrong with it." They looked and immediately started to crawl.

"Men," I said, "this is going in our house organ and as you know, I write very good copy. I have a very fine story to tell about this picture." So, after a lot of pleading and hemming and hawing, I agreed to hold the picture out of print on one condition. That whenever needed any help on safety they would be on the spot. You can bet a hundred dollars these are two of my best safety men and I still have the picture. This my friends, is honest blackmail.

This one might be termed honest larceny. I had tried for months to convince our plant engineer that we need a complete set of new safety ladders and that the old ladders would make a wonderful bonfire, but no soap!

(To be continued)

## TUBES and ACCESSORIES

### Complete Line of Phonographs and Parts

#### 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	7.00
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 or Mills	4.75
OHM Resistors, 20 W., Any Size	.50	5 Ft. Shielded Wire with Posts (Both Ends), or Mills	Improves Tone of Mach. .40
8 MFD Cond. Tub. Can, 450 V.	1.50	2 Wire Rubber Covered Zip Cord, Per Ft.	.03 1/2
8 MFD Cond., 450 V.	.70	P.M. Speakers, All Sizes, from \$5.00 to 11.00	
16 MFD Cond., 450 V., Tub. Can	1.85	Micro Switches, Any Color	1.45
Input and Output Transformers, All Models	2.50	Speaker Cones, All Sizes	\$1.50 to 2.25

#### 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
5U4G	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!

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Deposit required with all orders!

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700	\$569.50	9800, E.S.R.C.	\$589.50	Commando	\$579.50
Victory	437.50	Envoy, E.S.	398.00	'39 DeLuxe	374.50
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Wall Boxes — Speakers — Amplifiers — Tone Arms, Etc. In Fact, Everything in MUSIC.

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REMEMBER—The original Leo Fiske is connected ONLY with Fisco MUSIC Company and only Leo Fiske guarantees merchandise to be to your entire satisfaction or money AND FREIGHT both ways will be refunded. We are always buying MUSIC routes of any size, anywhere, any time.

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RECONDITIONED—Guaranteed By Our 48 Years of Experience WRITE FOR PRICES

- 3 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 8 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS

All above Machines have Knee Action, Club Handles and Drill Proof.

- 18 5c Q. T.'s, Originally Blue Made Glitter Gold \$89.50
- 8 10c Q. T.'s, Same as Above 99.50
- 6 25c Q. T.'s, Same as Above, but with SPECIAL 3/5 PAYOUT..WRITE
- 18 VEST POCKETS Blue and Gold
- 35 5c Jumbo Cash Model
- 8 5c Jumbo Free Play

- 1 5c JENNINGS CLUB BELLS (Cabinet Model)
- 1 10c JENNINGS CLUB BELLS (Cabinet Model)
- 8 5c JENNINGS FOUR STARS

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### FOR SALE

- 1 Seeburg Vogue \$410.00
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WANTED—Wurlitzer 616's.

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California Amusement Company is now offering complete service to operators from Coast to Coast. All branches carry full stocks and operators are invited to visit the sales rooms.

All Branches Owned and Operated by Bill Wolf

# KC Newspapers Retell Pin-Ball Story of 5 Years Ago

KANSAS CITY, Mo., Feb. 24.—Newspapers here recently told a story of what may prove to be the most famous pinball injunction suit on record. According to the papers here, the story concerns an injunction granted some years ago in St. Joseph, Mo.

It was more than five years ago that a Circuit Court there granted the injunction and it had been left pending on the books until just recently. The story relates that a temporary injunction had been granted and the application for a permanent injunction had been continued from one court term to another thru the years.

The suit was brought by three pinball machine operators who sought a restraining order against police officials. None of the officials still holds his office.

The case attracted much attention at the time because Judge F. J. Frankenhoff, later a candidate for governor and now a captain in the marine corps, ordered one of the machines set up in court.

He watched five balls shot, then gave his decision. He said it was too bad gambling laws were so strict and added that a national lottery might not be a bad idea. But, he said, pinball machines were entertainment and not gambling.

Courthouse attaches recalled today that after his words "injunction and restraining order granted," a deputy sheriff rose and shouted to the courtroom spec-

tators, "No applause, please." The machines have operated since that time under the protection of the temporary injunction. Since then there has been no attempt on the part of officials to have them declared illegal. In fact, the city now licenses the machines.

# Pin & Juke Fee Bill Presented To Utah House

SALT LAKE CITY, Feb. 24.—Pin games and other coin-operated amusement devices will be legalized in Utah if S. B. 206, introduced (February 15) by Senator Val. H. Cowles, is approved in the present session. The terms of the bill provides for State licensing of coin-operated amusement devices and to fix the annual fee at \$100 for electrically operated machines, including marble games, and a fee of \$50 for juke boxes.

Operators have yet to evaluate the legislation. It is certain that the license on juke boxes is merely an added financial burden. The legality for pin games and other marble devices, however, might widen the field for the operators, thus allowing them to absorb the tax if not topped by local licenses.

# Returning Vets With Coin Mch. Interests To Spur Competition

LOS ANGELES, Feb. 24.—With more military hospitals in the Southern California area than any other spot in the nation and with the discharge of hundreds of veterans monthly, there is the belief locally that returning coin machine minded veterans will present a competitive situation unrivaled in pre-war days among established operators of all types of equipment.

Now that the Veterans' Administration has set up machinery to handle business loans under the G.I. Bill of Rights, action can be expected momentarily.

The first G.I. business loan, made to Jack Charles Breeden, of Falls Church, Va., was for \$3,000, with the Veterans' Administration guaranteeing 50 per cent of the amount to be used to buy a refrigerated truck to deliver meat to retail butchers in Northern Virginia and Washington area.

# Arcade at Sportsmen's Show in the Garden

NEW YORK, Feb. 24.—The International Mutoscope Corporation, Long Island City, N. Y., has a well-equipped Sportland at the Sportsmen's Show in Madison Square Garden, with 25 amusement machines, including a battery of six Sky Fighters, two voice recording booths and a Panoram. Display installed by Al Blendow is doing a brisk business.

A new arcade will open shortly in a large building adjacent to the long shuttered People's Theater on the Bowery.

# PASS THE ASPIRINS

(Continued from page 112)

still in the running, I suggest that the capital stock and declared-value excess profits taxes be simplified in the manner urged by the Treasury for some years and unanimously concurred in by business—namely, repeal. The Senate voted to repeal the capital stock and declared-value excess profits taxes in 1942. The conferees did not sustain the Senate action. But Congress might act differently when circumstances are such as to permit tax reduction rather than to require tax increases.

"If you want simpler tax return forms, the conscientious, modest men in the Bureau are not to be complained of—the seat of the difficulty lies far deeper than the Revenue Building in Washington, as Mr. Blough points out."

# Biz Gets Air Plug

CHICAGO, Feb. 24.—The coin machine industry received a hearty plug over Station WFPL here, Sunday (18), when Carol Vetterick, promotional director for O. D. Jennings & Company delivered a short address on the *Any Bonds Today?* program. In part, Vetterick stated:

"Because millions of you folks like to put coins into a machine and watch the cherries spin, or the balls go bouncing around, or hear the music play, a new and highly technical industry was created—an industry that was ready to fill the bill when Uncle Sam called on us to produce precision instruments of war.

"At Jennings we wear the Army-Navy 'E' proudly—and we are proud of the war production record of other coin machine manufacturers. But our industry's part in helping America win really began with you folks—with the coins you drop in all kinds of amusement and vending machines. And when our boys come home, the coin machine industry will provide employment and business opportunities for thousands of G.I. Joes and Blue Jackets. There will not be a single apple stand if other American industries can match the expansion program of the coin machine industry. For you folks, this means that shiny new machines will enable you to have more fun than ever—with a handful of small change."

# TWIN PORTS GUARANTEED MERCHANDISE

Factory Reconditioned and Refinished—All With Knee Action—Club Handles—Drillproof BLUE FRONTS BROWN FRONTS GOLD CHROMES  
5c - - - - 10c - - - - 25c - - - - 2-5 or 3-5 PAYOUT

## JENNINGS CHIEFS

1¢ Redskin .....	\$125.00	5¢ Chrome Chief .....	\$200.00	1¢ Cub Special .....	\$100.00
5¢ Redskin .....	175.00	5¢ Chrome Chief, S.P. ....	225.00	5¢ Four Star Chief ..	150.00
5¢ Century, 2-4 .....	60.00	5¢ One Star Chief, 3-5 ..	100.00	10¢ Four Star Chief ..	185.00
25¢ Century, 2-4 .....	100.00	10¢ One Star Chief, 3-5 ..	125.00		

## SPECIALS — CONSOLES — PAYTABLES — SLOTS

Mills Four Bell .....	\$565.00	Jockey Cub .....	\$475.00	10¢ Q.T., Late .....	\$125.00
Super Bell, 4-5¢ .....	695.00	Kentucky .....	375.00	1¢ Q.T., Original Gold ..	65.00
Pace Reels .....	135.00	Long Shot .....	350.00	5¢ Q.T., Ref. Gold ..	85.00
Galloping Dominoe ..	235.00	San Anita .....	250.00	5¢ Mills Futurity ..	200.00
Silver Moon, P.O. ....	135.00	Race King .....	200.00	5¢ Pace Deluxe, S.P. ....	125.00
Silver Moon, Free Play ..	125.00	Jennings Goodluck ..	69.50	5¢ Pace Deluxe .....	125.00
Saratoga Ralls .....	135.00	Columbia Gold Award. ..	49.50	10¢ Pace Rocket, S.P. ....	150.00
Saratoga, P.O. ....	75.00	Columbia Double Jack. ..	59.50	5¢ Walling Rotatops. ....	100.00
Royal Draw .....	100.00	Jennings Fasttime .....	125.00	5¢ Caille Console .....	150.00
Jumbo Parade .....	150.00			10¢ Caille Console .....	175.00

WILL PAY TOP PRICE FOR MILLS ESCALATOR TYPE SLOTS—CONSOLES OR PINTABLES RUSH YOUR LIST TODAY

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230 LAKE AVENUE, SO. DULUTH 2, MINN.

# READY FOR LOCATION

LIBERTY BELLS, FRUIT REELS (Complete With Tokens) .....	\$17.50
A.B.T. GAME HUNTER, MODEL F .....	19.50
9 MILLS 4-WAY BELLS—Checked and Refinished .....	\$575.00
7 MILLS 4-WAY BELLS—Factory Rebuilt, Refinished, Guaranteed Like New .....	675.00
7 JUMBO PARADE—Cash P.O. Late Head .....	129.50
8 EXHIBIT ROTARYS (Claw Type) .....	\$155.00
MARVEL'S BASEBALL—Sensational—New, Immediate Delivery .....	\$179.50

WANTED TO BUY: 5-Ball Pingames — Slots — Consoles — Phonographs

## SLOTS

5¢ Mills Blue Fronts (Reconditioned) ..	\$239.50	10¢ Walling Rotatop .....	\$115.00
5¢ Caille, 2-4 P.O. ....	65.00	5¢ Pace Comet (Overhauled Like New) ..	139.50
5¢ Caille DeLuxe, 2-5 P.O. ....	139.50	5¢ Victory Chief, 3-5 P.O., Like New ..	239.50
25¢ Caille, 2-4 P.O. ....	119.50		

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Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

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183 MERRICK ROAD MERRICK, L. I., N. Y.



ORDER NOW!

PHONOGRAPHS	
Wurlitzer P12	Each \$119.50
Wurlitzer 412	124.50
Wurlitzer 616	165.00
Wurlitzer 616 Lite-Up	210.00
Wurlitzer 24	269.50
Wurlitzer 600R	379.50
Wurlitzer 616 Hideaway with Seeburg Solenoid Drum & Power Unit	169.50
Wurlitzer 500	425.00
Wurlitzer 41, Counter Model	125.00
Seeburg Casino	299.50
Wurlitzer 24, Keeney Adapter & 7 Boxes	295.00
Wurlitzer 750E	695.00
Seeburg Hi Tone 8800, ES	575.00
Seeburg Ri Tone 8800, ESRO	635.00
Rock-Ola Standard	299.50
Rock-Ola 12 Record	119.50
Mills Empress	319.50

ARCADE

ABT Challengers	\$ 24.50
Keeney Air Raider	179.50

WALL BOXES - ACCESSORIES

Seeburg Wall-O-Matic, 20 Selection Wireless, Large Type	\$15.00
Seeburg Wall-O-Matic, 24 Selection	32.50
Seeburg Bar-O-Matic, 20 Selection Wireless	49.50
Wurlitzer #100 Boxes, 30-Wire	15.00
Wurlitzer #120 Boxes, 5¢	27.50
Wurlitzer #125 Boxes, 5-10-25¢	29.50
Wurlitzer #330 Bar Box	15.00
Buckley Grey Boxes	5.95
Wurlitzer #304 Steppers	19.50
Wurlitzer #145 Steppers	40.00
Wurlitzer Amplifier #771	42.50
Wurlitzer Amplifier #854	49.50

Terms—1/3 Dep., Bal. C. O. D.

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Other Half of Coin Machine Industry Under Observation

Many casualties among stores during war—end of war will bring many new spots and rush to take advantage of these—Dept. of Commerce keeps statistical eye on trends

Coin machines thoroly proved their value to retail stores before and during the war. The most constructive opportunity facing the coin machine industry after the war is to prove its value in the revolutionary changes that will take place among retail establishments. The Department of Commerce is doing a basic job in keeping the business world informed on what is taking place among locations. This article is basic in nature and is a necessary background for any industry that needs to do business with retail stores.

The other half of the coin machine industry is made up of the thousands of retail establishments in which coin machines are placed. To the coin machine trade these are known as locations. The coin machine industry itself has never fully appreciated the importance of these retail establishments from a simple business standpoint as well as a center for public relations work.

Thru the years one of the established policies of The Billboard has been to educate the coin machine trade to the importance of locations to the industry. In a continual stream of news reports as well as in feature articles this publication has called attention to small retail establishments so that manufacturers, distributors and operators would fully understand what these locations mean in maintaining the business.

One of the greatest values of the coin machine industry is the support that it gives to retail establishments. In arguing against high taxes and reform opposition to coin machines, it is always good propaganda to call attention to what coin machines do for locations. If public officials, business leaders, and newspapers fully understand how much coin machines help many of the small establishments, the coin machine industry would be appreciated much more as a business asset.

It is well understood by operators that far too many locations thru the years have engaged in the unfavorable practice of trying to get as much out of operators as possible. Too many locations have always been trying to get as high a commission as possible from operators and so forced many operators to compete with each other by offering special favors. But this is a part of business life, and it happens in other industries as well as in the coin machine trade. Operators must look on the brighter side of the picture and consider locations as an important part of the total picture of the coin machine industry.

As long as there is a coin machine industry there will be a three-fold task to perform: first, it will be necessary to continually seek the co-operation of locations and educate location owners to appreciate the advantages which coin machines offer to retail establishments; second, it will be necessary to wage a continual propaganda program to convince public, civic and business leaders that coin machines of all types are a mainstay to the retail system in American business, and third, it will be necessary to carry on a continual educational program to show members of the coin machine industry itself how to win the co-operation and good will of locations.

