

FEBRUARY 27, 1943

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1943



# DISK PEACE UNCERTAIN

## S&J Ice Follies Sells \$1,000,000 War Bonds in Hub

BOSTON, Feb. 20.—In a three-way cooperative deal between the Shipstad and Johnson Ice Follies of 1943, the Boston Garden and Station WBZ, local NBC outlet, a War Bond matinee of the ice show resulted in the sale of \$1,005,650 in bonds. According to Tom O'Connell, of the Treasury Department's War Bond Division, this sets a new record for a theatrical or sporting event in New England.

Performance was staged Wednesday (17), with WBZ handling all phases of promoting the event. All seats were sold in advance, with a capacity audience of 15,000 turning out.

## St. Louis Op Sets '43 Plans

ST. LOUIS, Feb. 20.—Despite the rigors of gasoline rationing and other adversities brought on by the war, the St. Louis Municipal Opera will present a full season. There will be no curtailment in the length. It will run 88 consecutive nights, opening June 3 with a revival of *Balalaika*, to run 11 nights, and closing with a two-week run of the Oriental spectacle, *Chu Chin Chow*, which will be presented for the first time since Morris Gest's production a quarter of a century ago.

This is the 25th anniversary of the founding of the open-air theater in Forest Park, but there will be no fanfare in observing the anniversary because of the war.

As part of the idea of "public service," the association has set aside 1,000 tickets for each performance to be given to men in the armed forces. Distribution will be thru war service agencies.

Statistics show that during the previous 24 summers attendance reached a total of 13,738,966 persons, who saw 1,806 performances. Besides the free servicemen tickets the opera will continue providing 1,700 free seats to the public at the top of the alfresco theater each night. These seats are rationed on a policy of first come, first served. Blocks of free tickets will also be set aside for the underprivileged every Monday night.

Admission ranges from a \$2 top to 25 cents, the average price being 84 cents. The committee is now obtaining contracts for nine additional productions to complete the program. Production Manager Richard H. Berger was in New York picking a production staff and signing players. Orders for season tickets have already passed the \$50,000 mark.

## Cut-Rate Highbrows At Sam's, Detroit

DETROIT, Feb. 20.—The classics are paying Detroit's major popular-priced department store, Sam's Cut Rate, Inc., which has renewed the Detroit Orchestra—formerly the Detroit Symphony—for seven weeks, making a season total of 28.

Show is unusual in that no merchandise selling is indulged in, all plugging being devoted to War Bonds. Commentator is Russell McLaughlin, music and drama editor of *The Detroit News*. Show goes on WWJ for an hour Sundays at 6 p.m., and is the principal local broadcast of classical music.

## Abbott-Costello, Pals

NEW YORK, Feb. 20.—Abbott and Costello last week did two cuffs dates in this town as "thank you's" for favors rendered in the days before they hit the top. One show was at the Loew's State, for Jesse Kaye, the other at Ernie's, a Greenwich Village spot.

About a year ago, while on a nationwide bond-selling tour, A&C did a similar show at George Young's Roxy burly house in Cleveland.

## Question of Taxing Employers For Unemployed Is Complicating Situation; Recorders Stalling

NEW YORK, Feb. 20.—Possibilities for early settlement of the AFM-recording embargo are rapidly dwindling after an enthusiastic opening conference that had Petrillo opine the mess would be over "in a couple of weeks." Even

diskers seemed hopeful of an early settlement, altho they were inclined to tack another couple of weeks onto Petrillo's guess. At press time, word is out that it's going to take a long, long time to solve the riddle of Petrillo's proposals.

Conferences started off with a bang. Instead of reps from the half-dozen companies invited showing up Monday (15), more than a dozen companies sent officials to hear what Petrillo & Company had to say. What was heard apparently sounded reasonably enough, according to some of those present, they merely wanted to decide first whether they'd bargain collectively or on an industry basis. So they adjourned for the day to continue discussions on the following afternoon.

Latest reports indicate that the diskers and transcription men won't be ready to meet with the AFM before the end of next week. What at first only seemed to be a mildly surprising offer, a request for all users of records to contribute to a fund which would finance the employment of unemployed musicians, it now appears to have developed into a nut impossible to crack.

In short, the "fund" idea, in the minds of some, has more jokers in it than a magician's deck. Aside from the problems connected with the apportionment of the respective fees from record, transcription, library service, wired music and juke box companies, there are now serious doubts as to the legality of AFM's demands.

Petrillo declares his lawyers have looked into the question and say it is legal. Lawyers for his opponents aren't so sure. Clearly it establishes a precedent in the way union members may collect from their employers. And a good deal of the fuel for their fire was supplied by influential newspapers.

*The New York Times* sounded off editorially twice this week (16 and 17) on the "audacity" of "private dictators" (Petrillo) in making demands that establish precedents in employer-employee relations. Referring to the "beneficent attitude of the administration, and the timorousness and vacillation of Congress," *The Times* implies that Petrillo (See *Disk Peace Uncertain* on page 21)

## Circus Tooter Ante Upped \$6.50 and \$4 For Whites, Negroes

NEW YORK, Feb. 20.—Settlement of Ringling circus dispute with American Federation of Musicians was marked by wage boosts of \$6.50 for white men and \$4 for colored men, James C. Petrillo, AFM prexy, revealed.

According to Petrillo, the "same number of men were put back on the job; that is, 26 white men and 14 colored men. The former's salary was raised from \$47.50 to \$54 and the latter's from \$26.50 to \$30.50. Colored men play exclusively for the sideshow. All other conditions are to remain the same.

Petrillo said the original strike called by the circus musicians in Philadelphia last summer came because "we were unable to secure an increase of \$2.50 per man. After the strike had been in progress about two weeks the circus management was willing to take back the 26 white men at \$2.50 per man increase, but would not re-employ the colored musicians. I told them that all of the men came out when the strike was called and that no settlement would be made unless all the men went back to work." White ork is headed by Merle Evans, colored crew by Arthur Wright.

## Capitol May Add Flesh Shows After Eight Years of All-Films; Four-House Booking War Looms

NEW YORK, Feb. 20.—The Capitol, which quit presentation shows eight years ago, is to resume as a vauder around March 13. Altho this report has been creeping up periodically, this time its re-entry in talent is definite. A meeting was held Monday (15) in the Loew offices, attended by representatives of three major agencies who submitted possible attractions.

Fresh resumption is planned along pit-band lines, as Loew apparently feels that, in the face of keen competition from the Paramount, Strand and Roxy, this will be the most feasible policy.

Plans for the Capitol come shortly after the sharp rise in Roxy grosses. Loew's apparently feels that comparable grosses can be whipped up by this straight film house with the addition of stagershow. Its seating capacity of 5,486 compares favorably with that of the Roxy's, 5,635. Loew also feels that with stage attractions, Capitol could perhaps exceed the Roxy's takes because of a consistently better grade of pictures.

Some of the Roxy's huge grosses have been made in the face of non-flattering film reviews. The Roxy last year averaged \$50,067 weekly, while the Capitol's straight film policy turned in around \$30,000 weekly. Drawback to the plan is the scarcity of top attractions. Most top bands have already been tied up by the Paramount and Strand. Loew's would like to make its attraction buying policy non-competitive with other theaters on the street, and may open with a lesser band, hoping that a line-up of name acts will bolster the marquee value of the show.

### Capitol Equipped

The Capitol already has the equipment to stage band shows in Paramount and Strand tradition. The rising pit is still in working condition, altho some alterations may have to be made to its stage to achieve greater intimacy. Rebuilding the Capitol's prestige and grossing average will make it unnecessary (See *FLESH FOR CAPITOL* on page 8)

## USO-Camp Shows' 500 Dates, 104 Weeks on White and Red Cirks; Blue, "Secret," in High

NEW YORK, Feb. 20.—USO-Camp Shows, Inc., which started its biggest job last November with 26 weeks of playing time for each of its Red and White circuits and about 250 play dates, has expanded its activities to where it now has about 500 play dates spread over 60 weeks of time for its White Circuit shows, and 44 weeks of time for the Red Circuit productions. In addition, the Blue Circuit, which has 38 tab units playing secret military installations whose personnel is always on the alert, has doubled its play dates.

This phenomenal increase stems, obviously, from the opening of new military encampments and theater facilities at camps which previously were not equipped to play Camp Shows. All of which, as one Camp Show exec put it, "Makes USO-Camp Shows the most at-

tractive booking in the business, since we can offer almost two solid years of playtime. After which, if the war is still going on, there's no reason the acts can't repeat."

The two solid years of booking is practical, since Camp Shows will not lay off this summer—it had a four-week hiatus last summer. Instead, shows will be switched from one circuit to the other with a minimum of delay. At this time Camp Shows expect to expedite these switches by providing a show each three weeks instead of each fortnight as now. The extra week will be used for revamping the shows and is feasible, because during the hot months Camp Shows are given at outdoor theaters where the capacity is almost unlimited

(See *500 CAMP DATES* on page 8)

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### "Engineering" Essentiality

PHILADELPHIA, Feb. 20.—George Edwards, heretofore in the non-essential category as an announcer at KYW, has resumed his legal name of George Steinhart and became a WFIL engineer—classified as essential.



# Gov't Nod on Pupil Petrol Gives Cynics Plenty To Cry About; Makes Future Rosier

NEW YORK, Feb. 20. — Government recognition of the necessity of dancing and music lessons, as well as other forms of recreational activity, to maintain morale gathered momentum this week when the New York Regional headquarters of OPA issued a ruling permitting parents to use their cars to take children to dancing and music schools. Ruling clarifies contradictory regulations imposed by local boards. Clarification was necessary because gas shortage in the Eastern States has forced a ban on pleasure driving. Decision is important to show business because it may indicate a growing trend among governmental agencies to regard amusement activities and places of entertainment as essential.

Only restrictions of the new ruling are that the lessons must be part of a regular course and no other means of transportation be available to the students.

Later in the week an announcement from the OPA's Washington office said that "C" books are now available to all persons who must use their cars to drive to work. Heretofore, "C" books were largely restricted to a preferred list, such as physicians and essential war workers. Performers using their cars to reach locations where they are employed must obtain the approval of the district OPA office, in addition to local boards. Also, they must show that they pool their car with others and that no other adequate means of transportation is pos-

sible. New ruling should ease the situation for actors and musicians who have had to depend on the good grace of local board members of extra "A" and "B" coupons.

Further evidence of growing public sympathy toward an "essential" classification for theatrical entertainment came from widely circulated, if not official, sources. Columnist Ernie Pyle, *World-Telegram's* correspondent with the American Forces in North Africa, devoted a whole column to Kay Francis, Martha Raye, Mitzl Mayfair and Carole Landis, the actresses who completed a trans-continental tour of army camps by entertaining the boys on the African front. He indicated how much they were appreciated and the real dangers they braved, and wound up by saying they each deserved a medal. Pyle's paper, incidentally, uses a page ad from time to time pointing up some morale activity undertaken by some branch of the amusement world. Latest ad pays tribute to the stars who perform at the Stage Door Canteen.

Radio, too, is playing up the morale angle. WHN's *Gloom Dodgers*, with Adrienne Ames, presented Veloz and Yolanda, of the defunct *For Your Pleasure*, the past week. They spoke on the importance of ballroom dancing in maintaining morale.

## Amusement Crafts Re-Elect

NEW YORK, Feb. 20.—Entire slate of incumbent officers and trustees of the Combined Theatrical and Amusement Crafts Council, which includes Four A's, Stagehands' Local 1, Treasurers and Ticket Sellers, Theatrical Wardrobe Attendants, Costume Workers and other theatrical unions, has been re-elected. Officers include Vincent Jacobi, president; Martin Lacey, vice-president; Louis Hollander, treasurer; Bea Richer, secretary. Board of trustees includes Ada Nelligan, Milton Graff and Frank McGuire. Sergeant at arms is Alfred Mosher.

MARCIA HARRIS, touring for USO, has switched to Unit 19, which includes Edith Rogers Dahl, Phil Kaye, Carol Blake and Charles Orlando. Now touring Florida.

# Philly Radio in Lather Over Listener Appeal; Some Biggies Rate Only Hind-Pew Locations

PHILADELPHIA, Feb. 20.—Radio surveys of listening habits and program preferences, always a "bad penny" as far as local station managers are concerned, has turned up again. And after many years of peace and individual bragging of station prowess, WCAU has instigated a fresh salvo of excuses and apologies in releasing the results of its survey on radio listenership in the Philadelphia market. A roster-recall type of survey, based on 10,500 personal interviews, this searching analysis was made during a November week by "The Pulse of New

# AGVA Picketing Buffalo Nitery; Tiff With Ass'n

NEW YORK, Feb. 20.—Dispute between the American Guild of Variety Artists and six Buffalo niteries on the AGVA unfair list came to a head last week with the posting of pickets in front of the Merryland Club, operated by Al Wilner, who heads the Niagara Booking Association.

Matt Shelvey, national director of AGVA, went to Buffalo to confab with the Niagara Booking Association. After a six-hour session attended by Buffalo labor execs (both AFL and CIO), the employers agreed to meet again the next morning and sign a pact. Shelvey says he was then advised that they would not deal with AGVA.

AGVA then decided to picket the clubs one at a time. Also, the pickets will take their posts at noon in an attempt to affect the delivery of supplies as well as cut into patronage. Buffalo is a strong labor town.

AGVA asked for (1) dissolution of the Niagara Booking Association; (2) no canceling of acts after the first show without fulfilling all terms of the contract; (3) no mixing, and a limit to the number of shows in one evening; (4) only AGVA members to be employed.

# Chi Midnight Show Flops Before Start

CHICAGO, Feb. 20.—The first attempt to promote Saturday midnight stage-shows to cash in on the extra wartime crowds milling about the Loop during late hours was a complete flop. Result is blamed on poor choice of theater and lack of advance publicity rather than on the idea.

A couple of new promoters, William Fahey and O. M. Woodmar, approached Dave O'Malley, local agent and booker, for an orchestra and eight acts to work Orchestra Hall on a recent Saturday. O'Malley was paid half the talent cost (\$350), with a promise that the other half would be paid before show time or else there would be no show. O'Malley didn't have to stop the performance, for the Orchestra Hall managers did it for him. The rental had not been paid when the doors were scheduled to open at 11 p.m.

Only about \$150 worth of advance seats were sold, and about 75 people showed up at the doors. Money was refunded. O'Malley paid off the musicians and divided the balance among the acts.

Orchestra Hall is on Michigan Avenue and away from Randolph Street, the Loop's real Broadway. Only four ads in two days were used on the show.

Lined up for the show were Lew Diamond and his band, Dorothy Donegan, Dolly Kay, Joe Wallace, Frank Payne, Lawrence Salerno, Dorothy Dale, Harry Breen and Leon Cephes.

# Prez to Prez: Petrillo May Go To Bat With the Chief Exec on "Music for Morale" Deferments

NEW YORK, Feb. 20.—If necessary, American Federation of Musicians will go to President Roosevelt to secure a "music is essential" ruling. It was learned from official sources here that such a move will take place soon.

Union plans to first take its request to Paul V. McNutt, chief of the War Man-Power Commission. If satisfaction is not forthcoming, AFM will take its request directly to the Chief Executive. Meeting with McNutt only awaits the latter's convenience.

Union will not ask for flat deferment of musicians, but will ask that the music industry be kept out of the list of non-deferrable occupations. This so that musicians will not be forced to drop their

instruments and rush to defense plants.

The org has already written to top government agencies in Washington and has secured letters stating that a decisive interpretation of music's place in the war effort can only come from the top. In this connection it is pointed out by observers here that in the last war President Wilson declared music to be essential.

It is believed that AFM will cite examples taken from England and Russia to show how the music business should be handled. The English have given special dispensation to musicians so that they might play in air-raid shelters and for the armed forces. The Russians have tied music in as a part of the military scheme, there being established since the war began a Red Army Jazz Company as well as a dance group and a singing chorus tied in with the armed forces.

Meanwhile it was learned that Tommy (See *Seeks 'Essential' Ruling* on page 20)

# Elton Britt in Morris-CRA Jam; Musician Angle

NEW YORK, Feb. 20.—The signing of Elton Britt this week by the William Morris Agency is being disputed by Consolidated Radio Artists, which claims a seven-year pact with the hillbilly singing guitarist. The matter is now being considered by the American Federation of Musicians. The contract, according to CRA, was inked last June and still has about six and a half years to go.

Britt is considered valuable property, especially since his Bluebird disc, *There's a Star-Spangled Banner Waving Somewhere*, is among the top sellers.

A Morris office spokesman said Britt's new contract with Morris covers all fields except those under AFM jurisdiction, while CRA claims that as long as Britt uses a guitar, he is under jurisdiction of the AFM, and therefore any other pact is void.

## LAWRENCE WELK (This Week's Cover Subject)

LAWRENCE WELK, South Dakota farm boy who achieved show-business fame, has been pouring out his celebrated brand of "Champagne Music" for enthusiastic audiences at the country's best ballrooms and hotels.

A master showman, Welk developed his individualized accordion technique at an early age and practiced ardently until he was ready to strike out as a squeeze-box soloist. His first orchestra consisted of four pieces, but he soon augmented and by 1927 Lawrence Welk's outfit was known as the "Biggest Little Band in America." The light quality and bubbling flow of his music began to catch on during engagements at the William Penn Hotel, Pittsburgh, and it was not long before the sparkling rhythms became more or less of a fixture at Chicago's Trianon Ballroom. Welk has become a favorite at many other hotels, ballrooms and theaters, being held over twice during 1942 at the Chicago Theater. Other engagements included Edgewater Beach Hotel, Chicago; Chase Hotel, St. Louis; Hotel Peabody, Memphis; Adolphus, Dallas, and Beverly Hills Country Club, Newport, Ky.

Welk's recording of "Maria Elena," featuring songstress Jayne Walton, introduced the ever-popular Mexican waltz to this country and was one of the outstanding hits of 1941. He has over 100 Decca recordings to his credit.

Welk will make his 10th return to the Trianon in the near future. Managed by Keith Bain and booked by Frederick Bros. Music Corporation.

## ROLL TICKETS

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**Keystone Ticket Co., Dept. B \$19.50**  
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10,000 .. \$8.50	20,000 .. 7.75
50,000 .. 12.50	100,000 .. 19.50

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

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# INTIME TALENT TO HOTELS

## Legislation, East and West

### Mass. Lawmakers Sift Loads of Bills on Safety Reforms in Coconut Grove Fire Aftermath

BOSTON, Feb. 20.—More bills have been filed for hearing by various committees appointed from among members of the General Court of Massachusetts, which includes both the House of Representatives and the State Senate. Most of the legislation is result of the Coconut Grove fire.

Proposed measures: Legislation prohibiting use of revolving doors as a means of egress from premises used as a place of eating, drinking or dancing.

Legislation regulating the time in which owners of buildings shall comply with orders issued by the building inspectors relating to means of escape from fire and other related matters.

A bill which provides investigation by the State Fire Marshal relating to the circumstances of the Coconut Grove fire.

A petition that the kind of doors used as a means of exit from certain public buildings be regulated.

A petition for the appointment of an unpaid commission to investigate and study the feasibility of requiring clubs and similar places to furnish security for liability on injuries sustained by patrons.

Legislation restricting the number of persons present in premises where alcoholic beverages are served.

A bill providing further protection of life and property against fire and other hazards in certain places of public resort in Boston.

A petition for legislation requiring

public resorts to be equipped with automatic sprinklers.

Laws relating to fire prevention and the safety of life and property in theaters and public halls be made applicable to other places of public resort.

Other proposals which will affect the entertainment business here include: Requiring public eating and drinking establishments and other places of public amusement to close at 11 p.m.; no theater, night club, country club, or a place where dancing and drinking is permitted, which uses fuel oil as a means of heating, be allowed to open more than four days a week; limiting the exhibition of children.

Another bill seeks teeth for an investigation by a commission on the granting of concessions for the sale of food, alcoholic and non-alcoholic beverages at race tracks, night clubs and other places, and the checking of hats and clothing.

### Conn. Would Levy 10%; AFL Says 'No'

HARTFORD, Conn., Feb. 20.—The State Legislature Committee on Finance is hearing a proposal to tax admissions 10 per cent on places of amusement rather than tax such spots on the basis of seating capacity. Theaters, hotel associations and the AFL opposed the proposal.

Deputy Tax Commissioner Ernest Goodrich said that a 10 per cent admission tax would yield \$1,500,000 annually, with proportionate amount for lesser taxes, in comparison with \$100,000 on the present basis of taxation.

John J. Egan, Connecticut Federation of Labor, stated that an additional tax on the public "is not warranted." He declared that the same bill was opposed by the federation six years ago.

Attorney Louis Schatz of the Connecticut Hotel Association was told by Good-

### Lounges and Cafes Giving More Jobs to "Intimate Entertainers"; Risque Singers, Pianists Wanted

NEW YORK, Feb. 20.—With their small seating capacity limiting their potential gross while operating costs continue to rise sharply due to war conditions, many intimate night clubs thruout the country are either closing for the duration or cutting down on use of music and talent. At the same time cocktail lounges, cafes and grill rooms of hotels are increasing because of hotels' lower operating costs, so that today the field for so-called intimate entertainers is just as great if not greater than before. Add to this the fact that many small clubs and hotel spots are being patronized for the first time by the nouveau riche—war workers who have some extra money to spend and who want to see the so-called smart-set entertainment they have been reading about for years.

In other words, smart-set entertainment has moved toward hotel spots and is also picking up new patronage. However, salary conditions remain more or less as they were. There are still only a handful of smart-spot entertainers (such

as Hildegard, Dwight Fiske, Morton Downey) who get more than a few hundred a week.

Hildegard averages \$2,000 a week—probably tops in her field—in addition to making records and playing occasional vaude. Fiske, who rarely plays anything but small, smart-set cafes, gets from \$750 to \$1,000. Nan Blackstone has been averaging \$600 a week. Most of the double entendre singers in small spots earn from \$50 to \$100, with only a few in the \$200 to \$500 class. Those getting more than \$125 must either have a following or have enough prestige to give the club publicity. Locally, singing leads, understudies and second leads in musical comedies and revues often double in supper clubs for the sake of the publicity and the extra dough.

#### Most Popular Types

Most popular type of entertainers in small cafes are: Risque singers (such as Nan Blackstone), pianists, novelty singers, (such as Richard Dyer-Bennett, who sings Elizabethan ballads), mimics and satirists (such as John Hoystradt and Eddie Maychoff), piano teams, magicians, table entertainers (palmists, astrologers, etc.), accordionists, violinists, guitarists.

Altho salaries are not as good as in bigger, mass-patronage niteries, the small clubs offer long engagements to entertainers who click. Also, some cafe patronages are liberal in tipping for request numbers.

Smart-set entertainment is mostly polite. The patrons are usually getting themselves stewed, but in a refined, under-wraps sort of way, and seem to appreciate sly, dirty-but-smooth, non-chalant, tongue-in-cheek comedy. Smart-set entertainers are most successful when affecting a studied casualness. Being meticulously groomed, knowing celebrities by their first names, hustling Scotch and soda and being able to slouch languidly to a table chair while uttering words like "Too too divine" and rolling one's eyes ecstatically, also help entertainers hold on to their jobs.

Because the average intime club salary is modest, and not many agents make this field a specialty, the established entertainers usually get their bookings direct. Most smart-set cafe owners are familiar with the talent available and, in fact, prefer to book direct. One local club, the Ruban Bleu, for example, for a long time has held regular Friday afternoon auditions.

#### Small Publicity Opportunities

Because the clubs are small they rarely advertise extensively or buy a radio wire.

(See RISQUE SINGERS on page 11)

### Md. Theaters on Half-Week Sked During Oil Shortage

PRINCESS ANNE, Md., Feb. 20.—The fuel oil shortage has forced management of the Princess and Auditorium theaters here to put former on three-day schedule, Thursdays thru Saturdays, and latter on a four-day week, Monday thru Thursday. Reduced operation will continue thru February and March.

rich that hotels would be taxed on the basis of 20 per cent of the cost of service or merchandise. Schatz said that such a proposal was "out of proportion and out of line." He added that hotels had "never been considered as places of amusement, few of them, if any, have floorshows but most of them provide music during the dinner hour, and under the phraseology of the bill, would be taxed on the basis of 20 per cent of the amount of the dinner check."

### House Bill Would Void McNutt Ukase on Nitery, Service Work

NEW YORK, Feb. 20.—A bill to nullify the recent War Man Power Commission order, obliging night club managers, fortune tellers, bartenders, bus boys, waiters, dishwashers, dance teachers, doormen and other entertainment or service staffers of niteries and hotels to seek essential employment or be subject to induction into the armed forces, was approved by the House Military Affairs Committee this week. New bill, sponsored primarily to prevent married men and fathers from being called until the entire reserve of men without dependents had been exhausted within each State, carries an amendment forbidding inductions of individuals or groups because of their types of employment.

Recent WMC directive gave men in the doomed occupations until April 1 to obtain more essential work. Many thousands have been storming the United States Employment Service offices for war jobs, leaving night club and hotel proprietors to consider the possibilities of filling in gaps with men over 38 and with women. Hotel and club man power situation, already strained by induction of men into armed forces thru regular channels, would be eased considerably. More important, however, the Kilday bill would prevent the work-or-fight order from being extended into other categories of show business personnel, even more essential from the managers' point of view than those already singled out.

Meantime, the Wadsworth-Austin Na-

tional War Service bill, calling for a work draft for men between 18 and 65 and women between 18 and 50, has been rejected by the House Military Affairs Committee.

### N. Dakota Airing Pix House Set-Up

GRAND FORKS, N. D., Feb. 20.—The Theater divorce bill which passed the 1937 Legislature and stirred up a fight in 1939 when it was repealed, has been thrown into the 1943 House of Representatives again.

Virtually identical with the 1937 act, the bill would prohibit movie producers from owning or controlling North Dakota theaters.

At the time of its repeal a federal court had held the statute constitutional. Movie producers had appealed the decision to the U. S. Supreme Court, and its review was pending when the 1939 Legislature wiped it off the books.



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AND HIS  
**CITY SLICKERS**  
IN  
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# CITY OF BROTHERLY LOVE?

## WCAU Listener Survey Arouses Bitter Feud With Stations; Rivals Profiting by Analysis

(Continued from page 4)

the listening during the late morning and early and late afternoon hours.

### Newscasts Prevail

News broadcasts hogged the spotlight for the 6 o'clock hour, with Lowell Thomas at 6:45 p.m. making the most impressive showing. Oddly enough, survey credits him with 11.5 per cent of the listeners tuning in direct to WJZ with only 4.5 per cent from the local Blue outlet, WFIL. Breakdown also shows that Frank Singiser has a big following for the 6:30 period, direct from WOR, the local Mutual outlet (WIP) not carrying his news shot.

Seven o'clock hour shows Amos 'n' Andy with 9.4 from WCAU topping Fred Waring's Chesterfield show on KYW with a 7.8 rating. Other heavy popular programs during that hour are *News of the World* (KYW), Harry James's orchestra (WCAU), *Easy Aces* (WCAU) and *Mr. Keen* (WCAU). For the next two hours, from 8 to 10, network shows of NBC and CBS, via KYW and WCAU, respectively, grabbed off the vast majority of listeners, with both stations virtually check-to-check on the final count. Only other program breaking thru that two-hour block with a sizable audience was Gabriel Heatter with the 9 p.m. news, direct from WOR. Remaining two hours of the broadcast still found WCAU and KYW, the local leaders, with a variety of programs.

Saturday breakdown showed that all the stations enjoyed a fair measure of listeners with broadcasts of football games. In the evening, big program raters included *Ellery Queen* (7:30-8) on KYW, and for the next hour, the same station holding the bulk of the listeners with *Abie's Irish Rose* and *Truth or Consequences*, succeeding half-hour shows. At 9 p.m. WCAU took over with *Lucky Strike Hit Parade*.

Apart from religious programs on Sunday mornings, with outsiders in *Wings Over Jordan* via WCAU at 10:30-11 a.m. and hymnals of the Southernaires, dial positions set at both WFIL and the originating WJZ in New York, biggest morning show was Horn & Hardart's *Children's Hour* on WCAU from 11:30 to 12:30. Impressive showings also put in by Frank Singiser from WOR at 12:45 p.m. and Horace Heidt's crew for the next hour, drawing many more listeners tuned in to the originating WJZ rather than to the local WFIL outlet, which carries the show for only the first 30 minutes.

### Kaye Leads at 2

Sammy Kaye's *Serenade* via KYW leads the 2 p.m. half hour, with *Chicago Round Table* (KYW), *World News Today* (WCAU) and football games splitting up the listeners. However, it's the New York Philharmonic Orchestra that is the major attraction for afternoon tuners, with Coca-Cola's *Parade That Refreshes* holding on to that audience at 4:30 p.m. At 5 p.m. it's *The Family Hour* on WCAU; Ella Fitzgerald and the Four Keys drawing more from WJZ than from local WFIL; William L. Shirer's news on WCAU, and *The Shadow* via WIP and almost as many from originating WOR. Sergeant Gene Autry on WCAU holds the biggest audience during 6 o'clock, while it's Jack Benny on KYW all the way at 7 p.m., and *Fitch Bandwagon* on KYW attracting twice as many listeners at 7:30 as *We, the People* on WCAU.

Chase & Sanborn program via KYW hogs the 8-8:30 period, and at 8:30 *One Man's Family* on KYW almost doubles the audience of *Crime Doctor* on WCAU. Walter Winchell has the first quarter-hour in 9 o'clock, drawing almost twice as many listeners from WJZ as from WFIL here. Other Sunday night biggies are Fred Allen's *Texaco Theater* on WCAU, *Take It or Leave It* on the same station and *Good Will Hour* on WFIL and WJZ.

While the over-all picture puts WCAU in the lead with 25.37 per cent, the CBS outlet has KYW (NBC) hot on its tail with 19.81 per cent, while WIP (Mutual) is a surprising third with 9.81 per cent.

It's always been a long and bitter local battle between WIP and WFIL (Blue) as to third position. Other indie stations show up woefully weak as far as scoring in this survey is concerned.

However, no sooner was the survey off the presses, the other stations started tearing it apart. First of all, it places the 50,000-watt stations (WCAU and KYW) on the same comparative basis with the other seven local stations, none more than 10,000 watts and mostly 1,000 and under. And just as important, station execs point out WCAU is most unfair in taking a sample where only 51.2 per cent of the listeners interviewed were from Philadelphia and the remainder from outlying sections covered by the station's range. Local stations point out that they never had any intention of reaching listeners in Cecil, Md.; New Castle, Del.; Cumberland, N. J.; Salem, N. J., and other outlying points.

### Cashing In On Issue

Stations claim that a survey restricted solely to Philadelphia would show far different results, and point to several Hooper surveys made here in the past, which showed the big boys in a pretty bad light as compared with so-called one-lung stations. Large stations then countered that Hooper figures were unfair because the small stations used cash giveaway shows to woo the listeners.

Nonetheless, WIP has already profited from WCAU's expensive survey, having gotten two unsolicited national accounts on the strength of its showing in the findings. Reports also have it that a local merchant, spending heavy coin on one of the stations that did not fare so well in the WCAU survey, had the Hooper statisticians make a confidential survey on their programs. Hooper research, 'tis said, confirmed the suspicions, with the result that the sponsor is revamping the air schedule. If nothing else, the WCAU survey, because it has been so extensive and controversial, is making for the choicest topic of conversation along radio and advertising agency row here.

### Flag in Window Gets WWJ's Tyson Into Home Interview

DETROIT, Feb. 20.—New remote show, *Service Stars*, with a patriotic tie-up is being aired on WWJ, sponsored by J. L. Hudson, largest local department store, two nights a week. Show is handled by Ty Tyson, who is doing spot reporting in homes displaying service flags in windows. To arrange the material, Tyson goes out with recording truck and spots such homes, making an interview record there with some member of the serviceman's family, stressing the human interest angle. Each show normally uses three such interviews.

### Westmoreland Is WLOL G.M.

MINNEAPOLIS, Feb. 20.—H. Elmer Westmoreland was named general manager of WLOL, succeeding K. Wallace Husted, now on Red Cross work in London. Westmoreland also was elected vice-president of Independent Merchant Broadcasting Company. Harry McTigue was advanced to assistant g. m. in charge of production and programming at WLOL (Mutual).

### Releases, Requiescant in Pace

NEW YORK, Feb. 20.—At least one New York station figures that publicity releases aren't worth the paper they're written on or the money and energy necessary for stamps, mimeographing, folding, enclosing and sealing. Bernie Estes, chief flack for WINS, has been going in for streamlined publicity in the form of telegraph messages, most of them still moist upon receipt. (Delivery must be good.)

Almost a dozen messages received in the last two weeks cover everything from basketball broadcasts and Elks' Club celebrations to President Roosevelt's Washington Day speech.

Attention, Postmaster Frank C. Walker!

### Boost for Leon Goldstein

Mr. Leon Goldstein,  
Director, Public Relations,  
Station WMCA,  
New York, N. Y.

Dear Mr. Goldstein:

May I congratulate you upon the comprehensive statement on *Local Station Wartime Programming* which appeared in the January 2 issue of *The Billboard*? Because of my daily contact with neighborhood people thruout the city, I am frequently asked questions about radio stations' policy and, consequently, I am most appreciative of the number of specific facts which your article contains and which are enormously useful as ammunition.

Sincerely,

Ruth B. Lipper, Director,  
Co-Ordinating Committee  
on Neighborhood  
Organization,  
Friends of Democracy, Inc.

### CKLW Solving War Shifts With A.M. Gaff

DETROIT, Feb. 20.—Readjustment of late-hour shows to meet changing of shifts of war workers, with which various local stations have experimented, is being worked out in wholesale fashion by CKLW's *Dawn Patrol*. Show itself, running most of the night after 12:30 a. m., is a mixture of about everything, chiefly featuring request or other records, with intermittent commercials, comment and news, plus plenty of war activity material, occasional special guest artist appearances, etc.

New schedule is using war news heavily, with a half-hourly broadcast of news cutting into *Patrol's* regular fare. Also being added, for war workers unable to catch shows during the day, are playbacks of several shows put on during the day or evening, notably serials such as *Bulldog Drummond*.

### Lewis Sans Clark Stump Expedition; Fulton Goes South

WASHINGTON, Feb. 20.—Going south, instead of west, and without any partner by the name of Clark, Mutual commentator Fulton Lewis Jr. is about to head out on a political exploration of the South and Southwest to find out "what gives" in those areas, as well as to pick up a few items of legal-tendre by making a few lectures along with his network prognosticating.

Leaving Washington February 25, the "top of the news" man will give forth the next day from Mobile, Ala.; 28th, Joplin, Mo.; March 2, Duluth, Minn.; 4th, Bartlettville and Oklahoma City, Okla.; 5th, San Antonio, Tex.; 6th, Amarillo, Tex.; 8th, Dallas, Tex.; 9, Salina, Kan.; 12th, from Mutual stations en route.

### Stanley on Sun. for Shoes

BOSTON, Feb. 20.—John Stanley, Yankee Network news commentator and one of the best known radio personalities here, will begin a 15-minute Coast-to-Coast Sunday series over Mutual starting March 7 at 10:30 p.m. Sponsor, Douglas Shoe Company.

### CBS on Comic Quest as Vaude Makes Big Try

NEW YORK, Feb. 20.—CBS is searching for comedians and has been staging studio auditions of sundry vaude and bitery comers. Among those scanned were Jerry Lester, Joey Faye with Jack Albertson, and Jackie Miles. To facilitate the laugh-getters the auditions are staged before a studio audience. Meanwhile the vaude trend in radio, stagnant since Rinso dropped its *Vaudeville Theater of the Air* program about a year back, reappeared with the *Five-a-Week* program on CBS. Show is being used as a filler for the time vacated by *Amos 'n' Andy*, 7-7:15 p.m., until Procter & Gamble spot its *I Love a Mystery* series in this slot on March 22, with handling by National Concert Artists' Corporation.

*Five-a-Week* will use four standard vaude acts each week with the turns using fresh material for each of its five shows. The bill will be changed each week. Opening show included Jerry Lester and Radio Aces.

Program was conceived by Goodman Ace, developed and supervised by Robert Landry, director of program writing at CBS, and directed by Larry Berns.

### "Civilians at War" Returns in Denver

DENVER, Feb. 20.—*Civilians at War*, most ambitious war-theme program to originate in the Rocky Mountain area, is scheduled to return to the air over KOA, Denver, February 25. Show will again be produced by Rocky Mountain Radio Council in co-operation with Denver regional OWI.

*Civilians* will follow the format of its 23-week run on KOA, dramatizing civilian and home-front activities that affect residents of the region. Music will again be provided by KOA house orchestra, direction of Milton Shrednick.

Show will be written and produced by Jack Weir Lewis, of Radio Council. Final auditions for talent are now in progress. Selection of a replacement for Bill Welsh has not been announced. Welsh, regional radio director for OWI, was scheduled to do the commentary, but press of other work prevented his appearance.

Radio Council plans to record show for later release over several additional stations in Colorado and Wyoming.

### 4 Webs Now Served In Portsmouth, Va.

PORTSMOUTH, Va., Feb. 20.—Local outlets for all four major networks were provided with the opening of WSAP this week. New station, a Mutual affiliate, gives this chain a satisfactory local outlet. Heretofore WGH, Newport News, had been serving as Tidewater outlet for both MBS and the Blue.

WGH is now exclusively a Blue station, while this area is served by NBC thru WTAR, Norfolk, and CBS thru WRVA, Richmond.

WSAP operates on 1490 kilocycles, with 250-watt power, from 6 a.m. to 2 a.m. Owner is Portsmouth Radio Corporation, Judge E. T. Gilman, president. T. W. Aydlett, owner of WCNC, Elizabeth City, N. C., is general manager, and Ray Penner, former chief announcer at WGV, Charleston, W. Va., program director.

Station was congratulated on its opening by Navy Secretary Knox, Senator Harry Flood Byrd, Governor Darden, Representative Winder R. Harris and other national, State and local dignitaries.

In a recent program review of *The Star Times Musical Revue*, Station KMOX, St. Louis, was credited with the show. It should have been KXOK. Sorry.



# Roundup

## Sponsors, Agencies, Stations, General

### NEW YORK:

**G**REG ROULEAU, manager of WHLB, Virginia, Minn., recently became the father of girl. . . "The Smiling Irishman," used-car dealer, purchased 42 spot announcements weekly over WLIB for an indefinite period thru the Carl Calman Agency. . . George Hicks has temporarily left *Men of the Land, Sea and Air* on the Blue for an extended trip with the navy to collect material for his program. . . WINS will broadcast exclusively in New York the basketball game between St. Johns and Georgetown with Stan Lomax at the mike Monday evening (23). Mutual sends it to rest of country. . . Nina Millham has resigned as assistant librarian at Ted Bates, Inc., to join the WAAC. . . Ruth Norman, formerly casting director of CBS television, was named casting director of the Columbia network. . . Arthur Ross, assistant to Ed Fitzgerald, conductor of WOR's all-night program, has entered the army and was replaced by James Martin. . . Jerry Devine, author-producer of NBC's *Mr. District Attorney*, is new vice-president of the Radio Directors' Guild. George M. Benson, Eastern sales manager of the Blue, becomes a naval lieutenant this month and will be replaced by D. R. Buckham. . . NBC actress Betty Garde will have a role in Theater Guild's forthcoming musical, *Green Grow the Lilies*. . . Carl Manning, free-lance writer who has been doing the *Truth or Consequences* program, replaces Jay Sommers in the script department of the Blue. . . *Mikes Don't Bite*, a guide to radio articulation, by Helen J. Sloussat, director of CBS Radio Talks Department and illustrated by Jack Hoins, has been published by the L. B. Fischer Company. . . Anita Boyer, formerly with Jerry Wald's band, will have a regular singing spot on WOR's *Keep Ahead* program starting February 19. . . Eli Godofsky, president and general manager of WLIB, Brooklyn, became the father of a girl. . . Korn Kobbler, currently heard five times weekly at 6:30 p.m. via the Blue Network, took on a new sustaining spot Saturday at 10:45 to 11 p.m. over the Blue.

### PHILADELPHIA:

**K**ENYON & ECKHARDT Agency testing spot campaign on WCAU, KYW and WFIL for Hudnut's Three Flowers perfume. . . Sylvia James gets the nod to handle *Hollywood Fashion Reporter* on WIBG for Duval's gown shop here. . . KYW unveiled a lobby display in honor of 19 staff members in the service. . . Frank Kent takes over Dunn's *Lucky Shoe Box* giveaway on WPEN, replacing Bob Roberts. . . Varner Paulson, program director of WCOU, Lewiston, Me., joins WCAU announcing staff, with J. Howard Ridgway coming up from Kentucky for engineering staff. . . Ward Baking Company, New York, thru J. Walter Thompson Agency, buys two daily quarter-hour wax shows for 52 weeks on WIBG. . . Laurence I. Everling agency placed campaign on WDAS for Mrs. Smith's Pies, calling for 78 spots a week, for 13 weeks.

### LOS ANGELES:

**D**RESSER DAHLSTEAD, on commercial accounts for the Blue since going into army training, will be absent from the studios for several weeks. Victor Perrin, who succeeded Dahlstead as chief announcer, will handle the *Hop Harrigan* show during Dahlstead's absence. . . Irving Ravetch and John Groller have joined CBS-KNX staff as continuity writers. Groller is from WGBI, Scranton, Pa. . . Truman Bradley has started his new five-a-week news broadcast over CPN for Procter & Gamble. Contract was placed by Pedlar & Ryan, New York. . . Dick Ross, formerly night supervisor on KHJ announcing staff, reported for duty with the air force in Fresno. . . Lee Wood, of NBC-KPO newsroom in San Francisco, has replaced Jack Burt Jr. in NBC Hollywood news and special events department. Burt has been commissioned an ensign in the navy. . . Judith Waller, director of public service, NBC Central Division, visited here from Chicago to aid Jennings Pierce, Holly-

wood public service director, in setting up the UCLA-NBC Radio Institute summer school to start June 28. . . John Guedel, Hollywood representative of Russell M. Seeds, has part of *Mr. Rawleigh* on the Red Skelton show. . . Eddie Dunham, New York NBC producer, was in and out of Hollywood getting the *Voice of Firestone* set for three local airings. . . Charles Morin, CBS manager in San Francisco, was here to confer with Harry W. Witt, Southern California sales manager at KNX. . . Marjorie Rink, formerly of Monogram Pictures, has replaced Evelyn Gregson as secretary to Ed Buckalew, station relations manager for Columbia Pacific net. She leaves to join her husband, Jack Gregson, at Blythe, Calif. . . Robert Raisbeck, formerly national advertising manager of *The Wichita Eagle*, has joined the account executive department at KHJ-Don Lee. . . Arch Kerr, former West Coast advertising man more recently associated with offices in Chicago, returned to San Francisco to become account executive at KPRC-Don Lee. . . Vivian Accord, secretary in the sales department at KHJ, has been named staff assistant, American Red Cross, Overseas Division, and is in Washington receiving overseas training. . . Petrol Corporation is replacing *PDQ Quiz Court* with a larger and more elaborate show to debut March 7. Gary Breckner, CBS-KNX announcer on *PDQ Quiz Court*, has been named program production head of the War Department's radio division, and reports to Washington. . . Bill Gould, CBS sound effects man on *Stars Over Hollywood* and other net shows, back on job after being out five days with a strep throat. . . Superior Sea Food Company, Ltd., Los Angeles, has renewed its program over KECA, with new contract calling for 39-quarter hours, *Mirandy and Her Music Box*, three-a-week from February 17 to May 17. Hillman-Shane-Breyer, Inc., Los Angeles, handled for sponsor . . . *Tuna Treasure Chest*, starring Horace Heidt and ork, renewed their 126 NBC stations. Program sponsored by Lewis-Howe Company, handled by Roche, Williams & Cunningham, Inc. . . Nelson Pringle, CBS-KNX, analyst, gets 52 weeks in a new series of evening programs for Barbasol, twice weekly over a full Pacific net. Erwin, Wasey & Company, New York, handled. . . *Today at the Dumcans*, sponsored by California Fruit Growers' Exchange (Sunkist), is on a new schedule over CBS (not KNX). Program, formerly aired three a week, is on a weekly schedule. . . A five-a-week program, *Bill Hay Reads the Bible*, has been bought by Forest Lawn Memorial Park Association over KHJ. Dan B. Miner Company represented sponsor.

### Miles' CBS Showcase?

**PHILADELPHIA, Feb. 20.** — Jackie Miles, nitery comic current at Jack Lynch's Walton Roof is the latest of new faces among the funnymen slated for a major build-up via the networks. William Morris Agency, New York, is booming his talents, and he may get a sustaining ride on CBS, via WABC, New York, next month. Will be a variety show. Miles has cleared his draft status, given 3-A because he has three brothers in the service and remains the sole support of his mother.

## The Best Quiz of All Moves Over to Heinz, Whose Green Pickles Have Gone to War

**NEW YORK, Feb. 20.**—After a 15-day gap, Dan Golenpaul's *Information Please* left its Friday night Lucky Strike spot and began its run for H. J. Heinz on Monday (15), 10:30 to 11 p.m. The much-exploited quiz show, which parted with Lucky after a run-in with the sponsors on the slogan "The best tunes of all move to Carnegie Hall" and before that on "Lucky Strike Green has gone to war," still features emcee Clifton Fadiman, with John Kieran, Franklin P. Adams and Oscar Levant carrying on as the board of experts in the new set-up. Novel twist to original format was using guest Fred Allen to fire some of the questions, with Fadiman joining the others on the answering end. Allen asked some tough ones and did his share for the Treasury Department when the experts failed to answer his queries, with the result that the question-senders got

## NBC's Red Cross Series Leads Sustainer Hook-Up, 125 of 139 Outlets; Terrific Staff Chore

**NEW YORK, Feb. 20.**—Top network attraction from the angle of the number of stations carrying a sustaining program is the current Red Cross series, *That They Might Live*, which is being aired by 125 of the 139 stations of NBC. This is far ahead of anything in the past performance charts at Radio City. Closest competitor is *The Army Hour*, which has a 114-station pick-up.

*That They Might Live* was custom tailored by NBC to aid the Red Cross in enrolling 36,000 nurses for the armed services, 100,000 nurses' aides and 1,000,000 women for home nurse training which are that organization's requirements for this year.

Bill Hedges, v.-p. in charge of stations, got the stations to freeze a weekly half-hour—Sundays at 12:30—for the program and to tie in with their local Red Cross chapters. Lewis Titterton, of the script division, was assigned to supervise the show, and with Director Lester Vail selects stars and authors

### Tuttle Back to R&R

**NEW YORK, Feb. 20.**—Wilson Tuttle has resigned as radio executive of the A. & S. Lyons office to rejoin Euthrauff & Ryan ad agency, this time as supervisor of radio and talent buyer. Prior to joining the Lyons organization in September, 1941, Tuttle was a producer on the R&R staff.

### NCAC Books Warblers

**NEW YORK, Feb. 20.** — Susanne Fischer, Metropolitan Opera soprano, and Earl Wrightson, concert baritone, have been booked by National Concert Artists' Corporation to guest on the Eastman Kodak Company program from WHAM, Rochester, on February 26 and March 12, respectively. Music will be provided by the Rochester Civic Orchestra.

### Curnutt Mgr. of WCLO

**MILWAUKEE, Feb. 20.**—Allan Curnutt, formerly of the commercial staff of Station WIBA, Madison, has been named manager of Station WCLO, Janesville, succeeding James F. Kyler, who resigned to become manager of Station KFEL, Denver.

### Some Dilemma!

**NEW YORK, Feb. 20.**—Leo Miller, New York publicist, is hoist on a dilemma that has afflicted local radio editors for years; namely, the necessity to remember that there are two Abe Lymans in the radio field. One is the band leader and the other is with WENX, local foreign language station. Miller has been handling the station and last week took on the band leader.

\$57 worth of War Stamps to point up the sponsor's 57 Varieties.

Ben Grauer handles the institutional commercials for Heinz which stressed menu planning and urged kindness to grocers. Plugs were short and unobstrusive and should do much to placate irate *Info* fans whose sense of balance and decency were disturbed and whose sanity was threatened by the former sponsor's beatings.

Second show on Washington's Birthday (22) will mark another innovation in program format with Gregory Ratoff in Hollywood vying with the New York experts by remote control. If system of having Ratoff ring a bell in Hollywood when he wants to answer works out successfully, flimland guests from the Coast may become permanent feature of show.

whom the Red Cross invites to participate. Star response has been exceptional, with Howard Lindsay, Martha Scott, Frederic March and Florence Eldridge, Lucille Watson, Ralph Bellamy, Jane Cowl and Roland Young heading the first seven programs.

In addition, NBC does a recorded series titled *The March of Mercy*, which the stations use twice weekly in association with local Red Cross chapters. Like the live shows, these are scripted by some of the best commercial writers in the business.

## Comment

*This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.*

For the past five months Clifford Evans, who does a column for *The Brooklyn Daily Eagle*, has had a program of news comment Monday, Wednesday and Friday, 6:15-6:30 p.m. over WLIB, Brooklyn. He recently made an extensive tour of U. S. war plants and production centers, interviewing war workers and talking to men and women in all walks of life. In his commentary he gave a brisk, first-hand account of what average Americans are thinking and their opinions on the war.

Not sticking exclusively to the latest headlines, he tries to go behind the news to analyze the effect of the events on the little people all over the world. On program caught he gave his opinion on such various things as the post-war program for the inhabitants of South America, the morale of the people in occupied countries and Mayor La Guardia's latest move to stop gambling.

Delivery is in the Winchell manner of short, colorful sentences. For both delivery and material Evans merits a wide local audience.

Replacing Ted Cott on *Did You Hear?*, WMCA (New York) quiz show based on radio listening, Bob Emory took over as emcee, spotted Thursday, 8:03 to 8:30 p.m. Show, a sustainer for the past four months, pays contestants for getting the answers to queries about the week's radio programs. It's a novel idea and gives still another twist to the conventional quiz show format.

Students from six New York high schools were questioned on their radio listening, with cheering squads from the schools backing them up. Queries concerned such radio events as the latest Jack Benny, Bing Crosby and Kate Smith broadcasts, the Casablanca conference reports and various guest shots. If the contestant missed the program he was quizzed on he was out of luck, and even if he did hear it he had to have a pretty good memory to recall details.

As a parting shot two highest contestants were asked to give imitations of radio personalities, \$10 going to the best one as judged by the audience. Stunt gave contestants chance to show off and added a humorous touch.

Jules Werner produces the show, Lou Hall announces and Bill Wirges supplies the organ interludes. *Marion Radcliff.*



# SPIKE JONES

AND HIS  
CITY SLICKERS  
ON

N.B.C. PACIFIC COAST FOR  
GILMORE OIL



# TAKES ON TALENT

*New York* By JERRY LESSER

LINDA CARLON can prove that the life of a character actress seldom lacks color. LINDA, who plays Emmy Hatfield in *Women of America*, recently had the occasion to play such varying roles as STUART ERWIN'S wife, who turns into a cackling hen on the Kate Smith program; Fraulein Mueller, supervisor of the Nazi spy school on the Wilhelmstrasse in *Counterspy*, and a Scotch woman whose three sons died at Dunkirk on *Hobby Lobby*. . . . ATHENA LORDE is on her way to Oklahoma to see her husband, JIM BOLES, of the Army Air Force, who is spending his birthday in the hospital. ATHENA will be right back. . . . SID CASSEL is playing the part of Oswald, a Chinaman with an English accent, on the Mary Marlin program. . . . KATHERINE RANT, the mother in NBC's Aldrich Family, has joined the cast of NBC's *Snow Village*. Incidentally, *Snow Village* hit a 7.1 Crossley at the end of its first six weeks on the air, a record for a daytime serial for such a short period. . . . It just goes to prove to you that the French we study in school sometimes comes in handy. BILLY LIPTON, work-

ing as a bus boy at the Stage Door Canteen, found two French sailors who spoke not a word of English and acted as their interpreter. They were so pleased with the arrangement that they invited him to accompany them to other points of interest in New York's night life. . . .

WHEN KNOWLES ENTRIKEN, who directed the Ellery Queen broadcasts, received a sudden call for an important assignment for the West Coast office of Ruthrauff & Ryan, the cast came up with a clever going-away gift, a handsome picnic basket filled with sandwiches, canned goods and thermos coffee, just in case KNOWLES couldn't get into the diner of the transcontinental trains. . . . JOHN MOORE is the new love interest, Henry O'Hoolihan, on the *Life Can Be Beautiful* show. . . . DON CORDRAY, announcer at WNEW, leaves this week to join the air corps. His wife, THELMA, a former Thornton model, is a WAAC stationed at Daytona Beach. . . . TONY BURGER is a block leader for the American Theater Wing, besides keeping up with his regular radio shows.

# Chicago

By NAT GREEN

WHEN JACK BENNY arrived Tuesday (16) after touring Canadian military posts he was suffering from a severe cold and was ordered to bed, where he remained until time for rehearsal of his Sunday broadcast. Benny and troupe plan to remain in the Chicago area about two weeks. . . . ALEXANDER McQUEEN returns to WBBM March 1 with his one-man show, *Nothing But the Truth*, sponsored by Campbell Cereal Company. McQueen is the subject of a forthcoming article in *Saturday Evening Post*. . . . DURWARD KIRBY joined the Blue's

*Meet Your Navy* show Friday (19) as emcee. . . . ART LINICK, comic; BOB ATCHER, hillbilly singer; DICK BAKER, pianist-singer, and cast of the WJJD *Breakfast Frolic* presented their annual show for disabled veterans at Edward Hines Jr. Hospital Thursday (18). . . . The *John Freedom* series, transferred from Blue Network's San Francisco studios on Chicago's WNER, acquired a new director, TED MacMURRAY; a new scripter, HOBART DONOVAN; new ork, under baton of REX MAUPIN, and a new cast.

# Hollywood

By SAM ABBOTT

TIM AND IRENE have been signed by Monogram Pictures to appear in *Sarong Girl* featuring Ann Corio. . . . DINAH SHORE and Red Skelton shared the guest-of-honor spotlight with George Murphy at the Million-Dollar Banquet staged at the Beverly Hills Hotel. Affair marked the culmination of the city's efforts to "Buy a Bomber." . . . *Red Ryder* series began its second year on the air and Tommy Cook, who plays Little Beaver, marked his third year in radio. . . . TOM HANLON, announcer-emcee on *KNX Midnight Merry-Go-Round*, has recorded another *Yanks Swing Session* which includes tunes and chatter for the

boys overseas. . . . PAT PATRICK, heard on Chase & Sanborn NBC show, has reported to the army. . . . DICK JOY has been engaged by Planters Peanuts to announce its Harry W. Flannery news commentary over KNX-CBS, Tuesdays and Thursdays. Joy already does the Flannery program for Bekins Storage Monday, Wednesday and Friday. . . . VERNE CRAWFORD, formerly of WFIL, Philadelphia, has joined the KHJ-Don Lee announcing staff. . . . ARTHUR Q. BRYAN, character actor, has role of the eccentric Professor Ripples in the new CPN comedy-drama, *The Ripples of Elm Street*. Ted Bliss produces.

# Now U.S. Wants To Sell Latins To Home Folks

NEW YORK, Feb. 20.—Office of the Co-Ordinator of Inter-American Affairs, which handles good-will relations between the U. S. and Latin America, will soon expand its domestic radio activities. Objective is to sell U. S. on its neighbors to the South just as the CIAA has been peddling the U. S. to the countries below the Rio Grande. This represents reverse technique.

To handle the campaign, CIAA has brought in Dwight Jennings, radio exec for the U. S. Maritime Commission and before that with Lord & Thomas; Blackett, Sample & Hummert, and Warwick & Legler. Campaign is still in the planning stage, but at least two of CIAA's radio scripting staff are concentrating on the domestic angle. The revival of domestic emphasis will probably result in the renewed production and distribution of transcribed programs for local stations as well as network shows. Up to about a year ago, CIAA distributed e. t.'s for local consumption, but since then has confined itself to feeding station "idea" scripts which provide a typical script and suggest appropriate music.

staff, transportation and publicity, he books an additional two weeks ahead.

# FLESH FOR CAPITOL

(Continued from page 3)  
sary for MGM to have to sell such films as *Random Harvest*, *Mrs. Miniver* and other of its top productions to the Music Hall.

The Capitol's booking top names would accentuate the competition now going on and would have repercussions in houses throught the country. Four Broadway houses playing the cream of the band crop for fairly long runs would leave little in the way of names for out-of-town vauders. Band prices would then zoom beyond present heights and lower-priced orks who could get more frequent theater work.

At pres time, no ork had yet been signed. There will probably be no permanent house line a la Roxy and Music Hall.

Prior to the Music Hall's opening, the Capitol was considered the ace presentation house in the country. In the last three years, there have been only two stagershow there, both being tied in with pics; Mickey Rooney and Judy Garland made a joint appearance and boomed grosses, while Eddie Cantor, George Jessel and other acts in connection with a Cantor picture, scored a slim \$35,000, which returned no profit in view of the reported \$15,000 cost of the stagershow.

The Capitol is owned by Messmore Kendall and runs first run MGM films.

# 500 CAMP DATES

(Continued from page 3)  
as compared to the usual indoor performance.

Thus an act can play 60 weeks on the White Circuit, switch to the Red for another 44 weeks and then, with some acts, go even further by moving over to the Blue or tab troupe circuit.

# Million Over Budget

Naturally this expansion puts a tremendous strain on Camp Shows as an organization. From the financial end it means Camp Shows has upped its budget almost \$1,000,000 over the \$4,000,000 originally appropriated for the year ending June, 1943. From the production end it has meant innumerable headaches trying to replace performers drafted into the armed services, as well as those going overseas for Camp Shows, without impairing the domestic program. Likewise, the transportation and living quarter problems have been magnified.

In some areas the problem of finding bed space has been solved with the co-operation of the camp commandants who arrange to billet the women in guest houses and the men in barracks. In some spots a small show is roomed in the officers' club. This is only done where commercial quarters are not available. Both Camp Shows and the military would rather not leave themselves open to any complaints from civilians visiting troops at the post. Even Negro units are billeted in barracks, there being no other quarters available.

# Skedded To April 17

As of this week Victor Leighton, director of booking and transportation for USO-Camp Shows, has the Red and White circuits booked to April 17. Current requests for shows from camps and bases cannot be added to the schedule until after that date. And, of course, until the War and Navy Departments in Washington have approved the requests. Leighton submits a revised booking schedule to the military and naval chiefs each month for approval. To provide time to clear instructions for the field

# Roxy Lauds Chico Marx

NEW YORK, Feb. 20.—Chico Marx ork has been signed by the Roxy to start around March 24 on the show with the *Modernaires*. Will be preceded by the engagement of Grace Moore, beginning March 10, along with *Young Mr. Pitt*. Two weeks are definitely set, and may be extended to a third.

NEW YORK, Feb. 20.—Esquire Theater, in residential section of Uptown Boston, is testing vaude and films Thursdays to Sundays in an attempt to hypo the take at this chronically problem house. The Esquire, once known as the Repertory, is a 1,000-seater and is operated by Mullen & Planski, Boston affiliate of the Paramount Circuit, and has been playing a straight pix.

# Boston 4-Day Show

New policy calls for a musical combo on stage and five acts plus first-run films. Opening four-day bill which started yesterday, booked out of the New York Paramount office, consisted of Kim Loo Sisters, Virginia Austin, Jeanne Blanche, Archie Robbins with Stan Ross, and The Hackensack Gossip.

Only other first class vaude in Boston is at the RKO-Boston, a downtown house playing name bands and acts. Last Par vaude venture in the Hub was at the Metropolitan about eight months back. Prices, 50 cents matinee and 75 cents evenings. Three stagershow a day.

**NCAC** sells

# "I LOVE A MYSTERY"

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FOR LIFEBOUY



# PROGRAM REVIEWS

EWT Unless Otherwise Indicated

## "Your All-Time Hit Parade"

Reviewed Friday, 8:30-9 p.m. Style—Vocal, orchestral and organ. Sponsor—American Tobacco Company (Lucky Strike). Agency—Foote, Cone & Belding. Station WEAJ (New York) and the NBC Network.

Your All-Time Hit Parade finally moved into Carnegie Hall and the nation's tuners can now heave a sigh of relief. The "irritant" phase of commercial plugs of airplanes is imbedded in the past; may it rest in peace. Approach is very definite—too definite, in fact. Pattern is the so-called "all-time hits which have prevailed on the cigarette" program over the years, plus giving out with the current three top tunes of the week. Leading song was *Boo Hoo*, which scored in 1937. Mark Warnow ork moved thru it nostalgically, but the tempo seemed pushed up to the current year of grace, rather than six years ago. This may have been deliberate. Follow-up piece was *Red Sails in the Sunset*, a 16-time all-timer, which introduced to the new show the solid voice of Jerry Wayne, who came thru clear, smooth and with finely controlled baritone depth that puts him past the "promising" class. Lyn Murray chorus background rounded out the piece favorably.

Ethel Smith, deft organist, is drafted for the current hits. She did *I Had the Craziest Dream*, the No. 3 tune; *There Are Such Things*, No. 2, and *Moonlight Becomes You*, No. 1. She tossed a rapid-fire bang into the half-hour spot, helped immeasurably by the Warnow outfit, whose second solo spot past the middle, *Deep Purple*, with chorus, a two-time rater of 1939 vintage, earned a big bouquet. Marie Green was given a venerable all-timer, *I Got That Old Feeling*, from 1937 tinpannery, for her introductory shot and warbled it well.

Wayne's second and best vocal was *You Must Have Been a Beautiful Baby*, an eighth timer, five years ago. This lad must have done a lot of studying when he was surprised with the idea of taking over the spot vacated before the preem by Barry Wood, because he breezed right along as if reaching home base meant nothing more than leisurely busting one over the fence.

For the finale it was a collection of three all-time all-timers, *Rose Room*; *I Can't Give You Anything But Love, Baby*, and *Give My Regards to Broadway*, which give singers, Murray Chorus and the Warnow gang opportunity to go into stuff without being necessarily limited to Luckies "Hit Parade" ratings.

Milton Cross and Basil Ruysdale shared the announcing chores. While moving over into famed Carnegie, American Tobacco's George Washington Hill might have ordered a change in plugs, the phrasing being status quo. "So round, so firm, so easy on the draw," etc.

Leonard Traube.

## "My True Story"

Reviewed Monday, 3:15-3:45 p.m. Style—Drama. Sustaining on WJZ (New York) and Blue Network.

Latest of *True Story Magazine* tie-ups to hit the airwaves took the form of a daily afternoon drama plucked from the pages of the romance publication and heard Mondays thru Fridays on the Blue Network under the intimate title of *My True Story*. A complete story from the current issue is dramatized each day with such opuses as *I Owe You Everything*, *If You Were Mine* and *Someday I'll Tell You* on the schedule for the first week.

With this half hour following *Songs By Morton Downey* each day, Blue Network listeners are in for 45 minutes of solid slush, the unadulterated brand which only a romantic warbler and a straight-from-the-heart tear-jerker can dish out. The opener for the series, *Only*

*Seventeen*, was the story of a jealous daughter with a father-fixation which sadly hampered the attempts of the poor father to remarry. When she meets the handsome son of her stepmother to be, her attitude changes and two happy marriages result.

To criticize the soundness of the story or the quality of the material would be useless, as this show, along with all the other heart-throb hooey on the air, will undoubtedly satisfy the large audience of midafternoon dial twisters.

Joseph Bell produces and directs and Margaret Sangster and Bill Sweets adapt the mag stories to the air. Casts change with each script. *Marion Radcliff.*

## "Fran Harris Reports"

Reviewed Tuesday, 1-1:15 p.m. Style—News commentator with interview. Sustaining over WWJ (Detroit).

This new show on twice a week, is addressed directly to "Mrs. Detroit" and aims, successfully, to tell the average housewife something useful and interesting about the war. Miss Harris gave out intelligently, slightly saccharine in the manner that daylight femme listeners seem to like, and is plugged as "the only woman newscaster in Michigan."

She described what women are doing in the war effort by an interview, in this case a woman cab-driver, who told how her job goes and what her family arrangements are. Interesting for both stay-at-homes and women outside able to listen in.

John Alvin is competent as interlocutor. *Haviland F. Reeves.*

## "Open House"

Reviewed Wednesday, 3:30-4:30 p.m. Style—Variety show. Sustaining on WCAU (Philadelphia).

This daily matinee, running as a sustainer save for several OWI spots, has been heavily balled as the most pretentious live talent program the station has offered in many a moon. And it is, considering the round-up of talent on tap, with cuffed gueststars in addition to stand-bys from station's staff. But it all seems a waste of so much good talent to present it in such pointless and helter-skelter fashion. True enough, the *Open House* credo calls for an everything-goes flavor, but while everything goes, nothing happens. It started nowhere and ended up the same place with painful waiting that made the excellent musical specialties, when they finally came on, very difficult for the dialer to digest.

Stan Lee Broza, program chief, and producer Joseph Gottlieb are responsible for this scramble. It's just that, with little more significance or continuity than some other local shows where the announcer rushes into the studio with a grab-bag of platters and starts spinning them without rhyme or reason.

Much the fault may be put on the script . . . or the lack of one. Whatever it is, staff announcer Ross Mulholland, who has done credit to himself in handling wax and band shows, fell short on keeping things moving for the first half hour. Poor routining, timing and pacing of the bumper crop of musical specialties helped his cause none, and while entrusted with the emcee chores, might do better by sticking strictly to straight announcements rather than trying to be funny. Hugh Walton, for the second half, tightened up the gab, fared much better and went far in eliminating the drag.

Only real punch on stanza caught was imparted by Frances Faye, making a guest shot. Singing and swinging to her own pianology, her effervescent personality overflowed the loud-speaker and it's a mystery how she has escaped radio so long. Johnny Cahill, local nitery comedian, also guesting, made his air bow on this stanza, but he forgot to bring along suitable radio material, apart from the fact that mike-fright got him.

From the station staff, excellent voices were pitched in by Jimmy Saunders, former Harry James warbler; Dolores O'Neill, last with the net's *Basin Street Society* show; Bon Bon, septa scat piper formerly with Jan Savitt's band, and Marion Mason, vocalist with Johnny Warrington's studio band, whose pepper dance rhythms for this show were big-timey in every respect. *Maurie Orodener.*

# JERRY WAYNE



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## AEA Council Seeks To Ease Rules on Member Co-Op Work

NEW YORK, Feb. 20.—Revision in Equity's regulations covering member participation in experimental and co-operative theater projects was indicated, following another heated discussion at Tuesday's council meeting. A special committee was charged with the job of studying existing protective regulations with a view toward making it easier for actors seeking extra-curricular training to perform under the auspices of groups such as the Experimental Theater and the New School for Social Research.

It is felt among certain council members that Equity, in its desire to shield unsuspecting actors who "want nothing more than to act" from exploitation by unscrupulous managers, has been over-cautious to the point of hindering group movements of an experimental nature. Revised rulings would remedy this situation.

Just which measures should be dropped or changed and which new ones added will be left to the committee, subject to approval of the council.

## Chorus Asks 15% Rise in N. Y., Road


NEW YORK, Feb. 20.—Chorus Equity Association will follow the example of godparent Actors' Equity in seeking a 15 per cent salary increase for its members from the War Labor Board. Ruth Richmond, executive secretary of CEA, obtained approval for the move from Equity council Tuesday (16). Because Chorus Equity has no basic contract with League of New York Theaters, its legal department will inquire into the procedure of presenting its case to the WLB. Requests for salary increases of this type are usually made by the employer under Wage Stabilization regulations.

Proposed increases would boost chorus minimums from \$40 to \$46 in New York and from \$45 to \$51.75 on the road. Increases in stock minimums will also be requested, to be pegged at \$28.75, \$34.50 and \$40.25, depending upon seating capacity, admission charge and season. Current scale is \$25, \$30 and \$35.

Altho the actors have had their basic agreement with the League for several years, the chorus body has never been approached with a similar proposition, and, according to a spokesman, prefers to keep it that way, feeling it can do better on its own.

## Equity Okays M. Phillips

NEW YORK, Feb. 20.—Actors' Equity council has granted Producer John J. Wildberg permission to engage Margaret Phillips, British actress, for his Chicago production of *Cry Havoc* opening March 3. Miss Phillips will enact her original Broadway role. Under Equity by-laws, foreign players must wait six months between engagements in this country. It was claimed in her behalf that she was necessary to the success of the opus.



### Review Percentages

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

**"This Rock"—5%**  
 YES: None.  
 NO OPINION: Mantle (*News*).  
 NO: Nichols (*Times*), Barnes (*Herald-Tribune*), Coleman (*Mirror*), Morehouse (*Sun*), Rascoe (*World-Telegram*), Anderson (*Journal-American*), Waldorf (*Post*), Kronenberger (*PM*).

BROADWAY RUNS			
Performances to Feb. 20 Inclusive.			
Dramatic	Opened	Perf.	
Angel Street (Golden)	Dec. 5	41	507
Arsenic and Old Lace (Fulton)	Jan. 10	41	883
Barber Had Two Sons, The (Playhouse)	Feb. 1	24	
Blithe Spirit (Booth)	Nov. 5	41	526
Councillor-at-Law (revival) (Royale)	Nov. 24	101	
Counterattack (Windsor)	Feb. 3	22	
Dark Eyes (Belasco)	Jan. 14	44	
Doughgirls, The (Lyceum)	Dec. 30	62	
Eye of St. Mark, The (Cort)	Oct. 7	158	
Jangle (Miller's)	Sept. 10	188	
Junior Miss (46th St.)	Nov. 18	41	519
Life With Father (Empire)	Nov. 8	39	1306
Moon Vine, The (Morosco)	Feb. 11	12	
Patriots, The (National)	Jan. 29	27	
Pirate, The (Beck)	Nov. 25	192	
Skin of Our Teeth, The (Playmouth)	Nov. 18	110	
This Rock (Longacre)	Feb. 18	4	
Three Sisters, The (Barrymore)	Dec. 21	72	
Uncle Harry (Hudson)	May 20	20	310

Musical Comedy			
By Jupiter (Shubert)	June 8	302	
Let's Face It (return) (Imperial)	Aug. 17	214	
New Faces of 1943 (Ritz)	Dec. 22	71	
Rosalinda (44th St.)	Oct. 28	134	
Something for the Boys (Alvin)	Jan. 7	52	
Sons o' Fun (Winter Garden)	Dec. 1	41	512
Star and Garter (Music Box)	June 24	278	

## 'Follies' 34G in Hub; 'Springtime' 9G

BOSTON, Feb. 20.—Two remaining attractions doing good business. *Ziegfeld Follies* in its final week a sellout for nearly all performances. Below-zero weather did not keep theatergoers away. Those attempting to buy tickets for evening performances lined up at box office and, informed there were no tickets available, insisted on remaining.

Estimated take for the fourth and final week of *Follies* was \$34,000. The Shubert seats 1,590, with \$3.85 top on weekdays and \$4.40 on Friday and Saturday.

Fourth and final week for Edward

## New Play on Broadway

**MOROSCO**  
 Beginning Thursday Evening, February 11, 1943  
**THE MOON VINE**

A comedy by Patricia Coleman. Staged by John Cromwell. Settings and costumes designed by Lucinda Ballard; costumes by Brooks, scenery by Studio Alliance, fabrics by Maharam. Company manager, John Tuerk. Stage manager, Jack Daniels. Press agent, Michael Goldreyer, with Maurice Turf, associate. Technical associate, A. A. Ostrander. Presented by Jack Kirkland.

- Mrs. Meade ("Miss Eloise").....Vera Allen
- Strother Meade.....Grace Coppin
- Miss Lucy Telfair ("Aunt Lullah").....Kate McComb
- Mrs. Sylvaine ("Miss Bessie").....
- Agnes Scott Yost
- Robert W. Albury
- Drop Dead
- Phyllis Tyler
- Will Geer
- Richard Tyler
- Ruth Anderson
- Phillip Bourneuf
- Haila Stoddard
- Mary Lou Taylor
- Arthur Franz
- Donald Murphy
- Michael Road
- Youl Bryner
- A. Winfield Hoeny
- John McKee
- Buddy Fleet
- Elmer Snowden

Place: The Meade House, Mansfield, La. Time: June, 1905.

ACT I—The Side Veranda. Late Afternoon. ACT II—Scene 1. The Same. Two Weeks Later—Early Evening. Scene 2. A Section of the Revival Tent. The Following Night. (Lights Will Be Lowered To Indicate the Passing of About Two Hours.) ACT III—Same as Act I. Two Weeks Later. Late Afternoon.

A fair comedy that would probably make a good B movie. Opening to pan-nings and a few good reviews, business is bad, and producer Kirkland apparently hopes to keep it going for three weeks for the sake of picture money. Paramount is reportedly an investor in the show.

*Moon Vine* (taken from a line in the play, "Moon vine that opens after dark") is one of those pleasant little affairs that hold interest, winning a few laughs and having its moments of poetic seriousness, but that never is uproarious enough or punchier enough to pin down the

## War Workers Crowd Twin Cities Bills

MINNEAPOLIS, Feb. 20.—*Porgy and Bess* hung up the season's high for legit grosses with a solid \$15,000 for five performances (8-11) at the Lyceum, according to Leo R. Murray, house manager. Sub-zero weather prevailed thru most of the run.

Trend of more and more war workers taking in legit shows was noticeable again. Sold out one week before the show arrived were the 55-cent and \$1.65 seats.

At the St. Paul Auditorium, for three performances (12-13), *Porgy and Bess* drew a socko \$8,000.

Lyceum book thus far has *Arsenic and Old Lace*, March 11; *Life With Father*, April 5; *Junior Miss* and a Gilbert & Sullivan opera, both in May.

## St. Louis Skeds Two

ST. LOUIS, Feb. 20.—American Theater, local legit house which went dark following the departure of *Priorities of 1943*, reopened Sunday with Ruth Chatterton and Ralph Forbes in the revival of *Private Lives*. This engagement is for a week, followed tomorrow (21) by a return of *Arsenic and Old Lace* with Boris Karloff and the original New York cast. Prices will be reduced for this engagement of *Arsenic*, with an evening top of \$2.

Everett Horton in *Springtime for Henry* kept up well. Colonial seats 1,643, with popular prices prevailing. Take was set at a good \$9,100. Management feels that if it were not for previous bookings, *Springtime* could have remained longer.

Max Gordon's *Men in Shadow*, sponsorship of Theater Guild, to open at Colonial Theater Monday (22). Edward Gould to present Sylvia Sidney in *Pygmalion* at Shubert-Copley Theater, first of the traveling stock plays which Gould will offer at popular prices, \$1.50 top, at this house. This is a two-week engagement.

## Sunday, Full Week And the Road: Is Columbus a Trend?

COLUMBUS, O., Feb. 20.—First Sunday opening as well as first full-week stand relighted the Hartman Theater last Saturday. Only legit house here has been closed since November. *Arsenic and Old Lace*, with Boris Karloff in lead and preponderance of original New York company, is heading for Coast again. Avalanche of orders found sellout on opening. Mrs. R. F. Boda, whose husband is now with OPA, manages house. It was she who had faith in Sunday opening and one-week stand which has brought new life to local rialto. Eric Von Stroheim in Karloff part played three-day engagement with road company and did capacity. Stagehands get their first full week of work in many weeks.

Theater Guild arrangement suffered here for transportation reasons, but desire for legit is strong. Mrs. Boda already has booked *Junior Miss* for Sunday opening as one-week stand. *Tobacco Road* set for house early in March, another full week. This will be ninth booking for that show with all types of Jeeters and all types of companies.

Scale of prices for all shows, 55 cents to \$2.20. Balcony prices vie for movie trade and get it.

## Olver Held in Main Line Bust

PHILADELPHIA, Feb. 20.—Hal Olver, New York press agent, was held in \$3,000 bail here on a charge of embezzling \$3,628 from the abortive project, sponsored by Mrs. Caroline Sherman Johnson, to erect a \$75,000 Main Line Playhouse in suburban Gladwyne. A constable liquidated the project in September, 1941, by auctioning the assets—five bales of hay and some office equipment. Mrs. Johnson obtained the warrant, accusing Olver of taking Playhouse funds while he was in her employ for five months, starting in November, 1940. He was arrested in New Castle, Pa., and arraigned before Magistrate Charles Medway.

Olver denied the allegation. In the absence of a set of books, he testified, he started an accounting system which balanced when he left. Olver's attorney produced two exhibits, one a purported authorization by Mrs. Johnson to endorse any cash checks made out to the Playhouse, and another a release from his contract dated March, 1941.

Mrs. Johnson denied the authorization was genuine. Her attorneys exhibited two checks totaling \$56 bearing Olver's asserted signature. They claimed they had more.

## Hilltop Players Readying

BALTIMORE, Feb. 20.—Hilltop Theater Players will present a full program during the summer at the Vagabond Theater, marking the 10th season of the group. Lyn Swann, sister of Don Swann Jr., retiring producer now in the army, will be producer together with A. W. Bryan and Maj. Richard Goddard.

Plays to be presented include *Blithe Spirit*, *Claudia*, *Angel Street* and *Cry Havoc*.

## O'Brien in CAG Post

NEW YORK, Feb. 20.—Pat O'Brien has been named first vice-president of the Catholic Actors' Guild by Gene Buck, president pro tempore of the organization. A reshuffling of officers, made necessary by the death of former president George M. Cohan, is now in process.

## Mobile Billing

PHILADELPHIA, Feb. 20.—Mark Wilson, publicizing the three Shubert legit houses here, has hit on a mobile billboard plan to meet the ban on pleasure driving. All defense workers motoring to their jobs at suburban Chester, Eddystone and other points have been given poster signs for placement on the rear of their autos. Each car sign advertises an attraction at one of the three houses.



## Name Salaries Up As Philly Clubs Vie for Bookings

PHILADELPHIA, Feb. 20.—Nitory ops are becoming more name-conscious. More names have been booked here during the next month than before and ops are shopping around for bigger draws. Money is no longer a major consideration, as business is booming and is figured to continue, with the ban on pleasure driving and curtailed train services keeping citizens away from South Jersey resorts. Ops find that the names now spell larger profits because they draw spenders.

Joe Toll, operator of the Swan Club, out of the theatrical section, found that Belle Baker could bring the money trade to his out-of-the-way doors. On Miss Baker's opening night, in face of snow, receipts covered her weekly salary, reported around \$1,000. Miss Baker was there four weeks. Pat Rooney is opening this week.

Frank Palumbo's Cafe, also away from the bright zone, found the more he paid for headliners the bigger the checks. Will pay up to \$1,000 for the top act. Tested the theory with Miss Rose Marie and Nick Lucas, and now brings in Gus Van.

Business dipped at Louis Yessner's center-city Shangri-La without marquee names and then skyrocketed as soon as attractions came in. Yessner continues names with Georgie Price, followed by Walter O'Keefe, Harry Richman and Ted Lewis. Jack Lynch, of the Walton Roof, has just signed Sophie Tucker to follow Jackie Miles. Kaliners' Club Bali is also returning to names, with Ella Fitzgerald to open next month.

PHILADELPHIA. — Late bookings at the Shangri-La has Mitzi Green going in for two weeks starting Wednesday (24) to be followed by Benny Fields, March 11. Name parade will continue with Georgie Price.

At Palumbo's, Gus Van will be held over an additional four weeks.

## Shows Blamed for Lifting of License

DETROIT, Feb. 20.—Liquor license of the Club Frontenac, downtown night spot, was suspended this week by the Michigan Liquor Control Commission, largely because of the type of show presented.

History released with the action showed a series of complaints dating back nine years, including "suggestive dancing and vulgar songs." More serious appeared to be the general contention that the place attracted youngsters who apparently viewed the spot's outstanding attraction for years (an "all-male revue") as "freaks of nature."

Charges against the acts involved included alleged arrests last fall and winter of several for peddling marijuana, and at a party of "so many entertainers for immorality that the club was forced to cancel its floorshow."

## Philly Club Opens At 8:30 in Morning

PHILADELPHIA, Feb. 20.—Altho some cocktail bars near war plants start their musical entertainment in the morning for swing-shift workers, Tom O'Boyle's Cadillac Tavern becomes the first regular nitory to open at 8:30 a.m.

Located near the Bendix Aviation Corporation, the spot puts on a breakfast session Saturday mornings for those on the graveyard shift and drew about 200 patrons for the first session. Festivities continue to noon and include the regular floorshow and band.

## Paris Clubs Shut

NEW YORK, Feb. 20. — A German radio broadcast, recorded here by the Associated Press, reports that all but four of the largest night clubs in Paris have been ordered closed for week of February 14. Included are the Tabarin and the Casino De Paris.

The broadcast disclosed no reason for the shutterings.

## 28 Years Later

NEW YORK, Feb. 20. — Twenty-eight years ago the Three Alfreds, a teeterboard turn, played the Alhambra Theater here. William Mandell was part of the act, Benny Burke was its agent and Charles (Doc) Breed booked the turn. Next week the Three Alfreds will play a break-in date in New England. Again William Mandell heads the act, Benny Burke is its agent and Charles (Doc) Breed, now booking for RKO in New England, did the buying.

They open in Pawtucket, R. I., March 4 and then play a split week between Portland, Me., and Manchester, N. H. Late last year Will Mandell and Benny Burke revived the William and Joe Mandell act. This was a knockout comedy turn which first went into action 20-odd years ago when William Mandell pulled out of the Three Alfreds.

However, due to the draft, the revival did not click, since as fast as Mandell broke in a partner, the Selective Service boards would call them for induction. Hence the return of the Three Alfreds.

## Altman, Wallens Open Buff Club

BUFFALO, Feb. 20.—A new downtown nitory opened February 11, Downtown Casino's new Victory Room. Harry Altman and Harry Wallens are the operators. Some years ago both men operated the same upstairs Main Street location, the Savarin. Subsequent promoters of this location didn't make a go of it either. It is conveniently located in the downtown theater district and can be reached by street car or bus.

Altman recently closed his very prosperous enterprise in Williamsville, the Glen Wintergarden, which used names, and it is uncertain he'll open his Glen Barn, huge summer night spot. The new Victory Room features three floorshows nightly plus a Saturday luncheon matinee. Fifteen acts for opening show include Leon La Verdi, Walter Green, Art West, Frankie Masters, Ray Stevens and Al Norton's six-girl chorus. Music by Bono orchestra (eight men, including a colored organist).

The Stuyvesant Room, Stuyvesant Hotel, class spot here, has switched to local talent after using traveling bands for a long time. The Freshmen (four-piece combo under Sonny Kippe), who were at this spot months, switched into Boston's Copley Square Hotel Music Box, where they will work as entertainers and not as a dance unit. New band, the Stuyvesant Tune Teasers, opened February 11. Combo includes five pieces plus girl vocalist, Lorraine Grant. Instrumentalists are Irv Shire (who stayed on when the Freshmen left), Harry Stern, Russ Messina, Aaron Juveller and Lynette Parish. Additional talent is Jan Martel, singer, backed by a trio.

GEORGE DEBERS, one-time vaude critic on *Zit's*, is now managing the New Park, vaudefilm house in Woonsocket, R. I.

## Scarcity of U. S. Acts Forces Rio Clubs To Use More Mexican Talent

RIO DE JANEIRO, Feb. 13.—Mexican talent predominates as attractions in current floorshows, with three of the four leading casinos featuring singers of Mexican songs. With the bookings of foreign performers difficult due to war conditions, bookers have gone into Buenos Aires to import international artists.

Casino Urca, which also operates the Casino Icarai in Niteroi, brought in Pedro Vargas, Mexican singer, via BA. Carmen Rodrigues, Mexican thrush, opened at the Copacabana December 18, and Luiz Roldan was added January 8, both coming up via Buenos Aires. The Atlantico, tho minus Mexican talent, features two top Brazilian singers whose repertoires include some of Mexico's favorite tunes.

Bookers are combing this continent to uncover foreign talent. Acts capable of changing routines and also of doubling on radio are preferred for long-term bookings.

## Risque Singers, Pianists Lead Demand for Intimate Entertainers in Night Clubs

(Continued from page 5)

As a result, most smart-set entertainers are not known to the general public at all and bend all their efforts to know personally the smart set (people who don't have to work for a living) and to get publicity in fashion, gourmet and upper-class magazines and also the society columns of the dailies.

Of all the smart-set entertainers, the special material singers are probably the worst off because they continually have to buy new material. And you know how costly that is. Pianists and other musicians who do mostly requests are the ones that have to invest the least to maintain their jobs.

Standard intine club entertainers who have played in this area include:

Spivy, Betty Bryant, Hope Emerson, Grace Morgan, Charley Drew, Elsie Houston, Imogen Carpenter, Cliff Newdahl, Nordstrom Sisters, Eddie Mayehoff, Johnny Payne, Johnny Andrews, Eleanor Sheridan, Dorothy Ross, Jori Livingston, Billie Holliday, Cliff Allen, Richard Dyer-Bennett, Paula Lawrence, Norbert Franconi, Aileen Cook, Jean Castro, Downe and Gregg, Gerhardt and Morley, Cy Walter, John Hoystradt, Nora Sheridan, Herbert Kingsley, Maxine Sullivan, Mill Monti, Harold Willard, Steven Iles, Andre Rivera, Paul Taubman, Maurice Shaw, Betty Allen, Aurelia Colomo, George Charles, Fred Keating, Delta Rhythm Boys, Herman Chittenson, Julius Monk, Bill Farrell, Adelaide Moffett, Vickie George, Bunny Howard, Bricktop.

Local hotels that have lounges and cafes using intimate acts include: Weylin, One Fifth Avenue, Plaza, Pierre, Savoy-Plaza, Fifth Avenue, Sheraton, Warwick, Park Central, Brevoort, Elysee and the Algonquin (supper club now without talent).

Local night clubs booking intimate-type entertainers are La Vie Parisienne, Le Ruban Bleu, Penthouse, Village Vanguard, Spivy's, Ben Marden's Riviera Winter Room (now closed), Place Elegante, Chateau Moderne, Cerutti's, Bill's Gay Nineties, Club 1-2-3 and the 53d Street spots such as the Famous Door, Club 51, Club 18, Onyx Club, Swing Club, Little Club, Club Samoa.

### The Dark Side

There are many small basement clubs here and in all key cities where entertainers work for \$15 and tips and where many so-called society debutantes sing for their supper but no cash. And in many spots the girl entertainers have to face the absolute necessity for playing up to the customers for tips.

CHICAGO, Feb. 20.—Opportunities for sophisticated entertainers in this area are limited. Intimate, late-hour rooms on the order of those operating on the East Side in New York are missing here and few of the better spots will risk the employment of performers using

risque material unless that performer has a following.

Dwight Fiske is a good example. He is one of the few who can draw big business. He has plenty of friends among the Gold Coasters, one of the reasons for an engagement at the Blackstone Hotel's Mayfair Room, where he was as big as Hildegard.

Unknown singers going in for blue stuff, particularly women, will find work in the cheaper spots catering to a small-spending grade of trade and, on weekends, to slummers.

### Good Salaries for Names

Of late cocktail lounges have been in the market for sophisticated singers, and the increasing demand for their services has upped their salaries.

PHILADELPHIA, Feb. 20.—Sophisticated entertainers, once heaviest in demand and drawing down the fattest pay checks, find no takers now along nitory row here. According to night club owners and bookers questioned, the smart stuff is no go any more. The performers must be down to earth, as patrons are in no mood for subtlety. Biggest factor, however, is the almost total demise of smart, intimate spots. Half dozen years ago and less the intimate rooms fairly dominated the nitory scene here, and the sophisticated form of entertainment had a wide and long run here.

Along same lines, the society entertainer used to mean more than a Harry Richman here. Any performer with any sort of society billing was an easy booking at fat salaries. Now the socialite doesn't rate.

### Philly Cold to Socialites

Even at the exclusive parties and society functions the sophisticated form of entertainment is no go. Bookers catering to the blue-blood set say that the preference is decidedly for magicians and strip dancers, with maybe a male singer added.

With the intimate rooms going (only two remain in town), operators of the large rooms sought out acts with wider appeal, especially flash acts that could be appreciated beyond the ringside tables. Also night-lifers get no kick out of double entendre any more, since they've been able to get it in the raw at nabe clubs for so many years. Even regular performers, especially comedy emcees and impersonators, hit a dull spot trying to deliver smart material to local yokels. Local audiences being pretty slow on the trigger, material has to be kept at low levels—and that's pretty low.

HOLLYWOOD, Feb. 20.—Demand for so-called sophisticated entertainers is increasing here, as money is plentiful and war workers are calling for this type of entertainment. Formerly the spotting of the so-labeled sophisticated talent was limited to certain clubs. That holds good no more, for spots that cater to war workers are now also buying this type of entertainer.

The bulk of the bookings of sophisticated performers is handled by the William Morris office and Music Corporation of America thru Maynard Tow and W. H. Overbeck respectively. Morris has the go on the El Rancho Vegas, Las Vegas, Nev., and set Marjorie Garretson to return to the spot. Other "intimate entertainers" to play the spots in this area are Kay Mayfield and Guy Cherney, baritone and emcee; Irene Brooks and Armida.

### Audiences Not Sophisticated

While the Las Vegas spots call for "sophisticated talent" they do not necessarily draw a sophisticated clientele. The war has changed this. With magnesium plant workers in the money, hobnobbing with the rich at the smart spots is no novelty.

El Cortez, San Diego, located away from the city and on a high hill, draws sophisticates. MCA booked the spot but dropped it when it found it was such a headache to get the right kind of talent.

There is a demand for sophisticated talent for so-called sophisticated spots. There is also demand for a definition for what constitutes a "sophisticated" spot.



# Night Club Reviews

## Latin Quarter, Chicago

Talent policy: Shows at 9, 12 and 2:30; Saturday matinee at 4; dance and show band; rumba band. Management: Chuck Jacobson and Ralph Berger, operators; Phil Tyrrell, booker; Art Goldie, p. a. Prices: Minimum center terrace, \$2.50; dinner from \$2.

Only Randolph Street spot spending good money on acts and featuring, primarily, a floorshow. New act layout runs around \$2,000 and includes Frances Faye, Sammy Walsh, the fast return of the George Bernard Dancers, and Marjorie Ward, tapper. Two bands: Eddie Pripps on shows and popular dance sets and Luis Ramirez rumba outfit on Latin stuff, with Suzanna Cantu assisting on vocals and maracas. Ramirez, incidentally, replaced Vincent Bragale, who opened the room.

The Bernards, three men and six girls, open and close the show with amusing interpretative dances which are precise in execution and entertaining in construction and delivery. The men do most of the work and the girls are around more for the decorative effect. They offered such items as "the dance of the gloves" and a burly version of "Cinderella and the Golden Slipper,"

both highly diverting. Men are comical dancers and drew good laughs with their zany antics.

Marjorie Ward, cute and well costumed in knee-length gowns, offers a couple of neat tap routines which, tho not strong on tricks, fit this revue.

Sammy Walsh suffered with a cold when caught. It is to his credit that he was able to score with his specialty, particularly with his hoke carbons of a glee club, using a bus boy for a funny piece of business, and a corny Benny Goodman. Knows how to work around night club audiences.

Frances Faye overstayed her welcome opening night and thereby aroused a weak response. She would be better off to work some 10 to 15 minutes and come back for an encore rather than hang around for almost 30 minutes. Still a fine saleslady, banging away some mean boogie-woogie fare and vocalizing items of a similar nature. Looks fine, too.

Pripps leads a show well and keeps the customers happy during dance time. Ramirez draws them during his Latin sets. *Sam Honigberg.*

## Rhumba Casino, Fox and Hounds Club, Boston

Talent policy: Dance and show band; floorshows at 7:30 and 11:30. Management: Eddie Davis, owner-operator. Prices: Drinks from 60 cents, dinner from \$1.50; \$1.50 minimum weekdays, \$3 Friday and Saturday.

The Rhumba Casino is the main entertainment room of the Fox and Hounds Club, located in the Back Bay section. Drawing heavily society folk and navy officers. Club also has other rooms for private parties.

This show is headed by Billy Paine, a favorite among night club and radio fans. Paine's following was evident on this night. The Arlene Girls (5) open this show with a soft tap. Return later in Hawaiian costumes for a skirt wishing routine. Close the show in a saber parade number. Have good appearance and don't attempt difficult dances.

Stella Raye, a petite songstress, sings a peppy April Showers, There Are Such Things and encored with Night and Day. Has a pleasing voice, but drags on this last number. The Adrians attempt a ballroom routine, which is slow and ineffective, finally drawing applause by the boy holding the girl in mid-air.

Billy Paine, tenor, closes the show with some nostalgic airs, including Once in a While, My Heart Stood Still, Me and My Gal. Encored with Begin the Beguine. The Charlie Wolke band, under direction of Wilson Lewis, is excellent. Plays a good show and is good for dancing.

Eddie Davis is a gracious host. Food and service is good.

This room, seating 200, gives one a chummy feeling. Davis should bring in more acts to keep customers more attentive during show-time. *Harry Poole.*

## Kitty Davis, Miami Beach

Talent policy: Floorshow at 8:30 and 10 and dance band. Management: Kitty Davis. Prices: Dinner from \$1.50, except Saturday; drinks from 40 cents.

This club, now billed as "world famous," and justly so, is rolling along to new laurels despite gas rationing, blackouts and curfews. Roy Rogers is a worthy successor to Jack Marshall and is getting swell hands nightly. His tumbles and leaps have the customers in a continual uproar.

Three Dennis Sisters continue to maintain their popularity, and a change of songs from time to time indicates they know how to put over their act.

Laura Kellogg, who has a pleasing singing voice, also emsees. Evelyn Lee's ballet tap is always surefire for any show. Follie Miller, Miami's own, returns from a successful engagement in the metropolis and does okay.

The Starlets, in a changed routine, are way out in front of any chorus working here in a long time. The girls who impersonate famous dancers of past and present draw good hands. *L. T. Berliner.*

## Park Central Hotel, Coconut Grove, New York

Talent policy: Show and dance band; floorshows at 8:15, 12 and 2; dances by Janette Hackett. Management: Jules Lanzner, hotel director; Bill Robbins, Coconut Grove manager; Charles Lucas,

host; Ed Weiner, publicity. Prices: Minimums up to \$3 depending on location.

A trim production job encasing a series of solid acts gives the current revue, *In the Pink*, a breezy pace. Bill Robbins's act selections are generally okay, and contribute to the plus score of the show.

The Hackett routines are floor-filling, the eight femmes going thru three numbers which provide a neat tie-in for the rest of the display. Included are a neat waltz and a women-in-defense routine with ballet mechanic stuff. Went over well.

The pacing is by Bill Russell, who emsees well, but whose baritone can stand much polish. On show caught, he gave out with several false tones. He did well, however, with *Dearly Beloved*.

Jerri Vance's pliable torso makes for some outstanding contortion work. She works fast, executing difficult bends with ease. Walked off to a well-deserved hand. Eleanor Teeman shows talent in vocal and dance departments. Her rendition of *Strip Polka* with gestures is amusing, while her tap numbers are fast and could have been made even faster but for her gown which had a heavily lined skirt. Drew a fine mitt.

Judy Manners appears to be a genuine find. Possessing a cheery set of pipes and personality to match, she runs thru her numbers in arresting manner. She also has a good sense of caricature, as evidenced by her ribbing of Helen O'Connell and Bonnie Baker. False note in her presentation is her gown which apparently isn't a Carnegie model.

Dell O'Dell, femme magico, was absent, but is fortunate enough to have a husband who does a pretty good act on his own. Charles Carrer substituted for her, and did his standard tray and glass juggling for good effect.

Arturo Arturos band backed the show competently, with Louis Betancourt providing the relief. *Joe Cohen.*

## Paul Young's, Washington

Talent policy: Dance and show band; shows at 8:30 and 11:45. Management: Paul Young. Prices: Minimum \$1.50 (\$2 Saturdays, Sundays and holidays).

Paul Young's policy of bringing in wide-awake, fast-stepping entertainment is paying dividends. Considering the size of his club, Young has been laying out good money for good acts the past few years. While others scrimped, he stood fast. Today he is reaping the real benefits from the boom-town heavy-dough guys. Dinner shows are now drawing heavy crowds, compared to the dog days when only supper show pulled them in.

Audiences here expect first-class entertainment. And they get it. Owens and Parker stayed on for 10 weeks with their impossible ditties. Repeaters in the audience are customary. Owens and Parker had a real word-of-mouth build-up, and they never disappointed.

Buddy Lester came in three weeks ago and bids fair to stay for a long time. Smooth and snappy. Crowds seem to feel everything he does is okay, whether its just plain gagging or intelligent imitations. He is quick, but in a nice, easy-going way. All his kidding is so smooth that he's got the audience mellow right from the start.

Judy Ellington, a nice hunk of singer, does a good job. She has beauty and versatility. Uses both wisely, but not enough.

Trumpeter and band leader, Charlie Frankhouser, plays a couple of solos. Selection of numbers like *Charmaine* and *Dark Eyes*, for fine playing, shows sense. *Connie Poulos.*

## Band Box, Chicago

Talent policy: Swing band; cocktail unit afternoons. Management: Ralph Mitchell, room manager. Prices: No minimum or cover.

The "poor man's Panther Room," which introduced its swing-band policy this month, is already cashing in, drawing not only the many servicemen and visitors parading on Randolph Street but also some of the j-bugs who used to patronize the neighboring Sherman Hotel's Panther Room or Blackhawk Cafe. Room is in a basement and can accommodate some 400.

Success is due to the low talent nut and the no food service. Only drinks are served, a profitable policy and good for a quick turnover. It costs comparatively little for a j-bug or soldier

to take his girl dancing to the jump band here.

From the band's standpoint, this may mean a good build-up spot. The broadcasts are plentiful, one local shot nightly and a couple of CBS programs Wednesday and Thursday nights. First leader is Boyd Raeburn, who made his debut in town some months ago at the Chez Paree. He has reorganized his band to fit this room. It is a jump group and a good one, too. Boyd is better off in this type of room, for he is the typical band leader who enjoys playing dance music for dance fans. He has several strong musicians in his group, which consists of five sax (including his own), five brass and three rhythm. Includes two former band leaders: Arne Barnet on piano and Ted Travers, who displays a strong baritone voice on ballads and looks well, too. Cute Nova Coggan sells rhythm and blues numbers.

Raeburn is young, energetic and popular with the kids. He should stay here a long time.

No intermission entertainment here. None is needed, as customers rate a rest from the torrid dance sets.

Room opens early in the afternoon featuring bargain prices on drinks. Dan Sterling and the Dukes (4), male cocktail unit, furnish the music in the daylight hours. *Sam Honigberg.*

## Plaza Hotel, Persian Room, New York

Talent policy: Floorshow at 9 and 12:30; show and dance band; musical trio. Management: Henry A. Rost, hotel managing director; Newkirk Crockett, so-

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society publicity; Sobol & Hartman, Broadway publicity. Prices: Dinner from \$3.

After the successful run of Hildegard, Jack Bertell (MCA) spotted the Carol Bruce bill and now follows up with Raye and Naldi, Susan Miller and John Hoystradt, who opened February 16.

The new bill ought to have no trouble pleasing the well-to-dos who crowd this room. Hoystradt, a holdover, is popular here. He is a satirist who works hard and projects his humor with vigor. Opened the bill with a fair coughing bit, then a good burlesque on three types of acting, paving the way for Miss Miller, who is making her East Side cafe debut here. Displaying a nice figure in an attractive gown, she did three songs and an encore. Despite laryngitis, she did well, modulating her voice and selling fine arrangements of *Brasil, I Heard That Lovely Song Before, Summertime* and *Thru the Eye*. Her slow-and-swing arrangements are very catchy.

Mary Raye and Naldi show up well here. They spent 20 weeks here last season and ought to rate that much this season. Excellently wardrobe and dancing to fine piano-and-strings arrangements, well played by Bob Grant's band, they glided thru three dances and two encores, pacing the five numbers smartly for contrast. Punchy spins and lifts highlight each number. Pantomime is also used.

Hoystradt bounced back for a session of howling comedy, including satire on patrons of the Boston Symphony and on opera singing. Did request impersonations, his takeoff on Hildegard being a killer.

Grant's orchestra does a fine accompaniment job. His three reeds, trumpet and three rhythm combine to produce thoroughly enjoyable dance music. Milton Shaw and Continentals (piano, accordion, string bass and violin-leader) do very nicely on dance rhythms. *Paul Denis.*

**Beverly Hills Country Club, Newport, Ky.**

Talent policy: Dance and show band; relief band; floorshows at 9 and 1. Management: Sam A. Garey, managing director; John Itta, maitre d'; Frank Sennes, booker; Tom Ball, producer; George Rand, dance director; Betty Kapp, press agent. Prices: Dinner from \$2.50; drinks 55 cents. Minimum, \$2, except Saturdays \$3.

After nearly four months with a local orchestra fronted by Gardner Benedict, this class night club haunt reverts to its former name-band policy, with Shep Fields and His New Music heading the new show which also highlights the Chandra-Kaly Dancers and Gautier's Steeplechase. Opening Friday (19), the two acts stay two weeks, with the Fields ork set for four.

Chandra-Kaly and Gautier turns clicked handily, and the Fields crew blasted the old theory that a band needs brass to play a show successfully by turning in a bang-up job on the difficult show music with only a few hours' rehearsal. In addition, band contributes two entertaining stints to the floorshow. While the circusy Gautier act pulls a fair measure of laughs, show is lacking in comedy. And, too, it would be advantageous if the Gautier turn were spot-

ted in the closing spot rather than mid-way in the bill. Tom Ball's nine lovely Beverly Girls lend their usual good support with three sound routines.

Chandra-Kaly and his dancers (Mouni, Djemil and Sumara) contribute one of the most artistic dance performances ever witnessed here. The class interpretative group is geared primarily for the smarter spots, and was even over the heads of many of the sophisticates here. The standard-bearer's barefooted terping is masterful and full of dramatics and expression, and he gets excellent support from his three femme partners. In their first appearance they present *Moods and Rhythms of India* and *The Disobedient Carrier Bird*, and later return for a session of outstanding Latin-American dance work. Their gorgeous wardrobe is a big asset.

Gautier Steeplechase comprises four ponies, four dogs and a monkey, with a man, in equestrienne-director get-up, putting the animals thru a typical circus routine assisted by a pair of femmes. Judging from outdoor show standards, act offers nothing unusual, but in a nitery it takes on the air of novelty and becomes thoroughly entertaining. Man handles the turn neatly, and the animals tricks are accepted by the audience with gusto.

Shep Field's new music (nine saxes and woodwinds, piano, bass fiddle, drums and guitar) drew favorable comment from the dancers and made an excellent impression in its two show spots. The brassless aggregation is milk and honey on the ears in this low-ceilinged room, and Fields fronts the crew in showmanly fashion, sporting a fine assortment of above-the-average arrangements. In its first show spot band hits out on a medley of swing tunes, with Shep talking the *Story of Swing* and with the various lads getting in a hot lick. In another session ork runs the gamut from the classics to the pops. Despite recent changes occasioned by the draft, band has good balance and smoothness. Band's warblers, Dick Mulliner and Meredith Blake, are just so-so.

Bob Brandon's five-piece five crew continues to cram lots of dance appeal into its relief sessions. *Bill Sachs.*

**It Cafe, Hollywood**

Talent policy: Dance band; floorshows at 9:15 and 10:45 p.m. Management: Manny Baker, maitre d'; Norman Millen, publicity. Prices: Drinks, 45 cents up.

It Cafe goes back to the days of Clara Bow, whose money is supposed to have gone into opening the place. Today this spot in the Hollywood Plaza Hotel is a favorite dropping-in spot. It is more popular today than it was six months ago, for it is easily reached by bus or street car. The atmosphere is informal, and the shows, while not presentations, have to be above the usual standard adopted by other clubs because of its Hollywood clientele.

Jose Ortiz's five-piece orchestra plays for dancing and show. Gene Walsh, guitarist, emcees. Opener is Arldid May, a personable femme, who does contortion and controlled dancing to *Smoke Gets in Your Eyes*. Miss May, an accomplished performer, sells nicely. However, her hula is merely a hip-shaking and hand-waving in good rhythm. Her second performance could have been a wow had she used some of her back-bending tricks.

Max Stone, trumpet, takes over with his horn for his monkey-mitt character. "Monkey" runs up and down the horn after hitting keys to get plenty of laughs. Act supplies needed comedy here.

June Carson specializes in jump tunes, and her *Mr. Five by Five* and a blues medley were right up her alley. Devotes more attention to gyrations and mike-holding than to singing. Did better work on the blues.

A highlight was the piano work of Ortiz, who swung Rachmaninoff's *Prelude in C Sharp Minor*.

Walsh vocalized *When the Lights Go On Again*. His style would be better fitted to ballads. *Sam Abbott.*

**Cave, Vancouver, B. C.**

Talent policy: Floorshow nightly at 11:45. Management: C. King. Prices: \$1 week nights, \$1.50 Saturdays.

The Cave continues to bring name acts to this city. Featuring this week Donald Novis, NBC singer. Judging from the receipts, it appears he will be held an extra week before going to the Show Box, Seattle. The Canadian air apparently agrees with Novis's vocal cords, for encore after another is demanded of him nightly. Romantic is the word for Novis, who thrilled debutantes opening night. Grossing more money than any other two Vancouver niteries, the Cave, since opening a few years back, is unique in its

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interior decorations. Forsaking the plush, polish and modernity of present-day clubs, the Cave adopted its name from its cavernous appearance.

Earle Hill and orchestra are featured. Contributing to a well-balanced program is Little Johnny Jones, magician; Dezso Retter, English comedian, and Dorothy Wilson, an acrobatic sensation.

Patronage was excellent and food and service is good. *S. R. Finkel.*

**Casbah, New York**

Talent policy: Dance and show band; piano-Solovox lulls; floorshow at 9 and 12. Closed Mondays. Management: Max Cassvan, operator; Dorothy Ross, publicity; Spencer Hare, promotion and advertising; Josef Moscatelli, maitre d'hotel; Peter Tallachino, assistant. Prices: Dinner from \$3.50; minimum after 10 p.m., \$2.50, except Friday, Saturday, holiday and holiday eves, \$3.50 (food excluded).

Max Cassvan, who was a veteran cafe and film impresario and newspaperman in France and who barely escaped when the Nazis took over, is showing other cafe operators a thing or two in this, his first American venture.

Taking over the Hotel Navarre's dining room, which was last open as Mori's Restaurant, he has converted it into a lush, exotic, restful, romantic atmospheric nitery. He has given the place a definite personality, emphasizing leisurely dining and wining, comfortable surroundings, exquisite food, soft music and incidental floor entertainment.

The interior of the main 100-seat room is that of a sheik's tent, and the name is that of a section of Algiers made popular in the French film, *Pepe Le Moko*. This club opened Christmas Eve, but business dropped due to its \$2.50 cover charge. Now that the cover has been dropped in favor of a minimum charge, and also because names have been abandoned, the club is doing fine.

Don Maya's orchestra plays soft music that's easy for listening and pleasantly rhythmic for dancing. Maya's violin leads, backed by piano, trumpet, drums, bass and three sax, with Senor Del Toro's caressing tenor singing added. For the rumbas, Maya doubles on the bongo

drum and Toro shakes the maraccas.

Paul Taubman, who has played society spots for years, takes care of the lulls with his light fingering at the piano and Solovox keyboards. Plays excellently.

For the twice nightly divertissement, brunet, exotic Reva Reyes, who once worked for Cassvan in Paris, comes on for songs. On night caught, the spotlight was not working, unfortunately. In a black dress, she was hardly visible, and did three songs and went off. Has a conversational, small voice perfect for torchy tunes. Uses a guitar for encores.

Vaaya, gypsy violinist, is used in the adjoining Blue Room (a gorgeous open-tent-with-stars room seating 50).

*Paul Denis.*

**Chez Miquette, Havana**

Talent policy: Dance and show band; floorshows at 9:30, 11:30 and 1:30. Management: A. Ramirez, managing director; Bill, maitre d'hotel. Prices: A la carte.

A small restaurant that runs from noon to 8 p.m., with entertainment starting at 9:30. No better looking than many similar intimate niteries, this one has built itself a steady business thru the fine mixing personality of Mr. Bill. Food and service here are excellent. Layout of the room is such that every table is a ring-sider.

Adria and Anoland, sisters, present *Ballet Modern*. Good-looking girls. Go into very intricate taps that hold audience attention. Encore with a beautiful conga. The Quintana Melody Boys' band, in return engagement, does solid work on dance music. Boasts a bouncy rhythm that is inviting. Okay appearance.

Nilda, Cuban singer, billed as making her Cuban night club debut, is a striking-looking blonde who has a pretty voice. Papo and Silvia, three lovely Cuban lookers and a boy, cavort neatly. Tee off with a bolero and close with a conga. *David G. Coupan.*

**Tough To Open New Clubs Due To WPB, Help**

CHICAGO, Feb. 20. — Despite better night club business in the Loop and on the near North Side due to the work boom, war conditions have cut down the number of operating spots to the lowest in years. Because of the help problem and the War Production Board \$200 limit on construction on non-essential projects, few operators are risking new undertakings. A cocktail lounge springs up here and there, using old materials, but not night clubs.

Both the Hi Hat and Harry's New Yorker remain dark. On Wednesday (17), by order of the D. & M. Finance Company, Hi Hat furnishings were auctioned off. Harry's New Yorker had been stripped of its furnishings and transferred to the Rainbow Garden, which has also failed. Neither Charles Hepp nor Harry Branower, the New Yorker and Garden managers, have announced any plans of resuming nitery activities. Louis Falkenstein, former Hi Hat owner, is no longer in Chicago.

**Marcus Split Deal**

CHICAGO, Feb. 20.—A. B. Marcus has set his show at the Hi Hat Club, St. Louis, for two weeks beginning March 12, coming in for 50 per cent of the gross. Show can net an average of \$4,500 per week. It will be split in two parts to avoid repeats. Ez Keough, Hi Hat booker, set the deal.

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Just Concluded

**SHANGRI-LA, Phila.**

(Held over 3 consecutive shows)

Currently

**LATIN QUARTER**

BOSTON

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Dir.: HERMAN FIALKOFF • Mayfair Theatre Bldg., N. Y. C. WEST: HARRY GREEN



# Vaudefilm Grosses

## Weather, Holiday Aid Broadway Houses; MH Still Big in 10th; State Holdover

NEW YORK.—With the return of warmer weather, grosses resumed normalcy, altho the cold spell didn't cause any appreciable drop in revenue. Broadway was practically unaffected by zero temperatures, altho nabes took it on the chin. Washington's Birthday is expected to give further lift to the takes.

The Paramount (3,664 seats, \$55,387 house average) is continuing along profitable lines with the eighth and final week of *Star-Spangled Rhythm* and Frank Sinatra, while Johnny Long is completing his fourth session. Take is building up to a stanch \$51,000 after registering \$54,000 the previous week. Prior weeks produced \$52,000 and \$59,000, while the four weeks of Benny Goodman's ork with the same surrounding bill hit \$65,000, \$66,000, \$80,000 and \$112,000. Xavier Cugat, coupled with *Hitler's Children*, starts Wednesday (24). It will be the first non-Paramount film to play the house in two years.

The Strand (2,758 seats, \$39,364 house average), with the third week of *Casablanca* and the fifth of Sammy Kaye's ork, is expecting around \$42,000 after raking in a fine \$48,500. Opening rubber concluded with \$54,000.

The Music Hall (5,835 seats, \$94,402 house average) is going into the 10th week of *Random Harvest* and usual stage-

show with expectations of \$96,000. Week-end business will determine whether it will go into an 11th week, which would top the record established by *Mrs. Miniver*. The ninth produced a stout \$95,500 and was preceded by \$95,000, \$92,000, \$102,000, \$100,000, \$106,00, \$123,000, \$120,000 and \$112,000.

The Roxy (5,835 seats, \$50,067 house average), with the third week of *Connie Boswell*, Herb Shriner and the Basin Street air show, is anticipating \$58,000 after hitting \$67,000 in its second stanza. Opener took \$79,000.

At Loew's State (3,327 seats, \$22,856 house average) Ed Sullivan holds over but gets new headliners, Pied Pipers and Louis Jordan's ork. *Andy Hardy's Double Life* also enters a second week, a rarity at the State. Gross looks like a fine \$26,000. Last week Sullivan, Deep River Boys and the Martells and Mignon got a sizzling \$36,000.

## Powell, Ellington Pull Fat Grosses At Philly Stands

PHILADELPHIA.—Business on Lincoln's Birthday making for a heavy holiday week-end, town's vaudefilmers enjoyed fat grosses. Earle Theater (seating capacity, 3,000; house average, \$18,000) went way over the top with \$28,000 for the week ended Thursday (18). Marquee was unusually bright, with Teddy Powell, the band draw, sharing the spotlight with movieland's Dennis Morgan and Jerry Lester. Sunny Rice with Peggy Mann, Tommy Taylor, Dick Malns and Irving Fazola, out of the band, rounded out the bill. *Three Hearts for Julio* on screen. New bill opened Friday (19) with an all-sepia array, and hitting into a week that finds the schools closed because of Washington's Birthday and rationing machinery being set in motion, got off to only a fair start. But with an expected pickup, should hit at least \$26,000. Count Basie's band and Ethel Waters top the goings-on, with *Northwest Rangers* on screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,000) enjoyed another big week ended Thursday (18). Went way over \$10,000, with Duke Ellington's orchestra cashing in on his recent Carnegie Hall triumphs. *One Dangerous Night* on screen. New bill opened Friday (19), with Lionel Hampton's band in the lead, also figures on hitting the 10-grand mark, considering the rush of payees for the opening show. *Bowery at Midnight* on screen.

## Savitt-Kirby Bands Terrific in Boston

BOSTON.—Wintry blasts failed to affect the terrific business week ended February 17 pulled in by the combination of Jan Savitt and Top Hatters and John Kirby orchestra. The pic *Commandos Strike at Dawn*, helped in the draw and was held second week, with Lou Walter's *Latin Quarter Revue* as the new show. RKO-Boston seats 3,413, with 85-cent top.

Publicity stunt opening day (11) at a special *Dawn Matinee*, when the first 500 admitted were given a free breakfast, drew 500 by the time the theater opened. More than half of these were defense workers still in working clothes.

## Walters, Hawaii Units Big in B'p't

BRIDGEPORT, Conn.—Band-vaude shows and units are doing so well at the Loew-Lyric Theater here, where shows have been playing for three-day runs, that city Loew manager Matt Saunders is now booking split-week shows.

Lou Walter's *Latin Quarter* unit did swell business latter part of last week. *Salute to Hawaii* unit, the first three days of this week, is doing record business.

## Cold Spell Chills Chi; "Casablanca" 33G, G. White 21½G

CHICAGO.—Another cold wave which started Saturday (13) and lasted for several days knocked February 12 week grosses for a loop. This has been one of the hardest winters here in years, and every cold spell is a pain in the box-office neck.

Chicago (4,000 seats; \$40,000 house average) dropped to \$33,000 for its second and last week (12-19) of a presentation show featuring Larry Alder and the screen's *Casablanca*. Total for fortnight is a satisfactory \$80,000, however.

Oriental (3,200 seats; \$20,000 house average) had a good attraction in George White's *Scandals* week of February 12, but the cold wave hurt its chances for a big week following a capacity opening day. Wind-up was \$21,500, satisfactory gross, but not a strong one for a White show. On screen was *No Place for a Lady*.

A touch of spring weather Friday (19), strangely enough, didn't help matters, either. After a lengthy cold period, too many prospective customers were out sniffing the spring air. Opening day biz at both the Oriental and Chicago, therefore, was light. Chicago has a so-so box-office bill in Paramount's *Palm Beach Story* and a presentation show with Beatrice Kay and Paul Gerrits. Oriental is co-featuring Jerry Wald and band, and Dolly Dawn. On screen is something identified as *City Without Men*.

## B. Baker Late But Vancouver Biz Good

VAUCOUVER, B. C.—An Odeon chain house, the Beacon, hits the jackpot quite frequently with names that always fill the house six nights a week. Current is Bonnie Baker and Herbie Holmes ork. Delayed in Great Falls, Mont., Bonnie drove thru a blinding blizzard in the Cascades to reach Vancouver a few minutes before her scheduled appearance. Rehearsals were out, but crowds who had been standing in the rain to get in broke into applause at her appearance. Business exceptionally good during her week. Completing the show were Lang and Lee, comedy team. Holmes's ork has Nancy Hutson, vocalist.

## Landick Bill Great; Byrnes Ork Average

PROVIDENCE.—Olyn Landick, with new-found fame as the Hackensack Gossip on the Kate Smith program, upped grosses at Fay's here 50 per cent above normal, giving the house \$9,000 for the week. Landick's supporting bill included Janet May, Nils and Nadine, Frankie Brooks, Paul MacWilliams and Company, Eveline Case and *That Other Woman* on screen.

Metropolitan in three days ended yesterday did an average \$6,500, with Bobby Byrnes and ork, Stuart Erwin and June Collyer, Dolly Dawn and Pat Henning.

## Chico Marx 19½G In Minneapolis

MINNEAPOLIS.—Chico Marx and his ork, making their first appearance at Mort H. Singer's Orpheum Theater here, thumbed noses at bad weather to hang up a tremendous \$19,500 for week ended February 18. Despite sub-zero weather, show packed 'em in over the week-end, with only Saturday night a little off because of the wintry blasts.

Charlie Spivak ork inked in for week of March 5, followed by the Andrews Sisters March 12.

## Rose 16G in LA

LOS ANGELES.—Billy Rose's *Diamond Horseshoe Revue* rolled up a neat \$16,000 at the Orpheum for week ended February 16. On screen, *Secret of the Underground*. Orpheum seats 2,200 at 65 cents top.

## Pic Hurts Rey

SAN FRANCISCO.—Golden Gate vaude gross dipped to \$24,000 for eight-day run, ended February 17, of Alvin Rey and orchestra with the King Sisters. Third week of pic, *They Got Me Covered*, cause of drop.

# Magic

By BILL SACHS

MILBOURNE CHRISTOPHER returned to New York last week from a USO camp show tour which took him outside the territorial limits of the U. S. A. He leaves again soon on a similar jaunt. . . . LIEUT. LEE ALLEN ESTES, Safety Magician of the Kentucky State Highway Patrol, during his recent week's engagement for the soldiers at Camp Campbell, Ky., hopped into Nashville to spend a night with Jimmy Sanders and T. J. Crawford. He also caught McDonald Birch at Clarksville, Tenn. . . . JOHNNY PLATT is playing the Casino de Patee Theater, New Orleans. . . . CHARLIE BALLERINA, Philly magician, is now doing his tricks for Uncle Sam while stationed with the army at Fort McClellan, Ga. . . . CHARLOTTE BERNARD is current at Verne's, Detroit nitery, with a mixed magic and vocal turn. . . . TOMMY HANLON, 20-year-old magish, was temporarily stranded in Fort Worth last week, due to his inability to change water into gasoline. With only a B gas book in his possession, Hanlon filled an engagement at Houston and then hopped 200 miles to Fort Worth for a one-nighter. It was then that he discovered that his next date was over 500 miles distant, with not enough gas stamps in his book to make it, and with the Fort Worth rationing board reluctant to listen to reason. He managed, however, to magic up enough of the precious stamps to make the hop. . . . ADE DUVAL, playing the New Park Theater, Woonsocket, R. I., Valentine's Day week-end, reported four-a-day theater schedules restful after his recent USO camp-show work. He hopes to resume with the camp dates soon. . . . CHARLES A. HARRISON JR. has finished his boot training in the navy's "SeaBees" and has been assigned to the morale department. (See MAGIC on page 29)

## Dayton \$10,500

DAYTON, O.—Straight vaude bill at the RKO Colonial Theater week of February 12, headlined by Patricia Bowman and the Little Tough Guys, brought in box-office returns of \$10,500.

## Buddy Clark Fine; Pied Pipers Good

BALTIMORE.—An exceptionally fine \$22,500 was grossed by Hippodrome Theater week ended February 10, with stage bill headlined by Buddy Clark and including the Oxford Boys, Johnny Burke, the Six Christians and Harry King and Arlina.

Pic, *Commandos Strike at Dawn*. Maryland Theater grossed a good \$7,500 with stage bill headlined by Tommy Dorsey's Harmony Quartet, the Pied Pipers, week ended February 11. Other acts included Harry Savoy, the D'Vons, the Antelaks and Cy Reeves.

Pic, *My Heart Belongs to Daddy*.

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## Thanks Burly Cast For Blood Donation

MINNEAPOLIS, Feb. 20. — Hennepin County Red Cross is enthusiastic over the manner in which the Alvin burly troupe submitted blood contributions. Rose LaRose and company became the first theatrical people to make such donation at the blood donor center here.

LaRose is due back at the Alvin March 19. Letter to Kenneth Rogers, Alvin producer, from Tom Hastings, of Red Cross:

"It is very gratifying to the Red Cross the way you and your associates cooperated with the Blood Donor Service in securing blood for our armed forces. For this we are very thankful and hope that you will express this to all those who participated. We also wish to thank the management for making this possible. Yours was the first theatrical troupe in the United States to donate blood to the armed forces, and we think you have led the way to a new field. By bringing out the fact that your performers were able to carry on their strenuous routines of singing and dancing within 30 minutes after leaving our headquarters, we think you will bring home to the people of Minneapolis the simplicity of donating blood."

## Nonemaker's Opinion

PHILADELPHIA, Feb. 20. — George Nonemaker, director of advertising and publicity for the Hirst Circuit, takes exception to Hollywood's reason for changing the title of *Gypsy Rose Lee's The G-String Murder to Lady of Burlesque*. Picture company stated that it polled 5,000 persons in five scattered cities and then decided to give the picture a new tag because 30 per cent of the citizens polled indicated that they didn't know what a "G-string" is. Be that as it may, Nonemaker opines that the real reason for the title change was because the other 70 per cent did.

## Valenteene Managing Club

ATLANTIC CITY, Feb. 20. — Cleo Valenteene, former burly and nitery dancer, taking over the management of the Cliquot Club. She played the Hirst wheel for several seasons. Her first show includes Bonnie Lee, Terry Tyler, Sally Sawyer and Costello's orchestra. Second performer fronting a nitery here, Babette Stebbins, one-time stage and club star, has long been identified with Babette's, local cabaret.

## Youngstown Drops Chorus

YOUNGSTOWN, O., Feb. 20. — Grand Theater has taken out the line for one week on an experimental basis, substituting four vaude acts instead. Acts used on this bill were the Dee Sisters, Elaine Shaw, Clayton Johnson, and Dorothy and Christine, all set by Louis Koff, local agent.

## March, Darlene Good

MINNEAPOLIS, Feb. 20. — Strong burlesque grosses continue to be the vogue in this town, despite the severest winter this area has had in many years. June March, playing her third engagement here this season, hit \$4,700 week ended February 11, a fine figure. Darlene, for week ended February 4, drew \$4,000.

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## Burlesque Notes

### NEW YORK:

MARGIE HART signed for Cheryl Crawford and John J. Wildberg's *Cry Havoc* due to open in Chicago March 1 before an 18-week tour heading east. Will be billed as Margaret Hart. . . . JACK LAMONT, comic on the Midwest Circuit, according to a note from Holly Leslie, fell during the last show at the Alvin, Minneapolis, February 1 and broke his right hand but continued in in the *Buzzin' the Bee* scene. . . . MLLLE, VERNE and Russel Conn celebrated the stork's arrival with Alen Bob February 9 in Boston. . . . CHARLES MURRAY, out-front man at both the Eltinge and Gayety during the Harold Minsky regime, now managing Bud Abbott's *Windsor House* at Van Nuys, Calif. . . . GINGER HEALY replaced Alyne Payne in the Bob Ferguson show, Hirst Circuit, at the Hudson, Union City, N. J., February 14. . . . JERRY AND JANE BRANDOW, dancers, left the Hirst Wheel February 13 in Union City, N. J., to open at Maxine's nitery, Bronx, February 18, under new management of Sol Tepper. . . . SAM YOTES, formerly with the Star, Brooklyn, now a private with the signal brook at Fort Monmouth, N. J.

JESSICA ROGERS recovering from an appendicitis attack that laid her up at her Tampa home since Christmas week. . . . BILL STERN, after five weeks at the Troc, Philadelphia, opened February 7 as stock vocalist at the Hudson, Union City, N. J. Became a first-time dad October 29 when Jeffrey Peter arrived at Bronx Sanitarium. . . . GINGER WAYNE, back in town from Detroit, is ill at her Bronx home with the grip. . . . JACK MANN, comic, and Jimmie Yeoman, writer and producer, left last week for the Casino de Paree, New Orleans. . . . ANN CORIO may play the lead in a revival of *Lysistrata*. . . . STAFF SGT. LLOYD MULLER now a cadet in the officers' school at Gainesville University in Fla.

MARIE CORD'S unit, for its second time around the Hirst Circuit which started at the Gayety, Baltimore, February 14, had Stinky and Shorty, Bobby Faye and Irma Vogelee, Ramona Hughes, Ann Smith, and Russ Miller and his dog act, all repeaters, and Johnny Cook, straight man, replacing Floyd Hallicy. . . . TINY FULLER and Harris and Howell head a new black and white unit on the Hirst Circuit that opened two weeks ago and moved into the Hudson, Union City, February 21. . . . MILT BRONSON, ex-burly character straight man, last with *Strip for Action*, is now at Lou Costello's Band Box nitery in Hollywood. . . . FLOYD HALLICY under treatment at Boston City Hospital for a bad cut on the eye as the result of a fall down stairs and a plunge thru a glass door at the Crawford House, Brent City, two weeks ago. . . . LEE TRENT left Los Angeles February 8 on an army tour of five weeks. . . . RAYMOND BROTHERS, Harold and Leonard, operators of the now closed Star, Brooklyn, are fire watchers in a local shipyard. Plan to reopen the Star soon, this time with week-end pictures and vaude.

### CHICAGO:

ABBOTT AND COSTELLO were in town Saturday (20) and did a special matinee for Mike Potson at Cidlosimo's. They are old pals of Mike and the cafe boss took advantage of the situation by ballyhooing their personal appearance. . . . MARGIE HART will be in town beginning March 1 but not in burlesque. Under the name of Bridget Hart, she will do one of the leads in the Chicago company of *Cry Havoc*, legit show to play the Selwyn. . . . MYRNA DEAN is the current feature at the Rialto. On the bill with her are Connie Fonslau, Paul West, Meggs Lexing and Jean Mohroe. . . . VERA ALLEN and Violet Strand are at the 606 Club. BILLY PITZER, veteran tab straight, posts that he's in his third winter of burlesque in Mexico City and that he expects to return soon to the States.

### PHILADELPHIA:

IZZY HIRST taking a winter vacation in Florida. . . . BOB CARNEY back on the Florida . . . with a unit including Dick Dana, Joe Ross, Betty DuVal, Grace O'Hara, Lou Folds, Lillian Cairns and Buddy Bryant. . . . HAL SIDARE, of the Sidare . . . dance team, confined here as a result of a leg injury. His partner continues with the show.

## Club Talent

### New York:

DANNY WHITE given another 20 weeks at the Iceland, which will up his playing time at that spot to two and a half years. . . . MURRAY LANE, after breaking in a comedy-emcee turn here, off to the Yacht Club, Pittsburgh. NAYA GRECIA is making her American night club debut at the Queen Mary week of February 22. She was a musical comedy and film name in Paris, London and Athens. Special material singer. . . . HARRY SPEAR, emcee who worked a record year and a half at the Latin Quarter, Boston, has gone into the Lookout House, Covington, Ky., after a date at the El Morocco, Montreal. . . . VICTOR BORGE, the Moroccan, opened last week at the Copley, Boston, and goes into the Waldorf-Astoria, March 5. Marina, singer, on same W-A bill.

BERNICE CLAIRE is a new starter with the Mon Paree show. . . . WALTER LONG holds another week at the Copacabana. . . . PANCHO AND DIANE replaced Ricardo and Norma at La Conga. . . . DIOSA COSTELLO had her options picked up at La Conga for an additional four weeks.

### Chicago:

SAMMY WALSH and Consolo and Melba are set for an overseas USO tour. . . . HAZEL MANGE (4) (George) BERNARD DANCERS will return to the Club Royale, Detroit, after their current six weeks at the Latin Quarter here.

AGVA *Victory Show Fest* has been set back from Monday (22) to March 29 at the Sherman Hotel. . . . LENNY GALE will pick up a week at the Oriental, starting Friday (26), and the following week at Riverside, Milwaukee. . . . MAR-

TELLS AND MIGNON and Fay and Gordon have signed personal-management contracts with Frederick Bros.' Artists' Corporation here.

### Here and There:

DOROTHY BLAINE into the Nicollet, Minneapolis, February 20; a return date. . . . MUSIC HALL BOYS given two more weeks at the Brown Hotel, Louisville. . . . EDDIE (SUPERMAN) POLO, strongman turn, sold a \$1,000 War Bond to Jack Klueckmann, manager of the Ireton Club, East Liberty, Pa., when he played there recently. Promotes sale of bonds by pulling a truck in the streets with his hair. . . . DORIS AND CURLY MACK booked by Pete Iodice for the Palm Beach Cafe, Detroit. . . . GLEN HENRY back at Paris Inn, San Diego, Calif., with his dog act. . . . PHYLLIS LOUISE new at Moonlight Gardens, Saginaw, Mich.

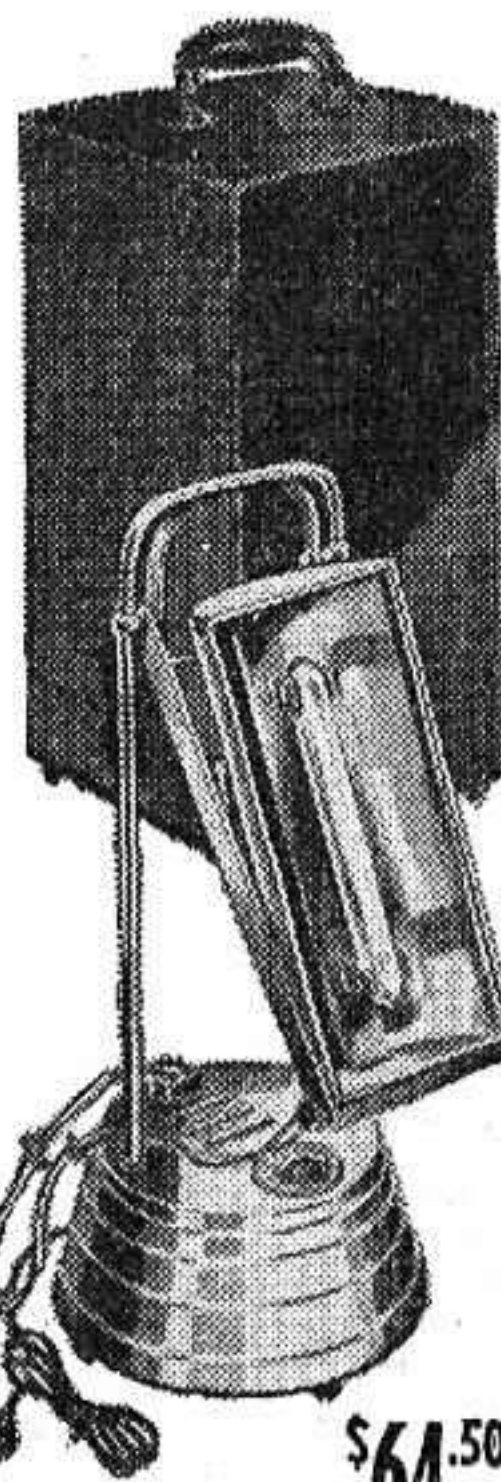
PHIL BRITO, WLW tenor; Diane Barry and Carlos and Delores opened Monday (22) at the Patio in Hotel Netherland Plaza, Cincinnati, for two weeks, set by Howard Sincinnati of GAC. . . . QUITSIIE, clown, set indefinitely at Brownie's Marble Bar, Rochester, N. Y. . . . SHEP FIELDS and his ork head the new show which opened Friday (19) at the Beverly Hills Country Club, Newport, Ky., reviving the spot's former name-band policy after four months with a local crew headed by Gardner Benedict. Other acts on the bill are the Chandra-Kaly Dancers and Gautier's Steeplechase.

CRAIG MATHEUS, who has scored at the 21 Club, Baltimore, has left for the West Coast and is scheduled to return to the local nitery.

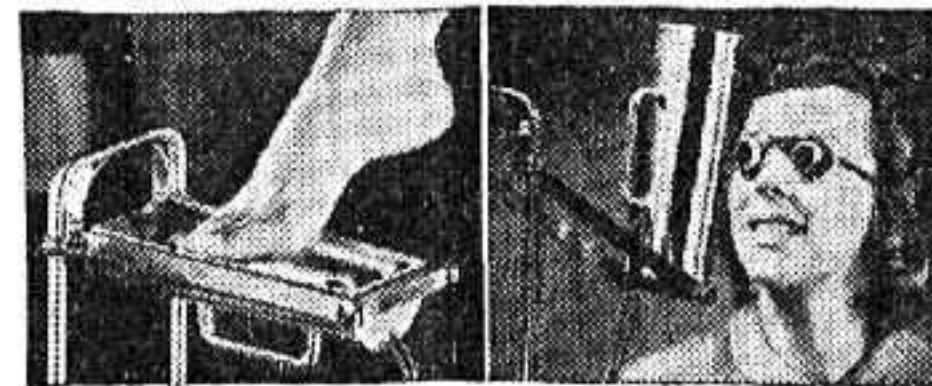
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State, New York

(Reviewed Thursday Evening, Feb. 18)

It's a holdover bill this week, except for three acts which had to make room for three new acts. So Ed Sullivan, *The Daily News* columnist, is pitching for Dave Vine, the Pied Pipers, vocal four from the Tommy Dorsey orchestra, and the Louis Jordan five five. With Jane Fraser and the Robert Sisters, hoofers; Neal Stanley, mimic, and John Sebastian, harmonicalist, it adds up to a good bill.

The Pied Pipers, three men and a gal, sound as good as they did with T. D. Their vocal blending was neatly displayed via a novelty number, *Can't Get Stuff in Your Cuff*, two romantic pops, and a medley of three military tunes done with war clips flashing on a scrim.

Dave Vine did his comedy routine from the logs, with Sullivan doing straight, and good, too. Never a dub when it came to getting laughs, Vine hasn't lost his touch and, thanks to topical material as well as some of his favorite bits, he clicked.

Louis Jordan, with a five-man personality jive crew, was something new to this audience. The record fanciers and Harlem addicts know this recent import from Chicago. Not as rambunctious as when playing uptown or in cafes, Jordan didn't start to click until he did *The Ration Blues*, one of his better known numbers. Then, with the stub-holders properly attuned, the quintet cut a solid swath with *Horn and Skins*, designed to spotlight the drummer and trumpeter, and *What's the Use of Getting Sober?*, an encore called for by a voice in the the stage again and, despite the hand-balancing.

Ruby Zwerling's pit crew were up on cap of trying to accompany from full-stage depth, did an expert chore.

Biz was off at the supper, probably because of the test blackout scheduled for later this evening. *Lou Frankel.*

Gayety, Montreal

(Reviewed Tuesday Evening, Feb. 16)

Two-a-day girlic-vaude still going strong here after nearly a year of continuous operation. A recent face-lifting job on the interior of the house enhances the stage layout considerably.

Show caught, while not measuring up to the usual standard here, is adequate enough. Comedy routines, for the most part of an ancient vintage, are spread thick and thin thruout the two-and-a-half-hour program. Abounding belly laughs are dispensed by Fred Binder, Harry Bentley and James Coughlin, straightened by James K. Francis, with femme support of Cleo Canfield and Sheila Lind.

Elaborate production sequences, di-

Vaudeville Reviews

rected by Allan Gilbert, are well paced and executed by the shapely 14-girl line. Ludovic Huot, house singer and emcee, favorably renders *Everything I Have Belongs to You*, *You Stepped Out of a Dream* and *Under a Strawberry Moon*.

Blond, curvaceous Marian Miller, aptly presented as the "Queen of the Quiver," headlines with a sprightly version of the art of peeling. In another semi-strip number, Jansen employs lighting effects strung about her form in a tantalizing manner.

Will Mastin Trio, a hot-stepping sepiacrew, featuring Sunshine Sammy, of Our Gang Comedy fame, stopped the show with a modern routine, involving soft shoe, cleat work and satire dancing. Maisie White came thru well with a couple of acro and contortion numbers. Masked, Marvels also added to the divertissement with a series of deft legerdemaine stunts, clicking with a patriotic finale. Bill is rounded out by Frederick Warner, somewhat of an unorthodox celloist, who diverts attention to some juggling antics before coming thru with a swell *Rose of Picardy*.

Len Howard and ork (8) in the pit. House good. *Cal Cowan.*

Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 19)

Another presentation show, second in box-office pull to the screen feature *Palm Beach Story* (Claudette Colbert-Joel McCrea-Rudy Vallee). Combination, however, does not compare with the average commercial bill seen here. Flesh line-up is headed by Beatrice Kay, singer, who is making her first appearance since radio's *Gay '90s* program boosted her stock, and includes Paul Gerrits, Art and Bob Coleman (the Equillo Brothers), Davidson and Fergie and the Dorothy Hild Girls (16).

The second half, which opens on a Gay '90s cabaret set, is considerably better than the preceding portion, principally because the opening act, the badminton-playing Davidson and Fergie, does not have a strong announcer to sell it. Jimmy Ross, the salesman in this case, announces the game clearly but unexcitedly. And he certainly can't warm up the audience to the affair unless he himself is enthusiastic about it. And the champs themselves, like most athletes, are not performers, limiting their attention to the net.

Paul Gerrits doubles as emcee and probably works harder than anyone else on the bill and displays no visible signs of hard labor. His polished, academic introductions fit in this theater, and his

act, split in half here, has never been stronger. The table-manners bit is really funny (and clean), while the roller-skating specialty, presented in the cabaret scene, is still sure-fire. Can leave out the two worn-out screwball and washroom jokes, however, as they have been done here too many times before.

Beatrice Kay, trim-figured, flashily-looking singer, starts off on the wrong foot and has to work plenty hard to pick up the audience. Instead of doing one or two old songs in straight fashion, the way her radio followers are used to hearing her, she begins as a hoke comedienne, overplaying every gesture, every lyric. Appears in an old music hall costume and overmugs *Curse of an Aching Heart*, *Ticket-Ticket* in a burly, torch-singer fashion, then strips her old-style dress trimmings (a good bit the way she handles it) and carries on with more oldies. Winds up with George M. Cohan's *You're a Grand Old Flag*, the Hild girls backing her up with a patriotic picture.

Art and Bob Coleman strip off their Gay '90s waiter outfits down to their bathing suit shorts for a clever hand-balancing specialty, performed while carrying a tune. Novel presentation.

The Hild Girls open the show with a swing number in knee-length costumes trimmed in Persian fur, with fur hats to match.

Biz off opening show. *Sam Honigberg.*

Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 19)

It's another all-sepia bill this trip, and being a holiday week, there's plenty for the youngsters to celebrate with Count Basie and band on tap for the torrid rhythms. Moreover, show brings back Ethel Waters from the Hollywood lots for another fling around the vaude houses, and her return brings much cause for rejoicing. For the jump and jive rhythms, the Count kicks in with a rousing round of swingers, topped off by his own piano heat for *Red Bank Boogie*, and highlighting Jo Jones's drumastics for *Brushes*. Band displays plenty of drive and precision thruout, with the hotter notes steaming out for *One o'Clock Jump*. Jimmy Rushing, band's five-by-five blues singer, is also on the solid side vocally with *Mr. Five by Five* and a couple of race blues tailored to his talents—*I May Be Wrong*, *But I Won't Be Wrong All Day* and *I'm Going to Chicago*. Earl Warren, out of the band's sax section, comes thru effectively for the balladeering with *There Are Such Things*.

Ethel Waters, in the wind-up spot, still the selfsame song lady of major proportions. Opens with a brace of ballads from her picture parts, but doesn't really win 'em over until she whips into her standards, including *Dinah* and *Am I Blue?*, topped off by the ever-listenable *Stormy Weather*.

For added measure, but just as potent as the headliners in his own line, is Bill Bailey. Gent is tops for the taps, and is generous with the footwork for an appreciative house. Does three turns, including his Bill Robinson take, and had to beg off.

Rounding out the show is the standard comedy team of Glenn and Jenkins, two lads who work in blackface in porter make-up. Draw a high quota of laughs with their droll cross-fire, finishing up with a comedy song and dance.

Show runs 67 minutes and can be pruned at least 10 minutes to heighten the punch. Business big at the second show opening day. *Northwest Rangers* on screen. *Maurie Orodanker.*

Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 19)

Jerry Wald and his band and Dolly Dawn, both first timers in a Chicago theater, are co-featured in a generally entertaining bill. Only shortcoming is Wald's uninspiring emcee work, which doesn't build the show as much as it should. Two outside acts, Seiler and Seibold and Maysy and Brach, augment the proceedings.

Musically, Wald has a large and pleasing swing band with a style that has variety and color. Wald is quite generous with his clarinet solos which prove him to be a capable as well as tricky musician. The lad really plays and his playing gives the arrangements their individual trade-mark. Outfit doesn't compare as well vocally, judging by this show. Lillian Lane, pretty brunet, doesn't impress with a blues number and *Black Magic*, while the corpulent bass man on *Five by Five* gets laughs be-

cause of his weight rather than voice or salesmanship. Of the several swing numbers contributed by the band, the highlight is Wald's clarinet concerto climaxed with clear, high-register notes.

