

The Billboard

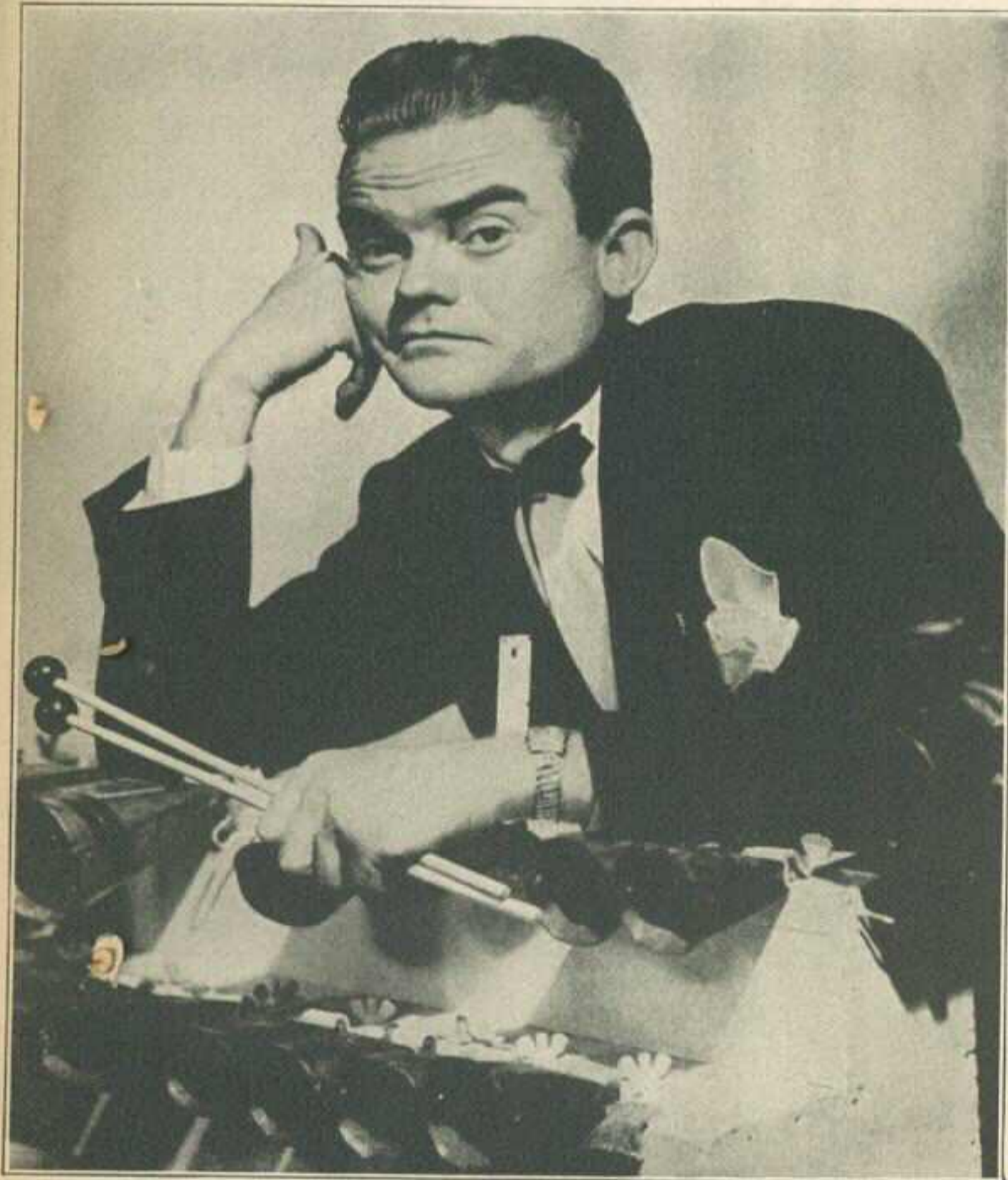
DECEMBER 11, 1943

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

BROADWAY IN WAX FOR U. S.



SPIKE JONES
Hitler's Face Was a Stepping Stone
(See page 41)

RADIO

The Billboard Talent Cost Index - - Chart No. 2

MUSIC

Death Knell for Band Bits As Specialties in Films

GENERAL NEWS

HOMETOWN RADIO GROWS UP

HARRY JAMES

AND HIS MUSIC MAKERS

Featuring

BUDDY MORENO
JOHNNY McAFEE
CORKY CORCORAN



m g m PICTURES

"MISTER CO-ED"

Soon To Be Released

"TWO SISTERS
AND A SAILOR"

In Production

"BEST FOOT FORWARD"

Now Showing Nationally

On the Air

For Chesterfield Cigarettes
VIA CBS

3 TIMES WEEKLY
COAST TO COAST

COLUMBIA
RECORDS

Personal Managers

FRANK MONTE
DAVID HYLTON

Direction:

MUSIC CORP. OF AMERICA

BROADWAY IN WAX FOR U.S.

Blackface Bert Swor Dies on Eve of "Last Appearance" in Tulsa "Hey Rube" for G. I.'s

TULSA, Okla., Dec. 4.—They rang down the curtain here Tuesday (30) for Bert Swor—"greatest blackface of them all"—who came out of retirement only two weeks ago to star in a minstrel show, co-produced by Swor and Hey Rube, Inc., Tulsa showmen's organization for non-profit entertainment for servicemen.

Swor died with the smell of grease paint near. The frail body of the 74-year-old trouper was found in his hotel room, sprawled in front of his battered old dressing room trunk. His death following a heart attack altered plans for the show, scheduled at Convention Hall December 9 and 10, but President Glenn Condon said the show will go on.

During rehearsals, Condon disclosed, Swor discovered that chronic asthma—almost an occupational disease with

early-day showmen, due to drafty dressing rooms and one-night stands—made it difficult for him to perform without coughing.

Swor, one of the last of the great minstrel men, rose to prominence in the era of Al G. Field, Honey Boy Evans, Sugarfoot Gaffney, Neil O'Brien, George Primrose, Lasses White and other top-flight minstrels. He starred with Al G. Field for 20 years and was featured in his own road shows, in New York attractions, vaudeville and over radio networks.

He taught his profession to three younger brothers, one by one, as they grew. To many a group of boys in Dallas, his home town, Swor gave freely of his time and talent to aid "benefit minstrels," popular in Texas in the '30s. With Lasses White, Swor would aid amateur groups in their efforts, often to the extent that dozens of such productions found the two professionals in the cast.

The three brothers Swor starred together in *The Wizard of Oz* in 1903, but (See BERT SWOR DIES on page 11)

"Oklahoma!" Album Points Way To Sell Main Stem Attractions to Nation

"Venus," "Yankee" and "Othello" for Platters

By FRANK GILL

NEW YORK, Dec. 4.—Broadway's top musical hits are waxing hot all over the nation. Via platter albums and radio, these shows are becoming out-of-town pops even before road units start out on the Coast-to-Coast trek. Thus, the already pyramiding road demand for Broadway entertainment is being built up to record proportions.



This new sales technique bids fair to change the whole road-show picture. By selling shows hot off the main stem while their New York

run is still an S. R. O. nightly project, the name Broadway will no longer be

just a selling pitch in the smaller cities and the tank towns. The "direct from Broadway" sticks selling will grow to mean less in the future. Instead, with folk already humming and strumming hit tunes from these shows, which they have learned from their radios, phonograph records and sheet music, No. 4 or 5 road companies will pull as readily as original Broadway units or No. 1 road groups. They will be going to their local theaters to hear familiar pops, not to see a new show revolving around star names. In short, the trend in musical comedy drawing power is moving away from the stars and towards scores, with music the magnet.

That "Oklahoma!" Velvet

First hit to grab off the gravy from this new promotion is the Theater Guild's *Oklahoma!*, the score of which, recorded by the stars of the Broadway company, is making disk sales history for Decca. Other big Broadway successes are due to follow after the new year. *One Touch of Venus* has been waxed with Mary Martin and Kenny Baker and will be released around January 1. Confabs are being held at the moment regarding platters of the refurbished version of *The Con-* (See BROADWAY IN WAX on page 14)

USO Budgeted At \$8,000,000, 40% for Abroad

NEW YORK, Dec. 4.—Cumulative stress which USO-Camp Shows has been putting on offshore entertainment is borne out by figures from the org's New York headquarters.

As of December 1, 1942, CSI had 14 units overseas. On the same date, a year later, 45 troupes were touring the offshore service installations. During 1942 27 units were sent abroad. The 1943 tally jumps the figure more than fourfold to 110.

The total USO-CSI budget for 1942-1943 was \$4,628,500, of which 10 per cent, or \$462,850, was allotted to overseas' expenses. The 1943-1944 budget is \$7,930,000, of which approximately \$3,172,000 will have been spent for the entertainment of the troops offshore, a jump to 40 per cent of the total.

By Christmas, Camp Shows will have 350 performers scattered thru the offshore theaters of operation, 65 units with a personnel of six actors in each. This will add up to a grand total of about 750 entertainers which showbiz has contributed to overseas tours since the first unit departed.

Latest Army Emphasis Now On Own-Produced Showbiz As Troupers Don Khaki

NEW YORK, Dec. 4.—Increasing drains on showbiz talent via the induction route is making the army conscious that it is going to have to rely more heavily on its own personnel for entertainment. The result is a definite pitch by the Special Services Division toward utilizing such talent to train their army buddies to put on their own vaude, minstrel and dramatic shows. Schooling has already been started, since such training is virtually impossible after assignment to overseas duty.

Method of instruction is by a series of conferences and lectures attended by selected enlisted personnel of ground, air and service forces from military installations in the various Service Commands. The first five-day get-together at Fort McPherson, Atlanta, was completed last week (25). Enlisted students came from Georgia, Alabama, Mississippi, Florida,

Tennessee and North and South Carolina, the States included in the Fourth Service Command. A second session is skedded to begin December 9 in Santa Monica (Calif.) for the Ninth Service Command area.

The first confab will likely serve as a general pattern for future showbiz schoolings. Principal discussion stressed morale-perking by entertainment in staging areas and in remote posts and the practical utilization of the limited facilities usually at the disposal of troops.

Classes featured lectures by show experts now commissioned officers of the Special Service Division, combined with special talks by civvy experts who were on hand to help start the studies in entertainment training. George Jessel gave pointers on the role of emcee at informal clambakes. Brian Aherne discussed ways and means of getting out more soldier-sponsored shows and the knack of overcoming the resistance of old-line commanding officers who rate thespian morale building with coddling. John Reed King, of *Double or Nothing* (See Latest Army Emphasis on page 11)

May Whitty Pastes Gang Films in Senate as "Bad Influence" on Youngies

WASHINGTON, Dec. 4. — Dame May Whitty, English-born stage and screen star, came to town this week and took a healthy swat at gangster-type movies, which she declared wielded a bad influence on juveniles.

The actress appeared before the Pepper Health and Education Subcommittee of the Senate now probing the juvenile delinquency problem.

Altho she branded gangster films as "very bad" in their effect on younger people, she made no comment on the effect of similar subjects on the stage.

Index Appears on Page 17

Why Pass Up the Publicity? Editorial

NO ONE can justly accuse individual members of the amusement industry of being blind to the value of good publicity. In fact, members of few industries strive so diligently to obtain a "good press," and few have such a wealth of competent space-stealers in their ranks.

But why was the opportunity to obtain national as well as local publicity missed again in Chicago this past week?

Every Chicago newspaper, the United Press and Associated Press, *The Wall Street Journal*, as well as reps from several mags came looking for yarns at the Sherman. And there was no one officially designated by the conventioners to help them get the dope they wanted.

They did not necessarily want trade stuff or secrets. They wanted color—and there was plenty of it there.

A few of the boys did take time out, however, to help the visiting press. They deserve the thanks of all—but they've been doing it for years, so they expect none.

While the memory of the convention is still strong, this is written to suggest that next year the IAFE, NAAPPB, ACA and AREA get together and set up a press bureau. Let them hire two or three of the industry's best all-around p. a.'s for the week to make sure that a good press is obtained.

For an industry so dependent upon good press relations for its success, this step not only is "good business," but just common courtesy.

THIS HOLIDAY SEASON, DON'T SAY IT WITH AN ANNIVERSARY AND GREETINGS AD, SAY IT WITH AN EXTRA WAR BOND!

(See page 29 for the full story of show business's greatest wartime publication, *The Billboard's BONDARDMENT Number*)

A JAP PRISON CAMP B'WAY

Ingeniously Devised Shows Helped Internees Fight Fatigue Says MBS Gunnison

Japs Crowded Up Front But Gags Went Over Their Heads —Shrill Music Deafened 'Em

NEW YORK, Dec. 4.—Civilian war prisoners of the Japs in the Philippines and in China—both British and American—who helped to put on prison camp shows and revues, made a very worthwhile contribution to the war effort in the opinion of Royal Arch Gunnison, Mutual commentator and *Collier's* correspondent, who with his wife, Marjorie, returned home this week with 1,438 other repatriated internees on the Gripsholm.

The Gunnisons, who were trapped in Manila after the fall of the Philippines, spent seven and a half months in Santo Tomas concentration camp in the Quezon country, five months of "restricted liberty" in Shanghai and the rest of the time at another internment camp at Chapel, China.

"A lot of the internees sat around chafing because they weren't doing anything to help the Allied war effort," Gunnison said, "but those who took part in the shows did a fine job of battling concentration camp 'fatigue.'"

Professionals Take Over

He singled out three professional entertainers—Billy and Chita Carroll, an Anglo-American dance team, and Dick Harvey, an itinerant comedian-emcee, for special praise because "they took the helm and worked ceaselessly to entertain their fellow prisoners."

At Santo Tomas, formerly a university, but made into an internment camp by the Japs, the Carrolls and Harvey took the amateur talent they found and whipped it into good workable show material, he explained. "They almost made professionals out of some of their

casts," he added, "and every week we got a good show with plenty of wisecracks which went right over the Japs' heads."

Gunnison explained that Nip officers and men, contemptuous as they appeared to be of Western culture, got a big kick out of the camp shows. As the number of Japs at shows increased they began showing prisoners out of the way in order to hog the seats, and the internees gave up advertising the shows. The news passed around via word of mouth that a show would go on in the afternoon served just as well and kept a lot of Japs out.

The Jap Baldheaded Row

"We usually gave them the first four rows," Gunnison said, "so that they'd be right in front of the orchestra. The noise would drown out the gags, most of which they didn't get anyway. They wanted music and dancing girls."

The only musical instrument in Santo Tomas was a piano, badly out of tune. Rehearsals were held in the corridors of the camp. A section was roped off and the pony chorus rehearsed in full view of spectators who later became the audience and greeted the final show as a novelty, despite their kibitzing on rehearsals.

The internees built a stage—30 feet long and 15 feet wide—in two parts on wheels. At first shows were held in the patio of the camp, then later moved into the main building. Footlights were fashioned from powdered milk cans cut in half and fitted into a gutter built onto the front of the stage. Candy wrappers were used for gelatines, and the electricians in the camp manufactured spots from cans. Both camps in which the Gunnisons were held were lucky in that the Carrolls were able to bring in several trunkloads of their own costumes, so the shows were well dressed, everything considered.

"Everything's Lousy," Song Hit

Show songs were mostly lampoons of the prisoner committee or the Japs. Harvey's pet song was *Cheer Up, Everything's Going To Be Lousy!* to which he added new lyrics regularly and sold these lyrics for 10 centavos each. Special shows were arranged for the children, which, supplemented by Mickey Mouse films by the Japs at frequent intervals, helped to keep the kids relatively happy.

In Chapel camp the prisoners built a stage by roping together dining tables. The can footlights were attached to the stage. Again the Carrolls took charge of the shows and rehearsed them for weeks. "They were more amateurish here," Gunnison said, "than in Santo Tomas, but they were better rehearsed and gave more professional shows." Shows at this camp were given every two months, and since the hall held only 300 they ran for four nights at a time.

Shakespeare, Too

In another men's camp in China, at Poo Tung, Gunnison said, they went in for Shakespeare, heavy drama and music. There were a number of musicians interned there and they were allowed to bring in their instruments. Those who were repatriated, however, had to leave their instruments behind.

The farewell show at Chapel, before the Gunnisons left, was called *Repatriation Revue*, and featured as the hit song *We're Goin' to Goa*. (The repatriation ship took prisoners from China to Goa in West Africa, the first stop.)

What other entertainment there was the Japs provided. It was mostly propaganda such as the *Fall of Singapore* and other films of conquest, with commen-

Hub Uncorks Record Bally To Herald Swoon's Arrival

BOSTON, Dec. 4.—The Sinatra has set this town by its collective ear. The swoon singer from Jersey arrived Wednesday (1) to the trumpets of enough advance ballyhoo to make a Broadway show producer green with envy. But the next day the ink and paper really began to flow.

It's impossible to measure the amount of space garnered for opening day alone. Every columnist in town, every movie writer, every critic, as well as representatives of every newspaper city department were there. Some papers had several staffers and a battery of pix snappers on hand. Thursday each paper had at least two stories and some had more.

Thursday was the day at the RKO Boston, where the school girls' Frankie opened for a week, and the papers again had a whole staff of writers on hand for the first show. Some even had a staff reporter in the theater all day. New stories appeared in every afternoon edition (4), each different, each by a new writer.

But it turned out that Frankie was oversold. Opening show brought out an audience of about 90 per cent of capacity (3,200). Maybe the upped prices scared some of the kids away. Ordinarily, prices run from 44 to 99 cents. Scale now is varied for week-end, but it runs from 75 to \$1.10.

Sinatra will receive a flat guarantee of \$15,000 plus half the box-office receipts over that. Estimated that he will take away between \$25,000 and \$26,000. Total gross will probably top that of Eddie Cantor, who drew \$54,000 here.

Management has found that, despite inducements offered the kids to leave after seeing one show, about one third of each house stays over for a second show. And the kids in the first 10 or 12 rows stay for three or more shows. Daily attendance runs better than 17,000, and will hit 18,500 on the week-end. There were six shows Thursday and Friday; seven, plus rehearsal and broadcast, Saturday; six shows, rehearsal and broadcast Sunday, and six shows Monday thru Wednesday.

Reproductions of autographed photos

tary in Japanese and English. "Most of these films had the perfect *March of Time* technique," Gunnison said, "but much of the film was over-exposed." The Japs were flooding China with Nipponese films, dramas, comedies and propaganda. No foreign movies are shown in Jap-occupied China except Nazi pix.

In Shanghai the Gunnisons and others who were living at the Palace Hotel under "restricted liberty" (the Jap term for it) were able for a while to listen to long-wave radio. To listen to short-wave in any place under Nip control is certain death.

Christmas Comes in Japan

Christmas in the internment camps, Gunnison recalled, evidenced the efforts of the internees to make the best of their conditions, especially where the children were concerned. "We made Christmas trees out of paper," he said, "and used the tinsel we could find for decoration." Men cut up neckties to decorate the place, and women took toys and dolls the kids had forgotten and tried to freshen them up. Someone took an old sealskin fur coat, cut it up and made little rabbits for the kids. It was a brave effort to be cheerful, and it brought the Christmas spirit into the drab surroundings of the internment camp.

The Carrolls and Harvey are still interned, Gunnison told the press at his first interview in the Savoy-Plaza after his arrival. Carroll, an American, couldn't get his wife, Chita (a Britisher), out of the Jap hands and so remained in Chapel. Harvey, who has been wandering around the Orient for some years before the war playing club dates, also stayed behind. "He felt at home, even in a prison camp in the Orient."

were offered to get the kids out after each show, but they were only partly successful. Very few serious disturbances were noticed, but the theater had a detail of 10 uniformed cops on hand, as well as half a dozen plain-clothes men.

Balt's Sept.-Nov. 261G, Beats All '42-'43 by 11G

BALTIMORE, Dec. 4.—Local legit season for the first three months (September-November) garnered better than \$261,000 for a total of 16 attractions, bettering by \$11,000 the entire 1942-'43 season which grossed \$250,000 for 19 attractions. Three-month total is an increase of \$81,000 over the corresponding period last season, when only one house operated compared to two this season.

Ford's, only house last season, drew \$217,000 for 10 attractions on this stretch, compared with \$180,800 for same number of attractions last season.

Sons o' Fun and *Oklahoma* led field with a \$31,000 draw each for a week's run.

Ford's weekly grosses (except where indicated) for the first three months were:

September—*Arsenic and Old Lace* (Boris Karloff), \$17,000; *Junior Miss*, \$13,000, first week, and \$14,000, second week; *Gilbert and Sullivan Operas*, \$14,000.

October—*Porgy and Bess*, \$23,000; *Outrageous Fortune*, \$7,000; *Blithe Spirit*, \$20,000; *Son o' Fun* (Olsen and Johnson), \$31,000.

November—*Oklahoma*, \$31,000; *Uncle Harry* (Lo Gallienne and Schildkraut), \$17,000; *Tobacco Road*, \$12,000; *The Patriots* (Walter Hampden), \$18,400.

The Maryland Theater drew: August-September—*A New Life* (Betty Field), \$11,000.

October—*Naked Genius* (Joan Blondell), \$18,700; *Manhattan Nocturne* (Eddie Dowling), \$2,800; *I'll Take the High Road* (Jeanne Cagney), \$4,000.

November—*Lady Behave*, \$4,500; *Get Away Old Man*, \$6,000.

Rep Style B'way For USO O'Seas

NEW YORK, Dec. 4.—The first Broadway drama fare for the boys overseas is being readied and troupe will leave shortly to join other USO-Camp Shows units on the offshore beat. Project is the brainchild of Nedda Harrigan, whose original idea was to form the nucleus of a stock company and draw on the local talent of spots played for necessary additions to casts. However, the notion has since developed into the formation of a complete three woman-three man unit which will offer a rep of cut versions of half a dozen popular legities in the European and African theaters of operation.

The cast, headed by Miss Harrigan, rosters Hugh Rennie, Leo Chalzel, Stephen Chase, Jane Lawrence and Blanche Faye. They are already rehearsing streamlined scripts of *Personal Appearance*, *Angel Street*, *Watch on the Rhine*, *The Show Off* and *Springtime for Henry*. There will be no scenery and props, except such as can be picked up locally, and costumes will be limited to a minimum. Rennie is directing.

Intended schedule is to keep on the move and reach as many installations as possible, like other CSI offshore groups. However, it is pointed out that the rep idea has tremendous entertainment possibilities in the event that they have to play one area for any length of time.

SPIKE JONES

WHAT would happen if a gun went off in the middle of a Crosby ballad or if the cowbells clanged out a conga rhythm while a sax was dreaming up "Stardust"? The pursuit of this peculiar urge drove Spike Jones to assemble several radio music makers afflicted with the same brand of mad ennui—and the City Slickers were born.

It was a corny, novelty style, strictly for kicks, but when Victor took 11 out of 12 recordings, it began to look like a solid click. It was the turndown of the 12th platter, however, that made juke box history. Spike came up with a substitute, a

little novelty tune written by Oliver Wallace for a Disney cartoon.

For the first time the birdophone, more vulgarly known as the Bronx cheer, got featured billing on a standard recording. Three weeks later, Walt Disney changed the name of his cartoon to the song's title, "Der Fuehrer's Face," and overnight Spike and his Slickers found themselves a sensation.

Then things started to pop. In one week Spike signed air contracts for the West Coast Gilmore Oil show, "Furlough Fun," for Bob Burns' "Arkansas Traveler," and another for appearance in Warner Bros.' "Thank Your Lucky Stars." Last spring the Slickers worked in "Meet the People" for MGM, and are currently under a seven-year contract to Metro.

Today, Lindley Armstrong (Spike) Jones, King of Korn and Wizard of the Washboard, is solidly entrenched in "the house 'Der Fuehrer's Face' built" in Beverly Hills, Calif., with Pat Jones (nee Patricia Ann Middleton) and little Linda Lee Jones, aged 4. Meanwhile, the City Slickers are well into their second year on the Burns show and "Furlough Fun."



Texas Tax Revue Way Up After '42 Tangles in Court

AUSTIN, Tex., Dec. 4.—Night clubs, dance halls, skating rinks, theaters and other places of amusement paid the State of Texas \$123,939 in admission taxes during the 1942-'43 fiscal year just closed, a report by State Comptroller George H. Sheppard shows.

Total represented a sharp increase over the same type of revenue for the previous fiscal year, when the State suffered some court reverses on the amusement tax, which is 10 cents on each 1 cent of admission charges over 51 cents at dance halls, skating rinks, night clubs, theaters, operas and the like—as well as on horse, dog and motorcycle and automobile races, which have virtually vanished from the Texas amusement picture.

The amusement levy has been the cause of frequent disputes over whether any tax is due the State on admissions of various types.

In an attempt to collect \$13,000 from the smart Empire Room of the Rice Hotel at Houston, a court suit resulted and the State lost, the court holding that the establishment was maintained mainly as an eating place, that 80 per cent of its revenue was from food sales, and that it was not required to pay the admission tax. But Ringling Bros. and Barnum & Bailey Circus was required to pay admission taxes of \$23,000.

Due to these various lawsuits, at the end of the 1941-'42 fiscal year comptroller's records showed the State had collected but \$5,139 on admission taxes. However, \$80,020 was held in a suspended account awaiting court decisions, and a large portion of this amount later was awarded to the State. But the total collected did not even nearly approach the \$123,939 total for the 1942-'43 fiscal year.

Lea Sez Anti-Fly Navy Man Got Gate

WASHINGTON, Dec. 4.—Chairman Lea, of the House committee investigating the Federal Communications Commission, called an executive session of the committee this week to probe charges that a high-ranking navy officer had been fired because he opposed FCC Chairman James Lawrence Fly's policies. If the executive session of the group decides to take action, Fly and the unnamed naval officer would both undoubtedly be called to appear.

T. A. M. Craven, member of the FCC who has opposed Fly on most points, told the Lea committee that "it is a well-known fact" that Fly had dominated army and navy officers and had one put on the retired list because the officer had opposed Fly's policies.

Craven has had a busy week, appearing both before the Lea committee as well as the White-Wheeler committee hearing.

Delmar Gets USO Breather For Wolper Musical Chore

NEW YORK, Dec. 4. — Harry Delmar, USO-Camp Shows' production head, will go back to legit production during a five-week sabbatical from the service org. He will stage and design the Dave Wolper musical, *Follow the Girls*, starting some time in January, at the conclusion of Gertrude Niesen's engagement at the Riobamba. Miss Niesen will hold down the singing lead.

Delmar, an old hand at legit (*Delmar's Revels*, etc.) wanted a leave of absence from USO last year to do a two-a-day vaudeur, but press of USO work prevented his taking leave.

He will return to USO in March.

Henie Pretty Penny—204G At Indianapolis, 11 Shows

INDIANAPOLIS, Dec. 4.—Sonja Henie and her Hollywood Ice Revue grossed \$204,784 in 11 performances at the fairgrounds Coliseum here. Engagement ended Sunday (28), following which the troupe moved to Detroit for a two-week run starting December 2.

Attendance here was a record-breaking 125,000, not including 20,000 servicemen guests of the management.

Fischer Uncorks a Fastie in San Fran; It's Circus Vaudeury Folies Bergere

(Reviewed at Winterland, San Francisco, Tuesday Evening, November 30)

The first version of *Folies Bergere* to hit the boards in San Francisco justified the Clifford Fisher reputation by proving to be a fast-moving variety with some unusually good acts.

The producers apparently worked themselves into a frenzy over the routines, but the second portion was a bit spotty for all concerned. Acts were brought on with precision of the circus, the audience hardly being given time to think until the final curtain had dropped.

Opened with Charles Judels, of the films, as conferencer, and a divertissement entitled *When Paris Stings Again*, a costumery affair done in ballet style. The Cristianis, top tumblers and acrobats, followed, and were a sock with their tumbling and high-perch routines. On their heels came Truzzi, Grade-A juggler, who makes it tough for many others in his line. Shuffles up all of the old tricks and offers up some new gravity-defying touches. He's from the Ringling circus.

An unimportant sequence, called *Little Farm in Normandy*, dulled the proceedings at this point, being a hodge-podge involving movable trees, farmers and farmerettes. First touch of comedy came with the appearance of Barto and Mann in a travesty on ballet, after a lavishly costumed routine by several score of love-lies and chorus ponies who popped up from odd places in the building. It was slapstick all the way, with the half-pint Mann taking an awful beating from tall Barto.

Monroe and Grant, trampolaine performers, sold their act at face value, as did the Pickers, who dance expertly on stilts. The Shyrettos and their bicycle act follow. Pair do some breath-taking stunts, especially the gal, Honey. Another Ringling act.

Second portion ushered in a zebra number in which the chorus gave its best performance of the show. Girls were costumed in black and white with huge black and white headdresses, with a Lady Godiva sequence fitted in, after which the Cristianis, on a second time, go into their horse act, one of the best in the business.

Ella Ardelty, another Ringlingite, did a trapeze routine which culminated with a headstand on the flying swing. Willie West and McGinty were in there socking over their house-building act, familiar for many years on vaudeville stages.

Show closed with a semi-comic ballet which was nothing more than repetition of the first-half offering, with Barto and Mann again spotted in a burlesque turn.

Folies represents a big investment, but will require some reshaping for complete success. *Edward Murphy.*

Kaufman Motion for Dismissal in Film Extortion Rejected

NEW YORK, Dec. 4.—Willie Bloff and George E. Browne, convicted labor racketeers, climbed back into the limelight again this week as the defense opened its case for the six alleged Capone mobsters and one Newark union business agent charged with conspiracy to mulct the movie industry of \$1,000,000. Motions to dismiss the indictment against the Newark union agent, Louis Kaufman, were denied by Judge John Bright. A similar motion, made a week previous, was granted in the case of Ralph Pierce, of Chicago.

Another motion to dismiss charges against the seven defendants on the grounds that the three-year statute of limitations nullified the government's case against them, also fell thru.

Bloff, on the testimony of Herbert Sorrell, business agent of Painters' Local 644, used "tactics no one could use under the cloak of labor" to break a 42-day strike of 1,000 members of the Federation of Motion Picture Crafts. He resorted to newspaper ads declaring the strike illegal, Sorrell testified, and described Bloff's position in the phrase (See *KAUFMAN REJECTED* on page 15)

Hometown Radio Grows Up Program-Conscious "Provinces" Building Character, Plus Sales With Great Talent Savvy

By LOU FRANKEL

NEW YORK, Dec. 4.—Hinterland stations have long been off the beaten path in more ways than just location. They have been pretty persistent habitues of radio's backwash insofar as programing was concerned. Aside from the major production centers, New York, Chicago and Hollywood, most stations, indies and affiliates, have general interpreted programing as something to fill time between spot announcements, station breaks and network shows. And even in the big production centers there are many stations which have had the same programing philosophy.



True, there are exceptions, like WLW, Cincinnati; WXYZ, Detroit, and KMBC, Kansas City, but by and large these exceptions prove the rule. And in some situations the stations that were progressive-minded about programs were content to bring talent in from the major cities. This, while effective for a time, was not the answer to prime local programing, since each station's primary objective was to build a niche in its community. The bigger stations, those with sufficient funds and brains, in many cases managed to make a community impression via their public service and network-fed shows. And almost every station had some sort of a personality program. But sustained and comprehensive program planning has been noticeably non-existent. Then came the record drought and, after a transcriptionless year, the stations started stirring. Here and there around the country station managers hesitantly started looking into programing, into what had then been their no-man's-land.

Living Talent the Answer
They started using live talent, trying to utilize their staff orks, trying to build program schedules that attracted and held listeners. WHN, New York, with its big, booming and expensive *Gloom Dodgers* program, was one; the Yankee Network, with its *Yankee Tune Factory*, was another, and KMBC's *The Texas Rangers* was a third. It was a deliberate attempt to build programs that pulled audiences and so were salable. Until then the idea had been to sell the time and let the advertiser do what he wanted.

Possibly the outstanding examples of the new programing technique is what has been happening at the station represented by radio sales. RS is the CBS station rep department. Only exceptions are WABC, which, since it is the prime program builder for the net, has comparatively little time for local shows, and WAPI, Birmingham, RS realized the importance of programing to give its stations local identity and personality.

For years they deliberately built shows that matched the local tempo and now these efforts are beginning to pay off in the form of acceptance from national advertisers. The job was done by consultation, comparison and co-operative effort. Program managers were brought together to compare ideas—thus, an idea that worked in one community was applied in others; to learn—thus the program men were brought into New York and drilled in a brief and intensive course in showbiz, and the RS sales crew was made program-conscious. Thus they sold programs and not just time. Proof of the pudding is in the success stories. These vary in style with the community, the program manager and the availability of local talent. In some areas the programs flow from one act into another, with the station-breaks being almost formalities. In others, each program is a complete unit. But in every situation the objective is to build local acceptance and following in the time around the network program schedules. Now, having achieved this local acceptance, these programs are getting national sponsors, where heretofore they were mostly bankrolled by local firms.

Showbiz Hepiness Helps

WCCO, Minneapolis, has Al Sheehan as program manager. He has a solid showbiz background. As head of the late WCCO Artist Bureau, Inc., he was the biggest talent booker in those parts. He is also director of attractions for the Minnesota State Fair, hence knows performers.

Some of the bigger shows at WCCO are *Sunrises*, Clelland Card and Larry Haeg. *Sunrises* is an hour-long eye-opener, with a flock of live talent and ork. Lew Brock, an ex-vaudevillian, is the emcee. There are vocalists, instrumentalists, choristers and comedy. It's a 6 a.m. show with 14.0 rating. Clelland Card does comedy patter not unlike Arthur Godfrey that draws a 17.0 rating. And Larry Haeg, a local farmer, does a *Farm Journal of the Air* show that is so popular it got him elected to the State Legislature three years ago. KMOX, St. Louis, has C. G. (Tiny) Renier as program head. He has a vaude background as a performer. Since Missourians like

Piermont Bankruptcy

NEW YORK, Dec. 4.—A petition in voluntary bankruptcy was filed Wednesday (1) in New York Federal Court by Benjamin Piermont, booking manager.

Piermont listed liabilities of \$3,266 and assets of \$100. He stated that he earned \$720, including expenses, in 1941 and that last year his income was \$2,835. He is currently employed by USO-Camp Shows, Inc., booking tabloid units. (See *HOMETOWN RADIO* on page 10)

EVERETT MacGOWAN

of MacGOWAN & MAX
(or ANYONE KNOWING MR. MacGOWAN'S WHEREABOUTS)
PLEASE CONTACT

BILL STERN

Immediately on a MATTER OF IMPORTANCE
and ADVANTAGE TO MR. MacGOWAN

BILL STERN
NATIONAL BROADCASTING COMPANY
30 Rockefeller Plaza Circle 7-8300 New York 20, N. Y.

<p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Price. No C. O. D. Orders. Size: Single Tkt., 1x2"</p>	<p>"That the whole world may gaze upon our country with admiration forever." —Daniel Webster.</p> <p>With the assurance of getting your</p> <h2 style="margin: 0;">TICKETS</h2> <p>your best bet is to order them now.</p> <p>THE TOLEDO TICKET CO. Toledo (Ticket City) 2, Ohio</p>	<p>SPECIAL PRINTED Cash with Order. Prices:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>2,000</td><td>4.29</td></tr> <tr><td>4,000</td><td>4.83</td></tr> <tr><td>6,000</td><td>5.87</td></tr> <tr><td>8,000</td><td>6.91</td></tr> <tr><td>10,000</td><td>7.15</td></tr> <tr><td>30,000</td><td>10.45</td></tr> <tr><td>50,000</td><td>13.75</td></tr> <tr><td>100,000</td><td>22.00</td></tr> <tr><td>500,000</td><td>98.00</td></tr> <tr><td>1,000,000</td><td>170.50</td></tr> </table> <p>Roll or Machine Double coupons. Double price.</p>	2,000	4.29	4,000	4.83	6,000	5.87	8,000	6.91	10,000	7.15	30,000	10.45	50,000	13.75	100,000	22.00	500,000	98.00	1,000,000	170.50
2,000	4.29																					
4,000	4.83																					
6,000	5.87																					
8,000	6.91																					
10,000	7.15																					
30,000	10.45																					
50,000	13.75																					
100,000	22.00																					
500,000	98.00																					
1,000,000	170.50																					

POINT PRICE TAGS STARTLE RADIO

TCI Nixes Fancy "Secret" Values Selling Talent

popularity ratings in dollars and cents. This week the trade started to scan and analyze the TCI. From ad men, station men and especially talent men came a variety of reactions and a general overhauling of the sales approach of talent to radio.

A major talent agent gathered his staff and cogitated on the effect of the TCI on talent sales. His new bible will be "cost per point." One network produced its alibi book and started talking

about "prestige" values. And at least three ad agencies started questioning the workings of their radio department.

For the one thing that the TCI had done was to remove the hitherto tasty intangibles which have, in many cases, beclouded the use of talent by commercial radio. As one talent man put it, "From here on in it's not going to be easy to sell someone because she is pretty or has a big name or does things to the heart of the sponsor's wife. Nor can we expect to sell programs just because the talent may get a rating. Now we'll have to stand comparison with past ratings in the same cost bracket."

The TCI has had other major reactions. There was, for one, a general looking-into of the working of the sundry publicity organizations since the Index demonstrated the value of publicity in getting a rating. There was also a tendency to wonder about letting name radio talent guest on other programs.

But possibly the biggest reaction to the Cost Index was the attempt, of almost everyone concerned, to correlate the cost-per-point-of-rating of their program to the ditto of the competitor's show. For the feeling is that sooner or later the sponsor will ask, "Why can't I get a rating as reasonably as does so-and-so."

NEW YORK, Dec. 4.—Last week *The Billboard* released the first *Talent Cost Index* designed to interpret program



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" Hooperatings for evening programs' segment ending November 30, 1943.

PROGRAM	HOOPERATING	PERF. TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
Fibber McGee and Molly	32.4	373	NBC 128	Report to Nation—CBS Spotlight Bands—BLUE Amer. Forum—MBS	Needham, Louis & Brorby	S. J. Johnson (Floor Wax)	\$ 8,500	\$262.34
Bob Hope	31.2	250	NBC 131	Suspense—CBS R. G. Swing—BLUE Amer. Forum—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$352.24
Edgar Bergen	29.2	288	NBC 133	Jerry Lester—CBS News—BLUE That's Good One—BLUE Alexander—MBS	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$376.67
Lux Radio Theater	*25.7	378	CBS 122	Tel. Hour—NBC Counter Spy—BLUE Heater—MBS G. Fields—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$389.11
Aldrich Family	24.7	187	NBC 128	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$161.94
Jack Benny	23.7	439	NBC 131	Shirer—CBS Sinatra—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$844.30
Frank Morgan-Fannie Brice	22.9	85	NBC 130	Roma Show—CBC News—BLUE Lum and Abner—BLUE Oursler—MBS Black Castle—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$404.80
Walter Winchell	22.1	533	BLUE 158	R. Digest—CBS M-Go-Round—BLUE Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$221.72
Mr. District Attorney	21.7	236	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Soldiers W. Wings—MBS	Pedlar & Ryan	Bristol-Myers (Vitalis)	\$ 4,000	\$184.33
Abbott and Costello	20.6	99	NBC 130	First Line—CBS R. G. Swing—BLUE Lulu—BLUE R. Clapper—MBS Carnegie—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$479.61
Screen Guild Theater	20.6	172	CBS 120	Contented Hour—NBC R. G. Swing—BLUE R. Clapper—MBS	Pedlar & Ryan	Lady Esther (Face Powder, etc.)	\$10,000	\$436.89
Joan Davis-Jack Haley	**19.9	20	NBC 67	Dinah Shore—CBS Spotlight Bands—BLUE Treasury Hour of Song—MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$ 7,500	\$376.82
Kay Kyser	***19.7	294	NBC 126	Moments in Music—CBS R. G. Swing—BLUE John B. Hughes—MBS Sunny Skylar—MBS	Foote, Cone & Belding	American Tobacco (Lucky Strike)	\$ 8,000	\$406.09
Burns and Allen	19.4	521	CBS 128	Mystery Theater—NBC Jury Trials—BLUE G. Fields—MBS	Young & Rubicam	Lever Bros. (Swan Soap)	\$ 7,000	\$360.31
Great Gildersleeve	****19.0	199	NBC 68	America in Air—CBS Green Hornet—BLUE Upton Close—MBS Rumor Detective—MBS	Needham, Louis & Brorby	Kraft (Parkay Margarine)	\$ 4,500	\$236.84

*Lux Radio Theater jumped two positions in the popularity rating due to a 2.0 increase. With usual seasonal downward trend starting to show, the Lux jump is even more noteworthy. Answer may be the broadcast of November 22, with Loretta Young and Alan Ladd doing *China*. Ladd had just been released from army and had solid news breaks; *China* has been in news right along. News breaks are reflected in upped ratings.

**Davis-Haley slumped off 2.7 points—from 9th to 12th position—in the popularity rating. Since they follow the Bing Crosby show on NBC, and since the Crosby show disappeared from the

rating this week, it may be assumed that the Davis-Haley liability stems from the Crosby casualty.

(Bob Crosby has been substituting for his brother Bing. First of the "substitute" programs to be rated showed a 1.6 increase; again the publicity angle plus the patent desire of listeners to see what the brother was going to do. In this, the second rating of the program, the audience probably had no further interest in what Bob could do as compared to Bing, and they stayed away in droves. Result, the Kraft show fell right out of the "First Fifteen" with a rating loss of 4.4.)

***Kay Kyser show runs from 10-11 p.m. (EWT). Since programs after 10:30 p.m. (EWT) are not rated on a national basis, so as not to upset the tolerances inherent in the Hooperating modus operandi, only the 10-10:30 portion of the show is rated. The 10:30-11 p.m. (EWT) slot drew an 18.4 rating.

****Great Gildersleeve has been building steadily. Previous high was 18.8. Since his return this year, after summer vacation, the ratings were 10.7, 13.8, 14.0, 14.4, 17.3 and now 19.0. Average Hooperating, this report, was 10.3; last report 10.8; last year 11.2.