Pertinent to Nation

The present war has produced many changes in the business set up of the United States. Many of these changes have directly or indirectly affected the retail stores of the country. The public press and business publications have been filled with reports and ideas of what is happening in retail circles. All this information is of great importance to the coin machine trade, because the industry must always adapt itself to any changes that take place in the field of retail stores. In many ways the changes have helped

the coin machine industry. The industrial boom increased the importance of small retail stores in industrial areas, and coin machines benefited in such spots. New types of retail establishments are also coming into existence, and some of them will be important as locations. As an example, supermarkets have been growing during the last few years, and may increase during the war. Some of these supermarkets already have coin machine concessions.

More important than all, it is expected that in the post-war period greater changes than ever will take place in the retail field. Operators of coin machines will be as much concerned as any other line of business. Hence it is important to watch carefully the developments that that are now taking place.

In a U. S. Department of Commerce Bulletin this year, several staff officials of the department offered their views of what is now taking place in the retail field and what might be expected in the future. This information has been carefully gathered from various sources, and we are publishing these reports in detail for the information of the trade.

These official government reports are very general in nature, but many of them deal specifically with types of locations that are of first importance to operators of coin machines.

Official Concern

It often has been said, but may well be repeated, that the rather violent and drastic changes in the nature of our manufacturing production and, consequently, in the volume and nature of the articles which the retailer can sell, have been wholly unavoidable. We simply cannot fight a war of this kind without an abundance of munitions and other war goods needed for our own armed forces and those of our allies.

And so we have had, here in this country, the spectacle of a national economy that was converted, almost overnight, into a machine for military production—production of planes and guns and tanks. As we know from the President's reports before Congress, miracles of production were in fact accomplished last year. More of the same will mark 1944.

Vitaly Interested

That is why the Department of Commerce is concerned with the current position and the future of the individual retailer. This is a perfectly natural interest for, whether in war or peace, it is the function of the Department of Commerce to concern itself about business—small, medium and large. The retailer is the final and most important link in the chain of civilian supply.

The department has done, and is doing, a lot of thinking about small business. Big and medium-sized businesses may be, and often are, able to help themselves. Frequently they command competent technical and economic counsel which enables them to tide over stormy difficult times.

The man in small business rarely commands such counsel. And so the Department of Commerce Field Service is used as a means of keeping in close touch with the owners and managers of small businesses, including small retail stores. Field men keep Washington informed on what is happening, what business men are thinking, what problems they face.

This is not as simple a job as it may seem at first glance. Nevertheless, it is met head-on. The department endeavors to keep its hand on the pulse of small business thruout the nation. It wants to know what are the problems of the small business man; how to help him; and, foremost, to offer such aid as it is able to give.

It is easy enough to deal in generalities. Almost anybody can tell you today "what ails" the retailer. But the general, over-all diagnosis will not do much good. One must deal with the specific thing, get down to brass tacks. Investigations must be concrete, down-to-earth, practical.

It is in this spirit, that they have sent out a number of questions to busi-

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. and 7 Keeney Wallboxes, 1 Speaker

1 Seeburg 9800  
1 Seeburg Concert Grande  
8 Gables  
2 Modernized Wurlitzers 24 Rec.

SLOTS

2 Mills 25c Gold Chromes, 3/5  
3 Mills 10c Gold Chromes, 2/5  
2 Mills 5c Gold Chromes, 2/5  
3 Mills 25c Gold Chromes, 2/5

6 Mills 25c Brown Fronts Drillproof, Club Handle, K.A.  
2 Mills 10c Brown Fronts Drillproof, Club Handle, K.A.

4 Mills 5c Brown Fronts Drillproof, Club Handle, K.A.  
2 Mills 25c Blue Fronts Drillproof, Club Handle, K.A.  
1 Mills 10c Blue Front Drillproof, Club Handle, K.A.

1 Jennings F. P. Slot with Stand

2 Mills Four Bells, 4-5c  
1 Mills Four Bells, 3-5c, 1-25c

6 Mills 5c B & G Vest Pockets  
2 Mills 25c Q. T.'s (Blue)

1 Paces Reels  
1 Pace Saratoga  
72 Peanut Machines

Terms: 1/2 Certified Deposit, Bal. C.O.D.

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FOR SALE

1 Rock-Ola 1941 Play-Master Spectravox, 1 Bar Box, 1 Wall Box with wiring, like new, price	\$495.00
1 Seeburg 9800, like new, price	650.00
1 616 Wurlitzer, price	169.50
1 Rock-Ola Rhythm King, 12 record price	99.50
1 Rock-Ola Rhythm King, 16 record, price	149.50
1 Power House 5-Ball, Free Play	24.50

PAYOUT MACHINES

1 Jockey Club, like new	\$495.00
5 Pacemaker Sweepstakes, price	89.00
1 Mills 5¢ Club Bell Slot	339.00
8 5¢ and 10¢ Pace Slot Comets and All-Stars 3-5 Pay	79.50
2 25¢ Pace Slot All-Stars 3-5 Pay	195.00
1 5¢ Caille D-J-P Red and Chrome 2-4 Pay	39.50
2 5¢ Caille Commander 3-5 Pay	69.50
1 25¢ Caille Commander 3-5 Pay	125.00
30 Slot Mills Bluefronts 5-10-25	Write
16 Slot Mills Brown Fronts 5-10-25	Write
4 Slot Mills Extraordinary, 5¢	Write
R. W. B. Tickets, 2,180 Staped in 5's, Per Bag	\$2.50

ONE-THIRD DEPOSIT WITH ORDER

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Wurlitzer Counter Model 71	175.00
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ness consultants located in 12 regional offices across the country. It is felt they have done a good job in answering these questions.

**Based Upon Actualities**

In the articles which follow, you will find such answers as the consultants have been able to furnish. These articles are based on the results of investigations. They summarize and interpret.

If found helpful by retailers, these articles will be followed by others, based upon subsequent investigations by these same field men, who are talking to still more business men about their problems, about their needs, about their hopes and about their future.

The evidence upon which these articles are based, is being prepared as a report, in co-operation with the Office of Price Administration, for the Senate Small Business committee. This evidence will be presented in more detail and will be fully documented. It is hoped that the information collected will be of decided value to the Committee and to the Office of Price Administration in formulating their policies. It will be of great value in the Department of Commerce. And it should be of value to business men themselves.

The following four articles deal with such fundamental current issues as the status of the retailer, causes of births and deaths of retail businesses, and the maintenance of adequate retail facilities thruout the war period.

In the two articles on natality and mortality, they are limited to kinds of retailers whose entry into business, or departure from business, would be indicative of the retailer's position today. Selected, for the study of births, were hardware, apparel and food stores, and for the study of deaths, automobile dealers, stores handling household appliances, including radio and hardware stores.

Finally the consultants were asked to determine the reactions of business men who recently have come into business or gone out of business. And in this way it is possible to paint a picture of what is in the retailer's mind when he decides to go into business and when he decides to get out.

The small business man will find a good deal of enlightenment in these articles. He may find in them some things which can help him to shape his own future course.

One cannot know too much today about the retailer or, for that matter, about the position of any other segment of the national economy. Only on the basis of this knowledge is it possible to formulate policies and guidance. It is in this spirit that the surveys by field men were made. It is in this spirit that they will be made in the future.

**Number of Stores**

Where does the retailer stand today? The question obviously is a vital one. There are something less than 2,000,000 retailers of all kinds in the country. They do an annual business of about \$56,000,000,000.

It is important to know the position of the retailer in the current war economy, and it is equally important to appraise, so far as it can be done today, his future.

These two issues were foremost in the minds of the Department of Commerce Regional Business Consultants and other field men (located in Boston, New York, Philadelphia, Cleveland; Richmond, Va.; Atlanta, Chicago, St. Louis, Minneapolis; Kansas City, Mo., Dallas and San Francisco) when they made their recent surveys on which this series of articles is based. What is the retailer doing at the moment? How does he feel about the future? And, implied in the two questions, what can be done by and for him? A summing up may be helpful at the outset. In the light of the Department of Commerce surveys, the attitude of the retailer, in a crux may be put thus: "So far, so good. But what is coming?" "So far, so good," however, isn't meant to convey unqualified satisfaction with the way things have been going to date. The phrase only means that the retailers have done fairly well—considering. Considering, that is, the profound changes the national economy has undergone to meet the unprecedented call for war equipment which necessitates an enormous drop of goods for civilian use.

The fact that the retailers have done pretty well so far is true—and it is a cheering fact. The general expectation had been that they would be affected by the rapid shift from peacetime to war economy much more adversely than has been the case to date.

Many a retailer today says, somewhat startled but naturally pleased, "Praise

the Lord, I am still in business." But in saying so he isn't fooling himself. He knows that more people have more money to spend for goods than they ever had before—and they are spending. They are buying what there is to buy, and, as yet, there is plenty in most lines.

But even while doing a fair or even booming business, the retailer has the uneasy feeling of dwelling in a fool's paradise. "How long will it last?"

Clearly he can sell only so long as there is merchandise on the shelves. The retailer knows that some merchandise he is selling today won't be on the shelves again for some time to come. Other kinds of merchandise won't be on the shelves again while the war lasts. The reason is that the inside track today properly is given to war goods.

In the short time available to the Department of Commerce representatives in the field, it was manifestly impossible to investigate all the retail lines, and therefore those were looked into whose position today vividly reflects the status and the problems of the retailer. The survey was devoted not only to fact finding but also to an exchange of views so that the retailers' characteristic attitude might be ascertained.

The following retail lines were looked into: Automobile dealers, stores handling household appliances (including radios), hardware stores, apparel stores and food stores.

**Two Common Headaches**

Retailers in the foregoing lines, even as others, have two common headaches—shortage of merchandise and difficulty in getting satisfactory help. In many instances, to these two might be added two others—the problem of long-term leases and the problem of complying with various government regulations.

The shortage of merchandise, clearly, is a widespread condition arising from the circumstance that the nation's manufacturing plant is engaged primarily in war production. This shortage of merchandise may be mild or acute, or at various stages in between.

The problem of personnel stems from the desire of many people employed by retailers to seek greater remuneration in war factories or other war employment, as well as from the call made on young men by the Selective Service.

The long-term obligation on leases is a problem to those retailers who are obliged to discontinue business and retire, who elect to quit business and take up a job, or who finally find it necessary to move from one locality to another.

The trouble sometimes with respect to

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Mills Q.T. Blue, 5c	\$ 79.50
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Bally Defender	225.00
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Repeater	39.50
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Argentine	72.50
Marvel Baseball Revamp, New	\$179.50
P & S Bombardier Revamp, New	174.50
Spotcha Revamp, New	199.50
Stratolliner	\$49.50
Champ	55.00
Band Wagon	42.50
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Mills 1-2-3 1941 F.P., Like New	127.50
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government regulations, according to some reports, is due to the confusion in some minds as to the meaning of the regulations. Some retailers, however, also dislike the bookkeeping involved and the expense.

In the face of these and other troubles the retailers are trying to adjust themselves to conditions. They have done it so far with fine resourcefulness and an almost complete absence of grumbling. The Department of Commerce field men discovered that little time was spent in chewing various cuds of disappointment, while a considerable time was spent in putting the shoulder to the wheel.

These adjustments have had to do with the following procedures: (1) Taking on a completely new line of goods, (2) adding to the old line something "kindred," (3) "pushing"—in advertising copy and verbally—such articles as could be sold and replaced, rather than those who sale would cause future scarcity, and (4) modifying or eliminating services with a view to greater simplicity and saving. Taking on a completely new line of goods is done, if not by a great many retailers, at least by the more daring ones, since it involves a risk to deal with unfamiliar merchandise.

More prevalent is the tendency to add to the old line of merchandise something which "naturally" fits in. For example, a music store normally selling radios might put in some items of furniture.

"Pushing" certain items of merchandise in preference to others is clearly in accord with the logic of present-day conditions, and this is done widely.

Also widespread is the tendency to modify services so that they might be simpler and less costly. Many stores where normally the customer is waited on have turned to self-service to get around the personnel problem as well as to effect savings. Department stores are turning to self-selection—the customer exercises his own discretion and taste in choosing articles of merchandise, and then proceeds to the sales clerk to consummate the purchase. In some localities pooling of deliveries are practiced.

Amid these problems of readjustment one factor stands out pleasantly: there is scarcely any credit problem. People pay cash, and those who buy on credit pay their debts. Retailers, if at all of good repute, easily secure credit. Regulation W is generally welcomed, and some retailers feel it ought to remain on the statute books permanently.

### High Lights From Reports

The following items from the various parts of the country shed light on the position of the retailer today.

In the Minneapolis Department of Commerce region delivery services had been curtailed at first to one per day, and more recently to not more than four per week. Another operating economy by retail grocers is reflected in the slogan, "Pay your bills as often as you get paid." The consequence has been that regular customers, in many instances, are paying their grocery bills on a semi-monthly or even on a weekly basis.

In the Chicago region the "educational" program to induce customers to buy new types of meat, such as pig liver and knuckles, was so successful that the butcher shops were drained of their supplies.

In the New York region, owing to the fact that the manufacture of practically all the items usually stocked by jewelry stores is restricted, jewelers are adding new lines of merchandise such as glassware and chinaware and small leather goods. So far, because of earlier large stocks, department stores in this area have had relatively few shortages of merchandise except in such items as refrigerator and household appliances.

In the Richmond (Va.) Commerce area some filling stations have taken on the appearance of a general store. However, they are still continuing normal functions on a much reduced basis. The sidelines on display include garden tools, glassware, toys, groceries, fruits and vegetables, cigarettes, dog food, soft drinks and pottery. Radio stores are still in business and operate service departments. Some are selling musical instruments, floor lamps and office supplies.