Dolly Dawn, sexy, melodic-voiced singer, is the strongest individual on the bill. She has an ingratiating style and personality and really delivers both from the standpoint of voice of showmanship. Starts off with *Touch of Texas*, then to *Moonlight Becomes You*, *Strip Polka* (special arrangement which permits some across-the-pit horseplay with a male customer) and finally a Berlin medley. A welcome surprise for Chicagoans who have not seen her before.

Seiler and Seibold are a mixed team doing the comedy and ski-dancing novelty act formerly offered by the Seiler Brothers. Jay Seiler carries the load, Lou now working for Uncle Sam. The girl with Jay has looks, a nifty figure which she displays in a brief costume and, considering her limited experience, proves a good foil for her partner. Start with their Spanish "impassadoble," then the nutty Jekyll-Hyde skit by Jay, and finally the novel military routine on skis. Good response.

Maysy and Brach, familiar novelty unicycle turn around here, contribute one of the highlights with their unusual turn that includes balancing, hoop juggling and dancing, all on the one-wheeled contraption. The blond shapely partner helps considerably in selling the act.

On screen, *City Without Men*. Biz okeh end of first show opening day. *Sam Honigberg.*

Olympia, Miami

(Reviewed Wednesday Evening, Feb. 17)

This week's anniversary bill brings in James Barton as headliner. Jim does comedy songs, and pulls a souse that has rarely been equaled on the Olympic stage.

Marty May is emcee and does a nice job. In his own act he does a burlesque on opera and other singers.

Vi and Vilma sing and do right well. Harrison and Fisher just another dance team, of which there have been so many here in past weeks.

La Tosca could be said to steal the show, and that's going some for an acrobat. Shapely miss works on a tight rope, doing her splits and turns thru a hoop. Got a deservedly big hand.

Harry Reser ork, with hit songs of other years, supported by Margie Ryan, vocalist, and a chorus of 10 young singers, made up a nice prolog.

Pic, *Stand By for Action*. Biz turn-away. *L. T. Berliner.*

Colonial, Rio de Janeiro

(Reviewed Tuesday Afternoon, Feb. 2)

The straight vaude show which ran for three weeks in the legit Carlos Gomes Theater has moved in the Colonial, former vaudefilm house, at pop prices. Show has been trimmed to 70 minutes. Features Carbel, magician, and Professor Barreira and Nadja, mental duo, with the comic Bombonzinho working thru most of the show. The nut is apparently small. Two shows daily, plus an extra on Saturdays, Sundays and holidays, priced at Cr\$4.40 and 5.50 (approximately 22 and 28 cents), should turn in a profit with average biz.

Troupe is in on percentage, plus coverage on two weeks' booking, with options. Carbel carries the load, opening and closing the show with ledger-deman and holding down a midway spot with a trained pooch. His routines are the usual run of magic: streamers of silks, Japanese lanterns, wine cooler, coins, young lady disappearing from roped trunk. His manipulation of lighted cigarettes drew a nice hand, as well as canary disappearing from a paper tube.

Bombonzinho, after heckling the magic from out front, takes the stage for comedy stunts which set okay. His expose of one trick, changing color of liquid in drinking glass, along with the hoke served, drew heavy laughter. Carbel returns later with the pooch, Rex.

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putting him thru a series of acros. Pooch's best bit is a samba. Professor Barreira and Nadja gave 10 minutes of thought transmission to fair results. The Professor, working thru the audience, calls for the identification of articles, objects, colors, names and addresses and the serial numbers on folding money. Work nicely together, tho lack of response from customers slowed down the act.

Irene Coelho, samba singer and ap-

parently mike shy, got off to a slow start but finished okay. Thrashed two new Carnival tunes to good applause. An unannounced youthful femme impersonated Carmen Miranda. Encore. A male accordionist offered two numbers.

A 10-piece pit band played the show.

Two second-run features, *My Favorite Spy* (RKO) and *Shut My Big Mouth* (Col.). House about half capacity at show caught. *James C. MacLean.*

## Reviews of Units

### "Revue Glorified"

(Reviewed at the National Theater, Richmond, Va., January 15)

Frank Taylor has hit the jackpot again. It is a fast-moving show with lots of outstanding acts, the headliner being Ernest Hiatt, billed as "a man of few words," who has a line of patter you'll find hard to beat. He is literally a walking directory, naming several hundred streets in rapid succession, all local, too.

Billy and Nancy Long, youngsters, present an adagio number from atop a pedestal. It is a study of balance and precision, beautifully executed. Drew rousing applause.

Jean Andrews, acrobatic contortionist, is fine. Closes picking a lighted cigarette up with her lips from the floor while standing on two chairs and bending backwards.

Nick Cravat has an acrobatic bar number to which he adds excellent pantomime. Performs rather difficult stunts and audience asked for more.

Jack Andrews, expert whip cracker, does an unusual act with a volunteer from the audience as assistant. He snaps straws out of his mouth and from between fingers. A spectacular performance.

The De Castro dancers take over the spot usually assigned to a chorus of girls. They are the answer to the lovers of Latin American melodies. Their outstanding number is a Mexican sword dance, with the Martinique Voodoo number a close second. It didn't get the reception it should have.

The picture, *Miss V From Moscow*. *Ban Eddington.*

### "Keep 'Em Laughing"

(Reviewed at the National Theater, Richmond, Va., Friday, January 22)

In his latest revue Ross Russel has assembled some of the most entertaining acts seen in this theater in a long time.

Bob Padgett, with George Marvin as straight, proves to be the favorite of the show, just as he did when he appeared in Richmond last. He has discarded the blackface, but his gags are just as effective. There is another repeater in the show, Edith White, a cute little girl with personality who offers entertaining, if loud, animated song interpretations. She is particularly charming in a burlesque number with George Marvin.

Gene Cain is a master of baton twirling and ends his routine with fluorescent baton on a darkened stage. Louise Stone with her "singing violin" offers extraordinarily good music. Cloyd Harrison and Company, the company being his pretty daughter, offer balance and precision on a bicycle that is hard to top. Well received here.

Billy Irvin does a goldfish-eating and table-balancing stunt. His rather neat pantomiming saved the act.

The picture, *The Wrecking Crew*. *Ban Eddington.*

### "All-American Follies"

(Reviewed January 30 at National Theater, Richmond, Va.)

This new Ches Davis unit opens with a smart conga number with an eight-girl line of Clyde Jordan's schooling. This group of good-lookers is precision personified, something unusual for this circuit. They return later in *Old Southern Custom*, which recalls a routine recently seen at New York's Roxy, and close the show with a salute to the armed forces.

Eddie Day plays the harmonica and taps a bit, with his partner, Molly Malone, singing throatily. Bernard Kellaway, female impersonator, does a rather poor take-off on Carmen Miranda. Due to the length of the show, 12 minutes longer than usual with this type unit, both these acts could stand slashing.

Durant and Vicki do a hodgepodge of

several specialties. Durant's "Balloonology" is as novel as any caught here. Continued with his partner in a better-than-average dance, does a few acrobatics passably and both pull themselves thru 10-inch hoops.

Jeannie Howe, using her Ripley billing of the only girl in the world who can sit on her head, really does it. Tops as a contortionist and acrobat.

Top billing should go to Sergeant Greene and Private Dooley, the latter a dummy. After Greene goes thru all the regular ventriloquist routine, he leaves Dooley on stage and goes thru the audience as a mentalist's assistant. Whether it's done by remote control, phonograph records or sound-on-film, we don't know. It wowed the patrons.

Pic, *Moscow Strikes Back*. House full when caught. *Ban Eddington.*

### "45 Minutes of Broadway"

(Reviewed at the National Theater, Richmond, Va., February 6)

Most unusual thing about this unit is the lack of male acts. There is only one man in the show, outside of the pit men, and he is Joe Morris, of Dorothy Ryan and Joe Morris, who wowed the audience. Dorothy begins with a little fancy singing, only to be heckled by Joe in a box. Swell gags.

Three Byrne Sisters, with the aid of the chorus, appeared three or four times, doing lively harmonizing and some above-average dancing. Final number, a military routine, proved their best.

Mary Marlo emcees and also does a few imitations. She has a rather nice voice and cute imitations. Keeps the show moving and does much better than most male emcees.

A blond miss, Asta Sven, has a half man-half woman novelty dance act that's tops. She gives the illusion of two people dancing. Later she does a dance with black fans, dressed in black chiffon, which fails to live up to her first appearance.

All in all, the show is one of the most amusing seen here in quite some time. *Ban Eddington.*

## Ad Rates Up, Plugs Down; Latest Problem Facing Cafe, Vaude Spots

PHILADELPHIA, Feb. 20.—Cut in newsprint has resulted in large loss of editorial space formerly given to night clubs in spite of cafes representing an increasingly important source of income for local newspapers. With newspapers experiencing serious drops in retail display advertising, niteries are being cultivated more than ever, as they are enjoying a boom and are more liberal in buying advertising.

The Philadelphia Daily News, which enjoys the bulk of nitery advertising, has cut down space for readers on each club and is setting the copy in agate lines. Readability is nil, especially since The News carries from 40 to 80 readers on the same day. However, The News continues to run a picture of a performer for each nitery advertiser. The Record has cut out nitery readers entirely but continues giving a picture to each advertiser every two weeks. The Inquirer still running the readers but tightening up on the copy.

The Evening Bulletin still gives no readers or pictures. Newspaper, which refused to accept liquor advertising until recently, is used very little by the nitery ops. The Record seeks additional nitery business by adding Jeff Keen to pen a daily chatter column. He is a former managing editor and columnist for The News for 22 years.

Importance of nitery advertising to newspapers is in lineage figures: The Daily News leads, and in 1942 night club, restaurant and hotel advertising amounted to 125,098 lines. The Inquirer

## N. Y. Rainbow Room Reopens Sans Show

NEW YORK, Feb. 20.—Rainbow Room reopened Monday, but only as a luncheon club and using a femme chef, waitresses and women captains. Marjorie Bruce, formerly on the R. R. publicity staff, is new executive secretary of the luncheon club.

When it gets better organized the club may open the cocktail lounge from 2 to 7.

John Roy, former managing director of the R. R. and Grill, is now assistant to Donald Nelson in Washington; Edward Seay, his assistant, is in the navy; Josef Moscatelli, maitre d'hotel, and Peter Tallachino are now at the new Casbah Club.

## Balto Club Owner Gets New Trial

BALTIMORE, Feb. 20.—Testimony at the new trial of Americus A. Pavese, proprietor of the Band Box Club, has been completed in Criminal Court. Pavese is being retried on a charge of receiving stolen money.

At his first trial last year Pavese was found guilty. The prosecution alleged he received almost \$22,000 of \$45,000 stolen from the St. James Savings Bank by a former teller. Pavese contends he obtained his night club stake thru heavy race-track winnings and a lucky hit in the numbers game.

## Lack of Fuel Oil Shuts Reading House

READING, Pa., Feb. 20.—Capitol Theater, vaude house here, with stagershows Thursdays to Saturdays, went dark last week because of inability to convert to coal. House had closed down early days of the week to conserve oil, but with more cuts in fuel decided to shut down entirely.

House will relight when weather and fuel situation improves and will again be a split-week house for the traveling stage units.

## Zucker Drops Two-a-Day

NEW YORK, Feb. 20.—The talent scarcity is preventing formation of a two-a-day show by Stan Zucker. Prior to attempting to form his own show, Zucker was dickering to get the Finklehoff production, *Show Time*, into the Music Hall, Cleveland, and the Masonic Temple, Detroit, but the Shubert stranglehold on the show prevented that undertaking.

## IN THE ARMED FORCES

Richard Baumgardner, ork leader known as Dick (Ha-cha) Gardner, has reported for basic training at Camp Pickett, Va. Baumgardner was filling an engagement with his orchestra in Washington when called for military service. He has been on radio programs with Jack Benny and Fanny Brice and also appeared in the *Ziegfeld Follies*.

Herbert Lederer, son of Hans Lederer, of the International Theatrical Corporation, inducted into the army at Fort Dix, N. J., last week. This is his second hitch, as he served with the Foreign Legion in Africa before France collapsed. . . . Bruce Fouche, publicist for the New York City Defense Recreation Committee, into the army and stationed at Camp Edwards, Mass.

Willard Edwards, with Benny Davis units before working as a single, now a private with the army air force in Atlantic City.

Meryl Baxter has checked out of the *Stars on Ice* troupe at the Center Theater, New York, to join the army ski troops. He's a brother of Skippy Baxter of the same show. Buster Clark is his replacement.

Rube Kolker, proprietor of Arundel Tavern, Baltimore, who several months ago joined the armed forces, managed to be at his night spot on the occasion of his birthday recently.

Paul Draper closed at the Copley Plaza, Boston, February 17 and reported to the army two days later. . . . Pvt. Fred Wolf, of Seymour Johnson Field, N. C., says his post (Goldsboro, N. C.) is "rather neglected in the show business" and would like to contact shows or bands routed near by. "We can provide transportation," he says.

Pvt. Bernard Maxwell, former 20th Century-Fox exploitation man and newspaperman in New York, is putting on shows for the Army Air Corps at Seymour Johnson Field, Goldsboro, N. C. His last show included Hyman Schaffer, weight lifter; Morris Greenstein, strong man; Mho Jones, acrobat. Also introduced *The Song of the Ground Crew*.

## Janet May Hurt

PROVIDENCE, Feb. 20.—Janet May, aerialist, playing Fay's Theater here, escaped with minor injuries when the wrist strap used in a series of one-arm plunges as the climax of her act broke as she finished her final pull-up at the first show a week ago Tuesday. Falling to the stage, her ankles struck a piano. She was taken to the hospital and after examination dismissed, but was confined to her hotel room thruout the remainder of the week.

has actually raised amusement rates, from 55 to 60 cents per line. Both evening papers are unaffected as yet.

The raise is only for occasional advertising. Constant display advertisers get the same rate as before, 55 cents, on a minimum of an inch daily. The biggest downtown theaters, such as the Fox and the Michigan, which have occasional stagershows, use display ads daily for their pictures and so rate for the old rate.

Neighborhood houses which try out vaude for a few days a week have to pay the higher figure.

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"Dewey" Yesner owner of the Shangri-La, Philadelphia's new theatre restaurant, invites all top flight talent to play the now famous Shangri-La . . . and suggest that the artists, personally, or their managers contact Noel Sherman. Since Billy Arnold and Noel Sherman have taken over the production of the shows at Shangri-La, it has not only become the talk of Phila., but has even gained nation wide notice and has broken all capacity records

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# AFTERNOON IDEA SPREADING

## Daytime Features in Cocktail Spots Increase Biz, Managers Find; Popular in N. Y., Chicago

By JOE COHEN

NEW YORK, Feb. 20.—What may be a trend that will spread to competing spots has started at Rogers' Corner, where four additional units have been put on to start noon entertainment. This is the first time that any spot here has gone in with a heavy budget outlay for matinee performances. And it is the first time that any local eatery or cocktail lounge has started a five diet that early in the day.

According to Joe Rogers, operator, talent here represents an investment of \$5,000 weekly. He anticipates that it will pay off, as the first day's business represented a gain of 50 per cent. He expects bar business to increase about 300 per cent in a month.

The new daytime patrons, he said, represent night-shift workers and people with no place else to go. It is probable that the spot will catch many workers who seek a change from films.

Even before the additional talent outlay, Rogers' Corner was one of the biggest spenders on cocktail talent. It is one of the showcases in New York, and during the time since its opening Christmas Eve, 1940, has built up the reputation as the palace of the cocktail lounges. Playing there represents an advance for a unit.

Spot is shelling out heavy dough for individual acts and has had the heavily exploited Korn Kobblers, and started the Adrian Rollini Trio this week. Frank Victor Quartet came in the same day.

Talent there now comprises the Stylists (4), Bob and the Twins (3), Meyer Davis Debutantes (5), Harold Gray, Solovox and piano; Eleanor Eden, pianist; Adams and Dell, piano and song team; Satar, Hollender and Sherr, instrumentalists. The Korn Kobblers hold forth in the Pan-American Room.

This development, peculiar to New York, was expected to have its start in either defense towns or cities with large troop concentrations and where curfews are in effect.

Competing spots are carefully noting the progress of the matinee performance and may be forced to adopt a similar program. In fact, several offices are already talking to surrounding operators. Should there be matinee expansion, cocktail talent employment will rise sharply.

CHICAGO, Feb. 20.—Afternoon entertainment in cocktail lounges here is becoming increasingly popular, particularly in spots located in the Loop. Because of the many visitors in town, including servicemen, business is good from the early afternoon hours on, and the average patron remains at the bar or table longer thru the attraction of entertainment.

The Garrick Lounge starts its full entertainment policy on its main floor early, using a four-piece outfit (right now it's the Ascot Boys with June Price on vocals) and also uses daytime talent in the downstairs Down Beat Room. The next-door Band Box has Dan Sterling and His Dukes (4) every afternoon from 3 p.m. on, and to encourage business until 7 p.m., special cocktails priced at 25 cents are served. Manager Ralph Mitchell says the idea is catching on fast.

Town Casino uses a piano player and singer afternoons, while the Dome and Penguin Lounge are using similar features.

## Ramona Tops Bill In New Philly Spot

PHILADELPHIA, Feb. 20. — Morton Cassway, interior decorator, opened the Musical Village, decorating it lavishly and uniquely with photo murals of symphony orchestras, miniature forests, fishponds, rock gardens, et al., and stored therein one of the most complete collections of classical records ever gathered in this city.

While it became the spa for the cultural and social set, demands started to crop up for the boogie-woogie and swing. The demands inspired Cassway to build an addition, which he called Music Village Celebrity Bar. Instead of records, Cassway decided to follow the live talent trend. Policy calls for names and Ramona, former Paul Whiteman soloist and orchestra leader, led off with the room's opening as a piano and vocal single. Also on tap are the Three Musicales and pianist Wendell Mason.

## COCKTAIL COMBO PROFILES

### Sid Fisher and His NEW YORKERS



Sid Fisher and His New Yorkers are four veteran, versatile musicians who possess the requirements necessary to take a unit to the name class. They can play and sing, and make a youthful, clean appearance, offering many show arrangements and clever novelties.

Line-up includes Sid Fisher, guitarist; George Julis, accordionist; Nev Simons, sax and voice, and Russell Ghert, bass and featured soloist on the vibra harp.

The boys opened February 22 at the Book-Cadillac Hotel, Detroit.

## Strict Gas Ration Rules Cut Peru Biz

PERU, Ill., Feb. 20.—The inroads in business made by gas rationing have forced Operator Frank Gregorich to cut the talent budget at the near-by Maple's Club here. Spot used to feature a strong four-piece unit in addition to an organist. New policy calls for an organist only, with a local unit added week-ends.

Gas rationing board officials here have been checking up on B and C card holders whose cars have been parked outside the club. The car owners were reprimanded and warned not to repeat the offense of driving out of town for entertainment.

## Chamales' \$800 Nut

CHICAGO, Feb. 20.—Tom Chamales opened his Green Mill cocktail lounge in the Loop last night with a talent nut totaling around \$800. Dick Barrie's six-piece band leads the line-up which also includes Jose Rosado (4), and two cocktail acts new in this area: Jerry Wilson and Luella Taylor, colored piano and vocal team, and Marye Eilan, blond warbler.

## McConkey Plans Chi Office

KANSAS CITY, Mo., Feb. 20. — Mack McConkey, head of the McConkey Orchestra Company here, has left on a two-week business trip thru the South. McConkey, who concentrates on the cocktail field, is planning to open a branch office in Chicago shortly after his return due to increased business in that area. He is currently negotiating with a Chi booker to represent him there.

LARRY LEVERENZ, piano-organ and voice, opens a run at Cannon's Lounge, Chicago, Tuesday (23). Set by CRA.

## Off the Cuff

EAST:

JERI MACAY'S four-girl band has made two changes: Sylvia Walters, string bass, and Jennie Fogel, piano, are new. Sally Satro, drums, remains. Miss Macay handles vocals and tenor sax.

ROY SMECK is breaking in his unit at Sandy's, Paterson, N. J. . . . FOUR STYLISTS starts at the Monteleone Hotel, New Orleans, March 11. . . . RUDY VASCO DUO began Tuesday (16) at the Diamond Mirror, Newark, N. J. . . . ROSS SISTERS, together with the Al Bart Trio, are current at Murphy's, Trenton, N. J.

CAROL HORTON, singer, moved into the Music Box of the Copley Square Hotel, Boston, Sunday (21) as a single. She was previously canary for Bill Thompson Trio. . . . PRICE AND MAREL are also new at that spot. . . . WILSON HUMBERT and BARBARA BARRY have resumed as a piano and song team and go into the Log Cabin, Utica, N. Y., March 1. Humbert was recently honorably discharged from the army. . . . JUDY LANG, who started at the Garden Lounge, Paterson, N. J., Friday (19) has signed a management contract with Danny Hollywood, of General Amusement Corporation. . . . PARIS REED, singer along with the Three Chocolates, held over at the Queens Terrace, New York. . . . THREE DEBONAIRS are current at the Clover Club, Paterson.

FRIEDA HERMAN, accordion, piano and vocals, featured at Leon's Cocktail Lounge, newest musical bar in Philadelphia's downtown district. . . . JEAN HAMILTON, boogie-woogie pianist, first time in Philadelphia at the Tahiti Bar, with ANN RUBERT'S piano-vocals holding over. . . . HANK LAWSON and his Knights of the Road had their option

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**Carol Horton**  
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picked up for eight more weeks starting March 1 at Chin's, Cleveland, booked by the Jolly Joyce Agency, Philadelphia... HELEN JERICHO and the Three Interludes take over the stand at Hotel Majestic's Musical Bar, Philadelphia... ARTHUR LEE SIMPKINS, baritone, assisted by BARRINGTON PERRY at the piano, makes his Philadelphia bow at Lou's Germantown Bar, while Lou's Chancellor Bar in the same city brings in for the first time VINCENT PIRRO, former Paul Whiteman musician, closing a 30-week run at the Hurricane, New York... THREE PEPPERS set to return March 15 for eight weeks at the Florentine Gardens, Hollywood... PICCADILLY PIPERS new at Dick McClain's Alpine Musical Bar, Philadelphia, with the DOROTHY JOHNSON TRIO holding over.

**MIDWEST:**

FREDDIE FISHER (6) to the Club Lido, South Bend, Ind., March 12 where he marks time until wanted by the Radio Room, Hollywood... DOC BASSO, who is really Bill Joseph, former bass man with Jimmy Noone, has formed his own four-piece colored unit and opened at Jack Adam's Sportsman's Club, Peoria, Ill. Alternating feature is SKEETS SHAW, piano-voice... TOMMY DECKER (3) new at the Rose Bowl, Chicago... LES LEECH, organ, is a man after the War Man-Power Commission's own heart. He plays at the Spa, Racine, Wis., four nights a week, and by day doubles in a local defense plant... THE CHARM-ENELLE TRIO into the Crystal Bar, Louisville... EARLE STRIGLE and band held over for another four weeks at the Seelbach Hotel, Louisville. Earle

has just added BILLY SIELAFF, former Glenn Miller trumpeteer... PEGGY LAURIE, accordion, added to the Normandie, Chicago, line-up... TWO SHARPS AND A NATURAL, two boys and a girl, have replaced VINCE DIMAGGIO's Caballeros (4) at the Arden, Chicago. DIMAGGIO has returned to the Garrick Lounge in that city... JUDY PARUL HUNT, voice, to Lipp's Lower Level, Chicago... THE PLAYMATES, two men and a girl, opened a run at the Mark Twain, Chicago... DOROTHY DONEGAN, colored pianist, tossed a cocktail party for the press at the Garrick Lounge, Chicago, Wednesday (17).

**WEST COAST:**

HARDING AND MOSS, with BILLY JOYCE, return to Hollywood soon from El Rancho Vegas, Las Vegas, Nev., to open at the newly rebuilt Polo Room of the Beverly Hills Hotel. Room has been enlarged to include a small dance floor... NAT COLE of the King Cole Trio, now concluding eight months at the 331 Club, Los Angeles, reported to the army, February 19.

**FROM ALL OVER:**

TONY LOMBARDO'S Streamliners (3) opened a run at the Commercial Hotel, Elko, Nev., February 23... JOHNNY MACK and BILLY LYNN, organ-piano team, now featured at the Herring Hotel, Amarillo, Tex. They appear in the hostelry's Old Tascosa Room, where business is capacity... THREE COUNTS AND A COUNTESS is the new name of the colored unit which used to be known as the Evans-Faire Trio, working out of Detroit. Evans has left the group.

**Reviews**

**Don Seat**

(Reviewed at Hotel Roosevelt, Fiesta Room, Pittsburgh)

Seat is a former pianist with Benny Meroff who only two months ago organized this unit of four men and a girl vocalist, Billie Banks. This is his second job, which already netted a holdover, following a break-in date in Toledo. Outfit dishes out both sweet and swing music and instrumentation consists of piano, electric violin, bass and guitar.

Seat is an accomplished pianist and gets many requests for solos. The spotlight, however, is on Miss Banks (Mrs. Seat) who displays much experience as a popular warbler. Unit also features harmony work, the boys providing the background for Miss Banks.

Combo concentrates on swing during the late session when melody and sweet music enter the picture only by request.

Dick Fortune.

**Broadway Jones Trio**

(Reviewed at the Troc Night Club, New York)

Here's a draft-proof Negro male trio, all of them being obviously above 40. They apparently have been around, for they work with ease and assurance and appear able to adapt themselves to the room and its patronage.

When caught they worked as a cocktail combo in the dining room of this club, and they doubled in the supper club room as an act in the floorshow.

Jones, a short, stocky man, has a pleasing, good basso voice, and works closely with Opal Cooper, baritone, and Freddie Brown, pianist, who also harmonizes. Jones and Cooper alternate on soloing, wandering about the room to give each party individual attention and handle request numbers. They have an extensive library, doing all kinds of requests and including pops, standards, novelties, folk tunes, ballads, and even the Jewish tune, *Eli Eli*, which was requested on the night caught. They know how to sell lyrics.

Paul Denis.

**Jack Ross**

(Reviewed at Mike Lyman's Playroom, Hollywood)

Jack Ross, formerly hot trumpet man with Jack Teagarden, organized this five-piece combo about 18 months ago. He is winding up nine months at this spot.

Ross uses a muted trumpet thruout the evening, with Seth Storm turning in good support at the piano. The other men are double and triple-threat men, Don Eagles, guitar, handles vibes and vocals; Eddie Bee, bass, takes vocals, and Larry Seitz, clarinet, is on hand for violin parts and vocals. Ross fronts, ban- ters and vocalizes.

Strong point of the band is novelty but jive is in for its share of the tunes. Bee, Seitz and Eagles form a vocal trio on the novelties and do a good job. Bee is the outstanding warbler of the crew and takes the mike on several occasions in addition to guitaring and singing during intermission. Eagles is also featured on novelty tunes.

Sam Abbott.

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

- A**
- Adair, Richard, Dancers (Glenn Rendezvous) Newport, Ky., nc.
  - Adair, Robin (Hurricane) NYC, nc.
  - Alfan, Vic, Trio (Worth) Buffalo, h.
  - Allen, Jean (Swing Club) NYC, nc.
  - Aloma, Princess (Victoria) NYC, h.
  - Ammons, Albert (Cafe Society Downtown) NYC, nc.
  - Ard, Dottie (Lido) South Bend, Ind., nc.
  - Armand & Anita (Bowery) Detroit, nc.
  - Ash, Lou (Colosimo's) Chi, nc.
  - Atland, Chet (Casino De Pares) New Orleans, nc.

- B**
- Balley, Bill (Earle) Phila, t.
  - Banks, Billy (Diamond Horseshoe) NYC, nc.
  - Banks, Sadie (Old Roumanian) NYC, nc.
  - Barkadale, Everett (Le Ruban Bleu) NYC, nc.
  - Barry, Diane (Patino) Cincinnati, nc.
  - Barry Sisters (Frolies) NYC, nc.
  - Barton, Eileen (McGough's) NYC, nc.
  - Baxter, Mona (Stevadora) Detroit, nc.
  - Belmont, Dale (New Queen Mary) NYC, nc.
  - Bernard, George, Dancers (Latin Quarter) Chi, nc.
  - Berry, Harry, Trio (Mother Kelly's) Miami Beach, Fla., nc.
  - Bishop, Wendy (Park Central) NYC, h.
  - Blair & Dean (Greenwich Village Inn) NYC, nc.
  - Blackstone, Nan (Shangri-La) Boston, nc.
  - Blanche & Elliott (The Pines) Youngstown, O., 23-March 6, nc.
  - Bond, Angie, Trio (Jack Dempsey's) NYC, re.
  - Bond, Gertrude (Mother Kelly's) Miami Beach, Fla., nc.

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- Bonta, Phil & Bonnie (Tower) Kansas City, Mo., t.
- Booker, Beryl (Enduro) Brooklyn, re.
- Boswell, Connie (Roxy) NYC, t.
- Bouvier, Yvonne (New Queen Mary) NYC, nc.
- Brito, Phil (Patino) Cincinnati, nc.
- Brooks, Dave (Frolies) NYC, nc.
- Brown, Pete, Trio (Onyx) NYC, nc.
- Buck & Bubbles (Riverside) Milwaukee, t.
- Burke, Irene (Swing Club) NYC, nc.
- Burke, Mildred (Mike's) West Palm Beach, Fla., nc.
- Burke Twins (Sawdust Trail) NYC, nc.
- Burns Twins & Evelyn (Colonial) Dayton, O., t.
- Burton's Birds (Monacos) Cleveland, c.

- C**
- Cabot & Dresden (Copacabana) NYC, nc.
  - Callahan Sisters (Biltmore) Providence 1-13, h.
  - Carey Twins (Belmont Plaza) NYC, h.
  - Carlos & Dolores (Patino) Cincinnati, nc.
  - Carmen, Dolores, Del (St. Moritz) NYC, h.

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**ACTS • UNITS • ATTRACTIONS ROUTES** (For Orchestra Routes, See Music Department)

Explanation of Symbols: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.

- Carmen (Frolies) NYC, nc.
- Carol, Susan (Troc) NYC, nc.
- Carr, Billy (Vine Gardens) Chi, nc.
- Carroll, Fay (Riverside) Milwaukee, t.
- Carroll, Jimmy (George Washington) NYC, h.
- Carroll's, Earl, Vanities (Strand) Brooklyn, t.
- Castaine & Barry (New Queen Mary) NYC, nc.
- Cerney Twins (Greenwich Village Inn) NYC, nc.
- Chitilson, Herman, Trio (Le Ruban Bleu) NYC, nc.
- Chords, The (Temple) Jacksonville, Fla., 25-March 3, t.
- Christian, Eleanor (Palace) Columbus, O., t.
- Clark, Tiny (Village Barn) NYC, nc.
- Clawson Triplets (Palumbo's) Phila, nc.
- Clayton, Pat (Queen Mary) NYC, nc.
- Cochran, Eddie (885 Club) Chi, nc.
- Co-Eds, Eight (Roxy) NYC, t.
- Coleman, Art & Bob (Chicago) Chi, t.
- Collette & Barry (Neil House) Columbus, O., 15-March 1, h.
- Conrad, Cliff (Embassy) Brooklyn, nc.
- Consojo & Melba (Bismarck) Chi, h.
- Continental, Adrien (Pierre) NYC, c.
- Cornell, Wes (Dixie) NYC, h.
- Costello, Diosa (La Conga) NYC, nc.
- Covarro, Nico (Bal Tabarin) NYC, nc.
- Cox, Wilma (Armado's) NYC, nc.
- Coy, Johnny (Frolies) NYC, nc.
- Cramer's, Stan, Puppets (Tower) Kansas City, Mo., t.
- Cranford, Patil (18 Club) NYC, nc.
- Cross, Chris (Strand) NYC, t.
- Cross & Dunn (Greenwich Village Inn) NYC, nc.
- Cross, Milton (Roxy) NYC, t.
- Cummings, Don (Strand) NYC, t.
- Curran, Vince (18 Club) NYC, nc.

- D**
- Daro & Corda (Park Central) NYC, h.
  - Davidson & Fergie (Chicago) Chi, t.
  - Davis, Dorothy (Brown) Louisville, h.
  - Davis, Murray (Rainbow Inn) NYC, nc.
  - Dawn, Dolly (Oriental) Chi, t.
  - Dawn, Patricia (Swing Club) NYC, nc.
  - De Castro Dancers (Lyric) Mobile, Ala., h.
  - DePaf, Arleen (Sawdust Trail) NYC, nc.
  - De Felipe, Flores (Havana-Madrid) NYC, nc.
  - Delahanty Sisters (Tropico) Imperial, Calif., nc.
  - DeMarco, Renee (Mark Hopkins) San Francisco, h.
  - Derbie & Frenchie (Ubangi) NYC, nc.
  - De Rivero, Carmen (Frolies) NYC, nc.
  - De Sol, Rayito (Havana-Madrid) NYC, nc.
  - Diamonds, Four Cuban (Havana-Madrid) NYC, nc.
  - DiGatanos (Riobamba) NYC, nc.
  - D'Ivons, The (Earle) Washington, t.
  - Donegan, Dorothy (Garrick Bar) Detroit, nc.
  - Doraine & Ellis (Royale) Detroit, nc.
  - Dorito & Veleo (El Chico) NYC, nc.
  - Doyle, Eddie & Amy (U. S. Army Shows) Temple, Tex.; Paris, March 1-6.
  - D'Ray, Phil, & Co. (Hollywood) Kalamazoo, Mich., nc.
  - Drew, Martha (Belmont Plaza) NYC, h.
  - Duffy, Kathryn, Dancers (Belmont Plaza) NYC, h.
  - Du Pont, Bob (Capitol) Washington, t.
  - Durant, Jack (Colonial) Dayton, O., t.
  - Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

- E**
- Eddy, Eddie (Diamond Horseshoe) NYC, nc.

- Emerald Sisters (Camp Wolters) Mineral Wells, Tex., 25-26; (Camp Barkley) Abilene 27-March 2; (Camp Bowie) Brownwood 3-4.
- Erwin, Stuart, & June Collyer (Colonial) Dayton, O., t.
- Estelita (Riobamba) NYC, nc.

- F**
- Falt, Virginia (Sawdust Trail) NYC, nc.
  - Faye, Frances (Latin Quarter) Chi, nc.
  - Fields, Benny (Riobamba) NYC, nc.
  - Fisher & White (Old Roumanian) NYC, nc.
  - Francesco (Wivel) NYC, re.
  - Francis & Lonas (Paris Inn) San Diego, Calif., nc.
  - Fraser, Jane (State) NYC, t.
  - Freed, Carl, & Co. (Colonial) Dayton, O., t.

- G**
- Gaby, Frank (Orpheum) Omaha, t.
  - Galante & Leonarda (Commodore) NYC, h.
  - Gale, Gloria (Colosimo's) Chi, nc.
  - Gallus, John (Glenn Rendezvous) Newport, Ky., nc.
  - Gardner, Kay (Onyx) NYC, nc.
  - Gautier's Bricklayers (Music Hall) NYC, t.
  - Gautier's Steplechase (Beverly Hills) Newport, Ky., cc.
  - Gerrits, Paul (Chicago) Chi, t.
  - Gifford, Albert (Music Hall) NYC, t.
  - Glenn & Jenkins (Earle) Phila, t.
  - Glover & LaMac (Sheraton) NYC, h.
  - Goby, Roy (Red Mill) Bronx, NYC, nc.
  - Golden Gate Quartet (Cafe Society Uptown) NYC, nc.
  - Golden Pair (Bowery) Detroit, nc.
  - Gordon, Al (Hurricane) NYC, nc.
  - Gordon & Sawyer (Colonial) Dayton, O., t.
  - Gould, Mme. Tessi (Hungarian Village) Detroit, nc.
  - Guizar, Tilo (Waldorf-Astoria) NYC, h.
  - Guster, Al (Ubangi) NYC, nc.

- H**
- Haakon, Paul (Chez Pares) Chi, nc.
  - Hammond, Bob (Bowery) NYC, nc.
  - Hammonds, The (Bowery) Detroit, nc.
  - Handy, W. C. (Diamond Horseshoe) NYC, nc.
  - Harlowe, Buddy, Trio (Commodore) NYC, h.
  - Harrington, Pat (18 Club) NYC, nc.
  - Harris, Claire & Shannon (Edgewater Beach) Chi, h.
  - Hart, Dorothy (Swing Club) NYC, nc.
  - Healy, Dan (Ostjen's) Brooklyn, nc.
  - Hearn, Bernie (Village Vanguard) NYC, nc.
  - Heath, Bobby (Sawdust Trail) NYC, nc.
  - Helene (Alden) NYC, re.
  - Herron, Joel (Savoy Plaza) NYC, h.
  - Hines, Baby (Cafe Society Downtown) NYC, nc.
  - Hoctor, Harriet (Diamond Horseshoe) NYC, nc.
  - Holden, Marie (Sawdust Trail) NYC, nc.
  - Hollander, Sater & Sherr (Rogers' Corner) NYC, re.
  - Holman, Libby (La Vie Parisienne) NYC, nc.
  - Hope, Glenda (Jimmy Kelly's) NYC, nc.
  - Hosier, Beverly (Bertolotti's) NYC, nc.
  - Houston, Nan (Greenwich Village Inn) NYC, nc.
  - Howard, Bunny (Park Central) NYC, h.
  - Howard-Paysee Dancers (Roxy) Atlanta 22-25, t.
  - Humphrey, Paul (George Washington) NYC, h.
  - Husson, Jimmy (Tic Toc) Milwaukee, nc.
  - Hyde, Herman (Diamond Horseshoe) NYC, nc.
  - Hyers, Frankie (18 Club) NYC, nc.

Inca Trio (El Chico) NYC, nc.

Jackson, Jerry (Colosimo's) Chi, nc.  
 Jagger, Kenny (Leland) Richmond, Ind., h.  
 Jarahal (Jimmy Daniels, Inc.) NYC, nc.  
 Jarrett, Nick, Trio (Onyx) NYC, nc.

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Jaxon, Great (Varsity) Columbia, Mo., 25-27, t; (Mainliner) Des Moines, March 1-7, nc.  
 Jeanne, Myra (Mon Pares) NYC, nc.  
 Jesse & James (Roxy) NYC, t.  
 Johnson, Gertrude (Onyx) NYC, nc.  
 Johnson, Gladys (Onyx Club) NYC, nc.

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Johnson, Gil (Bal Tabarin) NYC, nc.  
 Johnson, Pete (Cafe Society Downtown) NYC, nc.  
 Jones, Broadway, Trio (Troc) NYC, nc.  
 Jordan, Dale (Troc) NYC, nc.

**K**

- Kal, Momi (Lexington) NYC, h.
- Kaley, Chandra, Dancers (Beverly Hills) Newport, Ky., cc.
- Karson, Marie (Gene's) Fargo, N. D., nc.
- Kay, Beatrice (Chicago) Chi, t.
- Kaye, Frances (Belmont Plaza) NYC, h.
- Kaye, Thelma (Music Hall) NYC, t.
- Keene, Linda (Famous Door) NYC, nc.
- Kellerman, Mimi (Royale) Detroit, nc.
- Kelly, Willis, Co. (Roxy) NYC, t.
- Kennedy, Bob (Hurricane) NYC, nc.
- Kennedy, Mae (Swing Club) NYC, nc.
- Keyboard Kutties, Four (Sawdust Trail) NYC, nc.
- King Cole Trio (Beachcomber) Omaha, nc.
- King, Johnny (Bowery) Detroit, nc.
- Knapp, Marjorie (Pierre) NYC, h.
- Koshetz, Marina (Versailles) NYC, nc.
- Kraft Sisters (Cafe Society Uptown) NYC, nc.
- Kramer, Stan, & Co. (Tower) Kansas City, Mo., t.

(See ROUTES on page 54)

**Additional Routes on Page 34**

**NICK LUCAS**  
 Appearing HI HAT CLUB  
 ST. LOUIS  
 Weeks of Feb. 26 and March 5.



# SEEK "ESSENTIAL" RULING

## AFM To Ask FDR for Declaration Like That Issued in Last War; Tootlers Ready To Drop Horns

(Continued from page 4)

Rockwell, head of General Amusement Corporation, had returned from Washington with a "yes and no" answer to questions about what goes with musicians. Rockwell was not on any official mission, but queried several Washington sources and elicited only the information that the government probably was not going to say music is essential or unessential.

CHICAGO, Feb. 20. — Band agencies have spent a hectic week trying to quiet the nerves and change the "I want to quit" attitudes of musicians who decided to give up the band field for the duration and go into war plants in accordance with the general advice from Paul V. McNutt, of the War Man-Power Commission. Where their bands are set on location for the duration, some of the agencies are planning to work out a system whereby the boys can do some work in a plant during the daytime and pump instruments at night. Tommy Smythe, of the William Morris Agency band department, is now trying to work out such a plan for Neil Bondshu's orchestra, set at the Blackstone Hotel here until June. The boys have indicated that they are willing to take a crack at this double duty, anyway.

A number of sidemen with memberships in Local 10 here have returned from road jobs in the last couple of weeks, preferring to do war work during weekdays and pick up jobbing dates, if possible, on week-ends. This development, incidentally, has brought into town more strong sidemen at one time than in a couple of years. One leader benefiting from it is Boyd Raeburn, set at the Band Box for an indefinite run. He picked up several popular sidemen.

Argument on the part of the agencies that musicians so far have not yet been classified as non-essential seems to fall on deaf ears. Musicians are also skeptical that the band industry as a whole can do much in establishing their trade as essential. This seems to be the reaction when told by local band office book-

ers that Tommy Rockwell, head of General Amusement Corporation, and Jules Stein, president Music Corporation of America, among others, have been in Washington this week conferring with "important officials" regarding the band field's position in the work-or-fight picture.

Charles Mason's orchestra, society band working at the Broadmor Hotel, Colorado Springs, Colo., has notified the William Morris Agency that it gave its notice and intends to give up for the duration and enter a war plant either in Colorado or in this area. Mason was hit earlier when Sun Valley closed as a resort for the duration. He has been a regular there for seasons.

Stan Kenton indicated he may lose most of his men by April 1 when the initial work-or-fight order affecting the published non-deferrable list goes into effect. Tiny Hill, battling the same problem, is trying to line up a 4-F band. He is already better off than most bands, for only about four of his men are in 3-A.

A few band bookers, who don't want to be quoted for obvious reasons, expressed the thought that the recent stand taken by James C. Petrillo, head of the American Federation of Musicians, during the Senate record-ban hearing will not help the situation. Petrillo then indicated that records have thrown thousands of men out of work. McNutt is looking high and wide for such men to put them into war plants.

Local agencies, in the meantime, are furnishing their home offices with long lists of free dates played by their bands in service centers, army and navy bases, etc., to add to the ammunition that will be needed for the expected battle in Washington.

### Col. Record Studio Leader, Mort Palitz, Army Bound

NEW YORK, Feb. 20.—Mort Palitz, musical director at the Columbia recording studio here, expects to be in the army within the month.

Since August, when the Petrillo disk ban went into effect, Palitz has had to occupy his time playing gin rummy with other idle studio staffers. With present negotiations indicating a break in the recording famine, it is doubtful whether Palitz will be around to beat off the first 1-2.

## Philharmonic To Strike Unless Firings Go To Arbitration Board

NEW YORK, Feb. 20.—Entire personnel of the New York Philharmonic Orchestra has given notice thru the AFM that it will strike upon the expiration of present contract if an arbitration board is not set up to review dismissal of 14 members of the orchestra. Dismissals included Misha Plastro, concertmaster, and Calmen Fleisig, chairman of the orchestra committee. Under ordinary circumstances, contracts with all members would automatically be renewed for next season if they did not receive dismissal notices within six weeks before this season's close.

Ork, thru its elected committee, has also announced specific provisions which must be included in new contracts before they will be accepted by the men. Primary demand is creation of a dismissal committee, similar to those already established in the two other major symphony orchestras, the Boston and Philadelphia. In the Boston ork, committee would consist of nine men elected by ork members. If any firings reviewed by this committee are considered unjust they go before the board of trustees. If trustees and ork committee disagree, a final reviewing body including one man appointed by dismissal committee, one

## Soldiers' Songbags Packed

NEW YORK, Feb. 20.—A meeting to publicize the army "Hit Kit" of songs to stimulate a singing army was held at Fred Waring's office here Wednesday (17). Waring heads the Civilian Artists Consultants' Committee to the Special Service Division of the War Department, holding the final say on songs to be reprinted for distribution to the servicemen.

Committee is divided into East Coast and West Coast divisions, the East Coast group choosing 12 songs each month from which the West Coast group selects the final six. Songs will be distributed in pamphlet form, with one piano arrangement for every group of 50 men. The Special Service Division has also prepared a guide for army song leaders, which includes a discussion of techniques of formal and informal leadership, and appropriate types of songs to be distributed to servicemen.

The singing army campaign has not only been launched to bolster army morale, but will also serve to strengthen relations with our allies. Songs will be sent to boys overseas where it is felt they will help develop friendly relations with native population in all corners of the world.

Committee's choice of songs is based on the reactions gotten from army camps. Members of the body were invited to serve by the Office of War Information, and include Fred Waring, Jimmy Dorsey, Connee Boswell, Lanny Ross, Mark Warnow, Guy Lombardo, Kate Smith, Phil Spitalny and Ray Block in the East Coast division. West Coast group includes Bing Crosby, Tommy Dor-

sey, Rudy Vallee, Dinah Shore, Kay Kyser and Paul Whiteman.

Group gets suggestions from the Special Service Division of the War Department, USO and other organizations in close contact with the armed forces, but committee's choices are final. According to Waring, committee spokesman, suggestions offered by these organizations have proven valuable, as in the case of *I've Got Sixpence*, one of this month's selections. The song originated in England and gained popularity among British cadets, who started singing it in barracks on these shores. Song caught on with men in the armed forces, altho it received little publicity here.

First group of songs will be ready for distribution next week, and include *This Is the Army*, *Mr. Jones*, *Move It Over*, *Praise the Lord*, *I've Got Sixpence*, *I Had the Craziest Dream* and *There Are Such Things*. Selections each month will include four tunes adaptable to marching rhythm and two ballads. Committee reports that virtually all publishers are co-operating by contributing rights on one of their songs each month without cost to the Special Service Division.

Meeting was attended by Major Howard Bronson and Captain Harry Salter, of the Special Service Division, in addition to East Coast committee members.

## Victor Sues Col., Decca On Red Seal

NEW YORK, Feb. 20.—RCA-Victor division of Radio Corporation of America has been seeking in U. S. Southern District Court here to enjoin Columbia Recording Corporation, Decca Recording Corporation and Times Appliance Company, local Columbia distributor, from use of a red label to identify classical records. It was learned that the case, introduced before Judge John M. Woolsey's bench in early January, dates back as far as September, 1940, when the original complaint against the defendants was filed.

Victor's claim is that the red label has always been the identifying mark for the company's longhair waxings, and that hundreds of thousands of dollars have been spent over the years to promote its own Red Seal record. Complaint drawn states that since red seal records and Victor records are synonymous in the public's mind, any outside use of a red-colored label is an infringement on Victor's property rights.

Complaint against Columbia is understood to go beyond the use of a red-colored seal, Victor reportedly charging that Columbia's numerical classification of classical albums is so similar as to confuse the public. Victor is believed to have had investigators out in the field calling on music merchants and reportedly returning with testimony that dealers attempted to sell them Columbia records when they asked for a Victor Red Seal which was out of stock.

Against Decca Recording Corporation as well as Decca Distributing Corporation, plaintiff similarly seeks an injunction to prevent use of a red label on classical disks. Victor attorneys pointed out that Decca agreed to abide by a "cease and desist" order obtained several months ago. (See *Columbia, Decca on page 25*)

### Pub Ransacker Nabbed

NEW YORK, Feb. 20.—Burglar who rifled the offices of Dorsey Bros. Music, Inc., two weeks ago was apprehended by detectives and confessed. On Thursday two Dorsey representatives were present at a grand jury session during which details of the robbery were reviewed. Sentence was not immediately passed, but it is expected that the penalty will be severe, as this was the culprit's second offense, committed while he was on parole.

## Juke Box Fees Don't Figure in Canadian Rights

TORONTO, Feb. 20.—Approval of the copyright appeal board for a rate schedule to be charged by the Canadian Performing Rights Society and BMI Canada, Ltd., during 1943 was announced this week. Proposed license fee for coin music machines was deleted from the approved schedule.

Under the approved schedule the Society will collect \$129,879 from radio stations during the year, as compared with \$111,377 for 1942. BMI Canada, Ltd., will collect \$16,243 as against \$14,547 in 1942.

Radio receiving sets are licensed by the Canadian Radio Commission, each owner paying \$2.50 annually per unit. From each license fee the Society will receive 8 cents, BMI getting 1 cent.

At a hearing held December 17 last, Samuel Rogers, K. C., appearing for the Ontario Music Operators' Association, suggested that discussion for a fee on music boxes should be deferred until liability of the parties concerned was clarified in the case now before the Supreme Court of Canada. Colonel O. M. Bigger, K. C. appearing for the Society, agreed.

The case grew out of the playing of certain musical works, said to be the property of Canadian Performing Rights Society, on a coin phono owned and operated by Vigneux Bros., Toronto, a member of the Ontario Music Operators' Association.



**Old Pubs Are Corny Pubs**

NEW YORK, Feb. 20.—Jerry Vogel, who has his own music publishing house, is really straining his ingenuity thinking up publicity tie-ins for his tunes. When he was working on *Gidd'ap, Napoleon* he sent along with the news release a packet of corn. To feed the horse? When a "stirring song" was heralded, Vogel came up with a wooden spoon. On another occasion he sent a miniature Heinz pickle. Of course, Vogel was not implying that his song was sour. Or that there were 57 similar songs.

# AFM's Form B To Stick

## Exec Board Declines To Change Employee Contract Form; 25G Fuss To Be Settled in Congress

NEW YORK, Feb. 20.—Putting a final muzzle on all Form B contract conversation, spokesmen for American Federation of Musicians here announce that the contract definitely will not be changed. Statement is made without ifs, buts or maybes and ends all hopes orksters, bookers or personal managers may have held of getting the union to remove the "employee" tag from maestri.

Meanwhile a new factor that might alter many of the conditions leading to the clamor for a Form B alteration presented itself in the form of President Roosevelt's latest proposal to Congress. Roosevelt is asking that income from all sources be limited to no more than \$25,000 a year per single person, \$50,000 per married couple. The request, if it becomes law, would answer the questions that have been bothering maestri.

Roosevelt's request, as well as anti-New Deal legislation being proposed, eliminates the need for the "independent contractor" role. Those congressmen who disapprove of the previous 25G executive order are suggesting tax limitations which would also allow for bigger-than-25G nets. These, however, would cover all classes of work and give no special attractiveness to the "contractor" status.

Since maestri have claimed that their principal objection to the 25G rule was that they'd either have to work for nothing or else stop working when their earnings reached the ceilings, they can now breathe easy. AFM's plan would encourage people to make as much money as possible, but they'd have to

pay 100 per cent tax on all net revenue over \$50,000 (if married). This would allow the benedict batoneer to make 25G more than he could earn under the old order, and after exceeding his ceiling, if he still wished to keep his name before the public, he could continue working and turn over the dough to Uncle Sam instead of giving the theater or hotel management free services.

Possible added benefits can be found in Roosevelt's full message to Congress in which he also stated that "If the Congress does not approve the recommendation . . . that a flat 100 per cent supertax be imposed on excess incomes then I hope the Congress will provide a minimum tax of 50 per cent with steeply graduated rates as high as 90 per cent."

Way it looks now, orksters have only to sit tight and see how much of Roosevelt's plan is accepted by Congress and how much of its own ceiling-elasticity Congress will push thru. Now, of course, talked-about band and agency committees working for a change in Form B will probably dissolve.

As it shapes up, maestri stand to fare better in the matter of salary limitations no matter who changes the law. If Roosevelt's plan is accepted en toto, it will mean that wand wavers (4-F's aside, most single maestri are in the service) will be eligible to make at least 25G's more than they can under the present executive order. If Congress turns down the President completely and puts thru its own legislation, the odds are lopsided that limitations will be even less severe.

**Ceiling Zero**

NEW YORK, Feb. 20.—Duke Ellington has RCA-Victor tied up in titular knots. A while back he recorded *Altitude* for Victor and the latter made plans. So Ellington went ahead and played a "newly written" bit, *Swing-Shifters Swing*, on a later radio program. Tune, of course, was *Altitude*. RCA changed plans. Thereupon Ellington played another new tune at Boston Symphony Hall, *On Becoming a Square*. Yop, it was *Altitude*. Now RCA is wondering whether it should approve of the Duke's *Altitude*, oops, *altitude*.

## Publishing Is Expected To Be Called Essential

NEW YORK, Feb. 20.—Word is going around here that the music publishing business is considered by government officials to be essential to the nation's morale. One publisher claims that authoritative sources in Washington have assured him WPB heads are convinced of the important role music plays in the war effort. John O'Connor, publisher, ASCAP board member and general factotum in the industry, is reported to have visited government agencies in Washington last week to get an official interpretation of the status of music publishing, but he's offering no additional information. He maintains, however, that publishers will hold the same morale-contributing position in this war that they held in the last.

Another publisher insists he has extensive correspondence from department heads of the army, navy and marine corps which clearly indicates that morale officers are keenly aware of the value of new music to bolster the spirits of fighting men.

This general recognition of music publishing industry as essential is no indication that WMC rulings will make exceptions concerning music men. The problem of man power is expected to be treated in the usual way, with pubs' personnel recruited into the armed services as needed. Present official attitude simply points the way to continuation of publishing.

**Dick Barrie Starts Band**

CHICAGO, Feb. 20.—Dick Barrie, veteran band leader who has been working as a sideman for the last couple of years, has organized a six-piece outfit and opened at the Green Mill in the Loop last night (19). He is using Ted Phillips, sax and arranger, as alternate leader, who will take over the group should Barrie go into service. Phillips recently fronted Ben Bernie's band when the old maestro gave up as leader. Ralph Williams, a former leader himself who recently joined the Central Booking Office as agent, set the deal.

**Lopez for Worcester Dates**

WORCESTER, Mass., Feb. 20.—Vincent Lopez steps out of the Hotel Taft, New York, to play a concert and dance for the Norton Company war plant here next Wednesday and Thursday (25-26). Lopez, who occasionally plays one or two outside nights for private parties, is a Taft regular and remains there indefinitely.

made clear by the Federation. Whether it intends to collect the fees directly from the box owners or indirectly, from record manufacturers who will tack the charge onto their bills for records sold to machine ops, remains a moot point.

One of the record companies' spokesmen answered the question by asserting that it makes little difference how the collection is made, the juke-boxers will have to pay his share in the long run. "If we have to shell out that much more money so that we may record, we'll have to pass that cost along somehow. Everyone in this will have to pay his share."

## Music Licensing Agencies Hit by Mass. Tax Bill

BOSTON, Feb. 20.—A bill has been filed in the State Legislature by the Messrs. Carroll, Lobel and Padden, of Boston, which will require the filing of contracts pertaining to the sale, licensing and disposition of performance rights in copyrighted musical compositions and will impose a tax on such sales and licenses.

Bill states that whoever sells or licenses the use of performance rights in any musical or drama-musical composition which has been copyrighted under the laws of the United States must file with the State secretary within 14 days a copy of each contract, and such copy shall be open for public inspection. If the contract does not state the charge for the performance rights a copy of the schedule of prices charged for the performing rights must be included.

In addition, for the privilege of selling or licensing the performing rights, a tax equal to 10 per cent of the gross receipts of all sales is payable to the Commissioner of Corporation and Taxation on or before May 15 of each year.

## "CIO" Musiker An AFM Member

NEW YORK, Feb. 20.—Several disk firms here, reportedly including the major companies, have been offered the services of "CIO musicians." Understood it was Harry Tucker, local AFM member, who contacted the wax firms, claiming he is organizing a CIO musicians' local here which plans to embrace the unaffiliated New York Federation of Musicians.

Tucker was suspended from the AFM when he violated a contract on a Florida engagement but was recently reinstated in the union. Local 802 has summoned him for questioning before its Trial Board Thursday (25).

Tucker's organization has apparently made inroads with the Commercial Record Company, which has been sending notices to dealers here advertising new releases made by "CIO musicians."

## Manners To Front, Fiancee To Manage Mel Marvin's Band

DETROIT, Feb. 20.—Mel Marvin was inducted into the army last week, and his band has been taken over by Esther Silsbee, Marvin's fiancee. She has several years' band experience and was formerly press agent for Vincent Lopez, George Olsen and others, most recently handling Grand Terrace Ballroom here.

Outfit will be known as Mickey Manners band, with Manners fronting and Silsbee functioning as manager and press agent. Stan Zucker Agency will book.

Miss Silsbee took over formally Saturday (13) when the band closed at the Club Hollywood, Kalamazoo, Mich., to open Tuesday at the Casa Loma Ballroom, St. Louis.

**Sherwood for Roseland**

NEW YORK, Feb. 20.—Bobby Sherwood goes into Roseland Ballroom here March 10 for eight weeks. This Broadway spot booking with its air time is in nature of a break for Sherwood, who was left without a location when the Glen Island Casino closed recently.

## DISK PEACE UNCERTAIN

(Continued from page 3)

is getting away with more than any labor leader has any right to, and by indirection virtually calls on Congress to pass legislation that will take the play out of Petrillo's hands.

Doubtless it is a subject that will receive earnest perusal by the nation's lawmakers and other interested parties. What the eventual outcome will be no man can at present predict. One thing is certain, for the immediate present Petrillo and the AFM have the green light.

The decision handed down Monday (15) by the U. S. Supreme Court affirms that. The highest court in the land sustained the action of Federal District Court Judge Barnes in deciding that the AFM ban on recording did not come under the Sherman anti-trust laws and was merely a labor dispute—to be settled under those conditions.

It was this opinion by the high court that prompted *The Times* to remark editorially that Petrillo "has the power to force practically every musician in the country to join his union. He has the power to tell these musicians when and how and whether or not they can make recordings . . . this has just been confirmed by a decision of the highest court in the land."

*The Times* sarcasm may or may not have its desired effect. In the meantime, the majority of record execs appear willing to negotiate with Petrillo, if the terms are negotiable.

One record v. p. who does not want his name mentioned, puts it this way: "Either music is an art or it isn't. If it isn't, then any man can produce it the way any man can dig coal, run a press, or sell groceries. If it isn't, then a record made by the musicians who accompanied Enrico Caruso is worthless and has no value to present-day music lovers. Let's recognize the fact that music is an art, can be produced only by qualified professionals, and without them we can't make records. Let's recognize it, let's settle this business with Jimmy, and let's start making records once more. That's what we're in business for."

He and other disk officials won't hesitate to add that for the moment the companies don't need new records. Their facilities are being worked to capacity as it is filling back orders. But he and many of the others will also add that you can't stay in business filling back

orders, they've got to look ahead when the back orders run out. They've got to hold on to their buying public, they've got to keep the buying public coming to the retail stores to see what's new. Once the customers stop coming the record companies can close up shop.

And there is always competition to worry about. What can happen on a large scale is what has been happening with the "Hit" records released by Ell Oberstein's Classic Record Company. Apparently experiencing no difficulty in securing masters of current plug tunes, Oberstein's records have found willing buyers in retail, chain and department stores here in the East. Many of them have taken the occasion to advertise the fact that "Hit" records bearing the newest titles are available on their counters.

The extent of the success Classic has been having with its releases caused a number of newspapers here to publicize the fact with stories about the "bootleg" records. The success Classic has been having with its "bootlegged" products also has some of the disk officials pulling their hair.

One of the mysteries connected with AFM's peace proposal is its seeming lack of interest in revenue to be derived from radio sources. All kinds of rumors are spreading, some even going so far afield as to suggest that the musicians' union and radio have made a "deal." If the smear campaign of Petrillo put on by radio (of which "C" is for Caesar) was the highlight weren't so fresh in the minds of all observers, and if Petrillo's previous statements anent the amount of radio work annually taken away from musicians by broadcasts of recorded music weren't so well known, a "deal" might be less fantastic.

Among the more hardheaded, it is thought that the AFM's plan is to knock off one opponent at a time, instead of taking on the hole caboodle at once. Radio has a lot of dough and unlimited resources at its disposal. AFM is aware of it and has doubtlessly considered the consequences of a head-on battle at this moment with the ether moguls.

The same may be said of the AFM versus juke-boxers, altho for different reasons. The musicians asked in their original proposal that: "The Federation shall receive annually for each juke box used, a fixed fee, such fee to be agreed upon by negotiation."

Just who is expected to pay the fee "for each juke box used" has not been



# On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both. Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

## HAL GOODMAN (Hit 7036 and 7037)

He's a Right Guy—FT; VC. Could It Be You?—FT; VC.

I Don't Believe in Rumors—FT; VC. Don't Get Around Much Anymore—FT; VC.

ONLY issues this week came from the Hit waxworks, which continues to do the seemingly impossible in getting out the more current tunes of the day on the disks. To further cloud the identity of the orchestra, it takes the name of Hal Goodman. And for the first pairing of Cole Porter tunes, *He's a Right Guy* and *Could It Be You?* (7036), the billing is elaborated as Hal Goodman and His Musical Comedy Orchestra. However, the comparison with Al Goodman, who is identified with the musical comedy selections on the Columbia label, goes no further beyond that. It is still the mill-run brand of dance music and showing a continual improvement in the tonal qualities of the Hit disks. *Right Guy* is a beguine, which takes its musical pattern from the composer's *Begin the Beguine* and its lyrical inspiration from the *My Man* evergreen. Taken at a moderate tempo, side starts with an unbilled tenor singing of true love running smooth over a troublesome course because "with a right guy you can never, never—hardly ever—go wrong." Band picks it up at the bridge and gives way to the singer for the last half to continue the torch for the "right guy." *Could It Be You?*, also taken at a moderate tempo, gets under way with an equally acceptable baritone voice singing this dream girl ballad. Solo trombone and the ensemble split a second stanza, with the singer, this time feebly assisted by a femme trio, returning to take a third chorus to take out the side. The sophistication and word magic that usually identifies a Cole Porter song are foreign to both of these tunes, both on par with Tin Pan Alley triteness. And the Hal Goodman interpretation is just on the same level. The band drops the musical comedy billing for the more conventional pops, *I Don't Believe in Rumors* and *Don't Get Around Much Anymore* (7037). Not another war ballad, *Rumors* is rather of the torch variety, being the typical tale of lovers' quarrels. Moreover, it packs plenty of commercial appeal from the title on down. Taken at a free and easy moderate tempo, the saxophones and solo trumpet share the opening chorus. The baritone gives voice to the second stanza, singing sympathetically that he won't believe the gossip-mongers that the love affair is over. Band picks it up again for the last half of another chorus to carry it out. *Don't Get Around* is the Duke Ellington torch ballad that is getting around plenty these days via the airlines and earlier record releases. Taken at a moderate tempo, saxophones and solo trombone split the opening chorus with the second chorus carried by the male tenor. Band ensemble picks up the last half of another chorus, with the reeds riding it out to a fade-out finish.

Of the four sides, "Don't Get Around Much Anymore" promises to get around much in the music boxes. Moreover, "I Don't Believe in Rumors" for the mated side is a ballad with strong commercial possibilities which might serve the operators in good stead, since this seems to be the only available side. And if the Cole Porter tunes amount to anything, the other two sides again stand out as the lone disk entries.

# On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal rather than the musical ability of the bands reviewed.

ELLIOTT GRENNARD

## Korn Kobblers

(Rogers Corner, New York, Blue Network, Wednesday (17), 6:30-6:40 p.m.)

COMING on the heels of the Uncle Dons, Jack Armstrongs, Captain Midnights and the other kiddie thrillers, the Kobblers have just-right air time.

The assortment of cowbells, whistles, auto horns, wah-wahs and plungers can keep the tots giggling while Mama breathes a sigh of relief at hearing anything at all that resembles music (?).

Choice of two opening songs were happy ones. *You Great Big Beautiful Doll* and *Wait 'Til the Sun Shines*, Nellie afford a pleasant bit of nostalgic humming for the lady of the house, helped by the simple vocal choruses of unidentified members of the band. And the tunes are venerable enough to take the hokey treatment given them by the Kobblers.

On the other hand, a medley of three pops put on midway served no purpose whatsoever as handled. Straight, tepid and colorless—they lent nothing to the program. Closer, also a pop, was much brighter in tempo and presentation and when cut into by the announcer signing-off the show left a nice before-dinner tang.

Zantes get a lot into their 10-minute shots but might be even more careful in selections and lay-out.

## Boyd Raeburn

(Band Box, Chicago, Columbia Network, Wednesday (17), 12:05-12:30 midnight)

AFTER a long stretch of being without Coast-to-Coast airings, Raeburn is entrenched in a build-up spot that can do him a lot of good if milked. He went thru the motions on the program heard, but didn't really start swinging until the show was well under way.

Real handicap facing Raeburn is the competition he's got to match judging from the kind of music he's sending out over the ether. Way it was laid out

emphasized the impression.

Started with three band numbers in succession, which is an announcement by itself that dancers are wanted. Only trouble is that it took more than the three tunes to get the men warmed up and the music clicking. By the time the last number was reached, an original yekept *Lifebuoy*, the band sounded full, rich and attractive. Good instrumentalists in the way of alto and tenor saxes, pianist and a drummer that really counts over the air helped plenty.

Ted Travers sang two ballads for fair results, and female whose name was muffled but got a build-up as "The Gal Who Sings the Blues" tackled *Mr. Five by Five*—but the tune got away. Tone, dynamics, even altered notes, were all of a piece—monotonous.

## BR Ops May Have To Prove Character

LITTLE ROCK, Feb. 20.—A bill to require licensing of dance halls was introduced into the Arkansas Legislature this week after approval of the measure by the Arkansas Sheriffs' Association. Applicants, under the measure, would secure licenses to operate on proof of good character before a county court judge as well as be qualified as an elector, and must prove the fact that a felony charge had never been placed against him.

A pledge would also be taken on the license application that no gambling, drinking to excess of lewd conduct will be allowed on the premises. Liquor of more than 5 per cent alcoholic content would be banned from sale. The fee would be \$25.

Violations call for a steep fine on first offense and license loss on a second violation.

# On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

## Hal McIntyre

(Reviewed at Commodore Hotel, New York)

HAL MCINTYRE was caught at this spot opening night a few weeks back, but the return of Helen Ward to the band-through biz as a member of his band presented a good reason to return for another critical listen. The change so apparent is due to more than the fact that something new has been added.

In many ways the short span spent at this unhep hotel room may have been just what the doctor ordered for a band that started its career on an uncommercial jazzman's kick. Here the patrons don't know from Ellington tone-clusters. They don't dig—the stuff has to be laid on the line for them. So it was up to the young musical modernist to make the adjustments necessary to preserve his ideas and ideals but to package them so that they'd be bought by cash customers.

The result: A lively danceable beat, fewer obscure mood pieces and happier couples out on the dance floor. The hatted horns and massed saxes in low register are still in evidence but are being used to better advantage. Johnny Hays's tenor-sax-that-sounds-like-a-baritone is still spicing the jumpers, and Eddie Safranski's cello-like bass is still among the finest sounding instruments ever heard.

Getting Helen Ward for his band is unquestionably a ten-strike for McIntyre. Her first night out in about five years made it clear she hasn't forgotten what she knew when she was serving it hot with Benny Goodman's band. She has poise, a smiling personality, and knows how to make with the voice so that it brings out the guts of a song. She was pressing a bit on the first half dozen tunes but she'll relax and soon enough be nudging the top canaries to move over.

Also new to the band is Al Noble, who looks like a blond Merry Mac and baritone the ballads with authority.

McIntyre is now set to go places—if Uncle Sam doesn't beckon first.

Elliott Grennard.

## Manolo Castro

(Reviewed at Sevilla Hotel, Havana)

CASTRO plays sweet music mostly, but also turns in good work on the rumbas.

Maestro can be depended upon to front a group that furnishes the music in demand. Biggest defect is subordination of the whole ork to the singing of Morales. He takes all the vocals, and one can get too much of a good thing. He does a fine job of selling his tunes, however, and his throbbing tones obviously make a hit with the female trade. Band is very precisely balanced with three reed, two brass and three rhythm, plus Castro.

Acoustics of the room do not help listening enjoyment, but the band attracted a constant group around the stand. Especially good are Alberto Castro, trumpet, and Richard Castro, trombone. The boss Castro obviously feels the trend is to soft music and is featuring it almost entirely with good results.

David C. Coupau.

## Manny Prager

(Reviewed at Childs Paramount, New York)

FOR quite a while now Colonel Manny Prager and His Cavaliers have been stationed at this low-priced dine-and-dancery. Expectedly, the Colonel is by now wise to not only his band's limitations but the customers' as well.

Badly harassed by the draft—his trumpet section has changed more spots than a leopard-dyed chameleon—Prager keeps his efforts down to a simple plane. Result is that he startles no given customer but at the same time neither does he offend. He turns the listening focus on himself most of the time either by singing the songs as he did in the old days, with Ben Bernie or blowing a bass sax. Latter is an odd piece for maestri to lead with, but effect is to give the sax section, two altos and a bass, a strikingly solid tone. Sax delivery is evenly good, almost good enough to conceal unsteadiness of the trumpet boys, of

whom there are two. One trombone lends foundation to the reed section much more effectively than the valve-pushers.

Unfortunately on night caught both the maestro and the mike were suffering from the cold weather. Prager was down in the throat and could hardly be heard, and what ostensibly issued from the vocal cords was completely throttled by the lack of mechanical amplification.

So far as library goes, Prager maintains complete unpretentiousness, presenting top tunes of the day without much flourish or originality. At that, since the reeds are up to snuff, the melody comes off pretty well. Work of the three-man rhythm section is also clean in its simplicity.

For the place, for these times, and for the money the Cavaliers do a gentleman's job.

Joseph R. Carlton.

## Bob Strong

(Reviewed at Hotel Peabody, Memphis)

IN SPITE of current man-power difficulties, Strong manages to present a smooth-working band that achieves real orchestral effects. He fronts the unit capably, occasionally playing pleasing sax. Capable performers appear in clear relief, but still as parts of a well-integrated unit.

Instrumentation is four sax (five when Strong plays), four brass and three rhythm. Strong uses this sax predominance to produce full, rounded chords, which completely dominate without seeming too loud.

In the late dance session Strong featured his "wreckin' crew," a seven-piece swing group which did some solid sending, packing a crowd around the stand. Featured in this jive is what Strong describes as an "echo trumpet," a cornet with a straight mute, which he claims to have picked up in an English curio shop. Horn, which is Strong's own, is very capably played by Stan Mack, lead trumpeter. Johnny Back turns in a good performance on the drums.

Canary is blond Betty Martin, who is plenty easy on the eyes. Does nicely with her ballads, but might sell her cute tunes to better advantage if she projected more personality. Vocal duets in which she is joined by the male vocalist, Archie Thompson, are fine. Thompson himself turns in a thorough satisfactory blues performance and doubles on the trombone.

Strong and Thompson do the arranging for the band and do it well. Recent tunes were in evidence and the library appeared well rounded, including some semi-classics. Latin arrangements had an authentic ring.

Ted Johnson.

# More Shellac For Disk Mfrs. A Possibility

NEW YORK, Feb. 20.—Unconfirmed report that the government has found a substitute for shellac used for war needs has disk firms here perking up their ears.

Up to now war industries have consumed very little of the virgin shellac frozen by government order. It is used for coating on shells, but a small amount has been tapped. Freezing order went into effect when war agencies felt that shellac might be used for other purposes and larger amounts would be required in the future for war needs. To date, the 15 per cent of 1941 shellac consumption which disk firms requested has been all that WPB was willing to release.

If, however, the government has discovered a new and more efficient substitute, they might now be inclined to release a greater percentage of virgin shellac for non-war uses. According to reports, new material has already been put to a test in several war plants. If true, this might have far-reaching effects on the recording industry, as use of shellac is very limited by government restriction, even the frozen stocks on hand are plentiful.



# Orchestra Notes

## Of Maestri and Men

**M**CFARLAND TWINS next in for A. J. Perry's promotions at Empire Ballroom, Allentown, Pa., and Winter Crystal Ballroom, Reading, Pa. . . . CHARLIE JOHNSON brings back dancing at Club Nomand, Atlantic City. . . . MICKEY SHEFF for Friday night dancing at Hungarian Village, Trenton, N. J.; GEORGE BOHANY on the stand Saturday nights. . . . CLARENCE FUHRMAN makes return trip to the Oakes, Philadelphia. . . . RAY JONES at Paramount Hotel, Bethlehem, Pa. . . . PETE MIDURA for Sunday nights at Holy Cross Auditorium, Trenton, N. J. . . . BUB MILEY, long-time road manager for JOHNNY LONG ork, left for the army. JOHNNY O'LEARY, formerly in similar capacity with GLENN MILLER, replaces. . . . "DEACON" HAL SAUNDERS in his 14th week at New York's Belmont Plaza. . . . CAPT. WAYNE KING has been shifted from the Sixth Service Command to

Washington Tuesday (16). Organizing musical units for the army. . . . BOBBY BYRNE to open at Frolic Danceland, Miami, March 2, succeeding CLYDE LUCAS, who has been here for several months. . . . JOHNNY LONG leaves the Paramount Theater, New York, for an extended tour of theaters thru the East and Middle West. . . . TOMMY ALQUIST, former Middleton (Conn.) band leader, has become assistant manager of Warner's Regal, film house there. . . . MARY LOU WILLIAMS, jazz sr-er who led her own small combo after leaving Andy Kirk, is now arranging for DUKE ELLINGTON. Since her marriage to HAROLD BAKER, Ellington trumpet star, she's been with the band on the road. . . . AUB HORTON and all-girl band move into the Clover Grill, Fort Worth. Originally skedded to open in Charleston, S. C., HORTON was forced to change plans for lack of accommodations there. . . . TOMMY TUCKER opens at Paramount Theater, Des Moines March 5 after a run at Orpheum Theater, Omaha. Great part of TUCKER crew's traveling recently has been done in trolleys. . . . XAVIER CUGAT takes over at the Paramount, New York, Wednesday (24). . . . JOHNNY MCGEE, who junked band to play as sideman, will occasionally baton a set band in New York area. . . . LUCKY MILLINDER goes into Buffalo Theater, Buffalo, Friday (26). . . . ERSKINE HAWKINS brings his band into Fay's Theater, Philadelphia, for a week, starting Friday (26). . . . GENE KRUPA doing big biz at Sherman Hotel, Chicago. . . . GRACIE BARRIE becoming a permanent fixture at the Blackhawk, Chicago. . . . STAN KENTON came down with measles recently on a Midwest tour. . . . "PEE WEE" LEWIS, former saxman with CHUCK FOSTER, joins PICCOLO PETE, replacing JIMMY ZUMMO, who has gone into defense work. Band's new femme vocalist is MARY JANE BLAIRE. . . . TONY PASQUARELLI, ex-trumpeter with WCAE Airliners, steps into SAMMY SHEAFFER'S shoes in Casino Theater house band, Pittsburgh. SHEAFFER switches to AL MARSICO'S outfit at Nixon Cafe here. . . . JACK MILES, formerly trombone man with GUY LOMBARDO, now filling the same bill for WALTER PERNER at the Roosevelt Grill, New York. . . . BENNY GOODMAN followed TOMMY DORSEY into the Palladium Ballroom, Hollywood. . . . NICK STUART goes on and on at Hotel Jefferson, St. Louis. . . . MAX ADLER, still another help-harried maestro, replacing STEVE COVALSKI, trumpet man who left to take a war job, with FRANK CACESE. . . . DANNY BECKNER opened at Lakota's Restaurant, Milwaukee, Tuesday (23), following Goldie's comedy band. . . . MILT BRITTON and ork open March 17 at Florentine Gardens for 10 weeks on show with Ann Corio. . . . HERB MILLER and ork now at Rainbow Rendezvous, Salt Lake City, have had contract extended indefinitely. . . . LES HITE, current at the Hollywood Casino, moves to the Trianon Ballroom, South Gate, Calif., March 3 to hold forth until Louis Armstrong comes in March 11. . . . ZIGGY ELMAN, trumpet man with Tommy Dorsey, has reported for duty with the army. . . . SKINNAY ENNIS at Universal Pictures for a straight role in *Trombone From Heaven*.

# Music Items

## Publishers and People

**R**OBBIENS MUSIC will shortly start a drive on Duke Ellington's *A Lonely Co-Ed*. New lyrics by Edgar Leslie to an old tune.

Glenmore Music, Inc., and Playmore Music Company, Chicago, both Russ Morgan firms, have doubled their office space.

Warock Music Company, Chicago, published *My Heart and I Decided*, the first tune written by Walter Donaldson in five years.

Claude Herriter, of Bell Music Company, Chicago, has formed a new publishing firm known as Topik Tunes, allied with BMI. First tune published is *Sally Still Waiting for Me?*, by Lou Breese, Tim Gayle and Jack Fascinato.

Johnny Farro, with E. B. Marks in New York, will spend two days a week in Philadelphia covering that territory for the music firm.

Bill Watters, sailor, who penned *Fighting Sons of the Navy Blue*, published by Vanguard, has written another tune in keeping with the wartime trend. His new tune, *Write a Letter (To Your Boy in the Service)*, has been published by Maestro Music, Hollywood.

Maurice O. Wells Music, Chicago, is making a drive on *Goodnight, Little Angel*.

Freddy (Posy) Jenkins, former star trumpet man with Duke Ellington until 1935, is back in the Duke's camp now attached to the professional staff of Tempo Music, the maestro's firm.

## Songs and Such

**I**N A LITTLE CHURCH IN ENGLAND, by Joye Noel and Bob Russell, Hotel New Yorker emcee, is slated for a build-up by E. B. Marks Music.

*Let's All Say a Prayer Tonight*, penned by Steve Nelson, being promoted by Rainbow Music.

*God Bless Those Buddies of Mine*, from the pens of Irving Siegel and Al Dahle, is the No. 1 tune of Siegel & Dahle Music.

*My Gal Loves a Sailor*, new ditty by Lieut. Earl Hutchinson, USNR and Defense Engineer Floyd Fellows, is being published by Acme Music.

*Victory*, newest of Marvea Johnson and Corp. Arlo Johnson is getting Timberland Publishing in plug mood.

*A Soldier and His Dog*, by Jack Peters and Matt Farrell, taken over by Excelsior Music.

*We Will Fight With Our Might*, penned by Chaw Mank, Lew Mel and Roscoe Barnhart, is Barnhart Publications latest tune.

Songs by Richard Rodgers and Oscar Hammerstein for the forthcoming Theater Guild musical, "Away We Go," are being previewed by Roger Stearns at his 1-2-3 Club in New York.

**GENE ANDES**  
Personal Manager  
**LES HITE**  
and His Orchestra  
8326 LEXINGTON AVE., HOLLYWOOD, CALIF.

## Chi Judge Barnes Won't Dismiss Govt. Suit Vs. Petrillo

CHICAGO, Feb. 20.—Judge John P. Barnes of Federal Court here deferred a ruling Wednesday (17) on the American Federation of Musicians' motion to dismiss the anti-trust suit filed by the federal government and ordered the AFM and its president, James C. Petrillo, to file an answer within 20 days. Judge Barnes has announced that he wants to go into the merits of the case.

On a previous complaint filed by the government, Judge Barnes had denied an injunction, ruling that the union was immune from anti-trust prosecution because of the Norris-La Guardia and Clayton acts. In the present case the court held that "the complaint at bar raises issues neither raised nor ruled upon in the earlier case." The government's action is a direct result of Petrillo's ban against records for public use.

Winner of Pittsburgh Courier Poll  
**NEW CHAMPION OF SWING!!!**

# LIONEL HAMPTON

And His Orchestra

Featuring RUBEL BLAKELY and DINAH WASHINGTON

—And here are two recent salary highs for colored bands to shoot at . . .

Regal, Chicago, Lionel Hampton was paid \$9,214.40 Net for the Week

Paradise, Detroit, Lionel Hampton was paid \$7,783.01 Net for the Week

And at RKO Boston, Lionel Hampton Netty \$27,000 Gross

Apollo Theatre, New York, Lionel Hampton was paid \$7,419.00 Net for the Week

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**FAY'S, PHILA.**

Exclusive Management:  
**JOE GLASER**

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Greet the Boys in the Service Everywhere

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# "HI'YA, CHUM"

(Where'ya From?)

A Great American Song

Introduced by

**MARY SMALL**

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LEW SARNOFF, President      LOU LAWRENCE, Prof. Mgr.

**10 NEW Songs**  
Tomorrows Song Hits

**SONG HITS of Tomorrow!**

**BIG FOLIO OF 10 NEW SONGS—ONLY \$1**

Be first with the newest songs! Here they are! 10 new Song Hits of Tomorrow you can sing and play ahead of the Hit Parade! A preview of brand new songs never before published—complete words and music—a \$3.50 value for only \$1.00. Approved by leading radio artists. Guitar diagrams included. FREE! Valuable Hit parade Voting Coupon.

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**10 NEW SONGS**  
Pctomao Cherry Trees  
Nina  
Happiness  
Moonlight and Memories  
Or Words to That Effect  
Somewhere in Your Memory  
The Song We Used To Request  
I'm Bound for New Orleans  
Mist on the Moor  
One, Two, Three  
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# The Billboard Music Popularity Chart

WEEK ENDING  
FEBRUARY 18, 1943

## SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 3 a.m.-1 a.m. Sunday for the week ending Thursday, February 18. Film tunes are designated by an (F); musical comedy tunes by an (M).

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk.	Title	Publisher	Plugs
7	1. FOR ME AND MY GAL (F)	Mills	38
3	2. THAT OLD BLACK MAGIC (F)	Famous	33
1	3. BRAZIL (F)	Southern	29
3	4. I'VE HEARD THAT SONG BEFORE (F)	Morris	27
9	4. MOONLIGHT MOOD	Robbins	27
—	5. SAVING MYSELF FOR BILL	Chappell	23
4	5. WEEP NO MORE, MY LADY	Dorsey Bros.	23
—	6. TAKE IT FROM THERE (F)	Miller	22
6	7. YOU'D BE SO NICE TO COME HOME TO (F)	Chappell	20
9	8. MY DREAM OF TOMORROW	Santly-Joy	19
11	9. WHY DON'T YOU FALL IN LOVE WITH ME?	Harms	18
7	10. DON'T GET AROUND MUCH ANYMORE	Robbins	17
5	10. THREE DREAMS (F)	Remick	17
2	11. THERE ARE SUCH THINGS	Yankee	16
11	13. I HAD THE CRAZIEST DREAM (F)	Bregman, Vocco & Conn	15
16	13. THERE'S A RAY OF SUNSHINE	Lincoln	15
17	14. AS TIME GOES BY (F)	Remick	14
8	14. MOONLIGHT BECOMES YOU (F)	Famous	14
18	14. TAKING A CHANCE ON LOVE (F)	Feist	14
18	15. PLEASE THINK OF ME	Witmark	13
—	15. THERE'S A HARBOR OF DREAM-BOATS	Shapiro-Bernstein	13
12	16. A TOUCH OF TEXAS (F)	Melody Lane	12
—	16. FOUR BUDDIES	Broadway	12
—	16. I DON'T BELIEVE IN RUMORS	BMI	12
18	17. CANTEEN BOUNCE	E. B. Marks	11
13	17. I JUST KISSED YOUR PICTURE GOODNIGHT	Crawford	11
—	17. IT STARTED ALL OVER AGAIN	Yankee	11
9	17. ROSE ANN OF CHARING CROSS	Shapiro-Bernstein	11
17	17. SLENDER, TENDER AND TALL	Leads	11
15	17. WHEN THE SHEPHERD LEADS THE SHEEP BACK HOME	Bregman, Vocco & Conn	11

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

NATIONAL		EAST		SOUTH	
Position Last This Wk.	Title	Position Last This Wk.	Title	Position Last This Wk.	Title
2	1. THERE ARE SUCH THINGS — TOMMY DORSEY Victor 27974	1	1. I've Heard That Song Before — Harry James	1	1. I Had the Craziest Dream — Harry James
3	2. I'VE HEARD THAT SONG BEFORE — HARRY JAMES Columbia 36668	3	2. I Had the Craziest Dream — Harry James	3	2. There Are Such Things — Tommy Dorsey
1	3. I HAD THE CRAZIEST DREAM — HARRY JAMES Columbia 36659	5	3. There Are Such Things — Tommy Dorsey	—	4. It Started All Over Again — Tommy Dorsey
7	4. MOONLIGHT BECOMES YOU — BING CROSBY Decca 18513	4	4. Brazil — Xavier Cugat	8	5. I've Heard That Song Before — Harry James
6	5. YOU'D BE SO NICE TO COME HOME TO — DINAH SHORE Victor 20-1519	7	5. Why Don't You Do Right? — B. Goodman	—	6. Moonlight Becomes You — Bing Crosby
4	6. BRAZIL — XAVIER CUGAT Columbia 36651	8	6. Moonlight Becomes You — Bing Crosby	4	7. Don't Get Around Much Anymore — Ink Spots
—	7. IT STARTED ALL OVER AGAIN — TOMMY DORSEY Victor 20-1522	6	7. You'd Be So Nice To Come Home To — Dinah Shore	6	8. Why Don't You Fall in Love With Me? — Dinah Shore
8	8. WHY DON'T YOU DO RIGHT? — BENNY GOODMAN Columbia 36652	—	8. It Started All Over Again — Tommy Dorsey	9	9. You'd Be So Nice To Come Home To — Dinah Shore
9	9. MOONLIGHT BECOMES YOU — GLENN MILLER Victor 20-1515	—	9. When the Lights Go On Again — Vaughn Monroe	10	10. Why Don't You Do Right? — B. Goodman
5	10. WHY DON'T YOU FALL IN LOVE WITH ME? — DINAH SHORE Victor 27970	1	10. Moonlight Becomes You — Glenn Miller	—	WEST COAST
				1	1. There Are Such Things — Tommy Dorsey
				2	2. I've Heard That Song Before — Harry James
				3	3. Moonlight Becomes You — Bing Crosby
				4	4. I Had the Craziest Dream — Harry James
				7	4. Brazil — Xavier Cugat
				9	5. You'd Be So Nice To Come Home To — Dinah Shore
				4	6. Moonlight Becomes You — Bing Crosby
				10	7. Moonlight Mood — Kay Kysor
				—	8. When the Lights Go On Again — Vaughn Monroe
				5	9. Why Don't You Fall in Love? — Dinah Shore
				—	10. Moonlight Becomes You — Harry James

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		SOUTH	
Position Last This Wk.	Title	Position Last This Wk.	Title	Position Last This Wk.	Title
1	1. MOONLIGHT BECOMES YOU	1	1. I've Heard That Song Before	1	1. Moonlight Becomes You
8	2. I'VE HEARD THAT SONG BEFORE	2	2. There Are Such Things	2	2. There Are Such Things
2	3. THERE ARE SUCH THINGS	3	3. Moonlight Becomes You	7	3. I've Heard That Song Before
3	4. I HAD THE CRAZIEST DREAM	4	4. You'd Be So Nice To Come Home To	3	4. I Had the Craziest Dream
4	5. WHY DON'T YOU FALL IN LOVE WITH ME?	5	5. Brazil	4	5. Why Don't You Fall in Love With Me?
7	6. BRAZIL	4	6. I Had the Craziest Dream	14	6. Brazil
9	7. YOU'D BE SO NICE TO COME HOME TO	7	7. Why Don't You Fall in Love With Me?	6	7. Moonlight Mood
6	8. MOONLIGHT MOOD	—	8. As Time Goes By	5	8. When the Lights Go On
5	9. WHEN THE LIGHTS GO ON AGAIN	9	9. Moonlight Mood	9	9. There's a Star-Spangled Banner
11	10. FOR ME AND MY GAL	10	10. For Me and My Gal	10	10. You'd Be So Nice To Come Home To
10	11. THERE'S A STAR-SPANGLED BANNER WAV-ING SOMEWHERE	13	11. When the Lights Go On	8	11. Rose Ann of Charing Cross
12	12. ROSE ANN OF CHARING CROSS	13	12. Rose Ann of Charing Cross	12	12. For Me and My Gal
14	13. THAT OLD BLACK MAGIC	12	13. There's a Star-Spangled Banner	—	13. Don't Get Around Much Anymore
15	14. DEARLY BELOVED	11	14. That Old Black Magic	—	14. Dearly Beloved
13	15. I'M GETTING TIRED SO I CAN SLEEP	—	15. Please Think of Me	—	15. Touch of Texas
					WEST COAST
				1	1. Moonlight Becomes You
				2	2. I've Heard That Song Before
				3	3. There Are Such Things
				4	4. I Had the Craziest Dream
				11	5. That Old Black Magic
				7	6. Brazil
				5	7. Why Don't You Fall in Love With Me?
				13	8. For Me and My Gal
				4	9. When the Lights Go On
				14	10. There's a Star-Spangled Banner
				—	11. Rose Ann of Charing Cross
				10	12. You'd Be So Nice To Come Home To
				6	13. Moonlight Mood
				8	14. Dearly Beloved
				9	15. I'm Getting Tired So I Can Sleep

## HARLEM HIT PARADE

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

Position Last This Wk.	Title	Label
7	1. SEE SEE RIDER .. BEA BOOZE	Decca 8633
1	2. APOLLO JUMP .. LUCKY MILLINDER	Decca 18529
5	3. THERE ARE SUCH THINGS	TOMMY DORSEY ... Victor 27974
3	4. DON'T STOP NOW. BUNNY BANKS TRIO	Savoy 102
9	5. WHY DON'T YOU DO RIGHT? .. BENNY GOODMAN	Columbia 36652
6	6. IT STARTED ALL OVER AGAIN	TOMMY DORSEY ... Victor 20-1522
8	7. LET'S BEAT OUT SOME LOVE	BUDDY JOHNSON ... Decca 8647
2	8. DON'T GET AROUND MUCH ANYMORE	INK SPOTS ... Decca 18503
—	9. WHAT'S THE USE OF GETTING SOBER?	LOUIS JORDAN ... Decca 8645
—	10. TRAV'LIN' LIGHT. PAUL WHITEMAN	Capitol 116

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





# Selling Records AND Sheet Music

By JOSEPH R. CARLTON

## Your Lucky Strike

Continuing in last week's vein, we remind you dealers that Lucky Strike's All-Time Hit Parade show on the NBC network, Friday nights, is bound to stir up customer interest in recordings of old tunes. Those retailers who have benefited by tie-ins with the regular Saturday Hit Parade broadcast know what the radio plugs mean to disk sales.

The smart dealer will cull thru his stocks—what's left of them—and if he has copies of old hits to be programmed will find the time is now to do a selling job. For this week, by way of example, you can work on the following songs which Lucky Strike will air Friday (25): *I'll Never Say Never Again, Again; These Foolish Things Remind Me of You, A Pocketful of Dreams, Deep in the Heart of Texas, My Reverie, Mary Lou, Three Little Words and Alabama Bound.*

## Blood for Uncle Sam

Plenty of times we've heard retailers bellow about manufacturers as follows: "What do they want, blood." Well, this is one time blood is really wanted. The American Red Cross wants it. Thru Columbia Recording Corporation the organization is issuing a special appeal to

# NAMM Helps Dealers To Sell To War Factories

NEW YORK, Feb. 20.—National Association of Music Merchants, Inc., is building up its campaign to help dealers sell recording systems and records in war factories.

According to NAMM, the dealer is in the first position to sell music to defense plants because he knows all the musical values involved. He can best advise a factory on how to obtain the best all-around results. NAMM points out that several factories already have found it profitable to turn over music responsibilities completely to a competent dealer.

Association advises following methods of procedure be utilized by dealers with opportunities to enlist war-plant customers.

"Dealers should have a qualified sound engineer who can visit the plants and make surveys of noise levels, number of square feet in plants and estimate all other requirements for sound-system installations. A noise level meter is necessary for this work. If the dealer is not in possession of one, it is suggested he contact engineering departments of universities or consulting or electrical engineers. Same rule holds true if dealer has to employ sound engineer.

"Dealer must also employ a good salesman to develop and co-ordinate technical and musical information for factories. This is all pioneer work and each individual dealer will have to work out, thru experimentation and study, his own best method of procedure."

It is also suggested that the dealer appoint someone qualified to work out suitable selections and programs of recorded music for the factories. The music must meet the factory's individual needs, association states, or it defeats its own purpose.

NAMM also feels that music dealers should have a hand in providing the right programs of recorded music for factories. It declares: "They should also see the opportunities of developing a good record business, not only with the factories but also with the factory workers for their homes. The music heard on the job is the music workers will want to hear at home plus other music which alert and imaginative music dealers can introduce to them."

According to NAMM the public relation departments of war plants are often receptive to business-wise dealers who can shoulder recreational problems the public relation staff normally would have to handle alone.

all disk dealers to get in touch with their nearest blood bank immediately so that Uncle Sam can never complain of anemia.

Times Appliance Company, Columbia distrib, answered the appeal 100 per cent, all employees going up to a Red Cross depot en masse last week.

## Dream Crazy

Customers are trying everything to get Harry James's waxing of *Craziest Dream*. One customer asked for the following releases: *It Started All Over Again, Brazil, Juke Box Saturday Night and For Me and My Gal*. Just as the dealer was closing the sale, customer asked for *Craziest Dream*. Dealer allowed that to such a good customer he'd sell a copy. "Well," shyly said the patron, "I haven't enough money for all five, but I'll just take the James's disk and come back for the rest." P.S.—No sale.

## Used Records

Columbia Novelty Shop in New York buys up used records of top tunes that are unobtainable as new disks. They claim customers are glad to get the worn platters since new ones are so hard to get. Dealer sells used disks at 21 cents and 29 cents.

## Dumping

Next to the guy who won't sell smash disks unless the customer swears he'll bring in scrap regularly, one of the business-wisest dealers is the Midwesterner who unloads slow-moving tunes by making up albums containing one hit and three misses. Scheme works out fine, especially since record firms are more than willing to peddle those empty-package albums which the retailer can fill in as he likes.

## The Colony System

Other dealers have too many customers and not enough records, but with the Colony Music Shop, New York, it's just the other way around. Colony, which operates under a chain-buying system, has plenty of merchandise and carries a full line of the biggest hits. Seems that whenever the store runs low the central office fills in out of a bought-early reserve.

## Bundles From Britain

Presence of Royal Air Force and Royal Navy servicemen in Canada and Newfoundland has stimulated sales of British sheet music and records in that territory. To meet demand, many disk dealers have put in standing orders for British releases, while others have enlarged their stock of Welsh and Scottish numbers as well.

## Resourcefulness

Resourceful dealers can pin the medal of their society on Joe David, manager of the Broadway Music Shop in New York. Late one Saturday night a customer entered David's store and said he needed a certain record. Wouldn't go home without it. But he didn't know the name of the record, or the artist or whether it was a classical or pop disk. All he knew was that one night he had heard the waxing on the *Music You Want To Hear* program over the NBC network. David promptly called the network and got a list of tunes played on the program that given night. Then without mentioning a word to the customer, David started to play recordings of each selection. Luckily, the first number, *Air in G String* by Bach, was just what the customer was looking for.

## Stork Hovers Over Victor

CAMDEN, N. J., Feb. 20.—With a lull in recording activities because of the Petrillo wax freeze, platter execs at RCA-Victor here seemingly have occupied their attention with a "stork sweep-stake." Jack L. Hallstrom, assistant sales manager for the record division, has just become the father of a daughter, his second. Stephen H. Sholles, in charge of the popular records division, expects a first visit from the stork momentarily. And Jack M. Williams, platter advertising and promotion chief, is getting ready for the beaked bird to deliver its third "bundle" at his household next month.

# Columbia, Decca Battle Victor Claim to Exclusive Red Label

(Continued from page 20)

eral years ago from the Federal Trade Commission. Since then, Victor claims, Decca returned to the use of a red label.

With over 3,000 pages of testimony already recorded in the court minutes, defense attorneys told a *Billboard* reporter that the basic issue at question, so far as they could see, was the right of Victor to now claim the color "red" as its own when between 1920 and 1930 alone over 100,000,000 Columbia disks with red labels had been marketed. They predicted that the case which has dragged on since January 4 would continue for at least another eight weeks considering the amount of detail yet to be thrashed over.

Plaintiff's line during the trial has been to try to establish, of course, that "red" is virtually a Victor trademark in the classical disk field. Over 270 pieces of evidence have been introduced by both sides with stacks to go, judging by the disk albums appearing on counsel tables.

One afternoon of testimony, Thursday (18), turned up a list of record labels that the trade currently may find hard to recall. Before a defense witness (head of the long-defunct Grey Gull company in Boston, which pressed its own as well as other firms' recordings) a parade of disks took place with the plaintiff's attorney apparently seeking to establish that few of these, or at least no important ones, possessed red labels. Defense attorneys had attempted to show, it seemed, that the "red seal" had been common property for many years back. In the course of questioning, witness was asked about Domino, Paramount, Harmony, Perfect, Genet, Oriole, Romeo, Cameo, Odeon, Pathe, Jewel, Regal, Wallace and Banner disks.

Handling the case for Victor are attorneys C. Cooper, J. H. Rogers and L. D. Taggart. Representing Columbia Recording Corporation are M. Freund, W. H. Taylor and J. T. Farley, while N. Olcott is serving as counsel for Times Appliance Company and M. Diamond for Decca Records.

According to Victor officials in Camden, N. J., primary reason for bringing the suit in court was to avoid unfair trade practices and eliminate confusion in the

minds of the classical record-buying public. A Columbia exec in New York expressed his conviction that the issue was a piddling one.

## Victor Publicist Shifts

CAMDEN, N. J., Feb. 20.—Mary Hartigan, in charge of the record reviewers' service for RCA-Victor here and former New York contact for the wax firm, left this week for Chicago. She will handle the waxwork's publicity chores in the Windy City.

# The Week's Records

(Released February 22 Thru March 1)

## POPULAR:

- Kysor, Kay—Columbia 36671  
*A Touch of Texas*  
*Soft Hearted*
- Vallee, Rudy—Victor 20-1526  
*As Time Goes By*
- Shaw, Artie  
*Two-in-One Blues*

## HILLBILLY AND RACE:

- Christine and the Rangers—Decca 6081  
*Peaceful Valley*  
*Red Rose*
- Wheatstraw, Peetie—Decca 7904  
*Southern Girl Blues*
- Woods, Oscar  
*Evil-Hearted Woman Blues*

## ALBUM:

- Strauss Waltzes—Decca A-339
- Cavallaro, Carmen  
*Blue Danube*  
*Tales From the Vienna Woods*  
*Vienna Life*  
*Artist's Life*  
*Emperor Waltz*  
*Southern Roses*  
*Voices of Spring*  
*You and You*

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and HIS ORCHESTRA

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★ Gracie Barrie ★ King Sisters ★ Andrews Sisters

Special Dance Arrangement—75c (Vocal Trio Included)

MARS MUSIC PUBLICATIONS

306 S. Wabash Ave.  
Kimball Bldg., Chicago



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

**A**

Adams, Jimmie (Strand) Phila. b.  
Akin, Bill (Woodruff) Joliet, Ill., h.  
Aldino, Don (La Fiesta) San Francisco, nc.  
Alfano, George (Corktown Tavern) Detroit, cb.  
Allan, Bob (Arcadia Grill) Canton, O., nc.  
Allen, Bob (Roseland) NYC, b.  
Aloha Serenaders (Chins Victory Room) Cleveland, nc.  
Andrews, Gordon (18 Club) NYC, nc.  
Andrews, Ted (Butler's Tap Room) NYC, nc.  
Angelo (Iceland) NYC, re.  
Armstrong, Louis (Tic Toc) Boston, nc.  
Arturos, Arturo (Park Central) NYC, h.  
Ayres, Mitchell (Tune Town) St. Louis, b.

**B**

Baker, Don (Algiers) NYC, nc.  
Banket, Joe (Stevadora) Detroit, nc.  
Bar, Vic (Olympic) Seattle, h.  
Baron, Paul (Savoy Plaza) NYC, h.  
Baron, Shirley (Old Roumanian) NYC, re.  
Barrie, Grace (Blackhawk) Chi, nc.  
Barron, Blue (State) Harrisburg, Pa., 22-24, t.  
Bartal, Jeno (Lexington) NYC, h.  
Basle, Count (Earle) Phila, t.  
Basile, Joe (Shrine Circus) Milwaukee; (Police Circus) Kansas City, Mo., March 1-6.  
Bates, Angie (Daniero's) Belle Vernon, Pa., re.  
Baum, Charles (Stork) NYC, nc.  
Bennett, Larry (Hlekyory House) NYC, re.  
Bergere, Maximilian (La Martinique) NYC, nc.

Betancourt, Louis (Park Central) NYC, h.  
Bizony, Bela (Pierre) NYC, h.  
Bondshu, Neil (Blackstone) Chi, h.  
Borr, Mischa (Waldorf-Astoria) NYC, h.  
Bountman, Simon (Casino Copacabana) Rio de Janeiro, nc.  
Bower, Freddy (Cinderella) Phila, b.  
Bowman, Charles (Wivel) NYC, re.  
Bradshaw, Ray (Kentucky) Louisville, h.  
Brandwyne, Nat (Riobamba) NYC, nc.  
Breese, Lou (Chez Paree) Chi, nc.  
Brigode, Ace (Hollywood) Kalamazoo, Mich., nc.

Brito, Alfred (El Bohlo) Havana, nc.  
Brown, Les (Orpheum) Madison, Wis., 24, t.; (Empire) Allentown, Pa., 27, h.  
Bruno, Joe (Ways Theater Cafe) Phila, nc.  
Busse, Henry (Trianon) South Gate, Calif., b.  
Byrne, Bobby (Univ. of Tennessee) Knoxville, Tenn.

**C**

Caballero, Don (Fefe's Monte Carlo) NYC, nc.  
Cabin Boys (Miami) Dayton, O., h.  
Calonge, Pedro (Zombie) Havana, nc.  
Candilio, Joe (Frolics) NYC, nc.  
Capella & Beatrice (Hurricane) NYC, nc.  
Carroll, Joe (Jimmy Kelly's) NYC, nc.  
Carroll, Irv (Greenwich Village Inn) NYC, nc.  
Carroll, Jimmy (Astor) NYC, h.  
Carva Zeb (Village Barn) NYC, nc.  
Caylor, Joy (Flamor) Kansas City, Mo., b.  
Chaney, Mayris (Sir Francis Drake) San Francisco, h.

Chavez (Riobamba) NYC, nc.  
Chester, Bob (Palace) Columbus, O., 23-25, t.  
Chiquito (El Morocco) NYC, nc.  
Coffey, Jack (Royale) Detroit, nc.  
Coleman, Emil (Versailles) NYC, nc.  
Collins, Bernie (Newman's) Saratoga Springs, N. Y., nc.  
Columbus, Christopher (Ubangi) NYC, nc.  
Commodores, The (Carlisle Grill) Allentown, Pa., nc.

Conde, Ari (Homestead) NYC, h.  
Cooper, Max (Top Hat) Austin, Tex., nc.  
Correa, Eric (Embassy) Phila, nc.  
Costello, Charles (Wonder Bar) Detroit, nc.  
Courtney, Del (Palace) San Francisco, h.  
Cox, Al (Whittier) Detroit, h.  
Cox, Jack (Whittier) Detroit, h.  
Curbello, Fausto (Stork) NYC, nc.  
Cutler, Ben (Versailles) NYC, nc.

**D**

D'Amico, Nick (Essex) NYC, h.  
Dacita (Rainbow Room) NYC, nc.  
Davison, Wild Bill (Queen Mary) NYC, nc.  
Del Duca, Olivero (El Chico) NYC, nc.  
Delman, Gy (Bellevue-Stratford) Phila, h.  
Dibert, Sammy (London Chop House) Detroit, re.  
Dolores (Statler) Washington, h.  
Dorsey, Jimmy (Pennsylvania) NYC, h.  
Drake, Edgar (Nicollet) Minneapolis, h.  
Dunham, Sonny (New Yorker) NYC, h.

**E**

Eddy, Ted (Iceland) NYC, nc.  
Elliott, Baron (Castle Farm) Cincinnati 27.  
Emerick, Bob (Milner) Ogden, Utah, h.  
Ernie & Norsemen (Castleholm) NYC, re.  
Ernie, Val (Patio) Palm Beach, Fla., nc.

**F**

Farber, Burt (Netherland Plaza) Cincinnati, h.  
Fields, Shep (Beverly Hills) Newport, Ky., cc.  
Fisher, Freddy (Happy Hour) Minneapolis, nc.  
Floyd, Chick (Statler) Boston, h.  
Franklin, Buddy (Lake) Springfield, Ill., 15-27, nc.  
Frecha, Frankie (18 Club) NYC, nc.  
Fuller, Walter (Talk of Town) Peoria, Ill., nc.

**G**

Gagen, Frank (London Chop House) Detroit, re.  
Giffins, Walter (Dancette) Oaklyn, N. J., nc.  
Gilbert, Johnny (Lantz's) Dayton, O., nc.  
Goodman, Benny (Palladium) Hollywood, b.  
Grant, Bob (Plaza) NYC, h.  
Grant, Rosalie (Essex House) NYC, h.  
Gray, Chauncey (El Morocco) NYC, nc.  
Gray, Glen (Sherman) Chi, h.  
Gray, Zola (Frank Palumbo's) Phila, nc.  
Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.  
Grey, Tony (Bal Tabarin) NYC, nc.

**H**

Hampton, Lionel (Fay's) Phila, t.  
Hareld, Lou (Bal Tabarin) NYC, nc.  
Harris, Jack (La Conga) NYC, nc.  
Harris, Jimmy (Hoffmann) South Bend, Ind., h.  
Harris, Rupert (Continental) Springfield, Ill., 27-March 6, nc.  
Hawkins, Erekine (Royal) Baltimore, t.; (Fay's) Phila 26-March 4, t.

# Orchestra Routes



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

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.

**M**

Heath, Andy (Flitch's) Wilmington, Del., c.  
Heatherton, Ray (Biltmore) NYC, h.  
Henderson, Fletcher: Springfield, O., 27; (Forest) Detroit 26, nc; (Armory) Akron, March 3.  
Herman, Woody (Pacific Square) San Diego, Calif., 26-28, a.  
Herth, Milton (Copley Plaza) Boston, h.  
Hill, Tiny (Curve Crest) Muskegon, Mich., 25, b; (Bijou) Battle Creek 26-28, t; (Fairway Rink) Sandwich, Ill., March 2.  
Hines, Earl (Tune Town) St. Louis 23-29, b.  
Hoff, Carl (Edison) NYC, h.  
Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.  
Hollander, Will (Kitty Hawk) La Guardia Airport, N. Y., nc.  
Holmes, Herbie (Elks) Ely, Nev., 27, h.  
Horton, Aub (Clover Grill) Fort Worth, nc.  
Howard, Eddy (Aragon) Chi, b.  
Hutton, Ina Ray (Central) Passaic, N. J., 26-28, t; (Stanley) Ulica, N. Y., March 2-4.

Imber, Jerry (Esquire) Norfolk, Va., nc.  
International Sweethearts of Rhythm: New Orleans, La., 28; Lake Charles, March 1; Beaumont, Tex., 2.

James, George (Cafe Society Downtown) NYC, nc.  
Jarrett, Art (Syracuse) Syracuse, h.  
Jerome, Henry (Pelham Heath Inn) Bronx, NYC, re.  
Johnson, Barney (Strand) Jacksonville, Fla., 28-March 6, t.  
Johnson, Wally (Lookhouse House) Covington, Ky., nc.  
Jordan, Jess (Village Barn) NYC, nc.  
Jordan, Louis (State) NYC, t; (Adams) Newark, N. J., 25-March 3, t.  
Joy, Jimmy (Muehlebach) Kansas City, Mo., Feb. 12-March 4, h.

**J**

Kassel, Art (Bismarck) Chi, h.  
Kavellin, Al (Book-Cadillac) Detroit, h.  
Kaye, Don (Claremont) Berkeley, Calif., h.  
Kaye, Sammy (Strand) NYC, t.  
Kendis, Sonny (Monte Carlo) NYC, nc.  
Kent, Peter (New Yorker) NYC, h.  
Kenton, Stan (Metropolitan) Providence 26-28, t.  
Klinny, Ray (Maryland) Baltimore 19-25, t.  
Kirk, Andy (Royal) Baltimore, t.  
Korn Kobblers (Rogers Corner) NYC, nc.  
Kuhn, Dick (Astor) NYC, h.

**K**

Landre, Johnnie (Elks Club) Fort Myers, Fla.  
Lane, Danny (Troc) NYC, nc.  
Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.  
Lang, Lou (Belvedere) NYC, h.  
LaPorte, Joe (Old Roumanian) NYC, re.  
Lavalle, Paul (Rox) NYC, t.  
Leads, Sammy (Primrose) Newport, Ky., cc.  
Lefcourt, Harry (Rogers Corner) NYC, nc.  
Levant, Phil (Indiana Roof) Indianapolis 24-28, b; (Germania) Freeport, Ill., March 4, b.  
Lewis, Johnny (Patio) Cincinnati, nc.  
Lewis, Ted (Orpheum) Los Angeles 17-March 2, t.  
Lombardo, Guy (Palace) Cleveland, t.  
Long, Johnny (Lyric) Bridgeport, Conn., 26-28, t.  
Lopez, Vincent (Taft) NYC, h.  
Lucas, Sasha (Troika) Washington, nc.  
Luneford, Jimmie (Pier Casino) Daytona Beach, Fla., 24; (Aud.) Augusta, Ga., 26.  
Lyman, Abe (Lincoln) NYC, h.

**L**

McGrane, Don (Latin Quarter) NYC, nc.  
McGrew, Bob (Kansas City Club) Kansas City, Mo.  
McGuire, Betty (Fernando) Hartford, Conn., nc.  
McIntyre, Hal (Commodore) NYC, Jan. 21-March 3, h.  
McIntire, Lani (Lexington) NYC, h.  
McShann, Jay (Hi Lo) Battle Creek, Mich., 23-27, nc.  
Machito (La Conga) NYC, nc.  
Manuelo, Don (Orlando) Decatur, Ill., h.  
Manzanares, Jose (La Salle) Chi, h.  
Marlowe, Don (Davenport) Rochester, N. Y., h.  
Martell, Paul (Arcadia) NYC, b.  
Martel, Frank (Copacabana) NYC, nc.  
Martin, Dave (St. George) Brooklyn, h.  
Martin, Freddy (Ambassador) Los Angeles, h.  
Martin, James (Congo) Detroit, nc.  
Marvin, Mel (Casa Loma) St. Louis, b.  
Marx, Chico (Orpheum) Omaha, t; (Turnpike Casino) Lincoln 26, b; (Frog Hop) St. Joseph, Mo., 27, b; (Tromar) Des Moines 28, h.  
Mattingly, Tony (Riverside) Casper, Wyo., nc.  
Mauthe, Chick (Glenn Rendezvous) Newport, Ky., nc.  
Mayhew, Nye (Bossert) Brooklyn, h.  
Melba, Stanley (Pierre) NYC, c.  
Messner, Johnny (McAlpin) NYC, h.  
Miller, Carl (Queen) York, Pa., h.  
Miller, Freddy (St. Regis) NYC, h.  
Miller, Herb (Dell) Burley, Idaho, 27, h.  
Millinder, Lucky (Paradise) Detroit, t; (Buffalo) Buffalo 26-March 4, t.  
Mills, Dick (Silver Moon) Alexandria, La., nc.  
Moffit, Deke (Commodore Perry) Toledo, O.  
Molina, Carlos (New Kenmore) Albany, N. Y., Feb. 6-March 5, h.  
Monchito, Ramon (Hurricane) NYC, nc.  
Monroe, Vaughn (Michigan) Detroit, t; (Circle) Indianapolis 25-March 3, t.  
Morgan, Russ (Edgewater Beach) Chi, h.  
Morris, George (Armando's) NYC, nc.  
Morton, Ray (Copley Plaza) Boston, h.  
Mosley, Snub (Trouville) Los Angeles, nc.  
Munro, Dave (Casa Manana) Albuquerque, N. M., nc.  
Myrus (Pierre) NYC, nc.

**M**

Nagel, Freddy (Trianon) Chi, b.  
Nagel, Harold (Copley Plaza) Boston, h.  
Nelson, Ozzie (Biltmore) Los Angeles, h.  
Newton, Charlie (Gables Inn) Pleasantville, N. J., nc.  
Nicholas, Don (Venice) Phila, c.  
Norvo, Red (Buvette) Rock Island, Ill., nc.

**N**

Oliver, Eddie (Baker) Dallas, h.  
Osborne, Will (Dailey's Terrace Room) Newark, N. J., nc.

**O**

Paisley, Eddie (Wonder Bar) Detroit, nc.  
Paley, Charles (Monte Carlo) NYC, nc.  
Page, Gene (Baltimore) Toledo, O., nc.  
Panchito (Versailles) NYC, nc.  
Pastor, Tony (Apollo) NYC, t; (Lincoln) Reading, Pa., 26, h; (Stateland) Newark, N. J., 27, b; (Shubert) New Haven, Conn., 28, t.  
Paulson, Art (New Yorker) NYC, h.  
Pearl, Ray, Cedar Rapids, Ia., 24, b; Guttenberg 25, b; (Elks Club) Cedar Rapids, March 1; Burlington 4, a.  
Pepto (Havana-Madrid) NYC, nc.  
Perner, Walter (Roosevelt) NYC, h.  
Pettl, Emil (Ambassador East) Chi, h.

**P**

Pleper, Leo (Tromar) Des Moines, b.  
Pitt, Merle (Monte Carlo) NYC, nc.  
Pontelli, Pete (Paris Inn) Los Angeles, nc.  
Pope, Gene (Rio) Springfield, Ill., 27-March 6, nc.  
Powell, Mousie (Louise's Monte Carlo) NYC, nc.  
Powell, Teddy (Metropolitan) Providence, t.  
Prager, Manny (Child's) NYC, c.  
Price, George (La Conga) NYC, nc.  
Prima, Louis (Paradise) Detroit 26-March 4, t.  
Prussin, Sid (Diamond Horseshoe) NYC, nc.

**Q**

Quinton, Robert (Fefe's Monte Carlo) NYC, nc.

**R**

Ragan, Don (Greystone) Detroit, nc.  
Reichman, Joe (Palmer House) Chi, h.  
Reid, Don (Deshler-Wallick) Columbus, O., 22-23, h.  
Relly, Ray (Oetgen's) Brooklyn, nc.  
Reisman, Leo (Rainbow Room) NYC, nc.  
Remariz, Luis (Latin Quarter) Chi, nc.  
Resh, Benny (Bowery) Detroit, nc.  
Richards, Johnny (Casino) Hollywood, b.  
Riley, Al (Athletic Club) Flint, Mich.  
Rimacs (Capitol) Washington, t.  
Rios, Thomas (El Chico) NYC, nc.  
Rizzo, Vincent (Swan) Phila, nc.  
Roberts, Eddie (Lido) NYC, b.  
Rodrigo, Don Juan (Backstage Bar) Akron 23, nc.  
Rogers, Harry (Half Moon) Brooklyn, h.  
Rotonda, Peter (Queen Mary) NYC, nc.  
Rumbaleros, El (Frolics) NYC, nc.  
Russell, Snookum (Stein's Buffet) Indianapolis 27-March 6, nc.

**S**

Sacacas (La Martinique) NYC, nc.  
Sanders, Sid (Rainbow Inn) NYC, nc.  
Sandifer's, Sandy (Fay's Southern Grill) Macon, Ga., nc.  
Sandler, Harold (Rogers' Corner) NYC, re.  
Saunders, Hal (Belmont-Plaza) NYC, h.  
Savitt, Jan (Adams) Newark, N. J., 23-24, t.  
Schroeder, Lou (Mayflower) Jacksonville, Fla., h.

Seiger, Rudy (Fairmont) San Francisco, h.  
Shaw, Maurice (Chateau Moderne) NYC, nc.  
Sherwood, Bobby (State) Hartford, Conn., 26-28, t; (Lyric) Bridgeport, March 1-3, t.  
Shevlin, Pat (Embassy) Phila, nc.  
Simons, Bob (St. Regis) NYC, h.  
Skillman, Phil (Tropics) Detroit, nc.  
Smith, Ethel (St. Regis) NYC, h.  
Smith, Russ (Rainbow Grill) NYC, nc.  
Soacas (La Martinique) NYC, nc.  
Spector, Ira (Chateau Moderne) NYC, nc.  
Spivak, Charlie (Hipp) Baltimore, t; (Riverside) Milwaukee 26-March 4, t.  
Stanley, Stan (Chanticleer) Madison, Wis., nc.  
Steck, Gus (Douglas) Newark, N. J., h.  
Stevenson, Bobby (Casanova) Detroit, nc.  
Stower, Jules (18 Club) NYC, nc.  
Straeter, Ted (Copacabana) NYC, nc.  
Striple, Earle (Seelbach) Louisville, h.  
Strong, Bob (Plantation) Houston, Tex., nc.  
Stuart, Nick (Jefferson) St. Louis, h.  
Sudy, Joe (Statler) Boston, h.  
Sylvio, Don (Bertolotti's) NYC, nc.

**T**

Taibl, Sal (American) Allentown, Pa., h.  
Teagarden, Jack (Copley Plaza) Boston, h.  
Terry, Bob (St. Regis) NYC, h.  
Touzet, Rene (Montmartre) Havana, nc.  
Towles, Nat (Almack) Alexandria, La., nc.  
Trace, Al (Dixie) NYC, h.  
Travers, Vincent (Diamond Horseshoe) NYC, nc.

**V**

Valdes, Gilberto (Tropicana) Havana, nc.  
Venuti, Joe (Gingham Gardens) Springfield, Ill., b.  
Vera, Bea, & Men of Note (Hillcrest) Toledo, O., h.  
Victor, Frank (Dixie) NYC, h.  
Vinn, Al (Peré Marquette) Peoria, Ill., b.

**W**

Wald, Jerry (Oriental) Chi, t.  
Walters, Lee (Stevadora) Detroit, nc.  
Walzer, Oscar (Fifth Ave.) NYC, h.  
Waples, Bud (Paxton) Omaha, h.  
Warren, Dick (Hurricane) NYC, nc.  
Wasson, Hal (Supper Club) Fort Worth, nc.  
Welk, Lawrence (Stanley) Pittsburgh, t; (Memorial Union) La Fayette, Ind., 26, b; (Crystal) Coloma, Mich., 27, b; (Paramount) Hammond, Ind., 28, t; (Royal Palace) Galena, Ill., March 1, b.  
Wharton, Dick (Shangri-La) Phila, nc.  
Wheeler, Doc (Savoy) NYC 13-28, b.  
White, Irving (Palm Beach) Palm Beach, Fla., h.  
Williams, Griff (Chase) St. Louis 4-March 10, h.  
White, Bob (Henry Grady) Atlanta, h.  
Williams, Sande (Warwick) NYC, h.  
Wilson, Dick (Coo Ruge) NYC, nc.  
Wilson, Teddy (Cafe Society Uptown) NYC, nc.  
Woods, Herbie (Oakes) Phila, h.

**Z**

Zarin, Michael (Waldorf-Astoria) NYC, h.  
Ziggy (Hungarian Village) Detroit, nc.  
Zollo, Leo (Wagner's) Phila, h.

# Advance Bookings

COUNT BASIE: Regal Theater, Chicago, March 5 (week).  
BOB CHESTER: Colonial Theater, Dayton, O., Feb. 26-March 4.  
XAVIER CUGAT: Paramount Theater, New York, Feb. 24-indefinitely.  
JIMMY JOY: Fog Hop Ballroom, St. Joe, Mo., March 6; Tromar Ballroom, Des Moines, 7; Palais Royale, Galena, Ill., 8; Peabody Hotel, Memphis, 11 (four weeks).  
GENE KRUPA: Oriental Theater, Chicago, Feb. 26 (week).  
GUY LOMBARDO: Stanley Theater, Pittsburgh, Feb. 26-March 5.  
JAY McSHANN: New Elm Ballroom, Youngstown, O., March 1; Auditorium, Roanoke, Va., 3; Neese Hall, Greensboro, N. C., 4; Armory, Durham, N. C., 5; Armory, Charleston, W. Va., 6; Strand Ballroom, Philadelphia, 9; Arena, Trenton, N. J., 10; Strand Ballroom, Baltimore, 11; Hillbilly Barn, Bluefield, W. Va., 12; Armory, Logan, W. Va., 13.  
TONY DI PARDO: Blue Moon Cafe, Wichita, Kan., Feb. 19 (two weeks).  
LOUIS PRIMA: Paradise Theater, Detroit, Feb. 26-March 5; Casa Loma Ballroom, St. Louis, March 5 (week).

ALVINO REY: Chicago Theater, Chicago, March 5 (week).  
TED FIO RITO: Chicago Theater, Chicago, Feb. 26 (week).  
JAN SAVITT: Palace Theater, Cleveland, Feb. 26-March 5; Chicago Theater, Chicago, March 19 (week).  
BOBBY SHERWOOD: State Theater, Hartford, Conn., Feb. 26-28; Lyric Theater, Bridgeport, Conn., March 1-3.  
JACK TEAGARDEN: Paramount Theater, Marion, Ind., March 2; Marquette University, Milwaukee, 5; Wisconsin Roof Ballroom, Milwaukee, 7; Melody Mill, Dubuque, Ia., 9; Casa Loma Ballroom, St. Louis, 12 (two weeks).  
TOMMY TUCKER: Orpheum Theater, Omaha, Feb. 26-March 4; Paramount Theater, Des Moines, March 5-8.  
GRIFF WILLIAMS: Illinois State Normal University, Normal, March 12; Orpheum Theater, Springfield, Ill., 13-14; Palace Theater, South Bend, Ind., 15; Paramount Theater, Marion, Ind., 16; Orpheum Theater, Madison, Wis., 17-18; Crystal Palace, Coloma, Mich., 20; Wisconsin Roof Ballroom, Milwaukee 21.

## Peas Bond-Raising Tune

CHICAGO, Feb. 20.—Russ Morgan, now at the Edgewater Beach Hotel here, and Lou Holzer, song plugger, have penned a new tune, *Forty Million Dollars in Forty Days*, designed to promote bond sales in conjunction with the local drive to raise that sum, sufficient to rebuild the Chicago, heavy cruiser sunk by the Japs. Morgan's music firm, Playmor Music Company, has published the tune. It is being ballyhooed by *The Daily News*, one of the local dailies promoting the campaign.



# The Final Curtain

**ALBERS**—Walter Lee, Baltimore theater owner, recently in that city. At one time he operated the Eagle, Highland Academy and Highland Airdrome theaters in Baltimore.

**AMSDELL**—William, stock actor, a native of Albany, N. Y., recently in Chicago. He was a member of the Lytell-Vaughan Stock which played extended engagements at the Harmanus Bleecker Hall, Albany, N. Y. He continued to appear with Bert Lytell and accompanied him to Hollywood and also to Honolulu. Survived by a daughter and a son. Services at the John W. Brasure & Sons parlors, Albany.

**BAKER**—Irvin H., 39, RCA-Victor executive, February 9 at the offices of the company in Camden, N. J., of a cerebral hemorrhage. Before joining RCA in 1929, he was in charge of operations of Station WGY, Schenectady, N. Y. Survived by his wife, Eleanor, and a son. Services February 11 in Haddonfield, N. J.

**BENNETT**—Charles J., 52, movie actor, in North Hollywood, Calif., February 15. Services in Hollywood February 18, followed by cremation. Survived by his widow, Mrs. Dorothy Eileen Bennett; a son, Charles M., flight officer in the glider corps, and two brothers, Arthur, of Australia, and Norman, with RKO studios.

**BIDOU**—Henri, 70, French drama critic, whose commentaries were a feature of *Temps* and *Journal des Debats*, recently in France. He was also author of a military history of the first World War.

**BURT**—Bertha H., 66, veteran stock actress, recently in Denver. Survived by her husband, two sisters and a daughter, Nellie Burt, who recently completed a road tour in *Life With Father*.

**CAPMAN**—Mrs. Mary, February 2 in Toledo. She was mother of four sons now in show business. She also leaves a daughter.

**CLIFTON**—Ann (Anna Hexter), 51, vaude performer until her retirement because of bad health five years ago, February 17 in New York. She was the widow of William Hexter, theatrical manager. Survived by her sister and two brothers.

**CLIFTON**—Hilda Light, 53, vaude accompanist for her husband, Herbert Clifton, February 12 in Englewood, N. J. Besides her husband, she is survived by her son and daughter. Burial in Episcopal Cemetery, West Englewood, N. J.

**COWAN**—Thomas Morton, 55, professor of music and former vaude actor, February 16 in Jollette, Que. He conducted a music store in Montreal for many years, quitting it to enter vaudeville. He toured with Lieutenant Gitz-Rice's troupe in this country, Canada and Europe. He was also known for his renditions of Irish songs. Survived by his father and a brother.

**CLYNE**—Erle, 55, for past 15 years electrician at the Lyric Theater, Cincinnati, February 15 in that city. He also had worked at the old Grand Opera House, the old Keith Theater, the Zoo Opera and the old Heuck's Opera House, Cincinnati. At one time he was with Gollmar Bros.' Circus. Survived by widow. Interment in Spring Grove Cemetery, Cincinnati, February 18.

**DANDURANT**—Thomas L., 78, retired radio violinist, February 15 in Belmont Hospital, Chicago, from affects of smoke when his home caught fire. Survived by his widow, four sons and three daughters.

**DIBBLE**—John Pierce, 89, pioneer motion picture exhibitor, February 15 in Bradford, Conn.

**DORING**—George B., stage manager of the old Hawes Apera House, Park City, and Smith's Theater, Bridgeport, Conn.,

February 8 in that city. Survived by his widow, three sons, two daughters and two grandchildren.

**DURANTE**—Jeanne, 55, wife of Jimmy Durante, at the family residence in Los Angeles February 14 of a heart ailment. She had been in poor health for several years. Durante, who was in New York on a personal appearance tour, left for the Coast when notified of his wife's death. Mrs. Durante was born in Toledo and formerly was on the stage. Services in Pasadena, Calif., February 16. In addition to her husband, she leaves her mother, Mrs. Mary Blenman.

**EHRENTAUF**—Walter, 79, retired hotel manager, February 15 in Miami. At one time he managed the Carlton House, New York; Grand Hotel, Paris, and St. Ermin's Hotel, London.

**FOGLE**—Shelby A., 52, former general agent for Bob Martin's indoor shows and one-time park operator at Clarksburg, Va., drowned while at work at the Alabama Company shipyard, Mobile, Ala. At one time he was widely known in promotion work in Iowa. Survived by his widow and a brother. Burial in Mobile.

**GILLILAND**—Helen (Franklin), singer, lost at sea when her ship sailing from India was torpedoed. Her husband, Peter Franklin, was rescued. She is remembered for her parts in musical comedies in London and New York.

**GLOR**—Mrs. Hazel Huff, wife of O. H. Glor, med show operator, February 13 in a Fort Worth hospital after an operation. She was at one time a correspondent for *The Billboard*. Survived by her husband, her mother, two sisters and a brother. Services in Fort Worth February 16, with burial in Greenwood Cemetery, that city.

**GOULET**—Albert M. (Jake), 53, in a plunge from the 11th story of a Cincinnati building February 19. At one time he was an adjuster with the Hagenbeck-Wallace Circus. Survived by widow, and brothers, Louis, Gabriel and Emilee, all of Kansas City, Mo. Interment in St. John Cemetery, Covington, Ky., February 22.

**HARRIS**—Victor, 73, composer and conductor of the St. Cecilia Club from 1902 to his retirement in 1936, February 15 in New York. Harris had been a conductor, composer and vocal teacher since his debut in 1892 as assistant conductor to Anton Seldi of the Metropolitan Opera Company. He introduced *In a Persian Garden* and composed choral works and other works. Survived by his widow, three daughters and two sons.

**HUDSON**—Ethel LeRoy de Koven, 57, daughter of the late Reginald de Koven, noted composer, February 13 at her home in New York. Survived by her husband, two sons and mother.

**JACKSON**—William G., 69, retired ork leader and musician, February 17 in South Shore Convalescent Home, Patchogue, L. I., N. Y. Leaves a wife and brother.

**JOHNSON**—Mrs. Frances A., 101, grandmother of Nat and Gaylord Pendleton, movie actors, at her home in Hollywood February 15. Services at Little Church of the Flowers, Forest Lawn Memorial Park, Glendale, Calif., February 17. Cremation followed.

**KASNER**—Henry P., 53, radio engineer associated with the Radio Corporation of America for more than 30 years, February 13 in Jewish Hospital, Brooklyn. Survived by his sister.

**KUHLMA**—Edward, 69, former theater manager, February 10 in Hamilton, O. He had managed the Lyric and Grand theaters, Cincinnati, and in the days of silent movies inaugurated "talkers" in Hamilton by placing actors in back of the screen to give voice to the characters.

**LAPHAM**—Hiram Ray, 57, Detroit theater owner, February 12 in Receiving Hospital, Detroit, after a long illness. He formerly owned the Cozy, Redford and Universal theaters in the Motor City. Interment in Woodmere Cemetery, Detroit. No immediate survivors.

**LARKING**—Lambert, character actor, February 13, Toronto. Born in England he made his debut on the London stage when he was 10 years old and later appeared in London and New York. He was associated for many years with the Cameron Matthews and Empire Players in Toronto. He last appeared on the stage in 1939-40 in a trans-Canadian tour of *Charles the King, Tobias and the Angel* and George Bernard Shaw's *Geneva*. Survived by his widow, two sons and a daughter.

**LOUILL**—James, 42, concessionaire for many years with Western States, Dodson

World's Fair, Towe's United, Zeiger United, Miller Bros. and Alamo Exposition shows, February 2 in San Antonio. His widow, Helen; son, Bobby Carroll; three brothers and two sisters survive. Services in San Antonio February 4.

**McKECHNIE**—H. P. (Spike), 49, trombonist with circus and concert bands and theater orchestras, February 10 of a heart attack in his hotel room in Oklahoma City. His home was in Aberdeen, S. D. He was formerly a member of the Ringling circus band.

**MATTHEWS**—Thomas, 75, for many years stage manager for theaters in Ottawa, February 10 in that city.

**MEINCH**—William C., 69, active in Coney Island amusement affairs, February 11 at Meadowbrook Hospital, East Hempstead, L. I. He had been president of the Coney Island Chamber of Commerce for two years and president of the Coney Island Carnival Company. Survived by his sons, William Jr., who was in business with him, and Harry, who operates rides at Coney Island. Burial in Philadelphia.

**MOORE**—Albert B., 47, show electrician, February 13 at Jefferson Davis Hospital, Houston. Services February 15, with burial in South Park Cemetery, Houston.

**NELSON**—Robert E., 46, former vaude actor, February 14 in Roosevelt Hospital, New York, of a heart attack suffered during a reception following his wedding. He had been a novelty dancer and monologist, having played the Keith and Pantages circuits. During the last war he appeared in productions staged overseas by the 27th Division, including *You Know Me, Al; Let's Beat It* and *Putting It Over*. Survived by his widow and a brother.

**NELSON**—Arthur E. (Addy), outdoor showman, January 14 at Army and Navy Hospital, Hot Springs. Survived by his mother and sister.

**O'CONNOR**—Jere, 48, Station KFWB salesman, February 13 in Hollywood following a long illness. Services in Hollywood February 16. He leaves his wife and parents.

**ORNER**—Perry, 79, shooting gallery operator with the old Meyerhoff, Boyd & Linderman, Bernardi, World of Mirth and other carnivals, February 12 in Key West, Fla., where he had operated a gallery for several years. Survived by a brother, George. Services and burial in Rochelle, Ill.

**PERRY**—Ralph, 87, organist of Agawam, Mass., February 9 at his home there. Survived by his widow and a sister.

**PREECE**—James, 50, projectionist in Newport, R. I. theaters, suddenly at his home in that city February 14.

**PRICE**—Lester, 78, songwriter and pianist, February 12 at his home in Philadelphia. He was best known for a number of songs written for children. He retired in 1933.

**PUGH**—Mrs. Lula (Mom), 41, wife of Gettus (Slim) Pugh, February 10 at the home of her mother in Van Wert, O., after being stricken with an embolus. She had been ill two weeks at her home in Mendon, O. She and her husband were concessionaires with the A. W. Gooding Amusement Company the past seven years. Previously they had been with the J. C. Weer, Wade, McLaughlin, Mabel Weer, W. G. Wade, Buckeye State, Gold Medal, Decker and Great White Way shows. Survived by her husband, her mother; two brothers, O. W. Putman, Van Wert, and A. R. Putman, Antwerp, O., and two sisters, Mrs. R. J. Peters, De-

troit, and Mrs. L. O. Garrison, Van Wert. Services February 12 in Van Wert, with interment in IOOF Cemetery, Convoy, O.

**RADEL**—Frederick, 60, father of Frederick Radel Jr., chief of staff at Loew-Globe Theater, Bridgeport, Conn., February 12 in that city. Survived by his widow and two sons. Burial in Lakeview Cemetery, Bridgeport.

**ROTH**—Arthur, 55, father of Lillian Roth, actress, February 16 in Boston.

**SEELEY**—James L., 76, character actor who began his stage career in the late 1880's, February 15 at his home in New York after a brief illness. After barnstorming for many years Seeley made his first New York appearance about 1902. He was also associated with the Castle Square Players, Boston, for a number of years. Some of the plays in which he appeared in New York were *The Woman, The Lion and the Mouse, The Littlest Rebel, Dinner at Eight* and *The Prisoner of Zenda*. His last appearance was in 1941 when he played the part of the appeasement-minded oil man in Elmer Rice's *Flight to the West*. Seeley was born in Rushville, Ill., and began his stage career at the age of 17 with a repertoire show.

**SILVERT**—Edwin, 74, motion picture theater owner, builder and operator, February 12 in Nazareth, Pa.

**SINGER**—Dolph (Adolph), 42, author and lyric songwriter, last December in New York. Singer worked for Harry Von Tilber Music Company, Inc., and was a member of ASCAP. Survived by mother, sister and brother.

**SPITZER**—Joseph, property man at the Shuberts Walnut Street Theater, Philadelphia, February 12 at University Hospital, Philadelphia, after a short illness.

**STIEFEL**—Mrs. Adele Lewing, 82, concert pianist and composer of the *Song Without Words*, February 17 in New York. She was born in Hanover, Germany, and studied at Leipzig Conservatory.

**STEIMLE**—Frank, 69, tentmaker with the Ringling circus for 29 years, February 9 in a Sarasota (Fla.) hospital. Burial in Detroit. Survived by two sons, Frank Jr. and Rodi, and a sister, Mrs. Clara Burghardt, all of Detroit.

**TOWNSEND**—J. Richard, 94, Boardwalk amusement operator at Ocean City, N. J., fatally injured February 11 while engaged in federal construction work outside the United States. Survived by his widow, Mary, and his mother.

**VAN DOVER**—Fred, 35, the Tom of radio's comedy team of *Tom, Dick and Harry*, February 3 in the studios of Station WGN, Chicago, shortly before he was scheduled to go on the air. The death breaks the team which had performed together since 1929. Survived by his widow, the former Marge DeWerth, dancer.

**WATSON**—Johnny, 98, a performer for 90 years, recently in Bournemouth, England. He was a clown and bareback rider in circuses, and for many years presented an act with performing dogs.

**WEITZENKORN**—Louis K., 49, editor and playwright, from burns and suffocation in Wilkes-Barre, Pa., February 7. best known as author of *Five-Star Final*, his other plays were *First Mortgage, Two Bones and a Dog, The Sun Goes Down, Name Your Poison* and *The Burglar Strike*. He also was a scenario writer in Hollywood. At time of death he was readying play for Broadway production this spring. He was editor of *New York Graphic* and worked for several other papers in New York. Private services February 9 with burial in Jewish Cemetery in Lee Park, Wilkes-Barre. Survived by his widow, Ilse Lahn Lichtbau, former Viennese actress; two sons, Joseph and William, and a sister, Mrs. Mortimer Schwager, New York.

**WHILEY**—Helen, 55, member of the faculty of the Julliard School of Music, New York, February 5 when she fell out of a window in the New York apartment of her brother-in-law, Charles D. Hilles, former Republican National Committee chairman. Survived by Mrs. Hilles, her half-sister.

**WILLARD**—Theodore A., 80, founder and president of WTAM, Cleveland, February 2 in Beverly Hills, Calif. Burial in Glendale, Calif. Survived by widow and sister.

## Births

Twin boys, Bondi Lynn and Bela Lee, to Mr. and Mrs. Franz Heinzmann January 16 in Woodlawn Hospital, Rochester, Ind. Father is the Great Franzisco, high-pole performer.

A son to Mr. and Mrs. Art Rush at (See BIRTHS on page 43)

## Ben Williams

Ben Williams, 60, owner of the Ben Williams Shows and active in outdoor show business for over 30 years, died February 17 in St. John's Hospital, Long Island City, N. Y., after an illness of several months. Born in Londonderry, N. S., Williams entered the business in Maine and in the Maritime provinces, playing key fairs in those areas after still-date seasons in and around New York.

Altho his organization never grew to large proportions, Williams was credited with making a fortune with his rides and concessions. Associated with him in the Williams Standard Shows were the Flinney and Kitz combo, and Joe Hughes, of the George A. Hamid Office. Williams was a member of the National Showmen's Association, Showmen's League of America and Masonic orders. Two daughter survive. Interment in Sydney, N. S.

## Lynne Overman

Lynne Overman, 55, character actor and comedian of stage and screen, died February 19 in Santa Monica, Calif., of a heart ailment after a brief illness. One of filmdom's most versatile actors, Overman was a former jockey, minstrel man, stock company trouper, dance hall singer, vaude headliner and Broadway actor before entering the movies in 1933.

Since then he had played character parts in more than 50 pictures, including *Star-Spangled Rhythm, Reap the Wild Wind, Northwest Mounted Police, Union Pacific* and *The Forest Rangers*.

He is survived by his widow, Emily Overman, a former *Ziegfeld Follies* girl. Services February 22 in Santa Monica.



# Roadshow Films

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## Training Pix for War Plants Lucrative Field for Roadshows

DETROIT, Feb. 20.—Many roadshowmen have been earning good money by showing films in war plants for the workers' recreation. A lucrative but rather undeveloped field to date for roadshowmen is the exhibition of films that will teach war workers how to handle certain tools and how to train themselves for better wartime jobs. These showings frequently can be given in the war plants during the workers' dinner hours and after the shifts have changed.

### Aids Efficiency

It is important today that unskilled labor be efficiently trained as quickly as possible to meet the ever-increasing demands for production. The War Man Power Commission's edict of "war work or fight" will soon send many more unskilled workers into war plants. Aside from the training courses and practical experience given these men, good motion pictures will aid in explaining their new work more quickly. Leaders of industry have found that a film-training program provides the best method of teaching work processes to new employees and of teaching routine improvements in work procedure to skilled workers. The power of 16mm. films to train men in the armed forces has already been acknowledged by government and army officials.

The aim of all war plant leaders is to simplify the workers' job so that the maximum of output can be secured with a minimum of effort. These processes are best taught by motion pictures. A film record can be made of each operation required by a certain job, and the film

can be studied for detection of waste motion. The process can be improved and a new film made of the new method. When the "before and after" pictures are shown to the workers it is an easy matter to point out to them which is the better system. Roadshowmen can earn extra cash by arranging with plant officials to make these pictures of workers in action and then arrange the screenings.

### Many Films Made

In addition, several film companies have already made excellent pictures for use in war industry training. Included in the list are films on the following subjects: Precision measurement, engine lathe, milling machine, vertical boring mill, shaper, radial drill, vertical drill, bench work, action, use and care of single point cutting tools and shipbuilding skills.

As one contribution to the war effort, the United States Office of Education has launched a program of film production to assist instructors in training the millions of new workers and in improving the skill of those already employed.

These films have met with enthusiastic acceptance everywhere and their sale has surpassed all figures ever attained by educational films before. Plants using these films in a planned training program estimate that their use has speeded up training by about 20 per cent.

### Additional Funds Given

This impressive record has led Congress to appropriate funds for further training film production. The new program will include subjects on aviation, shipbuilding, machine shop and allied trades.

The pictures already made are planned to present the basic principles of the jobs shown. They provide a demonstration of specific jobs and, in the course of the demonstration, stress safety, explain the principles involved, show the correct method of procedure and show how an experienced worker handles the situation.

F. W. Brooker, Director of Visual Aids, United States Office of Education, said: "Pictures can do many things that words cannot do. Therefore, no word description can take the place of seeing the pictures themselves."

## Pictures Raise Charity Funds

PHILADELPHIA, Feb. 20.—Film exchanges here handling 8mm. and 16mm. prints, report a decided pick-up in bookings for charitable showings. Exchange heads state the showings are, for the most part, to raise donor funds and represent an undeveloped field for roadshowmen.

Many local charitable organizations, in the past depending upon merchant advertisements for their year books to raise funds to carry on their program, find that source of income decreasing, because many merchants have been hard pressed by priorities. Moreover, hotels, restaurants and night clubs, always a fertile advertising field for organizations, are fast closing up to the groups. Hotel managements explain that such advertisements are for good will, but represent a large expenditure. In view of increased operational costs, especially in wages, many hotels and restaurants have decided to use such ad money to help pay better salaries.

As a result organizations have been forced to find new fund-raising activities. Some stage bingo parties at home, private musicales, card parties, raffles and the like. But, by far, the most effective, has been the showing of old-

### New and Recent Releases (Running Times Are Approximate)

**LIBERIAN REPUBLIC**, released by Bell & Howell. Latest motion picture on Africa's only republic. Founded by ex-slaves of the United States, this country is the first African stronghold of the friendly United States armed forces. Part of the film is devoted to scenes of the native army drilling with the assistance of United States Army officers. The film includes primitive back country, as well as the modern capital, Monrovia, an industrial and commercial center. The government head, President Barclay, is shown at the capitol participating in state ceremonies. One reel.