ALDRICH FAMILY TOPS NEW TCI

A.M. Hooperate in Twin Cities Alters Picture

WTCN-Blue in Leap

MINNEAPOLIS, Dec. 4.—After years of third-place Hooper ratings for morning audiences in the Twin City listening area, WTCN-Blue has passed KSTP (NBC) to win second-place honors.

Last time KSTP was in second place for the 8 a.m. to noon ratings was for the July-September quarter in 1942.

Order of a.m. ratings found WCCO-CBS in first place with more than twice the figure of WTCN; KSTP, third; WLOL-Mutual, fourth, and WDGY and WMIN, indies, tied for fifth and sixth.

One of the big reasons for WTCN's sudden burst of speed to get out in front of KSTP is the Blue's *Breakfast Club* program, one of the biggest morning network favorites in the Twin Cities.

July-September a.m. ratings for Minneapolis alone show WCCO first; WTCN, second; KSTP, third; WDGY, fourth; WLOL, fifth, and WMIN, sixth. St. Paul ratings have the first three stations the same, with WMIN fourth; WDGY, fifth, and WLOL in last place.

Afternoon and evening ratings, however, are different, with the last quarter afternoon showing KSTP in the first place slot; WCCO, second, and WTCN, third. Same line-up is true for evenings, while the Sunday Hoopers have WCCO first; WSTP, second, and WTCN, third.

Analyst Adams Tops

MINNEAPOLIS, Dec. 4.—Cedric Adams, WCCO-CBS news commentator, is far ahead of any other local programer in Hooper ratings, Northwest survey indicates. Since Hooper discontinued its ratings after 10 p.m., Adams's nightly 10 p.m. newscast for Purity Bakeries is not being checked. Prior to that, however, he hit as high as 24 and 25.

The Hooper for his noontime news broadcast for Butternut Coffee is 17.6. Closest to him is KSTP's *Sunset Valley Barn Dance*, Saturday night program, with a 9.5. WCCO's John Raleigh, with 8:30 a.m. news, is 7.4, while KSTP's *Main Street Minnesota* show, from 12:15-12:30 p.m., has 5.

Household Forum, KSTP's opposition to WCCO's morning Kate Smith program, has quarter-hour ratings at 1.6, 1.7 and 2.5. WCCO's Darragh Aldrich, afternoon slot, is 1.8 and 2.2.

WLW-WSAI Record Interviews With Gripsholm Arrivals

NEW YORK, Dec. 4.—Stealing a march on other outlets in its area, Cincinnati's WLW and WSAI established special headquarters here to cover the arrival of the S.S. Gripsholm with its 1,440 repatriated internees.

Based at the Ambassador Hotel, both stations recorded interviews with arrivals for the benefit of friends and relatives in the Midwest. WSAI interviewed residents of Cincinnati and immediate environs, while WLW took care of repatriates of other Midwest communities. Lines extended from the hotel to the pier, and station bases were deluged with phone calls from relatives of returning internees.

Handling the arrangements for the broadcasts were Howard Chamberlain, program director; Roger Baker, public relations director; William Barlow, publicity director; Milton Chase, night news editor; Gordon Graham, of the special events department, and Eldon Park, of the New York office, all of WLW.

The arrival of the vessel and subsequent interviews were covered nationally by the nets as well as WMCA locally.

The "Unknown" St. John

PHILADELPHIA, Dec. 4.—Robert St. John, NBC commentator and author, used the facilities of KYW the other day for his network show. Bill Rambo, KYW news editor, introducing St. John to various staffers, was stumped to hear Ruth Welles, station's women's commentator, ask, "Are you joining our news staff, Mr. St. John?"

Ever the diplomat, St. John replied, "Only for today." One hour later it dawned on the flabbergasted Ruth that it was "the" Robert St. John she mistook for a new addition to the newsroom.

WMCA Set To Try Newsreel Idea Again

NEW YORK, Dec. 4.—Local Station WMCA is testing a plan whereby on a definite daily sked special newsmen will go out with a portable mike and recording apparatus and pick up various events. Total day's take will then be edited and cut to a 15-minute airing. Recent U. S. Gripsholm arrival with repatriated internees from Jap-occupied countries was one such test. WMCA staff was on the pier for six hours recording arrival and scenes. This was later cut into a quarter-hour program.

Plan is to produce a feature news program, and station is set to spend \$1,500 for the next four weeks in experiments. WMCA is well covered in straight news with *New York Times* newscast tie-up and *Five Star Final* news round-up in *March of Time* style. Leon Goldstein, director of news special events, is handling the new plan, and expects to come thru despite the fact that every radio newsreel idea to date has laid an egg.

Radio's Future Has Everything, Says FCC's Craven

Pitch Is for "Fluid" Law

WASHINGTON, Dec. 4.—A vivid description of radio service in the post-war era was painted this week by FCC Commissioner T. A. M. Craven, who foresaw color television broadcasting "blanketing the country" and every telephone equipped with a visual attachment.

Craven's glowing account of radio's imminent development came when he was recalled to the stand Tuesday (30) to testify in hearings on the White-Wheeler radio bill.

These developments, however, were minor ones compared with one which Craven foresaw as being near at hand.

"The newspaper itself will be delivered by radio thru electrical methods of transmitting quantities of printed matter," he told the senators holding the hearings.

The descriptive sequence all led up to Craven's appeal to the Senate to help radio's development thru favorable legislation rather than choke the industry by unsound regulations.

The White-Wheeler bill was seen as "generally sound" by Craven, but he recommended that it be kept in such state that it could be revised to accommodate future developments. Moreover, he said, Congress should not be blinded by today's "minor radio problems" and enact legislation which may not have sound basis for regulating an industry over a long period of time.

The FCC commissioner had little encouragement for Western-Union. Telegraph will become obsolete, he predicted.

Crosby Show Drop Lowers Other Thursday Eve Slots; Kay Kyser Back in First 15

Fitch Bandwagon Still "Good Buy" Despite 21st Rating

NEW YORK, Dec. 4.—The *Talent Cost Index* this week shows a marked variation from the line-up of last week. Major casualties are the *Fitch Bandwagon* and Bing Crosby programs with some fairly vital reactions resulting among the middle 10 of the 15 programs rated.

The disappearance of the *Fitch Bandwagon* was expected for, as explained in the index last week, this program edged into the rating only because Kay Kyser was guesting. This week, with Joe Reichman's ork as the attraction, the program fell to 21st position.

It's still a pretty good value in relation to its cost, \$2,250, and rating 16.3 for a TCI of \$138.

Another surprise was the flop of the Crosby show. This one, with Bob subbing for Bing, who was vacationing, dropped 4.4 points in its popularity rating. Not only did it depart from the chart, but it also had an adverse effect on the programs following it in the Thursday evening listening slot. Thus, the Joan Davis-Jack Haley show slid down two notches on the TCI; and the

audience but on its past performance, which shows steady upward growth, this program should continue to build.

Kay Kyser was expected back on the "first 15" and didn't fail. Here is one time the listener slot was working, for Kyser benefited from Mr. D. A. Now if Eddie Cantor, who precedes D. A., will come back on the top line-up, the entire Wednesday eve session may benefit with better TCIs.

Jack Benny Continues to Slip

Jack Benny continues to slip off. This is nothing unusual, for Benny has fluctuated in past years. But at these prices it might be advisable for Benny's writers to come thru with some crisp scripts. Program is definitely not hitting on all cylinders. With a couple of strong scripts it can materially improve its standing.

TCI points up another weakness, i.e., overplugging for Uncle Sam. Bob Hope went to bat with a big audience edge from *Fibber McGee and Molly*, yet it lost some of its listeners. Only apparent

The "Best Buys" Index

Here's the way they stack up in so far as best buys, i. e., talent-cost-per-point-of-program-rating, are concerned. Last week covered "First 15" Hooperatings for the period ended November 15; this week covers the fortnight ended November 30.

Last Week	This Week
Fitch Bandwagon	\$143.98
Aldrich Family	169.71
Mr. D. A.	172.41
Walter Winchell	228.31
Fibber McGee and Molly	272.44
Edgar Bergen	317.46
Davis-Haley	331.85
Bob Hope	343.75
Burns and Allen	350.00
Lux Theater	421.94
Screen Guild	429.18
Morgan-Brice	433.79
Bing Crosby	442.47
Abbott and Costello	465.12
Jack Benny	787.40
Aldrich Family	\$161.94
Mr. D. A.	184.33
Walter Winchell	221.72
Gildersleeve	236.84
Fibber McGee and Molly	262.34
Bob Hope	352.24
Burns and Allen	360.31
Edgar Bergen	376.67
Davis-Haley	376.82
Lux Theater	389.11
Morgan-Brice	404.80
Kay Kyser	408.09
Screen Guild	436.89
Abbott and Costello	479.61
Jack Benny	844.30

Abbott and Costello session, which figured to build, had all it could do to hold its own.

Major beneficiary of the *Kraft Music Hall* debacle was the Major Bowes show on CBS, which grabbed most of the listeners Crosby lost. Heater and Gracie Fields, on Mutual, also garnered some of these listeners. The Camel cig clowns, Abbott and Costello, pulled back some of the audience but the damage had been done.

Shows Suffer Together

Thus would seem to be emphasized the one weakness in the listening slot theory which was analyzed in the last TCI. It's okay to try to build a definite audience appeal on one network on one evening, but when one of the skein of shows goes sour all the following shows suffer. Thus with the *Fitch* show falling off on NBC on Sunday night, the Edgar Bergen program, which airs after *Fitch*, also slumped two notches in the TCI. The audience had gone.

Surprise newcomer is *The Great Gildersleeve*. This show finally hit the 19.0 mark, made the "first 15," and thanks to its low talent budget, moved into fourth place in the TCI. *Gildersleeve* really rates this spot, as it is the first show of the Sunday eve skein on NBC, and so gets the audience. Remember the preceding show, a sustainer, has only a 4.9 rating. *Gildy* not only gets the

reason, as Hope usually improves on the audience he gets from *Fibber*, is that the program this week was a full half-hour plug for Uncle Sam.

With *Fitch* off the list, the leveling out of both program popularity and TCI ratings becomes noticeable. It is still only comparatively minute, but there is a definite lessening of what on a graph would show as ups and downs. There are two reasons for this.

Over-All Ratings Off

In the first place, the over-all ratings are down a bit, 0.9 from last year. Most probably this is because of the increase in the number of commercial programs. These are at an all-time high, 78½ hours per week; a 10½-hour increase. Thus, with more commercial shows available and the sponsored programs are the most popular programs—there is a slight tendency to even off.

The top 15 shows, as a general average, stick around the same level. The listeners are still there but the peaks flatten out. Proof of this is the rating of one year ago. High then, as now, was 32.4 and low, then as now, was 19.0. And most of the shows in the top 15 then are still in the same category.

But then, as now, there is always room for a comer, with the answer still being entertainment. That and production savvy.

Merchants' Association Disk Spinning Formula Point-of-Sale Station Business Builder

Personals and Give-Aways Lend Personality to Shows

NEW YORK, Dec. 4.—Proving that a platter spinning session can have a personality of its own, *Orange on the Air*, sponsored by the Orange Merchants' Association of Orange, N. J., has grown from a once-a-week shot to across the board at 11:30 a.m. over WAAAT, Newark.

Mixed with the records are news and personals, the latter a growing air factor since newsprint has forced many a local paper to cut down on the plugs for Mrs. Murphy's socials, etc.

Added to the music-news-personals formula, the WAAAT shindig has dug up a point-of-sale tie-up that has plenty of kick. The local merchants' association that foots the bill also puts up a daily "gift box," which goes to the person whose name is picked out of a hat. It's a sort of banknight on the air because you've got to go to the shops of one of the local merchants to drop your name in the box to get in on the drawing. However, since there's no consideration involved it's not a lottery within the meaning of the law and everyone has fun—and the sponsors build up store traffic, which while it may not mean too much during wartime is a must when business returns to normal with plenty of products to sell.

Formula is adaptable to any area with a merchants' group or even one without an association since an indie can create its own "merchants' association" for the purpose. It's especially adaptable to stations serving areas with many good size towns besides the major one, in the station's trading area. A station in

Troy, N. Y., might well have a different session for Watervliet, Cohoes, Green Island and Waterford, while a station in Rock Island, for instance, would have a session for Davenport, Ia.; Geneseo, Ill.; Bettendorf, Ia., and Kewanee, Ill.

Out of about 900 stations now operating there are only about 25 which are so located that they haven't at least three towns besides their own to cover. Approximately 250 have studios located in remote towns from which they broadcast regularly at least once a week, while 379 have "salutes" scheduled weekly to individual trading zones within their primary areas.

Platter sessions don't have to be grind slots. When planned they build business and with their personalities make their emcees names. WAAAT's, of course, is Norm (Red) Benson.

Boaz Siegel New AFRA Exec Sec'y

DETROIT, Dec. 4.—Detroit local, AFRA, has named Boaz Siegel as executive secretary, following the resignation of Clyde V. Notten, attorney, who held post for about two years. Siegel, an attorney, is a teacher in the Wayne University Law School, and was formerly both attorney and teacher for the United Automobile Workers.

At the regular annual election, the local also elected Austin Grant, of WWJ, former treasurer, president. Other new

Sherwin-Williams Buys Dunninger; Takes Fitch Spot

NEW YORK, Dec. 4.—The Dunninger show goes commercial January 5, bankrolled by Sherwin-Williams's Kem-Tone and handled by the Warwick & Legler ad agency. The show which started experimentally on Philadelphia's KYW in March has been on the Blue Network since September. The show was sold by Dan Tuthill, of NCAC.

The mentalist's 70 stations will be upped on the sponsor pitch to 162. His time slot will be shifted December 15 from 10:30-11 p.m. Sundays to 9-9:30 Wednesdays, filling the vacancy left by the cancellation of the *Fitch Songwriters' Bandwagon* show.

Flamm Has WNEW Yen; Bulova Nixes Despite 2 Outlets

NEW YORK, Dec. 4.—Tentative offers from Donald Flamm to Arde Bulova for the latter's Station WNEW haven't got very far. Bulova says no, despite FCC ruling recently regarding dual ownership. The ruling means that Bulova will have to get rid of one of his two stations—WNEW or WOV—but to date he's cold to the Flamm offers to buy.

Flamm operated WMCA, local indie, until he sold same to Edward Noble, and is now suing for the return of WMCA. Flamm owns WPAT, Paterson, N. J.

officers are Paul Hughes, WWJ, vice-president; Gilbert Shea, WXYZ, assistant vice-president; Barbara Kline, WJLB, secretary, and Sylvia Maguire, WWJ, financial secretary.

Gilman Digging For Hollywood Blue Studios

HOLLYWOOD, Dec. 4.—New site for Blue Network home is being made here by Don Gilman, Western Division chief of the web, following his return from Chicago, where he was given the go-ahead signal by Edward Noble, owner of the Blue. Search is being made for locations, so that everything will be ready when materials are released once again after the war.

First indication that the Blue would have its own studios here was made by Gilman. Deal between the network and KECA has a year and a half to run.

Noble is due to arrive here some time after the first of the year to go over the sites Gilman has picked out. At that time application will be filed with the Federal Communications Commission for FM and television transmitters.

Blue Sales Pitch For Swing Frolics Audience on Job

NEW YORK, Dec. 4.—In its campaign to peddle *Swing Shift Frolics* the Blue Network is offering a "guaranteed" audience of half a million war workers. Through the use of p.-a. systems in the war plants where it is piped, *Swing Shift*, aired Saturdays in the 1-1:30 slot, figures to reach the ears of the workers.

The show, billed as the war workers' own amateur hour, is heard in about 350 war plants, according to web salesmen. This is what guarantees, they claim, close to half a million listeners.

Besides the war plant angle the Blue sales' pitch plugs the recent publicity of *Swing Shift*, including the auditioning of contestants at the Skouras theaters and 20th Century-Fox's shorts.



makes the big difference

It is showmanship that brings 4,700 people to a performance of the "Chicago Theater of the Air."

No matter what type of show you use—daytime serial, music, drama or quiz—the showmanship which WGN instills into the program is part of the "plus" which all WGN advertisers get.

No wonder WGN carries more retail, local and national spot business than any other 50,000 watt Chicago station.



A Clear Channel Station
CHICAGO ILLINOIS
50,000 WATTS 720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

Star-Studded Christmas Specials Now Holiday Commercial Shots

Thompson Producing Elgin and Standard Brands' Shows

NEW YORK, Dec. 4.—Elaborate one-time commercial spots are becoming a part of the holiday season radio picture. Latest one in the works is full-hour *All Star Radio Show* skedded for December 21 over CBS by Standard Brands, Inc. Show is a salute to and in behalf of the nation's baking industry.

About a year and a half ago Standard Brands backed a 13-week variety program to publicize the bakers' problems, titled *Star-Spangled Vaudeville*. With government regulations in effect since last October 1 that riboflavin and other mineral and vitamin content be included in "enriched" bread-making, the intent of the pre-Christmas plug is to bring the public up to date on the subject.

While one-shooters are not usually considered productive commercials, yuletide socko ether-blasts have proved profitable investments in the past. Several large department stores thruout the country have given a Christmas Eve single an individual whirl. Programs were slanted from a "thank-you-for-your-trade" angle and results were so successful that shelf stock was depleted by post-Christmas-week buying.

Elgin Setting Its Two Hours

Elgin Watch tested the "holiday special" idea last year and J. Walter Thompson agency is readying another mammoth *Elgin Christmas Show* to be aired on the holiday from 4 to 6 p.m., also over CBS. Latest guestar names to be added to the cast list are Jack Benny, Lena Horne, Cass Daley, Carmen Miranda, Adis Kuznetzoff and the Revuers. Bing Crosby, Bob Hope, Henry Busse and the Chariteers are also signed up. Robert Young will play host on the two-hour show and Lou Silvers will be responsible for the music.

The pre-Christmas package dedicated to the bakers is not yet fully talent-set. But another potent array of top-flighters is already on the roster for airing over WABC and the Columbia net from 10 to 11 p.m. on December 21. Already skedded for appearance are Fred Allen, Edgar Bergen and Charlie McCarthy, Bob Burns, Dorothy Lamour, Jose Iturbi, Ray Noble and Spike Jones with his *Fuhrer's* Face City Slickers. The *All-Star Show* will originate both from New York and

Hollywood CBS studios. Allen and Iturbi will be heard from here. Burns, Bergen and McCarthy, Lamour, Noble and Jones from the Coast.

Standard Brands Blank Check

More names will be added to the program during the next 10 days, according to the Arthur Kudner Agency. Standard Brands has opened the coin satchel wide for this one with orders to buy as many CBS stations as can clear the 10 to 11 p.m. spot. It's a blank check for a sky-high budget with at least 20Gs on the line for talent already set and probably half as much more coin to be spent before its final airing.

Another interesting angle in connection with the bakers' program is the combining of two separate ad agencies in its presentation. Kudner Agency handles Standard Brand products gaited directly to the breadsters and is therefore promoting and making the official presentation of the show. J. Walter Thompson also handles SB accounts and has close Hollywood talent connections, so the production end of the program has been put in their hands.

It all sums up to the fact that they both work for Standard Brands and no matter who has the spending of the dough, it's going to bake a big angel cake for the bakers. The "names," however, won't have the fun of two agencies bidding against each other for their services, which may be one reason why Thompson got both the Elgin and the bakers' events.

Orson Welles and Duke Ellington Try To Sell Mobilgas

NEW YORK, Dec. 4.—The combined talents of Orson Welles as emcee and Duke Ellington as music-maker were featured in a variety show audition held at Compton agency for Mobilgas last Thursday. Altho no time is skedded, definite plans are expected by the end of the month.

Rita Hayworth and Jimmy Durante guested on the audition record as single shots. Jack Johnstone directed.

NAB Prexy Salutes Bombardment Issue

NEW YORK, Dec. 4.—Thruout radio as thruout all show business, The Billboard Bombardment issue (December 25), which sets a new pattern for trade paper co-operation with the War Loan drives, has rated top huzzahs from all factors within the profession.

Typical of the reactions is that of the president of the National Association of Broadcasters, Neville Miller, who writes:

Many thanks for calling to my attention The Billboard "Bombardment" number, in which anniversary and holiday greetings will be replaced by special designed pages carrying the names of show business personalities and show business organizations who purchase extra War Bonds in amounts equal to or exceeding what would ordinarily be spent in greeting advertisements in The Billboard.

Your "Bombardment" issue exemplifies the true spirit of show business. Show business personalities are doubly patriotic in time of war in that they not only devote their talents to morale building and the sale of War Bonds but dig deeply into their earnings as well. This nation has a great admiration for the men and women entertainers who brave the fighting fronts in order to bring moments of gayety, relaxation and a breath of beloved America to our armed forces, then return to this country and the fulfillment of their engagements whose proceeds in large measure are pledged to the purchase of War Bonds, war relief and other fighting projects.

The Billboard "Bombardment" number, in its conversion of normal advertising income to War Bonds, furnishes the show business an opportunity to strike a centralized, intensified and resounding blow, as an industry, toward the winning of this war. On behalf of the radio industry, I congratulate you on this move. The entire entertainment industry should rally to your call, "This year, don't buy an anniversary and greetings ad, buy an extra War Bond!"

Cordially,
NEVILLE MILLER.

IS TELEVISION READY?



I am Alec Electron. I know all about Electronics, Electricity, Radio and Television. I'm here now to bring you up-to-date on Television.

1. Is Television ready?

Yes: 9 U. S. Television Stations are broadcasting regularly. There are three in New York, including station W2XWV operated by DuMont, one in Schenectady, one in Philadelphia, two in Chicago and two in Hollywood. Wartime manufacturing restrictions retard Television's expansion today.

2. When will new Television Receivers go on sale?

New Television sets probably will be available within 6 months after peace in Europe. Many Television sets are in use today. Major prewar distribution was by five manufacturers, one of which was DuMont.

3. What will be the sizes of Television pictures?

Depending on the size of the Receiver, from about 8" x 10" up to approximately 20" x 24".

4. What will be the sizes of Television Receivers?

Virtually the same as radio receivers—from the size of larger portables to wide-screen de luxe console models.

5. What will Television Receivers probably cost?

The first models of Television Sight-and-Sound Receivers probably will range from \$200 to \$700.

6. How far can Television programs be broadcast?

Today, the best reception is within 60 miles of the station. Engineers hope, by using improved equipment, to have Television networks cover the world.

7. Will Television carry news, sporting events and motion pictures into your home?

Yes, Television can carry any scene that cameras can record, whether it be from the studio or from the field.

8. How perfect will Television pictures be?

Now, Television is as good as 16 mm. motion pictures; after the war it may equal theatre motion pictures.

9. Who invented Television?

Many engineers have made valuable contributions. It was Allen B. DuMont who brought from a laboratory curiosity to commercial reality the heart of the modern Television Receiver—the Cathode Ray Tube.

10. What part will DuMont play in post-war Television?

DuMont's Television activities will fall in three divisions: the manufacture of fine Television Radio Receivers; the operation of its own commercial Television Stations; and the manufacture of Precision Electronic Equipment for Television pick-up and transmitting stations. 3 of the 9 Television Stations now regularly on the air are DuMont equipped.



Allen B. DuMont Laboratories, Inc., General Offices and Main Plant, 2 Main Avenue, Passaic, N. J. Television Broadcasting Studios and Station W2XWV, 515 Madison Avenue, New York, N. Y.

Five-Way Pick-Up

NEW YORK, Dec. 4.—Mr. Martin and Mr. Weintraub are doubling in brass by providing the *Revlon* cast with pugilistic demonstrations during rehearsal. . . . Stephen Chase, Jane Laurin and Hedda Harrigan are oversewing with the USO next week. . . . Jean Ellyn nabbed a running part in *The Sea Hound*. . . . Bill Gray, who just wound up *Free for All* at Mutual, is set for a 15-minute matinee pitch on the same network. . . . Sandra Stewart, gal record jockey of WOV, has quit. She's now bidding time at Blue.

Blue is audishing a 15-minute pitch combining John B. Kennedy's gab with Connee Boswell's warbling. . . . Kermit Schaefer, former promoter for Roger White, is producing army shows at Utica, Syracuse and Watertown, N. Y. . . . Blue's *Ladies, Be Seated* recently provoked a hair-pulling match which started in the elevator on the eighth floor, reaching its climax in the main lobby. . . . Teddy Behre and Doris Thurston, NBC pageants, are not twins, but their resemblance is causing havoc on the third floor.

Guy Lombardo will switch to the Blue January 23, bank-rolled by Chelsea cigs. Time slot will be 10:30-11, Sundays. . . . Dick Fernald replaces Carleton Pearl at CBS press information. Pearl is army bound. . . . Harvey Bellaver, Barry Kroeger and Julie Stevens signed for Jed Harris's legiter, *The World Full of Girls*. . . . Howard Carraway now megging *Archde Andrews* at the Blue. He replaces Malcolm Meacham, who is working on a book. . . . Vince Markee, press agent for Ina Ray Hutton, has also signed Ella Mae Morse, the *Cow-Cow Boogie* gal.

Dayton Allen and Ken Delmar have written a play, to go into rehearsal soon on Broadway. Delmar will angel the show himself. . . . Cyril Armbrister, Blue megger, temporarily bedridden with influenza. During his absence *Land of the Lost, The Sea Hound* and *Terry and the Pirates* are being handled by Wyle Adams. . . . Charlotte Keane just completed Army Signal Corps film as typical American wife. . . . Abby Lewis doing a running part on e. t., *Our Quartermaster Home Front*. . . . Eldridge Packham replacing Barb Fellows at NBC. . . . Karl Swenson and Judith Evelyn will probably be *Mr. and Mrs. Miniver*. Neither, however, has as yet been signed. . . . Kelvin Keech is doing the Kem-Tone hitch-hikes following the Metopera auditions show. . . . Mary Small will introduce the submarine service song—*Take Her Down*—on her December 10 Mutual show. . . . Mae McNair, former head of receptionists at CBS, is now assistant to casting director, Winifred Law. . . . *Swing Shift Frolics* shifts its time at the Blue to 10:30-11 starting December 17.

CHICAGO, Dec. 4.—Fox DeLuxe *Variety Ball* for Fox Brewing Company will be heard 6:30-7 p.m. (CWT) Tuesdays on the Blue over Midwest stations. Show originates from WLW, Cincinnati, but will have no outlet in that city. Talent includes the Buccaneers and Dolly, Doris Day, Norman Ruvel; Betty, Jean and Mary. . . . WIND will broadcast the championship play-off between the Bears and Washington Redskins December 19. . . . Irna Phillips is changing the title of her NBC daytime serial *Lonely Women to Today's Children*. . . . B. A. McDonald and Gordon Hawkins, Philadelphia; Frank Webb, KDKA, Pittsburgh, and C. Herbert Masse, WBZ and WBZA, Boston, spent several days in Chicago conferring with the NBC central division local and spot sales department.

Road to Danger, NBC sustainer, adopted a new format this week to give it a special appeal to children and switched from Friday to

Saturday. . . . *Herald-American* has renewed Ulmer Turner, the Globe Trotter, for another 52 weeks on WENR. . . . Nancy Martin, Blue network vocalist, will be heard on a new 15-minute musical program, *Hello Sweetheart*, over a 38-station (Blue) hook-up, starting December 18. Sponsor is Gum Laboratories, Inc., Philadelphia. . . . WMAQ sold two new 15-minute shows last week. One is *Music for Fun*, sponsored by Eight-in-One Cold Tablets. It will replace Eddie and Fannie Cavanaugh's *Gossip Club*. The other is *Guest Star Theater*, Mondays, Wednesdays and Fridays for Belmont Four-Way Cold Tablets.

Manufacturers, department store executives and others met Tuesday (30) in the CBS studios in a get-together sponsored by Arthur Meyerhoff & Company, agency handling the Wrigley show, *American Women*. It was a "woman-power" meeting. Speakers from the man-power commission and OWI told how women have been attracted to war work, and agency execs demonstrated how dramatic stories further the work. . . . Clarence L. Menser, NBC vice-president in charge of programs, addressed the public relations clinic of the U. S. Savings and Loan League Wednesday (1), giving a picture of wartime and post-war radio. . . . McKay Morris, legit actor, has been given the Abraham Lincoln role in the new Mutual air show *Abe Lincoln's Story*. . . . Julian Bentley, WLS news editor, is back from a two months' stay in Great Britain, where he made a series of broadcasts. . . . Dave King, WIND race announcer, vacationing in New Orleans. . . . Gordon Van Dover, emcee on the *1160 Club* on WJJD, is laid up with a cold, and Sanford Dickinson and Don Doolittle are pinch-hitting.

PHILADELPHIA, Dec. 4.—Ted Oberfelder, WFIL promotion director, is still locally homeless, commuting from New York. . . . Robert Mendte, former Eastern sales promotion manager for Canada Dry, joined staff of John Falkner Arndt agency. . . . Pic. Frank Coleman, former featured vocalist on KYW's *Flavor Lingers* variety show for Esslinger's beer, spent his furlough guesting on the stanza. . . . Change in plans returns Fred Moore to the WFIL engineering staff instead of going with Blackett-Sample-Hummert agency in Chicago to handle e. t. department. . . . Army bound are Jim Harvey, KYW announcer; Jack Markus, of the WFIL studio band; George Steinhardt, WFIL engineer, with the merchant marine getting Phil Kline, ad agency head, and Lester Sacks, WIBG engineer. . . . Ruth Welles's women's program on KYW gets renewed participations from San Giorgia Macaroni, Herb-Ox Bouillion Cubes and Dr. Ellis's wave set and nail polish. . . . Charles Coulter DeKlyn, WIP night manager, once production manager in Victor recording department. . . . Herbie Dexter, who left WPEN announcers to free-lance, joins WAAT in Newark, N. J., with staffer Peter Arnell getting his daily *Man From Nevins* bond giveaway show for the Nevins drug chain.

WASHINGTON, Dec. 4.—Ruth Fosterling, formerly with Australian War Supplies, bowing in as continuity editor of WTOP, replacing Harriet Miller. . . . Arch MacDonald forgot sports and news-casting long enough to emcee Front Page Ball and introduce Gypsy Rose Lee to DC newswriters Thursday (2). . . . Fred Schweikher giving up production at WRC-NBC to report to the army December 6. . . . A rare thing is for a navy man to shift to civilian work, but that is what Harold Waters, former arranger for U. S. Navy Band, does when he takes over direction of

Hometown Radio Grows Up With Accent on Talent

(Continued from page 5)

music and hillbillies, Tiny uses a 90-minute eye-opener that is loaded with both of these, plus news and market reports. It's a flowing-type of show with Pappy Cheshire—a Republic Pictures name—doing a local version of *Cap'n Henry of Showboat* fame. Program has a flock of hillbillies, singers, music, live ork, hymns and market reports. By major production standards it would be called corny, but for a 5 a.m. show it's what these listeners want. During the day the call is for big ork shows, with visiting name talent doing guest shots. A local brewery pays the bills. WEEI, Boston, takes its cue from Harold Fellows, the general manager. Here again the headman is an ex-vauder (Fellows was a two-act in the halcyon days), even tho the titular program manager is Kingsley Horton, a salesman by training.

This station weaves its programs into units in the accepted procedure. Thus from 6-6:30 p.m. there is a market news show, with the prices coming via phone direct from the Boston market. It's a bible to local farmers, with sponsorship taboo for the first 15 minutes. Last half is bank-rolled by Penn Tobacco. Then there is Bill Elliot, a one-time cop and now a singer, with a powerful following all thru these parts. There's also a two-act type of program, with Carl Moore and Ray Gardner feeding music and laughs. Moore, an ex-vauder, hits the piano and the punchlines. Gardner, station exec, plays straight and blows a sour trumpet. Then from 8:30-8:55 across the board there is a *Coffee Club* show, with Moore as emcee; Gloria Carroll, a vocalist, and the house ork. This show is good enough to go to the network three days a week.

Talent, Talent, Talent

At 5 p.m. there is another live show, this time with a gal emcee. But the over-all pattern is to get talent, build it, stick with it and make it a local must. WTOP, Washington, was a problem for a while. Under the old call letters, WJSV, it had very little local identity. Arthur Godfrey and Arch MacDonald, latter the sportscaster, were about the only station talent that meant anything to the Capital City. Problem simply was that Washington is strictly a town of neuter gender insofar as talent and tastes are concerned. The reason is patent: Too much

turnover among the listeners. In addition, most of the audience had and has strong hometown ties that were not conducive to building into a strong community spirit.

So Martin Wickett was brought in as program manager. He also had a performer background. In addition, he had been a producer for Erwin Wasey, had been in the program department of WLW, and had handled music for the NAB prior to the formation of BMI. He found a supply of local dramatic talent, brought in a staff of writers and proceeded to build shows of just about every standard type. Thus listeners got programs that were familiar, the sort of things they remembered from their home stations, and the station started to build local acceptance.

Typical is the *Stumpus* program, a musical quiz using an organ, standard with most every station—"If I can't play the number requested, you win a buck." In addition, a daytime strip was built and, since the audience is so close to the government, all appeals are handled on one show instead of being scattered thru the schedule. This program is *Washington at War*, an evening half hour once a week. Done in the *Man Behind the Gun* fashion, it plugs the outstanding war need of the week.

Instead of just coasting on the network schedule, the idea is to combine audience taste, yen for familiar programs—with station strength—drama, writing and, to a lesser degree, music.

Refreshing the Standards

WBBM, Chicago, has Walter Preston, vet program manager who has worked all over the country, holding the reins. He has a flock of talent, plenty of music and specializes in putting a fresh switch on standard types of program. Another stunt he has is digging and building local talent, like Danny O'Neal, and getting value out of vaude people, like Russ Brown. KNX, Hollywood, has Hal Hudson, long-time programer, as its show-builder. Here the problem is to build shows that will fit the Pacific Coast web of CBS. Here again there is a cornucopia of talent and the theme is to dig a little deeper into the kick and build a show that will pull all over the Coast chain instead of only on KNX. They've built and sold a number of mystery shows,

20-piece ork for WTOP's *Top Tune Time*, Ada Jane Clemens vocalizes.

WRC is city's first station hiring a woman engineer. Non-availability of male dial-twisters forced Chief Engineer Don Cooper to hire Ermadean Metz for studio work. . . . *Faith Cameron's Christmas*, new daytime serial, bowing in over WTOP to continue thru Christmas season. . . . Bill Zuckert, one-time DC actor and principal of *CBS Workshop*, *Kate Smith Hour* and *Radio Readers' Digest*, now with Seabees at Camp Peary, Va. . . . WRC chortling over a letter received from New Zealand DX Radio Association reporting reception of WRC news report on July 4. Also announcing with pride that Mary Mason, *Home Forum* director, this week marks completion of eighth year with NBC's local outlet. . . . Mary McCarty, SPAR on duty in DC, is doing terrific job recruiting via airwaves for WACS, WAVES and SPARS. Besides urging enlistments, Mary sings a couple of tunes. . . . Mentalist Dunninger, current on stage of Capitol, shared radio interview on WMAL (Blue) Thursday (2) with Congressman Rowan and Martin Agronsky.

HOLLYWOOD, Dec. 4.—Vick Knight is working on the Amos 'n' Andy Show as "idea" man. . . . Art Baker, who never missed a show in his radio career, finished his "Notebook" chore and went home to eat. Imagine his embarrassment when he turned on his radio and heard the Horace Heidt show, which he was supposed to announce. He had forgotten all about it and a sub-announcer had to be dug up. . . . Nelson Pringle, CBS news analyst,

returned from San Francisco confab with newsmen and Elmer Davis, of OWL. . . . Bert Lahr on *Vine Street* after sullying on the Duffy show for Adolphe Menjou, who was taken ill. . . . Bob Burns looking fit after his operation. . . . Ernie Bagge, of KNX, is the papa of a six-pound daughter. . . . Rosemary De Camp has been signed by Universal for *The Merry Monahans*. . . . Bill Fifield who walked off with third place in the 1943 O'Henry Short Story contest, has been signed by CBS as writer. . . . Jim West, head of radio here for Blackett-Sample-Hummert, trained out for Chicago and N. Y. on business.

Al Jolson in town for his role in *Warners' Rhapsody in Blue*. . . . Cliff Nazarro guesting on *Abbott & Costello* show. . . . Helen Muselman, formerly on *One Man's Family*, gets a one-shot on *Red Ryder*. . . . Sammy Kaye and ork in town for picture date in *Song of the Open Road*. Originations for the *Old Gold Everybody's Inn* will be from Columbia Square. . . . Tom McAvity has been named by James Saphier to produce *Corliss Archer* for Anchor-Hocking Glass Company. Piece tees off over CBS on January 8. . . . Bob Moss, production head for the Blue here, trains out for N. Y. this week. . . . Tom Hanlon has just finished writing and narrating the MGM picture of the Angott-White championship fight. . . . Flight Officer Ben Byers, formerly with the NBC publicity office here, has been reported missing after bombing mission over the Reich. . . . Hugh B. Terry, manager of KLZ, Denver, in town on business. . . . Vera Vague (Barbara Jo Allen) to wax her camp song, *You Man, You*, for Capitol Records.

The Whistler for one, a number of big musical shows like *Hollywood Showcase*, a number of quizzes, amateur shows and dramas, and are always readying new ones. Right now they have a Jane Pickens quarter-hour *Ladies in Waiting*, with Ellen Drew, Jane Pickens and Patsy Moran coming up. WAPI, Birmingham, with Klumby Willson, as program manager, is the latest addition to the radio sales type of program operation. This outlet is still building. It's still too soon to look for results, but it is adhering to the modus operandi that has clicked in other towns. WBT, Charlotte, N. C., is perhaps the most interesting story of the lot. They had practically no professional talent in the community and a peculiar audience problem. The Carolinas are one place that people do not leave and do not move into. They are mentally, morally, socially and economically self-sufficient. Cotton, tobacco and furniture are their industries, and folk music—not hillbilly—is the prime favorite.

Carolinas want talent that they know, local people over out-of-staters. Announcers in these parts work seated, not standing. And stations have a maintenance problem because so much of the talent is local citizenry that comes in from the fields to do a show and then back to the plow.

Local Boys Make Good

To provide this type of performer, WBT has Charles Crutchfield, with long and varied small-station experience in this area. He is also an expert in folk entertainment and has recruited talent from all parts of the surrounding territory. Typical are two local favorites. One is Grady Cole, a farmer with a Will Rogers type of humor. He romps all thru the schedules with anecdotes, stories and farm news. The other is the Johnson Family, five chicken breeders and dealers who do folk tunes, hymns and instrumentals. They drive up to the station with a truckload of chickens, park the truck, go do their show and then back to work.

The over-all approach is to weld the station to local tastes, find, build and stick with local favorites. And it's paying off in this list of national advertisers is any criterion: Ethyl Corporation, Wildroot, Noxzema, Groves, Vicks, Major B. Vitamins, Flex-o-Glass, Ponds, Ward Baking and Melville Shoe.

Radio sales in New York and on the Coast has doubled its program sales; elsewhere program sales have tripled. Results are the answer, and these are the results.

BERT SWOR DIES

(Continued from page 3)

Bert Swor—whose father before him was a Tennessee minstrel—literally grew up in theater. He saw his first show in Lebanon, Tenn., staged by his father. Swor's most precious possession was a cane, handed down from his showman father, to whom it had been given by Stephen Foster, the composer.

Swor's widow, herself from the ranks of show business, is doing war work at the North American Aviation Company near Dallas.

The minstrel man left Dallas November 12 to begin rehearsals for the Hey Rube show here. He spent his last night in Tulsa making recordings, with other members of the Hey Rube cast, in the studio of Station KTUL. There is a possibility that the recordings will be used in the show. Swor had rehearsed hard, Condon said, adding that he "had set his heart on making his final show the best he'd ever done."

Members of Hey Rube will accompany the body to Dallas for services and burial. Beside his widow, he is survived by two brothers, John and Jim Swor, both of California.

"Metropolitan Auditions of the Air"

Reviewed Sunday, 4:30-5 p.m. Style—Musical. Sponsor—Sherwin Williams Co. Agency—Warwick & Legler, Inc. Station—WJZ (New York) and Blue.

For the ninth consecutive year the Met is seeking home-grown chirpers for its opera, with Sherwin Williams footing the bill. This year's opener follows the prescribed format, except that the two newcomers to the mike concentrated on arias from one opera, rather than picking odd ones from the long-hair roster.

Elizabeth Carron, of New Jersey, and John Brooks McCormack, of New York, were the hopefuls in this airing and confined their vocalizing to Puccini's *La Boheme*. Opening with the duet *O soave fanciulla* from the first act, McCormack sequed into *Che gelida manina* to be followed by Miss Carron with *Mi chiamano Mimì*. McCormack's encore was *Mattinata* while Miss Carron's was *One Kiss from Romberg's New Moon*.

Met opera General Manager Edward Johnson made his customary initial program appearance and read a letter from a former opera house employee now in North Africa praising the auditions as "essential opportunities for talent... new voices to hear, new careers to follow, which will be so nice to come home to."

Initial plug was for the radio program itself, showing that in eight seasons, 29 singers have joined the Met roster and that since the Diamond Jubilee opening audition, alumni have sung 29 roles. Rest of the sales talk was woven around war angle for paint, with the stress on painting ships. However, with the Kemtone hitch-hike the broadcast segment really got down to selling the listeners on home paint uses and possibilities.

Wilfred Pelletier again batoned the ork. Frank Gill.

"Lighted Windows"

Reviewed Saturday, 11:30-12 a.m. Style—Drama. Sponsor—Aluminum Company of America (Alcoa). Agency—Fuller, Smith & Ross. Station—WEAF (New York) and NBC.

There was a great deal of to-do about how "different" this Saturday a.m. show was going to be, with "connectives" replacing commercials and a good will job replacing the selling of product. After removing the many layers of hokey, *Lighted Windows* came thru the loud-speaker as another daytime serial. A middle-class *One Man's Family*, with a pitch for family roots and a piece of good earth. The so-called connectives were almost the same as the Alcoa black and white ads. They told of the 95,000 Alcoa family of workers and how they were a piece of the family presented in the broadcast. They box-topped the show by offering the "Alcoa Air Map of the World," free for the asking, selling the map twice during the half hour.