In the Atlanta area the milk companies have instituted the alternate-day deliveries. While this move was originally undertaken to save rubber and equipment, the companies report important economics as a result. One large dairy stated that it had reduced its delivery cost more than half. Automotive appliance dealers in this area have gone into a wide variety of new lines. A small store, in addition to auto appliances, has stocked hardware, rugs, paints luggage, sweaters, raincoats, gloves, golf clubs,

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TEN STRIKE	79.50
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WUR. P-12	Write
WUR. 312	Write
WUR. 616	Write
WUR. 41	Write
WUR. 61	Write
WUR. 71	Write
ROCKOLA 12 RECORD	Write
SEEBURG 8200, REBUILT REX MECHANISM	Write

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FIVE BALL FREE PLAY—ANY QUANTITY.  
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5 Playball	PIYOH 'EM, OATCH 'EM	2 Tokyo Guns . . . 175.00
3 Sport Parade	WEE GEE	1 Western Baseball . 75.00
5 Sky Ray	SPOTOHA	2 Bally Rapid Fire . . 175.00
3 Bolaway		2 Paces 5c Red Arrow 225.00
3 Stratolliner		1 Paces 5c Brown Cab. 150.00
2 Ten Spot		1 Paces 25c Blk. Cab. 180.00

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| 2 Chicken Sams. Each..... 125.00   | 10 Mills Glitter Gold QT., 5 Cent. Each..... 130.00           |
| 2 Shoot the Jap. Each..... 150.00  | 15 Mills Glitter Gold QT., 1 Cent. Each..... 75.00            |
| 1 Mutoscope Sky Fighter..... 350.00  | 10 Mills Green 5 Cent QT. Each 65.00                          |
| 1 Mutoscope Ace Bomber..... 395.00   | 10 Mills Blue 5 Cent QT. Each 90.00                           |
| 2 Keeney Anti-Aircraft. Each... 75.00  | 2 Nickel, One Dime, One Quarter Rototops With Stands. 500.00  |
| 6 Mills 1-2-3, '39, FP. Each.... 75.00   | 25 Single Cabinets Slots Stands, Mills. Each..... 30.00       |
| 6 Mills 1-2-3, PO. Each..... 110.00  | 15 Double Slot Cabinets, Mills. Ea. 80.00                     |
| 6 Mills Owls. Each..... 90.00  | 30 Weighted Mills Safe Stands. Each..... 25.00                |
| 1 Mutoscope Photomatic, Late Model..... 1,000.00                                 | 5 Mills Jack in the Box. Each 37.50                           |
| 1 Voice Recorder..... 500.00   | 60 New Relays for Mills Four Bell Machines. Each..... 3.00    |
| 5 Evans Ten Strike. Each..... 50.00  | 5 Jennings Good Luck Consoles. Each..... 50.00                |
| 1 Scientific Baseball..... 100.00  | 150 Mills Standard Slot Machine Handles. Each..... 2.00       |
| 10 Mills Flashers. Each..... 70.00   | 25 5/10/25 Cent Wurlitzer Boxes. Each..... 25.00              |
| Sport Page, PO., 1 Ball..... 60.00   | 3 Mills Empresses. Each..... 310.00                           |
| Hawthorne, PO., 1 Ball..... 75.00  | 2 Mills Thrones. Each..... 275.00                             |
| Track Record, PO., 1 Ball..... 125.00  | 5 Packard Wall Box Brackets. Each..... 3.50                   |
| Pace Maker, PO., 1 Ball..... 80.00   | 1 Packard Juniper Adaptor.. 39.50                             |
| All-American Derby, PO., 1 Ball, New..... 300.00                                 | 3 Mills Dice Machines, 25 Cent Play. Each..... 75.00          |
| All American Derby, PO., 1 Ball, Used..... 200.00                                | 10 Columbia Bells, Chromes, DJP., Convertible. Each.... 80.00 |
| One Way 5-Cent Super Bell, FP., PO.,..... 395.00                                 | 1 Seven Way Caille Slot..... 100.00                           |
| 10 Buckley Track Odds Daily Double, Late..... 700.00                             | 3 Pace Slug Proof, 5/10/25, Good as New. For Three.. 525.00   |
| 3 Mills Free Play Slots. Each.... 150.00   |   |
| 3 Evans Lucky Stars. Each..... 295.00  |   |
| 5 Paces Races Red Arrow. Each.. 265.00   |   |
| 1 Gold Cup..... 50.00  |   |
| 200 Mills Slots, Chromes, Brown Fts., Cherry Bell, Club Bells, Write, 5/10/25/50 |   |
| 10 Jennings Master Chiefs, 5/10/25   |   |

**WYOMING NOVELTY COMPANY** 540 E. Yellowstone CASPER, WYO. Phone 542

dolls, pocketbooks, smoking stands and a variety of other gift items. A large radio and appliance distributor has taken on a complete line of furniture and china-ware.

In the Cleveland Commerce region appliance dealers are taking on toys, dolls and almost anything they can get. Furniture is a popular line. In many instances only small items such as lamps, tables and sewing equipment are stocked. In others, no stock is carried, but sales are made from a catalog.

Reference has already been made to the absence of grumbling. That is virtually unanimous. It is a heartening phenomenon. Retailers know we are in a war and that somebody—everybody—must suffer. They do not kick, but a lot of them will think hard about how they will survive—not perhaps in the immediate future, but, say, in the second half of 1944 and beyond.

The Department of Commerce field men have asked retailers about government aid. Their answers indicated that they were not sure, on the whole, in what form that aid could be offered. In fact, many of them were opposed to government subsidies or "handouts."

This shying away from "outside" aid is no doubt a part of the temperament for which the retailer has long been known—his individual judgment, character and fortitude, which make him reluctant to accept a crutch even when the limping has become bad.

Summing up, the position of the retailer today is not bad. He is doing what business he can and welcoming the opportunity. But those in business wonder, in effect, how long "the beautiful illusion" will last. Many a retailer today is like a rheumatic man who is thoroughly enjoying his dancing while wondering when the twinge will come and how soon he might have to take to bed.

### Civilian Economy

As the job of putting civilian economy on a complete war basis progresses, the distributive trades will be faced with mounting and serious problems of adjustment. There is a basic task of distributing essential civilian goods, but the man-power and material requirements for the performance of every distributive function and operation must be put on a minimum basis. In many lines where supplies are short or have disappeared from trade channels, the peacetime facilities for distribution are much greater than are currently needed.

### Predictions Impossible

An uncertain future makes it impossible now to predict the exact nature and extent of the problems which retailers will face. But it is known that drastic curtailment in the volume of consumer goods available for distribution, loss of personnel to the armed forces and war manufacturing concerns, and shifts in population will be such that several hundred thousand retailers probably will be forced to close within the year.

At the request of the Senate Special Committee to study the Problems of American Small Business and in cooperation with the Office of Price Administration, the Department of Commerce undertook a study of how and why retail firms are dying and a corollary study of how and why retail firms are being born under current conditions. This article and the one immediately following present, briefly and in preliminary form, the why of retail deaths and births.

The regional business consultants of the Department of Commerce field staff were requested to secure information on specific cases of business deaths and births in their respective regions. Cases on deaths were limited to automobile dealers, household appliances and hardware stores that were in business January 1, 1940, and had closed since January 1, 1942. Cases on births were limited to

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| 1 Mills Empress.....                          | 350.00        |
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| 2 Rock-Ola 5-10-25¢ Conv. Counter Models..... | 125.00        |
| 1 AMI Singing Tower.....                      | 325.00        |

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| 3 Wurl. #130 Adapters.....           | 31.50        |
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| 15 Wurl. Speakers 616-500.....       | 22.50        |
| 11 Wurl. 412 Amplifiers.....         | 40.00        |
| 7 Wurl. 412 Speakers.....            | 22.50        |
| 3 Walnut Auxiliary Speakers.....     | 14.50        |
| 3 Metal Outside Speakers.....        | 11.50        |
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| 15 Wurlitzer #100 Wall Boxes.....    | 14.50        |
| 3 Wurlitzer New #100 Wall Boxes..... | 17.50        |
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50% Certified Dep., Bal. C. O. D. or Sight Draft.

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Holes	Name	Def.	Profit	Price
1000	5¢ Nickel Charley	Def.	\$17.50	\$ .98
1000	5¢ Double Finn	Def.	24.50	.98
1800	5¢ Lulu, X Thick	Def.	18.00	1.98
1000	25¢ J.P. Charley	Avr.	52.04	\$1.21
1000	25¢ J.P. Charley, Thick	Avr.	52.04	1.41
1000	25¢ J.P. Easy Pickins	Avr.	51.50	1.69
1200	25¢ J.P. Easy Pickins	Avr.	101.50	2.19
1000	25¢ J.P. Texas Charley	Avr.	102.50	2.36
1000	5¢ J.P. Bell Boy, X Thick		\$20.40	\$1.85
1000	5¢ J.P. Big Forty		24.50	1.79
1000	10¢ J.P. Ready Money		50.70	1.79
1000	5¢ J.P. Jumbo Pic-D-Fins		19.75	1.89
1184	5¢ J.P. Jumbo 10-B-Fins		27.79	2.49
1000	5¢ J.P. Beat This Card		\$33.00	\$2.59
1200	5¢ J.P. Big Forty		34.50	2.29
1684	5¢ J.P. Victory Bell		46.55	3.79
2400	10¢ J.P. Barrel		92.85	3.49

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| 5¢ Big Game, PO. Write   | 5¢ Jenn. Silver Chief      | Kicker & Catcher \$ 24.50 |
| Jumbo, PO, Late \$149.50 | 5¢ Jenn. Silver Club       | Western Super Grip 69.50  |
| Mills 3 Bells Write      | 5¢ Mills Dial Vendor       | View-a-Scope, 1¢ 29.50    |
| Bobtail, PO. 139.50      | 10¢ Jenn. Silver Chief     | Muto, Card Vendor 30.00   |
| Jumbo FP, Late 109.50    |                            | Keeney Submarine. 209.50  |
| Ev, Bangtail, JP. Write  | <b>PIN GAMES</b>           | Shoot the Chutes 159.50   |
| Keeney 4-Way Super       | Marvel's Baseball \$179.50 | Bally Bull 109.50         |
| Bell, 3/5¢, 1/25¢ Write  | Flying Tigers 209.50       | Rock-Ola Ten Pin. 79.50   |
| <b>SLOTS</b>             | Idaho 229.50               | Rapid Fire Write          |
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| 5¢ Mills Brown Fronts    |                            |                           |

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|---|--|
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| Keeney Submarine Balls, 100..... 3.00               | 30-30 Condensers..... 1.25                         |
| Toggle Switch, Double Switch, Double Throw..... .75 | Western Kicker Coils..... 6.00                     |
| Atlas Parts Kit, Special..... 4.75                  | Red Plastic, 20"x50", #60 Heavy Gauge..... 12.50   |
| Rapid Fire Gun Castings..... 16.50                  | Red Plastic, 20"x50", Light Gauge..... 10.50       |
| 12" P.M. Speaker..... 10.50                         | Millimeter, to Test Wall Boxes..... 15.00          |
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Write for Complete Parts List.

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| New Seeburg Shoot the Chutes Cabinet 22.50 | Seeburg T3Z Transmitters with Tubes 21.25   |
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1 SPARKY	20.00
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THIS EQUIPMENT HAS BEEN RECONDITIONED, REPAINTED AND READY TO OPERATE

5 Mills B. F., 5c, D. J. P.	\$167.50
4 Mills Blue Fronts, 5c, S. J. P.	195.00
1 Mills B. F., 10c, D. J. P.	205.00
3 Walling Rolofops, 10c, 3-5	160.00
1 Mills Gooseneck, 25c, 2-4	80.00
2 Evans Gall. Dom., Bro. Cab.	250.00
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1/3 DEPOSIT

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**Honorable Discharged Mechanic**

Pin-Ball and Arcade Equipment experience. Not afraid of work. Sober, age 29. Can give good references. Will accept best proposition. Write BOX D-371, care of The Billboard, 25 Opera Place, Cincinnati 1, Ohio.

food, wearing apparel and hardware stores, opened since March 1, 1942. All data were obtained during November and December, 1942.

While the limited number of cases covered do not afford a statistical sample that is adequate to sustain broad generalizations, they do throw light on the conditions surrounding births and deaths in retailing.

Any attempt to assign a reason for a business death is complicated by the difficulty of separating real reasons from excuses. Even in normal times business concerns are born and die at the rate of approximately 1,000 per day. The forces of poor business management will continue to take toll during the war, and, of course, the problems of business survival become more difficult when decisions are required on new and unfamiliar situations.

Former retailers usually gave several factors as significant in their decisions of discontinuance. The three outstanding ones are: (1) scarcity of merchandise, (2) loss of personnel, and (3) alternate opportunity for employment.

**Scarcity of Merchandise**

Of the total cases analyzed, scarcity of merchandise was given most frequently as a major factor. The stoppage of the manufacture of new cars was a mortal blow to many automobile dealers. Nevertheless the regional business consultants found that as yet there has been no widespread liquidation. In San Francisco, for instance, only two dealers have liquidated since Pearl Harbor. A majority of automobile dealers have been able to continue operation on a service basis.

Drastic curtailment in the output of most household appliance lines placed retailers handling these items in an even more difficult position than that of automobile dealers. Continuation as a service establishment customarily appeared less feasible.

The scarcity of merchandise in hardware lines was somewhat less significant in causing liquidation than in the other two fields. It was a major factor, but usually closely associated with others of equal importance.

Loss of experienced personnel played a major part in the death of one-third of the retailers. Only in a few cases was it listed as the single cause of discontinuance; where important it was usually in conjunction with problems created by scarcity of merchandise or other conditions. Several automobile dealers, for example, indicated they could have continued their service departments had they been able to keep their former employees at old wages. A hardware dealer in Kansas, unable to replace his manager and anticipating shortage of goods, decided to close. In Boston an electrical appliance dealer pointed out that opportunities for electricians in war plants made it unprofitable to attempt to compete.

**Alternate Opportunities**

Alternate opportunity for employment, including retirement and Selective Service, played an important part in the decision to discontinue in slightly less than half the cases. The effect of the war is clearly evident. A number of owners had attractive opportunities in war plants were offered commissions or were influenced by the Selective Service. On the other hand, several decided to

**Jackpot Fruit Reel**

\$47.50

**BRAND NEW**

Takes In Nickels—PAYS OUT QUARTERS

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. Complete with 138 tokens bearing odds low as 3 to 1, high as 50 to 1. FILL PAYOUT TUBE WITH REAL QUARTERS INSTEAD OF TOKENS IF TERRITORY will permit. JACKPOT consists of large "Goldaward" coin almost the size of a half dollar, which is usually redeemed at counter for \$5.00 cash. Takes space 10x10 in. Ht., 13 in. Wt., 25 lbs. Send \$10.00 deposit, balance express C. O. D.

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**BLOCK SPECIALS!!!**

**PIN BALL BUMPER STEM REPAIR SLEEVE**



Thousands in use because they end bumper trouble!  
 Reg. Size, \$2.75. Pkg. of 25.  
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**NEEDLES!!**

**AEROPoint**

Our Fastest Selling Needle! 50c Each  
 Lots of 25, 48¢ Ea.; Lots of 100, 46¢ Ea.

**MILLS MAIN CLOCK GEARS**



Complete With Dogs and Springs as Illustrated.  
**\$4.00** Each

**"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)

**NEW GUARDIAN SERVICE KIT**



**STANDARD KIT**  
 No. 450... \$7.50 Each

**TUBULAR COIN WRAPPERS**

One Case (17,000)	60¢ Per M
3 Cases (51,000)	55¢ Per M
6 Cases (102,000)	48¢ Per M
15 Cases (255,000)	43¢ Per M

Write for Lower Prices on Larger Quantities.

Oval Frames for New Award Cards, \$1.50 Ea.

**NEW AWARD CARDS**

6-48	35¢ Ea.
50-99	25¢ Ea.
100 Lots	22¢ Ea.