**MILLIONAIRE PLAYBOY**, released by 16MM. Pictures, Inc. Story concerns the effort of a young millionaire to introduce to the public a girl he has discovered singing in a chain store. He decides to ask Ambrose to sponsor her debut and the noted band leader's efforts to avoid the millionaire's demands lead to complicated and hilarious situations, with everything turning out okay. Stars Harry Richman and Ambrose and his band. Running time, 78 minutes.

**OUR DAILY BREAD**, released by Astor Pictures Corporation. The story of a young city couple who have reached the end of their resources and who turn to farming after a heavily mortgaged farmstead has been given to them. They know very little about farm problems at the start, but with the help of Larsen, who takes part in their land-on-share, they become the successful founders of a community colony where the workers all help themselves by helping each other. Difficulties threaten the experiment but are eventually overcome. Running time, 75 minutes.

time movies in the homes, where a member can invite from 25 to 50 neighbors and friends to a movie improvised in either a parlor or basement recreation room. Roadshowmen promote these private showings for members of the group. Set-up calls for a 60-cent admission to the home with the roadshowman, providing films and equipment, getting half of the door receipts. He sometimes works on a 60-40 percentage arrangement, depending on the length of the film program desired and the number of people attending. Patrons of such picture parties derive additional revenue for their organizations by selling refreshments.

For such home movies parties, usual program calls for 60 to 80 minutes of short subjects, mostly old-time comedies, animated cartoons and war news. In addition, each organization usually has available films of its charitable activities. These pictures are free to the roadshowman, as are the Civilian Defense films, always included in the programs. Roadshowmen hit hard here because of the ban on pleasure driving are finding this field most lucrative. Idea is becoming increasingly popular, especially among people in the outlying sections of the city who have big homes, because of its effectiveness in raising "donor" funds for them.

Another lucrative field for roadshowmen is the exhibition of films in various churches to help raise funds. Many roadshowmen have worked successfully in this field for years. However, several of them report business has increased considerably since the ban on bingo went into effect in several States. Churches and other organizations, which sponsored bingo games to raise funds for worthy causes, have now turned to the showing of films in an effort to counteract the loss sustained thru the clamping down on bingo games.

## War-Bond Trailer Sales Aided by ANFA

NEW YORK, Feb. 20.—Allied Non-Theatrical Film Association has gone on record to stimulate the use of War Bond trailers on all productions used by 16mm. and non-theatrical film exhibitors. The purpose is to foster the sale of War Bonds. The ANFA trailer has been completed and many association members are placing orders. Trailers, which are inexpensive, are made for both sound and silent projectors.

The organization is also conducting an extensive membership drive so that greater unity in the industry may be achieved. The drive is under the supervision of Horace O. Jones, chairman; Tom Brandon, Jean Cohen and Mary Sullivan.

Paul Reed, director of the Office of War Information Motion Picture Bureau, will talk on 16mm. production and distribution as well as the OWI film distribution program at the next ANFA meeting, Wednesday evening, March 10. The talk is considered so important to the industry that the board of directors of the association has decided to declare the meeting open to both members and non-members. Meeting will be held at the Blue Ribbon Cafe, 145 West 44th Street, New York, preceded by dinner at 6:30 for those who wish to come early.

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# Schaffners Get Okays To Tour; Opening in May

CEDAR RAPIDS, Ia., Feb. 20.—Neil and Caroline Schaffner Players will open their season, as usual, at Wapello, Ia., the second week in May and will play their regular route, which will probably be followed by a fall stock date.

Manager Schaffner has received his Certificates of War Necessity for the show's trucks, and ample gasoline has been allowed the organization to make its established route.

The outfit will again be handled by Scotty Greenhagan and Orville Speers, with Clarence Auskings in advance.

The Schaffners are now readying plays and expect to follow their usual custom of presenting mostly Toby bills, with several Broadway plays as features.

The show's trucks will be repainted and captioned with victory slogans.

# Canadian Repsters Now Active in Pix

ST. JOHN, N. B., Feb. 20.—Many graduates of repertoire and stock in the Eastern Canadian Provinces are now active in the film studios in Hollywood. Frank McHugh, comedian, was once juvenile for the Carroll Players in stock at the Opera House here. Sidney Toler, the Charlie Chan of the flickers, was producer, manager and male lead for the Sidney Toler Players on the road thru the provinces, and also in stock at the Academy of Music, Halifax, for a number of seasons.

Edward Ellis, veteran character man, was a partner in and male lead of the Baker-Ellis Stock Company at the Opera House, St. John, and Academy, Halifax, as well as on the road thru the provinces. William Farnum, erstwhile silent star and now playing characters in Westerns, handled the leads for the W. S. Harkins Company on tour thru the Eastern Provinces and Newfoundland. Oscar O'Shea, character man, headed the Oscar O'Shea Players on the road and also in stock at the Academy and Garrick in Halifax. Joe Downing, film menace, did leads for the Carroll Players in stock at the Academy, Halifax.

Snub Pollard, veteran comic, toured the provinces with the Pollard Comic Opera Company. Emma Dunn, veteran film character player, did femme leads for the W. S. Harkins Company on tour. Grace Goodall, now assigned to character roles in Westerns, was once ingenue with several repertoire units and also in stock at the Opera House, St. John, with the Dailey Stock Company.



ALAN MOORE, who closed his Showboat Players in 1940 to join the army and who now, as Pfc. H. F. Smith, is stationed at Fort Hamilton, N. Y., where he is working with a special service unit in producing rep-type shows for the soldiers. Moore says the military men are push-over audiences for the standard rep bills.

Department on installations at government defense projects in the Savannah area. He says he's a regular visitor backstage at the Bijou there when the various units stop off each week. . . .

**THE HENDERSONS**, George, Jack and Bess, well known in Midwestern rep circles and who for a time had out their own companies, are now located at Gardner Field, Taft, Calif. Son Jack is blowing trumpet in the air force band there, and George is in the business end of the army as store manager of a supply depot, passing out the necessary things to help whip Hitler. Bess is taking a rest and learning to type so that she might help in the war effort, too. . . . **CHARLES C. LUDWIG**, popular veteran repster, is now located in Carroll, Ia. . . . **PVT. ALEX SANTO**, formerly of the Conger-Santo Players, is putting on weekly amateur shows at Camp Adair, Ore., and *The Timberwolf Cannoneer*, the camp's newspaper, reveals that he's doing a good job of it. . . . **ROBERTS & TERRY'S** Colored Players are operating under auspices around Meridian, Miss. Frank (Jigger) Roberts is featured. . . . **E. F. HANNAN** has written a new show for Gitt's Comedians playing schools and halls in Vernon County, Louisiana. . . . **M. C. GOBIN** has a vaude-picture unit playing auspices in the Newport, N. H., sector. Harold Carlton, singer and saxophonist, carries the vaude end. . . .

# Rep Bills Popular With Soldier Boys Alan Moore Reveals

FORT HAMILTON, N. Y., Feb. 20.—Repertoire and stock bills are sure-fire pleasers in soldier shows at the army camps, according to Alan Moore, former producer and performer, who closed his Showboat Players in 1940 to join the army and now stationed here under his right name, H. F. Smith. For the last 11 months he has been working with a special service unit under the direction of Lieut. Col. William G. Nicklas, which has been presenting shows regularly at army camps.

"The response given to shows produced by and for soldiers is gratifying," comments Moore. "About any type of bill seems to go, so long as it is liberally seasoned with comedy, capably produced and competently performed. And performers accustomed to the difficulties sometimes encountered in rep will feel quite at home working in an army show. Army producing is not easy, but the appreciation more than justifies the effort."

Bills done by Moore's unit so far include Russell Murdock's *The Spider's Web* and *Toby and the Nazi Spies*; Bert Hughes's *The Town Fool*, revised and played under the title *The Yardbird*; Robert J. Sherman's version of *Uncle Tom's Cabin* and *Shanghai Goldie*; Buddy Ross's *Jesse James*; Allen Wishert's *Husband Hunters*; Brandon Thomas's *Charley's Aunt*, and two musicals, *Wacky in Khaki* and *General Disorder's of 1942*. The last named was recently presented at New York's Stage Door Canteen to favorable press notices.

"We generally use specialties between acts to keep up the tempo," says Moore, "and we are lucky in having a pit band consisting of musicians from the top orks of the country. Many of our performers are somewhat taken aback by the rep-like aspect of doubling on scenery, props, etc., but they soon catch on."

Moore, recently made private first class, believes he could add a couple of more stripes to his sleeve if he were able to get together a compact, short-cast, all-army rep unit which could operate in the field. "It wouldn't cost the government much money," he says, "and a lot of the guys in outlying territories could stand a laugh."

# "Skippy" Smith to Launch Stock Date in Grand Rapids

GRAND RAPIDS, Mich., Feb. 20.—Skippy Smith has a stock troupe set to open here March 14, with a policy of four one-hour shows a day with pictures. In the cast, according to Smith, will be Maurice Cash and Smith, comics; Al Wiser, straights and specialties; Tommy

Reynolds, straights; Edna Reynolds, chorus and specialties; Dona Dean and Francis Reno, parts and specialties. There will be eight girls in line. Principals will be changed from time to time, Smith says.

# MAGIC

(Continued from page 14)

ment at Camp Endicott, Davisville, R. I. He is doing his magic as a regular feature of the camp's touring vaude unit. . . . **BOB NELSON**, of Nelson Enterprises, Columbus, O., feeling the time is ripe for good mental acts, has returned to crystal-gazing harness under the name he used for seven years on the radio—Dr. Korda RaMayne. He is concentrating on theater dates. Nelson Enterprises will continue as usual.

**MAX TERHUNE**, still busy on making Westerns in the *Range Busters* series in Hollywood, writes from his home in Burbank, Calif., that magic is on the boom in the various clubs in that area. Between his picture work, the versatile Max still finds time to ring in an occasional theater date in the territory. For several months he has been on the Harpo Marx unit doing two acts for the Hollywood Victory Committee. . . . **VANTINE AND CAZAN** were visitors at the magic desk Monday of last week while in Cincinnati to show for the air force lads at Lunken Airport under USO Camp Shows, Inc. Vantine is manager of the unit. On the camp show circuit for several months, they have just been transferred to the Fifth Corps Area, and are slated to leave the country soon to entertain the soldiers and sailors at off-shore bases. They express themselves as delighted with the USO work to date. . . . **EDDIE COCHRAN** opened February 16 at 885 Club, Chicago, for two weeks with options, set by Paul Marr thru the Al Borde office. Cochran recently played Keith's, Indianapolis, and the Bijou Theater, Battle Creek, Mich., from whence he hopped to Colon, Mich., for a visit with Percy Abbott, the magic maker. Cochran is writing two books for Abbott which are slated to be published soon. . . . **TUCKER KEY**, now a private in the Special Service Office at Alve Field, Victoria, Tex., shoots us a "letter on a record," but having no phono around the office we haven't as yet had the opportunity to hear what Tucker has to say. . . . **JUDITH JOHNSON** and Company, mental turn, were in Cincinnati last week after concluding a theater tour with their musical unit, *Spices On Parade*. They are slated to resume with the unit in three weeks. In the meantime they will work several nitery dates for Jack Middletown, Cincy booker. They opened Monday (22) at Murray's Grill, Richmond, Ind. . . . **STUART ROSS**, well known for his magical exploits in Michigan's iron and copper country and years ago publicity rep for both Birch and Marquis, last week rejoined Marquis, now playing for Fox Theaters. . . . **GRAVITYO**, until recently with Ray Marsh Brydon's International Congress of Oddities, is playing niteries in the Indianapolis area for the Burton office of that city. He moves into Columbus, O., next week.

# Rep Ripples

**GLADYS AND AUSTIN RUSH**, out of the business since closing with the Jack Kelly show in the fall of 1939 and who spent the next two and a half years in a Cleveland nitery, are back at their home in Pine Bluff, Ark., where Austin is engaged in important war work and Gladys is enjoying her home and ladies' clubs. . . . **MRS. MARY SCOTT**, who as Mary Russell trouped for many years with her dad's tent, the Lawrence Russell Paramount Players, was a visitor at the rep desk last Wednesday (17) while in Cincinnati to look after funeral arrangements for her uncle and to aid in settling his estate. Off the road a number of years, Mary is now a resident of Sarasota, Fla., where her husband is a member of the police department. . . . **EMMETT LITTLETON**, formerly a billposter and agent with Silas Green, Robinson's Silver Minstrels, Winstead's Minstrels and other tent shows, is improving from a stroke suffered more than a year ago but is still unable to work. While he recuperates, his wife Pearl is handling the billposting and advertising for the Bailey and Carolina theaters in Wilmington, N. C. . . . **JAY (TEX) MASON**, former comedian, due to a recent illness which impaired his strength and vision temporarily, has been forced by the Georgia Compensation Board to relinquish his job as crane operator at the shipyards in Savannah, Ga. He's now an assistant with the U. S. Engineering

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

**BILL STEIN** writes an interesting letter, saying that he imagines a few of the folks have wondered what has happened to him. "By the same token," he says, "I've often wondered what's happened to a lot of them. I enlisted in the air corps long before the war broke out and thought I was gonna get away from the microphones for good, but I'm still at it. Have been in foreign service for a year now but, of course, I can't say where it is or how it is or much of anything. However, I'm enjoying the best of health and, while it isn't exactly crowded where I am, we manage to get along. Don't know much about what's going on in the States, so any news from derbyshow folks would be appreciated. Letters are also an event around this neck of the woods and if anyone would like to try one, address it to M/Sgt. Wilbur Stein, 11th Airways Comm. Sqdn., APO 944, care Postmaster, Seattle."

**DON DONNISON** corrects a recent statement to the effect that he and Clyde Hamby have joined the coast guard. The facts are that Don and Clyde are now members of the merchant marine, both joining after competing in the recent New Orleans show. Hamby is at present in Houston, but he and Don plan to ship out together some time in the near future.

Don would like reports from the folks addressed to D. L. Willis, Section 1, U.S.S. American Seafarer, St. Petersburg, Fla.

**SGT. IRV. CHIMOVITZ** is doing publicity and special service work for the air corps at Shaw Field, S. C. He asks return items in the derbyshow column from Al Baker and Ray Maxwell. He remembers that all were with the Jack Steinel shows in Flint, Mich., and Kansas City, Mo.

**CHARLEY SMALLEY** has been inducted into the army, according to a recent letter from Clyde Hamby.

# Wanted for Shufflin' Sam From Alabama

Colored Revue, Singers, Dancers, 2 good Comics, real Novelty Acts, Light Colored Chorus Girls, Blues Singer, Comedy Ball Room Dancing Act, Boss Canvasman, White to drive trucks. Will buy Bus, Proscenium and Scenery. Finest tent theatre on road. One and two day stands. Long season. Open in April. Can place Musicians.  
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**COLORED PERFORMERS AND MUSICIANS**. All instruments and acts. Five real Dancing Girls, plenty hot. Real Blues Singer that can cut it. Toll all first letter. Drinkers, don't answer. Salary good and you get it here.

**DAVID S. BELL**. Largest Medicine Show on Earth. Home Office: 116 E. Rogers St., Valdosta, Ga. P.S.: Want 5 to 10 K.W. A.C. Light Plant and House Trailer.

# ROBINSON'S SILVER MINSTRELS WANT

Colored Performers and Musicians, Girl Musicians OK; Trumpets, Saxophones, Piano Player, Chorus Girls, Novelty Acts. Highest salaries on Road today. Show opens March 12. Long, sure season. Lenard Rodgers, get in touch with me. Want you to report March 7. P.S.—All Performers who have worked for me in past, write. All address

ROBINSON'S SILVER MINSTRELS, Clinton, N. C.



# BARN WORK SPEEDING UP

## Greater War Role Planned

Slant programs to give patrons proper balance between work and recreation

CINCINNATI, Feb. 20.—Following Office of Defense Transportation Director Joseph B. Eastman's edict permitting railroad circuses and carnivals to operate in 1943 provided "they are willing to submit to certain restrictions and take certain chances," outdoor showmen are speeding up winter-quarters activities and mapping plans for the coming season. Propelled by a sincere determination to eclipse the great role they played in the war effort in 1942, carnival operators without exception are slanting their programs with an eye to giving the American people a proper balance between work and recreation.

They are confident that they can again work out morale-building presentations on their midways which will play an important part in contributing an over-all efficiency by relieving the strains of war and work. Conscious of the fact that their primary purpose this year will be to aid the war effort, show operators are already giving much time and thought to framing plans for scrap drives, sale of War Bonds and Stamps and special promotions to help the agencies connected with the war effort in the towns and cities on their itineraries.

### Plan Shorter Jumps

In an effort to conserve gas and rubber, carnival men are contemplating limiting the length of their jumps and playing two-week stands wherever possible. Numerous show managements have announced their intention of going ahead. They include E. Lawrence Phillips, owner-general manager of Johnny J. Jones Exposition, who announced from his Washington office that the organization will go on tour in 1943 as in the past. Shows' Augusta (Ga.) quarters opened February 15, with the season's debut being set for early in April.

John W. Wilson and I. Cetlin, co-owners of Cetlin & Wilson Shows, are at quarters in Petersburg, Va., laying plans for their tour. Al Wagner, owner Great Lakes Exposition Shows, is at Mobile (Ala.) quarters directing rebuilding and repainting work and planning an early April opening in that city. Al Baysinger is getting the Baysinger Shows in shape for their opener in Poplar Bluff, Mo., April 1, while Crystal Exposition Shows are slated to make their debut early that month. E. & S. Amusements, under management of James M. Raftery, open March 15, and Franks Shows are slated to open March 20 in downtown Macon, Ga.

Boswell's Amusements, directed by Thomas H. Boswell and Sam Collins, plan to play Virginia territory exclusively, keeping their jumps within a 20-mile radius. Russ Owens, general manager, is working out W. C. Kaus Shows' itinerary at New Bern (N. C.) quarters, as is Joe J. Pontana, manager Blue Ribbon Shows, which debut March 15 in Columbus, Ga. J. R. Edwards Shows will open their season in Ohio in May. L. J. Heth Shows are set for a March 13 inaugural in Birmingham, and Liberty United Shows will bow in Charleston, S. C., with a six-week engagement under SODF auspices. George C. Smith, owner George Clyde Smith Shows, is planning an early May opening in Cumberland, Md.

### Some Early Openings

Jack Ruback's Alamo Exposition Shows' season gets under way in San Antonio February 27, while Frank West's All-American Exposition will debut in Sheffield, Ala., March 27. Crescent Amusement Company is set for a March 1 opener in South Carolina, and Herman Bantly, general manager Bantly's Shows, is directing inaugural plans at Reynolds- (Barn Work Speeding Up on opp. page)

## LeMays Hosts to Showfolk At Valentine Party in Fla.

GIBSONTON, Fla., Feb. 20.—Grace and Eddie LeMay, former cookhouse operators and owners of a dining room here, were hosts to a number of showfolk friends at a Valentine Party February 15. Many attended in costume and plenty of entertainment and refreshments prevailed. One of the features was the distribution of valentines, with Nancy Young officiating. Honored guests included Sgt. Rodney Pass and Pfc. Marvin Randall.

Other guests included Mildred and Bea Thompson, Mr. and Mrs. Jack Winslow, Peggy Wilson, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Bill Keyes, Frank and Shirley Allen, Eddie and Pat Straylor, Roger and Nancy Young, Mr. and Mrs. Bill Dumas, Mr. and Mrs. Roy Tahash, Buck Alsop, Bert Leach, Stanley Barbay, Lee Erdman, Bobbie Bowwor, Betty Noyes, Roy Mansfield, Mother Manning, Mrs. Dorothy Markley, Al Hicks and Harry E. Wilson.

## League Spring Party Headed for Sellout

CHICAGO, Feb. 20.—At the rate tables are going for the annual Spring Party of the Showmen's League of America, to be held in Hotel Sherman March 8, the affair is sure to be a sellout, Lee Sloan, chairman, announces. The demand for tickets is heavy, Sloan says, and the new seating arrangements appear to have met with general approval.

All arrangements have been completed. An outstanding entertainment bill is assured and it will be held down to a reasonable length in order to permit plenty of dancing.

## Bazinet to St. Paul Park

MINNEAPOLIS, Feb. 20.—Bazinet Shows have been awarded the contract to provide rides, shows and concessions and the full operation of the new pavilion at Harriet Island Park, St. Paul, William Bazinet, president, announced here. He said that a number of new plans are being worked out. In the absence of Pvt. Dwight Bazinet, his wife, June, and sister, Marie Merrill, are assisting Bazinet Sr. in the management.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Hi-Midway-Dalgo, Mex.  
February 20, 1943.

Dear Editor:

First section of Ballyhoo Bros.' Gold-leaf Special arrived here at 11 a.m. on Sunday, the second section at 1, the third at 2, the fourth at 3 and the fifth at 4 p.m. The five sections were unloaded and on the lot by dusk and the erecting of shows and rides was well under way by midnight. (We are sure that some showmen will argue against this show travelling in five sections. For that reason we have mailed you a duplicate tare sheet to prove that our train was moved over Jerk & Jolt Mountain Line in five sections with five cars in each. Now that this is an established five-section show, we believe it proper to refer to it as such in all future show letters. Don't mention that because of bad curves and poor roadbed it was necessary to move the train that way.) The midway was laid out here in a beautiful horseshoe, with all concessions holding front-end locations and the rides lined thru the center. Much credit is due our lot man for the capable manner in which he located each attraction. (Be sure and run the above, as our lot man is itching to get back to the States. Besides, it is unusual news, seldom used by other press agents.) Our experience here proved that an

## Dance Proceeds Aid MSA Fund For Service Men

DETROIT, Feb. 20.—Plans for the St. Patrick's Day Dance to be held here March 17 under direction of Servicemen's Committee of Michigan Showmen's Association are rapidly nearing completion, Ben Moss and Harold (Buddy) Paddock said this week. Proceeds of the dance will be used to augment club's fund for the Servicemen's Committee, which each month sends packages to not only MSA members but other showmen as well.

Regular meeting was held Monday night, with all officers and a large crowd on hand. Two War Bonds were disposed of, and the Servicemen's Committee reported that 148 packages were mailed so far this month. Brother Tim Claman read 28 letters from showmen in the armed forces.

House committee provided a chop suey dinner and refreshments donated by President Harry Stahl. Several members are getting their equipment ready for spring openings. Louis Wish advised he would arrive in time for next week's meeting. Brother Hymie Stone reports his wife's condition is showing improvement. Brother Joe Vernick says he is getting along nicely. Brother Nate Golden will leave soon for the East on a vacation. Brother Manny Brown lettered from Hot Springs, Ark. Mike Allen came in with 14 applications. Women report plans are shaping up nicely for their Ladies' Auxiliary.

## Sunset Adds Dates In Iowa, Illinois

DANVILLE, Ill., Feb. 20.—Manager K. H. Garman said this week that contracts have been signed for the Sunset Amusement Company to play the 1943 fairs in Decorah, Ia., and Henry and Mount Sterling, Ill.

Garman said several more fair contracts are pending. These, with the celebrations already booked, will give the shows their longest season of fairs and celebrations in their 14 years of operation, he said.

## TO AVOID WASTE

Government regulations require ALL newspapers and magazines to reduce their paper tonnage for the duration. You can help by buying your copy of The Billboard from the SAME news dealer each week whenever practicable or by ordering The Billboard on subscription. Unsold copies on newsstands are a waste of paper, transportation and energy. Do your part. Help win the war.

## W. E. Franks Title Changed; Work Gets Under Way in Macon

MACON, Ga., Feb. 20.—Arrangements are being made for the opening here March 20 of Playland Park, Broadway and Oglethorpe streets, which will feature attractions of Franks Shows. Manager W. E. (Bill) Franks announced last week that the title Franks Greater Shows will be shortened this year to Franks Shows. Winter quarters are in a State farm market storage building near the park site and work is under way.

Harry Bestland booked his Chairplane and Kiddie Ride, and Charles Drill signed his Ferris Wheel. Mrs. Pauline Drill booked five concessions. Other recent bookings include Johnny Gibson, of the Mahan-Gibson Decorating Company, with candy apples, peanuts, popcorn, snowballs and penny pitch; Charles Amerson, two concessions; George and Muriel Evitts, and Red Powers, two.

Charles Drill is converting his semi-trailer into a War Peep Show, and management is building another walk-thru show. Manager Franks says he plans to operate 10 concessions and is negotiating for a Tilt-a-Whirl for early delivery. Principal construction items now are a front and a large barbecue establishment being built of cypress logs cut from the Franks farm in Wilcox County.

## Regular Associated Troupers Are Partied by Spot Ragland

LOS ANGELES, Feb. 20.—Spot Ragland was host to 35 members of the Regular Associated Troupers' Club at dinner at his local nitery February 7. After dinner President Estell Hanscom was introduced.

On the floorshow were Dorothy Dalton, accompanied by Bess Parker at the piano.

Among guests were Spot Ragland, President Hanscom, Elmer Hanscom, Ben Korte, Marge Frost, Lucille Hodge, Minnie Ponds, Margaret Ragland, Sammy and Lucille Dolman, Ethel Krug, Moxie and Babe Miller, Lucille King, Marge Corey, Carmen and John Cardwell, Evelyn Harms, Jean Catlin, Lou and Ruth Korte, Ted and Marlo Le Fors, Bill and Ruth McMahon, Jimmy Whitaker, Jack Ward, Bill and Gladys Dill, Clarence and Patsy Ponds, Roy E. Ludington, Harold Mock, Cora Eddy, Royland Dalton and Lillabelle Lear.

## Mrs. Edward Hock To Pilot SLA Aux. Past Pres. Club

CHICAGO, Feb. 20.—Mrs. Edward Hock was elected president of the Past Presidents' Club, composed of former executives of the Ladies' Auxiliary, Showmen's League of America, when the organization celebrated its first anniversary with a dinner in Nankin Restaurant here February 11. Other officers for 1943 are Mrs. Marie Brown, first vice-president; Mrs. Al Latto, second vice-president; Mrs. Minnie Delgarian Hoffman, third vice-president, and Mrs. L. M. Brumleve, secretary-treasurer.

Nan Rankine, outgoing president, was the recipient of an attractive pin from members in appreciation of her services during 1942. A congratulatory message was received from Mrs. William Carsky, president Ladies' Auxiliary, SLA.



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**BARN WORK SPEEDING UP**  
(Continued from opposite page)  
ville, Pa. Art Lewis Shows will inaugurate their tour at Norfolk, Va., April 10, while James E. Strates Shows' train is scheduled to leave Smithfield (N. Y.) quarters on their tour April 1.  
O. C. Buck Exposition opens April 15, as do Heller's Acme Shows. F. E. Gooding, manager F. E. Gooding Amusement Company, is in Columbus (O.) quarters mapping plans for an early opener. William Glick's Ideal Exposition Shows leave their Baltimore barn early in April for their Hagerstown (Md.) bow, while Scott Exposition Shows open their 26th consecutive season on tour at Atlanta March 26. March 6 is the date for John R. Ward Shows' inaugural at Baton Rouge. Bullock Amusement is slated for a March 19 opener in Sumter, S. C., while O. J. Bach Shows inaugurate their tour in Utica, N. Y., April 23. E. H. Miner's Garden State Shows plan a May 1 debut.

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**SERVICE MEN'S COMMITTEE PRESENTS**  
**GALA ST. PATRICK'S PARTY AND DANCE**  
**WEDNESDAY, MARCH 17,**  
**AT EASTWOOD PARK BALLROOM**  
**EASTWOOD PARK, E. DETROIT, MICH.**  
*Entire Proceeds for Service Men's Fund to Carry on Our Work for the Boys in the Armed Forces*  
**SEND FOR YOUR TICKETS NOW TO THE SERVICE MEN'S COMMITTEE, MICHIGAN SHOWMEN'S ASSOCIATION, 156 TEMPLE ST. DETROIT, MICH.**  
**\$1.00** **SPECIAL NOTICE** **\$1.00**  
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That knows Pennsylvania and Ohio. Must have car. Address:  
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**J. J. PAGE SHOWS**  
Opening Middle of April at Johnson City, Tenn.  
WANT TO BUY SMITH & SMITH CHAIR-O-PLANE, ALSO WURLITZER MERRY-GO-ROUND ORGAN #105 IN GOOD SHAPE. Want COOK HOUSE and all other legitimate Concessions except Corn Game. Get in touch at once. Good opening for PENNY ARCADE and LEAD GALLERY. Want Ride Help for Ride-o, Ferris Wheel, Merry-Go-Round, Loop-o-Plane, Chair-o-Plane and Kiddie Rides. Have complete outfits, in good shape, for all Shows and want capable parties to operate Girl Show. Can place Musicians and Chorus Girls for Colored Minstrel. Want Athletic Show Man who is capable to handle Athletic Show, also Man to take over 10-in-1 that can furnish people and acts. Will furnish outfits for money-getting Grind Shows. ALL SHOW PEOPLE, CONCESSIONAIRES AND RIDE MEN WITH US BEFORE, GET IN TOUCH. Roy Fann wants Agents for Ball Game, Penny Pitch and Fish Pond. Roy Carey wants Grind Store Agents. Everybody address:  
**J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN.**  
P.S.: Want High Aerial Free Act.

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Help Swell the Fund for League Members in the Armed Forces by Attending the  
**ANNUAL SPRING PARTY OF THE Showmen's League of America**  
**MONDAY NIGHT, MARCH 8, 1943**  
**COLLEGE INN, HOTEL SHERMAN, CHICAGO**  
A Swell Dinner, Grand Entertainment, Dancing  
**Victory Boxes (Seating 10).....\$82.50**  
**Victory Circle (Tables Seating 10).... 55.00**  
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For Reservations, Write  
**SPRING PARTY COMMITTEE, SHOWMEN'S LEAGUE OF AMERICA**  
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**WANTS---JAMES E. STRATES SHOWS, Inc.---WANTS**  
Want Foremen and Help for the following Rides: Merry-Go-Round, Ferris Wheels, Scooter, Hey Dey, Octopus, Boomerang and Kiddie Rides. WANT CHIEF ELECTRICIAN, Asst. Electricians, Neon Men and Tower Men. Can place Tractor Drivers, Caterpillar Drivers and Train Crew. Walter Marks wants Drome Riders. Want Help for Winter Quarters. Can use useful people. Will book and furnish Wagons for SPITFIRE and Pony Ride. Show Train leaves Winter Quarters April 1. Will furnish Wagons for any Ride or Show that does not conflict with what we have.  
**JAMES E. STRATES, Box 239, Smithfield, N. C.**

**WANTED GIRLS FOR POSING SHOW WANTED**  
Experience unnecessary but must be attractive. Top salaries. Gypsy Leibold, Edna Coats, Iris Pridgen, write. Wanted: EXPERIENCED CANDY PITCHMEN. Wanted for JAMES E. STRATES SHOWS, playing one of the best circuits for candy in the country. ALLEN KEMP, CARTER BLEVING, write. Address:  
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WANT TO BOOK 2 OR 3 SHOWS  
Those with own outfits and transportation preferred. Very good proposition. WILL ALSO BOOK A LATE MODEL RIDE. CAN PLACE A FEW MORE LEGITIMATE CONCESSIONS. WANT RIDE HELP THAT CAN DRIVE. All Address:  
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OPENING MARCH 6—ST. LOUIS, MO.—PLAYING INDUSTRIAL CENTERS ONLY  
WANT STOCK CONCESSIONS (NO GRIFF)  
WANT RIDE HELP THAT CAN DRIVE SEMI TRAILERS FOR Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Octopus, Roll-o-Plane, Tilt-a-Whirl and Ride-o-O. Top Salaries—All Cash. Address All Communications to  
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**CALL CALL CALL**  
Show Opens April 1, Clarksville, Va. — 9 Big Days  
Want Rides not conflicting. Opening for Chair-Plane. Shows of all kinds, furnish outfits. Few more Concessions, no racket. Ride Help. Have 23 Pairs and Celebrations booked and 7 more pending. Sly High Girl Free Act booked. Write or wire  
**JOHN GEOMA, Mgr., 722 Empire Bldg., Pittsburgh, Pa., till March 2nd; then Clarksville, Va.**  
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 Size 48x48", With 1 Jack Pot, \$35.00.  
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**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price .....\$12.00

**BINGO GAMES**  
 75-Player Complete .....\$5.00  
 100-Player Complete ..... 7.00

1/3 Deposit on All Orders.  
**SEND FOR CATALOGUE**  
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Cans, etc.  
**SLACK MFG. CO.**  
 124-126 W. Lake St. CHICAGO, ILL.

**ASTRO FORECASTS AND ANALYSES**

All readings complete for 1943  
 Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00  
 Analysis, 8-p., with Blue Cover, Each . . . . .08  
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**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-p. Well Bound . . . . .25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc. . . . .35¢  
 Signs Cards, Illustrated, Pack of 36 . . . . .15¢  
 Graphology Charts, 8x17. Sam. 5¢, per 1000 \$6.00  
**MENTAL TELEPATHY, Booklet, 21 P. . . . .25¢**  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO  
 Instant Delivery. Send for Wholesale Prices.

**BUDDHA — FUTURE PHOTOS — HOROSCOPES**  
 1941-42 ASTRO DAILY, HOURLY FORECASTS  
 Buddha Papers, Horoscopes in 14 styles, Display Charts, Apparatus for Mindreaders, Magic, Spirit Effects, Mitt Camps, Graphology, Palmistry, Books, Crystals. 164-Page Illustrated Catalogue, 30¢.

**NELSON ENTERPRISES**  
 336 So. High Street, COLUMBUS, O.



**NO SHORTAGE**  
 On Our Easy Money-Making  
**BUDDHA PAPERS**  
 Blank sheets of paper magically turn into written Fortune Telling or Character Readings.  
 Send Stamp for Catalog.  
 S. BOWER, Bellemead, N. J.

**JAPANESE SHRUNKEN HEADS**  
 Hold one up, watch the crowds come. Everyone wants to see a dead Jap, they will never forget Pearl Harbor. Many Japs killed and captured in Solomon Islands. There is a cannibal tribe of head hunters that actually shrink human heads. We send a lecture with each head telling you all about them. Genuine reproduction of Jap head in shrunken condition, about half life size. Very light and image of Jap. Postpaid \$8.  
**TATE'S CURIOSITY SHOP, Safford, Arizona.**

**8-CAR WHIP**  
 Located Norfolk, Va., Park.  
 Rebuilt last year. Excellent condition.  
**Price \$750.00**  
 Apply  
**Hamid Amusement Co., Inc.**  
 10 Rockefeller Plaza  
 New York, N. Y.

**WANT COMPLETE PORTABLE SCOOTER**  
 MUST BE IN GOOD CONDITION  
**Hurwood Enterprises**  
 234 E. Main Street  
 Norfolk, Virginia

**HARRY WEBB WANTS**  
 AGENTS for Spindles, Slum Skillets and Roll-downs. People I know only. Also working Men and Sticks. **OPEN MARCH 20 IN MISSISSIPPI.** Have show that only carries five stores, where you work and don't give back all your money. Can give you a **H. D. WEBB, Gen. Del., Atlanta, Ga., until Mar. 10.** long, sure season. **H. D. WEBB, Gen. Del., Atlanta, Ga., until March 10.**

**Midway Confab**

(Communications to 25-27 Opera Place, Cincinnati, O.)

**SHORT month.** two canteens in Hagerstown, Md. They expect to make their home there.

**WALKER AND COZY** left Baton Rouge, La., recently to join Sam Golden's Museum in Little Rock.

**W. G. McLAUGHLIN**, concessionaire, is in Orange, Tex., where he plans to work for the duration.

**PERHAPS** the next new ride will be named "The Jeep."

**CLOWN** with C. A. Vernon Shows, Danny Data, is spending the winter driving a truck for a San Antonio firm.

**MIKE ROSEN** left Chicago for the South a few days ago to join the West Shows.

**WAY** you handle the present difficulties will determine what kind of a manager you are.—Colonel Patch.

**DOROTHY AND BILL LUCK**, carnival troupers, have purchased a tavern in Coal City, Ill., and will not return to the road this season, they report.

**ROY VINCENT**, deaf trick roper, last season with Art Lewis Shows, is in his sixth week with Hubert's Museum, New York.

**HEARD** down yonder: "Yo' all kin keep dat little ol' thin dime if it do yo' all any good. I sho' didn't see nothin' fo' it."

**JAMES DAILEY**, during a Cincinnati visit last week, said he visited Wallace Bros.' Shows in Jackson, Miss., where he met Dad Crawford, vet Minstrel Show talker.

**PEGGIE BAINCHETTI**, formerly with Royal American Shows, is visiting friends in Jacksonville, Fla., and will return to Frankfort, Ind., soon to resume her duties in a war plant.

**"FOR** the next three minutes we'll lay aside the quarter tickets and let everybody go for a dime." A dime jam is merely a sale of cheap talk being sold at a reduced price.

**LEE HOUSTON** began the last four weeks of his theater and night club winter dates at Atlanta recently. He plans to join J. F. Sparks Shows with his Society Circus for the 1943 tour.

**SECRETARY** of J. R. Edwards Shows, Katherine E. Johnson cards from Wooster, O., that William (Bill) Schloer has booked two concessions with the shows.



**PLAYING AN IMPORTANT** role in the Michigan Showmen's Association Servicemen's Committee campaign of sending foodstuffs, smokes, etc., to not only its own members but to other showmen in the armed services is club secretary J. Gallagher (right), who keeps a constant check of addresses. Going over the list with him when this photo was made was Private Rochman, a member of the club. In an effort to augment its servicemen's fund the club will hold a St. Patrick Day Dance and Frolic in Detroit March 17. Arrangements have been made to bally the dance in the Detroit area via radio and newspaper advertising, and several speakers and entertainers of note are slated to contribute their time and services to the event. Committee is conducting the dance on a national scale and in addition to the local area organization is sending out over 2,000 letters to showmen, each containing two tickets for the dance.

**"WE didn't worry much about our working boys during the winter. We knew that they would get along."**

**WILLIAM (CY) PERKINS** will return to Dick's Paramount Shows as advertising agent this season, he writes from Norfolk.

**PETE RICHARDS** letters from Columbus, Ga., that he has booked seven concessions with Blue Ribbon Shows and will open there March 15.

**EDITH THOMPSON**, whose father had the side show on Endy Bros.' Shows last season, has been playing Philadelphia clubs with her magic act.

**REMEMBER** when every carnival department head expected a tip and Glass House operators never forgot the trainmasters?

**JOHN CUNNINGHAM**, manager Cunningham Exposition Shows, is in New Matamoras (O.) quarters mapping plans for the 1943 tour, Al Devine letters from the Ohio city.

**JOHN AND BELL WILLIAMS**, former concessionaires on Bantly's All-American Shows, are operating a restaurant and

**AT** this time of year beans get heavier and ham gets lighter in some quarters cookhouses as more and more men arrive.

**CORP. WESLEY D. CHARLES**, formerly with Cetlin & Wilson Shows and Johnny J. Jones Exposition, is with 663 Pre-Flight Squadron, Santa Ana Air Base, Calif.

**FORMER** concessionaire, John J. Caruso is a sergeant with 469th Headquarters A. B., Herbert Smart Air Port, Macon, Ga. Mrs. Caruso is employed at Robins Field Air Depot.

**WONDER** what became of the happy-go-lucky hanger-on who worked only on tear-down nights and set-up days and who referred to a syphon hose as a credit card?

**F. C. (JO-JO) LYLE**, last season with Dodson's World's Fair Shows, is in Memorial Hospital, Lima, O., where he underwent a hernia operation. He would like to read letters from friends.

**WILLIAM (BILL) RICHARDSON**, last two seasons bingo caller on Crystal Exposition Shows, is driving a truck for a freight line between Bristol, Va., and New York. He plans to rejoin the shows at Crystal River, Fla., March 15.

**EARL A. REID SAYS:**  
 "New Wheel works like a charm. Very much pleased with the ride. We opened to good business. You, too, can make money with a BIG ELI WHEEL.  
 Write us about a 1943 Model No. 5 or No. 12.  
**ELI BRIDGE COMPANY**  
 Builders of Dependable Products  
 800 Case Ave. Jacksonville, Illinois



**FAIR PARK**  
 LITTLE ROCK, ARKANSAS  
 Only Amusement Park  
**OPENING MARCH 15**  
 Want Ride Foremen for Tilt-a-Whirl, Baby Q Merry-Go-Round, Eli Wheel, Dual Loop; Second Men, answer. Will buy or book Electric Train, prefer large size. Good opening for Octopus, Spitfire or any Rides not conflicting. Especially good proposition for Fun House or Class House. Want to join on wire—Painter, Mechanic, Electrician. Starten, Scottie Sullivan, Ed Elam, answer. For sale—Three 20x30, one 50x130, two 20 assorted Banners, \$5 Ea.  
**T. A. FUZZELL**  
 Route 3, Box 417 Little Rock, Ark.

**WALLACE BROS.' SHOWS**  
**WANT**  
 Cook House, Corn Game, Photo, Ride Help, Show People, Concessions.  
**WALLACE BROS.' SHOWS,**  
 Box 1184, Jackson, Miss.

**WANTED FOR UNIT**  
**BALL GAMES AND ANY OTHER GRIND CONCESSION.**  
 Wanted: Merry-Go-Round and Chairplane Foreman.  
 Open April 30th, Gloucester, N. J.  
 Joe Zenda, write.  
**MIKE ZEIGLER**  
 Hotel Milnor PHILA., PA.

**J. R. EDWARDS SHOWS**  
 Open in Wooster April 1  
 Uptown Location.  
 Want legitimate Concessions and Shows. Good proposition for Cook House. **WANT** Foremen for Tilt-a-Whirl, Ferris Wheel, Merry-Go-Round. Good treatment and top salary. Address all mail and wires to  
**J. R. EDWARDS SHOWS**  
 233 N. Buckeye Street Wooster, O.

**AT LIBERTY**  
**GENERAL AGENT**  
 Know all territory. Capable, sober and reliable. Have good transportation.  
 Address  
**BERT ROSENBERGER**  
 4250 S. W. 8TH ST., MIAMI, FLA.

**PETE RICHARDS WANTS**  
 Radio, Ham and Bacon Wheel Agents, Pan Game and Grind, Store Agents, Truck Driver. **Must be** handy man to do repair work in Winter Quarters. Will open March 15.  
 Care Gen. Del., Columbus, Ga.

**RALPH R. MILLER WANTS**  
 Merry-Go-Round Foreman. Winter salary \$25.00 week. Place Ticket Sellers, Concession Agents immediately. Book Concessions, \$10.00 week. No exclusive. Will buy Calliope Organ.  
 Baton Rouge, La., this week.

**TATTOO MAN WANTED**  
 Best Sailor Town in Country.  
**PENNYLAND**  
 722 Granby St. NORFOLK, VA.



**TRAINMASTERS** are smart to the showman who stalls his teardown work so that his wagon will be loaded on the fast section so as to be one of the first off.

M. J. DOOLAN, who has been sending hundreds of cartons of cigarettes to men in the service, got a swell story a few days ago on the front page of *The Chicago Daily News*. This is the second big story *The News* has given Mickey.

**PALLBEARERS** at funeral services for Loull James, widely known concessionaire, in San Antonio, February 4, included Bill Gooch, Blackie McLemore, Hubert Hall, Bob Harris, Earl Malone and Alonzo Carrzeao.

**THING** in favor of the ride boy who gets paid off in brass is that he doesn't have to worry about the rise and fall of the dollar's value.

**JOHN HARRINGTON**, carnival trouper, is at his home in Baltimore, where he is under the care of a specialist for heart and stomach ailments, Mrs. Bootsie Harrington reports. They are operating a tie store there for the duration, she says.

**PLEASE!** Communications to the Midway Confab desk must be signed or they cannot be published in the column. A number of them hit the desk again last week and were relegated to the wastebasket. Your co-operation will be appreciated.

**WHEN** press agents write, "The public is eating our midway," they may mean that the cookhouses and grab stands ran out of meat.

**NOTES** from Jack Stevens's Shows' quarters in Grand Rapids, Mich., by E. S. Davis: Manager Jack Stevens was honored at a surprise dinner here February 9 in celebration of his 37th birthday. Solly Epstein, chief, and his assistant, Moe Dozlsk, prepared the dinner, and members partook of the meal. A large birthday cake was cut by Bert Geyer. Stevens was presented with a new hat.

**Pit Show Logic**

"REASON I never have anything in my Side Show," remarked Jud Emptypit, "is because the American public loves to beef. Proof of my statement lies in the fact that they keep on visiting it and beefing. Most patrons have their minds made up before going in that they won't see anything and I hate to disappoint 'em. The more skeptical patrons want you to know in advance that they are not suckers and they signify their thoughts by winking at the ticket seller when buying a ducat. I hep other shows by not having anything to see in mine. That may sound like a broad statement, but here is the proof. Before coming to the lot a family decides to make out a budget which probably reads, 'We will see a show, ride on two rides, witness the free act, buy a cold drink and a burger and come home.' My show, always being first in on the right-hand side, is given the tip first. The family whose budget reads, 'We will see a show,' after visiting my empty tent will still want to see that show and will visit the one next door. Providing he hasn't anything to show, the family will continue around the lot until they see one. One year I contracted with a carnival manager who insisted that I must carry a heavy show, filled with educational exhibits. I spent the winter gathering four tons of sea shells, coral and rocks of every description. I sent the stuff (boxed and by express for the office to lift) to prove that my show was heavy. I opened a strictly educational show, my lecture on rock formations lasting well over two hours. The show was heavy enough to break down an office-owned truck while transporting it. But did the manager appreciate a heavy and educational exhibition? Hell, no! He donated it, while en route, to a WPA road-building project and went back to beefing about side shows that featured a midget soder and her eight-ounce baby in a bottle. Never could figure out why people who do not believe in witches, ghosts, fairies, Jack Frost and Santa Claus do believe side-show banners. It was either Barnum; Bosco, the Geek, or Clothespin Red who said: "Put 'em in an empty tent. They'll find their way out."



PVT. ALLEN COLLINS is with the USMC Air Corps somewhere abroad. Collins is the son of Al Collins, formerly with many carnivals, and Mrs. Madeline Collins, formerly in vaude and burlesque but now retired.

**FAT-SHOW** attractions should apply for double sugar, butter and fat-meat ration books on the ground that loss of weight will put 'em out of biz.

**LITTLE ROCK NOTES:** Mr. and Mrs. C. A. (Curley) Vernon, owners Four Star (See *MIDWAY CONFAB* on page 44)

**Carnival Oddities**

A **SUITCASER**, who was always on the lookout for angels, promoted three farmers and built a gilly show with their money. In order to have the show go broke as quickly as possible, the promoter let his three inexperienced partners operate the midway. Everything the farmer-showmen did was opposite to what any show manager would do. The show made money from the opening week on and after being on the road six weeks the partners held a meeting and ousted the promoter because he had no money invested in the enterprise nor had he taken any active part in its operation. The show had a big season and was sold outright that winter.

**DURING** the depression a hungry-looking lad applied for a job at a carnival cookhouse, which was operated by a well-known midway caterer. "I am sorry that I haven't an opening for you," said the manager, "but stick around and when there is one I'll place you. While you are hanging around I will give you your meals." The lad made the cookhouse three times daily and each time as he walked by the cash register on his way out the cookhouse manager merely smiled. After a hearty supper on Saturday the lad, on his way out, was stopped by the manager with, "I can use you to help tear down the cookhouse tonight. I'll give you \$4 so that you can eat on the run." "Sorry!" replied the boy. "My boss wouldn't stand for it. He hired me 10 minutes after you turned me down for a job last Monday."

**YEARS** ago an American carnival played in two countries at the same time. It didn't travel in two units nor did it have two midways. The show was playing a celebration at Laredo, Tex., with part of its midway erected across the Rio Grande at Nueva Laredo, Mex., under the same auspices.

**Concern Advertises in The Billboard 39 Years**

**CINCINNATI, Feb. 20.**—Renewal of an advertising contract for 1943 by Weldon, Williams & Lick, ticket printers, Fort Smith, Ark., brought out the fact that the concern had advertised in *The Billboard* for 39 years.

Its first advertisement in this publication was in the issue of January 9, 1904.

**BIRMINGHAM.**—Ernestine Dyer has filed a mandamus writ in Circuit Court here seeking to force Sheriff Holt M. McDowell to appear in court and show cause why he has not levied against the property of Hennies Bros.' Shows, Inc., to satisfy a \$5,000 judgment she obtained in the local court in 1941.

**IN THE ARMED FORCES**

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. HERBERT MACE, former ride operator, is with the army at the fairgrounds in Salt Lake City and attending school at University of Utah, where he is taking (See *ARMED FORCES* on page 34)

**WHEELS OF ALL KINDS**  
 Tickets—Paddles—Laydowns  
**SHOOTING GALLERIES**  
**Complete KENO Outfits**  
**CARNIVAL SUPPLIES AND EQUIPMENT**  
 GAMES, STRIKERS, ETC.  
 WRITE FOR CATALOG  
**H. C. EVANS & CO.**  
 1520-28 W. Adams St., Chicago

**44th Annual Tour!**



**OPENING AUGUSTA, GEORGIA, SATURDAY, APRIL 3rd!**

**CALL!! CALL!!**

All persons engaged kindly acknowledge this call. CAN PLACE reliable Foremen and Second Men for office-owned Rides, Scenic Artist, Boss Canvasman and Assistants for Shows. Can use one Caterpillar Tractor Driver, Diesel Light Plant Assistants, Carpenter, Painter, Assistant Electrician and useful People in all lines. To reliable Help we offer top salaries and good accommodations. **WINTER QUARTERS NOW OPEN.** Can place reliable Cookhouse Help, Want Assistant Treasurer for office or Lady Stenographer with some knowledge of bookkeeping, also experienced Manager and Auditor for Concessions.

Have openings for one or two Grind Shows of merit. Performers and Musicians for Minstrel Show or will consider organized troupe. Openings for GIRLS doing line work or specialties for our FOLLIES OF 1943. Can also place Rhumba or Specialty Team. Salaries paid from office. Want Manager and Performers for POSING SHOW, or will consider organized company for this attraction—have excellent framed show. Can place Help for Del Rio Midgets Revue. RIDES—Will book one or two independent Rides. Interested in booking or buying Rocket, Fly-o-Plane, Caterpillar, Roll-o-Plane or Spitfire.

**CONCESSIONS**—Have openings for all Concessions for the best still date and fair route in the country this year. Can place Custard, Cotton Candy, Lead Gallery, Pitch Till You Win, Fish Pond, Scales, Guess Your Age, Photos, Ball Games, Waffles, Cigarette Shooting Gallery, Popcorn and Peanuts and Candy Apples.

**NEW**

**JOHNNY J. JONES EXPOSITION, INC.**  
 Winter Quarters  
 P. O. Box 378 Augusta, Georgia

**WORLD'S MOST POPULAR RIDES**  
 OCTOPUS—ROLLOPLANE—FLY-O-PLANE  
 Manufactured by  
**EYERLY AIRCRAFT CO., Salem, Oregon**

**POPCORN SUPPLIES**

Don't close down your popcorn stand for lack of supplies. We have everything you need at money-saving prices. Send for our latest PRICE LIST today.

**GOLD MEDAL PRODUCTS CO.**

131 E. Pearl Street

Cincinnati, O.

**SHRUNKEN JAPANESE SOLDIER**

See the tiny Shrunkened Body, once a mighty fighting soldier, now a shrunken midget. Biggest little attraction of all time. A reproduction of Japanese body in shrunken condition. Every detail true to life, has black hair, hands, feet, ears, nose, mouth, eye lashes, brows, hair on chest. Many Japanese soldiers have been captured in the Solomon Islands. A jungle tribe of head hunters actually shrink human bodies and heads. We tell you all about them with lecture. Made of light flesh colored material, very light. Almost half as long as normal Jap. Window attractions, walk throughs, side shows, carnivals, fill your place every show. Order one today. Shipped in nice casket. Postpaid only \$15.00. Address:

**TATE'S CURIOSITY SHOP**

Safford, Arizona

**WANT—PEPPERS ALL STATE SHOWS—WANT**

**OPENING APRIL 22, SMITHERS, W. VA. 9 DAYS — 2 SATURDAY NIGHTS — 9 DAYS**

The largest Coal Mines in West Virginia. Want Ride Foremen on Merry-Go-Round, Ferris Wheel and Chair Plane. Write and find out what my offer is. Concessions open—Small Cook House, American Milt Camp. Will sell the ex. Penny Pitches, Bumper Store, Jewelry, Huckley Buck, any legitimate 10c Stores. **WANT A BINGO CALLER** that can manage, also Counter Help. Want to buy 200 ft. of Side Wall, 7 ft. high. Will furnish outfit for a Monkey Show. Address:  
**FRANK W. PEPPERS, NEW MARTIN HOTEL, WILMINGTON, OHIO.**



# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 20.—We returned from New York State Fair Association meeting, Albany, February 8-9, where we had an opportunity to contact various association members in connection with problems of the industry, as well as to conduct a special meeting of the participants in the Public Relations Fund.

New members acquired at the Albany meeting included Sam Lawrence Playtime and King Reid shows. Principal topic of conversation at the meeting was the ODT release handed down on February 7, permitting carnivals to operate in 1943. Our attention has been called to Bill No. 133 introduced in the West Virginia Legislature, which would increase the license fee on concessions to \$10 per day on each concession. Past President Floyd E. Gooding has written us with reference to the bill, and a copy of the bill has been sent by Graves H. Perry, general agent John H. Marks Shows. Examination of the bill indicates that it may be unconstitutional. Shows who play West Virginia and are interested in opposing this bill should contact Perry, who can provide considerable information on the subject. He can be contacted at Kanawah Hotel, Charleston, W. Va.

## Penn Premier Bow Set for Erie, Pa.

STROUDSBURG, Pa., Feb. 20.—Some of the equipment of Penn Premier Shows is in local quarters being readied for season's opener at Pittsburgh Avenue and 26th Street, Erie, Pa., May 5. A full crew is at work under direction of Arthur Johnson, and the two kiddie rides that were brought back to quarters are nearly completed. This is the only work to be done here, as most of the equipment is in Erie, and repainting and repairing activities will get under way there early in April.

Management plans to play four loca-

tions in Erie before starting the tour of Ohio, New York and Western Pennsylvania. Manager Lloyd Serfass reports he has booked a number of Southern fairs, and shows also have contracts to provide the midway at several celebrations. Official staff includes Lloyd Serfass, general manager; Mrs. Serfass, secretary-treasurer; Albert Bydiark, general superintendent, and Lewis Weiss, legal adjuster. Low Moore will again handle the front, with Barney Williams as electrician and lot superintendent. Orville (Speedy) Hagen has signed to handle the Motordrome, and George Waltz will manage the new War Show.

Kay Weiss has booked two Girl Shows and a Hawaiian Show, and Mr. and Mrs. A. P. Henley will handle the Side Show and Illusion Show. At local quarters are Arthur Johnson, William Bellis, Harry Yoder, Morgan Ringer, Harry Carlton and Ellis Brush. Recent visitors were Orville Hagen, William Nixon, Stanley Broom and George Hastings. Mr. and Mrs. Walter Vallance have re-linked their Penny Arcade. Concessionaires booked include Buckey Allen, Mr. and Mrs. William Nuss, Harry Meyers, Mr. and Mrs. Abbott, Pat Montana, Martin Irving, Patsy Rosana, Harry Hoddles and George Getz. Jasper Luick, who is in the army at Atlantic City, visited quarters while on furlough.

## Texas Kidd Out for Duration

FORT WORTH, Feb. 20.—After 25 years on the road, Texas Kidd Shows have folded because of the war. T. K. Kidd, owner, said here last week. He said that he plans to sell his equipment.

## ARMED FORCES

(Continued from page 33)

a course in aerial photography. He says he has his rides booked with his partner, John Keeler, under management of Winnie Brown. Jack Salkins is operating Mace's concessions.

CORP. WILLIAM C. BELL has been transferred from Atlantic City to Company M, 15 S. T. R., Fort Monmouth, N. J.

J. L. (TONY) DYER, publicity director and radio exploitation agent for many years with a number of outdoor amusement enterprises, is stationed with Com-

pany A, 2nd Bn., F. R. T. C., Fort Knox, Ky.

GEORGE WASKO, concessionaire with Motor City and World of Pleasure shows, and Irving Ruben, concessionaire at Eastwood Park, Detroit, were inducted into the army at Fort Custer, Mich., recently. Both are members of Michigan Showmen's Association.

## Museums

### John Howard's Unit Okay At Three-Week Omaha Date

OMAHA, Feb. 20. — John Howard's World's Fair Museum successfully closed its third week at the old Rialto Theater here. Business has been good despite inclement weather. Unit is well housed with ample room at 1416 Douglas Street. Acts are displayed in an oblong circle. No ballyhoo is used on the outside. Admission is 20 cents and no merchandise is sold inside. Show is appearing under a city permit without local sponsor.

Show features Congo, big-mouth Savage; Delores, fat girl; Pig-Man, Australian bushman and reptile show. Company travels by bus, and the show has had no transportation difficulties thus far, the management said.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: San Antonio, Tex., 27-March 6.  
B. & H.: Columbia, S. C.  
Chatham Am. Co.: Olathe, Mo.  
Pay's Silver Derby: Valdosta, Ga.  
Great Lakes Expo.: Foley, Ala., 27-March 6.

### How To Operate A Winter Midway

A Girl Show, Geek Show, Merry-Go-Round and 60 concessions make a big enough midway for any winter show. Should it not load well into one box car, then drop the Geek Show, but try to hold it as long as possible because the first cold spell will kill the snakes and the geek will blow after the first snow. After that the top and front will make a good flash and enlarge the midway. It is proper to open with a geek and snakes and not with just the top and front, altho one way is as good as another so far as grosses and prestige are concerned, because it gives you an alibi for putting it up by saying, "Can't tell, some geek showman may arrive at any time." Should you blow the geek outfit entirely, then try to book about 10 more concessions to take its place. To reduce loading space try to contract a concessionaire who carries about 10 stores in his suitcase. It has been argued that it is not necessary to carry a band if the Merry-Go-Round organ is in tune. That argument has long been settled in favor of the organ. Never promise an agent a salary unless pinned down to where you can't dodge the issue. Then don't be cheap; promise him more than the limit, as he doesn't expect to get it and is only killing time until spring. Above all things, try to get an agent. The Girl-Show gals don't know geography any too well and the MGR foreman remembers towns only thru the gals he met in them and not by what business was done there before. As a manager, you are not to know anything about booking and should openly admit it because if the spot is a blank, then you, the gal-show gals and the MGR foreman are all in the clear and can collect concession privileges. If the Geek-Show manager hasn't been blown off by then, you could put him in the middle by asking him his advice and then quote him. Then you will have an alibi for leaving him on the lot along with 15 concessionaires who ran out of money before spring and couldn't pay privileges. You could square yourself with the others by saying, "There you are, boys! A Geek Show and 15 concessions. All you have to do is book one ride and open your own carnival. That's the way I got my start." Pay no attention to beefs and squawks from your people. Take it for granted that you are everything that they call you. Always remember — if you hadn't taken 'em out on a winter show, somebody else would have.—Bill (One Spot) A. Head.

Greater United: Brownsville, Tex., 26-March 6.  
Hubbard: Centerville, Miss.  
Liberty United: Charleston, S. C., March 1-6.  
Miller, Ralph R., Am.: (North & Manatta Sts.) Baton Rouge, La.  
Ozark: Barling, Ark., 22-March 5.  
Park Am. Co.: Alexandria, La.  
Tower Am. Co.: Augusta, Ga.  
Ward, John R.: Baton Rouge, La.  
Wolfe Am. Co.: Toccoa, Ga., 26-March 6.  
World of Today: Waco, Tex., March 1-6.

## CIRCUS

Hamid-Morton: Milwaukee, Wis., 22-28; Kansas City, Mo., March 1-7.  
Miller's, Ted: (Schaeffer's Ice Palace) Johnstown, Pa., 22-27; New Castle March 1-6.  
Victory Indoor: Americus, Ga., 22-27.

## MISCELLANEOUS

Barrett, Roy (J. M. Cole unit): Wolcott, N. Y., 24; Cato 25; Baldwinville 26; Port Byron, March 1; Weedsport 2; N. Syracuse 3; Casenovia 4.  
Birch, Magician: Paris, Tenn., 25; McKenzie 26; Martin, March 1; Dyersburg 2; Trenton 3; Humboldt 4; Ripley 5.  
Campbell, Loring, Magician: Alton, Ill., 24; Farmington 25; Union City, Mich., 26; Pittsford, March 1; S. Lyon 2; Farmington 3; Roseville 4.  
Couden, Doug & Lola: School Assemblies, Rome, Ga., 22-27.  
DeCleo, Harry, Magician: Marysville, O., 22-27.  
Hubbard, Paul, Magician: Akron, O., 22-26.  
Lady Crystal, Mentalist (Red Gables Night Club) Indianapolis 22-28.  
Long, Leon, Magician: Jacksonville, Fla., 22-28.  
Marquis, Magician (Parkway) Madison, Wis., 24-25; (Uptown) Racine 26; (Orpheum) Kenosha 27; (Fox-Mojeska) Milwaukee, March 3-4.  
Rickett's Dogs, school show: Fort Payne, Ala., 22-27.  
Sisco, Henry, Tent Theater: Waynesville, Ga., 22-27.  
Slout, L. Verne, Theater Workshop: Helena, Ark., 24; Little Rock 25; Brinkley 26.  
Woolridge, Magician (Tropics Night Club) San Antonio 22-27.

## ADDITIONAL ROUTES

(Too Late for Classification)

LaZellus, Aerial (Army Camp Show) Leesville, La., 22-28.  
Pheips, Phil & Dotty (Beacon) Vancouver, B. C., Can., 22-28; (Palomar) Seattle March 1-7.  
Wasson, Hal, Ork. (La Vista Night Club) Clovis, N. M., March 1-6.  
We Three Trio (Eldorado Club) Cleveland 22-27.

## .22 SHORTS WANTED

ANY QUANTITY WILL PAY HIGHEST PRICES.

### PENNYLAND

722 Granby St. NORFOLK, VA.

## SIEBRAND BROS.' CIRCUS AND CARNIVAL WANT

Circus Acts, Ground and Aerial. Wire best proposition. Also Ride and Concession Help.

Show opens March 5, Phoenix, Arizona, week stands. Address all communications: 1757 GRAND AVE., PHOENIX, ARIZ.

## AMMUNITION WANTED

.22 SHORTS—.22 LONGS  
.22 C.B. CAPS  
ANY QUANTITY

Radio Amusement Corp.  
1674 BROADWAY NEW YORK CITY

## FOR 1943 MISSOURI AUTO LICENSES

Write

## C. J. BABKA

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Representative Missouri State License Bureau.

For all information pertaining to Purchase of Missouri Auto, Truck and Trailers Tags for 1943. Chas. T. Goss now with Dodson's World's Fair Shows.

## AMMUNITION WANTED

.22 SHORTS  
\$110.00 PER CASE  
ANY QUANTITY

VERNON STEWART  
1020 Prentiss Ave. Portsmouth, Va.

## MARKS' SHOWS, Inc.

OPENING EARLY IN APRIL

ALL ATTACHES, PLEASE ACKNOWLEDGE THIS CALL!

WANT—Foremen and Second Men for Rides. Top salaries. State your capabilities in first letter.

Few Legitimate Concessions open, including Penny Arcade.

WANT—Glass House, Fun House and Platform Shows. Have complete outfit for Monkey Show, except animals.

Colored Musicians for Minstrel Show. Address Doc Anderson.

OPENINGS FOR USEFUL SHOW PEOPLE IN ALL DEPARTMENTS.

Winter Quarters now open. Located on U. S. Route 60, Midlothian Pike, South Richmond.

Write or Wire

JOHN H. MARKS, P. O. Box 771, Richmond, Virginia

## LOUIS "PICKLES" WEISS WANTS

Capable Grind Store, Slum Skillo and Beat the Dealer Agents and Workingmen. Open here for six good weeks March 8. All defense spots and short jumps to follow. Kay Weiss wants Girls for Revue and Workingmen. Lorraine Duvan and all who have worked for us before, wire. Tickets? Yes. Office wants Ride Help, Grind Shows, Funhouse, Big Snake. Dan Riley, Al Bartel, Ben Houston, wire. Open: Arcade, Cig, Pitch, Custard, Cook House and all Stock Stores. Buy more War Bonds.

All Replies

## LIBERTY UNITED SHOWS

Box 778, Charleston, S. C.

## James E. Strates Shows, Inc.

Will book Independent Rides and Furnish Wagons for same. What Rides have you?

Wonderful still dates and good route of fairs. Address JAMES E. STRATES, Smithfield, N. C. Show train leaves here April 1.





# National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, Feb. 20.—Night of the 23d the testimonial dinner to Brothers Sam Rothstein and Jack Greenspoon will be given at Rogers' Corner. Event, a subscription affair, is already oversubscribed. Brother Jack Carr, the chairman of the committee, has arranged a crackerjack show, including a number of "unusualities." Brother Abe Rubens organized a squad of members to donate blood for the Blood Bank to be used for military purposes. Following members were the first contingent to donate the blood being extracted at the American Red Cross Blood Donor Service, New York City: Arthur J. Merrill, Isadore Trebish, Morris Lauer, Dada King and Abe Rubens. A group from Palisades Park under the leadership of Al McKee will follow. Three more lively fun-giving events will be held in the rooms before the outdoor season opens: Palisades Park Night, March 6; Ladies' Lunch Box Get-Together, in March, and Coney Island Night on St. Patrick's Day night, March 17. Leo Poorvin, ex-assistant secretary of the NSA, now one of Uncle Sam's soldiers, was a welcome visitor the other day, as were Wallace H. Gurrain, one of our sailor boys from Sheepshead Bay; Brother Joseph Horan, Headquarters Detachment, Dallas, Tex., in on a furlough; Henry Shelby, Flint (Mich.) arcade owner and park concession operator, and Dick Scatterday, circus advertising solicitor.

The two latest inductees are Bill Moore and William Saltzman. Brother Murray Zand is engineering the construction of a number of 2,000-capacity chicken houses on Brother Frank Miller's newly acquired estate, Park Ridge, N. J. By recent resolution the members who were responsible for the founding of the club will be immortalized in a fitting group of pictures that will adorn one of the walls of the meeting rooms. By special resolution Brother Sgt. Charles (Doc) Morris Jr., who was recently cited for conspicuous bravery at Guadalcanal, will be presented with a life membership and an especially designed gold card. Also, as the most distinguished of all our distinguished members, his photograph will be hung in a conspicuous place in the rooms. Brother Ben Williams died Wednesday at St. John's Hospital, Long Island City. Interment will be in the family plot in Nova Scotia. Brother Jack Agree is recovering from a serious operation at Beth Moses Hospital, Brooklyn. Brother Massick is still in the hospital at Catawba Sanitarium, Salem, Va., and Brother Sam Prell is recuperating in Baltimore.

# International Showmen's Association

Maryland Hotel  
St. Louis

ST. LOUIS, Feb. 20.—In the absence of the president and vice-presidents, Brother John K. Maher called the meeting to order, which was one of the most heavily attended of the winter. Leo Lang, treasurer, was on hand, and in the absence of Secretary Deane, Brother Steve Handing was named secretary pro tem. A new automatic phonograph was purchased by the club in order to have suitable music at all times for any impromptu gatherings and especially for the dances which are held about every other week following the meetings.

Drive for 300 new members, which was started several weeks ago, is progressing. Inducted as new members at this meeting were Carl F. Trippe, Marshall Dean, Tom L. Flanagan, Kinsey Wolf, Frank Hanasaki, Vince Hubbard and Fred Williams. A large number of applications were turned over to the membership committee.

Clubrooms have had many visitors in the last several weeks and the regular parties after each business session Thursday nights, when the Missouri Show Women's Club also hold their weekly meetings, are proving splendid get-togethers. Making brief talks were Arthur C. Cullani, John Sweeney, Walter Gawle, William Piggot, John C. Francis, Sam Horwitz, Euby Cobb, William (Red) McCoy, Rex Kowe, H. (Heavy)

# Club Activities

## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Feb. 20.—Lee Sloan and committee are working hard on the Spring Party, proceeds of which are to be used for members in the armed forces. Event will be held March 8 in College Inn, Hotel Sherman. Brother William Coultry is in Grant Hospital for attention. Lou Keller was still confined with his leg in a cast. Brother William Young sustained an ankle injury in a recent fall. Tom Rankine, Tom Vollmer and James Murphy are still confined. Clyde Beatty was in town on business and visited the rooms.

Nate Hirsh was called to New York by the death of his father. Mr. and Mrs. Mike Rosen left for the South, and W. W. Murphy and Arden Morris left for Augusta. Ginger Nye, a Chicago visitor, called at the rooms. Soldier Package Committee is selecting suitable articles for the February remembrances to the boys. Brother Jack E. Bloom is in Veterans' Hospital, Biloxi, Miss.

Ralph G. Lockett, Johnny J. Jones Exposition, was in town for a week. J. C. (Tommy) Thomas left for the East. If you know of any club members in the service send in their name and address. Mike Wright says Spring Party reservations are coming in nicely. Brother Walter F. Driver is in the South. Omer Kenyon came down from Milwaukee for a visit. J. D. Newman left for Mexico. Edgar I. Schooley is among regulars at the rooms.

Fred Donnelly is still wintering on the West Coast. I. J. Polack left for San Francisco. Callers at rooms included Denny Howard, Mickey Humphreys, J. C. McCaffery, John L. Lorman, Mel Harris, Sam Levine, Dave Tennyson, Harry Ross, Lou Leonard, Harry Martin, Rudy Singer, Adolph Treusch, Max Hirsch, Leo Berrington, John Restrick, Jack Levine, Lou Berger, Tony Wells, Frank Ehlenz, Max Brantman, Sam Bloom, Louis Rosen, Zebbie Fisher, Jack Benjamin and Harry Bernstein.

### Ladies' Auxiliary

Auxiliary held its social on February 4 at the Sherman Hotel, with Phoebe Carsky and Elsie Miller as hostesses. Attractive prizes prevailed and a large crowd turned out. Rose Page donated homemade cake and War Stamps. Cake was won by Past President L. M. Brumleve, and War Stamps by Mrs. Viola Blake. Lucille Hirsch was awarded a lamp. On February 11 the regular bi-weekly meeting was held, with Mrs. William Carsky, president; Mrs. Anne Doolan, first vice-president; Mrs. Edna O'Shea, second vice-president; Mrs. Lee Gluskin, treasurer, and Mrs. Elsie Miller, secretary, presiding.

Letters were read from Mrs. Edward J. Kelly, Betty Bammel, Mrs. A. J. Weiss, Babe Keating, Meta Eyerly, Lena Schlossberg, Kathleen Riebe Gawle, Pearly Vaught and Phil Mador and family. Gertrude L. Seitzer and Ruth Murphy were elected to membership.

Relief Chairman Lucille Hirsch reported that Norma Lang is ill at Missouri Baptist Hospital, St. Louis. Mrs. Belden and Mrs. Hutton attended the meeting after an illness. Members were pleased to have Mrs. Judith Solomon in attendance. Past chair ladies, celebrating their first anniversary, were congratulated. Outgoing Chair Lady Nan Rankine received an attractive pin from other chair ladies. Club will hold a bunco and card party in the West Room, Sherman Hotel, March 13 for the benefit of American Hospital Linen Fund, with Edna O'Shea as chairman. Mrs. Anne Doolan is in charge of tickets. After the regular meeting cake and coffee were served. On March 4 another social will be held, with Mrs. Henry Belden and Mrs. Viola Blake as hostesses.

Waughn, William Crockett, Gus Forster, Harold Barlow, and Powell Leonard, now stationed at Camp Barkley, Tex., who was here on furlough, and George LaRuez.

## Pacific Coast Showmen's Assn



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

LOS ANGELES, Feb. 20.—At the regular Monday night meeting steps to promote the Los Angeles World's Fair following the war were discussed. On the rostrum were Ed Walsh, president; Ted LeFors, second vice-president; Bill Meyer, fourth vice-president, and Charles W. Nelson, secretary. Sick committee reported that Brother Ben Dobbert is now able to receive visitors. Floyd Scoonover and Marvello were inducted by Chaplain Pop Ludwig.

Among visitors who gave brief talks were Brothers Rommell and Clarence Sweet. Brother Eddie Brown suggested that an exploitation campaign be started to maintain interest in the proposed world's fair here, and the secretary was instructed to take up the matter with Ray Smith, manager Downtown Business Men's Association. Pop Ludwig suggested that some sort of diversion be created for the regular meetings in order to make them more stimulating and interesting.

Lion's head produced \$2.04 for the 1943 Christmas Dinner Fund. Award netted \$7.50 for the club and a similar sum for Brother French Larue, a first-time winner. Refreshments and lunch were served.

### Ladies' Auxiliary

Margaret Farmer's benefit party was held February 10 in the clubrooms and a good crowd attended. Bingo and cards were played, with Nina Rogers and Fern Chaney doing the bingo calling. Marlo

(See PCSA on page 36)

# Heart of America Showmen's Club



Reid Hotel  
Kansas City

KANSAS CITY, Mo., Feb. 20.—Weekly meeting was called to order by Second Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. Charles Pearsall, manager Veterans' Hospital, Wadsworth, Kan., lettered appreciation for the playing cards sent to the inmates by the club. B. W. (Slim) Wadsworth, in a hospital at Mount Vernon, Mo., also lettered. Several members spoke for the good of the order.

Members at the meeting included Morris Ventling, John Castle, George Sargent, Chester I. Levin, Frank McDow, Clay J. Weber, Ivan Mikaelson, George Hawk, Al C. Wilson, George Carpenter, Roy Marr, L. K. Carter, Ben Spencer, Jim Taylor, Ellis White, P. W. Deem, Noble C. Fairly, Bert Davenport, W. Frank Delmaine, Sam Benjamin, Roger O. Haney, Jimmie Mace, Buck Ray, F. W. Bradbury, Spike Wagner, Boxie Warfield, Lloyd Anderson, Joseph Bowen, C. G. Hutchinson and Pvt. Mike Ruback, who is here on furlough visiting relatives.

W. Frank Delmaine went to Joplin, Mo., on business. Mike (Buck) Keegan reported he will be with the Bud Anderson Circus this season. Charles Rotolo, Elite Exposition Shows, was here on business. Viola Fairly, president Ladies' Auxiliary, underwent a tonsillectomy at Menorah Hospital. She left the hospital February 13. Constitution and by-laws are being printed and will be mailed to all out-of-town members soon.

Banquet and Ball Committee reports it is about ready to start its campaign for the annual event which will be held as usual on New Year's Eve. Club has 15 members in the armed forces.

### Ladies' Auxiliary

Regular meeting was called to order  
(See HASC on page 36)

# Dodson's World's Fair Shows

WANTED FOR SEASON 1943

OPENING TYLER, TEXAS, SATURDAY, MAY 1

Manager for Illusion Show who has Illusions (I have complete outfit). Will also place Glass House or any Fun Show that gets money, Motor Drome or any money-getting Show. Will place Spiffire Ride or any new ride not conflicting with what we have, will furnish wagons for same. Will place any legitimate Concession. Will sell exclusive on Cook House and take privilege each week in meal tickets. Concession Agents for Freaks and Grind Stores, address George A. Colden, 743 N. E. 80th St., Miami, Fla. Freaks and Working Acts for finest framed Side Show on the road (salary out of office but managed by Ray Cramer). Freaks and Acts interested, address Ray Cramer, 4109 Bryant St., Dallas, Texas. Girls for Girl Show, address Mrs. R. J. Piercy, 1611 S. Main Street, Houston, Texas. Can place several first-class, sober Ride Foremen for office-owned Rides (Tom Illes, write). Want Train Help, including several Polers, first-class Blacksmith. Will pay top salary to first-class Designer and Builder that can handle lot. Can use Boss Canvasman for Girl Show and Minstrel Show Men that can do repair work if necessary. Will place Working Men in all departments. Top salary and best of treatment. Will place fifteen-piece Band for season. Will place party who owns attractive Sound Truck to do street advertising, one that can do repair work on sound equipment.

Address DODSON'S WORLD'S FAIR SHOWS, P. O. Box 743, Tyler, Texas

# Wanted For OCEAN VIEW PARK

NORFOLK, VIRGINIA

WORLD'S LARGEST DEFENSE CITY

OPENING APRIL 1 — CLOSING LATE NOVEMBER

Men and Women Concession Agents wanted for Merchandise, Slum, Wheels and Flashers. Want two Scenic Artists; top salary.

Counter and Griddle Men for 5 Large Restaurants and Dancing Pavilion Waitresses and Hostesses — Working Men in All Departments

Wire or Write

## ART LEWIS & JACK GREENSPOON

Suite 259, Hotel Monticello,

Norfolk, Va.

CONCESSION AGENTS WHO FORMERLY WORKED FOR JACK GREENSPOON PLEASE WRITE



# 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
 No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 8¢.

# 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
 Automatic Bingo Shaker. Real Class .... \$12.50  
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 2.25  
 M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
 3,000 Small Thin "Browne" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000, 1.25  
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose \$1.25 per M. Stapled in pads of 25. Per M. 1.50  
 Box of 25,000 Black Strip Car Markers... 1.00  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

**J. M. SIMMONS & CO.**  
 19 W. Jackson Blvd., Chicago

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Original Illusion. First Time Advertised. Write **ABBOTT'S, Colon, Michigan**  
 World's Largest Illusion Builders

# World of Pleasure Shows

NOW BOOKING FOR 1943  
 SHOWS AND CONCESSIONS  
 100 DAVENPORT ST. DETROIT, MICH.

# SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1943 SEASON  
 Address: P. O. BOX 223, Caruthersville, Mo.

# I BUY, SELL AND EXCHANGE SHOW PROPERTY

NOW BOOKING ATTRACTIONS FOR **PARK AMUSEMENT CO.**  
 CLIFF LILES, Mgr.  
 Gare Bentley Hotel Alexandria, La.

# RIDE HELP

Opening March 1st in Detroit. Want Foremen and Second Men for Tilt, Ferris Wheel, Merry-Go-Round, Roll-o-Plane, Octopus, Silver Streak and Dipsy Doodle. Top wages and bonus; no brass. This show has never missed a pay day.  
**WORLD OF PLEASURE SHOWS**  
 100 Davenport St. Detroit, Mich.

# FOR SALE

Allan Herschell Ten Car Kiddie Ride, Parker Merry-Go-Round, Banners, Tents, Trucks and Trailers.  
**BOX 252, BATESVILLE, ARK.**

# SUNSET AMUSEMENT CO.

DIGGERS OPEN  
 Want Concessions, Shows and Ride Men.  
**P. O. Box 468 Danville, Ill.**

# WANTED—RIDES AND SHOWS

Octopus, Rolloplane, Fly-O-Plane, Flying Scooters, Spitfire. Must have your own transportation. We have best dates in Middle West; to confirm this contact Ride Manufacturers. Booking terms reasonable considering what we have to offer.  
 CAN USE SHOWS. Especially Large Snakes, Side Show, Monkey and Chimpanzee, Fun House, Midgets, Small Pit Shows, Silo Drome.  
 Opening Date April 22 in Ohio.  
 Address

# F. E. Gooding Amusement Co.

1300 Norton Avenue, Columbus, Ohio

# TEN BIG DAYS—AMERICAN LEGION CELEBRATION—TEN BIG DAYS

PARIS, TENNESSEE, MARCH 31ST THRU APRIL 10TH, 1943  
 Includes—Camp Tyson Soldiers' Pay Day (10,000 in Camp), Railroad Pay Day, Two Saturdays and THE BIG MULE DAY CELEBRATION, Which is Held on the First Monday in April.  
 WANT SHOWS OF MERIT WITH OWN TRANSPORTATION — Or will furnish outfits to real Showmen that have private trucks with O.D.T. Inspections and Gasoline Allowment.  
 FOR SALE — CONCESSIONS. Space for this date and balance of season. Few exclusives, such as DIGGERS, PHOTOS, Scales, PALIMSTRY, and others. All inquiries answered by mail.  
 CAN PLACE KIDDIE RIDES — Also reliable, competent, sober RIDE HELP that drive trucks. All communicate immediately.  
**ROGERS GREATER SHOWS, P. O. Box 647, Jackson, Tennessee**

# Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

## John R. Ward

BATON ROUGE, La., Feb. 20.—With ideal weather, work in quarters in progressing rapidly under direction of Bobbie Sickels. Al Stringer reports the organs and calliope ready for opening. Richard (Dick) Kennedy, electrician in charge of Diesel plants, returned from Memphis, Tenn., with one unit after a major overhaul. A new truck body to be used to mount the new plants is to be delivered before opening here March 6. Owner Ward and his assistant, J. (Bill) Cerneer returned to quarters from Georgia and Florida, where Manager Ward purchased three additional rides and other equipment. Shows' plans are to open with 12 rides, 12 shows and 30 concessions and route includes 15 fair dates. Concession and show folk are arriving daily, and everything is ready for a downtown opening. Peter and Gus Mitchell, concession operators, wintered at Ward City rebuilding concessions. Visitors included Messrs. Sparks and Gentsch and Mr. Hubbard. "Sonny" Sharp's Minstrel Troupe has been signed.

VERONICA E. MAKOVICZ.

## Rogers Greater

JACKSON, Tenn., Feb. 20.—Returning to quarters last week from the various fair meetings, Owner H. V. Rogers and General Manager Harry Small prepared plans to start work immediately in quarters for 1943. Contracts were awarded the shows for eight Illinois, three Tennessee fairs and a number of Indiana celebrations. Now in quarters include Mr. and Mrs. W. H. McClanahan, with Rolloplane, Octopus and concessions; Mr. and Mrs. H. V. Rogers, Mr. and Mrs. Harry Small, Tommy Jones, Mr. and Mrs. C. D. Trueblood and family, Chief and June Lamont, John Gross, Willie and Helen Smith, Mr. and Mrs. Red Draper, Glen Ingle, Larry and Emma Crabtree, Andrew Mitchell and Rex Haun. Mr. and Mrs. Leonard McLemore, Corpus Christie, Tex., advise they plan to arrive in quarters about March 10. Opening has been set for March 31 in Paris, Tenn. City seems to be the winter home of many showfolk. Mr. and Mrs. Floyd Matter are operating a cafe here. Others seen on streets are

Mr. and Mrs. Baker, Scott Greater Shows; Mr. and Mrs. Dude Brewer, Wallace Bros.' Shows; Fred Meyers, Fidler's United Shows. Visitors included Mr. and Mrs. John Denton, Denton's Shows; C. Porter Mays, Mike Mitchell, Sailor Evans, Mr. and Mrs. Dalton and Miss McLe-more.  
 PEARL HOLLEY.

## Four Star Expo

ARANSAS PASS, Tex., Feb. 20.—Mrs. Dixie Dixon, the writer's wife, underwent an operation at Spohn Hospital, Corpus Christi, Tex., February 8. She is doing well. There are a number of showfolks wintering here. They include Mr. and Mrs. H. P. Ellis, United Exposition Shows; Mr. and Mrs. W. B. Starr, Golden concessions; Mr. and Mrs. Eddie Poole, Mr. and Mrs. Jake Moore, Moore's Modern Midway; C. W. and J. W. Byers, co-owners, and H. P. Hill, business manager, Byers Bros.' Shows, and Coople and Wayne Herdon, formerly with United American Shows.  
 N. L. DIXON.

## Lawrence Greater

SANFORD, N. C., Feb. 20.—Quarters activities are in full swing here. Lew Alter, side-show man, is expecting soon to start preparations for the coming season. Mike Mackey will also arrive soon to start work on his Monkey Show. Owner Sam Lawrence attended the New York fair meeting at Albany. He will return here soon to take over supervision of quarters. The writer and wife had enjoyable time visiting the Lawrences at their New York apartment.  
 TOMMY CARSON.

## Bazinet

MINNEAPOLIS, Feb. 20.—Winter quarters are a beehive of activity, with preparations in the making for the season at Harriet Island Park, St. Paul. Equipment is being reconditioned and new attractions added to suit the requirements of the park. A new marquee is being designed, as are several new fronts and ticket booths. Management plans to open the show April 24 on Wyzala Boulevard, in the downtown sector. Park season starts Decoration Day.  
 MARIE MERRILL.

## HASC

(Continued from page 35)  
 by First Vice-President Lettice White with 16 members present. A recess was called at 8:30 p.m. to permit members time to hear President Roosevelt's radio talk. Irene Mary Warfield and Gladys Deem were elected to membership, and Mrs. Warfield was introduced and welcomed to the club. Mrs. Deem did not attend.

Night's award went to Mollie Ross. Entertainment Committee Chairman Nellie Weber said the anniversary dinner would be held the night of February 26 at the President Hotel. Chaplain Mrs. Mae Wilson and Mrs. C. W. Parker were reported on the sick list.

## PCSA

(Continued from page 35)  
 LeFors won the crocheted centerpiece, and to Fern Chaney went the door prize, a large box of candy. Grab bag proved popular. Refreshments were served to over 100 people, and sick and relief fund netted \$135.

On February 11 President Edith Bullock staged a housewarming party for Mary Taylor at Venice Beach. All enjoyed refreshments and dinner, prepared by Edith Bullock, Marie Tait and Hannah Tait. Guests then presented Mary Taylor with a wool comfort. In attendance were Mary Taylor, Peggy Rasmussen, Marie and Hannah Tait, Edith Bullock, Nina Rogers, Fern Chaney, Donna Day, Lillian Elsenman, Margaret Farmer, Mabelle Bennett, Esther Corley, Peggy Steinberg, Mabel Brown, Vivian Gorman, Mora Bagby, Inez Welsh, Jessie Loomis, Estelle Hanscom, Betty Coe, Helen Smith and Nancy Rasmussen.

President Bullock opened the February meeting with 45 present. Letters were read from Rely Burlon and Norma Burke, who offered donations to the Red Cross. Bank night award went to Rose Westlake, and door prize, donated by Betty Coe, went to Eunice Elsen. An attractive tray was donated to the club by Clark Willey. It was reported that Ruth McMahan burned her arm severely and that Jewel Hobday's mother was ill. Mother Fisher donated two partly filled War Stamp books for the sick and relief fund. Rose Rozard and Marlo LeFors said they have finished two quilt tops for the Red Cross. Fourteen members voted to offer their blood at the Red Cross blood bank. Rose Rozard is chairman of the rummage sale.

Daisy Fox, Grace DeGarro, Lucille Zimmerman; Lois Rawlings, attending her first meeting; Dolly Kays, Marie Riggs and Jeanee Rogers were introduced. Wilma White donated \$5 to the sick and relief fund.

# NOTICE

We still have about 45 new Trailers available, also nice stock of jacks, Stove Parts, Studios, Tables, etc.

One folding front seat makes good bed for any sedan or coach, \$35; 26 Ft. Zimmer Tandem, \$1,295; Electric Brakes, \$65; fit any trailer.

Will the following kindly contact us: Clifton Partello, Mike or Hardie Brady, John H. Moore and L. L. Buckner.

# SELLHORN'S

East Lansing, Mich.

# HAPPYLAND SHOWS

BOOKING NEW RIDES AND SHOWS  
 3633 Seyburn Ave. Detroit, Mich.

# BLUE RIBBON SHOWS

Want for Coming Season  
 Ride Help, Concessions and useful Show People in all departments.  
 JOE J. FONTANA, Box 984, Atlanta, Ga.

# BYERS BROS.' COMBINED SHOWS

NOW CONTRACTING FOR 1943  
 Business Office: Aransas Pass, Texas.

# GOLD MEDAL SHOWS

NOW BOOKING FOR SEASON 1943  
 Address: OSCAR BLOOM, Mgr.  
 P. O. Box 32 Columbus, Miss.

## Bloomington Inks Geoma

BLOOMINGTON, Md., Feb. 20.—Annual celebration here, under Volunteer Fire Department auspices, has signed John Geoma's Bright Lights Exposition Shows to provide the midway for the second consecutive year. Fifth annual celebration will also feature two firemen's parades and a Mummies' parade during the week, it was announced.

## Rogers for Paris Celebration

PARIS, Tenn., Feb. 20. — Rogers Greater Shows will provide the midway at American Legion Post's Celebration here this year. H. V. Rogers, owner, said last week. Committee said plans are under way to make this year's Mule Day one of the best in the event's history.

# NORTHWESTERN SHOWS

HELP WANTED on all Rides. Loading out of winter quarters for Detroit April 5th. (No trucks to drive.) FOR SALE—Electric Equipment. See ad in classified section. Address:  
 F. L. FLACK, Manager, Coldwater, Michigan.



# MAJORS FRAMING FEATURES

## New Cole Act By Palaminos

LOUISVILLE, Feb. 20.—Altho horses of all types have been with Cole Bros.' Circus, Owner Zack Terrell has always stated a preference for Palaminos. During the Western tour of the show last year he purchased 12 of these stallions to augment his string. Paul Nelson has been breaking them this winter, and Terrell stated that center ring would be enlarged by three sections in order to accommodate the largest Palamino Liberty act the show has ever carried.

John Smith has been breaking a new black-and-white Liberty act in quarters and also breaking new menage horses and training last year's ballet girls to ride menage. Mahlon Campbell, who is working the sorrel Liberty act, has broken a 32-pony drill.

Work at quarters is ahead of last year's schedule, with crews in all departments. Yellow Burnett, who opened paint shops on February 8, has turned out all cages and has started on baggage wagons.

## Joyce To Direct Russell's Array

LOS ANGELES, Feb. 20.—With a crew of carpenters, painters and electricians overhauling and redecorating rolling equipment under supervision of George Werner, lot superintendent, preparations are well under way for the West Coast tour of Russell Bros.' Circus, now in quarters at the former Selig Zoo, 3800 North Mission Road.

Jack Joyce, well-known West Coast showman, has been engaged as equestrian director and will have charge of one of the most extensive and diversified big-top programs ever carried by the show. Topping animal attractions already booked will be Walter Jennier and his trained sea lion, Buddy. The horse department will again be featured by Jorgen M. Christiansen and His Argentine Criollo Liberty horses, which attraction was the highlight of the 1942 program.

Other acts already booked are Miss Aerialletta (Ethel Jennier), who will offer her single trapeze routine; the Acevedos, tightwire and juggling; the Excellos, perch; Flying Romas; Crouch Duo, tightwire and heel and toe catches; DeKohl troupe, hand-balancers and jugglers; Madame Maree and her pals, dog and pony revue; Bassett and Bailey, acrobats, and the Riding Duttons, rosin-back act with high-school camel.

Alex DeBeers, artist, has a crew redecorating cages, wagons, ticket boxes and ring curbs. New equipment is arriving at quarters to carry the new menagerie stock recently acquired by Manager R. N. O'Hara.

Deliveries of the new marquee and side-show top are expected next week. Side Show will again be in charge of William E. DeBarrie, with Mrs. DeBarrie presenting her trained Australian cockatoos as one of the attractions.

## M'pl's Shrine Starts Sale

MINNEAPOLIS, Feb. 20.—A concerted ticket drive is under way for the annual Shrine Circus here, opening on March 1 in Municipal Auditorium, said Potentate L. T. Chalgren of Zuhrah Temple, head of arrangements. To facilitate better handling of traffic and not tie up trolley facilities for workers, matinee will begin at 1 p.m. instead of 2 p.m. as in past years. Noel Van Tilburg, booker, signed these acts: Miss Victory, lady cannonball; Living Silver Statue; Terrell Jacobs's wild animals; Hubert Castle, tightwire; Great Peters, high wire; Francisco, high wire; Motorcycle Bears; Flying LaForms; Poodles Hanneford Family, riding act; Six Willeys, jugglers; Captain Heyer's menage horses, and numerous clowns. Ivan Graves is in charge of publicity.

## Near-Capacity For HM in DC

WASHINGTON, Feb. 20.—Under auspices of Almas Shrine Temple, Hamid-Morton Circus concluded a successful seven-day engagement in Ulline Arena here on February 14. Show played to near-capacity nightly, with SRO sign out on Saturday and a turnaway house on Sunday. Good streetcar and bus service benefited the show.

Music: Joe Basile and His Madison Square Garden Band. Program: Clyde Beatty's group of lions and tigers; Pecjuy Ringens, bicycle leap; Will Morris and Bobby, comedy bicycle; Silvers Johnson, funny Austin; Herb Taylor's Comedy Four; Rice-Davidson Trio; Harry Rittley, table rock; Harriett Beatty, tiger riding elephant; Winnie Colleano, single traps; Ed and Jennie Rooney, double traps; Miss Orton, Spanish web; Florenze and his dog; Kinko, contortion; Stanley Beebe's Bears; Roland Tiebor's Seals; Orton and Orton, perch pole; George Hanneford Family, riding act; American Eagles and Gibson's Hollywood Sky Ballet, high acts; Clyde Beatty and Hamid-Morton Elephants; Les Kimris Aces, aerial act; Joe Greer's Liberty Horses; Beatty's Chimpanzees; Flying Wards, and Jim Wong troupe, Chinese acrobats. Clowns: Emmett Kelly, Bumpy Anthony, Silvers Johnson, Florenze, George Smith, Henry Emerson, Gabby Dekos, E. Randow, Harry Rittley, Billy Rice, Jimmy Davidson, Herb Taylor and Herb Taylor Jr. Program was under direction of Bob Morton, assisted by Len Humphries. H. P. Foley was chairman of the circus committee.

Friday night's performance was attended by members of the British and Mexican embassies, senators and congressmen. Dr. William Mann, director of National Zoo, visited often.—Reported by Len Humphries.

## Canton Club's Round-Up Attended by 150 Guests

CANTON, O., Feb. 20.—Honoring Charles Siegrist, veteran circus acrobat, for whom the club was named, more than 150 guests attended the fifth annual Spring Round-Up and Victory Banquet of Charles Siegrist Showmen's Club at the Hotel Belden here on February 14. Principal speaker was L. J. Smith, Massillon school superintendent, who (See CANTON SHOW CLUB on page 39)

## Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

### AGENTS busy?

AT COMPLETION of Cleveland Grotto Circus, the Romas Troupe was signed for Shrine circuses at St. Paul, Minn., and Lansing, Mich.

MENTION a name or date and the old-timer gets historical.

JOHNNY TRIPP, clown with the Ringling show for many years, will again be with it this season. Right now he's waiting to get a new set of ivories before leaving for Sarasota.

MANY present-day troupers never heard of a chandelier wagon or a "chandy man."

LEN HUMPHRIES, one of Bob Morton's right-hand men, was in Chicago last week, stopping off on his way from Washington to Milwaukee, where the show is playing this week.

PUTTING in a hard season by doubling in every department pays a rich reward—being recognized as a real trouper.

HUBERT CASTLE writes from Indianapolis: "After closing with Worcester (Mass.) Shrine Circus visited with members of Hubert Castle Tent, CFA, at Utica and Hartford, N. Y."

REMEMBER when advance cars were decorated with pictures of chariot races and animal jungle scenes?

CLYDE BEATTY, who is said to be



E. W. (SLIM) SOMERS, formerly assistant superintendent of concessions with Downie Bros. and Robbins' circuses, and who at the time of his induction last May was in the concession department of Cole Bros. Circus. He recently was made corporal in the air corps and is stationed at Morrison Field, West Palm Beach, Fla.

## Great Olympia Is Booked for Detroit

DETROIT, Feb. 20.—With the annual Shrine Circus here postponed for the first time in a quarter century, until probably June, Detroit will have an indoor circus after all this spring, it was learned this week thru Fred M. Haner, manager of Olympia. Latter spot, which is being considered for a Shrine show next winter, has signed for a return booking of the Great Olympia Circus, which played 10 days here last spring. Length of run will be the same.

Acts will be the same as those playing the indoor show of the same title in Chicago, and the Detroit date will follow Chicago, Haner said, probably about the end of April. Show is being booked by Barnes-Carruthers, thru Sam J. Levy, who booked last year's show, first of its kind to play Olympia.

Working on plans for a show of his own, spent several days in Chicago last week, then made a quick trip to Akron via plane before opening at Milwaukee with the Hamid-Morton Circus.

WHEN they had nothing else in mind early-day circus jesters dwell on the crack, supposedly made by a yard switchman: "Bump 'em hard, Bill. They're circus sleepers."

JAMES DEWEY, general agent for Mills Bros. Circus, letters from Ashland, O.: "Show will again play under auspices this season. Will soon return to Cleveland to work out publicity details and other matters with Owner-Manager Jack Mills."

FAMILIAR scene on hot nights: Troupers, sitting on tie piles near the coaches, rehashing circus history while waiting to hear a highball whistle.

EMIL PALLEMBERG JR. and Sonny Moore probably are the first circus people to have appeared with their animal proteges on a television program. During the run of Polack Bros. Circus at the Shrine auditorium in Chicago a broadcast over the Balaban & Katz television station was arranged, and the subjects chosen were Pallenberg's bears and Sonny Moore's performing dogs.

ON rainy nights we often heard department heads moan: "Why? Oh! Why? Did I break that plow handle?" Tough going as (See Under the Marquee on page 39)

## Ringling Top Is Six-Poler

SARASOTA, Fla., Feb. 20.—Another tradition with the Ringling circus, the six-pole big top, will be back with the show when it opens under canvas in Philadelphia on Decoration Day, General Manager George W. Smith announced this week.

Marking a further swing from the modernistic trend of recent years, work is under way in quarters here on the big tent, the main support of which will be six center poles and which will provide space for three rings, two stages and the hippodrome track. The six-pole layout contrasts with the "modernized" tent with four center supports and only three rings which was used for four seasons on the theory that it brought crowds and performers together in "more intimate style."

Decision to return to the original Ringling-type spread was reached by Robert Ringling, senior vice-president, and Aubrey Ringling and Mrs. Charles Ringling, two of the circus owners and vice-presidents, who are busy on the home lot supervising preparations for the premier in New York's Madison Square Garden on April 9.

Selection of Philly for the first stand under canvas is another departure from the schedule of recent years. For several years Ringling tents went up for the first time in Baltimore and before that it was Brooklyn.

### New Top for Gorillas

Used on an experimental basis last season, the poleless menagerie tent housing the gorillas, Gargy and Toto, will be discarded this season, to be displaced by a (See Ringling Six-Pole Top on page 39)

## Polack Gate Rises In Louisville; Sale Is Fair for Cincy

LOUISVILLE, Feb. 20.—Polack Bros.' Circus opened here on Monday to more than 3,500 people. Show is here for Kosar Temple Shrine in the Armory. It is expected attendance will pass the 45,000 mark by March 21, closing day. Hampered by a cold snap on the first few days, attendance has gone up with the thermometer. This is Polack's fourth appearance for the Shrine here.

Show was well presented as indicated by receptive audiences. Two new acts have been added, Capt. Dick Clemons and "His Cage of Fury," thrilling animal act, and the Flying Behces, which climaxes in an aerial performance. Clayton Behce topped the act with a triple. Great Gregoresco added more thrills by sliding from the high trapeze to safety by his neck. Tiny Kline's "Slide for Life" was well received.

Poodles Hanneford and family presented a fine comedy bareback riding act. Emil Pallenberg's bear act was well timed. Black Brothers, panto clowns, were laugh-getters with their antics in a boxing exhibition and acrobatics. Kilpel Trio and Harris, clown number, added much.

La Terrista thrilled with her heel catches. Rollini went thru some difficult maneuvers on a board balanced on a cylinder. Carlos Carreon presented his well-trained Black Horse Troupe, ending (See Polack in Louisville on page 39)

## White Producing Show

CHATTANOOGA, Feb. 20.—Advance ticket sales for Junior Chamber of Commerce Circus, to be staged in Memorial Auditorium here on March 22-27, are being handled from booths on downtown streets with good results, said Ernie White, manager-promotional director. Nightly a \$100 War Bond will be given away. Staff includes Mrs. W. H. Bales, secretary; Cliff Bowers, president, and Harry Webb, chairman of committee. White, who has been a performer with circuses for 30 years, will return to Cole Bros. Circus this season.





# With the Circus Fans

By THE RINGMASTER  
CFA

President: **FRANK H. HARTLESS**, 2030 W. Lake St., Chicago.  
Secretary: **W. M. BUCKINGHAM**, P. O. Box 4, Gales Ferry, Conn.  
(Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

**ROCHELLE, Ill., Feb. 20.**—Burt L. Wilson, of Chicago, arrived home from a trip to the Southwest February 5. He states that his last week out afforded him the opportunity to visit friends in San Antonio, in Abilene where he visited with Merle Evans and attended the Lions Club, and the next day at Wichita Falls, where he met Army Armstrong, and then on to Gainesville, where he spent the night and several hours with A. Morton Smith.

Dr. H. H. Conley, of Park Ridge, Ill., writes that he attended the Shrine Circus in Chicago with John Shepard and E. L. Williams.

Corp. George H. Barlow III, stationed at Denver, received a birthday card from the Rotary Club in Binghamton, N. Y., size 18x24, with performing elephant painted thereon and on the inside cover were 150 signatures. For past three years Barlow collaborated with the Rotary

Club in the production of its annual Hamid-Morton Indoor Charity Circus. Barlow states that he met Sonny Deane, former photographer on the Ringling show. He is now in the army and stationed at Lowry Field, Denver.

A potential circus fan, William Jr. was born January 22d to Private and Mrs. William R. Brinley. Bill is located at Lincoln, Neb. Mrs. Brinley and the baby will join him early in the spring.

Dorothy and Bob Zimmerman attended Polack Bros. in Chicago, evening of January 30. They met Irv J. Polack, Carlos Carreon, Jim Reisman and Al Sweeney. Previous to the performance Dorothy and Bob were dinner guests of Mrs. Opal Mills, secretary of the Polack show.

Bill and Edna Antes entertained Dick Lewis, George Perkins and Hugh McGill, Circus Fans, at their Hollywood home February 3. Antes got out his motion picture projecting machine and let these fans view several reels of colored pictures that he took on the Russell show in 1942. Dick Lewis, CFA of Los Angeles, is arranging a circus program for the railway clerks in March. Antes will exhibit his colored films.

The CFA Stan Rogers have rented their Hollywood home and are now living in Fresno, Calif. Richard Brandon, manager of Turnabout Theater in Los Angeles, has joined the CFA.

In conjunction with the Shrine circus at Minneapolis, a buffet supper and circus party have been planned by members of the Northwest Circus Club, after the evening performance, March 3. Arrangements have been made to attend the circus in a body.

## Santos & Artigas Circus Doing Satisfactory Biz

**HAVANA, Feb. 20.**—Santos & Artigas Circus, now in last three weeks, has been doing satisfactory biz. Circus, greatly enlarged over that of last season, opened here January 27 for a three-day stand to good business. Marlanow town (29) was fair, with Havana (January 30 and February 5) giving show good night houses. Much new equipment, including big top, was in evidence. Show is moving rapidly.

The program in order: Chang Troupe, wire; Ronny, slack wire, woman assistant; Garrett, equestrian director, working specialty horse; Lianne, aerialist; Parry, trained elephant; Phil's six chow and fox terrier dogs; Duran's trained seal and Phil's performing ponies; Senorita Lupe, trampoline; May, contortionist, and Senor Castano with three lions; Bill and Billy, balancing; clowns in comedy wedding; Tim and Rex, in blindfold double somersaults. Prices are 60 cents to \$1.

## Notes by Bette Leonard

**WICHITA, Kan., Feb. 20.**—Circus acts appearing at Boeing Aircraft Corporation soldier benefit show held here recently included Brig. Gen. Ray G. Harris's trained horse, presented by Fred K. Leonard; Buddy Bernard, tramp juggler, formerly with Cole Bros.' Circus, and Jack Thompson, clown. Leonard's high-school horse appeared at a soldier benefit show in Salina, Kan., on February 19 and 20. Vero D. Powers entered war work at Corry, Pa., for the duration and is keeping his dog act in training.

## HM To Play Altoona, Pa.

**ALTOONA, Pa., Feb. 20.**—Jaffa Shrine Temple has made arrangements to present Hamid-Morton Circus for the fourth consecutive year. Handling the exploitation will be Henry Cogert, who is serving in that capacity for the fourth year.

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

## Barnett Gets NRA Award

**ERNIE BARNETT**, Del Rio, Tex., was awarded \$315 and a silver-mounted saddle, emblematic of the all-around cowboy champion of the National Rodeo Association, 1942, at the organization's convention in Oklahoma City February 8. C. A. Studer, secretary-treasurer of the association, passed out prizes totaling \$2,200 to these contest champions: Jess Goodspeed, Wetumka, Okla., calf roping; Gerald Roberts, Strong City, Kan., Brahma bull riding; Hugh Ridley, Red Rock, Okla., steer wrestling, and Floyd Gale, Morris, Okla., single steer roper. Scott D. Hamilton, Fort Smith, was elected president of the association, succeeding Allyn Finch, Dalhart, Tex. Other officers are Floyd B. Rigdon, Carlsbad, N. M., first vice-president; Ralph Wolf, Waco, Tex., second vice-president, and C. A. Studer, secretary-treasurer.

## Houston Draws 285,000

**HOUSTON'S** 11th annual Fat Stock Show and Livestock Exposition closed Sunday night after showing to about 285,000. J. W. Sartwell, president, said attendance was better this year for the number of days played than last year. Cattle were rode to be the best presented at a Houston rodeo. Dick Griffith sustained face and head injuries Thursday night when a steer tossed him and he landed on his head against a gate. However, he was able to attend a party given by Gene Autry at Kelley's restaurant corral that night. He rode his bull in the finals and came out champion bareback rider of the show. Others sustaining injuries were Vic Dossey, Jimmie Sloan, Private Pee Wee Morris, Joe Vinas.

Winners were: Finals—Bareback Bronk Riding—Dick Griffith, Hank Mills, Johnny Tubbs, Bob Estes. Calf Roping—Clyde Burk, Buck Goodspeed, Everett Shaw, Buck Eckels. Steer Wrestling—Jim Irwin, Jack Favor, Bill Hancock, Dub Phillips. Saddle Bronk Riding—Vic Schwarz, Eddie Curtis, Ken Roberts, Bill McMacken. Bull Riding—Ken Roberts, Dick Griffith, Fred Badsy, Barney Folsom.

Day Money Winners: Bareback Bronk Riding—First day, Johnny Tubbs, Gerald Roberts, Dick Griffith, Bud Linderman. Second day, Bud Cook, Paul Gould, Dick Griffith, Eddie Curtis. Third day, Dick Griffith, Bud Linderman, Bill Linderman, Fred Badsy. Fourth day, Bob Estes, Louis Brooks, George Mills; Larry Finley and Clyde Hebert split fourth. Fifth day, Eddie Curtis, George Mills, Dick Griffith, Hoytt Hefner. Sixth day, Hank Mills, Dick Griffith; Bud Linderman and Larry Finley split third and fourth.

Calf Roping—First day, Homer Pettigrew, Clyde Burk, Toots Mansfield, Bill Hancock. Second day, L. N. Sikes, Dee Burk, Homer Pettigrew, Buck Goodspeed. Third day, Everett Shaw, Buck Goodspeed, Clyde Burk, Homer Pettigrew. Fourth day, Clyde Burk, George Wilderspin, Buck Echols, L. N. Sikes. Fifth day, Royce Sewalt, Everett Shaw, Bill Hancock, Jiggs Burk. Sixth day, Bob Henson, Roy Matthews, Royce Sewalt, Everett Shaw. Seventh day, Ray Wharton, Toots Mansfield, Bob Henson, Buck Goodspeed. Eighth day, Clyde Burk, Buck Goodspeed, Toots Mansfield, Homer Pettigrew.

Saddle Bronk Riding—First day, Bill McMacken, Louis Brooks, Vic Schwarz, Eddie Curtis. Second day, Melvin Harper, Vic Schwarz; Louis Brooks and Eddie Curtis split third and fourth. Third day, Gerald Roberts, Vic Schwarz, Ken Roberts, Paul Gould. Fourth day, Bud Linderman, Bill McMacken; Vic Schwarz and Louis Brooks split third and fourth. Fifth day, Bill McMacken, Larry Finley; Bud Linderman and Tommy Wilson split third and fourth. Sixth day, Bill Linderman, Bill McMacken, Larry Finley, Vic Schwarz. Seventh day, Bill McMacken and Ken Roberts split first and second; Louis Brooks and Gerald Roberts split third and fourth. Eighth day, Melvin Harper, Bill McMacken; John Tubbs and Eddie Curtis split third and fourth.

Steer Wrestling—First day, Jack Favor, Homer Pettigrew, Jim Whiteman, Tom Alston. Second day, Eugene Cavender, Buck Jones, Hank Mills, Jim Irwin. Third day, Homer Pettigrew, Bill Hancock, Charley Brodnax, George Hinkle. Fourth day, George Hinkle, Hank Mills, Buff Brady Jr., Louis Brooks. Fifth day,

Jack Favor, Homer Pettigrew, Dub Phillips, Buck Jones.

Bull Riding—First day, Ken Roberts, Dick Griffith, Jim Whiteman, David Shellenberger. Second day, Fred Badsy, Ken Roberts; Smoky Snyder and Hoytt Hefner split third and fourth. Third day, Fred Badsy, Ken Roberts, Joe Vinas, Pee Wee Morris. Fourth day, Dick Griffith, Ken Roberts, Jake Williams, Smoky Snyder. Fifth day, Hoytt Hefner, Jim Whiteman, Dale Adams, Johnnie Lane. Sixth day, Jake Williams, Clyde Hebert, Ken Roberts, Fred Badsy. Seventh day, Ken Roberts, Dick Griffith, Barney Folsom; Hoytt Hefner, Fred Badsy, Marvin Shoulders and Dale Adams split fourth.

## Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

If correspondence continues about wrecks our equilibrium will be wrecked before long. Here comes one from Gene Tracy, of the Tracons of fair fame, who finds one for you:

"I fail to see any mention of the Forepaugh-Sells Circus wreck just outside of Natchez, Miss., October 31, 1901, as the show moved from Baton Rouge to Natchez. As they were on their way the third section crashed into the second section standing just outside Natchez. While there were no lives lost many show people were injured and there was an estimated property damage of about \$300,000. Lou Sells' No. 3 coach was stripped of its trucks. I can see it now. Of course, there was a regular shift of all cages, etc., ahead in one huge pile. I will never forget that scene or that season. I joined as an animal man with John Petterson and the late Charles Smith, of the Los Angeles Zoo. At Chicago a black cat got out of the cage as the animal man was talking to some girls instead of watering the cat, which was what he started out to do. The cat was finally caught and loaded back into its cage. I am not superstitious, but after that things began to happen. A tableau wagon burned with two men inside; the camel car burned one night with seven camels in it, as well as full duplicate canvas on one end. Frank Melville lost a valuable high-school horse one night en route; man killed by bulls at Paris, Tex., and yours truly had his jaw smashed between cars at Waco, Tex. Many troupers I knew then have passed on."

A. Morton Smith, of Gainesville, Tex., a noted collector of Circusiana, has acquired a handbill 6 by 20 inches of the June, Titus, Angevine & Company's Menagerie, advertising its exhibition in Albany, corner of Hudson and Hallenbake streets, for April 29-30 on May 1, 1845. This handbill states that the keeper Mr. Vonamburgh will enter four cages, viz.: with a lion, Honess and Royal Bengal tiger (all three in one cage), with a pair of African leopards, with a pair of spotted hyenas and a pair of Royal Bengal tigers. Admission was 25 cents; children under 10, half price. The band is billed as "National Band From City of New York," and the statement is made that this band consists of 14 members whose talents are not surpassed by another band now formed in this country.

The proprietors have built an omnibus for the sole purpose of carrying the band and have attached to it four beautiful bay horses at an expense of \$2,000. The National menagerie occupies 20 spacious carriages, wagons, etc. The same are drawn by 84 horses, besides two elephants, male and female, that travel on foot. The business employs the services of 50 men. There is upwards of 60 living animals in this collection, exhibited under a new pavilion 170 feet long by 85 feet wide and 30 feet high. Featured with this show is the unicorn or one-horned rhinoceros, the first ever brought to this country; he is 8 years old; his weight is 4,200 pounds; he was taken at the foot of one of the Himalaya Mountains. That's a nice acquisition, Morton, and we congratulate you despite the spelling of Van Amburgh's name.

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## CHRISTY CIRCUS

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## HUNT BROTHERS CIRCUS

Wants Circus Acts of all kinds for season of 1943. Family Acts with 4 or more people in same, doing several acts, some that can be featured. Lady and Gent Singles, Teams and Trios that do 2 or more acts. Clowns with specialties that will work through program.

Musicians on all instruments for Big Show Band. Side Show Freaks and Working Novelty Acts. Hawaiian Singers, Dancers and Musicians. S. S. Boss Canvasman.

For Advance—Lithographers and Banner Tackers. Preference given to truck drivers. Mechanic for fleet of A-1 Chevrolet trucks. Boss Property Man that can keep help. Candy Butchers and man for outside stands. Can piece experienced Pony Trainer at once. Show opens April 26th. All state full particulars and lowest salary in first letter.

CHAS. T. HUNT., R. F. D. 1, Bordentown, N. J.

## WANTED TO BUY—CASH

One Giraffe, one Female Baby Elephant, one pair of Camels, male and female; African Green Monkeys and Donkeys.

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HARTFORD AUDITORIUM

Hartford, Conn.



**UNDER THE MARQUEE**

*(Continued from page 37)*

last season was, we didn't see any of 'em join the back-to-the-farm movement.

IRA MILLETTE letters from Kensington, Conn.: "Myself, Mrs. Ruth Millette, Mrs. Maud Millette and Mildred Millette are working in war plants in New Britain, Conn. Jimmie Millette is in the navy. My daughter, Penny, is too young for plant work and is a telephone operator there, handling army calls."

AN indoor circus press agent not only gave the show's stellar performance as a reason for its big attendance but the fact that its location was on streetcar and bus lines. Location is the thing that will count the most this year.

KAY FRANCES HANNEFORD celebrated her 10th birthday anniversary following the Saturday night performance (February 13) of the Hamid-Morton Circus, presented by the Almas Shrine Temple of Washington. In honor of her birthday Miss Hanneford was permitted to lead the opening tournament, and after the show the company gathered in the Hanneford dressing room to enjoy cakes and ice cream.

**IN THE ARMED FORCES**

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

CORP. JAMES BENTON, formerly with Moreen, Donova and Morris troupes, teeterboard acrobats, is with Company E, 2d Battalion, 506 Parachute Infantry, Fort Benning, Ga.

RICH BARNSDALE (Great Ricardo), former high-pole performer, who is on duty somewhere in the Pacific, cards: "Have been promoted to boatswain mate second class. It's great to read *The Billboard*, tho often a month old."



STROUD E. HESTER, formerly with the Ringling show, is now on a subchaser doing duty on a Eastern sea frontier.

**WANTED—PHONE MEN!**  
TICKETS—BANNERS—PROGRAM.  
Long season Shrine Circus Dates. Write today.  
HENRY COGERT, Jaffa Mosque, Altoona, Pa.

**NIPPO THE CLOWN**  
Now Booking for 1943.  
At liberty after march 10, when work completed on *Lady in the Dark* at Paramount Studios. Write or wire NIPPO THE CLOWN, 933 South Westmoreland, Los Angeles, Calif.

**WANTED**  
For Catalina Whaling Co. (One Car Railroad Show), opening March 13th. Man to do Punch or Vent and Magic; strong Freak, strong enough to feature; Supt. that can handle Men, keep show in repair and get it up and down; Talkers, Lecturers, Agents for Concessions. Don Taylor, Sandy Sallee, Doc Edwards, write or wire. C. C. SMITH, Catalina Whaling Co., Box 1365, Jackson, Mississippi.

**CANTON SHOW CLUB**

*(Continued from page 37)*

stressed importance of the showman providing recreation and bolstering morale. He was introduced by C. F. Lantzer, Massillon, recently named a member of the State Board of Agriculture and also a director of Stark County Agricultural Society. Lantzer eulogized the three club members who died since the last annual session and its eight members who are now with the armed forces.

Sterling (Duke) Drukenbrod, club president and general chairman, who welcomed the guests, traced the history of the club to its inception five years ago and introduced six of the original group present. He pledged support of local wartime activities in behalf of the club and spoke briefly on prospects of the coming outdoor season. Congratulatory wires came from other showmen's groups and from members living at distant points.

Entertainment included an ensemble and ballet numbers by Evelyn Mae Drabble, who recently conducted a USO unit; Prof. Shrimplin, magician; Nancy Lee, dancer; Ted the Accordion Man; Helen Preston, vocalist, and William Stewart, emcee, and Harry Woodfield's orchestra. Dancing concluded the event.

Ted Deppish, club photographer, displayed his circus poster collection. Favors for the party were thru the courtesy of A. D. Michele, president of the Hudson Fireworks Display Company, of Hudson, O.

In addition to Chairman Drukenbrod, committee in charge of arrangements included Ralph J. Peters, John Drabble, Glen Z. Wagner, Jack McNulty, Morgan Johnson, Ted Deppish and Rex McConnell.

**POLACK IN LOUISVILLE**

*(Continued from page 37)*

with a Liberty theme. Sonny Moore's mule act went over big, as did his trained dog presentation. Pickard's Seals, trained by Harry E. Pickard, brought good applause. Hubert Castle's dancing on the wire scored. Clown Alley included Jack Klippel, Ed Raymond, Dennis Stevens, Jack Kennedy, Dime Wilson, Frank Frelbolt, Frank Prevost and Whitey Harris. Nate Lewis is doing announcing and Dennis Howard is superintendent.

On Tuesday Mona and Mary Ann, elephants, were "special guests" at their birthday party, complete to a birthday cake. Al Sweeney, publicity director, played host. Several hundred children from George D. Prentice School were guests, ceremony being broadcast over WHAS.

Irv J. Polack left after the second day's performance for California in behalf of show. The circus will be in Sacramento in April.

CINCINNATI, Feb. 20.—Sam Polack, who is handling the promotion date for the Polack show here week of March 8, said advance sale had been fair. Many of the acts that were in Louisville will be presented here.

**RINGLING SIX-POLE TOP**

*(Continued from page 37)*

pole-supported tent or canopy which officials said was more practical because it could be handled by fewer men in faster time and possessed an added safety factor.

Cutting work on the big top is being supervised by Leif Osmondson, boss of the tent manufacturing department. All work will be done in quarters.

Announcement was made during the week of the appointment of Archie Blood as boss of the quarters cookhouse. He is a brother of George Blood, Ringling steward.

Evans Reports March 1  
Word was received from band leader Merle Evans that he would report here on March 1. He resigned on February 13 as director of Hardin-Simmons University Cowboy Band at Abilene, Tex.

Line-up of department heads, other than the front office, includes George Blood, steward; William Yeske, mechanical and blacksmith; John Sabo, menagerie; Frank Frizzell, elephants; David Blanchfield, trucks; Robert Forsythe, ring stock; Ray Milton, train; Ralph Lill, properties; John Carson, ushers; George Escalara, side-show canvas; Edward Versteeg, electrical; Ronald Watson, wardrobe; Leonard Aylesworth, canvas; Edward Gallagher, sleeping cars; Michael Carey, paint; Margaret Graham, wardrobe mistress, and Leif Osmondson, tent manufacturer.

**RINGLING BROS and BARNUM & BAILEY**

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- GEORGE BLOOD, Steward
- WILLIAM YESKE, Mechanical Supt. and Blacksmith
- JOHN SABO, Supt. of Menagerie
- FRANK FIZZELL, Supt. of Elephants
- DAVID BLANCHFIELD, Supt. of Trucks
- ROBERT FORSYTHE, Supt. of Ring Stock
- RAY MILTON, Supt. of Train Dept.
- RALPH LILL, Supt. of Property Dept.
- JOHN CARSON, Supt. of Ushers
- GEORGE ESCALARA, Supt. of Side Show Canvas
- EDWARD VERSTEEG, Supt. of Electrical Dept.
- RONALD WATSON, Supt. of Wardrobe
- LEONARD AYLESWORTH, Supt. of Canvas
- EDWARD GALLAGHER, Supt. of Sleeping Cars
- MICHAEL CAREY, Supt. of Paint Dept.
- MARGARET GRAHAM, Wardrobe Mistress
- LEIF OSMONDSON, Supt. of Tent Manufacture

Talented and Pretty Show Girls and Clowns please communicate with PAT VALDO, Director of Performing Personnel

**GEORGE W. SMITH**

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(1943 Season Opens Friday Night, April 9, In Madison Square Garden, New York City)

**RUSSELL BROS.' CIRCUS**

OPENING APRIL 1ST — LONG SEASON

Wants for Season 1943: Side Show Acts, Fat Girl, Fat Man, Midgets, Armless Wonder, Giant, Novelty Musical Acts, Hawaiian Troupe, Minstrel Show or any other Acts suitable for Side Show. Ticket Sellers. Margaret Ann Robinson, write.

Few more Acts for Big Show. Dutch Orton, write.

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**MIGHTY AMERICAN CIRCUS**



# BOARDS PLAN VICTORY ROLE

## Ontario Tuned To War Effort

Ag head stresses need for continuance—Cockburn is association pilot

TORONTO, Feb. 20.—With an undaunted enthusiasm tuned to Canada's war effort, over 600 delegates from 241 Class B Fairs in the Dominion were on hand for the 43d annual meeting of Ontario Association of Agricultural Societies in King Edward Hotel here, February 11 and 12, to hear J. A. Carroll, Ontario Department of Agriculture, stress the need for the continuance of fairs during the war. Officers elected for 1943 were president, W. A. Cockburn, Drumbo; first vice-president, F. L. Robertson, Oowasson; second vice-president, D. J. Hogan, Perth.

Carroll, one of the principal speakers, said that the necessity of holding fairs in wartime was even greater than during peacetime. Canada, he said, is not only called upon to manufacture guns and planes, but must produce food for the United Nations to a degree that never before was thought possible.

Reviewing the activities of 1942 Carroll told the societies that last year was very trying, but in the end, satisfying. "The first months," he said, "were spent in hard work, adjustments, great shifts of man and woman power to the armed services and war industries. Pressure on the agricultural front was severe, restrictions of various kinds inconvenienced us, labor was extremely short, but we held our section of the line, attained our objectives and can report an agricultural battle won."

"Because all of the property was required for military purposes, the Canadian National Exhibition was canceled. While the Central Canada organization was unable to hold a show at Ottawa, true to their tradition of supporting junior activities to the limit, a junior fair was held at Kemptonville, with a total of 179 livestock clubs entered. In addition, 114 girls took part in the classes for garden brigades and homemaking clubs. In the judging competition, 98 participated."

### Reconstruction Plans

"There are those who insist that we should concentrate on winning the war. (See Ontario War Effort on opp. page)

## Southern Mich. Circ To Go Ahead; Gov. Lends Co-Operation

LANSING, Mich., Feb. 20.—Optimistic over prospects for 1943, delegates to the annual Southern Michigan Fair and Racing Circuit meeting in Hotel Olds here, February 11, voted to continue activities for the coming season. Guest speakers included Gov. Harry F. Kelly, Lieutenant Governor Kies and Attorney General Rushton, all of whom urged the boards to continue with their plans for 1943 and offered their co-operation.

Circuit includes fair boards from Mason, Northville, Ionia, Marshall, Fowlerville, Caro, Charlotte, Ithaca, Allegan, Centerville, Adrian, Hillsdale and Hartford.

Lester Schrader, Centerville, was elected president, with Hans Kardel, Charlotte, vice-president; Andy Adams, Litchfield, speed secretary, and H. B. Kelley, Hillsdale, secretary-treasurer.

## Great Falls Office Open

GREAT FALLS, Mont., Feb. 20.—Office of North Montana State Fair, which has been taken over by the army, will be kept open and the organization kept intact, Dan P. Thurber, secretary manager, said here this week. The manager will work on a part time basis devoting the rest of his time to producing food and fiber for the fighting forces.



DR. LINWOOD W. SNOW, well known in fair circles and former secretary and general manager of Michigan State Fair, was elected president of Wayne County Fair Association at the annual meeting in Northville, Mich. An ardent fair man, Dr. Snow is an exponent of agricultural arts and well versed in 4-H Club activities.

## Jackson and Laurel, Miss., To Operate

JACKSON, Miss., Feb. 20.—Both Mississippi State Fair and South Mississippi Fair will be held in 1943, boards of the associations voted last week. Decision was made following the okaying by Office of Defense Transportation Director Joseph B. Eastman of carnival travel this season.

Rex B. Magee, general manager State Fair, said the dates would be announced soon. At Laurel, South Mississippi Association voted to extend the annual livestock and poultry exposition to include agricultural displays. Otis Ainsworth was appointed to fill a vacancy on the Laurel board, and Jack Jeffries was renamed secretary of the fair.

## Texas To Push Food Production

FORT WORTH, Feb. 20.—Altho entertainment has been curtailed, most of the county fairs, livestock and agricultural shows in the State are preparing to hold their annuals as usual with special stress being placed on increased production of food to help win the war. War Bonds are to be used for prizes for fatted beef or hogs that may be meat for some soldier, and War Bond rallies are to be held in connection with auction sales, which climax the annuals.

Some of the Texas annuals which are going ahead as scheduled are Brown County Boys' Fat Stock Show, Brownwood; Falls County Hereford Breeders' Association Show, Marlin; Mills County Livestock Show, Goldthwaite, and 12th annual 4-H Baby Beef Calf Show, Wichita Falls.

## Minn.'s District, County Grant 145G

ST. PAUL, Feb. 20.—State and county fairs are large beneficiaries in quasi-State department appropriations approved by Minnesota Senate Finance Committee, in session here. County and district agricultural societies, sponsors of county fairs, got the largest chunk of State cash, \$145,000. A similar sum has been set for 1943 and 1944.

State Agricultural Society, State fair operators, got \$25,000, a reduction of \$5,000 from 1942. Another \$25,000 will be forthcoming in 1944.

Other allotments are: State Horticultural Society, \$5,000 each year for the next two; crop improvement association, \$3,400 each year; livestock breeders' association, with most of it to be used as junior livestock show premiums, \$14,000 yearly; Red River Valley Dairywomen's association, \$1,000 a year; Red River Valley livestock association, \$700 yearly; poultry improvement board, \$10,000 each year; county poultry association, \$8,000 yearly; livestock premiums for girls' and boys' clubs, \$4,500 yearly.

## Agricultural Situation

Condensed Data From January Summary by U. S. Department of Agriculture, Washington, D. C.

KEYNOTING 1943 food production goals, Secretary Wickard said: "I want to express my admiration for the wonderful production record which farmers made. In the face of growing difficulties they smashed all previous records for total farm production, and they smashed them by a wide margin. But today 1942 is behind us. We are looking ahead to 1943. We must feed our growing army and navy. They, with our allies, are going on the offensive now, and that calls for extra food and larger reserves. The needs keep growing. In the pinch of war we can't turn out enough of everything. Asking agriculture to go ahead and increase all production would be like asking industry to increase production of everything it wanted to make. We know what that would mean. Last year we went a long way in converting agriculture to a war basis. This year we are completing that conversion. Every acre of land, every hour of labor, every ton of fertilizer and every piece of equipment must be used to turn out the products we must have. Agriculture is mobilizing 100 per cent for war next year. We are in it not up to our knees or our waists, but up to our chins."

### PRODUCTION: TOTALS

Goals for all farm commodities in 1943 call for a 4 per cent increase above production in 1942, assuming normal crop yields. Goals in 1942 were nearly 6 per cent above actual production in 1941; the actual increase was 12 per cent. The 1943 livestock goals are 12 per cent higher than 1942 production. The 1942 goals were 9 per cent above 1941 livestock production and the actual increase was

about 12 per cent. Crop yields per acre were at an all-time high in 1942, around 12 per cent greater than in 1941, and crop production was 14 per cent greater. If yields had been normal, crop production called for by 1942 goals would have been about the same as in 1941. If yields are normal this year, crop production will drop back nearly to 1941 levels.

Agricultural production in 1943 probably will call for at least as many workers as were employed in 1942. If yields are normal the crop production represented by the goals will be only 89 per cent of the exceptional crop of 1942. However, some of the recommendations relate to crops with relatively high labor requirements. Such are the 17 per cent increase in potato acreage, and the 20 per cent increase in acreage of burley tobacco. The suggested acreage for commercial truck crops for fresh market is slightly less than that harvested in 1942.

While livestock production in 1943 is set at 112 per cent of 1942, it is likely that if further losses of herders, shearers, range riders, dairy workers, etc., can be avoided, the 1943 goal can be reached without any great expansion in the farm labor force. The number of cattle, calves and sheep will be somewhat reduced next year. However, skilled management will be required, to attain a 15 per cent increase of both spring and fall pig crops in 1943 over 1942 levels, and a 2 per cent increase over 1942 in the production of milk. Much of the additional milk can be secured thru better feeding and care, without requiring additional labor.

Available estimates of gross losses of farm man power, already sustained and (See AG Situation on opposite page)

## Rocky Mountain Assn. Continues

Secs reveal vital part annuals play in livestock and agriculture promotion

BILLINGS, Mont., Feb. 20.—Unanimously expressing the opinion that fairs are and will be made more of a definite asset to the war effort, 47 regular delegates and amusement representatives at the 18th annual Rocky Mountain Association of Fairs meeting in Northern Hotel here, in support of that attitude, recommended that all annuals in the State be held in 1943. Boards also resolved that all fairs represented at the meeting and those which will or may be formed in the future continue to give their delegates full authority to act in the matters of fixing dates and signing contracts for attractions, carnivals and such other shows and amusements, which may be deemed in their collective judgment to be essential and necessary for the successful operation and conduct of their annuals.

Delegates to the meeting which was held January 24-26, represented 12 fair (See Rocky Mt. Continues on opp. page)

## Houston Stock Show Gets Record Count; 1944 Expo Planned

HOUSTON, Feb. 20.—With Sam Houston Coliseum continuously filled for the 10-day stand, 11th annual Houston Fat Stock Show and Livestock Exposition drew a record-breaking gate of about 285,000 February 5-14. James W. Sartwell, president, and Herman Engel, executive secretary, reported the exposition and Gene Autry's World's Championship Rodeo, among the most successful events ever held here.

Altho show and rodeo were said to be the last to be held locally for the duration, there was already under way a movement to begin plans on the 1944 event. In addition to growing uncertainties of the war, future of the show was threatened by the leasing of the Coliseum to the government. However, President Sartwell told 4-H Club boys and girls attending the exposition on Saturday (13) "the livestock show will be bigger and better next year. Regard- (See Houston Record on opposite page)

## Western New York Managers Vote for Operation in '43

BUFFALO, Feb. 20.—Western New York Fair Managers' Association held its annual meeting February 4 at Hotel Lafayette and decided to hold fairs in 1943 as usual. Managers decided to carry on providing the government doesn't request their cancellation. Association includes Erie, Caledonia, Hemlock, Genesee, Orleans, Chautauqua, Cattaraugus, Niagara and Steuben county fairs.

Fair men resolved to invite army, navy and Treasury Department exhibits to all fairs and to arrange housing for the attractions. These officers were elected: Dr. Ralph K. Knight, Little Valley, president; Harry F. Salhoff, Dunkirk, vice-president; Glenn W. Grinnell, Batavia, secretary-treasurer. Racing association secretaries, meeting with the group, elected Frank P. O'Brien, Caledonia, president, and Arthur D. Toomey, Fredonia, secretary.

LANCASTER, Pa.—Among acts at the banquet at 1943 Pennsylvania State Association of County Fairs meeting in Harrisburg, Pa., were those provided by Harry Cooke Theatrical Agency here. Cooke was emcee, with Rosa Rapp program director. Line-up included Phyllis Houser and Nora Sherick, dancers; Frank Roda, accordionist; Dolly Day, dancer; Three Glick Sisters, singers, and Betty Souders, marimba selections.



# Around the Grounds

**MARNE, Mich.**—The 88th annual Berlin Fair will be held here as scheduled, Mrs. Harvey Walcott, secretary, said last week. "We plan to hold our fair," she said, "unless the government rules otherwise or places such gas restrictions that it is not good policy to hold an annual." Last year's fair proved so successful financially that it was voted to pay \$1,000 on the grandstand debt, as well as paying all bills, premiums and interest in full.

**MONTICELLO, Ia.**—Jones County Fair will be held in 1943 unless government regulations prevent it, stockholders decided at their annual meeting here.

**MORRISON, Ill.**—Whiteside County Fair is going ahead with plans for 1943. Contracts have been signed with the WLS entertainment service to provide the grandstand show.

**SAN SABA, Tex.**—Believing the 12th annual Boys' Fat Stock Show will be a contribution to the war effort as it will encourage the raising of more livestock, the event will be held here as scheduled, Perry Hardin, secretary, said. Bankers and business men are behind the show. Cash prizes will be awarded.

## Fair Elections

**SPRINGFIELD, Neb.**—John D. Harder was elected president of Sarpy County Fair Association at the annual directors' meeting here. Arthur Weeth is vice-president, and Mrs. Richard Kiger, secretary.

**MONTICELLO, Ia.**—Harry W. Stuhler was elected president of Jones County Fair at the annual meeting here. H. M. Carpenter is vice president, and James Maurice, treasurer.

## ROCKY MT. CONTINUES

(Continued from opposite page)

boards and one racing association. Attendance was considered good in view of the extremely cold weather, making for train delays and poor road conditions. "Despite these conditions, however, a most successful, interesting and educational meeting was held," said H. L. Pitton, manager, Midland Empire Fair and Rodeo here.

Business sessions got under way with the welcoming address being made by Mearl Fagg, president, Billings Commercial Club, and principal speakers at the initial get-together were J. W. Overman, D. C. Bates, Paul C. Jordan and F. E. Kammermeyer, district manager, Office of Defense Transportation.

### Tentative Dates Set

Before conclusion of the morning session, committee appointments were made and tentative dates set for the various circuits in the State. They included Montana-Wyoming Circuit, comprising Wahnakie County Fair, Worland; Big Horn Basin Fair, Powell, and Sheridan County Fair, all in Wyoming; Central Montana Fair, Lewiston, and Eastern Montana Fair, Miles City.

Western Montana Circuit: Ravalli County Fair, Hamilton; Blaine County Fair, Chisnook, and Choteau County Fair, Fort Benton. Major Montana Circuit: Lewis and Clark Race Meet, Helena; Western Montana Fair, Missoula. East Central Circuit: Marias Fair, Shelby; Hill County Fair, Havre; Phillips County Fair, Dodson; Rosebud County Fair, Forsyth; Fallon County Fair, Baker; Richland County Fair, Sidney, and Dawson County Fair, Glendive.

### Bowen Is President

Annual election saw Floyd Bowen, secretary Blaine County Fair, named president; Rex Flint, Baker, was elected vice-president, and J. M. Suckstorff, Sidney, was re-elected secretary-treasurer. Great Falls was selected as the site for the 1944 meeting. Dan P. Thurber, manager, North Montana State Fair, Great Falls, opened the afternoon session with a report on the annual International Association of Fairs and Expositions meeting in Chicago in December. Art Briese, secretary Thearle-Duffield Fireworks Company, gave an interesting talk on the War Show.

R. E. Camefon, State 4-H Club lead-

er, Bozeman, Mont., followed Briese with a well-received talk, titled, *4-H Clubs and the Fair*. Other speakers included Zadok G. Hudgin, *Future Farmers and the Fair*; Ralph D. Mercer, Bozeman, *Agriculture and the Fair*, and J. C. Taylor, State Agricultural College, who spoke briefly regarding the operation of fairs and urged that they be continued because of the vital part they play in the promotion of livestock and agriculture.

### \$12,000 Fed Taxes

H. L. Pitton in his statistical report showing comparisons of percentages on admissions from a cross section of fairs in Montana and Wyoming, revealed that 10 of the annuals held paid a federal tax on admissions of \$12,951.13.

### Attractionists

Attractionists and showmen present included Barnes - Carruthers Booking Association, F. H. Kressman; Williams & Lee Attractions, Gladys M. Williams; Miracle Horse Acts, W. J. Hagen; Thearle-Duffield Fireworks Company, Arthur F. Briese; American United Shows, Mr. and Mrs. O. H. Allin, T. D. Newland; Zeiger United Shows, C. F. Zeiger; Dodson's World's Fair Shows, Curtis L. Bockus; Evergreen Shows, Vernon L. Spalinger; Siebrand Bros.' Shows, P. W. Siebrand; Cremer Rodeo Company, Leo J. Cremer; Harry Roe and A. A. Bray, public-addressing systems, and Regalia Manufacturing Company, Ed Owens.

## AG SITUATION

(Continued from opposite page)

anticipated, indicate a labor problem in 1943 of considerable magnitude. Between April, 1940, and October, 1942, nearly 3 million farm workers, actual or potential, of both sexes, were lost thru their having left the farms, having gone into non-farm work altho retaining farm residence and having entered the armed forces. This estimate includes only rural farm persons; it does not include persons under 14 years of age nor older persons unfitted for farm work. Between October 1942 and October 1943, the already depleted farm labor reserves may be reduced by another 1.2 million, of whom about 700,000 may enter the armed forces. This estimate assumes an armed force of 10.5 million men by January 1944 and a further net increase in non-agricultural employment. Under the Tydings amendment to the Selective Service Act more persons may be retained on farms than is assumed in this estimate, from among those otherwise eligible for induction into the armed forces, who are "found by a local board to be necessary to and regularly engaged in an agricultural occupation or endeavor essential to the war effort." No broad estimates are as yet available as to the number of farm men who will be deferred from military service by virtue of the new regulations.

### PRICE SUPPORTS

Department of Agriculture has announced its policy will be to generally support prices for dairy and poultry products, meat animals and for those food crops which are most essential for domestic consumption and foreign shipment at a level sufficient to assure producers of attractive returns for the desired production. This general policy will be carried out thru specific loan, purchase or other programs which will be announced as needed.

It is obligated by law to make available to co-operators under the Agricultural Adjustment Act of 1938, loans at 90 per cent of parity on cotton, rice, tobacco and peanuts and at not less than 85 per cent of parity on corn (in the commercial area) and on wheat. The specific loan rates will be determined as of the 15th of the month preceding beginning of the marketing year.

The department is also obligated, within the limits of funds available, to support at 90 per cent of parity, prices of those commodities for which the Secretary of Agriculture requests expanded production. These commodities up to the present include hogs, eggs, chickens (excluding broilers or chickens weighing less than three pounds live weight), turkeys, butter, cheese, dry skim milk, evaporated milk, specified varieties of dry peas and dry edible beans, soybeans for oil, flaxseed for oil, American Egyptian cotton and potatoes. Minimum price supports in terms of dollars-and-cents have also been announced for many of these commodities—and in many instances these are well above 90 per cent of current parity prices. These are discussed in the commodity reviews.

Prices of many commodities are at or close to ceiling levels as a result of exceptionally strong demand for almost all agricultural commodities — a demand which will continue to increase in 1943.

For the same reason, prices of many commodities naturally will be above the announced support levels during the year ahead.

## ONTARIO WAR EFFORT

(Continued from opposite page)

and neither think nor talk of the post-war days. I cannot concur in this view because we had had too recent experience of winning the war and losing the peace," said Carroll. "Agricultural societies," he pointed out, "should be among the first to consider reconstruction plans. Their stability is established by the fact that many of them have functioned for almost a century, one for 130 and another over 150 years. They have been thru some crises before. We have no cut and dehydrated plan to propose, but suggest that thought should be given now to some agricultural problems which will face us when victory is realized. It is recommended that every board give consideration this year to post-war problems and plans."

### Banquet Draws

Banquet Thursday night attracted over 700 delegates and showmen. Guest speakers were G. P. Gilmore, chancellor, McMaster University, Hamilton, Ont., and Hon. P. M. Dewan, minister of agriculture.

Entertainment was provided thru the courtesy of Conklin Shows, and featured a chorus; Gus Muro, accordionist, Pat Bailey, songstress; Lois Sonce, acrobatic dancing, and Al and Bob Harvey, comedians, booked thru Garden Bros.' Amusements.

### Shows Prep for '43

On the show front enthusiasm runs high despite war restrictions that no doubt will affect every department. Reports from the various organizations indicate that all are preparing for a big season, feeling that they will be called on to contribute a greater role on the morale front. This is indicated by the fact that fairs are greatly increasing their appropriations for attractions.

Conklin Shows plan to again return to Toronto for the second consecutive time to play under the "Fair for Britain" banner sponsored by the Toronto Business Men's Association on the same dates as those used by the Canadian National Exhibition.

Wallace Bros.' Shows of Canada, under direction of James Sullivan, reported their most successful year in their career. Sullivan said his shows have booked the Western Canada Class "B" Circuit.

### Attractionists

Represented at the meet were Conklin Shows, J. W. (Patty) Conklin, Frank Conklin and Neil Webb; Wallace Bros.' Shows of Canada, Jimmy Sullivan, Jim Cronin; Queen City Shows, Joe Atkinson, Berne Arden; Sims Greater Shows, S. Sims; Gray's Greater Shows, S. Gray; Hand's Fireworks, A. Hand; George Hamid, Inc., Joe Hughes; Enterprise Poster Print, A. King; Garden Bros. Amusement, Bill and Bob Garden.

## HOUSTON RECORD

(Continued from opposite page)

less of where we have to hold one, even if it is in a tent along the banks of a muddy bayou, we are going to have a fat stock show in Houston in 1944." Rodeo performers drew \$10,000 in prizes and livestock and horse exhibits over \$50,000. Daily horse show contests were held and 15 rodeo performances were presented.

Texas Senate on February 11 adopted a resolution congratulating the show upon its holding "another splendid and successful exposition" and commending it for its important contribution to public welfare. President Sartwells and other officers were sent copies of the resolution. The text said, in part:

"Whereas, the Houston Fat Stock Show and Livestock Exposition is now in progress; and whereas, the exposition has made and is making a major contribution to the livestock industry and to breeders and producers of livestock; and whereas, in encouraging this industry, the show and exposition likewise makes a worthy and important contribution to the war effort by aiding



## Coming Events

These dates are for a five-week period.