The program itself was done in the typically smooth fashion that usually marks the production jobs of Trans-american, especially under the direction of Basil Loughrane. Unfortunately, the mother, Ruth Matteson, and the dad, Eric Dressler, altho both swell performers, seemed confused in their characterizations. The confusion will no doubt clear up as the series progresses, and they know what Charles Robinson, who is scripting, wants, or what Alcoa wants, since obviously the play itself is set to sell the great mass of listeners on the American way of life, as Alcoa sees it.

The climax of the first episode was a statement of Ma's philosophy, which she had spent an entire day writing in the form of a letter to her family. She read

the family the letter after they'd eaten one of her top meals. The letter was an appeal not to sell the homestead, for, said Ma, it was as much her family as the family itself. As she read the letter the production went to work backing it with sound, flashbacks and music. Why Pa and the kids, Jane, Bill and Red, didn't burst right out in tears no one will ever know, for the letter pulled out every stop on the emotional organ.

If anyone listening happened to have seen Channing Pollock's *House Beautiful* they no doubt got a kick out of hearing the two-hour appeal of that opery, that didn't make the grade, reduced to a five-minute narration. If other listeners felt, as no doubt many did, that the "production" given the reading of the letter took the entire presentation right out of the realm of reality, they too were right. However, the great mass of tuners were impressed by the "beautiful" thoughts which Ma wrote in her letter, and many a Saturday a.m. housecleaning was wetted down with tears during the reading.

Lighted Windows has a threefold job to do. It has to sell the Aluminum Company of America to the nation of women. It has to sell a post-war America re-established in homes, with women as the focal points around which homes revolve. In other words, it has to prepare women for their return from the factory to the home. And it has to sell aluminum as a product. It's a big job, and the women in factories won't hear it. Those who are at home at 11:30 a.m. don't have to be sold on home. So the stops are being pulled out for naught. Joe Koehler.

AFRA Gets Hike For Effectsmen, Gabbers, Actors

NEW YORK, Dec. 4.—Except in the case of WNEW, where negotiations are still in progress, the American Federation of Radio Artists has concluded successful contract renewals on behalf of NBC sound effects men and WMCA announcers, actors and singers.

New contract for net's wind-and-thunder lads ups the monthly pay check by \$60 to \$65. The boys don't get the extra pay for commercials which they asked. The over-all raise takes the place of extra flat fees. Agreement will run to October 31, 1944, so that it will terminate simultaneously with the current AFRA master contract with NBC which winds up on that date.

WMCA has agreed to an 18-month pact which includes a lusty hike of announcers' commercial fees, which have been notoriously low with indies in the past. Actors and singers also come in for a push-up of \$2.50 per program.

WNEW SWINGS AWAY FROM JIVE TO SWEET

NEW YORK, Dec. 4.—WNEW, local indie, continues its shift away from the jitterbug audience. Outlet was first to beam its programs to the swing fans. Recently it started revamping programs to stress shows and soft-peddle hot and pop recorded music.

This week it launches a half hour of Latin music, with Don Aires doing a Latin emcee and chatter. And next week it starts to curtail its one-time popular *Dance Parade*—records of bands playing around town. Replacement will be an 11 p.m. to midnight session of semi-pop tunes. For this station that is like playing opera or symphonic music.

LATEST ARMY EMPHASIS

(Continued from page 3)

radio show, and Pfc. Jonas T. Silverstone, who used to be counsel for the American Guild of Variety Artists, explained the ins and outs of an audience participation show. Scriptor Arch Oboler talked about the writing angles. Practical demonstrations of initiative in improvising stage entertainment with sketchy facilities were also given.

The War Department has recognized this form of recreational activity as most beneficial, according to one of the commissioned theatrical experts. In isolated combat zones, where 90 per cent of the troops' time is spent in anxious hours, entertainment not only builds morale but sustains it after all other elements are lacking. This is the basic idea behind teaching the boys how to make their own fun.

CBS Planning "Cabinet" on Programing

NEW YORK, Dec. 4.—Columbia Broadcasting is milling a streamlined set-up for its program department. Idea is to correlate the web's long-range programing plans with current operations.

If the new set-up goes thru, Doug Coulter, CBS v.-p. for programs, would have five aids each riding herd on a separate phase of programing. Tentative subdivisions would be talks, news, music, variety and stories.

Dr. Lyman Bryson figures to get supervision of all education and public service shows; these would include *People's Platform*, *School of the Air* and *Transatlantic Call*. Paul White would continue to ride herd on news shows, but only news programs. Bob Landry would handle dramatic programs, including soap operas. James Fasset would oversee musical shows, and there is talk of bringing in a new exec to supervise the variety shows.

Thus the program director or producer would report to the subdivision head and so free Coulter for policy matters. Under the old set-up CBS Prez Paley had active charge of all programs, and Doug Coulter had Davidson Taylor as an executive assistant. Now with Paley and Taylor overseas for the OWI, the road is clear for the reorganization.

If it goes thru, the revision will give programing the air of a military general staff. Coulter would be chief of staff, with Bryson, Landry, White, Fasset and one other as his aids.

The revamp figures to have one additional plus to the network. Henceforth there would be no overlapping of authority and consequent lack of responsibility when a boner is pulled.

Lea Comm. Told Watson-Dodd To Fight Discharge

WASHINGTON, Dec. 4.—Goodwin B. Watson Jr. and William E. Dodd Jr., discharged Federal Communications Commission employees who have been the center of a bitter controversy since last spring over alleged subversive activities, popped up again in the news this week when it was disclosed that FCC had permitted the two employees to remain at the desk for a week after their discharges in order to bring about a constitutional test of Congress's right to can them.

According to testimony brought out before the Lea Committee investigating FCC, an arrangement was worked out between FCC and the Department of Justice which would give the two employees an opportunity to test the validity of the congressional rider which bounced them out of their jobs.

Watson and Dodd were accused by the Kerr Committee—a subcommittee of the House Appropriation Committee, which had investigated Dies Committee charges against numerous Federal employees—of holding "subversive" views.

The story on the FCC-Justice arrangement was told the Lea probers by FCC Commissioner T. A. M. Craven and Counsel Charles R. Denny Jr.

SAY MERRY XMAS TO SHOW BUSINESS THIS YEAR WITH AN EXTRA WAR BOND AND HOLIDAY GREETINGS AD!

(See page 29 for the full story of show business' greatest wartime publication, *The Billboard's BONDBARDMENT Number*)

Burbelle's
ESTABLISHED 1898
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
BRelay 7-5971

8x10 PHOTO REPRODUCTIONS

100 8x10 (1 Subject)	\$6.50
50 8x10 (1 Subject)	4.00

Prices on Postcards and Other Sizes on Request.
50% Deposit with Order, Balance C. O. D.
PHOTO SERVICE CO.
145 W. 45th St. New York City



The Billboard Music Popularity Chart

WEEK ENDING
DECEMBER 2, 1943

SONGS WITH MOST RADIO PLUGS

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

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

Title	Publisher
BESAME MUCHO	Southern
CANDLELIGHT AND WINE (F)	Miller
DON'T BELIEVE EVERYTHING YOU DREAM (F)	Robbins
FOR THE FIRST TIME	Shapiro-Bernstein
HOME	Am. Academy of Music
HOW SWEET YOU ARE (F)	Remick
I DUG A DITCH (F)	Felst
I'LL BE HOME FOR CHRISTMAS	Morris
I'VE HAD THIS FEELING BEFORE (F)	Santly-Joy
LITTLE DID I KNOW	Lincoln
MY FIRST LOVE	Dorsey
MY HEART TELLS ME (F)	Bragman-Vocco-Conn
MY IDEAL	Paramount
MY SHINING HOUR (F)	Morris
NO LOVE, NO NOTHIN' (F)	Triangle
OH, WHAT A BEAUTIFUL MORNING (M)	Crawford
OLD ACQUAINTANCE (F)	Witmark
PAPER DOLL	Marks
PEOPLE WILL SAY WE'RE IN LOVE (M)	Crawford
PUT YOUR ARMS AROUND ME, HONEY (F)	Broadway
SAY A PRAYER FOR THE BOYS OVER THERE (F)	Southern
SHOO SHOO BABY (F)	Leeds
SPEAK LOW (M)	Chappell
STAR EYES (F)	Felst
SURREY WITH THE FRINGE ON TOP (M)	Crawford
THE DREAMER (F)	Harms
THEY'RE EITHER TOO YOUNG OR TOO OLD (F)	Witmark
VICTORY POLKA	Chappell
WHEN THEY ASK ABOUT YOU	Berlin
WHITE CHRISTMAS (F)	Berlin

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	1. PAPER DOLL —MILLS BROTHERS Decca 18318	1. Paper Doll—Mills Bros.	1. Paper Doll—Mills Bros.	1. Pistol Packin' Mama —Bing Crosby-Andrews Sisters	1. Pistol Packin' Mama —Bing Crosby-Andrews Sisters
2	2. PISTOL PACKIN' MAMA —BING CROSBY-ANDREWS SISTERS Decca 23277	6	3. Sunday, Monday or Always—Bing Crosby	2	3. Pistol Packin' Mama —Bing Crosby-Andrews Sisters
3	3. PEOPLE WILL SAY WE'RE IN LOVE —BING CROSBY Decca 18564	4	4. Pistol Packin' Mama —Al Dexter	9	4. People Will Say We're in Love—Frank Sinatra
7	4. MY HEART TELLS ME —GLEN GRAY Decca 18567	3	5. People Will Say We're in Love—Bing Crosby	3	5. They're Either Too Young or Too Old —Jimmy Dorsey
4	5. SUNDAY, MONDAY OR ALWAYS —BING CROSBY Decca 18561	7	6. My Heart Tells Me —Glen Gray	8	6. I'll Be Home for Christmas —Bing Crosby
6	6. OH, WHAT A BEAUTIFUL MORNING —BING CROSBY Decca 18564	9	7. Oh, What a Beautiful Morning—Bing Crosby	7	7. Oh, What a Beautiful Morning—Bing Crosby
10	7. THEY'RE EITHER TOO YOUNG OR TOO OLD —JIMMY DORSEY Decca 18571	—	8. People Will Say We're in Love—Frank Sinatra	—	8. Don't Cry, Baby —Erskine Hawkins
—	8. PEOPLE WILL SAY WE'RE IN LOVE —FRANK SINATRA Columbia 36682	10	9. I Heard You Cried Last Night—Harry James	10	9. Put Your Arms Around Me, Honey—D. Haymes
8	9. BOOGIE WOOGIE —TOMMY DORSEY Victor 26054	—	10. Sunday, Monday or Always—Frank Sinatra	6	10. Sunday, Monday or Always—Bing Crosby
—	10. I'LL BE HOME FOR CHRISTMAS —BING CROSBY Decca 18570	MIDWEST		WEST COAST	
		1	1. Paper Doll—Mills Bros.	1	1. Pistol Packin' Mama —Bing Crosby-Andrews Sisters
		2	2. Pistol Packin' Mama —Bing Crosby-Andrews Sisters	2	2. Paper Doll—Mills Bros.
		3	3. People Will Say We're in Love—Bing Crosby	4	3. People Will Say We're in Love—Bing Crosby
		8	4. Blue Rain—C. Miller	5	4. Boogie Woogie —Tommy Dorsey
		—	5. Oh, What a Beautiful Morning—Bing Crosby	8	5. Rhapsody in Blue —Glenn Miller
		—	6. They're Either Too Young or Too Old —Jimmy Dorsey	10	6. My Ideal —Billy Butterfield
		4	7. Sunday, Monday or Always—Bing Crosby	—	7. Put Your Arms Around Me, Honey—D. Haymes
		9	8. Victory Polka —Bing Crosby-Andrews Sisters	—	8. My Heart Tells Me —Glen Gray
		6	9. Boogie Woogie —Tommy Dorsey	—	9. All for You —King Cole Trio
		—	10. My Heart Tells Me —Glen Gray	—	10. The Dreamer —Kay Armen

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	1. PAPER DOLL	1. People Will Say We're in Love	1. Paper Doll	1. Paper Doll	1. Paper Doll
2	2. PISTOL PACKIN' MAMA	2	2. Paper Doll	2	2. My Heart Tells Me
3	3. PEOPLE WILL SAY WE'RE IN LOVE	3	3. For the First Time	5	3. People Will Say We're in Love
6	4. MY HEART TELLS ME	4	4. My Heart Tells Me	4	4. Oh, What a Beautiful Morning
7	5. THEY'RE EITHER TOO YOUNG OR TOO OLD	5	5. Pistol Packin' Mama	8	5. Pistol Packin' Mama
4	6. OH, WHAT A BEAUTIFUL MORNING	6	6. They're Either Too Young or Too Old	10	6. They're Either Too Young or Too Old
11	7. VICTORY POLKA	7	7. White Christmas	12	7. Victory Polka
5	8. SUNDAY, MONDAY OR ALWAYS	13	8. Shoo Shoo Baby	7	8. Sunday, Monday or Always
9	9. PUT YOUR ARMS AROUND ME, HONEY	6	9. Sunday, Monday or Always	9	9. If You Please
8	10. SAY A PRAYER FOR THE BOYS OVER THERE	14	10. Victory Polka	14	10. Put Your Arms Around
14	11. IF YOU PLEASE	15	11. I've Had That Feeling	13	11. For the First Time
13	12. FOR THE FIRST TIME	5	12. Put Your Arms Around Me, Honey	6	12. Say a Prayer for the Boys
—	13. WHITE CHRISTMAS	—	13. I Heard You Cried Last Night	11	13. My Ideal
15	14. I'LL BE HOME FOR CHRISTMAS	—	14. If You Please	11	14. I Heard You Cried Last Night
12	15. I HEARD YOU CRIED LAST NIGHT	12	15. I'll Be Home for Christmas	—	15. I'll Be Home for Christmas
		MIDWEST		WEST COAST	
		1	1. Paper Doll	1	1. Paper Doll
		3	2. Oh, What a Beautiful Morning	2	2. Pistol Packin' Mama
		2	3. Pistol Packin' Mama	3	3. People Will Say We're in Love
		4	4. People Will Say We're in Love	8	4. My Heart Tells Me
		7	5. Victory Polka	4	5. They're Either Too Young or Too Old
		6	6. They're Either Too Young or Too Old	9	6. Put Your Arms Around
		10	7. My Heart Tells Me	11	7. How Sweet You Are
		8	8. Say a Prayer for the Boys	7	8. Oh, What a Beautiful Morning
		5	9. Sunday, Monday or Always	14	9. If You Please
		13	10. I'll Be Home for Christmas	5	10. Sunday, Monday or Always
		11	11. If You Please	6	11. For the First Time
		9	12. Put Your Arms Around	12	12. White Christmas
		14	13. The Dreamer	13	13. I Heard You Cried Last Night
		—	14. Shoo Shoo Baby	—	14. The Dreamer
		12	15. I Heard You Cried Last Night	—	15. Shoo Shoo Baby

HARLEM HIT PARADE

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

POSITION Last This Wk. Wk.	1. DON'T CRY, BABY. ERSKINE HAWKINS... Bluebird 30-0813
—	2. SWEET SLUMBER... LUCKY MILLINDER... Decca 18569
1	3. ALL FOR YOU... KING COLE TRIO... Capitol 139
4	4. SENTIMENTAL LADY... DUKE ELLINGTON... Victor 20-1528
3	5. PAPER DOLL... MILLS BROTHERS... Decca 18318
6	6. PISTOL PACKIN' MAMA... BING CROSBY-ANDREWS SISTERS... Decca 23277
—	7. BOOGIE WOOGIE... TOMMY DORSEY... Victor 26054
9	8. FROM TWILIGHT TILL DAWN... CEELE BURKE... Capitol 136
8	9. RHAPSODY IN BLUE... GLENN MILLER... Victor 20-1529
7	10. DON'T GET AROUND MUCH ANYMORE... DUKE ELLINGTON... Victor 26610

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

NAB GOES ON THE OFFENSIVE

Bobby Hackett Gets Paul Brenner Dates

NEW YORK, Dec. 4.—Bobby Hackett, house trumpeter at NBC, who has been playing college dates with a 14-piece band for Music Corporation of America for the past month, opens a series of Saturday night dances at Mecca Temple here for Paul Brenner, disk jockey at Station WAAT here.

Brenner, who calls his dances "Paul Brenner's Dancing Parties," has been using names like Jan Savitt and Shep Fields, but thinks he can carry a lesser-known band. Brenner has been plugging Hackett's jazz records on his disk program.

WIBG Plugging House Band Units

PHILADELPHIA, Dec. 4.—Marking the first time that a local radio station has made a serious try at selling its house musicians to sponsors, WIBG is giving plenty of programs and promotions to the orchestra and various smaller units created from the orb led by Eric Wilkinson. Clarence Fuhrman's band at KYW handles two commercial shows weekly, but all others depend on outside dance dates for extra coin.

WIBG sales staff is out peddling the full Wilkinson house band, the Rittenhouse Trio (strings), *Organ and Strings*, the leader's organ solos, and Lou Morrison's piano ramblings.

Eddie LeBaron Puts In Draft Board Appearance

LOS ANGELES, Dec. 4.—Eddie LeBaron took his preliminary army physical here this week, after being charged in New York with violating the Selective Service Act.

Band leader claimed he never received a notice to report for induction, as he moved around the country frequently, and offered to enter the armed forces at once when the charge was made.

Himber East Again

NEW YORK, Dec. 4.—Richard Himber plays his first date in the East tonight at Manhattan Center here, after about a year on the road. Himber plays the RKO Theater, Boston, week of December 9, a Coca-Cola shot December 17, and a string of one-nighters in New England before he opens at the Capitol Theater here December 23.

Bill Burton, Producer

HOLLYWOOD, Dec. 4.—Bill Burton, band and vocalist manager, is eyeing independent film production, and has an original story by Selby Knight, *The Stars Are Bright*, to feature Helen Forrest. Burton is currently negotiating for film release.

Ina Ray Hutton Gets Pix

NEW YORK, Dec. 4.—Ina Ray Hutton has been pacted by Columbia to do a film starting in April. Deal was set by Charlie Yates of Frederick Bros.

Correction

Due to a clerical error in last week's Music Popularity Chart, *People Will Say We're in Love* was listed as the No. 1 national sheet music best seller. No. 1 spot rightly belonged to *Paper Doll*, which led all other tunes in the East, Midwest, South and West Coast.

MARUSCHKA

(MA-RÖÖSH-KA)

Even the Pluggers Showed

NEW YORK, Dec. 4.—Shep Fields was bedded with a fever and his band had to open its engagement at the Park Central Hotel here Thursday (2) without him. Martin Block, who took over the show's emcee chores for the night, cracked: "This is the first time a band leader has failed to show up for his own opening."

Metopera Milestone Gets Big Air Skeds

NEW YORK, Dec. 4.—Metropolitan Opera Company is celebrating its Diamond Jubilee this year by heavy air plugging on three different weekly programs. Latest of these is *Metropolitan Opera, U. S. A.*, which, tho listed as a Blue Net sustainer, actually has all the earmarks of a sponsored show, since the interim plugs are pitched to the sale of a Met book for \$1 and to boosting the Met's stock as a longhair music shrine. Program is an e. t. and aired locally over WJZ at 11:30 p.m. Tuesdays.

Other standard plugs for the opera house are the Saturday afternoon opera broadcasts, with Texaco footing the bills, and the *Metropolitan Auditions of the Air* on Sunday afternoons, with the Sherwin-Williams paint company as sponsors. The former this year is highlighting the post-war world hitch-hike in a series of special talks, selling the future to plush listeners.

Platter Shops Now Buying Air Time; Own Jockey Sessions Sell Out 'Auditioned' Disks

"For Free" Air Credits for Records on Way Out

NEW YORK, Dec. 4.—Retail music merchants, who since broadcasting began have "loaned" recordings to stations in return for a credit line, now are buying time to play the records they want to sell.

Several reasons have been advanced to explain why they're shelling out coin for something they got for nothing all these years. First, stations are now buying records for their libraries and are making enough dough not to need the platters "for free." Second, credit lines have failed to leave their impress on the buying public, hence the platter-selling emporiums want to do a direct selling job for their music shops. Third, free plugs are being cut from the air and can't be bought for platters in many locations, so the record shops have to pay or else.

However, the switch is not an unalloyed ache to music merchants because they're discovering that playing a record on the air saves them from having to play it for buyers in the shop. "In many cases," states a St. Louis record shop, "we find that the day after we've played a platter on the air and plug the actual record number, we sell as high as 50 copies of that record without having to figure on tying up a booth for the customer to hear the disk." There'll always be some platter fans who want to hear the actual record before they buy, but since most of them buy on the fly these days, it's a plus for them to "audition" them on the air.

Three Dealers in Erie Buy Time

In Erie, Pa., three record shop have purchased air time with the most consistent buyer the Warren Radio Company. They've spent their money over

ASCAP on the Defensive, Believes Radio's Interest In BMI Is Motivating Force

NEW YORK, Dec. 4.—Music committee formed by the NAB to lead the organization into a new, aggressive position on music problems, will try for its first k. o. by aiming a blow at ASCAP's chin. Chances are, tho, there'll be plenty of feinting and clinching between the contestants before the NAB calls on the Department of Justice referees to pick the winner.

The polite reason for the bout is the question of "interpreting the consent decree" so that differences of opinion on whether or not a radio station with an ASCAP per-program license shall pay the Society for station breaks, news reports and other incidental features that frequently supplement a musical show. But any kid in the street knows that NAB is picking the fight because of its kid brother, BMI.

The real business of the music committee's meeting was buried in a facade of "purposes" which included such reasonable points as preparing for better music education, coverage and programs. The various licensing orgs in the field were invited to present their views and suggestions to members of the committee and the various orgs lost no time dispatching their top men for the selling job. ASCAP sent John G. Paine and

Herman Greenberg, its general manager and assistant; BMI was represented by Sidney Kaye, Carl Haverlin and Merritt Tompkins; C. M. Finney and Walter Reddick did the selling job for AMP, and Leonard Callahan and Gus Hagenagh spoke for SESAC.

ASCAP Gets an Earful

However, the new "aggressive" tack was reserved for ASCAP's appearance on Thursday (2), the final day of the two-day meeting that took place here at the Hotel Roosevelt. At that time, subjects the committee had rehearsed on Wednesday—the consent decree, auditing and per-program vs. blanket licenses—were played out for the benefit of Paine and Greenberg.

They were informed that ASCAP's definition of a "completed" program (for which the Society wants full payment if ASCAP music is used), differs from the broadcasters' understanding of the term. To ASCAP, a completed program is everything used within the 30-minute period between station breaks, as dictated by the FCC. To NAB, a program may be completed within 15 minutes, if that is the station's normal operation, and a regularly scheduled five-minute news report, or a five-minute OWI transcription reduces that 15-minute program to 10.

Otherwise, argued the NAB-ers, ASCAP's 3 per cent rate on a per-program basis offers no inducement weighed against the 2½ per cent rate for blanket contracts. Furthermore, NAB protested ASCAP's auditing system which, it was believed, was designed to harass station managers into surrendering to the Society's blanket deal.

ASCAP's Side of the Story

John Paine is aghast at the turn the Society's relations with NAB have taken. He is of the opinion that the NAB committee is trying to create issues where none exist. According to the Society's files, only 12 out of the 800 stations audited have protested the ASCAP demand for payment of station breaks at the 15-minute interval. Paine insists that NAB is trying to make it an industry issue and is of the belief that NAB-BMI affiliation is behind the move.

NAB's interest in the industry-owned music licensing agency has never been concealed. And according to some who are close to the operation, NAB would be out of its collective mind if it didn't do whatever it could to build BMI.

BMI in Dollars and Cents

The boys who are handy with a pencil figure that the broadcasting industry saves over \$1,000,000 because of BMI. This is how they reach that conclusion:

In 1939, radio paid ASCAP \$5,200,000. In 1942, the total dwindled to \$2,960,000, providing the broadcasting industry with a \$2,250,000 balance, less than half of which is spent on fiscal operation of Broadcast Music, Inc.

Going back to the very beginning, the same statisticians claim that it cost broadcasting only \$1,000,000 to create their own music agency, less than one-quarter of what they saved by not paying ASCAP anything at all during the first 10 months of 1941, when ASCAP music was pulled from the airwaves.

It is generally recognized that every time ASCAP is weakened, BMI is the gainer; and every BMI gain strengthens radio's hand in its bargaining relations with ASCAP.

The newly formed music committee, meeting for the first time this week, lost no time in announcing that within a few days it will present the Society with a brief defining its interpretation of the consent decree. Unofficially, it added that if it is not satisfied with ASCAP's response, it will seek vindication from the Department of Justice.

the local CBS outlet, WERC.

Warren has maintained its present advertising plans for over a year. This includes a daily spot plugging the name and place and two half-hour programs. The two half hours go on Wednesday and Sunday evenings at 10:30 and 7:30, respectively. Programs are made up of recorded music selected from the store's stock and include semi-classics, musical comedy and some heavier music. Their present plan calls for mixed but balanced programming, keeping the name before the public and building up their "Record Bar" as a community center for all types of recordings.

24-Hour Sell-Outs

They're building up an unbeatable case history for commercial record air advertising. Manager W. M. Schuster, of Warren Radio, states flatly that, given a sufficient record stock, he could play any one popular number, advertise the price and sell out his stock in 24 hours. He emphasized that this applied only to popular music and that the classical works did not show direct results. However, after seven years of straight newspaper advertising with a budget running from \$2,500 to \$3,000, it was found by check that the firm name had not been sold to the public in general. Upon opening the new "Record Bar" department advertising was swung to radio and one year's study plugging has shown public recognition of startling proportions. Street checking showed a jump up from less than 20 per cent firm recognition to better than 60 per cent following the radio drive.

Latest commercial platter program is featuring a half hour of recorded Polish music.

"Payola" Still Steaming Up Pluggers' Union; Small Pub Says Set-Up Violates NLRA

NEW YORK, Dec. 4.—The "payola" is still the subject of heated pro-and-con discussion among members of the Music Publishers' Contact Employees' Union. John O'Connor, union president, denied having said that the bribery problem is getting out of hand again, as quoted in another trade paper, but stated that the union is aware that some members are still paying for plugs and the new board will continue the policy of clamping down on all offenders.

One songplugger maintains that the "payola" racket is as rampant as ever and claims that if O'Connor regularly made the rounds of band spots and then checked a professional manager's plug list at the end of the week, he could tell exactly who was paid for plugs and how much.

Some of the finger-pointers are reviving the issue because they are anxious to bring back listing of songs on The Sheet according to the number of performances on the air instead of the present listings in alphabetical order. Louis Bernstein, firm advocate of numerical listings, was dissuaded from resigning his position on the board of the Music Publishers' Protective Association a month ago, altho he strongly protested the board's approval of the alphabetical method.

Refusal to comply with the union's policy on payolas is being hinted at by some smaller publishers, who believe it is necessary to put it on the line in order to meet competition from major pubs with important picture scores.

One small pub, who persistently refuses to join the union and claims he will pay for plugs when and if he cares to, contends that the National Labor Relations Act prohibits employers and employees from belonging to the same union, and therefore the songpluggers' union has no jurisdiction over him.

O'Connor disclaims knowledge of any such NLRA clause, and points as prece-

dent for the songpluggers' set-up to the truckdrivers' and plumbers' trades, where owners of firms who want to work at their trade must be union members. O'Connor pointed out that altho there is no way of forcing a publisher to join the union, he can be prevented from employing union members or from securing employment as a songplugger with another firm.

AFL headquarters here, which chartered the contactmen's union, states that the NLRA has no bearing on the songpluggers' set-up. AFL spokesman declared that the union was chartered as a means of protecting the entire trade, and if a publisher works as a songplugger he, too, comes under union jurisdiction.

RKO Drops Fox in "Time"-Sinatra Suit

NEW YORK, Dec. 4.—RKO-Radio Pictures, which is seeking a permanent injunction restraining Time, Inc., from releasing a March of Time short featuring Frank Sinatra, filed a stipulation in New York Federal Court Wednesday (1), dropping 20th Century-Fox as co-defendant. Attorneys for RKO expect the case to be tried next week.

RKO, which has Frank Sinatra under exclusive contract until 1945, claims Time was aware of Sinatra's contract when the film short was made and was refused permission to use it by RKO. Film company states that Time threatened to release the short anyway, and RKO brought suit claiming unfair competition.

RKO charges that the release of the March of Time short, *Music at War*, which shows Sinatra singing at a WAVE training station, might destroy the singer's first major film, *Higher and Higher*, produced by the studio at a cost of \$685,000 and skedded for release on December 24.

2 BG One-Nighters

NEW YORK, Dec. 4.—Benny Goodman will lay off December 12, the date he was skedded to play a government workers' dance in Washington. He will play a colored dance in that city the following day, however, and the Palomar, Norfolk, December 14. Goodman plays a Coca-Cola shot outside of Washington December 15, opening his theater tour the next day at the Hippodrome, Baltimore.

Burke, Van Heusen Sue for Termination of ASCAP Pact, Damages, Retroactive Ratings

NEW YORK, Dec. 4.—Johnny Burke and Jimmy Van Heusen, "A" and "B" writers in ASCAP, respectively, renew their fight for reclassification into the Double-A bracket this week by instituting suit against the Society in U. S. District Court here, seeking immediate termination of their contracts with ASCAP, a general accounting and damages, in addition to retroactive reclassification.

Writers charge that ASCAP breached their contracts when it "inadequately and improperly performed its conditions of agreement" and therefore demand that all small performing rights revert to them. I. J. London, attorney for the writers, pointed to ASCAP's statement in connection with the BMI-Marks suit that performing rights are vested in the Society by virtue of songwriters' agreements, as the basis for Burke and Van Heusen's contention that rights should revert to them.

The suit further attacks the clause in ASCAP's by-laws prohibiting retroactive reclassification, labeling it uncon-

Oklahoma Score Scores

NEW YORK, Dec. 4.—For the first time within memory a \$5 record album is outselling single disks going at 35 and 50 cents. A number of large retail record stores in this city list the *Oklahoma* album, sung by Decca with the original legit cast, as their top seller for this week.

FTC Restricts Use of Names on Instrument Ads

WASHINGTON, Dec. 4.—Use of a band leader's name as endorsement for a particular brand of musical instrument will not be permitted unless the ork leader actually plays the instrument, according to the trade practice rules now being laid down by the Federal Trade Commission for the musical instrument industry, which FTC states does a business of \$80,000,000 annually. Rules further provide that if a leader is paid for a testimonial, that fact must be indicated. Hearings on these regulations, which were made public by FTC this week, will be held here on December 16.

FTC rules also prohibit testimonials by musicians who are looking for publicity thru the use of their names, nor can an instrument be advertised as having been designed by a prominent ork leader unless he actually did design it. Government agency also nixed the practice of paying off a musician to play a particular instrument at a public performance.

Other trade practice regulations rule out advertising that an instrument is reduced from a fictitious price and label as an unfair practice "bait" ads, which mislead customers into believing that a larger supply of products is available than actually are to be had at the stated price.

Chuck Foster Back, Reorganizing Band

NEW YORK, Dec. 4.—After all the unsuccessful attempts at keeping Chuck Foster's band together with its leader in the army, the outfit will be reorganized with Foster once more in front. Foster received a medical discharge from the army this week. The band will be reorganized in Chicago, but probably won't get started until the first of the year.

Gloria Foster, the band leader's sister, will join the outfit, canceling her plans to leave tomorrow (5) for Puerto Rico to sing with Roy Fox, English maestro, at the Hotel Condada.

Broadway in Wax for U. S.

(Continued from page 3)

necticut Yankee, tho in this instance the Broadway show personnel may not be used.

The new style of selling by wax is not being restricted, however, to musicals. Plans are afoot—still in the talking stage as yet—to imprint some of the top speeches from the Guild's production of *Othello*, the b.o. record-breaker for Shakespeare with Paul Robeson as the draw. This album undoubtedly will have a more limited appeal out of town, but the terrific rush to see this version of long-hair drama may have its echoes in the sticks and suggests that there may be a wider yen for this album than there were for previous Shakespearean disks by Maurice Evans, John Barrymore and other top Bard thespans.

60,000 Albums a Week

As an example of how the idea is snowballing, almost without effort, there's the case of the *Oklahoma!* album, initial venture in the new selling scheme. Decca, with the ink hardly dry on the Petrillo contract, saw possibilities in this phenomenal musical and recorded six platters using the cast. Issued to the trade Monday (November 29), sales to dealers have already topped 60,000 in the East and the peddlers are yelling for more. This album is setting a dizzy pace and Decca and the dealers claim it's the biggest thing they can recall in selling show disks. Nearest approach—and it's way below these figures—was *Showboat*, whose tunes swept the country in 1927. A more recent fair seller was the *Porgy and Bess* album, which didn't do any harm to the touring company of this Gershwin folk opera. But it's not in the *Oklahoma!* class. The Rodgers-Hammerstein score has 'em all topped, with talk already around that sales will reach the half-a-million figure without much trouble in 1944. Sheet music sales of the *Oklahoma!* tunes are right up there, with over a million copies already sold over the counters.

Record Dealer Field Day

Local dealers are having a field day with the new album. Some are featuring it as the centerpiece of their windows, building the window dressing scheme around the album with photos of the play scenes. In *The Billboard* best selling chart two top New York stores have given the album No. 1 spot as a seller. Presumably the same will hold true in Chicago, where the only road company of *Oklahoma!* is playing to standees nightly. Direct tie-ups between the show and the album are a natural, and Guild spokesmen claim they don't have to do anything about it; the plug comes automatically. They're willing to give this album their blessing while still retaining the ban on anyone and everyone using tunes from the show on vaude stages. They're not any too happy about some radio renditions of the tunes, but they can do nothing but shrug their shoulders. It's all promotion both in and out of New York. They prefer their own album, however.

The album is a boon to platter-jockeys who are already spinning it and undoubtedly will spin even more in the future. Martin Block, ace jockey of local indie WNEW, whose program has a big local following, did the 45-minute album Friday evening (November 26). Result was he was deluged with mail asking where the disks could be bought and begging for a repeat. He did the album again Monday morning (29) and the mail still keeps rolling in. It's in his sked for future airings.

This is all apart from scattered plugging of the show's tunes—notably *Oh, What a Beautiful Morning*; *People Will Say We're in Love* and *The Surrey With the Fringe on Top*—by radio bands and singers in the past and at present. Early in the run of the show Andre Kostelanetz featured excerpts in his Sunday p.m. Coca-Cola airings and has since repeated single tunes from time to time. Other bands on top and secondary shows have highlighted these tunes until they are sung and whistled from one Coast to the other.

All this Broadway promotion is built around one show and one recording company, with other shows yet to be proven as big hits on platters. If and when the other major disk companies settle their (See *Broadway in Wax* on opposite page)

New Year's Dates Plentiful, No Bands

NEW YORK, Dec. 4.—New Year's Eve dates are flooding the booking offices here, but virtually no name bands are available to fill them. MCA has set Jan Savitt and Jan Garber for private parties, GAC has only Bob Allen to offer and William Morris has none.

New wrinkle in New Year's business is the number of colleges planning for New Year's Day, among them Cornell, Bucknell, Middlebury and the University of Syracuse. Cornell, which is getting Jan Savitt, is the only one to find a band. Middlebury is offering as high as \$2,000 for its dance, but as yet the date is going begging.

Shavers Playing With Scott For Capitol Theater Date

NEW YORK, Dec. 4.—Charlie Shavers is sitting in with the Raymond Scott band at the Capitol Theater here, while a substitute holds down his trumpet chair with John Kirby at the Riobamba nitery for the run of the theater date.

Shavers is reported to be getting \$300 a week from Scott for the two-week booking.

Weeks Gets Herbeck Band

HOLLYWOOD, Dec. 4.—Ray Herbeck, who reports for induction in three weeks, has turned his band over to Anson Weeks in Houston. Band will be billed under Weeks' name. Since both Herbeck and Weeks have managerial contracts with Frederick Bros., there is no switch in booking.

Gordon to William Morris

NEW YORK, Dec. 4.—Gray Gordon was released from his contract with General Amusement Corporation this week and switched to the William Morris Agency. Gordon moved over to GAC from Music Corporation of America in the past year.

Booker on a Tight Rope, or Who's Going to Pan Band Gold in War Factories?

By CARL CONS

CHICAGO, Dec. 4.—The one-night booker today is walking a tight-rope, juggling plate glass and chewing a cigar in his mouth—the lighted end.

Promoters won't pay big-band dough for little-known bands. Little-known bands won't play except for big-band dough. Big-name bands just won't play.

So the one-nighter business, one of the richest sources of income for bands for years is dwindling to a week-end business. Yet, many boom towns, full of war-worker money and soldiers hungry to dance go begging while taverns and taprooms do standing-room-only business.

Several bookers report today, that promoters depended so much on name bands in the past, that now many have lost their nerve and are holding-in-for-the-duration rather than take a chance on cleaning up with some of the good younger bands. They declare that the resentment often shown by some promoters toward name bands who won't play their dates at any price should be exchanged for some good old-fashioned shrewd promoting on the good-but-little-known bands.

Many promoters do not seem to realize that the armed forces has thinned the ranks of the big-name bands to the point where those remaining are kept more than busy just skimming-the-cream on the film and theater bookings. Others, on the verge of induction refuse to go thru the hardships of canceled accommodations, standing on trains for hundreds of miles and other transportation problems.

Transportation Aches

A headache with no aspirin in sight, is the transportation problem. The key to increased prices for the territory band, it is also the crossword puzzle for the one-night booker. Reservations have to be made long in advance. But promoters can't book months in advance. Passenger agents who used to solicit bookers and band managers for business have, in many cases been transferred to handling troop movements. New railroad personnel is not interested in more business today and is generally non-co-

operative. Some desperate band managers have actually been forced to sneak musicians into washrooms of passenger cars to get the band on the train. On several occasions, musicians who have paid sit-down prices for standing-up accommodations have been removed to wait for later trains. These delays cost them money and embarrassment in canceled engagements.

No More 25c a Mile

Two years ago, a band could charter a bus for 25c a mile, and they could transport the entire band, equipment, driver and baggage right to ballroom entrance. Today, in addition to train fare, a half dozen cabs are required to cart the personnel and instruments and baggage to and from the station and engagement. Cabs fares often go as high as \$5 per load. Getting cabs is a problem. Paying cabs is a problem. And paying red-caps to even touch a piece of baggage is now in the category of collective bargaining. Add to these doubled costs in transportation expenses, the general increase of salaries to musicians of from \$35 to \$50 per week, and the higher cost of even good unknown bands becomes obvious.

Bands that previously booked for \$300, now need \$500. The \$500 bands must get \$700, and so on. But that's gold in them that war factories, and the promoter who faces the situation and does a little cost-plus engineering on his own problems can multiply his assets. If he doesn't, a good part of the amusement industry will suffer, while the promoter pulls in another notch on his belt, and the musicians wait to be inducted.

McSham on One-Night Tour

NEW YORK, Dec. 4.—Jay McSham is lined up for a one-night tour thru the South from January 14 thru February 17, making stops in North Carolina, South Carolina, Georgia, Florida and Virginia.

ORCHESTRA NOTES

Of Maestri and Men

TOMMY DORSEY, LOUIS ARMSTRONG, DUKE ELLINGTON, TONY PASTOR and BOBBY SHERWOOD skedded for Coca-Cola shots the week of December 6. . . . **JIMMIE LUNCEFORD** playing a string of one-nighters in the East and a week at the Apollo Theater, New York, starting December 31, before he opens a four-week run at the Tic Toc Club, Boston, January 9. . . . **CARMEN CAVALARO** into the Frolles Club, Miami, December 7. . . . **RUSS SMITH** replacing **AL TRACE** for a week at the Hotel Dixie, New York, while **TRACE** plays at Loew's State Theater, that city. . . . **JUSTINE STONE** moves from the Roosevelt Hotel, Washington, to the Lincoln, New York, for the New Year's Eve holiday. . . . **HAL McKUSICK** and **FRANCES COLWELL** are new additions to the **DEAN HUDSON** outfit. **McKUSICK** was formerly with **LES BROWN** and **WOODY HERMAN**, and **MISS COLWELL**, originally with **HUDSON**, has been working as a single. . . . **VIRGINIA McCURDY** is the new vocalist with **MAURICE SPITALNY** at the William Penn Hotel, Pittsburgh, replacing **ELAINE BEVERLY**. . . . **SANTY RUNYON**, saxist with the Chicago Theater orchestra, Chicago, for 10 years, has formed his own outfit, which plays its first date at the Hamilton Hotel, Chi, December 4. . . . **HOWARD McCREERY**, band leader, **JERRY ALBRIGHT**, saxist, and **LEO WILLIAMS**, drummer, all of Fort Worth, have been inducted into the army.



LAWRENCE WELK
MGT. FREDERICK BROS. MUSIC CORP.
Top Grosses at CAPITOL THEATER, New York. EARLE THEATER, Philadelphia.

Adelaide

Who Has All the Hep Cats Jumpin'?

DEACON JONES

Recorded by

LOUIS JORDAN Decca No. 8654

THE 'PIED PIPERS' Capitol No. 140

PYRAMID MUSIC COMPANY

1509 N. VINE STREET HOLLYWOOD 28, CALIF.
Material Available—Selling Agents: Pacific Music Sales.

Material Protection Bureau



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

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

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

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

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

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

KAUFMAN REJECTED

(Continued from page 5)

"his jurisdiction was with producers." He also testified that Bloff offered him a sugar-coated bribe of \$50,000, which he refused.

Low C. G. Blix, former official of Local 37, IATSE, in Hollywood, was another witness who stated that Bloff and Browne were both unpopular with union members after the latter discovered that instead of a 10 per cent wage boost they actually lost money. He supported defense contention that funds paid to IATSE officials by various producers were actually bribes for aid in suppressing union demands. This practice, he said, eventually split the union membership in two. Joseph M. Schenck, former chairman of 20th Century-Fox Film Corporation, was represented by Blix as backing Bloff to win the NLRB election in 1939.