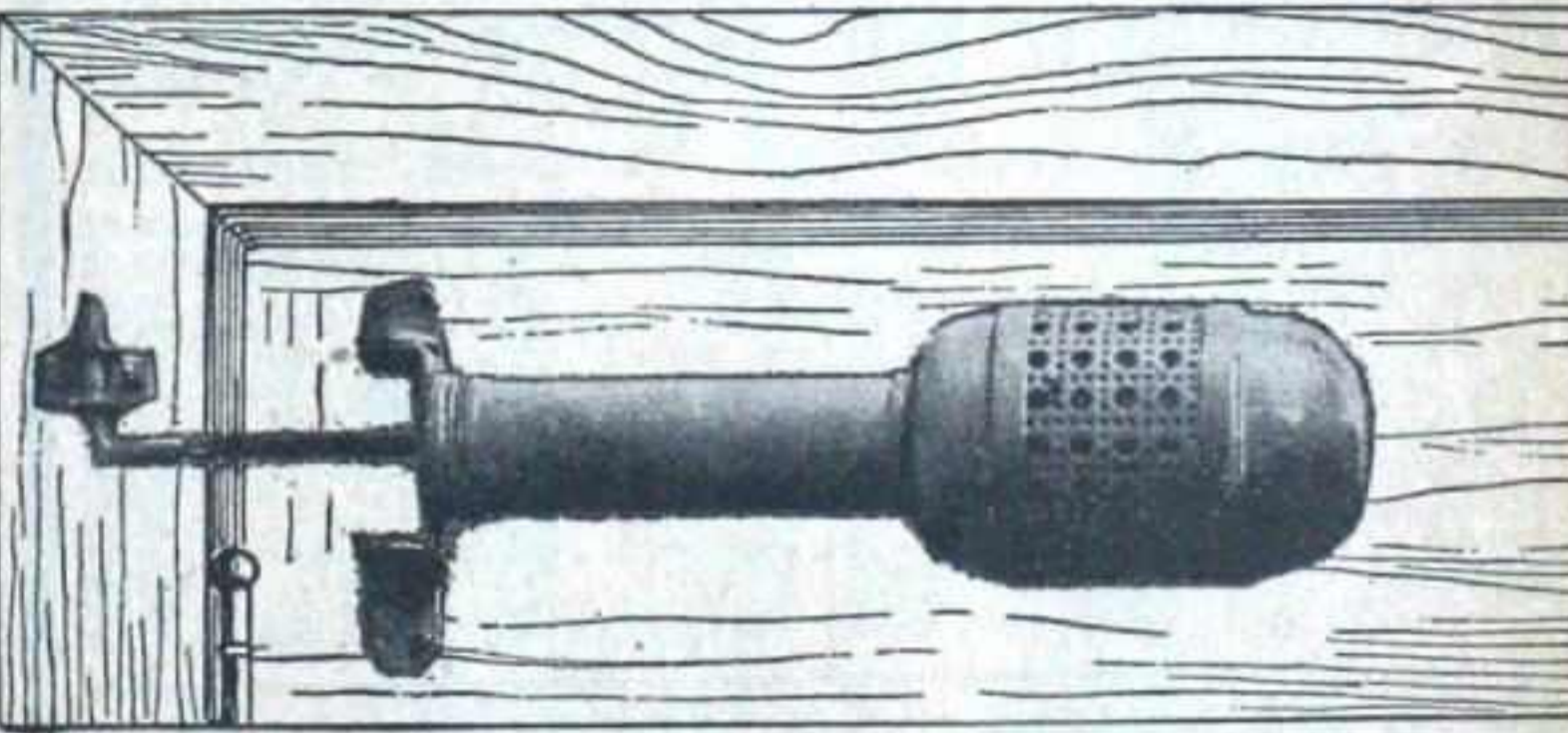
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Phonograph and Pin Game Hand Trucks, safe and speedy. **\$32.50** EA.

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The only completely AUTOMATIC DEODORIZER for Public Restrooms. A necessity in restaurants, grills, theaters, office buildings, industrial plants, etc. Establish your own route—small initial investment.

NET PROFIT PER UNIT FIRST YEAR ..... \$13.50  
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**SPECIAL! SPECIAL! SPECIAL!**

5 Conductor Color Coded Heavy Duty Rubber Covered Gun Cable for Seeburgs, per ft.	18c
6 Conductor Color Coded Heavy Duty Rubber Covered Gun Cable for all Seeburgs, includes Spare Wire, per ft.	23c
8 Conductor Color Coded Heavy Duty Rubber Covered Main Cable for all Seeburg Guns, per ft.	25c
Shielded Cable, minimum order, 500 ft.; per 1,000 ft.	\$40.00
2 Conductor No. 18 Rubber Covered Zip Wire, per 1,000 ft.	21.00
750 Watt, 200 Hour, Westinghouse Projection Lamps for Panoram	4.75
(List, plus 7 1/2% tax)	
Resistors, 2000, 3500 & 5000 OHM, 10 Watt, each	.27

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try their luck in other businesses not connected with the war, while others, chiefly hardware retailers, wanted to retire.

Among hardware stores the causes of liquidation were less clearly defined than among automobile and household appliance dealers. Scarcity of merchandise was still a major factor in something more than half the cases. One hardware retailer in Massachusetts, for example, was offered an engineering job in a defense plant, his first opportunity to practice his profession since graduating from college. He left his store in charge of his wife, who in view of the difficulty in obtaining merchandise, decided to close out. In the case of a father-son store in Minnesota, it was agreed that both could make more money by entering war plants than by continuing the hardware firm, especially since they anticipated difficulties in obtaining adequate stocks of merchandise.

Among hardware stores "alternate opportunities" were more frequently listed as reasons for discontinuance. Several hardware store owners decided to retire from active business. Others had attractive opportunities in new business ventures, and about one-third went to war plants and the armed forces. One was a Japanese hardware dealer in California, who was sent to a war relocation center.

Priorities and other government regulations were listed by several hardware dealers as a contributory cause for liquidation. A Delaware owner was so fearful of disobeying wartime regulations, wilfully or otherwise, that he was approaching a nervous breakdown and felt that discontinuance was the only way out. Similarly, a Wisconsin dealer concluded that he could not ask customers to sign priority requests. General government restrictions and business uncertainty, plus a decrease in trade resulting from labor shortage among farmers, was the dominant factor for the closing out of a Midwestern firm.

For each case of discontinuance the regional business consultants were asked to analyze several additional factors which normally influence decisions to liquidate. They found that inefficient management and poor location were still dominant in forcing liquidation of some stores, outweighing in several cases the newer problems brought on by the war. On the other hand, seldom was discontinuance brought about by decreased purchasing power. Around most of the stores purchasing power had either increased or remained constant during the months just prior to the date of discontinuance.

### New Stores

In the preceding article the why of retail deaths was explored. Here we are concerned with the question, "What are the circumstances surrounding the establishment of new shops under current adverse conditions?" To supply an answer to this question the Department of Commerce requested its regional business consultants to analyze the conditions surrounding the establishment of individual new retail stores in their respective regions.

Only stores opened since March 1, 1942, were included in the survey. Cases were limited to food, wearing apparel and hardware stores, as it was felt that this would give a representative picture of the situation.

Complete reports are available on a limited number of retailers who have opened their doors in the past 10 months. While this survey covers only a small number of business births, it is believed that the conditions listed here would be duplicated if the coverage were increased. The cases are drawn from all regions of

## BRAND NEW FLOOR SPEAKERS

Mirror on each side.

Gray finish, trimmed in black.

Dimensions: About 6' high, 17" wide and 17" deep.

Speaker built into top.



ANY WALL BOX OF ANY MAKE CAN BE ATTACHED TO THIS FLOOR SPEAKER

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These games are clean and thoroughly overhauled

- 2 A.B.C. Bowlers .....@ \$49.50
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- 1 Hit the Japs .....@ 34.50
- 3 Sea Hawks .....@ 50.00
- 1 Smack the Japs ....@ 49.50
- 2 Towers .....@ 59.50
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- 4 Twin Six .....@ 39.59
- 3 Wild Fire .....@ 39.50

1/3 Deposit, Balance C. O. D.

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## WANT TO BUY

LATE TYPE CONSOLES AND ONE BALLS

Wire or Phone Type, Quantity, Price at Once.

FOR SALE! LONGACRES AND THOROBREDS CONV. \$375.00 EACH

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Action ..... 175.00	Defense ..... 135.00	Midway .... 159.50	School Days.. 85.00
All Baba ... 32.50	Eagle ..... 129.50	Metro ..... 55.00	Snappy '41 .. 49.50
Argentine .. 79.50	Fantasy .... 45.00	Oh Boy ..... 35.00	Super Chubbie 79.50
Big Parade .. 135.00	Formation .. 45.00	Pan American 59.50	Show Boat ... 89.50
Bosco ..... 85.00	Four Roses.. 75.00	Paradise .... 69.50	Spot-A-Card .. 89.50
Bowlaway .. 85.00	Five & Ten.. 125.00	Red,White,Blue 39.50	Target Skill .. 45.00
Boomtown .. 49.50	Gold Star ... 45.00	Shangri-La .. 185.00	Trailways .... 65.00
Blondie .... 39.50	'40 Home Run 45.00	Sun Valley .. 185.00	Towers ..... 89.50
Big Chief ... 39.50	'42 Home Run 95.00	Sink the Jap. 89.50	Ten Spot ..... 55.00
Bombardier .. 129.50	Jeep ..... 135.00	Slap the Jap. 89.50	Topic ..... 85.00
Champion ... 29.50	Knockout Jap. 145.00	Shortstop ... 45.00	Victory ..... 129.50
Crystal ..... 49.50	Knockout ... 125.00	Sky Ray ..... 35.00	Yanks ..... 134.50
Clover ..... 89.50	Legionnaire .. 55.00	Sara Suzy ... 29.50	Velvet ..... 55.00
New Champ.. 65.00	League Leader. 35.00	Star Attraction 65.00	Wild Fire... 45.00

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Attention — Mascot — Silver Skates — Glamour — Playball — Do-Re-Mi — Stars — Double Play — Sunbeam — Zombie — Leader — Duplex — Skyblazer — West Wind — Keep 'Em Flying — Four Aces — Stage Door Canteen

### 5-BALL FREE PLAY REVAMPS

Flat-Top	Flying Tigers	Marvel Baseball
Wagon Wheels	Casablanca	Idaho
Zingo	Sky Rider	Streamliner
Santa Fe	Grand Canyon	Arizona
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Flat Top .. \$249.50
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Spot Cha ..... 199.50
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P & S Revamps 179.50
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### MISCELLANEOUS

10 Holly Grippers .. \$ 8.75
2 Br. Anti-Aircraft .. 59.50
Jennings Bobtail, F.P. 129.50
Rapid Fire ..... 209.50
Shoot the Chutes .... 139.50
Jennings Lo-Boy Scale 69.50

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## GENERAL AMUSEMENT COMPANY

Distributors  
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## WANT TO BUY

- Mills Three Bells
- Mills Four Bells
- Mills Blue Fronts
- Mills Bonus Bells
- Mills Half Dollar Bells (Any Escalator Models)
- Mills Golf Ball Venders
- Mills Club Bells, 50¢ Play
- Mills Extraordinary Bells
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We mean business. In order to make fast deals give ALL the information. If we buy we will reimburse for telegrams or phone calls.

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P. O. Box 4141  
140 N. W. 1st Street MIAMI 25, FLORIDA

### MISCELLANEOUS MACHINES FOR SALE

- 1 5¢ Jenn. Master Chief, Slug Ejector \$250.00
- 1 5¢ Mills Skyscraper, 3/5, 20 Stop Reels ..... 60.00
- 1 10¢ All Star Pace (Conv. From 1¢) 65.00
- 2 5¢ Caille 3/5, No Lemon Reels, Ea. 55.00
- 1 10¢ Caille 3/5, No Lemon Reels... 65.00
- 1 1¢ Jennings Little Duke, Triple Jackpot ..... 15.00
- 1 Daval Penny Pack ..... 5.00
- 1 Mills 3 Coin Machine (Counter) ... 10.00
- 1 5¢ Caille Brownie, 5 Coin ..... 39.50
- 1 Mills Do-Re-Mi Phonograph ..... 89.50
- 1 Electro Hoist Crane ..... 27.50
- 1 Mills Railroad, 7 Coin, Pay Table .. 30.00
- 1 Rowe Aristocrat, 7 Col. Cigarette Mach 20.00

Terms: 1/3 Cash With Order, Balance C. O. D., F. O. B. Fort Wayne, Ind.

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1426 WELLS ST. FORT WAYNE 7, IND.

## FOR SALE

BOWLING ALLEY AND POOL ROOM Eight Brunswick-Balke Alleys, four Tables. Doing capacity business. For sale because of owner's health.

**J. C. CUNNINGHAM**  
FRONT ROYAL, VIRGINIA



## CLEVELAND COIN

### OFFERS:

#### FREE PLAY CONSOLES

2 Jumbo Parades, F.P.	\$105.00
2 Sun Rays, Like New, F.P.	165.00
3 Big Games, F.P.	110.00
2 Big Tops, F.P.	115.00
1 Early Head Galloping Domino	125.00
4 Kentucky Clubs	125.00
1 Boulah Park, 5c	110.00

#### BAKERS PACES

20 Baker's Paces, D.D., J.P., Check Separator Models—\$325.00 Each.

#### 20 POKERINOS—X-RAY POKERS —7 FOOT!

Just off location—in excellent shape and equipped with new rubber balls—lumiline lights—some have bell ringers and automatic payoff wipers! \$150.00 each. Also have 14 stools at \$100.00 for the lot—Entire set-up including stools (as one lot), \$3000.00.

1 Genco Playball, Late	\$150.00
1 Supreme X-Ray Poker	135.00
2 6-Fl. X-Ray Pokers	135.00

#### 20 FREE PLAY PIN GAMES AT \$1,100.00

'41 Major—Leader—Dixie—Pan American—Big Chief—Crossline—Spot Pool—West Wind—Sunbeam—Trailways—School Days—Wild Fire—Metro—Gold Star—Sport Parade—Knockout—Jungle—Repeater—2 Silver Skates:

#### SCALES

50 LO BOY TYPE SCALES, consisting of 35 Ideal—10 Galileo and 5 New Era—now being taken off location—\$1250.00 for the entire lot (best wire us immediately).

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2 Mills 5c Chrome Bells	Write
1 Mills 25c Chrome Bells	Write
1 Mills 5c Futurity	\$150.00
1 Jennings 5c Club Bell	185.00
1 Jennings 10c Club Bell	225.00
1 Jennings 5c 1 Star Chief	110.00
1 Jennings 5c Triplex	150.00
2 Jennings 5c Silver Chief	195.00
1 Jennings 5c Four Star Chief	135.00
1 Watling 5c Rollatop	110.00
1 Watling 10c Rollatop	125.00
1 Watling 25c Rollatop	150.00
1 Watling 10c Club Bell	200.00
1 Late XXV Cigarolla Change-Maker	125.00
1 XV Cigarolla	85.00

#### PHONOGRAPHS

2 10-Record Seeburgs—3 Mills De-Remi's—3 Mills Dance Masters—1 Mills Troubadour—2 Wurlitzer P-10's	\$850.00
For the entire lot!	\$850.00
1 Mills Throne of Music	295.00
2 Mills Empress	350.00

#### ARCADE EQUIPMENT

1 Kirk's Blow Ball	\$125.00
1 Supreme Keep Punching	110.00
1 Jennings Barrel Roll	125.00
1 1941 Evans Ten Strike, F.P.	95.00
1 See-a-Freak	110.00
1 Batting Practice	125.00
1 Bally Defender	250.00
1 Rotary Claw Merchandiser	150.00
2 Magic Fingers	125.00
4 Bean 'Em's	75.00
1 Keeney Submarine Gun	175.00
1 Talking Scale	125.00

#### CIGARETTE MACHINES

Stewart-McGuire's DuGrenier SP Models—7 column—20c combinations—completely reconditioned—mechanically perfect! Ready to operate! Complete with cabinet bases and crated at \$35.00 each in lots of 20 or more!

TERMS: 1/2 Deposit With All Orders—Balance C. O. D.

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#### ROTARIES, PUSHER TYPE:

#### CLEVELAND COIN MACHINE EXCHANGE

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A life-saver if you have any welding to do. Do not expect to receive any more of these welders for the duration.



\$27.45 ea.

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## FOR SALE

### 10 MILLS OWLS

Just Off Location. Clean and in Good Condition, for \$62.50 Each. 1/3 Deposit With Order. WANTED TO BUY—Wurlitzer 616 Lito-Ups and 24-A's.

#### Casino Novelty Co.

502 N. Albany, Tampa, Fla.

the country, from boom as well as from depressed areas.