### Arizona

Tucson—Dog Show. March 27-28. Mrs. Catherine Romag.

### Georgia

Macon—Fat Cattle Show. March 8-9. Lee S. Trimble, Box 288.  
Moultrie—Fat Cattle Show. March 17-18. D. H. Bright, Box 151.  
Savannah—Thrill Circus, Amer. Legion. Feb. 28-March 6. J. Frank Hatch.

### Illinois

Chicago—Dog Show. March 27-28. Foley, Inc., 2009 Ranstead St., Philadelphia.

### Louisiana

New Orleans—Livestock Show. March 17-18. B. B. Jones, Box 1460.

### Massachusetts

Boston—New England Flower Show. March 13-20. Arno H. Nehrling, 300 Massachusetts Ave.  
Boston—Gift Show. March 1-5. George F. Little, 200 Fifth Ave., New York, N. Y.

### Michigan

Saginaw—South School Circus. March 26-27. Maurice M. Guy.

### Minnesota

Minneapolis—Zuhrah Temple Shrine Circus. March 8-13. Noel Van Tilburg.  
St. Paul—Shrine Circus. March 15-21. Walter T. King, Masonic Temple.

### Missouri

Kansas City—Police Circus. March 2-7. E. L. Kellerstrass, 1125 Locust St.

### New York

Binghamton—Rotary Charities Circus. March 22-27. Harold Albert, 116 State St.

### North Dakota

Valley City—N. D. Winter Fair. March 10-12. A. M. Paulson.

### Ohio

Cincinnati—Dog Show. March 13-14. Foley, Inc., 2009 Ranstead St., Philadelphia.  
Cleveland—Dog Show. March 6-7. Foley, Inc., 2009 Ranstead St., Philadelphia.

### Oklahoma

Enid—N. W. Okla. Jr. Livestock Show. March 13-20. J. B. Hurst, Box 1066.  
Oklahoma City—S. W. Amer. Livestock Show. March 22-26. G. W. Eller, Stockyards Sta.

### Rhode Island

Providence—Dog Show. March 7. Louis G. Najac, 64 Pinehurst Ave.

### Tennessee

Chattanooga—Circus in Memorial Auditorium. March 22-27. Ernie White, 316 Belmont St.  
Knoxville—Dog Show. March 26-27. Mrs. Frank Leonard, 203 Elmwood St.

### Texas

Amarillo—Fat Stock Show. March 8-12.  
Brownsville—Charro Days. Feb. 27-March 7.  
Monahans—Pecos Valley Expo. & Fat Stock Show. March 26-27. Jack Downs, Box 1545.

### Wisconsin

Milwaukee—Tripoli Shrine Circus in Auditorium. Feb. 22-28. Henry F. Zarse, 3000 W. Wisconsin St.  
Milwaukee—Home Show. March 13-20. John J. Roache, 740 N. Plankinton Ave.

production of meat which is vitally essential to the armed forces of both ourselves and our allies and our civilian population; and whereas, such exposition offers in connection therewith one of the finest rodeos and horse shows in the country; now therefore be it resolved, by the Senate of the State of Texas that we congratulate the Houston Fat Stock Show and Livestock Exposition upon its holding another splendid and successful show and exposition and commend it for its important contribution to public welfare."

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Anderson, Ind.



## Bill Cunningham Set To Address N. E. Gathering

BOSTON, Feb. 20.—Bill Cunningham, top-ranking sports columnist, has been signed to address the members of the New England Section, NAAPPB, as the final event of the 15th annual convention program scheduled for the Parker House here Wednesday, March 24. In great demand as an after-dinner speaker throughout the East, Cunningham is making the parkmen's affairs as a friendly gesture to his friend, Eddie Carroll, prexy of the New England group and head of Riverside Park, Agawam, Mass.

Cunningham is featured columnist of *The Boston Herald*, a steady contributor to *Collier's* and *Esquire*, and author of a nationally syndicated column. Former All-American center at Dartmouth, world traveler, veteran of World War I, raconteur of sports yarns, Cunningham can be expected to provide the convention members and guests with a real treat.

President Carroll states he anticipates one of the most successful meetings and banquets in the history of the New England section and has issued an invitation to all members of the national association to attend the meeting which promises much in the way of solution of wartime problems and outstanding speakers.

## American Recreational Equipment Association

By R. S. UZZELL

### Need Joy Producers

"One of the great arts is that of making people enjoy themselves."—P. T. Barnum.

If ever joy producers were needed in America it is now. And if the war goes to a finish fight, which seems assured, they will have a larger place to fill. Aside from our wholehearted contribution to war effort we will need the closest co-operation in our effort to carry on. The manufacturers of amusement equipment stand ready to serve as far as they can with the limitations on material and man power. Naturally, none would willingly see an old customer unsupplied if a way out can be found. Help us all you can and we shall help you all we can. Priorities are a must requirement. Without priorities we get nowhere. This requirement is beginning to be more thoroly realized. The national association has never been more anxious or more willing to serve. Its value to all members will go thru a more severe test this year than at any time in its history. Rest assured that your national officers realize the dire straits we all face and are showing the willingness and the courage to go thru for us. We can expect real leadership from Leonard B. Schloss, who brings to the office a ripe experience born from 40 years on the line of action. He takes no time out for fine-spun theory. Only hard practical facts actuate him now. But never doubt his genuine sympathy with and for all of us.

### An Early Spring?

This hard, cold winter may presage an early spring. We have seen it happen in times past. Maybe it'll miss this time, but there is a possibility of its coming our way again. Those who are ready will profit by it, while those who stall along until June, as some talk of doing, may be sorry. Along the Atlantic Seaboard we have had an unusual amount of moisture this winter. Perhaps this will prevent a cold, wet spring. Who knows? Let us hope we shall not experience the wet weather which we had the latter half of July and all of August in 1942.

Playland, Rye Beach, N. Y., is formulating plans to operate this season. Only unforeseen restrictions or war requirements will alter this plan. The huge sum invested there by Westchester County impels them to go forward. The motivation of the leaders in the county to maintain a creditable and refined amusement resort still persists. We in Greater New York have taken a justifiable pride in Playland and hope for its continuance. Herbert F. O'Malley (See AREA on opposite page)



GEORGE B. CURRIER, who, with the recent resignation of Herbert F. O'Malley, became director of Playland, Rye, N. Y. Currier, prior to his new appointment, was Playland's promotion chief.

## Waldameer's Plans Held Up by Gas Ban

ERIE, Pa., Feb. 20.—While local and regional officials continue to press their fight for more liberal gas rationing in this district, officials of Waldameer Beach Park are waiting the outcome before announcing the season's plans.

If the pleasure-driving ban is lifted or eased before summer the Waldameer may face one of its greatest years, but with the gas ban on it will mean too many extra miles of driving to most of the park's patrons.

Meanwhile, regular winter dancing in the park's ballroom has been discontinued. Manager Alex Moeller is spending a short vacation in Hot Springs.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Quotes of the Week

Leonard B. Schloss, prexy of the National Association of Amusement Parks, Pools and Beaches, in a message in the current issue of the association's *Bulletin*, states: "Your officers and directors are working in your interest day after day, patiently, conscientiously and efficiently. They shall continue to do so—provided your loyalty and your support of our organization continues to justify it. This association has been serving our great industry for almost 25 years. In fact, our next convention will mark our 25th anniversary. I note with regret that some of us regulate our co-operation and participation in association activities and supporting our organization far too much on a basis of personal and immediate needs. We should individually take a broader and a longer-range view. Regardless of our personal problems and personal outlook for the year now upon us, we must continue our loyalty and support of our organization because, after all, it has served us well and its activities must not be allowed to lag."

Sam Lambert, assistant editor of *Club Management* publication, shoots this department an article by Roger O. Larson, Specialist First Class, Naval Training Station, Great Lakes, Ill. Writes Navyman Larson, in part: "The results of recent research show that every bluejacket must be a swimmer. He need not be a speed swimmer, but should be able to use endurance strokes—back, breast and side strokes. A few of the instructions which have been derived from this study are: Be a swimmer; keep on all light clothes; use breast stroke with short-arm-pull (do not jump); swim as far under water as possible before coming to the surface; keep cool and stick together; swim easily with the idea in mind to swim six or eight hours without tiring. A man's first aim upon being forced to abandon ship or being thrown into the water should be to get at least 50 yards away from the ship to make certain he will

## Altman Would Give Hall Case to Court

ATLANTIC CITY, Feb. 20.—Breaking the official silence that has followed the recent conference with War Department officials on the army-occupied Convention Hall, Director Joseph Altman this week stated that the army's offer was "inadequate" and proposed that the matter be turned over to the courts. "It is a case of liquidating damages, not rental," said Altman, "and I feel the matter should go to court for a fair disposition."

War Department negotiators, at a recent conference with members of the city commission and a citizens' committee headed by Frank P. Gravatt, operator of Steel Pier, offered to maintain and operate the city's \$15,000,000 Convention Hall for the duration and pay an additional sum of \$35,000 "in lieu of claims for damages" not due to the government's occupancy or negligence. It has been unofficially reported that the city would reject the army's offer and permit the matter to proceed in condemnation court.

## Skean Takes New York Post

ATLANTIC CITY, Feb. 20.—Albert H. Skean, director of Atlantic City's Convention and Publicity Bureau since 1924, has resigned the post and left Monday (15) to assume his new post as director of the Convention and Visitors' Bureau in New York. "My departure is caused by the fact that the army has taken over the resort, and we are no longer in the convention business," said Skean.

## May M. Fields Joins WAACS

WILDWOOD, N. J., Feb. 20.—May MacNeal Fields, who operated her astrology and mentalist concession on the Boardwalk opposite Convention Hall, will be missing from her familiar stand this season. She has joined the WAACS and leaves next week for her training. Miss Fields has requested foreign service.

## Atlantic City

By MAURIE ORODENKER

ATLANTIC CITY, Feb. 20.—Abner J. Geiula and Associates here has been awarded the contract to handle the advertising for Atlantic City in 1943. City Commissioner Joseph Altman declared that all advertising would emphasize the maintenance of name and prestige of the resort and continue to solicit business within the resort's ability to serve.

Ocean Pier on the Boardwalk, which in pre-Pearl Harbor days housed various concessions and exhibits, will soon go military. The pier is being refurbished to make for an officers' club for the navy and coast guard. Officers' club for army men is in the Shelburne Hotel.

Good indication that there will be plenty of activity here this season is the early reopening of the Virginia and Strand theaters. Both Boardwalk houses reopened last week for Saturday and Sunday operations. They will go into full-time schedules when the regular season starts. Increased patronage at the resort's movie houses due to the large concentration of servicemen here necessitated the early reopening.

An appeal to Leonard Dreyfuss, New Jersey State Director of Civilian Defense, to help eliminate "extremely hazardous traffic conditions" on Atlantic City streets because of the dim-out has been made by the board of directors of the Chamber of Commerce. Dimmed auto headlights plus reduced street lighting in the dim-out area are blamed for eight fatalities and 160 injuries to pedestrians in the last few months.

## Conn. Sunday Bills Are Stoutly Opposed

HARTFORD, Conn., Feb. 20.—State Legislature Labor Committee held a hearing at the State Capitol here last week in regard to bills to prohibit Sunday work.

At the hearing, representatives of light and power companies, the New York, New Haven & Hartford Railroad Company and Western Union declared that it would be impossible to force shutdown of their essential service during wartime. John J. Egan, of Connecticut Federation of Labor, and Richard Berry, of the Manufacturers' Association of Connecticut, also opposed the bills.

Representative Griswold Morgan and William C. Fox Jr., of New London, Conn., spoke against a bill which would prohibit employment of beach attendants, life guards and park personnel on Sundays.

MEMPHIS.—N. J. Melroy, zoo superintendent, has prepared a list of 23 animals wanted by the Memphis Zoo, ranging from camels to vultures, and the park commission is prepared to spend approximately \$5,000 at this time.

instances by inflated goatskins as they swam to the other side to attack. There is nothing new under the sun, I can assure you. Where did these trousers come from which we are blowing up and making wings of? I found that during the first World War Wilbur Longfellow, the old Commodore, was going around to army cantonments and naval training stations giving what he called 'wet lectures,' and one of the things he was doing at that time was blowing up trousers and making wings out of them."

Finally this column should like to quote from one of the ads in *The Hall of Health* put out by the Missouri Athletic Club, St. Louis. The copy is such that it demands consideration from every commercial plunge in the country. Here's how Carl O. Bauer, Missouri A. C. director, sells aquatics out St. Looey way: "Learn To Swim," screams the A. C.'s ad. "It has become a necessity! Come to your fine Missouri Athletic Club pool. Brush up on your breast stroke! Learn to swim more side stroke! Learn floating around on your back! Condition your body by swimming up and down the tank! Can you swim below the water surface? Quite often one has to learn it first. Swimming is wonderfully effective! It's good for your digestion—it is good for your disposition! And in this wartime you will never know how handy swimming well will be."



**AREA**

(Continued from opposite page)

says he will take a long rest after terminating his connection there March 31. He may rest a while, but one of his energy and ability will find that loafing will soon pall and he will get the urge for action again. George Baker, too, just cannot keep out of harness. It seems Utopian to sit on the sidelines and watch the procession go by, but that ache for action cannot be too long suppressed. There is more pleasure in pursuit of leisure than in its long possession. We wish them good fortune.

**"Customer Right" Is Out**

Department stores are going on record against the old saw, "the customer is always right." They just cannot afford to adhere to the old phrase in these times. And they say a lot of it will never be restored. Gone are the days when a woman can order a gown on approval, wear it to a bridge party and return it the next day. Some amusement parks have had equally uneconomic practices put over on them. Strenuous times make better business men of us all.

**BIRTHS**

(Continued from page 27)

Hollywood Hospital, Hollywood, January 14. Mother is the former Mary Jo Matthews of the films; father is a talent agent.

A daughter to Mr. and Mrs. Melvin F. Morrison recently. Father is manager of Strand Theater, Dover, N. H.

A daughter, Maureen, January 6 at Jewish Hospital, Cincinnati, to Mr. and Mrs. Ronnie Mansfield. Father is the WLW tenor and for the last seven months singing emcee with the *Ice Revue of '43* at Hotel Netherland Plaza, Cincinnati. Mother is the former Harriett O'Day, dancer.

A daughter, Annette, to Mr. and Mrs. Frederick Durocher January 14 at Dr. King's Hospital, Bay Shore, L. I. Mother is Sylvia Saunders, night club dancer, and father is superintendent of Jackson Theater, Jackson Heights, L. I.

A son to Mr. and Mrs. Harry E. Sokolov at Cedars of Lebanon Hospital, Hollywood, January 22. Mother is the former Maxine Reiner, film actress.

A son to Mr. and Mrs. Sidney de Aze-

vedo at Hollywood Hospital, Hollywood, January 14. Mother is Alyce King, of the King Sisters with Alvin Rey orchestra. Father is in the army.

A son, Jay, to Mr. and Mrs. Lloyd Nolan at Cedars of Lebanon Hospital, Hollywood, February 1. Father is an actor.

A daughter to Mr. and Mrs. Howard DeBaugh February 2 in Chicago. Father is the son of Dan DeBaugh, manager of the Chicago office of Ringling Bros. and Barnum & Bailey Circus.

A son to Mr. and Mrs. Milt Kellem January 23 at Temple Hospital in Philadelphia. Father is former orchestra leader and mother is the former Judy Shinn, model.

A son to Mr. and Mrs. Jake Biben January 25 at Jewish Hospital, Philadelphia. Father, former agent in Philadelphia, is now manager of the News Theater, that city.

A son, Harry Jr., to Corporal and Mrs. Harry (Doc) Bagby January 20 in Philadelphia. Father, former orchestra leader in Philadelphia, is now in the army at Aberdeen, Md.

A daughter to Mr. and Mrs. Adolph Goldman January 24 in Philadelphia. Father is manager of the Club Ball, Philadelphia.

A son, Drew Alan, to Mr. and Mrs. Henley Faulconer at Victoria Hospital, Miami, January 31. Mrs. Faulconer is the daughter of Mr. and Mrs. Claude Woods, well-known carnival showfolk.

A son to Mr. and Mrs. Mark (Curly) Graham in Victoria Hospital, Miami, January 22. Parents are concessionaires with Central Amusement Company.

A son, Robert Richard, to Mr. and Mrs. Bob Eberly in New York January 16. Father is a singer with Jimmy Dorsey's orchestra. Mother is the former Florine Callahan, show girl.

A son to Mr. and Mrs. Lester Brown February 3 at Broad Street Hospital, Philadelphia. Father is a pianist.

A daughter to Mr. and Mrs. Sam Lala February 2 at St. Agnes Hospital, Philadelphia. Father is saxophonist with Joe Frassetto's orchestra at Station WIP, that city.

A son to Mr. and Mrs. Eddie Roecker February 3 at Merchantville (N. J.) Hospital. Father is stage and radio singer.

A son, David Mathew, to Mr. and Mrs. George Antoniak in Bridgeport, Conn., January 29. Mrs. Antoniak is secretary at the Ritz Ballroom, Bridgeport, while the father is with the 3d Signal Service Company, Boston.

A daughter, Eula Dilday, to Mr. and Mrs. J. S. Chapman in Memphis February 7. Father is Jack Chapman, nitery and vaude emcee, and mother is also a performer.

A son to Mr. and Mrs. Arthur H. Rosson at Hollywood Hospital, Hollywood, February 10. Mother is the former Odette Bray, of the Bray Sisters, Hawaiian dancers. Father is a cameraman.

A daughter to Mr. and Mrs. Danny Britain recently in Buffalo. Father is music director and orchestra conductor at Station WBEN, Buffalo.

A son to Mr. and Mrs. Gif Jackson recently in Buffalo. Father is member of the Three Treys, instrumental and vocal trio, appearing currently over Station WBEN, Buffalo.

A son, Gerald Irvin, to Mr. and Mrs. H. A. Morey January 11 in Brunswick

Hospital, Brunswick, Ga. Father is a concessionaire.

A boy to Mr. and Mrs. Abel Pina. Mother is daughter of Mrs. Conchita Pope.

A son to Mr. and Mrs. Henry Kaleheim at Henrotin Hospital, Chicago, February 10. Father is a theatrical attorney in that city.

**Divorces**

Azadia Newman, portrait artist, from Walter Scott Colton, stage and screen actor, in Hollywood January 15.

Jean Gabin, French film player, from Miss Dorayne, film actress, January 23 at Nice, France.

Dwight Franklin, motion picture art director, from Mrs. Mary Franklin February 3 in Reno, Nev. Mrs. Franklin writes under her maiden name of Mary McCall.

Lana Turner from Stephen Crane February 4 in Los Angeles.

Dorothy Darling, burlesque dancer, from Herbert Barris, comedian, in Los Angeles, February 11.

Edna Marie Skelton from Richard (Red) Skelton, radio and screen comedian January 11 in Los Angeles.

Martha Stephenson Kemp Mature from Victor Mature, film actor, February 9 in Las Vegas, Nev.

Helen Senter, vaudevillian, from Boyd Senter, orchestra leader, in Detroit, February 3.

**PROTECT YOUR CASH**

**SPECIALLY DEVELOPED MONEY REGISTERS**

FOR

**CONCESSIONS -- RIDES -- ADMISSIONS**

**MONEY-METERS, INC.**  
PROVIDENCE, R. I.

**WANTED FOR SEASON**

LAST OF APRIL TO LAST OF OCTOBER

TILT-A-WHIRL, OCTOPUS, FLY-O-PLANE AND AUTO SCOOTER  
WILL LEASE SPACE OR BUY THESE RIDES

The Brightest Spot in the Nation — A Playgrounds for Navy and Army Men — 40,000 Enlisted Navy Men and 12,000 Officers Here at the New Training Station—Farragut and Spokane's Large Army Posts Just 32 Miles From Here.

THIS IS THE PLAYGROUNDS OF THIS PART OF THE COUNTRY  
State Your Deal in First Letter.

**PLAYLAND AMUSEMENT PIER**

LAKE COEUR D'ALENE  
Coeur d'Alene, Idaho

W. EARL SOMERS  
President-Manager

**MISSION BEACH AMUSEMENT PARK**

★ SAN DIEGO . . . THE WHITE SPOT OF THE NATION

NOW BOOKING FOR 1943 SEASON

WANTED — DARK RIDE OR PRETZEL RIDE — FLY-O-PLANE — CATERPILLAR — ROCKET RIDE

EDDIE WAKELIN—WIRE OR WRITE—AL MULLIGAN

**BLUE LANTERN AMUSEMENT CO.**

OPENS APRIL 1, 1943, MANCHESTER, TENN.

Want for South's Greatest Defense Center. Will place Rides and Concessions and will give exclusive: Photo Gallery, Peanuts, Popcorn. Will book Side Show with your own outfit. Would like to hear from Nora Snodgrass, Harry J. Six, John Pattie, Louise Augustaine, Jimmie Davison, get in touch with me. I have fifteen acres—plenty parking space. Busses go right past park. 40 weeks in south's biggest boom town. MRS. ELSIE FRANKS, Treasurer; JOE SHALER, Owner and Manager. All write or wire  
JOE SHALER, ROUTE 6, MANCHESTER, TENN.

**PLAYLAND PARK HOUSTON**

Wants Scale and Age, Novelty Jewelry, Penny Arcade and any Game not conflicting. Agents. Want Roll-O-Plane Operator.

Season March 15 to December 21. Write  
MORGAN BAKER, 4706 Green Briar, Houston, Texas

**HELP WANTED**

LARGE PHOTOGRAPHIC CHAIN  
having concessions in all major parks  
DESIRES MARRIED COUPLES TO  
MANAGE PHOTO STUDIOS  
for coming season.

No experience necessary. Salary while training.  
Salary and commission when managing studio.

Excellent opportunity for permanent employment.  
Apply in person or write  
full particulars, including recent photo, to

**GRANT POSITYPE CORP.**  
16 West 22nd St. NEW YORK CITY  
Attention E. L. Lewis



**NATIONAL SHOWMEN'S ASSOCIATION**

Fastest Growing Organization in  
Show Business

**BENEVOLENT PROTECTIVE—SOCIAL**

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway  
New York City

**OUR MEN NEED BOOKS**



SEND ALL YOU CAN SPARE

Help a man in uniform enjoy his leisure hours. Give your good books to the 1943 VICTORY BOOK CAMPAIGN. Leave them at the nearest collection center or public library.

**BOOKING FOR SEASON 1943**

NO GATE

Legitimate Concessions. Rides not conflicting with Merry-Go-Round, Kiddy Ride, Swing, Tilt, Wheel. Only amusement park in Mobile—big defense center. Want Penny Arcade, have tent to take care of same. Want to buy Skating Rink Floor and Tent if have one.

**ARLINGTON AMUSEMENT PARK**

12 WESTWOOD MOBILE, ALA.



# Rinks and Skaters

By C. H. STARK (Cincinnati Office)

## Contests in Philly Hit by Driving Ban

PHILADELPHIA, Feb. 20.—The Philadelphia Daily News annual roller skating contest got under way on February 17 and will continue for two or three weeks before finals will be possible. This year only eight rinks are entered, the driving ban making it impossible for many roller rinks in near-by communities to join the competitions as in previous years. Rinks participating include Dance Box, Skateland, Circus Gardens, Carmen, Crystal, El Torian, Rollarena and Adelpia. Opening contest was in Adelpia Rink, and Circus Gardens was host on Thursday (18). Contest will be resumed on Monday at the Dance Box. Crystal Palace will run on Tuesday, Skateland on Wednesday, Thursday will be a day off, Carmen will run on Friday and the Rollarena will run on Saturday. Two events are held by each rink, each on a separate night. Winners in each participating rink will go into the finals, the site for which will be chosen at a meeting of the operators following the winding out of the entries. Lanse McCurley, sports editor and columnist of The Daily News, is directing the event.

## RSROA Admits Western Members

DETROIT, Feb. 20.—First representation on record for the State of Wyoming in the RSROA was secured this week thru admission of Rainbow Rink, Cheyenne, Wyo., according to Fred A. Martin, national secretary. The Rainbow is operated by J. W. Norcross, who also operates rinks in Colorado. Norcross has been an RSROA member for some time because of his Colorado operations. Another new Western member also added was the Rollerland at Pueblo, Colo., operated by Galen E. Miller. Three additional sanctions for State championships have been authorized by the RSROA in addition to the detailed list published several weeks ago. Northern Connecticut qualifying meeting for the State championship will be held March 10 at Benjamin R. Richland's Hartford Skating Palace, Hartford, Conn.; Washington Figure, Dance and Pairs Championship will be held March 4 at S. G. Loeffler's Riverside Stadium, and

New Jersey Figure, Dance and Pairs Championship will be held March 22 at H. R. Weiner's Rink, Paterson (N. J.) Recreation Center. The Paterson champion is the only sanction issued so far for senior fours.

## AOW Inter-Club Meets in March

ELIZABETH, N. J., Feb. 20.—Announcement has been made by America on Wheels Rinks that Inter-Club championships will take place during March, finals to be held in April. Championships will embrace dance, figure and speed skating, and are open to any amateur skater representing an America on Wheels rink and holding an ARSA amateur competitor's card. It was also announced that there will be no senior division for any of the events. Eliminations will not be held unless it is found that more than four couples wish to represent their rink in the contest. Tentative dates for the finals, to be held at the Twin City Arena, Elizabeth, N. J., are April 3 and 4. Qualification contest will take place on the first day, with finals on the latter.

## Erie Rink Sets Early Curfew

ERIE, Pa., Feb. 20.—Manager A. O. Johnston of the 12th Street Skating Rink has announced that for an indefinite time evening skating hours will end at 10 p.m. Decision for the early closing was made at the request of the Erie Coach Company to help avoid the 11 p.m. rushes that combine theater closing and war plant shift changes. The transportation company has appealed to all places of amusement to co-operate in solving transportation, and the rink became the first major amusement spot to comply.

## New Massachusetts Arena

SPRINGFIELD, Mass., Feb. 20.—The Secretary of State has issued a charter of incorporation to Victory Roller Rink, Inc., of Springfield, with capital 500 shares no par stock. Incorporators are Joseph D. Monette, of Agawam, Mass., and John Bessone and Alfred Bettigole, of Springfield.

PASSAIC (N. J.) RINK was the scene of a benefit skating party for the Amateur Roller Skating Association on February 10. Party was sponsored by the Passaic Dance and Figure Skating Club.

THE WINTER GARDEN RINKS, Chez Vous, Bal-a-Roue and Winter Garden, all in Boston, are now selling reconditioned shoe skates. Skates have been thoroughly gone over and all shoes are new.

FRED A. MARTIN, general manager, reported that Detroit grammar school championships are being held in Arena Gardens under sanction of the Roller Skating Rink Operators' Association of the United States.

CLAIRE MILLER, Twin City (N. J.)

Arena instructress, has enlisted in the WAAC. While associated with the rink she helped to produce a number of roller-skating productions. Her specialty was dance skating.

MELVA BLOCK, twice winner of the national amateur senior ladies' championship and a member of Detroit Figure Skating Club, whose home rink is Arena Gardens, has been awarded a seven-year contract with MGM in one of the most outstanding recognitions ever given by Hollywood to younger roller skaters, it is reported from Detroit.

PLAYLAND RINK, York, Pa., three miles outside of the city and without convenient public transportation facilities, has provided its own shuttle bus to meet skaters at the regular bus stop closest to the rink. Shuttle bus is in service for the three Sunday sessions to which operation is restricted because of car-driving restrictions and winter weather. Skaters are taken back to the regular bus line after each session. George Gilck continues at the organ.

CARR'S RINK at Iowa State College, Ames, Ia., will be opened for servicemen and their friends every Sunday from 2 to 5 p.m. Arrangements for the additional time were made by the recreation committee of the Civilian Defense Corps and school authorities. It was pointed out that many of the navy men were more interested in roller skating than in any other form of entertainment. The rink is located in the fieldhouse.

## MIDWAY CONFAB

(Continued from page 33)

Exposition Shows, spent several days here, as did Denny Pugh, co-owner World of Today Shows. Others visiting the city include Roy Goldstone, C. W. Nail Shows; Harold Eulah and Joe Green, Tivoli Exposition Shows; Herman Schwartz and Omar Thompson. Harold Clippard, concessionaire, now in the Army Air Corps and stationed near here, visits with the carnival folk regularly. Sam Goldin continues to good business at his museum on Main Street.

LONG before the day of radio the first "mike fright" was registered by a general agent who was trying to explain to his boss, by long distance, why he forgot to rent a lot in the town where the show was then unloading.

ROY WILDER letters from Jackson, Miss.: "Troupers working for a local cab company include Charles Allen, concessionaire, J. R. Edwards Shows; Marvin Keys, last season concessionaire with Roxy Harris; Pat McCarty, concession-

## No Savvy

"IT takes all kinds of people to make a world, and we in the show biz meet them all," philosophized Dime Jam Johnson, who was holding up work in a winter quarters paint shop to address his cronies. "We are in a cosmopolitan business and are apt to wake up any morning to find the show out of the hands of an English banker and with either a whirling dervish or a Greek cafe manager as its owner. The language we speak is as foreign to a native as the gibberish of a pinhead is to us. We speak an unknown tongue or midway jargon which is a mixture of foreign words picked up on lots, pig Latin, wise cracks and damn poor English. We imagine the hog lingo is smart and teach it to the Johnny-Come-Latelys to further their midway educations. Years ago most carnivals featured Italian bands. The professor or band leader met all incoming boats and signed the musicians up before they had an opportunity to learn the value of an American dollar. Those bands were housed in berth cars where they could cut up their native tongue, long loaves of bread and salami undisturbed. One Sunday while on a long run I and my pal were playing rummy with two valve-trombonists. They kept up a steady chatter in their native tongue and we lost hand after hand. Not wanting to openly accuse them of tipping their hands off to each other, we decided to play the same game by discussing in pig Latin the hands that we held. My pal, who was sitting next to me, then won hand after hand until one of the valve-trombonists tapped me on the shoulder and hissed, "Spik English, plees!" which proved that even the born in America one should become familiar with its language."

aire; Earl Warren, mechanic, and Pop-eye McKay, utility man, J. F. Sparks Shows; the writer, a concessionaire with Scott Bros.' Shows, and Charles H. Warren, company owner and former ride foreman on J. P. Sparks Shows. Recent visitors were Oliver and Charles Troop, Wallace Bros.' Shows. Art Sorrels and Henry Harvey are operating a cab company at Centerville, Miss. We were all shocked at the news of Joe Galler's death."

HEARD that one of those only-feedin'-until-fair-time managers paid the government six bushels of turnip greens, 150 pounds of beans and seven slabs of salt pork as Social Security for his employees for the first quarter.—Cousin Peleg.

BERNARD O. MATTSON was awarded damages totaling \$12,392 in Federal Judge Barker's Tampa court February 11 in his suit against William Corbett and Amusement Corporation of America for damages equal to triple the profits they allegedly received from operation of a shooting gallery in connection with the Royal American Shows. Mattson owns the patent rights to the moving duck-pond targets used in the shooting gallery, but the court allowed only the actual damages, plus costs and interest. Judge Barker awarded Mattson the \$12,392, plus 6 per cent per annum from February 28, 1942, plaintiff's costs and \$130 to compensate a special master in chancery in the case.



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**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**

Established 1884

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**The Best Skate Today**

**CASH**

FOR CHICAGO ROLLER SKATES

From 100 to 2,000 pair; also Hammond Electric Organ. Describe fully.

Want good equipment only.

**J. S. REDSHAW**

Granville, Ill.

**A LIMITED SUPPLY**

of hi-grade, wide, fibrous Skate Wheels is available for immediate shipment. War shortages make it advisable to stock up now, so you won't be caught without wheels.

**Ak-Sar-Ben Skate Co.**

Omaha, Nebraska

**RINK OPERATORS**

We pay you cash for your Old Skates. Write or wire today, stating quantity, make, condition and price.

**MAGES SPORT STORES**

4019 W. North Ave. Chicago

**No. 321 DUSTLESS FLOOR DRESSING**

Cleanses the air, provides 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.

**GAGAN BROTHERS**

444 Second St. Everett, Mass.

**HURRY!**

NEW. Must buy half or all. New seventeen hundred assorted complete Chicago Clamps. 2600 new assorted Richardson Clamps. Factory cost, 14 cents; your cost, 6 cents. 43 hundred Chicago new Heel Straps; factory cost, 10 cents; your cost, 6 cents.

**FLORENCE WILLIAMS**

Olympic Park Rink IRVINGTON, N. J.

**FOR SALE**

50x100 Tent Roller Rink, complete; 250 pair Chicago Skates, good sound, \$7,000.00; or will sell 50x100 Tent, \$1,500.00.

**RINK**

P. O. Box 844 CHARLESTON, W. VA.

**STILL SUPPLYING Complete Roller Outfits\***

Send us your old plates. We're converting thousands of them into new stripped ones. Just remove the straps and trucks and we'll knock off the clamps, cut them down, buff the edges, drill rivet holes, remove rust and refinish Gun Metal—just like new. Then we'll attach any style HYDE shoes and return you Complete Outfits.

**HYDE ATHLETIC SHOE CO.**

Manufacturers of those famous "Big Toe" Figure Skating Outfits

CAMBRIDGE, MASS.

**We Are "All-Out" To Win**

The Toughest Fight Is Yet To Come. Do your part now.



**BUY WAR BONDS AND KEEP 'EM ROLLING**

**CHICAGO ROLLER SKATE CO.**



# The Editor's Desk

By CLAUDE R. ELLIS  
CINCINNATI

AMUSEMENT parks "at the end of the street-car line" and mostly owned by street-car companies are about as numerous as buggy whips—more's the pity perhaps in these days of petrol portioning! The extent to which parks have been fed by automobile travel has never been so apparent as now. And season's prospects have operators taking stock of their situations as never before. The street-car parks largely passed out because spreading urban population made them too "close in." Autoists became able to visit spots miles away in much less time than it had taken to get by street car or bus to the rim of town. What a reversal now! Managements of parks on car, bus or boat lines are sitting prettier than those who have built up plants wondrous but remote. For many operators the season will hinge upon the extent to which the pleasure-driving ban continues. This has caused delay in '43 plans in numerous locations. But plans should be made, both on the contingency that gas curbs will be eased and also that public transportation will remain as is or even be curtailed.

† † †

JUST as we thought. Circuses could not parade today, even if they wished to do so. "Altho the statement probably will be challenged by a lot of fans, we could not have paraded last season under existing labor shortages," observes Col. Harry Thomas, spec producer, announcer and radio publicist of Cole Bros. Circus. "With performers, including the girls, putting it up and taking it down, many times getting it into the air just in time for matinees, a parade would have been out of the question." He disagrees

with Glenn J. Jarmes, whom we quoted last week as declaring it wishful thinking to believe the old-time type of circus would take with present-day kids. "The Cole show has disproved this idea," remarks the colonel. "While we have to some extent streamlined our show, the performance has been strictly 'circus' and our kid sale broke all records last year." He also disputes Robert Sams, who said last week that the big Cole business in '37 was probably because the show then paraded and that what is "wrong with the circus" is the lack of parades. "At present there is nothing wrong with the circus," avers Harry. "Last season's business was the biggest that any of the shows have had, with several all-time records, including Cole. And, remember, we did not parade. That the old-time circus, with just a few refurbishings, still goes over big with moderns as well as ancients proves that shows do not need to parade to get business."

† † †

ALTHO without intent to pling anyone, that stock letter, somewhat reminiscent of the old Spanish-prison-swindle chain letter, is popping up again. It purports to come from a temperance lecturer who admits that he is widely known. "He" writes, in part: "For the past three years I have had as my constant companion one Herman (surname deleted by editor; it might be someone else's name, at that), who was a reformed drunkard. His life of awful dissipation with wine, women and song had made him a shocking sight. Herman used to sit on the platform and during the dramatic moments of my lecture I could point him out to the audience as a horrible example

of strong drink and sin. Unfortunately, during the past fall poor Herman passed away. A mutual friend has given me your name as a successor and I wonder if you would consider accompanying me on my spring and summer tour to sit on the stage and take poor Herman's place. Very expectantly." Reactions of several prominent showmen who have recently received the letter are said to differ widely—as guided by their consciences and the degree to which the "shoe fits."

† † †

SUGGESTED new name for carnival still dates: Street car (bus) dates. . . . Dr. W. F. Jones, V. S., 4-Paw Ranch, Glens Falls, N. Y., who has had a long career in indoor and outdoor biz, has known 'em all since 1885—from P. T. Barnum to John Ringling and from George M. Cohan to Ed Harrigan. . . . Announced continuation of some fairs in Louisiana and Mississippi, notably in Jackson, appears to close observers more significant (Washington considered) than the votes of the Northerners for resumption of their annuals. . . . We doubt reports that a large carnival will not go out because of b. r. trouble. Seldom have resourceful operators let a little thing like that keep 'em from springing with the first bluebird. . . . Biz reported not at all bad for Mr. and Mrs. J. F. Murphy in Blanding Park, Starke, Fla. . . . As it may be his "last endeavor," Secretary J. A. (Uncle Jim) Terry is stepping fast on wartime angles for the 1943 La Porte County (Ind.) Fair, which, he says, "probably will pay a much greater admission tax to the war chest." Food development will be the keynote. "Many people will of necessity dispose of their can openers as salvage," opines Uncle Jim, "and use their basements to store food in glass cans for future use. Plenty of us can remember when the women folks would make apple pies from apples that had been cut, strung on strings and dried behind the cookstove. I could go for a piece of dried apple pie this moment!"

# Out in the Open

By LEONARD TRAUBE  
NEW YORK

THIS story could not be told until now. It is the kind of yarn that puts outdoor show business in there pitching with the United Nations and is probably the only incident so far in the war wherein alfresco amusements were involved in the most sensational military development during 1942.

Last August—remember the month—the government placed a curious order with a fireworks company. Curious because what was the U. S. doing with mere fireworks? Every possible detail was included in the minute instructions. The pyro firm was to load the stuff in specified crates, unmarked and undesignated, and a government agent was to pick up the load on a given day and time.

Included in the order were shells which, when fired, would reproduce the Star and Stripes. There were daytime and nighttime shells. Most flags in this category have heretofore come from Japan. And there are none left. This obstacle was hurdled by hurried manufacture of flags which were in reality paint jobs done on fabric.

It certainly would have been ironic if Japanese-

made U. S. flags had been used because the reason the government put in the order was to use the fireworks to herald the arrival to the native population of the landings made by U. S. troops in North Africa last November!

† † †

IF plans go thru according to the present tipoff, the Ringling-Barnum circus New York run will be for 38 days, longest engagement in many years. Boss Robert Ringling, incidentally, was to depart for Sarasota winter quarters over the week-end, and at this late date he figures to be there until almost time for the Gotham debut on April 8 or 9. The Buy-a-War-Bond-and-get-in-free stunt for opening night will probably sell heavy in the millions. Department stores and other agencies report a brisk trade in the issues. Several hundred seats are being set aside for subsequent performances to buyers of bonds. Buy a bond, get the principal plus a third at maturity and see the Greatest Show on the Cuff. What could be sweeter? Answer: Only your wife, your girl friend, your punk or your mom.

BIGGEST shocker in a long time was the death of veteran carnival operator Ben Williams. Williams never had an outfit of so-called major-league size, but it isn't quantity that counts, because he made a fortune with a few rides, a few concessions and here and there an attraction. Up in Maine and in the Maritime Provinces they swore by Ben for a long skeln of seasons. He played the fairs in those areas after still-date seasons in and around New York. If he ever had a run that was not flourishing he certainly kept it a secret. Williams was the quiet type, the kind that usually does a lot of tall thinking on the serious side. We're thinking right now that Ben Williams was one of the finest carnival gentlemen that ever drew breath.

Bill de L'horbe Jr., erstwhile sales manager of Flying Scooters who has been in the air corps since September, left his family (including the new offspring) in Detroit and departed for Jefferson Barracks, Mo., to report for an official assignment. "Where from there is still not known," he writes. "We (the ride factory, he means) are optimistic about the summer. Expect the usual help problems, but they can be overcome. Have a new ride to sell, so our industry isn't entirely dead . . . besides all the war work we are producing." In the service—and he still thinks of outdoor showdom. 'Twas over thus.

# The Crossroads

By NAT GREEN  
CHICAGO

THE PASSING PARADE: Michael (Hinky-Dink) Kenna and the late Bathhouse John Coughlin, who ruled Chicago politics in the earlier days of the 1900s and even into the 1920s, were great showmen, albeit their main activities were not in the show line. Present-day showmen are getting a great kick out of reading *Lords of the Levee*, which is built around the lives of Hinky-Dink and The Bath, for most of them were familiar with the locale and the goings-on described in the book. . . . With alarm clocks practically non-existent, some smart guy has developed a new service. His ad reads: "Got an alarm clock? Have us call you!" . . . Wallace Beery should fit perfectly in the film version of Billy Rose's *Jumbo*, which MGM has bought, as Wallie is an ex-cirkle. . . . Harry Chipman has received his discharge from the army, as he is over 38, and probably will be on Cole Bros.' publicity staff this season. He passed thru Chicago last week on his way to his home on the West Coast. . . . Herb Pickard, last season publicity man on the Johnny J. Jones Exposition, has been laid up with a bad case of intestinal flu. . . . Willie Wilkins, former circus publicity man, is clerking at the English Hotel, Indianapolis.

† † †

CHARLIE URQUHART, production manager of the NBC Central Division, is a dyed-in-the-wool show fan and he's planning to spend his three-week vacation next summer with Terrell and Dolly Jacobs on the Conklin Shows in Canada. . . . Wonder if Jake Newman, who flew to Mexico City a week ago, will

bring back a brigade of Mexicanos with him! Fifty of 'em would make a whale of a flash in the spec, *The Conquest of Coronado*, and also come in mighty handy for putting it up and taking it down. . . . Ralph Lockett, in from New York for a few days, has left for Augusta, Ga., Jones winter quarters. . . . Wonder what has become of the old prison ship *Success!* . . . That boy Sweeney has been bowling 'em over in Louisville with his Polack Bros. Circus publicity. Among others he landed a swell shot of Frank Prevost and Sue Pallenberg on the society page of *The Courier-Journal*. . . . Mickey King, billed as "The American Venus of the Air," is doing all right as one of the feature attractions of Lou Walter's Latin Quarter in New York. . . . Who said hillbillies are no draw in a big city! Look at *Maid in the Ozarks*, advertising its "sixth smash month" at the Great Northern. Maybe the ads have something to do with it. They read: "Don't see this show—unless you are broadminded; unless you don't shock easily; unless you are prepared to roll in the aisles. Naughty! Spicy! Daring!" Show started out offering two-for-one tickets and it's still two-for-oneing 'em, and, with a nut that surely can't be more than \$3,000, it is doing \$6,000 and \$7,000 a week—and tickets are selling four weeks in advance.

† † †

CHICAGO has produced a lot of good columnists, most of whom came into their own only after they had left the Windy City. We hope Irv Kupcinet's employers don't let him get away! A few weeks ago

Irv, known to his friends as "Kup," started Kup's Column in *The Times* and it has zoomed amazingly in popularity. There's nothing dry or stereotyped in his gossip notes. They are readable and entertaining, presented with the deft touch of a veteran, which Kup is not.

† † †

JUST 10 years ago this month Chicago was the center of hundreds of outdoor showmen, all of whom hoped to cash in on A Century of Progress, then in the making. The lake front south of Soldier Field was in the midst of a transformation from a peaceful park to an astonishing conglomeration of scientific marvels and midway hokum; a vast show-ground that was to mean liberal profits for some and bankruptcy for others. When one looked at the grounds in March he wondered how anyone could be foolish enough to think they would be ready to receive the hoped-for millions of visitors in June. But they were ready. And eventually the millions came, tho not until some of the showmen had become pretty well discouraged. One can look back now with pleasure and some amusement on those hectic days. Strange that the things which linger most vividly in the mind are the trivial, gaudy and sometimes tawdry attractions that made up a good part of the amusement zone. C. C. Pyle with his human oddities, sponsored by Ripley. The '49 Camp in which one of Capone's henchmen was a prominent figure. Darkest Africa, whose "savages" were New York Negroes who were threatened with discharge if they were caught speaking English. The hideaway bar backstage in Hollywood, a gathering place of the boys. The huge whale which was the creation of a clever artisan. What a volume of stories a history of that midway would make! In another 10 years the time will be ripe for such a book, and some enterprising scrivener will produce a best seller.

## BALLYHOO BROS.

(Continued from page 30)

who beefed the loudest about the committee not furnishing enough ticket takers. Our passes are of the card variety, with the names of attractions printed in sections to be torn out. We

wondered why none were used until we learned that the natives thought they were merely midway programs.

It is impossible for the shows' press department to give the actual outcome of this date. Long after all other wagons were off the lot the bosses and their committee were in the office wagon try-

ing to understand one another. After learning that he was no longer on the shows' pay roll the interpreter took a powder. To further bewilder the committeemen, our secretary gave out gross figures in pig Latin, impossible for our auspices to understand. Pete Ballyhoo then tried to tell the sponsors that

our sec was an Eskimo and that the Mexican desert heat had affected him so badly that he could think and speak only in his native tongue. At 5 a.m. the press staff retired after drawing their usual three pesos in brass and left the wagon staff on its own.

MAJOR PRIVILEGE.



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A DOLLAR BRINGS YOU LARGE SAMPLE assortment of snappy and hot Greeting Cards, complete with envelopes. Catalogue included with first order. LA FRANCE NOVELTY CO., 55 Hanover St., Boston, Mass. mh6x

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COMIC HITLER NOVELTIES — DOCUMENTS, Certificates, Pierre Laval's Oath to Hitler, etc., 100, \$1.00; 500, \$4.00; 1,000, \$7.00. Assorted samples, 25c coin, postpaid. VICTORY NOVELTIES, 2053 W. 35th St., Chicago.

HITLER'S WILL IN SEALED ENVELOPES — Fastest dime seller. Trial offer, 30 for \$1.00. Sample 10c. Uncle Sam's Peace Terms; another hot seller. \$1.50 per 100. E. C. VOGL, 109 Broad St., New York. mh6x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. fe27x

LITHOGRAPHED ASPIRIN TINS—Hold 16 tablets, \$8.50 per 1,000; \$7.50 per 1,000 in 10,000 lots. METRO, Box 943, Birmingham, Ala. x

PEDDLERS, PITCHMEN, WAGON JOBBERS — We have 40,000 dozen Hosiery. Men's odds and ends, long or short, 45c doz.; Men's Banner Wrap, long or short, \$1.25 doz.; Ladies' Full Fashion Thirds, \$2.00 doz.; Ladies' Full Fashion Grade B Seconds, \$4.50 doz.; Ladies' Beautiful Rayon 4ths, \$1.50 doz. Postage or express prepaid on trial order \$10.00 or over. You are protected by sending your order through United States mails. NATIONAL TRADING CO., 103 W. Washington, N. Little Rock, Ark. x

TIMELY PATRIOTIC NOVELTIES — STORES buy quantities. Three different samples and particulars, 25c. ROBBINS CO., 152 W. 42d St., New York. fe27

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GET VALUABLE TIPS ON THE ROADSHOW Film Business — Free 16-Page Booklet tells how to get started in the business, how to operate, stories of actual operations and a special section of answers to questions frequently asked by Roadshowmen. BOX C-444, Billboard, Cincinnati. tfn

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NEW WHOLESALE PRICES CARTOON BOOKS—lets, Folders, Cards, Books, Pictures, etc. Large assortment, \$1.00; list, 25c. ROACH, Box 424, Rolla, Mo.

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DIVERSO — RED-WHITE-BLUE JAR DEAL Tickets. Lower prices. Free samples. DIVERSO PRODUCTS CO., 617 N. Second St., Milwaukee, Wis. fe27x

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WINDOW CARDS—14x22 ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

500 8 1/2x11 HAMMERMILL BOND LETTER-heads and 500 6 3/4 Envelopes, printed your copy, \$4.75 postpaid. DREW PRESS, Box 423-E, Greensboro, N. C. fe27x

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NEW 5c F. P. MODEL 500 CHUTES, \$2.75; lots 10, \$25.00. Assorted used 5c Coin Chutes, \$10.00 dozen. COLEMAN NOVELTY, Rockford, Ill.

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WILL PAY \$20.00 PER ROLL FOR 3", 3 1/4", 3 1/2"—3" preferable; Eastman or Direx Positive Paper. Send express C. O. D. Address C. F. NORRIS, 503 So. Union Drive, Los Angeles, Calif.

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SOPHISTICATED SONNETS, GAGS FOR PARTIES, Monologues, Monobits, Ventriloquial Dialogues. Send for list. GEORGE TIZZARD, 104 W. 71st Street, New York.

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FIRE EATER FOR CIRCUS Side Show. EDWARD C. ANDREWS, 910 Plum St., Cincinnati, O.

CLOWN—WANTS TO JOIN CIRCUS. PLENTY props; do come-ins, walkarounds. VICTOR McDONALD, Puritan Hotel, Indianapolis, Ind.

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AFTER MAY 1, WOMAN OVER FORTY wants job with small zoo, animal or breeding farm; help with farm and housework. Interested in learning business. Intelligent and willing. Must discontinue office work due to eye strain. Box NY-36, Billboard, 1564 Broadway, New York.

Gagwriter, Idea Man — Writer of band novelties, patter, songs, parodies. Wishes connection with legitimate act or radio station. Free to travel. Frankel, 3623 Dickens, Chicago.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST — SOBER, SIX YEARS' experience in the entertainment world. Draft exempt. Go anywhere. Write or wire L. C. NEUHART, 3050 Sunset Blvd., Steubenville, Ohio.

Draft Exempt Projectionist—Over five years' experience with Sound Projection, Repair, Maintenance. Also theater operation. 10mm. and 35mm. in all lines. Radio repair, sound recording, photography processing, etc. I am single and do not drink. Desire good position in established theater, or will work with someone wishing to start a new theater, for stock in same. Write immediately to William B. Kemp, Wooster Avenue, Dover, Ohio. (Recently employed by Army Engineers, and taught projection.)

AT LIBERTY MUSICIANS

GIRL GUITARIST DESIRING trio or orchestra work. Age 20, single, union. Radio, floor show and orchestra experience. Specializes on rhythm and vocalizes. JEAN FOSTER, General Delivery, Warren, Pa.

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TROMBONE—19, 4-F, UNION, SINGLE, RELIABLE. Road or location. Large combo. BOX C-106, The Billboard, Cincinnati, O.

VIOLINIST — BARITONE VOICE, 4-F, AGE 27. Available in April or May. Top cocktail units only. Present salary \$100.00 weekly. BOX C-103, Billboard, Cincinnati.

TRUMPET GIRL—READ, FAKE, GOOD TONE. Desire placement clean band, girls or mixed. All offers considered. USO preferred. Notice required. Know of two available tenors. BOX 407, Billboard, 1564 Broadway, New York.

VIOLINIST, DOUBLING CELLO, SAX — Experienced all lines. Draft exempt, union. Wife experienced pianist, organist. Have Solovox, Vibraharp. Address WM. KESHNER, 504 Perry St., Vincennes, Ind.

At Liberty—Two musicians, draft exempt, 4-F. Will join string band, or small unit. Elec. Steel player and standard guitar player. Have recently completed nine months' contract on leading radio station. Our band broke up due to the war. Write stating terms and hours. Non-union, but will join. Eddie Shaw, 1458 Mosley Pl., S. W., Atlanta, Ga.

Drummer—Age 24, union, experienced, married, draft 3-A, cut shows, solid rhythm, sober, reliable, good equipment. Bob England, 525 Shasta Dr., Toledo, O.

Tenor-Sax, Clarinet, Vocal, Vibas at Liberty. Draft exempt. Wire, write immediately. Musician, Box 3394, Daytona Beach, Fla.

AT LIBERTY PARKS AND FAIRS

E. R. Gray Attractions — Triple Bar, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked separate. Harding and Keck Aves., Evansville, Ind.

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AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE; ABILITY, sober, dependable. BOX C-97, care Billboard, Cincinnati, Ohio.

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Poa, Mrs. L. A., 6c
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Scharf, Angelina, 10c
Vallance, Walter, 20c
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ACUFF, Wm. M.
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Adams, Jack
Adams, Stanley R.
Addis, Alie Mae
ADERHAUP, Garrett E.
Adler, Fawn
Adler, Ross &
Ainsworth, Robt.
Alberts, H. H.
Aleo, Rocco
Alexander, Fay L.
Alexander, Jesse B.
ALEXANDER, John

- Alsup, Mrs. Sidney
AMON, John
AMOS, Fred
ANDERS, Frank
Anderson, Andy
ANDERSON, Andy
ANDREWS, Irvie
ANDREWS, Harvey
ANDREWS, Jos.
ANDREWS, August
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ANTHONY, Keith
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Ayers, H. C.
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Baker, James M.
Baker, R. G.
BAKER, Raymond
Baker, Sunshina
Baker, Thelma
BALL, John
Ball, Lueky

- Barnett, Beal
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BARRICKMAN, Floyd
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BARROW, Victor
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Barry, Curtis
Barry, Walter
Barry, Wm. T.
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Bartholomew, H.
Barton, Frank
Bass, James
Bates, Mrs. Cecillia
BATES, Wm. Leon
BATT, Wm.
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Baxter, Mae
Bays, Dick
BAYS, Richard G.
Bazill, Wm. S.
BEADY, Abram B.
BEARFIELD, Robt. Carl
Beal, A. A.
BECK, Waldener A.
Bedox, Dorian
BEIGHLEY, Douglas Ray
Bell, Bill
BELL, Richmond
Belle, Grace
Bellefontaine, Paul
Ben, Pistol
Fannie

- Benedict, Orlo
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BENNETT, Chas.
Bennett, Marie
Bennett, Jack
Bennett, Jimmie
Bennett, Vernon O.
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Benton, Pierce R.
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Berl, Ben
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Berry, Ace
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Best, Willie
Bickford, Perry
Bigness, Larry
Birkson, Paul
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BIVINS, Roy
BLACK, Bernard
Blackburn, H. B.
Blanchards, The
BLANK, Theodore
Blankenship, B. H.
BLANTON, Harry
Blondon, Leon E.
Boardman, O.
BOATHRIGHT, James Dudley
Bodenschotz, Mike
BOHN, Rosser S.
Bol, Ray & Madam
Bolton, Mrs.
Bommersehlm, Leo
BOOKMAN, Chas.
BOONE, Robt.
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BOOTS, Chas. D.
Bore, Mike
Boswell, Joseph
Boswell, Wm.
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BOWEN, Arthur
BOWEN, Edgar E.
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Bowman, Wm. H.
BOYCE, Wm.
BOYD, CHAS. H.
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Brady, King
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BRANCH, Herbert
BRANGLE, Lawrence J.
BRANTLEY, Ernie P
Brannon, Mr. Pat
BRASHEARS, Clyde Aron
Braun, Eric (The Great)
BRAZZELL, Lornie
Breckenbridge, Eugene
Brennan, Dorothy Ann
BRENNAN, Herman Jos.
Bremley, Bob
Bresk, Frank J.
Bridges, H. E.
Britton, Sherry
Broadbent, Betty
BRODSKY, Isadore
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BROOKS, Rosel
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Brown, E. W.
Brown, Elmer
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Brown, Lawrence
BROWN, Roswell Commodore

Letter List

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Brown, Will H.
BROWN, Wm. C.
BROWNE,
Derwood A.
Brownie, Dave Jew
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Wallace V.
BRUCKEMILLER,
Ervin Leroy
Bryan, Frank O.
BRYANT, James
Bryant, G. Hodges
Bryden, Thomas
Buchanan, Claude
BUCKLES, Leslie
Buffington, Bob & Joe
BUFFINGTON,
Chas. Dudley
Buikin, Emmett
BURKOW,
Leonard Chas.
Burak, Anne
BURDEN, Ernest
BURDETT, Robt.
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BURGESS, Earl
Burke, Donna Jean
Burke, Harry
Burke, Herbie
BURKHARDT,
William Earl
BURNS, Jimmie
Burns, Jimmy
BURNS, John A.
Burt, Harry
BURT, Johnny
Burt, Murray
Borton, Leon H.
BUSH, Robt. Wm.
Bybee, James H.
CAHILL, Joseph
Cain, Wm. H.
CALDWELL,
Chas. L.
CALDWELL,
James
CALHOUN,
Delbert M.
CALUPPO, Jack
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Campbell, Jack
Campbell, (Trombonist)
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Cantaris, Pecora
Cantwell, Chas.
Cardinal, Mary
Carey, Al
CAREY, Theo.
Carlson, Jos.
Carlmichael, John
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Caron, G.
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Chas. Parker
Carpstein, Wm.
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Carson, Rita Bell
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Carroll, Jack
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Carter, Mrs. Jean
CARTER, King
Cartier, Del
CARTMELL, Paul
Carnthers, Robt.
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CASE, James B.
CASEY, Edw.
CASH, James R.
CASH, Richard
Casky, Don
Cason, Nathan
Cass, Chester
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Caudill, Otha Lee
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Cauley, Mamie
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Chalkias, Wm.
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Chandler, H. F.
CHANDLER, Roy
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Thos. J.
CHAPPELL, Dave
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Chilton, Walter
CHRISTIAN,
Chas. Burke
CHRISTIAN,
Dan J.
CHRISTIAN, Douglas Wayne
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Wm. McK.
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COBB, Rufus

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Cogoza, Jos.
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Gradyen
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Cookingham, Corp.
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COX, Wm.
COX, Wm.
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Crawe, Bama
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Eugene Coleman
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Curtis Jr., Geo. H.
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Eugene John
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Dawson, Samuel
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DeFco, Lou

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DeLott, Hiram
DeMott, Karl
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Dean, Myrna
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Dickerson, Cepha
DI JOSEPH,
Louis
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Dillon, Ellwood
DILLON, Orpha
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(Dell Driver)
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Johnny
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Duvall, Ade
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EARNEST, Merle
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Fagan, Earl
Fagg, Jack
Fairre, Beulah
Fally, J. W.
Fauler, Harry
Famous Ga.
Farrell, Mrs. Jim
FARRELL, Junior
Farrington, Herbert
FARRINGTON,
Ralph W.
Farthing, Johnnie
FAULCONER,
Granville D.
Fein, Marry M.
FEINBERG, Ralph
Feldman, Bernard
Felski, Gene
Feltman, Dava
FENNIMORE,
Chas. C.
Ferguson, Norma
FERRER, Eduardo
Fiber, Roxy (Mr.)
Filden, Mrs. Ella
FIELDS, Delno
Fink, Harrie
FISCHER,
Lawrence U.
FISHER, John
FISHER, Lloyd
Fisher, Polish
Fisher, Texas
FITZGERALD,
Edw. R.
Fitzgerald, James
Fitzgerald & Mary
Flamme, Gussie
Flanagan, Frank J.
Flanagan, Mrs.
Flanagan, Ralph
Flanagan, Paul
Fleober, Frederick
Fletcher, Avery
Floto, Harold
FLOWERS, Ray
Folk, Carl J.
FOLLANSBEE,
Donald
FORCE, Harold
FOREST, Wilfred
Forman, Spot
FOSTER, Geo.
Foster, Jack
Fournier, Chas. A.
FOWLER, Carl F.
FOWLER, Ovanlia
FOX, Wm. Frank
Frank, Betty
FRANKLIN,
Arthur Curtis
FRAWLEY, Robt.
FREDERICK,
Alfred
Fredericks, Tom
Freehand, Harry
FREMAM,
Virgil Norman
Frisk Greater
Frye, Bernadine
Frye, C. M.
Frye, Jennit
FULKNER, Robt.
FULLER, Hubert
FULLINGHAM,
Edw.
Gabby, A.
Gabby, Frank
Gabby, S.
Gabby, Jos.
Gabby, Thos.
Gable, Jos.
GADDIS, Glenn
GALLAGHER,
Edmund James
Gallagher, Patsy
Gallagher, Thos.
Gallamore, Browney
GAMBLE, Herman
Garcia, Chiquita
Gardiner, Ed M.
GARDNER, Homer
Garner, Ernest L.
GARNER, Herman
Garrison, Mary
Elizabeth
GARVIN, Harvey
GATES, Aaron
GATEY, Earl Wm.
GAY, Mrs. Louis
GAYLON, Roy
GAYLOR, Fred
GEISELMAN,
Walter J.
Geisenaffer, Frank
Gensch, J. A.
GEORGE, John
GEORGE, Mike
George, Sam Pate
GERAGHTY, Wm.
Gerard, Diane
Gibbs, C. W.
GIBSON, Alvin R.
Gibson, Doss A.
GIBSON, Wm.
Gilbert, Jack
GILL, Alexander
Gill, Geo.
Gillams, Eddie
Gilsdorf, Pay D.

Gleason, Edwyn
Gleason, Nellie
Glenn, Morris
Glenn, Jack
Glover, Margaret
Gloyd, Geo.
Goblann, Max
Goeforth, Bill
Goff, B. M.
GOLD, Hymie
Golden Valley
Golden, Whittie
GOODBRAKE,
Lindsey O.
Goldie, Jack
Goodman, Wm. S.
Goedrich, Wanda
Goodrow, Helen
GOODY, Forrest
Gordon, Buster
Gordon, Don
GORDON, Hardin
Gordon, Harold
GORE, Paul Mack
Gotch, Leo
GOTCHER, Chas.
Gowan, Jack
Graham, Mrs. Ann
Graham, Clyde
GRAHAM, Perry
GRANT, Clard
Grant, Harold
GRANT, Harry Leo
GRANT, Louis
GRAVES, Frank
Graves, John &
Graves, Roy
Gravito, The Great
GRAY, Philip
Greene, Bruce
Greene, Bob
Greene, Harry
Greene, Ralph E.
Greenfield, Beatrice
GREENOUGH,
Paul B.
Greenstreet, Allen
Gregory, Carolyn
Gregston, Chas.
Grey, John F.
Griesel, Art G.
Griffin, Bee
Griffin, Earle D.
GRIFFIN, Henry
GRIFFIN, Lewis
Griffith, Jeff
GRIFFITH, Lewis
Grimes, Virginia
Grimes, (Sherry)
Gross, Ben
Groves, Mrs. Agnes
GUYLEY, Lecl
HACKETT, Edw.
HADDAD, John
Haddon, James
Halmer, Gerald
Hale, D. D.
HALE, James G.
Hales, Tom
HALL, Charlie
Hall, Chas. R.
Hall, Harold
Hall, Harry
HALL, Lora
HALL, Ray David
HALLER, Jas.
Halliday, Walter
Hallow, Bunny
HALLSTROM,
David C.
Hamblin, Claud E.
HAMILTON, Floyd
HAMILTON, Geo.
HAMILTON, VIRGH, CHAS.
HAMMOND, Carl
HAMPTON, Clyde
HAMILTON, Robt.
HANBERRY, Edw.
HANDLY, Earl
Hankins, Harden
HANNA, James A.
HANSEL, Homer
HANSEN, G.
HANSON, Arthur
Hare, Betty
HARR, Lionel
HARNER, Chester
Haron, Jimmie
HARPER, Willard
Harnell, Betty Sue
HARRIS, Mary
Harris, Ray W.
Harrison, Frank
HARRISON, Frank
Hartley, Wm.
Hartman, Bill
HARTMAN, Nate
Hartwick, Doc
Harvey, Geo. P.
HASSEN, Ollie
Hasson, Tom
Halford, Ray
Haycock, Kathleen
HAYDEN, James
Hayden, Laurence
HAYES, Kay
Hayes, Suicide
Haynes, Mrs.
Haynes, James
HAZEL, Wm.
Heath, Arden
Heath, Herbert
(The Great)
Heggins, Pat
HEINSOHN,
Walter Lee
Helotes, Geo.
HELMINSKI,
James
Helton, J. H.
HEMRICK,
Everette J.
Henderson, C. W.
Hennessy, Richard
Hennessy, Mrs. Rosie
HENRY, Clifford
Henry, Jim Goon
Henry, Merlin L.
Henry, P. T.
Henshaw, Bobby
Herman, Eddie
Herdon, Mrs.
Hester, C. A.
Heth, Henry & Co.
Hewett, Jack
Hewittie, Wm.
HICKLE,
ARTHUR P.
HICKS, Peter
HIER, James
Higginbottoms
HILL, Clyde
HILL, Wilbur Jos.
Hillard, Lowell E.
Hiller, Thos. J.
Hillman, G. L.
Himer, Daisy H.
Hippodrome Shows
HITE, John Edwin
HOACH, Robt.
Hogland, Robert
HODGES, Cecil
Hoffman, Louis &
Hoges, Chas. H.
Holden, John
Holdinsky, Michael
Holdt, Leslie L.
Holmes, Fred
Holloway, Chas. H.
Holt, Carl
HOLT, Theodore
Hook, C. S.
HOOPER, Walter
Hopkins, Jewel
Householder, Sid
Howard, Mrs. Iva
Howard, John
Howard, Mattie
Howard, Mysterions
Howard, Willie
Howell, Walter
Howerton, Marion
Howze, Roy
HWARD, Jos. T.
Hndspeth, Fred
HUEY, Tom
Huff, Lewis E.
Hug, Carl
HUGH, Wm. Oscar
Hughes, Mrs.
Hugo, Harry, Mgr.
Humphrey, Chas.
HUNKLER, Paul
Hunt, Art
HUNT, Gilbert Earl
HUNT, James
HUNT, James
Hunter, Mrs. Mae
HUNTING, Chas.
HUNTLEY, Delos
Hurse, Mrs. Bobbie
Hutchinson, Jack
HUTTER, Albert
Hutton Hog Show
Hutton, Mrs. Betty
HWA, Shong Tsi
Imperial Novelty
JONIGAN, John
Jordan, Marian
Jordan, Oscar
Jordan, Toby
Justin, Melvin
Kaddell, Al
Kai, Ben
Kamakawa, Duke
Kane, Mrs. Ruby
KANE, Wm.
Kann, David
Kaplan, Louis
KARLSTRAND,
Ralph O.
Karnes, Mrs. Kay
Karsay, Mrs. Myrna
Kaufman, Mary I.
Kaye, Phil
KAYNE, Don
Kearns, Jack &
KEATTS, JAS.
Keefe, Geo.
KEENAN, Geo.
Keener, Lee
Keitman, Bennie
KELLEHER,
Robt. Jos.
Keller, Mrs. Babe
Keller, Lester C.
Kelly, Crisp
Kelly, F. W.
Kelly, Franklin S.
Kelly, Fred
Kelly, John
Kelly, Margie
KELLY, Harry
KELLY, Wm.
KELSEY, Harold
Kelton, Averlitt
Kemp, E.
KENNEDY,
Leonard Lee
KENNEDY,
Michael F.
KENNERLY, Lee
Kenny, Hugh J.
Kepley, Dixie
KERMAN, Brit
Kessler, Sydney
Kibel, D. H.
King, Benj. F.
King, Eddy &
Maud
KING, Gid Hunt
KING, Gilbert
King, Gihert M.
KING, Henry
KING, Mrs. Jas.
King, Ray
King, Tex & Margo
Kingsley, Mrs.
Kirschman, Bill
Kirsh, Ray
Klapp, K. G.
Kling, B. F.
Klippel, Jack
KNIGHT,
DALLAS O.
KNIGHT, Hugh B.
Knight, Kitty
Knight, Scarlett
Knight, Stanley
KNODELL, Geo.
Knoll, Wm. (Tex)
KNOWLES, Walter
Knudson, Karl
KOLEEN, Andrew
Kopon, J. G.
KOSCHLAND,
Carl F.
KOSCHOWSKI,
Geo.
Kosterman, Ralph
Koucha, Steve
Kramer, Ella
Kreiger, Eddie
Krouse, Sam
Krug, C. H.
Kula, Mollie
Kumat, Mrs.
KUPIEC, Albert
KYE, JAS. EDW.
LaCrosse, Mary
LaCrosse, Thelma
LaFlur, Joe
LaLonde, R. L.
LaMORT, Harry L.
LaPage, Paul
LaRocca, Philip
LaTemple & Co.
LaVenia, Madam
LaVier, Jack
LABAW, Jas. Wm.
Lacey, Mary Ruth
Ladd, W. S.
Lahood, Mrs. John
LAIRD, Geo.
LAJORE, Wm. W.
LAKEN, Harry
Lamar, B. W.
Lamar, Gypsy
LAMBERT JR.,
Jess H.
Lamberton, Char-
lotte
Lanout, Charlie
LAMSON, Theo.
Lancaster, Cliff D.
Land, Robert
Landers, Patrick J.
Lane, A. A.
Lane, C. E.
LANG, Johnny
LANIER, John Al
LAPORE, Mathiso
Laraine, Richard
Large, H. P.
Larin, Frank
Larios, Sylvester
Larkin, D. D.
Larkin, David
LARSON, Jas. Jos.
Larue & Carol
Larue, Freddie
LASHIEWITZ,
Victor
LATTIMRE,
Gilbert Frank
LAUFER, Donald
Lawson, Leonard
LAWTER, John
LAWTON, Willie
Lelroy & Pals
Lelroy, Anna and
LEROY, J. P.
LEROY, JONES
Leatherman, Fred
LEATHERMAN,
John Riley
LEAVITT,
Lawrence Alden
Lee, Bob
Lee, Dorothy
LEE, James Oris
Lee, Lewie E.
Lee, Robt. Edw.
LEK, Shirley
LEK, Willie
Leaman, Walter
LEMBEKE,
Franklin D.
Leggett, E. H.
Leitchner, Bob
Lenny, Jimmy
Lenox, Jack
Len, Mr. Ivan
Leonard, Ada
LESPORE, Angelo
LESANDES, John
Leslie, Edw. N.
Lester, Elwood Nat
Lester, The Great
Lester, Noel
Levine, Eva June
LEWELLYAN,
John Robt.
LEWIS, Chas.
Lewis, Dudley
Lewis, Irving
LEWIS, ISAAC
Lewis, J. E.
Lewis, Jimmy
Lewis, Olive Hager
LEWIS, Richard
Lewis, Stan
Lewis, T. P.
LEWIS, Wm.
LIEDKE, Lester
Lieberwitz, Sam &
Lindley, Chester A.
LINKOUS, Justin
LINTON, Willis
Lippincott,
Francine
List, Harry B.
Little Bear, Chief
Little, Mrs. C. W.
LITTLE, John L.
Lithedeau, Joe
Litvin, A.
Livingston, B. E.
Livingston, Harold
Lobell, Allen
Locke, Samuel
Logan, Harry F.
Logsdon, David R.
Lofstrom, Wm.
Loft, Geo. E.
LONG, Chris Wm.
LONG, Jos. Edw.
Lonsdorf, Edw. B.
Lonsman, Wm.
LOPEZ, Jas. Bud
Lord, Carol
Louis, Joe
Louis, Madam
Love, Miss Billie
Lovett, Sid
LOWMAN, John
LOWRY Jr.,
Herbert H.
Lucas, Mrs. Harry
LUDWIG, Arthur
LUNDGREN,
Howard Milton
Lusk, James O.
Luthiser, Bob
Lybarger,
DeWayne
Lyden, Chas. P.
LYERLY, Clarence
LYNCH, John Jos.
Lynn, John Wallace
MacDONALD, Wm.
MacNamara,
Vincent
McABEE, Arlie
McALEER, John
McCAHEM, Frank
McCall, Albert
McCALL, Herbert
McCARTER, John
McCARTHY,
Kenneth Morlin
McCarty, Goldtooth
MCLELLAND,
Jesse Wm.
McCollum, C. E.
McComb, Ernest
McCOY, Herbert
McCRACKEN,
Howard T.
McCREADY,
Claude M.
McCreary, E. D.
McDonald, Jack
McDowell, Mrs.
McFarland, Jack
McGee, Robert
McGEE, Chas.
McGIRE,
Richmond
McGOWAN,
FRANK JOS.
McGUIRE, Peter
McKINNON, John
McKIVERGAN,
Thos.
McLangley, Mrs.
McMillan, Connie
McMILLIN, Robt.
McMULLEN, Wm.
McNeal, James
McNeese, F. E.
McPherson,
McPEEK, Royal J.
McWhirter, Clyde
Mack, Bubber
MACK JR., John
Mack, Capt.
Mackay, Wm.
Mackey, Jos.
MAGUIRE,
Wheaton
Mahon, Charlie
Mahand, Harry
Mahard, D. L.
MALLERY,
Richard
Malley, Geo.
Mallory, Clyde
MALLWIN, James
MALONE, Otis E.
Maloney, Curley
Mandell, Glen M.
MANGANELLE,
Jas. Francis
Manson, Stanley &
Manles, Bill
Marasano, Richey
Mareus, Dr.
Marder, Phil
Mariano, Tony
MARION, Sidney
Markle, Marjorie
MARLEY, Fred
Marmeajo, Maurice
Marquardt, Hugo
Marsh, Albert
MARSII, Jesse B.
Marshall, Jim
Marshall, Sam
Martin, Bull
Martin, Al
Martin, Carl
MATTIN, Edw.
Martin, Edward J.
Martin, Lida
Martin, Mary
Mason, Chuck
MARTIN, Robt.
Mason, Steve
Massinger,
Margaret
Matthews, Al
MATTHEWS,
Jimmie C.
MATTSON, Edward
Maxwell, Bernice
May, John
May, Wm.
Maynard, Camilla
Mays, Gwen
MAZER, Israel
MEADOWS, Davis
MEADOWS, Dewey
MEADOWS, Jas.
MEADOWS, Leonard
MEDLEY, Wm.
MECKLING,
Chas. Karl
Meinecke, Erwin A.
Melba, Madam
Meltzer, Dave
MELVER, Paul
Melville, Albert
Meredith, Miss J.
Merrifield, Howard
MERRILL, Ray
Messinger, Bernard
Metcalf, Jimmie
MEYERS, Earl F.
MEYERS, Louie
Meyers, Mrs.
Miles, Alfred J.
Miles, Charles
Miller, Carl
Miller, Chas. Wm.
Miller, Chris H.
MILLER, Cole
MILLER, Colin L.
Miller, Eddie C. L.
MILLER, Edw.
Miller, Elizabeth
Miller, Fred &
Miller, P. W.
MILLER, Harry
MILLER, John
Miller, John Kent
MILLER, Leo
Miller, Louie S.
Miller, Orson A.
Miller, Orville
MILLER, Paul O.
Miller Paul Sidney
MILLER, Steve
Miller, Wm. C.
MILLS, Duane
MILLS, Madison
MILTON, Van
Minter, Hugh
MIRANDA, Gerald
Mitchell, Mrs.
Mitchell, G. L.
MITCHELL, Geo.
Mitchell, Leo
Mitchell, Russell
Mitchell, Tennis
MITCHELL, Wm.
Mitchell, Wm. C.
Mittal, Dan
Mix, Art
Moffitt, Leonard
MOLNAR, Pete M.
Moneyham, Thomas
Montiguer, Monk
MONROE, Allen
MONROE, Geo.
Montague, John A.
MONTAGUE,
Robt. Wilfred
Montgomery,
Graver
MONTGOMERY, T. R.
Montgomery, Estela
MOOLEY, Harry
Moore, Bill
MOORE, Jas.
Moore, Jim
MOORE, John J.
Moore, Mrs. W. F.
Moore, Walter F.
MOORE, Wm.
Morano, Mrs.
Moreno, Tony
Morgan, Bud
Morgan, Charlie
Morgan, Marian
Morgan, Richard
Morgan, W. E.
Moroz, Dan
MORRIS, Clarence
Morris, Harry C.
Morrison, Curley
MORROW,
Matthew James
Mortenson, Mr.
Morton, Mrs.
MOSKAL, Steve
MOSS, Lee Eugene
MOTT, Edw. Leo
Mott, Mrs. Sandy
Moulsgan, Edw.
Moulton, Mrs. V.
Mueller, Rudy

Notice, Selective Service Men!
The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



- MOUNTS, Homer Wm.  
MULLEN, Robt. Louis  
MULLIN, Johnnie Franklin  
Mullinix, Tommy  
MUNCY, Marshall B.  
MURPHY, Jack Patrick  
Murray, Ben  
MURRAY, James O.  
Murray, Jess  
MURRAY, Robt. G.  
Musc, Sweet  
Myers, Elmer  
Namos, Harry  
Nance, Josephine  
NAUGLE, MICHAEL ANDY  
Navarro, Carmen  
Neal, Leroy  
Neal, Seymour  
Neely, Willie  
NELSON, Donald  
Nelson, Miss Jackie  
Nelson, L. M.  
Nestman, Wanda  
NESTOR, Carl C.  
NEWCOMER, Lewis Edw.  
Newman, Daniel  
Newman, Harry  
Newman, Jack  
NEWTON, Lewis Isaac  
Nicholas, Clifford R.  
NICHOLAS, John  
Nicholls, Mildred  
NICHOLSON, Alex  
NICHOLSON, Jimmie Donald  
Nolan, Scott  
NORMAN, Freeman Virgil  
Northart, Mrs. Maxello  
Norton, Bill Cats  
NORTON, Ralph J.  
Nowlin, Hayden F.  
NOYES, Robt. Clifton  
Nunnemley, Mrs. E. A.  
Nuthmann, Chas.  
NYE, John R.  
O'Brien, Geo. P.  
O'BRIEN, Donald  
O'BRIEN, Geo. Newman  
O'Brien, Jack  
O'BRIEN, Jas. Pat.  
O'BRIEN, Jimmie  
O'BRIEN, Michael  
O'BRIEN, R. M.  
O'BRIEN, Wm. Jennings  
O'CONNOR, Michael J.  
O'Connor, George  
O'Connor, Martin J.  
O'DANN, WALTER  
O'Day, Jerry  
O'Dear, Kansas Kid  
O'HARA, Mike  
O'KELLEY, Edw. D.  
O'MATTA, Mike  
O'Nally, James D.  
O'Shea, Mrs. Pat.  
Obadiah, Boobie  
OUBAN, Michael  
Oezvirk, Louis  
Odams, Roy  
ODEN, Milton Lee  
Oden, Chas. D.  
Oden, Charles  
Ogle, Douglas  
Ogle, Gerald E.  
OKERSTROM, Fred  
OKEVIEB, Louis  
Olenik, John  
Oliva, George  
Oliver, Polly  
OLIVIN, EDWIN H.  
Olvera, Betty R.  
Olson, Mrs. Gladys  
Orr, Alton  
OSBORNE, Charles T.  
OSBORNE, Jack  
OSBORNE, Jack B.  
OSTERMANN, Arthur J.  
OWENS, JESSE WILSON  
Owen, Robert  
OWN, GEORGE  
OXFORD, Harry  
OZBURN, Eugene Clyde  
Ozbe, Linda  
Painter, Wm.  
Pain, Wm. G.  
PALING, Chas.  
Palitz, Mrs. Rita  
PALMER, Earl  
Palmer, Mrs. Henry  
PALMERINO, Chas. Jos.  
Pan Amer. Train Show  
PARGIA, Chas. H.  
PARK, GEORGE  
Parker, Benny  
PARKER, Doy  
PARKER, Madison  
PARKER, Wm.  
PARKS, David John  
PARKS, Fervin  
PARKS, Harold  
PARKS, Franklin  
Parks, Valrie  
Parrish, Mrs. Kathryn  
PARSONS, E. M.  
PARSONS, FRED  
SKILLINGER  
Patnode, Howard  
Patrick, Red  
PATTERSON, Russell Francis
- Patterson, L. W.  
PATTON, Chas. Wm.  
Patton, Clifford  
Paulert, Albert  
Pawlak, Mrs. J.  
Payton, Brown  
Pearce, Gats  
Pearce, Dune  
Pearson, George  
Pearson, Leonard  
PEASE, John William  
PELZ, Eugene Phil  
PENDLETON, Floyd W.  
Pennell, Troy  
PENNINGMAN, Thos. P.  
PENNINGTON, Jas. Herbert  
Pepper, P. W.  
PEREZ, HARRY  
PERKINER, C. B.  
PERNIER, Sam  
Perry, Henry  
PERRY, Harvey C.  
Perry, Leonard  
Perry, Patricia  
Peters, Ralph  
Peters, Wm. A.  
PETERSON, Donald B.  
PETKA, Albert  
PETRIE, Roy  
PETTY, John Jos.  
PEYTON, Gen. Edward  
PEYTON, Elmer (Blackie)  
Philton, Opal  
Phillips, E. B.  
Phillips, Harold  
PHILLIPS, Jimmie Donald  
PHILLIPS, Walter Rescoe  
Phloan, Philip  
Pielot, Alexander  
Pickering Family  
Pierce, Mrs. Bobbie  
Pierce, Geraldine  
PIKE, Wm. D.  
Pineas, Chas. Arcado  
PINSON, Iterschel  
PITCHCO, Geo. E.  
Pitts, Helen  
PILL, Mrs.  
PITZ, Billy  
PIZZI, Dominic P.  
Poe, L. A.  
Pollock, Robt. L.  
Polly (Merry-Go-Round)  
POMPONENT, ANTONY  
Ponette, O.  
PORACKI, Jos. S.  
PORTER, Howard Knox  
Porter, Lou  
POWELL, Frederick Wm.  
Powell, J.  
Powell, Larry  
Powers, Doc  
Powell, Major Tex  
Pratt, Mrs. Wm.  
Preasley, Arthur (Slim)  
PRESTON, Jas. Thos.  
Price, Alvin  
PRICE, Archibald S.  
PRICE, George Adron  
Price, Lester  
Pridley, Francis  
Pritchard, B.  
PROCTOR, Robt. H.  
Pruitt, Anthis  
Pugh, Danny  
Purvis, Cecil  
PURVIS, Earl W.  
RADEMACHER, Arwin J.  
RAGLAND, Phillips Thos.  
Rain, Robert  
RAMEY, Harry Ernest  
Ramsdell, Lon  
RAMSEY, Wm.  
RANDALL, Frank H.  
Randall, Joan  
Randolph, John  
Ray, Ramona  
RAYMOND, Paul Eugene  
Rays, Eight  
Re, John  
Re, Mrs. Sylvia  
Rea, Russell E.  
Read, Russell Roy  
Redman, E. Ray  
Reed, Alma  
Reed, Billie Carolyn  
Reed, C. S.  
Reed, Edwood  
REED, Wilbert  
REES, Jas. Alfred  
REESE, ELMER CALVIN  
REICHMAN, Harry  
Reid, H. D.  
Reid, Jess R.  
REIGEL, Geo. Wm.  
Reik, Raymond  
Renault, Francis  
Reno, Mrs. Sylvia  
Renton, Bobby and Fay  
Reppart, Samuel C.  
Reubin, Mrs. Florence  
Reynolds, Fritzie  
Ribeckhardt, Ollie  
Ribe, Ralph  
Rice, Betty  
RICHARD, Aston  
Riddicks, Jolunio
- RICHARDSON, Carl Eugene  
Richardson, Paul Wm.  
Riddle, Annette  
RIDDLEY, LeRoy  
RIGGS, JOHN  
LESLIE  
Riley Jr., E. D.  
Rinehart, Ollie  
RINEHEART, James O.  
RING, John Isidor  
RIVERS, Wm. Geo.  
Roachman, Albert  
ROADHOUSE, Frank Wm.  
Roark, Chas. & Sue  
ROBB, JR., Chas. Lester  
Robbins, Clarence  
ROBBINS, Roy Harold  
Robbins, Vic  
ROBINSON, Walter  
Robinson's Silver Minstrels  
Roberts, I. M.  
ROBERTS, J. H.  
ROBERTS, LEONARD  
ROBERTSON, Richard Jas.  
ROBERTSON, Frank C.  
ROBINSON, Fred D.  
Robinson, Neah  
ROCK, Randall  
Rodal, Walter  
Rodgers, Miss Jackie  
RODGERS, James  
RODGERS, Lenard  
ROGERS, Clifton  
ROGERS, Geo. R.  
Rogers, H. H.  
ROGERS, Robt. E.  
ROGERS, Wm. Herbert  
ROLEY, Jas. Edw.  
Rose, Edward  
Rose, Jack  
Rose, Margaret  
ROSE, Peter  
Rosen, Herbert  
Rosen, H. B.  
Rosenberg, Jack J.  
Ross, Jr., Frank E.  
Ross, Hal J.  
Ross, J. King  
Rosa, John Wm.  
Rotonde, Frank  
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Rowan, Ray (Tex)  
ROY, Charles Ralph  
Rudell, Miss Bobby  
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Russell, James (Rusty)  
Russell, Wm. Alvin  
Ruton, Eddie  
RYAN, Howard E.  
RYAN, Ellis D.  
Sales, Sandy  
Salkeld, Clifford I.  
Sallust, Waldron W.  
Sanborn, Mrs. Beatrice  
Sanchinzi, Tony  
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Santo, Mrs. Grace  
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SAWYER, Max  
Sawyer, Roscoe R.  
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Schmuck, Wm. R.  
Schneider, Doc  
Schneider, E. J.  
Schneider, Joe  
Schneider, John  
SCHMIDT, Daniel H.  
Schueda, Henry E.  
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Schultz, Mrs. Frances  
Schwartz, Mr. Gr. Sutton Show  
Scott, Garnett  
Scott, Mrs. Bessie E.  
Scott, Gilbert  
Scott, Mrs. Giles  
Scott, John Cowell  
SCOTT, Lewis  
Scott, Scotty  
Scott, Stuart  
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Seivend, Albert  
Selby, Norman  
SELLS, Jay Wilson  
Serlen, Max  
SEXTON, R. A.  
SEYMOUR, Lloyd Wm.  
SHADDOCK, Richard Thos.  
SHAEPFER, Harry Merl  
Sham, Nick  
Shanks, Edw.  
Shartzer, Betty Lou  
Shaver, J. S.  
Shea, Irene  
SHEA, Wm. Walter  
Shell, Dale  
Shell, Grace  
SHELLEY, John Jas.  
Shelton, W. J.  
SHERMAN, Ezie  
SHERMAN, Thomas  
SHERWIN, Harry Lawrence  
Shnyder, Sterling  
Shirley, Arthur  
Shue, Geo.  
Shoemaker, R. P.  
Shoipe, Ray
- Shore, Mrs. Peggy  
Shreve, Arnold Lee  
Shultz, Mrs. L. C.  
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Stirk, Ray  
Stoffe, Walter  
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STONE, Philip Al  
STOVAL, Geo.  
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Stovne, Itvno  
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Webb, John D.  
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Webber, Mrs. Chata  
WEBBER, Raymond  
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Weiner, Sam  
Weir, Mabel  
Weiss, Louis  
Welch, Fats  
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Winters, Marge  
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Wiseman, S. A.  
WITCHER, Robt. Nolan  
WITTHAUS, Adolphus Jas.  
Wittland, Tyson  
Wolfe, Billy  
WOLFE, Earl John  
WOLFE, Floyd  
Wolfe, Thos. A.  
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Young, Eddie  
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YOUNG, Howard A.  
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Zand, Mury  
ZEFL, Chas.  
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Dancer  
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Gordon, Freddie D.  
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Halsted, Virginia  
Hardman, Bruce  
Harter, Lewis H.  
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HARRISON, A. B.  
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Masterson, John  
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Merson Bros.  
Metz, Ted  
Meulemans, C.  
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Mongoon, Ramona  
Montague, John A.  
Moren, Chas.  
Morgan, Wm. J. (Bill)  
Morgan, Marion  
Moru, Harold  
Muller, Rudolph (Jumbo Act)  
Nerms, Bert  
Newcomb, Keen  
Newton, George  
Nielsen, Rasmus  
Patrick, Paul (Friday)  
Pierpont, May  
Pell, Sam  
Ogden, Charles  
Ola, Leo  
Rabbit, Wm.  
RANDALL, Leon G.  
Raymond, Emma  
Reid, Jackie  
Regan, Madeline  
Rice, Genevieve  
Rice, Tommy  
Rich, Chas.  
Richard the Great  
Robertson, Harry  
Roman, Oscar R.  
Rose, Mrs. I.  
Rosenberg, Benjamin  
Sabja, Nicholas  
Schott, Charlie  
Seoffield or Rose, Harry E.  
Saba, Maurice & Beatrice  
Savage, Mrs. Jenn  
Seala, the Seal Boy  
Shaw, Mary  
Sherno, Walter  
Singer, Leo  
Skea, Al  
SMITH, Herbert  
Solomon, Samuel  
Sparks, Private  
Geo. R.  
Steele, Joe  
Stella, Lady  
Stefanick, Andrew  
Strambert, LeRoy  
Tally, M. M.  
Thorne, Gerald H.  
Thiele, John  
Trevor, Madeleine  
Tucker, Ervin  
URICH, George  
Velasco, Lolita  
Verville, Gerard  
Wahl, Dorothy  
Wallace, Gabriello  
Walker, Mrs. Edith  
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Walsh, Raymond  
Wanef, Frank R.  
Ware, Frank R.  
Wares, Cortland  
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Wilson, Lewis Gilbert  
Wilson, Curtis  
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Wolf, Wm. L.  
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- Mark, James  
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Martin, Carl  
MEYERS, John  
MONTAGUE, Joe  
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Moore, Jim  
Mooney, Angello J.  
Morgan, Frank H.  
Muto, Frances  
Northcutt, Charles  
O'Connor, Frances  
O'Donnell, Lillian  
Osborne, Charles  
Pace, Sam  
PHILLIPS, John Joseph  
PINNEY, Joseph Frederick  
Pyne, Robert S.  
Rae, Miss Billie (Ballard)  
Reber, Herman  
RICHIE, E. G.  
ROHE, Mattison Hargrove  
RUNGE, Henry Edward  
SALYERS, Henderson  
Scatterday, Richard (Dick)  
Schmidt, Emil C.  
Schwandt, Charles R.  
SCHWEDA, Henry  
SEBER, Harry George  
Simons, Al P.  
Sloan, Lawrence  
Snyder, Mury  
Sopenar, Mrs. Mao  
Sparks, Cliff  
Stanton, Jimmy  
Steffen, J. E.  
STEPHENS, Wm. J.  
Stevens, Dennis  
Stok, Mrs. P.  
Talley, Isaac E.  
Teeter, Jacqueline  
Thurston, Helen  
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## Few Merchandisers Close Up Due To Depleted Inventories

Some businesses closed because of labor shortage—WMPD edict may hamper whole industry further—business reported better this year with new lines used

ATLANTA, Ga., Feb. 20.—Depletion of inventories has not caused many merchandise companies to close in the Southeastern States, according to Roscoe Arant, regional business consultant, Atlanta regional office, Department of Commerce. A number of small businesses have closed either because the operators have been drawn into the armed services or have found more profitable employment elsewhere. In many cases competent help has been reduced to 75 per cent or 80 per cent of the former total. In addition to the loss of employees, increased costs in the payment of higher wages further challenge the operator's ingenuity to keep his business going.

This situation has been existing throughout the entire country for quite some time. Merchandise men have been hampered, to a considerable extent, by the labor shortage. War Man-Power Commission edict of "war work or fight" may even further cut the available labor supply. However, in an effort to offset this shortage, many merchandisers have been using women to replace men who have left for the armed services or for war work. For the present WMPD order will not affect men under 18 or over 38, which may leave enough labor to help meet the demand.

While salaries may have been increased because of the labor shortage, merchandise men aren't complaining. Business has increased to such an extent this year for firms having merchandise that the salary increases haven't caused any marked difficulties.

### Profits Higher This Year

Months ago merchandise men anticipated advancing prices and curtailed production, hedged with all the merchandise they could obtain or thought prudent to buy. Those inventories are now being worked off. Merchandise men realize that once many available items disappear from the market the supply of those goods will be stopped for the duration. Smart merchandisers weren't caught short and have plenty of merchandise on hand to last them for quite a while to come. Other merchandisers men made quick switch-overs in their lines and report business to be good with the substitutes. Because there is a shortage of merchandise on the market today, any worth-while articles will sell, and merchandise men admit they are hungry for items. As a result, jobbers with merchandise to dispose of have been doing a landslide business.

Contrary to anticipations for many months, there has been no large-scale

mortality in business in the Southeast. In very few instances have merchandise men been forced out of business within recent months owing to financial difficulties, as registered by losses to creditors.

Merchants have found little difficulty in selling their goods and making collections. They report that due to shortage of inventories and the large amounts of cash in circulation, items that have been out of style and stored away for years have been placed back in circulation and sold without much trouble. For many merchandisers, cash balances are the largest in their history. Merchants who have operated either on, or bordering on, a C. O. D. basis are now taking their cash discounts, and in very few cases are creditors left unpaid when businesses are forced to close their doors.

### Substitutes Fill Need

The main reason for the unusually liquid position of business is the rapid disposal of inventories, with growing difficulties, in some instances, of replacement. Some merchandise men have been forced out of business because they couldn't get articles to sell, but the mortality rate is remarkably low. Merchandise men have in the past managed to overcome equally "insurmountable barriers" and they will probably do so again. There are always a certain number of people forced out of business for one reason or another. And probably those same people who claim they are folding up now because of lack of merchandise are really giving up the ship because of lack of ingenuity.

A growing number of firms are attempting to replace reduced inventories in their regular lines with new items. Many jobbers who before the war concentrated on electrical appliances which found favor with the majority of bingo players and concessionaire customers have now switched to selling non-priority items such as stuffed toys. These items are catching the public's fancy. People's taste in merchandise can easily be changed by wise advertising and clever promotion, as well as good merchandising.

### Erin Go Bragh

NEW YORK, Feb. 20.—With St. Patrick's Day less than a month away, pitchmen are busily scouring the market for suitable holiday items.

St. Patrick's Day is always a profitable one for pitchmen who sell their novelties to the Kellys, O'Briens, Murphys and Callahans. Even the Cohens and Levys don their bit of green and make whoopee in honor of the Saint who drove the snakes out of Ireland centuries ago.

Night clubs and hotels usually stock up on these items as special parties are held that night. Green tablecloths, napkins and paper cups are sold in large quantities for house parties.

St. Patrick's Day items which go over well are shamrocks, green paper horns, green paper hats, badges with ribbons, Irish-American bow pins and Irish silk flags. Green crepe paper streamers and green or green and white tissue festooning also sells well. St. Patrick's signs, printed in green on white laminated tissue with a die-cut fringe are popular for parties everywhere.

### How About It, Men?

We received a letter recently from a sailor stationed overseas, which we feel is touching in its appeal. We are, therefore, reprinting part of this letter with the hope and belief that many merchandise men will answer the S. O. S.

"I am trying to get the addresses of different novelty companies that will sell us merchandise inexpensively or will make donations of suitable items that we can give as prizes in bingo games we wish to hold in this part of the world. We are stationed at a place where there is no amusement of any kind."

Merchandise men have, since the start of the war, been expending every effort to do their part. They are now being called upon to bring a little bit of happiness into the lives of those who are giving their all in an endeavor to bring victory and a lasting peace into this chaotic world.

The boys in this outpost deserve your help. They are unhesitatingly sacrificing their lives so we all can live in a better world when this mess is cleaned up. The boys are entitled to a little bit of fun to help them try and forget the heartaches for just a few moments. In order to relax in a part of the world where there is no form of amusement, the boys have been playing bingo and, to make the games more interesting, desire merchandise prizes. They are willing to contribute toward the price of these prizes if necessary. Address all communications to James M. Conner, CC Std. Navy 8170, care of Postmaster, New York.

## Soldiers Increase Greeting Card Biz

ABERDEEN, Md., Feb. 20. — Novelty store workers situated in army camps and near-by towns report an ever-increasing demand for greeting cards by soldiers.

The rush on Valentine cards was so great that many stores were sold out ahead of time. Soldiers go for sentimental cards in a big way and are willing to spend 50 cents or a dollar for the card they want. According to reports, the boys in service aren't interested in plain simple cards but send the most elaborate and "mushy" ones they can lay their hands on.

### Year-Round Demand

Soldiers don't send cards only on special occasions, altho business does increase around the holidays, but also at various other times during the year. Greeting cards often take the place of letter writing or "thank you" notes when the boys in khaki haven't the time to write.

Soldiers don't limit their selection of greeting cards to the girl friend. Cards are sent to the folks back home, former employers, civilian friends and buddies in the service.

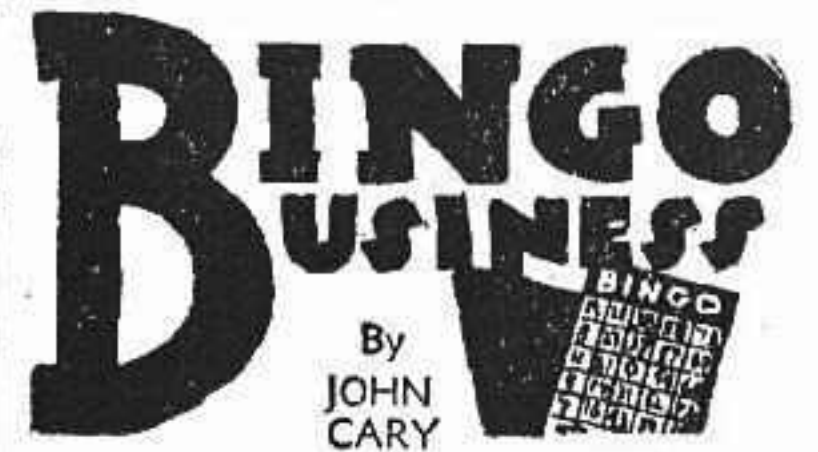
Exchange of greeting cards has always been an important feature of American life and business has increased tremendously within the last few years. In 1942 retail sales totaled \$104,000,000, or an 11.8 per cent increase over 1941.

### Separation Helps

Undoubtedly the war has played an important role in boosting the greeting card business. Many people have left their old ties to work in war plants in other cities. In addition, the millions of boys who have been recruited for the armed forces are using greeting cards as a method of communication. It seems to make the boys feel closer to those they left behind.

The boys go for glamorous cards—big and beautiful ones. Many of them feel they can't express their sentiments in writing but pretty phrases on greeting cards do the trick.

Many novelty store owners put up



The arguments pro and against bingo and the reasons why it should be banned or legalized are still waging thruout the country. Those interested in the quarrel are sitting on opposite sides of the fence. Public opinion, for the most part, seems to be in favor of legalizing the game while officials are divided on their sentiments.

We are reprinting herewith an editorial appearing in the January 10 issue of *The Wilmington (Del.) Star* as we feel it is pertinent to the facts involved.

### The Editorial

"There are many people who will agree with former Attorney General James R. Morford's suggestion that our constitutional provision against gambling should be made to conform with legislation that will be enforceable and enforced. Says Morford: 'It is recognized by all that bingo games, bank nights and similar arrangements, as well as the chancing of money or personal property (even War Bonds or Stamps, or even for religious or charitable purposes) are violative of this article.'

"I suggest that all of these matters be made the subject of supervision and regulation, rather than of prohibition—a prohibition which has been, and still is, widely honored in the breach rather than in the observance, and is recognized to be unenforceable from a police standpoint. There are not enough police in the State strictly to enforce the present gambling laws and a sufficient number of officers for that purpose would deplete the public treasuries. Reasonable regulatory legislation will, however, in my opinion, be generally respected and may properly be made a source of substantial State revenue."

The editorial continued: "Many of the absurdities of our present attitude toward gambling are familiar to most people, but it is only necessary to refer to the way we transform ostensible punishment of numbers writers into an actual scheme for enriching the city treasury to show how hypocritical is our pretended loathing of gambling.

"We do not expect the Legislature to act favorably on Morford's suggestion but we believe he is displaying a courage and forthrightness that ought to be possessed by every public official when he thus boldly proposes what a large majority of citizens actually believe would be the best policy for the State to pursue.

"Merely to put laws on the books without either the officials or the determination to enforce them may save the consciences of some people. We think it tends to expose all law to contempt."

### Pennsylvania Bingo Bill

Another bill to legalize bingo in Pennsylvania has been introduced in the General Assembly. Measure, sponsored by Senator John J. McCreesh, Democrat, from Philadelphia, would permit the licensing of any church, fire company, social or fraternal organization, at an annual fee of \$50, to conduct bingo games on their premises.

In addition to the \$50 fee, to be paid to the State Department of Revenue, another \$10 annual fee would be paid by the licensed organizations to the political subdivision in which they are located, according to provisions of the bill.

The measure was referred to the Senate Committee on Law and Order.

streamers reminding the boys of the various holidays coming up. This is smart business as it creates good will with the customers and increases the amount of sales.



By BEN SMITH

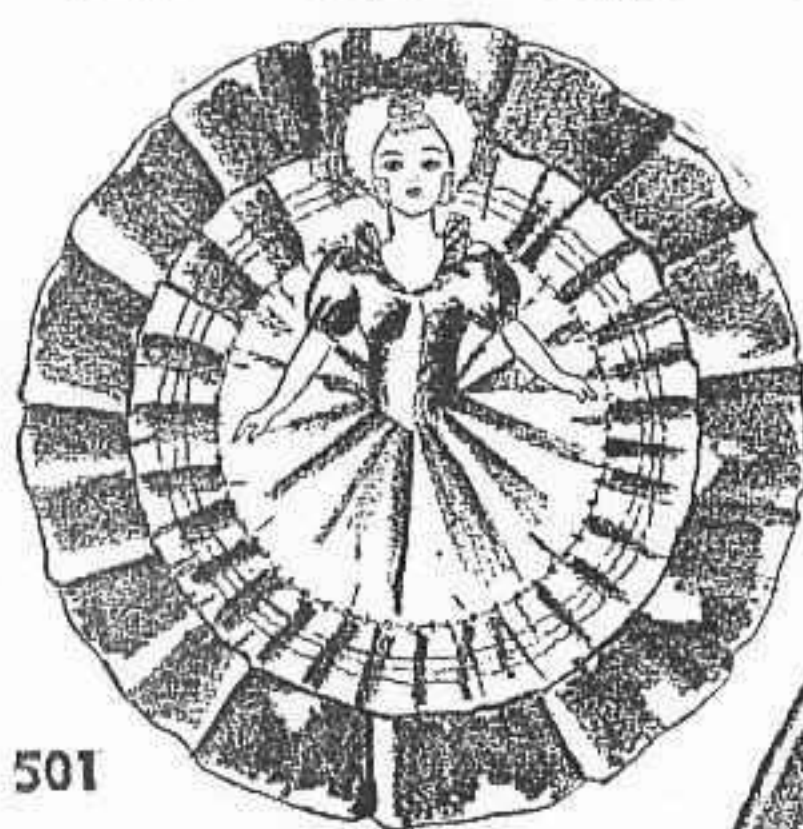
### Out of the Mail Bag

E. A., of Denver, Colo., writes: "I am interested in getting started as a sales-board operator and distributor and wonder if it will be possible for you to give me some information on this subject and put me on the mailing list of various wholesalers in this line.

"I am particularly interested in putting out a board offering a single award to the individual selecting the special number shown. I realize that some (See DEALS on page 52)



# Presenting THE WORLD'S GREATEST VALUES



501



502



503



504



505



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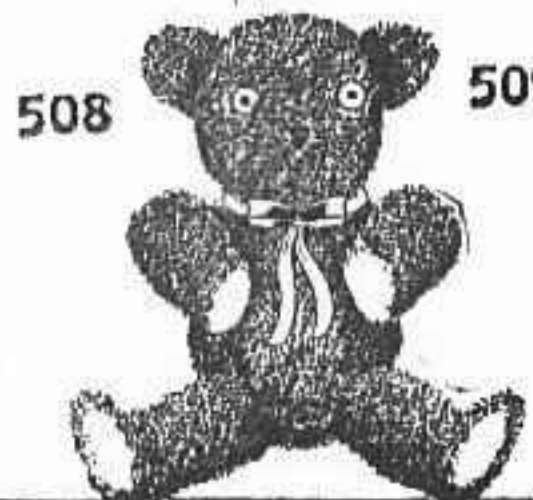
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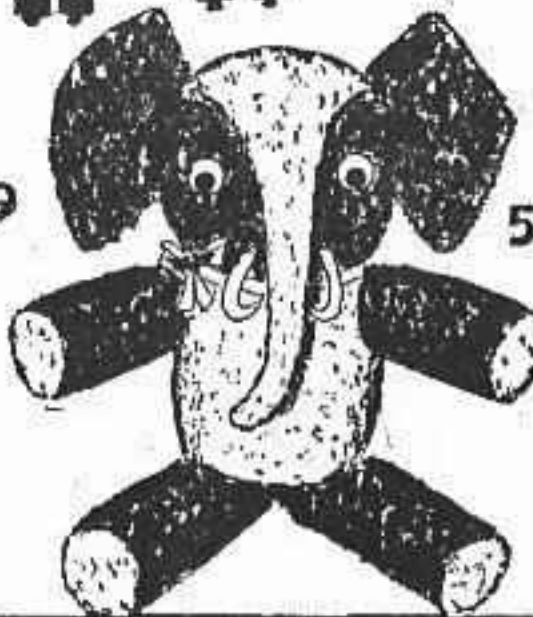
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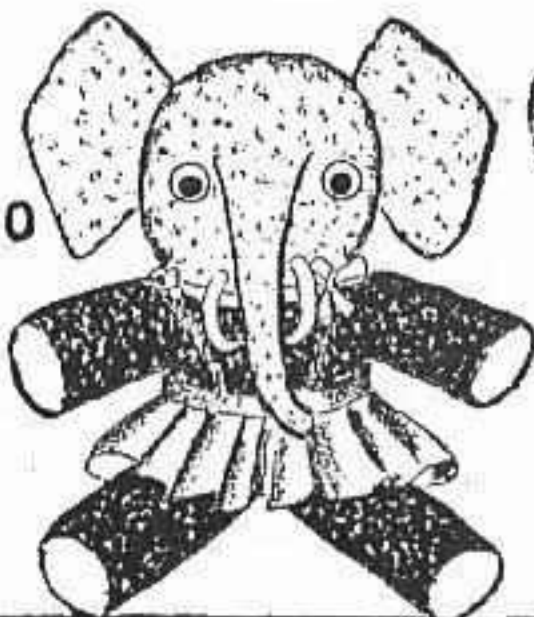
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EVERY ONE A CREATION OF OUTSTANDING ORIGINALITY AND BEAUTY! PROVEN MONEYMAKERS! LARGEST OPS CASHING IN NOW—GET SET FOR SPRING! THE BIGGEST VALUES IN HISTORY FOR PROMOTIONAL PREMIUM MERCHANDISE! WRITE! WIRE! PHONE! GET OUR PRICES QUICK! IMMEDIATE DELIVERIES!

EYE APPEALING \* JERRY GOTTLIEB INC. 303-4 AVE. NEW YORK CITY \* BIGGER PROFITS!

**BEST BUYS FUR COATS JACKETS-BOLEROS**

Exclusive 1943 Styles. Smart details, radiant furs and quality workmanship. Furs of all types in all price ranges. Buy now and save. Free Illustrated Catalog and Price List.

**S. ANGELL & CO.** Manufacturing Furrier  
238 W. 27th St., (Dept. B-3), New York City.

**LOWEST FACTORY PRICES**

## Popular Items

### Simulated Silver Fox Jackets

Sol Raphael, well-known furrier and originator of manufactured furs designed for salesboard and other premium plans, has introduced what he terms "the nearest thing to a genuine silver fox jacket." It is designed and patterned after the more expensive furs and the Raphael firm states that it is a durable garment. The article looks like a natural for salesboard, bingo and should especially appeal to those familiar with the handling of fur sales.

### Novelty Knife Racks

Nock-on-Wood is featuring novelty wooden knife racks that can easily be cleaned. The racks come in two styles. Each rack holds five knives of various lengths. The knives are easily placed in slots where they are safely out of the way and will not become dislodged from the holder. Holders are finished in attractive colors.

### Victory Bombshell Shakers

Leo Kaul Importing Agency, Inc., reports it has a big stock of victory bombshell salt and pepper shakers and can fill orders promptly. The item is shaped like a bomb and is made of a molding composition in red with white and blue trimmings. The shaker stands 2 1/2 inches high and has a big V inscribed on it.

**GLAMOROUS FUR COATS**  
Jackets and Boleros

Make Your Selection Direct From My Factory. I carry a full line of distinguished 1943 styles including Persians, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beavorettes, Checkfangs, Caraculs, Krimmers.

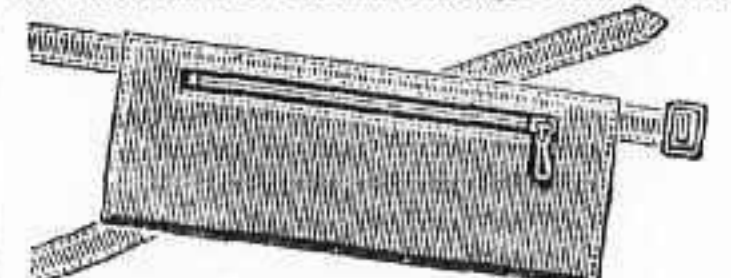
**\$5.50 Up**

Pony and every other Fur from WRITE immediately for new illustrated catalog and price list just off the press. It is FREE.

**BRIEN SEWARD** Manufacturing Furrier, 299 Seventh Ave. (Dept. B) N.Y.C.

### MONEY BELTS

For Servicemen or Civilians in Big Demand—Now!



**B25L6**—Zipper Money Belt. Khaki water repellent twill. 10 1/2" long. Per Dozen .....\$8.50  
**B25L13**—As Above in White for Navy. Per Dozen ..... 8.50  
**B25L1**—Khaki Two Pocket Money Belt, No Zipper. Per Dozen ..... 4.50  
 Send \$2.00 for Sample Each of Above Postpaid.

**JOSEPH HAGN CO.**  
Wholesalers Since 1911  
223 W. Madison St., Chicago

### P-A-P-E-R M-E-N

Can use oldtimers in Midwestern States on good paper and map deal. Best in the business.

**ED HUFF, 5416 Phillip, Dallas, Texas.**

### OVER 1000 JOBBERS

SELL OUR **BINGO SUPPLIES**



WRITE FOR CATALOG TO **MORRIS MANDELL**

131 W. 14th St. NEW YORK, N. Y.

### WANTED

Eastman D. P. 250 Ft. Roll Paper. Pay \$30.00 Three Inch—\$50.00 Five Inch. Unbroken Packages—Good Dating.

**NEW ART STUDIOS**

Neosho, Mo.

### 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 15¢ for sample cards and folder.

**M & M CARD CO.**

1033-1035 Mission St., San Francisco, Calif.

### GOODRICH HONES TOP THE FIELD

300%-350% PROFIT

Pitchmen, window workers, jobbers, distrs. Flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1864—your confidence statement. Each HONE in 50¢ Silver DeLuxe Box. Sample 10¢; low gross price.



**GOODRICH, 1500 W. Madison St., Dept. BG-2, Chicago, Ill.**

### LEADING SELLERS IN FUR COATS

**LOWEST PRICES JACKETS CAPES & SCARFS**

ALL GENUINE FURS!

Our new 1943 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Largest and most colorful we ever offered! Satisfaction guaranteed or money refunded. Same day deliveries.

**H. M. J. FUR CO.**  
150-B West 26th St., N. Y. C.





# Boost Sales WITH THE ORIGINAL HOTZI-NOTZI HITLER PIN CUSHION AND THE HITLER ASH TRAY

The sensational Hitler Pin Cushion that was photographed on President Roosevelt's desk.

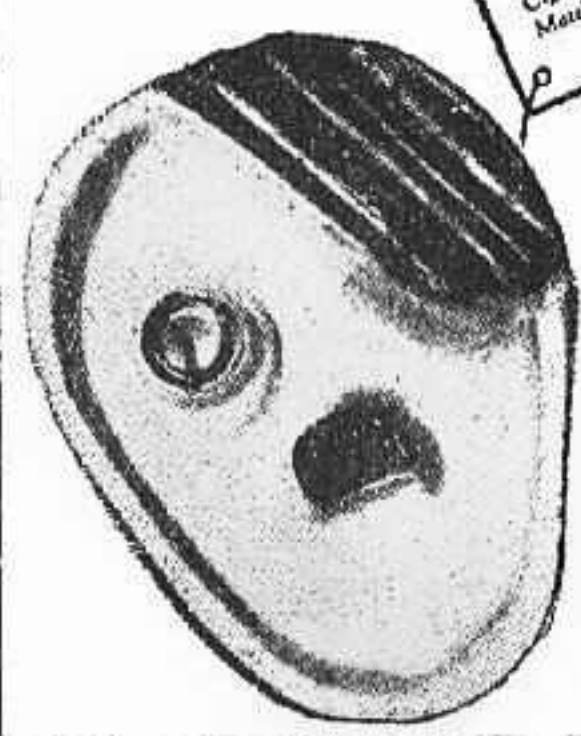
The Hitler Ash Tray is running it neck and neck in sales!

They sell on sight! Stock them today!



**HOTZI NOTZI**  
AT IS GOOD LUCK TO FIND A PIN  
SIZES AN "AXIS" TO STICK IT IN

**THE HITLER ASH TRAY**  
Supply of cigarettes is aimed on hair!  
Cigarette is nudged out in the eye!  
Matches are struck on moustache!



Pin Cushion 4.20 Doz.  
Ash Tray . . . 3.00 Doz.  
**JOBBER GET SPECIAL DEAL!**  
Terms: 1/3 Dep. Bal. C.O.D.  
F.O.B. N.Y.  
Send \$1.00 for sample of both items.

**BASSONS DUMMY PRODUCTS**  
57-02 48th STREET MASPETH, N. Y. C.

## NOTES from SUPPLY HOUSES

Dick Ruddinger, Honolulu wholesale novelty dealer, arrived in San Francisco recently from the East and will leave shortly for the Islands.

Milt Williams Novelty Company, San Francisco, is doing a grand business and has added several innovations to the store. He has also acquired an adjoining building to be used as a warehouse.

Whitey Moenett, of Moenett & Gordon, operators of three novelty stores on Market Street, San Francisco, left for a buying trip in the East recently. Sam Gordon, his partner, has leased a large new store adjoining the Silver Palace Theater, Market Street, and opened last week with a new funland arcade. Already signed up for the new Funland store are Phil Larner, tricks and puzzles; Red Karns, photographs, and Gordon, novelty jewelry and others. Over 200 machines will be on exhibition in the new store.

Jack Spiegler, well-known merchant for many years, announces that he has entered partnership with Jack Davis, of Joe Kerr Novelties. This combination brings together two of the best informed men in the country on tricks, jokes and general merchandise. Spiegler has originated and developed many of the tricks and jokes used successfully during the past 15 years. Davis is acknowledged as one of the leaders of trick and joke merchandise and has performed on the radio and written feature articles for national publications.

### DEALS

(Continued from page 50)

boards would lose money, but if volume sales are obtained a good profit should be possible. If you do not agree with this method of operating I will appreciate any help or advice you can give."

A copy of Salesboard A B C's is going forward to "E. A." under separate cover, as well as a list of premium and deal distributors. The former should help him get started as a salesboard operator.

The deal mentioned above is commonly known as one-shot and has been quite popular with the boys. However, to pay out, an operator must have plenty of gumption in addition to having an item with consumer appeal. He must give the law of averages a chance to work. By the very nature of the deal the board is dead as soon as the winning number comes up and it is quite possible for the winning number to show after the first

### SHAMROCKS

N3058—Plain Shamrocks. Gr. . . . . \$1.00  
N7812—Irish-Amer. Bow Pins. Gr. . . 1.00  
N7830—Irish Silk Flag. Gr. . . . . 1.00  
N6985—Green Paper Horn. Gr. . . . . 1.75  
N3087—Green Crepe Paper Hat. Gr. 1.25  
N6980—Amer. Made Paper Hat. Gr. 3.75  
N6981—Amer. Made Min. Form Hat. Gr. . . . . 5.25  
N6982—St. Pat. Badge with Ribbon. Gr. . . . . 4.50

Postage Extra—  
Include Sufficient Deposit.

**WRITE FOR COMPLETE PRICE LIST**

### LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

### MY ROUTE BUILDING PLAN Starts YOU in a BIG PAY BUSINESS

Hundreds of men like you now make really big money week after week backed by our Money-Making "Store Route" Plan. Let me explain how your earnings should go UP when you take on our big-profit line of 5¢-10¢ goods. Many products Nationally Advertised in Saturday Evening Post, Good Housekeeping and 100 other magazines.

Show storekeepers proved plan to increase sales and profits up to 50% and compete with chains. Easy to start. Experience not needed. Write Today.

H. B. LAYMON, President  
Dept. 8-B, Spencer, Indiana

### Have you seen NUDIE!

Something New for Novelty Stores, Gift Shops, SALESBOARD OPERATORS, Night Club and Hotel Concessioners. Retail for \$2.

**NUDIE!** A 7-inch doll made of a flexible, pliable lifelike plastic composition. Actually seems to be alive. Nudie sells herself! Ind. packed, blonde, brunette or red, hand painted and finished. Place a trial order and be convinced.

For retailers: \$10.80 per doz. Send full payment, save C.O.D. fee—or send \$3 for 3 NUDIES, 1 red, 1 blonde, 1 brunette. Sample \$1—send for yours today.

258 W. 87th St.  
NEW YORK CITY

Novelty Creator  
**ABRAHAM**  
EXCELLENT OFFER FOR JOBBERS!

### FOLDING CHAIRS

PLASTIC MARKERS

## BINGO

SUPPLIES

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

### THE NEAREST THING TO A GENUINE SILVER FOX JACKET

**A SURE-FIRE MONEY MAKER**  
South American Fox Jackets Dyed in a New Beautiful Bright Silver Fox Shade. **\$39.50**  
Sizes 12-20.

Order One Today.  
25% Deposit Required, Balance C.O.D.

**SOL RAPHAEL, INC.**  
333 Seventh Ave. New York City  
"Everything in Furs"  
Write for Our Complete List of Other Furs

### Splendid American Reproductions IN TERRA COTTA COMPOSITION OF FAST SELLING IMPORTED PORCELAIN STATUES

So realistically reproduced in colors, sculpture and facial expressions that when placed side by side the replicas cannot be told from the originals. Colored beautifully.

No. 3789 — Blue Boy and Girl  
The well-known Gainsborough Figurines, in exactly the same shades of blue as the originals.  
7 1/2 Inches High, \$24.00 Per Doz. Pairs

We have nearly a hundred different figurines. Completely illustrated price lists, Set K, mailed to dealers on application.

**LEO KAUL** IMPORTING AGENCY, Inc. 115-119 K South Market St., Chicago

**WRITE US YOUR REQUIREMENTS**  
CARNIVAL GIFT AND PREMIUM MERCHANDISE

**MIDWEST MERCHANDISE CO.**  
10TH & BROADWAY. KANSAS CITY, MO.

### GET THAT BIG EASTER BUSINESS with CASEY'S SENSATIONAL NEW DUCK FAMILY

Here's the Easter item that will put you over the top! DUCK FAMILY has everything — quality, flash, color and a price that gives you a head start on profits! Mama Duck, 15" high, 16" long, in lustrous plush, has bright yellow wings, natural color beak, lavender body; 3 Baby Ducks in silky plush, assorted bright colors. Imitation grass mat included.

**ORDER NOW!**  
Cash in on Easter Business!  
Set of 4 Ducks, complete, only **\$5.40**

**CASEY IS THE NATION'S HEADQUARTERS FOR EASTER MERCHANDISE!**  
Large Selection Available Now. Write for Complete Easter Flyer or for General Merchandise Catalog. State Type of Business.

TELL IT TO **Casey** YOUR DEPENDABLE SOURCE OF SUPPLY  
1132 S. WABASH AVE. CHICAGO



### SALES BOARDS FLASH MERCHANDISE

Just bought entire stock of 7 tobacco and candy wholesalers. 19,063 Boards, all kinds and makes. 7,432 Pc. Flash Merchandise.

Write for Stock List and Price

**Notice to Tobacco, Candy Wholesalers or Operators**  
If shortage has forced you out I will pay cash for any kind of boards or flash merchandise.

Write or Wire What You Have

**C. G. MORGAN**

479 5th Ave., Troy, N. Y.

### SALESBOARD OPERATORS

Our Penny Deals and 3¢ Deals. 100% Sellers. Net Operator 100% Profit. Smoker's Fun Shop—1000 Hole Salesboard with 53 Winners—53 Items. Take in \$10.00. Your Cost \$3.60. Express charges prepaid. Our 3¢ 1000 Hole Specially Illustrated Salesboard, with 25 Winners—1 Doz. Eversharp Pencils, individually boxed; 1 Doz. Tubes Eversharp Redtop Lead, and 1 only Eversharp Streamlined Fountain Pen in Gold Gift Box for Last Punch. Taken in \$30.00. Your Cost \$9.00. Express Charges Prepaid when full amount is included with order.

**DIRECT SALES SERVICE**  
205 Insurance Bldg. San Antonio, Tex.

Please do not write for Catalog or Details. The above special deals are all we have.

### Salesboard Operators SPECIAL MADE PUSH CARDS

With Prices too high and Merchandise too scarce for 1¢ to 3¢ Deals with Prize every time, we present our NEW SPECIAL MADE PUSH CARDS. 15 Punches 1¢ to 3¢—take in \$5.00. Girls names on back and ribbon seal for Major Prize. 15 Hole 1¢ to 5¢—take in \$7.50; same as above with Girls Names and Ribbon Seal. Only ONE 3¢ and ONE 5¢ Punch on these Cards. These cards are ideal for items costing \$1.00 to \$1.50. Give them one for running off Card. Every business a prospect. Price: Assorted, or one kind, including Ribbon Seal, \$8.95 per 100. Same kind without Ribbon Seal, for Prize every time, \$2.85 per 100. Send 10¢ for Samples (Sent Postpaid).

**Direct Sales Service**  
205 Insurance Bldg. San Antonio, Tex.

### OPERATORS SWIVEL MIRROR VANITIES

Our De Luxe Model with fancy indented flexo drawer, 1/2" mirror base, fancy swivel mirror, 2 compartments, metal knobs. Calif. redwood; is the flashiest, fastest selling vanity out today. \$24.00 doz. Packed with ribbon-tied high-grade stationery, add \$3.60 doz.

**MARTIN MIRROR CHEST CO.**  
1120 W. 79th St., Chicago, Ill.

### MIDGET BIBLE

(Over 200 pages, size of postage stamp, completely legible)

And 10¢ & 25¢ Paper Covered Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc., etc. Over 100 books on unusual subjects. For premium and big-profit selling. 400% profit. Write for prices. Add this profitable side line!

**JOHNSON SMITH & CO., Detroit, Michigan**

### ARMY JEWELRY

Demonstrators! Pitchmen! Military and Signet Pins, Rings, Bracelets, Lockets, Roller Skate Pins, White and Yellow Identification Bracelets suitable for engravers. Immediate delivery. Samples \$5.00.

**JACK ROSEMAN CO.**  
307 Fifth Ave. N. Y. C.

### CHEWING GUM SPEARMINT FLAVOR ONLY

20—5¢ Packs, F. O. B. Factory. Agents—Territory—Quantities Limited for Duration. Shipping delay now 2 months. No orders from "ad"—write first. For Victory buy U. S. War Bonds and Stamps.

**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave. Newark, N. J.

### ZIRCON RINGS

Ladies & Gents \$4.00 to \$8 SOLID GOLD ..... Each  
Send us your old rings, jewelry, etc., and we will mount it with beautiful genuine Zircons at a low cost.

Box 311 — B. LOWE — St. Louis, Mo.

couple of plays. When that happens the operator takes a licking. There wasn't enough of a take to cover the cost of the merchandise offered. But if enough deals are placed the law of averages will level off the loss and, when the award is right, leave sufficient of the long green in the operator's pockets to keep him happy.

This letter is typical of many we receive from men who have just entered the field—a large new army of potential premium buyers who are anxious to spend their money for merchandise that will produce for them. Manufacturers and distributors who have items, not on priority, that can be offered profitably on a card or board are missing a good bet for a volume turnover if they do not pass the word around that they have this merchandise available. We have often said we are more than willing to give such items a mention in the column and the offer still holds.

HAPPY LANDING.

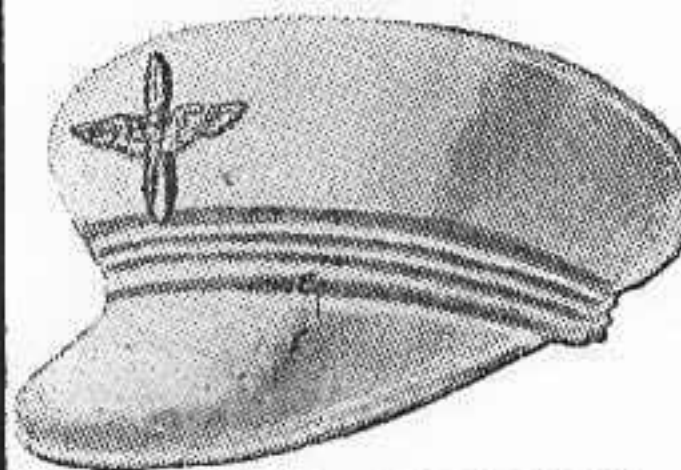
### PIPES FOR PITCHMEN & BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

**ART COX . . .**  
recently arrived in Los Angeles and reports he will open shortly in a chain store with his shredder and juicer layout.

**STANLEY NALDRETT . . .**  
pipes that he has been in the H. L. Green store, Memphis, for three weeks and will remain there for several more. Stanley recounts a pleasant surprise in seeing T. A. (Slim) Rhodes, of jam fame, who

### "THE CAPTAIN'S HAT" PIN



FOR THE ARMY—FOR THE NAVY—  
FOR THE AIR CORPS.  
**Mother of Pearl**

A Military Number That Sells Itself—Gold Color Emblem—Beautifully Boxed—Order by Number—G-3, Army Insignia . . . C-3, Navy Insignia . . . C-7, Air Corps Insignia.

A Real Value at  
**\$6.75 Per Doz.**  
25% Deposit Required on All  
C. O. D. Orders. Sample \$1.

**ALPHA-CRAFT, INC.**  
303 5th Ave., New York, N. Y.



**MILITARY PILLOW TOPS  
AND  
SERVICE BANNERS**

Army, Navy, Marines, Air Corps. Satin with gold fringe. Ass't inscriptions and insignias. Ass't colors. 20"x20". 5.50 per dozen. Names of any post or camp FREE with order of 2 gross or more.

**AAA FLAG CO., 247 W. 34th ST., N. Y. C.**

### REAL PROPOSITION

Selling repeat Medicines. Tonic, Herbs, Liniment. Catalog on request.

**THE QUAKER MEDICINE CO.**  
220 GEORGE ST. CINCINNATI, OHIO

No. 4303  
\$2.75 Doz

No. 4302  
\$2.75 Doz

## CEDAR CRAFT

Genuine Aromatic "Red Heart" Cedar

No. 115-S  
\$3.00 Doz

All Prices  
Without Boxes

No. 147-C  
\$3.50 Doz

## WOOD JEWELRY

No. 1-205-S  
\$3.00 Doz

No. 4308  
\$4.00 Doz

No. 109-S  
\$3.50 Doz

### LAPEL GADGETS NECKLACES

## Conversational Pins

## 101 FAST SELLING MONEY GETTERS

Photo Hearts, Photo Service Star Pins, Service Star Mother Hearts (Gold Wire) set with Rhinestones, Hearts and Crosses with delicate pink roses, plain Hearts and Crosses, double Hearts. \$1.40 doz. up.

No. 351  
\$1.75 Doz

No. 4304  
\$3.00 Doz

### Free Illustrated Price List Or Send \$5.00 for Sample Line

## Charles Demeo

PHONE 116 E. WALNUT  
LOCUST 3913 MILWAUKEE, WIS.

No. 4319  
\$2.50 Doz

No. 4303  
\$3.25 Doz

### PICK-A-BUNNY ASSORTMENTS

ARE NOW READY

Ten Assorted Easter Bunnies pay out 50 packs of cigarettes. Costs dealer \$26; takes in \$60. Twenty-five per cent must accompany order. Special prices to jobbers.

**CANTON STUFFED TOY CO.**  
CANTON, OHIO

### ALL READY WITH NEW LINES NOVELTIES — PREMIUMS — SALESBOARDS — SPECIALTIES

"GET OFF TO A FLYING START"

Write for Catalog. Please State Your Business.

**1-day Service**

## ACME

**PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD. ST. LOUIS, MO.

### BEACON BLANKETS AND SHAWLS

We carry a complete line of Beacons. One or a carload. Beacon Plaid Shawls with wool fringe—still in stock. Other items we can deliver are Lamps as low as \$6.25 per doz. and up; End Tables, Hassocks, Smoking Stand, Dinnerware (42 Pc., 68 Pc. and 100 Pc. sets), Card Tables, Elec. Wood Novelty Clocks, Casseroles, Tinware, Glassware, Chrome Cocktail Sets, Billfolds, Pen and Pencil Sets, Table Litters, Pictures, Mirrors, Stuffed Toys, Filled Overnite Bags, Motor Jugs, Bar Glassware, Salesboards, American Flags, Balloons, Toilet Sets, American made Blum and Plaster Novelties. Write for Catalog. State business.

**WIS. DELUXE CORP.** 1902 No. 3rd St. MILWAUKEE, WIS.

### 5000 ITEMS AT FACTORY PRICES

Specialty Merchandise, Salesboards, Sanitary Goods, Drugs, First Aid, Toilet Articles, Automobile Supplies, Dry Goods and many other items. Write for catalogue.

**"Roy" Blake Supply Co.**  
HOT SPRINGS, ARK.

### SOCIAL SECURITY PLATES

Red, Blue and Gold colors, on metal, \$6.00 per 100. F. O. B. Chicago, while they last. Sample 10¢ each.

**CHARMS & CAIN**

407 S. Dearborn St. CHICAGO, ILLINOIS  
Tel.: Web. 3548-3547-3548

### MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
187 E. Spring St. Columbus, Ohio  
BUY WAR BONDS FOR VICTORY

### DEMONSTRATORS BE YOUR OWN BOSS

COMPLETE LINE OF FOOT REMEDIES

Guaranteed Repeat Business. Flashy Packages. Send \$1.00 for Samples and Mailing. Territory Protected. Prices Low.

**SAFEMAY PRODUCTS CO.**

6515 Delmar ST. LOUIS, MO.

### RAZOR BLADES

at Factory Prices!

Pocket the middleman's profit! ACE blades are better quality! Honed in oil to fine, sharp, cutting edge. Mounted on Flashy Display cards. Rush name for details. Dept. 68.



ACE BLADE CO. 88 E. Eagle St., Buffalo, N.Y.



dropped into Memphis recently. Slim has been out of the pitch business for two years and is now representing a West Coast manufacturer. Stanley says that Slim hasn't lost his flair for picking up the long green.

**IT'S ABOUT TIME** you get set for the spring, isn't it?

**ARIZONA BILL . . .** of jam fame, is working at McLellan's in Memphis with glass cutter and static eliminators. Bill, Stanley Naldrett and Slim Rhodes cut up jackpots recently in a session at the Chisca Hotel there.

**LAZY PEOPLE** never look for a break because they realize they'll never find one.

**JACK DILLON . . .** who once pitched oil and med thru Ohio and Indiana, has been on the West Coast several years running a Sea Vita demonstration in a Los Angeles department store. It's a decade since the Midwest saw Jack and in that time he's grown a flowing goatee guaranteed to attract the attention of his tip. He is also writing and publishing charts and books.

**WHO EVER HEARD** of a pitchman who worried about getting tired?

**JACK SCHARDING . . .** is now working in the personnel department of the Southern California Telephone Company, Los Angeles. He is, however, still making his lectures on Sun-

days and finds business okay. Says Jack: "When the war is over I am going to spring a new layout."

**WHY BOAST ABOUT** what you are or have accomplished? Let the others do the bragging—you be the success.

**SPEED HASKELL . . .** and partner are pitching trick cards on Main Street in Los Angeles. They're reported looking prosperous.

**SID HIRSCH . . .** and the missus are doing their mental act and putting out horoscopes in Long Beach, Calif.

**DOC GRAHAM . . .** of Knoxville, is working in and out of Phoenix, Ariz., with his Golden West remedies and says business is wonderful.

**ADVERTISE WHAT YOU HAVE** and have what you advertise and you'll know little difficulty in getting results.



## Events for Two Weeks

- February 22-27**  
**WIS.**—Milwaukee, Shrine Circus, 22-28.  
**March 1-6**  
**GA.**—Savannah, Thrill Circus, Am. Legion, 28-March 6.  
**MASS.**—Boston, Gift Show, 1-5.  
**MICH.**—Detroit, Dog Show, 27-28.  
**MO.**—Kansas City, Police Circus, 2-7.  
**O.**—Cleveland, Dog Show, 6-7.  
**R. I.**—Providence, Dog Show, 7.  
**TEX.**—Brownsville, Charro Days, 27-March 7.

**ROUTES**  
*(Continued from page 19)*

- Kula, Malle** (Ohins Victory Room) Cleveland, nc.  
**L**  
**La Bato, Paddy** (Alpine Village) Cleveland, nc.  
**La Milonguita** (Don Julio's) NYC, nc.  
**Lane, Manda** (Sir Francis Drake) San Francisco, h.  
**Lao & Monsita** (Algiers) NYC, nc.  
**Larkin, Ellis Trio** (Cafe Society Uptown) NYC, nc.  
**Lassen, Sigrid** (Monte Carlo) NYC, nc.  
**Latin Quarter Revue** (RKO-Boston) Boston, t.  
**Laurette & Clymas** (Hurricane) NYC, nc.  
**Lazara & Castellanos** (Park Central) NYC, h.  
**Lee, Bob** (Wivel) NYC, re.  
**Leroy, Hal** (Glenn Rendezvous) Newport, Ky., nc.  
**Lewis, Jos. E.** (Chez Paree) Chi, nc.  
**Lewis, Ralph** (Yacht) Pittsburgh, nc.  
**Lit, Bernie** (El Patio) Baltimore, nc.  
**Long, Walter** (Copacabana) NYC, nc.  
**Lopez, Maria Louisa** (Greenwich Village Inn) NYC, nc.  
**Lynce & Marianne** (Bertolotti's) NYC, nc.  
**Lynn, Ginyx** (Belmont Plaza) NYC, h.  
**Lytle Sisters, Four** (Commodore) NYC, h.  
**M**  
**McCornick, Frank, & Ruth Kidd** (Times Square Supper Club) Rochester, N. Y.  
**McNellis, Maggi** (Coq Rouge) NYC, nc.  
**Mack, Johnny** (Michigan) Detroit, t.  
**Mallin, Dave** (Music Hall) NYC, t.  
**Mangan, Hazel, Foursome** (Colosimo's) Chi, nc.  
**Manners, Judy** (Park Central) NYC, h.  
**Marcus, Doctor** (Royale) Detroit, nc.  
**Marlowe, Don** (Hollenden) Cleveland, h.  
**Marque & Mariys** (U. S. Army Camp Shows) Mineral Wells, Tex.  
**Martells & Mignon** (Stanley) Pittsburgh, t.  
**Marten & Payne** (Zimmerman's) NYC, nc.  
**Masalle, Sally** (78th St. Tap Room) NYC, nc.  
**Maughan, Dora** (Troc) NYC, nc.  
**Mayo, Don** (Sir Francis Drake) San Francisco, h.  
**Meadows, Frankie** (Swing Club) NYC, nc.  
**Meroff's, Benny, Punzafire** (Hit-Hat) St. Louis 12-24, nc.  
**Merrill, Joan** (Glenn Rendezvous) Newport, Ky., nc.  
**Miles, Jackie** (La Martinique) NYC, nc.  
**Miller, Glenn, Slingers** (Palace) Columbus, O., t.  
**Miller, Susan** (Plaza) NYC, h.  
**Moffett, Adelaide** (La Martinique) NYC, nc.  
**Moke & Poke** (Paramount) NYC, t.  
**Morgan, Dennis** (Stanley) Pittsburgh, t.  
**Morgan, Johnny** (Belmont-Plaza) NYC, h.  
**Morris, Will, & Bobby** (Hamid-Morton Circus) Milwaukee 22-27.  
**Morrison, Kitty** (Tower) Kansas City, Mo., t.  
**Murphy Sisters** (Michigan) Detroit, t.  
**Myrus** (Pierre) NYC, h.  
**N**  
**Nadell, Henny** (Red Mill) Bronx, NYC, c.  
**Narita** (Monte Carlo) NYC, nc.  
**Nash, Joey** (Queen Mary) NYC, nc.  
**Nelson Sisters** (Riverside) Milwaukee, t.  
**Nevel, Nik, Trio** (Bancroft) Springfield, O., h.

- Noble, Diane** (Hickory House) NYC, re.  
**O**  
**O'Dare, Dale** (Queen Mary) NYC, nc.  
**Osta, Teresita** (El Chico) NYC, nc.  
**Oxford Boys** (Earle) Washington, t.  
**Oye, Beatrice Fung** (Ubangi) NYC, nc.  
**P**  
**Pablito & Lilon** (Havana-Madrid) NYC, nc.  
**Puge, Diane & Mait** (Mike's) West Palm Beach, Fla., nc.  
**Page, Muriel** (Belmont Plaza) NYC, h.  
**Parker, Del** (Brass Rail) Detroit, re.  
**Parks, Barbara** (Royale) Detroit, nc.  
**Parks, Bernice** (Chez Paree) Chi, nc.  
**Payne, Frank** (Sherman) Chi, h.  
**Peppito** (Havana-Madrid) NYC, nc.  
**Pickert, Rollo & Verria** (Blackhawk) Chi, c.  
**Pilas & Lucille** (Havana-Madrid) NYC, nc.  
**Porter, Virginia** (18 Club) NYC, nc.  
**Powers, Marion** (885 Club) Chi, nc.  
**Princess & Willie** (Hawaiians) (Ford) Rochester, N. Y., h.  
**Pupi Dancers** (La Conga) NYC, nc.  
**Q**  
**Quitsie** (Brownie's Marble Bar) Rochester, N. Y., nc.  
**R**  
**Radio Rogues** (Paramount) NYC, t.  
**Rafael, Vilma** (Swing Club) NYC, nc.  
**Raft, Tommy** (Casino De Paree) New Orleans, nc.  
**Rann, Betty** (Roxy) NYC, t.  
**Raye & Naldi** (Plaza) NYC, h.  
**Reed, Dianne** (Swing Club) NYC, nc.  
**Revueurs** (Cafe Society Downtown) NYC, nc.  
**Reyes, Reva** (Casbah) NYC, nc.  
**Rice, Don** (Palace) Columbus, O., t.  
**Rice, Lieut. Gitz** (Henry Hudson) NYC, h.  
**Rich, Herman** (Pelman Heath Inn) NYC, nc.  
**Richards, Don** (Village Barn) NYC, nc.  
**Richey, Jean** (Earl Carroll) Hollywood, t.  
**Ring, Ruby** (Frolics) NYC, nc.  
**Rio & Rita** (Riviera) Columbus, O., nc.  
**Rios, Rosita** (Havana-Madrid) NYC, nc.  
**Robbins, Gayle** (Belmont Plaza) NYC, h.  
**Robert Sisters** (State) NYC, t.  
**Robinson, Ann** (Le Ruban Bleu) NYC, nc.  
**Rolfe, Isabell** (Hurricane) NYC, nc.  
**Roper, Rita** (Belmont Plaza) NYC, h.  
**Rosella, Jessie** (Vine Gardens) Chi, nc.  
**Ross Sisters** (Palace) Cleveland, t.  
**Rossilianos, The** (William Penn) Pittsburgh, h.  
**Rubyettes, The** (Bowery) Detroit, nc.  
**Russell, Bill** (Park Central) NYC, h.  
**S**  
**St. Claire Sisters & O'Day** (Shrine Circus) Minneapolis, March 1-6.  
**Salamack, Tony, Trio** (Glenn Rendezvous) Newport, Ky., nc.  
**Salazar, Hilda** (Havana-Madrid) NYC, nc.  
**Saro, Jose, Juan** (El Chico) NYC, nc.  
**Satch & Satchel** (Troc) NYC, nc.  
**Scott, Hazel** (Cafe Society Uptown) NYC, nc.  
**Scott & Susanne** (Barn) NYC, nc.  
**Scott, Virgie** (Onyx) NYC, nc.  
**Sebastian, John** (La Vie Parisienne) NYC, nc.  
**Seiler & Siebold** (Oriental) Chi, t.  
**Shapiro, Ted** (Copacabana) NYC, nc.  
**Sharon, Nita** (Esquire) Norfolk, Va., nc.  
**Shaw & Lee** (Colosimo's) Chi, nc.  
**Shaw, Sonia** (Mon Paree) NYC, nc.  
**Shaw, Walter** (La Martinique) NYC, nc.  
**Shayne & Armstrong** (Music Hall) NYC, t.  
**Sheeran, Jube** (Village Barn) NYC, nc.  
**Shriner, Herb** (Roxy) NYC, t.  
**Siegel, Al** (Frolics) NYC, nc.  
**Simpsons, The** (Iceland) NYC, re.  
**Sinatra, Frank** (Paramount) NYC, t.  
**Skyliners, The** (Commercial) Elko, Nev., h.  
**Slate Bros.** (Riverside) Milwaukee, t.  
**Smith, Betty Jane** (Chez Paree) Chi, nc.  
**Sporn & Dukoff** (Hollenden) Cleveland, h.  
**Stadlers** (Commodore) NYC, h.  
**Stanley, Neal** (State) NYC, t.  
**Stanley, Stan** (Frolics) NYC, nc.  
**Stoffe, Edwin Chas.** (Capitol) Washington, t.  
**Stone, Al** (18 Club) NYC, nc.  
**Stone, Harvey** (Bowery) Detroit, nc.  
**Storch, Larry** (Frolics) NYC, nc.  
**Stylists** (Rogers' Corner) NYC, re.  
**Sues, Leonard** (Frolics) NYC, nc.  
**Sullivan, Ed** (State) NYC, t.  
**Summer, Helen** (Ivanhoe) Chi, re.  
**Suns, Three** (Piccadilly) NYC, h.  
**Swifts, The** (Palace) Cleveland, t.  
**Sylvio** (Don Julio's) NYC, nc.  
**T**  
**Tannon, Don** (Palace) Cleveland, t.  
**Tate, Maureen** (Jimmy Daniels, Inc.) NYC, nc.  
**Taughman, Paul, & Swing Trio** (Casbah) NYC, nc.  
**Teeman, Eleanor** (Park Central) NYC, h.  
**Telt** (Lexington) NYC, h.  
**Terrace Trio** (Chateau Moderne) NYC, nc.  
**Thompson, Arlene** (Mon Paree) NYC, nc.  
**Toune, Mel** (Orpheum) Omaha, t.  
**Tova, Tanya** (Casino Russe) NYC, nc.  
**Toy & Wing** (Orpheum) Omaha, t.  
**Tracy, Pinky** (Royale) Detroit, nc.  
**Tracy, Roy** (Royale) Detroit, nc.  
**U**  
**Urban, Sally** (Belmont Plaza) NYC, h.  
**V**  
**Valdez, Miguelito** (La Conga) NYC, nc.  
**Vallee, Edee** (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
**Vance, Jerri** (Park Central) NYC, h.  
**Venzia, Chiquita** (Eldorado) NYC, nc.  
**Vestoff, Florida** (18 Club) NYC, nc.  
**Vine, Dave** (State) NYC, t.  
**W**  
**Wallace Puppets** (Park Plaza) St. Louis 15-25, h.  
**Walsh, Sammy** (Latin Quarter) Chi, nc.  
**Ward, Marjorie** (Latin Quarter) Chi, nc.  
**Ware, Linda** (Riverside) Milwaukee, t.  
**Waters, Ethel** (Earle) Phila, t.  
**Watson, Laurel** (Onyx) NYC, nc.  
**Wayne, Frances** (Onyx Club) NYC, nc.  
**Wayne, Wacky** (Frolics) NYC, nc.  
**Weber, Rex** (Stanley) Pittsburgh, t.  
**White, Jerry** (Bill's Gay '90s) NYC, nc.  
**White, Olive** (Yacht) Pittsburgh, nc.  
**White's, George, Scandals** (Riverside) Milwaukee, t.  
**Whitney, Beverly** (Savoy-Plaza) NYC, h.