Two union officials, Everett Glen Sweeney, vice-president of the Chicago Projectionists' Local 110, and Joseph B. Basson, former president of New York Local 306, testified that Browne sabotaged his own union by stopping negotiations of the Chicago local for restoration of a 20 per cent wage cut. Basson stated that upon notice from New York film exhibitors of a threatened 50 per cent wage cut, Browne twice turned his requests for permission to strike.

BROADWAY IN WAX

(Continued from opposite page)

differences with Petrillo, there's likely to be a new field for their wax wares—hit tunes from hit shows for the hinterlands, sold as packaged albums. That is, of course, if Decca in the meanwhile hasn't managed to grab off all the cream of the project.

In any event the road will profit, Broadway will profit, the Guild, Decca and the Chappell Music Company (sheet music purveyors) will profit from the current sales phenomenon—and the gravy will be thick everywhere.

ON THE STAND

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

Tommy Ryan-Blue Barron

(Reviewed at Hotel Edison, New York)

IT IS now about five weeks since Tommy Ryan checked out of the Sammy Kaye band to pick up the reigns of the Blue Barron band, left leaderless by Barron's induction into the army. To the casual listener, it is still music "styled the Blue Barron way." However, there are already indications that Ryan has ideas of his own and is beginning to put them into practice.

To begin with, three riff tunes have been added to the book. Not world-shaking news but a hint that Ryan is planning to broaden the scope of the band. As it stands, the rhythms are still strictly icky-ick-ick, but the riff items need only a more pronounced beat to make them welcome to customers who like to cut an occasional rug.

Again, it took Kaye 4½ years to drop most of the Mickey tricks he had cultivated; Ryan has dropped many of Barron's in 4½ weeks.

In spite of Ryan's prominence as a vocalist, the band he is fronting features three other male singers—and two of them are tenors as well. Ryan sings about two songs per 30 minutes; Dick Mack, one of the two trombonists, sings the same number; others going to Mert Curtis and Cliff Grass, two of the four saxists. Rest of the instrumentation is two trumpets and three rhythm.

The Barron name is highlighted for selling purposes and the change in front-men should not hurt the drawing power any.

Elliott Grennard.

NEW YORK, Dec. 4.—Mal Hallett opened a two-week run at the Palomar Ballroom, Norfolk, Thursday (2), followed by three weeks at the Flagler Gardens, Miami.

If It's in
'TUNE-DEX'
It's An Important Tune!

COLORED BANDS AND ORCHESTRAS
Available for immediate engagements. Union. Well organized. 6 to 14 pieces. Buyers, Promoters. WIRE, WRITE or PHONE now.
FERGUSON BROS. AGENCY, INC.
328 N. SENATE, INDIANAPOLIS, IND. — RILEY 5767

Successful Singers use **COACHING** AND ARRANGEMENTS
By **FLORRIE JAYE** (also arrangements for Dance Acts). Write Care Talent Promotion Corp., 67 W. 44 St., N. Y. Murray Hill 2-1635.

PHOTO REPRODUCTIONS
Now doing work for **FRED ALLEN, GLEN GRAY, HARRY JAMES, HELEN FORREST**, etc. Quantities as low as 5¢. Write for Price List. **100—\$6.60**
MOSS PHOTO SERVICE, 155 W. 46, N.Y. 18

Let Bonds Be Your Commandos

THIS YEAR, DON'T BUY AN ANNIVERSARY AND HOLIDAY GREETINGS AD, BUY AN EXTRA WAR BOND!

(See page 29 for the full story of show business's greatest wartime publication, The Billboard's BOMBARDMENT Number)

ON THE RECORDS

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

By M. H. ORODENKER

BING CROSBY-ANDREWS SISTERS (Decca 23281)

Jingle Bells—FT; V. *Santa Claus Is Comin' to Town*—FT; V.

This pairing of holiday standards, as packaged by Bing Crosby in combination with the Andrews Sisters, adds up to one of the better platters of the year. Sides are socko all the way, both musically and as merchandisers. Not since Glenn Miller's instrumental of a few years back has there been such delightful rhythmic doings for *Jingle Bells*. With Vic Schoen setting the stage both in arrangement and instrumental background, and taking it at a lively tempo, a piano jingle rhythm for the introduction brings on Bing for the starting chorus, followed by the verse strain. The Andrews gals, halving the tempo yet keeping in step with the set rhythm, come in for the next chorus. In the same style, but with the band boys blowing hotter licks, Crosby carries on for verse, Maxine Andrews joining in duet for the chorus. The Schoen boys in sock ensemble with clarinet with clarinet piping hot, take over for a chorus with the quartet of voices for a hesitation out-chorus that completes the side in ultra-sock style. Equally exciting is the rhythmic treatment set for the *Santa Claus Is Comin' to Town* evergreen. The band ensemble riff rhythms setting the stage at a medium tempo, Crosby, assisted by the Andrews, takes the opening stanza. The girls, getting the toy-tinkling rhythms for the background, get a second chorus under way, with Crosby sharing the stretch with them. The Schoen boys, on a Dixieland beat, whip out the starting half of a third chorus, with the foursome on again at the bridge to finish out the side with a rhythm release capped by one of Crosby's standard vocal riffs.

Something new in the way of popular holiday tunes, it's merely a question as to how fast the music machine operators can get both of these sides set in their machines before the coins start raining in. It's a cinch that it will be a heavy shower until the holiday season wears itself out.

ELLA MAE MORSE (Capitol 143)

Shoo-Shoo Baby—FT; V. *No Love, No Nothin'*—FT; V.

Having already launched a cow-cow cavalcade of enthusiasm for her boogie style of singing, Ella Mae Morse is sure-fire to skyrocket even further with her super-sultry chanting for these two topical tunes that threaten to crowd out the hit parade leaders in short order. For Phil Moore's *Shoo-Shoo Baby*, which will get added attention in the forthcoming *Three Cheers for the Boys* movie, Miss Morse gives this low-down lament of the sailor boy shoving off to the high seas a real low-down delta twist. Taking it at a moderately slow tempo with the short verse sung out of rhythm, Miss Morse gets a terrific riff background styled by Dave Matthews, with Dick Walters' band doing the cutting. Muted trumpet piping hot gets a second chorus under way, with Miss Ella taking it over at the bridge to take it out. A unison riff run by the band, topped by Miss Morse's lyrical lick, polishes off the side in excellent groovy style. The grooves are cut as deep and lowdown for *No Love, No Nothin'*, the Warren-Robbin ballad from *The Gang's All Here* movie. A torcher, with Miss Ella's effective throaty thrashing, the opening chorus has the song sold like a million. Continuing at the moderately slow tempo, the band ensemble picks up the second stanza, giving way to King Guion's tenor sax to take it to the halfway mark, where Miss Morse takes over to complete the chant.

Again the operators will have to double up on their orders to make the most of both of these sides. "Shoo-Shoo Baby" is already nearing the top of the heap, and Miss Morse's offering should pile up the nickels that high, not forgetting the increased attention being gotten by the "No Love, No Nothin'" ballad that figures on booming just as big.

BING CROSBY (Decca 18570)

I'll Be Home for Christmas—FT; V. *Danny Boy*—FT; V.

In spite of its late starting because of the disk ban and the re-issue of so many

Arthur Schwartz, Filmer, Waves Bye-Bye to Legit

Believes Band Bits, Specialties Are Doomed

NEW YORK, Dec. 4.—Arthur Schwartz, who trained west Thursday (2) to begin work at Warner Bros.' studios as a producer, left behind some pithy observations for the music trade to ponder. To wit:

The flow of filmicals will be siphoned off as soon as customers with folding money have a chance to spend it on more durable objects like refrigerators, vacuum cleaners and automobiles. When that time comes, the party will be over; a picture will have to be more than a setting for singers and bands if it hopes to pay off, it will have to be good besides!

Specialty acts may be done for long before that time arrives, and so long as bands continue being used as specialties, their decline is being hastened.

On the other hand, while films will provide a greatly reduced market for songs, they also provide the greatest medium for the projection of a good song.

And altho the number of filmicals will be greatly curtailed, Hollywood is wide open for crackerjack music men who care to sit behind a desk and function as producers.

Schwartz Sez Specialties Smell

Schwartz is convinced that extraneous specialties intrude on the plot, impede action and halt story development. It is his firm belief that novelty numbers, desirable for the spice they inject, must be done by the picture's principals. The only exception are omnibus productions where a studio throws in its top stars, and even then the specialties are being done by the principals.

Success of the long string of Fred Astaire-Ginger Rogers flickers was pointed to as the prime example. Given a song or dance, romantic or comic, Astaire and Miss Rogers were able to carry it as a team or individually, carrying the story forward at the same time. Judy Garland and Mickey Rooney are another team equipped to handle all specialty assignments, and in the film *Cover Girl* that Schwartz produced for Columbia Rita Hayworth and Gene Kelly, or Kelly and Phil Silvers were tossed all the mu-

of the holiday standards, it's a certainty that Walter Kent's and Kim Gannon's *I'll Be Home for Christmas*, now that it has Bing Crosby starting it off on the waxes, will be the *White Christmas* ballad of the month. Tucking at the heart strings, almost tearing them down, the ballad theme strikes home all the way. And Crosby tackles the lyrical magic with such sympathetic appeal as only he can. The guitar and muted strings of John Scott Trotter's orchestra set the stage, carrying on for the background effectiveness, as Crosby gives out for the opening chorus in song style out of tempo. Trotter gears his gang for the moderately slow tempo, with the fiddle obbligato sparking the background, as Crosby carries the second chorus in strict tempo, retarding on the tag to take out the side. *Danny Boy*, Fred E. Weatherby's standard song, is also for Bing's vocal capacities, giving the familiar folk ballad excellent treatment. Following the same pattern as the plattermate, Crosby chants the opening chorus out of tempo in song style, picking up the last half of another chorus in the moderately slow tempo to complete the side with a retardo finish.

Virtually everything that comes off the waxing presses with a Bing Crosby label spells click for the music box operators. And it is especially true for this first recording of "I'll Be Home for Christmas," which shapes up as the natural hit of the yuletide season.

JIMMY DORSEY (Decca 18571)

They're Either Too Young or Too Old—FT; VC. *Star Eyes*—FT; VC.

For his first post-Petrillo pressing Jimmy Dorsey doubles two of the more familiar and desired screen ditties of the day. The band itself is in tip-top shape, packing plenty of rhythmic urge behind

sical numbers. Schwartz is determined not to use bands in his films for Warner, despite the current band craze, unless the band plays an organic part in the script. Coincidentally, band leaders themselves are beginning to question the value of picture deals that call for a tune or two and fade.

Songwriters' Heaven

Having seen what *Thank Your Lucky Stars* did for his own score, Schwartz is convinced that a smart film presentation can showcase a good tune the way a legit revue never could. If Schwartz's *They're Either Too Young or Too Old* had been done on Broadway, it would have amused the auditors in the first ten rows—and been promptly forgotten.

A song is harder to spot in a screen story because, as Schwartz put it, you can't have the dialog read "but I love you . . . you're so big and strong . . ." with a horn note cueing the soprano for her aria, *You're So Big and Strong*, as it is done on the stage. However, a flash of the hero's torso, with the gal popping her eyes in admiration, will do the trick without the horn note.

Filmdom Can Use Music Men

Because of their knowledge of entertainment values and production ideas, Schwartz believes experienced music men are a cinch for film producers' berths. Buddy DeSylva proved that at Paramount, Arthur Freed turned the trick at MGM, and Schwartz did it at Columbia before he made the Warner deal.

Billy Rose has been producing legit shows for years, and Richard Rodgers is currently sponsoring his *Connecticut Yankee*, but Schwartz is of the opinion that one doesn't have to have a song-writing past to fill the bill. He thinks a band leader like Fred Waring has amply demonstrated his business acumen and executive ability, besides having established his flair for showmanship.

Schwartz is not going to let his song-writing go by the boards just because he is in an executive position. He expects to do two pictures a year at Warner, supplying the music for one himself and bringing in writers for the other. His selection of Jerome Kern and Ira Gershwin for his film at Columbia gives some idea of the kind of writers he will consider.

the singers who dominate the disks. Moreover, it gives the first listen on wax for Kitty Kallen, who makes a most favorable impression for her first platter with the Dorsey aggregation. Particularly effective is the lyrical hit *Miss Kitty* applies to the hit tune from *Thank Your Lucky Stars*, Arthur Schwartz's and Frank Loesser's *They're Either Too Young or Too Old*. Side serves as a show-caser for the new Dorsey canary and gal gives out with all she's got. Stars off the side singing the verse at a moderate tempo, followed by an ensemble bugle-call riff that steps the tempo up to a livelier clip, as Miss Kallen carries on for the chorus. Band ensemble, with Jimmy's alto sax on the release, gets a second chorus under way, with Miss Kallen picking up the last half and the patter release to carry out the side. Don Raye's and Gene DePaul's *Star Eyes* ballad from *I Dood It* gets a bit of that *Annapola* twist by the Dorsey tune-smithies. Taken at a moderate tempo with a light beguine beat embellishing the forthright background rhythms, Bob Eberly applies the romantic urge to the lyrics in the starting chorus. Band ensemble, holding fast to the same tempo, bridges with a rhythmic interlude that sets the stage for Miss Kallen's rhythm singing of a second chorus to compete the side.

It's been a long time between Jimmy Dorsey disks for the music machine operators, and with the song material for these sides on the preferred list it means both sides will serve the phono purposes exceedingly well.

JO STAFFORD (Capitol 142)

Old Acquaintance—FT; V. *How Sweet You Are*—FT; V.

Having established herself in singing circles as featured singer with the Tommy Dorsey band and as the pivot piper with

The Billboard

The World's Foremost Amusement Weekly

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

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

EDITORS: Claude R. Ellis, Leonard Traube, Walter W. Hurd.

EXECUTIVE NEWS EDITORS—Joseph M. Koehler, William J. Sachs.

ASSOCIATE EDITORS: Lou Frankel, Nat Green, Elliot Grennard, Sam Honigberg.

OFFICES:

Publication Office: 25-27 Opera Place, Cincinnati 1, O. Phone: MAin 5306.

New York—Joseph Csida, Manager, 1564 Broadway, New York 19, N. Y. MEdition 3-1615.

Chicago—Maynard Reuter, Manager, 155 No. Clark Street, Chicago 1, Ill. CENTral 8480.

St. Louis—F. B. Joerling, Manager, 390 Arcade Bldg., St. Louis 1, Mo. CHEstnut 0413.

Hollywood—Sam Abbott, Manager, Room 218, 1509 Vine Street, Hollywood 28, Calif. HOLlywood 1866.

Philadelphia—7222 Lampost Road, Philadelphia, Pa. MADison 6895.

England—Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1.

Australia—Kevin Brennan, City Tattersall's Building, 198 Pitt Street, Sydney.

ADVERTISING RATES: Sixty cents per agate line; \$8.40 per column inch; Full Page, \$420; Half Page, \$210; Quarter Page, \$105. No display advertisement measuring less than 10 lines accepted.

Member of Audit Bureau of Circulations.

CIRCULATION RATES: Twenty-five cents per single copy on all newsstands. Subscriptions: \$4 for six months, \$7.50 per year, \$12.50 for two years, \$16.50 for three years. Rates in foreign countries or to men in the Armed Forces on request.



the Pied Pipers, it's indeed a familiar voice and certainly an excellent one that Capitol spotlights on its label for a solo builder-upper. The little gal's pipes are big enough to stand right up there with the best of them. For her platter preem on her own, Miss Stafford impresses no end with two screen ballads that loom exceptionally big. With fine musical accompaniment turned in by Paul Weston's band, it makes for an all-round vocal dish plenty toothsome in the taking. Major interest is centered on *Old Acquaintance*, the title song of Bette Davis's latest celluloider. Rich in melodic and lyrical appeal, Miss Stafford's singing makes it sound all the more appealing, getting the first chorus off in the slow tempo, backed by the rich and velvety strings of the Weston music makers. The ensemble takes over to get a second stanza under way, with Miss Jo picking it up again at the last half to finish out the side. *How Sweet You Are* from *Thank Your Lucky Stars* gets similar vocal and instrumental treatment. Taking it at a moderately slow tempo, Miss Stafford takes the opening chorus for the already familiar ballad. The Weston strings lead off a second chorus for the first eight bars, with Miss Stafford picking it up at the bridge to sing out the side.

Altho a new name on the records, it's a familiar voice, and Jo Stafford's association with Tommy Dorsey is going to mean almost immediate attention from the phono fans. And while "How Sweet You Are" is the more familiar ballad, operators should not lose sight of the rich hit possibilities of "Old Acquaintance," which should manifest itself before the year runs out.

JAN GARBER (Hit 7069 and 7070)

Shoo-Shoo Baby—FT; VC. *They're Either Too Young or Too Old*—FT; VC. *My Heart Tells Me*—FT; VC. *No Love, No Nothin'*—FT; VC.

Having established the Hit label during the drought that found the Peter Pipers, Allen Miller's and Willie Kelly's cutting Petrillo's corner down, the recording company now takes a righteous step forward in snaring Jan Garber for its first AFM-condoned waxing session. Long associated with the saccharine style, Garber has recently thrown such caution to the winds and has wound up with a new aggregation that goes heavy on the rhythm, with plenty of power and body (See ON THE RECORDS on page 67)

Batch of Openings Delays Seasonal Decline; Scott, "Girl Crazy" 78G; MH 100G

NEW YORK.—Stem houses are beginning to feel the pinch of holiday shopping and income tax season, but decline is not too evident, as business is ahead of this time last year. Giving a lift to the Street is the batch of openings this week. Capitol, Music Hall, State and how of a new pic and two acts at the Paramount stayed off any serious drop in revenue.

The Capitol (4,627 seats) opened Thursday (2) with Ray Scott's ork, Al Dexter, Jackie Miles and Bea Wain, along with *Girl Crazy*, and is calculated to produce a hefty \$78,000. If this bill had preceded at a more propitious time it is possible that the figure would be infinitely higher. Wednesday saw the closing of the three-week stay of Lawrence Welk's band, Yvette, *Truth or Consequences* and *Sahara*, which bowed out to \$54,000 after knocking off \$57,000 and \$75,000.

The Music Hall (6,200 seats, \$94,403 house average) bowed with *What a Woman* and stage bill featuring Cardul. Expectations run to \$100,000. Last week, with the fourth session of *Claudia* and stagershow, with the Walkmirs and Lucienne and Ashour, exited to \$94,000

after taking in \$94,000, \$104,000 and \$112,000.

The Paramount (4,664 seats, \$55,687 house average) let go of the film, *I Dood It*, substituting *No Time for Love*, which got infinitely better breaks in the press. Jan Murray also bowed on this bill. Woody Herman's ork and Marion Hutton stay on. Expectations run to \$70,000. Last week, with previous layout, take was \$58,000, which topped prior stand's \$55,000. Initial gross was \$80,000.

Roxy (5,845 seats, \$50,067 house average), with the third leg of the Ritz Brothers and *Guadalcanal Diary*, is heading toward \$87,000 after clicking with \$93,000 and the opening \$96,000.

The Strand (2,758 seats, \$39,364 house average), going into the second stanza of Casa Loma ork, Willie Howard and *Northern Pursuit*, is giving out toward a fine \$50,000 after opening to \$58,750.

Loew's State (3,327 seats, \$22,856 house average) opened Thursday with Al Trace ork, Patricia Bowman, along with the first run of *Cross of Lorraine*. Looks like \$31,000. Last week, with Henry Youngman, Helen Parrish, Paul Martell's ork and *The Heat's On*, knocked off \$39,000.

Hutton, Sweethearts Just Fair in Philly

PHILADELPHIA.—The gals hold up all the stage honors this week, and to fair returns. Earle Theater (seating capacity, 3,000; house average, \$23,000), for week ended Thursday (2), hit an even \$20,000, with Ina Ray Hutton for the band draw. Considered okay in view of the light marquee values. Ella Mae Morse, Kim Loo Sisters and Walter Dave Wahl supported. *Fired Wife* on screen.

Fay's Theater (seating capacity, 2,200; house average, \$10,000) just hit under house par with \$9,600, for week ended Thursday (2), with an all-girl revue. The International Sweethearts of Rhythm on tap, with Jackie (Moms) Mabley in support. *You're a Lucky Fellow* on screen. House darkens for three weeks because of dearth in available septa names. Re-lights December 24 with Ethel Waters.

Barnet OK in Omaha

DES MOINES.—Charlie Barnet and band, the first stage attraction at the Paramount Theater (1,600 seats) here since last winter, grossed \$7,500 for a four-day stand starting Thanksgiving Day. Take was considered good, with capacity crowds on Thursday and Sunday. Pic, *Submarine Alert*, very weak.

Masters 18G in LA

LOS ANGELES.—Stagershow headed by Frankie Masters and orchestra turned in a fair \$18,000 at the Orpheum here for

Spitalny Cops 45G In Chi Holdover; Blackstone Big 24G

CHICAGO.—Business kept up well during the week ended December 3, the school holiday week-end starting off the session with top-heavy houses.

Chicago (4,000 seats) had the Phil Spitalny band unit for a second week, plus *True To Life* (Paramount) on screen, and closed okay to the tune of \$45,000. Spitalny takes the major credit for both weeks, the opener having grossed \$62,000. On Friday (3) house had a surprisingly weak opening with Charlie Spivak and band, which closed a month's run at the Sherman Hotel the preceding night. The picture, *Swing Shift Maisie*, is of little help.

Oriental (3,200 seats) fared big with Blackstone's magic show plus Borrah Minevitch's Harmonica Rascals and Arthur Blake. Closed with a profitable \$24,000. Pat share of biz was attracted afternoons, when the mothers brought their kids to see the magic feature. On screen, Kenny Baker in *Doughboys in Ireland*, which helped.

Oriental, too, had a weak opening Friday (3) with a vaude layout topped by Jane Withers and Dick Buckley. On screen, Ted Lewis in *Is Everybody Happy?*

week ended Tuesday (30). Also on the bill were Anla Jakobi, the Chords, and Joe Wong. Pic, *Find the Blackmailer*. House seats 2,200 and has 75-cent top.

BURLESQUE NOTES

NEW YORK:

PRIMROSE SEMON, held over at the Red Mill nitery, turned down offers to return to the stage, not inclined toward out-of-town dates. . . CHARLES H. ALLEN has booked Tommy (Bozo) Snyder for a USO unit which opened November 29 at Fort Leonard Wood, Mo. Contract guarantees six months' engagement. Lee Royce with the same unit triples as straight man, emcee and in his own act. . . SCARLET KNIGHT, formerly in Western niteries and burly houses, is making her debut on the first circuit and in the East. Featured in the Binder-Rosen unit that also has another burly first-timer in Marlow, gymnast, who works carnivals in the summer. . . CELIA HEALEY, wife of comic Harry Seymour, recovering at her Astoria (L. I.) home from a broken arm sustained in a fall. . . JIMMIE COUGHLIN, comic, was out of the Jack Mann unit on the first wheel during Union City and Philadelphia weeks of December 5 and 12 thru illness. Tiny Fuller was called from his Pine Bush tavern to pinch-hit. . . BETTY MONTGOMERY danced for the Merchant Seamen's Club of the American Theater Wing November 28. . . STEVE MILLS reopened at the Casino, Boston, last week. Hap Arnold left a fortnight before and Nadine Waltz a week later.

LOIS DEFREE, Louise Stewart, June Marsh, Charles Guyette, Benny Moore, Charles Harris and Harry Bentley among other burly principals pictured and storied in November 27th *Collier's Weekly* in a three-page illustrated article by Harry Henderson and Sam Shaw captioned, in quotes "Burlesque Is Dead." . . MIDWEST circuit houses, for the most, experiencing a dearth in chorines, employ instead as many as seven strip principals. . . LEE FORD, formerly Leona Alford, doubling as chorus producer and in specialties; Helen McCree, emcee, and George B. Hill, book producer and co-comic with Jo Jo Jordan, are in stock at the new Civic Center Theater that opened recently in Honolulu. Ops are E. K. Fernandez and Peter DeCenzie. Other openers were Sugarfoot Gonzales, Al Baldwin, Nudine, Maxine Hayes, Betty Wade, Kim Sisters, Pat Valentine, We He and Company, Harriette Gomez, Young Twins, Sonny Jostah, Marring Sisters and the Valentine Troupe. Stage manager is Fred Crosby, and ork includes Addie Costa, Archie Grant, Will Bolder and Bing Glasco. UNO.

IN SHORT

Chicago:

ARTHUR BLAKE holds over at the Chez Paree thru the run of the current show, having postponed his Riverside, Milwaukee, date to make it. He will play the State, Hartford, Conn., December 24-26 and open December 28 at Paul Young's Romany Room, Washington, for two weeks. . . CALLAHAN SISTERS are introducing a new tap routine at the Rio Cabana here, designed by Harry King, the dancer. . . VINCENT GOTTSCHALK closed a 22-week run at the Sherman Hotel's Panther Room Thursday (2). . . DAVE O'MALLEY is the local rep for the Riviera, new spot which opened in St. Louis Friday (3). . . THE SHERWOODS, dance trio (two femmes and a boy), in from Detroit to work this area. . . JACK SHEA, the mad auctioneer, moves into the Sherman Hotel Friday (10), following a week at the Chase Hotel, St. Louis.

Philadelphia:

MOLLY PICON set to open an indefinite engagement at Joe Toil's Swan Club, starting December 20. . . MAX BEHMAN reopens his Latimer Club, midtown intimate nitery. . . PVT. BERNIE LANDIS, medically discharged from the army, resumes his theatrical booking business association with Eddie Black. . . HAPPY FELTON and Shirley Wayne take over the leads at the Shangri-La. . . PROFESSOR BACKWARDS an added starter at Jack Lynch's. THE HEAT WAVES, formerly a male comedy trio, now has a fem, Lyn Reynolds, joining Don Bruce and Alan Dodd. . . MAE HENRY made an associate in the Dumont-Maxim booking office. . . CROSS AND DUNN share lead with Happy Felton in new Shangri-La revue. . . CREATIVE ENTERTAINMENT BU-

REAU newest booking office in town set up by Reginald Rosevear Jr. and Don G. Raymond.

SONNY MARS making his local bow as Carroll's emcee. . . EDDIE BLACK resigned from the Bernie Landis booking agency to return to showbiz as an actor. . . JACKIE GREEN an added starter at Frank Palumbo's. . . CHARLIE RAY winds up a five-year run at the Powelton Cafe as singing emcee. . . LEON YOUNG has installed a week-round show policy at his Erin Cafe. . . RUTH HANEY, local dancer, forced on the sidelines to recuperate from an attack of pneumonia. . . RAY SNEED JR. leaves the local scene for the Esquire Club, Montreal, Canada. . . JOHN BARRY goes to the High Hat Club, Tampa, Fla.

Miami:

GEORGE BROWN and TOM ASHLEY, operating the Mayfair, have engaged legal talent. . . CRAWFORD ADAMS, "the Great Rubinoff," has been added to Mother Kelly's. . . PAGE AND JEWETT, unicyclists, new at Club Ball. . . PROFESSOR BACKWARD and Juen Burnette, singer, at Jimmie's.

West Coast:

SING LEE SING TROUPE, Hollywood Cover Girls, and Baro and Rogers are featured on the current show at the Ramona Room at the Hotel Last Frontier, Las Vegas, Nev. YACHT CLUB BOYS, recently at the Ramona Room, will pick up Slapsy Maxie's, San Francisco, and Florentine Gardens, Hollywood. Act will also do a picture stint for Universal. . . DR. GIOVANNI currently featured at Jack Fry's Band Box in Hollywood. . . WILLIE HOWARD to

make his first Hollywood night club appearance at Florentine Gardens. Harry Richman will play theaters following his current run at Florentine Gardens.

MARJORIE GARRETSON continues at Eddie LeBaron's Troc on the Sunset Strip, Hollywood. . . YVETTE DARE replaces Noel Toy in the show at Hollywood Casino. . . DANNY MORTON has been signed for a term deal at Metro and goes into *Thirty Seconds Over Tokyo*. . . THE STARDUSTERS, vocal group formerly with Charlie Spivak's ork, set by Frederick Brothers for an untitled musical following its appearance in *Trocadero* at Republic. . . YACHT CLUB BOYS, currently at Slapsy Maxie's, San Francisco, dickering thru Frederick Bros. for a part in *Hollywood Canteen* at Warner Bros.

WHITEY ROBERTS, Ellsworth and Fairchild, Jimmy Wakely and Sally Holms on the show at the Ramona Room, Hotel Last Frontier, Las Vegas, Nev. . . YACHT CLUB BOYS held over at Slapsy Maxie's, San Francisco. . . UNA MAE CARLISLE and the Seat Man (5), set for the Swing Club, Hollywood, to open in late December. . . THE STARDUSTERS, singing group formerly with Charlie Spivak and his orchestra, move over to Republic studios after making *Slightly Terrific* at Universal for *Trocadero*. . . CLARENCE ELLIS continues at Club Alabam, Los Angeles. Now in ninth week. . . MYRA TAYLOR, singer formerly with Harlan Leonard's band, to play Lincoln, Million Dollar and Burbank theaters in Los Angeles. . . LES LAMAR AND POPPY, West Coast act, playing in the Washington (D. C.) area.

Here and There:

SAUL GRAUMAN established a record by staying five weeks at the Trocadero Club, Evansville, Ind. He has moved on to open at the Club Madrid, Louisville, for two weeks before going east to play theaters. . . GUY KIBBEE has signed a personal management contract with Frederick Bros.

In This Issue

Bands & Vaude Grosses . . . 17	General News . . . 3-5	Reviews, Legit . . . 28
Burlesque . . . 17	General Outdoor . . . 56-57	Night Clubs . . . 19
Carnival . . . 32-37	Legitimate . . . 28-29	Orchestras . . . 15
Circus . . . 38-39	Letter List . . . 48-49	Radio . . . 11
Classified Ads . . . 46-47	Marie . . . 27	Records . . . 16
Cocktail Combos . . . 26-27	Merchandise-Pieces . . . 50-55	Vaude . . . 21
Coin Machines . . . 58-62	Music (Also See Records) 14-16	
Columns:	Music-Merchandising . . . 62-67	
Crossroads, The . . . 45	Music Popularity Chart . . . 12	
Editor's Desk, The . . . 47	Night Clubs . . . 18-27	
Hurd, Walter . . . 58	Parlo-Pools . . . 42-43	
Out in the Open . . . 45	Pipes for Pipelimen . . . 55	
Corral . . . 39	Radio . . . 6-11	
Derbyshow News . . . 30	Radio-Music . . . 13	
Fairs-Expositions . . . 40-41	Record Buying Guide 64 & 66	
Final Curtain, Births, Marriages . . . 31	Repertoire . . . 30	
		Shows-Saters . . . 41
		Roadshow Pilus . . . 30
		Routes, Acts . . . 25
		Carnival . . . 56
		Circus . . . 56
		Dramatic & Musical 25
		Ice Shows . . . 25
		Sponsored Events . . . 37
		Vaudeville . . . 18-27
		Vending Machines . . . 68

WANTED
Burlesque Performers
Specialty and Semi-Nude Dancers
Write
PRESIDENT FOLLIES
San Francisco 2, Calif. E. SKOLAK, Mgr.

Under New Ownership
FOLLIES THEATER
337 S. Main St.
Los Angeles 13, Calif.
Performers and Chorus Girls
Write or Wire

Subscription Rate: One year, \$7.50. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under Act of March, 1879. Copyright 1943 by The Billboard Publishing Company.

Longhairs Invade Cafes, Vaude

Bookers Like Virtuoso's B.O. Appeal; Comb Opera, Ballet Lists for Pop Field Dates

NEW YORK, Dec. 4.—Longhairs are becoming an important item in the vaude and nitery fields these days. With the Roxy's exhibit of the Alice Dudley Dancers, and pacting of Irina Baranova, of the Monte Carlo Ballet Russe for the next show, the Metropolitan Opera's Annamary Dickey at the Wedgwood Room of the Hotel Waldorf-Astoria, the classical field is making strong inroads on Broadway entertainment.

In this instance, according to bookers, there's something more involved than the talent shortage. Naturally the use of concert people takes up an important slack in rounding out bills, but the primary object is the fattening of grosses to which the classical practitioners contribute handsomely.

Bookers are discovering that when a name associated with concerts is brought in, they get some trade that usually goes to Carnegie or Town Hall. Bookings such as Grace Moore's recent trip to the Roxy was instrumental in bringing about a greater take than would have ordinarily been the case.

The situation is not entirely new, as longhairs have made periodic invasions into vaude. But as a result of the current trend toward the virtuoso school, it is calculated to be an important item in the pop fields.

Pics, Radio Lay Groundwork

Films, radios and the popularization of classics are credited with doing the spade work in popularizing the longhair material. Hollywood has made many important films featuring concert artists, while Tschalkowski for a while was the most important composer in Tin Pan Alley. As a result, the general public learned that operas and ballets were palatable. Now that it is spreading to vaude and niteries, it may be as readily accepted as other popular turns.

However, there are several difficulties in getting a steady stream of longhairs. The first is the classic objection to doing the standard number of vaude shows per day. The divas are cognizant of the superior dough in working vaude and would like to take advantage of it, but many will not take the risk of straining their tonsils even for that kind of money. But most come thru vaude dates unscathed.

Another difficulty is the sandwiching in of vaude and nitery dates between tours. As tours are planned in advance, an artist is booked solidly for most of the season, and consequently cannot find time to fill in vaudevilles. However, as greater acceptance of playing for the masses comes along, this will be overcome, according to vaude bookers, as spots will be left open when mapping

the season's barnstorming sessions to make room for the big money engagements.

Vaude Has Concert Appeal, Too

Again many longhairs are on a play-or-pay arrangement and get their lucre even if they don't work. Consequently it matters little if they are idle. This, too, will be overcome when concert bureau operators realize they are missing out on huge incomes under that arrangement.

When vaude and nitery dates are an essential part of a concert artist's itinerary, the longhair impresarios need have no fear of a talent shortage. They can always call on vaude and nitery people to fill their halls. Duke Ellington, Eddie Condon, Paul Draper and Paul Adler, the Cafe Society concerts haven't done badly by at the Carnegie Hall box office.

Bookers Say Performers Pooped By Too Many Free Shows; Want Strict TA, UTWAC Enforcement

Yvette to Undergo Op for Vocal Strain

NEW YORK, Dec. 4.—The unprecedented number of benefits that vaude and nitery performers are doing these days is causing serious concern among bookers.

Latest casualty because of the vast number of free shows is Yvette, who upon completion of her engagement at the Capitol, Wednesday (1) entered a hospital to submit to a throat operation. Strain upon Yvette's voice, caused a film to grow upon her vocal chords, which affected the flexibility and caliber of her voice. Consequently, surgeons will scrape the voice-box to remove the growth.

As a result Yvette had to cancel an engagement at the Capitol, Washington.

So far there have been few serious casualties, only other known havoc was wreaked upon Jimmy Durante, who was forced to cancel, also out of the Capitol, because his tonsils wouldn't give with the Durante style. Jackie Miles substituted for the duration of Durante's stint there.

However, greatest worry by managers and bookers is the fact that with headliners doing as many as 15 free shows weekly, many shows are late in starting

Bloody Business

CHICAGO, Dec. 4.—When Bill Talent, juggler, was seriously ill at the American Hospital here recently, Ray Conlin, ventriloquist, rushed to give him a pint of blood which speeded the patient's recovery. Now Talent has added a new feature to his act. You've guessed it—ventriloquism.

Ross-Reiss Act to Chi Derby for \$850

CHICAGO, Dec. 4.—Al Ross and the Reiss Brothers, comedy trio, are opening at Sam Rineola's Brown Derby Friday (10) for an indefinite run at \$850 per week. This is one of the best salaries to date for an act in this room.

Simultaneously, policy will be changed to include three instead of four shows during the trio's run.

DETROIT, Dec. 4.—The Hay Loft, suburban night club at Lansing, Mich., was destroyed by fire last Saturday. Total loss was estimated at \$20,000. Spot was operated by Clayton Wright.

Vaude Dates Click in Pa.

More Time on Way

ERIE, Pa., Dec. 4.—Following a four-week trial run at Warner's Columbia Theater, flesh shows are due to become a permanent part of the local amusement picture. Stage units are built around a line of 14 girls, directed by Dolly Nutter, and four standard acts. Opening number by the line usually titles the week's presentation and features one or two of the girls in short specialties.

The unit is produced weekly by Anton Selbilia and plays three days in Erie and three in Johnstown plus a Sunday mid-nighter in Sharon. Plans are under way to move the Sunday night to Erie due to transportation and favorable reception here.

Show caught included the Lockwells, skaters; Danny Murray, musical soloist; Ray and Harrison, and Wally Rand, ensee.

Opinion of the producer is that straight vaudeville acts are the drawing card. Novelty acts, hokum comedy and standard material are receiving good receptions. The risque patter leaves the audience cold. The shows are receiving better receptions in Erie than in Johnstown. Theater couples with B pix at 50 cents plus tax. Remaining four days are split two each with repeat A and top B pix.

George Overholt is musical director. Local pit men are used in each town.

Shows Due in Allentown

PHILADELPHIA, Dec. 4.—Popularity of vaude shows continues to grow in the Eastern Pennsylvania territory. On the heels of the return of vaude to Reading, Pa., at the New Penn Theater, comes word that stage presentations are due to return to near-by Allentown, Pa., at the State Theater there. Allentown's most popular vaude house a decade ago under the name of the Orpheum, State has since been playing double features. Like Reading, Allentown is expected to be a split week, with local agents being sounded out on booking the house.

Springfield Continues Big

SPRINGFIELD, Mass., Dec. 4.—Vaudeville, which is enjoying one of its greatest booms here, has brought the Court Square Theater its best business in history. House Manager Gerald Finnegan said today.

The demand for vaude is tremendous, said Finnegan, with each week's three-day split bill drawing capacity houses.

The Court Square has recently boosted its prices and the Broadway, the city's other vaude house, has cut its prices somewhat, bringing them both to the same 40-50 level.

The Broadway has changed its mid-night show from Friday to Thursday so it no longer conflicts with the Court Square.

Hartmans Switch Chi Date to Blackstone PH Gets Hildegard

NEW YORK, Dec. 4.—The Hartmans are switching their usual Chicago stand from the Palmer House to the Blackstone Hotel where they are pacted for sometime in January. With this engagement they will get the highest dough ever paid them in that town. Contract calls for \$2,100 weekly.

Hildegard, now at the Persian Room of the Plaza, shifts to the Palmer House January 13. She will be replaced by John Hoysradt.

Music Corporation of America did the agenting.

HOLLYWOOD, Dec. 4.—Reg D. Marshall has moved his agency to new quarters in the Cross-Roads-of-the-World section. Agency is making a specialty of small combos and night club performers.

Vaude Outlook Still Spotty In Denver; Cool Audiences

DENVER, Dec. 4.—Vaude has given ground here before the increasing wartime problems, plus the well-known inclination of Denver theater fans to "sit on their hands."

Both Curtis Street houses that were using combo programs have just about dropped flesh completely, concentrating on films only. Inability of the houses to get sufficient acts forced them to retrench after both earlier this year increased their use of vaude to seven days a week. Previously the Tabor had used one week of combination programs each month, while the Isis had been using flesh three days each week. The latter house has now dropped vaude entirely.

The Tabor last week used Dave Elman's *Hobby Lobby*, and that apparently is the last, as Manager Frank Culp expects to revert to films only. Culp re-

ported average business only on Benny Meroff's *Funzaftre* earlier this month.

Even during the days of the old Orpheum Circuit, Denver audiences were notorious for their poor response to acts. On many occasions it still requires a stooge to get applause started.

The Denham and Orpheum still continue to be on the lookout for good units. However, wartime travel problems have made suitable companies hard to find. In addition, those that are booked usually leave town with the major share of the gross.

Only one house has done anything to increase the use of flesh and this was a minor development. The Paramount has begun using frequently its house organist teamed with a local pianist and a local or outside singer.

LaConga Trying Names; Enoch Light Tees Off

NEW YORK, Dec. 4.—Enoch Light has been set to open at La Conga Monday (6) to inaugurate a name-band policy for the spot. The club, while undergoing many changes of entertainment formats in the last few years, has always stuck to Latin bands for the dances. This is the first time that a non-Latin name is the feature on the bandstand. However, relief sessions will be by Machito's rumba ork.

Also opening that night will be Jackie Gleason, late with *Artists and Models*.

**Hotel Waldorf-Astoria,
Wedgwood Room,
New York**

Talent policy: Dance and Latin relief bands; floorshows at 9, 12 and 2 a.m. Management: Lucius Boomer, hotel managing director; Ted Saucier, publicity. Prices: Weekday cover, \$1; Fridays, Saturdays and holidays, \$2.

With its usual discernment, this Park Avenue spot has selected two acts that fill the needs of this room to the satisfaction of clientele. By pairing the Hartmans and Annamary Dickey, lyric soprano from the Metropolitan, the Wedgwood Room achieves a bill of high entertainment caliber in keeping with its topnotch standards.

Miss Dickey, making a supper club bow here, is one of the sexier looking divas from the realm of longhairs and being on the Met pay roll has a guaranteed set of pipes. She is equally at ease with pop tunes and operatic arias, getting elegant palms for such diverse items as *Do It Again* and the *Musette Waltz* from Puccini's *La Boheme*. The latter was her sole excursion into the classics, the rest of her numbers being *How Sweet You Are*, *Besame Mucho* and *Speak Low*.

Opening night audience was converted into virtually a claque as several opera fanclers gave out with vocal accolades.

Paul and Grace Hartman are probably the foremost pair of dance satirists on the vaude and nitery circuits today. Their humor is literate and purposeful and execution is tops. Making another return visit here, the Hartmans did four numbers, including their by now classic dance teacher rib, a bolero, a burlesque of a musical comedy routine, and Paul's violin bit. Their reception was solid.

This layout replaced the Frank Sinatra-Volkoff and Milada parlay.