Relatively few of the operators of new stores had attempted to analyze specifically the opportunities for success. Typically, the consultants found this explanation: "I wanted to open a business of my own. This location was available and looked pretty good, so I started out." Although most of the cases covered were those of small retailers—only 11 with more than three employees—the absence in most instances of even a cursory examination of the extent to which new industries had come into the community or changes had occurred in population, general purchasing power and buying habits indicates a need for better planning. Stores soundly located appeared to have done so by accident as much as by design.

#### New Stores Non-Essential

Half of the store operators felt that they had a competitive opportunity for continued profitable operation, but agreed that their stores were not essential for the physical distribution of goods to consumers. Indications were that only a third of the stores were needed to fulfill a demand for additional retail capacity in the immediate neighborhood because of new industries, or to replace stores formerly handling the same lines, or because no other source of supply was available to consumers in the immediate locality. Several others acknowledged that no need existed in the community for their particular store, that even a normal competitive opportunity for success was absent.

Especially encouraging was the fact that seven-eighths of the operators of new stores had had previous experience in selling the same lines of merchandise. Haphazard location of stores appeared therefore to be a result of haste and nonavailability of information about current needs of the retail system.

A highly important motivating factor was the wish to be one's own boss even with less income. A California grocery man motivated by this desire concluded after three weeks' operations, "It's so hard to get meat or help I wish I had never opened. Last Saturday I came near walking out to get a shipyard job and forgetting the store."

Had adequate information been sought by any of these business men, a high proportion of the stores undoubtedly would never have opened.

A few of the individuals opened stores without previous experience in retailing in an effort to adjust to new conditions. An exporter of cotton in New York, with his business temporarily vanished, decided to open a grocery store. A Chinese representative of the Commission of Overseas Affairs, unable to return to China, set up, with his wife and two daughters as assistants, in the Victory Grocery in California, with funds borrowed from friends. Changes in the food field caused a small manufacturer to discontinue and open a hardware store.

#### Probability of Success

Most new operators believe they have opened a permanent store to be continued after the war. Conditions of success, of course, are difficult to estimate. In the Italian section of Boston, for ex-

# MAYFLOWER SPECIALS

### CONSOLES

MILLS FOUR BELLS	\$575.00	SARATOGA	\$ 79.50
KEENEY SUPER BELL, 5 and 5	485.00	TANFORAN	25.00
KEENEY SUPER BELL, 5 & 25	575.00	LIBERTY BELL	25.00
PACES RACES, Late, J. P.	275.00	CONSOLE CLUB BELLS, 5-10-25-50	Write
GALLOPING DOMINO, J. P., Lite Cab.	375.00	GOLD CHROMES, 5-10-25-50	Write
GALLOPING DOMINO, Walnut	195.00	BROWN FRONTS, 5-10-25	Write
LUCKY LUCRE	149.50	MILLS HAND LOADS, 5-10-25-50	Write
JUMBO PARADE, Cash Pay	110.00	MILLS BONUS, 25c	Write
JUMBO PARADE, F. P.	120.00	BALLY BELL, 5-25	90.00
JENNINGS TOTALIZER, F. P.	135.00	PACE BANTAM, 25c	50.00
ROYAL DRAW	75.00	COLUMBIA, G. A.	55.00
FAST TIME	75.00	SMOKER BELLS, 5c, Fruit	75.00
LONG CHAMP, Sr. & Jr.	35.00	JENNINGS SILVER CHIEF, S. P.	150.00
JENNINGS MULT. RACES	50.00	BROWN FRONT CASTINGS, Sets	37.50
TRACK TIME, Red Cab.	50.00	BLUE FRONT CASTINGS, Sets	25.00

**1 FILBIN UNIT IN STEEL CABINET includes 3 PACKARD SPEAKERS—15 PACKARD WALL BOXES WIRE AND CABLE . . . . \$875.00**

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SEEBURG 8800, E.S., R.C.	Write	SINGING TOWERS	Write
SEEBURG 9800, E.S., R.C.	Write	SEEBURG WALL-O-MATICS	\$ 37.50
SEEBURG ENVOY, E. S.	Write	SEEBURG SELECT-O-MATICS	15.00
SEEBURG CADET, E. S., R. C.	Write	ROCK-OLA TWIN 12, Steel Cab., Adp.	210.00
PACKARD PLA-MOR, W. B.	\$37.50		

ALL MACHINES READY FOR IMMEDIATE SHIPMENT. TERMS: ONE-THIRD DEPOSIT WITH ORDERS.

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## 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.

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WILLIAMS FLAT TOP -- \$250.00  
NEW P & S REVAMPS

PRODUCTION  
EAGLE SQUADRON  
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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.

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AirCircus \$139.50	Jungle . . . \$69.50
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Capt. Kidd. 69.50	Seven Up . 69.50
Clover . . . 79.50	Topic . . . 79.50
4 Diamonds 49.50	Sink Japs . 49.50
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WRITE—MANY OTHERS—WRITE

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Sport Special	\$165.00
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1/3 Certified Deposit.

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## FOR SALE—IMMEDIATE DELIVERY

5 Mills 25c Gold Chromes, 2/5 Payout	SLOTS	4 Mills 10c Blue Fronts
2 Mills 25c Gold Chromes, 3/5 Payout		4 Mills 5c Blue Fronts
3 Mills 25c Blue Fronts		3 Mills 5c Brown Fronts

All Slots are rebuilt, guaranteed like new, with knee action, club handles and drillproof cabinets.

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HOT OFF LOCATION!**

\*\*\* MUSIC \*\*\*

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|--|---|
| Twin Twelve Wurlitzer with Keeney Adapter, No Amplifier . . . . . \$100.00                                   | Wurlitzer 618 Lite-Up . . . . . \$215.00                          |
| Twin Sixteen with Buckley Adapter and 15 32-Record Buckley Boxes, No Amplifier, For the Lot . . . . . 250.00 | 4 Gabels, Adapted for Cellar Jobs, Perfect, Each . . . . . 115.00 |
| Rock-Ola Imperial with Buckley Adapter and Two Buckley Boxes . . . . . 250.00                                | 25 Rock-Ola Wall Boxes, Each . . . . . 25.00                      |
| Seeburg Hi-Tone, Newly Refinished, Perfect . . . . . 625.00  | 25 Keeney Wall Boxes, Each . . . . . 4.00                         |
| Rock-Ola DeLuxo . . . . . 350.00   | 18 Seeburg 30-Wire Boxes, Metal Covers, Each . . . . . 5.00       |
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|  | Brand-New Metal Seeburg Wall Box Covers, Each . . . . . 5.00      |
|  | 8 Wurlitzer #320 30-Wire Boxes, Ea. 22.50                         |

\*\*\* ATTENTION, OHIO OPERATORS! \*\*\*

6 Keeney 14' Skee Ball Alleys . . . . . \$125.00 Ea. (Crating Extra)

**"VICTORY ROLL" "ZINGO"**

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| <b>9 1/2 FT. SKEE BALL SENSATION</b>            | <b>UPRIGHT FREE PLAY PIN GAME</b>        |
| • Beautiful Interior                            | • Fits Any Location!                     |
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| • Ball Counter                                  | • Simple Mechanism                       |
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We Carry a Full Line of Pin Games in Stock at All Times—Send Us Your Requirement! We Also Have Glass Conversions for All Pin Games at \$9.50 Ea.

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| 1 Genco Double Track, Plastic Bumpers . . . . . 65.00   | 2 Kicker & Catchers. 22.50                               | 10 Asst. Seeburg Guns, For the Lot . . . . . 750.00              |
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| Evans '41 Dominoes, J.P. . . . . \$425.00       |   |  |
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**WANT TO BUY**

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9 1/2 Ft. Skee Ball Sensation!  
EXCLUSIVE TERRITORIES NOW OPEN FOR DISTRIBUTORS!  
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ample, the conclusion was that, altho on the surface the store looked as if it couldn't last a month, the trade of the owner's relatives would be sufficient for him to get by. Family helpers reduced expenses so that overhead was low. For all cases, however, the consultants concluded that about one-fifth of the stores were so poorly organized or financed that failure was likely within a year. This rate of mortality among new stores is about the same as in normal times. Chances for success of stores opened in 1942, even tho haphazardly planned, thus appeared equal to such changes as in former years.

While comprehensive statistical data on the number of new stores opening in 1942 are not available, indications are that the number was less than in previous years. General business uncertainty, a recognized surplus of retail stores handling scarce lines, and favorable opportunities for employment in war plants, all had an influence on this trend. Moreover, as scarcity of merchandise and failures both among new and older stores increase in the future, this downward trend will probably be intensified.

**Morale Builders**

"There have been no monuments built to honor retailers in the struggle of maintaining morale on the home front. Let us consider awarding a few banners to those communities and merchants who have done a good job in keeping the essentials of life moving smoothly to the workers." Too frequently overlooked is this truth about the nation's army of retailers so graphically expressed by the regional business consultant in Richmond, Va., in a recent report to the Department of Commerce.

The task of supplying the nation's civilian population—particularly its war workers—with food, clothing and the other essentials of life ranks high in the war effort even tho it is not as spectacular as winning the "E" for making guns, tanks and ships. The service rendered by the hardworking resourceful retailers is a nationwide and vital contribution to the winning of the war.

The maintenance and security of thousands of cities, towns and rural districts rests in no small measure upon their retailer citizens. Should the moving of essential civilian goods to the ultimate consumer cease to function smoothly, the nation's citizens would be deprived of the services of "consumer's purchasing agents."

**Neighborhood Stores**

In wartime the civilian war workers are even more dependent upon their neighborhood retail outlets since they do not have the time or the facilities to go to stores far from their homes. It is particularly important, therefore, that special efforts be made to maintain the neighborhood store. Nor should specialty and shopping stores be concentrated entirely in the large cities. An adequate and proportionate number of such stores should be maintained in smaller towns

**PARTS—SUPPLIES**

6 3/8 Volt Bulbs, 40, 44, 49, 47, 50, 51 and 55. Per Hundred . . . . . \$5.40
3 AG Fuses . . . . . Per Hundred \$9.00
1/2 Amp. . . . . 3.50
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
<b>PHONOGRAPH TITLE STRIPS (Red Border)</b>
1000 . . . . . \$5.00
5000 Per M . . . . . 4.00
10000 Per M . . . . . 3.50
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**6SC7, 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 6SC7 to 7F7	#205 2A4G to 2051
103 6SC7 to 65L7	(Seeburg Guns)
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125 80 to 5T4,	(Seeburg Music)
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126 83 to 5U4G or 5X4	(Seeburg Remote Boxes)
<b>\$1.50 Each</b>	<b>\$3.50 Each</b>

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.

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423 Broadway, Nashville 3, Tenn.

**ARCADE OUTFITTERS**  
FACTORY REBUILT AND ARTISTICALLY REPAINTED! GUNS

- "Trap the Jap" Munves Complete
- Chicken Sam Conversion . . . . . \$155.00
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- Keeney Air Raider . . . . . 235.00
- Keeney Submarine . . . . . 185.00
- Liberators . . . . . 245.00
- Periscope . . . . . 245.00
- Supreme Shoot to Tokyo . . . . . 195.00

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- Exhibit Love Meters, Lite-Up Model, 3 to Set (Owls, Whatsis, Wheels of Love and Love Meters). Your Choice, Per Set . . . . . \$132.50
- Exhibit Horoscope, Color of Eyes, Color of Hair, Astrology (12 Slots) Card Vendors, each . . . . . 65.00
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- Post Office Love Letters, Large Floor Size . . . . . 95.00

**ATHLETIC**

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- Exhibit Star Striker . . . . . 145.00
- Exhibit Knockout Puncher (Punching Bag) . . . . . 150.00
- Exhibit Dragon Electric Shocker . . . . . 85.00
- Exhibit Fist Striker . . . . . 115.00
- Exhibit Punching Bag Trainer (Scientific) . . . . . 210.00
- Exhibit Tiger Pull . . . . . 85.00
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- Raise the Devil Grip Machine . . . . . 150.00
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- BASEBALL & BASKET BALL**
- Atlas Baseball . . . . . \$ 85.00
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  - Evans Playballs . . . . . 235.00
  - Scientific Baseball, Upright Floor Size . . . . . 95.00
  - Rock-Ola World Series . . . . . 95.00

**NEW SENSATION! THUNDERBOLT**

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**

- BROWN PACE RACES . . . . . \$169.50
- BALLY ROLL 'EM . . . . . 175.00
- 1938 TRACKTIME . . . . . 99.50

**WANT TO BUY**

WILL PAY THE FOLLOWING PRICES:

- BLUE GRASS, F.P. . . . . \$125.00
- SPORT SPECIAL . . . . . 115.00
- DARK HORSE . . . . . 115.00
- MILLS 1940 1-2-3, F.P. . . . . 75.00

**WE BUY, SELL AND EXCHANGE**

3147 Locust St. St. Louis, Mo. **CALL NOVELTY CO.**

**75 NEW POKOROLLS**

Same as Pokerino. New Improvement—Mirrored.  
**\$125.00 Each**  
**SOUTHWESTERN VENDING MACHINE CO.**  
2833 W. Pico Blvd., Los Angeles 6, Calif.

**WE OFFER \$50.00 EACH FOR:**

ZOMBIE	DO RE MI
WEST WIND	STARS
SUN BEAM	LEADER
DOUBLE PLAY	DUPEX

Not necessarily working, but all parts must be there. Write, stating quantity, and we'll send our check and shipping instructions immediately. We Want All Standard Makes of Vending Machines! Highest Cash Prices Paid! Advise at Once What You Have and Quote Prices!

**RAKE COIN MACHINE EXCHANGE**  
2014 Market Street  
PHILADELPHIA 3, PA.

**MILWAUKEE SPECIALS!**  
**ONE BALLS**

Fortune, Convertible to Free Play or Pay Out	\$274.50
Skylark, Convertible to Free Play or Pay Out	169.50
Pace Saratoga, 5c	129.50
Mills Big Race (7 Coin)	250.00
Challenger	249.50
Race King	249.50
Spinning Reels, P.O.	49.50
Sea Biscuit	79.50
Blue Ribbon	69.50
Sport Page	69.50
Thistle-down, P.O.	49.50
Gold Cup	49.50
Eureka	49.50
Gold Medal	49.50
Gottlieb Multiple Races	49.50
AK Bar Ben	49.50
Bally Stables	39.50
Gottlieb Horseshoes	39.50
Fair Grounds	29.50
Fleetwood	24.50

**SLOTS**

Jennings 4 Star Chief, 5c	\$139.50
Callie 3-5, 5c, \$79.50; 10c, \$94.50; 25c	139.50
Callie 2-4, 5c	97.50
Mills Vest Pocket (A-1 Condition): Green, \$47.50; Blue & Gold, \$57.50; Chrome, \$67.50	
Pace Comet, 3-5, 5c (Completely Overhauled and Refinished)	89.50
Bally Reliance Dice Game	49.50
Q.T., 5c, \$89.50; 10c	89.50

**CONSOLES**

Baker Pacers	\$450.00
Cigarola	69.50
Paces Races (Brown Cab.—30 Odd)	225.00
Fast Time	95.00
Pace Reels	95.00
Zipper	29.50

**FIVE BALLS**

New Champs	\$ 59.50
Star Attraction	59.50
Sink the Jap (from Stratoliner, Red, White and Blue Cabinet)	54.50
Horseshoe	49.50
Oh Johnny	49.50
Three Score	49.50
Stratoliner	44.50
Twin Six	44.50
On Deck	39.50
Salute	39.50
Sky Ray	39.50
Target Skill	34.50
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
Super Six	29.50
Wow	29.50

**MISCELLANEOUS**

Buckley Bar Boxes	\$ 14.50
Rockola Bar Boxes	16.50
Wurlitzer Bar Boxes	19.50
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

**STILL AVAILABLE**

REBUILT — REFINISHED

5c Mills Blue Front	\$205.00
10c Mills Blue Front	250.00
25c Mills Blue Front, C.H.	325.00
5c War Eagle, Gold 3/5	175.00
5c Roll-A-Top, 3/5	125.00
5c Watling Twin, 2/4	75.00
5c Pace Comet	95.00
10c Pace Comet	125.00

Pace's Racers, Like New, Complete Factory Rebuilt \$400.00

1 616 Wurlitzer	\$150.00
1 24A Wurlitzer	300.00

Mills Jackpots	\$ 22.50
Mills Escalators	40.00
Utah PM-12 In. Speaker	15.00

1/2 Certified Deposit, Balance C. O. D.