- Winchell, Paul** (Michigan) Detroit, t.  
**Withee, Jerri** (Troc) NYC, nc.  
**Woods & Bray** (Nixon) Pittsburgh, c.  
**Wynn, Nan** (Pierre) NYC, h.  
**Y**  
**Youngman, Henny** (Riobamba) NYC, nc.  
**Yvette** (Bowery) Detroit, nc.  
**Z**  
**Zimmy, Al** (Tower) Kansas City, Mo., t.

**DRAMATIC AND MUSICAL**

- (Routes are for current week when no dates are given)*  
**Arsenic and Old Lace** (American) St. Louis.  
**Burymore, Ethel, in Corn Is Green** (Music Hall) Houston, Tex., 24; (Paramount) Austin 25; (Melba) Dallas 26-27.  
**Big Time** (Vaudeville) (Civic Auditorium) Sacramento, Calif., 26.  
**Chatterton, Ruth, in Private Lives** (Davidson) Milwaukee.  
**Claudia** (Locust St.) Phila.  
**Eve of St. Mark** (Harris) Chi.  
**Gilbert & Sullivan Operas** (Shrine Aud.) Oklahoma City 23-24; (Arcadia) Wichita, Kan., 25; (Chief) Colo. Springs, Colo., 26; (Aud.) Pueblo 27.  
**Good Night Ladies** (Blackstone) Chi.  
**Hayes, Helen, in Harriet** (National) Washington.  
**Junior Miss** (Curran) San Francisco.  
**Junior Miss** (Nixon) Pittsburgh.  
**Life With Father** (Erlanger) Chi.  
**Men in Shadow** (Colonial) Boston.  
**Priorities of 1942** (Taft Aud.) Cincinnati.  
**Porgy and Bess** (Cass) Detroit.  
**San Carlo Opera Co.** (Boston O. H.) Boston.  
**Springtime for Henry** (Walnut) Phila.  
**Student Prince** (Selwyn) Chi.  
**Tobacco Road** (Shubert LaFayette) Detroit.  
**Watch on the Rhine** (Royal Alexandra) Toronto.  
**Ziegfeld Follies, with Milton Berle** (Forrest) Phila.

**ICE SHOWS ON TOUR**

- Carnival on Ice** (Netherland Plaza Hotel) Cincinnati.  
**Ice-Capades of 1943** (Arena) Cleveland 15-21; (Arena) Phila., 22-March 6.  
**Lamb-Yocum Ice Parade** (Ben Franklin Hotel) Phila.  
**Stars on Ice** (Sondja Henic & Arthur Wirtz) (Center Theater) NYC.  
**Victor's, Art, Ice Parade of 1943** (Hotel Adolphus) Dallas.

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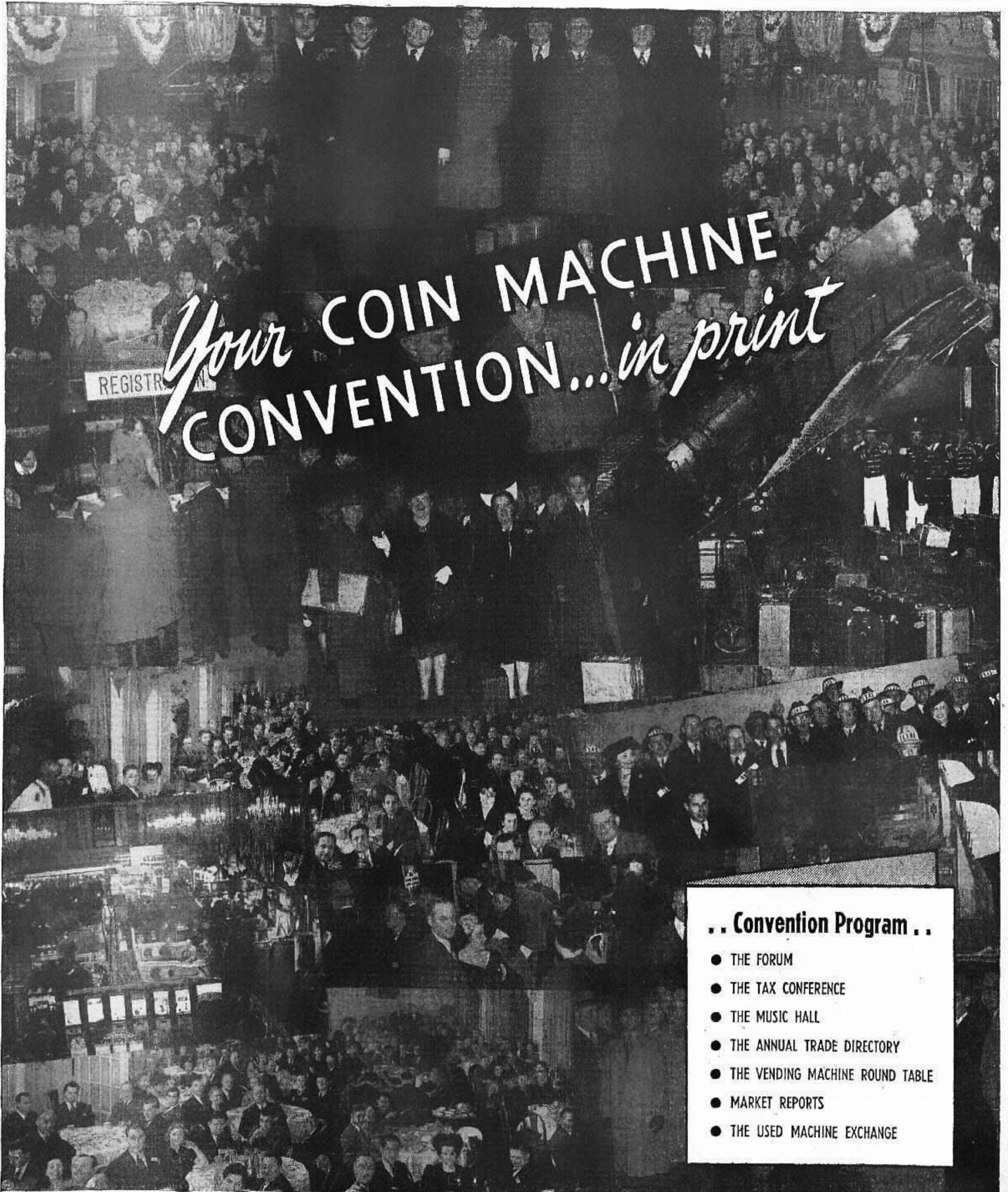


# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 155 N. Clark St.,  
Chicago, Ill.



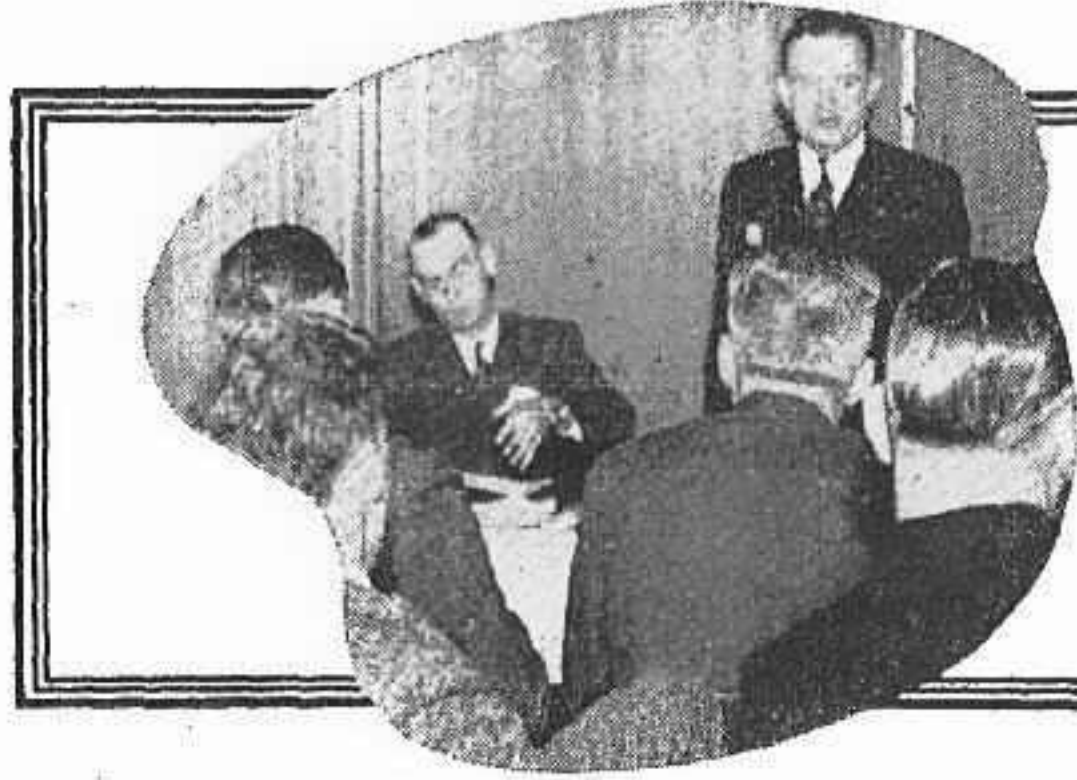
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CONVENTION... *in print*

## .. Convention Program ..

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- THE MUSIC HALL
- THE ANNUAL TRADE DIRECTORY
- THE VENDING MACHINE ROUND TABLE
- MARKET REPORTS
- THE USED MACHINE EXCHANGE

ALL PHOTOS ACTUALLY TAKEN FROM THE COIN MACHINE INDUSTRY'S LAST GREAT CONVENTION, HOTEL SHERMAN, CHICAGO, 1941.





## The Forum

### Industry Review:

# THE COIN MACHINE INDUSTRY HELPS FIGHT THE FIRST YEAR OF THE WAR

Once the coin machine industry was called a "depression industry" because it began on its modern upsurge in the early '30s when many other lines of business were doing nothing.

The record of 1942 is the record of the coin machine industry in its first year under war conditions. In brief, the industry marshaled itself to help fight the war along with the rest of the nation. Its efforts in some respects were especially energetic and commendatory.

The manufacturing industry was converted to war production early in 1942 by government order. Early in 1941 a number of manufacturing firms had already begun to seek war contracts and even started on the production of certain war goods. A gradual shortage of materials became evident during the latter half of 1941 also, so that by the beginning of 1942 manufacturers were face to face with the problem of turning to total war production. The government had also issued its official orders that the manufacture of machines would cease on April 30.

While there are some large and modern manufacturing plants in the coin machine industry, the majority of the plants are classed in what are known as small manufacturing plants and hence had all the problems common to this group of manufacturing firms.

The large plants were able to secure war orders much earlier than the smaller firms. This was true in all lines of business. The leading manufacturers showed great wisdom in seeking all the war business they could get as early as possible. They were able also to furnish engineering talent and even some inventive ideas which were useful in the war program. The government has on more than one occasion in its publicity given credit to certain ideas adapted from the coin machine industry. The ray target guns furnished an adaptation useful in the training of men for the armed services. Control devices used in automatic phonographs also proved suggestive in devising controls use-

ful in certain branches of the armed forces. Engineers in some of the plants began devoting most of their time to experimental work under government instructions and leadership. It was a compliment to the manufacturing industry that many firms had experienced engineers who were ready to devote their talents to help find new ideas for our fighting forces. The story of all these developments has to be kept largely a secret during the war, but once the war is over it will be a big story to tell to the credit of the industry. About all that can be said at the present time is that these manufacturers are going ahead in spite of many difficulties to help prosecute the war to the fullest extent.

It goes without saying that the manufacturers had to face many difficulties in converting to war production and also in competing with much larger industries during the first year of the war when there was much confusion in adjusting the nation to war conditions. However willing the manufacturers were to get into the

game, there were extreme difficulties to overcome.

### Limits of Small Plants

The smaller plants in many cases were assembly plants and lacked machine tools for real war production. This, of course, created a problem in getting orders. Owing to the great rush of getting into the war after being suddenly attacked by Japan, it was necessary to give the great bulk of orders to big industries in order to get war supplies as quickly as possible. This meant that most of the manufacturing plants in the coin machine industry had to wait just as small plants in all other industries had to wait. But the manufacturing firms were anxious to get into war production as soon as possible. Many of the plants entered pools in order to hasten the securing of war orders. At least one pool of manufacturers was formed within the industry itself. Many conferences were held with government officials in an effort to get whatever orders the coin machine plants could

**WAR** completely changed the picture for the coin machine industry during the first year. No industry could have been more forward in its efforts to convert to war production than the coin machine industry. As soon as the government gave the signal, its plants began at once to convert. The larger plants in the industry had sought war contracts even before Pearl Harbor. The smaller plants formed pools and took other forward steps to get into war work. The industry offered its best to help swell the "Arsenal of Democracy."



handle. The idea of pooling small manufacturing firms was widely tried thruout the industry in the early part of the war, and it did not succeed at the time as well as had been hoped. By the end of the year government agents were again trying to revive the pool idea in order to give small manufacturing plants work on war goods. Altho the pool idea did not succeed as well as had been hoped, coin machine manufacturing plants did not stop there. A number of them installed machinery in order to take sub-contracts and to do whatever work they possibly could.

For the first year of the war it can be stated as a fact that the coin machine manufacturing industry put forth extreme efforts to get whatever war production work its plants could handle. If there were any failures it was due to a lack of equipment and also to the fact that large industries were getting most of the business during that first year of confusion and speed.

The necessary secrecy which the government requests about war production prevents going into detail about what coin machine manufacturers did thru the year. A number of them were given special awards in recognition of their work and for the general patriotic activities of their employees. It is to the credit of the manufacturing industry that they were forward to engage in all extra patriotic activities which were current during the year. Their employees bought bonds, the manufacturers themselves bought bonds, the associations bought bonds, and advertising space was bought in the trade papers in order to boost the sale of bonds. Many other patriotic endeavors were encouraged by the manufacturing firms, and particular attention was given to the national scrap drive in contributing scrap metals from the plants.

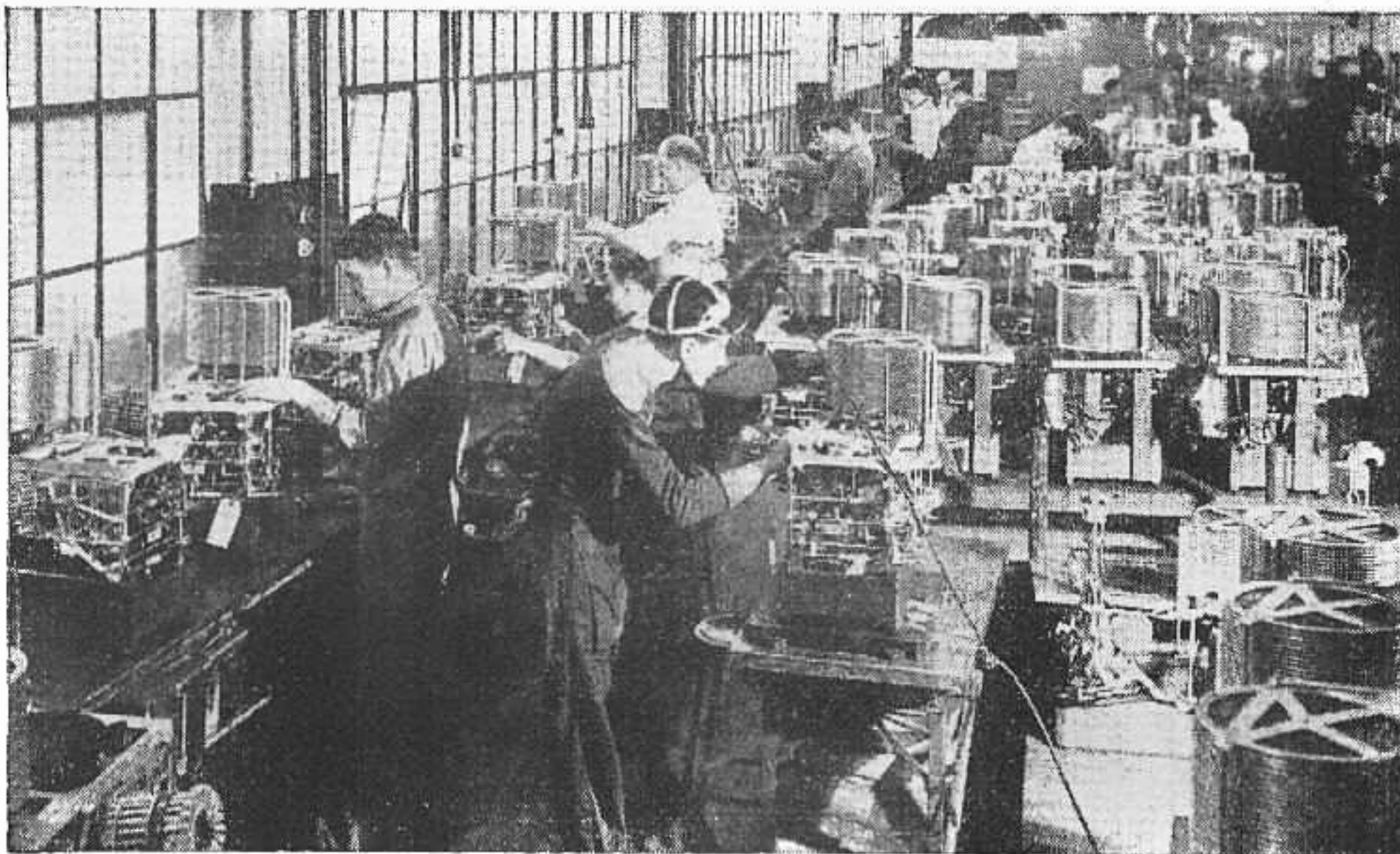
Hardships which faced the coin machine manufacturers were similar in many respects to those which faced other small industries. War production in the larger plants attracted much of the skilled help in the manufacturing plants, but all of them were able to maintain a good working staff to turn out whatever war orders they were able to handle. This speaks to the credit of the working conditions in the coin machine manufacturing plants. The story of difficulties in keeping trained help would be a long one, and since it is a story common to American industry during the first year of war, it is not repeated here. It does mean that executives of the manufacturing plants had to spend a good deal of time in trying to keep trained help.

### Had Trained Workers

Special credit belongs to the manufacturing plants for having trained a large number of men and women who were quickly available to greater war industries and who could be put to work at once in producing war goods needed on all the fighting fronts. There was a remarkable spirit of willingness among manufacturers to release their trained help to larger industries. While there was naturally a selfish interest to keep help as long as possible, yet manufacturers in the industry frequently expressed their willingness to let their trained men go to larger plants to get into war production.

The big problem in the manufacturing industry was to get into war production, but at the same time manufacturers found time to begin to look ahead to the post-war period when they will return to making coin machines again. They are helping to fight the war to win as quickly as possible with the idea in mind that they can then return to making machines. One of the special points of interest that manufacturers have in current developments is that of materials. Shortages of materials have centered attention on this field.

The war has led to the development of many



COIN MACHINE PLANTS had good experience in assembly work. The larger firms had completely modern equipment and converted quickly to war work. Many small plants bought new machinery to do war work. The above picture was released by the Office of War Information and shows a section of a juke box factory.

new materials, and coin machine manufacturers have their eyes on some of these which promise great usefulness in the production of coin machines after the war. The manufacturing industry has always shown its ingenuity by being able to adapt materials and ideas from other industries and to combine them in amusement machines for the diversion of the public. With the wealth of new materials that will probably be on the market after the war, the coin machine industry expects to win special recognition for the rapidity with which it can make use of these new materials for producing machines of various types. The coin machine industry expects to be in the front ranks of those industries that get back to normal production in the post-war period. The industry expects to be giving employment to many thousands as soon as the war ends and long before many other industries can convert to civilian business again.

The manufacturing industry will be interested in patents also. The industry has produced many inventions and ideas of its own, but in producing modern machines it found a growing need for patents from other industries. The war is increasing the need for patent pools which may make available to the coin machine industry many new ideas and inventions after the war. The manufacturing industry can be counted on to make use of as many ideas as possible. At the same time the laboratories of the manufacturing plants are quietly keeping in mind ideas and new inventions of their own for post-war use.

The manufacturing industry is also watching the developments toward world trade. Before the present war started in Europe prospects for export of coin machines were growing so rapidly that practically every firm in the business had established an export department. As world trade and world travel increased, coin machines spread rapidly to all parts of the world. It is natural to expect that in the post-war period world travel will be greater than ever, and world trade also. All of this will mean a greater trade in coin machines than ever before when machines will again be shipped to every port in the world. This means that all efforts to create better conditions for world trade in the future are of direct interest to coin machine manufacturers and distributors. Some of the manufacturing firms are making careful plans for future export trade, and this indicates that prac-

tically every firm in the business will be interested in sales abroad.

For the future of the industry, manufacturers recognize, along with other divisions of the trade, that taxes on coin machines must be kept low in order to preserve the operating business for the duration. The most threatening danger to the industry, as revealed by the first year of war, was that of taxes so high that machines now in existence might be forced out of business. Hence the industry gathered the idea during 1942 that its real fight for the duration on the home front would be that of keeping federal, State and city taxes on coin machines as low as possible. Manufacturers were so busy with their own production problems that they could not give much attention to the tax situation, but they are vitally interested just the same.

### Operators Aid War Program

While manufacturers were solving their problems from day to day, the operating industry at large was facing a number of special problems resulting from the war. As soon as the manufacture of machines and parts was stopped it became evident that the repair of machines would become an increasing job. Hence during the first year of the war one of the big topics was that of keeping machines in repair. This problem was greatly increased in the first year of the war by the fact that the big majority of servicemen and mechanics employed by operating firms went into war production plants or the armed services. No objection could be raised to this by operators, and they frankly confessed that they were glad to be able to say they had trained so many mechanics who could help boost war production. The first year of the war indicated that the majority of operators would again return to the job of doing their repairing and mechanical work themselves. Distributors who had repair shops had as much work as they could handle with the help they were able to keep. The first year of the war indicated clearly that operators could keep in business for the duration and could keep their machines in creditable repair if they were not forced out of business by other adverse conditions.

War conditions began to seriously decrease the number of small stores which make up a large percentage of the favorable locations for coin machines. Reports at the end of 1942 indicated that many thousands of small stores



would go out of business during the war. Every time one of these small stores closes it may mean putting one or more coin machines out of business too. The nation's leaders began to give serious attention to the plight of small stores, and many plans were being considered to help these stores.

This serious situation served to call attention to the importance of coin machines to small stores. It has always been a matter of common knowledge that coin machines help pay the rent and taxes for many small business establishments. When conditions get very tough for small stores they need coin machines of various types more than ever. This is a fact the coin machine industry is trying to bring to the attention of government and business leaders.

Rationing of such products as gasoline created a real problem for the operating industry during the first year of the war and will continue to be an increasingly grave problem. Operators of coin machines were able to adjust their own businesses to the shortage very well, but rationing on a national scale cut down public travel in many ways and had serious reactions upon various types of business establishments. It was the hardships created for small stores on highways and suburban areas and other locations that reacted unfavorably on the coin machine industry. In many ways rationing served to decrease the number of locations and to make it much more difficult for operators to service long routes. Operators met this situation by cutting down the length of routes, decreasing the number of machines, exchanging locations and adopting joint service plans.

While the war created many difficulties for operators and distributors, at the same time war production increased industrial activity in the United States to such an extent that many new fields were opened up to coin machines. In some respects coin machines fitted into industrial plants so well that they proved a great credit to the industry. Coin machines were also favored by the fact that money in circulation greatly increased, and this increase in spending money greatly boosted the earnings of coin machines. Operators in most cases were so well pleased with the increase in public patronage of coin machines that they did not complain about the many other hardships which the war had created.

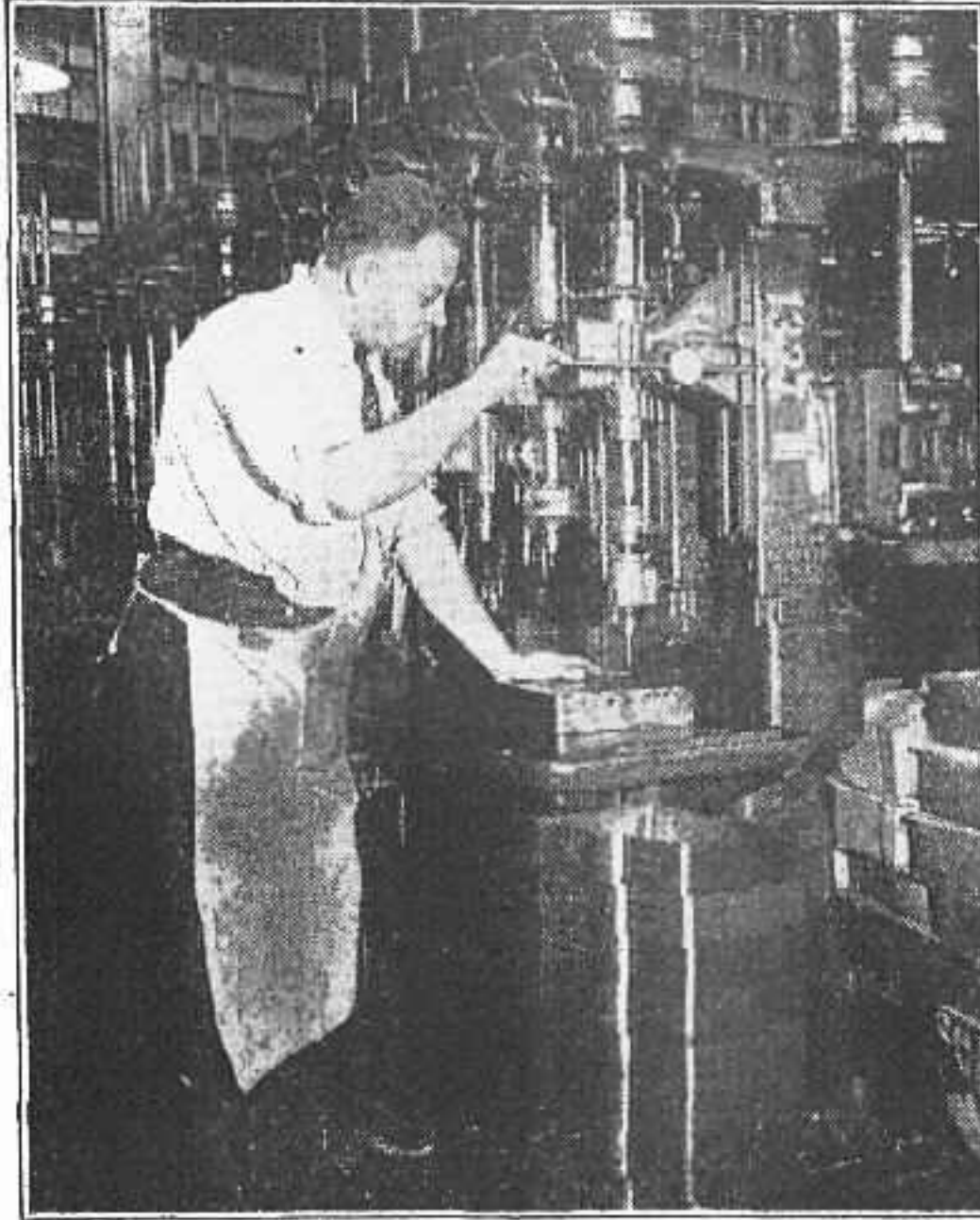
Operators in general engaged in patriotic activities in every way possible and have some important deeds to their credit.

Distributing and jobbing firms were hardest hit by hardships during the first year of the war. Most of them had to turn to operating activities in order to stay in business. All of them were doing the best they could under circumstances to help keep coin machines in repair and to handle the exchange of used machines; a market which tended to decrease during the first year of the war.

### Juke Boxes Boost Morale

Automatic phonographs, commonly known as "juke boxes," maintained a high rate of business during the first year of the war. A lot of public attention was centered on these machines for various reasons, among them the fact that juke boxes received much public credit for helping to maintain national morale by offering popular music to the public. This became official when the U. S. Treasury officials upon two occasions publicly thanked the phonograph industry for its part in helping to boost the sale of War Saving Bonds thru special records in these commercial phonographs. At least two phonograph records were sponsored by the Treasury Department in campaigns to sell bonds. The phonograph industry placed these records in special positions in the phonographs in order to offer the music to the public.

The first year of the war boosted the demand for popular music, and this increased the pa-



THE DRILL PRESS OPERATOR is drilling one of the last juke box parts before he began producing items for the army and navy. Today the battery of drill presses, as well as other machine tool equipment, is busy producing electrical devices for the armed services. While the factory is not identified, the scene is typical of all phonograph manufacturing plants today. (OEM Photo by Gruber.)

tronage of phonographs to a considerable extent. It seems true that the tension of war calls for more music.

The phonograph industry had thousands of its music machines in small establishments all over the nation ready to help supply this demand for music. These machines proved especially useful in industrial centers for providing popular music at a low price to millions of workers in war production plants. Many newspapers and publications during the year featured stories and pictures showing how war workers and men in the armed services found diversion in patronizing juke boxes in all parts of the country. If no other compliment could be paid to the phonograph industry in the first year of the war, it might be said that the industry certainly revealed how much value the popular form of music has for the citizens of the nation at war. In common with other sections of the coin machine industry, the phonograph industry had to face hardships created by the war. Labor shortages and the lack of new machines and parts were felt by the phonograph industry as well as by other divisions of the trade. However, the workmanship and quality construction of phonographs promised to keep these machines in operation much longer than other types of machines. It has been one of the merits of the phonograph industry that juke-box construction was carried out with especially high-grade materials and workmanship. Our first year of war brought this fact to light.

The first year of the war saw special hardship come to the phonograph industry in the supply of records. Two facts made the shortage of materials serious: Phonograph records have a coating of shellac, and since shellac is a very important and essential war material the government began issuing instructions on the use of shellac and finally the manufacturers of records were stopped from using anything except reclaimed shellac. This compelled the record manufacturers to start looking for substitute materials, but they had not found any successful material during the first year of the war.

In August of 1942 a ban on the making of

recordings by musicians was issued by James C. Petrillo, president of the American Federation of Musicians. This ban on the making of records created a problem which grew more serious during the year and cut down the supply of new records to a serious degree. Government officials took great interest in this ban, and the federal government start court proceedings and Senate hearings to bring an end to the ban. The Office of War Information issued a statement against the ban and gave one of the greatest official testimonies ever issued to the usefulness of juke boxes for maintaining the morale of men in the armed services. This official statement used the name "juke boxes" for automatic phonographs and hence tends to make it official. Another official document by the federal government also used the name "juke box" so that by the end of 1942 it seemed evident that in official and popular language the name will stick.

Congress passed amendments to the federal excise tax on coin machines in 1942 which applied a \$10 federal fee to music machines. The phonograph trade accepted this tax willingly as a patriotic duty and offered no objection before Congress. The industry almost to a man felt that it could not object to contributing to the support of the war effort thru this tax; the industry felt too that it would much rather pay a tax to the support of the war effort than contribute fees to various organizations that were trying to collect in some way from the industry.

The only serious problem created by the federal tax was due to State and city taxes already in existence on phonographs. In some cities the local tax on phonographs was so high that the addition of the \$10 federal tax created a real tax burden.

In general, the automatic phonograph industry led the coin machine industry in patriotic services during the first year of the war. Popular music is so useful in wartime that it was very natural for phonographs to meet a great need. This service would naturally increase in importance during the war.

### Working Under Difficulties

The cessation in the manufacture of new machines created a greater hardship for the amusement branch of the industry than for any other. The normal life of amusement machines is usually said to be about 90 days; hence when no new machines were being made, amusement machines in general became old quickly and their public appeal decreased. The amusement machine division had the serious problem of getting repair parts more than any other section of the trade. Therefore operators of amusement machines turned quickly to breaking up the oldest machines and salvaging all the parts possible. Distributors performed a very useful service in this respect because many of them had large stocks of very old machines which could have been either put back into service or broken up for all kinds of repair parts. The amusement machine industry hoped to keep a large part of its machines in service for the duration. A few firms made a special business of repairing and refurbishing old machines in order to make practically new games out of them.

The war served to center attention on the ray target guns, and these became a very popular amusement diversion for the public as well as for men in the armed services. These machines were expected to last much longer than pinball and similar machines.

Most of the trained mechanics who had been employed by amusement machine operators went into war production plants or into the armed services. This was a problem common to other sections of the industry, but it was more acute in the amusement machine field.

The first year of the war added greatly to



the popularity of arcades. Members of the armed services found these arcades a very pleasant form of diversion. Pictures in newspapers showing servicemen playing coin machines in the arcades probably gave the great boost to such amusement centers. The boost started during the first year of the war may be expected to continue for the duration. This boom in arcades recalls the fact that in England arcades have really been the center of what is left of the coin machine industry since England has suffered so much from the war. The experience in England may indicate that if the war lasts too long arcades will be the mainstay of the amusement machine industry in the United States also.

The amusement machine industry made some legal gains during the first year of the war. Three cities of note—Cincinnati, Kansas City and Milwaukee—passed ordinances to license amusement machines which are considered favorable to the industry. The license rates are reasonable enough, and the fact that these three large cities adopted a license system in one year is expected to be a credit to amusement machines in general.

The Kansas State Supreme Court rendered the first decision by a State high court to declare frankly in favor of free play pinball games. A minority opinion by the Iowa Supreme Court had preceded this opinion and was a favorable plea for free-play games. While these two gains were made, two other high State courts declared against free-play games. On the whole the gain in two high courts was considered another step forward in legal recognition of a very popular form of amusement.

The federal tax on amusement machines was extended by amendments in 1942 which were meant to apply the federal tax of \$10 to every type of amusement machine not classified as a gaming device. This brought many small penny amusement machines under the federal tax and also created a hardship for them. The 1942 amendment also increased the tax on gaming devices from \$50 to \$100 beginning July 1, 1943. This was expected to drive many of the penny gaming devices out of business. The real problem created by the federal tax on amusement machines was due to the existence of many State and city taxes on such machines, which were considered already very high. These taxes forced the industry to begin to plead for reductions in coin machine taxes in several States and cities and also to plead that the 44 State legislatures meeting in 1943 keep any new taxes on amusement machines as low as possible.

The amusement machine industry did not oppose federal taxes but simply asked that all divisions of government keep the rate of taxation low enough so that the total tax would not create an important burden. The amusement machine industry wanted to stay in business for the duration and contribute as much revenue as possible to all branches of government, but fears were widespread that the total federal, State and city taxes would drive many machines out of the smaller stores and especially make it impossible to keep the older machines in operation.

### Vending Industry Meets Need

The vending machine industry proved to be very useful in providing cigarettes, candy, gum, nuts and other merchandise for workers in industrial plants. For many years machines have been placed in industrial plants and have proved a convenience to workers, but the first year of the war really showed how important these machines can be to manufacturing plants. This last year probably proved to be the greatest boon to vending machines since the fanciful days of 1928 and '29. The demand for vending machines in industrial plants included all types

from penny venders for gum, candy and nuts to machines for dispensing soft drinks and other merchandise. There was so great an increase in the use of vending machines that naturally some complaints began to come in. Some industrial plants removed their soft-drink venders because workers spent too much time in going to these machines, but on the whole venders proved to be very useful in production plants and in small establishments in industrial centers. Venders have set a precedent that is expected to last for many years to come.

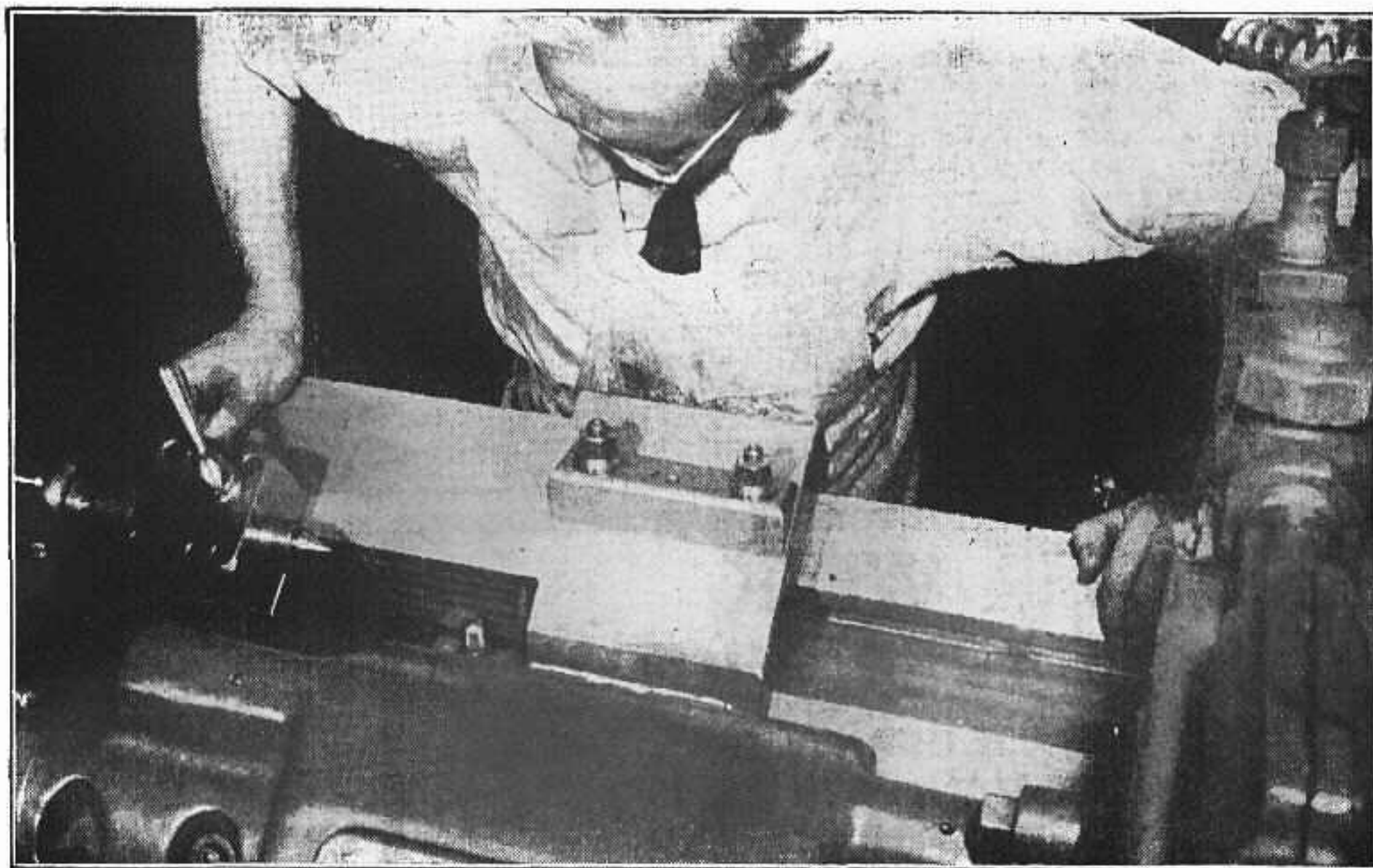
So great has been the usefulness of vending machines during the first year of the war that already manufacturers are thinking that this division of the trade will make the greatest advances in the post-war period. Manufacturing plants outside the industry are even now investigating the possibilities for post-war production of vending machines. Refrigerated venders are expected to show the greatest expansion after the war. Practically all trends indicate a much greater field for vending machines of all types once business is normal again.

machines severely, and reports increased during the year of the difficulties which vending operators were having in securing supplies.

The shortage of supplies, however, did not apply to cigarette vending machines. Cigarette venders were found very useful in the first year of the war in many locations for making cigarettes convenient to workers and men in the armed forces. The increase in the federal tax on cigarettes created a slight hardship for cigarette operators. Official orders permitted an increase in the price of cigarettes to cover the federal tax, but in some cases operators could not adjust their prices to cover the higher taxes.

### Metals in Coins

The first year of the war created one problem of unusual interest to the coin machine industry as a whole. The shortage of materials led the federal government to decide to change the metal content of nickels and also to produce a new penny. It was necessary to conduct many experiments to find a metal content for a new nickel that would continue to operate coin chutes now in existence. Many months were



THIS SPECIAL MACHINE, built by a coin machine manufacturer to produce a key part of a coin machine, has been adapted to produce certain control devices for the armed services. Ingenuity of coin machine manufacturers in making their peacetime products has enabled them to speedily change over and produce the required units for America's fighting forces. (OEM Photo by Gruber.)

In the vending machine field, merchandise supplies became the great question during the first year of the war. Great volumes of publicity appeared in the press on these subjects and helped to focus attention on what vending machines were doing. As an example of this publicity, probably the greatest chewing-gum story of the year appeared in Fortune magazine. In quoting Phil Wrigley in this article, it was mentioned that vending machines are helping to distribute chewing gum to workers in war plants and men in the armed services. The war helped to indicate how important some of the products sold in vending machines are to the public. Among the products receiving much attention were candy and chewing gum. Soft drinks came in for less attention. Shortages of sugar naturally cut down the production of candy, gum and soft drinks, which meant that vending machines had increasing difficulties in getting supplies of merchandise. While rationing of these articles of merchandise was not established by the government, it was yet necessary for the manufacturers of these items to begin to ration supplies to their customers. This cut down the sources of supply for vending

spent in trying to solve this problem, and for a time it looked hopeless. Experts finally found a way to solve the problem, however, and the government started making a nickel which would save precious metals and at the same time work coin machines. A new penny was finally decided upon which would be coined beginning early in 1943. For a time there was a prospect that the government would call in all old nickels and pennies and melt them down to obtain the valuable metals for use in war production, but this idea was shelved, at least for the time being.

On the whole the coin machine industry weathered the first year of the war in good condition, indicating its vitality and the patriotism of its members. Its member firms and individuals were energetic in co-operating with all patriotic movements to help support the war program. Many special activities were carried out by local groups during the year.

The industry gathered momentum during the first year of the war to keep it going for the duration and at the same time contributed as much as possible to help win a complete victory.



## Trade Opinion:

# TRADE LEADERS PUT WINNING THE WAR FIRST

FOR many years The Billboard has published in its annual Convention Issue the list of manufacturers of coin machines, parts and supplies. It has included in this list the products of each manufacturer considered actively on the market.

Now that the manufacturing industry has been stopped by government order and, in most cases, has been converted to war production, we have felt that it would be a good idea to keep the form of the annual listing and also include a brief message from each firm. The purpose of the listing during the war period will be simply to keep the name of coin machine firms before the industry and also to give expression to the patriotism and loyalty of its member firms.

Each year the listing is made up only of those firms that reply to a questionnaire sent out early in the year. If a firm is omitted it is simply because the questionnaire was not returned.

This year the messages are chiefly of a patriotic nature and all express the purpose of manufacturing firms to get back into the business as soon as possible when the war ends.

ATLANTIC INDIA RUBBER WORKS, Inc., 1453 West Van Buren Street, Chicago, Ill. Charles O. Moore, president; Ralph V. Kline, vice-president; Martha E. Moore, treasurer; Wallace G. Linard, executive in charge of advertising, purchases and priorities; Oscar Kayser, office manager and auditor; C. R. Chester, charge of sales; Walter Janke, production manager.

MESSAGE: "We are producing industrial rubber parts for war. We are engaged 95 per cent on direct war contracts and 5 per cent on indirect orders and those for the maintenance of

equipment in defense plants. We very much appreciate the volume of business given us in the past by the coin machine industry and again anticipate the pleasure of serving this great industry at the conclusion of this victorious war."

THE BALTIMORE SALESBOOK COMPANY, 3120-56 Frederick Avenue, Baltimore, Md., Charles Fleischmann.

MESSAGE: "We are still maintaining our service to operators by keeping in stock standard forms to help them with their record keeping. Our forms briefly are collection books for all types

of machines, also Handysset Location Agreements, salesboard collection book, maintenance report and our two new forms, the ODT Record for commercial vehicles and Form V-55 for the Victory Tax. In addition, we manufacture all types of specially printed books on a mass production basis."

CANDYMASTERS, Inc., 3-5 North 15th Street, Minneapolis, Minn. A. G. Nicolini, president; O. D. Longbottom, vice-president; D. C. Pellegrino, secretary-treasurer.

MESSAGE: "We are making every effort to maintain our service of manufacturing candy bars for use of coin machine operators to our many friends in the vending machine business throughout the United States."

CHICAGO COIN MACHINE COMPANY, 1721-25 Diversey Boulevard, Chicago, Ill. Samuel Wolberg, Samuel H. Gensburg.

MESSAGE: "100 per cent on war work—producing for victory."

CHICAGO GUM & CANDY COMPANY, 1241-43 Belmont Avenue, Chicago, Ill. F. P. Bodinson, president; A. L. Schock, secretary.

MESSAGE: "At this time, of course, our coin machine department is entirely shut down for the duration; after the war—when materials are released—we expect to resume operations. In the meantime we are co-operating in every way within our means to help win the war."

THE COLUMBUS VENDING COMPANY, 2005-2013 East Main Street, Columbus, O. Manufacturer exclusively of merchandise coin-operated machines since 1908. F. H. Vogel, president; C. H. Vogel, vice-president; J. D. Vogel, secretary.

MESSAGE: "The management of Columbus Vending extends greetings to all operators and friends and gives assurance that while our entire organization and all our energies are now devoted to defense work 100 per cent, we still find time in over-hour minutes to give attention to the needs of our customers and friends. During this crucial period, the same as in World War I, the Columbus Vending Company is bending every effort to help the cause of an all-out victory, so that when peace comes with victory we can turn our energies again to the development of reliable and dependable equipment for operators everywhere. The maintenance of equipment and the buying of War Bonds now is of primary importance and we assure our friends and customers that we are bending every effort in both directions."

ARTHUR H. DU GRENIER, Inc., 15 Hale Street, Haverhill, Mass. F. C. Du Grenier, president; B. E. Bouchard, treasurer; B. Glassgold, sales manager.

MESSAGE: "Today and until final victory the Du Grenier organization has pledged itself to an all-out war effort; after that victory, again and as always, there will be Du Grenier all out for the operator. This does not mean, however, that we do not want to give you every possible assistance for the duration. Feel free to call on us and we will help with your problems wherever and whenever it is possible."

THE ELDEEN COMPANY, 504 North Water Street, Milwaukee, Wis.

ELLMAN & ZUCKERMAN, 119 South Jefferson Street, Chicago, Ill. S. M. Ellman, J. S. Zuckerman.

MESSAGE: "Altho all our present effort is war effort, comes peace we will again be ready to serve you with E-Z Timers and Alarms."

ETCHING COMPANY OF AMERICA, 1520 Montana Street, Chicago, Ill. C.

M. Owens, president; W. E. Langrill, vice-president; L. W. Owens, secretary-treasurer; G. H. Mamerow, superintendent.

MESSAGE: "We are doing 100 per cent war work."

H. C. EVANS & COMPANY, 1520-30 West Adams Street, Chicago, Ill. R. W. Hood, president and secretary.

MESSAGE: "We are at the present time engaged 100 per cent in war work. We anticipate after victory returning to our regular line of work."

FIELDING MANUFACTURING COMPANY, Inc., 258 West Pearl Street, Jackson, Mich. R. P. Berry, president; L. F. Berry, treasurer.

MESSAGE: "We are still open for replacement business and have some stock on hand in new machines."

THE JOHN GABEL MANUFACTURING COMPANY, 1200 West Lake Street, Chicago, Ill. Kurt Gabel, president; Robert Gabel, vice-president; F. McDonald, secretary; E. C. Mueller, treasurer.

MESSAGE: "Our firm is doing 100 per cent war work and will continue in this capacity until we annihilate the Axis powers. After that we will again manufacture the well-known product, the Gabel Automatic Phonograph, which has been before the American public since 1906. BUY MORE WAR (See TRADE LEADERS on page 115)

## ANOTHER WEEK NEARER VICTORY!

BECAUSE OUR FACTORY, LIKE MANY OTHERS, IS WORKING NIGHT AND DAY ON AIRCRAFT, NAVAL & ARMY ORD-NANCE

## ANOTHER WEEK NEARER OUR RETURN TO COIN MACHINE MANUFACTURING

READY TO APPLY THE NEW TECHNIQUES OUR EXPERIENCE WITH HIGHLY COMPLICATED WAR PRODUCTION IS TEACHING US!

*W. S. Rabkin*

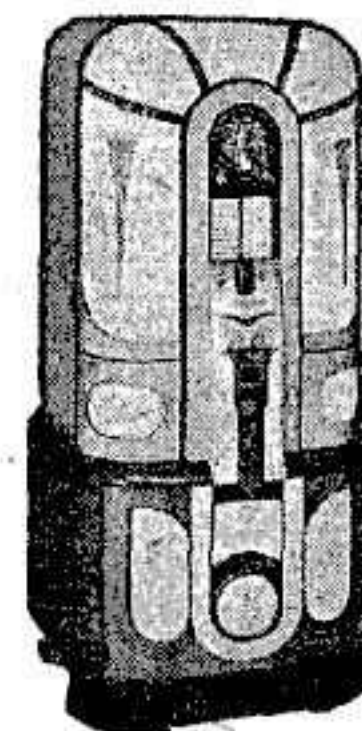
INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK



### NEWEST! LATEST!

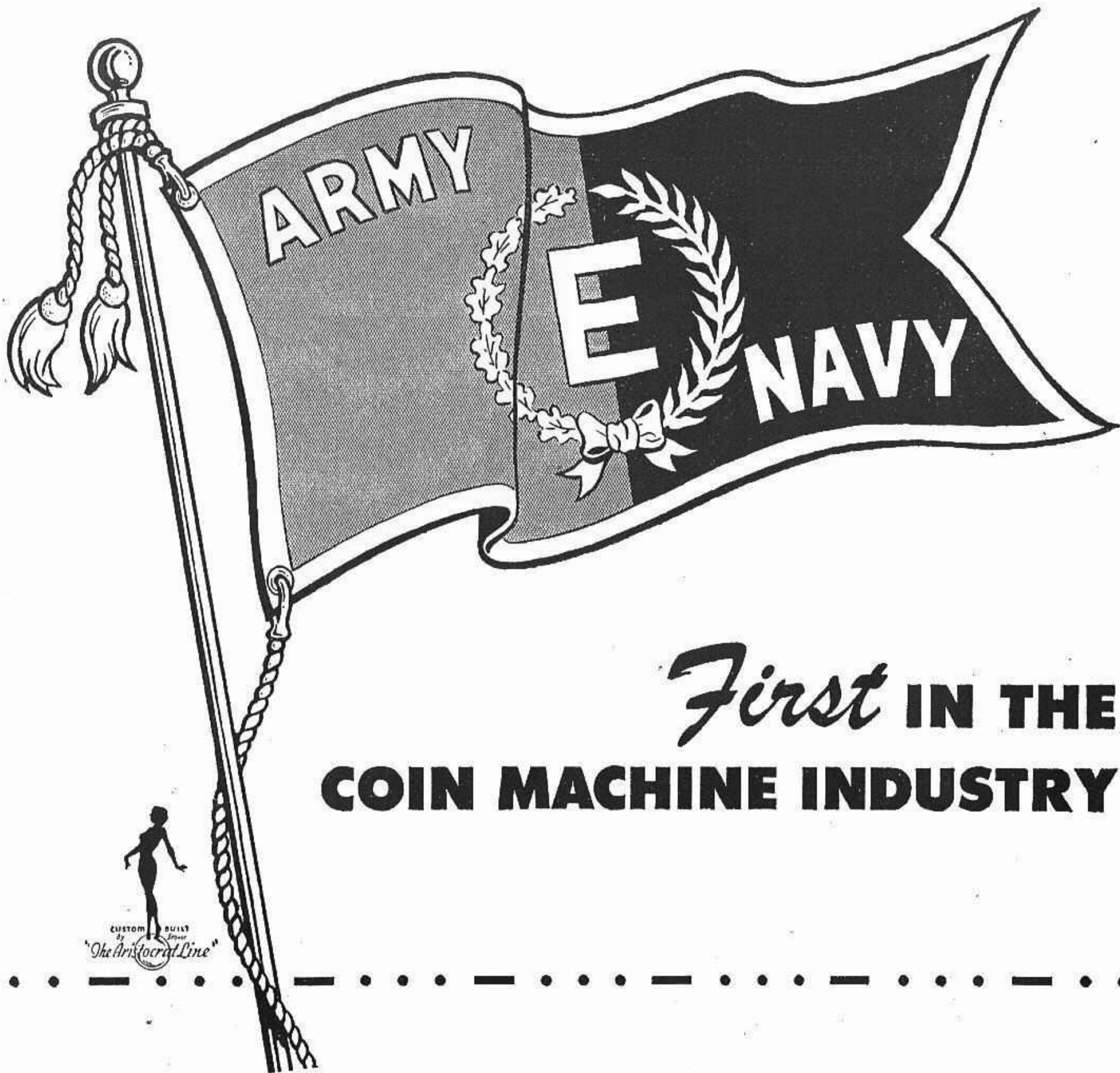
ROCK-OLA COMMANDO PHONOGRAPH THE LAST WORD IN AUTOMATIC MUSIC - - SENSATION OF NATION - - TONE COMES FROM TOP, GOES TO CEILING AND IS EVENLY DIFFUSED THROUGHOUT THE LOCATION.

### J. H. RUTTER

77 West 2nd South  
Salt Lake City, Utah

EXCLUSIVE FACTORY DISTRIBUTOR  
FOR THE STATE OF UTAH





## First IN THE COIN MACHINE INDUSTRY

The War Department and the Navy Department of the United States have conferred upon the men and women of the Stoner Manufacturing Corporation the highest honor that can be paid to civilians engaged in war work... the coveted Army-Navy "E" for outstanding achievement in production.

In announcing the award, Robert P. Patterson, Under Secretary of War, said "You men and women of the Stoner Manufacturing Corporation are making an outstanding contribution to Victory. You have every reason to be proud of the record you have set, and your practical patriotism stands as an example to all Americans."

The "E" that now flies above the Stoner plant and the "E" badge that Stoner men and women wear are more than symbols of achievement—they are an inspiration to achieve more, an incentive to keep on producing beyond what seems "possible."

### 100%—10% EVERY MONTH

The men and women of Stoner are equally proud of their outstanding record in bond purchases—a record that earned for their company the distinction of being the second in the middle west to be awarded the 10% Minute Man Flag. Today every employee and officer of Stoner has pledged at least 10% of his salary every month.



# STONER MANUFACTURING CORP.

AURORA, ILLINOIS



# First Year of War Gives Trade Associations Greatest Opportunity in History

Trade associations in the coin machine industry have had a long and varied history. The first year of World War II gave these organizations of operators the greatest opportunity of all, both to render patriotic service to the nation at war and also to render services to their memberships.

The active list of trade associations at the beginning of 1942 probably numbered as many as 40. The many difficulties which the first year of war produced for the industry greatly reduced the number of active associations, but some of the most efficient organizations increased their activities and found many opportunities to render real services.

The patriotic activities of the operators' associations covered all those special plans and programs which engaged civilians doing work for the war program. Some of the operators' associations performed active service in boosting the sale of War Bonds. They not only sold bonds to their members, but co-operated fully with other civic and patriotic groups that were promoting the sale of War Bonds. The music associations especially had a good opportunity to use records on their phonographs that had been sponsored by the United States Treasury. Two well-known rec-

ords were sponsored by the Treasury, and phonograph operators in various cities went to great lengths to get these records in their phonographs.

Other associations used printed matter and public activities of various kinds in order to boost the general bond program. All of the other patriotic movements, including salvage drives, blood donations, special services to the USO centers and many others, received the support of operators' organizations.

The story would be a long one because of the varied activities and the different plans in each city or community. In some cases operators lent their trucks for collecting salvage. Many associations and individuals donated coin machines of various sizes to USO centers. Some of the gifts were sent far and wide to posts and stations even outside the limits of the United States. By the end of the year it was just beginning to dawn upon the trade how much had actually been done

through the various associations to provide entertainment in posts and service stations in all parts of the country.

#### Members Benefit

Because of the many new problems due to the war, associations were also of greater help than ever to their memberships. The shortage of mechanics became an early problem due to war conditions. Gas rationing eventually became a problem for operators also, and associations were able to perform valuable service to the members by issuing instruction bulletins on just how to apply for gas rations and to conform with the law in detail. Associations were also able to co-operate with local ration boards and in that way adjust many minor details to the advantage of operators and also to the satisfaction of ration boards.

Due to the wide confusion that prevailed about rationing, this is probably one of the greatest services ever rendered by associations to their members.

The federal tax on coin machines became an increasing problem during 1942. The greatest job, of course, was to try to secure adjustments on the federal tax on pinball games and penny counter machines. Two California associations performed an outstanding service in this field, sending representatives to Washington at their own expense to remain there for several days in efforts to get adjustments. The story of this service to the industry on the part of the California organizations is so outstanding that it is treated in a separate story in this issue.

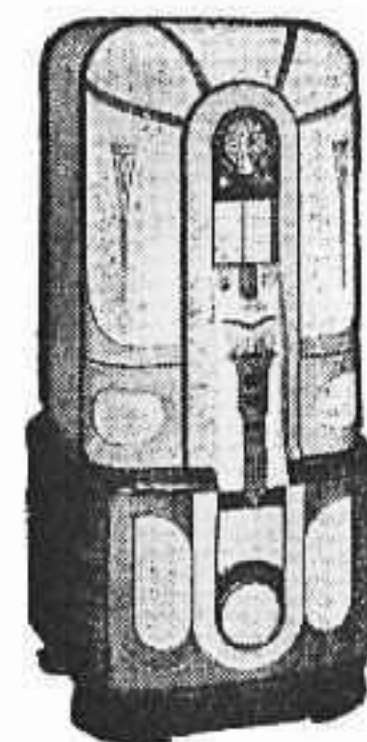
Associations in other parts of the country were a great help to their members in getting and distributing information on the federal tax and how it applies to coin machines. As gas rationing and labor shortage increased the difficulties of maintaining routes, operators who belonged to associations were able to work out co-operative programs for combining routes or combining their service activities. One association maintained a service car which was at the call of any member in the case of emergency.

Various other plans of co-operation were worked out which could not have been arranged had it not been for definite organization.

For some reason the record of the year 1942 shows a decline in the number of operators' associations. One reason may be that war changes reduced the number of operators and in several cases removed leaders from the operating field. In other cases, competition among operators decreased, and hence they may have felt there was no great need for organization. The trend was for operators to begin to work for themselves as individuals since many competitive evils had disappeared.

The Billboard continued its Association Award plan which had been started in 1941. The list of associations winning awards is published elsewhere in this issue.

The Association Award plan was



## DIAL-A-TUNE EXCLUSIVE FEATURE ON NEW 1943 ROCK-OLA COMMANDO

The modern method of selection! Fascinating to dial your number. Gets more play. Takes in more money than any phonograph we have ever sold or our customers have operated. COMMANDO leads them all and we don't mean maybe! Buy now and buy heavy!

EXCLUSIVE DISTRIBUTOR FOR  
IOWA-NEBRASKA

JOE EPSTEIN  
SUPERIOR COIN  
MACHINE EXCHANGE

3211 Forest Avenue  
Des Moines, Iowa

### Before Pearl Harbor . . .

*the Groetchen name was a trade mark for the finest in coin operated equipment for the amusement of America.*

### Since then . . .

*our staff of skilled craftsmen have been concentrating exclusively on developing products necessary for the preservation of America.*

**GROETCHEN TOOL CO.**  
126 North Union Ave.  
Chicago, Ill.

# Mills

THE GREATEST NAME IN  
COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.  
MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO





**THE AOLAC STAFF.** The Associated Operators of Los Angeles County (Calif.) is nationally known among operators' organizations. The staff above keeps the wheels turning. Left to right: Curley Robinson, managing director; Mollie Simons, secretary; Art Mohr, association attorney, and Al Grossman, tax expert.

started by this publication in order to encourage public relations, publicity work and other programs among operators' associations. The number of associations participating decreased in 1942, but those organizations that did participate showed work and activities far above anything performed in 1941.

Some of the associations now active in the coin machine trade would equal or exceed the work performed by associations in any line of industry.

Each year The Billboard publishes a list of associations as a kind of directory for the trade. All associations within the industry are requested to file the name of their organization and a list of officers: Also, many of the organizations make an annual report to The Billboard which is published for information to other organizations.

At the beginning of 1943 we decided to start a new roster of associations which would be considered active during the war period. In other words, our previous list of associations has been retired, and starting with 1943 we are building a new roster of those associations that registered with us as now active. Our roster had grown to the extent that it carried the names of more than 100 operators' associations, including city and State groups, but the majority of these were always considered inactive. Our listing for the war period will be confined strictly to those groups that maintain registry with us as active organizations.

There will be errors and omissions in the new listing as published here. We will appreciate any co-operation in helping us to correct all such errors. We try to keep the list corrected constantly and will appreciate the co-operation of all association workers in this matter of revision. Our news columns are open to all associations for announcements of meetings, for general instructions to members, appeals to non-members, and other association publicity.

The publication of this association material is a kind of exchange of ideas and is valuable for the guidance of other associations. We have a regular department for such news, reprints of bulletins, etc., under the heading "Association Work." A number of associations have co-operated fully in making this possible, and reports of their work have been of great help to other associations.

Our mailing department is glad to co-operate with associations by making special mailings of circular

## Billboard Association Awards . . .

To stimulate greater interest in association work among operators, The Billboard each year makes a series of awards to associations that have made outstanding records in recognized fields of endeavor.

The awards are based on samples of printed matter, publicity material and news reports sent to The Billboard. In previous years officials of the national associations have acted as judges. This year, due to the inactivity of some of these associations, The Billboard staff judged the material submitted.

For the year 1942, awards are announced for the following associations. Appropriate scrolls have already been sent to each organization named.

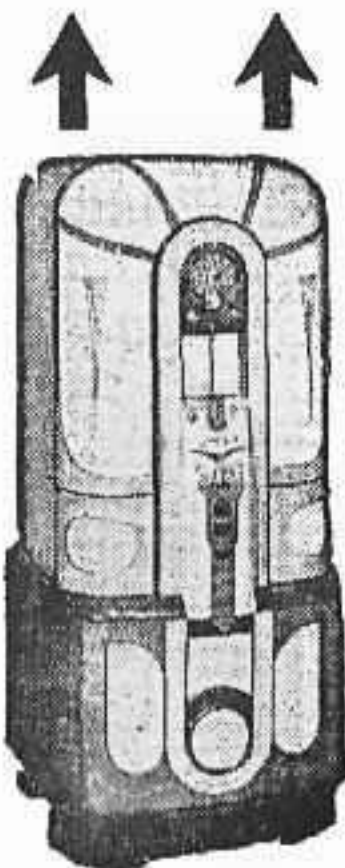
**GRAND AWARDS** for outstanding work in general association activities: Music—Phonograph Merchants' Association of Cleveland; Amusement—Skill Games Board of Trade, Inc., of Milwaukee; Vending—Cigarette Merchandisers' Association of New York, Automatic Merchandise Association of Minnesota and Maryland Automatic Merchandising Association.

**SUPPLEMENTARY AWARDS** for outstanding publicity work in the press, radio or printed matter: Music—Phonograph Operators' Association of Philadelphia; Amusement—Minnesota Amusement Games Association, Inc.

**SUPPLEMENTARY AWARDS** for co-operation in civic programs: Music—United Music Operators' Association of Detroit; Amusement—Minneapolis Amusement Games Association, Inc.

**SPECIAL AWARD** for outstanding services in behalf of the industry at large. These special awards were given to two association in recognition of work performed in an effort to get an adjustment of the federal excise tax on coin machines. The special awards go to: Associated Operators of Los Angeles County, Inc., and to the Amusement Merchants' Association, Inc., of San Francisco.

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### Rock-Ola's COMMANDO

is the only phonograph that projects the music to the ceiling where it is evenly diffused throughout the room. Eventually every phonograph will come to this modern and superior method of tone projection.

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SOUTHERN MUSIC CO.**

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**WE WILL BE BACK WHEN THE VICTORY IS WON**  
with even more outstanding amusement machines  
and vending machines than we produced in the  
past.

In the meantime . . . let's all "BEAR DOWN"  
FOR UNCLE SAM . . . and hasten that Happy  
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**BUY MORE STAMPS AND BONDS**

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announcements or other information to operators on our list in an entire State. Many State organizations have used this service to advantage. Our circulation department also makes a special offer to associations on subscriptions for members.

To members of the industry interested in starting new associa-

tions, we can supply sample by-laws and other helpful material free upon request. On matters pertaining to association activities, address Coin Machine Department, The Billboard Publishing Company, 155 N. Clark Street, Chicago.

The new list of coin machine associations as registered with us in 1943 is as follows:



**You can bank  
on Bally  
production\***

UNCLE SAM has a new version of the famous Bally slogan. Uncle Sam knows he can bank on Bally production . . . and on all the far fronts of the world Uncle Sam's soldiers and sailors are banking on Bally for vital war products. Day and night the Bally organization is working and bond-buying to speed the day of victory . . . when operators may say again: "You can bank on a Bally Game!"

★ Five major war products and numerous other war products manufactured by Lion Manufacturing Corporation, parent organization of BALLY MANUFACTURING COMPANY, CHICAGO.

**YOUR PROFITS  
ARE SAFE  
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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.

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ACTUAL SIZE

## Association Directory

AMUSEMENT MACHINE OPERATORS' ASSOCIATION, Inc., 1333 West Burleigh Street, Milwaukee, Wis. Officers: James Stetcher, president; Michael Chesnick, vice-president; R. H. Rischman, secretary; William Carstens, treasurer.

ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, Inc., 1351 West Washington Boulevard, Los Angeles. Curley Robinson, managing director. Directors: Vernon L. Moore, Tom Wall and Sam Oser. Meetings: At intervals; monthly meetings. Number of members: 120 active memberships (with about 300 members). Games association.

AUTOMATIC ELECTRIC PHONOGRAPH OWNERS' ASSOCIATION: 108 High Avenue, Northwest, Canton, O. Joseph Elum, president; John Riffle Jr., secretary. Directors: Louis George, Mary George, Chase Hocking and Walter Angeli. Meetings: First Tuesday of each month. Number of members: 12. Music machine association.

AUTOMATIC MERCHANTISERS' ASSOCIATION, 816 West 36th Street, Minneapolis. James H. Gavett, president; Bronson Woodworth, secretary. Meetings: First Monday of each month. Number of members: 35. Vending machine association.

AUTOMATIC MUSIC ASSOCIATION, 80 Federal Street, Boston. Walter R. Guild, managing director; Cecelia C. Sweatt, secretary. Number of members: 38. Music machine association.

AUTOMATIC MUSIC ASSOCIATION, 2624 Market Street, Youngstown, O. Robert P. Edwards, president; Mark A. Osborne, secretary. Directors: Robert P. Edwards, Mark A. Osborne, Joseph Saker, Jim Martz and H. W. Bubel. Meetings: First Monday of each month. Number of members: 16. Music machine association.

BUFFALO AMUSEMENT OPERATORS' ASSOCIATION, Inc., 305 Underhill Building, 158 Pearl Street, Buffalo, N. Y. Perceil Gartrell, president; Alfred Bergman, vice-president; Louis L. Clare, secretary; Herbert Ross, sergeant at arms. Directors: Thomas M. Stedford, Clarence Golden, Victor L. Stehlin and Earl P. Snyder. Meetings: Every Monday. Number of members: 46. Games association.

CIGARETTE MERCHANTISERS' ASSOCIATION, 935 Salina Street, Syracuse, N. Y. H. W. Diefendorf, president; J. H. Gage, secretary. No regular meetings. Number of members: 8. Vending machine association. Note: Association entirely inactive at present.

CIGARETTE MERCHANTISERS' ASSOCIATION, 80 Federal Street, Boston. Walter R. Guild, manager; Louis Berman, president; Harry Spierer, secretary. Directors: William B. Burns, Albert M. Coulter, Samuel M. Goran, Cleo Kingsley, Charles Knight, Peter Latour, Theodore Morrison, Charles Murphy, Louis Risman and Alfred I. Sharenow. Meetings: Second Tuesday of each month. Number of members: 25. Vending machine association.

COIN MACHINE ASSOCIATION OF MASSACHUSETTS, 80 Federal Street, Boston. Walter R. Guild, managing director; Sidney A. Wolbarst, president; Rudolph Bloom, secretary. Directors: Harry Segal, William K. Wells, David S.

Bond and Joseph Caruso. Number of members: 18. Games association.

DADE COUNTY MUSIC OPERATORS ASSOCIATION, 109 West Flagler Street, Miami. C. M. Deale, president; S. B. Feldman, secretary; Irene Rich, corresponding secretary. Meetings: Every other Friday. Number of members: 14. Music machine association.

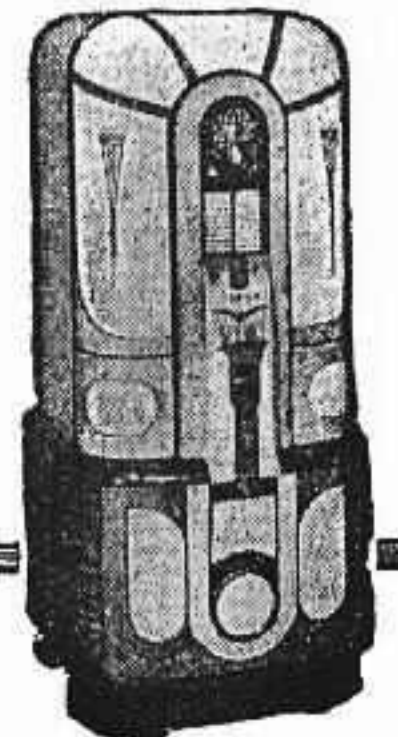
IOWA MERCHANDISE OPERATORS' ASSOCIATION, 3017 47th Street, Des Moines, Ia. C. H. Robinson, president; Mrs. Bob Merriam, secretary. Meetings: On call. Vending machine association.

MARYLAND AUTOMATIC MERCHANTISING ASSOCIATION, 1 East Lee Street, Baltimore. B. W. Scheuer, president; E. R. Morse, vice-president and treasurer; J. Gilbert Stine, vice-president; Ingham Emerson, secretary. Directors: W. J. Broersma, H. L. Christensen, Joseph Garfink, E. R. Morse, John N. Railley, B. W. Scheuer, Lee E. Stine and J. Gilbert Stine. Time of regular meetings: On call. Number of members: 25. Vending machine association.

### Annual Report

"This association during the year 1942 was actively engaged in the effort to defeat an unsound law which had been passed by the Legislature. At the present time the matter is still in the courts, and we are hopeful that the ultimate decision will be favorable.

"Interchange of information at  
(See ASSN. DIRECTORY on page 110)



**As for Wisconsin—  
"We Find  
Commando  
Tops Them All"**

Rock-Ola has produced in COMMANDO the finest Phonograph we have ever seen in our many years of distributing music.

**Tops Them All for '43.**

**CARL HAPPEL  
Badger Novelty Co.  
2546 N. 30TH ST.  
MILWAUKEE, WIS.  
FACTORY DISTRIBUTOR**



# California Associations Aid In Pleas for Federal Tax Changes

When so much creditable work has been done by two trade associations in behalf of the industry, it is worth looking into the personal lives of those who lead such organizations.

Three men probably deserve most credit for the great work done by two California associations in the attempt to get adjustments on the federal coin machine tax in 1942. These men are Curley Robinson, managing director of the Associated Operators of Los Angeles County; Arthur Mohr, attorney for the Los Angeles association, and Sid Mackin, managing director of the Amusement Merchants' Association of San Francisco.

Thru the courtesy of a friend, we have been given this brief life sketch of Curley Robinson. He is a native of California and has spent practically all of his life in Los Angeles. In fact, he grew up in that city and was educated there—he says that he was educated both physically and mentally in that town, being practically on his own.

At an early age Curley got into the newspaper business like many other boys and began selling papers. That may be said to have been his first business education and his first introduction to the business world. Later he had charge of street circulation. Being original in his development of business ideas, he passed on from a newspaper route to opening an eating place just opposite The Los Angeles Examiner, known as the "Blarney Castle." Here for years he catered exclusively to newspaper workers.

Curley was just at the age for military service when World War I came. He joined an infantry outfit, became a sergeant, saw action in France, was wounded and then decorated by the French government and his own government. In fact, he wears the Purple Heart and several foreign decorations. His military record is a credit to himself and to the industry of which he is a member.

If you ask him about his business experience, he would simply say, "I have been in business all my life. I have conducted different establishments here and enjoy a good reputation among business men."

As to his coin machine experience, he entered this field by working for the Gans Bros., which is now known as the Automatic Venders, of Los Angeles. The Gans organization became nationally known, and its operations extended into many fields, including South America. Curley was with them

for a number of years, during which time he pioneered business ventures for the Gans organization in Central America and the West Indies.

Curley did not confine his activities to the coin machine business alone. He went into a partnership with Carl Laemmle of Universal Pictures, now deceased. The business was then known as Universal Studios, Universal City, Calif. Curley also became president and general manager of a business in connection with the movie pioneer, known as the Studio Concessions Company. Curley conducted this business for about 12 years, during which time a number of men in the coin machine industry approached him about helping in organization plans. There was a strong feeling in the Los Angeles area that operators should be well organized. The operators in Los Angeles were already organized, but Los Angeles County had scores of incorporated towns, all of which present separate legal problems. So in 1937, in response to this strong demand, Curley helped to organize the Associated Operators of Los Angeles County, Inc. It soon became one of the outstanding organizations of the country and has continued since that time. The record of its activities is unusual indeed.

### Real Work Begins

When the city of Los Angeles placed a ban on pinball games, the legal problems for the county operators became increasingly difficult, but the A. O. L. A. C. has been able to perform a great service to its members by co-operating with the various city governments and the county board. Curley himself has been a great help to the association because of his important contacts with civic and fraternal organizations. He also is well acquainted with the retail store field and knows how to maintain good will with locations.

Curley is a past president of the Universal Trowel Club, has held membership in the Elks' Club for 22 years, is a member of the Eagles, a Veteran of Foreign Wars, Disabled American War Veterans, American Legion, Military Order of the Purple Heart, Veteran Service League and several other civic

groups. He also is a past president of the Juvenile Crime Prevention Association of America and a member of other groups engaged in aiding minors and preventing crime.

Perhaps of all the members of the coin machine industry Curley is the most experienced in work with juveniles and has gained important recognition in this field. He is a board member of the Consumptive League, the Home of the Aged and other charitable groups well recognized in the Los Angeles area.

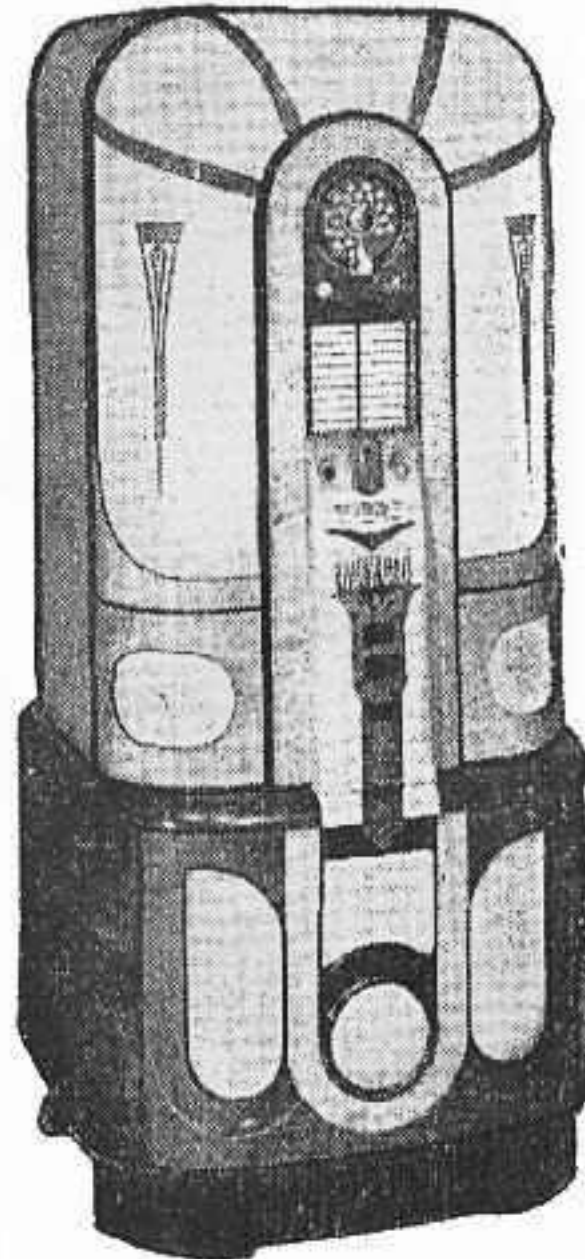
It is well understood that being a member of these many organizations keeps him busy as well as

provides important contacts which create good will for the coin machine industry.

In his personal life, Curley is very active in Civilian Defense work and is continually adding to his knowledge of this important program. He has organized the children in his territory and has an important and well-trained organization of young people to aid in Civilian Defense.

If you ask about his home life, Curley has been married to the same girl for over 22 years and says that he expects to continue along this line for the duration.

Curley Robinson gave a brief sketch of the work and experience



**We have 'em!**

## The New Sensational Rock-Ola COMMANDO Phonograph

Attracts More Players Than Any Other Make of Phonograph.

Liberal Trade-In Allowance on All Types of Equipment.

We Also Have Reconditioned Seeburg and Wurlitzer Phonographs—Guaranteed Good as New.

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*Exclusive Rock-Ola Distributors*

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Chicago, Ill.



SID MACKIN, managing director Amusement Merchants' Association, Inc., San Francisco.

*There is no substitute  
for Quality*

*Quality Products Will  
Last for the Duration*

**D. GOTTLIEB & CO.**  
CHICAGO

**UNTIL OUR COUNTRY  
IS VICTORIOUS  
THE ENTIRE  
CHICAGO COIN  
ORGANIZATION IS  
WORKING 100% FOR  
THE WAR EFFORT**





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## The Tax Conference

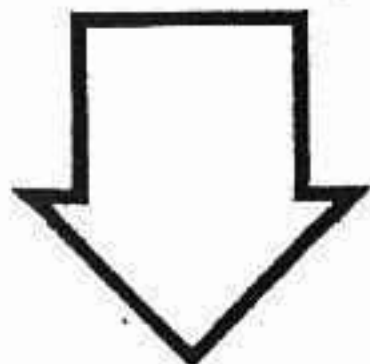
## The Annual Trade Directory

The Billboard has made arrangements to reprint these two important sections so extra copies may be obtained by readers for file copies and for public relations work. Associations, operators, manufacturers and distributors will all find extra copies of these reprints valuable and helpful.

Order your supply now and make free use of them. Be sure to specify how many copies you want of each reprint. Supply will be limited to the number of orders received.

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of Arthur Mohr, the capable attorney for operators of Los Angeles County. Mohr was a member of the Royal Canadian Mounted Police, beginning in 1914 and continuing in that organization until 1922. During the war interlude from 1917-'19 Mohr went overseas with the Canadian Army, having obtained a leave of absence from the Canadian Police. In 1922 he came to California with his family and secured a position with J. J. Gans & Brother, the well-known operating firm.

#### Education of a Lawyer

Mohr was secretary to Robert J. Gans from 1922 to 1936. During that time he had wide experience in the coin machine industry, did a lot of traveling for his employer, met a good many operators, studied the problems which the industry faced, etc. He even made several trips to Mexico and contacted officials in that government and negotiated contracts with them. He studied law during the time he was employed by the Gans organization, read all the law books he could get, and was finally admitted to the bar in 1936.

Mohr immediately started his own practice of law and, because of his vast acquaintance with operators in the coin machine industry, he began helping them with their legal problems. It was natural for him to become attorney for the A. O. L. A. C.

He is 47 years of age, married and has a married daughter and one grandchild. He performed a very useful service by remaining in Washington for an extended time while the Senate was considering the 1942 tax amendments. His contacts with senators and other federal officials kept him extremely busy and were useful in trying to get important adjustments. These contacts should prove equally useful in the future.

Sidney Mackin, an experienced trade association man, has helped the San Francisco operators to build up a very efficient and useful organization. He went to Washington when the Senate was considering the 1942 tax amendments on coin machines in co-operation with Arthur Mohr and Curley Robinson, representing the Los Angeles operators, and made many contacts with federal officials and performed much useful work.

The San Francisco organization is newer than the Los Angeles group, and Mackin has not been in the industry as long as other association executives. However, he has been studying the business and bringing his previous experience to good use for the operators in the city.

In order to get a sketch of his vast experience, we asked Florence G. Bowman, secretary of the Amusement Merchants' Association, Inc., of San Francisco, to write the story. Mackin is managing director of this organization of operators. The story of Sid Mackin is as follows:

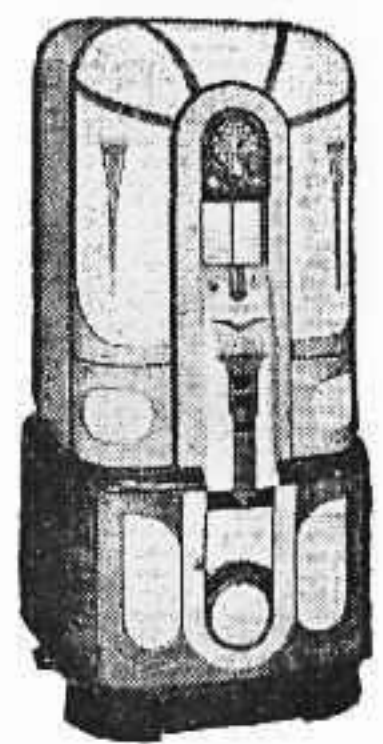
#### Association Background

Sidney Mackin has brought to the coin machine industry on the Pacific Coast a very sound background in administrative organization and public relations. He was born, reared and educated in San Francisco, his family first settling in this city in 1880. His early activities were in the field of corporate organizing. Since 1933 his work has been in public and civic organization, where he has been active in such organizations as the Community Chest, the Chamber of Commerce, San Francisco Symphony and the San Francisco Tourist and Convention Bureau.

From 1936 to 1939 Mackin was assistant director of finance for the Golden Gate International Exposition, becoming acting director of finance when the then director resigned. At the completion of the financing of the exposition he was called to Seattle, Wash., where he undertook the membership and financing drive of the Seattle Chamber of Commerce, and as a result of that campaign and at the request of the directors he remained in Seattle, planning and directing the organization of the Seattle Symphony administrative reorganization and finance program.

Upon his return to San Francisco, at the request of a number of San Francisco business men, he handled the mechanics and operation of the "Fair in '40" committee reopening drive. After this drive was successfully completed and the exposition reopened he spent several months arbitrating and coordinating the "Fair in '40," Inc., with the 1939 San Francisco Bay Exposition management and the concessionaires. It was a result of this that he was requested to organize and direct a trade association for the coin machine industry in Northern California. For the past two years he has served in a directorial capacity of the Amusement Merchants' Association, Inc., representing the coin machine industry. His work with the association has done much to establish the industry in Northern California. He is at present actively engaged in a national legislative program (CALIFORNIA ASSN. on page 122)

## SAVES RECORDS



For seven years we have been exclusive Rock-Ola Distributor and we know positively that the Rock-Ola is easier on records than any other make of phonographs, due to the light-weight crystal pickup.

**Carl Trippe says,**  
"COMMANDO IS  
CHOCK-FULL OF SUPERIOR FEATURES."

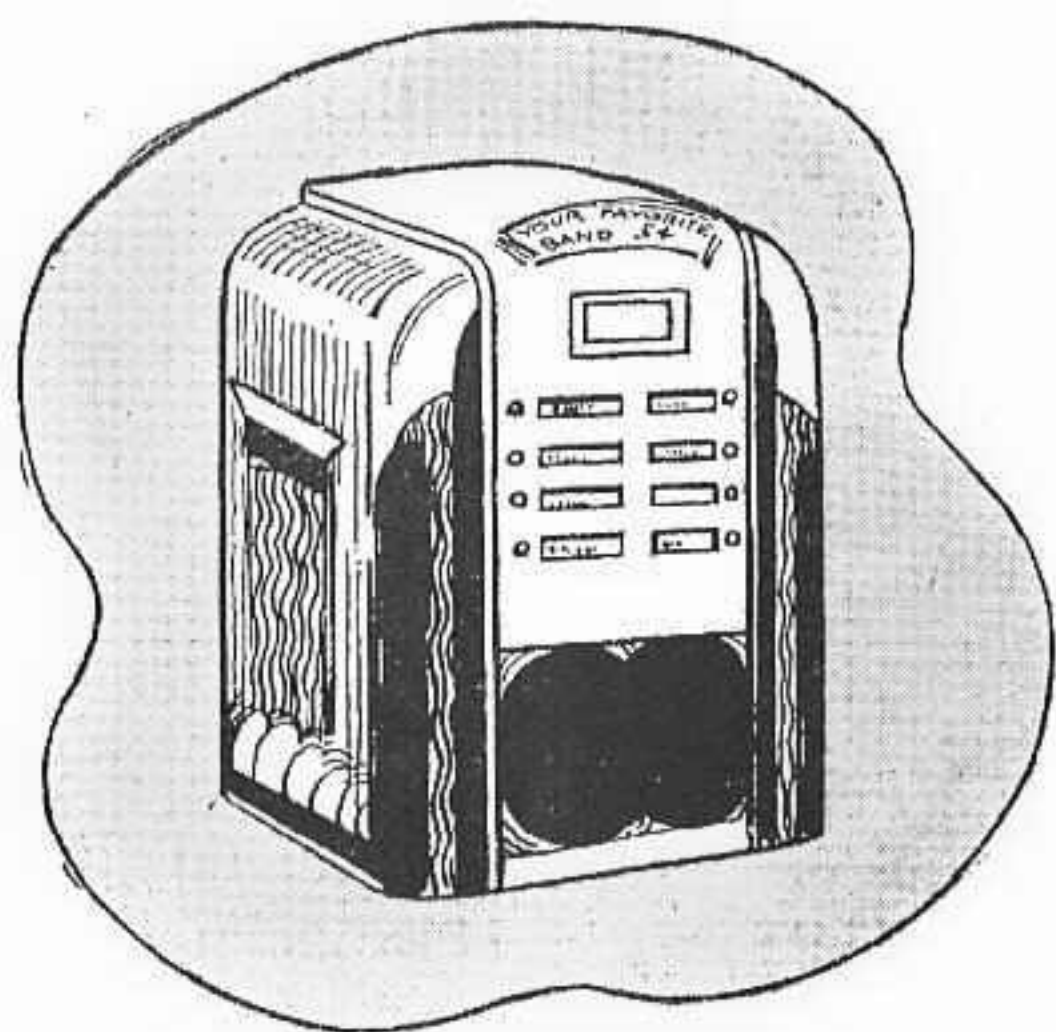
**Ideal Novelty Co.**

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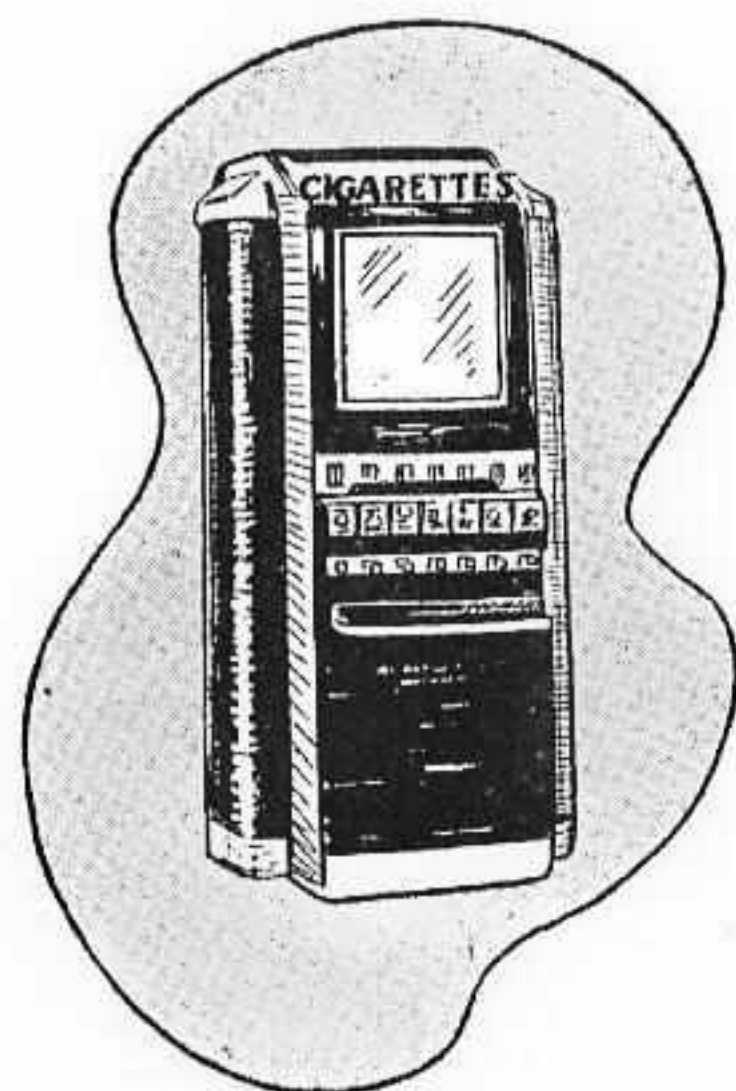
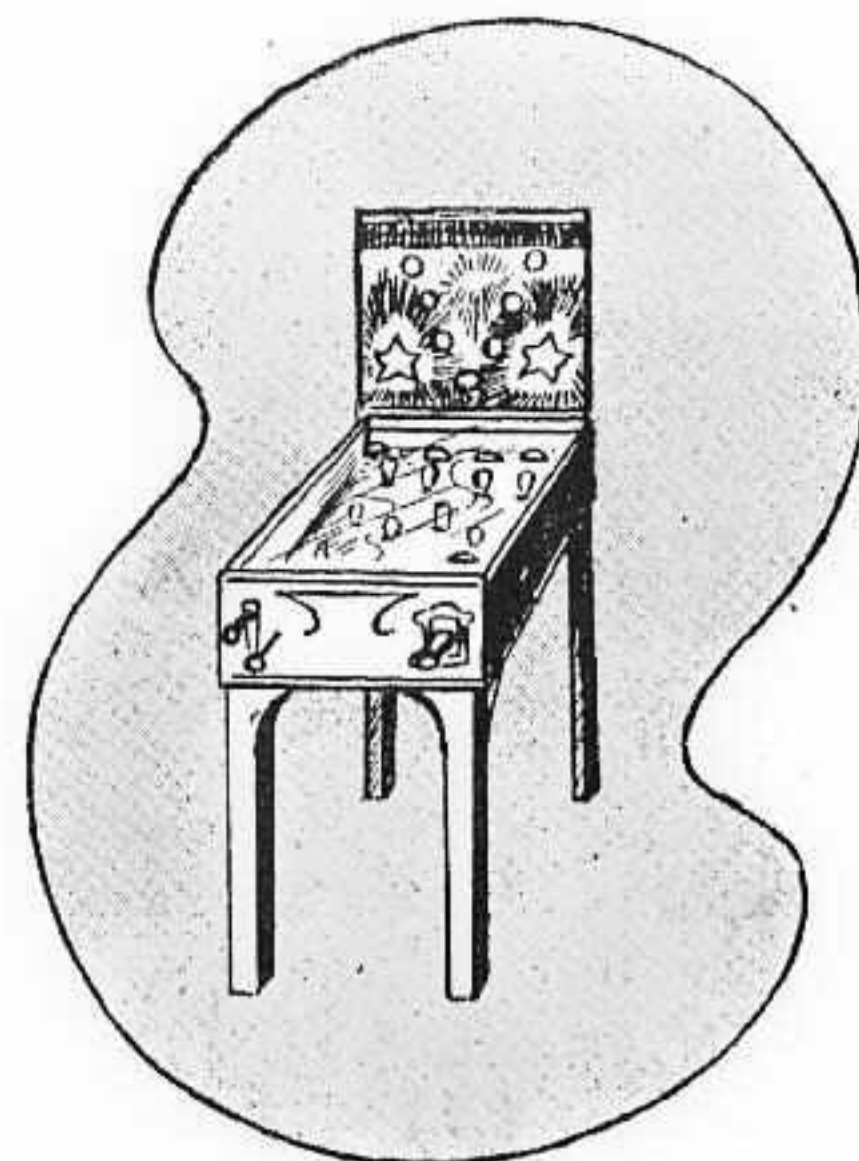


## TAXING COIN MACHINES



JUKE BOXES (Automatic Phonographs) have an important part in helping to maintain national morale. The U. S. Treasury, the Office of War Information and other departments of government have officially recognized this fact. A high tax on juke boxes greatly decreases the number and quality of records that will be bought for such machines. High taxes also cause the withdrawal of the machines from the smaller establishments that need them most.

PINBALL GAMES and other amusement machines have proved a greater economic aid to thousands of small retail establishments than any other similar development. High taxes on these machines cause irregularities and also hurt the smaller stores most.



VENDING MACHINES have proved their usefulness as a convenience to workers in and near war plants. Most of the merchandise sold in vending machines bears its own special taxes. A tax on vending machines as a unit proves very discriminatory when the tax is compared to the gross volume of sales.



## TAX OUTLOOK

All proposals for taxing coin machines during the war period should be made with consideration for the fact that the federal government now taxes practically all types of coin machines. It goes without saying that State and city governments must give preference to the federal government for the duration. The federal tax sets up certain standards which may be well worth following by State and city governments, but at the same time there are serious inequalities in the federal tax which States and cities should try to remedy in their tax proposals.

The federal tax is a certainty for the duration. This tax was first passed in 1941 and was expanded by amendments in 1942. Thus the trend in the federal tax program is to increase the rates on coin machines and also the types of machines covered. State and city governments must thus keep in mind that the federal tax rate is likely to be steadily increased as long as the war lasts. These facts about the federal tax have but one meaning. State and city proposals to tax coin machines must be kept very low in order to give preference to the federal tax as long as the war lasts.

At the beginning of 1943, 13 States were already collecting a tax in some way on coin machines of various types. Some of these State license or tax systems had been in existence for a number of years, and the rates were already considered high. More than 200 cities and towns also license or tax coin machines of one type or another. Some of these city taxes have been in existence for a number of years, and in some cases the rates are very high. In order to give preference to the federal government for the duration, it is important that some of these States and cities take steps to reduce their rates of taxation on coin machines. Even before the war began, Arkansas set a worthy example in reducing the tax on coin machines. This State passed a general tax on coin machines and after trying it for one year passed a new bill which made favorable reductions in the rates on the various types of machines. The Arkansas State license law is now considered the model for a State system of licensing coin machines.

When States and cities begin to consider proposals for taxing coin machines, it must be kept in mind that in many cases a triple set of taxes will apply to machines. The federal tax already exists. If a State assesses a tax on machines, that makes two sets of taxes. Then if cities within the State also assess a fee, a triple set of taxes exists. All taxing bodies must keep their rates low so that the total taxes on coin machines will not be excessive. Any taxing body proposing to tax coin machines now should keep in mind that eventually machines will have to bear these three

separate taxes, if they are not already in effect.

At the beginning of 1943 it became apparent that States and cities would be compelled to look for new sources of revenue because war conditions were already curtailing revenue sources that had been counted on for years. While some States and cities had surpluses still, it was evident that new sources would have to be found at an early date. The coin machine industry does not object to being taxed, but it does ask that taxes be made reasonable and that taxing bodies carefully consider the different types of machines. The industry as a whole offers full co-operation to any taxing body that wants to study the conditions peculiar to the industry.

A lot of tax experience has already been gained due to the fact that 13 States now collect a tax on one or more types of machines, and also many cities collect a tax. There are many other conditions due to the war which mean that all taxing bodies should give special consideration to the tax rate on coin machines so that the industry will not be driven out of business. The law of diminishing returns works when taxing coin machines as well as in any other industry. When the rates become too high, the number of machines in operation is gradually reduced until the total revenue collected is less than if tax rates were lower. Since the manufacturing industry has been converted to war production, there can be no increase in the number of machines in operation until the war is over. Hence, all tax rates should be kept within reason for the one purpose of producing revenue and yet permitting the business to maintain as high a rate of efficiency as possible for the duration.

A number of suggestions are contained within these pages which will give a fair view of those factors within the industry which should guide all legislative bodies in placing a tax on coin machines.

In addition to raising revenue, State and city licenses have other advantages which should be kept in mind. A license system is important for regulating an industry.

The amusement machine industry, particularly, welcomes a plan which will aid in preventing competitive evils. Many businesses in modern times are highly competitive and this competition gives rise to well-known trade evils that necessitate some form of official control. Operators of amusement machines in all sections of the country welcome licensing because it helps prevent these trade evils. Operators of these machines are organized into trade associations in a number of cities and States, and such organizations are always glad to co-operate with officials in carrying out a program of regulation.

There are many sources of information, in the industry itself and thru reputable tax survey organizations, that will give more details on the entire subject of taxing coin machines.



## TAX EXPERIENCE

A lot of experience is already available when it comes to taxing coin machines. The fact that 13 States now collect a tax on one or more types of coin machines suggests at once that a lot of experience has been gained. In practically all of these States there is a long story which would reveal interesting facts as to how taxing coin machines works out.

The experience in most of these States shows that definitions of coin machines to be covered by the tax is the crucial point. The variety of coin machines on the market is considerable, and the public is not well informed as to the distinctions between these types of machines. It is only natural, therefore, that legislative bills for taxing such machines run into difficulty in classifying the machines to be taxed. This usually means that one or more test cases are necessary in order to clarify the tax law. In many cases this is costly and also deprives the State of needed revenue.

From the many bills that have been proposed in the last few years and from the bills that have been finally enacted into law, it is now possible to collect useful data on definitions and how they work out in actual practice. A clear definition of the machines to be covered will assure the State or city a more certain source of revenue. Some of the definitions now on the books were intentionally drawn with jokers, and these have proved unsatisfactory both for the State and those selfish groups that sponsored the idea.

The federal statute classifies coin machines for taxation into two groups, and this classification has proved already to have its good points as well as its weaknesses. All States and cities should study carefully the federal statute and note those weaknesses as well as the strong points. The federal definition shows one outstanding weakness: It does not make any distinction between machines operated by a penny and machines operated by a nickel. Business experience has shown there is a great difference in the earning power of penny machines and nickel machines. Any taxing body should make careful distinctions between the two types of machines as to earning power.

The Arkansas law, frequently referred to as the model State license law, uses two clauses to define the machines to be licensed. The Arkansas law is about as simple and direct as a statute could be made. It is recommended for study by any State Legislature that considers taxing coin machines. The statute was framed by members of the industry and members of the Legislature in close co-operation. Hence it represents a really constructive idea. The many statutes now on the books should make it easy for any legislative committee to study the rates on machines, the methods of collecting the tax, and also the use to which

such revenue is put. City ordinances are also available in great number for guidance of other cities that may be considering a tax on coin machines.

More than 200 cities and towns of importance now license or tax coin machines of various types. In fact, if small towns are considered, the number really runs high into the hundreds. A survey in the State of Washington in 1940 revealed that 119 of the 211 incorporated towns in that State already were taxing coin machines. This came as a surprise to people in the industry as well as to public officials. The Association of Washington Cities has made a rather complete survey of various license ordinances in the State, and this information is available to any who wish to study the question. The Washington State Legislature, before passing a State tax law on coin machines, also had an exhaustive study made of the subject by the State Tax Commission. This indicates that a lot of information can be made available to any legislative body wishing to enact a fair tax law. Municipal leagues in other States have also made surveys, and the information can be made available for the study of coin machine tax plans. In 1942 three cities—Cincinnati, Milwaukee and Kansas City—enacted coin machine license ordinances which may be considered of the most modern type. The fact that these three cities in one year passed license ordinances indicates that the movement is progressive.

The States that now license or tax one or more types of coin machines are as follows: ARKANSAS, FLORIDA, LOUISIANA, MISSISSIPPI, NORTH CAROLINA, NORTH DAKOTA, NEVADA, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, VIRGINIA and WASHINGTON. The license laws in each of these States have features in conformity with the precedent laws of the State, but at the same time there are general principles in all these State laws which furnish much information. A remarkable story could be written about the development, the arguments and the final passage of each statute, and, of course, how the statute has worked out in actual practice in producing revenue for the State.

When a proposal to tax coin machines comes up in any State or city, there is usually well-organized opposition. The tax experience here outlined in the various States is in itself strong indication that coin machines can furnish needed revenue. Experience also indicates that coin machines can be taxed out of business like any other industry, thus killing the business as a source of revenue. The accumulated taxing experience is a mighty strong argument for reasonable fees, adjusted to each type of machine.

The rate of taxation should be set in accordance with the earning power of each type of machine to be covered. The many tax laws now in existence suggest a variety of rates, and probably the best way to arrive at a true rate would be to strike an average of the tax rates now in existence.



## CLASSIFICATIONS

Coin-operated machines are made in a wide variety of types and there are big differences in the earning capacity of each type. Many tax laws work extreme hardships on the industry by failing to define clearly the type to be taxed and also to recognize the differences in earning power of the types included.

The industry itself divides its machines into three main classes: 1. Amusement Machines; 2. Music Machines, and 3. Vending and Service Machines. Amusement machines are most adaptable to a license or tax plan. Music machines should be assessed a very low rate, if any, because the expense of buying recorded music for these machines is a considerable item. Vending and service machines should not be burdened with a tax on each unit at all, but rather a business or occupational tax on the operator-owner. The low-priced merchandise sold thru vending machines has a very low profit margin and hence the rate of earnings on vending machines is low per unit.

The value of the coin which a machine accepts also has much to do with its earning capacity. All types of machines operated by a penny obviously have a much smaller earning capacity than machines operated by a nickel or larger coin. This fact must be kept in mind in all tax bills.

The following classification or grouping of coin machines may aid in framing tax plans:

### Amusement Machines

1. **ARCADE MACHINES.** Includes a wide variety of penny amusement machines, usually grouped together in arcades but also used in stores; peep machines, love meters, small targets, fortunes, etc. Earning capacity very low and should not be taxed as a unit.

2. **AMUSEMENT MACHINES.** This classification refers to the standard amusement machines, made in many varieties, and operated by a nickel or dime. These machines offer a game or contest of skill. Includes pinball, baseball and other sports games, ray target guns, contest games, novelty games, athletic games and similar devices.

3. **TRADE STIMULATORS.** Small machines usually placed on the counters in stores and having some chance feature, but have no automatic payout mechanism. Earning power more than arcade machines but less than on pinball.

4. **NOVELTY MERCHANDISERS.** Includes cranes, diggers and rotary merchandise types of machines which dispense small confections and offer the player a chance at prize. These machines are usually operated by a nickel.

5. **GAMING DEVICES.** Machines that operate for 5 cents or more and feature a gaming principle, such as spinning reels, dice, roulette, and also have an automatic payout mechanism. Includes slot machines, consoles, payout games and similar devices that feature gaming and an automatic payout.

6. **ARCADES.** When 10 or more amusement machines are grouped together in one room or place it may be called an arcade or sportland. These centers may be taxed as an amusement business rather than on the many small units installed.

### Music Machines

1. **COMMERCIAL PHONOGRAPHS (Juke Boxes).** Standard automatic phonographs operated by 5 cents or more.

2. **MOVIE MACHINES.** Sometimes called Panorams; coin-operated motion picture projectors.

3. **AUTOMATIC HOSTESS.** Coin-operated music systems using telephone wires, a central unit and separate phonograph units in establishments subscribing to the service.

### Vending Machines

1. **PENNY VENDERS.** Sometimes called Bulk Venders; includes a wide variety of small machines, operated by a penny, to dispense nuts, confections, gum, etc. Earning capacity per unit very small.

2. **MERCHANDISE VENDING MACHINES.** Refers to the standard vending machines, operated by 5 cents or more and dispensing standard merchandise such as candy, cigarettes, soft drinks, nuts and many other items. The profit margin per sale is very small.

3. **PRIZE BALL GUM VENDERS.** Refers to a special group of small penny venders that feature a prize plan with colored or numbered ball gum, etc.

4. **SERVICE MACHINES.** Refers to penny weighing scales and a wide variety of special machines offering some service, such as shoe-shining machines, heart-testing machines, etc.

In order to give preference to revenue for supporting the war effort the following suggested tax schedule should be studied by any taxing body that would tax coin machines:

### A Wartime Tax Schedule

Description	Federal	State	City
Arcades (Sportlands) . . . . .	\$100 (maximum)	Bus.	Bus.
Arcade Machines (penny) . . . . .	None	Bus.	Bus.
Amusement Machines (5c or more)	10	\$ 5	\$ 5
Automatic Hostess . . . . .	10	5	5
Cranes and diggers . . . . .	20	10	10
Gaming Devices (5c or more) . . . . .	50	15	10
Movie Machines . . . . .	10	5	5
Phonographs (Juke Box) . . . . .	10	Bus.	Bus.
Service Machines . . . . .	None	Bus.	Bus.
Trade Stimulators (penny) . . . . .	10	3	3
Vending Machines (penny) . . . . .	None	Bus.	Bus.
Vending Machines (5c or more) . . . . .	None	Bus.	Bus.

NOTE: Bus. refers to a business or occupational tax on the operator-owner of five or more machines; no tax per machine unit.



## SAVE SMALL STORES

Official reports of the United States Department of Commerce in 1942 suggested that as many as 300,000 to 400,000 small stores might close their doors in 1943. This indicates the hardships which war brings upon small establishments. Small stores have become a part of the business life of the United States, and leaders in business and government circles recognize that something must be done.

Canada and England have been in the war longer than the United States, and the methods of those two countries to help small stores are being studied by our government. It is widely recognized that the small store is important to maintaining the American way of life and that such stores fill a large part of the business picture in this country. As long as the war continues the hardships of small stores will steadily increase. This means that every branch of government must carefully consider the small stores in tax legislation that may be passed. It will be necessary not only to avoid harmful steps but at the same time to take positive steps to keep the thousands of small stores in business. Experts in government and in business are carefully studying the situation and will make recommendations from time to time in the hope of saving retail business.

One of the many things that can be done for the thousands of small stores is to give them the advantages of coin-operated machines. During the past 10 years small establishments by the thousands have found one or more types of coin machines of double advantage. And under the new and serious problems of war these stores need the coin machines more than ever. Coin machines have two universal benefits for the small establishment.

Coin machines attract customers into the store.

Coin machines bring needed revenue to the store.

Some years ago one of the leading retail trade papers in the country said that the retail store must find some means of amusing its customers as well as selling them goods. Stores have made great advances in having attractive equipment, but people who spend their money in a store also like to have a little added pleasure. Every store can find some type of coin-operated machine to provide that extra added pleasure which appeals to the customers and also helps the store to pay its rent.

These facts have been amply proved in thousands of small establishments in all parts of the country during the past 10 years.

But government officials, loaded with the responsibilities of government and of a war program, often overlook this fact. Congress has recently passed an excise tax law which will make it impossible for many

stores to have amusement games because of the excessive tax rate. Unfortunately the smaller stores that need coin machines the most will also suffer most under the high tax rate.

Business leaders also overlook the value of coin machines to small establishments. Big manufacturers overlook the importance that small stores by the thousands play in distributing nationally advertised goods. Newspapers overlook the importance of the small store as an outlet for goods advertised in their pages. Consequently, the small store is not fully considered when big problems are at stake.

Better plans are needed for giving full consideration to the problems of the small store. And when those problems are fully considered the place and value of the many types of coin machines in thousands of small establishments in all parts of the country will be shown due favor. Taxes will become more reasonable and a lot of the opposition to coin machines will disappear.

In appraising the commercial importance and value of the coin machine industry, it is necessary to consider how much these machines mean to the establishments in which they are placed.

The machines are not owned by the establishment but are owned by specialists in the business of buying, placing and servicing coin-operated machines. These specialists are known in the trade language as Operators. The establishments get many benefits from the machines, including a specific share in the gross earnings of the machines. This commission paid to stores ranges from 10 per cent to 50 per cent, depending on the type of machine used. It is a common saying that stores are able to pay their rent from the income derived from coin machines which cost them nothing. Because of these facts, any tax placed upon coin machines has its direct effects upon the establishment in which the machines are placed. Some tax plans, including the present federal law, assess the tax upon the establishment itself. This vividly illustrates the fact that taxes on coin machines directly affect the stores.

In times when small stores are having serious trouble of many kinds, high taxes on coin machines will hurt the stores more than in normal times. This is perhaps one of the strongest reasons for keeping coin machine taxes low at the present time. Many trade associations representing drugstores, restaurants and other small stores have often pleaded with taxing bodies to keep coin machine taxes low. The bulk of all coin machines in operation are found in the thousands of small stores in the nation and not in the larger stores. Hence any tax on coin machines will be of concern to small stores rather than the large ones.



## REVENUE DROPS

That will be the true story if taxes on coin machines—federal, State and city—become too high. Experience has already shown that the tax rate may be raised so that the total revenue will be less than if the rate were lower on each machine. Already in 1942 reports were beginning to accumulate which show the effects of the high tax rates in the federal statute.

The United States Treasury report for November, 1942, indicated a sharp drop in the excise tax receipts on coin machines. This had been expected because the 1942 amendments extended the coin machine tax to many types of machines and also increased the rates on others. It was well understood in the coin machine trade that the direct result of this would be the withdrawal of many thousands of machines from operation.

At least two other States that license coin machines also reported that receipts began to drop in December of 1942. One of these State tax reports said that the decrease was because no new machines were being made and because repair parts are hard to get. Both reports indicated that the high rate of the combined federal, State and city taxes was serving to force a number of machines out of operation.

All taxing bodies must also consider that the number of coin machines in operation will steadily decrease as long as the war lasts. The manufacturing industry has been entirely converted to war production, and repair parts are hard to get. The lower tax rates are kept, the easier it will be for operators of the machines to keep a maximum number in operation.

In order to keep a maximum number of machines in operation, it is highly important that all type bills be carefully drawn to place a rate on each type of machine that conforms to the earning power of that machine. It is unreasonable to place the same tax rate on a machine that operates by a penny as that placed on a machine that operates by a nickel. Also, there is a wide difference in the earning power of the various types of machines that operate by the same coin. The margin of profit on 5, 10 and 15-cent merchandise sold thru vending machines is very small, and the price of merchandise sold thru such machines cannot readily be increased to cover increases in costs.

The general costs of doing business during the war are steadily increasing in the coin machine field as well as in other lines of business. These and other important facts should be kept in mind when fixing tax rates for coin machines. Increases in costs and other problems due to the war mean that the coin machine industry cannot bear an excessive rate of taxation and still keep the maximum number of machines in operation.

The objective of all taxing bodies should be to raise a maximum amount of revenue. Hence, the objectives of taxing bodies and of the industry agree. The industry is anxious to keep its machines in business for the duration and is willing to pay as high a tax as possible. But there is a point beyond which taxes tend to react unfavorably on an industry so that the total volume of business is reduced. Taxing bodies must carefully observe this fact in setting the rate so that it will not cut down the total revenue derived.

In addition to the official government reports already mentioned, news reports are accumulating to show how various adverse conditions may quickly reduce the amount of revenue to be derived from coin machines. The following story appeared as a routine news item in The Toledo (O.) Times. The headline was "Pinball License Revenue Drops," which states a real fact. The news item is an apt illustration of how legal rulings and high tax threats discourage operators to the point that city, State and federal revenue from coin machines begins to decrease. The news item follows:

"A decrease of 42 per cent in licenses issued by the city to pinball machines has been noted in the first four months of 1942 compared to a similar period in 1941, Colin MacInnis, city treasurer, revealed today.

"The licensing revenues for the first four months in 1941 totaled \$15,275, while the total licensing revenue for the same period in 1942 dropped to \$9,662.52.

### ATTRIBUTED TO RULING

"A total of 1,182 machines were licensed in January, February and March, 1941, while in the same months this year only 685 were licensed.

"The city obtained \$62,362.50 in revenue from the pinball machines in 1941 but expects to receive not more than \$42,000 in 1942. There were 1,272 machines licensed last year, but only 773 had been licensed as of May 1.

### CHECK IS CONSTANT

"In order to obtain as much licensing revenue as possible, the city constantly checks on the pinball licenses. Joseph Nathanson, city finance director, estimates a 10 per cent drop in licenses was due to the \$50 tax ordered on each machine by the federal government."

This localized story from a Toledo newspaper may become more common during the war period unless taxes on coin machines are kept within reason. Each passing month will add to the hardships that will fall upon the industry, and increased taxes will also add to the war burdens.

Members of the industry are anxious to continue in business and to pay as much revenue into federal, State and city governments as possible, but they know by experience that the tax rate must be kept low. If federal, State and city taxes are adjusted at a reasonable minimum, the industry can then operate to produce a maximum revenue for each branch of government. This is the happy ideal, and the industry makes its plea for that kind of tax program.



## LEGISLATIVE SUMMARY

1. All legislative proposals should carefully distinguish between the three general classes or types of coin-operated machines — AMUSEMENT, PHONOGRAPHS, VENDING MACHINES—and in general it is better to treat each type of machine in separate bills.

2. Amusement games are much more adaptable to licensing; in fact, the amusement games industry generally welcomes the licensing of its games if fair and reasonable fees and regulations are proposed.

3. Automatic phonographs and vending machines should not be burdened with extra taxes at all. If necessary to tax them, an occupational tax on the operator-owner in keeping with other occupational and business licenses of a similar nature is the only fair method.

4. In all legislation relating to amusement games, it is important that definitions be clearly drawn in order to prevent contests in court and to avoid conflict with statutes and court precedent.

5. The operator-owners of coin-operated machines have formed standard trade associations in many States and cities and offer the full co-operation of such groups with public officials for the self-regulation of industry. This self-regulation is a valuable aid to police departments in the regulation of licensed amusement games.

6. Excessive and unreasonably high fees on amusement games lead to abuses of license privileges; any tax on automatic phonographs is an extra tax on the establishment where the phonograph is placed, and any tax on vending machines as units constitutes a form of discrimination.

7. Legislation relating to coin-operated machines during the past 10 years has accumulated to such a degree that a store of experience is now available and important precedents have been set. All this experience should be of use in shaping new legislation.

8. State license laws should set maximum fees which counties and cities within the State may impose on coin-operated machines. The trend is to permit counties and cities to assess a fee equal to one-half of the State fee.

9. Licensed amusement games boost business for small business establishments. Licensed games help small establishments to meet the competition of contests, prize stunts and buying power of chains and big business. Licensed games are a distinct aid to the small independent store or other business.

10. The license system has proved workable with respect to liquor, racing and other ideas that have had to win public approval. The license system is now proving workable with amusement games.

11. Occupational fees or licenses on the operator-

owner of coin-operated machines should be no higher than similar occupational fees on other lines of business in the city or State. Occupational licenses make it possible to regulate and control the personnel of the trade, to prevent overcrowding of the business, and to establish character requirements for those who obtain licenses to operate coin machines. Excessively high occupational fees work a hardship on small operators and give monopolies to a few; experience has shown that this is not a good practice.

12. The most practical laws relating to coin machines are those that are written as briefly and simply as possible. Coin-operated amusement games may be simply classified as a form of table or game and a license imposed as such. The operator of phonographs may be classified as an entertainment or amusement business and an occupational fee imposed in keeping with other business fees. The operator of vending machines may be classified as in the retail merchandising business and an occupational fee imposed in keeping with similar business fees in the city or State. Such simplicity prevents costly court contests and delays.

13. Human-interest articles and stories in newspapers and magazines sometimes give false impressions about the earning power of coin-operated machines. The facts as shown by standard accounting systems may be had. It is the average earnings that should be considered by legislative bodies.

14. All new industries face misunderstanding and opposition. The coin-operated machines industry is a new industry, and, like the automotive, tobacco and other industries, it must plead for a fair hearing and reasonable taxes.

15. In taxing coin machines of all types, careful distinction should be made in the rates on penny machines and nickel machines. Machines operated by a penny obviously have a much smaller earning power than machines operated by a nickel or a multiple number of nickels. Legislation which has failed to take this difference in earning power into account has seriously injured penny-operated machines.

16. When tax rates on coin machines are high it is the smallest stores that begin to suffer first. If the taxes are high the operator of these machines will naturally withdraw them from the smaller stores first because his earnings are lowest there. In fixing the proper tax rate, the earnings of machines in these smallest stores must be taken as a base because they are in the majority and they also reduce the average earnings per machine. Newspaper reports sometimes feature the large earnings from machines in a few high-grade types of stores, but it is the thousands of small stores with less traffic that determine the average earnings of machines.



# THE COIN MACHINE INDUSTRY

## STATISTICS

Facts about the coin machine industry are often lacking. Legislative bodies that consider tax proposals are sometimes misled by popular interest stories in newspapers and magazines. The statistics published on this page are the last available for a normal business year, based on 1940 and 1941 reports.

An industry crisis has prevailed since the summer of 1941, when war conditions began to produce shortages of materials. The manufacturing industry has been converted to war production, and new machines cannot be made for the duration. Repair parts must come from discarded machines. Supply and labor shortages exist. The problem is to keep as many machines as possible in operation until normal conditions prevail. Low tax rates will help do this.

The coin machine industry will be greatly needed at the end of the war to provide thousands of jobs again as it did in former years. If tax rates are made too high the revival of the industry will be delayed or it may not revive at all.

## 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

### Coins in Circulation

Pennies minted, 1940-'41 fiscal year .....	1,001,445,300
Pennies in circulation .....	8,514,289,200
Nickels minted, 1940-'41 fiscal year .....	315,228,260
Nickels in circulation .....	2,246,026,280
Dimes minted in 1941 .....	263,830,557

## 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
Employment by locations (Estimated) .....	1,000,000

### 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 Productions	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) .....	625,000,000
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





# WE ARE HELPING WIN THIS WAR

The following pages tell how the Coin Machine Industry is helping America win the war. On the battle front, behind the lines and on the home front we, as members of this widespread morale-building business, are doing more than our share. We are fighting, working, saving, giving and sacrificing. We are doing everything our country asks and more.

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Phone: 17.  
Distributors of the Famous Duotone  
Automatic Phonograph Needles.

**LAFAYETTE DISTRIBUTING CO.**  
1724 Scott Street,  
Lafayette, Ind.  
Phone: 5866  
Wurlitzer Phonograph Operator.

**IOWA**  
**RE-SHARP NEEDLE SERVICE**  
P. O. Box 770,  
Ft. Dodge, Iowa.  
Phone: Walnut 2810.  
Buy Bonds With Money Saved on  
Re-Ground Needles.

**KANSAS**  
**C. L. CLINTON**  
Dodge City,  
Kansas  
Phone: 934  
Music, Vending and Coin Machines.

**ART TARVIN**  
415 East Fourth,  
Hutchinson, Kan.  
Phone: 5445.  
If We Have It It Works.

**W. R. BURTT**  
308 Orpheum Bldg.,  
Wichita, Kan.  
Phone: 4-5412  
"Shipping Radio Tubes to Coin Trade  
Timbuctu to Jericho."

# 40 WAYS IN WHICH WE ARE HELPING AMERICA WIN THE WAR

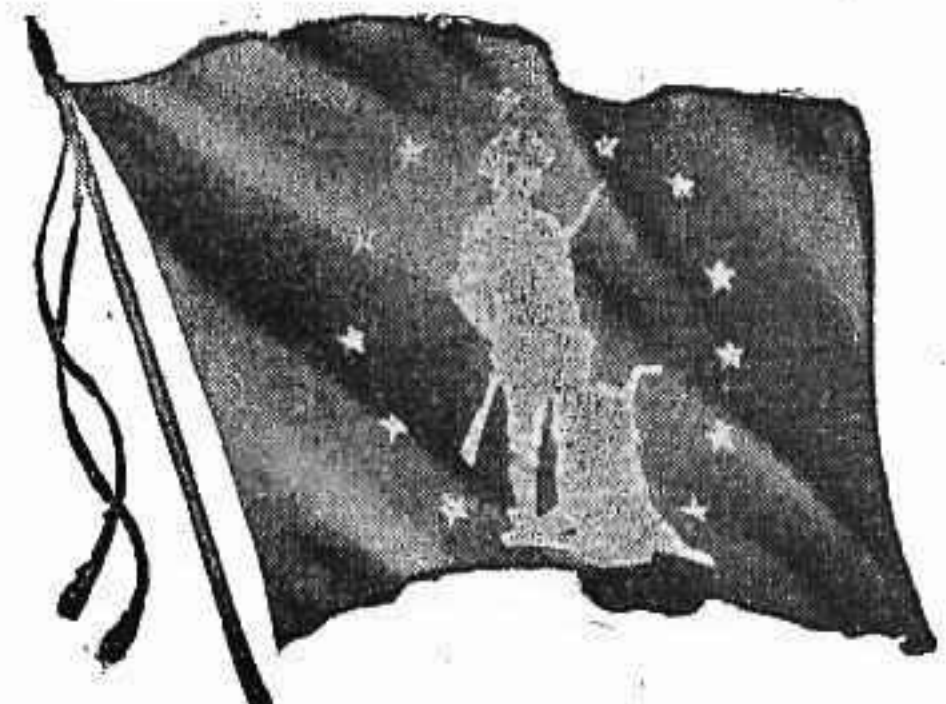
The United States has been actively engaged in the war for more than a year. Men connected with the Coin Machine Industry are unselfishly giving their time, their money and themselves to aid the war effort toward the final goal of victory and the peace that is to follow.

We are winning the war, but we have a long and hard road to follow until we conclusively "Ax the Axis" so that totalitarian dictatorship gives way to democracy. Therefore, those connected with the Coin Machine Industry must continue the good work they have started by further aiding the war effort.

We suggest coin machine men read this list carefully, carry the message and information home to their families and immediately contact their local agencies to sign up for one or more types of war work. "Time Is Growing Short!"

★

1. The manufacturing division has converted to war production.
2. Manufacturers' efficiency in production has merited Army and Navy "E" Awards.
3. Employees in the industry contribute thru pay-roll plan to purchase War Bonds.
4. All firms in the industry post patriotic placards in their establishments.
5. The industry has contributed a high rate of enlistment of its personnel in the armed services.
6. The industry has trained many mechanics and engineers for war plants.
7. The industry trade papers have set a high standard for boosting the war effort.
8. Many firms have used paid advertising space to boost Bonds and the war program.
9. Local firms are nearly all enlisted in the local program for civilian defense.
10. Local firms have in many cases contributed transportation for scrap collections.



At Least 10 Per Cent





# DIRECTORY OF AMERICA'S LEADING

## KENTUCKY

**BLUE GRASS DISTRIBUTING CO.**  
1312 N. Limestone St.,  
Lexington, Ky.  
Phone: 3440.  
Our Business Built With Satisfied Customers.

**B. & B. NOVELTY CO.**  
621 West Main St.,  
Louisville, Ky.  
Phones: Ja 8811-Wa 2663.  
Phonographs, Pin Games, Vending  
Machines, Scales, Arcade Equipment.

**OHIO SPECIALTY CO.**  
539 S. Second St.,  
Louisville, Ky.  
Phone: Wabash 2465.  
Distributors All Types of New and  
Used Machines.

## LOUISIANA

**F. A. B. DISTRIBUTING CO.**  
704 Baronne St.,  
New Orleans, La.  
Phone: Raymond 4938.  
Wurlitzer Dist. Louisiana, Missis-  
sippi, South Alabama, West Florida.

## MAINE

**GEORGE G. BEAN**  
Box 272,  
Brunswick, Maine.  
Phone: Brunswick 34.  
Let's All Co-Operate Towards a  
United Victory.

## MASSACHUSETTS

**AMUSEMENT SUPPLY CO.**  
245 Columbus Ave.,  
Boston, Mass.  
Phone: Kenmore 2642  
Specializing in Arcade Equipment.  
New England's Trading Post.

**NORTHWESTERN SALES & SERVICE**  
1198 Tremont St.,  
Boston, Mass.  
Phone: Highland 8935.  
Everything for the Bulk Merchan-  
diser Operator.

**OWL MINT MACHINE CO.**  
245 Columbus Ave.,  
Boston, Mass.  
Phone: Kenmore 2640  
Representing Coin Machine Manu-  
facturers for New England States.

**PANORAM SOUNDIES CORP. of N. E.**  
245 Columbus Ave.,  
Boston, Mass.  
Phone: Kenmore 2641  
United States Distributors Panoram  
Movie Machines and Films.

**REDD DISTRIBUTING CO.**  
26 Brighton Ave., Allston,  
Boston, Mass.  
Franchise Wurlitzer Distributors for  
All New England States.

## MICHIGAN

**ALLIED MUSIC SALES CO.**  
3516 Woodward Ave.,  
Detroit, Mich.  
Phone: Temple 1-9080  
Distributors of Musicraft Records.  
Mfr. or Coin-O-Point Needle.

**ANGOTT SALES CO.**  
2616 Puritan Ave.,  
Detroit, Mich.  
Phone: University 2-9805.  
All Types of Coin Machines.

**BRIGHT MUSIC CO.**  
4606 Cass Ave.,  
Detroit, Mich.  
Distributors of Coin Machines and  
Music Accessories.

**MODERN MUSIC CO.**  
3730 Woodward Ave.,  
Detroit, Mich.  
Phone: Temple 1-4111  
OPERATORS: We Buy and Sell  
Phonographs and Records.

**A. P. SAUVE CO.**  
3002 Grand River Ave.,  
Detroit, Mich.  
Phone: Temple 2-5788  
All Makes of Machines in A-1 Con-  
dition.

**KING PIN GAMES CO.**  
826 Mills St.,  
Kalamazoo, Mich.  
Phone: 2-0021.  
Western Michigan Distributor for  
Rock-Ola Mfg. Corp.

## LINCOLN PARK AMUSEMENT CO.

1522 Fort St.,  
Lincoln Park, Mich.  
Russell Trilck, Rep.  
Operator of All Kinds of  
Coin Machines.

## EUREKA NOVELTY CO.

North Washington at Potter,  
Saginaw, Mich.  
Phone: 28101.  
Still Northeastern Michigan's Largest  
Distributors.

## MISSISSIPPI

### MISSISSIPPI VENDING CO.

418 Church St.,  
Philadelphia, Miss.  
Phone: 283.  
The South's Largest Stock of Mer-  
chandise.

## MISSOURI

### W. B. NOVELTY CO., INC.

917 Broadway,  
Kansas City, Mo.  
Coin Machine Dist. Complete  
Repair and Parts Department.

### ARROW NOVELTY CO., INC.

2852 Sidney St.,  
St. Louis, Mo.  
Phone: Laclede 6540  
Before Buying Packard Parts, Amuse-  
ment Games, Contact Us.

## G. J. L. SALES CO.

3892 Washington Blvd.,  
St. Louis, Mo.  
Phone: Franklin 3403  
Will Pay Cash for 1941 Derbys,  
Pimlicos, Longacres.

## IDEAL NOVELTY CO.

2823 Locust St.,  
St. Louis, Mo.  
Phone: Franklin 5544  
Carl Trippe's Motto: Price Plus  
Guaranteed Satisfaction.

## MCCALL NOVELTY CO.

3147 Locust St.,  
St. Louis, Mo.  
Phone: Jefferson 1644  
Coin Machine Headquarters — We  
Buy, Sell and Exchange.

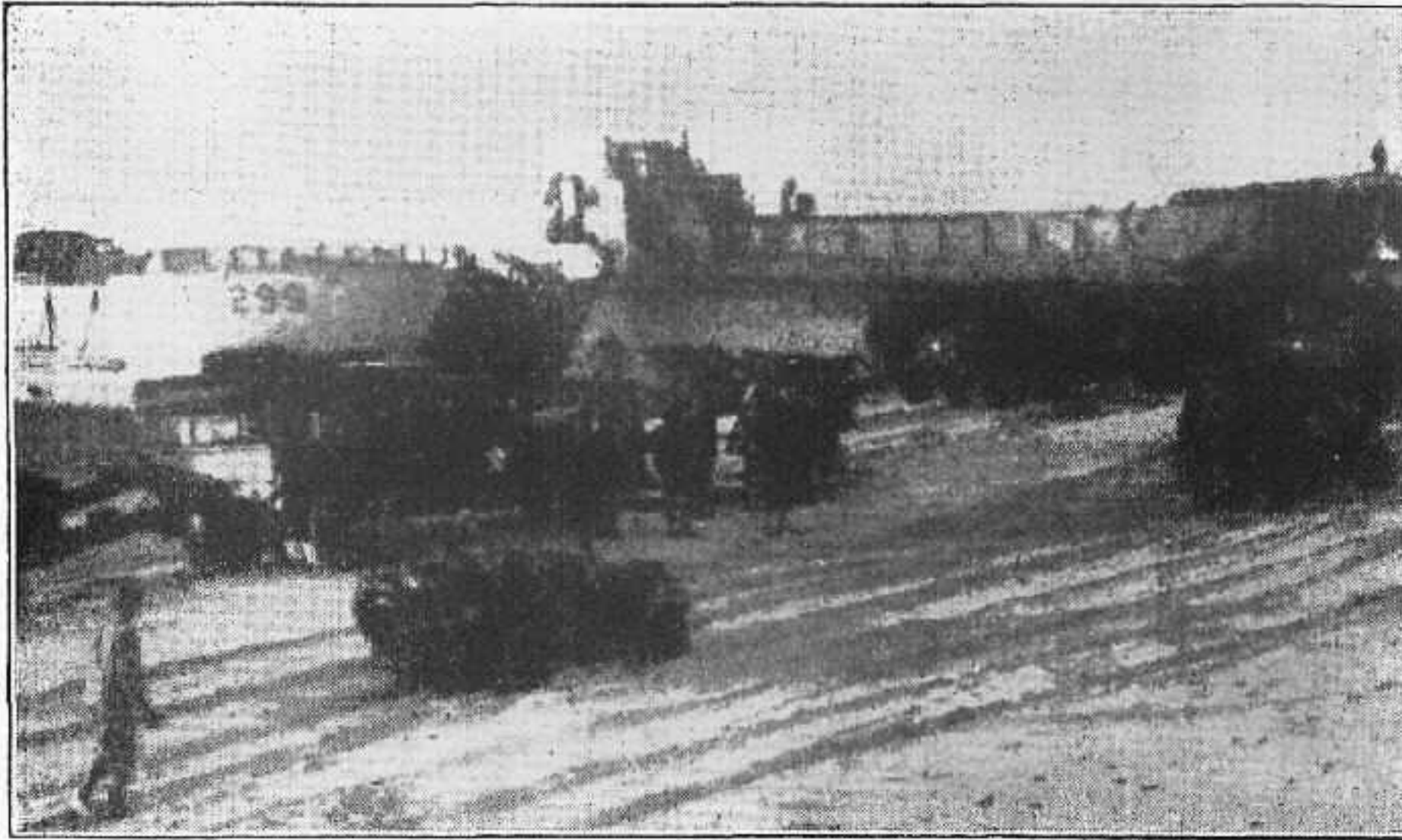
## J. S. MORRIS & SONS NOVELTY CO.

4633 Delmar Blvd.,  
St. Louis, Mo.  
Phone: Rosedale 7445-3316  
For Better Used Equipment, Contact  
Us Before Buying.

## MORRIS NOVELTY CO.

4505 Manchester Ave.,  
St. Louis, Mo.  
Phone: Franklin 0757  
Distributors, Jobbers, Operators of  
Coin Machines and Salesboards.





# COIN MACHINE FIRMS

**OLIVE NOVELTY CO.**  
2625 Lucas Ave.,  
St. Louis, Mo.  
Phone: Franklin 3620.  
Guaranteed Used Games Sold on  
Money-Back Guarantee.

**REEL DISTRIBUTING CO.**  
4935 Fountain Ave.,  
St. Louis, Mo.  
Phone: Rosedale 2002  
Distributors of Coin Machines,  
Automatics, Push Cards, Salesboards.

**ST. LOUIS NOVELTY CO.**  
2718 Gravois Ave.,  
St. Louis, Mo.  
Phone: Grand 8872  
"Convert Your Old Machines Into  
Aristocrat Cabinets." Exclusive Dist.

**LEE TURNER PHONOGRAPH CO.**  
820 North 9th St.,  
St. Louis, Mo.  
Phone: Chestnut 1826  
Coin Machine Operators, Specializing  
in Phonographs and Panorams.

**W. B. NOVELTY CO., INC.**  
1903 Washington Blvd.,  
St. Louis, Mo.  
Phone: Central 5345.  
Coin Machine Dist. Complete  
Repair and Parts Department.

**MONTANA**  
**PETE L. WEYH CO.**  
Box 927,  
Havre, Mont.  
Phone: 774.  
Buy More and More War Bonds and  
Stamps.

**NEBRASKA**  
**H. Z. VENDING & SALES CO.**  
1205 Douglas St.,  
Omaha, Neb.  
Phones: AT 1121-WA 8428,  
Nebraska's Largest Dist. Slots, Pin  
Games, Consoles, Arcade Equipment.

**HOWARD SALES CO.**  
1206 Farnam St.,  
Omaha, Neb.  
Phone: Harney 3100.  
To Buy, Sell or Trade Write "Tony"  
Mangano.

**NEVADA**  
**A. BENETTI NOVELTY CO.**  
125 E. 2nd St.,  
Reno, Nevada.  
Phone: 7575.  
Let's Put First Things First.  
"Win This War."

**NEW HAMPSHIRE**  
**HAMEL MUSIC SERVICE**  
51 South Main St.,  
Concord, N. H.  
Phones: 1323-2142.  
The House of Confidence.  
Established 1920.

**NEW JERSEY**  
**ROWE MANUFACTURING CO., INC.**  
Belleville, N. J.  
Peacetime's Largest Builder of  
Automatic Sales Equipment.

**ROYAL DISTRIBUTORS, INC.**  
409 No. Broad St.,  
Elizabeth, N. J.  
Phone: Elizabeth 3-1776.  
Authorized Exclusive Factory Dis-  
tributors for Rock-Ola.

**BELL COIN MACHINE EXCHANGE**  
54 Elizabeth Ave.,  
Newark, N. J.  
Phone: Bigelow 3-5700.  
New Jersey's Largest Headquarters  
for Arcade Equipment.

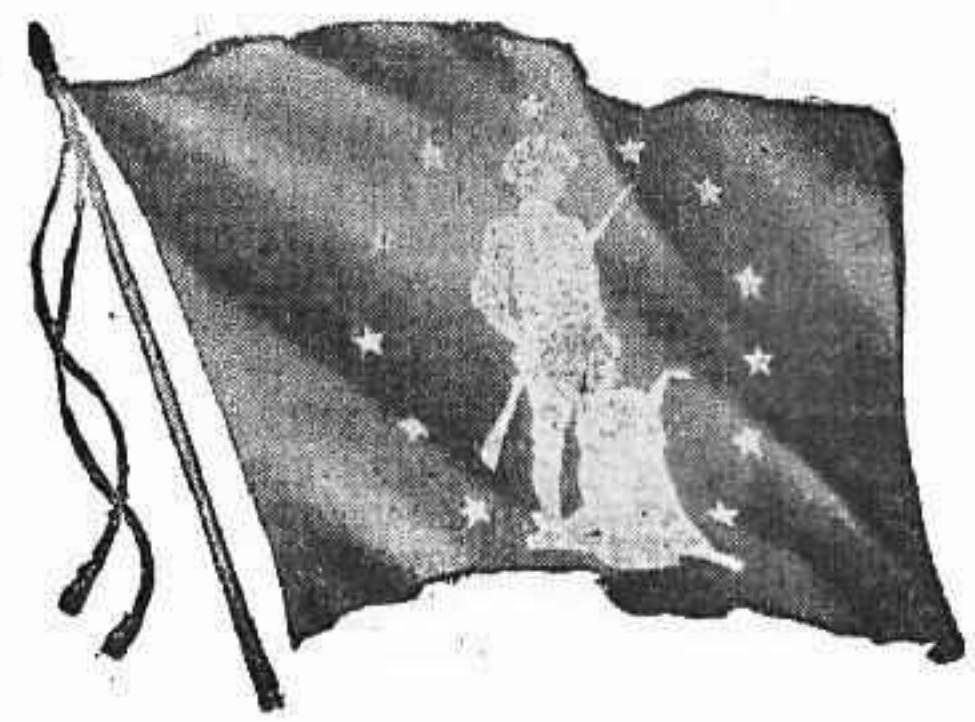
**RUNYON SALES CO.**  
123 W. Runyon St.,  
Newark, N. J.  
Bigelow 3-6685  
Buy, Sell, Exchange Everything  
With a Coin Slot.

**H. BETTI & SONS**  
1706 Manhattan Ave.,  
Union City, N. J.  
Phone: Union 3-8584  
We Buy and Sell Used Phonographs,  
Pin Tables, Etc.