Leo Reisman's ork and Mischa Borr's relief outfit supply the show backing and dance incentives excellently.

Joe Cohen.

Colony Club, Chicago

Talent policy: Shows at 9, 12 and 2:30; dance band; rumba unit. Management: Becker and Schneider, operators. Prices: Minimum, \$2.50; dinner, from \$1.75.

Nan Blakstone tops the new show, featuring the holdover of Val Irving, new emcee-comic in these parts; Carter and Kathie (formerly Noll and Nolan), and a line of models, introduced by their mentor, Nilah Brooks.

Blakstone is at home in a cafe with her naughty and novelty numbers. She is, first of all, a fine performer, with a selling delivery that is acquired only thru experience. She was surprisingly effective in a clean, dramatic talk-song specialty of a soldier and his family and

NIGHT CLUB REVIEWS

Trocadero, Hollywood

Talent policy: Two dance bands and floorshows at 10 and 12 p.m. Management: Eddie LeBaron, manager; Dan Jensen, headwaiter; Wilson Heller, publicity. Prices: Cover \$1 and \$1.50 Saturday and Sunday; dinner, \$3.50 and no cover; drinks, 60 cents up.

Eddie LeBaron took over this swank spot several months ago and has built it into one of the top night places on the Sunset Strip. Altho he features two bands and a floorshow with a name or two, LeBaron is still laboring under the false impression held by the public that the Troc is synonymous with high prices. However, he also wants to keep the rowdies out. He is torn between two cor-

a farewell scene in their Evansville, Ind., home town. Still accompanies herself at the piano.

Val Irving dips into suggestive song selling, but they go in this room, particularly in this show. Of the Harry Rose school, only younger and with more punch, he creates an informal atmosphere with his unorthodox emsseeing and nonsense bits with most of the people on the bill.

Carter and Kathie carry on with Noll and Nolan novelty and musical comedy routines, emphasizing a cute appearance (particularly the girl). Followed the opening line parade and did okay with three brief numbers.

The models, in abbreviated nifties, parade on the floor in opening and closing sessions to suggestive patter delivered by Miss Brooks. Girls are okay on the eyes, but that's all.

Red Manning and Don Chiestra still alternate on the bandstand.

Sam Hontigberg.

The Drum, Miami

Talent policy: Show and dance band. Shows at 9 and 11. Management: Ward F. Macklin. Prices from \$1.50.

This spot, situated almost at the city line near Coral Gables, is making a bid for big biz with a clever variety of acts headed by Jackie Small, a singer who is headed for big things. Knows how to select pop songs and puts them across the way people go for them.

Carol Chapelle is another songstress with a style all her own, and does nicely.

DeCastro and Gloria, a duo from across the border, give out with a well dressed adagio and ballroom dancing number, that drew a good hand.

Nadine is a hooper that taps her way thru and can hold her own with the best. A hard worker and well liked.

Betty Hill plays the accordion and is received enthusiastically.

Betty Morgan, billed as champion drum majorette, whirls a mean stick, and rounds out a good bill.

Tommy Nunez and ork are still playing at this spot with Jack Gardner at the organ for cocktail hour.

Biz is good. L. T. Berlner.

Club Stevadora, Detroit

Talent policy: Dance and show band; floorshows at 7:30, 9:45 and 12:30. Management: Eddy Shepherd, manager. Prices: Admission 75 cents, \$1 on Saturdays and Sundays; dinners from \$1.50; drinks from 45 cents.

A well-balanced 75-minute show in a spot run by a former actor who normally emsees himself. Three numbers in each show are revue style ensembles by the five Stevadorables, produced by Pearl Magley, well costumed, with some effective novelty work.

Mary Ann James, petite blonde blues singer, opens up with *Hallelujah* and *Summertime*, but soon shows a variety of other styles, including rhythmic patriotic numbers. She has a cute style and an appealing high plaintive voice in many passages.

Yvonne and Victor, acro team, get some unique effects with Indian and Faustian costumes, presenting adagio in a ballet interpretation, and presenting a fine Apache number as well. Their sound showmanship pleases.

Chiquita Hutchings presented her Humanettes, small string marionettes, working in evening gown on a low platform in full audience view. Her little inebriate pianist wins friends quickly, and the Sambo dance number has some very clever manipulation.

Johnny LaBel, tenor, gives with a string of Victor Herbert and similar ditties, with a strong clear voice and pleasant manner that especially delights the femmes.

Rickey Mason, who also pinch hits as emsee for Eddy Shepherd because of the latter's illness, presented his own crazy magic turn, with plenty of naive misses and a line of patter that kept the house amused, aided by his unique pantomime and facial expressions. Each series of faux pas is cleverly climaxed by some good straight magic.

Hank Finney's band supplies the music, doing well with some difficult show scores, with Cy Ray subbing for Finney and doing a good directorial job at the piano.

Haviland F. Reeves.

"DEAN WILL BE THE BIGGEST SINGING STAR OF 1944"

NICK KENNY, "Mirror"

"DEAN MARTIN belongs among the Top Mite Club Singers of the Nation."

—ROBERT DANA, "Herald Trib."

"... threat to Frank Sinatra."

—DOROTHY KILGALLEN, "Journal-American."

"A Helwa Good Singer."

—EARL WILSON, "Post."

"Hit the mark... easy and fluid delivery."

—"BILLBOARD."

"Definitely big possibilities... distinctive, surefire for stage, screen and radio."

—"VARIETY."

"DEAN MARTIN delivers 'Melancholy Baby' so beautifully he has a standing invitation to come to my house every night to sing it for me."

—LOUIS SOBOL, "Journal-American."

"DEAN MARTIN, a cross between the late Russ Columbo, Bing Crosby and Dick Haymes."

—PAUL MARTIN, "World-Telegram."



DEAN MARTIN
11th SUCCESSFUL WEEK!
AND HIS 4th Holdover Show AT THE
Riobamba
Plaza 8-1960
151 East 57th St., New York, N. Y.

Your Singing Host



OZZIE ROSS

Currently

MOOSE CLUB, Erie, Pa.

Personal Representative SEYMOUR SHAPIRO, 32 W. Randolph, Chicago

DIFFERENT! UNUSUAL! SOPHISTICATED!
MYSTIC CRAIG
Fashions in Magic
THEATRES • CLUBS • HOTELS
Direction: ROGER E. MURREL
137 W. 48th St., N. Y. C.
CURRENTLY USO TOUR



THELMA WHITE
&
"Ginger"
(Amazing Canine Disrober)
Epifome of Danse Exotique!
Currently Appearing
CLUB 26
Milwaukee, Wis.
Under Direction of
BERT PECK
132 No. State St.
Chicago, Ill.
This idea copyrighted, anyone infringing will be prosecuted to the full extent of the law.

Don't Let's Be Beastsly

(to the Personal Manager in general
and Ronald Aaron Gerard in particular)

SINCE I took over the problem of Managing, Directing and Presenting NAN BLAKSTONE approximately two years ago MUCH HAS BEEN SAID, amongst the Trade, NOT in my favor by any means. And perhaps a little IN my favor. Now today with the work, money and time I have spent on Nan resulting in such top-flight critics as Earl Wilson of the N. Y. POST calling her in print "MORE DEVASTATING THAN DWIGHT FISKE! I HAVE BEEN READING A LOT ABOUT HER, BUT SHE WAS NOT OVERSOLD" . . . and Joseph Dinneen of the BOSTON GLOBE heralding Nan as "A CURIOUS COMBINATION OF FRANCES FAYE AND HILDEGARDE" . . . and famed Mary Harris of the WASHINGTON POST headlining with "NAN IS SETTING THE OLMSTED CLUB ON ITS EAR. SHE'S SHARPER'N A BOXFUL OF TACKS!" . . . and Leonard Mitchell and James Brahms, proprietors of the Olmsted, where Nan returns December 25th, wiring her after her glitteringly successful opening there November 12th—"WASHINGTON LOVES YOU AND SO DO WE." . . . I find myself as her manager and director in a most interesting position.

It seems that a large number of bookers and agents in this business—resentful of Nan's enormous rise in prestige, demand and salary—are trying a NEW sort of Old Army Game. For I am finding MYSELF, not Miss Blakstone, PRESOLD, as it were lately, before she opens. Especially in rooms she has never played before. By this I mean I am described to the buyer or boss as intolerable, difficult as to contracts and prices on this artist, certain to demand that a cafe or night club practically be redone before I will permit her to appear, etc. etc. All of this, of course, is a deliberate and malicious falsification of fact.

The trick is to extol Nan's very obvious values to any club what with her sparkling new material, breathtaking wardrobe and superb musical arrangements, etc. But beyond that to frighten the buyer or boss to death that she is being personally managed by a veritable madman.

Nan can be worth THRICE what she is paid if she is given a decent break as to lighting, rehearsal with band, correct piano and 'mike' setup—and above all—publicity and advertising. Therefore I like to have everything necessary to her success in her contracts, not for myself nor for Nan BUT FOR THE BOSSES, so that we can all be sure they will GET THEIR MONEY'S WORTH.

These are plain facts and certainly not unreasonable nor frightening. Yet somehow because some of the boys in the business today have knocked Nan Blakstone in the past and cannot logically turn tail now she is riding high, they are treacherously using me as an excuse to attempt to keep her out of some of the clubs which WOULD be buying her today at the time of her GREATEST VALUE and reaping the golden harvest of a Blakstone booking EXCEPT for these men



who claim to admire her personally but now knock me. Nan Blakstone is at this writing again a Freelance Artist AVAILABLE THRU ANY REPUTABLE AGENCY. In several ways I WISH THIS WERE NOT SO, as it results very often in great confusion not only to me but amongst the many splendid men who ARE 100% FOR her in the booking business. But perhaps no one agent or agency possesses the necessary large outlet for Nan Blakstone. I have yet to find this out, and in the meantime I only ask for a fair, square deal from EVERY agent and booker. For on ANY job BLAKSTONE WILL DELIVER WITHOUT QUESTION—fairly, squarely and always brilliantly. As for me, I am not an Ogre and I don't wear horns. I AM FOR MY ARTIST AND I AM 100% FOR ANYONE WHO PLAYS NAN BLAKSTONE

so Don't Let's Be Beautifully

In all Sincerity

Ronald Aaron Gerard

Permanent Address
Care J. B. Jacobsen
170 Broadway, New York City

Current Address
Hotel Sherman, Chicago
After December 25th
Hotel Willard, Washington, D. C.

FIRST OPENED NOVEMBER 12TH,
RETURNING DECEMBER 25TH



The
OLMSTED

Supper Club

THE NATION'S NO. 1 CAFE STAR
IN THE NATION'S NO. 1 ROOM

CURRENTLY
CHICAGO'S *Smart* NIGHT CLUB
The Colony

NAN BLAKSTONE
RAGE OF THE AGE

Away is her highlight with the patrons going strong for the hot lyrics. *Some of These Days* a la Sophie Tucker is a mistake Miss Garretson makes. By throwing this tune in, she definitely spots herself in copyist class. Her material is good along with smart renditions and she doesn't have to take her hat off to any predecessors. Since she can stand on her own, more tunes with smart lyrics should be included in the program.

St. Clair and Day, a smooth working dance team, take over for a Viennese

waltz number and follow it with two in faster time. Routine is marked by butterfly spins with the wind-up being an unsupported shoulder turn. Making a nice appearance, team is exceptionally well fitted for the spot.

Morrison warbles *San Domingo* with Miss Fox's Charmers again on for a neat dance routine. Latin American costumes add to the flash and make the turn a nice wind-up.

LeBaron, with this show line-up, gives plenty for the money. *Sam Abbott.*

Donegan Breaks Color Line at Chase, St. Louis

ST. LOUIS, Dec. 4.—Harold Koplav, manager of the Chase Hotel Club here, has set the first colored act ever to play his floorshows. Dorothy Donegan, boogie-woogie pianist who started her rise to fame in Chicago, opens an indefinite run tonight (4) at \$750 per week. Contract stipulates that she remain until her picture assignment in Hollywood (*Sensations of 1944*) which will come up sometime in January. It also lets her out for a contracted week at the Oriental, Chicago, starting December 17. She returns to the Oriental for \$1,000 and a split over the theater's average gross.

Her first date at the Oriental called for \$750, and even tho she was signed at that time to return for the same money, Booker Charles Hogan voluntarily upped her salary \$250.

While on the West Coast she will fill some theater dates between picture takes. Opens at the Orpheum, Los Angeles, January 12 week.

Film Personalities At State in January

NEW YORK, Dec. 4.—Jesse Kaye, Loew booker, has set two film acts for the State Theater for January. Grace MacDonald, of Universal, goes in January 13, while Ben Carter, 20th Century-Fox, assisted by Manton Moreland, holds down a spot on the January 27 bill.

Both deals set by the William Morris Agency.

JESS MACK

Producing *Straight Man*
Now in 12th Week

SLAPSY MAXIE'S CLUB

San Francisco and Hollywood, California

PRINCESS and BABY

"A NEW BOX-OFFICE SENSATION"

YVONNE

"Psychic Wonders"

Write DOC M. IRVING
4313 Roosevelt Blvd. Phila.

BENNY RESH

And His Show Band
7th Solid Year at the Bowery, Detroit.

TOM O'NEAL

Currently Playing Theatres.
Personal Mgt. Sid Blake
208 N. Wabash, Chicago • Ph.: Cen. 7891.

Versailles Inks Fiske, Brisson For Next Year

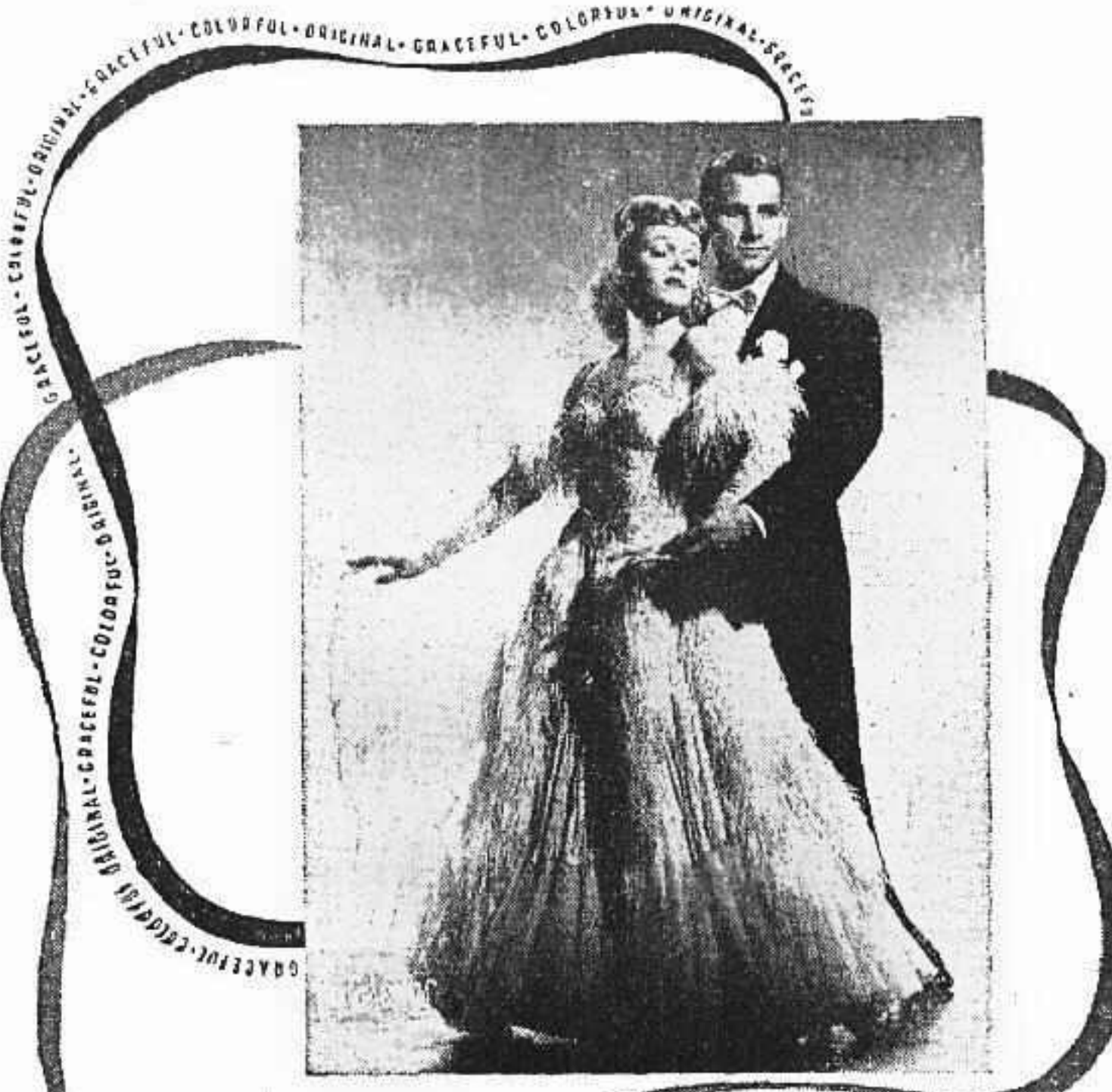
NEW YORK, Dec. 4.—Carl Brisson and Dwight Fiske, re-signed to the Versailles, will take care of that spot's headliner needs for almost a year. Management's problem now is to find a femme headliner to fill in between Brisson and Fiske.

Brisson goes in for 16 weeks at the end of March and will be back in December of next year, while Fiske will do 12 weeks there starting September.

Music Corporation of America set the deals.

FB Ice Show to West Coast

HOLLYWOOD, Dec. 4.—*Holiday on Ice* is set to open Glacier Gardens, San Diego, Calif., December 25, for three weeks. Show, with a cast of 60, features Georg von Birgelen and Ariane LeVaillant. Deal with L. A. McDonald, of Glacier Gardens, set by Ed Fishman, of Frederick Brothers.



FAY and GORDON

America's Finest Young Dance Duo

SAUL GRAUMAN'S Musical Stairatone Revue

FLASH, SOCK ENTERTAINMENT

The Only Act of Its Kind. Showdom's Greatest Novelty.

A BOX-OFFICE BOOSTER

HELD OVER FIFTH WEEK! TROCADERO CLUB, Evansville, Ind.

ADVANCE BOOKINGS:
CLUB MADRID, Louisville, Dec. 13 to 26.
HIPPODROME THEATER, Baltimore, Dec. 30 week.
LOEW'S STATE THEATER, New York, Jan. 13 week.
LOEW'S CAPITOL THEATER, Washington, D. C., Jan. 20 week.
Mgt.: Frederick Bros. Artist Corp.

100%

DYNAMITE JEFFERSON

NOVELTY STRENGTH ORIGINALITY

A Newcomer With New Ideas!

Modern Entertaining With a New Twist

CURRENTLY FEATURED AT THE FOLIES BERGERE, NEW YORK
Exclusive Mgt.: CHARLES RAPP, 1650 Broadway, N. Y.

For your musical preference!

"GEORGIA AND JERRY"

Now Closing 31 Weeks in THE ANCHOR ROOM HOTEL ANNAPOLIS, WASHINGTON, D. C.

JERRY is in the ARMY. GEORGIA is on her own.
Under exclusive management: WILLIAM MORRIS AGENCY, INC.

GIRLS WANTED

FOR CHORUS LINE UP

FRENCH CASINO THEATRE NIGHT CLUB

Long Engagement; Wardrobe Furnished.

Production Numbers Staged by LEOLA HARLOW

International Spanish Dancer Currently Featured

Interested Also in Novelty Acts and a 3 OR 4 PIECE GIRL DANCE BAND

Wire or Write Immediately for Details

ALONZO PATTERSON

1428 Canal Street

New Orleans, Louisiana

BE A BONDBARDIER—
BUY AN EXTRA BOND INSTEAD
OF AN ANNIVERSARY AND
HOLIDAY GREETINGS AD THIS YEAR!

(See page 29 for the full story of show business's greatest wartime publication, The Billboard's BONDBARDMENT Number)

VAUDEVILLE REVIEWS

State, New York

(Reviewed Friday Evening, December 3)

The current bill has some hard sledding, being bogged down by several bad spots. At show caught, the layout was still in process of flux, which was indicated by the announcement of the opening act coming over the mike, while succeeding acts went on without any intro.

Fair business is indicated by attendance at show reviewed. Pic is the first run of *Cross of Lorraine*, the preem value of which is lost by simultaneous openings in 10 Loew houses thruout the city.

The first two acts went off better than the rest of the program. The standard turns of Maysy and Brach and Buster Shaver and Olive and George getting customary returns from well-presented acts. Maysy and Brach went thru their unicycle and juggling routines to get the house in an applause-giving mood, while Shaver plus his lower-case performers, Olive and George, bowled over the assemblage with everything they offered, from their cute ballroomology to their Mae West take-offs.

However, the sag started with the Little Tough Guys (2), who got into the audience's bad graces with their gross display of bad taste and poor material. Leader of the duo loused himself up proper when he complained of the absence of an emcee to give them a build-up, and then proceeded to complete the job with gags that didn't get over too well. Other half of the team, besides aiding in gag delivery, gave out with song in an acceptable manner. Closing minutes, however, were better, and they milked sufficient applause to do a speech. The act has been doing well all over the country, according to reports, but a vastly improved act is needed here.

Patricia Bowman, again working as a single, does her usual tasty ballet job, with a modern number and a contrast between a country dance and a boogie-woogie strip-tease. Latter, a new item in her repertoire, is a cleverly conceived affair which rated and got a good hand.

Sandwiched between Miss Bowman's numbers are Jerry and Jane Brandow, a youthful tap duo. Open with a musical comedy-style tap, after which Jerry does a fine tap on a miniature set of stairs, rating a strong mitt. But as the turn is presented here, in an attempt to make it look like the team was paired with Miss Bowman, it appears to be a stage wait between the ballerina's turns.

Bill Ames, making his bow here, gives out with some nice impressions that have vocal fidelity, for which he gets spontaneous hands. However, his material could be better written. Standout was his take-off of commentators.

Closing is the Al Trace corn ork, featuring Red Maddox. Outfit is making a return visit here and presents an entirely different set of routines. Comedy

is okay and goes over well. Toni Arden, new vocalist with the ork, looks and sounds well. Did *Shoo, Shoo, Baby*, and *Night and Day* to a good hand.
Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, December 3)

One of those infrequent five-act vaude bills, topped by Jane Withers, film mop-pet. First half is slow, but second half picks up in speed considerably.

Cappy Barra Boys (4) open with their straight harmonica act and when caught stayed on too long (condition has probably been corrected). A few comedy touches are employed, which go well, engaging two of the lads who carry the act.

Nelson Sisters (2) repeat here with their sock bar rigging novelty. The girls look good and have a distinct feature which is great sight stuff. Their acro and control tricks are big, and the girls retain their feminine appearance thru-out.

Four Franks are doing one of their last dates as a foursome. Originally it was thought that the two men would go to the army and break up the act. However, Bennet was classified 1-A-L (limited service), and Perry, 4-F. Act will now give way to two singles, Perry, and Ollie, the blond comedienne. As caught here, act is still fast and showy, but it is obvious that Ollie is given more of the spotlight to ripen her future single.

Dick Buckley, another repeat, looks better than ever with his audience participation turn. Uses four men for his Amos 'n' Andy skit, and keeps one of them for the closing hat changing hilarity. The guy has picked up considerably in timing and polish and reaps laughs by the acre.

Jane Withers closes. She should have been spotted earlier, for it is a tough spot to be in. Girl looks her high school age, but should modify her verbal mannerisms to go with her new personality. Over-enthusiastic, almost childish, announcements, fit her no longer. Act consists of three songs, done mostly in a comedy vein, and closes jitterbugging with a kid from the audience.

Biz off when caught end of first show opening day. On screen, Ted Lewis in *Is Everybody Happy?* Sam Honigberg.

Paradise, Detroit

(Reviewed Friday Evening, December 3)

Erskine Hawkins and his 17-piece band headline this all-sepia show, opening with a stretch of the cacophonous jive that enthralls the house from the start. He later swings into more melodious blue numbers.

Hawkins's band gives about half the show, between acts, with a long session



YVETTE

Thanks . . . for a

WONDERFUL "WELCOME HOME!"

From the management and enthusiastic audiences at the

- CAPITOL THEATRE, New York
- COPLEY-PLAZA, Boston
- EARLE THEATRE, Philadelphia
- PALACE THEATRE, Cleveland
- THE USO — for an inspiring Overseas tour.
- THE WILLIAM MORRIS AGENCY . . . For their management and guidance.
- ROSS ASSOCIATES, Publicity



*Held Over 3d Week,
Roxy Theater, New York*

JIM WONG

TROUPE

Direction—**HATTIE ALTHOFF**

AL TRACE AND HIS SILLY SYMPHONISTS

Back again at LOEW'S STATE, New York; also Dixie Hotel, New York.

Broadcasting over WOR, Mutual. Recording for Hit Records.

DE SEARL presents

MYSTERIES OF THE ORIENT

Beginning January 1, 1944, and appearing in leading theaters in United States, Canada and Mexico!!!

YOU WILL SOON SEE THEM
BEN ROCHELLE and JANE BEEBE

(America's Fastest Rising Comedy Team)

Featured in Paramount's New Musical
"TAKE IT BIG"

Management: E. E. Smith, 1501 Broadway, New York City 18

"WILD" BILL AMES
CAVALCADE OF VOICES

Currently LOEW'S STATE, New York—CAPITOL, Washington, D. C., week Dec. 19

DIRECTION: M. C. A. NOTE: Routine, Material, etc., fully protected.

Communications to 155 N. Clark St., Chicago 1, Ill.

Slim Market for Acts in Cocktail Field; Post-War Possibilities Are Bright

CHICAGO, Dec. 4.—Attempts to relieve the unit shortage situation with vaudeville and nitery acts are meeting with only mild success in this area. Primary reasons are the similar shortage of acts in the variety field which permits the use of only poor second and third choices for the cocktail rooms and the physical limitations of the bar and cocktail lounge stages, built to accommodate only small musical outfits.

Notable exception in this case is Helsing's Vodvil Lounge here, which, in reality, does not rate itself as a cocktail lounge. Altho the entertainment is presented on

a postage-stamp stage facing a bar, the room itself presents an attraction theater-restaurant picture, smartly decorated. Frank (Tweet) Hogan, who has been booking the spot for the past two years, has bought dozens of acts and even enveigled such standards as Judy Starr, Harry Cool, Nick Lucas, Jack Herbert to play it. Most of them have already repeated (Miss Starr reopens there December 9).

Jack Terman has made several attempts to use acts in his Silhouette Club, but the conditions are against such a policy. Room is too noisy and few acts can work the type of stage at hand.

Post-war possibilities for acts in lounges are better than at present. When operators can, once again, build and remodel, many of them will enlarge their stages to permit act performances. The boys admit that more variety is needed in the rooms, and acts will supply that need.

VARIETIES IN SWEET AND SWING



JOHNNY DAVIS

His Famous Piano • His Outstanding Orchestra
currently
EL CAPITAN, Redding, Calif.
Mgt. Frederick Bros. Music Corp.

They Still Come in Philly

PHILADELPHIA, Dec. 4. — Year end finds four more stations set up locally for the cocktail combos. Harry Lynn adds to the central city sector with his new Copacabana, lighting up on December 8, policy calling for name units. Orsatti's, formerly the Old Grad, also in the downtown stem, brings in a unit for the first time. Until now using only a piano pounder, newly decorated spot gets into the swim with Rita Joyce and Her Men of Rhythm. Sam's Cafe, pop nabe nitery, becomes now Sam's Musical Cafe, changing entirely from floorshows to a musical bar policy. Gem Cafe, nabe tavern, also goes musical for the first time with the Morris Mosely Trio on tap.

Induction Costs Him Date

EVANSTON, Ill., Dec. 4.—The Del-Shore Club here has lost the services of Erskine Butterfield, colored pianist, who had to remain in New York to report for induction December 11. Butterfield was scheduled to open a run December 2 at \$250 a week.

DiFlavio Stock Climbs

CHICAGO, Dec. 4.—Don DiFlavio, piano-voice of the swooner school, has hit the grade in the East following a long spell locally, working hotels and cocktail lounges. He is now winding up a run at the Mount Royal Hotel, Montreal, and starts a date at the Copacabana, New York, December 9.

BILL AKIN and His Continental Four holding over at the Trocadero, St. Paul, thru January 15. In the past six years, unit has had only one line-up change.

PROFILES



JACK STEPHENS

JACK STEPHENS, versatile organ-piano entertainer, received his degree in music from the Iowa State University and since then has been featured in many leading cocktail lounges thruout the Middle West. Jack has his own special Hammond organ equipment finished entirely in white which makes for a flash appearance.

He plays the organ and piano simultaneously with special musical arrangements, giving the impression of a regular "big-little" band. Stephens is now headlining at Johnny Perkins' Playdium in St. Louis. Booked and managed by Frederick Brothers Music Corporation.

MCA Cocktail Dept. Adds Julie Wintz

NEW YORK, Dec. 4.—Julie Wintz, former operator of the Top Hat, Union City, N. J., nitery, has joined Music Corporation of America to work in the cocktail department. Under the Wintz regime, the Top Hat operated with name band and act policies, and consequently he is figured to know the selling end of the talent business as well.

Off the Cuff

EAST:
BETTY KING returns her piano-vocals to the Hotel Majestic Music Bar, Philadelphia. . . . MAXIE KENDRICK, manager of Irvin's Wolf's 500 Cafe, Atlantic City, left December 7 for the army. . . . FRANK DAWSON, former manager of the Plaza Hotel, Camden, N. J., now in the same capacity at Mort Casway's Music Village, Philadelphia. . . . FOUR KINGS AND A QUEEN leave the eastern stands to help preem the new Musical Bar in Cleveland on December 8. . . . THREE CATS AND A CANARY new at the New 20th Century, Philadelphia, with Tommy Cullen's unit holding over. . . . JEAN CARLO brings her piano-vocals to the Fort Pitt Hotel, Atlantic City. . . . CLAIRE PENNY, piano-vocals, added to the array of talent at Murray's Rhythm Bar, Philadelphia. . . . COOKIE WILLIAMS and His Melody Maniacs re-open Andy Augustine's the Pelican in Bethlehem, Pa. . . . GARY TRIO new at Lou's Chancellor Bar, Philadelphia, alternating with Parker and Kirk. . . . FOUR BLUES featuring Jewel Paige at DuMond's, Philadelphia. . . . PAT PAIGE brings her piano-vocals to Maxine's, Philadelphia. . . . ANN RUBERT new piano-vocal feature at the Ovalon Bar, Wilkes-Barre, Pa. . . . JOHNNY WILLET TRIO new at Hank Collins' Midway Bar, Philadelphia. . . . STEVE BERNARD TRIO at the Circlon in Allentown, Pa. . . . THREE MUSICAL CHAPS new at the College Inn's Musical Bar, Philadelphia. . . . ZEB CARVER, corn combo, signed with Consolidated Radio Artists, will go into Jack Dempsey's, New York, replacing the Air-Lane Trio January 14. . . . Later switch to the Sheraton Hotel. . . . JOE MARSOLAIS, cocktail department head of the William Morris Agency, left for an extended booking trip thru the South. . . . JEAN SEDRIC, piano-singer,

S stands for "special" personal representation for your unit. Write today for full details
MIKE SPECIAL
48 West 48th St. New York, N. Y.

S • PIANO AND SONG
DOT & DASH
Two Tons of Dynamite
The Latin Quarter, Boston

Tall—Tuneful—Terrific
MOLLY CRAFT
Versatile Singing Pianist
TAHITI ROOM, Phila., Pa.

S 3 Blondes }
3 Voices } **3 DALE SISTERS**
3 Instrumentalists }
Don Lannings, Miami Beach, Fla.

Sweetheart of
Piano and Song
AUDREY THOMAS
THE CLIQUE, Detroit

A Must on Your List
PAT TRAVERS
and
THE MEN ABOUT TOWN
Hickory House, N. Y. C.

S "Comedy Bombshell of Song"
MARIA LOPEZ
Now on U. S. O. Tour

S **JAY MARSHALL**
MASTER OF CEREMONIES
USO Tour

S In Demand Everywhere
The OWEN SISTERS
The Nation's Most Popular Girl Trio
THE COVE, Phila., Pa.

S **DON SEAT**
Quintette
4 Boys and a Girl
Tops in Music and Song
Currently: Riviera Hotel

The Original One Man Band
VINCE "Blue" MONDI
The World's Smallest Orchestra
Now: Ringside, N. Y.

SIX YOUTHFUL DYNAMOS
Jerry Montana
and his
Versatile Orchestra
THE AQUARIUM, N. Y. C.

S **ARTIE RUSSEL**
and His Orchestra
Dance Music--Show Music--Entertainment
now
Horseshoe Bar, Sunnyside, L. I., N. Y.

S "The Three Majors"
Songs, Music and Entertainment
in the Modern Manner
Lou's Cocktail Lounge, Newark, N. J.

S King of the Organ
Bill Thompson Trio
and
Carol Horton
Hill Crest Hotel, Toledo, Ohio



BRILLIANT PIANIST-SINGER
An Ideal Entertainer for Class Spots
LeROY GENTRY
currently McARTHUR'S, Milwaukee
Direction PHIL SHELLEY
64 E. Lake Street Chicago

Mgt. FREDERICK BROS. MUSIC CORP.
THE
TUCKER SISTERS
ACE INSTRUMENTAL and VOCAL TRIO
Radio and Army Camp Favorites
Currently DIAMOND Passaic,
MIRROR LOUNGE N. J.



"Music for Your Moods"
by
Bob **THE Sue**
FORSYTHES
Currently DOWN BEAT LOUNGE
SIOUX CITY, IOWA
Set by Frederick Bros. Music Corp.

S VELVET TONED
MARION MAYE
N. Y.'s Newest Singing Sensation!
Now on U.S.O. Tour

into the Rose Room, Newark, December 10. . . HENRY DAYE has been added to Pat & Dom's, Newark. . . KIETHLY QUARTET held over at the Monteleone Hotel, New Orleans, until after New Years. . . HARDING AND MOSS, featuring Billie Joyce, now at the Dixie Hotel, New York, are being screen tested by 20th Century-Fox. . . MILT ROBINSON ORK comprise the week-end entertainment at Prendergast's, Brooklyn.

WEST COAST:

GENE RODGERS, former Erskine Hawkins' pianist, now doing solo piano-singing at the Hollywood Swing Club, Hollywood, has been signed by Andrew Stone for his *Sensations of 1944*. Film will spot Pats Waller, Dorothy Donegan and Rodgers in a sequence. . . IVY, VERN AND VON, the Three V's, set for the Hollywood Sing Club, beginning December 16. They will alternate with Burns Campbell. . . ALLIEN LAIR is playing Sunday matinee at the Palm Springs Tennis Club. . . THREE BROWNIES to move out of Randini's, Los Angeles, after several months. . . OLLIE JACKSON TRIO in Clovis, N. M., for four weeks. Set by Reg D. Marshall Agency.

MIDWEST:

THE NOV-ELITES (3) have moved from Chin's Restaurant, Cleveland, to the Brown Derby, Washington. . . STEP WHARTON starts at the Downbeat Show Lounge, Sioux City, Ia., December 10. . . THE FOUR CLEFS move into the Beachcomber, Omaha, Christmas night. . . THREE ACES AND A QUEEN start at the Falme, Minneapolis, December 13.

Reviews

Lonnie Simmons

(Reviewed at the Garrick Lounge, Chicago)

Colored quartet of the Louis Jordan school, dishing out hot rhythms in unorthodox fashion. Simmons, sax-clarinet man (who also doubles on piano), formerly worked with the Ella Fitzgerald

band and makes a striking personality up front. He is active thruout each set, musically and vocally, and keeps his men at a high working pitch.

Outfit has been together some 18 months and has a good chance of clicking in intimate rooms, away from the cocktail field. The music is arranged to fit the boys' style, and library has pops, standards, novelties and two-piano pieces (such as *Dark Eyes*) which feature Simmons and his regular keyboard man, Sonny Thompson. Ike Day handles the drums a la Krupa, while Dolphus Dean slaps a mean bass.

Vocally, the boys have some original novelties with listenable patter background. In all, unit is the type that can build trade once it firmly establishes itself in a room. *Sam Honigberg.*

Burns Campbell

(Reviewed at the Swing Club, Hollywood)

Burns Campbell and his septan group of six moved into the Swing Club following Louis Jordan. While Jordan is a hard man to follow, Campbell's group is adding new followers to boogie-woogie and jive at the spot. Campbell's bass playing and clowning are big assets and because of them, principally, the sextet fills the big niche cut by the illustrious Jordan.

Campbell's combo goes in mainly for fast stuff, with the boogie-woogie and jive being the ultimate goals. Since the patrons here want this type of music, the group fits well. Leader's bass slapping blends well with the pianology of Laura Crosby, who gets featured billing. Arrangements are by the bass playing leader, Tommy Ross, trumpet, and Bill McGee, sax, and sparkle with good harmony.

Outfit is strong on vocals, with plump Yvonne Smith warbling the lowdowns. Gives out on the hot ones and still does a sweet job of those of curtailed tempos. Campbell vocalizes novelties and his antics add to the selling of the tunes. Lyrics by the Jive Trio, including Campbell, Ross and Miss Smith, appeal to the late patrons especially.

Crew makes a nice appearance, and the showmanship injected by Campbell makes the group outstanding in this section. Most of the selling is done by Campbell, who well knows his trade after 10 years in the business, but he could use more support from his sidemen.

Sam Abbott.

AGVA Scales Up 10% in Philly

PHILADELPHIA, Dec. 4.—New year will find the local performers sharing in the theatrical prosperity being enjoyed here on a higher scale with an increase in wage scales. Effective January 3, local AGVA boosts scale for one-night and split-week engagements by 10 per cent. And at the same time, all Class D niteries will be boosted to Class C, reclassification meaning that the performers at such spots will have their salaries upped approximately 15 per cent.

Wage hikes are based on performers being indie contractors and not subject to wage ceiling regulations, similar stand taken by the musicians' union here when scales were successfully hiked after Labor Day this season.

Two New GAC Spots

NEW YORK, Dec. 4.—Chez Ami, Buffalo, and the Blue Mirror, Newark, N. J., will be booked by General Amusement Corporation, with Harry Santley handling the accounts under Harry Kilby, GAC cafe department head. The Newark spot plans a steady diet of names, Gus Van headlining the first show under the GAC booking regime. Phil Brito will follow.

Tony Pastor Goes Uptown

NEW YORK, Dec. 4.—Tony Pastor's nitery in the Village, like the Cafe Society Downtown, will have a Midtown branch after December 17 when they open Pastor's Uptown on a 52d Street site.

Initial show will be topped by Bee Kalmus and Jeannie Blanche, with Guy Martin producing the lines.

Jack Edwards, of Frederick Bros., is booking the initial show.

Sam Honigberg Joins Frederick Bros. in Chi

CHICAGO, Dec. 4.—Sam Honigberg, associate editor of *The Billboard*, is leaving the paper this month to join Frederick Bros.' Artists Corporation. He will work in the act department, succeeding Freddy Williamson, who is leaving to go on his own.

Honigberg has been with *The Billboard* over 10 years, having started as correspondent in Pittsburgh. He has since worked out of the New York and Chicago offices as associate editor. For the past year he edited the night clubs-vaudeville and cocktail combos departments.

D'Artega Vaude Tour

NEW YORK, Dec. 4.—Five weeks of theater dates have been lined up for D'Artega's all-girl ork to be played upon completing their Paramount pic assignment, *You Can't Reason Love*. Starting point is the Orpheum, Omaha, December 17, to be followed by stands in Wichita, Kan.; Kansas City, Mo.; Chicago and Milwaukee.

Possibility exists that the ork will make its local preem at the Strand or Roxy.

Colorado Rink To Produce Icer; Hedy Stenuf at Helm

COLORADO SPRINGS, Colo., Dec. 4.—Broadmoor Ice Palace here will produce an ice show for the holiday season under direction of Hedy Stenuf. Spec tabbed *Holiday Ice Revue* will go on for three days starting Christmas and will feature pro and am talent in that area.

Les Hamilton, formerly with *Ice Follies* and now stationed at Lowry Field, Denver, will be in the cast. There is a possibility that Skippy Baxter, who at the time of his induction was with *Stars on Ice*, will get permission from army authorities to appear.

Actors, Tooters Exercise For Legwork Service—It's For a Pretty Penny, Too

NEW YORK, Dec. 4.—It's not news any more when Joe Blow's band doubles on the swing shift at the local Lockhead, but when a firm engaged in war work actually prefers to hire performers—for part-time jobs at their own convenience—that's a new wrinkle, even for show business. Eastern States Messenger Service, ministering to war plants in New York, Philadelphia, Newark, N. J., Bridgeport, Conn., and vicinity, boasts about a dozen legit actors, musicians, etc., on its pay roll. For 40 cents an hour (60 cents overtime) show people convoy small precision instruments to plants where they are needed.

It is not unusual for application cards on file at Eastern to read: Last employer: Eddie Dowling. Sometimes the firm loses out to the exigencies of a pre-Broadway road tryout. Recently an employee left to join the Theater Guild's *Innocent Voyage* company. Performers work for Eastern during whatever free hours they have available, but they work every day.

William St. Willis, who started the organization 12 years ago, is an old Equity member himself. Current manager, John R. Bradish, is a theatrephile, too. Idea of employing show people grew out of the depression, when some unemployed musicians got jobs as messengers. Now that the company is doing war work, however, the onus is removed.

In addition to war plants, the Service handles many theatrical accounts, totting copy to printers for such orgs as NBC, Mutual, Schirmer's Music Company, Loew's, Inc., New Opera Company, Jed Harris and American Federation of Radio Artists.

Radio actors, incidentally, must be in the heavy sugar. Two help-wanted ads in *Stand By*, AFRA magazine, brought no response—probably, the management believes, because the nature of radio work is such that performers have no fixed free hours.