**GUY P. COLLIER**

Box 178 Morganfield, Kentucky

**FAST MOVING**

TICKET DEALS

Red - White - Blue — Combination Tickets, Tip Books, Counter Deals.

Write for Catalog and Prices.

**WILNER SALES CO.**

715 N. Elm St. MUNCIE, IND.

in order to serve the needs of the consuming public of those areas.

The necessary restrictions on civilian movement, which are imposed by gasoline and tire rationing, make it imperative to bring the goods closer to the consumer.

A further reason for decentralizing retail distribution is to relieve the already overburdened public transportation system and the hard-pressed city retail outlets from the added load of out-of-town buyers. The maintenance of convenience, shopping and specialty stores in small towns and rural areas is, therefore, to be regarded as a necessary war measure.

It is significant that such retail enterprises in places of less than 10,000 population constituted more than 45 per cent of the total number of retail establishments in the country in 1939.

**Two Major Problems**

As recorded in earlier articles in this series, the special problems now confronting small retailers fall into two main categories—the growing scarcity of goods to sell and the difficulty of securing adequate man power to operate their stores.

The reports sent in from all regions are in substantial agreement as to the importance of these problems. The loss of man power occasioned by the draft is, as would be expected, practically uniform thruout the various regions. Not quite so uniform but nevertheless drastic in its effect has been the migration of sales personnel to more lucrative jobs in war plants. This loss of man power is perhaps of secondary importance to the small neighborhood and rural small town retail stores since most of these establishments are operated by the proprietor and members of his family. Indeed, 754,000 units, or over 42 per cent of all retail stores in the United States in normal times do not employ any outside help.

Among the steps which can be taken to alleviate the man-power shortage are elimination of unnecessary services offered by the retailer and employment of boys and girls, women and older people to replace men entering military service or war production.

Of major importance among the causes of difficulties for retailers thruout the country is the depletion of goods to sell. This lack of merchandise is felt more acutely by certain lines of retailers than by others. A report from the Chicago regional consultant states that a moderate number of hardware dealers have withdrawn from business in that region. Unless some further release of material is allowed, the remaining dealers in this line will not be able to live on their present stocks.

The consultant in New York reports, "Electrical appliance shops are hard hit

**FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED**

9 5c Original Gold Chrome, Spcl. Rls. \$392.50	1 Baker's Paces, 5c Gold Award, #6661	\$275.00
5 5c Mills Blue Front, Spcl. Reels	5 Mills 5c Consoles, New	525.00
5 10c Mills Blue Front, Spcl. Reels	1 Keeney Submarine, Perfect	149.50
6 25c Mills Blue Front, Spcl. Reels	2 5c Blue Fronts, Perfect	249.50
4 5c Mills Brown Fronts, Spcl. Reels	2 5c Cherry Bells	285.00
3 10c Mills Brown Fronts, Spcl. Reels	16 Columbia Bells, Ch. Sep., Perfect	89.50
6 25c Mills Brown Fronts, Spcl. Reels	4 Kentucky Clubs	115.00
5 25c Gold Chrome, Spc. Rls.	12 Jumbo Parade, CP, Latest Model	149.50
1 50c Gold Chrome, Spc. Rls. Write	3 Mills 5c Gold Chrome, 3/5 Payout	392.50

**NOTICE**

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 5c 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 5c Jumbo Parade, F.P., Orig.	89.50	10 Yankee 1c Cigarette Machines	5.50
1 Mills Four Bells, 5-5-5-5c, Serial #1113, Perfect	550.00	1 Formation	35.00
		1 Champ	89.50

**SUPPLIES**

20 10c Slugproof 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

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 5-5325.

**CLIFF WILSON DISTR. CO.**

1121 S. MAIN 3-6304 TULSA, OKLAHOMA

<b>AIR RAIDER</b> \$200.00	<b>EVANS TOMMY GUN</b> \$165.00	<b>MILLS 15 CARD DROP</b> \$ 25.00
<b>ABT POT SHOT</b> 50.00	<b>EX. VIBRATOR, LATE MODEL</b> 75.00	<b>ROCK-OLA WORLD SERIES</b> 119.50
<b>BALLY RAPID FIRE</b> 225.00	<b>EX. LITE UP CARD VENDOR</b> 30.00	<b>ROCK-OLA TEN PINS</b> 50.00
<b>CHICKEN SAM CONV.</b> 135.00	<b>GENCO PLAYBALL</b> 179.50	<b>SELECTIONSCOPE, LIKE NEW</b> 250.00
<b>CHESTER POLLARD FOOTBALL</b> 125.00	<b>K.O. FIGHTER</b> 95.00	<b>SKILL JUMP ON BASE</b> 50.00
<b>CHALLENGER, MODEL F, L.M.</b> 29.50	<b>MUTO, SKY FIGHTER</b> 325.00	
	<b>MUTO, PICTURE MACHINE</b> 25.00	

<b>MILLS THRONE</b> \$285.00	<b>WURLITZER P12</b> \$125.00	<b>WURLITZER 5c-10c-25c</b>
<b>WURLITZER 500, STRAIGHT</b>	<b>BUCKLEY WALL BOX, CHROME, 24 SELECTIONS</b> 20.00	<b>WALL &amp; BAR BOX</b> \$32.50
5c Chute, Clean ... Write		

<b>BALLY HI HAND</b> \$195.00	<b>MILLS FOK, SILENT</b> \$ 75.00	<b>PACES RACES, BLACK</b> \$ 89.50
<b>COLUMBIAS (GIG. REEL, FR. &amp; BK. DOOR)</b> 50.00	<b>MILLS GOOSENECK, 5c</b> 25.00	<b>TANFORAN</b> 35.00
<b>JENN. SILVER CHIEF, 5c</b> 199.50	<b>KEENEY TWIN SUPER BELL, 5-25c</b> 575.00	<b>TURF CHAMP, CASH PAY</b> 40.00
<b>JENN. SILVER CHIEF, 10c</b> 250.00	<b>1-2-3, CASH PAY</b> 50.00	<b>WATLING ROLL A TOP, 50c</b> 400.00
<b>LIBERTY BELL</b> 60.00	<b>PACE BLUE FRONT, 25c</b> 250.00	<b>VEST POCKET, B &amp; G, 1c</b> 30.00

ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.

WRITE ★ WIRE ★ PHONE

**WE'LL PAY YOU CASH!**

For These Machines. Give Condition of Equipment, Full Particulars and Lowest Price.

- LONG ACRES
- THOROBREDS
- PIMLICOS
- '41 DERBYS
- SUPER BELLS
- HIGH HANDS
- 3 BELLS
- 4 BELLS
- SLOTS
- MUSIC MACHINES

Wire, phone or write immediately. Cash waiting.

**CALVERT SALES CO. ART NYBERG**  
COIN-OPERATED EQUIPMENT

708 N. Howard St., (Vernon 3034) Baltimore 1, Md.

**INTERNATIONAL SCOOPS!**

**NEW POKERINOS:**

VERY GOOD FOR ARCADE AND PARK CONCESSIONS. NEW ADDED FEATURE—BEAUTIFULLY DESIGNED CABINET. WRITE FOR FULL DETAILS AND PRICE. SPECIAL DEAL TO CONCESSIONERS.

<b>MUSIC</b>	
1 Wurlitzer 24-A	\$289.50
1 Wurlitzer 780M	685.00
1 Rock-Ola Counter Model, with Stand	140.00
1 Rock-Ola 40 Super, New Marble Glow	400.00
1 Rock-Ola 39 Standard	385.00
2 Seeburg Gems	335.00
1 Mills Throne of Music	300.00

<b>MISCELLANEOUS</b>	
1 National Chimes Scale	\$ 94.50
1 Double Chicago Metal Deluxe Safe	119.50
1 Single Chicago Metal Deluxe Safe	74.50
1 Mills Punching Bag	74.50
2 1/2 View-a-Scope, with Stands, Ea.	29.50
7 Du Grenier Cigarette Vendors, 7 Column, Ea.	32.50

<b>SLOTS AND CONSOLES</b>	
2 5c Blue & Gold Vest Pockets, Ea.	\$ 54.50
2 5c Pace Comets, 3/5 P.O., B.F. Ea.	110.00
4 Mills Four Bells	Write
1 5c Jennings Chief	114.50

<b>PIN GAMES</b>	
2 Lite-a-Cards \$59.50	1 Champs \$65.00
1 GI Joe 85.00	1 Broadcast 54.50
1 Big Chief 49.50	1 Legionnaire 68.50
1 Wild Fire 59.50	1 All American 49.50
1 F.S. Marvel	1 Boloway 72.50
Base Ball 159.50	1 Seven-Up 59.50
1 F.S. Marines at Play	175.00

WE ARE SHIPPING ALL NEW P & S CONVERSIONS.

WANTED . WANTED . WANTED ANY QUANTITY

PHONOGRAPHS ★ SLOTS ★ CONSOLES

TERMS: 1/2 Deposit With All Orders for Domestic Purposes.

Full Cash With Orders for Exports.

Foreign Inquiries Invited!

**International Coin Machine Dist.**

2115 Prospect Ave. CLEVELAND 15, OHIO (MAIn 5769-70)

# EAGLE PHONO REPLACEMENT PLASTICS . . .

**THICKEST  
STRONGEST  
TOUGHEST  
PERFECT FIT**  
A QUALITY PRODUCT  
WORTHY OF YOUR EXPENSIVE INSTRUMENT

## WURLITZER

800 Top Corners ..... \$16.50 Each  
800 Lower Sides ..... 13.50 Each

## 850 PEACOCK GLASSES, \$3.50 Each

(No Less Than 3 Glasses Shipped)

800 Top Centers (Right and Left Red) ..... 8.00 Each  
750 Top Corners ..... 8.75 Each  
750 Lower Sides ..... 8.75 Each  
850 Top Corners ..... 9.50 Each  
850 Top Center ..... 11.00 Each  
950 Side Plastics ..... 10.50 Each  
700 Top Corners ..... 7.50 Each  
700 Lower Sides ..... 9.50 Each

## ROCKOLA

Standard, Masters, DeLuxe or Super:  
Top Corners ..... \$12.75 Each  
Lower Sides ..... 12.75 Each

## SEEBURG HI-TONE

Model 9800, 8800 or 8200,  
Lower Sides ..... \$14.50 Each

## SHEET PLASTICS

50 or 60 Gauge Red or Yellow,  
20"x50" ..... \$12.50 Each  
80 Gauge Red or Yellow,  
20"x50" ..... 16.00 Each

IF YOU DON'T SEE WHAT YOU WANT,  
ASK FOR IT! WE MAY HAVE IT IN STOCK!

# EAGLE COIN MACHINE CO.

528 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

**New!**  
**UNBREAKABLE!**  
**GUARANTEED!**

★  
CLEAR, TRANSPARENT,  
PLASTIC WINDOWS . . .  
FOR YOUR MODEL 850  
PROGRAM HOLDER

**\$5.00**  
PER SET

ORDER FROM  
YOUR NEAREST  
DISTRIBUTOR!



Stop  
Pulling  
Your  
Hair  
Out!

**WE HAVE**  
the machines  
and accessories  
**YOU WANT**

# DAVE LOWY & CO.

## MUSIC SUPPLIES ACCESSORIES

Amount	Each
1 Wurlitzer 600 Keyboard, Victory Model	\$585
1 Wurlitzer 600 Keyboard	425
1 Wurlitzer 600 Rotary	400
1 Wurlitzer 24	275
3 Wurlitzer 618	175
2 Wurlitzer 412	125
2 Wurlitzer P12	125
1 Wurlitzer 24 Hideaway, Buckley Adapter	225
1 Seeburg 8200, Victory Model	485
1 Seeburg Vogue	425
1 Seeburg Regal	375
1 Seeburg Royal	250
1 Seeburg Wireless Cellar Job, USR	
2 Adapter	375
5 Mills Thrones	275
2 Mills Empress	325

## WALL BOXES AND SCALES

Each	Each
25 Wurlitzer #125 Boxes	\$29.50
30 Buckley Boxes, #32 Sel., Late Model Lite Up	10.00
1 Kirk Astrology Ticket	95.00
1 Kirk Lobby Astrology Ticket	95.00
2 Watling Outdoor, Jr.	65.00
15 Buckley Liteup, 24 Sel., Chrome or Gold	17.50

Wood crated to go around the world.

Write for anything you don't see in our ads.

All merchandise subject to prior sale.

1/2 Dep., Bal. C.O.D., F.O.B. N. Y.

594 10th Ave.  
New York City  
Bryant 9-0817

# SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
240	25¢	SHORT & SWEET, JUMBO HOLES	\$ 30.10	\$2.25
240	50¢	SHORT & SWEET, JUMBO HOLES	52.30	2.25
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	7.00	.85
720	5¢	SEVEN-ELEVEN, DICE SYMBOLS	15.75	2.50
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	5¢	GET YOUR PIECE, THICK, PROT.	29.45	3.10
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	25¢	HAPPY CHARLEY, THICK, PROT.	77.00	3.00
1200	25¢	TEXAS CHARLEY, THICK, PROT.	102.28	3.00
1500	25¢	KEEP PITCHING, Thick, Prot., Jumbo Holes	119.00	4.80

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢ 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

by the restriction in the manufacture of most electrical merchandise, and are trying to meet the problems of staying in existence by taking on new lines." On the other hand, the consultant in Cleveland states that lumber and building material dealers "are sticking pretty well to their regular business as most of them had fairly good stocks at the first of the year, and have been able to pick up some lumber from time to time."

The regional business consultant at Atlanta reports, "In general, both wholesale and retail merchants anticipated advancing prices and curtailed production months ago and hedged with all the merchandise they could obtain or thought prudent to buy. Those inventories are now being worked off and while they are not noticeably registered in actual business mortality, this mortality is threatening on a large scale within the next few months."

The regional business consultant in Philadelphia, speaking in particular of stores in the home appliance and music lines, states, "Small shops have been particularly hard hit inasmuch as they have had neither the capital nor the space to store extensive inventories." This statement is typical of reports from the other consultants thruout the country, and is apparently indicative of conditions in almost all lines of retailing.

## Distributive System

Retailers thruout the country have not failed in adopting measures of their own for meeting the special problems caused by the war. In many lines and in many regions retailers have put into effect economies in operation, such as co-operative pooling of deliveries. Many stores adversely affected by curtailed supplies of goods which they normally handle have put in additional lines of merchandise in order to maintain their sales volume.