# 40 WAYS IN WHICH WE ARE HELPING AMERICA WIN THE WAR

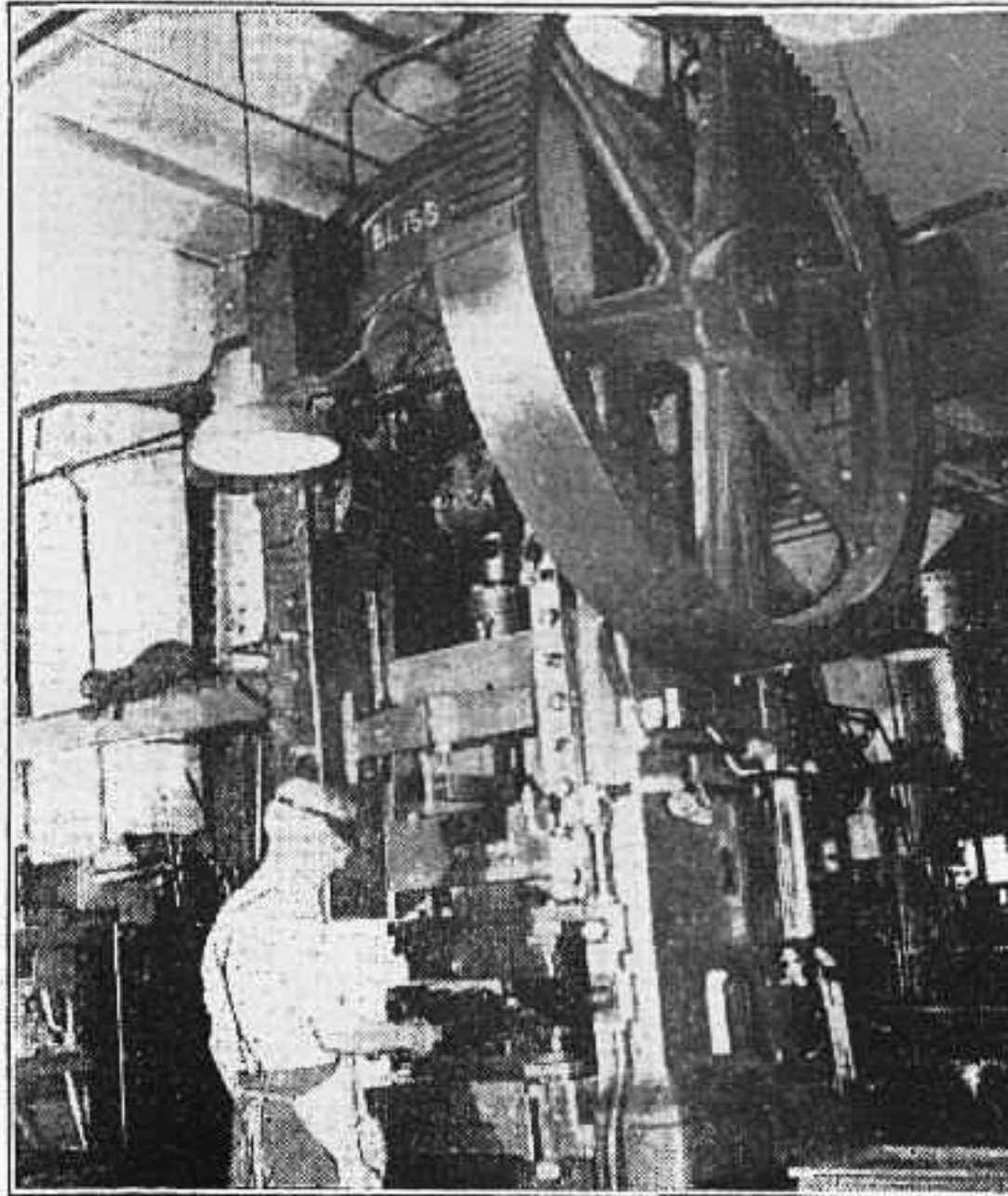
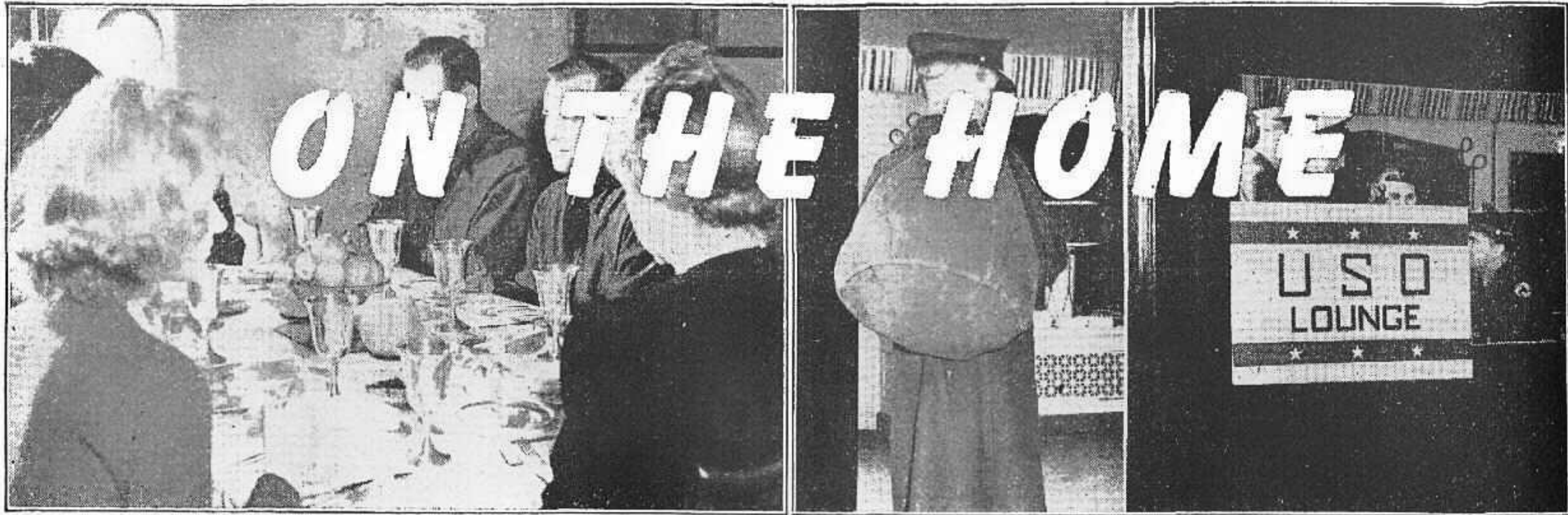


11. The industry as a whole has contrib-  
uted much scrap materials.
12. The industry, thru its organizations,  
has given much publicity to the scrap  
drive.
13. Many amusement games have been  
contributed to the USO and other  
centers for service men.
14. Families of the men in the industry  
maintain a high average for local  
patriotic work.
15. Trade associations in the industry  
set a high record for supporting the  
gas-rationing program.
16. Experimental laboratories of the  
manufacturers have contributed some  
very important ideas.
17. Adaptations of amusement machines  
are being used in training programs  
for army and navy.
18. Parts of coin machines have been  
adapted to important uses in war  
planes.
19. Workmen trained in making these  
devices were quickly available for  
government use.
20. Automatic phonographs have per-  
formed valuable services in boosting  
War Bonds.
21. Operators of phonographs have  
bought their own records to boost  
Bonds.
22. The phonograph division has pub-  
lished large amounts of publicity  
to boost Bonds.
23. Many machines carry a sticker or  
other advertising to boost Bonds.
24. Many phonographs have been con-  
tributed to USO centers and to army  
posts.
25. Gifts of phonograph records to serv-  
ice men have been abundant.



At Least 10 Per Cent





# DIRECTORY OF AMERICA'S LEADING

## NEW YORK

**GEORGE R. THAYER CO.**  
47 State St.,  
Binghamton, N. Y.  
Phone: Bing. 4-4-522.  
Music, Cigarettes and Games.

**GENERAL COIN MACHINE CO.**  
942 Michigan Ave.,  
Buffalo, N. Y.  
Phone: Cleveland 1722.  
Distributors of Coin-Operated  
Amusement and Vending Machines.

**ROYAL AMUSEMENT CO.**  
1672 Main St.,  
Buffalo, N. Y.  
Phone: Ga. 4432  
Get the American Victory Habit—  
Buy War Bonds.

**J. H. WINFIELD CO.**  
1018 Main Street,  
Buffalo, N. Y.  
Phone: Grant 2134.  
Distributors of All Types of  
Coin-Operated Machines.

**LEW WOLF ENTERPRISES**  
1445 Main Street,  
Buffalo, N. Y.  
Phone: Garfield 7780.  
All Manufacturers' Distributor.  
Parts and Supplies. Expert Service.

**J. SCHOENBACH**  
1647 Bedford Ave.,  
Brooklyn, N. Y.  
Phone: PResident 2-1090.  
N. Y. Distributor of Advance Vending  
Machines and Parts.

**SUPREME ENTERPRISES**  
557 Rogers Ave.,  
Brooklyn, N. Y.  
Phone: Buckminster 2-8400  
Manufacturers and Distributors.

**INTERNATIONAL MUTOSCOPE CORP.**  
44-01 Eleventh Street,  
Long Island City, New York.  
Mfrs. of Photomatic; Mfrs. and  
Dist. of Arcade Equipment.

**AMERICAN COIN MACHINE CO.**  
557 Clinton Ave., N.,  
Rochester, N. Y.  
Phone: Main 2507.  
We Buy, Sell and Exchange.

**EASTERN SALES CO.**  
1824-26 E. Main St.,  
Rochester, N. Y.  
Phone: Culver 5278  
Fred Iverson, Formerly of Seaboard  
Sales, and John Bilotta.

**HENEMAN'S AUTOMATIC SALES**  
1417 Rugby Road  
Schenectady, N. Y.  
Phone: 6-4814.  
Schenectady Lights and  
Hauls the World.

## NORTH CAROLINA

**A. R. KISER & CO.**  
127 N. Brevard St.,  
Charlotte, N. C.  
Phone: 3-2467.  
Rock-Ola Distributor for North and  
South Carolina.

**McKEE & EUDY AMUSEMENT CO.**  
33 E. Corbin St.,  
Concord, N. C.  
Phone: 6298.  
Operators of All Types of Coin  
Operated Machines.

**JONES SALES CO.**  
1330-32 Trade Ave.,  
Hickory, N. C.  
Phone: 107.  
All Types Coin-Operated Machines  
New and Used.

## OHIO

**WESTERHAUS AMUSEMENT CO.**  
3726 Kessen Ave.,  
Cheviot, Ohio.  
Phones: MONTana 5000-1-2.  
In the Coin Machine Business Since  
1909.

**RAY BIGNER**  
1983 State Ave.,  
Cincinnati, Ohio.  
Phone: WABash 1994.  
All Kinds of Coin Machines.  
New and Used.

**DIAMOND VENDING MACHINE CO.**  
200 W. Court St.,  
Cincinnati, Ohio.  
Phone: MAin 0628.  
Distributors New and Used Coin  
Machines All Types.

**OHIO SPECIALTY CO.**  
27 W. Court St.,  
Cincinnati, Ohio.  
Phone: PARKway 2900  
Distributors All Types of Coin  
Machines Since 1929.

**CLEVELAND COIN MACH. EXCHANGE**  
2021-2025 Prospect Ave.,  
Cleveland, Ohio.  
Phone: PROspect 6316-7.  
Everything and Anything in Coin  
Operated Equipment.

**CENTRAL OHIO C. M. EXCHANGE, INC.**  
514 S. High St.,  
Columbus, Ohio  
Phones: ADams 7949-7993  
There's No Substitute for Quality  
With Woolf Solomon.

**WAYNE SERVICE CO.**  
1530-32 W. Third St.,  
Dayton, Ohio.  
Phone: ADams 7342.  
Representing All Leading Manufac-  
turers.

## OREGON

**NAT SCHOEN**  
1514 N. E. 33d Ave.,  
Portland, Ore.  
Phone: Trinity 5592  
Exclusive Rock-Ola Distributor.  
Largest Stock in Northwest.

## PENNSYLVANIA

**THE GEORGE VENDING CO.**  
26 Front St.,  
Catasauqua, Pa.  
Phone: Catasauqua 619  
If It Works With a Coin We Have It.

**AUTOMATIC EQUIPMENT CO.**  
919-921 North Broad St.,  
Philadelphia, Pa.  
Phone: Poplar 1333  
Exclusive Seeburg Distributor and  
Musicraft Records.

**BLOCK MARBLE CO.**  
1527 Fairmount Ave.,  
Philadelphia, Pa.  
Established 1929.  
The Industry's First and Largest  
Parts and Supply House.

**K. C. NOVELTY CO.**  
419 Market St.,  
Philadelphia, Pa.  
Phone: Market 4641.  
Arcade Equipment, Vending Ma-  
chines. Send for price list.

**KEYSTONE NOVELTY & MFG. CO.**  
S. E. 26th & Huntingdon Sts.,  
Philadelphia, Pa.  
Phone: Baldwin 5468.  
Parts, No BELLS. With Victory,  
They'll Ring Again.

**RAKE COIN MACHINE EXCHANGE**  
2014 Market St.,  
Philadelphia, Pa.  
Phone: Rittenhouse 3716.  
Complete Vending Machine Service  
and Supplies.





## COIN MACHINE FIRMS

**ROY TORR**  
2047 S. 68th St.,  
Philadelphia, Pa.  
Bulk Merchandisers, Postage Stamp  
Venders, Counter Games & Ball Gum.

**B. D. LAZAR CO.**  
1635 Fifth Ave.,  
Pittsburgh, Pa.  
Phone: Grant 7818.  
Fighting COMMANDOS and Victory  
Rock-Ola COMMANDOS for '43!

**LEW LONDON, LEADER SALES CO.**  
131-133 N. 5th St.,  
Reading, Pa.  
Phone: 4-3131, 4-3132; Night 6077.  
Authorized Factory Distributors.  
Home of "True Value Buys."

### TENNESSEE

**SOUTH DIXON DIST. CO.**  
Knob Creek Rd., P.O. Box 364,  
Johnson City, Tenn.  
Phone: 945.  
Exclusive Rock-Ola Distributor for  
East Tennessee, Southwest Virginia.

**DIXIE SALES CO.**  
883 Union Ave.,  
Memphis, Tenn.  
Phone: 8-2039.  
The Best—All Types New and  
Reconditioned Equipment.

**G. & S. DISTRIBUTING CO.**  
1082 Union Ave.,  
Memphis, Tenn.  
Phone: 36-1776.  
Exclusive Wurlitzer Distributors.

**SOUTHERN AMUSEMENT CO.**  
628 Madison Ave.,  
Memphis, Tenn.  
Phone: 5-3609.  
Distributors for All Coin Operated  
Equipment.

**AUTOMATIC SALES CO.**  
203 2d Ave., North,  
Nashville, Tenn.  
Used Machines Bought, Sold and  
Exchanged.

**H. G. PAYNE CO.**  
312-314 Broadway,  
Nashville, Tenn.  
Phone: 6-4545.  
Tennessee Dist. ROCK-OLA COM-  
MANDO, Newest and Best in Music.

### TEXAS

**R. E. MEERS**  
Brady, Texas  
Phone: 138  
Legally Operated Coin Machines.  
Service Day or Night.

**COMMERCIAL MUSIC CO.**  
726 North Ervay St.,  
Dallas, Texas.  
Phone: R-4131.  
Exclusive Wurlitzer Distributors.

**S. H. LYNCH & CO., INC.**  
Succ. to Electro Coin Co., Inc.  
2101-03 Pacific Ave.,  
Dallas, Texas.  
Phone: C-2413.  
Distributors of Seeburg Products.

**GEO. PROCK & CO.**  
2812 Main St.,  
Dallas, Texas.  
Phone: R-6898.  
Exclusive Rock-Ola Distributors for  
North Texas.

**WALBOX SALES CO.**  
1713 Young St.,  
Dallas, Texas.  
Phone: R-8481.  
Contact Us for Your Every Coin  
Operated Requirement.

**BARRON & BRAHM VENDING CO.**  
109 Jenkins St.,  
Houston, Texas  
We Buy and Sell Used Vending  
Machines.

**HAROLD W. THOMPSON**  
415 Carolina St.,  
San Antonio, Texas.  
Phone: Kenwood 6904.  
Seeburg Phonograph Distributor.  
Mfr. Ray Gun Conversion Units.

### VERMONT

**BRASSAW NOVELTY CO.**  
38 Elm St.,  
Montpelier, Vermont.  
Phone: Montpelier 70.  
Stuffed Animals, Dolls, Leather  
Goods, Gifts, Costume Jewelry.

# 40 WAYS IN WHICH WE ARE HELPING AMERICA WIN THE WAR

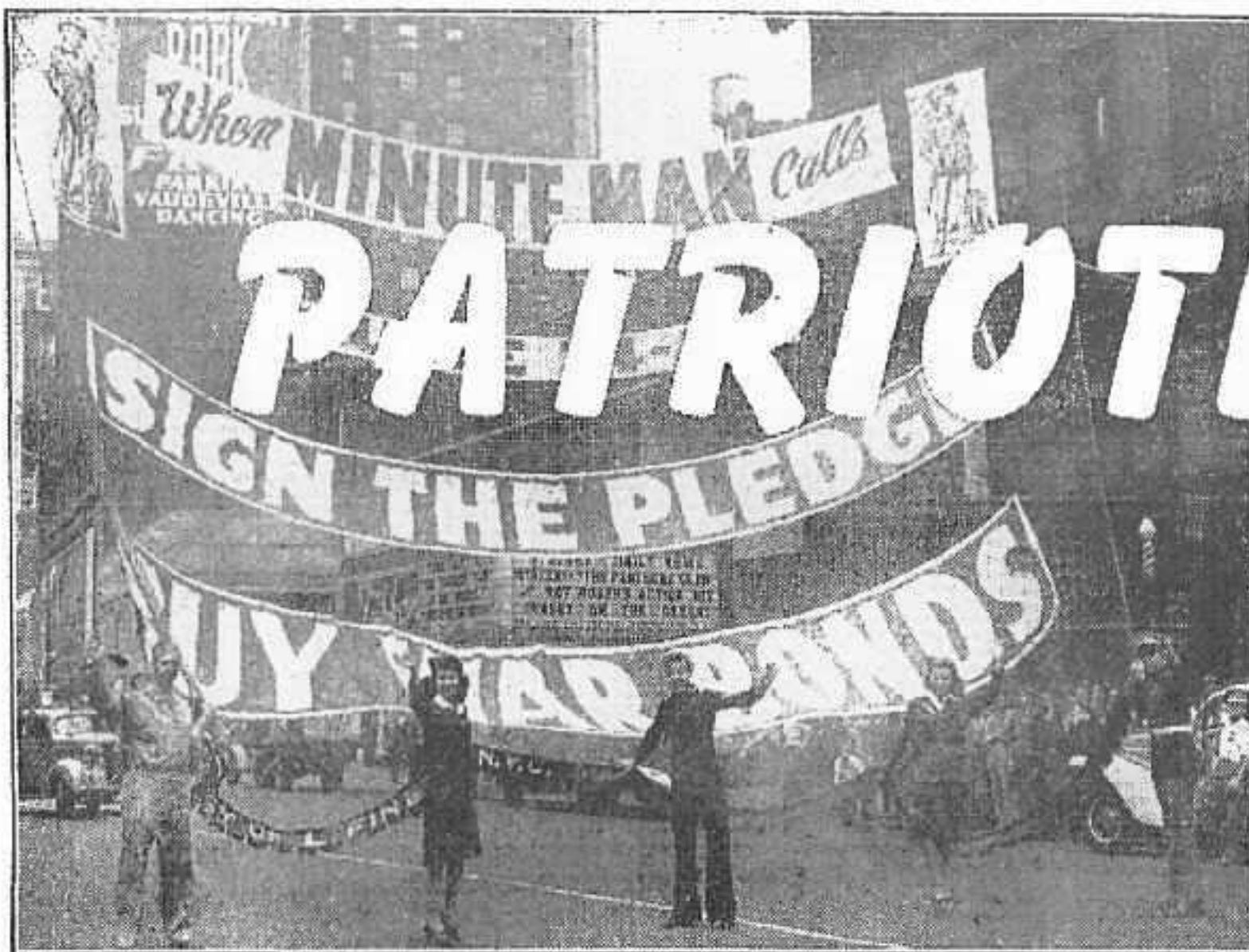
★

26. Clubs have been organized within the industry to send phonograph records to men overseas.
27. Most types of coin machines now pay a federal excise tax to support the war effort.
28. Coin machines now pay a license tax to support 11 State governments.
29. Coin machines now pay a license tax to help support more than 200 cities and towns.
30. Coin machines perform their most useful service in helping thousands of small stores now hard hit.
31. Coin machines offer very useful services to millions of employees in defense plants.
32. Useful diversion for war workers is provided by coin machines near defense plants.
33. The industry contributed engineering experience in solving the metal problem in small coins.
34. Vending machines for dispensing milk have proved a boon to workers in war plants and men in army camps.
35. Trade associations in the industry are supporting local Red Cross work.
36. The industry joined in plans for contributing Christmas gifts to service men.
37. All trade associations in the industry have active patriotic programs.
38. The industry has helped to provide popular music for workers in defense plants and men in the services.
39. The industry has trained many electrical workers who have proved useful in war production and with the armed forces.
40. The industry has set a high standard for giving full publicity to every plan to support the war effort.



At Least 10 Per Cent





# DIRECTORY OF AMERICA'S LEADING

# COIN MACHINE FIRMS

## VIRGINIA

**JONES SALES CO.**  
31-33-35 Moore St.,  
Bristol, Va.  
Phone: 1654.  
All Types Coin-Operated Machines  
New and Used.

—★—  
**MORRIS MAYNOR, JR.**  
823 West Broad St.,  
Richmond, Va.  
Phones: Day 5-6169; Night 6-0372.  
Exclusive Wurlitzer Distributor for  
Virginia and North Carolina.

—★—  
**SCHERS VENDING MACHINE CO.**  
903 E. Broad St.,  
Richmond, Va.  
Phones: 2157, 22021, 29591  
See Schers for Slots.

—★—  
**WERTZ SALES CO.**  
811 West Broad St.,  
Richmond, Va.  
Phone: 5-3377.  
Distributors New and Used Phonograph  
Equipment and Panorams.

## WASHINGTON

**SHYVERS MFG. CO.**  
2200 2d Ave.,  
Seattle, Wash.  
Phone: MAin 3353  
Musical Products Since 1922. Our  
Musicphone Boxes Hold \$27.50.

## WEST VIRGINIA

**B. D. LAZAR CO.**  
1635 Fifth Ave.,  
Pittsburgh, Pa.  
Phone: Grant 7818.  
Exclusive Rock-Ola Distributor VIC-  
TORY and "COMMANDOS" for '43!

## WISCONSIN

**MICHAEL FIXEL**  
3629 E. Armour Ave.,  
Cudahy, Wis.  
Operating Efficiently and Investing  
in War Bonds.

—★—  
**BADGER BAY COMPANY**  
1013 Main St.,  
Green Bay, Wis.  
Phone: Adams 63.  
Distributors for Leading Manufac-  
turers. All types of coin machines.

—★—  
**UNION SALES CO.**  
407 North Adams St.,  
Green Bay, Wis.  
Phone: Howard 2995.  
Dist. of Mills and All Other  
Coin-Operated Devices.

**BADGER NOVELTY CO.**  
2546 North 30th St.,  
Milwaukee, Wis.  
Phone: Kilbourn 3030  
Wisconsin's Largest Authorized Dis-  
tributors of Coin Operated Machines.

—★—  
**THE ELDEEN COMPANY**  
504 N. Water St.,  
Milwaukee, Wis.  
All Phones: Broadway 2285  
Eldeen's Products Are on All  
Fighting Fronts.

—★—  
**KLEIN NOVELTY CO.**  
144 E. Highland Ave.,  
Milwaukee, Wis.  
Phone: Broadway 8484.  
Distributors and Jobbers.  
All types of coin machines.

—★—  
**MAKUS SALES CO.**  
2509 W Vliet St.,  
Milwaukee, Wis.  
Phone: West 1460  
Member Skill Games Board of Trade  
of Wisconsin.

—★—  
**UNITED COIN MACHINE CO.**  
7911 W. Becher St.,  
West Allis, Wis.  
Phone: Greenfield 6772  
Packard Distributors. Now Manu-  
facturing Parts for Victory.

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⇒ Many associations, operators and dis-  
tributors will want to secure extra  
copies of this special section for public  
relations work. The Billboard has  
arranged to make a special press run  
of this section.

⇒ If you desire to secure reprints of the  
section, please use this coupon.

⇒ Prices are \$1.00 for each 50 copies.

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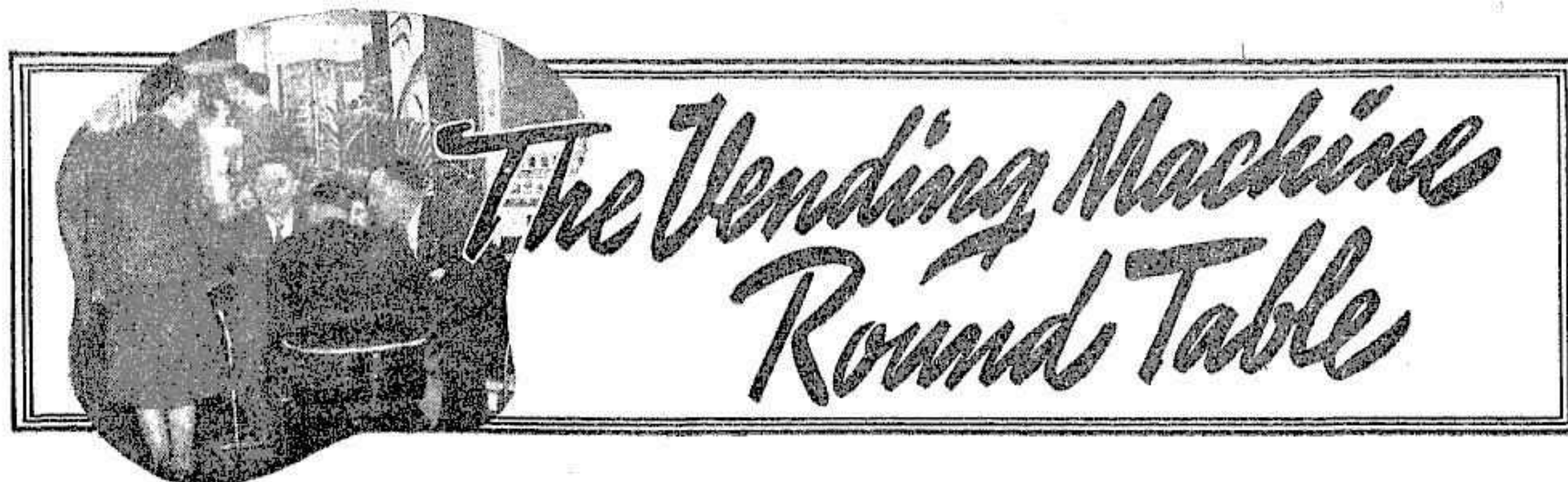
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## VENDING MACHINES GAIN PRESTIGE THRU SERVICES TO WORKERS

**Vending machines gained new and valuable prestige during the first year of the war—increased services to employees of industrial plants by machines draw plaudits—venders have enjoyed a boom in factories since 1941**

**V**ENDING machines gained new and valuable prestige during the first year of the war. This was due to the fact that vending machines rendered increased services to workers in industrial plants and also in locations near these plants. The great industrial boom due to war conditions really started in 1941, and vending machines began truly to feel the stimulus from this industrial activity.

Conditions created by greatly increased employment in plants and factory areas called for services which vending machines could readily supply. While there were many limitations on the actual placing of vending machines in industrial plants, they could be placed in offices or in entrances to the main plant or in the many small establishments that sprang up near industrial plants. Eating places in these industrial areas became a real mecca for vending machines.

Four types of vending machines profited immensely from this new revival of activity. The consumption of cigarettes greatly increased, and venders were able to make this product easily accessible to workers in plants. Candy bars became important as a source of food energy, and candy bar venders helped to bring this product closer to industrial workers. New importance was added to soft drink venders because workers are great consumers of soft drinks, and venders for dispensing bottled milk also became increasingly important. In fact, some industrial leaders were saying that venders for distributing bottled milk would probably become the leading type of machine after the war.

The industrial expansion that came about during the first year of the war is a matter of history. The billions of dollars spent in expanding war plants was almost staggering to the imagination. This meant not only the building of big new plants, but it also meant the rise of many small establishments in the area of the big plants. The big majority of these small establishments created a location for one type or another of vending machines. The big industrial boom greatly increased the circulation of money, and vending machines, like other types of coin machines, always find increased patronage

when people have more money to spend. Workers in plants were making bigger pay than ever, and they were ready customers for cigarettes, candy bars, nuts, soft drinks, bottled milk and any other product that might be sold thru vending machines.

### Attract Attention

The result of this service rendered by venders was greatly to increase the prestige of the machines and had already invited the attention of manufacturing firms to the possibilities of making vending machines after the war. Indications were that a number of new manufacturers would enter the vending machine field once the war was over because their attention had been attracted to these machines now rendering service to the great army of workers in defense plants.

The increased usefulness of vending machines had a beneficial effect upon operators also. The tendency was to make better merchandisers of the men and organizations operating vending machines. They found their machines rendering a real service in a time of need, and the natural reaction was to begin to study the merchandising and see how they could better serve the type of customer to which their product appealed. The war period is certain to result in a number of experienced merchandising firms in the operating business.

Some criticism naturally arose concerning vending machines in industrial plants. There was some criticism of soft drink venders being located in plants because they led workers to visit the machines too frequently, thus resulting in a loss of time. There were other complaints about the mess caused by empty bottles, etc., but the principal result was that workers appreciated the service offered by vending machines and became

ready patrons wherever they could find such a service.

The big majority of operators were continuing in the vending machine business because their earnings were greater and they had no difficulty in finding locations. The demand for vending machines was much greater than the supply. This helped to eliminate a lot of the competitive evils in the vending machine field. The vending machine field has always had a large number of part-time or small operators, and many of these were known to have sold their routes in order to work in defense plants where they felt they could make better money. Others entered the armed forces. The exit of these small operators was regarded by the larger operators as a benefit to the trade, and many of the larger operators bought up the smaller routes or machines wherever they could get them.

The first year of the war brought many shifts into the industry and also added a few new problems for operators to face. The manufacture

of vending machines was stopped by government order on April 30, 1942. This compelled operators to give more attention to keeping their machines in good repair. Fortunately, vending machines are made to last several years and operators were sure that they could keep their machines in service for the duration. Repair parts became a problem as in many other lines of business.

### Tax Questions Up

The necessity of increased taxes in order to support the war program confronted vending operators in many ways. The increased federal tax on cigarettes compelled operators of these venders to raise their prices if possible, and the government permitted a price increase in order to cover federal and State taxes on cigarettes. Operators had already gained experience in adapting their machines to giving odd change to cigarette customers, so they were well prepared to handle the situation. The only difficulty in this situation was a shortage of pennies which developed later in 1942 and made it difficult for operators to get the pennies to offer change to customers.

When the 1942 federal revenue bill was under consideration, vending machines were again exempted from the excise tax. This was the second time in which Congress had dropped vending machines from the federal tax bill, and it was considered a great favor to the industry.

Two local tax laws on vending machines were defeated during the year. A city tax on venders in Minneapolis was declared void in an important court test case. Vending operators in Maryland were able to defeat the State tax on vending machines passed in 1941. This tax resulted in an important court test case, with the court finally declaring the tax invalid on a technicality. (In January, 1943, a Maryland high court declared the vending machine tax to be valid.)

The question of metals in small coins became an important issue for the federal government in 1942, and vending machines were seriously considered in this problem.



**PURCHASES OF COIN MACHINES** by America's operators brought about the development of huge plants using modern machinery, such as shown in this picture of a master craftsman and his machine. Coinmen should be proud of the fact that these machines are today making the Axis cringe and retreat. (OEM Photo by Gruber.)



# Front-Page News of Merchandise Supplies Promises To Help Venders in Long Run

The principal articles of merchandise sold thru vending machines became front-page news during 1942 because of war conditions. The items most widely sold thru vending machines include cigarettes, chewing gum, candy bars, soft drinks and nuts. In every one of these fields scarcities of one kind or another made the merchandise front-page news.

The result of all of this news was to focus attention on vending machines as a part of the great retail merchandising picture. Newspapers in all parts of the country were telling the story of shortages of gum, candy, soft drinks, etc., and in many cases vending machines were mentioned as suffering from the shortages. So much attention being given to merchandise also had a tendency to force operators to study the entire field of supplies. The permanent result may be to make vending machine operators better merchandisers. They were compelled to look at their sources of supply and also to exercise greater buying wisdom.

Because of the wide search of vending operators for supplies, the supply industry will certainly know that there are a lot of vending machine operators in the future, and when competition becomes keen again in the supply field vending machines will certainly get more attention from supply houses.

The reasons for all of this atten-

tion to supplies is well known to the public. Shortages of materials used in making cigarettes, candy, soft drinks and gum were a well-known fact. Newspapers kept the public informed of the continual increase in such shortages.

Labor shortages also had a lot to do in creating shortages of merchandise for vending machines. The national man-power situation had its reactions in all lines of industry. By the end of the year cigarette manufacturers were saying that labor shortages would probably make rationing of cigarettes an eventual necessity. The best example perhaps of how the supply situation served to focus attention on vending machines was the article in Fortune magazine, January, 1943, which quoted at length from Phil Wrigley, chewing gum manufacturer. In his statements of the importance of chewing gum in time of war Wrigley mentioned vending machines along with stores as making gum quickly available to workers in industrial plants. Wrigley used the word "dispensers" rather than vending machines.

Another event in 1942 that served to bring venders in the limelight was the release of another report from the U. S. Census of Distribution showing the total volume of cigarette sales. The census report said that cigarette venders had distributed about 1 per cent of the total national volume.

This was probably the first time that the census of distribution had definitely listed cigarette venders to show the proportion sold thru such machines. While 1 per cent of the total volume may seem small in itself, yet when it is considered that there are only about 125,000 modern cigarette venders in use in the United States, the total sales thru these machines become a real item in selling cigarettes. Previous reports have shown



**HOME RUN**  
The New Outstanding Ball Gum Vendor— with the fascinating amusement feature. **IT BATS THE BALL THRU THE AIR.** 1 Home Run (with 25 lb. carton Ball Gum). All for Only **\$24.50**

Size 11"x21"x15"



**VICTOR'S FAMOUS MODEL V**  
Truly a Great Vendor. Vends everything— no additional parts needed. Capacity 6 lbs. bulk merchandise— or 1000 to 1200 balls of gum. Standard Finish Model V only... \$8.50 Each. (Porcelain Finish \$1.00 additional.)



**VICTOR'S TOPPER**  
Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk merchandise. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify. Standard Finish Topper only... \$7.95 Each. (Porcelain Finish \$1.00 additional.)

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).  
**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

**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 vendors will earn a steady income for you.

**SPECIAL SPECIAL**  
Just received 100 used Victor Universal 1c all purpose vendors.

**GET STARTED DEALS**  
1 Universal, 10 Lbs. Peanuts **\$6.50**  
5 Universals, 30 Lbs. Peanuts **\$27.25**

Universal, sample, \$4.50; 5 or more, \$4.25 Ea. 1/3 deposit required with order, balance C.O.D. Send full amount and save C.O.D. charges. Send for complete list of New and Used Machines.

**RAKE** 2014 Market Street PHILADELPHIA, PA.

**SALE!!**

100 Snacks Peanut Vendors, 3 Column, 1c Slug Proof. Ea... **\$6.50**  
100 Everready Peanut Vendors, 4 Column, 1c. Ea... **4.00**  
15 New Empire Vendors. Ea... **\$7.50**  
3 Bingos. Ea. .... **6.50**  
5" Spotted Ball Gum — 20c Per Box.

**DOUBLE VALUE PHONOS — \$89.50**  
16 Record .....

Write for Bargain List of Counter and Arcade Amusement Machines.

**I.L. MITCHELL & CO.**  
MACHINES AND SUPPLIES  
1141 DE KALB AVE. B'KLYN, N.Y.

## Vending Machines Gain Prestige

(Continued from page 83)

The government was very anxious to save all the nickel and copper possible for war uses and finally decided to make some change in the metal content of the nickel and penny. A long period of debate and experiment followed in trying to find metals to make a new nickel which would operate most coin chutes now in existence. All branches of the coin machine industry were considered in this matter, but the vending machine division took the lead because it had great prestige with the government at the present time. Metallurgical experts were called in and after many trials a combination of three metals was found which would save much of the nickel in the 5-cent piece, and the new coin would operate practically all coin chutes now in existence. Congress had considered the bill for a new coin for some time, and vending machines were given a sympathetic hearing both by Congress and by government agencies. So the final result was that a new nickel was decided on which would be acceptable to the vending machine industry.

A similar battle followed about a new penny. By the end of the year a decision had been made to make a zinc-coated penny which, it was understood, would work all right in most penny vending machines.

The move to make new coins attracted a lot of attention to the vending machine trade and showed that such machines were consid-

ered a valuable part of the modern merchandising system. A lot of newspaper publicity was given to the search for new coins, and vending machines were frequently mentioned in these stories.

The first year of the war increased the pressure for new sources of revenue for the federal government. A federal sales tax received more attention than ever during the war, but no law was passed by Congress to enact such a tax. It was generally expected that if a federal sales tax were passed it might increase the price of some of the products sold thru vending machines unless foods are exempted.

### Question of Supplies

The big topic in the vending machine trade during the first year of the war was the question of supplies. Most of the merchandise sold thru vending machines—cigarettes, soft drinks, candy bars, chewing gum—became scarcer and scarcer during the year and actually became front-page news. Merchandisers of these products made efforts to maintain the supplies, but it was generally agreed that the armed forces should have first choice in getting all available supplies. Hence vending machines found their merchandise supplies becoming more and more scarce as the year went on. In the big publicity that was given to the scarcity of merchandise, vending machines were occasionally mentioned as suffering from the scarcity.

## THIS TIME TRY TORR

**SPECIALS FOR THIS MONTH USED AND REBUILT**

43 IMPS, Counter Games, 1¢ or 10¢ Play	\$5.50
(Carton of Six, \$29.50)	
67 CUBS, Counter Games, 1¢ Play	4.95
39 FLIPPER, Counter Games, New	6.25
(Carton of Four, \$23.00)	
7 PLANET "V," Counter Games	6.25
11 KEEP 'EM BOMBING, Counter Game	6.25
65 ROLL-A-PAK, Dice Counter Game	6.95
(Carton of Four, \$25.00)	
27 Lucky Strike, Counter Games, Like New	9.50
12 Hu-la Hu-la, Counter Games	5.95
6 Cent-a-Paks, Like New	7.95
7 HORSES, 4 Reel, 1¢ to 25¢ Play	6.95
61 KLIX, Black Jack, Like New	9.50
(Carton of 3 for \$26.00)	
22 YANKEES, Double Duty Counter Game	9.50
(Carton of 3 for \$26.00)	
22 Mills Vest Pocket Bells, B.&G., 5¢	49.50
15 Mills O.T., Green Front, 1¢ Play	47.50
11 Mills Q.T., Green Front, 5¢ Play	57.50
7 Columbia, Blue Fronts, Clg. Reels	47.50
42 Grotchen, Sparks Champ., Token	17.50
(Carton of 3 for \$49.50)	
7 Mercury, Token Pay Out	17.50
8 Pikes Peak—3 for \$37.00	12.95
27 Advance, Single Col. Stick Gum	2.75
21 Ball Gum Vendors, New Machines	3.75
38 Advance Electric Shock, New	14.50
19 Advance Electric Shock, Used	7.50
5 Home Run, Pistol Counter Games	14.75
8 Hitler Gun, Pistol Counter Games	14.75
3 Grotchen Mountain Climber, Fl.	209.50
15 New Golf Casino	48.50
12 Keep Punching, New	159.50
Over 500 Pin Tables, All Kinds, \$10.00 & Up.	
Salted Peanuts, 25 Lb. Carton	\$5.00
Candy Coated Peanuts, 35 Lb. Carton	7.00

**FULL CASH WITH ORDER.**  
Same Day SHIPMENT. F.O.B. Factory.

**TORR** 2047 A-SO 68 PHILA., PA.

**WE HAVE IN STOCK READY FOR IMMEDIATE DELIVERY**

Over \$10,000 worth of NEW AND RECONDITIONED VENDING MACHINES AND COUNTER GAMES. We have what you are looking for. Write us your requirements. All machines sold on a money-back guarantee. Trade-ins are accepted.

VENDING MACHINES	Name	Amount
1¢ Columbus A	1¢ & 3¢ Postage Stamp, North-western	\$22.50
1¢ Prut., 8 lb. \$3.95	5¢ Du Grenier Candy, 41	
1¢ Vendox Ball Gum, 200	Bar	17.95
1¢ Moderno Hershey, 50 Bar 2.95	5¢ U-Select-It Candy, 52	
5¢ Columbus B Prut., 8 lb. 3.95	Bar	22.50
1¢ Cigarette. 5.95	15¢ Du Grenier Cigarette, 7-Col.	34.95
1¢ Stick Gum, 2-Col.		
1¢ Adams Tab Gum, 1 Col. 3.95		
1¢ Silver King 3.95		
1¢-5¢ Stewart-McG. Peanut 4.45		
5¢ Mabry Hot Peanut 9.95		
1¢-5¢ Northwest Standard 5.95		
1¢ Master Porcelain .. 5.95		
1¢ Snacks, 3 Col. .... 8.95		
1¢ Esquire .. 5.95		
1¢ Jennings In-a-Bag ... 6.95		
1¢ Burel 3-Col. 8.95		
1¢-5¢ Trisector, 3-Col. .... 14.95		
1¢ Du Grenier 5 Col. Adams Gum ... 9.95		
1¢-5¢ Deluxe, 9.95		

We also have Postage Stamp Machines, Ball Gum, Candy, Parts, etc. Write us for our complete price list.

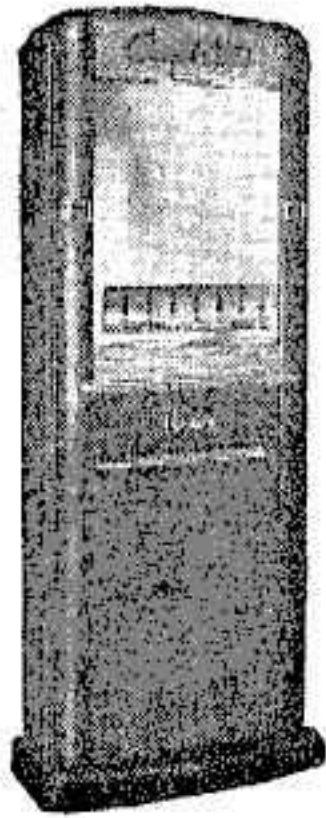
**ASCO, 140 ASTOR ST., NEWARK, N. J.**



# How to get the most out of your cigarette and candy machines . . .

Now that new machines cannot be made—now that replacement parts are hard to get—now that out-of-order calls must be measured by the gas, rubber and manhours they waste . . . the continuance of your cigarette and candy machine operations depends

more than ever upon how you use your present equipment. If it is quality equipment such as that produced by Rowe, you will have little to worry about; however, here are a few suggestions which will help you get the most out of any equipment.



★ Inspect machines frequently; overhaul regularly; repair with factory-made parts exclusively.

★ Keep machines clean—inside and out. To prevent rust or tarnish of trim, wipe chromium at each service. To preserve finish and revitalize luster, wax all painted surfaces twice yearly.

★ Look for rust on inside of cabinet and stand as well as outside. Remove with sandpaper; touch-up with paint.

★ To minimize possibilities of coin-jamming, clean slug ejectors

every six months by soaking in kerosene and polishing channel surfaces with fine steel wool.

★ If springs show rust, soak them in kerosene; remove rust with steel wool; paint before reusing to prevent further rust.

★ Use grease only on those moving parts which originally were greased at factory. Clean and apply fresh grease twice yearly.

★ Constantly seek new locations—take any location better than your poorest; discontinue latter and use machine for new location.

★ Continue to expand even though machines are not being built. Buy the new Rowe wood-cabinet machines which were manufactured shortly before the War Production Board stopped production. Buy thoroughly reconditioned, Rowe-rebuilt used machines. There is a limited quantity of both, available now.

★ Prepare for tomorrow. Buy War Bonds because America needs your money . . . buy War Bonds because you need a sinking fund for the finer machines to be built after the war has been won.



## ROWE MANUFACTURING CO., INC.

PEACETIME'S LARGEST BUILDER OF AUTOMATIC SALES EQUIPMENT

Belleville, New Jersey

ALL FACILITIES ENGAGED IN PRODUCTION OF ARMAMENT. THIS WORK BEGAN BEFORE PEARL HARBOR; WILL END ONLY WHEN AXIS IS DEFEATED.

that in such areas as New York and Massachusetts, where vending machines are widely distributed, these machines handle about 11 per cent of the total volume of cigarette sales.

### Armed Services First

An important factor in the merchandise supply situation during 1942 was the fact that the armed forces got first call on all available merchandise. The government adopted this policy, and manufacturers of merchandise supplies co-operated in every respect. Manufacturers began assigning quotas to stores and operators and frankly said that they were giving first preference for merchandise to the armed forces at home and abroad. Army posts and canteens were well supplied with the items

usually sold thru vending machines. Supplies were shipped abroad to see that armed forces overseas also had plenty of cigarettes, candy, gum, etc. Lend-lease agreements also took some of these products. Army rations used both candy bars and gum, which consumed great quantities of these items.

It was simply a situation in which the armed forces came first, and stores and vending operators had to yield place. There were no complaints because everybody accepted it as a patriotic duty. Stores felt the shortage in these items of merchandise as well as vending machine operators, and apparently there was no discrimination by manufacturers or distributors.

The most practical sphere for vending machines is in the sale of cigarettes. The standard cigarette pack is so adaptable to vending machine use that cigarette venders have become important as an outlet for cigarettes. For many years the tobacco trade tended to oppose cigarette venders, but small stores began to consider them essential for many reasons and the tobacco trade has slowly come to recognize the venders as an essential part in the distribution of cigarettes.

The war quickly tended to increase the consumption of cigarettes. It is generally considered that the tension due to war causes people to smoke more, and this is certainly true of workers in industrial plants and also of members in the armed services. Cigarette venders naturally shared in this increased consumption, particularly in industrial areas where the number of workers greatly increased. In most cases the venders

proved a great convenience to workers so that they could get the smokes at closer hand. Many industrial plants have cigarette venders in certain areas in the plants. These industrial areas became very important to the cigarette vender trade and probably will be the chief field for such machines after the war.

The cigarette supply situation was primarily concerned with the tobacco crop. Manufacturers of cigarettes had ample stock of tobacco to last two or three years, but prices increased and the government began rationing of tobacco to cigarette manufacturers during the year. By the end of the year there was also talk of rationing cigarettes to consumers. This was said to be due to two things—labor shortage and a lack of glycerin, which is used in making cigarettes. Manufacturers attempted to increase the price on cigarettes, but the government quickly entered the field and established a ceiling price.

Congress, in passing the 1942 revenue bill, raised the federal tax on cigarettes and this compelled an increase of 1 cent in standard cigarette prices, which raised a problem for cigarette operators. For years operators have been adding odd pennies in cigarette packs to give change to the public, and whenever a change in price is necessary it compels operators to go to some inconvenience to change their systems. While they had ample experience in making such changes, one new difficulty arose in 1942 due to the shortage of pennies. A national drive was on during the year to keep pennies in circulation, but still the shortage

## ATTENTION!

POPULAR 50 CIGAR

BRANDS AVAILABLE TO ALL VENDING MACHINE OPERATORS

- Packaged for Ready Use in CIGAR VENDING MACHINES
- Immediate Delivery
- Write for Information Today

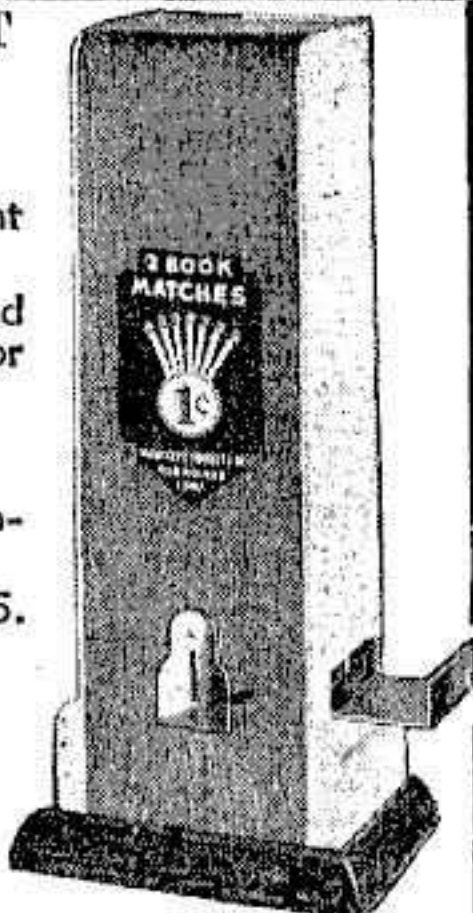


BERGER-SHAW CO., INC.

241 E. 44th St., N. Y. C.  
Vanderbilt 6-1778

### HOTTEST ITEM TODAY

Every merchant wants one. Will vend either book or box matches. Operators cleaning up. While the supply lasts. Sells for \$4.95.



SAMPLES \$3.50

Write for Quantity Prices

UNIVERSAL DISTRIBUTING COMPANY  
1101 Center Street, Des Moines, Ia.

### NEW AND USED CIGARETTE MACHINES

NEW 11 Col. Du Greniers, \$125  
15—7 Col. "SP" Du Greniers  
Each . . . . . \$30.00  
5—9 Col. "W" Du Greniers  
Each . . . . . \$45.00  
4—7 Col. "V" Du Greniers  
Each . . . . . \$40.00  
GORRETTAS—6 Col. . . . . \$ 5.00  
GORRETTAS—7 Col. With  
Cabinet Stands . . . . . 10.00  
F. O. B. Cleveland, Ohio.  
1/3 Cash With Order—Balance C. O. D.  
**Ace Cigarette Service Co.**  
5340 BROADWAY CLEVELAND, OHIO



continued. In some areas this made it difficult for operators to get pennies to insert in their cigarette packs for change.

Only one instance was reported during the year in which cigarette operators raised the price 2 cents instead of 1 cent. The government immediately objected to this practice, since an official ruling only allowed 1 cent to cover the increased federal tax.

**Peanuts Make News**

It would hardly be supposed that war would bring any serious reactions in the nut supply field, but peanuts became front-page news and became so important in war production that there were indications that the supply for store and vending machine use might eventually be cut severely. Due to the need for fats in war production, peanut oil gained in national prestige. Scientists had

learned to use the peanut for making many other substances now valuable in war production, and hence the demand for peanuts increased in many fields. The government was quick to see the situation and began urging farmers to increase their production of peanuts as much as possible. The government has asked for at least 5,000,000 acres in peanuts for 1943 in the hope to prevent any shortage.

The immediate result of this great demand for peanuts was to increase prices. The government eventually tried to control the situation by establishing price ceilings, but it was expected that vending operators who sell nuts would have difficulty in more than one respect.

Other types of nuts sold thru vending machines did not receive so much attention during the first

year of the war. Almonds, principally grown in California, had price increases, but these were not so serious to vending operators. The great expansion in industrial venders created new locations for small vending machines that sell nuts, and on the whole the result was favorable to the great field of penny venders, commonly called bulk venders.

The first year of the war served to make chewing gum a national necessity rather than a social nuisance. There was a time when chewing gum was opposed by social leaders and even the medical profession. Sermons have even been preached against the use of gum, but the first year of the war changed the picture. Reports began to increase that the chewing of gum was of real value to workers in war plants. For one thing, it decreased thirst and prevented workers making frequent trips to the drinking fountain. This was considered of great value in war plants, and the medical profession said that this use for gum was true.

It is an accepted fact that nervous tension increases in time of war, and chewing gum is said to relieve the strain. Hence the entire civilian public also needed more gum. Phil Wrigley probably did more than anyone else to sell the nation on the great value of gum in time of war. He became a real missionary in convincing the public of the value of gum for workers to relieve thirst and tension.

The biggest chewing gum article of the year was probably the review of Wrigley's plans and theories which appeared in the January, 1943, issue of Fortune magazine. The article clearly set forth what Wrigley was doing to convince the nation's leaders as well as the public that chewing gum was a necessity in war and that it would continue to prove useful to the public after the war.

**Gum Grows Scarce**

Because of the greatly increased demand for gum, it naturally began to get scarce. One of the essential materials in making gum is chicle, and since this comes from countries outside of the United States it became increasingly hard to get this material. Hence the manufacture of gum could not be increased.

Shortages of materials even affected the wrappers in which gum had been packed for years. One of the first moves was to dispense with the familiar tinfoil wrapper which the public had enjoyed for many years.

Preference was given to the armed forces and to stores and venders in industrial areas in supplying gum. This quickly created shortages in many other areas, and by the end of the year many vending machine operators were reporting that their machines were going empty, even for weeks at a time, because they could not get supplies.

This shortage in gum is expected to increase as the war goes on, but it is now a certainty that leaders in the chewing gum field recognize that vending machines are an important and stable outlet for gum and when supplies are available again vending operators will have due consideration, and gum will have a more important production than ever in the history of the world.

An interesting attempt to meet the shortage in chicle was found in digging up the early history of chewing gum. It was recalled that in earlier days spruce gum was used in the United States as a base instead of chicle. This suggested

**A Prediction**

The attention and prestige that accrued to the vending machine trade during the first year of the war led to reliable predictions that venders would lead the coin machine parade in the post-war era. Leaders that had made careful surveys suggested that refrigerated venders would probably become the most prominent feature in the vending field after the war.

to scientists the possibility that spruce gum might again be adopted for use to make up for some of the chicle shortage.

**Candy Outlook**

Shortages in the materials field became a serious problem in the manufacture of candy bars. The rationing of sugar on a national scale cut heavily into the manufacture of candy of all types. Then candy bars were adopted as part of the emergency ration for soldiers and also preference ratings were given to the armed forces here and abroad. This took the greater part of the supply of candy bars and meant that stores and venders had to take what rations they could get. The shortage in candy bars did not become nearly so serious as that of chewing gum, but it was felt in many sections of the country.

Candy manufacturers began to look far and wide for substitutes to use in place of sugar and other materials that had already become short. The use of corn products and even corn sirup was proved to be a useful new substance in the manufacture of candy. It was felt that corn was so widely produced in this country that corn sirup and other products from this grain would always be available in large quantities for use in making candy.

Honey also became more important as a substitute for sugar, and dairy products became increasingly important because shortages soon developed in this field and

**As Sure as the Sun Shines...**

Your order of Hard Shell Candies will be filled . . . When this War is FINIS . . . Until then, please be patient and considerate . . . Pan will always do its best.

**PAN CONFECTIONS**

345 WEST ERIE ST.

CHICAGO, ILL.

**SALESMEN Earn BIG MONEY!**

**Sell U. S. Postage Stamp Machines**

—to new operators in quantities. BIG commissions. Quick money. We are manufacturing Shipman Postage Stamp Dispensing Machines under priorities of the War Production Board. Essential product. Immediate deliveries! This is one of the few remaining high-class deals for hustling, wide-awake salesmen. You can make our set-up your career job! Write, telling us about yourself and why you believe you can sell our proposition. We will send all details. Old-established firm, rated with Dun & Bradstreet.

**SHIPMAN MFG. CO.**

Sole Manufacturers Shipman Postage Machines  
1326 So. Lorena St. Los Angeles, Calif.



**WANTED**

Vending Machines Suitable for Dispensing Sanitary Napkins  
Either in Tubes, Envelopes or Boxes  
Write, giving full particulars and prices.

**THE HOSPITAL SPECIALTY COMPANY**

1991 East 55th Street

Cleveland, Ohio

**GLAMOUR GIRL CARD VENDER**

SELLS  
CARDS  
2 FOR 5c



LIMITED  
QUANTITY  
AVAILABLE

Each compartment holds 550 Cards; 3 separate compartments for Glamour Girls, All-American Girls and Yankee Doodle Girls. Adjustable to sell 1-2-3 Cards for one coin.

Metal construction thruout. Chrome fittings. Manufactured before Government's stop order. Never sold before. Buy now before it is too late.

3,000 CARDS FREE WITH EACH MACHINE

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22 Advance 25¢ Vendors	2.50
55 Razor Blade Vendors, 10¢	1.50
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12 Advance Candy Bar Vendors, 5¢	3.25
20 Columbus 5¢ Peanut Vendors	2.50
300 New 1¢ Lotion Dispensers	3.00
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1. Northwestern Deluxe 1¢-5¢	5.50
3 4-Column "Automatic Stores"	6.50
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National Columbia 1¢ Cabinet Scales	18.50

**Northside Mfg. & Sales Co.**

Indianola, Iowa  
(Established 1920)

Only \$4.50 Ea.

Model A—1 1/2 lb. size

Entire lot 550 at special low price. Here is your chance to get precision venders at a very low cost, on a money-back guarantee. No more available for the duration. Thousands in steady operation, no trouble or service difficulties. Order today while they last. Model B, 3# size, \$5.00 each. Special low price on entire lot of 150. Bulletin and full details on request.



**FIELDING MANUFACTURING CO.**  
CLINTON STREET JACKSON, MICH.



the government cut down the use of dairy products to a considerable extent. Rationing also entered this field and naturally limited the use of such items in the candy business.

Small confections were not so seriously affected, and the chief suppliers of these small candies to the vending machine trade continued to make as large a supply as possible. However, they notified their customers early in 1942 that a lot of materials used in small confections were becoming short and that vending operators would have to watch their sources of supply very carefully. In the field of small confections it was easier for vending operators to shift from one type to another so as to keep their machines filled.

**Soft Drink Demand**

The first result of the war seemed to be to greatly increase the sale of soft drinks thru vending machines. This was because soft drink venders proved to be very convenient in industrial plants and in small stores in industrial areas. A great deal of attention was being centered on soft drink venders because of their convenience in this field. But the shortage of materials quickly began to affect the manufacture of soft drinks, and the result was to cut down the supply for vending machines. Sugar rationing cut down the production of soft drinks to a great extent, and soft drink manufacturers found many other problems facing them.

Bottle caps became one of the most widely discussed problems in their field. Caps had been made from tin plate, but the government quickly placed priorities on all of this material for war uses, and bottlers found it difficult to get caps for their products. The question almost became a national political issue. This came about because bottlers soon began collecting scrap tin and they were using much of this to make bottle caps. But at the same time a national drive was on to collect tin scrap for war uses and many people began to complain that bottlers, including beer brewers, were using much scrap tin for their own selfish purposes, that is, for making bottle caps. Bottlers began searching widely for substitute materials and there were prospects that paper caps might eventually be developed that would prove practical. There was also some prospect that paper bottles such as now being used by dairies might eventually be adopted by the soft

drink trade. The vending trade felt that this might eventually be a solution to the empty bottle problem in vending machines, which is a real nuisance. DuPont announced that it had a formula for paper bottles which would stand up under any chemical with which the bottle might be filled. This suggested that paper bottles for soft drinks might finally become practical.

The search for materials to make soft drinks greatly increased the number of brands of sirups on the market. Soft drink sirups had been rather limited before the war, but a great number appeared on the market during the year and this promises that vending operators will have a larger field of supplies from which to draw once the war is over.

**A Medical Report**

The greatly increased use of candy bars and soft drinks by industrial workers was the subject of an important medical report in 1942. A committee appointed by the American Medical Association issued a report which severely criticized the use of soft drinks and candy bars in large quantities by industrial workers. Doctors said that the use of so many candy bars and soft drinks caused the workers not to eat the proper food or their regular meals. They noted that candy bars and soft drinks were being made convenient for workers in plants thru vending machines and also small stores near by. Hence they felt that the national diet was being greatly injured by this practice. So they strongly urged that manufacturers and army leaders try to cut down such wide use of candy bars and soft drinks.

They made one suggestion, however, which may eventually become the greatest advertising slogan possible for the candy bar and soft drink trades. They said that if vitamins and minerals were added to candy bars and soft drinks it would make these articles of merchandise healthful to consumers. It at once became evident that the addition of vitamins and minerals to soft drinks and candy bars would create a great advertising slogan that would attract the public. If once vitamins and minerals can be made available in large quantities and at a low price, the addition to candy bars and soft drinks will be a simple matter. The beverage and candy industries simply await the day when science will make the elements available for use at a reasonable price.

of domestic metallurgical manganese ore to dealers for resale, and to users or processors who use the ore directly in producing steel or in foundry operations, or in spiegelisen and other sub-standard ferromanganese, have been exempted from price control by the Office of Price Administration.

**PAPER CONTAINERS**—With tin and foil eliminated entirely from use as a packaging material for candy, and with the availability of cellophane drastically curtailed, paper has become the industry's key wrapping and container product.

Many of the well-known candy bars, pound packages and numerous other type of candies formerly wrapped or packed in tin and foil, have, since the

war, begun appearing in paper containers and wrappers. This changeover has been gradual, but today practically all candies are wrapped and packaged in paper.

In common with all industry, the man power problem haunts the paperboard companies. Workers are scarce; many now are inexperienced and inefficient. The supply of wood pulp, particularly for the makers of kraft board, is endangered by lack of lumbermen.

However, the industry has an ace up its sleeve here. Fully half the material used is waste paper. If they have to, the paperboard makers can largely adapt their processes and substitute the junk collector for the woodcutter as a source of raw material supply.

**WE'RE PASSING THE AMMUNITION!**



The entire facilities of Northwestern—over thirty years your source for the best in bulk vending—are now devoted to the production of vital war materials. There'll be no new venders this year, but when we again return to the manufacture of machines for operators, we'll have a wealth of new experience to help us build even better equipment. In the meanwhile, we suggest that you take advantage of the few remaining machines we have in stock . . . keep in touch with the bulk vending field through our free monthly publication . . . buy war bonds to finance your future purchases of Northwestern venders.—The Northwestern Corporation, 235 East Armstrong Street, Morris, Illinois.

**Northwestern**

**WORLD'S FINEST BULK VENDERS**

**MANUFACTURING RESTRICTIONS ON CARDBOARD AND OTHER MATERIALS AND POSSIBLE RESTRICTIONS ON FREIGHT SHIPMENTS MAKE IT NECESSARY TO ORDER NOW**

**The Supplies You Will Need for Your Summer Season**

- NOVELTY CARDS, GLAMOUR GIRL TYPE AND THE MANY OTHER POPULAR SERIES WE OFFER
- GRANDMOTHER PREDICTION CARDS, HOROSCOPE CARDS AND ALL CARDS FOR MACHINES OF SIMILAR TYPE
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- MUTOSCOPE REELS, STEREO-SCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.
- PUNCHING BAGS AND BLADDERS
- LIMITED AMOUNT OF ARCADE MACHINES STILL AVAILABLE

Write for Price Lists of Supplies and List of New and Factory Reconditioned Machines

**INTERNATIONAL MUTOSCOPE CORPORATION**

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
44-01 ELEVENTH STREET / LONG ISLAND CITY, NEW YORK

**VENDER SUPPLY NOTES**

**TIRE RATIONING** — Several adjustments and additions to tire rationing regulations are announced by OPA. Principally, changes provide tire eligibility for certain commercial vehicles which were disqualified by a technicality when ODT excluded them from its regulatory control (Amendment 10 to Ration Order 1-A), effective February 15. OPA-1642.

**CIGARETTE PRODUCTION COST** — Cigarette makers' costs will be increased about 40 million dollars as a result of record prices paid to tobacco farmers for the 1942 crop. Unless the OPA permits cigarette price advances, the effects on 1943 earnings of the leading producers will be severe.

**355 MILLION FOR CANDY IN '42**—Satisfying the nation's sweet tooth last year involved the expenditures of \$355,603,000, J. C. Capt, director of the census reported. He said candy manufacturers'

sales last year were up 23 per cent over 1941.

**WARNING TO FARMERS**—It has recently been suggested to the farmers that they watch their tobacco production for 1943 so that they don't overplant and grow more tobacco than can be taken care of properly.

Two vital reasons for this precautionary measure were pointed out: First, the labor shortage will be even more acute next summer than now. And secondly, every pound of fertilizer put under 1943 tobacco will have to be taken out of materials essential to the war effort.

**SUGAR INDUSTRY AIDED**—Government reports show that the sugar industry is greatly aided by the cigarette manufacturers, for many million pounds of sugar are used annually in cigarette manufacture.

**MANGANESE CONTROL EASED**—Sales





## Wild Rush May Develop To Grab "Juke Box Billions"

See possibility of taxes, grab plans—record ban situation draws attention to moves to collect on phonos—taxes certain to get preference—drys enter field with entirely new tactics

CHICAGO, Feb. 20. — Developments in the Petrillo record ban situation followed each other in fast sequence during the second and third weeks of February.

The United States Supreme Court February 15 gave Petrillo the legal right to continue the national ban on recordings for radio, juke boxes and other reproductions. The ruling of the high court sustained the federal court decision in Chicago October 12, which said that Petrillo's union could not be charged with violating the anti-trust laws.

The high court decisions brings up the question of the legal status of the record ban at present. A summary of information available indicates that Petrillo has legal authority to go ahead with his ban and to refuse to make recordings if his members prefer to do so. They also can demand higher pay as a labor union.

But there is no legal authority conferred upon Petrillo to actually collect any fee from juke box operators as such for the privilege of playing any or all records.

The power which remains to Petrillo now is simply that of organized control of the supply of records insofar as members of his union constitute the bulk of musicians. No legal authority has been conferred upon Petrillo or his union to collect any extra fee from operators to use records in juke boxes. As long as the present federal copyright law remains the law, no special fee can be demanded by Petrillo or any other organization by legal authority.

The most recent developments have prepared the way for all the juke box grab plans now known to exist to begin a grand rush to see which can get there "firstest and grab the mostest." The order of the day at present is for deals, negotiations and formation of collection agencies. Operators are likely to be besieged for several days now with all sorts of rumors and plans as to how much they will have to pay and to whom they will pay it.

Against this array of organized bans, deals, negotiations and grab plans will stand the big majority of music operators of the country, who are unorganized and who are strongly individual in their business operations. The juke box business has

long bemoaned the fact that the big majority of its operators are unorganized, but this may now prove to be a grand blessing to the industry.

Because war plants and the armed services have taken most of the mechanics and routemen, operators of juke boxes are largely individual business men now doing their own service work. Everybody who has considered the situation recognizes that the big task for any grab plan is a collection agency that can really collect from all these individual operators, since no such organization will have any legal power to collect in any way from them.

The only power that will be available to Petrillo or any other collection agency will be simply that of organized tactics based on boycotting or controlling the supply of records. And individual juke box operators have full legal right to buy records wherever they can get them, at the same price charged to other buyers, and to use those records on juke boxes or in any way they please so long as the present federal copyright laws remain the law of the land.

A lot of plans are in the making for a collection agency to collect from juke boxes. Petrillo is nat-

urally insisting on doing the collecting thru his own organization and also insisting on handling the funds himself.

The collection job would naturally provide some fat salaries for executives and a lot of jobs for collectors in all parts of the country. One estimate on the cost of a collection set-up is \$200,000 per year. This was contained in the Rosenbaum grab plan, which specified 4 per cent of the gross take from juke boxes.

Recently it has become known that there are at least three groups within the juke box industry itself that have plans for a collection agency. Perhaps members of the juke box trade feel that if a juicy collection set-up must be organized, it would be preferable to keep this big business within the trade itself, and if anybody is to get fat salaries, let someone in the juke box industry get those salaries.

Rumors have recently indicated also that one of the record manufacturers has some kind of a plan for setting up the collection agency and a man already picked to be the czar for this set-up. Regardless of how many collection agency plans are set up, it is still apparent that Petrillo will insist to the last that his own organization do the collecting, get the salaries, and administer whatever money is collected from juke boxes, radio and the record manufacturers.

It is possible that a great show will be staged by the rivalry of these collection agency plans in the near future, but Petrillo will probably maintain the upper hand thru it all.

### Senate Pressure

The pressure which started so many developments in the record field in recent days came from Senator Clark, chairman of the Senate committee which has been investigating the Petrillo record ban. Petrillo had been questioned by the committee previously, and then the committee had adjourned for later hearings. Senator Clark recently called upon Petrillo to present some official and definite demands or else the committee would have to take

(See Juke Box Billions on page 92)

## New Petrillo Decision

CHICAGO, Feb. 20.—Judge John B. Barnes of the Federal District Court issued a memorandum opinion February 17 indicating that James C. Petrillo and his union will have to stand trial on the new government suit. The court gave Petrillo 20 days in which to file an answer to the government complaint. Then a date for the trial will be set.

Judge Barnes said a new issue had been raised in the second government suit which suggests that Petrillo and his union have conspired "to eliminate from the air independent radio stations which depend largely or entirely upon phonograph records or electrical transcriptions for their musical requirements."

Interest in the case is increasing here because it appears important new legal issues may arise. The new case seems to be based on the fact that if Petrillo alleges that his members lose business because of mechanical music, it is just as fair for the radio and juke box trade to say the Petrillo ban costs them business. That is really to be the issue in the new suit.

Altho Petrillo had requested phonograph manufacturers to attend the negotiation meetings in New York, reports from the East say that manufacturers were not represented.

Attorneys state that juke box manufacturers have no legal authority for negotiating with Petrillo in any way because the manufacturers do not own juke boxes and in no way represent operators of such machines.





## WE WISH WE COULD INVITE YOU TO THE SHOW NOW....

There, of course, will be no new Wurlitzers until this war is won. But, busy as we are with war work, we have given intensive thought to what you will see when once again new Wurlitzers are announced and placed on exhibition.

Suffice to say now that just as new alloys, new plastics, new materials of every kind and tremendous advancements in the field of sound reproduction are coming out of the intensive research born of the

war, so will come their use in the post-war Wurlitzer.

That it will be the most sensational automatic phonograph of all time is already assured.

Prepare for it and the amazing profit opportunities it will bring with it.

Buy War Bonds today. Re-invest those funds in new Wurlitzers once the Axis is smashed. The Rudolph Wurlitzer Co., North Tonawanda, N. Y.

*The Name That Means Music to Millions*



## Picking the "Possibilities" Records Requires Assembling of Many Facts

Recent events have made practically every release a possibility—normally it takes much more than a "tin ear" and "two left feet" to predict the "comers."

By ELLIOTT GRENNARD

EXCEPT for the past couple of months, when any title doled out by a major disk firm automatically became a "Possibility," picking potential coin machine clicks is always a complicated process. Many factors go into the selection of likely material, but an equal number of considerations are weighed in eliminating the less worthy.

Certain essential information must be known before an accurate estimate may even be attempted. The origin of a new song is important—is it Tin Pan Alley born, or does it come from a film or stage musical? If from a production, how important a production is it? Who are the writers of the song, what firm will publish and is the tune slated for a drive?

If that were all that goes into

tabbing a possibility, the job could be done by anyone with a tin ear and two left feet.

Literally thousands of songs are published annually, scores of them from pictures. One powerful pub figure it costs him \$25,000 to put a song over. It would be a simple matter of adding up the profits if all he had to do to collect was to get behind the top tune in a Grade-A film and push. The film producer himself can only hope that the tune he puts into his flicker will mean something and for that reason his firm frequently owns a string of pubs to insure getting the tune heard in the nation's restaurants, ballrooms and homes via ether plugs.

The pub, on the other hand, keeps his fingers crossed when he gets word that this or that Hollywood

ditty is to go for a ride. That's when the plugger begins bearing down on ork leaders, singers and record execs. Except for occasional naturals, a song that can't possibly miss, the pub doesn't know whether or not he's going to break his back trying to put a song over.

Carry it one step further. The band leader or vocalist often shows no discernment in choosing a song for his books. The publisher rep tells him it's the firm's No. 1 tune, it's from such-and-such a Hollywood super-duper, gets the leader to a preview so he can hear filmdom's ace crooner or chanteuse sock it over in the big scene of the celluloid classic—and maybe the wand-waver has his arranger make up the song.

The record exec, under normal conditions, has a number of bands under contract he has to keep happy, plenty of shellac and the other diskers to compete with, so he gets onto wax almost anything that's written in 4/4.

Finally the recorded tune hits this desk. That's when all the tangible assets are pondered and that's when the intangibles get in their licks.

Is the tune one that sticks with the listener? Are the lyrics a help or a drawback? Will the title attract? Is it good dancing music? Does it listen easily? Will it become boring or irksome after a dozen plays? Is it hard to dig, or easy to catch? Has it a broad appeal? Can it make money in varied locations? Can it? will it? does it? should it?—"it" meaning money - to - be - made - by - juke-box-ops.

Comes an "I Had the Craziest Dream" and all that is necessary to mark it a smash is a quick listen of the first eight bars. Plus the fact that it is from a film musical in which Harry James appears, and the fact that James himself has waxed it. The Buying Guide had "Dream" down as a Possibility before Columbia had a release number set for it.

Comes a "White Christmas" and back in August the Guide cautions the ops not to wait for the yuletide to roll around before stocking up on this lulu. Money in the bank, we said, and money in the bank it proved.

Three weeks in a row, before most of the trade had heard there was a song tagged "There Are Such Things," the Guide went out on a limb touting the Tommy Dorsey disk. A good sturdy oak tree is what the limb turned out to be.

"Moonlight Becomes You" is another case in point. But these were all beautiful ballads that couldn't miss. Equally accurate have been the more unorthodox ditties. "Praise the Lord," "Der Fuehrer's Face," "Jingle Jangle," even a "Star-Spangled Banner Waving Somewhere" is dug out of its hillbilly haunts and waved in front of the noses of coin machine ops who like the smell of nickels.

Many a tune is picked for a long pull. "Lights Go On Again" didn't fulfill our predictions for months. "Brazil" is only now beginning to pick up the steam we anticipated for this fiery Latin samba. There have been countless Duke Ellington masterpieces, but only occasionally does one of them find its way onto the boxes. For the most part they are too advanced musically for popular appreciation. But when a "Never No Lament" is given an overhauling, has its melodic structure simplified, given an appropriate set of lyrics and title that express that lament in down-to-earth terms and emerges as "Don't Get Around Much Anymore"—that's for us. Here is a tune that has the benefit of only two recordings and a publisher that was

in no rush to push the song to the top.

The success of a Possibility cannot alone be measured by the number of weeks it spends in Going Strong. The amount of coin rung up in music box registers by songs like "Take Me," "Three Little Sisters," "Everything I Love," "At Last," "Serenade in Blue," "He's My Guy," "Met Her on Monday," "Come Here To Talk for Joe" has been considerable indeed, and there have been many others.

Even the less eminent Possibilities serve their purpose and pay off where it counts. Week after week, Record Buying Guide Reports from music centers of the country report territorial favorites that reaffirm the selections made by The Billboard. They may not have swept the land, but "Massachusetts," "Kille Kille," "Touch of Texas," "If I Cared a Little Bit Less," "Moonlight Mood," "Under a Strawberry Moon," "There Will Never Be Another You," "Street of Dreams," "I'm Getting Tired So I Can Dream" and other similarly situated tunes have earned their diplomas as Possibility graduates.

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—Not Just Another Cabinet—

"IT'S TOPS"

Make Your Out-Dated Phonographs Into 1943 MODELS

ARISTOCRAT CABINETS

Are adaptable to all Makes of Phonograph Mechanisms.

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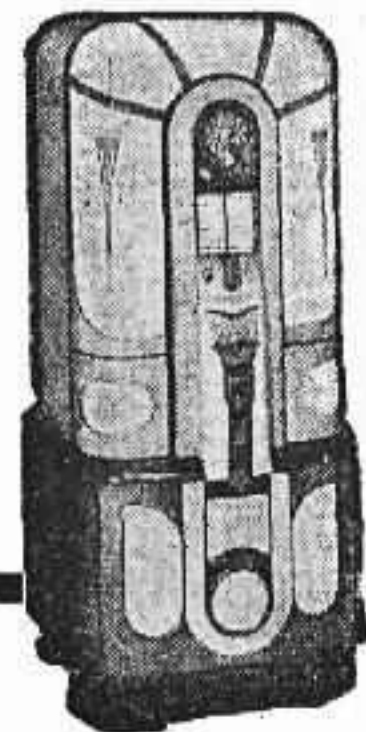
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TWIN 412 WURLITZERS in metal cabinet, excellent condition, complete with Buckley Adaptor, Amplifier and Speaker.

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COMMANDO Phonograph

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- ★ EASY ON NEEDLES
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WILL PAY CASH—HIGHEST PRICES FOR YOUR USED RECORDS

No quantity too large—none too small. Let us know what you have!

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Every Pfanstiehl 40,000 Play Package means just 10 "service free" machines... because you do not have to change or turn the Pfanstiehl 4,000 Play Coin Machine Needle.

Besides, you save gas and tires . . . for you can cut down the number of your service calls with safety and confidence. Yes . . . you can save time and money in many ways . . . because the new tempered flexible shaft Pfanstiehl Coin Machine Needle provides *Extra Long* record life.

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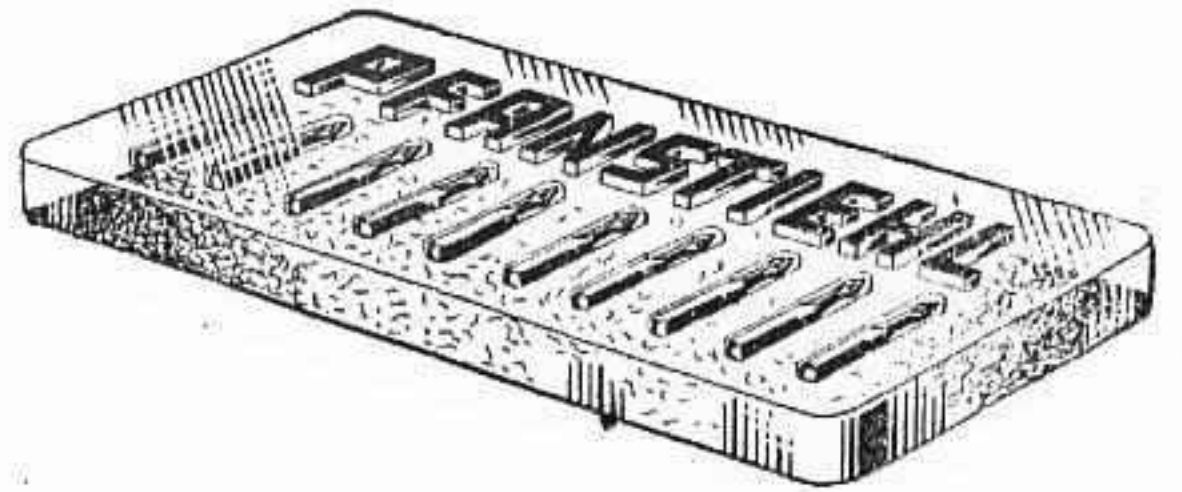
This is  
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**PFANSTIEHL  
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The *magic smoothness* of the Precious Metal Alloy tip made by the new science of Powder Metallurgy, gives you unequalled reproduction from the high fidelity records now available.

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**Transparent, Tamper-Proof Package**

Holds ten 4,000 Play Pfanstiehl Needles. Fits into your vest pocket. Ten packages (100 needles) take up less space than your billfold.

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The springy toughness of this new kind of shaft protects your record and your profits.



**Smooth!** The heaviest metal in the world is polished to within  $\frac{2}{10,000}$  of an inch of absolute smoothness.



**JUKE BOX BILLIONS**

*(Continued from page 88)*

some action. Under this pressure Petrillo called his executive board together for meetings in New York, and after several conferences written notices were sent to record manufacturers and juke box manufacturers on February 12. A press conference was also held that day, and Petrillo announced the general demands which his union would make on the recording industry. Among other things, Petrillo asked that the record manufacturers meet with his board on February 15 to begin negotiations for fees to be paid

to the AFM. The original notice said that Petrillo would ask for a fixed fee on each side of records made by members of his union, such a fee to be agreed upon by negotiation. Terms for transcriptions were also included. The notice also specified that the union would ask for an annual fee on each juke box in use, such a fee to be agreed upon by negotiation.

The juke box demand was broken down into three or four sections, which specified the common juke box, the telephone music box and "soundies," or what the trade calls movie machines.

In response to this notice from Petrillo, officials of 10 record and

transcription companies met in New York February 15 and started on what Petrillo called negotiations. The meeting was continued on February 16.

**Seem Undecided**

In reporting the results of the first day's negotiations, The New York Times said that "altho Mr. Petrillo declared that the officials of the companies seemed to want to make a settlement, it was understood that they had not yet decided whether to accept the basic feature of the union's plan. Under the plan, which Mr. Petrillo has said was without precedent, the manufacturers would pay a fee on each disk sold, the money going not to the musicians who make the records but to a union-controlled fund."

The news of the U. S. Supreme Court decision favorable to Petrillo led newspapers to again publish editorials strongly condemning the Petrillo record ban and Petrillo tactics altogether. Probably the most outstanding of these editorials was that published in The New York Times February 16.

Friends of labor again became disturbed that the Petrillo record ban might be used by anti-labor forces as the entering wedge for a national campaign against all organized labor. It is well understood that there are strong anti-labor forces in the Senate and House at the present time, and that there is also much national agitation against unions. Many fear that such an incident as the Petrillo record ban might be just the thing these anti-labor forces need to accomplish the repeal of federal laws now recognized as very favorable to labor.

The U. S. Supreme Court in its decisions has previously mentioned the Clayton and Norris-La Guardia acts as the reason that Petrillo's action and other similar steps by unions cannot be prosecuted for anti-trust violations.

The purpose of the Supreme Court seems to be to force Congress to reconsider these laws and to pass laws or amendments that will make it possible to hold labor unions accountable for acts such as the Petrillo record ban.

**Efforts To Repeal**

While juke box operators have the present federal copyright law as their strongest bulwark, it is well known that strong efforts are being made to secure the repeal of this federal protection. Two bills have recently been introduced in Congress with the purpose of repealing or amending the copyright laws so that it would be possible for Petrillo and any similar organization to collect whatever fees they can squeeze out of the juke box trade. It is well known that there are three powerful national organizations that have been at work for some time in an effort to get what they can from the juke box trade. If the copyright laws are amended or repealed so that Petrillo would have legal authority to collect special fees from the juke box trade, it is generally felt that there would be a mad rush by Petrillo's union and other powerful organizations to see which could grab the most. It is recalled that test cases are still pending in court, brought by powerful organizations to try to undo the present copyright laws. The purpose of these test cases is to prepare the way for collecting from juke boxes.

This legal muddle is merely a part of the mad scramble which may now be under way to grab the "billions" of dollars that are supposedly being poured into juke boxes every day. It is not yet possible to foresee the end, but certainly intense rivalry is

likely to develop when the real grabbing gets under way. It is possible that these various grab plans may become such keen rivals that they would kill off each other, and the juke box operators, individualistic as they are, may be continuing business at the same old stand.

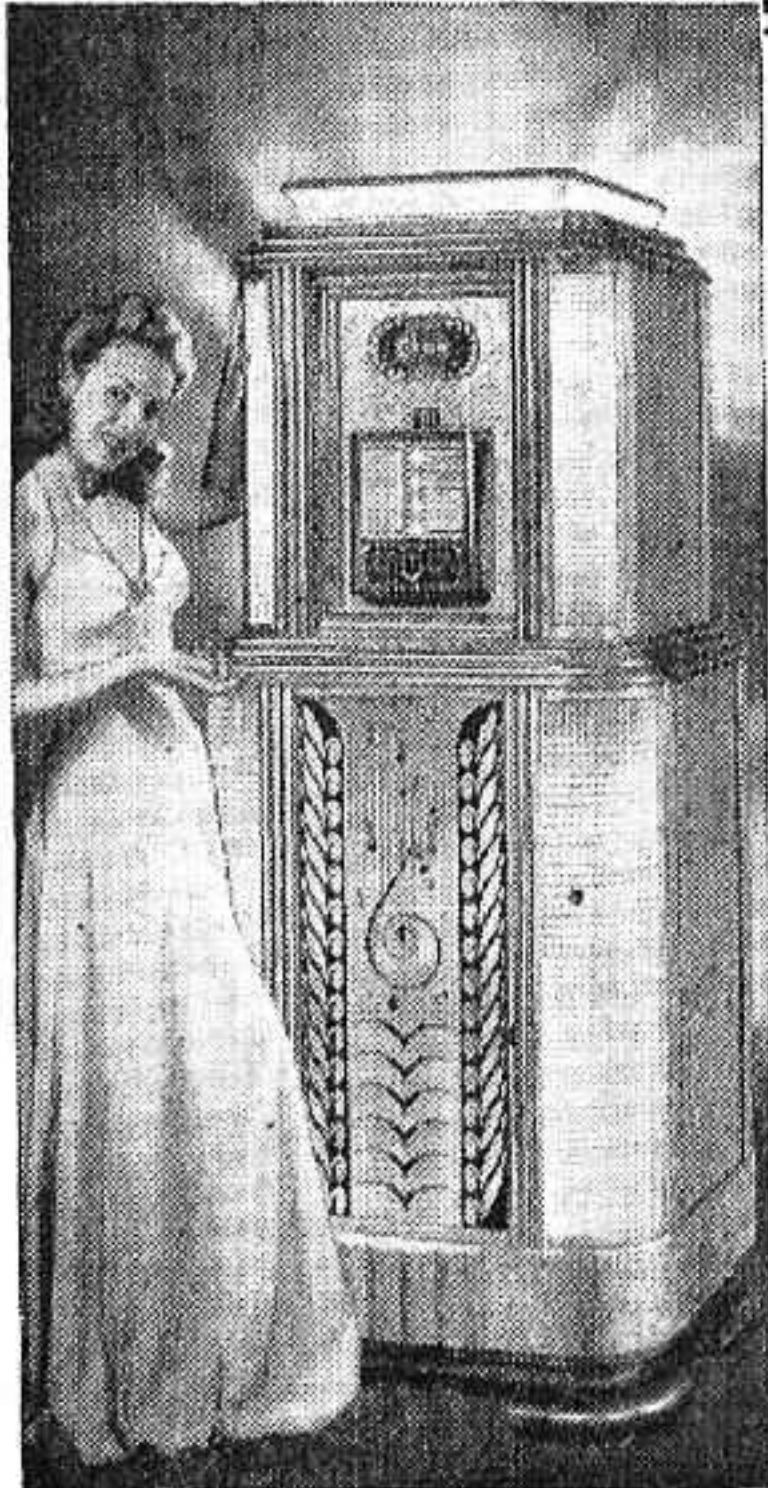
Two juke box grab plans have been given a lot of recent publicity, in addition to Petrillo's grab plan. These include the Rosenbaum plan announced by the manager of a radio station in Philadelphia, said to be a friend of Petrillo. The Rosenbaum proposal would turn 4 per cent of the gross receipts of juke boxes into a national fund for unemployed musicians. Another juke box grab plan was offered by a New York attorney who suggested taking 20 per cent of juke box receipts for a national fund to pay to unemployed musicians.

These grab plans all seem to be based on the much-publicized idea that juke boxes are regular mints for taking in millions and millions of dollars each year. Meanwhile, it is well known in the juke box trade itself that these music machines do not coin the money that the grab planners imagine.

Added to all the grab plans is the fact that the federal government collects a \$10 annual fee on each juke box; several States also collect a State tax ranging from five dollars to considerable sums; a number of cities collect a city tax; and States are beginning to increase their fees on juke boxes. Maryland, for example, collects a \$10 fee each year, and a bill is now in the State Assembly to add \$15 extra to this annual fee on each juke box. It is taken for granted that all these federal, State and city taxes will have precedence over any and all grab plans that may be hereafter instituted.

Another new wrinkle in the juke box situation is the fact that prohibition forces have adopted new tactics which call for banning music from stores and establishments that sell liquor. The dry forces seem to have the idea that if music is driven out of these establishments, it will soon cripple the liquor trade in a serious way.

Put taxes, dry campaigns against music, and all the juke box grab plans together, and it constitutes one of the biggest and most amusing situations ever to develop in the United States—if it were not such a serious threat to the business of several thousand small business men known as juke box operators.



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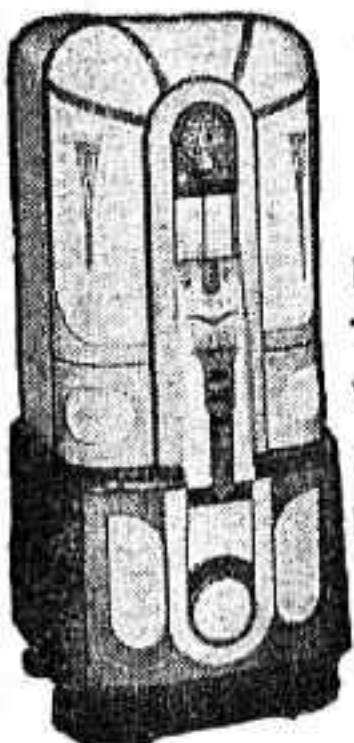
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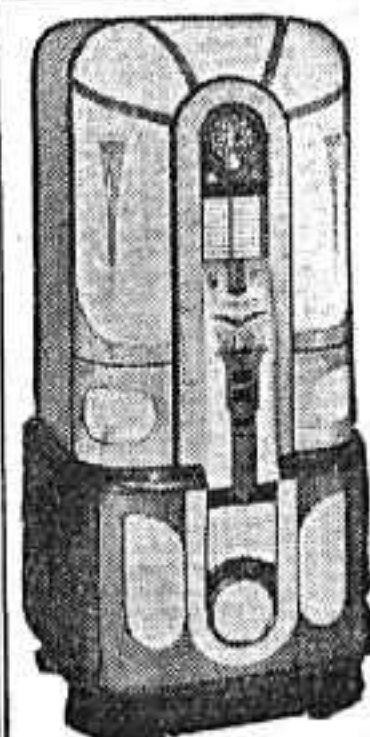
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# Many Trends Combined To Give Folk Music a Wider Audience

Name bands and elite press give ear to folk music and find that it pleases all audiences . . . when the war is over, folk music may be the field to watch

NEW YORK, Feb. 20.—The folk record field, like all other branches of the recording industry, was conditioned almost thruout 1942 by government limitations on the use of shellac. At the start of the year, before the shellac orders came thru, folk tunes on wax were enjoying a period of almost unprecedented prosperity. They had always been a staple on music machines for home use; but they felt the pinch, along with all other types of recordings, when radio combined with the depression to assault the record business during the early '30s. They also became a part of the industry's climb to new heights of prosperity during the last years of the decade, a position that was solidified during 1940 and '41.

The early shellac orders, not nearly so stringent as those that were to come later, had no great effect on the folk music field. Platters continued to sell in tremendous quantities—quantities so huge that they are astounding to those accustomed to considering only sales in urban communities—and as a result new titles appeared with regularity. When the government shellac orders became increasingly tough toward the end

of the year, however, the output of folk music fell sharply until, at year's end, operators were forced to rely almost entirely upon standards and long-continuing hits, with only an occasional release to give them new material to work with.

Operators specializing in folk music disks, however, were not hit nearly so hard by the situation as those featuring pop recordings; if anything, the field gained in comparative strength—and continues to do so—during the period of sharply restricted releases. For it has always been true that folk music hits on wax have had a much longer life than pop band hits. The millions upon millions of folk music fans remain true to their favorites for months and even years; as a result, the lack of new platters could for the most part be easily met by a revival of standards and older successes.

### Into New Fields

The year, despite the difficulties caused by war conditions, was one of great advances for the field of folk recordings; country-type platters made a place for themselves larger and more secure than ever, and they invaded categories hitherto almost entirely closed to them.

These advances into new fields were made in many ways. For one thing, folk music received thru the year constantly increasing recognition on metropolitan radio. Without sacrificing any of the tremendous popularity it enjoys on rural stations, country music found itself featured increasingly upon urban outlets and adding more and more city dwellers to the tremendous circle of its fans. For another thing, folk music received increasing recognition in the long-hair press, with more and more articles on it appearing in publications catering to concert-goers who, not long ago, would have sneered at a mere mention of country tunes. For still another, the number of folk-music artists employed in pictures rose during the year and shows every sign of continuing to rise indefinitely.

Unquestionably, the field is attracting a wider and wider audience.

Another proof of its increasing popularity is seen in the tremendous crowds drawn to personal appearances of folk-music artists whose work is known nationally thru records and radio appearances. Such personal tours were far too numerous to be listed here; the point is that they were, without exception, highly successful. And in some cases the crowds drawn to single performances were sensational. Sunday "jamboree" promotions at various points in the South drew audiences of 4,000 to 5,000.

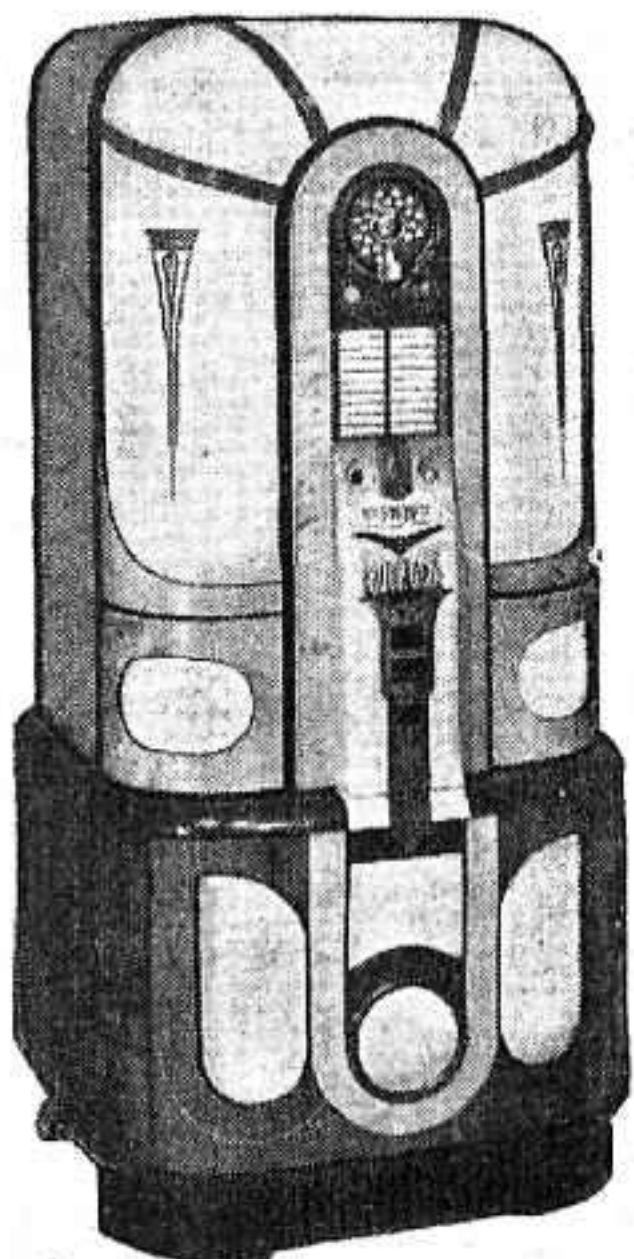
The widening circle of folk-music

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and  
**BONNIE BLUE EYES**



## ON Okeh RECORDS

- 6689 Pins and Needles  
Time Alone
- 6686 Sorrow on My Mind  
Why Should I Cry Over You?
- 5134 I'm Thinking Tonight of My Blue Eyes  
You Love Me or You Don't
- 6090 Answer to You Are My Sunshine  
You'll Always Have My Heart
- 6041 Don't Say Goodbye, Little Darling  
I'm Lending You to Uncle Sammy
- 5402 The Last Letter  
You're My Darling
- 5866 You Waited Too Long  
A Face I See at Evening
- 6495 I'm Reading Your Letter Again, Dear  
Let's Start Life All Over
- 6395 Poor Little Rose  
Doesn't Matter Anymore
- 5993 I Wish It Wasn't So  
Are You Sure?
- 5697 She's Not My Curly Headed Baby  
I Dream of Your Bonnie Blue Eyes
- 5370 You Are My Sunshine  
Crying Myself To Sleep
- 5808 Cool Water  
Pennsylvania Pal
- 6496 Walking the Floor Over You  
Sweethearts Or Strangers
- 5652 Seven Beers With the Wrong Woman  
I'm Not Coming Home Tonight
- 6602 In the Echo of My Heart  
Let's Tell Our Dream to the Moon
- 6453 There'll Be a Day  
Will You Be True?
- 6263 Take Me Back Again  
I Wonder Where You Are Tonight
- 5928 We Never Dream the Same Dream Twice  
No One To Kiss Me Goodnight
- 5323 Broken Vows  
Whisper Goodbye



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**MR. DEALER:** Sorry if you haven't been getting shipments on DON'T STOP NOW on time. Our entire output has been "grabbed up" just as fast as we've issued records.

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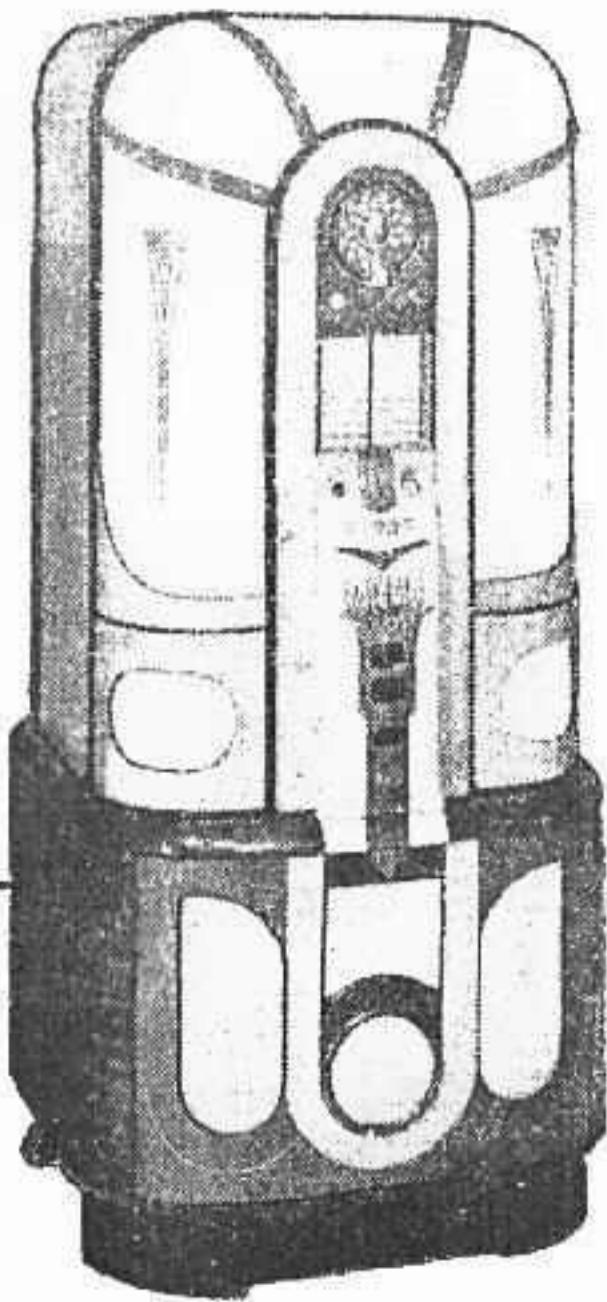
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EXECUTIVE DINING ROOM. David C. Rockola, president of Rock-Ola Manufacturing Company, joins conference. Left to right: Otto Mallegg, Jack Nelson, D. C. Rockola, Rogerio Azcarraga and I. F. Webb.

addicts is also seen in the fact that the pop music field shows an increasing tendency to take over folk tunes for the use of name bands. The most obvious example during the year was, of course, "Deep in the Heart of Texas." Even when actual folk tunes are not taken over bodily, there is a clear tendency on the part of the pop field to satisfy an increasing desire for tunes that closely approach the country type.

Probably the most conclusive proof of folk tunes' increasing audiences, however, is found in the fact that during the year country tunes actually made the Hit Parade of pops, with folk recordings listed among the top platters of the nation not only in their own field, but in the hitherto alien pop field as well. This is a trend that is constantly increasing; more and more, a sensational country-type tune has an excellent chance of landing among the top pops as well as of creating huge sales records in its own balliwick.

In another direction country tunes also set up a record of which to be proud. With the government asking urgently for stirring war songs and bewailing the fact that Tin Pan Alley songsmiths seemed unable to write them—a condition that still continues in 1943—the folk-tune field came thru with a large number of patriotic ditties that took the country by storm and splendidly fulfilled the desires of the government. Chief among these, setting up a sensational record that landed it in the hit parade of pops and brought its singer at one step to the forefront of country artists, was Elton Britt's "There's a Star-Spangled Banner Waving Somewhere." This was unquestionably one of the most sensationally successful recordings of the year, all types included.

**Patriotic Numbers**

But there were many other fine patriotic numbers that set folk-music fans singing in the way our government desired. Notably, there were the tunes written and sung by Carson Robison, chief among them being "1942 Turkey in the Straw," which used the old favorite tune and fitted it with stirring contemporary words. It, too, was one of the year's sensations, getting a terrific play on music boxes in every section of the country, including the big cities, and rolling up a splendid sales record for itself on platters for home use. Even now, a year after it was released, it holds a solid place among the leading recordings. Other Robison recordings did comparable jobs, and so did the waxings of other country-tune artists. The folk music field has successfully filled the government's request for rousing fighting songs.

Despite the fact that many country-tune artists left the field to enter the armed services, tremendous strides were made during the year by many singers and writers. And the volume of coun-

try-tune platter sales was tremendous. The aforementioned "Star-Spangled Banner" and "1942 Turkey in the Straw" were only two of the hits that scored sales records. Also in this category was Gene Autry's "Tweedle-o-Twill," one of the greatest successes in the entire professional life of the Western singer. Other Autry recordings, both new and old, received tremendous machine play and rang up sales records during the year, as did still other waxings by Robison, a veteran of the field who had left it for a while but returned to it with a terrific sock. Also scoring record home sales and music-machine receipts were the waxings of Roy Acuff, Ernest Tubb, Louise Massey, Bob Atcher and many other outstanding country-tune artists.

The field was unquestionably held down by war conditions, particularly during the latter half of the year; but despite these difficulties it made such solid gains that it proved itself tremendously vigorous. It is meeting the current demands of war conditions more successfully than any other branch of the music industry, thanks to the

particular nature of its waxings, their increasing popularity and the comparatively long life they enjoy; it is constantly bringing to notice its top artists in such a way as to bring acceptance not only among folk-tune fans but among all parts of the music-loving population; and it is constantly carving a greater and greater place for itself in the musical world.

Its immediate future, of course, like the future of all industries, depends upon the war. But despite conditions, it is constantly expanding. Thruout 1942 it has shown by its work against adverse conditions that when the war is over and normalcy returns it will be the field to watch. At that time the gains it made during 1942 will be increased many times over.

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# Outlook for Turntable Talent

By Elliott Grennard

In the midst of daily changing conditions imposed by the exigencies and urgencies of a wartime economy, probably no single division of the entertainment business has so safe a future as has the coin machine music dispenser.

True, sacrifices necessarily demanded by a war machine that must have its essentials in order that it be triumphant, have been expected and received by the juke boxer impartially. Priorities on war-essential metals have limited the manufacture of the machines. Transportation restrictions have made more difficult the distribution of phonos. Shellac shortage has made itself felt, and Selective Service has taken some of the cream from the bottle of plenty.

But withal, and notwithstanding, the music machine industry remains intact and prosperous. And

all because it has one item to supply the populace that is as necessary as lifeblood. That item is music.

When all is said and done, it doesn't matter too much what is being played and who is doing the playing—it's music and that's enough. Part of that was proven when ASCAP took its compositions away from the broadcasters. The ether moguls secured inferior and, certainly lesser-known merchandise, and continued blithely on their way for approximately a year.

As to the importance of having the music played by any one special performer, that too has been answered time and time again by any buyer of talent. If Joe Blow isn't available, Tom Thumpit will do. If Tillie Tonsils is busy elsewhere, Al Adenoid can fill in very

nicely, thank you. No one person and no one song is music.

This coming year will see many changes in available performers. Uncle Sam has declared priorities on many of the most desirable and before Hitler & Company are annihilated, many more will don khaki or blue. If they are called it will be because our armed forces need them more than we at home. We say "Godspeed, and hurry home." Will music continue and flourish in their absence? Most assuredly, "yes."

Glenn Miller won the top call on seven of last year's Going Strong tunes. The three that remained on top for the longest span were all his: "Chattanooga Choo Choo," "Kalamazoo" and "Elmer's Tune." In the 1943 crop of hits, Captain Miller has "Dearly Beloved," "Moonlight Becomes You" and "Juke Box Saturday Night." Among his still unreleased records may be a few more. He'll be sorely missed and he'll find his spot waiting for him upon his return. Meanwhile, we'll carry on.

Artie Shaw is another favorite name busy building morale in the services via his navy band. He wasn't among last year's Going Strong but his evergreens like "Begin the Beguine," "Indian Love Call" and "Stardust" never gather dust on a turntable.

Dick Jurgens put up his baton for the duration and "One Dozen Roses" and "Elmer's Tune" will keep his memory fresh. Eddy Duchin and Claude Thornhill, both stellar Steinway aces, are also out of circulation for the duration.

### Work or Fight Order

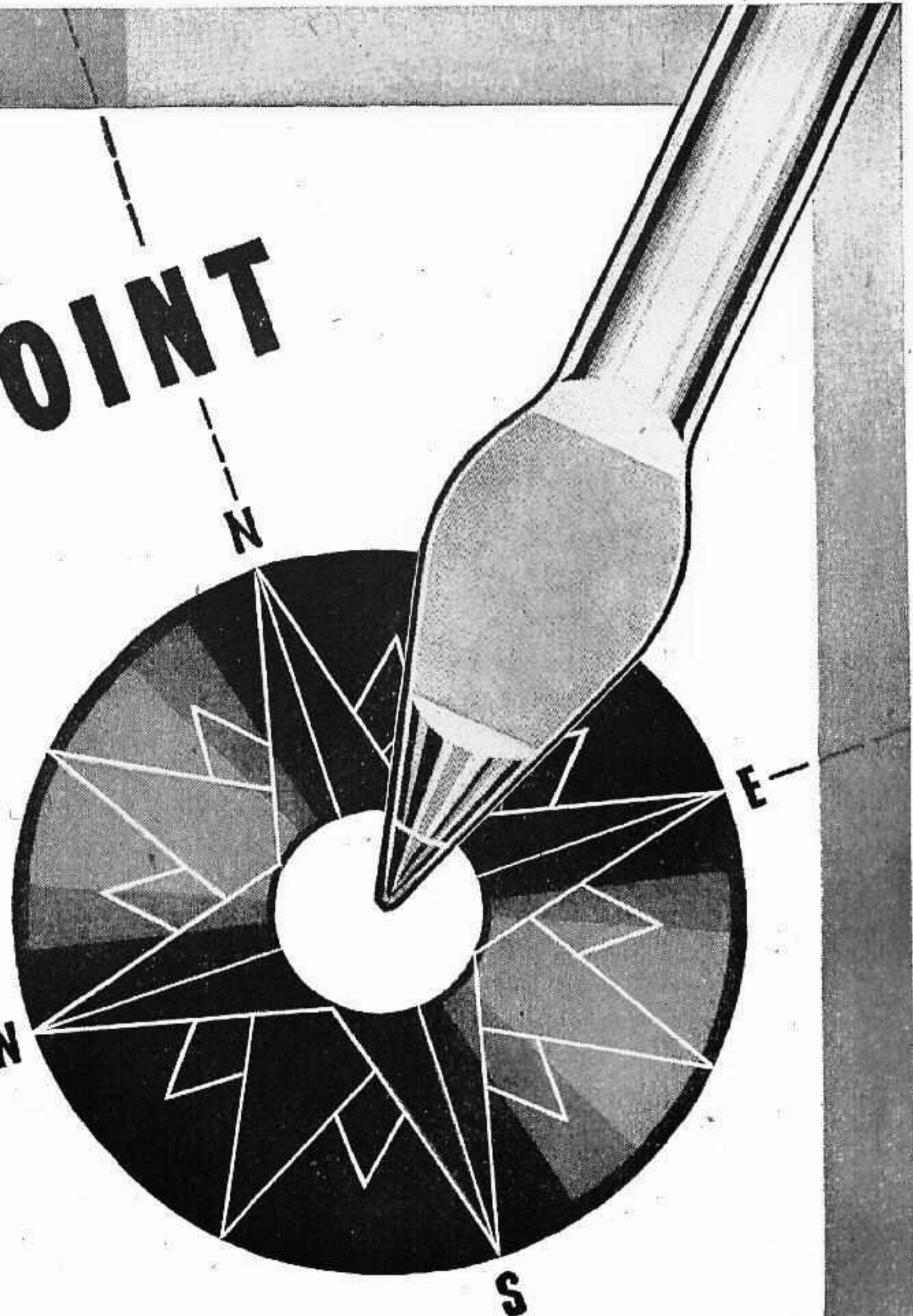
With the new "work or fight" edict issued by the government there is no telling how many top drawer maestri will be in before the next year rolls around. But if the AFM ban is lifted shortly all of the present crop of names can wax enough hits to last another 12 months.

Harry James has hit a stride where it seems every bit of shellac he touches turns to gold. Still riding high are his "Mr. Five by

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### RUDY VALLEE

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(Featured in the Warner Bros. film "Casablanca")

### ARTIE SHAW

TWO IN ONE BLUES  
Victor Record 20-1526



### TEDDY POWELL

"MURDER," HE SAYS  
LET'S GET LOST  
(Both from the Paramount film "Happy-Go-Lucky")  
Bluebird Record 30-0809



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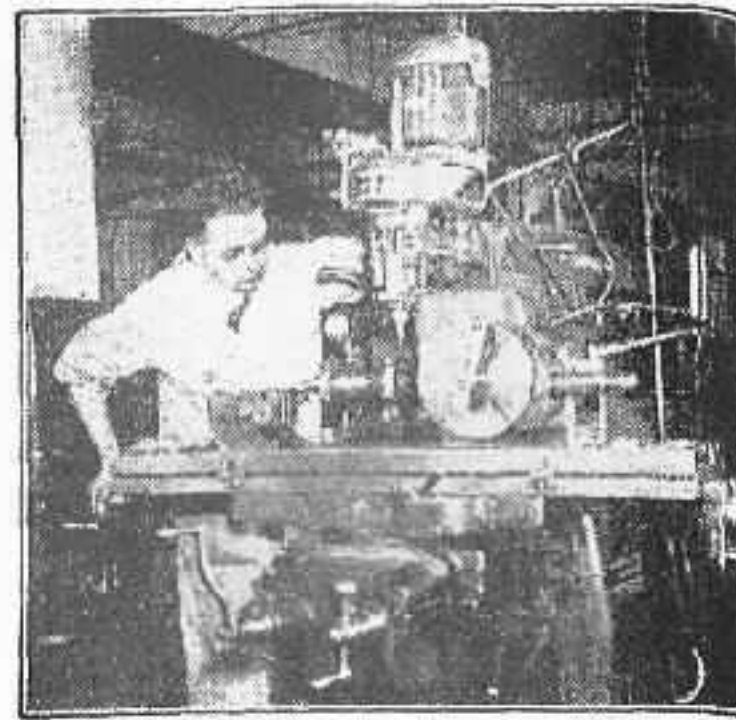
**VICTOR and BLUEBIRD RECORD DISTRIBUTOR**



Five," "I Had the Craziest Dream" and "Moonlight Becomes You." Coming up like a geyser is his "I've Heard That Song Before." If he keeps up his hot pace, and there is no reason why he shouldn't, he may easily match Glenn Miller's last year total of firsts this coming semester.

Tommy Dorsey's "There Are Such Things" is positive proof that one never knows when the sentimental gentleman with a trombone is going to provide the prize package of the year. His brother, Jimmy, is another gent who is prone to break loose and flood the machines with standouts. Benny Goodman appears to be back in a hit-making groove and he's followed his "Jersey Bounce" with a potent "Why Don't You Do Right?" With vocalist Peggy Lee reaching her prime and a band full of star musicians, the erstwhile king of swing may be swinging back into the top register for fair.

Horace Heidt is currently on a band-building rampage that is certain to cement his already high standing; Kay Kyser and Sammy Kaye are at the very peak of their popularity; Woody Herman has built up his crew and his reputation until he is right at the top; Vaughn Monroe's "When the Lights Go On Again" makes him a figure to be reckoned with in all tabulations; Alvino Rey continued his steady climb upwards with his prospects for the new year greater than ever; Charlie Spivak has come to mean more and more as the months go by and is now knocking at the door of the charmed circle; Guy Lombardo, Freddy Martin, Russ Morgan and Tommy Tucker continue the even tenor of their successful ways; Abe Lyman is back with a new band and a terrific new vocalist; Duke



A SKILLED milling machine operator, this man once expertly did his part in manufacturing coin machines. His "chips" are now calling the Axis "hand" and in the "showdown" it'll be the fast conversion and quantity production which will pile all the "chips" on the Allied Nations' side of the table. (OEM Photo by Gruber.)

Ellington, on the strength of his current concerts, is bound to win wider general appeal; Jimmie Lunceford is still breaking things up wherever he plays; Cab Calloway is always likely to hi-de-ho his way onto a good thing, and Glen Gray is going to follow up the gains made by his "I Came Here To Talk for Joe" with his recording of the up-and-coming "Don't Get Around Much Anymore."

#### Some Dependables

Xavier Cugat can be counted on to turn out sought-after Latinos as well as pops; Les Brown is beginning to mean more and more; Hal McIntyre's unorthodox presentations are daily becoming more familiar; Jan Savitt's addition of a superb string section is bound to

## RECORD BUYING



Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

### GOING STRONG

**BRAZIL** XAVIER CUGAT (Chorus) ..... Columbia 36651  
JIMMY DORSEY (Bob Eberle-Helen O'Connell) ..... Decca 18460

Maybe Winchell is right and Brazil is rarely heard in the country of the same name, but the U. S. A. goes for the samba in, how you say, one big way. It is fitting indeed that Maestro Cugat, the Latin American exponent premiere, should win top disk reception. Cugat's copping of the blue ribbon is really a feat, for any Jimmy Dorsey platter makes tough competition, especially with the Eberle-O'Connell coupling. Final note: The Brazil tune should get even stronger when its parent pic, Walt Disney's *Saludos Amigos*, gets full national showing.

**WHEN THE LIGHTS GO ON AGAIN** VAUGHN MONROE (Vaughn Monroe) . Victor 27945  
LUCKY MILLINDER (Trevor Bacon) . . . Decca 18996  
(11th week) SHEP FIELDS (Ralph Young) . . . . . Bluebird 11583

**THERE ARE SUCH THINGS** TOMMY DORSEY (Frank Sinatra-Pied Pipers) . . . . . Victor 27974  
(10th week)

**I HAD THE CRAZIEST DREAM** HARRY JAMES (Helen Forrest) . . . . . Columbia 36659  
(8th week)

**MOONLIGHT BECOMES YOU** BING CROSBY . . . . . Decca 18513  
GLENN MILLER (Skip Nelson-Modern-alres) . . . . . Victor 20-1515  
(7th week) HARRY JAMES (Johnny McAfee) . . . . . Columbia 36668

**CAN'T GET OUT OF THIS MOOD** KAY KYSER (Harry, Julie, Trudie, Jack and Max) . . . . . Columbia 36657  
FREDDY MARTIN (Bob Haymes-Martin Men) . . . . . Victor 20-1515  
(6th week)

**WHY DON'T YOU FALL IN LOVE WITH ME?** DICK JURGENS (Harry Cool) . . . . . Columbia 36643  
JOHNNY LONG (Bob Houston-Helen Young) . . . . . Decca 4375  
(5th week) DINAH SHORE . . . . . Victor 27970  
CONNIE BOSWELL . . . . . Decca 18483

**I'VE HEARD THAT SONG BEFORE** HARRY JAMES (Helen Forrest) . . . . . Columbia 36668

Names in parentheses indicate vocalists.



boost his stock; Stan Kenton has used the past year to good advantage; Bob Allen has assiduously applied himself, and his new recording deal should pay dividends, and Lucky Millinder seems to have found a commercial formula for selling his waxings, as has Andy Kirk.

Some of the most popular recordings of all have come from the small-band groups, and leaving that field is Louis Jordan. "Gonna Move to the Outskirts of Town" and others have earned permanent berths in record libraries, besides providing inspiration for many of the larger bands. Jay McShann is another in that category, altho his last release employed the full personnel of his band.

**Singing Stars**

There is no doubt whatsoever that records by singing stars are as important to machines as any bands. There is something about a vocal record that strikes a personal note many band tunes fail to achieve.

Whether it is the rollicking rhythms set up by a trio or quartet or a ballad delivered individually by a soloist, the human equation can't be ignored. Rare indeed is the machine that hasn't on tap a disk by the Andrews Sisters, Ink Spots or Merry Macs. The same goes for the Alvino Rey recordings that highlight the King Sisters' harmony.

But it is records by a solo name that appears to be winning a great amount of attention from paying public and disk execs alike. Bing Crosby on the label of a record is virtually money in the bank. Year in year out, his waxings afford pleasure and bring returns second to no other name in the business. The rage of his "White Christmas" snowed under virtually anything

else in the market during the same period. It almost causes one to forget what he did with "Shepherd Serenade"; "Be Careful, It's My Heart"; "Deep in the Heart of Texas" and the dozens of others that will never grow old.

Dinah Shore is another whose diskings have become permanent fixtures. "Blues in the Night," "I Don't Want To Walk Without You," "Skylark," "He's My Guy"—the list is endless. Kate Smith is another stand-by.

It is the success of the foregoing that has prompted the recording companies to go all out on their plans for building up more singles. Ethel Merman, of musical comedy fame, and Judy Garland, of the movies, are being waxed with more frequency. Frank Sinatra will receive a build-up this year that should place him in every machine in the nation. Lena Horne, whose recent successes have made night club history, is also slated for extensive promotion. Ella Mae Morse and Johnny Mercer have sung their way into the public's heart and will be heard from with greater regularity.

Connee Boswell and Ella Fitzgerald will continue their grand waxings, and doubtlessly Helen O'Connell, recently embarked on a solo career, will find her way back to the shellac. Anita Boyer has been signed by the still-to-come Lion label, and Helen Ward, one of the first Benny Goodman songbirds, is due to return to the singing game.

**New Talent Enters**

Buddy Moreno and Harry Cool, formerly mainstays of the Dick Jurgens aggregation, are out on their own and as soon as they start locating they should wind up on wax. Jerry Wayne, just set for the male vocal solos on Lucky

Strike's "All-Time Hit Parade," will probably win the ear of some major disk exec.

There is enough musical talent arrayed above to keep the turntables spinning merrily for a long time to come. Some of them may be forced out of the business with the development of a more rigid win-the-war program, but they will leave plenty of good already waxed material behind them. Others after them will supply the rest.

For the past six months coin machine operators have exercised considerable ingenuity in solving the vexing problems of a new record drought. They have found that oldies frequently furnish just the right choice for that empty slot. They have also discovered that hillbilly records are a source of great enjoyment to tavern sitters. The homely quality of

"There's a Star-Spangled Banner Waving Somewhere" hit the listeners right where they live.

As for the raucous humor of a "Fuehrer's Face," it is not far removed from the sophisticated kidding of "Deep in the Heart of Texas," "Touch of Texas" and "I'm a Lone Cowhand." Fitting into the same groove is the current Carson Robison's opus "I'm Goin' Back to Whur I Come From" and the standard "Gay '90s" tunes by Beatrice Kay.

There is no end of material or performing artists, and there will be none, come what may. Songs will continue being written, singers and bands will continue recording them, recorders will continue distributing their products and customers will continue dropping their nickels in the slot. In short, music is here to stay.

**GUIDE—PART ONE**

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



**COMING UP**

**YOU'D BE SO NICE TO COME HOME TO . . . . . DINAH SHORE . . . . . Victor 20-1519**

Dinah Shore would definitely be nice to come home to, Cole Porter is thinking it would be so nice to have another song smash, and we're nice fellows, so we think it's nice to report that this tune is enjoying its second week at the peak of coming up. Isn't that nice? What's even nicer is that *You'd Be So Nice To Come Home To* has a nice long run ahead, with that nice Columbia film from which it nicely stems, *Something To Shout About*, still to be released.

**THAT OLD BLACK MAGIC . . . . . GLENN MILLER (Skip Nelson and The Modernaires) . . . . . Victor 20-1523**  
**FREDDIE SLACK (Margaret Whiting) . . . . . Capitol 126**  
**CHARLIE BARNET (Frances Wayne) . . . . . Decca 18541**  
**HORACE HEIDT (Charles Goodman) . . . . . Columbia 36670**  
**JUDY GARLAND . . . . . Decca 18540**

Only a bit of black magic could have whipped this one into a key spot so quickly. We'll admit, tho, that when your top disk talent gets behind one tune this way it may not be so much legerdemain as it is big-time drive. Since the film tunes are monopolizing the spotlight this week, let it be noted that *Old Black Magic* comes from *Star-Spangled Rhythm*.

**WHY DON'T YOU DO RIGHT? . . . . . BENNY GOODMAN (Peggy Lee) . . . . . Columbia 36652**

Next time anyone starts an argument wherein he insists that name bands make records and not vice versa, you'd better agree with him or prepare to look very red of face. Why? Because Benny Goodman has been practically the only reason *Why Don't You Do Right?* is doing all right. Add credit for Peggy Lee's vocal and you see why it pays not to argue, but to load up on this one if you can.

**FOR ME AND MY GAL . . . . . JUDY GARLAND and GENE KELLY . . . . . Decca 18480**

There are other wax versions of this oldie, but the Garland-Kelly team have rivals tired of looking at flashing heels despite shoe rationing. The harmonics are super, and tho Kelly is a brand-new name to the machines, the Garland rep should overcome that deficiency easily. Just to make the picture complete (pun), *For Me and My Gal*, of course, is the title tune of the Warner Bros. film.

Double-meaning records are purposely omitted from this column.

**LINES FOR DISTRIBUTORS AND COIN MACHINE FIRMS RECORDS AND ALBUMS**

Musicraft catalog completely covers Popular—Classical—Party Records.

**POPULAR:** Quality plus names. Our popular records give you the top tunes of the day on both sides—nationally publicized—50c label—and are available for immediate delivery!

**CLASSICAL:** Quality in the classical and semi-classical, nationally advertised, promoted and publicized—in single records or in albums.

**PARTY:** Quality plus novelty. Fastest selling novelty records in the country. . . . Original . . . . witty. Being bought by dealers and for coin machines. In single records or in albums.

Musicraft for many years has been one of the most successful album manufacturers in the country. Thru years of survey and manufacture the present storage album line has become the complete line for any distributor. These albums are fast moving, and are enjoying phenomenal sales throughout the country. They are, at the present time, selling more than 4,000 stores, including the largest department stores and chain stores in the country. Priced so that they compete favorably with any other line on the market.

**MUSICRAFT** —Tops in the record and album business for more than 6 years has the first big hit tune of 1943:

**"VOS ZOKT EER (means: What do you say?)"**

by **BARON ELLIOTT** and his Stardust Melodies Orchestra. More than 200,000 of this record have already been shipped to coin machine operators in less than 4 weeks.

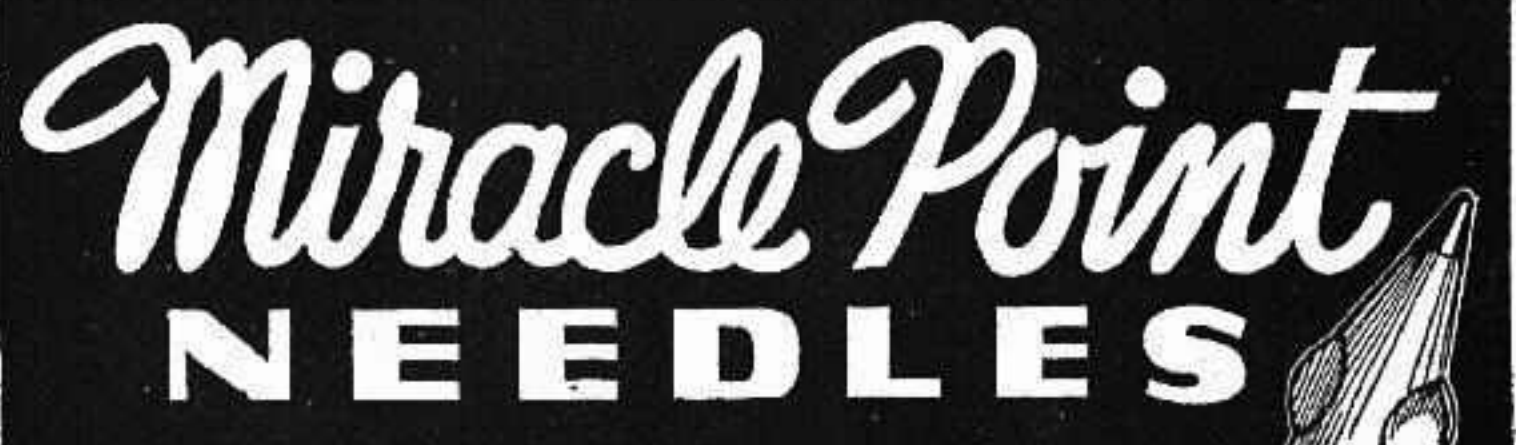
SEND FOR COMPLETE MUSICRAFT CATALOG

*Musicraft seeks worthy distributors for some territories still available.*



480 LEXINGTON AVE.,

NEW YORK CITY



**"Just what the name implies"**

MIRACLE POINT Needles "fit the groove" for richer, truer tone quality . . . They last longer, give you more "playings per needle"—for money-saving operation. Their six-year-old record of popularity, with sales increasing every year—proves their superiority.

MIRACLE POINT NEEDLES Less than dozen lots . . .

**ONLY 25c each**

**M. A. GERETT CORPORATION**  
 2947 NORTH 30th STREET - MILWAUKEE, WISCONSIN.





reminding

**EVERYBODY  
EVERY PAY DAY**

A  
DANCEABLE VERSION

on  
Okeh Record No. 6701

by

**TOMMY  
TUCKER**  
and his orchestra

featuring

AMY ARNELL • VOICES 3 AND ENSEMBLE

Another

**TOMMY TUCKER  
T-WINNER**

T-WINNER No. 1

**THERE'LL NEVER  
BE  
ANOTHER YOU**

Backed by  
T-WINNER No. 2

**JUST AS  
THOUGH YOU  
WERE HERE**

Vocals by DON BROWN  
ON

Okeh Record No. 6707

Order these Tommy Tucker  
Hits Now!

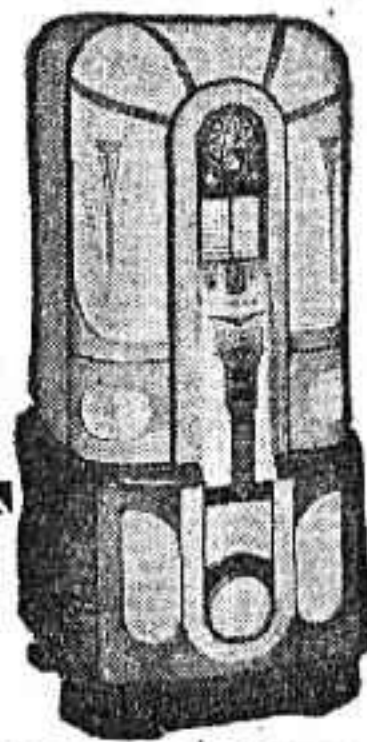
EXCLUSIVE MANAGEMENT  
MUSIC CORPORATION OF AMERICA

**International and Foreign  
Record Hits of the Month**

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**INTERNATIONAL RECORDINGS:**  
Tap the Barrel Dry, Cuckoo Waltz, Pound Your Table Polka, Pennsylvania Polka, Tick Tock Serenade, Finger Polka, Ohio Polka, Calling All Cats, Middletown Polka, Innkeeper's Polka.

**FOREIGN RECORDINGS:** Bohemian, Vy Ochi Modrave, Ja To Nechtela; Croatian - Serbian, Mladi Kapetane, Ponoc Kad Dodje, Po Mjesecini; German, Rutschbahn, Isarwinkler Schuetzenparade, Erika, Kornblumenblau, Das Kannst Du Nicht Ahnen, Du Kannst Nicht Treu Sein; Greek, Tsimpliari Hirohito, Mourgo Mousolini, Misirlou, Melanourski; Hebrew-Jewish, Zog, Zog, Zog, es mir, Mein Yiddische Mame, Misirlou, Dem Nayem Sher, Der Alter Zigeuner, Belz; Hungarian, Szereted-e meg a kek ibolyat, Juliette, Mit susog a feher akac, Feher selyem csipkes szelu kendo; Italian, Astro Lucente, Signora Gioventu', Tu Che Sorridi, Serate Primavera; Norwegian, Den Siste Vognmann, Baerpeller, Gamle Norge; Polish, Mularze-Mularze, Tu-Lu-Lu Waltz, Z Swiebodzina, Siwy Kon, Biffo Polka, Poczekaj, Powiem Mamme; Russian - Ukrainian, Ciom Ta Lullie, Korobushka, Dve Gitary, Ochi Chornya; Scandinavian, Blonda Charlie, Dina Bla Ogon, Bohuslandska Sjomanvalsens; Swedish, Bland Kobbar Och Skar, Glittrande Vag, Jungman Jansson, En Sjoman Alskar Havets Vag.



**"BEST  
IN THE  
WEST—  
COMMANDO"**

Say Jean and Dolores

It Takes a Real Phonograph to Create Carloads and Carloads of Sales—Come and Get Your "Ration" of These Great Rock-Ola COMMANDOS

EXCLUSIVE FACTORY DISTRIBUTOR  
FOR SOUTHERN CALIFORNIA

**Jean J. Minthorne**  
2920 W. PICO BOULEVARD  
LOS ANGELES, CALIF.

**A NEW 50c RECORD**

**A PROVEN HIT**



HERE'S YOUR ORDER BLANK

Please Ship (C. O. D.) the Following at 32c Per Record:  
(Mailing Charges Prepaid Without Extra Cost)

- BEACON No. 110.  20-99 Blues  
Cold Winter Papa  
By DOLORES BROWN and THE POLKA DOTS
- BEACON No. 109.  The Man of the Hour, General Eisenhower  
She Gave Her Heart to a Soldier Boy  
By ART DICKSON and THE POLKA DOTS
- BEACON No. 108.  The Watchman Fell Asleep  
Sweetheart Serenade  
By JERRY WAYNE With VAN ALEXANDER'S ORCH.
- BEACON No. 107.  Laugh and the World Laughs With You  
Far Apart  
Played by BUDDY CLARKE And His Orchestra
- BEACON No. 106.  Two Faced Man  
Tell Me Your Blues an' I Will Tell You Mine  
Sung by SAVANNAH CHURCHILL  
Played by JIMMY LYTELL and His All Star Seven
- BEACON No. 105.  Sweet Dreams  
Why Is My Little Redhead Blue?  
Played by BUDDY CLARKE And His Orchestra
- BEACON No. 104.  Fat Meat Is Good Meat  
He's Commander-in-Chief of My Heart  
Sung by SAVANNAH CHURCHILL  
Played by JIMMY LYTELL and His All Star Seven
- BEACON No. 103.  Keepin' Out of Trouble  
Sweetheart Serenade  
By BOB ALLEN and His Orchestra
- BEACON No. 102.  I Was a Fool To Let You Go  
The Air Raid Warden Song  
By BOB ALLEN and His Orchestra
- BEACON No. 100.  Indiana Blues  
This Will Be a Lonesome Summer  
By JERRY WAYNE with VAN ALEXANDER'S ORCH.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

(NO ORDER FOR LESS THAN TEN RECORDS ASSORTED)

JOE DAVIS, Owner





# Capehart's Firm Awarded Army and Navy "E" Recognition

INDIANAPOLIS, Feb. 20.—Announcement was made in Washington on February 13 that the Packard Manufacturing Corporation, headed by Homer E. Capehart, had been awarded the Army and Navy "E" for excellence in production of war materials. This award is given only to those plants able to meet and exceed the production quotas given them by the armed forces.

It was also announced that ceremonies would be held at the Packard plant in



HOMER CAPEHART, head of the Packard Manufacturing Corporation, whose firm has been awarded the coveted Army and Navy "E".

Indianapolis on March 11, with a majority of the firm's 600 employees present at the exercises. The colorful and dramatic award, and raising of the flag bearing the "E" insignia, will be accompanied by speeches by factory officials, army and navy officers to the colorful background of band music.

Packard's new plant has been expanding continually since the war orders were awarded. New machinery capable of producing the essential items made by Pack-

ard has required also the hiring of hundreds of new workers. That the company has been able to mold these workers and build up production constantly is in itself enough to merit any congratulatory award.

The factory, for the most part, works around the clock. Planned explicitly for the production of wartime items, the production lines have been arranged in such manner as to keep an unending stream of "military secrets" flowing into waiting trucks and freight cars.

A trip thru the factory would lead any observer to wonder at the majestic supremacy of American industry of which Packard is so true an example. From large piles of raw materials—rubber, copper, steel and others—gobbled up at one part of the plant, there exudes from the finishing end a product which is destined to do its part in hammering the Axis and all satellites to a doom which will preclude their ever arising again.

Packard's work is a credit to the entire coin machine industry—they have a record which can bring pride to the heart of every coinman who joins in wishing "Cape" their best and urging him to continue to beat the production records and aid our boys in the armed forces.

## TRADE SERVICE FEATURE Billboard PIC TIE-UPS ON MUSIC MACHINES

### "Trumpet Serenade"

Universal's Harry James short, *Trumpet Serenade*, which is now in circulation, offers a host of opportunities for tie-ups, as was demonstrated during its run at the DeWitt Theater, Bayonne, N. J. Theater and local music store co-operated in sending displays to locations with coin machines plugging the James short and also made special mention of James in all ads and publicity on their current feature pictures. Tie-ups could be worked out on tunes featured in the short, in addition to current James raves such as *I Had the Craziest Dream* and *I've Heard That Song Before*. Songs played in *Serenade* and recorded by James for Columbia include *He's 1-A in the Army* and *A-1 in My Heart*, *You Made Me Love You* and *Nobody Knows the Trouble I've Seen*.

### "Cabin in the Sky"

MGM's new musical, *Cabin in the Sky*, will have its world premiere in Dallas, Tex., on March 11, but national release date has not yet been announced. Picture stars Rochester, Ethel Waters, Lena Horne, Louis Armstrong and Duke Ellington, and a re-check of the recorded tunes featured in *Cabin* shows *Things Ain't What They Used To Be* by Johnny Hodges (Bluebird) and Charlie Barnet (Decca); title tune by Ella Fitzgerald

(Decca), Benny Goodman (Columbia), Frankie Masters (Okeh) and Vaughn Monroe (Victor); *Taking a Chance on Love* by Ella Fitzgerald (Decca), Benny Goodman (Columbia), Frankie Masters (Okeh), Teddy Powell (Bluebird) and Sammy Kaye (Victor). Another reminder that *Consequences* and *Happiness Is a Thing Called Joe* are worth watching with the settlement of the recording ban looking pretty close. Lena Horne is building up quite a reputation and she has not recorded any of the picture tunes, Miss Horne has done some recordings for Victor with the Chamber Music Society of Lower Basin Street. Tie-ups

could also be worked out with the many recordings done by other artists listed above appearing in the film.

### "I've Heard That Song Before"

Extensive network plugging has prompted publisher Edwin H. Morris and Republic Pictures to launch a new campaign of exploitation on *I've Heard That Song Before* and the picture in which it was featured, *Youth on Parade*. Altho the picture has been released for some time now, song is still due to be around for a long time and tie-ups should be worked in with new exploitation plans.

## They're ALL a MUST!

BY

# WOODY HERMAN

AND HIS ORCHESTRA

ON DECCA RECORDS

NO. 18526 { FOUR OR FIVE TIMES BACKED BY HOT CHESTNUTS  
 NO. 18506 { BE NOT DISCOURAGED BACKED BY I DOOD IT  
 NO. 4372 { GOTTA GET TO ST. JOE  
 NO. 18346 { AMEN  
 NO. 4353 { YARD BIRD SHUFFLE

ORDER FROM YOUR LOCAL DISTRIBUTOR NOW!



## SPIKE JONES

AND HIS CITY SLICKERS ON

BLUEBIRD RECORDS



"Music Machine Men 'Gel Me On Your Mind"

## NAB NICKELS WITH JAY McSHANN

HIS PIANO AND HIS ORCHESTRA

ON DECCA

CURRENT NICKEL GRABBER COMING UP SOON

- "Lonely Boy Blues" as big as "Confessin' the Blues"
  - "Sepian Bounce" swing to please all
  - "Got Me on Your Mind" a new timely torch tune
  - "Jumping Blues" strictly in the groove
- Decca No. 4387

Management: General Amusement Corp.

## Double Your Profits With These Two New Songsations

"Rosie, the Riveter"  
 "I Had the Craziest Dream"

on a BLUEBIRD RECORD

No. 30-0810

SUNG BY

# The Four Vagabonds

Famous NBC and Blue Network Vocalists

"Phono ops can't go wrong in inviting a double play for 'I Had the Craziest Dream' with this vocal version by the Four Vagabonds. Moreover, there is double value to the disk in their singing of 'Rosie, the Riveter.'" —Billboard



# Many Visitors Present At Phila. Music Dinner

PHILADELPHIA, Feb. 20.—More than 300 members of the music machine industry, along with guests from the recording industry, expressed opinion that the sixth annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey, held at the Club Ball February 14, was by far the most successful affair in the history of the local association. The spirit of good-fellowship and fraternity that prevailed was more marked

this year than at any previous affair, surprising the members themselves. The evening was a most fitting tribute to Raymond C. Bernhardt, president of the association, and Jack (C. L.) Cade, business manager. Credit for the sociability that marked the event goes to Samuel Stern, chairman of the banquet committee, assisted by Joseph Mellwig, John J. Manion, Samuel Snyderman and Benjamin Hankin.

In keeping with the association's out-

standing work all year in behalf of the war effort, "War Bonds" was the theme of the banquet. A most stirring plea in behalf of the government issues was made by H. C. Werner, of the U. S. Treasury Department. Posters planted around the large room reminded that "War Bonds Are On Sale Here." A booth was set up in the lobby of the club to receive pledges for War Bonds, and Morris Sherman was occupied the entire evening writing up the bond pledges of fellow operators and guests.

Also in keeping with the "War Bond" motif of the banquet, a total of 11 War Bonds, \$25 values, were distributed as door prizes. The bonds were donated by distributors. The bond donors and winners were as follows: (1) Decca Records Bond, won by David Berliner, Automatic Vending Corporation, Chester, Pa.; (2) Raymond Rosen Company Bond (Victor-Bluebird distributors), won by Herman Scott; (3) Motor Parts Company Bond (Columbia-Okeh distributors), won by an employee of the Herman Scott music firm; (4) Frank F. Engel-Automatic Equipment Company Bond (Seeburg distributors), won by Morty Cohen, Mutual Music Machine Company; (5) Mayflower Distributing Company Bond (Wurlitzer distributors), won by Mrs. Jack Cohen, Cleveland Phonograph Merchants Association; (6) Keystone Novelty & Manufacturing Company Bond (Mills distributors), won by the daughter of Maurice Finkel, High Point Amusement Company; (7) Pfanstiehl Chemical Company Bond (Pfanstiehl needles), won by Marion Berger, Major Amusement Company;

(8) Keystone Vending Company Bond (Rock-Ola distributors), won by Phillip Dribin, Stanlee Music Company; (9) Permo Products Corporation Bond (Permo Point needles), won by an employee of David Rosen's music firm; (10) Permo Products Corporation Bond (Fidelitone Needles), won by Mrs. Mort Gellard, Raymond Rosen Company; (11) Rock-Ola Manufacturing Company Bond, won by George J. Zercher, Llanerch, Pa.

### Association Award

Another highlight of the evening was the announcement that the association had won the supplementary award of merit of *The Billboard* for 1942 in recognition of their fine publicity program, especially marked by the association's promotion of a "Hit Record of the Month" campaign. A framed scroll symbolizing the annual award was presented to President Bernhardt by Maurie Orodener, local representative of *The Billboard*, who pointed out that this was the very first time in the history of the local association that it has won such a signal honor.

An unexpected, but most welcome guest of honor was Corporal Frank Hammond, former business manager of the association, who came up from his base at Columbia, S. C. Before entering the service he was general manager of the Tri-State Amusement Company.

### Many Visitors

Among the out-of-towners present at the affair were Mr. and Mrs. Jack Cohen, vice-president of the Phonograph Merchants' Association of Cleveland; Mr. and

## IN THE WEEK'S BEST RELEASES

COLUMN February 20, 1943

THE BILLBOARD says:

"The polka-like qualities that helped to make BEER BARREL POLKA a record classic now promise to duplicate the feat for this HORSE AND BUGGY SERENADE..."

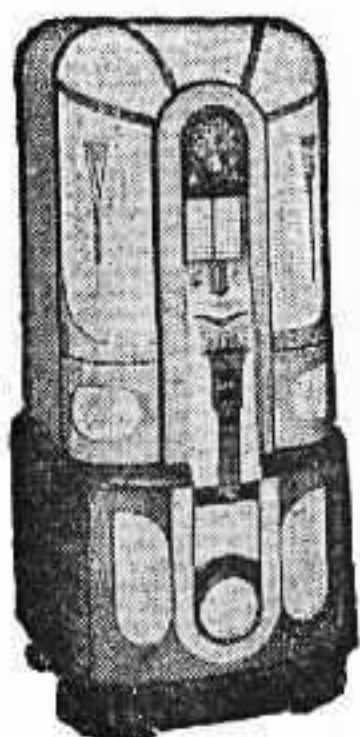
# "HORSE AND BUGGY SERENADE"

Reverse Side: DANCE OF THE WOODEN INDIAN  
HENRI RENE AND HIS MUSETTE ORCH.  
on STANDARD RECORD T-2087

Initial Shipments Now En Route to Distributors

STANDARD PHONO CO.  
168 WEST 23rd STREET, NEW YORK, N. Y.

# COMMANDO



IT'S A PLEASURE TO SELL THEM

THEY WORK SO GOOD AND SOUND SO BEAUTIFUL.

A. R. KISER & CO.

127 NORTH BREVARD  
CHARLOTTE, NORTH CAROLINA

## RECORD BUYING GUIDE—PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

### POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative importance of songs in their catalogs and upon the judgment of The Billboard's Music Department.

### NOTE

Victor this week re-issued the Rudy Vallee version of *As Time Goes By*. This oldie got a big plug from Warner Bros. *Casablanca* and has been building up a strong revived interest thru it. Only other Victor offering is *Two-in-One Blues* waxed by Artie Shaw. Decca released an album of Strauss waltzes done by Carmen Cavallaro. Waxings are worth a spin in locations which attract an older crowd. Columbia came out with another recording of *A Touch of Texas* coupled with *Soft Hearted*, with Kay Kyser on both. *Rosie the Riveter*, ditty on the production theme, which got a new waxing by the Four Vagabonds on the Bluebird label last week, has already started showing up.

### THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

VELVET MOON ..... HARRY JAMES ..... Columbia 36672

This beautiful melody recorded by James in the last 24 hours before the recording ban went into effect shows itself as another *Sleepy Lagoon*. Slow-paced ballad gives James an opportunity to lay it on with his trumpet, and he takes the unusual melody for a delightful ride. Strings come to the fore, rounding out the picture in glossy style. There is no vocal on the side, but with James trumpeting in top form, it will not be missed. *Velvet Moon* is not a new number, having kicked around for a couple of months with a nominal number of air plugs. Tune has been held down up to now with no recordings to help it along, the James version being the only one wanted.