MAGIC

By BILL SACHS

OTIS MANNING opened Monday (8) in the Patio of Hotel Netherland Plaza, Cincinnati, for a week's stand with options, which usually means at least three weeks. . . MAL AND MAXINE LIPPINCOTT are in Kansas City, Mo., visiting with King and Hazel Felton, and may headquarter there for the winter, playing dates within a 50-mile radius. . . JONTAY (John Taylor), Philadelphia magus, is recovering from a strep throat which nearly put him away for keeps. . . OZZIE WELLS is presenting his wizardry at the Cash'n'Carry Cafe, West Collingswood Heights, N. J. . . JOAN BRANDON defies the liquor shortage with her magical bar at Neil Deighan's, Pennsauken, N. J. . . LESTER LAKE (The Great Marvel) last week began his third season of holiday kiddie shows for Coca-Cola at the Shrine Temple Building in Cincinnati. . . ANDY FURLONG, Philly fooler, has signed to make an offshore trek for USO right after the first of the year. . . LEWIS GERBER, who has been working out of the profession in Cincy the last several months, goes back to conjuring for a living this week. . . FABIAN was a magic-desk visitor last week during his engagement at the Cat and Fiddle, Cincinnati, for the Pete Iodice office. Fabian came to Cincy from Fort Worth, where he spent a week's vacation with his wife, and plans to be in the Detroit area around New Year's, heading back to New York shortly after the first of the year. . . LEON LONG, colored trixster, infos that he's working toward the West Coast. . . VIRGIL THE MAGICIAN, after winding up a tour of Oregon, Washington, Idaho, Nevada and Northern California, is doubling back in Oregon and Washington on return dates. On November 22, Virgil played the well-known McArthur Court on the campus of the University of Oregon at Eugene, grossing \$1,350 in paid admissions, with still another 1,000 students being admitted on their student-activity tickets. Mr. and Mrs. Roland Hamblen, who have recently purchased a new home near Eugene, caught the show at the U. of O. . . L. O. GUNN, well-known West Coast magician and manager of a USO-Camp Shows unit, writes from San Francisco: "Can't tell you where I'm going, but it's a six-month tour this time. Just missed Russell Swann. His health is improved. He was stricken ill in Alaska and a medical examination revealed a very serious illness. I bought the Christmas Special issue of *The Billboard* and will take it with me for others to read, as I know they'll enjoy reading it as I always do. I had the opportunity to go to my home in Los Angeles for three days recently, and found that someone had robbed my store. Police have a good clew, as the burglar left some of his personal belongings behind."

INCOMPARABLE



Maria Karson's Musical

FEATURING THE PERSONABLE, EFFERVESCENT MARIA AT HER OWN **HAMMOND ORGAN-SOLOVOX!**
(And Her "Klever Kibitzing")
Held Over **PLAINS HOTEL** Cheyenne, Wyo.
Personal Mgt. DICK STEVENS, MCA, Chicago

A Solid Sender—A Solid Seller
FREDDIE REED
A Sensation at the Piano.
And His Sophisticated Songs.
Held Over!
MIAMI HOTEL
Dayton, Ohio
Mgt. Music Corp. of Amer.



THE DON JACKS
A stage show & dance orchestra all in one.
3rd Repeat Engagement
CROWN LOUNGE, Chicago.
Mgt. General Amuse. Corp.

If You're Important to the 'Cocktail' Entertainment Field
TUNE-DEX
Is Important to You!

CLOUDS OF SMOKE
and Many Other Amusing, Mystifying Tricks From Finger-Tips and Empty Hand
Just reach into the air, and produce clouds of smoke—hundreds of them. Rub your hands together, and give your audience a genuine snowfall. Spin ribbons three to five feet long.
ENJOY THE THRILL
of holding your audience spellbound with your professional skill. It's tricky, it's entertaining, it's sensational. All you need is my Mystic Paste that liquefies into action. Absolutely no dangerous chemicals used.
Send 50¢ for my tube that will last for 35 full performances. Or get 3 tubes for \$1.00, while they last.
M. C. REGAN LABORATORIES
Callon, N. J.



MAGICIAN WANTED
Who Can Present a Real
MIDNITE SPOOK SHOW
Must have car or truck. To present 45-minute show. Show opens January 5, playing in best theatres. Address, telling all you can do. Give lowest salary or percentage. Must have good illusion and Spooks.
Claude H. Long
(KID LONG)
2398 S. W. 4th Street, MIAMI, FLA.

passable most of the time. Here and there it endows with a solid punch. How the Dodie Smith conversation piece would fare in lesser hands is something rather dreadful to consider.

It is possible that Miss Cornell felt that it was time to give playgoers a glimpse of Cornell in something more up-to-the-moment than Chekhov and Shaw and so embarked upon the production of the Dodie Smith opus as co-producer and star. There is no question but that *Lovers and Friends* adequately serves such a purpose. While it's a tepid and uninspired triangle comedy, it affords Miss Cornell an opportunity to shine faultlessly in various moderately emotional sequences and to prove herself once more a fine technician. Massey and the others help out, but what there is of *Lovers and Friends* is 90 per cent for Miss Cornell.

The Smith narrative spans the period between the last war and the present one, and except for a prolog and epilog set in Regent Park, the action takes place in a London drawing room. Rodney (Raymond Massey) marries Stella (Cornell) on a rebound from a love affair with her friend Lennie (Carol Goodner). Twelve years pass and Rodney falls in love with an unbelievable little vixen, Martha (Anne Burr), who is secretary to playwright Edmund (Henry Daniell). Rodney wants a divorce and Stella agrees, provided that they wait six months to be sure it's the real thing. Meanwhile, Stella takes an acting job in Edmund's play and at the end of three months discovers that she loves Edmund. He loves her, too. Then Rodney discovers that Martha is a nasty little liar and that he doesn't love her after all. This is bad all around, because Stella had just promised Edmund to marry him and be in the American edition of his play. However, the epilog in 1943 finds Stella, Lennie and Rodney back in the Park, and it develops that Stella and Rodney have stuck it out together and that Lennie is married to Edmund. None of it seems very important by that time, but they all are very happy about the whole thing.

Massey turns in a good sound performance thruout. He is at his best in the prolog. Whatever humor is in the lines falls to Carol Goodner, as a tartish actress who always picks cads for her affairs, and Daniell in the role of a slightly stuffy playwright. Both are excellent. Anne Burr's smug little hell-cat is good, too, altho we don't grow anything like Martha over here.

Despite script drawbacks the show looks good for a substantial run. Care has been lavished upon production details and Guthrie McClintic's direction is fluent and polished. With a co-star combo like Cornell-Massey backed with fine support, *Lovers and Friends* should bid for strong b.-o. pull. *Bob Francis.*

CORT THEATER

(Opened Wednesday, November 24, 1943)

GET AWAY OLD MAN

A play by William Saroyan. Staged by George Abbott. Settings by John Root. General manager, Charles Harris. Company manager, Joseph C. Cohn. Press representatives, Phyllis Perlman and Marian Byram. Stage manager, Robert Griffith. Presented by George Abbott.

Patrick Hammer Edward Begley
 Harry Bird Richard Widmark
 Rose Schornbloom Hilda Vaughn
 Ben Manheim William Adams
 Sam Glenn Anders
 Correspondent of The N. Y. Times, Edwin Hodge
 Martha Harper Beatrice Pearson
 Pianist Sula Levitch
 Bernice Fitch Joyce Mathews
 Messenger Mason Adams
 Doctor Jerome Thor

William Saroyan has bounced back onto Broadway with another quickie (allegedly written in six days) in which he goes thru his mental trampoline act for the benefit of his coterie of fans. There's a marked difference this time, however, in his attitude toward his subject matter. Gone are the beautiful people in the best of all possible worlds as he lets his hair down and delivers a few haymakers at Hollywood and its master minds. When the comedy isn't dominant — and George Abbott sees that it is as often as possible — *Get Away Old Man* is angry and bitter.

Those conversant with the author's pre-army writing session on the West Coast (and who isn't?) know exactly at what he is aiming his barbs. But, in dropping sweetness and light from his outlook, Saroyan has dropped from his best form. This show is not first-class Saroyan, but because it is handled with his customary tricks, it will sit well with his followers. As for the general neutral theatergoer, things get pretty confusing much of the

Dentistry, Nee Painless, Now Pained—10G's Worth

WASHINGTON, Dec. 4.—A *Sons o' Fun* joke backfired here when a customer brought suit against operators of the show for injuries he claimed were received on the stage of the National Theater during one of the acts.

The customer is a local dentist, Dr. Michael J. Harris, and he went to District Court to ask damages of \$10,000.

Chief injuries, he claimed, were a chipped ankle and a broken bone in his foot. These were received, according to his charges, when he was "negligently and carelessly assaulted" and thrown to the floor.

Among the defendants named were Select Theaters, Ole Olson, Chic Johnson, the National Theater and Shubert, Inc.

time at the Cort, even tho there are a few good laughs around. Some of that Saroyan philosophy is going to throw them.

Saroyan continues to be the most tantalizing playwright around these parts. Between sessions of mental gamboling and surprise effects, he occasionally rings the bell for writing scenes that pack a sock emotional wallop. There are also scattered high comedy moments, but both are too widely interspersed either with Saroyanisms or so-so sequences.

Get Away Old Man is uneven, sometimes formless writing. The very short first act, shorn of Abbott's comedy accents, is dull and meaningless. The second stanza gets the bulk of the play's best, tho the series of rapid tableaux at the end will probably confuse other audiences as much as it did the opening night throng. Act 3 reaches its peak very early in the proceedings, then lapses into a pretty pedestrian final curtain. John Root has mounted the show tastefully.

All the bouquets for what's entertaining in the show don't go to Abbott, however. The cast—or at least some members of it—garners a few choice poses, notably Glenn Anders, who turns in a deft comedy portrayal as Sam, and hits the jackpot in his one dramatic scene. Richard Widmark in the leading role works efficiently to get everything he can, out of his part. Edward Begley, making amends for his *Land of Fame* showing, does a very competent job as Patrick Hammer, the picture panjandrum, alternating between egotism and self-pity. William Adams, as Ben Manheim, Hammer's right-hand man, turns in a very skillful bit of characterization. Beatrice Pearson manages most of the while to appear as ineffectual as her role demands, while Joyce Mathews handles the shrewish movie queen well. Sula Levitch—a typical Saroyanesque character—gets his shares of laughs as the studio pianist. Mason Adams and Jerome Thor make the most of their small parts.

F. G.

(Show closed Saturday, December 4. Printed for the record.)

New Oakie Vs. Old Okie

NEW YORK, Dec. 4.—Complying with a court order obtained by Republic Pictures last month, the Theater Guild, Oscar Hammerstein II and Richard Rodgers, producers, lyricist and composer, respectively, of the hit musical *Oklahoma!*, filed a bill of particulars Wednesday (December 1) in Federal Court in connection with their suit to restrain the film company from using the word "Oklahoma" in a movie titled *In Old Oklahoma*, skedded for release soon.

The bill revealed that the word "Oklahoma" was first announced March 16, 1943 in all New York dailies and that the libretto and lyrics of the musical were copyrighted by Hammerstein on November 19, 1942. The name was also used in rehearsals.

Hampden, Dowling Appeal

WASHINGTON, Dec. 4.—Walter Hampden and Eddie Dowling, representing the legitimate theater, appealed to the Senate Finance Committee this week to drop the proposed increase on taxes attached to admissions.



ANNOUNCING THE BILLBOARD BONDBARDMENT NUMBER

[A crucial war year replacement for The Billboard's traditional Anniversary and Holiday Greetings Number]

EACH year for more than forty-five years during the Christmas-New Year Holidays The Billboard has published a special Anniversary and Holiday Greetings Number. In this number outstanding stories and articles by leading show business authorities were featured along with comprehensive reviews of the year in every branch of the show business. In this number, too, hundreds of acts, band leaders, singers, radio networks and stations and show business organizations bought advertising to congratulate The Billboard on its anniversary and to extend season's greetings to the show business at large.

In this crucial war year, however, The Billboard is replacing its traditional Anniversary and Holiday Greetings Number with a special BONDBARDMENT Number. This number will carry a complete SHOW BUSINESS AT WAR section which will feature articles by show business leaders and by editors of The Billboard on the great part the personalities and organizations in show business have played and are continuing to play in the drive toward victory.

The Billboard Bondbardment Number will not carry Anniversary and Holiday Greetings advertising!

The Billboard urges every show business personality, every show business organization, to spend the same or a greater amount of money than they would be spending for an advertisement in The Billboard's Anniversary and Holiday Greetings Number for an extra War Bond. Checks or money orders for the purchase of these bonds, made out to the Treasurer of the United States, will be collected by The Billboard. The Billboard will handle the purchase of the War Bonds, and, of course, the bonds will be delivered to the original purchaser.

All buyers of bonds in this special Billboard BONDBARDMENT drive will have their names listed in specially designed pages in the SHOW BUSINESS AT WAR section of the BONDBARDMENT Number of The Billboard with the following legend:

"The show business personalities and organizations whose names appear on these pages purchased EXTRA War Bonds in amounts equal to or exceeding money they would ordinarily have spent for anniversary and holiday greetings advertisements in this issue of *The Billboard*.

"Checks for the Bonds have been turned over to the United States Treasury, and Bonds are now being delivered in person and by registered mail to the purchasers.

"To all these Show Business Bondbardlers *The Billboard* expresses sincere thanks for their good wishes on its anniversary, and for all of them *The Billboard* extends the season's best wishes to everyone in the great amusement industry and its allied fields."

The Billboard considers it a privilege to forego the thousands of dollars in revenue which it normally derives from the advertising of its good friends and clients in the traditional Anniversary and Holiday Greetings Number. There is a deeper satisfaction than that brought about by a financially successful special number in the thought that our friends and clients will say it with extra bonds this year and that the special BONDBARDMENT Number will serve as one more indication of the wholehearted, unselfish contribution of show business to the victory effort.

The Billboard's BONDBARDMENT NUMBER has the full approval of the War Finance Committee of the TREASURY DEPARTMENT of the United States

THIS YEAR, DON'T BUY AN ANNIVERSARY AND HOLIDAY GREETINGS AD, BUY AN EXTRA WAR BOND

Communications to 155 North Clark Street, Chicago 1, Ill.

ANFA Meeting In N. Y. To Discuss Current Problems

NEW YORK, Dec. 4.—Allied Non-Theatrical Film Association will meet Wednesday, December 8, at the Hotel Sheraton, New York. It will be a dinner meeting, open to all members and prospective members.

William K. Hedwig, president, has urged that all voting members attend because of the numerous important subjects up for consideration. Following is a brief resume of some of the subjects which will be discussed:

- (1) Washington representation with government agencies;
- (2) exploration of post-war industry potentialities;
- (3) close check on censorship and legislation by State and federal governments;
- (4) fair trade practices;
- (5) set up taxation and licensing investigation;
- (6) reten-

tion of legal counsel; (7) set up an interchange system on credit and complaint information; (8) registration of copyrighted films; (9) public relations, and (10) exchange of information on technical developments and improvements.

Also anticipated at the meeting is a report on the program set up by the new ANFA library committee.

NEW AND RECENT RELEASES

(Running Times Are Approximate)

WHEN WORK IS DONE, released by OWI. Sylacauga, Alabama, was a typical town crowded with war workers. This film shows how the people of that community got together and provided amusement and recreation for the thousands of people who had come to work and live there, to make them feel that they were a part of the community life. Prints of this film have been purchased for the Bureau of Motion Pictures by the Recreation Division, Federal Security Agency. Running time, 9 minutes.

BLACK MARKETING, released by OWI. A dramatization of an actual case taken from the files of the Office of Price Administration, typical of hundreds of other cases, this film shows just how the black market operates and how it is defeated by co-operation of the public with the OPA and local law-enforcement officials. The film contains an object lesson and a plea for public co-operation with the OPA and local law-enforcement officials to prevent violation of ceiling prices and rationing laws. Running time, 11 minutes.

FARMER AT WAR, released by OWI. The farmers of America are faced with a serious labor and tool shortage at a time when the greatest output of farm products possible is needed. This is an account of how the farmers of Lancaster County, Pennsylvania, are managing, by working longer hours and co-operating with their neighbors, to meet this need. Running time, 11 minutes.

COAST GUARD SPARS, released by OWI. Those who see this picture will know much more about the women in the Coast Guard service and their contributions to the war. It will be of special interest to young women about to enlist for military service, and you should endeavor to book it for such groups. However, because it is a fast-moving informative picture, it will also be interesting to others. Running time, 6 minutes.

ROADSHOWMEN WANTED!

SUPER SOUND PROGRAMS!

If you have good 16MM. sound equipment and a well-established route, you will want to keep up to the minute on the latest 16MM. releases. Just drop us a penny postal card stating the type of machine you have and you will receive by return mail a copy of our 1943-44 96-page Victory Catalog. This will automatically place your name on our active mailing list, and you will receive our bulletins regularly. No obligation. Write today and keep "up to the minute!"

INSTITUTIONAL CINEMA SERVICE, INC.
1580 Broadway NEW YORK 18, N. Y.

MAKE MONEY SHOW MOVIES IN YOUR OWN OR NEARBY COMMUNITY

Tire, gas restrictions will keep people home. We furnish everything: talking picture projector and finest pictures. Cash in on this big opportunity. Write Now!

Southern Visual, Dept. 1950
B-1, Memphis, Tenn.

EXPERIENCE NOT NECESSARY

FILMS NEWS HOLIDAY RELIGIOUS ENTERTAINMENT

8-16-35MM. for sale and rental. Low rates. Plenty of equipment, sound and silent. Large variety of screens. State your wants. Trades accepted. Also bought.

MOGULL'S 59 West 48th Street NEW YORK 19, N. Y.

SOUND FILM RENTALS

Largest 16MM. Sound Film Library in the South! Choose from 500 Features in our office! All Colored Cast—Religious—Roadshowman's best selections! We Can Serve You Best!

IDEAL SOUTHERN MOTION PICTURES
9536 N. E. 2nd Ave. MIAMI 38, FLORIDA

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City

16 MM. SOUND FILM BARGAINS

Shorts—\$4.00 a Reel and Up. RELIGIOUS FILMS OF ALL KINDS. All in Good Condition—Send for List.

MULTIPRISES P. O. Box 1125 Waterbury, Conn. WE BUY 16MM. FILM & PROJECTORS

WANTED 16mm. SOUND AND SILENT PROJECTORS

Highest Prices Paid

ZENITH 308 West 44th St. NEW YORK CITY

SPOT CASH PAID

For 16 mm. Sound Projectors

We also want to buy 8 and 16mm. silent Projectors and 8 and 16mm. Cameras, Lenses, Lantern Slide Projectors, Exposure Meters, and other Photographic Equipment.

NATIONAL CAMERA EXCHANGE
86 South Sixth St., Minneapolis, Minn.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Bisbee Ends Best Season But Says Tour No Pushover

COLLIERVILLE, Tenn., Dec. 4.—Bisbee's Comedians concluded their 1943 season here last Saturday night, the under-canvas trek being the best ever hung by the show, running 34 weeks on three-day and week stands. Altho business was of the highest order, operating a tent show this season was anything but a bed of roses, said Manager J. C. Bisbee. Drafting of musicians and actors, scarcity of working men and tire and gas rationing made it virtually a nightmare, he stated.

All equipment was moved this week to the show's winter quarters in Memphis, where work on painting and renovating in preparation for next season will start in a few days. Show is slated to resume under canvas early in April, 1944.

Personnel of the Bisbee organization this season comprised J. C. Bisbee, owner-manager; Mary Bisbee, secretary-treasurer; Rube Brasfield, Eleanor Brasfield, Boob Brasfield, Neva Fisher, Ossie Johnson, Lola LaRue, Leo Lacey, Maxine Lee, Cliff and Mabel Malcolm, Joe and Georgia Hoffman and Paul and Dixie Herbert.

Paul Herbert was called to the navy in September and the team was replaced by Turner and Noreen Depenbrink. Rube Brasfield was called up by the army in July, but received a medical discharge several months later, returning to the Bisbee roster late in October. Ossie Johnson received his induction notice during the show's final week.

A new 10-ton truck, with van-type semi-trailer, was added this season, giving the show five trucks, four semi-trailers and two rolling light plants. Show this season played under a Mahaffey de luxe-trimmed top.

Old-Time Rep Bills

By E. F. HANNAN

THERE is a striking familiarity about some of the bills played by the old 10-20-30 shows, and some of the bills presented today. *Tobacco Road* has for its locale the hills of Georgia, and relates the doings of a family of dirt-starved farmers, while back in the '90s several rep shows played a bill called *Tennessee Hills*, which also got much of its novelty from the cussin' and doin's of such characters in the neighboring State.

The present-day *Life With Father* had a counterpart 40 years ago in *Must Have Been Father*, and later in *A Poor Married Man*. *Rebecca From Sunnybrook Farm* has had much success in late years with both professionals and amateurs, but way back in early rep days Justin Adams, who wrote many rep bills, fashioned a play called *Little Maine Girl*, which he used with the Crowell Rep Company, and also sold to other 10-20-30 shows. This was before *Rebecca* had even appeared in book form.

Gold in the Hills has been wowing them on floorshows, as well as in amateur circles of late years, but the writer recently modernized a bill for a school show operator that was used by Gil Roberts, and also Ethel Tucker, in their rep shows, years ago, and the same pace and punch is there when you wish to step it up into the tempo used in playing *Gold*.

Plays are new to the younger generation; hardly ever to the older.

Likes Old-Time Rep Yarns

Lansing, Mich.

Editors *The Billboard*:
Read with a great deal of interest the recent letters and articles on old-time rep shows and players. I was in rep many years. Worked in stock in Butte, Mont., at the Union Family Theater when Uncle Dick Sutton had it. The season of 1900 I was with Lincoln J. Carter's *Down Mobile* Company, then spent a summer with the Maude Henderson Company. After that spent several seasons with the Hunt Stock Company, doing characters and specialties. In 1904 I moved to Smith's Burlesque house in Grand Rapids, Mich., and from

there to the Bijou Theater in Lansing, where I was musical director for 20 years. In 1924, when the theater burned and Curley Burns lost his big shoes in the fire, I joined Hagenbeck-Wallace Circus as air calliapist with the band. From 1934-'36 I was with Cole Bros. Circus. I am now retired in Lansing and get *The Billboard* every week. On the road I went under the name of Frank Hagar. JOSEF RIX.

Rep Ripples

HOWARD R. BRANDT, of the Gordon-Howard Company, Kansas City, Mo., is another of the old-timers to come thru with a batch of rep news to aid in keeping the old column perking. He shoots the following . . . RAY AND MARGIE BASH are located in Kansas City, Mo., where both are employed at the Liberty Theater. . . FRANK MYERS, well-known actor and agent, is employed at the same house. . . ROSS MCKAY and Herbert Walters, formerly partnered in the operation of the Herbert Walters Comedians, now have their individual moving picture circuits in Kansas, with both reporting business good. . . DOROTHY HAINES, daughter of George and Janet Haines, who operated the Haines Comedians, is engaged in commercial lines in Kansas City, Mo. . . FRED STEIN, former rep and stock trouper, is now credit manager of the Columbian Electric Company, Kansas City, Mo. He is also active in entertainment work with the Shriners there. His wife is the former popular leading woman, Blanche Cook. . . ED AND LUCILLE WARD, of the Princess Stock Company, are reported playing schools in Louisiana to much success. . . JERRY BRUCE is engaged at the Picadilly Room of the Pickwick Hotel, Kansas City, Mo. . . EDGAR JONES, who operated the Edgar Jones Popular Players for many years, is now manager of the Fox Orpheum Theater, Marion, Ill. . . OWEN (DOC) HITCHLER, for many years with Ed C. Ward, Ted North, Verba Cross and other Mid-western reps, is now manager of the Regent Theater in downtown Kansas City, Mo.

TUED NORTH SR., leaves Milwaukee this week-end to spend the holidays with his family in Los Angeles. En route west he expects to stop a few days in Kansas City, Mo., for a visit with his good friend, Howard R. Brandt. . . DELL AND FLORENCE PHILLIPS are back with Earl and Joey Gregg's old-time meller troupe, now enjoying a successful run at Club Casa Manana, Boston. Mr. and Mrs. Billy Charles are also back with the Gregg company, and look for an all-season's run in the Hub. . . THE BALFOURS, forced to check their circle stock around Duluth, Minn., a few weeks ago, due to the 10-inch snow which hit that section, have resumed. However, it may not be for long, as Val has been told that he may be called up for the army around December 30. . . JACK AND NONA HART have sold their property in Foreman, Ark., and moved to Ohio. . . HUBERT NEVINS and Dick Lauderback will spend the holidays at their respective homes, following the close of the *Passion Play* they've been with all season. . . FREMONT TURGEON reports good play for his school and hall show in the Fort Smith, Ark., area. . . COLLIER'S COMEDIANS are said to be getting fat in Western Tennessee. . . N. W. (NAP) GILMETTE, assisted by Louis Chase, ex-rep and vaude performer, has a school show operating in Rockingham County, New Hampshire. . . RALPH BLACKWELL typewrites from India under date of November 20: "I'm still in Special Service, and nightly I take a truck and trailer, equipped with a 16mm. projector, and give the boys their movies. Johnny Finch, the ex-Billroyer, is still with the Red Cross here, and working out plans and painting scenery for the stagshows we put on here." . . RUDY HOFF, the ex-repster, is back wielding the baton over his band crew at the Barrel of Fun nitery, Pensacola, Fla., after attending funeral services for his father who passed recently in Dubuque, Ia.

Wanted For J. B. ROTNOUR PLAYERS

Ingenue, Comedian, General Business Woman and Man. Specialties.

J. B. ROTNOUR, Richmond, Illinois,
Geo. O'Brien, please write.

The Final Curtain

ARLINGTON—Mrs. Eddie, 70, known professionally as Nettie Bourne, wife of Eddie Arlington, prominent ex-circus proprietor and promoter and at one time owner of the 101 Ranch as well as a number of New York hotels, in New York November 29. At one time she was managed by Sam W. Gumperts, currently general manager of Hamid's Million-Dollar Pier in Atlantic City. An actress in stock companies and later on Broadway, she and her husband entrained from their Los Angeles home to Phoenix, Ariz., for the funeral of their son-in-law, Edward E. Van Sickle, banker, whose body was to be sent to New York for interment. Mrs. Arlington suffered a stroke en route and died shortly after reaching New York, where a funeral service was held December 1. Her husband stayed on in New York to establish residence with his daughter, Mrs. Edward Van Sickle. Deceased's husband was representative of James A. Bailey in Europe and also piloted Robbins Bros.' Circus, among other shows.

BARBER—Dolly, 5, daughter of Mr. and Mrs. James Barber, manager of the Pacific Coast Shows, in Monroe, Wash., October 24.

BERMAN—Louis, 50, superintendent of Warner Bros.' Sunset studios, following a heart attack in Hollywood, November 30. Survived by his widow, Rose Berman, and two children.

BRYANT—Willard, 81, former musician, in Yeadon, Pa., November 23. He was a cornet player in the Detroit Opera House orchestra in the '90s. For a number of years he operated a music store in Detroit. Survived by his daughter.

CHADWICK—Joseph D., 79, former vaude actor, in Bellmawr, N. J., November 30. He had appeared for many years on the old Keith circuit with his wife and daughter in a comedy singing and dancing act known as Chadwick Trio. Survived by his daughter.

CONLIN—Lieut. John J., 21, in a plane crash in New Mexico November 25. He was the son of Raymond P. Conlin, former Detroit vaudeville booking agent. Survived by his parents.

DEIBERT—Helen, show woman and bingo operator, following a long illness at her home in Detroit, November 26. Survived by her husband, Edwin; two daughters, Betty Jean and Lenora, and a son, Richard E., in the army and stationed in the Pacific island area. He was flown back by the government prior to his mother's death.

DOWDY—Slon (Pops), 65, cookhouse man, following a lengthy illness, at Waterboro, S. C., November 23. He was on the road for 38 years.

ELLERY—Robert M., songwriter, at the Naval Hospital, Pensacola, Fla., Novem-

ber 19. He was a resident of Detroit until his retirement a year ago. Survived by his widow and two sons. Interment in Woodlawn Cemetery, Toledo, O.

GAINS—Samuel Morris, 49, Ferris Wheel foreman, from a heart attack, on the midway of the B. and H. Shows, Sumter, S. C., November 22. No known relatives. B. and H. Shows' personnel arranged services.

GAREY—James R., 82, actor and playwright, in Harlem Hospital, New York, November 28. In 1880, he made his first stage appearance with W. J. Florence in *Ticket of Leave Man*. Recently, he was a stage director for stock companies and had served in Charles T. Blaney's producing organization. Services were held under the auspices of the Actors' Fund of America at Walter B. Cooke's Funeral Parlors, New York, December 3 with interment in the Fund plot in Kensico Cemetery, Westchester. Survived by his widow.

GUNN—Thomas Patrick, 71, veteran character actor of bronchial pneumonia at his home in Brooklyn December 1. He made his stage debut in *San Toy* in support of James T. Powers and later acted in several George W. Broadhurst plays, and in Henry W. Savage and Selwyn productions. Besides spending several years in vaudeville and with the Crescent Stock Company, Brooklyn, he appeared as the sheriff in the original production and the two revivals of *Show Boat*. Recently he had been playing in radio sketches. He was a member of Actors' Equity and AFRA, and formerly belonged to the Lambs. Surviving are his widow and a daughter.

HARDING—Alfred M., former circus and rodeo showman, at his home in Sylvia, Kan., November 23. Survived by his daughters, Malu Burkhardt, Peru, Ind., and Darlene Lasater, Newton Falls, O.

HARTNETT—Francis J., 53, former publicity director for the Atlantic City Convention Hall following a heart attack at his home in Washington November 22.

HEYMAN—Mrs. Estelle P., former concert pianist and mother of Edward Heyman, songwriter, at Cedars of Lebanon Hospital, Hollywood, November 26. Services in New York December 1. Survived by her sons, Pvt. Maxwell Heyman, Camp Kohler, and Edward Heyman.

HURIGAN—Frank, 50, of comedy team of Frank and Ethel Hurigan, following a brief illness in Deaconess Hospital, Buffalo, November 30. Survived by his wife, Ethel, and his mother, Mrs. R. Hurigan. Interment in Buffalo.

JOSEY—Verner S., conductor of *Cabinet of Melody* program from Station CHNS, Halifax, N. S., in a hospital there November 20. He had formed and directed an entertainment troupe for army, navy and air force stations. Sur-

vived by his widow, one son and two daughters.

KERR—Charles H., theater manager, in a St. John (N. B.) hospital November 20. He had been active in management of theaters and in film distribution, including manager of Mutual Films, St. John. Survived by a son and a daughter.

KESSINGER—Mrs. Nettie E., 73, mother of Edythe Sterling, former silent movie star and owner of Arizona Hopi Indian show, following a heart attack at her home in Newtown, Conn., November 30. In addition to her daughter she is survived by a son, Leonard E. Kessinger. Services at Lyle Hall Chapel, Danbury, Conn. Interment at Newtown, Conn.

KORN—Harry, 53, motion picture projectionist, from heart trouble at Tucson, Ariz., recently. He worked at the Madison Theater, Detroit, for the past several years. Survived by his widow and one son, Harold Korn, operator at the Monroe Theater, Detroit. Interment at St. Louis.

LISERANI—Mrs. Zella, 43, wife of Gino Carrado, motion picture character actor, in Van Nuys, Calif., November 27. Services at the Little Church of the Flowers, Glendale, Calif., December 1. Survived by her husband, two sisters, Mrs. Lela Hansen and Fern Sorenson, and a brother, Earl L. Sorenson.

MONTROSE—Frank (Senator Ayers), 69, veteran vaude actor, at Roosevelt Hospital, New York, November 28. He started in show business as a stagehand for David Belasco and later toured on the Keith and Proctor and Orpheum circuits at the same time as Sophie Tucker, Eddie Foy Sr. and the Howard Brothers. While in the real estate business in Florida in 1915, he was one of the first persons to sponsor a radio program. Coming back to vaudeville, he changed his name to Tom Casey and last year won first place on Major Bowes Amateur Hour with a song he wrote called *Scram, Hitler, Scram*. Last spring, he aided in a War Bond drive and sang his song at several shows. He never fully recovered from the injuries of a fall which happened while he was working as a night watchman at a defense plant. He was a member of the National Vaudeville Artists and the Actors' Fund. Survived by his widow.

RESTRICK—John W., concessionaire, at Cleveland November 21. Burial in Showmen's Rest, Chicago.

RITTER—Mrs. Mary A., 79, mother of Harry Ritter, theatrical agent in Philadelphia, November 30, at her home there. Her husband also survive. Services and interment in Philadelphia December 2.

ROGERS—Raymond (Duke), 51, retired vaudeville performer, following a lengthy illness at Smith-Esteb Hospital,

Richmond, Ind., November 27. He toured Europe with the American Ragtime octet and had the Rogers, Rotanne and Moore vaudeville act. Appeared in *George White's Scandals and Hippity-Hop*. Survived by his widow, Mrs. Thelma Rogers; three children, Ronald, Ricki and Larry, and his mother, Mrs. Ellen Rogers. Interment in Earlham Cemetery, Richmond.

SHERIDAN—Frank, 74, stage and screen actor, at his home in Hollywood November 24. He had appeared in films since 1929 and became ill a few days after being signed for the part of congressman in *Woodrow Wilson* to be made at 20th Century-Fox. Born in Boston in 1869 he went on the stage at 12. Upon completing his education he went to New York, where he appeared in several George M. Cohan productions and others including *Paid in Full*, *Wild Flower* and *Three Faces East*. He also appeared with Lillian Russell in *Wildfire*. Upon his arrival in Hollywood he first appeared in *Fast Life* with Clark Gable 23 years ago. Other pictures in which he played included *The Ladies of the Big House*, *Public Defender*, *Washington Merry-Go-Round* and *The Leavenworth Case*. He was frequently cast as the district attorney, a part he played in *The Life of Emile Zola* with Paul Muni in 1937. He was a member of the Masquers, Lambs' Club, the Friars and a veteran of the Spanish-American War. Services in Hollywood, with burial in Holy Cross Cemetery there November 27. Survived by his widow, the former Edna M. Carol.

SHEPPARD—Albert, 47, interpretative dancer, following a heart attack at Hahnemann Hospital, Philadelphia November 22. He previously played in vaudeville, known on the circuits as Dana the Great.

STALLINGS—Mrs. L. Tucker, mother of Lieut. Col. Laurence Stallings, of the United States Marine Corps, co-author of the dramatic success *What Price Glory* and author of the motion picture *The Big Parade*, in Atlanta, December 1. Another son and a daughter survive.

SULLIVAN—Mary E., mother of Paul M. Sullivan, orchestra representative, and widow of Dr. D. E. Sullivan, at Concord, N. H., November 27.

In Memory of My Beloved Husband
RAY VAN WERT
 Who Passed Away Dec. 7, 1942.
PEARL VAN WERT

WAIZENEGER—Henry A., 80, Savin Rock concessionaire, following a long heart illness at his home in West Haven, Conn., November 26. Survived by his widow, Cora Stiles Waizeneger.

Marriages

BANAN-WOOTERS—First Sergt. Harry Banan, nonpro, to Mary Lee Wooters, known in pictures as Mary Lee, former vocalist with Ted Weems's band, in Hollywood November 29.

BRADLEY-TAYLOR—Lee Roy Bradley, concessionaire with Hunt Bros.' Circus, to Miss Taylor, nonpro, of Charlotte, N. C., at York, S. C., November 24.

GIONFRIDDO-VASQUEZ—Pvt. Michael Gionfriddo, formerly on staff State Theater, Hartford, Conn., to Lucille Vasquez, nonpro, there recently.

HOWARD-RUSSELL—Royal Merwin Howard, nonpro, now in the army, to Muriel Lu Russell, former actress on *Storyland* program, WHTT, Hartford, Conn., there recently.

LIBURDI-LITZIE—George Liburd, projectionist of the Rialto Theater, Bridgeport, Conn., to Virginia Litzie, known professionally as Penny Porter, show girl and singer there, recently.

LUFT-BARI—Michael Sidney Luft, nonpro, to Lynn Bari (Marjorie Schuyler Fisher), film actress, in Los Angeles November 28.

MALLER-ADLER—Randy Maller, manager Warner Bros.' Strand Theater, New Britain, Conn., to Sylvia Adler, nonpro, in Brooklyn, recently.

MARCH-CASSELL—Frank March, concessionaire at the Troc Theater, Philadelphia burlesque house, to Gloria Cassell, nonpro, in Philadelphia November 25.

MILLER-LEVINSON—Jack Miller, agent with the Columbia Entertainment Office, to Irene Levinson, owner of chain of hotels in New York State, November 28 in New York.

NOBLE-BLYLER—Tom Noble, salesman for Warner Brothers pictures in Philadelphia, to Olive Blyler, nonpro, in Philadelphia November 24.

Bert Swor

Bert Swor, 74, veteran minstrel man and vaude performer, often spoken of as "the greatest black-face of them all," following a heart attack in his room in the Bliss Hotel, Tulsa, Okla., November 30. He had gone there from his home in Dallas to appear in and aid in producing a benefit show sponsored by Hey, Rube, Inc., made up of showfolk.

Bert Swor literally grew up in the theater, his father before him having been a Tennessee minstrel. He saw his first show in Lebanon, Tenn., staged by his father, and his most precious possession was a cane handed down from his showman father, to whom it had been presented by Stephen Foster, the composer.

Swor, one of the last of the great minstrels stars, rose to prominence in the era of Al G. Field, Honey Boy Evans, Sugarfoot Gaffney, Neil O'Brien, George Primrose, Lasses White and other top-flight minstrels. He was featured with the Field show for 20 years, and later appeared in vaude, on the New York stage and on the radio. Bert taught the business to his two youngest brothers, Jim and John, and the three appeared together in *The Wizard of Oz* in 1903. The deceased also appeared for a time as Moran in the act of Moran and Mack, the Two Black Crows.

Funeral services at Welland's Funeral Church, Dallas, December 4, with interment there. Surviving are his widow and two brothers, Jim and John.

In Tribute to—

R. E. GRIFFITH

November 24, 1943

R. E. Griffith Theatres, Inc.
 Dallas, Texas

Hotel Last Frontier
 The Ramona Room
 Las Vegas, Nevada

Past Chief Barker, Variety Club, Dallas, Texas



SLA HONORS WAR BUDDIES

Its More Than 80 Servicemen Missed at Annual Fete in Chi; Skein of Patriotism Prevalent

Brilliant yearly get-together draws showbiz moguls to Grand Ballroom of the Sherman for post-prandial addresses and stagershow highlighted by stars

CHICAGO, Dec. 4.—Permeated with the usual color and good-fellowship that is nurtured whenever showfolk gather for the purpose of frolic and tied up in a skein of patriotism in honor of its members now in the services of Uncle Sam, the 31st annual banquet and ball of the Showmen's League of America held in the Grand Ballroom of Hotel Sherman Wednesday night (1) proved another of those gala events that will linger long in the memories of its participants. Due to travel restrictions and with more than 80 of its members in the armed forces, the affair wasn't as large as some of its predecessors from an attendance standpoint. However, those who attended, most of whom are engaged in the pleasant professional duty of keeping America happy, entertained and up to par in morale, were ready on this occasion to partake of their own tonic, and the results were excellent. It was a brilliant dine, show and dance festival.

Sam J. Levy, who for nearly 25 years, off and on, has been engineering these League festivities, is again deserving of a pat on the back for a job well done. He mapped a succulent menu, and lined up a talent parade that had the banquetgoers alternately laughing or wacking palms all night. Lew Diamond's ork entertained the early arrivals, played the show stint and supplied the locomotor inducement for the trippers of the light fantastic later on in the evening. A huge crowd remained for the after-banquet dance session which ran into the wee hours.

Program got under way with Charles G. Driver, League chaplain, speaking the invocation, which was followed by the singing of the national anthem. Vincent Gottschalk, the honey-voiced emcee, struck a patriotic note with an off-stage spiel spoken to accompany a series of slides projected on a screen. The idea didn't measure up to last year's nifty way of remembering the League's members in the armed forces, but Gottschalk again handled it splendidly in his distinctive style. There followed the Liberty Parade, with the waiters carrying patri-

Buckeye Showman New Head of SLA



Floyd E. Gooding

PCSA Stages Big Show in Behalf Of War Bond Sales

LOS ANGELES, Dec. 4.—A show sponsored by the Pacific Coast Showmen's Association at the Victory House at Pershing Square here spurred War Bond sales to new heights November 27. Under the direction of a committee, including Harry Chipman, chairman; J. Ed Brown, Jack Hughes and S. L. Cronin, a performance running 4 hours and 50 minutes was given, with War Bond pitches being made between acts. Club members rallied to the cause, with John M. Miller purchasing \$2,000 in bonds and Frank Messina \$10,000, along with others making large purchases. Last year's PCSA show reported sales of \$125,000 and the show this year was said to have exceeded that figure.

Program included the following acts, who donated their services: Clowns from King's Olympic Circus thru the courtesy of Art Concello; McConnell and Moore, jugglers; Louis Goebel's elephant, "Bunny," with Slim Weisman, trainer; Joe Brooks, tramp clown; Olga Celeste and her trained leopard; J. Kling Ross and his pick-out horse; George Perkins and his clowns; Jorgen M. Christiansen and his Creolian stallions from Russell

Crafts Grosses Big; Back In Quarters

SAN DIEGO, Calif., Dec. 4. — Despite the fact that not a single fair date and only one celebration was played, Crafts 20 Big Shows, which closed the season November 28 after a 15-day stand here, report that grosses exceeded previous seasons by a large margin. Equipment has been moved to quarters at North Hollywood.