The problems faced by the American retailers, both small and large, are difficult ones. It is important in the long run to the nation's economic stability and prosperity that the investments of the thousands of enterprisers—many of them representing small amounts, but large in total—be protected to the fullest extent compatible with the prosecution of the war. Upon the existence of a healthy competitive retail system will depend to a large extent the resurgence and expansion of free enterprise in the post-war era.

Both as a war measure and as a constructive step toward a prosperous post-war economy, it should be the co-operative task of private business and of government to insure the maintenance of at least the minimum adequate distribution facilities for consumer goods in small towns and rural areas as part of our national economy during the war period.

Ed. Note: Additional reports will be covered in subsequent issues.

## FOR SALE

### PIN BALLS

Star Attraction	\$65.00	4 Aces	\$125.00
Metro	49.00	Pursuit	69.00
Jungles	79.00	Pan American	69.00
Texas Mustang	79.00	Sports Parade	49.00
Argentine	69.00	Sluggo	65.00
South Paw	\$65.00		

### P&S REVAMPS

Shangri La	\$125.00
Eagle Squadron	125.00
Paratroop	125.00
Westerhaus New Marines at Play	\$135.00

### CONSOLES

Bally Club Bells, F.P.	\$299.00
Keeney Super Bells	350.00

### PHONOGRAPHS

Singing Tower	\$350.00
Wurlitzer 750	750.00
Wurlitzer 600	495.00
Wurlitzer 500	495.00

### WANTED

Highest Prices Paid

PHONOGRAPHS  
PINBALLS  
Consoles

## American Vending Co.

810 5th St., Miami Beach, Florida.  
1891 Coney Island Ave., Brooklyn, N.Y.

## CONVENTION SPECIALS

### Mazda Phonograph Bulbs

7 1/2-15-25-40-60 Watt

Packed 120 to a Case

**\$9.90** In Case Lots  
Tax Included

### Mazda Miniature Bulbs

M51 - M55 - M63

**\$3.85** Per 100  
Tax Included

### Assl. Insulated Screw Drivers

Lucite Handle - 12 to Set.  
Shock Proof - Break Proof.

A GOOD VALUE

**\$6.00** Per Set  
of 12

### The Genuine Marcus Contact Kit

Over 600 Quality Parts

**\$7.50** Per Kit

### Soldering Iron (Drake)

Fast Heating - Best Quality

**\$4.00** Each

WE NOW CARRY AN EXTENSIVE

LINE OF BAKER PARTS. WHAT DO

YOU NEED? WRITE.

WE CARRY A FULL LINE OF

PLASTIC FOR PHONOGRAPHS AT

THE RIGHT PRICE.

DO YOU NEED CLUB

BELL SPRINGS?? WRITE

FUSES — Our Prices Are

Exceptionally Attractive.

COMPLETE STOCK

WHAT DO YOU NEED?

## HARRY MARCUS CO.

816 W. ERIE ST., CHICAGO, ILL.

**GUN OPERATORS, ATTENTION**

**LARGEST STOCK OF  
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

**MARVEL'S BASEBALL**

The most sensational revamp on the market. TOP-NOTCH player appeal, latest style bumpers—rollers—and best of all — A KNOCKOUT POCKET. A REAL MONEY MAKER.

TRADE-INS ACCEPTED  
**\$179.50**

F. O. B. Chicago

**COMPLETE RECONDITIONING OF SEEBURG AND BALLY AMPLIFIERS, MOTORS AND RIFLES**

All Work Fully Guaranteed  
48 Hour Service—Expert Workmanship

**TUBES FOR COIN MACHINE OPERATORS  
OPA APPROVED CONSUMERS' PRICES  
2A3—30—76—5Z3—47—6L6  
AND MANY OTHER TYPES WRITE FOR COMPLETE LIST**

**Coinex**  
COIN MACHINE EQUIPMENT CO., INC.

Telephone DIVERsey 3433 • 1346 Roscoe St., Chicago 13, Illinois



*A Great*  
**THERAPEUTIC INVENTION!**  
**Sun-Kraft**  
**COLD QUARTZ ULTRAVIOLET  
RAY THERAPY 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 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

DEALER'S PRICE \$38.70 ea.  
(Lots of 3)  
PRICE \$43.00 ea.  
(Lesser Quantity)



**Chicago Novelty Company, Inc.**

1348 Newport Avenue

Chicago, Ill.

**MILLS 4-BELLS**

Thoroughly Renovated and Now Known As—  
**THE MAY-BELL**

You Take No Risk on Our 15-Day Free Trial!

Service calls practically eliminated . . . Any combination play desired from 5c to 50c. Special Orange—Plum—Bell and Bar. Rapid-fire action on OUR CASH PAYOUT!

EXCLUSIVE AGENTS FOR BALLY PARTS, SERVICE AND REPAIRS

SAM MAY INDUSTRIES, 2000 N. Oakley Ave., Chicago 47, Ill.

**PARTS FOR MILLS SLOTS**

<b>SPRING KITS</b> Large Assortment of Various Springs . . . . . \$6.75	Bolts, Nuts, Rivets, Cotter Pins and Large Assortment of Springs. 9.75
Bottom Main Slides, 1 Cherry or 3/5 P.O., 5¢, 10¢, 25¢ . . . . . \$4.25	Plug to Fill Space on Front Casting When Eliminating Gold Award . . . \$1.00
Slides, Complete Set, 5¢ 1 Cherry or 3/5 P.O. with Top Cover. Set . . . . . 22.50	Plug Shield To Fill Space on Wood Cabinet When Eliminating Side Vender . . . . . 75
Metal Reward Plate Vest Pocket . . . . . 2.00	Reward Card Frame for Blue Front . . . . . 75
Vest Pocket Coin Chute, 5¢ . . . . . 3.25	Payout and J.P. Money Cup for Gold and Chrome Bell . . . . . 3.50
Reel Strips, 3/5 or 1 Cherry P.O. Set . . . . . .55	Reels Completely Assembled With Payout Discs, Stars, etc. (1 Cherry, 3/5 P.O.) . . . . . 22.50
In 100 Set Lots. Set . . . . . .40	Payout Base Assembly, 5¢, C.S.P. 3285. Set . . . . . 12.50
Reward Cards, 1 Cherry or 3/5 P.O. . . . . .20	Mechanism Base, M.L.B. 2516 . . . . . 4.50
In Lots of 100, Each . . . . . .10	Standard Handles . . . . . 2.00
Oval Metal Reward Plate for Blue or Brown Front (3/5 P.O.) . . . . . .75	Top Glass for Jumbo Parade, Cash Model Fruit Reel . . . . . 3.00
Reward Card for Q.T. . . . . .35	Backboard Glass, Jumbo Parade, Cash Model . . . . . 2.00
Metal Reward Plate, Gold or Chrome Bell, 1 Cherry or 3/5 P.O. . . . . 7.50	Large Clock Gear, Complete for Jennings Slots . . . . . 4.25
Marker Button, 5¢, 10¢, 25¢, for Blue or Brown Front . . . . . .50	Complete Set Castings for Gold Glimmer War Eagle . . . . . Write for Prices
Marker Plates for Gold or Silver Chrome, 5¢, 10¢, 25¢ . . . . . 1.50	Complete Sets Castings for Brown Front . . . . . Write for Prices
Large Clock Gears, Complete . . . . . 3.25	Coin Bar Release Lever Assembly, 2789 C.S.P. . . . . 2.50
Idle Pinion Gear . . . . . 3.25	Check Detector Operating Arm Assembly, 2761 C.S.P. . . . . 2.00
Plate and Frame to Cover Upper J.P. 8c Only One J.P. Will Show . . . . . 2.50	Jack Pot Push Bar, M.L.B. 2623 . . . . . 1.25
Slug Boxes . . . . . .75	Timing Lever Support, M.L.B. 3402A . . . . . .50
Club Handles, Painted and Chromed . . . . . 4.50	Piston Operating Lever Assembly, 2755 C.S.P. . . . . 1.50
Reel Glass Frames . . . . . 1.25	Reel Timing Lever Assembly, 2765A C.S.P. 2.00
Payout Discs, 1 Cherry or 3/5 P.O. Set. . . . . 7.50	Operating Lever Lock and Pin Assembly, 3453A C.S.P. . . . . 1.50
Discs Plugs . . . . . .25	Timing Lever and Hub Assembly, 2753 C.S.P. . . . . 1.50
Oval Chrome Frame To Use Paper Reward Card on Brown Front . . . . . 2.00	We have all types and sizes of Screws, Bolts, Nuts, Rivets, Pins, Etc.
Large Cash Boxes . . . . . 2.00	Large Clock Gear, Complete for Jennings Slots . . . . . \$4.25
Payout Tubes with Hopper, 5¢, 10¢, 25¢. 3.75	
20-Stop Star Wheel, Set . . . . . 3.00	
Knee Action Parts for Your Old Levers. Set . . . . . 3.75	
Top Covers for 5¢, 10¢ Slides . . . . . 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	

1/3 Deposit Must Accompany All Orders.

**SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.**

**The HARLICH BROWNIES**  
*are now ready for delivery!*

**New! . . . PLAYING FEATURES!**  
**New! . . . BRILLIANT TICKETS!**  
**New! . . . ADDED PROFITS!**

<b>SEE WORTHY</b> No. 12211 1250 Holes 5c Play Takes In . . . \$62.00 Pays Out . . . 21.58 PROFIT . . . \$40.42	<b>HI-YAH SAILOR</b> No. 11928 1850 Holes 5c Play Takes In . . . \$82.50 Pays Out . . . 26.37 PROFIT . . . \$56.13
<b>BROWN WIZARD</b> No. 11904 1080 Holes 5c Play Takes In . . . \$54.00 Pays Out . . . 26.33 PROFIT . . . \$27.67	<b>BROWN GOLD</b> No. 14545 624 Holes 25c Play Takes In . . . \$156.00 Pays Out . . . 104.52 PROFIT . . . \$51.48

PLENTY OF PLAYER APPEAL AND PROFITS WITH HARLICH MONEY-MAKERS!

**HARLICH MFG. CO., 1413 WEST JACKSON BOULEVARD CHICAGO 7, ILLINOIS**

**WHIRLAWAY**  
Converted from Sport Special, Dark Horse, Blue Grass.

**DUST WHIRLS**  
Made from Club Trophy.

**DUO BELL**  
Made from Bally Club Bells

**ROY MCGINNIS CO. 2011 MARYLAND AVE. BALTIMORE, MARYLAND**

Super Track Time . . . . . \$325.00
Four Bells, 4-5¢, Late Head . . . . . 800.00
Jumbos, Cash . . . . . 575.00
Silver Moon, Comb. . . . . 125.00
Keeney Pastime . . . . . 175.00
Pace Races . . . . . 99.50
'41 Derby, Free Play . . . . . 250.00
Santa Anita, Cash . . . . . 185.00
Keeney '38 Track Time . . . . . 325.00
Panoram View with Film . . . . . 225.00
Slot Machines, Arcade Equipment, 5 Balls, 1 Ball. Send for list. All Equipment Guaranteed.

**MARVEL'S BASEBALL!!** NEW 5-BALL REVAMP—FEATURING A KICK-OUT-POCKET! MOST SENSATIONAL GAME ON THE MARKET—ORDER NOW! **\$179.50**

ARCADE EQUIPMENT — GUNS — MISCELLANEOUS	
BALLY RAPID FIRES—PERFECT .....	\$219.50
TEN STRIKE, F.P. ....	129.50
EXH. ROTARY—CLAW TYPE .....	149.50
MUTO. PISTOL SNIPER, 5c .....	275.00
EXH. BULL GUN .....	99.50
WORLD SERIES .....	119.50
TEN STRIKE—REGULAR .....	69.50
EXH. PUNCHING BAG .....	\$189.50
A.B.T. TARGET SKILL—LATE .....	29.50
KEENEY AIR RAIDER .....	199.50
SHOOT TO TOKYO .....	175.00
PHOTO CELLS—Seeburg & Bally .....	2.50
KEENEY ANTI AIRCRAFT .....	69.50
SKY FIGHTER .....	295.00

SLOTS—ONE BALLS—CONSOLES	
CONSOLES	
NEW MAY-BELL, 5c-5c-5c-25c .....	\$795.00
TWIN SUPER BELL, 5c-5c, CASH .....	465.00
6 NEW CASH SARATOGA, RAILS .....	245.00
JUMBO PARADE, C.P., LATE HEAD .....	129.50
10c PACE REELS, A-1 .....	199.50
25c CASH SARATOGA .....	295.00
JUMBO PARADE, F.P. ....	89.50
5c SUPER BELLS .....	329.50
5c & 5c PAMCO BELL .....	69.50
BROWN PACE RACES .....	165.00
BALLY BIG TOP, F.P. ....	129.50
BALLY CLUB BELLS—COMB. ....	279.50
BALLY SUN RAY, F.P. ....	149.50

VICTORIOUS OF 1944—NEW .....	\$165.00
ALL AMERICAN DERBY, 1-Ball F.P. ....	295.00
BALLY RECORD TIMES .....	179.50
BALLY DARK HORSE .....	189.50
BALLY BLUE CRASS .....	199.50
BALLY '41 DERBY .....	360.00
CLUB TROPHY .....	335.00
SLOTS	
SINGLE SLOT SAFE, DOUBLE DOOR \$ .....	59.50
DOUBLE SLOT SAFE, DOUBLE DOOR .....	109.50
25c GOLD CHROME, 2-5, NEW REB. ....	435.00
5c BLUE FRONT, G.A. ....	195.00
MILLS 10c Q.T. ....	109.50
1c Q.T. ....	49.50
5c BLUE FRONT, FAC. REB. ....	255.00
10c BLUE FRONT, FAC. REB. ....	295.00
25c BLUE FRONT, FAC. REB. ....	385.00
MILLS 5c F.P. DIAL VENDER .....	49.50
COLUMBIA, FRUIT, G.A., USED .....	89.50
10c JENN. 4-STAR CHIEF .....	199.50

NOW THE KLEER-FLO PARTS AND MECHANISM CLEANING MACHINE—INCLUDING 30 GAL. DRUM OF CLEANER. **\$129.50**

USED PIN GAMES	NEW REVAMPS	USED PIN GAMES
SUPER CHUBBY .S 89.50	GOTTLIEB COVER GIRL ...\$249.50	5-10-20 .....
SHANGRI-LA, Gott. 154.50	UNITED'S OKLAHOMA .....	KEEP 'EM FLYING 149.50
JEEP .....	ARIZONA .....	SCHOOL DAYS .....
ACTION .....	STREAMLINER .....	HOROSCOPE .....
SCORE CHAMPS .....	GRAND CANYON, 249.50	HI HAT .....
'41 MAJORS .....	BELL'S PIN UP GIRL ...\$209.50	HOME RUN, '42 .....
TEN SPOT .....	FLYING TIGER .....	KNOCK OUT .....
BELLE HOP .....	WESTERHAUS MARINES .....	MIAMI BEACH .....
		P & S PRODUCTION \$179.50
		EAGLE SQUADRON 179.50
		SHANGRI-LA .....
		WILLIAMS FLAT TOP 250.00

WILL PAY \$45.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY. \$40.00 FOR LEADERS, FLICKERS, ZOMBIES, DUPLEX, ATTENTION AND SILVER SKATES. \$250.00 FOR SUPER BELLS. 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

**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.

USED PHONOGRAPHS	SLOTS
750 Wurlitzers	5c Jennings Clubs Bells, 3/5 .....
616 Lite Ups Wurlitzers	5c Mills Blue Fronts ...
P12 Wurlitzers	25c Mills Blue Fronts ...
12 Record Rock-Olas	5c Mills Cherry Bells...
Gem Seeburgs	25c Mills Cherry Bells...
CONSOLES	
Spinning Reels, F. P. ....	\$ 79.50
Mills 1939 1-2-3, C. P. ...	59.50
Mills Owls, F. P. ....	79.50
Mills Jumbo Parades, High Head, C. P. ....	129.50
Galloping Dominoes .....	325.00
Jennings Multiple Slot Liberty Bells .....	59.50
Jennings Multiple Racer ..	59.50
Keeneey's Kentucky Club ..	59.50
Roulette, Jr. ....	227.50
	5c Brown Fronts .....
	5c Jennings Silver Moon, 41 Slot, D. P. ....
	299.50
	Columbia, Jackpot .....
	89.50
	Columbia, Gold Award, Front and Back Pay..
	69.50
	Mills Q. T., 5c Play .....
	89.50
	5c Mills War Eagle, 3/5..
	149.50
	5c Mills Chrome Bells, 2/5 .....
	325.00

All of our Slots have been refinished and reconditioned. Slots overhauled and refinished for \$35.00 each. 1/3 Cash Deposit With Order, Balance C. O. D.