I DON'T BELIEVE IN RUMORS ..... HAL GOODMAN (vocal refrain) .... Hit 7037

In tune with the times, this new ballad carries the admonition not to believe in rumors. This song's story, however, is not linked with the war scene. Instead it is a love song with an unbilled baritone singing sympathetically that he won't believe the gossip-mongers that his love affair is over. The Hal Goodman band is still another of the label's dark secrets. None the less, the music makers play it in acceptable fashion. And being the only record entry, if the song gets the proper plugging and takes hold, the side will have the field to itself in the phonos. Until then operators can make effective use of the mated side, Duke Ellington's *Don't Get Around Much Anymore*, which is beginning to get around plenty via the radio and some record entries of earlier date by the Ink Spots and Glen Gray.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.





Wherever you find  
 American Armed Forces  
 at Home or in Foreign Service  
 there you will find the  
 War Products of Packard  
 Manufacturing Corporation  
 doing an effective job  
 for our men and our Allies.

*Homer E. Capehart*  
 HOMER E. CAPEHART



**PACKARD MANUFACTURING CORPORATION**

2900 COLUMBIA AVENUE, INDIANAPOLIS, INDIANA

★ One of the First Manufacturing Firms in the U. S. to have 100% of Its Employees Investing 10% or More in War Bonds



Mrs. Sam Abrams, in charge of advertising for the Cleveland association; Sol Kesselman, secretary and counsel for the New Jersey State Association of Music Machine Operators, Newark, N. J., and a delegation from the Ohio State Phonograph Operators Association. Among the guests present were Bill Middleton, business manager of Local 98, International

Brotherhood of Electrical Workers; Henry Brooderson, local accountant; Marty Freeman, local representative for Permo Products Corporation; from RCA-Victor, Jack M. Williams, record advertising manager; Jack L. Hallstrom, assistant sales manager for the record division; Stephen H. Sholles, of the popular records division, and Mary Kay Shubert, as-

sistant to Williams; Maurie Orodenter, local representative of *The Billboard*; J. Gordon Thornton, local manager for Decca Records; William Vodges, vice-president in charge of records for the Motor Parts Company, local Columbia-Okeh distributor, and Rex Alexander, the firm's record promotion head; Mort Gellard, record manager of the Raymond Rosen Company, local Victor-Bluebird distributor, and Paul Knowles, his assistant.

Letters of regret were read from Walter W. Hurd, amusement machine editor of *The Billboard*, and Jack Nelson, vice-president of the Rock-Ola Manufacturing Company.

Thru the courtesy of RCA-Victor, recording artists present included Carson Robison, famous hillbilly singer, and Teddy Powell, orchestra leader. Failure to make train connections kept Elton Britt, also a famous hillbilly singer, from making a scheduled appearance at the banquet.

An all-star floorshow made for still another major attraction of the evening, combining the talents of the regular shows at the Club Bali and Kaliners' Little Rathskeller. With Eddie Shaeffer as master of ceremonies, entertainment included Winton & Diane, Shirley Dulo, Brown Sisters and Babe, Barbara Belmore and the Mildred Ray line of girls.

### Minn. Town Bans Music in Crusade Against Taverns

WINONA, Minn., Feb. 20.—The dry crusade to drive music out of taverns and other locations selling liquor seems to have hit this town also.

The city council has put a ban on dancing in taverns unless they hold cabaret licenses. The sudden drive here is said to be a part of a State program recently announced to clean up a good many towns in the State. The city council has ordered that not even a juke box can be placed in a tavern. Orchestras are also banned from these locations.

The council only said that the bans were being placed on such locations for morale reasons and in the hope that old-fashioned dances, well supervised, will become popular again. State officers here recently convicted a number of persons for violating liquor laws.

### 4-H Clubs Now Collecting Scrap Records for Resale

RICHMOND, Va., Feb. 20.—All members of the Henrico County 4-H Club have been asked to collect all kinds of old phonograph records to be brought to the first club meetings in the county in March. The records will be sold and the money derived from their sale will be sent to State headquarters at Blacksburg, where it will be pooled with money raised from similar projects in other counties in Virginia.

It is hoped, it was stated by Graham T. Coulter, county agent, that enough money will be raised to purchase an ambulance to be donated to the Red Cross.

## THE BEST MUSIC MACHINE NEWS OF THE YEAR!

THE 2 SMASH SONG HITS FROM M-G-M's "CABIN IN THE SKY" ARE AVAILABLE ON RECORDS

### TAKING A CHANCE ON LOVE

- |                               |                              |
|-------------------------------|------------------------------|
| BENNY GOODMAN-Columbia 35869  | ELLA FITZGERALD - Decca 3490 |
| FRANKIE MASTERS - Okeh 5910   | GUY LOMBARDO - Decca 3575    |
| SAMMY KAYE - Victor 27239     | ETHEL WATERS LIBERTY ALBUM   |
| TEDDY POWELL - Bluebird 11016 | WILLIE KELLY - Hit 7040      |

### CABIN IN THE SKY

- |                              |                              |
|------------------------------|------------------------------|
| BENNY GOODMAN-Columbia 35869 | ELLA FITZGERALD - Decca 3490 |
| FRANKIE MASTERS - Okeh 5910  | TED FIORITO - Decca 793      |
| VAUGHN MONROE-Bluebird 10966 | ETHEL WATERS LIBERTY ALBUM   |

ORDER TODAY FROM YOUR DISTRIBUTOR!

LEO FEIST, Inc. 1629 Broadway New York, N. Y.  
HARRY LINK, Gen. Prof. Mgr. LON MOONEY, Prof. Mgr.

### Introducing Bill To Increase Juke Box Tax in East

BALTIMORE, Md., Feb. 20.—The hunting season for revenue from music box operation seems to be on and if a measure introduced in the Maryland House of Delegates is enacted, operators of music boxes in Maryland will pay, in licensing fees, more than they have ever before paid.

For a number of years, up until 1941, music box operators in Maryland were required to pay an annual licensing fee of \$15 per machine. However, in that year a bill was passed which reduced the annual fee from \$15 to \$10. This, of course, was to the benefit of the operators, and in some instances this annual saving amounted to \$2,000.

But now a bill has been introduced which not only calls for the annual licensing fee of \$10, but an additional \$15 per machine per year. This additional \$15 per year fee, according to terms of the bill, would apply for the duration of the war and for six months after the war. Passage of this bill would up the annual licensing fee in Maryland to \$25.

As is but too well known, there is an annual federal tax of \$10 per machine. The combined federal and State tax per year would be \$35, provided of course the proposed \$15 additional annual tax were enacted by the Maryland Legislature. This would make music box operation in Maryland an expensive operation, an expense that operators can ill afford to pay.

Violation of the licensing provisions of the new proposed measure would be punishable, upon conviction, by a fine of \$100.

DECCA'S TOP NOVELTY RECORDING ARTIST!

### LOUIS JORDAN and his TYMPANY FIVE

They Clown! They Sing! They Swing!

#### Humorous Hits That Hypo Takes

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Low Down Dirty Shame  
Decca 8638
- Move to Outskirts of Town  
Knock Me a Kiss  
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HARRY ROSENTHAL, manager of Automatic Amusement Company, Pittsburgh, whose firm distributes Musicrogram records, talks disk biz Orkman Baron Elliott and Sammy Shayer, tune writer. Left to right are Shayer, Rosenthal, Elliott; Bill Becker, arranger, and Babe Rose, vocalist.

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# TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By JOSEPH R. CARLTON

FATHER Petrillo is ready to cry "Peace at my terms" and the flare signals being shot up indicate that Victor, Columbia, Decca, Capitol and other disk firms are ready to record the latest tunes, but quick. Columbia's Manie Sacks, manager of the pop department, arrived in Los Angeles Monday to survey recording potentialities and to check on film tunes to come. Sacks is scheduled to stay two weeks and if the Petrillo peace pops quickly enough it's a safe bet that he'll return with heap much talent and tunes. You can also look for a host of new material and artistry under the Victor banner; company isn't preparing that tree-mendous spring advertising campaign for no good reason. And for your final straw in the wind, it might be noted that Decca's talent office is very far from inactive. . . . Since Petrillo has already met with disk firm and transcription company execs, financial arrangements may be straightened out any week, day or minute now. At this writing no go-ahead signal has been given yet, but Petrillo has indicated that the disk firms may visualize unloading new-tune waxings in early March. Operator's part in the expected settlement of the ban is still cloaked in questioning, but dispensation here probably will not have to hold back the manufacturers.

### Territorial Favorites

#### HARRISBURG, PA.:

##### Strip Polka. Alvin Roy.

Here in Harrisburg, the nickel-nabobs just won't depose Queenie. When she steps out to do her stripping on wax, that's aw' regal, and any "Take It Offs" you might hear certainly do not refer to Maestro Roy's recording of *Strip Polka*. The reaction is not surprising, considering the lyrical humor, but such sustained interest in a passing parader is. Natural deduction to be made by alert operators is that where new releases don't fit the bill, *Strip* should fill, but nicely.

#### OTTAWA, CAN.:

##### Two o'Clock Jump. Muggsy Spanier.

Canadian tastes, so far as machine disks go, are at wide variance with those of us'uns. Hottest meter-clicker in Ottawa, for example, is Muggsy Spanier's *Two o'Clock Jump*, an item you'd look far afield to find on native music boxes. Similarly, Jimmie Lunceford's *It Had to Be You* being a second-place runner would indicate that the boys north of

the border like it rare and hot. Same could be said of Jimmy Lytell's *Fat Meat Is Good Meat* as well as George Formby's *Andy the Handy Man* and Wilf Carter's *Waiting for the Last Train*, latter two being patches of old-fashioned calico. Judging from the above, who says we're allied.

#### DALLAS, TEX.:

##### Move It Over. Ethel Merman

Now we're talking about a fairly new subject. *Move It Over* was released only a few weeks ago on the back of *Marching Thru Berlin*, but while *Berlin* was plugged and plugged by manufacturers and distributors, Dallas folks merely moved the record over. What they heard was an unstartling melody, but one that could be easily hummed and boasted an army-life touch of humor in the narration. Accordingly, *Move It Over* shaped up pretty well for the machines. Beautiful part for operators elsewhere is that if *Over* moves too slowly, you can always go back to *Berlin*.

#### Note

For a comparative listing of songs played most often over the radio for the week ended Thursday, February 18, and the week previous, ended February 11, see the Music Popularity Chart in the Music Department, this issue.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the sepien best-sellers under Harlem Hit Parade.

## Detroit Official Objects to Film In Movie Machine

DETROIT, Feb. 20.—Drastic exercise of censorship over the type of films used in soundies machines was exercised this week by Lieutenant Charles W. Snyder, head of the Police Censor Bureau. Snyder confiscated two reels of film used in a particular machine as taken from a location. Snyder said that the machine had been disconnected by the owner of the bowling alley in which it was located when it was found to have allegedly "indecent" pictures on the current release. Snyder described them as showing



LOOKING OVER CABINET. Carl Trippe (left), Ideal Novelty Company, and Andrew J. McCall, McCall Novelty Company, St. Louis distributing firms, examine an Aristocrat phonograph cabinet with approval.

Good luck, boys

# JIMMY DORSEY

AND HIS ORCHESTRA

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BOB EBERLY

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KITTY KALLEN

Personal Management:  
BILL BURTON

Direction:  
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"nude hula dancers cavorting on a beach."

The right to censor soundies was claimed by Snyder, who was then censor of motion pictures alone and not of all amusements, when soundies were first introduced, but this is believed to be the first time that any such drastic step as

confiscation has been resorted to. Result will probably be a requirement that all releases of soundies films shall be reviewed for the censor or one of his staff before they are placed in machines. At present 35mm. films are all reviewed before being shown in theaters, but facilities for reviewing the soundies have not been conveniently available.

# MOVIE MACHINE REVIEWS

## Program 1105

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, February 8. (Note: Because of the current record ban enforced by the American Federation of Musicians, which forbids the use of union musicians in the making of machine shorts, most of the Soundies are no longer made by Sam Coslow, of RCM, and Jack Barry, of Minoco. The product shortage has forced Soundies to buy from all possible markets, including reels made before the record ban went into effect. Soundies also buys old musical sound tracks and employs performers who can work to those tracks. Latter method is executed by Soundies itself, under the direction of William C. Crouch, its publicity head.)

EDDIE PEABODY, the veteran banjo strummer (now a lieutenant commander in the navy), is seen in his third short he made in Chicago some months ago. It is labeled *Strum Fun* and is set in the background of a parlor, with several pretty dames making pleasing faces. The help, unfortunately, is inexperienced and takes away from the general effect of the reel. Peabody's playing of *Some of These Days*, however, has plenty of fire and rhythm. (WFC)

JACK AND JUNE BLAIR, THE BALATORS and DORN AND DELSA, three dance couples, come to life from their frigid poses on huge picture frames to do a polka in *Jolly Joe*. Idea is novel and the music is rather catchy. (LOL)

SUSAN MILLER, a blonde in this short, vocalizes with plenty of rhythm in *Bugle Woogie*, while LORRAINE PAGE and THE TRUMPETEERS, featured girl musicians in the band, are singled out in hot choruses on their instruments. An unbilled lad from the band steps down to do a dance strut with Miss Miller. Lively, tho technically faded, short. (Globe)

THE SMOOTHIES, veteran harmony trio consisting of two boys and a girl, come on with the timely *Rosie the Riveter*, to the musical assistance of the CAPPY BARRA BOYS (5), harmonica group. It all happens during the lunch hour in a defense plant's recreation hall, so it's topical enough. And Rosie is a hefty, sexy blonde with a pretty smile. (Soundies)

SERGIO DE KARLO with the Spanish Belles, group of native dancers, do authentic singing and dancing in *Andale*. It's Spanish all the way, the words, music, action. De Karlo accompanies himself on the guitar, with additional music furnished by costumed gauchos with guitars in the background. (LOL)

LOUIS JORDAN and his hot five-piece colored band work to their old track of *Old Man Mose*. A neat bit of production here, Jordan working straight and as a bespeckled preacher, latter bit in the company of praying Negroes to lend atmosphere. (Soundies)

THE KORN KOBBLERS are back with their zany, nondescript edition of *Listen to the Mocking Bird*. Since they have a comedy band, they attempt anything and everything that is unorthodox and get away with it amusingly enough. Plenty of young, shapely gals peppered about for decorative effects. (Minoco Reissue)

MELTON MOORE and MARY DOWELL supply the romantic action to the vocal and musical record of *Lullaby in the Rain*. A good-looking couple with convincing act, supported with an interpretative bit of dancing by three gals in revealing garb. (Soundies)

## Program 1106

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, February 15.

THE SMOOTHIES, vocal trio, again with the harmonica pumping assistance of the CAPPY BARRA BOYS (3) do straight and special lyrics in *Lullapaluza Lu*. The two boys work as a sailor and soldier, while the girl assistant is the enviable Lu. Some of the lines are fairly spicy, but the boys know how to put them over. (Soundies)

MARIAN LAWRENCE and her dancers executive a lengthy harem number in *Swinging in a Harem*, while a jovial sultan in his throne looks on. Because

there is a little variation in the movements, a shorter routine would have sufficed. Most of it is suggestive stuff, but not off-color. (LOL)

DOROTHY CORDRAY, plenty fine on looks and plenty strong on popular vocals, socks across once more with her interpretation of *If He Can Fight Like He Can Love*, with tall, handsome JIM MERCER as the army officer who gets said attention. An unbilled dancer in a sailor uniform offers a neat bit of legomania during the proceedings. (ROM Reissue)

ARNOLD KENT and MARINA GOYA, interpretative dancers are respectively a stowaway and a sailorette on a sailboat which, strangely enough, is manned by young, romantic gals. To the strains of a romantic tune, the sailorettes go thru the undulating body motions of a hula. The title: *Fisherettes Catch*. (Techniprocess)

THE FOUR TOPPERS, colored harmony group working on the order of the Ink Spots, are seen in a number they featured in a long picture, known here as *Jump In*. They work in a night club show and their song title, to be correct, is *Jump, the Water's Fine*. Good performers who sell out all the way. (Soundies)

THE COLLEGIATES, a group of boys with instruments, act in a fraternity set to *Ozzie Nelson Blues*, offering a combination of blues and boogie woogie music. Among the j-bugging couples, HAL AND HONEY BEE are singled out with a routine that fairly sizzles. (Soundies)

WILL BRADLEY and band, with vocals and production work by LYNNE GARDNER, sweet and pretty, and TERRY ALLEN, young and handsome, have fun in *Jack and Jill*. It is a modern version of the old rhyme, laid against some rides and features of an amusement park. (Minoco Reissue)

GRACIE BARRIE, the musical comedy singer (currently leading her husband's band at the Blackhawk Cafe, Chicago), is doing the slow-tempoed *Nobody Makes a Pass at Me*. Neither the subject matter nor the camera do justice to Miss Barrie in this one. She sings her tale of woe before several lounging girls in a sorority house bedroom. (Minoco)

STEEL IN MATCH BOOKS.—The national scrap drives have brought public attention to many uses of steel which formerly were not considered important. For example, 500 tons of steel each year go into tiny steel staples used in book matches, of which America uses 225,000,000,000.



Anticipating War Restrictions on printing films, this company printed a large stock of

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FLAMENCA  
NOTHING BUT ROMANCE  
GEORGIE PORGIE

### PROGRAM NO. 102-A

LOVE SONG OF RENALDO IN A SHOW OF OUR OWN  
LYDIA with RUDY VALLEE  
THRILL FROM BRAZIL  
SHADRACH with SHADRACH BOYS  
WHEN YOU'RE NEAR ME SAY SI SI  
TROPIC SWINGAROO

### PROGRAM NO. 103-A

BOOTS & SADDLES with RUDY VALLEE  
PAPAYA  
SAMOA with SHADRACH BOYS  
MALE ORDER  
THERE I GO with GERTRUDE NIESEN  
JUNGLE RHYTHM  
THE SULTAN'S CHARM  
CONCERTINA MAN

### PROGRAM NO. 104

JIM with GERTRUDE NIESEN  
DADDY'S COLLEGE BOY  
THE RIGHT KIND OF GIRL  
HI! NEIGHBOR  
YOU ARE MY RHAPSODY  
NEVER WATER A LILY WITH WINE  
DELILAH  
YOU'VE GOT ME GUESSING

### PROGRAM NO. 105

ALWAYS ON THE BENCH  
KISSES TO YOU  
OH, JOHNNY! with GERTRUDE NIESEN  
DOIN' THE ARGENTINE  
SWEATERS AND SUNDAES AT YOUR SERVICE  
OH SUSANNA  
UNSOPHISTICATED SUE

### PROGRAM NO. 106

MRS. YANKEE DOODLE  
PEG LEG PETE, THE PIRATE  
LOVE NEVER HAPPENS TO ME  
HAWAIIAN DREAMS IN A LITTLE COUNTRY TAVERN  
A WEE BIT OF SCOTCH with GERTRUDE NIESEN  
THE GOLFER'S LAMENT  
DANCING IN A HAREM

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BOX D-27

The Billboard

Cincinnati, O.





## Multiple Influences Bear Upon Trade in January To Influence Markets

**Optimism prevails among operators, while only four reports show a drop in business—trade is a zig-zag picture showing how trends influence business—machines are shifted to obtain better locations—shortages of man power, records and vending supplies frequently mentioned.**

**T**WO impressive factors stand out in the market reports for the month of January. The big majority of the reports shows that operators are still very optimistic because the patronage of machines in most areas has shown excellent gains. Many of the reports specify a 20 to 25 per cent gain in patronage as compared with December. Only four reports definitely indicated a drop in the patronage of machines in January.

The second impressive factor in the January reports is the wide variety of influences now bearing upon the coin machine trade in the various cities and market areas. It would require a lengthy article to list the many influences in detail and to show how the same influence may hurt operators in one section, while at the same time operators in another section may be benefited.

The variety of these influences now at work is causing a number of shifts in coin machine operations thruout the country. At least the January reports begin to show more than ever that operators are making changes to adjust themselves and their businesses to new conditions which they fear are certain to last thruout the war. Practically all the reports emphasize that operators are not alarmed at all but that they are making these adjustments quietly in order to get their machines in the most favorable locations. The reports emphasize that because of the excellent patronage which machines are getting, operators cannot complain about having to make some shifts in the location of their machines, or about the many other difficulties that are arising. Most operators expect that the high rate of earnings on machines will last as long as the great industrial activity continues thruout the nation spurred on by new demands for greater war production.

The January reports were a little too early to show how disturbing the more recent "work or fight" policy of the federal government may be to operators. By the time this article was being prepared late reports were beginning to come in which show that the "work or fight" policy and prospects of future legislation to draft civilian man power may prove a disturbing factor in the operating field. However, the alarm may be premature as it was in the case of gas rationing and other war restrictions.

The January reports emphasize the fact that almost all operators agree that gas rationing and most of the other restrictions that war has imposed upon them have not yet hurt so seriously as they had feared in the beginning. So it may be that future restrictions due to war will not be so serious as at first might appear.

### Not Complaining

The reports for the first month of the new

year definitely emphasize the fact that operators are not complaining. The most serious problem, according to all reports, is the growing shortage of help. It is now definite that those operators who have mechanical ability or who learned to be fairly good mechanics have a decided advantage in the present situation. It is evident that operators who can repair their own machines are going to be able to keep them in service much longer than those operators who are not able to do their own work. All operators feel that mechanics will be drawn into war plants and the armed services faster than ever now. The younger operators also will probably be drawn away from the trade, leaving the older operators to cover the field as best they can.

Distributors are very seriously affected by the continued decrease in mechanical help. In many cases they are not able to handle the business that piles up on them as operators bring in machines for repair. It seems now that the best sources of repair parts for the trade will be the breaking up of older machines as time goes on. This is becoming a fairly general practice just as it did in Canada and England.

The second problem most frequently mentioned in trade reports is naturally the shortage of records for juke boxes. This and the new Petrillo action are discussed more fully under the section devoted to music.

Two or three illustrations may be given of how the changing picture affects coin machines in various ways. What promised to be a very serious move against the coin machine trade happened in Alabama recently when a dry administration undertook to drive music out of all locations selling liquor. A final compromise was adopted in which the ban would be on liquor locations in the smaller towns and villages, but the larger cities would not undergo

the ban on music. This immediately boosted the patronage of all types of coin machines in the large cities to a great extent. Most operators in the larger cities have machines in the surrounding areas, and they quickly brought their machines into the city locations and found they are making more money than ever. So what threatened to be a very serious blow to the business merely caused operators to go to the expense of shifting their machines. This seems to be pretty generally true of all of the influences now affecting coin machines.

Several reports say that the increased number of men entering the armed services is cutting down the play of certain types of machines. Many locations are affected to a considerable extent when the younger men go away either to the services or to distant industrial areas. If there is any secret to the increased patronage of machines most reports suggest that it is due to increased pay rolls in all parts of the country. Industrial plants are still taking on workers as fast as they can get them, which means that the total pay roll in any area goes up. This increase in the amount of money in circulation always seems to boost the play of machines. Some operators feel that restrictions on spending due to rationing means that workers have more spending change left in their pockets and they spend more of it in coin machines for diversion.

### Less Ration Talks

Gas rationing became less a topic for discussion in the coin machine trade. Operators have learned how to adjust themselves to their new conditions and continue to trade locations, to shorten routes and to move into the larger centers of population. Operators now take it for granted that their more extended routes will have to be dropped and that the outer districts and highway locations may be a thing of the past until the war is over. Reports in January emphasize that operators who had trucks were faring better in getting gas than operators who depended upon passenger cars for servicing their routes. Little mention was made in reports of converted cars. A Massachusetts newspaper published a story saying that operators who had converted their cars in that district were getting truck allowances and suggested that probably this was a subject for investigation. No definite reports have yet been received of official investigations of ration cards which have resulted in their being taken away from operators. It is known that investigations are being made quietly in several cities and that some C cards are being taken away from owners of cars.

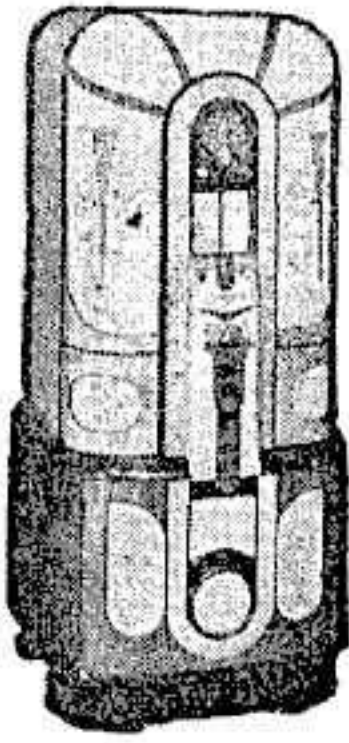
The ban on pleasure driving was frequently mentioned in most reports. Again most reports

### Petrillo Action

One of the troubles which have beset music operators for many months has been the AFM ban on recording. Juke boxes have functioned and cash box "takes" have been normal, but the situation was, to say the least, trying to operators who had to hurry and scurry to keep the disk trays loaded with as many popular tunes as possible, filling in with standards.

The break came on February 12, Lincoln's birthday, when Caesar Petrillo moved to "emancipate" the recording and juke box industries. His demands and the ensuing action are recorded in "The Music Hall" section of "your COIN MACHINE CONVENTION . . . in print."





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said that the effects of the ban on pleasure driving had been unfavorable in some respects and in others the reaction had been very favorable. Probably further observations on this factor will be made when the February story is written.

Taxes on coin machines were mentioned more frequently in January reports than for several months. The trade had been watching closely the effects of the federal tax plus State and city taxes in several areas. The trade had feared that the total of these three separate taxes will be so high that a lot of the older machines will be withdrawn from business. For the first time in several months reports began to mention that this is now beginning to happen.

Reports are also beginning to accumulate to show that operators are now looking forward to next July 1 when taxes jump on free-play games, and this is already beginning to have an adverse effect. Operators are trying to bridge the gap and meet the high taxes by simply removing their machines from the poorer spots and taking them to better locations. Most reports say that competition for locations is not so keen now and that most operators can easily find good locations for all the machines they have in operation. Hence they will try to pay the high taxes by moving their machines to the better and better locations.

### Revenue Reports

By the end of 1942 two or three States had begun to report decreasing revenues from coin machines. It was assumed that this drop in State revenues was due to the simple fact that federal taxes, plus State and city taxes, make a total load that the older machines cannot pay. Hence they were being withdrawn from business. State revenue reports will show this decrease much quicker than the federal reports.

The federal government issued its report in January on revenues that had been collected from coin machines in December. The federal collections for December showed a very nice increase which seemed at first to upset predictions that revenues from coin machines would begin to drop. But several new federal taxes on coin machines started November 1, and the December report was merely reflecting an increased revenue because of the much greater types of machines now covered by the federal tax. The federal tax on juke boxes and arcade machines went into effect November 1 and this would account for a big increase in collections.

Reports now are definite enough to show that the high federal tax, plus State and city taxes, is going to have a very serious effect on pinball games. An interesting sidelight on the collection of federal taxes on coin machines came from Colorado. There it was reported that operators and collectors tried to get together, but Internal Revenue collectors were so busy with so many new taxes that they simply did not have time to bother with trying to collect the taxes on coin machines. Hence the federal tax collections in the State were very low for the time being. This may be a condition that shows up in other States as well as Colorado.

Many State legislatures convened in January, but reports show that they are very slow to get around to proposals relating to coin machines. Several bills were dropped into legislative hoppers, but most indications show a flood of bills had not appeared by the end of January.

The most vicious bill to be reported in January was a proposal introduced in the Missouri Legislature to place a high tax on various

types of coin machines placed in liquor locations. This bill was similar to one introduced in 1941 to drive juke boxes out of taverns. The bill is definitely backed by dry forces who feel that by taxing coin machines out of business they will be able to cut the business of liquor locations considerably. The phonograph trade is most worried about this bill.

After hanging in the courts for practically a year, the Maryland Court of Appeals upheld the State vending machine tax passed in 1941. This is the law the same court had previously held invalid. It was considered rather a serious blow to the vending machine trade. Unfortunately, the law had been held invalid on a technicality and not on the principle. The vending machine tax in Maryland was originally sponsored and strongly supported by four retail organizations in the State, including druggists and restaurant proprietors. This is another case of the misguided ideas of retail trade associations that undertake to promote discriminatory laws against vending machines.

In the music field operators felt the growing stress of record shortages. Reports show that operators are continuing to use more old records and also to buy increased quantities of records from retail stores. Reports indicate that record distributors have gone to great lengths to co-operate with music operators. In most cases they ration the records to operators.

### More Records Now

A few cities began to report an increase in the supply of records for operators in January. The reports did not say much about operators' interest in the developments on the Petrillo record ban, but it is known that they are watching the case. The Senate hearing on the Petrillo record ban was held in Washington according to schedule, and Petrillo himself was quizzed on many points by the senators. However, all important decisions and developments were postponed until later. A court hearing was scheduled in Chicago for February 8, and during January the government filed its appeal against the Petrillo record ban before the United States Supreme Court. This means that the highest court in the land will eventually consider the record ban and hence an important decision may be forthcoming. Petrillo's newest offers to end the ban were made on February 15.

At least two copyright bills were introduced in Congress (HR-1570 and HR-1571), both with the definite purpose of repealing or amending the present copyright law so that national organizations like the NAPA can collect a fee direct from the juke-box trade. An interesting sidelight on this scheme was seen in Canada, where the Copyright Society in that country has been trying to collect a \$10 fee from each phonograph for the use of copyright music. The case was filed before the Canadian Supreme Court in December and a decision had not been made during January. However, the Canadian Copyright Society withdrew its demand for the \$10 juke-box grab in January and said it would await the decision of the high court.

Another juke-box grab plan was announced by the manager of a radio station in Philadelphia. This grab plan suggested setting up an organization to collect \$4 from each juke box to go to a fund for unemployed musicians. The author of this grab plan said that the fee could be reduced to \$2 or even \$1 if the motion picture industry could also be forced to contribute to the plan. The author of the plan also prob-

ably indicated the real secret for all these grab plans. It is evident that a national collection agency would have to be set up to collect from the juke boxes, which would mean fat salaries for executives and perhaps hundreds of collectors in all parts of the country. The original grab plan suggested had specified \$20 from each juke box per year. The Rosenbaum plan cuts the fee to \$4, and it may be that there will be stiff competition in the juke-box grab plans from now on. It is not known exactly just what Petrillo wants from the juke boxes. The first feeler put out from his organization suggested he wanted a fee of 50 cents on each record sold for use in juke boxes. Others have suggested that he wants \$5 or \$10 per year from each juke box. It is not known just how much NAPA wants from the juke boxes—either it wants a fee on each machine or a fee on the records. There are at least three national organizations already trying to make a grab on the juke-box industry, and the field is now open for as many new plans as can be suggested.

### Public Is Patient

Reports supposedly coming from the record manufacturers indicated that they would announce more new recordings beginning in January, and this probably accounted for the increase in records in certain States—they were just beginning to get on the market. Some reports said that the record shortage was beginning to work to the advantage of comparatively unknown orchestras and musicians. These unknowns could make records and find a ready market in the juke-box trade. In all these reports of record shortages, it is strongly emphasized that the public was not complaining no matter how old the records happened to be on the juke boxes.

In the used machine field prices were up. The demand increased also in January except for free-play pinball games. Some distributors reported a decided drop in the prices on used free-play games. The trade reported that prices on such machines as ray targets, sports games and other high-grade arcade machines were really skyrocketing. Reports show that when a distributor got a number of machines in stock he would probably sell out completely on the same day the stock arrived.

Reports in Chicago showed that OPA officials had been checking with distributors on the prices of used coin machines. This caused alarm at first, but the government agents later admitted that they were merely checking on the trade to get information to see if it would be practical to establish ceiling prices on used coin machines. The agents frankly admitted that they considered it practically impossible to establish ceilings on these machines due to the many conditions that affect the price of machines.

The vending machine trade continued to report greater shortages than ever in candy, gum, soft drinks, and even the West Coast trade began to report shortages in nuts for vending machines. Operators of vending machines fear that this condition will get more serious during the year. At least there are no promising signs now that supplies of merchandise for vending machines will get better. There was even talk in January that cigarettes may eventually be rationed. Where vending operators can get supplies they report excellent business. One city in the East reported that vending machines were being withdrawn from locations because of difficulty in getting supplies. Ice-cream and

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Keeney '38 Track Time	95.00
Keeney '38 Track Time (cracked glass)	80.00
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Mills 4 Bells	385.00
Mills 4 Bells Animal Reels	385.00
Super Bells	199.50
Super Bells, 2-Way	329.50
Kentucky Club	64.50
Bally Club Bell	189.50
Lucky Star	119.50
Saratoga Ralls	99.50
Tanforan	21.50
Liberty Bell	21.50
Derby Time, One Ball	79.50
Santa Anita	179.50
Spinning Reels	94.50
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soft-drink venders are especially mentioned as being withdrawn.

The only bright spot in the report of vending merchandise was that operators who have machines in defense plants or in industrial areas are better able to get supplies. They seem to be rated along with the stores in these industrial areas and get a fair portion of merchandise.

**Minor Pinball Note**

The amusement games field seemed to be a minor note in most reports. The discouraging point seems to be the high federal tax on free-play games when the free plays are redeemed. This would become more serious when the tax increases next July 1.

Arcades were the bright spot in the amusement machine field. There seems to be a steady increase in arcades, and practically all of them report record business. They are featuring amusement machines different from pinball games.

The Pennsylvania Superior Court January 29 handed down a decision favorable to free-play games in that State. It constituted the third high court decision that gives favorable recognition to free plays as a legal reward to players. This decision greatly stimulated the pinball business in Pennsylvania, and operators began to bring their old games out of storage and to bring in the games they could pick up in neighboring States.

**Baltimore**

**Operators Expect State Will Pass Tax This Year**

BALTIMORE, Feb. 20.—Operators have not seemed to worry so much about the prospect of new State taxes this year. January business held up so well that operators remain optimistic in spite of any prospects of future taxes. Most operators feel that patronage of machines will continue very favorable for some months to come.

The ban on pleasure driving seriously cut the business in some sections, while other parts of the city reported improvement. Operators were busy in January relocating their machines in order to take advantage of the changes in public traffic.

OPA officials made a check on gas rationing cards in this area, and some operators were hurt when they lost their C ration cards. OPA officials said that service and route men are entitled only to B cards. This has naturally put a crimp in some operators' plans. Suburban areas are spread out so much here that operators felt they needed C cards to cover the territory. Despite all these handicaps, operators generally report a gain in business during January that would amount to 20 to 25 per cent.

Music operators continue to be the most optimistic, altho all of them complain about record shortages. The new federal taxes that went into effect in November on juke boxes and arcade machines seem not to have hurt the business seriously in this area. Operators do say that they are very anxious that no additional taxes be placed on their machines.

It is generally expected that the Maryland Legislature will place new taxes on coin machines. There are no indications yet as to just what these taxes will be, but the trade expects that the State will take the federal law as a standard. In January one bill was introduced for the licensing of amusement machines for the city of Baltimore. This bill proposed the outlandish fee of \$100 per machine.

Distributors report that sales of used machines are excellent. They cannot get enough equipment to meet the demand. A lot of new juke boxes have been sold in this area.

Vending operators here are seriously disturbed by the decision of the State Court of Appeals that the 1941 vending machine tax law is valid. The same court had previously declared the vending tax invalid.

Operators of soft drink venders are

particularly enthusiastic about business and say that even with the shortage of merchandise they are still getting along well. In the industrial area the OPA has recently granted increased allowances of sugar and merchandise.

**Birmingham**

**Liquor Program Causes Shifting of Locations**

BIRMINGHAM, Feb. 20.—The situation in Alabama has changed materially in the past 60 days. Those within city limits still enjoy a box-office business while those on the outside are fading out of the picture.

There are two reasons for this: One, of course, is mileage rationing. The other is a new rule of Gov. Chauncey Sparks limiting retail liquor sales to zoned areas within incorporated towns.

Under normal conditions this clamping down on the roadhouses would hurt the coin machine business considerably, but under the impetus of a wartime prosperity this is not true. Those operators within the charmed circles are just doing a bigger business. In fact, in war production centers like Birmingham, Montgomery and Mobile collections are far ahead.

**Helps Servicing**

The clamping down was not without advantage to operators. It simplified their service operations. Most of the operators and distributors have B cards and a fair gas quota for their trucks. Service calls have been better grouped and no callbacks are made.

Operators are getting around the record shortage as best they can, chiefly by using old numbers. Some of the records being used are several years old and are popular.

The Alabama Legislature has not proposed any bills of special significance to the coin machine industry.

**Boston**

**Music Operators Planning To Oppose New Tax Threat**

BOSTON, Feb. 20.—Problems of phonograph operators are still on the increase. Wholesale record dealers have fewer records for them than ever before, and it seems some wholesalers feel that the department stores are better outlets and are feeding them the greater part of the records that are coming in. In addition, Representative Cappucci has introduced a bill in the State Legislature which will require the operators to pay a \$50 license fee for every machine plus a \$10 yearly inspection fee.

The Automatic Music Association has lined up a plan for presentation to the legislative committee when the bill comes up. The association has also sounded out members of the House of Representatives and it is now felt that the above bill will not be passed.

A committee headed by Norman Pearlstein, including C. L. Jacobs and J. Greene, will meet and decide on a definite plan for a record-salvage campaign. This campaign is to be State-wide and, according to early plans, should be fruitful.

Candy venders are still having the problem of securing candy for their machines. It is now a case of being at the wholesaler when the supply comes in and carting your wants with you. The less popular brands are now getting a bigger play, and it has become a case of getting what is available. The numerous candy stands which are located in subway stations do not have any candy for sale. They are cleaning out their stocks and are utilizing the space for display of magazines.

**Buffalo, N. Y.**

**Vending Machines Hurt Most by War Stringency**

BUFFALO, Feb. 20.—The outlook here is not pessimistic, but operators agree that collections have dropped as expected from the December peak.

The ban on pleasure driving in the

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American Flag	10.00	Klix, 1¢ (Number)	10.00
Lucky Smokes, 1¢ (Number)	10.00	Poko-Reels (Card), 5¢	10.00
Lucky Strike	10.00	Races, 5¢ (Number)	10.00
Marvel, 1¢ Cigarette	15.00	Strike	10.00

**COUNTER GAMES (USED)**

American Flags, 1¢	\$10.00	Grand Stand	\$10.00	Puritan Venders	\$ 6.00
American Eagles (Fruit or Symbols), Non-Coin Operated	15.00	Groetcher Venders, 1¢-25¢	7.00	Pok-o-Reels	6.50
American Eagles, 1¢	7.50	Ginger, 1¢ (Cig.), Token	10.00	Penny Pack	7.00
War Reels	7.50	Heads or Tails	7.50	Reel "21"	6.00
American Eagles, 1¢, 5¢ (Fruit or Symbols)	7.50	Imps, 1¢, 5¢ (Fruit or Cig.)	5.00	Roll-a-Cent	2.00
Ace, 1¢, 5¢, 10¢ (Poker Reels)	10.00	Joker	5.00	Races (Old)	3.50
Bally Baby (Cig.)	5.00	Klix, 1¢	7.50	Reel Dice	3.50
Cub, 1¢, 5¢, Fruit or Cig. (Poker Reels)	6.50	Lucky Smokes, 1¢	5.00	Roll-a-Pack	4.00
Cleaning House	4.50	Liberty, 1¢ (Fruit)	5.00	Races, 5¢	3.50
Cent-a-Pack	8.50	Lucky Packs	7.00	Reel Spot	6.00
Chicago Club House (Poker)	7.50	Lucky Strike, 1¢	7.00	Smoke Reels	6.00
Cent-a-Smoke	10.00	Little Poker Face	3.50	Track Reels	5.00
Deuces Wild	8.50	Marvel, 1¢	7.50	Tit-Tat-Toe	5.00
Doughboy	7.00	Marvel (Cig.) Non-Coin Operated	12.50	Tot (Cig.), 1¢	3.50
Fair Deal (Poker)	7.00	Mercury (Cig.), 1¢	10.00	Twenty-One, 1¢, 5¢	7.50
Gold Rush	5.00	Mills Tockette, 5¢	3.50	West Pocket Bell, Green	25.00
		Nugget	5.00	Wing, 1¢ (Cig.)	7.50
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Eastern States also hurt business here. Music operators report that the pleasure ban has cut business considerably in certain sections. While the suburban locations have been hard hit by the ban on pleasure driving, downtown locations report a considerable increase in business.

One of the most important events in the operating field in January was the get-together of music operators in this section. There have been factions among music operators, but the January meeting was a big success, with 60 music operators attending.

Opinions here vary considerably, and each operator seems to have his own plans for meeting the special problems that come up now.

Music operators report that records were easier to get in January. They report getting from 25 to 65 per cent of their quantity of records ordered.

Operators are not decided yet whether service calls every two weeks will take care of phonographs. At least one operator is already making weekly service calls to downtown locations.

All operators say that repair parts are becoming scarce as can be and that repair men are practically impossible to get. Operators are trying to do the work themselves.

The music association is working on a plan for a central service system to han-

dle night calls. This plan may get started in a few weeks.

The pinball business has taken a minor place here. Target guns and the sports games are very popular.

Vending operators report a real drop in their business.

## Denver

### No New Taxes Expected By Colorado Operators

DENVER, Feb. 20.—Shortage of help still is the problem in Colorado. Draft boards continue to call up employees faster than they can be replaced.

Next in line is the question of records. Operators are receiving small shipments from time to time, but the general situation is almost as critical as that of employment.

Gasoline rationing boards have been generous with B and C cards, and rationing has not been a serious problem. Servicemen have had to curtail their trips to some extent, but can still make necessary calls.

#### No Tax Worries

Taxes apparently are no problem to

operators. Altho collection of the new federal taxes probably runs somewhat behind schedule in Colorado, this is only because of the inability of both operators and Internal Revenue Bureau agents to find time to take care of the matter.

Apparently no new State taxes will be imposed on any type of coin machines. Both retiring Governor Ralph L. Carr and the new governor, John C. Vivian, told the legislators to be as brief as possible in this year's sessions and concentrate on important matters.

## Des Moines

### Operators Continue To Cut Down Service Trips

DES MOINES, Feb. 20.—January business left Iowa operators optimistic, notwithstanding gasoline rationing, record shortage and other difficulties.

The State Legislature has not indicated any additional tax on coin machines. The only measure brought up is one to lower the license fee on penny scales to \$1 a year. This has the approval of the State Department of Agriculture. Under the present law the department has attempted to tax the machines the same as the large weighing machines.

The phonograph business in Des Moines and other large centers was above par during January, with only the small gas station type suffering losses.

The record situation has helped out in one way—that is, a reduction in service requirements. Because of gas rationing, operators are making service calls about once in two weeks instead of weekly.

Pinball machines have not made a comeback and are virtually at a standstill. Some consoles and other types of machines are in operation.

#### Taxes Hurt Arcades

Venders find that candy and gum shortages have hurt to some extent, but those with war plant locations have been able to get sufficient supplies.

Panorams have made a comeback in Des Moines, with five machines now on locations.

Arcades are still doing good business, but operators complain about high federal taxes.

## Detroit

### Music and Games Show Excellent Jan. Pick-Up

DETROIT, Feb. 20.—Local operators report play on machines showing a pick-up as much as 15 to 20 per cent. This seems to be divided between music and game machines, as vending machines are not doing so well.

Conditions affecting the supply for venders are keeping volume and profits down. Costs have risen for supplies and they are scarce.

Absolute scarcity of some items, such as chocolate bars, has led operators to take some machines off location.

Record situation seems to be well in hand here, with operators ingeniously switching records and reviving others. Some have turned toward the use of needles believed easier on records, counting on getting maximum play from each record. Tendency to hoard the existing stock of all usable records is notable.

Detroit operators still remain somewhat vague on ultimate reaction to gas rationing. Despite the fact that ODT truck headquarters are here, many seem to have had no satisfactory settlement, especially on their trucks.

## Harrisburg, Pa.

### Conditions Leading Ops To Move Machines Often

HARRISBURG, Pa., Feb. 20.—January business held up well in this area, with an increase in city spots to offset the drop noticed in out-of-town locations.

One of biggest problems of operators in the music field is record shipments. One operator reports getting one record for every 10 ordered, but there is some consolation in knowing that competitors are in the same boat.

Pinball machines are producing sizable revenues despite the lack of new devices. The older machines are holding up well, it is said, but require a good deal of repair work. One operator moves machines frequently to give customers of each location a wider variety, and with the ban on pleasure driving the better machines in isolated spots may be moved to city locations.

Operators here have not been too active in association work recently because the area organization covers a wide territory, and restrictions on travel, coupled with a general help shortage, have kept operators close to their home businesses.

The State Legislature is meeting here at present without much activity evident on the part of operators, except in Philadelphia and Pittsburgh. There is no State-wide group in Pennsylvania for legislative purposes.

## Fort Worth

### January Business Said To Top 6 Months' Peak

FORT WORTH, Feb. 20.—Despite federal taxes, gasoline rationing and the shortage in products and man power, coin machine operators in this section are not complaining—they are enjoying peak business.

"I don't believe that gasoline rationing has materially hurt the places where most of the coin machines are located," stated Leslie J. Frankrich, of the Frankrich Distributing Company. "Many people got extra gasoline for business purposes and still had the pleasure gas to use as they saw fit. The federal tax effect cannot be gauged now, but it did not cause machines to be pulled in except in weak spots, and there were other locations waiting for most of them."

Frankrich said that the employment situation has been bad but that he has been able to meet the shortage of men

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NIGHT CLUB SECTION  
PAGE 15

<p>Seeburg Royal, Buckley Adaptor ..... \$110.00</p> <p>Seeburg K, Seeburg Adaptor ..... 110.00</p> <p>Seeburg Rex, U.S.R., Remote Control ..... 145.00</p> <p>Seeburg Selectomatic ..... 9.00</p> <p>Buckley Plastic Sides ..... 20.00</p> <p>Free Plays—Powerhouse, Formation, Cadillac 9.00</p> <p>3 Model 61 Wurltizers, Each ..... 55.00</p> <p>8-Col. Stewart-McGuire Cig. Venders ..... 34.50</p> <p>Rotary Merchandiser ..... 180.00</p> <p>Mystic, Boomtown, Pylon, Sport Parade, Gold Star, Metro, Pursuit, Congo, Each. 19.00</p> <p>7-Column Stewart-McGuire Cigarette Venders with Stands, A-1 ..... 19.00</p> <p style="text-align: right;">JONES MACHINES, Stephenville, Texas</p>
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not only in the operation of the distributing company but also the operation of the Frank's arcade.

The Frank's concern reported the phonograph record situation as not being serious. The record-loving public has not complained and there are plenty of good records available, the report stated.

**Record Ban Helps**

Jack Maloney, Panther Novelty Company, is another operator who had a good word to say about the records now in use. He declared that the stoppage of new releases has not affected his business.

"Many of the operators thought the gasoline rationing would seriously impair the take received by the coin machines

because of smaller crowds at the locations," said Maloney. "This has been true only in the scattered taverns:

"Most of the cafes and night spots are getting all the business they can handle. The influx of men in uniform, especially on the week-end, and the many well-paid workers at war plants in this area have helped keep up the coin machine business."

Merchandising machines have been hit by the shortage of products but many still operate, especially those at the war plants.

**Hartford, Conn.**

**Trade Continues Steady, Altho Problems Increase**

HARTFORD, Conn., Feb. 20. — The problem of help continues to be a big headache for members of the trade in the Hartford territory, it is said. Some spots are reported to have raised the salaries of regular help rather than face a probable help shortage. The war plants and the draft are dragging much of the available man power right out of the hands of the amusement industry in this territory.

Trade continues steady, altho some operators are reporting an increased shortage of equipment.

The new OPA pleasure-driving ban went into effect in the Eastern States last month. Theater business suffered because of the ban, altho bus companies added more busses to routes to take care of those theatergoers who couldn't use their cars to go to the show places.

**Houston**

**Drop in Patronage After Extra Holiday Spending**

HOUSTON, Feb. 20.—As was expected, business fell off sharply in Houston during January, the aftermath of holiday spending, tax paying and several days of freezing weather.

Local distributors of coin machine equipment express confidence for 1943. None hope for large profits, but all expect to stay in business and at least break even for the duration.

Operators feel secure for this year, at least. Generally, their volume of business has decreased, but so has their overhead. The owner of a large operating firm, himself working longer hours than his employees formerly did, said he had absolutely all the business he could handle.

Gasoline rationing has not seriously hampered operating activities. There has been some voluntary trading of locations to consolidate routes and reduce service calls. Co-operation from locations and a "shortage conscious" public is reported.

Records are scarce and of inferior quality. Cases of the shellac wearing off and exposing another record have been reported. Most trouble, however, is from warping. The two-for-one trade-in plan is not yet a problem, as most operators have an adequate supply of old records.

**Arcades Increase**

Cigarette machine reports are excellent. Legal games are doing well. Indoor arcades are appearing in force for the first time since 1918. A large one downtown and three in suburban community centers were opened the past two months.

At present there are no indications of any city, county or State tax levies on coin machines.

**Minneapolis**

**January Fears Failed To Come True in This Area**

MINNEAPOLIS, Feb. 20.—For a time it seemed that most operators were ready to quit the business, and then in January a sudden spurt of new activity came into the field, and now the coin machine trade here seems optimistic. That is a brief summary for the month of January.

Music operators report that January was a good month for them, and distributors report that all music equip-

**Baby Production**

As a special contribution to the war effort, J. A. and Mrs. Weinand, of the Rock-Ola Manufacturing Corporation, have recently contributed their best to baby production. Virginia was born February 8 at St. Joseph's Hospital here and weighed 5 lbs., 15 ozs.

This was the first effort of the Weinands to make a real contribution in the way of baby production. Weinand himself is assistant sales manager of the former phonograph division of the Rock-Ola plant.

Parents and child were reported doing well this week.

ment is selling well. Music operators naturally report their chief problem is that of getting good records. The record distributors here still have some new records for operators, but operators say in turn that the quality of new records is inferior. Operators are bringing all their old records out of storage and using them thruout the city. The public seems to accept this plan as the only thing that can be done.

Gas rationing proved to be a minor problem for operators after all. Most operators receiving B cards have consolidated their routes and in that way have been able to continue business at normal rates.

The shortage of good mechanics is a serious one, and operators in all fields have this problem. Operators are learning to do the work themselves.

It can be truthfully said that the industry here is on its toes and ready to do all that it can in its organized capacity to help win the war. They expect increasing difficulties but say that they will not give up.

The trade has shown some interest in the war-powers bill proposed by Governor Stassen. The real fear of operators is that some State commission will be appointed to carry out this plan and that somebody might get on the commission who would have a reform complex. That is exactly what happened in the first World War, they say.

Whole sections of the city were put under severe restrictions because of the whims of certain members of the commission.

Market Reports will be continued in next week's issue.

**Year Test Proves Value of Decals**

CHICAGO, Feb. 20.—Al Koplo, head of the Koplo Sales & Supply Company, reported that he is doing good business in spite of many changes that have had to be made to conform to priorities orders. His firm is now specializing in a line of decal transfer name plates.

Koplo says that operators thruout the country are fast learning that decals are very useful as a means of identifying machines and aiding locations in making calls for service. Operators find that these decal transfers not only add distinction to machines but also have been instrumental in securing new locations for the operator.

The Koplo firm has had this item on the market now for a year, and he says business has shown a steady increase for this kind of service.

**Sebring To Head Coin Machine Firm**

CHICAGO, Feb. 20.—Al Sebring, well known in the coin machine industry for the past 15 years, announces the formation of the Bell Products Company, to be located at 2000 North Oakley, Chicago.

Bell Products Company will specialize in reconditioning, repairing and rebuilding of all types of coin-operated machines, as well as carry a large stock of new and used parts for all types of coin-operated games.

For the time being, Sebring announces, the entire personnel of the Grand National Sales Company will continue to provide specialized service in all departments of the Bell Products Company. Up-to-the-minute equipment and this staff of efficient workers assures experienced and trained service in the new Bell Products Company shop.

The entire coin machine industry, we feel sure, will wish Sebring well in his new business.

**Chicago Firm Adds Getlan to Staff**

CHICAGO, Feb. 20.—Harry Marcus, head of the distributing firm here which bears his name, announced the appointment of J. Getlan as Eastern sales representative for the firm. He said that this appointment was a part of the firm's policy of taking care of its ever-increasing service to operators.

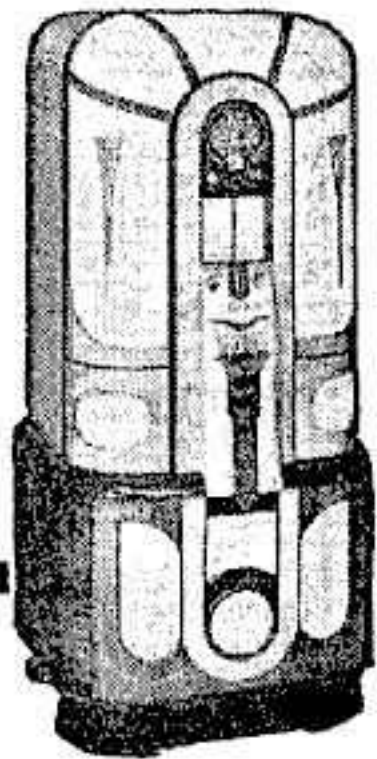
Getlan is well known to the coin machine trade and has been in the business so many years that he is said to know exactly what operators need. Marcus states that Getlan will carry out the policies for which the firm has won a wide reputation.

At the same time Marcus said that Morrie Wiczt is in for a visit at the home office. He has been the Western representative for the firm, covering California, Washington, Oregon, Texas and other sections on the West Coast. He reports that business is good in his territory and that operators appreciate the service which the firm has to offer.

**Baby Production**

WASHINGTON, Feb. 20.—James Koutsos, head of the Domestic Novelty Company, Washington, reports that recent events have been highly satisfactory. He is now a papa, a son having been born to him and Mrs. Koutsos early in January.

Koutsos also announces that his firm has moved into a new building at 3340 M Street, N. W., Washington.



**ROCK-OLA'S  
COMMANDO**

**Has Everything**

You Want in a Phonograph

The Buy for 1943—  
Ready for Immediate  
Delivery from Our  
Warehouse Stocks.

We are exclusive factory distributors for Washington and Alaska

**RON PEPPLER  
NORTHWEST COIN  
MACHINE SALES CO.**

3144 ELLIOTT AVENUE,  
SEATTLE, WASHINGTON

**WANTED**

Automatic Phonograph Mechanic with experience in remote control installations. Please give details as to draft status, references, salary desired, etc., in reply.

Address BOX D-22

Care of The Billboard  
Cincinnati, O.

**CLOSEOUT-BARGAINS**

Bally Rapid Fire .....\$160.00  
Seeburg Chicken Sam Conv. to Hitter 100.00  
Buckley Boxes Illuminated, Like New 16.00  
Wurlitzer Strollers ..... 25.00

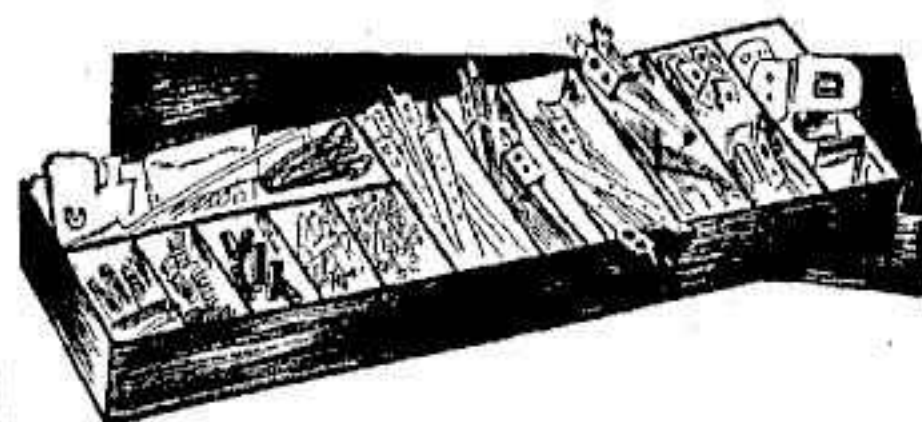
**AMERICAN COIN MACHINE CO.**

557 Clinton Ave., N. Rochester, N. Y.

**MECHANICS  
WANTED**

by prominent Maryland distributor. Must be draft exempt and thoroughly familiar with Seeburg wireless systems, pin balls, consoles, etc. Steady, permanent, excellent paying positions with real future for right men. Give age, draft status and full details in first letter.

**THE GENERAL VENDING SERVICE CO.**  
306 N. Gay Street, Baltimore, Md.



**MOVED  
To New and Larger  
QUARTERS**

With more space and finer facilities we will now be in an even better position to serve you.

**NEW LOW PRICE—ACT QUICKLY  
ECONOMY KIT**

Consists of silver points, armature plates, pigtail wire, tension springs, springs and fingers, bakelite tubing, fibre lifters, assorted brass rivets, contact blades, separators, L-shaped springs and holders and contact points.

**\$6.00 each**  
**ECONOMY SUPPLY CO.** ORDER TODAY.  
NEW ADDRESS  
615 10TH AVE., N. Y. C.



**THE BEST IN NEW AND USED EQUIPMENT**

CONSOLES		SLOTS	
18 Jennings Silver Moons, Free Play	\$110.00	Mills Copper Chromes, 5¢, 2-5 Payout, Like New	\$275.00
2 Buckley Track Odds, Daily Double Model, Factory Rebuilt, Never Used	450.00	1 Mills Gold Chromo, 5¢, 3-5 Payout	175.00
1 Buckley Track Odds, Daily Double Model, SU	400.00	Columbia Bells, 5¢, R. Door Payout, GA	42.50
Mills Four Bells, High Serials	450.00	Columbia Bells, 5¢, JP Model	42.50
Evans Gal. Dominos, New, JP Model, 2-Tone Cabinet	450.00	Mills 5¢ Front Venders, Milco Check Escalators, Indicator Head Future Play, Br. Crackle Finish, Concealed JP	175.00
Evans '41 Gal. Dominos, JP Model, 2-Tone Cabinet	325.00	Mills 5¢ Front Venders, Milco Check Escalators, Indicator Head Future Play, Br. Crackle Finish, Open Jackpot	175.00
2-Evans Bangtalls, '39 Mod., Brown Cab.	165.00	Brand New Mills Front Venders, Milco Check Escalators, Indicator Head Future Play, Crackle Finish, Open JP	235.00
2 Evans '39 Model Dominos, Brown Cabinet, SU	165.00	2 Jennings Chiefs, 50¢, Very Clean	225.00
2 Evans Lucky Lucres, '41 Model, 2-Tone Cabinet, 3/5¢ & 2/25¢	365.00	Jennings Chiefs, 5¢ Play	65.00
Baker's Pacers, Daily Double, GA	195.00	1 Jennings Silver Moon Chief, 5¢, Late '41 Model	235.00
1 Paces Races, Red Arrow, JP Model	210.00	1 Jennings Silver Moon Chief, 10¢, Late '41 Model	250.00
Mills Square Bells	50.00	1 Jennings Silver Moon Chief, 25¢, Late '41 Model	275.00
Keeney's Super Bells, SU	175.00	1 Mills 1¢ Smoker Bell	25.00
Bally Club Bells, New, Comb. Cash and Free Play	Write	5 Mills 1¢ Q.T.'s	45.00
Bally Club Bells, SU, Comb. Cash and Free Play	175.00	3 Mills 5¢ Q.T.'s	65.00
1 Evans Bangtail, Slant Head	75.00	2 Mills 10¢ Q.T.'s	70.00
1 Keeney Kentucky, Slant Head	75.00	2 Mills 1¢ Q.T.'s	70.00
8 Mills Jumbo Parades, Free Play	75.00	8 Mills 5¢ Chrome Vest Pockets	55.00
Mills Jumbo Parades, Cash Pay, Late Mod.	110.00	25 Mills 5¢ Blue & Gold Vest Pockets	50.00
Evans '41 Model Bangtalls, 2-Tone Cab.	350.00	1 Watling Goose-neck, 25¢, Double JP	75.00
<b>SLOTS</b>		6 Watling Goose-necks, 1¢, Jackpot	25.00
Mills Blue Fronts, 5¢ Play	\$100.00	1 Mills Indian Head, 1¢, Double JP	45.00
Mills Blue Fronts, 10¢ Play	110.00	<b>EXTRA SPECIALS:</b>	
Mills Blue Fronts, 25¢ Play	125.00	<b>BALLY ONE BALL PAYOUT TABLES</b>	
Mills Blue Fronts, 50¢ Play	250.00	4 Bally Fairmounts	\$500.00
Mills Bonus Bells, 5¢ Play	225.00	3 Bally Turf Kings	385.00
Mills Cherry Bells, 5¢, 3-10 Payout, Club Handle	165.00	1 Bally Turf King, Brand New	500.00
Mills Cherry Bells, 10¢, 3-10 Payout, Club Handle	175.00	8 Bally Jockey Clubs	350.00
1 Mills Brown Front, 5¢, Club Handle, Ser. #462558	175.00	7 Bally Sport Kings	200.00
1 Mills Melon Bell, 5¢ Play	125.00	4 Bally Santa Anitas	195.00
1 Mills Melon Bell, 25¢ Play	150.00	1 Bally Long Shot	250.00
Mills Original Chromes, 5¢, One Cherry Payout	235.00	1 Bally Kentucky	250.00
Mills Original Chromes, 10¢, One Cherry Payout, Clean as New	275.00	8 War Admirals, Rebuilt by Sullivan-Nolan	235.00
Mills Gold Chromes, 5¢, 2-5 Payout, Like New	275.00	<b>BALLY ONE BALL FREE PLAYS</b>	
Order Direct From This Ad. All Orders Must Be Accompanied by One-Third Certified Deposit.			

**JONES SALES COMPANY** 1330-32 TRADE AVE. HICKORY, N. C. Tel. 107  
**JONES SALES COMPANY** 31-33-35 MOORE ST. BRISTOL, VIRGINIA Tel. 1654

**MAYFLOWER SPECIALS**

CONSOLES	SLOTS	COUNTER GAMES
<b>NEW</b>	Blue Fronts, Club Handles	Stewart-McGuire Cigarette Vender, 10 Col. \$ 69.50
Baker's Pacers	Brown Fronts	Liberty
Sun Ray	Bonus Bells	Sparks
Comb. Pace Saratoga	Gold Chromes	Mercury
New Super Bell	Callie Used Gadgets	American Eagle
<b>USED</b>	Mills Goose Necks, 50¢	Marvel
Mills Four Balls, Used 1 Week, Late Heads	DeLuxe Pace, Slug Proof	Marvel, Free Play, New
Jumbo Parade, P.O.	Gold Q.T., 1¢	<b>PHONOGRAPHS</b>
Jumbo Parade, F.P.	Smoker Bell, 1¢	Seeburg 8800, ES
Silver Moon	Bally Bell, 5-5	Major, ES
Bobtails	<b>PAY TABLES</b>	Cadet, ES
Fast Time, F.P.	War Admiral	Colonel, ES, RC
Multiple Races	Race King	Classic, RC 8 Box, Wireless
Track Odds, Late	Fast Track	Seeburg Charm, RC
Silver Bell	<b>ARCADE EQUIPMENT</b>	Wurlitzer RC in Clear Tone Cabinets, Adapter, 125 Wall Box
Exhibit Races	Tommy Gun Rifle Range with five A.B.T. Automatic Machine Gun Rifles, 50 shots for 10¢, complete with every detail, compressor, 100,000 or more BB Shots, never been used	Twin 12 Wurlitzer in Steel Cab., Adapter
Chuckalatta	Rock-o-Ball, 12 Feet	Twin Rockola, Adapter
Big Top	Seeburg Ray-o-Lite	Speakers, Packard:
Royal Flush	Chicken Sam	Model 600
Royal Draw	Rapid Fire	Model 400
Roll Em	Keeney Air Ralder	Model 200
Triple Entry	Anti Air Craft	Berman Speakers, Argomatic
Pastime	Health Chart Scale	Berman Speakers, DeL.
Skill Time	Watling Fortune Telling Scale	12-Inch Speakers
Kentucky Club	Columbia, New	Keeney Wall Box
Long Champ, Jr.	<b>PHONOGRAPHS</b>	
Long Champ, Sr.	Wurlitzer 61 Counter	
Stare, Evans	Wurlitzer 41 Counter	
Lucky Lucie	Stands for Above Phonographs	
1940 Pace Saratoga, Jr.		
Comb. Pace Saratoga, F.P.		
Paces Races, over 5000		
Three Bell		

Terms: One-Third Deposit With Order, Balance C. O. D.  
**MAYFLOWER NOVELTY COMPANY** 2218 UNIVERSITY AVENUE ST. PAUL, MINN.

FREE PLAY	COUNTER GAMES	Wurlitzer 412 Light Up
Big Town	ABT Model F	\$ 45.00
Bowling	Bingo	Wurlitzer 316
Double Feature	Challenger	Wurlitzer 718
Dude Ranch	G. M. Gripper	Wurlitzer 818 Light Up
Flagship	Daval 21	Rock-Ola #2 Light Up
Fleet	Deuces Wild	Rock-Ola R. K.
Gem	El Defense Gun	Mills Throne
Golden Gate	Gem	Mills Empress
Landslide	Junior	Seeburg 8800 R. C.
Rag Time	Imp	Seeburg Wallomatic (Wireless)
Rink	Pick a Pack	Casino Golf
Roller Derby	Puritan Bell	Chicken Sam
Score Line	Reno	Mills Vest Pocket
Sea Hawk	Skill Draw	Grand Champion
Short Stop	Wings	Peanut Vendor, Universal or Silver King
Slide Kick	<b>PHONOGRAPHS</b>	Mills Modern Scale
Skyline	Wurlitzer 61 Counter	Used Records, All Usable, @ 10¢
Top Notcher	Wurlitzer 41 Counter	
White Sails	Stands for Above Phonographs	
Zombie		

Large Stock of Parts and Supplies, Ask Your Needs. Immediate Shipment. One-Third Deposit, Balance C. O. D.  
**C. CHARLE & COMPANY** SPRINGFIELD, MISSOURI

**ASSN. DIRECTORY**

(Continued from page 64)

call meetings has been the most valuable function of the association. Information on rationing of gasoline and tires, regulations of the Office of Defense Transportation and other matters of common interest have been considered in round-table discussion.

"The association does not meet at regular intervals, but when vital matters confront us the response from the membership is genuine and productive."

MISSOURI AMUSEMENT MACHINE ASSOCIATION, 705 Olive Street, St. Louis. Officers: Louis D. Morris, president; Harry W. Davies, secretary; Jack Beckman, vice-president; Roy Haas, treasurer. Time of meetings: 10th of each month. Number of members: 75. Games and music machine association.

(Continued next week)

**War Effort Aided By Ideal Novelty**

ST. LOUIS, Feb. 20.—While Carl F. Tripper, owner and general manager of the Ideal Novelty Company is doing his share in St. Louis and vicinity in every possible war effort, including being an executive in the Civilian Defense Corps, a leader in the various scrap drives, and a large purchaser of War Bonds, it is also noteworthy that quite a few of his staff are serving in the armed forces, while others are employed for the duration in war plants in this vicinity.

Those serving Uncle Sam include: Jack Rosenfeld, U. S. Navy, stationed at Great Lakes, Ill.; Melvin Winston, U. S. Coast Guard, stationed at Charleston, S. C.; Arthur Paule, 1st class torpedoer U. S. Navy, at Bath, Me.; William Farmer, 2d class electrician, U. S. Navy on board U. S. S. Texas; Walter Hartwig, U. S. Marines, Puerto Rico; Arthur Flickiger, U. S. Navy, stationed at New Bedford, Mass., and Eddie Hawkins, U. S. Marines, also stationed at Puerto Rico. Those working in war plants include Bob Mees, Charles Kellerman, Gene Furhhop, Lee Bates, Wilbur Strozer and Harry Raley.

**Ravreby's Offer Complete Service**

BOSTON, Feb. 20.—Ed, Al and Jack Ravreby, comprising the Owl Mint Machine Company, the Panoram Soundies Sales Corporation and the Amusement Supply Company, of this city, declare that while they are primarily concerned with representing manufacturers, the times have dictated that they become trading posts for the New England States, handling every type of machine. "As in the past," they declare, "we will continue to aid operators to the utmost of our ability."

The Panoram Corporation was set up to deal in Mills Panoram machines and Soundies films for all New England. The Amusement Supply Company specializes in arcade equipment.

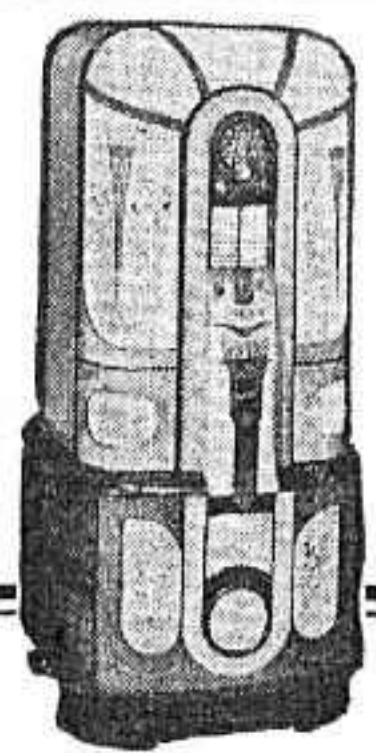
All three corporations make their headquarters in the building which has been the home of Owl Mint since 1924.

**Postage Venders Urged for Times**

PHILADELPHIA, Feb. 20.—Roy Torr, factory distributor, does a national business and has demonstrated his ability to adjust types of machines offered to changing conditions.

He has recently stated that postage venders, counter machines and merchandise venders of all types are the machines that operators should study during the present time.

Torr counts his friends in the thousands, travels considerably, and says that he has customers in every State of the Union. He has given considerable effort in the past year to boosting the sale of bonds and says that Uncle Sam needs the money now more than his firm needs it; hence he never loses an opportunity to urge people to buy bonds.



**ROCK-OLA'S NEW 1943 COMMANDO PHONOGRAPH DOUBLES THE LIFE OF Records and Needles**

All prominent needle manufacturers will verify that the ROCK-OLA is easier on records and needles than any other make!

Exclusive Distributor For Louisiana And Mississippi

**SOUTHERN MUSIC SALES CO., Inc.**

727 Poydras St. New Orleans, La.

**PENNY ARCADE MACHINES**

WILL BE SOLD FOR QUICK CASH

- 1 Seeburg Hockey \$ 80.00
- 1 Hoot Mon Golf, Beautiful Finish.. 60.00
- 1 Bally Basket Ball 77.50
- 2 Chester Pollard Football (Original Walnut Finish, Like New), Each. 125.00
- 1 Exhibit Mule In Gold Mine... 125.00
- 1 Striking Clock 90.00
- 1 Caille Grip or Push (Very Attractive) 90.00
- 2 Bally Alleys, Each. 25.00
- 1 Microscope Electric Crane 37.50
- 1 Seeburg Organ (With Rolls) 40.00
- 1 Keeney Pot Shot (Free Play) 27.50
- 1 Gottlieb Electric Moving Target 25.00
- 2 A.B.T. Model F. Target Pistols, Ea. 12.50
- 1 Red, White and Blue 12.50
- 2 Gottlieb 3-Way Grippers, Each... 12.50
- 2 Kicker & Catchers, Each... 10.00
- 2 Pikes Peak, Each... 10.00
- 2 Counter Electric Shockers, Each... 5.00
- 10 Used ABT 1¢ F.P. Coin Chutes, Ea. 1.50
- 15 Used ABT 1¢ Straight Coin Chutes, Ea. 1.00
- 10 Used ABT 1¢ Bull Dog Coin Chutes, Ea. 1.00

Will Crate Properly and Ship F.O.B. Wichita Upon Receipt of Cash in Full.

MRS. A. N. RICE

Apt. 406, Shirkmere Apts., Wichita, Kansas

**WANT TO BUY! STONER TURF CHAMPS**

State price, quantity and condition in first letter. Write now for quick action.

**WESTERHAUS AMUSEMENT CO.**

3726 KESSEN AVE., CHEVIOT, O.



**BLUE GRASS SPECIALS**

IN USED MACHINES

- 1 Mills Four Bells, Ser. 1306. \$345.00
- 2 Mills 5c Gold Chrome ... 235.00
- 1 Mills 5c Original Chrome. 225.00
- 2 Mills 5c Glitter Gold QT. 95.00
- 2 Jennings 5c Silver Chiefs 137.50
- 1 Jennings 25c Chief. .... 125.00
- 1 Watling 25c Roll-a-Top. 95.00
- 1 Paces Races Red Arrow. 179.50
- 3 Mills Jumbos, Cash. .... 79.50
- 4 Mills Jumbos, F. P. .... 69.50
- 3 Bally Club Bells, Conv.. 149.50
- 2 Bally Record Times. .... 125.00
- 1 Bally '41 Derby. .... 225.00
- 1 Evans Lucky Star. .... 95.00
- 5 Keeney Super Bells. .... 189.50
- 2 Texas Leaguers, 1c or 5c 32.50
- 2 Wurlitzer 500. .... 169.50

TERMS: 1/3 Certified Deposit,  
Balance C. O. D.

**BLUE GRASS DISTRIBUTING CO.**

1312 N. LIME  
LEXINGTON, KY.

OUR BUSINESS BUILT WITH  
SATISFIED CUSTOMERS

**Plans To Expand In Post-War Era**

CLEVELAND, Feb. 20.—Meyer Marcus, president of the Markepp Company, has been bragging to his friends that he is making super-contribution to winning the war. "Sgt. Arthur Marcus and Air Cadet Ernest Marcus," he says, "are out there somewhere helping to hurry victory along."

Marcus says his firm is going to stay in the coin machine business for the duration and face any difficulties that may come along. He encourages all operators who are not called into the armed services or into war plants to keep the home front going as best they can. He also stated that he was looking forward to the time when the industry could again hold its annual conventions in Chicago. He says that was a great event for maintaining acquaintances and meeting old friends.

Marcus stated that his firm would open its branch office in Cincinnati again when the war is over. His firm has boosted the sale of bonds in every possible way, not only thru its employees but to customers and business acquaintances.

**United Reporting Successful Year**

CHICAGO, Feb. 20.—Operators and distributors who have had their old Double Play tables transformed into Grand Canyon games at United Manufacturing Company, Chicago, are reporting profit successes, according to Harry Williams and Lyn Durant, originators of the new principle of play.

"Not since United started injecting goat glands into gone games," as Harry Williams has styled their method of rejuvenating seemingly obsolete games, has United Manufacturing Company reported so great a demand for any new number as that which it is now receiving."

**Badger, L. A., Tells Machine Policy**

LOS ANGELES, Feb. 20.—Badger Sales Company of this city is specializing in used equipment. Now that machines are becoming difficult to obtain, William Happel, manager, said this policy would be in force for the duration.

Happel said it was also the policy of the company to recondition all the machines that came in to his place with the view of giving the buyer the best deal for his money. After the machines are reconditioned by expert servicemen, Happel said, they are refurbished in the paint shop with the result that they are certain to please the operator.

**Southwestern Has Select-a-Vues**

LOS ANGELES, Feb. 20.—Southwestern Vending Machine Company is deviating from its usual conservative policy of selling in order to supply the needs of operators in this and other areas with the latest model of Select-a-Vue machines. This new policy of urging operators to buy and buy immediately is being followed because at the present time SVMC has a good supply of these machines, but what is in stock is all for the duration. Company recently purchased the entire stock of Select-a-Vues from the Shipman Manufacturing Company.

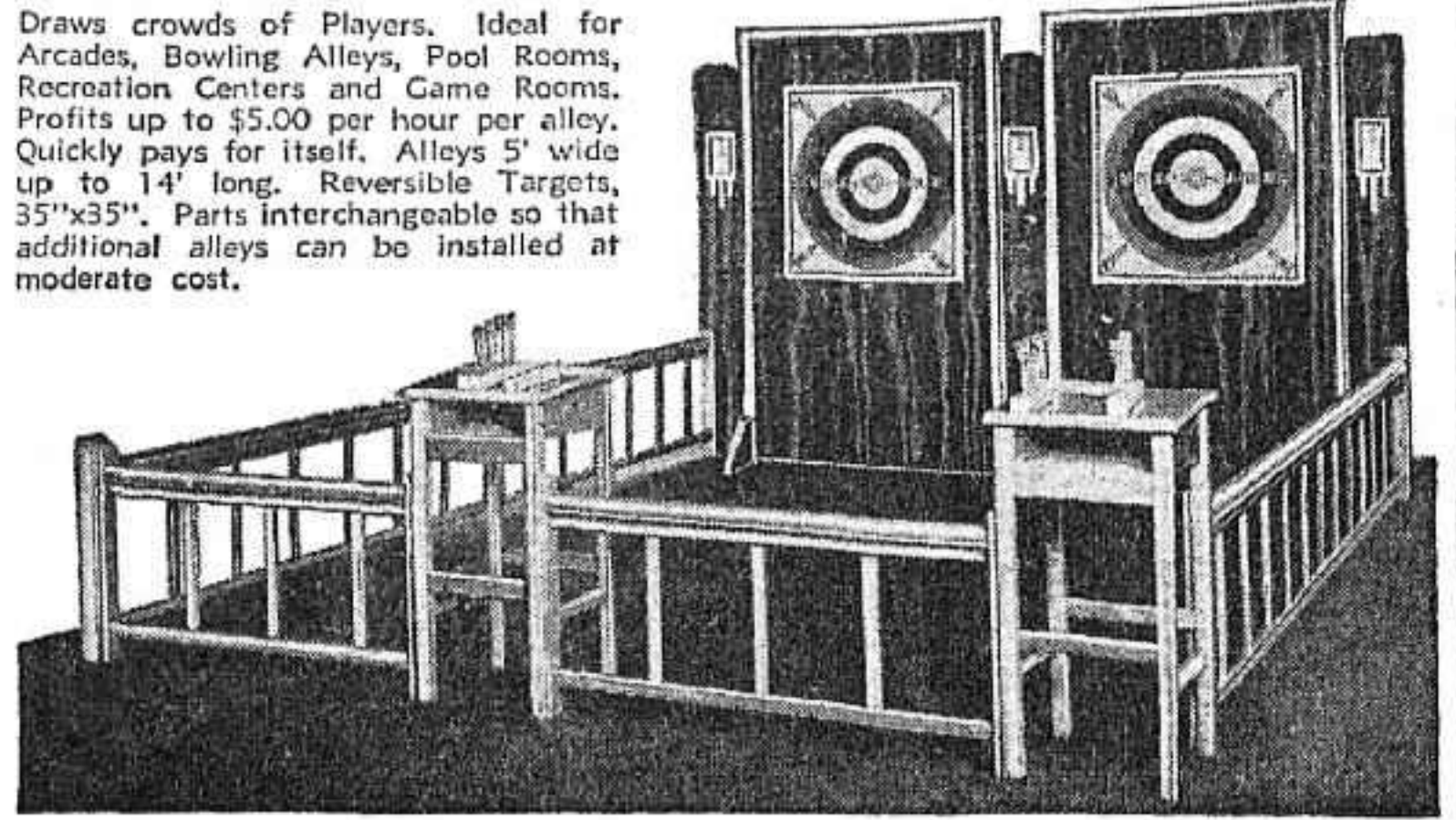
**California Company Has WPB Order**

LOS ANGELES, Feb. 20.—The Shipman Manufacturing Company of Los Angeles, owned by A. V. Shipman, has been manufacturing coin-operated stamp dispensing machines for the past nine years. Since last April they have been producing postage machines under contract to the War Production Board and now have 5,000 of these machines on the assembly line.

Shipman is well known in the coin machine industry, having exhibited his stamp machines at the annual show for many years.

**Flying Darts—THE MONEY MAKING GAME OF SKILL THAT BRINGS THEM BACK**

Draws crowds of Players. Ideal for Arcades, Bowling Alleys, Pool Rooms, Recreation Centers and Game Rooms. Profits up to \$5.00 per hour per alley. Quickly pays for itself. Alleys 5' wide up to 14' long. Reversible Targets, 35"x35". Parts interchangeable so that additional alleys can be installed at moderate cost.



Wire, Phone or Write Today for Prices and Territory Plan. Salesmen and Distributors wanted to cover excellent territory available.

**SLECTOR PRODUCTS COMPANY, 3800 PARK AVE., ST. LOUIS, MO.**

**ORDER TODAY—TOMORROW MAY BE TOO LATE**

**ARCADE EQUIPMENT**

Bally Defender Gun, Like New .....	\$169.50	Jap Jail Bird .....	\$109.50
Bally Rapid Fire Gun .....	179.50	Keeney Aircraft Gun, B.C. ....	67.50
Bally Alley, Late .....	22.50	Keep 'Em Bombing, New .....	7.50

**5-BALLS, WELL PACKED AND READY FOR LOCATIONS**

Jolly, Plastic Bumpers .....	\$35.00	Mills 1-2-3, Late .....	\$89.50	Hi-Hat .....	\$ 39.50
All American .....	27.50	Legionnaire .....	39.50	Shangri-La, New .....	124.50
ABC Bowler .....	39.50	Broadcast .....	22.50	Exhibit's New Action .....	85.00
5-10-20 .....	105.50	Metro .....	24.50	Leader .....	24.50
Wild Fire .....	32.50	Eureka, 5-Ball .....	20.00	Sun Beam .....	27.50
Spottem .....	10.00	Sara-Suzy .....	17.50	Play Ball .....	29.50
Lite-a-Card, Plastic .....	94.50	Victory .....	94.50	White Sails .....	11.50
Bumpers .....	35.00	Victory, New .....	132.50	Blondie .....	12.50

**SLOT CLOSEOUTS**

4 Galle Cadet, Like New .....	\$44.50	1 Columbia Chrome, 14, .....	\$54.95	V.P., 5c, B. & G. ....	\$23.50
1 Watling .....	17.50	54, 10c, 25c .....	54.95	Slot Parts .....	Write
All Kinds of Counter Machines, \$2.00 and Up.					

**CONSOLES**

Jumbo Parades, F.P. ....	\$79.50	Model 8, 7 Col. ....	\$32.50	U-Need-a-Pak, New 15 .....	\$199.50
Derby Day, C.P. ....	34.95	Du Grenier .....	42.50	Col. ....	Orders under \$25 Cash.
Jockey Club, C.P. ....	49.50	9 Col. '39 DuGrenier .....	42.50	Over \$25 1/3 Cash and Bal-	ance C. O. D.

**CIGARETTE MACHINES**

**WOLVERINE SALES CO.**  
JOBBER AND DISTRIBUTORS  
154-156 Indiana Avenue, N. W. Grand Rapids, Michigan

**CASH FOR MINTS**

For Mills or Jennings Slot Machines. State quantity, flavors, price. Prompt reply.  
BOX NY-37, Care Billboard, 1564 Broadway, New York, N. Y.

**FOR SALE SLOT MACHINES**

Just off location, finest condition, 65 Mills 4-Column Mint Check Venders (F.O.K.) with beautiful baseball fronts and strips. Most with one and two registers. Price \$37.50 in lots over 5. Samples \$42.50. 1/3 Deposit. Inspection permitted. Quick action necessary.  
BOX NY-37, Care Billboard, 1564 Broadway, New York, N. Y.

**SLOT TERRITORY WANTED**

Anywhere for 50 to 100 Mills latest 5c, 10c, 25c Jack Pot Cash Payout Slot Machines. More if needed. Mechanic and Agent available. Willing to work on liberal profit-sharing basis. Good proposition for right tieup. Write fully, prompt replies. Curiosity seekers and "advance touch artists," don't write.  
BOX NY-37, Care Billboard, 1564 Broadway, New York, N. Y.

**FOR SALE**

80 New Holly One-Cent Grip Scales, never uncrated, \$19.50 each. Lots of Ten, \$17.50 each. Six Used Holly Grip Scales, \$13.50 each. Two Watling Slots, One-Cent D. J., \$39.50 each. Four Jennings Cigarolas, excellent condition, \$99.50 each.

1/3 deposit, balance C. O. D.

Telephone 658-1

**S. R. MONTCALM**

P. O. Box 3 Bastrop, La.

**MECHANIC WANTED**

Here is a real opportunity for an experienced, reliable and ambitious Mechanic. Work in a successful arcade in a Virginia town. Very pleasant surroundings.

Write or Wire

**THE GEORGE PONSER CO.**

763 South 18th St., Newark, New Jersey

**WANTED ALL-AROUND MECHANIC**

For ARCADE

Wire or Write . . .

**JAMES E. JOHNSON** 223 N. St. Marys St. San Antonio, Texas

**NOW is the time to BUY**

Brand NEW in factory sealed cases

- MILLS FAMOUS OWLS, Special .....
- MILLS VEST POCKET BELLS .....

Contact us for the following equipment new in factory sealed cases. Vest Pocket Bells, metered; 1c-5c Q.T. Gold Glitter, 1c-5c; Gold Chrome, 10c; used Blue Fronts, Chrome Bells, new and used Safe Stands, Q.T. Stands. Shipping every other day GRAND CANYON and LIBERTY.

**EASTERN SALES CO.**

FRED IVERSON  
1824-26 East Main St.

JOHN BILOTTA  
Rochester, N. Y.

**QUALITY SPEAKS FOR ITSELF**

- |                            |                               |                                   |
|----------------------------|-------------------------------|-----------------------------------|
| <b>FIVE BALL FREE PLAY</b> | <b>SLOTS &amp; CONSOLES</b>   | <b>ARCADE EQUIPMENT</b>           |
| 2 Bally Play Balls .....   | 1 Mills 1c Q.T. ....          | 2 Keeney Anti-Aircrafts @ \$49.50 |
| 1 Wow, Like New .....      | 1 Paces Comet .....           | 1 Evans 1841 Ski-Ball .....       |
| 1 Flicker .....            | 2 New Columbias .....         | 2 Skee-Ball-Ettes .....           |
| 1 Gold Star .....          | 2 Grandstands .....           | 1 1938 Western Baseball .....     |
| 1 Four Roses .....         | 4 Hawthornes .....            | 1 1937 Western Baseball .....     |
| 1 Skyline .....            | 2 Derby Days .....            | 3 Wurlitzer Skoo Balls,           |
| 1 Roller Derby .....       | 1 Liberty Bell .....          | Regular .....                     |
| 1 Repeater .....           | 10 Jumbo Parade,              | 2 Wurlitzer Adapters,             |
| 1 Big Chief .....          | Comb. ....                    | Model 300 .....                   |
| 1 Dixie, Like New .....    | 1 Big Top .....               | 2 Batting Practices .....         |
| 1 Dude Ranch .....         | 1 Five-In-One, Like New ..... |                                   |

1/3 Deposit With Order—Balance C. O. D.

**MODERN AUTOMATIC EXCHANGE, INC.**

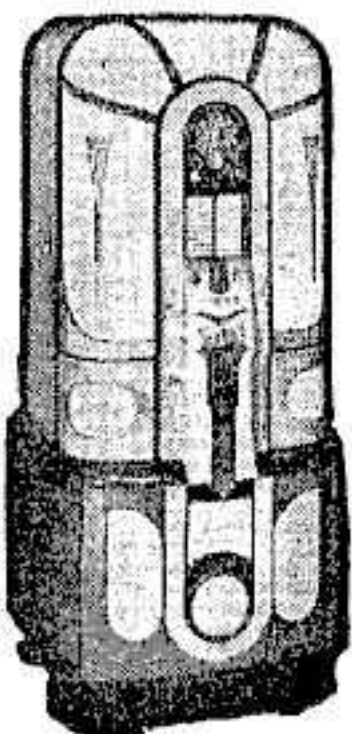
2618 CARNEGIE AVENUE CLEVELAND, OHIO







# MODERN DESIGN



## ROCK-OLA COMMANDO FOR 1943

Represents the last word in modern design and excellent service free construction (and our 5-10-25c ROCK-OLA Wall and Bar Boxes are the best in America—nothing to compare with them).

**CARL HOELZEL**  
**United Amusement Co.**

3410 MAIN STREET  
KANSAS CITY, MO.

AUTHORIZED  
ROCK-OLA FACTORY DISTRIBUTOR

## Monarch Works To Prevent Shortage

CHICAGO, Feb. 20.—“Protective service has become the watchword at the Monarch Coin Machine Company,” reports Al Stern, company executive.

“While distribution of various types of equipment continues to be a vital part of our activities, it no longer stands alone in its importance to operating,” Stern asserts. “Thanks to the many sources of supply we have developed, we could carry on with only the sale of games. However, to sell equipment without some thought for an eventual severe shortage would be most foolhardy. As the war continues, available equipment is becoming scarcer. Without a reserve of equipment and without some planned action to preserve the mechanical quality of games now in use, the operator could easily find himself in a spot.

“It is to forestall such an eventuality that Monarch is stressing protective service for our customers. Not only does Monarch protective service concern itself with maintaining as large a reserve of games as possible so that operators can make replacements, but it also places emphasis on making those machines mechanically dependable and keeping them that way.”

## Long Test Brings Letters of Praise

CHICAGO, Feb. 20.—Officials of the Buckley Trading Post say that reports of the trade continue to laud the idea as very useful to operators. The Post was started, officials explained, after it became necessary to restrict the manufacture of machines in keeping with the war program.

Officials of the firm decided that operators would need a national exchange where they could come for the best types of machines on the market and also exchange their older machines.

Officials say that operators can do two things by dealing with the Buckley firm: they can sell their old equipment outright for cash, or they can list equipment for sale, and the trade will be informed of this fact.

The firm is also able to offer operators practically any machines they may need at any time. It is this complete service that has proved so successful after a trial extending over many months now. In addition to orders, officials say they get many unsolicited letters from operators saying how pleased they are with the services offered.

## Gisser Handling Arcade Machines

CLEVELAND, Feb. 20.—M. S. (Morry) Gisser, Cleveland Coin Machine Exchange, reports his firm had decided to put more emphasis on furnishing arcades with equipment.

“With the different problems confronting the coin machine industry, many farsighted coinmen have given careful study to the arcade business, with the result that there are more arcades in operation at the present time than at any other time,” he declares.

Gisser says that since he is handling arcade equipment he has made it his business to have a large amount of that equipment on hand at all times and expects to be able to supply the needs of all arcade operators.

## Rock-Ola Using Women Employees

CHICAGO, Feb. 20.—Rock-Ola, one of the busiest war plants in the nation, is finding it necessary to replace a large number of their men workers with women. Over 300 Rock-Ola men have already gone into the armed service, more are leaving every week, and the present manpower shortage is making it impossible to fill these vacancies with men. However, company officials are finding women employees very satisfactory and say that women can adapt themselves to the work quickly after a short training period.

The company is working on a large government order for vital war materials.

## LEW LONDON'S "TRUE VALUE BUYS"

USED CONSOLES AND PIN GAMES THAT ARE THE BEST REFINISHED AND RECONDITIONED YOU HAVE EVER PURCHASED

A.B.C. Bowler...\$ 44.50	Grand Canyon...\$159.50	Midway .....\$139.50
Air Circus ... 109.50	Home Run '42. 79.50	Sky Blazer ... 64.50
Arizona ..... 165.00	Knockout .... 109.50	Show Boat .... 54.50
Big Parade ... 119.50	Keep 'Em Flying 119.50	Spot Pool .... 57.50
Boloway ..... 54.50	Liberty ..... 149.50	Sun Valley ... 139.50
Five & Ten ... 114.50	Miami Beach .. 54.50	Ten Spot ..... 47.50
Gun Club .... 54.00	Monicker .... 104.50	Topic ..... 99.50

Bally Hi-Hands, F. P. & P. O. \$125.00	Keeney Triple Entry, 9-Coin Head .....\$129.50
Bally Club Bells ..... 179.50	Keeney Pastime ..... 119.50
Bally Royal Draw ..... 125.00	Mills Four Bells ..... 650.00
Bally Royal Flush ..... 49.50	Mills Jumbo Parade, F. P. .... 79.50
Bally Big Top ..... 79.50	Evans Jungle Camp, F. P. & P. O. .... 75.00
Bally Lincoln Field..... 175.00	Pace Saratoga, P. O. .... 69.50
Bally Rollem with extra set of percentage reels ..... 165.00	Pace Saratoga, F. P. & P. O., with Skill Field and Automatic Phonograph, Chromo Rails and Kick Plates.... 179.50
Baker's Pacer, 5c Daily Double J. P. .... 255.00	Exhibit Long Champs ..... 79.50
Keeney Super Track Time, Free Play & Payout Combination 299.50	Western DeLuxe Baseball, P. O. .... 149.50
Keeney 2-Way 5. 5. P. O.; like new. .... 299.50	Western Monte Carlo Twin 25c Coin Chutes with Radio 375.00
Keeney Kee-Bell, 7-Coin Slant Head ..... 119.50	Western Monte Carlo 5c, New. 299.50
Keeney Keenette ..... 119.50	
Keeney Track Time 1938... 99.50	

MILLS BLUE FRONTS, FACTORY REBUILT AND REFINISHED, LOOK LIKE NEW, ALL LATE SERIALS  
5c....\$149.50 10c....\$154.50 25c....\$164.50

SLOTS	SLOTS	SLOTS
Mills Blue Fronts	Mills Bonus Bells	Club Handles, Drill Proof Cabinets.
Mills Brown Fronts	Pace Rocket Bells	WRITE, WIRE OR PHONE FOR PRICES
Mills Original Chromes	All in 5c, 10c and 25c Denominations	
Mills Gold Chromes		

### CONSOLES NEW IN FACTORY SEALED CRATES

Mills Four Bells, new style head, last model built.  
Keeney Super Bell, fruit symbols and animal symbols.

## "THE HOME OF TRUE VALUE BUYS" LEADER SALES COMPANY

131-133 NORTH FIFTH STREET, READING, PA.

(Day Phones: 4-3131 - 4-3132; Night Phone: 6077)

REFERENCES: Dun & Bradstreet; Any Bank in Reading, Pa., Or Your Own Bank.  
TERMS: 1/3 Certified Deposit With Orders, Balance Shipped C. O. D. or S. D.

## MONEY BOARDS

### "JUMBO HOLE LULU"

The Newest and Fastest Lulu Board yet produced. 600 Holes of Speedy Sales. Be the first in your territory to feature it.  
TAKES IN \$30.00—NET PROFIT \$13.50

YOUR COST:  
Sample .....\$2.75  
5 or More, Each ..... 2.65  
25 or More, Each ..... 2.50

### ALSO AVAILABLE FOR IMMEDIATE DELIVERY

### 1000 HOLE "CHARLEY BOARDS"

Thick Boards—Big Tickets.  
Fast Play—25¢ Per Play.  
TAKES IN \$250.00—PAYS OUT \$200.00

YOUR COST:  
Sample .....\$2.85  
12 or More, Each ..... 2.70  
25 or More, Each ..... 2.50

AS LONG AS THEY LAST, SO RUSH YOUR ORDERS NOW.

25% With Orders, Balance C. O. D.  
WRITE US FOR PRICES ON 1800 AND 2000 HOLE LULUS & COLOR BOARDS.

**Friedman-Klein Sales Co.**

217 West Ninth St. Kansas City, Mo.

## PRICES REDUCED FOR QUICK SALE

Seeburg RC 8800 Hi-Tone .....	\$350.00
Bally Blue Grass, Each .....	139.50
Bally Big Top, F.P., Like New .....	95.00
Bally Royal Flush .....	40.00
Keeney Past Time, 9-Coin Head .....	180.00
Jungle Camp Convertible, Like New .....	90.00
Jumbo Parade, F.P. ....	60.00
Jennings Fast Time, F.P. ....	60.00
Exhibit Long Champ Jr. ....	35.00
Bonus, 5¢, New .....	295.00
Jennings Chief, 10¢, 6¢, Used .....	75.00

Send 1/3 Deposit, Balance C. O. D.

**M. A. C. VENDING CO.**

37 Gardner St., Worcester, Mass.

## BUY THESE GAMES—DELIVERED WITHIN 300 MILES OF BALTIMORE FOR \$50.00 OR LESS

2 A.B.C. BOWLER ...\$44.50	SEE WHAT YOU ARE BUYING	2 TWIN SIX .....\$39.50
2 JUNGLE ..... 54.50	1 SPORT PARADE ..\$32.50	1 TEN SPOT ..... 42.50
1 HOROSCOPE ..... 39.50	1 SNAPPY ..... 44.50	1 LANDSLIDE ..... 21.50
1 BELL HOP ..... 44.50	1 STAR ATTRACTION. 44.50	1 FOUR ROSES ..... 29.50
1 SUPER CHUBBIE .. 42.50	1 VICTORY ..... 79.50	2 SEA HAWK ..... 32.50

BUY THIS LOT FOR \$600.00—INCLUDING CONSOLES—\$914.50.  
All Consoles Convertible to Free Play or Cash.

SILVER MOON - \$75.00	HI HAND - \$99.50	SUPER BELL - \$189.50
Parts: Write Us Your Needs in Any Parts.	All Late Pin Ball Legs Complete With Adjusters, \$2.00 Set of Four	
15 Used 5¢ F.P. Coin Chutes.....\$2.00 Ea.		Half games priced right. Write for price. A.B.C. Bowler Head, Venus Body Gun Club Head, 41 Snappy Head, 41 Majors Head, Wild Fire Head, Annabelle Head, Sky Ray Head, Sport Parade Body, New Champ Body, Horoscope Body.
10 Used 5¢ Straight Coin Chutes..... 1.50 Ea.		
6 Used 1¢ Straight Coin Chutes..... 2.00 Ea.		
3 New 5¢ Straight Coin Chutes..... 2.00 Ea.		
Dead Rubbers, Large, Per 100..... 2.00		
Dead Rubbers, Medium, Per 100..... 1.50		
Dead Rubbers, Small, Per 100..... 1.00		
All F.P. Coils and Assembly Complete..... 2.00		

1/3 Deposit With Order, Balance C. O. D. These Machines Can Be Shipped Subject to Inspection.  
**VICTORY VENDING, 213 E. North Avenue, Baltimore, Md.**  
JACK BERGER, Formerly Manager of NEWARK COIN-O

## WE HAVE PLENTY—NO SCARCITY

ARCADE EQUIPMENT	Seeburg Shoot the Chutes	USED MACHINES
5 Keeney Submarines...\$175.00	Chutes .....\$ 90.00	6 Stoner's 3 Up ....\$30.00
5 Bally Torpedo ..... 175.00	Write for Complete list of Tubes.	10 Sea Hawks ..... 29.50
1 Bally Defender ..... 225.00	<b>NEW PIN GAMES</b>	2 Super Chubbies ... 34.50
6 Portable 54" Duck Pin Alleys, (sold in lot of 6 only), Special 2,100.00	In Orig. Cartons, Write for Price.	10 Majors '41 ..... 34.50
1 Mountain Climber, floor sample ..... 199.50	10 Gonco Four Aces .....	5 Horoscopes ..... 34.50
1 Hecke, floor sample. 175.00	10 Chicago Coin Gobs .....	10 Star Attractions ... 34.50
5 New Casino Golf... 36.00	10 Chicago Coin Yanks .....	10 Snappys ..... 39.50
1 Bally Bull, repainted conv. with Hitler figure and background 75.00	<b>USED PIN GAMES</b>	2 Show Boats ..... 34.50
1 Bally Bull, repainted conv. to Bulls Eye. 65.00	Four Aces ... Write for Prices	5 A.B.C. Bowlers ..... 34.50
1 Western Deluxe Baseball ..... 89.50	Gobs ..... " " "	12 Ten Spots ..... 34.50
1 Evans Playball ..... 189.50	Yanks ..... " " "	5 Stratofiners ..... 34.50
	Keep 'Em Flying " " "	5 Keeney's Twin Six .. 29.50
	5-10-20 " " "	5 Silver Skates ..... 29.50
	Air Circus..... " " "	5 Sports Parade ..... 39.50
	Venus..... " " "	5 Bally Pan American 29.50
	Knockout..... " " "	5 Target Skills ..... 25.00
	Big Parade..... " " "	5 Keeney Velvet ..... 25.00
	Gonco Defense. " " "	5 Keeney 4 Diamonds 34.50

TERMS: 1/3 Deposit, Balance C. O. D.

**K. C. NOVELTY CO.**

419 MARKET ST., PHILADELPHIA, PA.

Market 4641 — Main 4514

## WILL BUY FOR CASH

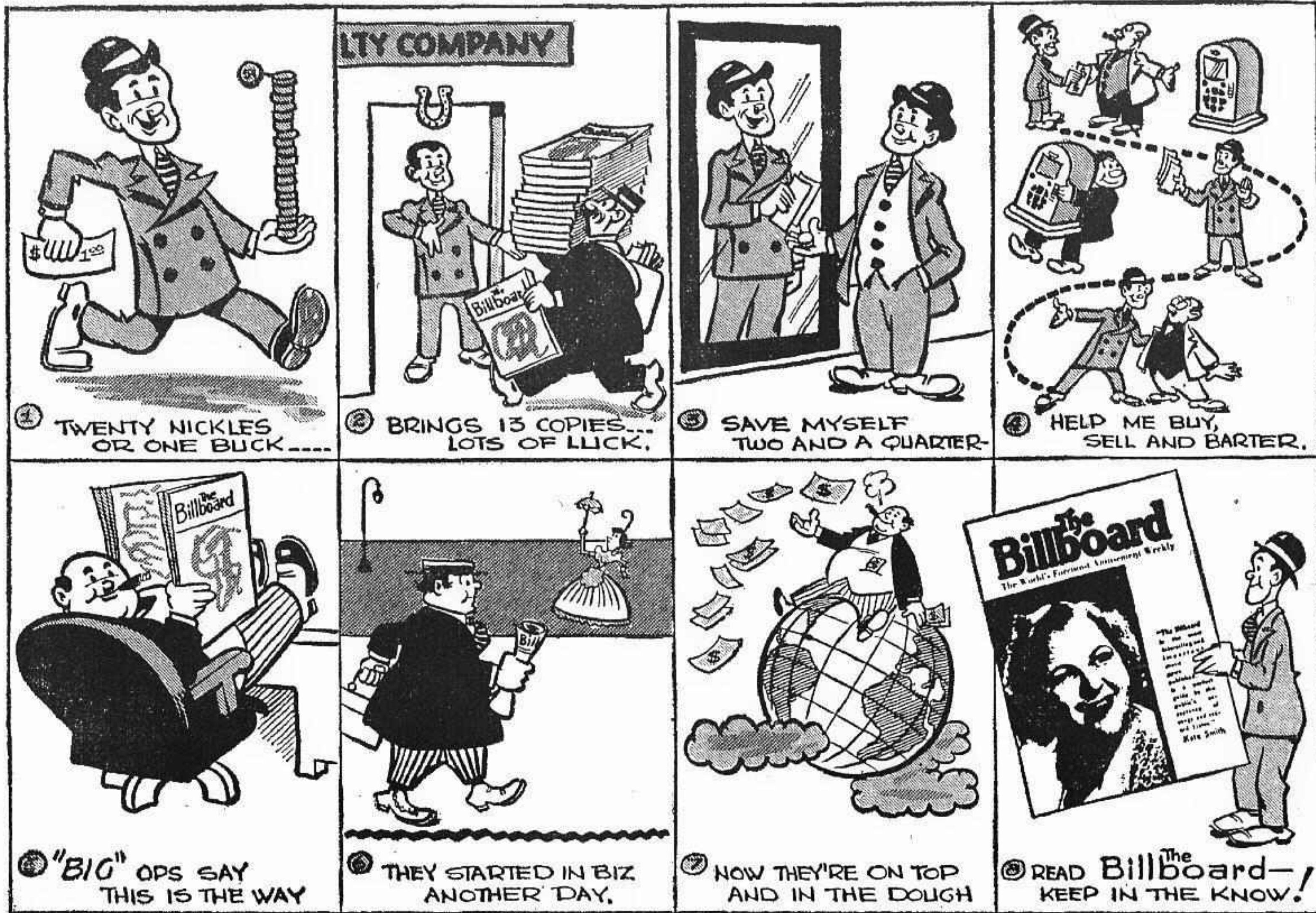
The following equipment: One Ball Free Plays, Five Ball Free Plays, Mills Free Play Mint Venders, Free Play Consoles, Slot Machines and Arcade Equipment of all kinds. For re-sale. No deal too large. For fast action send us your complete list immediately.

**AUTOMATIC SALES CO.**

203 2ND AVENUE, NORTH

NASHVILLE, TENNESSEE



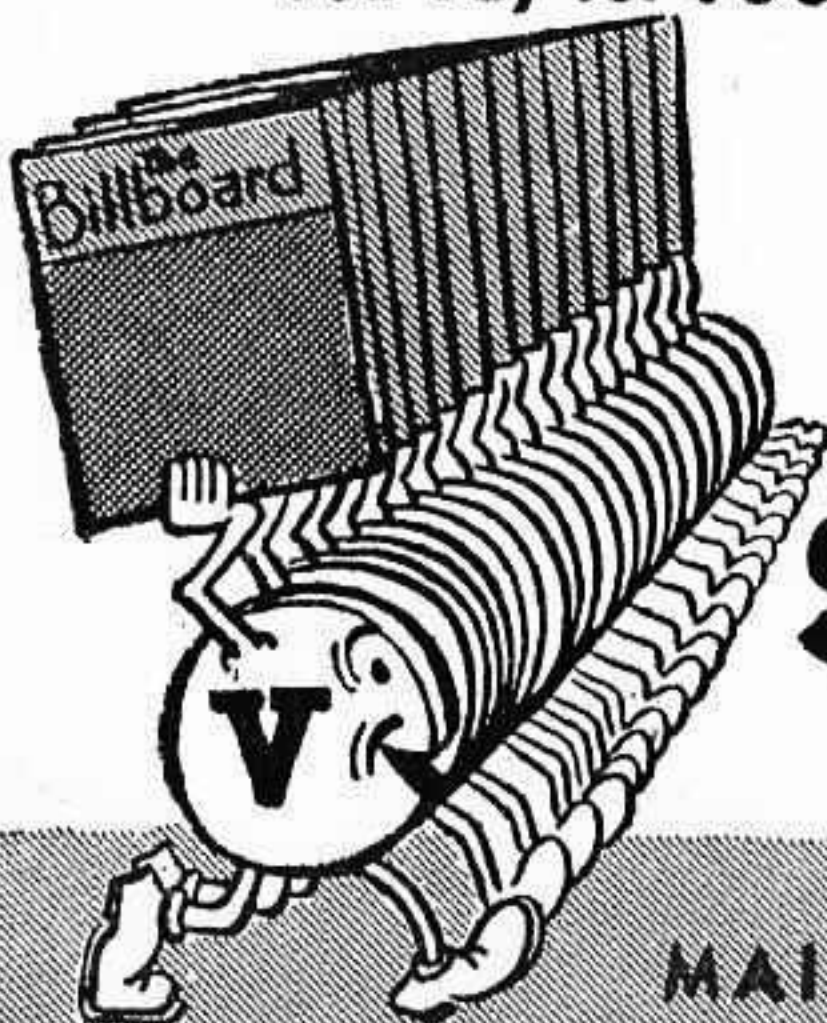


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**You Pay for FOUR... Get 9 FREE!**



**YOU Save \$2.25**

The Billboard  
25 Opera Place, Cincinnati, Ohio

Here's twenty nickels or one buck,  
Send 13 issues and lots of luck,  
Help me buy, sell and barter  
And save myself two and a quarter.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 New \_\_\_\_\_ Extend \_\_\_\_\_

**REGULAR RATES:**  
 One Year \$7.50  
 Single Copy 25c  
 • THIS COUPON SAVES YOU \$2.25  
 IF USED IN 10 DAYS

**MAIL THIS COUPON AND \$1.00 TODAY—DON'T WAIT!**



# HARLICH

**A NAME TO REMEMBER NOW MORE THAN EVER FOR SOUND PROFIT MAKING SALESBOARDS**

For Victory—Buy War Bonds

**HARLICH MFG. CO.**  
1413 W. JACKSON BLVD.  
CHICAGO, ILL.

## TRADE LEADERS

(Continued from page 60)

**BONDS AND STAMPS** if you wish to bring this war to an end soon."

**D. GOTTLIEB & COMPANY**, 1140-1150 North Kostner Avenue, Chicago, Ill. David Gottlieb, president; Dorothy Gottlieb, vice-president; Nathan Gottlieb, secretary and treasurer.

**MESSAGE:** "We have now converted our factory to 95 per cent war work and over 90 per cent of our employees are purchasing bonds weekly. We have been given permission by the Treasury Department to use the Minute-Man Flag and the 10 per cent emblem. Twenty-three of our employees are now serving in the armed forces of the United States."

**INDEPENDENT LOCK COMPANY**, Fitchburg, Mass. Morris Falk, president and treasurer; John J. Meyer, general manager; Bernard S. Falk, sales manager; Sidney Falk, engineer and special representative for the coin machine industry.

**MESSAGE:** "As in the case of all other manufacturers, our activities in the coin machine industry have been very seriously curtailed since our product is manufactured entirely from critical raw materials. Nevertheless, we want to do everything we possibly can to assist operators thruout the country in connection with their maintenance and service problems as applied to our particular product, and we hope that they will not hesitate to call upon us whenever they require such service."

"We are very pleased and proud of the fact that we are one of the first concerns in Massachusetts to receive the combined Army-Navy Production Award 'E.' Likewise, we have been awarded the Treasury Department 'T' and banner, indicating that over 90 per cent of our employees are contributing regularly at least 10 per cent of their earnings for the purchase of War Bonds.

"At least 195 of our employees are already in the armed services of our country and more are following every week. Contributions to the blood

donors' campaign of the American Red Cross by our employees were outstanding in our city.

"We are manufacturing various important war combat items for the Army, Navy, Maritime Commission and Lend-Lease and are striving our utmost to help end the war as quickly as possible. The splendid equipment and efficient engineering staff and skilled personnel now engaged exclusively on war work will be available for the production of new designs and types of locks for coin machines offering unusually high security when the war is over and we return to civilian production."

INTERNATIONAL MUTOSCOPE

**WANT TO BUY**

MILLS 3 BELLS,  
MILLS 4 BELLS,  
MILLS JUMBOS, PACES RACES,  
BAKERS RACES, and  
FREE PLAY SILVER MOONS.  
State Serial Numbers, Condition, Quantity and Lowest Cash Prices.

**WE BUY, SELL AND EXCHANGE**

3147 Locust St.  
ST. LOUIS, MO. **CALL NOVELTY CO.**

## MONARCH MONEY-MAKING GAMES!

ROCK-OLA SUPER ROCKOLITE PHONOGRAPH WITH ADAPTOR — FACTORY RECONDITIONED THROUGHOUT — ORIGINAL FACTORY CRATE...\$275.00  
DOUBLE ENCLOSED SLOT MACHINE SAFE STANDS...\$80.00  
SINGLE ENCLOSED SLOT MACHINE SAFE STANDS...45.00  
NEW MILLS SLOT MACHINE SAFE STANDS (NOT ENCLOSED)...21.50

DIGGERS AND CRANES		Buckley Treasure	
Exhibit Rotary Merchandiser...\$185.00	Exhibit Novelty Candy Vendor...\$175.00	Isle Diggers...\$125.00	Eric Diggers...60.00
Exhibit Merchantmen 60.00			
AUTOMATIC PAYOUT CONSOLES			
Baker Pacer, 25¢ Daily Double Jackpot...\$425.00	Mills Three Bells...\$595.00	Mills Rio...\$30.00	Keeney Triple Entry...160.00
Baker Pacer, 5¢ Daily Double Jackpot...325.00	Mills Four Bells, 3 5¢ & 1 25¢, Ser. 2200...550.00	Keeney '38 Tracktime...140.00	Keeney Four Way Bell, 3 25¢ & 1 25¢...550.00
Baker Pacer, 5¢ Factory Rebuilt...250.00	Mills Jumbo Parade...105.00	Keeney Twin Super Bell, 5¢ & 25¢ Chutes...350.00	Groetchen Sugar King...45.00
Paces Races, Walnut Cabinet...175.00	Mills Jumbo Parade, New...175.00	Silver Bell, 7 Coin...69.50	Evans '37 Dominos...69.50
Paces Races Jackpot...200.00	Bally Roll-Em...185.00	Jenn. Derby Day...30.00	Keeney Ky. Club...95.00
Paces Reels, 25¢...175.00	Bally Royal Draw...130.00	Multiple Racer, 4 Coin...45.00	
Paces Reels, 5¢...145.00	Bally Hi Hand, Factory Rebuilt...155.00		
Pace '41 Saratoga...115.00	Exhibit Tanforan...40.00	RECONDITIONED FREE PLAY CONSOLES RESPRAYED	
Pamco Bell, 5¢ & 25¢...89.50	Jennings Fasttime...60.00	Jennings Fasttime...\$50.00	Jennings Silvermoon...105.00
	Mills Jumbo Parade...\$65.00	Jennings Bohtail...\$85.00	Mills Jumbo Parade, F.S...110.00
	Lots of Five...60.00	Jennings Silvermoon...105.00	
	Waiting Big Game...50.00		
ONE-BALL AUTOMATIC PAYOUT TABLES			
Mills Spinning Reels...\$135.00	Bally Pacemaker...\$95.00	Bally Grandstand...\$75.00	Bally Sport Page...60.00
Bally Fairgrounds...35.00	Bally Hawthorne...85.00	Bally Gold Medal...60.00	Western Quinella...35.00
Bally Stables...30.00	Gottl. Multiple Races...45.00	Western Derby Time...35.00	
Bally Hialeah...30.00	Rockola Three Up...30.00		
Bally Fleetwood...30.00	Rockola Across the Bd...30.00	ONE-BALL MULTIPLE COIN FREE PLAY GAMES	
		Bally Club Trophy, J. P...\$325.00	Bally Pimlico, J. P...\$335.00
		Bally Gold Cup, J. P...89.50	Bally Record Time...135.00
		Bally Sport Special...125.00	Exhibit Congo...45.00

MUTOSCOPE DRIVEMOBILE, Brand New, Original Crates, Two Available...\$365.00 Ea.  
WE REPAIR BALLY OPEN TYPE MOTORS, \$5.00.  
WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED.  
TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO

**LATE MODEL FREE PLAY PIN BALL GAMES**  
ALL A-1 RECONDITIONED

ACTION	\$99.50
AIR CIRCUS	99.50
DEFENSE	97.50
HOME RUN 1942	60.00
KNOCKOUT	75.00
LEGIONNAIRE	37.50
MYSTIC	30.00
NEW CHAMP	52.50
PLAY BALL	35.00
TEXAS MUSTANG	55.00

1/3 Deposit Required With Orders.  
**W. B. NOVELTY CO., INC.**  
1903 Washington Blvd., St. Louis, Mo.

**WHO**

Wants a draft-free man as a Route Man or Mechanic with 10 years' experience on pin games in territory now closed—also some phono experience—now employed—will consider only a percentage proposition on games or phonographs—or will make small investment. **BOX 410, Care The Billboard, 1564 Broadway, New York City.**

**SEE**

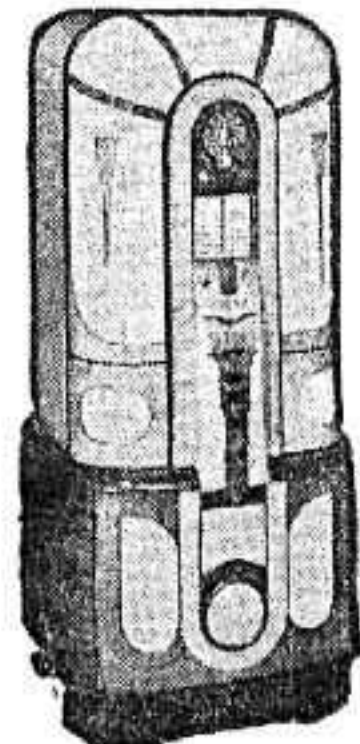
OUR SPECIAL ANNOUNCEMENT  
Page 51 This Issue

**JERRY GOTTLIEB INC.**  
303-4th AVE., NEW YORK, N.Y. TEL. GRAMMERS 5-9415

**Arcade Location Available**

In the largest Amusement Park in the entire State of INDIANA, located in metropolitan part of the city, with excellent bus and street car service. Building 30' x 80'. Operation of ROTARIES, DIGGERS and all type arcade equipment permissible. **FLAT RATE RENTAL.** Season Starts May 1 — Phone or Wire

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 Prospect Ave., Cleveland, Ohio  
(P)rospect 6316)



**Small Floor Space**

### An Important Feature in the Rock-Ola Commando

The 1943 COMMANDO Phonograph takes floor space only 2x2½ feet. In addition Commando has numerous features which make it the finest Automatic Phonograph ever built.

Exclusive Rock-Ola Oregon Distributor  
**NAT SCHOEN**  
1514 N. E. 33d Avenue  
PORTLAND, OREGON

## RADIO TUBES

FOR THE COIN TRADE

INSTRUCTIONS: SEND NO DEPOSIT. All Orders Expressed C. O. D. for Full Amount.

ALL TUBES IN INDIVIDUAL CARTONS

Our stock is comprised of mixed familiar brands, such as Tungsol, RCA, Sylvania, Van Dyke, Raytheon, Philco, Art, General Electric, Delco, Aroturus, National Union, Emerson, Zenith, etc.

Type	Price	Type	Price	Type	Price	Type	Price	Type	Price
1B5/25S	\$1.35	6A4..	\$1.65	6K7..	\$1.15	6X5GT.	\$1.05	42 ...	\$.90
1N5GT.	1.35	6A6..	1.65	6L6G.	2.00	7F7 ...	1.65	45 ...	.85
1Q5GT.	1.65	6B5..	2.00	6N7G..	1.65	(7F7 is perfect substitute for 6SC7: Needed socket is 15c.)		47 ...	1.15
2A3...	2.00	6B8G..	1.35	6R7G..	1.15	25A7G.	1.65	56 ...	.85
2A4G.	2.40	6C5G .	1.05	6SC7 See 7F7		25L6G..	1.35	57 ...	.95
5U4G.	1.05	6C6..	1.05	6SF5GT	1.05	30 ...	1.05	58 ...	.95
5V4G.	1.65	6F5..	1.15	6SJ7GT.	1.15	31 ...	1.05	70L7GT.	2.00
5W4G.	.95	6F6G..	.95	6SK7GT	1.05	32 ...	1.35	75 ...	.90
5X4G.	1.15	6F8G.	1.35	6SQ7GT.	1.15	37 ...	.90	76 ...	.95
5Y3GT	.75	6H6GT	1.15	6U5/6G5		38 ...	1.15	79 ...	1.65
5Y4G..	.80	6J5GT.	.95	6V6GT.	1.15	41 ...	.90	80 ...	.75
5Z3...	1.15	6J7GT.	1.15					83 ...	1.35

Note: We have sold hundreds of Type 7F7 as substitute for the practically impossible to secure type 6SC7. **ASK YOUR RADIO TECHNICIAN!!** or write for our Characteristic Chart on 6SC7 and 7F7.

**W. R. BURTT**  
"The Coin Tube Man"

308 Orpheum Bldg. Wichita, Kansas

## 2 MODERN SPORTLANDS

Established a number of years, equipped with 100% legal equipment—located at Wildwood and Cape May, N. J. Must be sold, owner being drafted. Write **B. ROSENBERG, 539 Boardwalk, Atlantic City, New Jersey**



# WAR ON WASTE

Don't waste time and money. Take advantage of standard forms and standardized, specially printed Collection Books.

- Form  
**H** For Handy Set Location Agreement  
**K** For Pin Games  
**B** For Amusement Games  
**F** For Diggers  
**T** For Cigarette Machines  
**W** For Beverage Machines  
**C** For Record Requests  
**O** For Maintenance Reports  
**S** For Salesboards  
**V** For Vending Machines  
**A** For Slot Machines  
**P** For Panoram Machines

NEW... Form V-55. Victory Tax Record Book for Employees and DAILY RECORD FORM to substantiate claims with ODT for gasoline and tires.

For Detailed Circular and Actual Samples WRITE.

**Charles Fleischmann**  
**Baltimore Salesbook Co.**  
 120 West 42d St., New York, N. Y.

REEL COMPANY, Inc., 4401-9 11th Street, Long Island City, N. Y. William Rabkin, president; Maurice B. Leschen, controller; A. W. Blendow, sales manager.

MESSAGE: "As is generally known thruout the trade, the Mutoscope factory has been all out for war production since May 1, 1942, producing war materials for the Army, Navy and Marine Corps. In spite of the pressure of producing war materials, all of the personnel in Mutoscope are looking forward to an early victory so that we might again turn our efforts toward producing equipment for the coin machine trade.

"Another Mutoscope contribution toward an early victory is the tremendous response by its employees in the purchase of War Bonds—95 per cent of our employees purchase War Bonds weekly.

"Twenty members of our staff contributed blood to the Queens Chapter of the American Red Cross."

O. D. JENNINGS & COMPANY, 4309-4339 West Lake Street, Chicago, Ill. O. D. Jennings, president; J. R. Bacon, assistant to president; W. J. Rudolph, plant manager; George Isle, director of purchases; William Best, comptroller.

MESSAGE: "The experience we are gaining on Uncle Sam's work today will be passed on to you in the form of better coin-operated machines in the victorious tomorrow."

MODEL DISPLAYS COMPANY, 116 Alexander Hamilton Drive, San Antonio, Tex. G. L. Reynolds, owner.

MESSAGE: "Slap-a-Jap-a-Nazi and Remember Pearl Harbor, the title of one of our best conversions, is a swell slogan to stick by to bring this war to a quick ending."

THE NORTHWESTERN CORPORATION, 135 East Armstrong Street, Morris, Ill. W. E. Bolen, president; W. R. Greiner, sales.

MESSAGE: "Operators of bulk vending machines will have much to look forward to in future machines. Altho our plant is 100 per cent engaged in war production at present, we hope the time will soon come when we can return to the manufacture of bulk venders. Our greatly increased facilities, plus knowledge we have gained in close association with some of the country's outstanding engineers in pioneering and perfecting a manufacturing process heretofore believed impractical, will be reflected in future equipment.

"In the meanwhile we are doing everything we possibly can to take care of our customers' immediate requirements. Some machines remain in stock, parts and service are still available, and we continue to furnish operators with information in this field."

PACKARD MANUFACTURING CORPORATION, 2900 Columbia Avenue, Indianapolis. Homer E. Capehart, president; E. E. Collison, vice-president and chief engineer; W. F. Struby, secretary and general manager; O. C. Roberts, treasurer; D. V. Kennedy, advertising manager; W. T. Brase, purchasing agent; Fred C. Steffens, manager gun

REMOTE WALL BOXES		Each
13 Wurlitzer Wall Boxes, Model 125, 5c-10c-25c Play		\$ 35.00
14 Wurlitzer Wall Boxes, Model 310, 5c Play		29.50
9 Wurlitzer Wall Boxes, Model 320, 5c Play		20.00
2 Wurlitzer Bar Boxes, Model 332, 5c Play		25.00
30 Iron Small Wall Boxes, 5c Play (Not Selective)		4.00
PHONOGRAPHS		Each
3 Wurlitzer Counter Model 61		\$ 55.00
3 Metal Cabinet Stands for Wurlitzer Counter Model 61		10.00
2 Wurlitzer Model 400		40.00
1 Wurlitzer Counter Model 51		40.00
1 Wurlitzer Model 35, Large Jumbo		60.00
2 Wurlitzer Model 61G, Light Up		60.00
1 Wurlitzer Model 24		100.00
SLOTS AND GAMES		Each
3 Rock-Ola Ten Pins		\$ 50.00
1 Bally Alley		30.00
1 Caille 5c Jackpot Bell		65.00
1 Caille 10c Jackpot Bell		65.00
1 Mills Futurity Jackpot Bell, 5c Play		100.00
1 Mills Blue Front Gold Award, 1c Play		65.00
5 Mills Blue Fronts, Jackpot Bells, 5c Play, Club Handles		145.00
1 Mills Brown Front, Jackpot Bell, 5c Play		125.00
1 Mills Red Front, 5c Jackpot Bell		75.00
1 Mills Blue Front, Jackpot Bell, 50c Play		140.00
1 Mills Blue Front Gold Award J.P. Bell, 5c Play		90.00
1 Pace Comet, 5c Jackpot Bell		60.00
1 Mills Q.T., 1c Play		50.00
1 Watling Treasury Twin Jackpot, 1c Play		60.00
1 Pace Twin Jackpot, 5c Play		50.00
1 Jennings Silver Chief, J.P. Bell, 5c, Slug Proof Head		100.00
2 Mills Smoker Bells, 1c Play		30.00
1 Jennings Good Luck Console, 1c Play		25.00
2 Mills Smoker Bells, 1c Play		30.00
1 Bally Pacemaker, Multiple, One Ball		120.00
1 Jennings Multiple Cubo, 5c Play Console		35.00
1 Jennings Multiple Racer, 5c Play Console		35.00
1 Keeney '39 Super Track Time		200.00
1 Bally Four Horsemen Sweepstakes, 5c Console		35.00
4 Pace Races, Brown Cabinets, 5c Cash Play, 20-1 Odds		150.00
2 Baker's Racers, Daily Double, 5c Cash Play		250.00
1 National Cigarette Vending Machine, 6 Column with Stand		60.00
5 Steel Cabinets for Slots, Like New		40.00
5 Heavy Steel Cabinet, Burglar Proof for Slots		85.00
4 Heavy Steel Double Slot Cabinets Burglar Proof		100.00
New Watling 1c Scales		Write
Terms: 1/3 Dep. With Order, Bal. C.O.D.		
<b>COLUMBUS COIN MACHINE COMPANY</b>		
1257 West Broad Street		Columbus, Ohio

SCOOP	\$8.00
MASCOT	8.00
SHORT STOP	10.00
PROGRESS	10.00
DUDE RANCH	10.00
BIG CHIEF	17.50
ALL AMERICAN	20.00
SPORT PARADE	20.00
TARGET SKILL	20.00
SEVEN UP	32.50
TEN SPOT	32.50
MAJORS, 41	35.50
ZIG ZAG	37.50
SEA HAWK	37.50
SNAPPY, 41	42.50
JUNGLE	47.50
SOUTH PAW	47.50
TOPIC	70.00
FOUR ACES, New, in Original Cartons	132.50
KELLOGG SERVE-UR-SELF ORANGE MACHINE	50.00
<b>A. P. SAUVE CO.</b>	
3002 Grand River Ave., Detroit, Mich.	

4 Mills Glitter Gold O.T., 5c Play	Each \$100.00
1 Gretchen Sugar King Console	65.00
10 A.B.T. Blue Cab., Model F, Targets	17.50
10 A.B.T. Challengers, Targets	17.50
5 Gottlieb Three-Way Grips, Long Base	12.50
2 Blue and Gold Vest Pockets, S.U., 1c Play	22.50
2 Blue and Gold Vest Pockets, S.U., 5c Play	32.50
1/3 Deposit—Balance C. O. D.	
<b>A. L. KROPP, JR.</b>	
704 B Street TUSCALOOSA, ALA.	

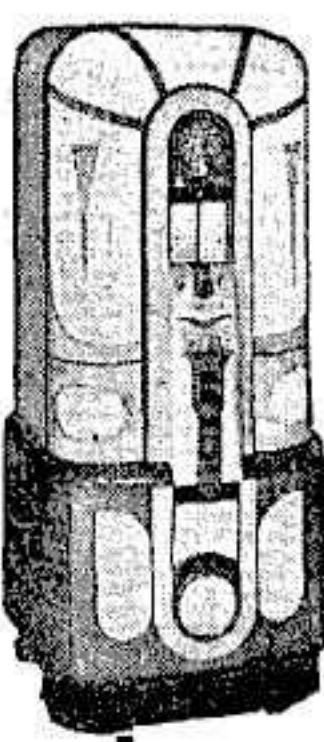
**PRICED LOW FOR QUICK SALE**

Kicker & Catcher	\$12.00
American Eagle (Non-Coin Operated)	10.00
Hercules Single Gripper	4.00
Daval Cubs	3.00
Northwestern DeLuxe Venders	9.00
Northwestern Standards, 1c and 5c	3.00
Columbus Model "A"	3.00
Columbus Model "ZM"	3.50
Fielding Tom Thumbs	2.50
<b>M. B. McKENZIE, JR.</b>	
P. O. Box #428 Fayetteville, N. C.	

## WANTED! SLOT MACHINES

Highest cash prices paid for slot machines of all makes and models, any condition. Now is the time to get those machines out of storage. Help win the war by getting them into circulation. Uncle Sam will get \$100.00 per year for every machine put into operation and you can use the proceeds to buy War Bonds. Write, wire or phone! Tell us what you have.

**Baker Novelty Company**  
 1700 Washington Blvd. Chicago, Illinois  
 Phone: MONroe 7911



## THE NEW 1943 COMMANDO

IS the Best Phonograph Rock-Ola or Any Other Manufacturer Has Ever Produced. Get Going, Fellows, Before They Are All Gone!

*Archie Labeau-Nels Nelson-Kenny Glenn*  
**LABEAU NOVELTY SALES CO.**  
 1946 UNIVERSITY AVENUE, ST. PAUL, MINN.

IN STOCK FOR IMMEDIATE DELIVERY

## TUBES

2A3	\$2.85	6L8	\$2.85
2A4G	3.50	6C8	1.45
25Z8GT	1.45	6K7	1.60
2061	5.00	6H6	1.60
25L6GT	1.60	6J5	1.35
30	1.45	6N7	2.35
45	1.20	6SR7	1.60
5Y3G	1.00	6SQ7GT	1.60
5U4G	1.45	6V6GT	1.60
5V4G	2.35	6F8	1.85
5Z3	1.75	70L7	2.85
6X5GT	1.45	76	1.35
66C7	1.85	80	1.00

Orders filled in rotation as received.

TERMS: 1/3 Deposit, Balance C.O.D. References: Any Bank in Elizabeth or anybody in the coin machine industry.

**ROYAL DISTRIBUTORS**  
 Authorized Exclusive Factory  
 Distributors for Rock-Ola  
 409 N. Broad St., ELIZABETH, N. J.  
 (Tel.: Elizabeth 3-1776)  
**DAVE STERN — TOM BURKE**  
 Proprietors

## CHICKEN SAM OPERATORS

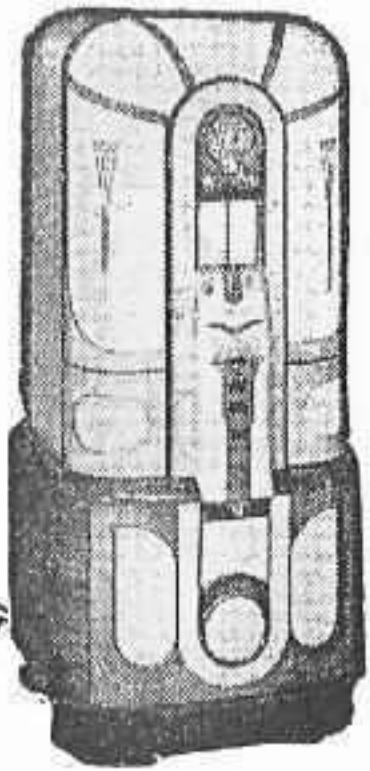
WATCH THIS SPACE FOR IMPORTANT ANNOUNCEMENT NEXT ISSUE OF THE BILLBOARD

**HAROLD W. THOMPSON**  
 MANUFACTURER-DISTRIBUTOR  
 415 CAROLINA ST., SAN ANTONIO, TEX.

## COIN MACHINE SPECIAL

Sports Parade	\$27.50	Big League	\$15.00	Sparty	\$10.00
Ten Spot	42.50	Brite Spot	10.00	Wurlitzer #61	\$64.50
Wow	17.50	Hold Tight	10.00	Wurlitzer #71	69.50
Cadillac	10.00				
2 Wurlitzer 30-Wire Wall Boxes and 80 Feet of Cable					
We Buy, Sell or Trade. Send Us List of What You Have or What You Want.					
1/3 Deposit Must Accompany Order—Balance C. O. D.					
<b>THOMPSON MUSIC COMPANY</b> 1623 Rankin Ave., N. S. PITTSBURGH, PA.					





ROCK-OLA COMMANDO  
PHONOGRAPH REPRESENTS

**BEST**

THERE IS IN MUSIC!

- Best Mechanism
- Best Sound System
- Best Design
- Best for Less Service
- Best for Economical Upkeep
- Best for Making Records and Needles Last!

We Are Exclusive Rock-Ola Distributor for Entire Northern Texas and Oklahoma

**GEO. PROCK & CO.**

2812 Main St., Dallas, Texas

slide department; T. J. Hicklin, production manager gun slide department; G. H. Rossebo, factory manager; P. U. Lannerd, manager airplane division; W. F. Woodworth, manager tank department; D. Killion, manager heat treat department; R. Hewes, manager cutter.

**MESSAGE:** We have our job to do today and that is to win this war. Our boys in the armed service will take care of the front lines. It is up to us here at home to produce tanks, planes, guns, ammunition, and all the other material those boys need to fight a successful and victorious war. Let's keep them rolling, flying and fighting!

PAN CONFECTIONS, 345 West Erie Street, Chicago, Ill. George F. Eby, sales manager vending division.

**MESSAGE:** "The manufacturing confectioners have their problems with regard to production just as you have your problems securing merchandise for distribution. We do not want to burden our customers with our troubles, but believe a brief review, discussion or outline would enlighten them as to what they might expect from the manufacturing confectioners."

"Various government regulations, considered necessary owing to the war situation, have made it obvious that both quantity and variety of candy

be curtailed. Everyone is familiar with the rationing of sugar and many other household needs which come into our daily lives. The same regulations apply to industrial users.

"Sugar is rationed to us on the basis of our 1941 purchases. If we had purchased 10 carloads a month we are now getting only seven carloads, which in turn makes it necessary that we cut our production, based on 1941 shipments.

"Altho sugar is the main ingredient in candy, you know from the ingredient labels on packages that there are many other items used in the manufacture of a high-grade piece which will properly vend in all seasons of the year, both indoors and outdoors. The bright colors formerly used to attract customers to your machines have been curtailed and other methods have had to be developed to overcome this shortage and enable us to continue supplying you with salable merchandise.

"We are now facing a shortage of other items, but our customers should anticipate such situations and see that necessary inventories are maintained to tide them over until adjustments are made. Operators should also anticipate their requirements, as there are bound to be delays in delivery and manufacturing from a labor standpoint as well as from a transportation angle.

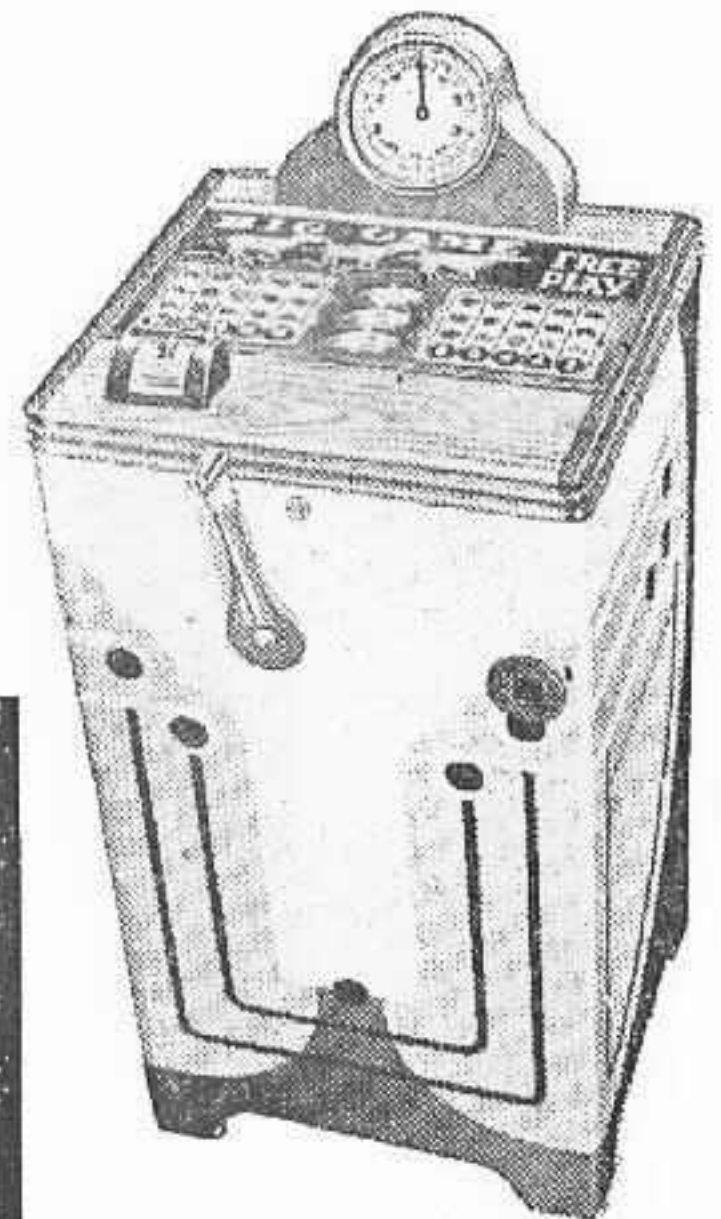
"It should be remembered that with the present rationing program only 70 per cent of your 1941 purchases can be filled, and if you were to receive more it would mean taking it away from someone else. Of course, there will be certain changes where one operator sells his business to another, which we take into consideration.

"We at all times will do our best, and when victory and peace are ours we will throw open the doors."

PERMO PRODUCTS CORPORATION, 6415 North Ravenswood Avenue, Chicago, Ill. A. J. Olsen, president; Gene Steffens, sales manager.

**MESSAGE:** "Permo Products has been successful in securing government orders and has been very active in fulfilling them. Much of our factory time and space is now devoted to this work. New departments have been created in order that we may give of our best to helping win complete victory. New production equipment has been engineered, designed and built. We will continue to do this and more in order to contribute all we can in the cause. We are glad to say that, at the same time, we have been able to meet the demand for our phonograph needles and find that 1942 has been our greatest year."

PFANSTIEHL CHEMICAL COMPANY,



**FREE PLAY BIG GAME**

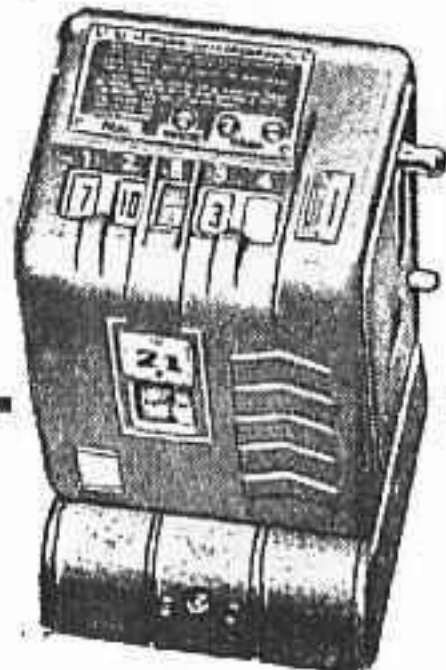
Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

5c Play  
Rebuilt Like New  
\$100 Each F. O. B. Chicago

Made Only By  
**WATLING MFG. CO.**

4640-4660 W. Fulton St.  
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770  
Cable address "WATLINGITE," Chicago



NEW! NEW!

SPECIAL **REX** \$6.75 EA. CLOSEOUT "21" BLACK JACK  
CIG. REELS

CASE OF 4—\$25.00  
2 CASES—\$45.00

Sensational Counter Game money makers! Large cash boxes, coin dividers. Originally \$22.75. Buy Now! 1/3 Deposit, Balance C. O. D.

**ATLAS** NOVELTY CO.  
2200 N. Western Ave.  
CHICAGO, ILL.

**We Are Interested in Buying—**

- KNOCKOUTS
- BIG PARADES
- KEEP 'EM FLYING
- MONICKERS
- CLOVER
- TOWERS
- SKY CHIEFS
- DEFENSE
- CUN CLUB
- LONG ACRES (One Ball)
- THOROUGHBREDS (One Ball)
- (AND OTHER GOOD GAMES)

Quote Your Best Price and Condition of Machine—No Junk Wanted.

**International Sales Co.**  
1425 ESPERSON BLDG.  
HOUSTON, TEXAS

**POPCORN MACHINES**

TWO CRETOR POPPERS  
One Jr. Model, one Larger, Like New

**ARTHUR E. FRITZ**  
3116 N. Kilpatrick Ave., Chicago, Ill.  
Palisade 3882

**FREE PLAY GAMES**

All American \$22.50	Merry Go 'R'nd \$19.50
Argentine 54.50	Metro 29.50
A.B.C. Bowler 45.00	Monicker 82.50
Big Chief 22.50	New Champ 84.50
Big Show 32.50	Power House 14.50
Blondie 14.50	Play Ball 25.50
Belle Hop 64.50	Pole 20.00
Bosco 81.50	Pylon 22.50
Bola-Way 79.50	Roxy 12.50
Cadillac 17.50	Sporty 14.50
Captain Kid 69.50	Strat-o-Liner 24.50
Duplex 35.50	Seven Up 32.50
Do-De-Mi 39.50	Spot-a-Card 82.50
Five & Ten 89.50	Sports Parade 34.50
Formation 15.00	Summer Time 18.50
Fox Hunt 29.50	Sluggo 37.50
Four Roses 29.00	Sea Hawk 39.50
Flicker 22.50	South Paw 59.50
Glamour 14.50	Snappy 49.50
Gold Star 22.50	Sky Ray 37.50
Gun Club 62.50	Show Boat 72.50
Home Run, '40 27.50	Spot Pool 65.50
Horoscope 69.50	Sun Beam 35.50
Hi-Hat 39.50	Super Chubby 32.50
Home Run, '42 (Used) 84.50	Ten Spot 37.50
Jolly 14.50	Texas Mustang 74.50
Jungle 69.50	Trailways 35.00
Kneek Out 74.50	Twin Six 59.50
Lucky 17.50	Ump 26.50
Legionnaire 62.50	Victory 99.50
Majors, '41 34.00	West Wind 57.50
	Zig Zag 55.00
	Zombie 34.50

Above Machines in Excellent Mechanical Condition, Just Like New, Ready for Location.