The last stand, auspices of the American Legion, San Diego, previously an act town, responded with only fair business. With the water-front location out for the duration, the show was forced to use the 26th and Main streets lot, which proved fair for the spring engagement but did not make a successful fall date. W. Lee Brandon, general agent, handled advance publicity, daily papers carried plenty of art work and press notices, and Frank Shull, of the advertising car, distributed paper, but gas rationing, poor

ACA Continues Its Reps in DC

CHICAGO, Dec. 4.—Continuation of its public relations fund was unanimously voted at the 10th annual meeting of the American Carnivals Association, Inc., at sessions November 29 and 30 in Room 118 of the Hotel Sherman here during the outdoor conventions. Consensus was that a good job has been done by the ACA counsel in Washington since last February. Continued financial and moral support of the association's DC reps was pledged by carnival owners attending.

President James E. Strates and First Vice-President David B. Endy were re-elected for second terms. Issy Cetlin was elected second vice-president to succeed Max Goodman. J. C. McCaffery was elected associate secretary to succeed Art Lewis and Floyd E. Gooding was elected associate treasurer to succeed the late J. F. Murphy. Max Cohen, Rochester, N. Y., was re-elected secretary-treasurer-general counsel, a post he has held since formation of the ACA.

Three new members were elected to the board of directors, Phil Isser, succeeding Issy Cetlin; David Endy, succeeding Frank R. Conklin, and John Gecoma, succeeding William C. Fleming. Oscar

Kortes Museum In Run at El Paso

EL PASO, Tex., Dec. 4.—Kortes World's Fair Museum opened in the First National Bank Building here November 26 for its third consecutive engagement, registering the largest week-end business in 17 years. The building was filled to capacity on Saturday and Sunday. In this city, home of one of the oldest army posts in the country and with no flesh entertainment except a few small orchestras, servicemen were well represented. Then, too, Spanish people or Mexicans who predominate along the border line react favorably toward this entertainment. Corp. Al Sweeney, of auto fame; Paul Oswald, former son-in-law of Guy Dodson; Chubby Nectoux, and Lieut. Floyd Potter, of the Flying Potters, all stationed at Fort Bliss, Tex., were called upon to handle the crowds. Sweeney also assisted in the publicity campaign using about 27 papers and nine radio stations including three in old Mexico.

Visitors included Mayor J. E. Anderson and party headed by a group of city officials and Sheriff Felby with a party of county officials. Captain Bennett, provost marshal and group represented Fort Bliss, while Val Lawrence, manager

(See Kortes El Paso Run on page 57)

WAGNER, WEER EXPAND

GL Owner Buys Velare Property For Rail Shows

Morris to be manager and Lohmar general agent—St. Louis site for quarters

CHICAGO, Dec. 4.—Al Wagner, owner of Great Lakes Exposition Shows, has purchased all equipment of the Royal American Shows that belonged to Elmer C. and Curtis J. Velare, co-owners of the RAS, consisting of a string of flatcars, coaches, Diesel light plants, light towers, fronts, stages, tents and wagons, and will take out a 30-car railroad show in 1944.

Cavalcade of Amusements is the title selected for the new organization. Wagner will dispose of all of his motor

Phillips and Lipsky Join Out on a 50-50 Basis in JJJ Expo

CHICAGO, Dec. 4.—E. Lawrence Phillips and Morris Lipsky are now co-partners in ownership and operation of the Johnny J. Jones Exposition. Announcement was made during the outdoor meetings here this week. Phillips will be general manager and Lipsky will be manager of concessions.

General Manager Phillips purchased a half interest in the concession end and Manager Lipsky purchased a half interest in the physical property of the organization. He has been a partner in the Lipsky-Paddock concessions with Harold (Buddy) Paddock for several years.

Ralph Lockett, formerly JJJ secretary, who served in that capacity last season with the Art Lewis Shows, will return to the Jones banner as secretary, and Bert Miner will continue as general superintendent. The site used for winter quarters in Augusta, Ga., has been purchased, largely as an investment, it was announced, and the deal does not neces-

New 20-Car Org Is Staffed in Chi

CHICAGO, Dec. 4.—J. C. Weer, who purchased former equipment of the Art Lewis Shows from James E. Strates several weeks ago, will open the new 20-car railroad show in Norfolk, Va., April 3. He contracted several fairs during the Chicago meetings, which will be announced later.

While here he appointed R. C. McCarter, formerly with the Cetlin & Wilson Shows and other carnivals, as general agent; Cash Wiltse, assistant manager; Ted Woodward, secretary; W. C. (Chick) Franklin, press agent, and Clyde Barrick, electrician.

Show will open with about 12 rides, 10 shows and 30 concessions, it was said. Owner Weer has been in carnival business 31 years, originally operating concessions, then owning his show, and for the past four or five years he has been operating rides.

sarily mean that winter-quarters location may not be changed in the future.

Repeats as Prez of ACA



James E. Strates

Chicago Chatter--Or a Klondike For Cutting Up Those Jackpots

By LEONARD TRAUBE

Lew Dufour's new pitch on a re-styled health exhibit is "Health and Beauty." The tall, dignified gent with the disarming twinkle had quite a quorum listening to the H&B spiel, and if the idea doesn't sell like the proverbial hot cakes, it won't be the fault of suave, smooth Dufour.

Max Linderman hooked Patty Conklin for two crisp 50-dollar bills as ammunition for the Linderman Fund of the National Showmen's Association. But Patty came right back and separated Max from \$300 for a Conklin benefaction aimed to raise about \$5,000. Between them they were out 400 plunkers, but all in a good cause at the Chi Klondike.

The biggest worry Art Briese had was setting the talent for the President's Party of the Showmen's League. It turned out to be a swell soiree despite the pyrotechnician's advance pessimism. Still, Art felt better on Sunday than he did on Saturday.

Now that he is a hotel owner, William Glick said his presence at the conventions was strictly superfluous. The ex-carnival impresario, firmly entrenched in Baltimore, has a cute philosophy about money. "When you make plenty, you pay \$100 for a suit instead of \$30, and that's about the only difference." Nobody asked him what you do if you don't have even the 30 simoleons.

Herb McElroy, the Ottawa Fair chief, was busy inviting selected people for a hunting and fishing chore up his country. These Canadians don't cut up jackpots. They give 'em away instead.

One look at Harry (Remember the "A") Illions in his new attire, complete with vermilion cravat, and you know he had it soft this season. Harry A. always plays down his take. "Fifty thousand either way doesn't count much these days." (We'll split the difference if it's just the same to him.)

Max Goodman says there should be a

law against addressing him as "Mister." And like a chump we always thought that's how one greets gentlemen.

When we last heard, Issy Cetlin was still shopping for that railroad equipment—with an even chance of landing it.

What's this about "Mac" (not Mc-Swigan, of course) getting thru at Ken-nywood Park in Pittsburgh?

Novelty: Sunny Bernet, Pat Purcell, Bernie Mendelson and Ned Torti—the cultured Four Horsemen—never all together at the same time. This condition is like smashing the atom or draining the ocean.

Going back to depression days amid the 1943 gold mine, Al Beck observed that the Russell Bros.' Circus weathered the dog days and came out with plenty of moola. And Cliff Wilson, ever the practical cynic, said '43 was the dollar-sign peak and that next season will mark the tapering-off period. Forewarned is fore-armed?

When they ask Frank (General Motors-Bendix) Kennedy about GM's scope, he says, "We're a promising company and hope to grow into something some day." Recalls that at his super-successful exhibit at the late NY World's Fair, every man and his brother had an idea on how to make the show pay off.

J. C. (Tommy) Thomas was extra busy throwing lozenges down the hatch. Quite a draft in the Windy City.

Damon and Pythias combination, Oscar Buck and Dave Eady. Two different shows, too. Another proof that some opposition is friendly.

Carl Sedlmayr didn't get those silk shirts from in-the-red-operation. But then again, the Rubin & Cherry man was always in there pitching with fancy haberdashery while making people happy.

Talking about Sedlmayr, his partner,

Sam Solomon, is a study on contrast. Any old shirt that's handy for sage Solomon.

Parkmen's President Leonard B. Schloss was anxiously awaiting Friday, for that's when a plane was to take him to Florida for the annual siesta. Some people are just born lucky. (But don't let anyone kid you that Len Schloss doesn't do a real day's work when he's bossing Washington's Glen Echo.)

That was Sam Levy, the ubiquitous man. Boy does he step fast!

Short Shots

H. A. Ackley remarking that Norman S. Alexander never ages perceptibly. . . . "Capt. John" Sheesley shaking hands all around. . . . Mrs. George Hamid loaded down with packages in the lobby on way to the elevators. . . . Arnold Gurtler still lapel-flower crazy. . . . Comic Billy DeWolfe, the sailor, clicking (naturally) at the annual blowout of the American Federation of Radio Artists. . . . Mike Barnes still worried about whether he can make that next million. . . . Fred Kressman causing contusions, lacerations and the whole traumatic book when shaking mitts. . . . Phil Travis slipping a few cool ones with Editor Claude Ellis at the Celtic bar. . . . Henry Rapp a study in ultra-soft tweeds. . . . Frank Kingman bemoaning the loss of several thou chickens in Brockton, Mass. . . . Al Martin in from Boston to peddle grandstand fare. . . . Jack Dadswell talking about his newspaper job. . . . JAFE prez Charlie Nash hustling hither and yon as peppy as a third baseman. . . . Ken and Viola Blake giving each other icy stares. . . . Virginia Kline all eyes noting what the gals are wearing this season. . . . Ida Cohen telling a fast one about Harry Batt in the mistaken identity department. . . . Art Lewis entertaining a mob and brother Charlie picking up the tab. . . . Lawrence Phillips being extra nice to his foreman in the saloon. . . . Morris Lipsky proudly showing his army identification tag (he's out now) and Buddy Paddock looking on. . . . Gerald (Ain't It a Pip) Snellens shoulder-slapping all and sundry. . . . Ralph Lockett talking wistfully of southern climes. . . . J. C. McCaffery holding court in various parts of the lobby with the mythical Magic Carpet holding his weight beautifully. . . . Max Cohen shouting the virtues of the American Carnivals Association, but sotto voce, as

is his wont and gentle demeanor. . . . Florence Lusse looking as if she's been inspired. . . . "Old Man" Wendler looking not much older than Bill Wendler. . . . Mr. and Mrs. Adrian W. Ketchum, the couple ideal. . . . Herb Schmeck back in harness after a slege of illness. . . . Frank Conklin and Neil Webb doing a mess of greeting. . . . Bob Parker getting tanner year by year. . . . Stream-lined Bill Fleming as glib as ever. . . . Elwood Hughes exchanging anecdotes. . . . Andre Dumont shopping around. . . . And wasn't it wonderful while it lasted?

PCSA WAR BOND SHOW

(Continued from page 32)

Bros. and King's Olympic Circus; Joe Brooks, juggler; George Perkins' performing dogs; Jimmy Troy, aerial trapeze; M. E. Arthur's performing horses; Goebel's animals; George Perkins' clowns, jargo act; Sgt. Phil Escalante, slack wire; Peggy Bailey, dogs, ponies and monkeys; clowns; F. L. Yagla, Uncle Sam stilt walker, and Arthur Bros.' elephants handled by Captain King.

Added attractions included the mental act as presented by Madame Regal, circus music by a band headed by Spud Redvick and on callopio loaned by Frank Messina. Ten copies of *Hold That Tiger* were donated by Mabel Starke and 10 copies of *Hey Rube* by Bert Chipman, with autographed copies going to purchasers of \$100 War Bonds. Peanuts donated by Mellos Peanut Company and balloons by S. L. Cronin were given with War Stamp purchases. Concessions were handled by Clyde Gooding, with R. E. Clifford selling candy apples for stamps.

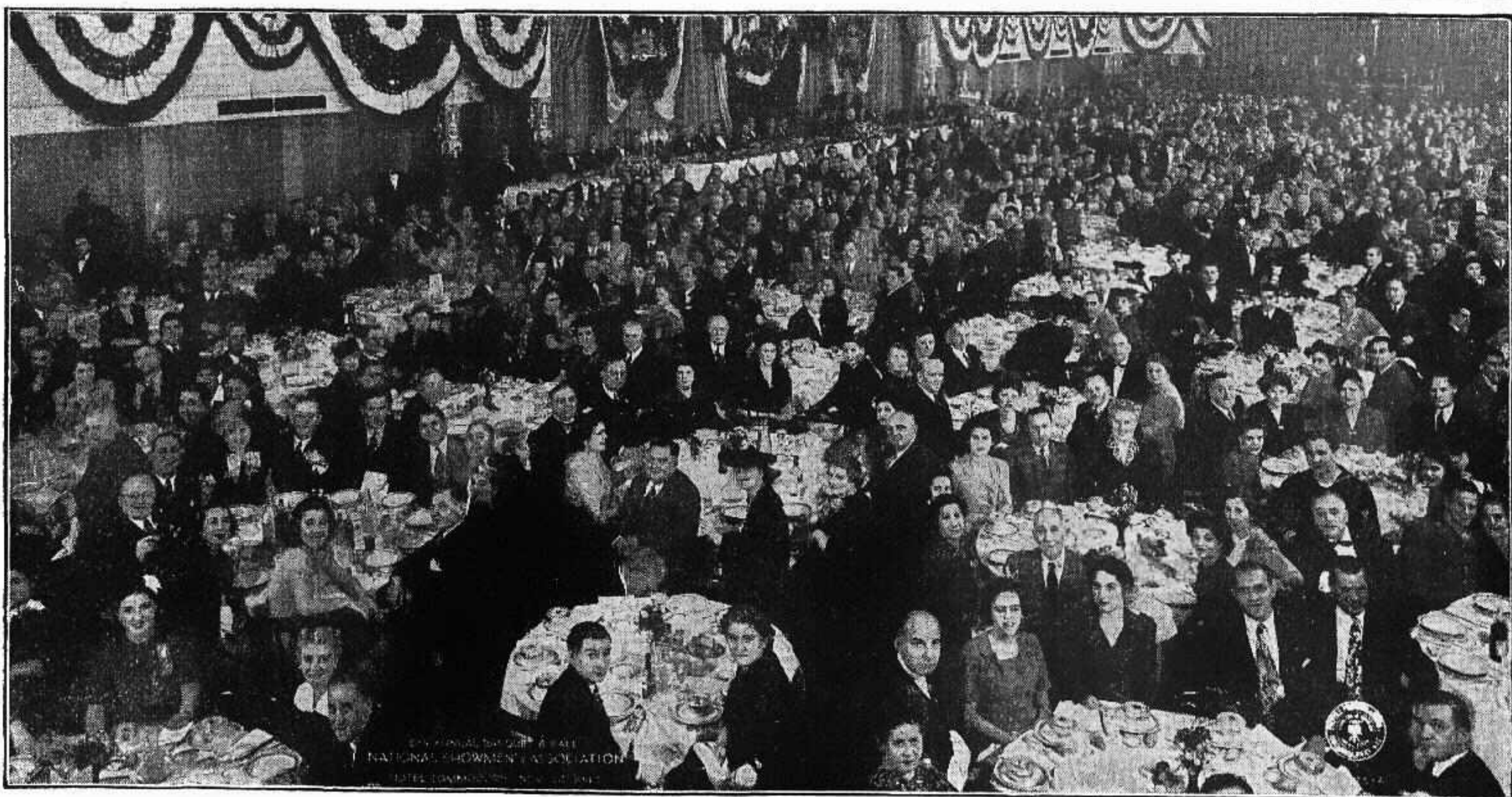
Harry Chipman served as equestrian director, and the show was announced by Harry Quinn. Carl Sonitz, Victory House manager and well known in circus circles, was on hand to watch the performance. Banners were painted by Earl Caldwell. Harry Quillen was official photographer.

Sonitz expressed his appreciation of the PCSA's work in a letter read at the Monday night PCSA meeting.

RAIL SHOW FOR WAGNER

(Continued from page 32)

equipment and will operate only the railroad show, he said, during the outdoor meetings here this week. He has successfully operated Great Lakes Exposition Shows for the past five years, 1943 having been his most successful season. Milton Morris has been appointed man-



A PORTION OF THE 1,400-PLUS who attended the sixth annual banquet and ball of the National Showmen's Association Thanksgiving eve (November 24) in the Commodore Hotel in New York. With Victory as this year's theme, the festival marked a peak in interest and distinguished guests as well as in attendance. Lieut.-Col. Harold G. Hoffman, a member, again functioned as toastmaster, with President Emeritus George A. Hamid assembling dais guests from the armed forces, from politics and from show business, assisted by Fred Murray. President Art Lewis welcomed the vast assemblage and urged the same kind of unity and co-operation for his successor, Oscar C. Buck, who, as first vice-president, has been nominated to the top office, with Brother Murray nominated for chaplain. Past President Max Linderman also graced the dais as senior member of the board of trustees. (Details of the record event appeared on page 31 of the December 4 issue.)

IAFE SCANS HOME FRONT

Lighter Side Is Relegated At Annual Assemblage in Chi; McElroy and Toronto in '44?

Election of Canadian points way to Dominion meeting if conditions are favorable—delegates missing from some sections, but attendance holds up with past

CHICAGO, Dec. 4.—The lighter side of fairs was relegated to a place of minor importance in the program of this year's annual meeting of the International Association of Fairs and Expositions, and major emphasis was placed on food production, participation in home-front war efforts, such as War Bond sales, the Red Cross, etc., and post-war planning. As with last year's convention, a serious note was evident thruout the sessions. Speakers on the program showed a clear understanding of the importance of the and their talks were filled with workable suggestions for continuing and enlarging the educational activities of the annuals.

The convention, held Tuesday and Wednesday in the Bal Tabarin of the Hotel Sherman, brought fair men from all parts of the country. There were fewer delegates from Canada and the Far West, but, on the whole, attendance equaled that of other years.

The IAFE will have a Canadian president during 1944. Herbert H. McElroy, manager of Central Canada Exhibition, Ottawa, Ont., was named president; Samuel S. Lewis, former lieutenant-governor of Pennsylvania and a moving spirit in York Interstate Fair, was elected vice-president, and Frank H. Kingman, secretary of Brockton (Mass.) Fair, was re-elected secretary-treasurer. Election of a Canadian president will take next year's convention to Toronto unless wartime conditions are such that a Canadian meeting will not be practicable.

Nash Is Optimistic

President Charles A. Nash presided at the opening session Tuesday morning and in the annual address sounded an optimistic note for 1944. In reviewing the season just closed he pointed out the excellent work done by fairs thruout the country in furthering every phase of the war effort on the home front and predicted that fairs will carry on with still greater efforts next year. Most of the morning session was devoted to the reports of committees.

First talk of the afternoon session was *Post-War Planning for Livestock Shows*, by Ellis McFarland, secretary National Society of Livestock Record Associations. McFarland reviewed the progress made in pure-bred livestock breeding and made several suggestions for closer co-operation by the fairs. Herbert H. McElroy, speaking on *The Wartime Operation of Canadian Fairs*, told how fairs carried on successfully in spite of wartime handicaps. (See *IAFE Home Fronters* on opp. page)

Va. State Fair Allowed Appeal From Judgment

RICHMOND, Va., Dec. 4.—The Virginia State Fair Association has been allowed an appeal from the \$6,000 judgment arising out of a race track accident, to be heard before the Virginia State Court of Appeals.

The race track driver is John Thompson Cummings, who was at the wheel of a racing car on the last day of the Virginia State Fair in September, 1941. The racer leaped over a retaining wall and crashed into Landon Burton, killing him. Burton's administrator brought suit against the State Fair Association in Hustings Court, Part II, and was awarded \$6,000 damages.

The association contends that the verdict should have been set aside because of negligence on the part of Burton.

Ernie Young Signs Three

CHICAGO, Dec. 4.—Ernie Young signed contracts to furnish grandstand attractions at Ozaukee County Fair, Cedarburg, Wis.; Central Wisconsin State Fair, Marshfield, Wis., and South Dakota State Fair, Huron, during the outdoor meetings here.

More Fairs Will Operate in 1944

Association of County and District Fairs reviews '43 season and '44 outlook

CHICAGO, Dec. 4.—Many fairs which ceased operations during the war will resume in 1944. This was the consensus of reports made Monday (29) at the Association of County and District Fair division of the International Association of Fairs and Expositions. Fair secretaries from 22 States attended the opening session of the three-day meeting.

The reports were made from questionnaires sent out earlier in the year by Frank Kingman, Brockton, Mass., secretary of the international association. Charles Green, manager of the Eastern States Exposition, Springfield, Mass., and president of the international association, reported on New England fairs. Bligh Dodds, director of the New York State Fair, Syracuse, reported for New York fairs.

Review of 1943 and the outlook for 1944, made by secretaries of various State associations, revealed that exhibits were better this year, crowds larger and more money was spent on the grounds than in previous years. Mrs. Don A. Detrick, Bellefontaine, O., was unable to be present, but sent along an interesting paper on *Ohio Fairs Compete for Honors*, in (See *More Stated for '44* on opp. page)

Doug Baldwin to Charlie Nash About IAFE

November 1, 1943

Office of Area Executive,
Navy 133, Fleet Post Office,
San Francisco, Calif.

Mr. Charles A. Nash, President International Association of Fairs and Expositions, Springfield, Mass.

Dear Charlie:

Thanks a lot for your letter and all the news it contained. I appreciate particularly your invitation to send greetings to all the gang who were so good to me a year ago.

There isn't much I can tell you from this end of my brief tenure of office. Frank Kingman can make a much better report than I can of our invasion of Washington.

I've greatly appreciated the letters I've had from some of the gang, keeping me posted on how the season went. With those letters and *The Billboard*, I've been almost with them, altho many times weeks behind the route.

The Billboard is read to ribbons by many of the fellows who were in show

business of one kind or another. The reactions of some of the showmen and "customers" have been most interesting. They know how important amusement and recreation is . . . and nobody knows it more than they do out here . . . and they do want to see the industry keep going and provide needed relaxation from the war strain for the folks back home. But they do want to be sure, and be darned sure, that our industry is not using materials or transportation or facilities that should be used to produce and move the things they need so vitally out here to get this job over in a hurry, so that they, too, can be back lining up for tickets on the Merry-Go-Round. And I'm assuring them that I know full well that that's the way you all are playing the game.

I wish that I could give you a real picture of the show out here . . . it's a great show . . . and I'm mighty happy to be privileged to play a small part as a "super" alongside these wonderful young- (See *Nash Looking Ahead* on opp. page)

New Prexy and V.-P. of IAFE



Herbert H. McElroy



Samuel S. Lewis

Memphis Yields To Administration

MEMPHIS, Dec. 4.—The directors of the Mid-South Fair, Inc., have voted to yield to the insistence of the Memphis city administration that they cancel their lease on the Mid-South Fairgrounds now occupied by the Second Army on or before the last of this year subject to minor reservations.

After a meeting in which sharp differences of opinion were expressed as to the wisdom of canceling the lease one year early, it was finally voted to do so provided the city would agree to return the fairgrounds to the Mid-South Fair at the end of the war "on a mutually satisfactory basis" and to carry out and perform any and all lease agreements and other agreements of the Mid-South Fair, Inc.

As these provisions, while in accord with the verbally expressed views of the city fathers, do not agree with their written demands, it was necessary to appoint a committee for further negotiations.

The fair's secretary-manager, Henry Beaudoin, whose contract would be canceled by the termination of the fair's lease was voted a \$2,100 bonus in appreciation of past faithful and capable service over the opposition of the only member of the fair board who is also a city employee.

Profitable Year For Iowa Fairs

DES MOINES, Dec. 4.—County and district fairs in Iowa had one of the most profitable years in 1943, having more money in the bank than at any time since 1929, Lloyd Cunningham, secretary of the Iowa State Fair board, reported.

Cunningham reported that reports of the 82 fairs which showed this year disclosed they finished the season with balances on hand totaling \$121,874. The figure was the second best since 1921, being topped only by 1929's figure of \$145,018. The balance on hand following the 1942 fairs was \$88,238.

Only five fairs were in the red at the end of the 1943 season, while the other 77 fairs all showed a profit.

Altho fair receipts showed a drop, dis- (See *la. Chalks Good Year* on opp. page)

Lieut. Evans in Prison Camp

YOUNGSTOWN, O., Dec. 4.—Lieut. James Barton Evans, son of Mr. and Mrs. Lee Burton Evans, the latter for many years a well-known concert and opera singer and for the past eight years with George A. Hamid as manager and announcer for the larger Eastern fairs, is in a German prison camp after having been reported missing in action on August 17. By direction of President Roosevelt, Lieutenant Evans has been awarded the air medal which was presented in New York to Katherine Evans, his wife.

Red Cross received information that Lieutenant Evans was forced down in an aerial raid over Germany. As pilot of his ship this was his sixth raid. He had been in the air corps for the past five years and recently signed for five more, intending to make the army a career.

Mr. and Mrs. Evans have two other enlisted sons, namely, Jorp. Evan Evans, marine for four years and last reported stationed on Munda Island, and Pfc. Max Evans at Cherry Point, N. C.

\$3,000 Surplus for N. B.

NORTH BATTLEFORD, Sask, Dec. 4.—A surplus of close to \$3,000 was reported on the year's operations of the North Battleford Agricultural Society at the organization's 38th annual meeting. Attendance at this year's exhibition was 11,919. Mayor J. D. Deans suggested that the society make plans for a new site closer to the center of the city for a combined athletic field and fairgrounds. President John English reported that numerous improvements had been made at the fairgrounds. Livestock exhibits at the summer fair had fallen off, he said.

Clinics Highlight Chi Meet

Tax, Priority, Post-War Plans Chief Subjects

Schloss re-elected—registrations top last year's—shindig climaxes conclave

CHICAGO, Dec. 4.—The new amusement tax bill now being mulled by the Senate Finance Committee, the same but vital priorities problems, and post-war planning, in the order named, keynoted the 25th annual convention of the National Association of Amusement Parks, Pools and Beaches held at the Sherman Hotel here Tuesday thru Thursday of this week. Blow-off to the conclave came with a gala informal banquet and frolic in Hotel Sherman's Bal Tabarin Thursday evening, with Paul H. Huedepohl, NAAPPB vice-prexy and entertainment chairman, supplying a corking 10-act floorshow and orchestra to top off the sumptuous repast.

Leonard B. Schloss, managing director of Glen Echo (Md.) Park, who from his headquarters in the Nation's Capital gave the organization much valuable service during the past year, was re-elected to the president's chair. Other officers chosen to serve for the ensuing year were Paul H. Huedepohl, of Jantzen Beach, Portland, Ore., first vice-president; A. D. McSwigan, Kennywood Park, Pittsburgh, second v.-p.; Edward J. Carroll, Riverside Park, Agawam, Mass., third vice-president, and A. R. Hodge, secretary. The following were elected to serve as directors on the three-year term: Harry J. Batt, Paul H. Huedepohl, F. W. A. Moeller, Fred L. Markey, Herbert L. Schmeck and John J. Carlin. Andrew A. Cassasa and Raymond Lusse were named to fill the two director vacancies on the one-year terms.

More Parkmen Present

Registrations were slightly ahead of last year, which itself was below that of previous years due to the war. While there was a larger attendance from amusement park ops this year, registrations from carnival men fell off. This was the second year that the conclave went without exhibits due to the war. The Market Place, which was to have been an important feature of last year's meeting but which fizzled, also was eliminated at this year's gathering, thus affording those who were generally tied up at display booths a better opportunity to make the various business and social sessions. The five Victory Clinics, a highlight of the NAAPPB conventions the past seasons, duplicated that success again this year, attracting well-filled sessions for the discussions on the problems most vitally affecting the industry in these war days.

Unlike the carnival and fair men, who were also in session at the Sherman Hotel here this week, the park operators expressed considerable concern over the new amusement admission tax now before the Senate Finance Committee, and gave much of the convention time to discussing the matter. John J. Carlin, of Baltimore, in reporting as chairman of the legislative committee at Tuesday's executive session, stated that the park industry was faced with little or no adverse legislation in 1943 but pointed out that it faces new and higher taxes in 1944, citing particularly the new federal admission tax now in the making.

Plan Action on Taxes

While the park and fair men look at the proposed tax in the light that this is war and the government must have money to wage it, the park men gathered here spoke of concerted action to get as favorable a tax as possible. Carlin said that the industry will have to accept its share of the new taxes gracefully, and make every effort to get a fair tax which will be passed onto the public anyway. (See Clinics Highlight Meet on opp. page)

They Head Administration of NAAPPB for 1944



Leonard B. Schloss



Paul H. Huedepohl

Post-War Era Will Demand Sharper Promotion Ideas

(A talk delivered by George A. Hamid at the 25th annual convention of the NAAPPB at the Sherman Hotel, Chicago, December 2, 1943.)

If I were psychic and could gaze into the future to see what is in store for us, I might feel more capable to talk on the subject of future promotions. We all realize the changes that are overtaking us in our everyday lives each time the clock ticks off a second. What we may vision today as modernistic might be outmoded tomorrow. We are traveling very fast, but I am confident our industry will keep pace with all requirements of the future.

The word "promotion" covers a lot of ground, and the success of a promotion depends largely on the locality, the facilities you have to sell and the competition you have to meet. During the past year we have learned much from those large concerns which have organized their own shows to aid in boosting the morale of their employees, and who have created facilities within their own plants to stage their own shows as well as traveling attractions. Most of these plants have committees who are especially organized to arrange for the playing of such shows, and in most cases they have large budgets.

The Norton Company at Worcester, Mass., where my park is located, has spent as high as \$4,000 for an evening's entertainment for its employees and their families; not only once but many times during the year. Many other companies are doing the same thing. I tried to interest the Norton Company to come out to White City Park, where we would supply a show for them gratis and arrange any other facilities we could for their enjoyment and entertainment. However, regardless of my sales ability, we could not interest them. I understand this has also been the experience of many other park managers who have sought to interest large organizations recently.

Employers Want Good Will

Employers are anxious to keep the good will of their employees and are willing to spend money to accomplish this objective. The most common excuse one usually gets from the chairman of an entertainment committee of an industrial firm is that the park is there year in and year out, and they can go to it any time. They want something different. We have to break down that

resistance. Promotional departments of amusement parks must get busy with the owners and directors and plan now for the future to offer promotional ideas and facilities, with a view of making changes to attract the adults, not only the jitterbugs, and children.

How best to do this? I do not believe any of us are qualified to make a recommendation that will fit even a small portion of the amusement park industry. I, for one, believe we will have to be prepared to build beautiful outdoor motion picture pavilions, and be prepared to stage, in conjunction, vaudeville entertainment in the flesh. We will have to be prepared to have variety of attractions; maybe even television and, possibly, even an airport near by.

This all may sound farfetched. No one knows what the future holds forth, so if you are talking on the subject of promotions for the future then my suggestion is that we must face facts. After this war anything can happen.

I would suggest that every park establish a promotional department, and make it the business of that department to keep pace with the times, changes and innovations that are overtaking us daily, and prepare to compete with other businesses that are planning now for a post-war era.

The successful amusement center of the future will be the one that will have the foresight to start planning now on future promotions and longer seasons—even to a year-round operation, so as to keep the promotions going the year around and be able to maintain a good staff working at it 12 months a year.

Better Days for Oakland Zoo

OAKLAND, Calif., Dec. 4.—Oakland Zoo, which had appeared doomed by recent action of the city council in withdrawing financial support, has been assured of continued existence and promised better days ahead. After several thousand local residents had signed petitions asking that the zoo be maintained, the council reversed its former stand and voted to continue to provide \$400 a month to feed the animals.

PHILADELPHIA—Four California sea lions have been added to the Philadelphia Zoo. They were purchased from the San Diego, Calif., zoo.

Interest Lags So AREA Chi Meet Is Dull

CHICAGO, Dec. 4.—An hour's discussion on the still bewildering and bewitching subject of priorities, with Ulrich R. Brake, of the Emergency Division of the local WPB office, leading the session, featured the 19th annual meeting of the American Recreational Equipment Association held in Crystal Room of Hotel Sherman here Monday evening (29).

Taken as a whole, the meeting was a rather dull affair. The priorities discussion was a repetition of what had already been said many times at similar sessions in the past. Some of those present may have been enlightened, altho not too officially, on some of their priorities headaches, but the session offered little that was substantial or tangible.

The Monday night meeting opened with 38 members in attendance, this number dropping to a mere handful once the priorities setto had concluded. Billed as the principal speaker was George W. McMurphy, head of the Amusement and Recreation Section, Service Trades Division, War Production Board. McMurphy spoke briefly, reviewing broadly the priorities angle. He offered nothing new in the way of priorities information, repeating merely what members of the industry had heard time and again since the priorities complication first became rampant. He told the manufacturers that they were performing an important morale-building service in keeping the nation's rides and amusement equipment in repair. He said, too, that the WPB is well aware of the importance of the work being done by AREA members, and that the WPB will co-operate in every way possible to see that the manufacturers get the necessary materials to make repairs.

Resume of Meeting

The Monday evening meeting opened with R. E. Chambers, AREA prexy, dispensing with the usual president's annual address and launching immediately into the business at hand. Leonard B. Schloss, president of the NAAPPB, read his address of welcome, and A. R. Hodge, executive secretary of the NAAPPB, then took the podium, choosing as his subject, "What About Next Week and Next Year?" in which he expounded a few homey observations on what the industry may look to in the future.

With only a few members remaining at the conclusion of the priorities discussion, the remaining speakers cut short their outpourings. Ben O. Roodhouse, of the Eil Bridge Company, told briefly how his firm handled repairs in 1943, and Wallace St. Clair Jones injected a note of humor into the proceedings by tossing aside the first four pages of his prepared script and reading only a view excerpts from the last one. Jones related in humorous vein how his company had successfully solved its various priorities headaches during the year.

William Rabkin, of International Mutoscope Corporation, reviewed briefly the Penny Arcade perplexities, and R. S. Uzzell, of the R. S. Uzzell Corporation and executive secretary of the AREA, related his views on the industry's post-war attitude toward the foreign field. M. W. Sellner read the treasurer's report in the absence of W. F. Mangels.

Climaxing the sessions was the report of the nominating committee. The group named the following candidates, all of whom were elected by acclamation: William Rabkin, president; Ben O. Roodhouse, vice-president; J. V. Eyerly, second vice-president; W. F. Mangels, treasurer, and R. S. Uzzell, treasurer.

SUICIDE SIMON, fire diver, recently concluded two weeks at Playland Park, San Antonio.

NJ Spots Ask More State \$ For Bally Use

ATLANTIC CITY, Dec. 4.—Plans for a concerted drive to secure a 1944 State appropriation of \$97,000 for use by the New Jersey Council in a broad institutional advertising and promotional campaign were outlined by the newly created New Jersey Resort Association, at its first meeting here last Monday (29). Representatives from civic groups, amusement interests, publicity offices and advertising agencies and municipal officials from various resorts along the Jersey coast attended the meeting. Percy H. Jackson, of Wildwood, publicity director of Cape May County, is president of the new association.

This year the New Jersey Council was allotted \$51,000, of which \$12,500 was used for advertising the recreational and resort facilities of the State. Of the \$97,000 sought for 1944, it is planned to divert \$25,000 for such promotional purposes.

Fred W. Jackson, of Trenton, and George C. Zuckerman, publicity director of Asbury Park, told the group that the request for increased funds had been presented to the State budget commission recently, and added that its members appeared to be favorably impressed with the advertising program. Both speakers stressed the importance of soliciting support of legislators in all counties for the measure.

Tentative use of a \$25,000 allotment for the resorts themselves would include \$16,000 for advertising in national magazines, \$3,000 for a New Jersey resort booklet, and \$3,000 for newspapers, with the remainder held in reserve for the promotion of special events.

It was further emphasized that the council's activities would be confined to a broad institutional type of advertising program, and made it plain that individual resorts would have to take care of their own promotional plans. The formal fundamental policy of the newly created NJRA was announced as "more business for New Jersey resorts thru advertising." At one time Jersey resorts collectively led the nation in advertising. Now it stands sixth. "Our job is to make Easterners especially conscious of New Jersey," said Mall Dodson, publicity director of Atlantic City and vice-president of the NJRA. "Resorts represent 10 per cent of the total New Jersey tax ratables, and that is a big enough industry for the whole State to take an interest in, especially as far as post-war planning is concerned."

Among others in attendance at the Monday meeting were A. Paul King, Ocean County; Bloomfield Hullock, Allenhurst; Howard Shifler, Long Branch; Jack Lamping, Long Beach; A. C. Poffenberger, Atlantic City; Frank Amstutz, Atlantic City; Mayor Fred W. Chapman, Somers Point; Mayor Van A. Nagle, Beach Haven; John Kay, Wildwood; Albert B. Johnson, Atlantic City; Edward J. Wallis, Atlantic City; John Paul Dorland, Philadelphia; and Adrian Phillips, Atlantic City.

CHICAGO—Floyd Young, director of Lincoln Park Zoo, has acquired a pair of yaks from a private owner. Originally from Thibet, they are five years old.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

Men and Mentions

Harry J. Batt, of Pontchartrain, New Orleans, stopped off in New York prior to going on to Chi for the meetings. He broke bread with the New York outdoor crowd at the NSA banquet.

Joe Moore, who with Eddie Wiener publicizes the Park Central indoor plunge, New York, is the same Joe Moore who was ice skating champ some years back. Joe, incidentally, caught four balloons on a recent Sunday night at the New York Stork Club and received for his trouble four swell prizes.

With the Zoos

CINCINNATI—The usual agreement between the Board of Park Commissioners and trustees of the Cincinnati Zoological Association for supervision of the local zoo probably will be renewed for a period of five, effective January 1, 1944, it was revealed at a meeting of park board members here last week. The first agreement between the association and park board was made in 1932 and ran for a year.

PHILADELPHIA.—The Junco, Philadelphia's adult school, is adding a new course to be known as *Saturday Peek at the Zoo*. The course will consist of weekly tours to the Philadelphia Zoo, along with lectures about the animals. The course and tours will be personally conducted by Roger Conant, curator of the Philly zoo.

A. C. May Get Ball Club To Hypo Early-Season Biz

ATLANTIC CITY, Dec. 4.—The resort's chances of accommodating a major league baseball team for spring training in 1944, an attraction long-sought by Atlantic City, were increased last week when the Philadelphia Athletics turned a receptive eye toward Atlantic City. Connie Mack, mentor of the A's, accompanied by his sons, came here last week to look over the facilities. The New York Yankees gave the resort the once-over two weeks ago, but no announcement has been made as to whether or not they will train here or return to Lakewood, N. J.

Connie Mack, who said his ball players would stay at the Seaview Golf Club and practice at Bader Field and the National Guard Armory, said he will not bring the A's here if the Yanks decide to move in. Spring training of a major league baseball club, long a major attraction for the Florida resorts, would go far in stimulating pre-summer business here.

Mrs. Rockwell Prominent In Industry Years Ago

CINCINNATI, Dec. 4.—Mrs. Anna Vail Rockwell, who passed on here recently at the age of 83, was associated for many years with the late I. M. Martin in the operation of the former popular Chester Park here. In the capacity of secretary to Martin, Mrs. Rockwell became prominent in the amusement park field from Coast to Coast.

A resident of Cincinnati since 1881, M. S. Rockwell was also one of its pioneer figures in the restaurant business. She was an assistant to her husband, the late P. S. Rockwell, who operated the first popular-priced restaurant in this city, located on the present site of the Lyric Theater on Vine Street.

CLINICS HIGHLIGHT MEET

Continued from opposite page
As the first step in the right direction, Carlin suggested that the park ops come up with some concrete, definite statement, indicating that the industry is in accord before approaching the Senate Finance Committee with a tax suggestion agreeable to the industry. It was suggested, too, that park operators, in their proposals to their congressmen and senators, ask that the starting bracket for the new admission taxes be placed at 15 cents, thus leaving the 10 cent admission untaxed. It was voiced by many

of those present that the possibility of getting a 15-cent starting bracket appears very remote, first because of the huge sum of money the new admission tax must bring and second, because 10 cents seems the most natural starting unit.

President Schloss said that if the Senate Finance Committee requests it the NAAPPB will send a committee to Washington to aid in framing the new admission tax measure. No opposition was voiced to the 20 per cent tax now under consideration, but the delegates stated preference for a 20 per cent tax on a lump sum rather than a complicated, graduated-tax plan which would make bookkeeping a headache. In making up the new admission tax, Schloss said, lawmakers should be careful to give consideration to the kiddies, who would be the chief sufferers if a tax were placed on the low admission classification.

Priorities Important, Too

Priorities again occupied an important spot in this year's convention, with George W. McMurphy, head of the Amusement and Recreation Section, Service Trades Division, Office of Civilian Requirements, War Production Board, as principal speaker on priority problems at Victory Clinic No. 1 which followed the executive session Tuesday. McMurphy lauded the park ops and ride and equipment manufacturers for their efforts in keeping the nation's amusement devices safe and in good working order during these war days. He said their work is an important one and very vital in sustaining the morale of the war workers on the home front. He said that the War Production Board realized and appreciated the important work the manufacturers and park men are doing, and said that the WPB will co-operate in every way to see that necessary materials for repairs are furnished. McMurphy in his talk offered little that those gathered hadn't heard before, but his words served to add stimulus to the clinic on priority problems which followed. It had more practical value to the manufacturers and operators than possibly any of the other clinic sessions, and served to straighten out a lot of priority headaches that had been bothering some of the delegates for many months.

Initial Session Draws

With some 75 operators present the convention's initial session on Tuesday afternoon got under way with the singing of the *Star-Spangled Banner*. Following the invocation delivered by R. S. Uzzell, Secretary A. R. Hodge introduced President Leonard B. Schloss, who in the annual address gave a resume of the past and present of the amusement park industry, concluding with the prediction of what the ops might expect in the future.

At this point F. W. A. Moeller, general program chairman, took over to introduce the various committee leaders. President Schloss read the report of the public liability and fire insurance committee in the absence of N. S. Alexander, who was confined to his hotel room with illness. John Logan Campbell continued on the subject of insurance, outlining in detail workings of the NAAPPB's insurance plan and what it has meant in dollars-and-cents savings to the membership. Campbell called for brief talks from Ralph L. Inglis and E. E. Sawyer, vice-president and general counsel, respectively, of the Associated Indemnity Corporation.

The executive session of the meeting followed, with President Schloss in the chair.

John J. Carlin, as chairman of the legislative committee, made his annual report, and R. S. Uzzell contributed his usual words of respect in honor of those members of the NAAPPB who had died during the year.