**SPECIAL—FOR QUICK SALE!**

7 GUN A.B.T. RIFLE RANGE, A-1 CONDITION, USED ONLY 3 MONTHS .....

WANT TO BUY!	MILLS 1c ESCALATOR SLOTS .....	\$50.00
MILLS F.P. 3/5 ESCALATOR .....	MILLS TWENTY GRAND .....	40.00
MILLS OWLS .....	MILLS FLASHERS .....	35.00
BALLY ATTENTION .....	MILLS MINT VENDORS, 3/5PO, ESC .....	60.00
MILLS SQUARE BELLS .....		

GENCO LUCKY STRIKES, Not Necessarily Working, All Parts There. \$20.00 WRITE US WHAT YOU HAVE TO SELL. INTERESTED IN ALL EQUIPMENT.

WRITE FOR COMPLETE LIST OF ALL USED EQUIPMENT COIN-O-MATIC SALES CO. 615 TENTH AVE., NEW YORK, N. Y. (Phone: Longacre 3-1758)



**WITH OUR MONEY BACK GUARANTEE**

America's Finest Reconditioned Buys—Expertly Packed in Solid Wood Cases!

**★ SEEBURG ★**

- 5 8200 RC
- 12 8800 RC
- 4 8800 ES
- 8 COLONELS RC
- 7 8200 '42 VIC. CONV.
- 6 ENVOYS RC
- 4 MAJORS RC
- 10 VOGUES
- 15 CASINOS

**★ WURLITZER ★**

- 5 750E
- 3 500
- 10 616 LITE-UP
- 6 600 '42 VIC.

**★ ROCK-OLA ★**

- 3 COMMANDOS
- 2 MASTERS

**★ MILLS ★**

- 2 EMPRESSES

Complete Line of Tubes and Accessories!



**Atlantic Distributing Co. Seeburg Distributors**

583 10th AVE., NEW YORK 18, N. Y. · Phone LACKAWANNA 4-8193

**WILL PURCHASE ANY AMOUNT OF .22 SHORTS OR LONGS FOR SALE**

2 PHOTOMATONS, NOW ON LOCATION, IN WORKING ORDER, FULLY AUTOMATIC, EXTRA PARTS. 25 POKER TABLES

6 KEENEY SUBMARINES .....\$195.00 EA.

We Are Equipped To Repair and Convert Any Gun for Shooting Galleries!

**SIMON SALES, INC.** 152 W. 42nd Street NEW YORK 18, N. Y.

**Economy Supplies the Nation!**

**PHONO TITLE STRIPS — RED BORDER**

1000 Sheets (20,000 Single Strips) .....	\$5.00
5000 Sheets (100,000 Single Strips). Per 1000 Sheets .....	4.00
10,000 Sheets (200,000 Single Strips). Per 1000 Sheets .....	3.50

**GENUINE SEEBURG AND BALLY GUN LAMPS IN LOTS OF 10.....60c EACH**

WRITE FOR SPECIAL PRICE IN LOTS OF 100!

12" PM SPEAKERS.....\$9.50

TERMS—1/3 Deposit With Order, Balance C. O. D.

WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC.

**ECONOMY SUPPLY COMPANY**

615 TENTH AVE. ★ NEW YORK ★ BRYANT 9-3295

**PRICED FOR QUICK SALE**

ABC Bowler .....	\$42.50	Knock Out .....	\$ 99.50	Sports Parade .....	\$37.50
Barrage .....	25.50	Pin Up Girl (New) ..	175.00	Stratoliner .....	39.50
Big League (2), Ea. ....	20.00	Silver Spray .....	54.50	Sunbeam .....	70.00
Defense (Baker) .....	32.50	Smack the Jap .....	42.50	Wild Fire .....	44.50
Home Run '42, Like New 72.50				Zig Zag .....	40.50
Wurlitzer #61, With Metal Stands .....					\$ 99.50
Rock-Ola Monarch Hidesway Remote, 3 Wall Boxes and 1 Bar Box, Complete .....					285.00
Rock-Ola Commando, Perfect Appearance .....					575.00

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D. THOMPSON MUSIC COMPANY (New Address) 3006 Probie Avenue (Linden 8157) Pittsburgh 12, Pennsylvania

# SOMETHING NEW IN CHARLEY BOARDS

## 120 HOLE JACKPOT GOES OUT

**All-out Charley**  
25 20 15 10 5  
LAST SALE IN EACH SECTION RECEIVES ONE PUNCH IN JACKPOT

ALL JACKPOT HOLES ARE WON BY PLAYERS

25c PUNCHES OUT COMPLETELY

LAST SALE ON BOARD RECEIVES ALL REMAINING HOLES IN JACKPOT

Goes all out for profits, too. Single 120-Hole Jackpot punches out completely. It's a \$60.00 definite profit-zipper that M-O-V-E-S.

ORDER AS: NO. 1000 ALL OUT CHARLEY

TAKES IN: 1000 @ 25c.....\$250.00  
PAYS OUT:.....190.00

DEFINITE PROFIT.....\$60.00

Write for Circular 245 describing this and other Gardner "Idea Clickers."

**GARDNER & CO.**  
2309 ARCHER • CHICAGO

### ORIGINAL SLOTS—GUARANTEED PERFECT

- Mills War Eagles
- Mills Blue Fronts
- Mills Brown Fronts
- Mills Cherry Bells
- Mills Bonus Bells
- Mills Chrome Bells

5c-10c-25c PLAY

All machines originals, thoroughly reconditioned and refinished. Each Mills machine equipped with knee action, drillproof, spoonproof, club handles.

#### CONSOLES

- Mills Four Bells—late heads, late serials, perfect
- Bally Club Bells — Bally Hi Hands — Keeney Super Bells — Paces Reels

Send in your machines for repair. Machines returned like new. One trial will convince you. All work guaranteed. Nominal cost.

#### PARTS FOR MILLS SLOTS

Knee Action With Springs (3) .....	\$5.25	Cash Boxes .....	\$1.00
Idler Pinion Gears .....	2.50	Cash Box Doors (No Locks) .....	2.00
Main Clock Gears (Complete) .....	3.00	Spring Kit (55 Springs) .....	9.50
Bottom Payout Slide, 5 & 25c .....	3.50	Award Cards, 3/5 or 2/5 .....	.15
Jackpot Glasses .....	1.00	Reel Strips, 236 or 356 .....	1.00
Escalator Glasses .....	.50	Club Handles .....	4.00
Reel Glasses (3) .....	1.50	Standard Handles .....	2.00

Many Parts Available Not Listed.

## Southwest Amusement Company

2916-18 Main Street (Riverside 5141) Dallas 1, Texas

### KEEP GOING WITH PARTS FROM PINCUS!

Bally Open Face 45V Motors	Title Strips	5 & 7-Wire Gun Cables
Pin Game Locks	Red Plastic Sheets	Photo Cells
Fuses, Fusestats, Fusestrons	Wurlitzer Main Gears	Balls for Bally Alley, Submarine, Torpedo, Hockey, Texas League, Target Skill, West, Baseball, Batting Practice
Standard Contact Service Kits	Permo Point, Aero Point & Pfanstiel Needles	Mills Locks for Slots: Vest Pocket, 3 Bells, 4 Bells, Q.T.
Deluxe Contact Service Kits	Red-Top & Green-Top Micro Switches	Mills Springs for Handle, Clock, Escalator, Knee Action, #2726, 2734, 104A, 102A, Mills, Jenn., Pace Clocks
Silver Bumper Sleeves	Mills Main Clock Gears	
Pigtail Wire	Mills Club Handles	
A.B.T. Coin Chutes	Mills Center Ratchet Post Gear	
Panoram Projector Lamps	Time Clocks	
Panoram Exciter Lamps		
Tubular Coin Wrappers		
Open End Wrench Sets		

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.

### COIN MACHINE SERVICE COMPANY

2307 N. WESTERN AVE. Phone: HUMBOLDT 3478 CHICAGO 47, ILLINOIS

## CENTRAL OHIO COIN QUALITY BUYS

THERE IS NO SUBSTITUTE FOR QUALITY

### PIN BALLS

KEEP 'EM FLYING .....	Write	MYSTIC .....	\$49.50
AIR CIRCUS .....	Write	MILLS 1940 1-2-3 .....	89.50
BIG PARADE .....	Write	MILLS OWLS, LIKE NEW .....	99.50
KNOCKOUTS .....	Write	SEA HAWK .....	55.00
5-10-20 .....	Write	SCHOOL DAYS .....	52.50
VICTORIES .....	Write	DIXIE .....	42.50
VELVET .....	\$89.50	BELLE HOP .....	69.50
DOUBLE PLAY .....	79.50	BOSCO .....	89.50
SUNBEAM .....	79.50	BANDWAGON .....	39.50
ZOMBIE .....	69.50	TEN SPOT .....	69.50



Woolf Solomon

### REVAMPS

WESTERHAUS Marines at Play .....	\$209.50	WESTERHAUS Invasion .....	\$185.00	GOTTLIEB'S Cover Girl .....	\$249.50	BELL'S Flying Tigers .....	\$209.50	BELL'S Pin Up Girl .....	\$209.50
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### CONSOLES READY FOR LOCATION

Past Time, Late 9 Coin .....	\$229.50	4-Way Super Bells, Like New .....	Write
Triple Entries, Late, 9 Coin .....	\$159.50	2-Way Super Bells, 5c-5c, C. P. .....	Write
Track Times, '38, Like New .....	125.00	Bakers Pacer, D. D., Late, J. P. .....	\$299.50
Kentucky Clubs, '38, A-1 .....	109.50	Bally Club Bells, Comb., Like New .....	299.50
Jumbo Parades, C. P., Late .....	129.50	Bally High Hands, Comb., Like New .....	199.50
Jumbo Parades, F. P., Late .....	109.50	5c Bobtail or Silver Moon Totalizer .....	119.50
Track Odds, Late, D. D. J. P. .....	Write	10c Bobtail Totalizer .....	159.50
Mills 4-Bells, A-1 .....	Write	25c Bobtail Totalizer .....	179.50
Mills 3-Bells, A-1 .....	Write	5c Silver Moon, C. P., Like New .....	139.50

### ARCADE EQUIPMENT

Rapid Fires, A-1 .....	\$179.50	Test Pilot .....	\$209.50	Keeney Submarines .....	\$189.50
Air Raider, A-1 .....	209.50	Career Pilot .....	225.00	Sky Fighters .....	Write
Drive Mobles .....	Write	New See a Freak .....	129.50	Evans Alloys, 4 .....	Write
Bally Defender .....	Write	Photomatic .....	Write	Jennings Barrel Roll .....	145.00
Muto, Punch Bag .....	Write	4 Gun Rifle Range .....	Write	Anti Aircraft Guns .....	89.50

### MUSIC

Panorams, Late .....	\$379.50	Seeburg 8800, E.S. .....		New Singing Towers .....		Wurlitzer 41 .....	Write
35 MILLS VEST POCKETS, PLUS AND METERED, BLUE & GOLD, LIKE NEW— \$59.50 EA.		ONE BALLS, PIMLICOS, CLUB TROPHYS, '41 DERBYS, THOROBREDS—WRITE.					

### SLOTS—WRITE, WIRE or PHONE for PRICES

5-10-25c Blue Fronts	5c Silver Club Chief	Box Stands, Bars, Locks \$	22.50
5-10-25c Cherry Bells	10c Silver Club Chief	Heavy Double Safe ..	139.50
5-10-25c Gold Chromes	5c Club Special Chief	Double Safe, comb. lock	69.50
5-10-25c Silver Chromes	10c Silver Moon Chief, 3/11	Single Safe, comb. lock	49.50

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS

## CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

### 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

Jenn. 4-Star Chief, 5c .....	\$175.00	Thorobred .....	\$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
ABT Challenger .....	27.50	Record Time, F. P. .....	169.50
ABT Model F .....	27.50	Blue Grass, F. P. .....	195.00

### 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
Big Parade .....	129.50
Four Aces .....	129.50
Jeep .....	129.50
Knockout .....	129.50
5-10-20 .....	119.50
Gence Victory .....	94.50
Tople .....	89.50
Gun Club .....	82.50
Texas Mustang .....	82.50
Spot-a-Card .....	79.50
Argentine .....	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
Majors, '41 .....	64.50
Towers .....	62.50
Broadcast .....	59.50
Legionaire .....	59.50

Chicago Coin Hockey .....	\$225.00
Evans Galloping Domino, '39. .....	125.00
Tommy Gun .....	125.00

### NEW REVAMPS

United Arizona .....	\$209.00
Midway .....	209.00
Grand Canyon ..	209.00
Wagon Wheels .....	Write
Idaho .....	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

Twin Six .....	\$59.50
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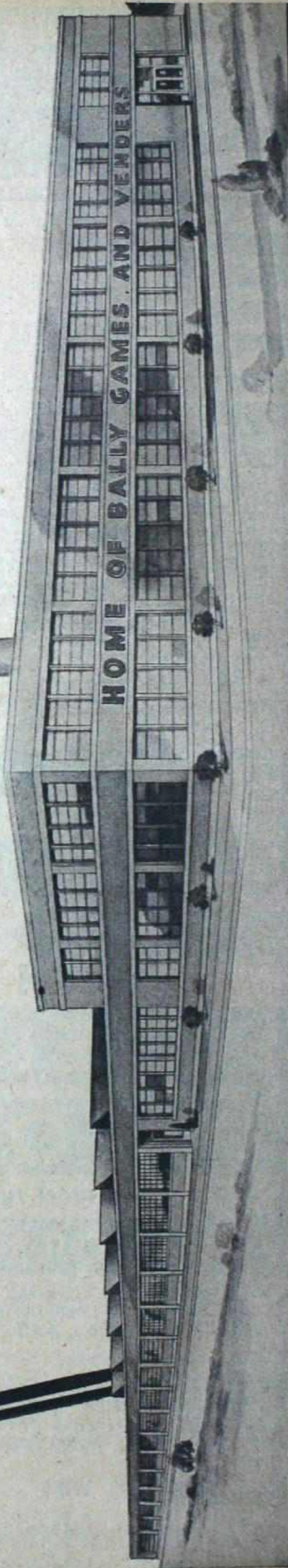
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