1/3 Deposit With Order, Balance C. O. D. All cash in advance for orders less than \$25.00.

**DOMESTIC NOVELTY CO.**

3340 M ST., N. W. WASHINGTON, D. C.

**ATTENTION!**

**NEW ENGLAND OPERATORS!**

I am interested in buying Guns and all other Arcade Equipment. Best prices paid. Will call to see you personally. Contact

**BEN BECKER**

NEW DOM HOTEL HARTFORD, CONN.

**Keep PUNCHING For VICTORY**

WAR BONDS and STAMPS 10% EVERY PAYDAY!

**GLOBE PRINTING CO., INC.**  
1023 Race St., Phila., Pa.

DID YOU CASH IN ON **Switch-Top!**

**DISTRIBUTORS, OPERATORS,**

Please be patient. We are doing everything possible to ship your

**"KNOCK-OUT THE JAPS" CONVERSIONS**

same day order is received. However, the large number of orders coming in daily has created some confusion in our shipping department, and in some instances we were compelled to take 48 hours to get your order on the way. Our staff has promised to work overtime to make shipments on schedule, so—send along your orders, we will fill them in rotation and without delay.

For the benefit of those who came in late, here is the dope—

**"KNOCK-OUT THE JAPS" CONVERSIONS**

are made to fit GOLD STAR, STRATOLINER, KNOCK-OUT and SEVEN-UP. You can make this change-over right on location in less than five minutes. No skilled labor or tools are required. Here is what you get—a brand-new Score Class in 12 dazzling colors with a new come-on scoring principal. New Two-Tone Illuminated Bumper Caps, each with the head of an ugly bucktooth Jap Admiral in colors. Also necessary score cards with instructions.

Your total cost, only \$7.50 per set

Cash with order, F.O.B. Chicago, Ill. To avoid disappointment we urge you to see your distributor today or write direct.

**VICTORY GAMES**

2140-44 SOUTHPORT AVE.  
CHICAGO, ILLINOIS



## ARCADE MACHINES—WHILE THEY LAST

Our Machines Are Factory Reconditioned and Repainted.

Chicken Sam, Converted to Jap or Hitler (Thompson and other makes) . . . . .	\$115.00	Mutoscope Windmill Candy Vendor . . . . .	\$ 35.00
Chicken Sam (Munves' Trap the Jap Conversion), beautifully repainted cabinet, very attractive . . . . .	139.50	Mutoscope Magic Finger . . . . .	110.00
Seeburg Shoot the Chutes—Parachute . . . . .	109.50	Rotaries Exhibit . . . . .	169.50
Keeney & Anti-Aircraft Gun . . . . .	55.00	Drop Picture Machines—Calle or Mills—complete with new Pictures, Signs and Frames . . . . .	35.00
Keeney Ale Raider . . . . .	195.00	Mutoscope Moving Picture Machines, complete with Roof, Sign and Frame . . . . .	45.00
Keeney Submarine . . . . .	165.00	View-a-Scope . . . . .	22.50
Bally Bull's Eye . . . . .	85.00	Select a Vue (New) . . . . .	34.50
Bally Rapid Fire . . . . .	195.00	Peck Show (New) . . . . .	29.50
Mutoscope Ace Bomber . . . . .	295.00	Genco Playball . . . . .	145.00
Kirk Night Bomber . . . . .	295.00	Western Baseball (DeLuxe Model) . . . . .	105.00
Evans Tommy Gun . . . . .	125.00	Western Baseball . . . . .	69.50
Exhibit Automatic Pistol Range—1 or 2 Players . . . . .	115.00	Major League . . . . .	150.00
Gettlieb Moving Target on Beautiful Floor Stand . . . . .	50.00	Scientific Batting Practice . . . . .	90.00
Radio Rifle—1c or 5c Play . . . . .	69.50	Atlas Baseball . . . . .	35.00
Auto Arm Pistol (Solid Iron Pistol & Stand) . . . . .	90.00	Scientific Baseball, Upright Floor Size, 1942 Model . . . . .	110.00
Exhibit Lighthouse Grip . . . . .	125.00	Keeney's Texas Leaguer . . . . .	27.50
Exhibit Star Striker . . . . .	110.00	Keeney's Texas Leaguer, De Luxe . . . . .	35.00
Exhibit Bicycle Trainer . . . . .	115.00	Bally Basket . . . . .	85.00
Exhibit Chinning Rings (Floor Sample) . . . . .	175.00	Scientific Basketball, Upright Floor Size, 1942 Model . . . . .	110.00
Exhibit Knockout Puncher . . . . .	145.00	Rockola World Series . . . . .	95.00
Exhibit Punching Bag Trainer (Floor Sample) . . . . .	225.00	Mutoscope Drivemobile . . . . .	285.00
Exhibit Foot Ease Vitalizer (New) . . . . .	95.00	Mutoscope Hurdle Hop . . . . .	45.00
Exhibit Over the Fence . . . . .	85.00	Gretchen Skill Jump . . . . .	37.50
Exhibit Candid Camera . . . . .	195.00	Gretchen Skill Jump, New Model with Stand . . . . .	65.00
Exhibit Hi-Ball . . . . .	89.50	Chicago Coin Hockey . . . . .	165.00
Exhibit Cupid Arrow . . . . .	32.50	Seeburg Hockey . . . . .	75.00
Exhibit Radiogram . . . . .	225.00	Hoot Mon Golf . . . . .	65.00
Exhibit Magic Heart . . . . .	225.00	Keep Punching, Upright Floor Size . . . . .	115.00
Exhibit Mystic Eye . . . . .	225.00	Poker and Joker—Beautiful Mirrored Upright, Floor Size (New) . . . . .	115.00
Exhibit Kismet . . . . .	225.00	Kuo Ball—Billiards in Pin Ball Form. Played with a billiard stick instead of a plunger. A fascinating competitive game. A big money maker. Legal everywhere. Each . . . . .	59.50
Exhibit Crystal Gazer (Egyptian Seeress) . . . . .	45.00		
Exhibit Postcard Vendors, Floor Size, Light-Up Streamlined (New) . . . . .	45.00		
Exhibit Card Vendors, Floor Size (Old Model) . . . . .	15.00		

Kirk Astrology Scale . . . . .	\$ 85.00	Uncle Sam Grip (In Cabinet) . . . . .	\$ 95.00
Watling Scale (Low Model) . . . . .	59.50	Mickey Finn Rope Pull . . . . .	65.00
Small National . . . . .	35.00	Calle Grip . . . . .	35.00
Small Ideal . . . . .	35.00	Red Top Lift . . . . .	85.00
Rockola Low-Boy . . . . .	45.00	Mills Punching Bag . . . . .	135.00
Kirk Guess Your Weight, Large (New) . . . . .	142.50	Ball Grip . . . . .	125.00
Pace Fortune Telling . . . . .	45.00	Super Grip . . . . .	65.00
Solar Horoscope with a Grandmother Figure . . . . .	95.00	Barnard Dial Striker . . . . .	125.00
Gypsy Palmist (Palm Reader), Ft. Size . . . . .	100.00	Mills Owl Lifter with Hi Lite Up Tower . . . . .	110.00
Astroscope . . . . .	110.00	Rosenfeld Grip & Lift (Lite Up Tower) . . . . .	95.00
Planstellus—Fortune Teller . . . . .	100.00	Mills Large Size Ft. Size Electric Shocker . . . . .	125.00
Rockola Talkie Horoscope . . . . .	195.00	Evans Ten Strike . . . . .	49.50
Mystic Mirror Fortune Teller . . . . .	95.00	Exhibit Bowling Alley . . . . .	25.00
Mutoscope Windmill Grip . . . . .	110.00	Gettlieb Skeeball . . . . .	59.50
Grip Tease (New) . . . . .	69.50	Skeo-Roll, 14 Ft. . . . .	100.00
Combination Grip and Lift . . . . .	85.00	Genco Play Balls . . . . .	145.00
9 Light Lift and Grip . . . . .	95.00	Genco Bank Roll . . . . .	100.00
Lifter . . . . .	80.00	Jennings Roll in the Barrel . . . . .	110.00
Dumb Bell Lift . . . . .	85.00	Pokerino Scientific (New in Orig. Cases) . . . . .	149.50
		Pokerino, Scientific or Mutoscope . . . . .	65.00

**NEW STREAMLINED EXHIBIT LIGHT UP, COUNTER SIZE, FORTUNE TELLING, Joy-Making Amusement Machines—Keeps Crowds Laughing and Spell-Bound.**

Exhibit Three Wise Owls . . . . . \$132.50  
 Exhibit Three Great Whats!s . . . . . \$132.50  
**3 to a Set—Each Set . . . . . \$132.50**

### COUNTER GAMES

Piker Peak . . . . .	\$12.50	Tidbit . . . . .	\$10.00	Baby 21 . . . . .	\$ 8.00
Kicker and Catcher . . . . .	15.00	Superior Pool . . . . .	9.00	Kill the Jap (now) . . . . .	32.50
Zoom . . . . .	15.00	Edward's Grip . . . . .	9.00	Advance Sanitary Napkin Vendor . . . . .	25.00
Skillacette . . . . .	15.00	Spittiro . . . . .	9.00	A.B.T. Challenges . . . . .	22.50
Holly Grip . . . . .	12.50	Scooter . . . . .	12.50	A.B.T. Fire and Smoke . . . . .	22.50
Gettlieb 3-Way Grip . . . . .	15.00	Advance Elec. Shocker . . . . .	12.50	A.B.T. Model F . . . . .	22.50
Scooter . . . . .	15.00	Advance Pencil Vendor . . . . .	15.00	A.B.T. Jungle Hunt . . . . .	22.50
Electric Defense Gun . . . . .	25.00	Advance Shocker (now) . . . . .	29.50	Cross Cross or Bingo . . . . .	9.00
Western Oomph Lung . . . . .		Baby Jacks (Whirl Pool) . . . . .	15.00	Flipper . . . . .	9.00
Tester . . . . .	12.50	Skipper . . . . .	8.00	Poison the Rat (Hitler) . . . . .	17.50
Spitfire . . . . .	12.50	Sleeper Chase . . . . .	8.00		
Smiling Joe . . . . .	9.00				

Complete Assortment of Parts for All Arcade Machines and Pin Games—Including Exhibit Cards at Factory Prices. **FREE PRICE LIST ON REQUEST!**

**PROFITS IN PENNIES—A 20-Page Guide To Success in Modern Arcade Operation, \$1.00.**

## MIKE MUNVES The Arcade King

520 WEST 43RD ST., NEW YORK CITY (Est. 1912) (Tel.: BRyant 9-6677)



**AARON GOLDSMITH Says,**  
**"COMMANDO IS TOPS...."**  
**IT'S THE BEST OUR CUSTOMERS HAVE EVER OPERATED"**

- ★ Tall, graceful, Rock-Ola luxury light-up cabinet.
- ★ Takes floor space only 2x2½ feet.
- ★ Rock-Ola Adaptor is standard equipment.
- ★ Equipped for 5 or 24 wire remote.
- ★ Lightweight Rock-Ola crystal pick-up.
- ★ Exclusive Dial-a-Tune electric selector.
- ★ Music from the top . . . no blasting.

**EXCLUSIVE FACTORY DISTRIBUTOR FOR ROCK-OLA MFG. CORP.**  
**FOR MARYLAND, DELAWARE, AND WASHINGTON, D. C.**  
**HUB ENTERPRISES**  
 406-408 WEST FRANKLIN STREET, BALTIMORE, MARYLAND

**FREE PLAY GAMES—CAREFULLY CHECKED AND PACKED**

Touic . . . . .	\$74.50	Snappy . . . . .	\$39.00
Boom Town . . . . .	25.00		
Hi Stepper . . . . .	26.00		
Horoscope . . . . .	39.00		
Metro . . . . .	22.00		
Show Boat . . . . .	39.00		

**PHONOGRAPHS**

Seeburg Casino . . . . .	\$134.50
Rockola Standard . . . . .	139.50
Wurlitzer 24 Rev. . . . .	139.50
Wurlitzer G1 with Std. . . . .	79.50
Mills Throne . . . . .	129.50

**SPECIALS**

Keeney Submarine . . . . .	\$184.50
Keeney Anti-Aircraft . . . . .	57.50
Tommy Gun . . . . .	134.50

All Pin Games have been stored in a good dry place and are packed in "New Cartons." When any of our equipment comes to you it looks nice and operates perfectly. "Ready for Location"—"Buy With Confidence." Send for complete list.

**NATIONAL NOVELTY COMPANY, 183 Merrick Road, Merrick, L. I. (Tel.: Freeport 8320)**

104 Lake View Avenue, Waukegan, Ill. Henry B. Babson, president and treasurer; Thomas W. Merritt, vice-president; Owen O'Neill, secretary and general manager.

**MESSAGE:** "America is not free! America is a great country . . . many people consider the United States of America the best and most comfortable country in which to live . . . but . . . America is not free. Somebody has to put up the money to keep it going."

"If you were in Poland or Norway or any one of a score of countries today, what part of your bank roll would you be willing to put up for a ticket of admission to America? **BUY MORE WAR BONDS TODAY.**"

**PUBLIC SCALE COMPANY, 3055-57 North Western Avenue, Chicago, Ill.**

**MESSAGE:** "As we are operators ourselves we did manufacture coin scales for our own use only, but we contemplate building a new scale after the war and may put it on the market."

**RELIABLE VENDING & NUT SUPPLY COMPANY, 1823 South Hope Street, Los Angeles, Calif.** Bernard M. Shapiro and Monroe H. Shapiro, managers.

**MESSAGE:** "We are now engaged in the manufacturing of essential food products for military and civilian requirements. We still handle a certain amount of operators' business for supplies only, principally nut meats."

**REPEATOSCOPE, Inc., 5721 Grand Central Terminal, New York, N. Y.** Arthur Price, president.

**MESSAGE:** "We are preserving the nucleus of our business while the priorities are on and hope to be in position at the first signs of peace to go ahead where we left off. We feel the post-war markets for real money-making equipment will surpass anything the industry has previously seen."

**REVCO, Inc., 1421 East Church Street, Adrian, Mich.** Howard D. White, chief engineer; G. F. Forsthoefer, sales manager.

**MESSAGE:** "Revco, Inc., in less than one year, has gone from 100 per cent ice-cream vending equipment manufacture to 100 per cent production of industrial refrigeration units. This means sub-zero chests, rivet coolers, automatic rivet dispensers, X-ray film processing units for aircraft carriers, coolant coolers, etc. When peace returns Revco will be in better shape than ever to furnish the vending industry with dependable refrigerated vending equipment."

**ROWE MANUFACTURING COMPANY, Inc., Main and Mill streets, Belleville, N. J.** R. Z. Greene, president; William H. Rowe, vice-president; Arthur Gluck, secretary; Chris Gabrielsen, chief engineer; John S. Mill, sales manager; Arthur E. Nack, advertising manager.

**MESSAGE:** "All manufacturing facilities engaged in production of armament. This work began before Pearl Harbor—will end only when Axis

**OLIVE'S SPECIALS FOR THIS WEEK**

<b>RECONDITIONED</b>	<b>FREE PLAY GAMES</b>
ABC Bowler \$30.00	Metro . . . . . \$25.00
All American 22.50	Mr. Chips . . . . . 12.00
Anabel . . . . . 20.00	Nippy . . . . . 18.00
Bally Beauty 18.00	O'Boy . . . . . 15.00
Band Wagon 22.50	On Deck . . . . . 18.00
Big League . . . . . 20.00	Pan American 30.00
Big Time . . . . . 25.00	Play Ball . . . . . 20.00
Big Town . . . . . 15.00	Powerhouse . . . . . 15.00
Bionda . . . . . 20.00	Progress . . . . . 20.00
Bola Way . . . . . 45.00	Pursuit . . . . . 32.50
Room Town . . . . . 27.50	Roller Derby 18.00
Bordertown . . . . . 22.50	Rotation . . . . . 13.50
Brite Spot . . . . . 15.00	Roxy . . . . . 15.00
Broadcast . . . . . 27.50	Score Champs 12.00
Cadillac . . . . . 20.00	Short Stop . . . . . 15.00
Champs (New Style) . . . . . 45.00	Snappy . . . . . 40.00
Commodore . . . . . 15.00	Snooks . . . . . 10.00
Commodore (Rebuilt) . . . . . 47.50	Sport Parade 25.00
Congo . . . . . 18.00	Sports . . . . . 12.00
Crossline . . . . . 22.50	Sporty . . . . . 13.50
Dixie . . . . . 20.00	Star Attrac. 37.50
Dude Ranch . . . . . 18.00	Stoner's
Follies . . . . . 15.00	Baseball . . . . . 18.00
Formation . . . . . 15.00	Target Skill. 25.00
4 Diamonds 35.00	Tex. Mustang 52.50
Glamour . . . . . 15.00	Three Up . . . . . 35.00
Gold Star . . . . . 25.00	Topic . . . . . 72.50
Gun Club . . . . . 52.50	Topper . . . . . 10.00
Home Run (1940) . . . . . 25.00	Ump . . . . . 22.50
Landslide . . . . . 18.00	Vacation . . . . . 13.50
League Leader 25.00	Variety . . . . . 10.00
Limelight . . . . . 27.50	Venus . . . . . 60.00
Majors (Old Style) . . . . . 12.00	White Sails. 12.00
Majors, '41 . . . . . 37.50	Wild Fire . . . . . 27.50
Merry Go R'd 20.00	Wings . . . . . 22.50
	Yacht Club. 18.00

**EXTRA SPECIAL**  
**10 JUMBO PARADE FREE PLAY** Each \$45.00  
 1/3 Deposit, Balance C. O. D.

**OLIVE NOVELTY CO.**  
 2625 LUCAS AVE. ST. LOUIS, MO.  
 (Phone: Franklin 3620)

**YES**

**WE CAN HELP YOU STAY IN BUSINESS**

With the Largest Stock Accumulated By Us of

**SLOTS, CONSOLES, PIN-GAMES, ARCADE COUNTER GAMES, VEST POCKETS AND SALES BOARDS**

Why not call or write or come in? It will pay you. We have so much equipment it is too numerous to mention. Trade your old equipment for new money makers.

**H. Z. Vending & Sales Co.**  
 Nebraska's Largest Distributor  
 1205 Douglas, Omaha, Neb.  
 Tel.: AT. 1121 - WA. 8428

**DON'T MISS THIS!**

100 7-Col. DuGrenier Cigarette Mchs., Slug Proof, F. Matches, Bases and Mirrors, 15c or 20c Vending . . . . . \$27.50  
 One Free with 10 Machine Order.  
 Completely Refinished, \$5.00 Extra.

10 61 Wurlitzers . . . . . \$70.00  
 25 New Packard Wall Boxes . . . . . 35.00  
 4 New 600 Speakers, Complete . . . . . 60.00  
 Adaptors, Speaker Cabinets, Unit Cabinets.

**MATHENY VENDING CO.** 1001 W. Douglas Wichita, Kansas

**RE-CONDITIONED—100% PERFECT**

**as Good as New**  
**Cabinet, Railing and Legs**  
**Refinished in Attractive Color**

Lite-A-Line—The ever popular table. A 10-ball game that is faster than any 5-ball game. 3 coin chutes. 3 profits from 1 table. Electric Flash Number Boards. Spectacular Score Drome. Skill-Luck gets permanent play. Three incomes instead of one. Accepted at once by better locations everywhere. Nothing can compete with:

**LITE-A-LINE**

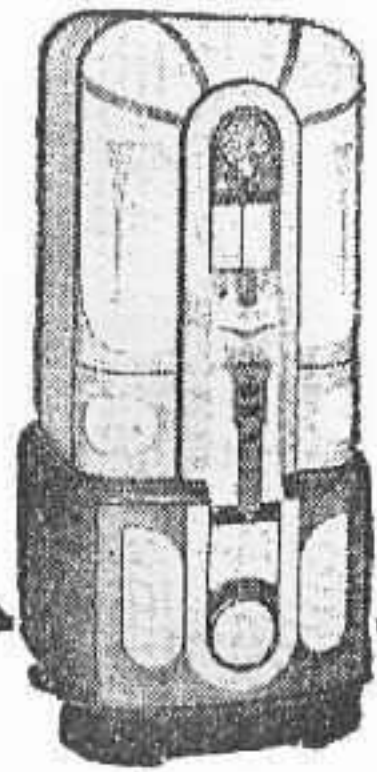
Lite-A-Lines are on the same locations since the day they were introduced. \$89.50 each, 1/3 deposit with all orders.

**A. N. S. CO.**  
 312 CARROLL ST., ELMIRA, N. Y.



Takes 1 to 3 Nickels at the Same Time





**BUY NOW**

**AND BUY HEAVY**

**THE ROCK-OLA COMMANDO PHONOGRAPH**

**LEADS**

**THE INDUSTRY**

**FACTORY DISTRIBUTOR**

**G. Y. ELLIOTT**

354 FIRST ST.  
MACON, GEORGIA

is defeated. When this has been achieved we will again manufacture the finest cigarette, candy and gum machines we can possibly conceive."

S. & S. PRODUCTS COMPANY, P. O. Box 876, Lima, O. J. M. Schilling and W. G. Schilling.

MESSAGE: "We are now engaged 100 per cent in war work and have not made any of our Allsize vending equipment for the past 9 or 10 months. Immediately after the war we will again take up this work."

SCIENTIFIC MACHINE CORPORATION, 229 West 28th Street, New York City. Max D. Levine, president; Fred Hailparn, secretary and treasurer; David Fox, vice-president.

MESSAGE: "We are now helping to keep 'em flying. Our greatly enlarged facilities are now exclusively devoted to the manufacture of airplane parts for U. S. Army and U. S. Navy aircraft. After we win a victorious peace we will be back in the coin machine business, bigger and better than ever. Until then we join all others in the industry in regarding *The Billboard* as the historian of the industry and as a permanent recorder of the industry's efforts, aspirations and ideals. More power to you!"

J. P. SEEBURG CORPORATION, 1500-1524 Dayton Street, Chicago, Ill. J. P. Seeburg, chairman of the board; N. Marshall Seeburg, president; Carl T. McKelvy, vice-president; James L. Barron, vice-president; B. R. Jagor, secretary and comptroller; K. R. Craft, treasurer.

MESSAGE: "All the resources and energies of the J. P. Seeburg Corporation are directed exclusively to the manufacture of war products for the armed services.

"Meanwhile we may well be proud of the part the automatic phonograph has played and is continuing to play in war effort. Automatic phonographs have been instrumental in selling millions of dollars in War Stamps and War Bonds.

"Praise the Lord and Pass the Ammunition and other patriotic songs are to be heard in thousands of gathering places thruout the nation where the

**TODAY'S BEST BET!**

**GUES-SER SCALES WILL HOLD YOUR LOCATIONS**

**FACTORY REBUILT MODELS AT \$95.00 EACH**

NO NEW SCALES FOR THE DURATION, BUT THESE SCALES ARE COMPLETELY FACTORY REBUILT, AND ARE LIKE NEW

DEPENDABLE

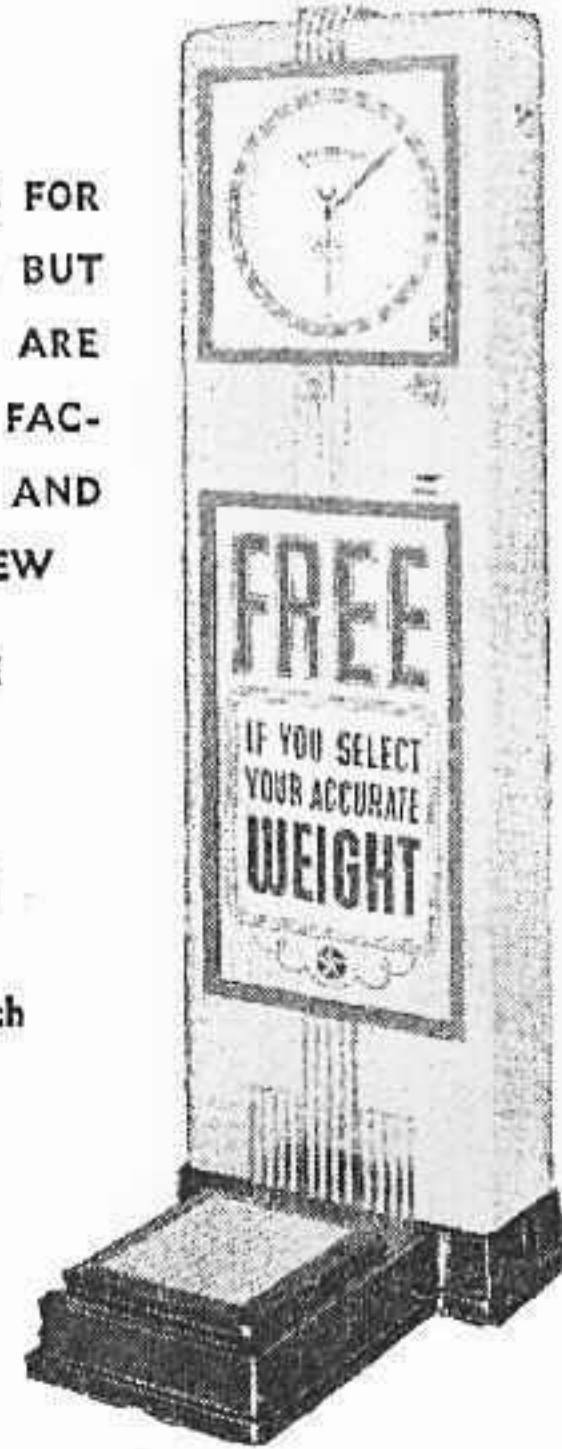
ACCURATE

**\$95.00** each

Net Cash

F.O.B.

Chicago, Ill.



ONLY A LIMITED SUPPLY AVAILABLE

THE "GUES-SER" SCALE OFFERS SPLENDID OPPORTUNITIES TO THE OPERATOR SEEKING TO HOLD TOP LOCATIONS AGAINST SHORTAGES IN NEW EQUIPMENT

Shipping Wt. 255 lbs.

**A. B. T. Manufacturing Corp.**

715-723 No. Kedzie Ave., Chicago, Ill., U. S. A.

**NEW-REBUILT SLOTS, PACES RACES**

FACTORY REBUILT—REFINISHED—PACE, JENNINGS, MILLS

RACES BRAND NEW, RED ARROW, CABINETS, PERFECT STRAIGHT—JACK POT—CHECK SEP.—5c OR 25c PLAY

300 BRAND NEW REELS—SARATOGAS, JR. OR SR.

With or Without Skill—Also Free Play—Convertibles—Also Free Play Amusement. No Slides or Jak-P. (\$10.00 Tax).

A-1 REPAIRS AS ONLY FACTORY CAN DO

BIG SUPPLY PARTS SLOTS AND RACES—RACES MOTORS—PAPER ROLLS—BRAKES

ALL RACES PARTS NEW—NOT RECLAIMED

Large Supply New Cabinets for All Machines at Cost.

**PACE MFG. CO., Inc.**

2909 INDIANA AVENUE  
CHICAGO, ILL.

**CLOSING OUT THE FINEST MACHINES ON THE MARKET**

Clean, Rails Scraped, Re-

varnished.

\$150.00 Takes the Lot.

Individually as Priced.

1 ABC Bowler . . . \$29.50

1 Pan American . . . 24.50

1 Twin Six . . . 24.50

1 Score a Line . . . 19.50

1 League Leader . . . 19.50

1 Fleet . . . 24.50

1 Red, White, Blue . . . 19.50

1 Progress . . . 14.50

1 Dixie . . . 14.50

1 Big Chief . . . 19.50

**ARCADE GAMES**

1 Jenn. Barrel Roll \$90.00

1 Seeburg Rayolite

Ducks . . . 40.00

9 6-Col. 630 National Cigarette Machines, Repainted Like New . . . \$ 35.00 Ea.

1 Goofy Golf, Almost New . . . 150.00

1 Steward Sound Projector In 3 Carrying Cases (Like NEW) . . . 325.00



2 Br. Anti Aircraft Guns. Ea. . . \$45.00

2 Evans Ten Strikes, L.D. . . . Ea. . . 45.00

7 Bally Alleys, As Is. Ea. . . 20.00

2 Mute, Drop Pictures, No Reels. Ea. 14.50

2 Filmtones Sound on Film, \$225.00 Ea.

12 Reels Film, 8 subjects to reel, \$25.00 Ea.

(Not adaptable for Panorams.)

**JERSEY SPECIALTY CO.**

Route 23 at Passaic River Bridge, Singac, N. J.

Phone: Little Falls 4-0784.

**PAST! PRESENT! FUTURE!**

The name of SUPERIOR salesboards will live ON and ON and ON VICTORIOUSLY!

HELP SPEED THAT VICTORIOUS FUTURE BY PURCHASING MORE and MORE WAR BONDS and STAMPS!

**SUPERIOR PRODUCTS**

14 N. PEORIA ST. CHICAGO, ILL.

**WANTED**

WE NEED THESE MACHINES BADLY

Bally Fairmont . . . \$330.00  
Bally Turf King . . . 240.00  
Bally Jockey Club . . . 220.00  
Bally Kentucky . . . 150.00  
Bally Free Play One Ball Games  
Keeney 4-Way Super Bolls . . . 375.00  
Mills 3-Bells . . . 450.00  
Mills 4-Bells (Late Models) . . . 400.00  
Lato Mills Slots

**FOR SALE**

ARCADE EQUIPMENT  
1 Single Flying Darts. \$125.00  
2 Punching Bags, \$275.00 Ea. . . 550.00  
1 Warner Voice Recorder . . . 450.00  
1 Muscle Builder . . . 225.00  
2 Keepey Bowlettes, \$90.00 Ea. . . 180.00  
2 Bally Bulls, \$80.00 Ea. . . 160.00  
1 Bally King Pins, F.S. 160.00  
2 Keeney Anti-Aircraft, \$54.50 Ea. . . 106.00  
2 Western Baseballs, \$60.00 Ea. . . 120.00

**FOR SALE**

2 Rocko Ball Juniors, \$80.00 Ea. . . \$120.00  
1 Jungle Dodger . . . 45.00  
2 Peak Machines, \$35.00 Ea. . . 70.00  
2 Groetchen Tool Metal Typers . . . 140.00  
1 Ace Bomber . . . 295.00  
1 Kirk Heroscope Scale . . . 180.00  
1 Batting Practice . . . 145.00  
1 Question Girl . . . 145.00  
1 Seeburg Jail Bird . . . 135.00  
1 Seeburg Chicken Sam . . . 85.00  
1 Radio Rifle . . . 60.00  
1 Ranger . . . 27.00  
10,000 Metal Discs . . . 600.00

**STEWART NOVELTY CO.**

133 EAST 2D SOUTH

Phone 3-5055

SALT LAKE CITY, UTAH



**BASEBALL**



100-Hole Baseball Money Card. Takes in \$5.00, payment \$2.65, profit \$2.35. Entire card highly colored plus action picture at top. Priced low. Write for free sample.

**TRY YOUR LUCK**

1¢ to 99¢

PAY WHAT YOU PUNCH FROM 1¢ to 99¢—NO HIGHER

EVERY PUNCH WINS

240-Hole Play Poker Money Card. Takes in \$12.00, pays out \$4.00, profit \$8.00. A fast player. A steady money maker. Priced low. Write for free sample.

24-Hole 1c to 99c. Ideal card for any merchandise today. Takes in \$21.50. A big seller. Priced low. Write for free sample.

**5 PLAY POKER 5**

No. 10—ROYAL FLUSH Dealer's	\$1.00
No. 20—FOUR OF A KIND Dealer's	.75
No. 30—FULL HOUSE Dealer's	.50
No. 40—FLUSH Dealer's	.30
No. 50—STRAIGHT Dealer's	.25
No. 60—THREE OF A KIND Dealer's	.20
No. 70—TWO PAIR Dealer's	.15
No. 80—ONE PAIR Dealer's	.10

LAST SALE IN RIGHT TWO SECTIONS EACH RECEIVES 10¢  
LAST SALE ON CARD RECEIVES 30¢

**1 Cigarettes Galore! 1**

Plus LUCKY JACK POT

1c to 15¢

150-Hole Cigarettes Galore Card. Takes in \$21.45, pays out 90 packs, average profit \$8.31. Special Jack Pot feature. Fast play. Priced low. Write for free sample.

100-Hole 1c to 15c Seal Card. Takes in \$13.95. Name under seal wins. Operators make plenty with this card. Priced low. Stocked from 10-holes on up to 150-holes.

**TRY YOUR LUCK!**

1c to 15c

100-Hole 1c to 15c Seal Card. Takes in \$13.95. Name under seal wins. Operators make plenty with this card. Priced low. Stocked from 10-holes on up to 150-holes.

"The Push Card House" stocks over 250 different sizes and styles of cards in any number of holes. Our large stocks should outlast the duration as we anticipated curtailment. Fast service, fine cards, low prices. Samples on request. Operators or jobbers only. Write or order today from  
**W. H. BRADY CO., Mfgs.** Eau Claire, Wisc.  
"THE PUSH CARD HOUSE"

masses of our good people gather for their much-needed relaxation.

"In army camps, post exchanges and canteens thruout America the automatic phonograph (popularly known as the juke box) is supplying the music so essential to all of us in times such as these."

SHIPMAN MANUFACTURING COMPANY, 1326 South Lorena Street. Los Angeles, Calif. A. V. Shipman, owner; Jack Olson, sales manager.

MESSAGE: "We are manufacturing our U. S. postage stamp dispensing machines under priorities of the War Production Board."

SHYVERS & SHYVERS, 2200 Second Avenue, Seattle, Wash. Ken C. Shyvers, patents, litigation and licenses; E. L. Shyvers, studios, taxes, office manager; E. Petersen, supervisor of accounts; Allen Saunders, chief auditor; Robert McComb, chief engineer; Don W. Nelson, manager service department; William Bailey, cabinet shop supervision.

MESSAGE: "Personnel in U. S. service: A. Broderick, U. S. Air Corps, training in Indiana; George W. Ellez, radio engineer, U. S. Navy in Alaska; John Burnett, technician, U. S. Navy in Alaska; Bob Buttell, technician, U. S. Navy, in training; Doug Fisher, electrical engineer, U. S. Navy, in California; John Fitch, technician, U. S. Engineers, in Washington; Don W. Nelson, technician, U. S. Engineers, in Washington. "Our employees purchased \$75,000 in U. S. Bonds and Notes in 1942. In 1943 our goal is \$100,000."

UNITED MANUFACTURING COMPANY, 6123 North Western Avenue, Chicago, Ill. Harry Williams and Lyn Durant, co-owners.

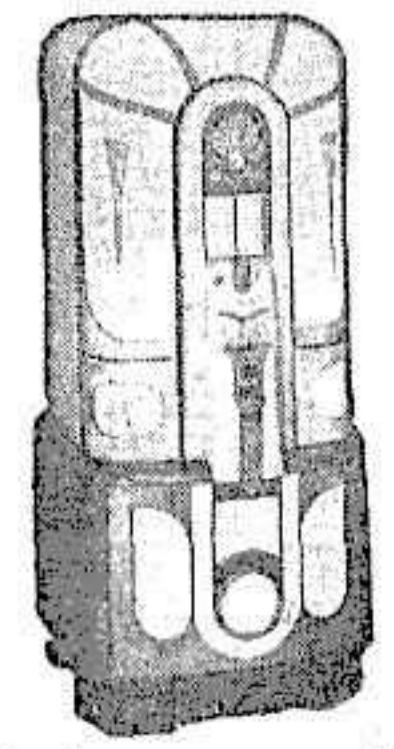
MESSAGE: "Having been engaged over a long period of years in the designing and engineering of many successful coin-operated games, we decided we could best serve the industry by offering a new service in refurbishing games which had long since passed the peak of their earning power. This step has really proved of great help to the industry while its manufacturing branch has been so completely converted to war production. We know that operators who stay in business will be able to help the war program in a great many ways."

VICTOR VENDING CORPORATION,

**UNBEATABLE AMPLIFIER**

FEATURES

**1943 COMMANDO**



—and when we say unbeatable amplifier, man, we mean UNBEATABLE. Like a priceless jewel for the music operator. To replace a Rock-Ola amplifier is almost unheard of! Dozens of other great features make the 1943 Rock-Ola COMMANDO the leading phonograph of all time. Ready for immediate delivery from our stock.

EXCLUSIVE FACTORY DISTRIBUTOR FOR STATE OF KANSAS

**ORVILLE WHITE DISTRIBUTING CO.**  
215 S. Washington St. Hutchinson, Kansas

**"I Like Commando— My Operators Like Commando— Their Locations Like Commando— The Public Likes Commando"**



**THE ROCK-OLA COMMANDO HAS EVERYTHING!!!!**

Proud to say we are Exclusive Factory Distributors for the Houston area comprising all of Southeast Texas

**JOE W. DAY - Mgr.**

**STELLE AND HORTON**  
1513 LOUISIANA STREET, HOUSTON, TEXAS

**SALESBOARD IMMEDIATE DELIVERY**


A NEW DISCOVERY!

Definite Profits  
Cheat Proof  
Large Assortment

FIVE SAMPLE SALESBOARDS, \$10.00

Write—Wire

**DIVERSO PRODUCTS CO.**  
617 N. 2nd St, Milwaukee, Wis.



**\$10.00**

**SAM MAY & CO.**  
853 N. Flores St. SAN ANTONIO, TEX.

**COIN MOVIES Film Rental \$5 PER WEEK**

(\$6 first week, each reel—Transp. allowed)  
Panoram, 8 Subjects  
Micromovies, 10 Subjects

**Hollywood Film Exchange**  
2422 1/2 W. 7th Street Los Angeles, Calif.

**MARKEPP VALUES**

ARCADE EQUIPMENT		PHONOGRAPHS	
Chicago HOCKEYS, Like New	\$185.00	Mills THRONE OF MUSIC	\$119.50
Genco PLAYBALLS, Late Model	179.50	Mills EMPRESS, Like New	149.50
Bally RAPID FIRES	179.50	Seeburg ROYALS	99.50
Bally KING PINS	169.50	Seeburg Selectomatic Boxes	11.95
'39 WESTERN BASEBALL	89.50	Seeburg WALLMATIC	29.50
DELUXE WESTERN BASEBALL	84.50	Packard PLAYMORE Wallboxes	37.50
MAJOR LEAGUE BASEBALL	135.00	Buckley Wall Boxes, '32s, New	27.50
BATTING PRACTICE	99.50	Wurlitzer #331 Bar Boxes	29.50
Genco MAGIC ROLL, 9 Ft., Like New	89.50	Wurlitzer 61s, with Base	79.50
ANTI AIRCRAFT GUNS, Light Cab.	54.50	Wurlitzer 618, Liteup Marbletop	89.50
SLAP THE JAPS, Fact. Rebuilt	129.50	Wurlitzer 600R	149.50
TOM MIX RIFLES	44.50	Rockola '39 Deluxe	159.50
BUMPER BOWLING	89.50	Rockola Counter Model & Base	69.50
H.D. TEN PINS OR TEN STRIKES	54.50	Rockola Spectravox-Playmaster and 1 Wallbox	249.50
SKEEBALLETES	54.50	Wurlitzer 750E with 5 Bar & 1 #331 Wallbox	535.00
Rockola WORLD SERIES	79.50	Rockola Windsor with Buckley Adapter	139.50
ROCKABALL ALLEY, 14 Ft.	74.50		
Gettlieb TRIPLE GRIPS	12.50		

WANT: Late 4 Bells, 3 Bells, Late Blue Fronts, Brown Fronts, SKY FIGHTERS, ACE BOMBERS, SUPER BOMBERS, AIR RAIDERS.

Half Certified Deposit With Order, Balance C. O. D.

**THE MARKEPP CO., 3908 Carnegie Ave., Cleveland, Ohio**

**WHILE THEY LAST**

**Evans' POCKET EDITION GALLOPING DOMINOS**

NOT COIN OPERATED

A sure bet for operators with this low-priced counter sensation. Perfect for the duration!

Write at Once for Quotations!

**FOR VICTORY**

THROW YOUR SCRAP INTO THE FIGHT!



Cheat-proof, silent action. Plenty of flash. Highly colored plate glass top; walnut case. Chrome trim. Size 17"x12"x3" high.

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**



**WE HAVE WHAT WE ADVERTISE**

**SLOTS**

- 22 Mills 5c Brown Fronts C. H. Light Cabinet.....\$149.50
- 2 Mills 5c Chromes 3-5 pay 179.50
- 1 Mills 10c Chrome, 3-5 Pay...\$199.50
- 6 Mills 10c Brown Fronts, C.H. Light Cabinet..... 169.50
- 2 Mills 25c Brown Fronts, C.H. Light Cabinet..... 189.50
- 12 Mills 5c Blue Fronts, C.H. Light Cabinet..... 149.50
- 4 Mills 10c Blue Fronts, C.H. Light Cabinet..... 159.50
- 15 Pace 5c B. F. Comets, D.J.... 69.50
- 12 Pace 10c B. F. Comets, D.J.... 74.50
- 1 Jennings Chief Triples, 5c, 10c and 25c Play..... 165.00
- 5 Mills 5c Q.T.'s, Free Play..... 29.50
- 6 Columbias..... 39.50
- 1 Mills 10c Blue Front Q.T.'s..... 75.00
- 2 Mills 1c Glitter Gold Q.T.'s..... 77.50
- 5 Mills 5c Glitter Q.T.'s, new... 125.00
- 2 Mills 1c Blue Front Q.T.'s..... 49.50
- 10 Mills 5c Green Vest Pockets..... 29.50
- 3 Mills 1c Blue & Gold V.P..... 34.50
- 1 Jenn. 50c Slot, #120525, 3-5 Payout..... 250.00

**PHONOGRAPHS**

- 8 Wurlitzers 24, very clean \$115.00
- 4 Wurlitzer 600..... 169.50
- 6 Wurlitzer 616.....\$ 59.50
- 14 Wurlitzer 616, Light Up..... 79.50
- 2 Rock-Ola '39 Deluxe..... 169.50
- 2 Mills Empress, Marbleglowed... 169.50
- 2 Mills Thrones, Marbleglowed... 139.50
- 1 Wurlitzer Counter Model 61... 79.50

**CONSOLES**

- 6 New Mills Jumbo Parades Comb., with Mint Vendors \$189.50
- 2 Buckley Track Odds..... 249.50
- 2 Jennings Fast Times, F.P.....\$ 74.50
- 10 Keency Super Bells, Comb..... 195.00
- 2 Baker's Pacers Daily Double... 275.00
- 2 Paces Races, Red Arrow, J.P... 169.50
- 2 Paces Races, Red Arrow Model... 169.50
- 2 Paces Races, Brown Cabinet... 125.00
- 2 Paces Races, Black Cabinet... 75.00
- 1 Royal Flush, Cash & Ticket... 42.50
- 1 Sugar King..... 59.50
- 3 Jennings Good Luck..... 34.50

**MISCELLANEOUS**

- 2 Bally Dark Horses.....\$139.50
- 4 Evans Ten Strikes..... 69.50
- 2 Bally Record Times.....\$127.50
- 2 Mills One Two Three, F.P., '41 95.00
- 1 Gottlieb Skee-Ball-Ette..... 49.50
- 2 Jennings Giga-Rollas, 5c & 10c. 59.50
- 11 A.B.T. Challengers..... 22.50
- 15 New Mills Look Safe Stands... 16.50

Terms, 1/3 Certified Deposit, Bal. C. O. D.  
**STERLING NOVELTY CO.**  
669-671 S. Broadway, LEXINGTON, KY.

5711 West Grand Avenue, Chicago, Ill.  
Harold M. Schaefer, president.

**MESSAGE:** "Since May 1, 1942, our entire plant has been reorganized and equipped for war production. Immediately prior to that date, however, by permission of the War Production Board, we were given the opportunity to assemble machines to the extent of what fabricated parts we had on hand. This enabled us to have on hand a limited stock of complete penny venders and parts. Our experience now being gained in war work, involving the use of new methods and machinery, is another assurance that we will offer the trade better vending machines than ever when victory is won."

R. D. WERNER COMPANY, Inc., 380 Second Avenue, New York City. R. D. Werner, president; L. L. Werner, secretary-treasurer; V. C. Petersen, sales manager; Lynn Giblin, advertising manager.

**MESSAGE:** "While we do not manufacture coin machines, we are extruders of flexible and rigid hosing, tubes, rods and special shapes in a variety of thermoplastic materials. At this time practically all of our production is going into plastic shapes for war production, but we are also managing to serve our regular distributors in the wallboard and flooring fields, and we have maintained a limited percentage of service to civilian production. After the war we shall be better equipped than ever to serve civilian needs because materials themselves will be vastly improved and our factory will be keyed to producing shapes with even greater fidelity and better finishes than previously."

RUDOLPH WURLITZER COMPANY, North Tonawanda, N. Y. R. C. Roling, president; Fanny Wurlitzer, chairman executive committee and of board; C. E. Johnson, vice president; R. F. Waltemade, assistant secretary (N. T. division); M. G. Hammergren, general sales manager; Spence Reese, assistant general sales manager; Ray Haimbough, director of engineering; Walter Reed, service manager; Jim Broyles, public relations director; Ed Wurgler, credit manager.

**WE HAVE EVERYTHING PERTAINING TO COIN MACHINES YOUR INQUIRIES INVITED—STATE YOUR NEEDS!**

**Following Are a Few of Our Best Buys**

**SEEBURG EQUIPMENT**

- Model 8200—1942 HI Tone.....\$445.00
- Model 9800—1941 Do Luxe HI Tone—R.C..... 425.00
- Model 8800—1941 Super HI Tone—E.S..... 385.00
- Major—E.S.R.C..... 285.00
- Gem..... 129.50
- Brand New Seeburg Wireless 5c-10c-25c Bar-o-Matic..... 49.50
- Brand New Seeburg Wireless 5c-10c-25c Wall-o-Matic..... 47.50
- Seeburg 5c Wireless Wall-o-Matic, Used \$ 32.50
- Brand New Seeburg 5c 3-Wire 24 Selection Boxes..... 32.50
- Brand New Seeburg Power Supply Cel-luloid Drum and Step Selector for Converting Any Wurlitzer for 3-Wire Seeburg Boxes..... 65.00
- Seeburg Wireless Speaker Organ..... 47.50
- Brand New Wired Speaker Organ..... 37.50
- Brand New Seeburg Transmitters..... 19.50

**WURLITZER EQUIPMENT**

- 61 Counter Model.....\$ 69.50
- 71 Counter Model..... 109.50
- 41 Counter Model..... 89.50
- 24 Wurlitzer in Wooden Cabinet with Adaptor—Very Clean..... 125.00
- 24 Wurlitzer in Metal Cabinet..... 125.00
- Model 430 Speaker with 5c-10c-25c Box \$89.50
- Model 125 Wall Boxes..... 45.00
- Charm Cabinet with Wurlitzer Mechanism, Wall Box and Adaptor..... 215.00
- Brand New Twin 12 Steel Cabinets Without Mechanisms..... 26.50

**MILLS EQUIPMENT**

- Throne of Music.....\$129.50
- Panoram—Late Model..... 300.00
- Empress with Adaptor and 5 Boxes, Marbleglow.....\$275.00

**ROCK-OLA EQUIPMENT**

- Spectrovox and Playmaster (Like New).....\$229.50
- Standard 1939.....\$135.00
- Rock-Ola Counter Model..... 69.50

**BUCKLEY EQUIPMENT**

- Buckley Boxes—Light Up Side.....\$18.50
- Brand New Buckley Adaptors for 24's. 30.00
- Buckley Stands for Boxes.....\$ 4.00

**MISCELLANEOUS MUSIC EQUIPMENT**

- 5-Wire Cable, Per Foot.....\$ .15
- 50 Packard Plamor Boxes—Like New... 31.50
- New Utah Speakers, 12 Inch and Leatherette Cabinet..... 10.00
- Chandler Chrome Baffle.....\$ 15.00
- Berman Speakers with Volume Control and Light Up Cabinet..... 23.50
- Brackets for All Type Boxes, Write Your Needs!

**CIGARETTE MACHINES**

- 36 Du Grenier—9 Column Champions—Like New.....\$ 80.00
- 13 Du Grenier—9 Column Champions—Brand New..... 125.00
- 3 Du Grenier—11 Column..... 90.00
- 13 Rowe Presidents—8 Column..... 80.00
- 6 U-Need-a-Pak—9 Column—Model 500..... 80.00

**MISCELLANEOUS EQUIPMENT**

- Bally HI Hand.....\$109.50
- Mills Brand New 5c Glitter Gold Q.T. 114.50
- Jennings Golf Slots—25c Play..... 199.50
- Watling Big Game—Cash Payout..... 89.50
- Watling Treasury—5c Play—Brand New 179.50
- Mills Jumbo—Cash Payout..... 89.50
- 2 Rays Tracks..... 69.50
- Bally Hawthorne—1 Ball Multiple Cash Payout with J.P.....\$ 78.50
- Bally Thistle-down—1 Ball Multiple Cash Payout with J.P..... 79.50
- Columbia Bells..... 89.50
- Rebuilt Blue Front..... 89.50
- Factory Rebuilt Q.T..... 88.50

TERMS: 1/3 Deposit, Balance C. O. D.

REFERENCES: Any Bank in Elizabeth or anybody in the coin machine industry.

**ROYAL DISTRIBUTORS**

**AUTHORIZED EXCLUSIVE FACTORY DISTRIBUTORS FOR ROCK-OLA**

409 N. BROAD ST., ELIZABETH, N. J. (TEL.: ELIZABETH 3-1776)  
**DAVE STERN—Proprietors—TOM BURKE**

**ABLAZE**

WITH COLOR — MOVING LIGHTS — AND ACTION IN THE CASH BOX

**Rock-Ola's Commando**

NEW 1943 PHONOGRAPH SENSATION

Creates More Location Interest and Thus More Cash-Box Action Than Any Phonograph We Have Ever Seen in Our Territory.

**AUTHORIZED FACTORY DISTRIBUTOR**

**ROYAL DISTRIBUTORS**

DAVID STERN and THOS. BURKE  
409 N. Broad St., Elizabeth, New Jersey

**DISTRIBUTORS OF**

**PFANSTIEHL**

**NEEDLES** Better Tone and Clarity. Smoothest and Finest Needle for Music Machines. 4,000 Plays Without a Change or Turn.

**ROYAL DISTRIBUTORS, Inc.** 409 N. BROAD ST., ELIZABETH, N. J.

**SPECIAL BARGAINS -- WHILE THEY LAST!!!**

**ARCADE EQUIPMENT**

- BALLY KING PINS.....\$167.50
  - GENCO PLAY BALL..... 159.50
  - ROCK-OLA TEN PINS..... 54.50
  - EVANS SKEE-BALL-ETTE... 54.50
  - EXHIBIT HIGH BALLS..... 59.50
  - KEENEY ANTI-AIRCRAFT GUN.....\$ 49.50
  - SCIENTIFIC BATTING PRACTICE (looks as good as new) 110.00
  - CHICAGO COIN HOCKEY... 184.50
- (All above games are guaranteed to be in perfect condition.)

**PHONOGRAPH EQUIPMENT**

- 1 ROCK-OLA Spectravox & Monarch with: 5-1501 Rock-Ola Wall Boxes } \$350.00
- 1-1502 Rock-Ola Bar Box }
- 1 ROCK-OLA DELUXE with: 5-1501 Rock-Ola Wall Boxes } 330.00
- 1-1502 Rock-Ola Bar Box }
- 1 ROCK-OLA DELUXE with: 5-1501 Rock-Ola Wall Boxes } 330.00
- 1-1502 Rock-Ola Bar Box }
- 1 ROCK-OLA STANDARD with: 4-1501 Rock-Ola Wall Boxes } 310.00
- 1-1502 Rock-Ola Wall Boxes }
- 1 ROCK-OLA STANDARD with: 4-1501 Wall Boxes..... 295.00
- 1 ROCK-OLA SUPER with Adapter, and: 4-1501 Rock-Ola Wall Boxes } 375.00
- 1-1512 Rock-Ola Bar Box }
- 2 ROCK-OLA SPECTRAVOX COMBINATIONS, A.C., with: } 400.00
- 5-1503 Rock-Ola Wall Boxes }
- 1-1504 Rock-Ola Bar Box }
- 1 500 WURLITZER Remote Control with: 8-2 wire Wurlitzer Wall Boxes } 389.50
- 2-2 wire Wurlitzer Bar Boxes }
- NEW ROCK-OLA MODERNE TONE } \$169.50
- 500 WURLITZER.....\$ 60.00
- 600 WURLITZER (Rotary Selector)..... 149.50
- USED SEEBURG HI TONES (Model 9800, R.C.)..... 400.00
- USED ROCK-OLA 101 WALL Boxes and 1502 Bar Boxes, in A-1 Cond. 19.50

PRICES SUBJECT TO CHANGE WITHOUT NOTICE. DON'T DELAY. ORDER IMMEDIATELY.

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

**B. D. LAZAR COMPANY**

1635 FIFTH AVENUE PITTSBURGH, PA. Phone: GRant 7818



# SOUTHERN HAS READY FOR DELIVERY OVER 500 FREE PLAY GAMES

A-1 CONDITION, THOROUGHLY CLEANED, WELL PACKED.

Our stock moves fast. Please give second and third choice. These are lowest prices, regardless of quantities. Terms: Payment in full \$50.00 order or less; over \$50.00, one-third deposit, balance sight draft.

ATTENTION .....	\$22.50	GLAMOUR .....	\$18.50	SPORTY .....	\$12.50
ALL AMERICAN .....	27.50	GUN CLUB .....	42.50	SCANDALS .....	12.50
ARGENTINE .....	44.50	HOME RUN, Old .....	12.50	SNOOKS .....	10.00
BOUNTY .....	10.00	HOLDOVER .....	12.50	SPEEDBALL .....	29.50
BLONDIE .....	12.50	HIGH HAT .....	34.50	SEA HAWK .....	29.50
BUCKAROO .....	12.50	HIGH DIVE .....	44.50	SCHOOL DAYS .....	27.50
BRITE SPOT .....	12.50	HOME RUN OF '42 .....	49.50	SALUTE .....	22.50
BIG TOWN .....	16.50	JUNGLE .....	49.50	SILVER SKATES .....	24.50
BIG CHIEF .....	22.50	LITE-A-CARD .....	16.50	SILVER SPRAY .....	24.50
BIG TIME .....	24.50	LANDSLIDE .....	22.50	SPORTS PARADE .....	24.50
BAND WAGON .....	17.50	LEADER .....	29.50	STAR ATTRACTION .....	29.50
BROADCAST .....	19.50	LEGIONNAIRE .....	34.50	STRATOLINER .....	29.50
BOOMTOWN .....	19.50	MERRY-GO-ROUND .....	12.50	SEVEN UP .....	29.50
BARRAGE .....	18.00	MASCOT .....	16.50	SHOWBOAT .....	34.50
BELLE HOP .....	39.50	METRO .....	24.50	STARS .....	34.50
BOLOWAY .....	49.50	MYSTIC .....	24.50	SOUTH PAW .....	44.50
BOSCO .....	52.50	MR. CHIPS .....	12.50	SNAPPY .....	39.50
CHEVRON .....	10.00	MAJORS OF '41 .....	27.50	SUPER CHUBBIE .....	49.50
CADILLAC .....	12.50	MILLS '39, 1-2-3 .....	44.50	SCORE CHAMP .....	16.50
CONTACT .....	10.00	MILLS '40, 1-2-3 .....	99.50	SKYLINE .....	13.50
CONQUEST .....	12.50	ON DECK .....	12.50	SPOT POOL .....	44.50
C. O. D. .....	12.50	OWL .....	99.50	SPOT A CARD .....	49.50
CROSSLINE .....	19.50	POWER HOUSE .....	13.50	TRAILWAY .....	37.50
CRYSTAL .....	24.50	PUNCH .....	12.50	TEN SPOT .....	29.50
DANDY .....	10.00	PAN AMERICAN .....	37.50	TWIN SIX .....	39.50
DIXIE .....	16.50	PROGRESS .....	18.00	TRIUMPH .....	12.50
DUDE RANCH .....	16.50	PLAYBALL .....	18.00	THUMBS UP .....	49.50
DOUGHBOY .....	16.50	POLO .....	12.50	TOWERS .....	59.50
DUPLEX .....	29.50	ROXY .....	12.50	UP & UP .....	16.50
DO RE MI .....	39.50	RED HOT .....	12.50	VELVET .....	22.50
FORMATION .....	16.50	REPEATER .....	22.50	VENUS .....	59.50
FLICKER .....	24.50	RED, WHITE, BLUE .....	22.50	VICTORY, Old .....	12.50
FOUR DIAMONDS .....	34.50	SPARKY .....	16.50	WINGS .....	12.50
FOUR ROSES .....	39.50	SUPER SIX .....	12.50	WILD FIRE .....	29.50
FOX HUNT .....	17.50	SIDE KICK .....	12.50	YACHT CLUB .....	16.50
FLEET .....	18.00	SPOT 'EM .....	12.50	ZOMBIE .....	34.50
GOLDEN GATE .....	12.50	SHORT STOP .....	12.50	ZIG ZAG .....	34.50

Write for Complete List of All Type of Machines. What Do You Have To Sell? State All in First Letter as Well as Price Wanted.

TERMS: 1/3 WITH ORDER, BALANCE SIGHT DRAFT.

## CALIFORNIA ASSN.

(Continued from page 66)

to establish a fair and equitable tax basis for the industry.

### Patriotic Activities

Sidney Mackin is well known in the Bay area as a man who has always given unstintingly of his time and effort to any worthwhile cause. He has been active in the pursuit of constructive legislation on numerous State and civic matters. He has worked actively with the youth movements for underprivileged children and juvenile delinquency problems for a number of years. For the past year he has started, in addition to his own regular activities, a plan for the coin machine industry in voluntary co-operation with the war effort. He has led the group in entering extensively into the field of morale, dissemination of vital public information and a program for the prevention of seditious and subversive activities, as well as "Serve in Silence" campaign.

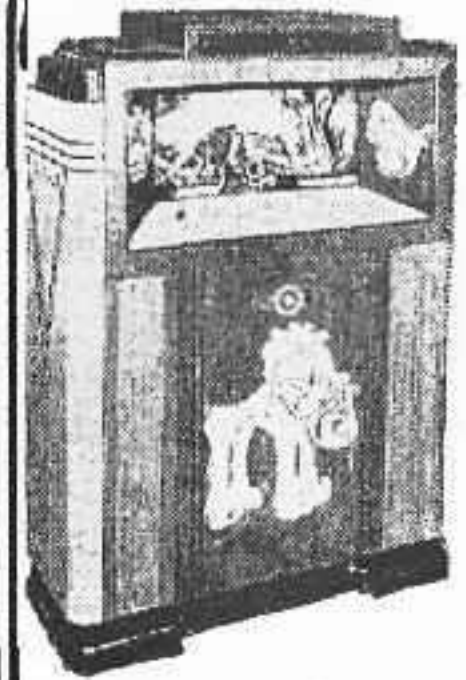
He is one of the incorporators of the San Francisco Win the War Committee and is zone supervisor of communications for the Disaster Relief Commission of San Francisco Chapter, American National Red Cross.

He is a member of the War Service Committee of the California State Chamber of Commerce, Municipal Motorcycle Officers of California, Commonwealth Club, San Francisco Chamber of Commerce, Bay Counties Peace Officers' Association, American Trade Association Executives, Peace Officers' Civil Service Association of California, Trade Association Executives of Northern California and San Francisco Press Club.

When asked about himself and his ideals for the coin machine operators, Mackin said:

"Altho there are many people in the coin machine business who demonstrate a complete lack of interest in anything unless it means immediate revenue to themselves or affects them directly, it is my firm belief that the majority engaged in this industry are sound-thinking business men and that

## RE-MODERNIZED!



UP TO DATE! ONLY \$129.50

1/3 Deposit With Order.

Buy

BONDS BONDS

and still more

U. S. BONDS

10%

EVERY PAY-DAY

DISH OUT THOSE EXTRA VICTORY DOLLARS! HELP SMASH THE AXIS!

Give Our Fighting Men the Break They Need for Victory!

GERBER & GLASS

914 Diversey Blvd., Chicago

IT PAYS TO KEEP WATCHING

# Southern AUTOMATIC MUSIC CO.

542 S. SECOND ST. LOUISVILLE, KENTUCKY | 531 N. CAPITAL AVE. INDIANAPOLIS, IND. | 312 W. SEVENTH ST. CINCINNATI, OHIO | 425 BROAD ST. NASHVILLE, TENNESSEE

**A REAL HIT!!!** Our Repeat Orders Prove It!

# COMMANDO

Yes - DELIVERIES DAILY WHILE THEY LAST

EXCLUSIVE MONTANA DISTRIBUTOR FOR THIS SENSATIONAL NEW AND DIFFERENT PHONOGRAPH

## H. B. BRINCK

825 EAST FRONT STREET BUTTE, MONTANA

## COIN MACHINE MOVIES

16MM. SOUND FILM

For Use in Panorams and Other Makes of Coin Operated Machines or Any Ordinary 16MM. Sound Projector.

**FOR SALE — \$32.50 TO \$39.50**

Reel of 8 Subjects. Just Enough "Spice and Oomph" to Bring in the Dimes. (Specify if for use in Panorams.) 1/3 Deposit With Order, Balance C. O. D.

1667 N. McCADDEN PL. **PHONOFILM** HOLLYWOOD, CALIF.

**GUARANTEED LIKE NEW**

**MILLS GOLD CHROME \$224.50**  
5¢ Play, \$234.50; 25¢ Play 259.50

**MILLS SILVER CHROME \$199.50**  
5¢ Play, \$209.50; 25¢ Play, 249.50

Complete Stock MILLS NEW SLOTS on Hand for Immediate Delivery.

We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Watling. Write for Price List and Circulars. Also get our Price List on all types of CONSOLES, FOUR BELLS, JUMBOS, etc.

**SICKING, INC.**  
1401 CENTRAL PKY., CINCINNATI, O. 927 E. BROADWAY, LOUISVILLE, KY.

**MOST SENSATIONAL**

## CHICKEN SAM CONVERSION

EVER CREATED

Amazing life-like Jap figure and scenery created by one of America's topnotch artists. Figure of HARDWOOD COMPOSITION — NOT PLASTER. A real money-maker!!

Jap figure and legs; colorful action background; "TRA P-THE JAP" streamers; all ready for instant changeover. Only \$14.50 Figure Only \$9.50

**MIKE MUNVES CORP.**  
520 WEST 43rd STREET NEW YORK

**ANGELO DELAPORT SAYS,**

**"COMMANDO BY ROCK-OLA**

Is the Finest Phonograph We Have Ever Sold in Our Many Years in the Coin Machine Business."

Exclusive Factory Distributor for New York State (Not N. Y. City)

**REX AMUSEMENT CO.**  
381 W. ONONDAGA ST. SYRACUSE, NEW YORK



**MILWAUKEE SPECIALS!**

SLOTS	
MILLS—O.T., 1¢	\$ 39.50
War Eagles, 3-5 Payout	69.50
Blue Fronts, Rebuilt & Repainted, Club Handles—5¢, \$119.50; 10¢, \$124.50; 25¢	134.50
Knee Action, \$10.00 Additional, Cherry Bells, Rebuilt & Repainted, Club Handles & Knee Action—10¢, \$169.50; 25¢	179.50
JENNINGS	
4 Star Chiefs, 5¢-10¢	\$ 69.50
Silver Chiefs, 5¢, \$114.50; 10¢	119.50
Silver Moon Console, 5¢ Payout, Like New	114.50
PACE	
Comet, 3-5 Payout, 5¢-10¢	\$ 47.50
DeLuxe, Like New	84.50
DeLuxe, Slug-Proof	94.50
CALLE	
7-Play, 5¢-10¢-25¢	\$ 79.50
Commander, 5¢, \$59.50; 10¢	64.50
WATLING Rotatop, 3-5 P.O., 10¢	\$ 54.50
COLUMBIA (Can Be Converted to a 5¢-10¢-25¢ Play)	49.50
PHONOGRAPH ACCESSORIES	
Rebuilt Motors, 1/20 H.P., 1125 R.P.M., 110 V. (Suitable for Use on Seeburg or Wurlitzer)	\$ 14.95
32 V. D.C. Converters (Like New)	29.50
32 V. D.M. Motors	14.95
Seeburg Remote Receivers (Used on Wireless Speakers, Brand New, Complete With Tubes)	14.95
Melody Parades	4.95
Seeburg Playboys or Strollers	20.50
COUNTER GAMES	
American Eagle (Brand New in Original Cartons), 1¢, Fruit Reel	\$ 9.95
Lucky Smokes (Brand New in Original Cartons)	9.95
American Eagles & Libertys (Used)	6.95
Clubs, Imps, Aces	4.95
Gottlieb Single Grippers	9.95
Gottlieb Three Way Grippers	15.95
LEGAL EQUIPMENT	
Gottlieb Skeeballette	\$ 44.50
Evans Ten Strike, High Score	69.50
Chicago Coin Hockey, Floor Sample	229.50
Bally Torpedo, Floor Sample	194.50
Keeney Submarine	184.50
Scientific Batting Practice	99.50
Seeburg Hockey	69.50
Bally Blow Ball	59.50
FREE PLAY & PAY TABLES	
Gold Cup, F.P.	\$ 49.50
Track Record, F.P.	69.50
Peakness	34.50
Fairgrounds	39.50
Sport Page	49.50
Gold Cup, P.O.	49.50
Thistle-down	69.50
Grand Stand	79.50

1/3 Deposit, Balance C. O. D.  
State Distributor for Seeburg Phonographs and Accessories.  
**MILWAUKEE COIN MACHINE COMPANY**  
3130 W. Lisbon Ave. Milwaukee, Wis.

with every day that passes at this particular time a great future of a prominent industry is being jeopardized by the lack of national unity.

"During my many treks across the country to Washington I have made a point to obtain first-hand reactions from operators in the various States, and I am satisfied that with the aid of a national publication such as The Billboard constructive steps could be taken toward the formation of an organization to serve the coin machine industry in the national picture. At this time, above all, the potency of the combined efforts of the coin machine operators, which would cover hundreds of thousands of small merchants, could be welded in such a fashion as to serve unselfishly in an outstanding manner to our nation's war effort. It is only thru such a sincere undertaking that we can ever expect our representatives in the Senate and Congress to realize fully the necessity for more careful consideration when drafting necessary tax laws affecting our industry.

"I can truthfully say, based on my experience in Washington, that the majority of senators and congressmen are willing to give friendly consideration when once they understand the many ramifications of the coin machine industry. However, it is only natural that a congressman or senator is primarily concerned with the affairs of his own State. Everyone whom I talked with while in Washington, and I talked with a majority, agreed that if a proper attitude could be achieved by the leaders in the coin machine industry thruout the country they could take their rightful place alongside of other industries and serve an important part in the national industrial picture."

COMPLETE SIX GUN ABT RANGE	\$2,000.00
NEW JEEP...\$135.00	NEW ACTION...\$135.00
RAPID FIRES...\$169.50	JAP CHICKEN SAMS...\$124.50
GRAND CANYON...\$159.50	NEW LIBERTY...\$159.50
ATHLETIC	
Mills Punching Bag	\$129.50
Exhibit Strength Test Lifter	89.50
Exhibit Tiger Tail Pull	149.50
Exhibit Boxer Punch Tester	175.00
Exhibit Punch Tester	175.00
Standard Strength Test Lifter	89.50
Gott. 3-Way Grippers	17.50
Mills Pneumatic Puncher	124.50
Super Gripper & Stand	45.00
Vibrator, Com. Stand or Sit	79.50
Exhibit Vitalizer	59.50
GUNS	
Shoot-the-Chutes	\$119.50
Keeney Submarine	184.50
Anti-Aircrafts, Keeney	42.50
Bally Torpedo	174.50
FORTUNE	
Deluxe Mute, Card Vender	\$ 44.50
Exhibit Egyptian Seers	39.50
Exhibit Magic Crystal	59.50
Exhibit Horoscope Reading	79.50
Exhibit Character Reading	79.50
Mills World Horoscope	99.50
Moving Grand Ma	250.00
SKILL	
Mute, Travelling Crano	\$ 39.50
1939 Western Baseball	84.50
1939 Western Baseball DeLuxe	94.50
Chicago Coin Hockey	\$209.50
Hoot Man Golf	79.50
Chester Pollard Football	124.50
Hi-Scoring Ten Strike	69.50
Texas Leaguers	32.50
Western Wind Jammer	125.00
Bally Alley	29.50
Batting Practice, Late Model	115.00
Genco Play Ball, Latest	179.50
COUNTER GAMES	
Exhibit Photoscope	\$ 15.00
Exhibit Card Venders	19.50
Above With Base	27.50
Kicker and Catcher	19.50
Whiz Ball & Sweet 16	7.50
Plikes Peaks	19.50
Kill the Jap, New	32.50
ABT Guns, Late Models	22.50
Shipman Select-a-View	34.50
MISCELLANEOUS	
Keeney Anti-Air Screens, New	\$ 9.50
Mute, Dal. Moving Reel	49.50
Mute, Wind Mill	15.00
7-Wire Cable (Cloth Covered), Per Ft. (Main Gun Cable & Wall Boxes)	.20
Contact, Point & Rivet Kit	7.50
New 1¢ Bulldog Coin Chutes	2.75
Used 5¢ 500 F.P. Coin Chutes	1.50
Head Glass for All Gott. Games	5.00
Rectifiers #28-24-32	5.00

WE REPAIR BALLY SPINNER TYPE MOTORS, \$5.00 ★ RAPID FIRE MOTORS, \$10.00

ONE BALLS—SLOTS—CONSOLES					
Santa Anita	\$179.50	Jenn. Chief Console, 5¢	\$ 99.50		
Jenn. Silver Chief, 5¢	125.00	Latest Model Golfarolas	59.50		
Exhibit Congo	39.50	Sport Specials	125.00		
1¢ Mills Giltter Gold O.T.	62.50	Paco Reels—Combination	145.00		
Mills Owl, 1 or 5 Ball	59.50	Jumbo Parade—Combination	154.50		
Jumbo Parade, F.P.	69.50	New Superbell	239.50		
Super Tracktime	319.50	Record Time	135.00		
PIN GAMES					
Big Chief	\$39.50	Barrage	\$39.50	Twin Six	\$54.50
Glamour	24.50	ABC Bowler	47.50	Spot-a-Card	57.50
Sparky	24.50	Hi Hat	47.50	Clover	54.50
Vogun	19.50	Snappy	47.50	Hi Dive	49.50
Flicker	34.50	Velvet	39.50	4-Diamonds	49.50
All American	34.50	Show Beat	47.50	New Champ	59.50
Gold Star	34.50	Do-Re-Mi	47.50	Capt. Kidd	59.50
Metro	34.50	Star Attraction	54.50	Towers	74.50
League Leader	29.50	Majors '41	49.50	Monicker	79.50
Wow	29.50	Spot Pool	54.50	Yanks	99.50
Broadcast	37.50	Jungle	54.50	Knock-Out	99.50
Stratoliner	37.50	Horoscope	47.50	Big Parade	99.50
Seven-Ups	37.50	Lognonaire	49.50	Air Circus	99.50
Dixie	29.50	Sea Hawk	42.50	Liberty, Like New	145.00

WANTED TO BUY: Exhibit Double Play, West Wind, Sun Beams and Sky Fighters.

ONE-HALF WITH ORDER, BALANCE C. O. D.

EMPIRE COIN MACHINE EXCHANGE, 2812 W. NORTH AVENUE, CHICAGO, ILL.  
PHONE: HUMBOLDT 6288

**FIVE BALL--ONE BALL--CONSOLES--MUSIC**

We buy and sell anything with a coin chute

Air Circus	\$102.50	Sky Blazer	\$45.00
Big Parade	97.50	West Wind	42.50
Click	79.50	Jungle	59.50
Defense	107.50	Towers	69.50
Knockout	97.50	Victory	79.50

Hundreds of Games in Stock, Clean and Ready for Your Route. Write for List.

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498 ANDERSON AVENUE CLIFFSIDE PARK, NEW JERSEY

**PROUD TO SAY WE ARE**

Exclusive Distributors for

The New ROCK-OLA

**"COMMANDO"**

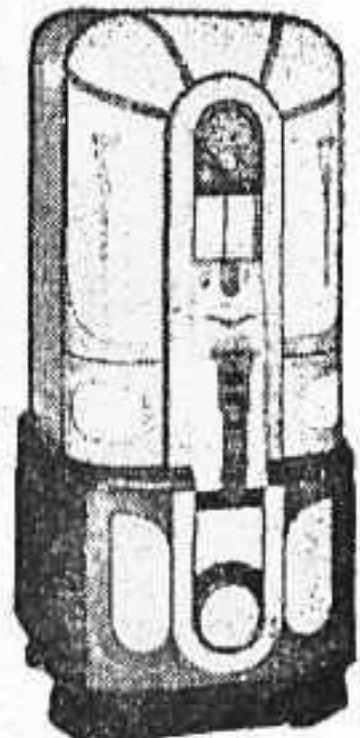
STATE OF CONNECTICUT

- ★ The newest and best in automatic music
- ★ Tall, graceful, last word in modern design
- ★ Ablaze with color and moving lights
- ★ Takes small floor space—only 2x2½ feet
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- ★ Dial-a-Tune selector fascinating, like dial phone
- ★ No blasting . . . music comes from top

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**WATERBURY AMUSEMENT CO.**

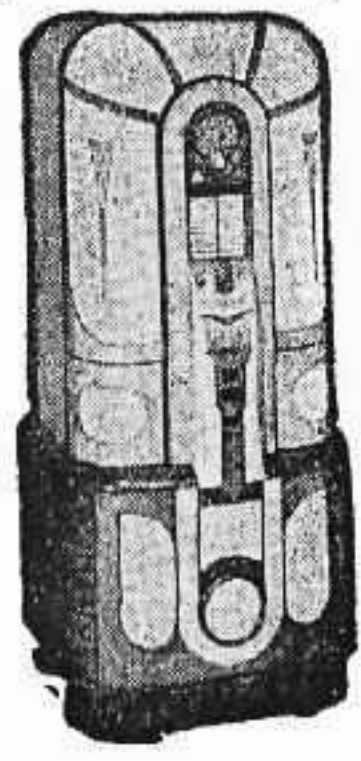
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**Greatest Buy in Music for '43  
Rock-Ola COMMANDO!!**

WHY?

BECAUSE COMMANDO is the last word in design . . . in construction . . . in performance. From actual experience, it is the greatest money and location getter on the market.



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**Special Mills Free Play Jumbo Parades at \$59.50**

FREE PLAY CONSOLES		CASH PAYOUT CONSOLES	
Keeney Super Bells	\$159.50	Mills Slot Club Consoles, 5¢ Play	\$275.00
Bally Club Bells	169.50	Mills Slot Club Consoles, 10¢ Play	285.00
Bally Hi Hands	79.50	Mills Slot Club Consoles, 25¢ Play	300.00
Jennings Silver Moon	89.50	Keeney '38 Track Time	99.50
Jennings Bob Tail	85.00	Keeney Triple Entry	135.00
Saratoga Comb. Ralls	125.00	Keeney Pastime	150.00
Watling Big Top	59.50	Keeney Super Track Time	300.00

ROY MCGINNIS COMPANY

2011 Maryland Avenue, Baltimore, Maryland

**HIGHEST CASH PRICES PAID**

FOR ALL TYPES OF ARCADE EQUIPMENT, 1 BALL (F. P. OR PAYOUT) SLOTS, CONSOLES, PHONOGRAPHS OR ANY OTHER COIN OPERATED EQUIPMENT. PHONE, WIRE or WRITE

**BELL COIN MACH. EXCH.**

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 We Are Now Refurbishing and Rebuilding

Sport Page  
 Blue Ribbon  
 Thistledown  
 Sea Biscuit  
 Grand Stand  
 Grand National  
 Pacemaker

into **"CHALLENGER"**  
 (A New and Better Game... Write Us!)

into **"RACE KING"**

into **"WAR ADMIRAL"**

All Games Tested and Proven for Profits

- NOTE THESE FEATURES:**
1. All paint removed, both cabinets redesigned and refinished like new.
  2. Backglass and playing field redesigned and game renamed.
  3. Modern new style 23"x23" backglass and cabinet replacing old style 17"x23" cabinet and backglass.
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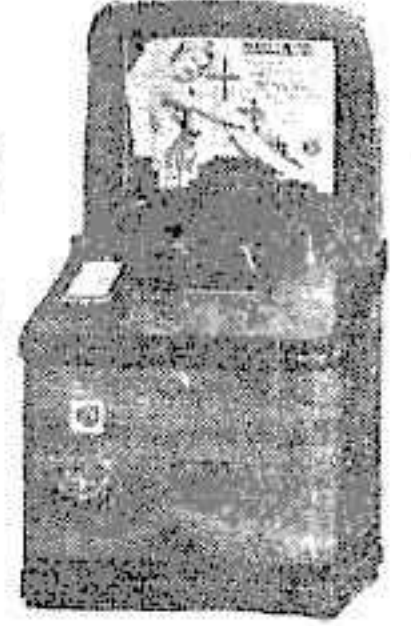
Refurbishers & Rebuilders of *Bally* 1-Ball Payout Games

WANTED To Buy Your Old Thistledown, Sea Biscuit, Grand National, Grand Stand and Pacemaker Games. Advise price, quantity and condition.  
**BUY U. S. WAR BONDS AND STAMPS**

**CLOSE OUT!** These Are the Last!  
 "OH, BABY!" What a Value!

**GIRLS! GIRLS! GIRLS!**  
**Select-A-Vue** As Illustrated, With 3 Complete  
 25mm. Film Shows—14 to 15  
 Views on Each Film—  
 ALL ELECTRIC—PLUG IN ANYWHERE—NO OUT OF ORDER CALLS

**Sample Machine .. \$37.50**  
**Lots of Five . . . . . 35.00**  
**Lots of Ten . . . . . 32.50**  
 SUPPLY VERY LIMITED — WIRE US TODAY!



**FIVE BALL FREE PLAYS—NEW**  
 AND IN ORIGINAL CARTONS

**8 YANKS . . \$94.50 ea.** | **2 BELLE HOP . \$69.50 ea.**  
**3 HOME RUNS 74.50 ea.** | **2 GOBS . . 99.50 ea.**

*Positively*-Last Call on these NEW Games

**20 Baker** | **10 ABC**  
**Entrys .. \$24.50 ea.** | **Bowlers .. \$39.50 ea.**

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 300 Additional FREE PLAYS From Which to Choose  
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**BALLY CLUB BELLS**  
 (FINEST CONSOLE AVAILABLE)

BRAND NEW — ORIGINAL CASES — LATEST MODEL  
 COMBINATION PAYOUT and FREE PLAY, MULTIPLE PLAY and SLUG PROOF

**SINGLES . . . . . \$239.50**  
**5 OR MORE . . . . . 229.50**

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**ROCK-OLA'S NEW 1943**  
**COMMANDO**  
 THE BEST THERE IS IN MUSIC

Here is a Phonograph so good that service calls disappear and route averages increase. In our opinion Commando is the finest Phonograph ever made.

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 821 W. BROAD ST., RICHMOND, VIRGINIA

**WE OFFER FOR SALE**

<b>ARCADE</b>	<b>ONE-BALLS</b>	<b>SPECIAL BRAND NEW IN ORIGINAL CRATES</b>
10 Rapid Fire . . . . \$175.00	1940 Mills 1-2-3 . . . \$ 85.00	Mills Hi-Boys—Mills Flashers—
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Keoney Air Raiders	Mills Three Bells	Sport Pages	Grand Stands
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**BELL PRODUCTS CO.**  
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**WANTED FOR CASH**

FOUR BELLS—THREE BELLS—ONE BALL FREE PLAYS—CONSOLES—SLOTS.  
 Send List of What You Have To Sell. We Pay Highest Prices—Get in Touch With Us TODAY!

**CHARLES E. WASHBURN COMPANY** 1511-13 West Pico Blvd. LOS ANGELES, CALIF.  
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**\$100 PER CASE FOR .22 SHORTS**

Want Set of Cockeyed Circus  
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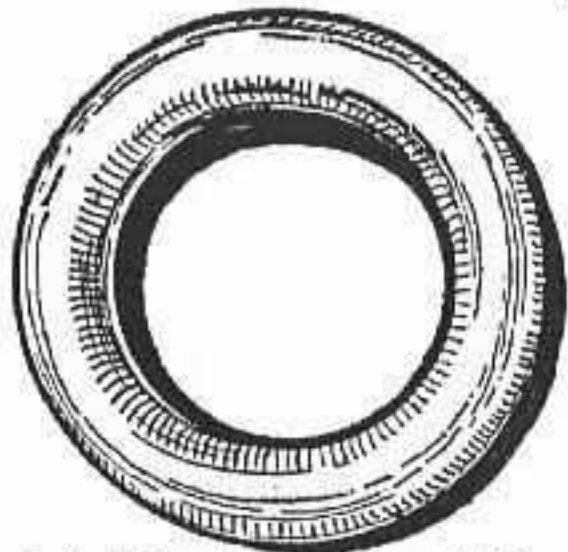
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NEW LARGE 22"x35" ILLUSTRATED STOCK SHEET AND PRICE LIST—SEE ALL PARTS AT A GLANCE—HANG IT ON A WALL—GET YOURS NOW

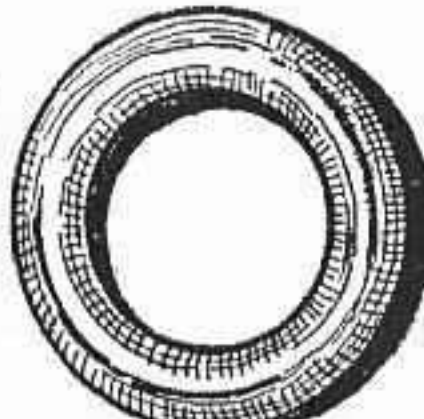
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**ORDER TODAY — OUR SUPPLIES ARE LIMITED — DON'T BE CAUGHT SHORT**

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A-3 Extra Large Live Rubber Rings—48c Doz. \$3.50 in 100 Lots.



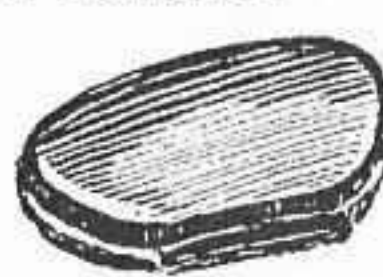
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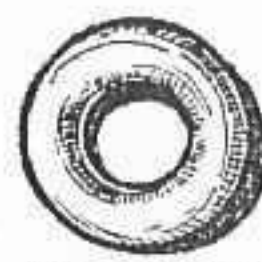
A-11 Rebound Rubber, Straight Hole—36c Doz. \$2.50 in 100 Lots.



A-12 Small Hole, A-12-A Large Hole Rubber Plunger Tips, 48c Doz. \$3.50 in 100 Lots.



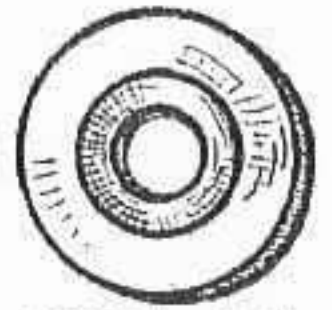
A-15 Rubber Coin Chute Pads—48c Doz. \$3.50 in 100 Lots.



A-1 Small Rubber Ring, Straight Hole—30c Doz. \$2.00 in 100 Lots.



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**GEARS**  
For Bally Spin. Motors.

B-1A  
B-1B

B-1A Reduc. Gear—\$1.70 ea.  
B-1B Reduc. Gear—\$2.20 ea.

**REBOUND SPRING**  
80c Per Doz.  
\$6.00 Per 100

S-12

**OUTSIDE CABINET PLUNGER SPRING**  
50c Per Doz.  
\$3.75 Per 100

S-17

**SKILL LANE SPRING**  
54c Per Doz.  
\$4.00 Per 100

S-11A

**GLASS CARTRIDGE FUSES**

#C47—1, 2, 3 Amps. . . \$3.00 per 100  
#C48—5, 6, 7 1/2 Amps. . . 2.00 per 100  
#C49—10, 15, 20, 25, 30 Amps., now only . . . 1.75 per 100

WE CARRY A COMPLETE LINE OF MAZDA BULBS—ORDER SOME NOW

**COMPRESSION PLUNGER SPRINGS**

54c Per Doz.  
\$3.50 Per 100 (Asst.)  
**EXTRA HEAVY**  
60c Per Doz.  
\$4.00 Per 100 (Bally)

**SPRING FOR REBOUND GATE**  
36c Per Doz.  
\$2.00 Per 100

S-11

No. C-20

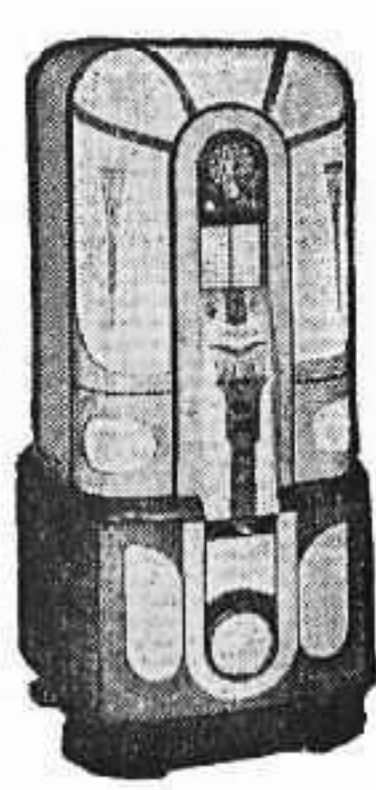
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OVER 500 PIECES  
\$8.50 IN CANADA

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★ ALL PRICES SLIGHTLY HIGHER IN CANADA

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The Finest Coin-Operated Phonograph We Have Ever Seen in Operation.

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Wherever you are located, in whatever State, here's the big deal of '43. Here's the most unusual opportunity for you to cash in with Mills Panoram—on a PROFIT-SHARING BASIS!! The Headache of BIG INVESTMENT IS REMOVED . . . YOU HAVE THE OPPORTUNITY YOU HAVE ALWAYS BEEN LOOKING FOR . . . TO MAKE MONEY ON SOMEONE ELSE'S INVESTMENT! GET IN TOUCH WITH US TODAY!!

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**GET ARCADE MACHINES from ATLAS!**

Drivemobile . . . . . \$245.00	Gottlieb Skee-ballette. \$ 69.50
Sky Fighter . . . . . 245.00	Evans Ten Strike . . . 69.50
Muto. Punch-a-Bag. . 229.50	Evans Ten Strike (high score) . . . 89.50
Bally Torpedo . . . . 189.50	8 Spot Bowling . . . 59.50
Keeney Submarine Gun 184.50	Footcase Vitalizer . . 59.50
Bally Rapid Fire . . . 179.50	Keeney AA Gun (black) . . . . . 45.00
Chicken Sam Jap . . . 129.50	Western's Super Grip & Stand, brand new 44.50
Williams Heart Beat. 149.50	Casino Golf . . . . . 39.50
Exhibit's 3 Wheels of Love with stand. . . 129.50	Texas Leaguer, 1c or 5c 39.50
Seeburg Jailbird . . . 119.50	ABT Model F Target. 24.50
Batting Practice . . . 119.50	Pike's Peak . . . . . 19.50
1940 Major League Baseball . . . . . 119.50	Gottlieb's 3-Way Grip. 19.50
Shoot the 'Chutes. . . 114.50	
Line-a-Line . . . . . 99.50	

**CONSOLES**

Keeney Super Bell, 5c, Comb., Floor Sample. \$239.50
Mills Jumbo, F.P. . . . . 74.50
Bally Royal Flush, P.O. . . 49.50
Keeney Kentucky Skill Time, 7 Coin . . . . . 89.50
Jennings Bobtail, F.P. . . 104.50
Jennings Derby Day, Slant 49.50
Jennings Derby Day, Flat 39.50
Watling Big Game, P.O. . . 89.50
Big Game, F.P., Clock Mod. 89.50
Pace Saratoga, Comb. Chrome Railing . . . . 119.50
Groetchen Sugar King . . 39.50
Jon. Cigarola XXV (Latest Model) . . . . 189.50

**BRAND NEW MARVEL—Cig. Reels, AMERICAN EAGLE Fruit Reels . \$15.75**

**BELLS**

New 1c Vest Pockets, Blue & Gold, J.P. . . \$ 49.50
5c Q.T. Factory Rebuilt 104.50
Mills Smoker Bell . . . . 69.50
Mills 10c Q.T., Serial over 20,000 . . . . . 79.50
Mills 5c F.O.K. . . . . 49.50
Pace 5c Rocket Bell . . . 119.50
Groetchen Columbia . . . 89.50
Watling 10c Rolatop . . . 69.50

**MISCELLANEOUS**

Keeney Wall Boxes, 20 Rec. \$12.50
Curved Ten Strike Glasses 2.50
10 Seeburg Melody Parade, 5 Selector Counter Box 8.50
Title Strips—2000 . . . . . 50
Rapid Fire Motor Replacements (New Armature, Field Coil and Brush Assembly) . . . . . 6.50

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TERMS: 1/3 Deposit, Balance C. O. D.

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ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT  
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

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LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE  
BILL HAPPEL CARL HAPPEL

**MILLS BLUE FRONTS, ALL REBUILT and REFINISHED**

MACHINES LOOK AND OPERATE LIKE NEW

5c PLAY \$114.50 10c PLAY \$119.50 25c PLAY \$129.50

**MILLS FOUR BELLS**

Genuine factory re-built. Refinished like new. Serials from 1200 to 1800. **\$395.00**

**MILLS THREE BELLS**

All rebuilt and re-finished. Like new. Late serials. **\$595.00**

**RECONDITIONED CONSOLES**

NEW MILLS FOUR BELLS... WRITE MILLS FOUR BELLS, 3-5c, 1-25c .....	KEENEY SUPER 4-WAYS, Cash Payout, 4-5c Play. \$495.00
3-5c, 1-25c .....	3-5c, 1-25c .....
\$495.00	545.00
BALLY CLUB BELLS (Late) .....	2-5c, 2-25c .....
189.50	595.00
BALLY ROLL 'EM .....	KEENEY SUPER 2-WAYS, Cash Payout .....
149.50	295.00
BALLY HI HANDS (Refinished) .....	Combination .....
119.50	329.50
NEW MILLS JUMBO PARADES P. O. ....	KEENEY SUPER BELLS, 5c..
149.50	179.50
MILLS JUMBO PARADES, F. P. ....	EVANS LUCKY LUCRE, 5c PLAY .....
89.50	169.50
WATLING BIG GAME, P. O. ....	BALLY ROYAL FLUSH ...
89.50	59.50
KEENEY SKILLTIMES ....	KEENEY FAST TIME ....
49.50	49.50

**RECONDITIONED PHONOGRAPHS**

WURLITZER MODEL 850.. WRITE	SEEBURG 8200 (New).... WRITE
WURLITZER MODEL 750E. WRITE	SEEBURG 9800, R. C..... WRITE
WURLITZER MODEL 800.. WRITE	SEEBURG 8800, R. C..... WRITE
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WURLITZER MODEL 600.. 159.50	SEEBURG CLASSIC .....
WURLITZER MODEL 616.. 69.50	SEEBURG UNIT, R. C..... 149.50

**RECONDITIONED HIDE-A-WAY UNITS**

Wurlitzer Twin (12) with Buckley Adaptor Metal Cabinets **\$89.50**  
Rock-Ola Monarch with Buckley Adaptor Metal Cabinets  
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Packard Pla-Mor .....	Seeburg Bar-o-Matic .....
\$32.50	\$44.50
Buckley (New), 1942 III. ....	Seeburg Wall-o-Matic .....
24.50	29.50
Buckley 1942 III. ....	Seeburg Select-o-Matic .....
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Buckley 1940 (Repainted) .....	Rock-Ola 1941 Bar Boxes .....
12.50	19.50
Wurlitzer Model 100 .....	Rock-Ola 1941 Wall Boxes .....
24.50	18.50
Wurlitzer Model 320 .....	Rock-Ola 1940 Wall Boxes .....
16.50	14.50
Keeneey Boxes .....	Rock-Ola 1940 Bar Boxes .....
7.50	7.50

**SPECIAL COUNTER GAMES**

RECONDITIONED LIKE NEW

Groetchen Liberty, Token Payout, 1c or 5c; Daval's American Eagles, Daval's Marvel, Groetchen Ginger, Daval's Reel 21, Comet, Bally Wampum, Pace Cardinal, Baker's Indian Dice, Ace, Bally Baby, Groetchen Champion, Select-'Em Penny Pak, Klix, Tot, Wings, Yankee, Imps, Pok-o-Mat, Lucky Strikes, Target Practice, Tickette, Track Reels, Reel Spot, Bar Boy.

**YOUR CHOICE \$4.95 EACH**

**PHOTOMATIC**

ALL REBUILT AND CABINETS REFINISHED AS GOOD AS NEW. PERFECT CONDITION. READY FOR LOCATION. LATEST MODELS ..... \$775.00

**NEW 1943 VICTORY MODEL RAY-O-LITE GUNS**

THE LATEST CHICKEN SAM CHANGE-OVER UNIT ON THE MARKET

**AXIS--RATS--NEW FIGURES--NEW SCENERY**

**\$189.50 VALUE FOR ONLY \$149.50**

Reconditioned by Factory Trained Mechanics. Amplifier, Tubes, Cables and All Parts Checked. Cabinets Are Refinished in New, Beautiful Marbelotte. Appearance and Condition Practically New. Order Now. Ready for Immediate Delivery.

**ARCADE EQUIPMENT**

Mutoscope Skyfighter .....	Exhibit Skill Punching Bag .....
\$249.50	\$219.50
Mutoscope Drive-Mobile .....	Exhibit Chinning Machine .....
249.50	219.50
Bally Defenders .....	Bally King Pins (New) .....
229.50	219.50
Chicago Coin Hockey .....	Exhibit Hand Striker (Late) .....
199.50	149.50
Keeneey Air Raider .....	Crabb Gypsy Card Reader .....
199.50	129.50
Keeneey Submarines .....	Exhibit Star Hand Striker .....
189.50	119.50
Genco Playball (Late) .....	Exhibit Lighthouse Lift .....
189.50	119.50
Bally Rapid Fire .....	Exhibit Lighthouse Grip .....
189.50	119.50
Exhibit Kiss-o-Meter .....	Scientific Batting Practice .....
189.50	119.50
National O. K. Fighter .....	Nine Light Grip and Lift .....
169.50	119.50
Mutoscope Love Pilot .....	Exhibit Donkey Bray .....
189.50	119.50
Seeburg Shoot-the-Chutes .....	Globe Ball Grip .....
139.50	109.50
Keep 'Em Punching .....	Exhibit Striking Clock Grip .....
139.50	109.50
Exhibit Cockeyed Circus (Late). Ea.	Exhibit Mule Lift .....
59.50	109.50
Exhibit Wheels of Love (Late). Ea.	Exhibit Tiger Tail Pull .....
49.50	109.50
Keeneey's Anti-Aircraft, All Refinished, Red, White, Blue .....	Western DeLuxe Baseballs .....
69.50	109.50
Gottlieb Skee-Ball-Ette .....	Mills Punching Bag (Refinished) .....
69.50	124.50
Bally Bull's Eye .....	Jennings Roll-In-the-Barrel .....
69.50	109.50
Hoot Mon Golf .....	Mystic Mirror Fortune .....
69.50	89.50
Exhibit Bowling Game .....	Daval's Bumper Bowling .....
59.50	59.50
Bally Allevs .....	Keeneey Texas Leaguer .....
49.50	39.50
	Groetchen Zoom .....
	19.50

Machines reconditioned, ready to operate. 1/3 cash with orders, balance C. O. D. All prices F. O. B. Los Angeles. Write Milwaukee for special price quotations.

**BADGER SALES CO.**  
1612 West Pico Blvd.  
LOS ANGELES, CALIF.

**BADGER NOVELTY CO.**  
2546 North 30th St.  
MILWAUKEE, WIS.

**CENTRAL OHIO QUALITY BUYS CONSOLES, SLOTS, FREE PLAY TABLES**

"There Is No Substitute for Quality"

- 20 JUMBO PARADES, C. P., Latest Serials, Like New.. \$ 99.50
- 15 JUMBO PARADES, F. P., Latest Serials, Like New.. 79.50
- 10 HIGH HANDS, Comb. F. P., Latest Serials, Like New. 109.50
- 6 JENNINGS SILVER MOON CONSOLES, C. P..... 89.50
- 1 MILLS THREE BELLS, Used 2 Weeks, Like New.... 585.00
- 4 MILLS FOUR BELLS, Reconditioned, A-1..... 395.00
- 1 BAKERS PACER D. D. JACKPOT, Late Model..... 265.00
- 1 TWO-WAY SUPERBELL, 5c-5c C. P., Like New.... 299.50
- 1 TWO-WAY SUPERBELL, 5c-25c C. P., Like New.... 355.00
- 1 TWO-WAY SUPERBELL, 5c-5c C. P., Brand New.... 355.00
- 2 SILVER MOON TOTALIZERS, F. P., Like New..... 79.50
- 2 JENNINGS FASTTIMES, Number Reels, A-1..... 79.50
- 2 TRIPLE ENTRIES, 9 Coin Heads, Like New..... 149.50
- 1 KEENEY '38 TRACK TIME, Late, Like New..... 115.00
- 3 DOUBLE BELLS, 2 Mills Slots in Console, 5c-5c.... 159.50
- 2 EVANS JUNGLE CAMPS, F. P., A-1..... 79.50
- 2 BALLY BIG TOPS, Cash P. O..... 79.50
- 5 STANCO BELLS, 5c Slot in Console..... 119.50
- 1 KEENEY KENTUCKY CLUB, Like New..... 89.50
- 25c MILLS GOLFAROLA, Used 2 Weeks..... 169.50
- 3 BEULAH PARKS, 5c Chief in Console..... 89.50



Woolf Solomon

**WE WILL BUY FOR CASH OR TAKE IN TRADE:**

Arcade Equipment, Guns, Late 5 Ball Free Plays, Late Slots, Late Consoles, Late Music Boxes, One Ball F. P.'s in any quantity.

**WRITE, WIRE, PHONE**

**REVAMPS:**

Gottlieb's Liberty ..\$159.50  
Exhibit's Jeep .....\$139.50

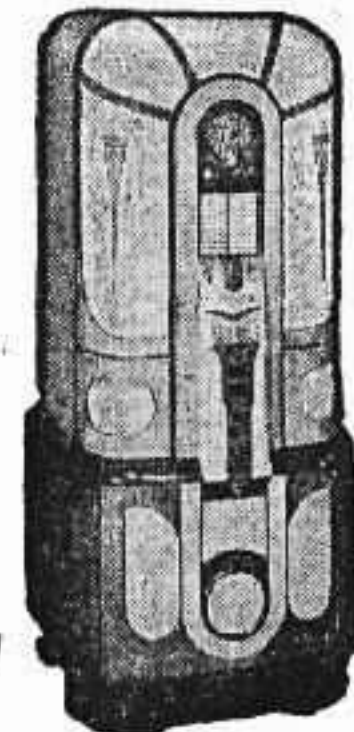
5c BLUE FRONTS, Reconditioned .....	\$104.50	5c SILVER MOON CHIEF, 1 Cherry .....	\$169.50
5c CHERRY BELLS, 3/5 Rebuilt .....	129.50	5c JENNINGS CHIEFS, A-1 .....	84.50
10c CHERRY BELLS, 3/5 Original .....	179.50	10c JENNINGS CHIEFS, A-1 .....	99.50
5c CHERRY BELL, 3/10 Original .....	159.50	CHIEF TRIPLEX, 5c-10c-25c .....	225.00
25c CHERRY BELL, 3/5 Original .....	189.50	5c PACE COMET, 3/5 .....	59.50
25c BLUE FRONT, Orig. 468,864 .....	205.00	10c ROLATOP, A-1 .....	59.50
5c GOLD CHROME, Orig. 3/5 .....	255.00	5c COLUMBIAS, Fruit Reels .....	49.50
5c GLITTER GOLD, Q.T. ....	95.00	8 HEAVY DOUBLE SAFES .....	75.00
10c Q.T. LATE BLUE FRONT .....	89.50	2 HEAVY SINGLE SAFES .....	59.50
5c NEW CLUB COLUMBIAS .....	115.00	4 LIGHT DOUBLE SAFES .....	49.50
5c MILLS SLUGPROOF, 3/5 or 3/10 .....	89.50	1 LIGHT SINGLE SAFE .....	32.50
1c MILLS Q.T., BLUE FRONTS .....	49.50	100 NEW UNPAINTED SAFE STANDS .....	15.00

SKY CHIEF .....	\$142.50	SPARKY .....	\$32.50	REPEATER .....	\$35.00
BIG PARADE .....	99.50	SKY RAY .....	42.50	POLO .....	29.50
JEEP .....	115.00	SILVER SKATES .....	35.00	ZIG ZAG .....	39.50
SKY BLAZER .....	55.00	PLAY BALL .....	32.50	BOLAWAY .....	55.00
VICTORY .....	85.00	SEVEN UP .....	32.50	RED, WHITE, BLUE .....	27.50
GOBS .....	109.50	FOUR ROSES .....	29.50	STARS .....	35.00
SNAPPY .....	45.00	HOROSCOPE .....	35.00	DUPEX .....	39.50
CROSSLINE .....	32.50	BIG CHIEF .....	29.50	ATTENTION .....	32.50
SHOWBOAT .....	49.50	TRAILWAYS .....	39.50	GUN CLUB .....	48.50
DUDE RANCH .....	29.50	UMP .....	32.50	ALL AMERICAN .....	32.50
METRO .....	29.50	HI STEPPER .....	35.00	BROADCAST .....	35.00
PARADISE .....	32.50	GOLD STAR .....	32.50	SALUTE .....	39.50
SPORT PARADE .....	32.50	FOUR DIAMONDS .....	42.50	STAR ATTRACTION .....	45.00
BELLE HOP .....	45.00	THREE UP .....	39.50	LEGIONNAIRE .....	42.50
LEADERS .....	32.50	STRATOLINER .....	29.50	GOLD CUP .....	47.50
ZOMBIE .....	39.50	FLICKER .....	32.50	TEN SPOT .....	42.50

**CENTRAL OHIO COIN MACHINE EXCHANGE, INC.**  
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

**YEARS AHEAD!**

The 1943 Rock-Ola **COMMANDO** IS HERE



Tops Everything for Beauty, Performance and Durability

Sensation of the Nation in the Coin Music Industry

Commando Is the Buy for the Duration

Exclusive Factory Distributor for Our Territory, Including State of New Mexico

—FRANK BUNTS—

**Frontier Amusement Company**

2208 Bassett St., El Paso, Texas

**\$300**

**CASH FOR YOUR MILLS FOUR BELLS**

Serials Over 2,000

**\$400.00 FOR MILLS THREE BELLS**

Save time and expense. No need to write or wire, just ship your machines to us C. O. D. or sight draft through the First Trust Company of Albany.

**SEIDEN DISTRIBUTING COMPANY**

1230 Broadway Phone 4-2109 Albany, N. Y.

**WANTED FOR CASH**

Bally Defenders, Rapid Fire, Mutoscope Drivemobiles, Ace Bombers, Evans Super Bomber, Air Raider, Air Defense, Night Bomber, Sky Fighter, Chicken Sams, Western Baseball. Also any other Machines suitable for Penny Arcade.

**MIKE MUNVES, The Arcade King** 520 W. 43rd St., New York Bryant 9-6677



# ARCADE EQUIPMENT

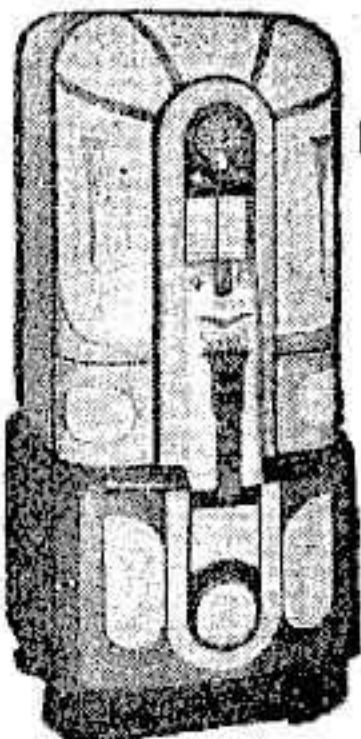
Scientific Batting Practice	\$ 85.00
Chicago Coin Hockey	169.50
Ten Strikes	45.00
Genco Play Ball	139.50
Western Baseball, De Luxe	72.00
Skee-Ball-Ette	59.50
Evans In the Barrel	79.50
Bally Bull Gun, Conv.	69.50
Seeburg Gun, Conv. Shoot the Jap	115.00
Bally Torpedo	160.00
Bally Rapid Fire	179.50
Shoot the Chutes	115.00
Sky Fighter	245.00
Keeney Air Raider	175.00
Chicoin Roller Scores	69.50
Keeney Anti-Aircraft Guns	30.00
Casino Golf	49.50
Tom Mix Gun	40.00
Rock-Ola World Series	69.50
Kirk Night Bomber	265.00
1 Mutoscope Photomat	475.00

Write for prices on Pin Tables

Will Buy: Late Pin Tables. Give Name of Games and Prices in First Letter.

## MECHANICS SERVICE

2124 Fifth Avenue Atlantic 0662 Pittsburgh, Pa.



### THE PHONOGRAPH OF TOMORROW

**So NEW  
So DIFFERENT  
So EXCELLENT**

That Years After the War Is Over the Rock-Ola COMMANDO for 1943 Will Be the Standard of Comparison in the Coin Music Industry. Exclusive Factory Distributor for Entire Western Tennessee, Comprising the Complete Nashville and Memphis Trading Areas.

**H. G. PAYNE CO.** 314 BROADWAY NASHVILLE, TENN.

## SPECIAL CLOSEOUT!

### BRAND NEW AMERICAN EAGLES

IN ORIGINAL CARTONS  
1c or 5c, Fruit or Defense Reels

Limited quantity only. When these are gone no more will be available. Grab them at this price. Originally \$39.50, now

**\$15.75 EA.**

LOTS OF 5, \$13.95 EA. LOTS OF 10, \$11.95 EA.

1/3 Deposit With Order. Will accept trades on ONE BALL TABLES OR CONSOLES, CHICKEN SAMS, RAPID FIRES, SKY FIGHTERS or any similar type gun.

**MAC MOHR CO.**

2829 WEST PICO BOULEVARD

LOS ANGELES, CALIFORNIA



Jungle	\$64.50	Bandwagon	\$17.50	Jeeps	\$79.50
Snappy	47.50	High Hat	22.50	Spot-a-Card	27.50
Velvet	17.50	Captain Kidd	47.50	Keeney Clover	47.50
Big Parade	124.50	Showboat	42.50	Bally Bluegrass	174.50
Knockout	124.50	High Dive	27.50		

OUR TERMS: One-Half Certified Deposit With the Order—Balance C.O.D.

**AJAX NOVELTY COMPANY** 4848 MT. ELLIOTT AVE. DETROIT, MICHIGAN.

## CHICAGO NOVELTY COMPANY—SPECIALS—ALL WINNERS!

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

# "SHOOT THE JAP"

## RAY-O-LITE GUNS

**\$149.50 1/3 Deposit, Balance C. O. D. \$149.50**

Reconditioned Seeburg "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory-trained mechanics. Oriental doll and entire inside of cabinet is hand painted by well-known Chicago artist. When we get through the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Special cash offer. A certified check of \$145.00 will start one of these quick income Ray Guns on the road to you. Cabinets are refinished in a solid blue lacquer with attractive black trim.

PHOTO ELECTRIC CELLS FOR BALLY "DEFENDER" RAY GUNS **\$2.95**  
—Best Quality—Perfect Cells ..... **2 EA.**

#44 - #46 - #55 Radio Panel Lamps **\$.36** BOX  
(Box of 10) .....

#1085A—Photo Electric Cells (Non-Directional) for Seeburg **\$2.95**  
"JAIL BIRD" Ray Guns ..... **2 EA.**

Photo Electric Cells (#CE-23) ..... **\$2.50** Ea.  
(Can be used on "CHICKEN SAMS," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns)

#1489—GUN LAMPS, G. E. BRAND ..... **\$1.00** EACH

## RADIO TUBES FOR THE COIN MACHINE TRADE

We have a fairly large stock of Tubes on hand and have been attempting to pick up as many Tubes as we possibly can to supply our customers. Advise us what numbers you are using and we will do our best to fill your requirements.

Woven, Covered Gun Cables (5-Wire), (3-Ft. Lengths—Each Wire Rubber Covered) .....	\$1.50 Ea.
Toggle Switch Assembly .....	2.50 Ea.
Zenith Filter Condensers, Fine Quality .....	.95
5c A.B.T. Mfg. Co. Coin Slides .....	.85 Ea.
5c Secondary Slides .....	.25 Ea.
1 1-Lb. Spool Rosin Core Solder .....	.65 Lb.

### WANTED FOR CASH

SEEBURG'S "CHICKEN SAMS"

**\$85.00**

"JAIL-BIRDS"

**\$85.00**

### BIGGEST BUYERS OF "CHICKEN SAMS" IN THE COUNTRY

We are not fussy because cabinets are refinished anyway. Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$10.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

### WE WILL BUY FOR CASH

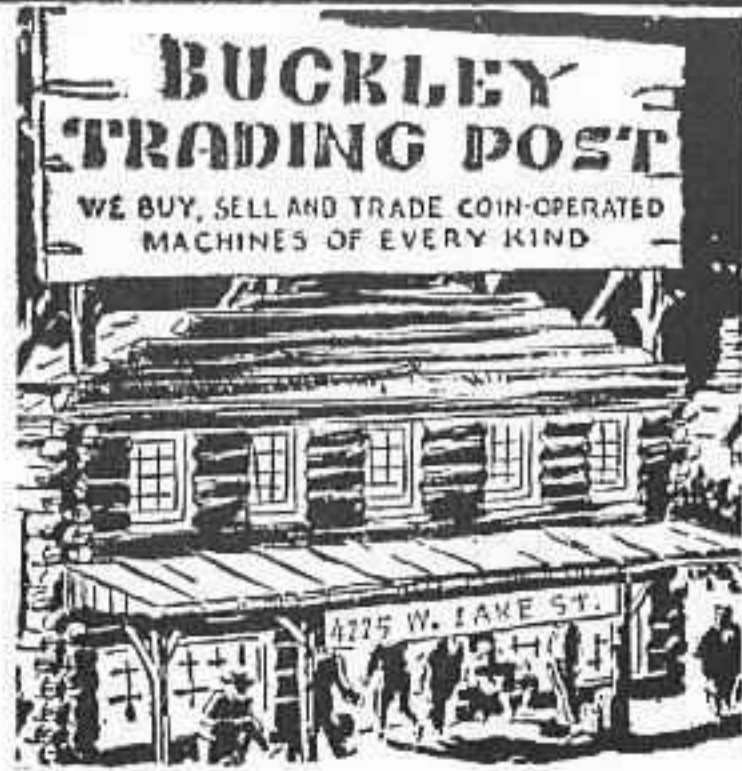
#1489 Gun Lamps for "Chicken Sams." We need 1,000 of these Lamps and will pay 75c each to any distributor or jobber who has 100 or more to dispose of. Ship Express, C. O. D. Write us quantity before shipping.

# Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.





**ALWAYS**  
Consult the Trading Post  
when you want to buy  
or when you want to sell

Special—ABT Shooting Gallery. Have two complete Six Gun Galleries—  
Write or wire for prices.

**SPECIALS—MARBLE TABLES**  
Ready for Immediate Shipment

1 All American ...\$27.50	1 Home Run, 1940...\$24.50	3 Seven Ups .....\$39.50
1 Anabel ..... 25.00	1 Horoscope ..... 44.50	1 Show Boat ..... 44.50
1 Armada ..... 29.50	3 Jungles ..... 54.50	1 Silver Skates ..... 44.50
1 Blondie ..... 24.50	3 Majors, '41 ..... 39.50	2 Sport Parades ..... 34.50
2 Bowling Alleys .. 29.50	1 Mascot ..... 24.50	1 Stratoliner ..... 24.50
1 Brite Spot ..... 27.50	3 Matros ..... 32.50	1 Super Six ..... 15.00
1 Captain Kidd ..... 49.50	1 Monicker ..... 72.50	2 Ten Spots ..... 44.50
2 Flickers ..... 29.50	1 Play Ball ..... 34.50	1 Velvet ..... 29.50
3 Formations ..... 15.00	3 Polos ..... 24.50	2 Venuses ..... 64.50
1 Four Roses ..... 44.50	1 Roxy ..... 15.00	3 Victories ..... 79.50
5 Gun Clubs ..... 59.50	1 School Days ..... 32.50	1 West Wind ..... 49.50
2 HI Hats ..... 44.50		

Please Specify 2nd and 3rd Choice With Each Order  
Terms: 1/4 Deposit, Balance Payable C. O. D. on Delivery.

**WILL PAY CASH FOR  
ARCADE MACHINES**

- |                                   |                       |
|-----------------------------------|-----------------------|
| A.B.T. Aeromatic Shooting Gallery | Keeney Air Raider     |
| Bally Bull's Eye                  | Keeney Anti-Aircraft  |
| Bally Defender                    | Keeney Submarine      |
| Bally Rapid Fire                  | Kirk Night Bomber     |
| Chicken Sam                       | Mutoscope Ace Bomber  |
| Drive Mobile                      | Mutoscope Sky Fighter |
| Evans Super Bomber                | Mills Punching Bag    |
| Jail Bird                         | Mutoscope Bag Puncher |
|                                   | Wurlitzer Skee Balls  |

**CONSOLES**

- |                    |                           |
|--------------------|---------------------------|
| Mills Four Bells   | Keeney Super Bells        |
| Mills Three Bells  | 2 Way 5 & 25c             |
| Keeney Super Bells | Keeney Super Bells, 4 Way |
| 2 Way 5 & 5c       | Keeney Super Track Time   |

**SLOT MACHINES**

**MILLS**

- |                   |                      |                   |
|-------------------|----------------------|-------------------|
| Cherry Bells      | Brown Front Club, 5c | Copper Chromes    |
| Gold Chrome Bells | Bonus Bell, 5c       | Melon Bells, 25c  |
| Blue Fronts,      | Original Chromes     | Yellow Front, 3-5 |
| Serials 400,000   | Emerald Chromes      |                   |

**PHONOGRAPHS**

- |                          |                   |
|--------------------------|-------------------|
| <b>WURLITZER</b>         | <b>SEEBURG</b>    |
| 850, 800, 750, 750E, 700 | High Tone, Remote |
| 600 Keyboard             | High Tone, Reg.   |
| 500A Keyboard            | Envoy, E. S.      |
|                          | Regal             |

- |               |                         |
|---------------|-------------------------|
| Wall Boxes    | Wurlitzer 30 Wire Boxes |
| Packard Boxes | Betty Teletone Boxes    |

**ONE BALLS**

- |                   |                  |                  |
|-------------------|------------------|------------------|
| Blue Grass—F. P.  | One-Two-Three    | Turf King—P. O.  |
| Club Trophy—F. P. | 40—P. O.         | Fairmont—F. P.   |
| '41 Derby—F. P.   | Pimlico          | Santa Anita      |
| Eureka—F. P.      | Sport King—P. O. | Long Acres—P. O. |
| Long Shot         |                  |                  |

**SCALES—All Makes**  
Wire or Mail Quantity and Price

**BUCKLEY TRADING POST**  
4225 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6636

**GRAND CANYON**

REVAMPED FROM  
DOUBLE PLAY

OPERATORS' PRICE  
**\$159.50**

\*\*\*\*\*

**ARIZONA**

REVAMPED FROM  
SUN BEAM

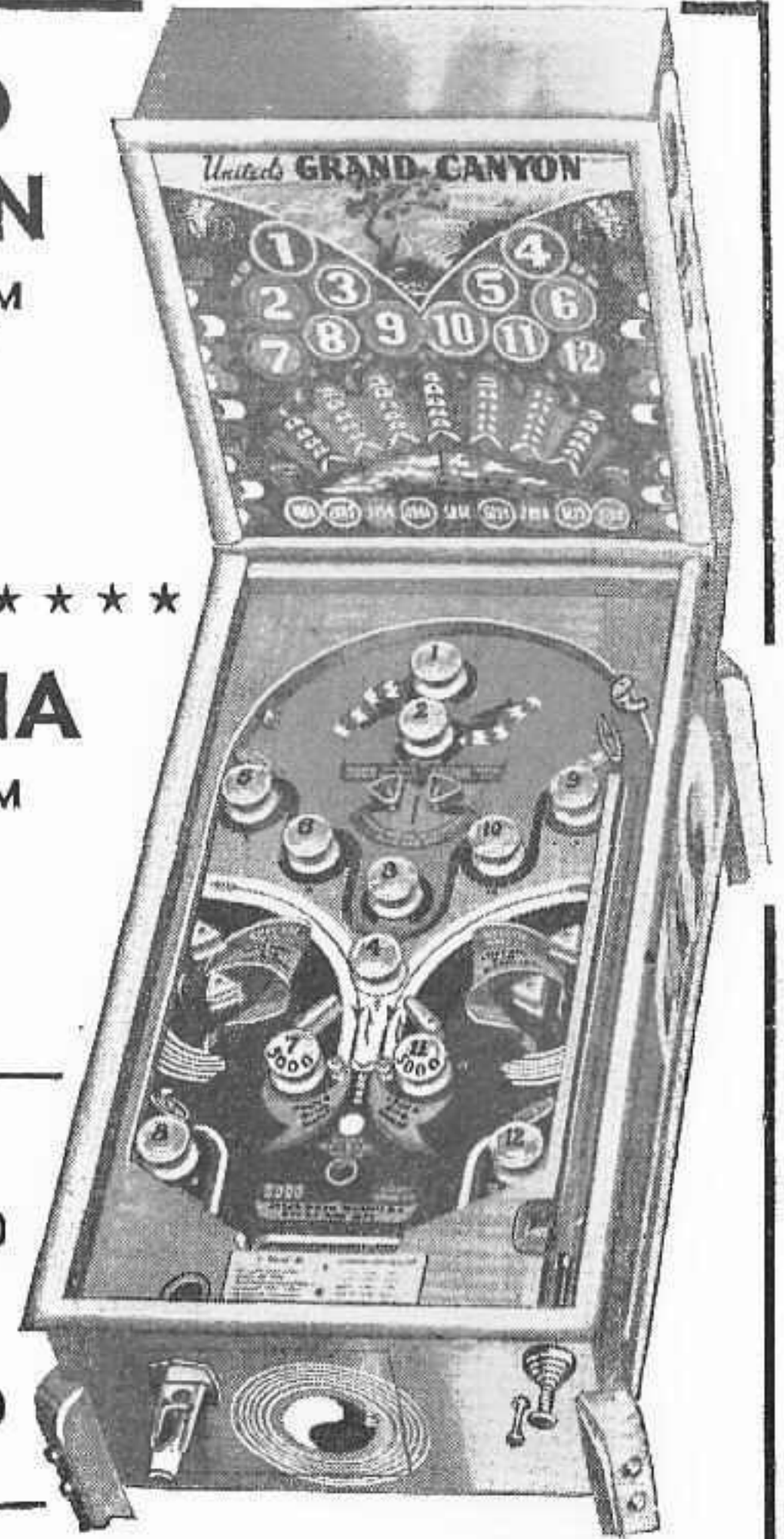
OPERATORS' PRICE  
**\$165.00**

**MIDWAY**

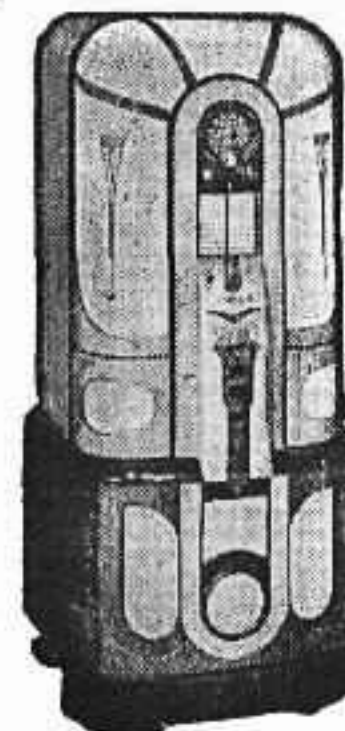
Revamped From **\$139.50**  
Zombie

**SUN VALLEY**

Revamped From **\$139.50**  
Sun Beam



SEND YOUR ZOMBIES, SUN BEAMS, DOUBLE PLAYS  
TO YOUR DISTRIBUTOR NOW OR WRITE DIRECT  
**United MANUFACTURING COMPANY**  
6123-25 N. WESTERN AVENUE CHICAGO



Come and See  
**COMMANDO**

AFTER MARCH 1 WE WILL BE AT OUR  
NEW HEADQUARTERS  
40 WALTHAM STREET, BOSTON  
CORNER 1337 WASHINGTON STREET  
(One Block From Our Old Address)

**TRIMOUNT**

Your **COMMANDO** Headquarters in New England  
Send for Special Bulletin—All Types of Coin Operated Equipment

**SUPREME SPECIALS**

**PHONOGRAPH SPECIAL**

Record Trays	.50
Record Holders	1.00
Cash Boxes	.75
Cash Box Holders	.75
Wurlitzer Magazine Switch Boxes	2.50
Wurlitzer Motor Rests	.75
Wurlitzer 10 & 25c Coin Chutes	1.50
Wurlitzer 412 Set of Selector Rods	1.50
Wurlitzer Tone Arms	12.50
Wurlitzer Motors	17.50
Wurlitzer P.M. Speakers	7.50

**ARCADE SPECIAL**

Bally Alley	\$29.50
Hurdle Hop	49.50
Indoor Striker	12.50
Target Skill	19.50
Ten Strikes	39.50
Western Baseballs	54.50
Chester-Pollard Football	69.50
ABT Fire & Smoke	19.50
Kicker & Catcher	12.50
Pennants	89.50
Radio Rifles	45.00

**MOTOR SPECIAL**  
Send us your burned out Wurlitzers, Seeburgs, Rockolas or Mills Phono Motors and we will repair same for you within 5 days for only \$5.00.  
Will pay cash for any type BURNED OUT MOTORS. What have you?

**SPECIAL**  
BRAND NEW 12" and 15" SPEAKER  
BAFFLES, LEATHERETTE COVERED,  
Only \$7.50 Each.

**SUPREME VENDING CO.**

TERMS: 1/3 Deposit With All Orders.  
We Ship Balance C. O. D. or S. D.  
557 ROGERS AVE., BROOKLYN, N. Y.  
All Phones: Buckminster 2-8400



## BRAND NEW MACHINES

Keeney Super Bell, Single 5c (Lot of Ten) \$224.50  
 Keeney Super Bell, Single 25c 259.50  
 Keeney Super Track Time Write  
 Baker Race, 5c 299.50  
 Columbia Bell, Cash JP, RP, 5c 99.50  
 Evans Galloping Domino, Light Cab., JP 475.00  
 Box Stands 21.50

Folding Stands \$ 6.50  
 Stamp Vendors, 3-3's, 10c; 4-1's, 5c 29.50  
 Mills Counter Club Bell, 5c Write  
 Mills Counter Club Bell, 10c Write  
 Mills Counter Club Bell, 25c Write  
 Mills Counter Club Bell, 50c Write  
 Mills Chrome Bell, Handload, 5c Write  
 Mills Gold Chrome Bell, 5c Write



H. F. MOSELEY  
 Pres.-Treas.

## BRAND NEW MACHINES

Mills Gold Chrome, 10c Write  
 Mills Gold Chrome, 25c Write  
 Mills Chrome Bell, Copper, 10c Write  
 Mills Chrome Bell, Copper, 5c Write  
 Mills Chrome Bell, Copper, 25c Write  
 Mills Cherry Bell, 5c Write  
 Mills Brown Front Cherry Bell, 25c Write  
 Mills Vest Pocket, Blue and Gold, 5c \$ 72.50

Mills Four Bell, Original Style \$600.00  
 Mills Four Bell, New Style Head 650.00  
 Mills Three Bell, New Style Head 750.00  
 Mills Jumbo Parade Vendor, Conv. 149.50  
 Mills Jumbo Parade, Cash 129.50  
 Pace Race, Red Arrow, 5c 450.00  
 Pace Race, Red Arrow, 25c 500.00

### NOTICE

WRITE US FOR PRICES ON BRAND NEW MILLS 5/10/25/50c BROWN FRONTS, ALSO 5/10/25c MILLS GOLD CHROME AND COPPER CHROME, ALSO MILLS 5c EMERALD HAND LOAD JACKPOTS. ALL MILLS SLOTS ARE EQUIPPED WITH MOSELEY'S SPECIAL DISCS AND REELS.

## USED MACHINES — RECONDITIONED LIKE NEW

**CONSOLES**  
 Keeney Super Track Time, #7200 \$400.00  
 Keeney Kentucky Club 99.50  
 Keeney Pastime 195.00  
 Keeney Triple Entry 109.00  
 Keeney Skill Time, 1938 79.50  
 Keeney Super Bell, Twin CP, 5/75 325.00  
 Keeney Super Bell, Twin, 5/25, CP 375.00  
 Pace Race, 5c JP, #6319 180.00  
 Pace Race, 5c JP, #5086 150.00  
 Pace Race, 25c JP, #6088-6550 300.00  
 Pace Race, 25c Red Arrow, #6182-6583 300.00  
 Mills Square Bell 40.00  
 Tom Mix Ray Gun 59.50  
 Seeburg Chicken Sam 175.00  
 Gal. Domino, JP, Ch. Sep., Light Cab. 335.00  
 Gal. Domino, Factory Rebuilt, JP, Ch. Sep. 235.00  
 Bally Roll'em 59.50  
 Evans Bang Tail, Dark Cabinet 225.00  
 Evans Lucky Lucre, F.S. 350.00  
 Mills Jumbo Parade, Free Play 79.50  
 Mills Four Bell, 22 to 2300 390.00  
 Mills Jumbo Parade, FP, Blue Cab. 89.50  
 Mills Jumbo Parade, Cash, Like New 99.50  
 Mills Four Bells, 4/5c, #811 275.00

Evans Gal. Domino, Dark Cab., 5c JP, Factory Rebuilt, #2911-3222-3237-2486-3041-3232-2752-3898-2307-2948-2700-2732-3155-3231-3040-2408 \$210.00  
 Gal. Domino, Dark Cab., Factory Rebuilt, 25c, #2371 275.00  
 Lucky Star, Like New, 25c 179.50  
 Gal. Domino, Light Cab., #3098-4175-3752-3775-3609-3599 300.00

**SLOT MACHINES**  
 Red Front, 5c, Like New, JP \$135.00  
 Melon Bell, 5c, High Serial, Like New 140.00  
 Blue Front Bell, No GA, 5c 110.00  
 Gold Chrome, 5c 265.00  
 Red Front, 5c 95.00  
 Bonus Bell, 5c 190.00  
 Chrome Bell, 5c 235.00  
 Jennings Victoria, 5c 39.50  
 Jenn. Chief, 50c, Console, Like New 400.00  
 One Dollar Jennings Chief, Like New 500.00  
 Caille Console, 5c JP 90.00  
 Chrome Bell, 10c 245.00  
 Blue Front Vendor, 10c 110.00  
 Caille Console, 10c JP 95.00  
 Melon Bell Vendor, 5c, Reconditioned 140.00

Blue Front, 50c, Factory Reb. (New) \$350.00  
 Columbia Bell, RP, Cash, 5c 69.50  
 Columbia Bell, Ch. Sep., 5c, Like New 82.50  
 Pace Comet Console, 10c, #48688M 225.00  
 Pace Comet Console, 25c, #RF48689M 250.00  
 5/25c Double Club Md., #DRF54389 315.00  
 Mills Melon Bell, 25c, #430597 175.00  
 Mills Blue Front, JP, High Serial 152.50  
 Mills Blue Front, 5c, JP, #433176-433173-433181-433175 175.00  
 Columbia Bell Chromes, #8053-8056-8553, 5c Play 82.50  
 Mills Single Safe 25.00  
 Mills Folding Stands 4.50  
 Mills Box Stands 12.50

**FIVE BALL**  
 Blackout \$ 25.00  
 Star Light 25.00  
 Batting Practice 109.50

**ONE BALL**  
 Bally Long Shot, Perfect \$160.00  
 Bally Santa Anita, Perfect 100.00  
 Bally Jockey Club, Perfect 279.50  
 Bally Dark Horse, Perfect 135.00  
 Bally Arlington, Perfect 67.50  
 Mills 1-2-3, Cash Pay 35.00

**PHONOGRAPHS**  
 Seeburg Concert Master, RC, ES, #79425 \$325.00  
 Seeburg Commander, RC, ES, #75919 209.00  
 Seeburg Cadet, RC, ES, #75642 225.00  
 Seeburg Cadet, RC, ES, #75671 225.00  
 Seeburg Vogue, #68200 225.00  
 Seeburg 8800, ES, Like New 350.00  
 Rock-Ola Spectravox & Playmaster 219.50  
 Seeburg Wall Boxes, '39, Reconditioned 17.50  
 Seeburg Marble Glow Wall-o-Matics, Reconditioned 27.50  
 Speaker in Cabinet 20.00  
 Mills Throne of Music 139.50  
 Mills Empress, Perfect 189.50  
 Wurliizer 616, Lightup Panel 82.50

### COUNTER GAMES

Challenger Targets, Like New \$ 29.50  
 Model F Targets, Like New 27.50  
 Penny Pack, 1c Revolv-a-Round Base 6.50  
 Horsas 4.00  
 Reel Race 4.00  
 Red Cap 12.50  
 Mercury, 1c, Perfect 6.50  
 Sparks, 1c, Perfect 6.50  
 Comet, 1c, Perfect 6.50

### SPECIALS

25 Super Bells, 5c Conv., SU \$174.50  
 25 Dominos, JP, Light Cab., SU, Like New 325.00  
 5 Super Track Times, SU, Like New, Serial Numbers Over 7200 400.00  
 10 Mills Three Bells, Like New, High Serials 650.00  
 10 Jackpot Dominos, Brown Cab., Factory Reconditioned 225.00  
 3 Mills Four Bells, Latest Style Coin Head, 3-5c, 1-25c, S#2807 Up 850.00  
 1 Mills Four Bells, Original Style Coin Head, 3-5c, 1-25c, S#2400 600.00  
 5 Mills 5c Cherry Bells, Knee Action, Drill Proof, Club Handle, New Crackle Finish, S# Over 440,000 172.50  
 1 Rock Ola Commando, New, F.S. 410.00

10 Shoot the Jap, Rebuilt New, Never Unpacked \$169.50  
 10 Evans Counter Model Domino (Brand New) 32.50  
 8 Evans Counter Model Domino, Used 10 Days 27.50  
 10 Mutoscope Sky Fighters, Rebuilt New by Factory 359.50  
 6 Baker's Paces Deluxe, Like New, S#6904-6805-6642-6646-6717-6796 205.00  
 3 Chicago Coin Yanks, F.S. 99.50  
 2 Keeney 4-Way Super Bells, 3-5c, 1-25c 450.00  
 1 Keeney Air Raider, Latest Model 225.00  
 5 Bally Club Bells, Like New, S#1500 Up 175.00

### SPECIALS

BRAND NEW IN ORIGINAL CRATES, NEVER UNPACKED  
 Wurliizer 950 \$598.50  
 Wurliizer Wall Boxes, 5c, #120 37.50  
 Wurliizer Adapter, #145 35.00  
 Seeburg Remote Console Wireless \$250.00  
 Seeburg 5200 \$598.00  
 Seeburg Wall-o-Matic 39.00  
 Rock Ola Commando 539.50  
 \$250.00

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 Mills Moderne Scale 39.50  
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 Jennings Fast Time, F.P. 69.50  
 Bally High Hand, Comb. F.P. & P.O. 109.50  
 Mills Jumbo Parade, F.P., Blue Top 69.50  
 Mills Mint Front Vendor Bell 49.50  
 Mills Golf Ball, Like New 169.50  
 Paces Reels, Comb. F.P. & P.O. 129.50

Jennings Silver Moon, Comb. F.P. Totalizer \$ 79.50  
 Super Bell, Comb. F.P. & P.O. 169.50

**COUNTER GAMES**  
 Cent-a-Mint Vendors, New \$ 7.50  
 Saratoga Sweepstakes 22.50

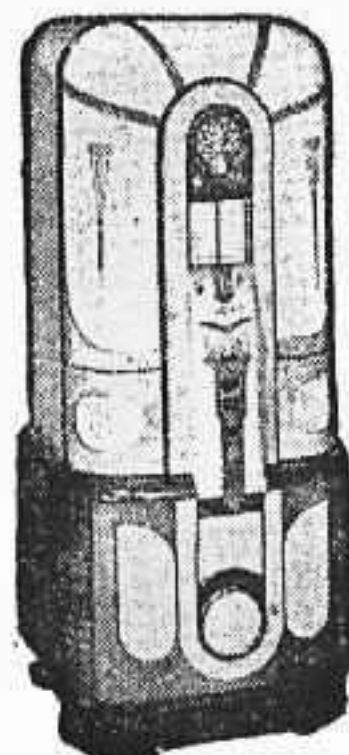
**ONE BALL FREE PLAY**  
 Mills One-Two-Three, '39 \$ 29.50  
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**MUSIC**  
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 Buckley Wall Boxes, New 22.50  
 Seeburg Select-o-Matics, New, with Brown Cover 16.50  
 Seeburg Power Supply, SPS1Z, New 9.50  
 Wurliizer 350, Wireless Speaker 29.50  
 Wurliizer Model 61 Phono 59.50  
 Wurliizer Model 600R Phono 149.50  
 Wurliizer Model 500A Phono 189.50  
 Mills Throne Phono 119.50  
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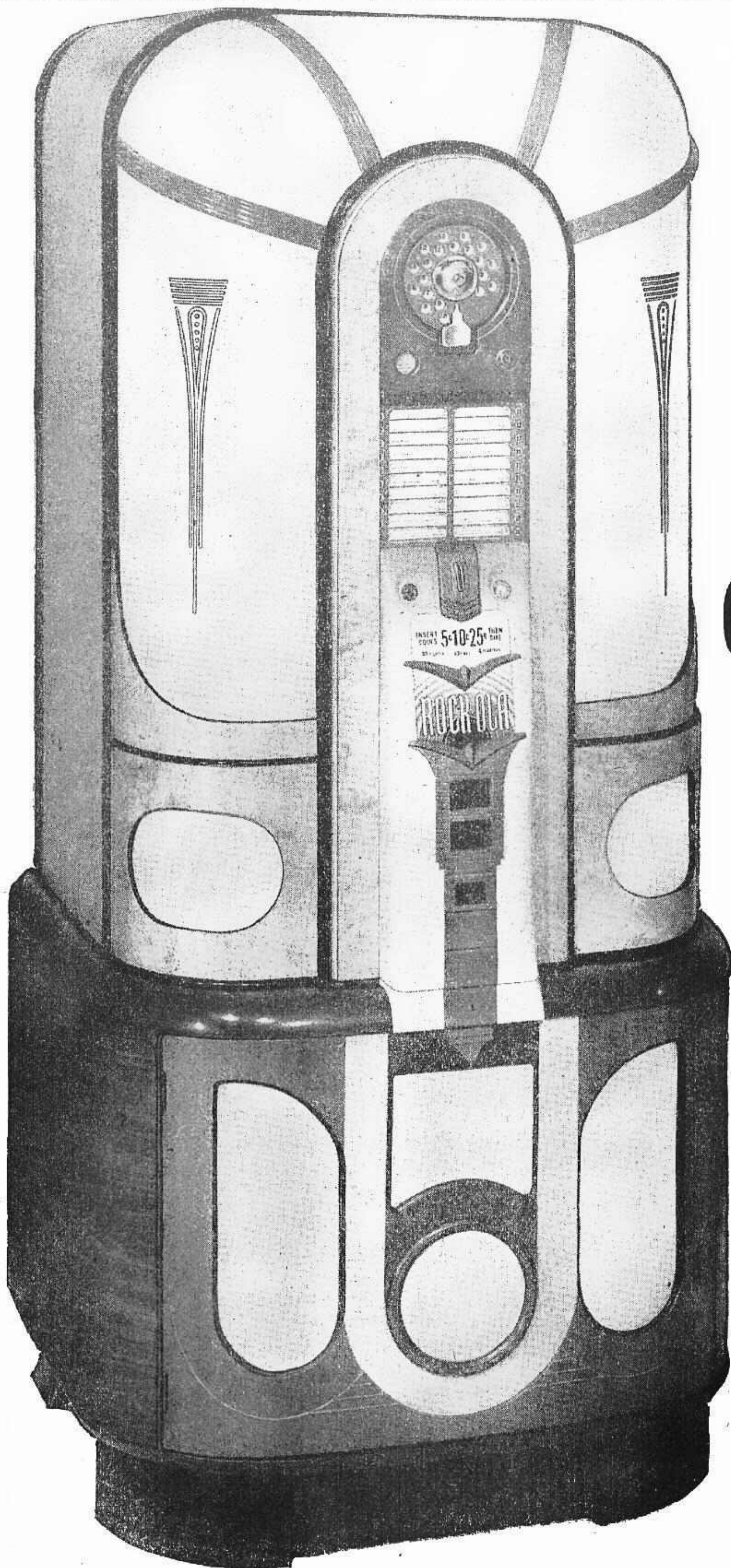
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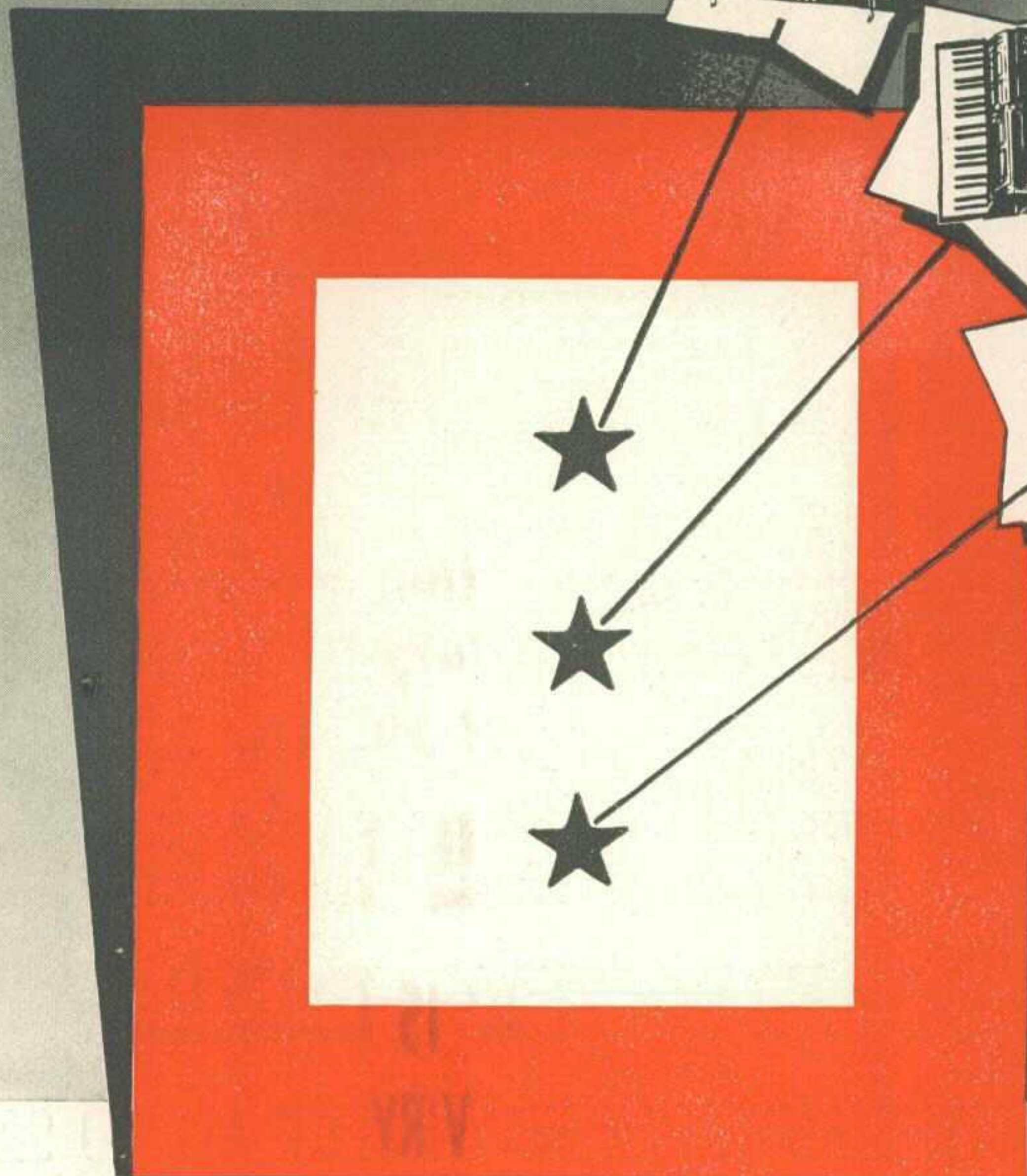


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