To break the monotony of the proceed-

ings Paul Huedepohl, entertainment committee chief, introduced one of his acts, Kim Yen Soo, Chinese conjuror, who pleased the gathering with 15 minutes of legerdemain.

Victory Clinic No. 1—"Priority Problems," followed. R. S. Uzzell was chairman, and members of the faculty were N. C. Alexander, R. E. Chambers, Raymond Lusse and Leonard B. Schloss. Beach and pool round-table meetings, with Harry A. Ackley as chairman, and Paul H. Huedepohl and O. B. Jenkinson as discussion leaders, were held Tuesday, Wednesday and Thursday from 12:30 p.m. to 1:45 p.m. These proved highly interesting.

Executive session Wednesday was brief and confined itself to the directors' results in the election of officers and to announcements and communications. Victory Clinic No. 2—"Taxation," with John J. Carlin, chairman, and Eli M. Gross, Robert F. Irwin Jr., Fred L. Markey and William Rabkin, faculty members; and Victory Clinic No. 3—"Problems Arising Out of Wartime Operation," with Don Dazey, chairman, and Harry A. Ackley, A. W. Ketchum, Frank Rafal and H. P. Schmeck, faculty members, occupied the remainder of the afternoon.

Thursday's session was given over to announcements and communications and Victory Clinic No. 4—"General Problems," with A. B. McSwigan, chairman, and John Logan Campbell, E. J. Carroll, E. E. Foehl and Robert Rechartt, faculty members, and Victory Clinic No. 5—"Plan Today for Tomorrow," with William J. Wendler, chairman, and Harry J. Batt, George A. Hamid, Jack Rosenthal and H. P. Schmeck, faculty members. Doug Hope entertained between clinic sessions with a comedy quiz session, with park men in the audience participating.

For relaxation and sociability there were two sessions daily for visiting park men, 6 p.m. to 7 p.m. and 10 p.m. to 2 a.m., in the Sherman's Pent House Club.



WANTED TO LEASE
Rides for 1944 season. Why let your Rides lie idle? Let us make them make money for you. Write, give full particulars.
G. & C. AMUSEMENTS
Box D-149, The Billboard, Cincinnati 1, O.

WANTED
Maintenance Men and Ride Operators for all year around work. Apply in person or write.
EASTWOOD COASTER CO.
20744 Gratiot Ave. EAST DETROIT, MICH.

SWIMMING POOL MANAGER WANTED
Who wants new connection paying a minimum of at least \$5,000.00 for the season. If you have a rich background of experience covering the operation and exploitation of swimming pools, write us in detail. This is a new plant, located in midwestern city. Address
BOX D-160, Care The Billboard, Cincinnati 1, Ohio.

SERVING AGAIN
Christmas In Wartime
will be happier for all of us if we share it
THE SALVATION ARMY WAY

SHARE YOUR CHRISTMAS
through
THE SALVATION ARMY
ON EVERY FRONT

Rinks and Skaters

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Government Needs Info To Aid Ops Secure Equipment, OCR Rep Tells URO Meet

NEW YORK, Dec. 4.—Edward Conover, Washington, representing the Recreation Section-Service Trades Division, Office of Civilian Requirements, attended the executive board meeting of the United Rink Operators in the Park Central Hotel here November 28. Those present included President Earl Van Horn, Mineola, N. Y.; first vice-president, Thomas Legge, Boston; second vice-president, Capt. George Rushby, Baltimore; Wally Klefer, White Plains, N. Y.; Orville Godfrey, Detroit; John Beckman, treasurer; Jesse Carey, Philadelphia; Bill Holland, Bridgeport, Conn., and secretary, W. Schmitz, Elizabeth, N. J., who provided the report of the meeting to *The Billboard*.

Conover stated that after having carried on correspondence with Secretary Schmitz of the URO, it was decided by the War Production Board that he should attend this meeting to get all the facts as clearly as possible. Conover explained that the government has come to the conclusion that recreation is helpful to the war effort and that roller skating is an important part of the recreation program, especially in those areas where war workers have moved to.

Roller skates have not been manufactured since July 1, 1942. Other equipment such as repair parts, tubes, motors, etc., are almost exhausted as far as roller rinks are concerned. It is the job of his office, Conover stated, to get the facts from the operators, and what their requirements will be for the coming year, in order to maintain the rinks and the equipment. The difficulty arose when the question of how to obtain actual facts and figures was discussed. It would be necessary to send out questionnaires to all rink operators throughout the United States. Unfortunately past experiences have shown that many operators, the same as in any other form of business, ignore the questionnaire, as they seem to be afraid to give any information in regard to the operation of their rink. However, it seemed to be the opinion of the majority of the board, that due to the importance of the issue involved, the rink operator would co-operate.

Conover made it clear that he or his offices could not make any promises but if the operators would co-operate with him in furnishing facts and figures that

his office would do everything in its power to provide the equipment necessary to keep the roller-skating rinks in operation.

Information Wanted

It all boiled down to one fact: Will the rink operators in the United States co-operate in giving the following facts and figures: 1—Total area of the rink, including washrooms, lobbies, hat-check rooms, skaterooms, etc. (not the area of any balcony which may be in the building). 2—The annual attendance for 1942 and 1943. 3—How many months was the rink operated during 1943? "Indicate what month." 4—The attendance during the four best sessions of the month of March. 5—The attendance of the four best sessions of the month of October. 6—How many rink skates on hand? 7—How many rental shoe skates on hand? 8—How old is the average skate in the rink? 9—How many skates will your rink need to remain in business for the coming year? 10—How many rental shoe skates will be necessary? (These may not be sold).

These are the most important questions which will be asked. There will, of course, also be other items such as tubes, repair parts, etc. However, before this tremendous job will be undertaken, it would be very interesting to hear from the various rinks, not members of any association. Any rink operator who wishes to co-operate in this effort should write to W. Schmitz, secretary United Rink Operators, 1018 Sherman Avenue, Elizabeth (3), N. J., giving his opinion, and also stating if he would answer these questions honestly should such a questionnaire be sent to him.

All the rink operators should realize that gathering these facts and compiling them into figures which will be turned over to the War Production Board, is a tremendous job done by volunteer rink operators without any compensation. The advisory board will keep these facts and figures absolutely confidential.

Conover suggested that an advisory board be created, comprised of both URO and RSROA operators to help the WPB in setting up a suitable program, first to obtain facts and figures as to what is required in the rink, and second, how the equipment which may be obtained, should be distributed without any operator taking advantage of the situation.

The following are a few of the most important items needed in the rinks at the present time: Sound tubes, skates, repair parts, shoes and rubber hose for vacuum cleaners, record changers, motors and colored fluorescent tubes. There are many other items but the aforementioned ones seems to be the most urgently needed.

Inspect Rinks

After the meeting adjourned Secretary Schmitz took Conover on a tour of inspection to different rinks to enable him to familiarize himself with the actual operations of the rinks and to get first-hand information. During the trip of inspection Conover had an opportunity to speak to operators of large rinks as well as small rinks. Skating equipment

was shown to him and it was explained which parts are most apt to break or wear out.

Reports Given

At the session November 29 Wally Klefer, chairman of the Amateur Co-Operative Committee, reported on the work done during the past year, working closely with a similar board of the Amateur Roller Skating Association in furtherance of the sport. After Frank Morris, of the St. Nicholas Arena, New York City, gave his report on the professional school, which had been held in that rink during the past week, the president appointed a finance committee consisting of John Ambrose, of Canandaigua, N. Y.; Syd Conn, Hartford, Conn., and himself. The president declared an open discussion. The operators present gave their views on juvenile delinquency and how it affects the rinks. Many operators reported on their contribution to the war effort either by putting on shows in army and navy camps or by giving free passes to servicemen.

RSROA Pro School Clicks in East; Others To Follow

NEW YORK, Dec. 4.—The RSROA professional school held at Gay Blades Roller Rink, 52d Street and Broadway, New York City, for the Eastern division from November 22 to 28, was acclaimed as one of the finest schools ever conducted. As the discussions of international dance and figure skating went on, the interest was keener. Many points of interest were discussed and all the professionals finished their schooling satisfied and happy. The teachers handling the school were Perry B. Rawson, Deal, N. J.; Fred Bergin, Medford, Mass., and Betty Lytle, of the New Dreamland Arena, Newark, N. J. It was very surprising to see how, when a professional was in doubt as to a method used, all the pros were ready and able to discuss the matter. Surprisingly, the attendance was 100 per cent at every class.

The Eastern division school proved so successful and educational that it was decided to hold another professional school at Detroit, December 7 to 9, for the States of Michigan, Illinois, Ohio, Indiana and Wisconsin at the Arena Gardens, Detroit, with Fred Bergin and Betty Lytle teaching.

This will make four RSROA schools for 1943, and more and greater schools are being planned for 1944.

The list of professionals who attended were Terry Davis and Millie Ferris, Bay Ridge, Brooklyn; Arthur Eglinton, Jeanne Schneider and Chris Guthy, Wal-Cliffe, Elmont, L. I., N. Y.; Betty Lytle, Grace Wolf and Ruth Robinson, Dreamland Arena, Newark; June Steenbeck, Paterson Recreation Center, Paterson, N. J.; Margaret Cioni and Roland Cioni, Park Circle, Brooklyn; Millie Wilkins and Clifford Wilkins, Queens, Elmhurst, L. I., N. Y.; Charles Womble, Gay Blades, New York City; Barney Fluke, New Rochelle, New Rochelle, N. Y.; Al Staub, Hillside Roller-drome, Richmond Hill, L. I., N. Y.; Helen Sterling and Karl Sterling, Rockaway, Edgemere, L. I., N. Y.; Anita Dan, Empire, Brooklyn; Violet Kelly and Richard Goines, Chez Vous, Upper Darby, Pa.; Charles Vail, Peekskill, Peekskill, N. Y.; Betty Bargmann, Riverside Stadium, Washington; John Baum, Florham Park, Florham Park, N. J.; Phyllis Sprock and Joe Schmitz, Coliseum, Baltimore; Edward Laventure, Mrs. Edward Laventure and Rose Baglio, Whalom Park, Fitchburg, Mass.; John Fasiska, Jene Belsett, Jane Petrosky and Adele Norton, Broadway, Glassport, Pa.; John Hoffman, Skateland, Albany, N. Y.; Mary Helen Holmes and Mrs. Morrison, Doling, Springfield, Mo.; A. T. Williams, Coliseum, Parkersburg, W. Va.; Emma Samm, Southern, Philadelphia; Irene Roeder, Eli, New Haven, Conn.; Carl Taggesell and Helen Stump, Skateland, Buffalo; William Carpenter, Town Hall, Scranton, Pa.; Sarah Sweeney, formerly of Manhattan, New York City; Harold Moyer, Playland, York, Pa.; Helen Stewart, Riverside Rollaway, Agawam, Mass.; Johnny James, Brooklyn Roller, Brooklyn; William McMillan, Strathcuna, Toronto; Mr. and Mrs. Young, Riverdale, Natick, R. I.

GREAT LEOPARD RINK, Chester, Pa., scheduling skating sessions for both afternoon and evening each day of the week. The rink also reports a large number of bookings by groups and parties.

Miller Re-Elected Skating Union Head

CHICAGO, Dec. 4.—Pete Miller was re-elected president of the Amateur Skating Union at the close of the three-day annual meeting held in the Morrison Hotel. Named as vice-presidents were John Shannon, New York; L. W. Johnson, Minneapolis, and Benjamin Bagdale, Detroit. Sid Novak was appointed secretary-treasurer of the union for his third term.

Most of the meeting was devoted to working out plans for greater participation by the younger skaters. One roller skating matter that came up was the case of Wilfred P. Hodas, Cleveland, former president of the union. It was charged that Hodas had officiated in a meet not sanctioned by the Amateur Roller Skating Association, an affiliate of the ASU. Hearing resulted in the expulsion of Hodas.



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY. STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

MAGES SPORTS STORES
4019 W. North Ave. CHICAGO, ILL.

FIBER WHEELS

- PRICED LOWER
- IMMEDIATE SHIPMENT
- OVER AN INCH WIDE
- OUTWEARS—BY TEST
- WON'T MAR OR MARK

Plastic Products Corp.
Successors to Ak-Sar-Ben Skate Equip. Co.
(Roller Skate Wheel Division)
667 So. 42nd Street OMAHA, NEBR.

No. 321 DUSTLESS FLOOR DRESSING

Cleanse 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.

WANTED TO BUY FOR CASH

Used Rink Roller Skates and Parts. Write us Immediately.

JOHNNY JONES, JR.
132 Seventh Street PITTSBURGH, PA.

WANTED INSTRUCTOR

Male or female. Permanent position with a rink located in San Antonio, Texas. Must be experienced and familiar with all of the latest dance steps. Apply in person or write

ROLLERCADE SKATING RINK
Box 1436 San Antonio, Texas

RINK MANAGER

and Skate Dancing Teacher available after December 21. Seven years' experience teaching bronze, silver and gold international dances. Have RSROA rink manager's certificate. Will consider going anywhere if price is right. Address:

BOX D158, care The Billboard, Cincinnati 1, O.

WANTED

Roller Rink Equipment. Two Portable Floors, any size; Skates, any amount; Skate Grinder and other equipment.

T. C. TOMPERS
Susanville, California

WHITE Rubber Heel "TOE-STOPPERS"
PRE-WAR QUALITY THAT WILL NOT MARK YOUR FLOORS



HYDE ATHLETIC SHOE COMPANY
Manufacturers of Those Famous "Betty Lytle" Figure Skating Outfits.
CAMBRIDGE, MASSACHUSETTS

Keep 'Em Flying

It is Quality that will win.

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

IS DOING ITS PART

Order Your Repair Parts Now

CHICAGO ROLLER SKATE CO.

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

THAT "buying wave" in the Chi Sherman last week started as a ripple. Toward mid-week it assumed tidal proportions. It didn't precisely peter out on Thursday. But after all the fanfare and phenagling were over the trade-paper boys had only a couple of stories on actual sales of carnival equipment, especially railroad rolling stock. Some of the prices reported to have been quoted were enough to give shudders to an OPA ceiling holder-downer. One widely enjoyed wag cracked: "I was all set to buy a certain major 30-car show. But when I started looking around for a staff and some other working people I found that they had all purchased shows themselves today."

AN aura of trading pervaded the Magic Carpet. The lobby was again "the wheat pit of show business." It all appeared to start when a couple of motorized show bosses made overtures to a couple of other fellas who had coveted steel flats and some wagons that they didn't take out the past season. And then the rumors and rumors of rumors made the Celtic Room ring. "He's holding out for \$3,000 per flat." "He raised his price on his stuff from \$85,000 to \$95,000." "I just heard that now he won't sell for less than \$125,000." "Well, we offered him \$75,000 flat, take it or leave it. That's as high as we'll go. I know where there is some other equipment." "No, I didn't come here with any idea of

peddling my ears. But if what I hear about these offerings is kosher, I'm not married to it, you know. I can be talked to. And they needn't be any such offers as I hear are going begging." "Next season may not be so hot financially, altho the labor problem will ease up. I might sell." So it went, ad infinitum.

THE lowdown seems to be that a couple of operators who've had fat seasons want to buy some cars and wagons. A couple of owners who have the choo-choos but are not using 'em are willing to take a profit—and how! So the dickering may go on and on among those who didn't sell or didn't buy in Chi. Best guesses range from the surmise that those who are holding out for fabulous prices may live to be sorry that they didn't unload at reasonable sums for their used paraphernalia to the prediction that those who wanted to buy and couldn't may live to be glad that they didn't spring with the heavy coin demanded by those who've got what it takes to get over the rails.

IF the orgs that meet "all under one tent" in the Sherman every year had properly geared press and public relations set-ups it is likely that there wouldn't appear such left-handers (in wartime) as this quip from one of the wire services which feed hundreds of newspapers over the nation: "Flippant nonchalance

prevailed at the blow-off session last night when 1,400 showmen attended, etc." The country's press could be given plenty of "color" about the confabs, but the serious aspect of the gatherings (and there were some particularly meaty and constructive addresses and discussions this year) could be fed to the news and feature hounds, along with the fripperies which it seems must be gagged up to go with present-day press convention reports. What outdoor showbiz is doing in the war effort needs wider circulation than can be given by the industry's own publications and by its personnel's word of mouth.

THERE'S probably credit enough for all of those who helped in Washington before the ODT ukase of last February which sent the tented shows out as a recognized influence in maintaining the home front. Whatever one's opinion may be as to thru just whom and just how the deservedly favorable ruling was made, it is evident that some of the most realistic and cagey individuals in the game believe that the ACA should be grateful to its staff of counselors. This means that men like J. C. McCaffery, Dave Endy, Jimmie Strates, George Hamid, Max Linderman, Phil Isser, Floyd Gooding, Issy Cedlin, John Gecoma, Jesse Sparks, John Sheesley, Merle Beam and many others want to see no let-up in those things which led to the establishment of proved DC contacts. . . . The Changing Scene: At the convention was a Westerner who got "stuck" with a big shipment of package candy some months ago. He has cleaned up with it. Reason: The folks in his territory go for candy pitches because they want the candy!

Out in the Open

By LEONARD TRAUBE
NEW YORK

OFF in a corner of the lobby of the Sherman Hotel in Chicago last week a very good friend, seeing us approach, remarked, "So you have become a maker of presidents!" It developed that the gentleman was referring to a piece of two weeks ago in which we wound up by advocating Harry J. Batt, managing director of Pontchartrain Beach, New Orleans, as president of the National Association of Amusement Parks, Pools and Beaches. The friend, with several other park executives within earshot, made the point that it was "embarrassing" to the NAAPPB to have Batt's name appear in print in the manner in which it did, at the very time that the bigwigs of the trade org were in caucus to consider the 1944 president. He said, further, laying emphasis upon our friendship over a fair period (an association of which we are very proud) that the paper for which I write should be "non-partisan," and hinted that we (meaning, it is assumed, both *The Billboard* and your suffering scribe) should not be caught in the act of telling an organization what people to elect. He stated that a parkmen's president is selected on the basis of his over-all work for the organization over a given period of years, and not, as may be imagined, for a particular job, however noteworthy or distinguished, over a short stretch. That was the sum and substance—the effect—of the friend's comment, altho the actual wording may have been different.

WELL, it's an interesting challenge. If we are a maker of presidents, it is news in so far as the NAAPPB is concerned, altho we are aware that our friendly critic was not being extra serious. It is

news because the trade org has never, to our knowledge, paid the slightest attention, officially, to anything we ever said, endorsed, urged or advocated, save that a few conventions back (the one that was staged with such great unsuccess in New York) we elected to criticize the brass hats which run the outfit for charging a two-buck registration fee, among other ill-advised convention operations of the time. The NAAPPB responded, thru the then president (Arnold B. Gurtler, of Denver, as we recall it) that we were talking thru our hat, that everything was hunky-dory, that there were no complaints, and all that sorta thing. This was a strange counterattack in view of the fact that the park association later scrapped the registration fee, on the very basis put forth in our "dream."

AS to the "embarrassing" phase, surely the NAAPPB is big enough to have such a small finger pointed its way. If the association was embarrassed, it is probably the first time those mental calisthenics have taken place. Why should the organization be embarrassed unless the suggestion concerning the presidential timber was important enough to cause it? That the bigwigs were in caucus to name the top man for 1944 is all the more reason why a little prodding was not only harmless but significant.

We'll not go extensively into the "non-partisan" point because, as we told the gentleman himself, every publication and every person enjoying a forum under it is privileged to sound off whenever he pleases, especially election time, as to his pet candidates. This is part of what is known as freedom of the press, the same privilege being denied and

denounced in dictator countries or wherever censorship of communications exists.

No publication worthy of the name is in business to elect candidates—altho some of them have tried, many with damaging and/or shameful results—but all of them reserve the right to guide organizations and people in the choice of the right men. It is conceivable that under the restrictions imposed by the parkmen's set-up for elective offices, it is treading on foolish ground for a publication and its hirelings to go out on a limb.

THE idea of a "Nobel Prize" background—the long pull—for a parkmen's president is so much eyewash. It is true that career work has some merit in relation to selection, but if this is so with the NAAPPB, how come the basis hasn't applied in so many cases in the last 15 years or so? Leonard B. Schloss, the incumbent, certainly has deserved the top job; he should have had it long ago. There is no question about that. The late Harry Baker is well remembered for his splendid work, but it suggests a great dearth of timber within the organization's ranks that Baker was re-elected year after year. Did no one name present itself in four or five years of elections while Harry Baker was heading the trade group? We refuse to believe that this could have been so.

While not backtracking, we did not put forward the name of Harry Batt in any up-and-at-'em manner. It was merely an idea built around Batt's great work at his park for the war effort, not to mention that Batt has served the NAAPPB well, handled the program at one of the recent conventions very capably, has always boosted the association, made friends for it, and happens to be a fine person who would be a credit to the industry as its No. 1 figurehead.

Moreover, Batt is from a section of the country which has been lost in the shuffle as far as NAAPPB presidents are concerned. Is that a point?

The Crossroads

By NAT GREEN
CHICAGO

THE newspapers took considerable more notice of the outdoor conventions here this year than ever before, particularly of the IAFE, which perhaps has been more closely tied in with the war effort on the home front than any other organization. In addition to stories carried in the local dailies, the *Associated Press*, *United Press* and *The Wall Street Journal* had representatives on hand to obtain feature stories. It's too bad that the IAFE has no regular publicity set-up, for it could obtain a world of favorable publicity for the fairs if a publicity program were prepared in advance and a man were on hand with information on the various phases of the organization's activities to give to newspapermen. As it was, we volunteered our services to the press men who appeared and also got the valuable co-operation of E. Paul Jones, former publicity head of the State Fair of Texas. Result was some nice feature stories for the IAFE.

NOTES picked up in our more or less coherent moments at the convention: Mrs. Don A. Detrick, of the Ohio Fair Managers' Association, was unable to be at the convention. One of her sons who has been in the army got his first furlough last week and was visiting his mother. Then Mrs. Detrick's eldest son was reclassified and ordered to report for his physical, so we can't blame Mrs. Detrick for remaining at home to be with her boys. . . . Max Kimmerer, who had the alligator farm at A Century of

Progress, was up this year for his first convention in some years. . . . The old "rheumatiz" had Jake Newman in its clutches, but he was on hand nevertheless. . . . Our first three Christmas cards came from widely separated parts of the world. One came from Maj. James Edgar, somewhere in England; another from George L. Crowder, A. O. M., in the South Pacific, and the third from Arthur Hopper, who is soaking up sunshine in Sarasota. . . . Mrs. Sam J. Levy celebrated a birthday December 1. . . . Eddie Johnson, circus and carnival agent now with RKO, has left Des Moines for Nacogdoches, Tex., on a several months' leave of absence. The old ticker has been acting up and Eddie will take a good rest. . . . We aim to please, but please don't ask us to get tickets to *Oklahoma*—it's a superhuman job! . . . Eugene J. Hodgeman, formerly on the Ringling advance, is now a corporal in the army. He writes from somewhere in the European war theater that he's received letters from many of the boys but most of them didn't give their home address. . . . Friends of Bobby Peck (Mrs. Bill McGough) will be sorry to learn she lost her father recently. . . . E. Paul Jones and Mrs. Jones, both with the Red Cross, returned to Washington a few days ago. . . . John P. (Jack) Fenelon, circus man, is in Hines Veterans' Hospital, Hines, Ill.

HARRY NOYES, veteran show agent, came in from Kewanee, Ill., his home, to spend a few days

with the visiting showmen. Harry, who is 75 years old, is a charter member of the Showmen's League and it was a treat for him to visit with old friends he hadn't seen in many years. . . . F. Beverly Kelley is again handling publicity for the National Foundation for Infantile Paralysis and has Allen Lester, of the Ringling press department, working with him. Allen will contact all metropolitan newspapers and a number of papers outside of New York City. . . . Charlie Urquhart, circus fan and former production manager of NBC, is in the signal corps at Camp Crowder, Mo. "I like the army fine," he writes. "In many ways it's like circus life—lots of outdoor life." Charlie, still in basic training, is an acting corporal. . . . Kenneth Blake, high diver, expects to be back in the biz next season with "Uncle" John Francis. . . . Ben Sawyer, concession superintendent of Saginaw (Mich.) Fair, came in early to enjoy the President's Party Sunday night—and he certainly enjoyed it to the full. . . . George Bischoff was thrice welcome at the Showmen's League. He brought with him from Fort Wayne a fine pig, the gift of John Dehner. It dressed 154 pounds and when roasted by the Sherman chef and served at the League rooms it brought many a satisfied expression from members. . . . F. M. Shortridge made one of his infrequent visits from Des Moines and renewed acquaintance with Al Root, Wallace Muuro and other old-timers. . . . Ann Sherwood (sister of Roberta and daughter of Bob) has joined the WAC. So has Ann Bartlett and both are on recruiting duty in Columbus, O. . . . *Tell It to Sweeney* is Al Sweeney's new column in the Fort Bliss, Texas, camp paper. . . . John Sloan, warrant officer in the navy, is at Great Lakes recovering from an injury sustained some months ago and dropped in to see the show boys at the convention. . . . Doc Waddell missed this year's gathering but sent greetings.

Mathews, F. S.
Mathews, Robert P.
Mathews, Jimmy O.
Mathews, Wm.
Shorty
MATHIAS, Casey
James
Mavis, Joan
Maxwell, A. R.
May, Clay E.
May, Wm.
Mayman, Gilbert
Maynard, Ken
MAYNARD, Philip
A.
MEADOWS, Clarence
Meadows, James
Meek, Mrs. Rosalie
MEEKLING, Chas. Karl
Meisenhaus, Chas. H.
MEISS, Raymond
T.
Meisterman, Jack
Melia, Miguel B.
Melvin United Show.
Meroy, Alec
Merrill, Speedy
Metzner, Martin
Mexes, Chief
Meyers, Art
Michals, M. W.
Mihkin, Robt. Leo
Miller, Ann
Miller, Mrs. Bee
Miller, Bert
Miller, C. M.
Miller, Carroll
Magician
Miller, Chris H.
Miller, Chas. W.
Miller, Claude
Miller, Mrs. Cleo L.
Miller, Dave & Nancy
Miller, Elizabeth
Mao
Miller, F. W.
Miller, Flossie
Miller, Harry A.
Miller, Jack V.
Miller, Mrs. Leah
MILLER, Leo
Albert
Miller, L. C. Ted
Miller, Marilyn
Miller, Martha
Miller, Mrs. May
Miller, Nancy Leo
Miller, Orson A.
Miller, Paul
MILLER, Spazio
Mills, Mrs. Doris
Mills, Mrs. Matilda
H.
Mills, R. C.
MISKOWITZ, John
J.
Misuraca, A.
MITCHELL, Bill
MITCHELL, Dny
MITCHELL, Leo C.
Mitchell, Mrs. Mary
Mitchell, Mrs. Mike
Mitchell, Willie
Mitchell, Wm.
Orville Bud
Mohr, J.
Moles, P. L.
MONAHAM, Edward
Montgomery, Travon
MONROE, Geo.
Elmer
Mooney, Angello J.
Mooney, Mrs. Thos.
J.
Moore, Carl E.
Moore, Harry E. & Helen
Moore, John H.
Moore, John
Raymond
Moore, L. L.
Moore, Geo. A.
Morgan, Ernest
LeRoy
Morgan, Mrs. Hyla
Morgan, James
Morgan, Richard
James
Morgan, S. B.
Morgan, W. E.
Morris, Mrs. Ray
Morris, Al
Morris, Ike
Morris Jr., Roy L.
MORRISON, Ben
MORRISON, Robt.
Paul
Morrow, Herbert
Morrow, Mrs. Margaret
MORSE, John
Sawyer
Morton, Lou
Morton, Neal
MOSLER, Wm.
Moss, Chas. D.
Moss, Mrs. Eddie
Motley, Mrs. Thelma
Mukay, Glenn E.
Mukoy, Virgil H.
Mullen, Neil
Mullens, Perry
Mulver, Leo

NOTICE
Because of the serious paper shortage, letters, etc., will be advertised in this list only one time commencing January 1, 1944.
In the event that you are having mail addressed to you in our care, it will be to your advantage to look for your name in EACH issue of The Billboard.
MAIL FORWARDING SERVICE
THE BILLBOARD PUBLISHING CO.

WILKERSON, George
Wilkies, Thomas
Willander, John M.
WILLARD, Frank
David
Williams, Barney
Williams, C. D.
WILLIAMS, Daniel
Allen
Williams, Eddie
Chick
WILLIAMS, Edward
Williams, Fred X.
Williams, Freehand
WILLIAMS, Jack
Clifford
Williams, Mrs. L.
L.
WILLIAMS, Robert
Williams, Slim
Williams, Steve
Williams, Mrs. Tex
Slim
Williams, Thos.
Williams, Thelma
Williams, Walter
Wills Jr., Geo. Burl
Wills, Ivan M.
Wilson, Chas.
Wilson, Bill
Wilson, Carl
Wilson, H. W.
Wilson, Earl
WILSON, Harry
John
Wilson, Harvey
Wilson, James
Wilson, Mrs. Janice
Wilson,
Margurite
Wilson, Marie
WILSON, Robt.
Earl
Wilson, Mrs. Ruby
M.
Wilson, Mrs. Sylvia
Winham, Mrs.
Dixie
WILSON, Harry
John
Wilson, James
Wilson, Mrs. Janice
Wilson,
Margurite
Wilson, Marie
WILSON, Robt.
Earl
Wilson, Mrs. Ruby
M.
Wilson, Mrs. Sylvia
Winham, Mrs.
Dixie

Office Hours—
9:30 A.M. to 6:00 P.M.
Monday to FRIDAY
(Not open on Saturdays or
Holidays)
Adams, Grover
Adams, Nick
Alix, Fred
Arnaldus, Miss
Ballard, Marlin B.
Beard, A. J.
Bolt, Harriet
Brennan, Miss E.
Broad, Mrs. Nancy
Brown, Mrs. Marie
Burrell, Jerome L.
Carden, Robert
J. G. T.
Carmyle, Madge
Carpenter, Wm. C.
Chase, La Verne
Cina, Fred
Clifford, Roy T.
Cohen, Rex Gall
Cohen, Mrs. Sam
A.
Crawford, Margaret
Dahlstedt, Arvid
Dean, Myrna
Dew, Alice
Del Rio, Diana
Duke, H. J.
Dusk, Naomi
Edwards, G. A.
Ellie, Madame Rose
Ernst, Mary
Evans, Frank G.
Fahian, Emily
Fahry, Nautie
Feltz, Nabor
Flores, Miss Marissa
Plying LeForms,
The
Fournier, Frances
Frances, Dorothy
Fromes, Harold A.
Gallagher, Edward
Geraghty, William
P.
George Jr., Harold
Golosky, Morris
Goldman, Samuel I.
GRAY, Anthony M.
Green, Ben
Gruber, Harry
Halligan, Mrs. Jack
Halpin, George G.
Hamilton, Marion
Halstead, Mrs.
Virginia
HANDY, Clarence
Augustino
Harris, George Spot
Hart, Evelyn
Healy, Martin J.
Henry, Wm. Ralph
Hoar, Geo. Fribbe
Horton, Bertha G.
Howley, Fredrick
Hunt, Charles T.
Hunt, J. G.
Jones, Billy
Joyce, Jacqueline
Kay, Lillian
Kelly, Margie
Kiley, William
Klu, Pete Kawe
Kline, Nate
Lady Stella
Lager, Ann P.
Lang, Julia
Lester, Martin
Leo, Bonnie
Ligg, Chas. F.
Lanna, Anne
McArthur, Mrs. K.
McKinney, Martha
McKeon, Raymond
J. G. T.
Mack, Connie
Mann, Elizabeth
Mannheimer, J. E.
MARTIN, William
T.
Murray, Fred C.
MAYNARD, Wm.
Miller, Christine
Moore, Bennie
Morales, Pedro
Morton, Jack
Muelman, Charles
C.
Nathansen, Sidney
O'Neil, Sip
Neise, Ike
Newburger, Milton
Norman, Ed
Parker, Bob
Pedote, Frank
Pickens, Jane
Ponds, Jack
Powers, Bee
Quist, Irving
Randall, Frank
Raymond, Ed
Redington, Joe
Rich, Betty &
Marlyn
Riley, John William
Roberts, Earl
Roth, Lynn
Royce, Rosita
Ruif, Max
Ryan, Florence
Sello Bros.' Circus

MAIL ON HAND AT
NEW YORK OFFICE
1566 Broadway, New York 19, N. Y.
Office Hours—
9:30 A.M. to 6:00 P.M.
Monday to FRIDAY
(Not open on Saturdays or
Holidays)
Adams, Grover
Adams, Nick
ALLEN, John
Stephen
Altmann, Barney
Amok, James
Arnaldine, Miss
Arno, Ernie
Bagling, Marjorie
Barri, Lana
Bay, Mary
Richard, Marion
Bissell, Nina
Blondell, Gloria
Brand, Jean
Brannan, Miss E.
Brigadier, Basil
(Coco)
Brown, W. S.
Budd, Sgt. Frank
G.
BURGHER, Anthony H.
Burns, Lawrence
Burrell, Jerome L.
Buser, Phyllis
Garden, Robert
J. G. T.
Carmyle, Madge
Carroll, Della
Chambers, Shirley
Chase, Bonnie
Clifford, Miss A.
Clifford, Roy T.
Cole, Olive Cooper
Conchita, Miss
COVEY, Ralph
Samuel
Crawford, Margaret
D'Antonio, Carmen
DAVIS, Edward J.
Dean, Myrna
Doe, Arlene
Dorrell, Duke
Dummit, Victoria
Edwards, Celeste
Evans, Edward
EXPEDITIONARY
AT HOME
SHOWS, Manager
Fabry, Nautie
Fancher, Fred
Fielding, Harry G.
Florenza The Clown
Fraser, Billie
Fromes, Harold A.
Gallagher, Edward
Gray, Alfred
Romero
GRAY, Anthony M.
Greenberg c/o
Greene, Rose M.
Hall, Harold
Hamilton, Marion

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.
Parcel Post
Duncan, W. R., So Thomas, Jessie, 6c
Keyes, Stanley, 6c
Addington, Mrs.
Armstrong, L. C.
Bales, Pat
Banhard, Robert
Barry, Frank
See LETTER LIST on page 57.

USE PROPER POSTAGE
ON HOLIDAY GREETING CARDS
When mailing holiday greeting cards in care of The Billboard be sure to use first-class postage (3 cents per ounce) if they are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office.
This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

NEW TAXES HIT TRADE

Congress Sure To O.K. Excises

Rates on luggage, jewelry, furs, toilet preparations at least doubled

WASHINGTON, Dec. 4.—With all signs pointing to passage by Congress of the new tax bill incorporating stiff increases of excise taxes on luggage, jewelry, furs and toilet articles, the trade is watching the Senate these days to see what changes, if any, are proposed in the bill as passed by the lower house of Congress. Secretary of the Treasury Morgenthau appeared before the Senate Finance Committee November 29 to protest the House-passed bill, claiming that the nation's sky-rocketed war income could easily bear even more taxes than those voted in the \$2,140,000,000 bill. The administration is fighting for \$10,500,000,000 in new taxes. Senate discussion seems to be centering on personal income taxes as well as the increases in postage rates, and the excise taxes are expected to be incorporated in the bill when it comes before the President for his signature.

Jewelry sold at retail, now taxed at 10 per cent, would be taxed 20 per cent under the new tax bill; the rate on furs and toilet preparations would jump from 10 to 25 per cent. Retail luggage would be assessed a 25 per cent tax. Three sub-heads under luggage includes the following articles:

(1) Trunks, valises, traveling bags, suitcases, satchels, overnight bags, hat boxes for use by travelers, beach bags, bathing suit bags, brief cases made of leather or imitation leather, and salesmen's sample and display cases.

(2) Purses, handbags, pocketbooks, wallets, billfolds, and card, pass and key cases.

(3) Toilet cases and other cases, bags, and kits (without regard to size, shape, construction or material from which made) for use in carrying toilet articles or articles of wearing apparel.

Reports of buying rushes on certain items to carry higher taxes next year are already appearing, and it seems certain that the usual boom preceding an increased rate may be expected in these merchandise lines.

English Rabbit Skin Prices Advance 20% In Two Months

LONDON.—An interesting collection of 50,800 tames, mainly new season, were well sold at the second auction of the London Rabbitskin Brokers, Ltd., at an average advance of 20 per cent compared with October. While interest centered mainly on mixed and chinchilla colors, there was more inquiry for blacks than before.

The offering of 3,015 dozen wilds was a larger collection than that of October and of more seasonable quality. It was well competed for and prices advanced 20 per cent on medium grades and 30 per cent on all unpulled descriptions, as compared with the October auction. Buying was evenly divided between American orders and home cutters.

Guayule Shrub Produces Rubber With "Real" Bounce

AUSTIN, Tex., Dec. 4. — Vulcanized samples of rubber from native Texas guayule shrubs have all the stretch and bounce of "real" rubber, according to tests made at the recently established Texas office of the emergency rubber project under the U. S. Forestry Service.

Under an expanded and constructive guayule research program, supervisory work is being carried on all along the Rio Grande River area. The effects of humid conditions in the Lower Rio

Flash for Exporters

NEW YORK, Dec. 4.—Manufacturers and distributors who are already exporting goods to Mexico or plan to enter the field after the war would do well to remember it's the woman of the family who does the shopping. If he caters to her taste, he'll color his goods or packages black, white, coral or lavender. A recent visitor to New York who heads some textile mills south of the border says Mexican women prefer those colors. "Black and white are reserved for special occasions with coral and lavender popular for everyday wear," he reported.

Poor Herring Catch Boosts "Pearl" Prices

ST. JOHN, N. B. Dec. 4. — Because of the great demand for herring scales in the past two years for the production of essence and thence into imitation pearls and jewelry pieces, the price for the scales has been higher than prices for herring before the war. In fact, during 1943 fishermen made more out of the scales than the fish in many instances. The 1943 pearl essence industry has been handicapped by less herring prevailing than for 1942. Particularly was this in evidence during the fall and early winter. In addition to the herring being scarce, storms destroyed valuable weir equipment in October and November. For the closing weeks of this year the price of the herring scales has gone up as high as 16 cents per pound. Normally, during the spring and summer, the price rarely went above 10 cents.

At 16 cents per pound the scales sold from one hoghead of herring would total \$5; that is, if the herring were large or at least fairly large.

High prices for herring scales have attracted a record number of men into the herring fishery, and three plants for manufacturing scales into pearl essence have been established in recent years on the Canadian doorstep at Eastport and Lubec, Me. Eastport is about a mile from Canadian soil at Campobello Island, and Lubec is within less than 100 yards of Canadian soil, also at Campobello. Pearl essence plants have been competing actively for the scales and have been accepting all they can get from fishermen. Most popular waters for the herring, including sardine size, are on the Canadian side of the Bay of Fundy mouth, including Passamaquoddy Bay and St. Croix River mouth. It is estimated that about 70 per cent of the scales processed at the Eastport and Lubec factories come from the Canadian side of the line, embracing fishermen living on the islands of Grand Manan, Campobello and Deer, as well as the mainland along the New Brunswick shore of Fundy to St. John.

Pearl essence is shipped to plants at New York, Connecticut, New Jersey, Chicago, Massachusetts for conversion into imitation pearls and jewelry sets.

Grande Valley irrigated plots and the dryer climate in the Eagle Pass and Pearsall areas are studied in regard to growth and adaptation of guayule seedlings.

A government indicator plot near San Antonio has proved very successful, E. E. Scholl, in charge of the office, said. Plants allowed to grow for a year yield 400 to 600 pounds of rubber per acre, and three-year-old plants yield approximately 1,000 pounds per acre. Seeds may be planted any time during the year in the irrigated sections and in dry land whenever moisture conditions are favorable.

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Dec. 4.—Toy, novelty and gift shops can testify to the boom in fortunetelling by their sales of ouija boards. It's an old-fashioned game perhaps, but families staying home these nights are wondering when the boys will come home, what will happen when they do and a host of other problems. One of the boards under the family Christmas tree will provide a lot of fun—even dad will start asking about government orders!

HEAVIES FADE.—High-style jewelry designers, aware that women are tiring of the enormous costume pieces with that massive effect, are coming out with something new in the way of pins and clips which are big but have a dainty, almost lacy design. The laciness is achieved with gold wire framing a center motif. In addition to giving the girls a new lapel love, the designs are lighter and eliminate much of the metal which gives the heavy solid appearance. At present these new styles are appearing only in the top price brackets, but the saving of metal is bound to be the factor which will promote such styles into the white-collar-girl market.

GIVE US GOLD.—Not Scrooge, but the head of a big jewelry manufacturing firm asked for modification of WPB's order restricting the use of gold by the trade to one-half the amount used in 1941. He declared an easing of Limitation Order L-45 would be a vital step in curbing black market operations in jewelry which are definitely on the increase and even promise to supply the major part of 1944 wedding rings. Since the situation on copper, which is used as an alloy with gold, has loosened, there is no reason why jewelers shouldn't be allowed more gold. Watches and wedding rings, said this trade leader, are not luxuries but necessities. Eighty per cent of 1943 wedding ceremonies were of the double ring type as against only 15 per cent in 1941, the base period for manufacturers' present quotas.

March, 1942, Prices Prevail, OPA Tells Fur Trade Group

NEW YORK, Dec. 4.—March 1942 fur price levels under the current code prevail as maximum legal prices, OPA warned following a meeting with representatives of various branches of the trade recently. Sales of raw furs in excess of individual levels for March, 1942, will be a violation of current regulations. The prices announced November 1, it was explained, were the highest prices for top quality furs, which OPA proposes to include in a forthcoming regulation. The new order will also contain provisions for maintaining price levels on inferior skins. Probabilities are that the bulk of all furs will be sold at prices no higher than those prevailing during the March, 1942, base period.

OPA and the fur advisory committees had received reports that some sellers understood the prices announced on November 1 were ceilings for each type of classification of skins. "This is a definite misunderstanding," Reagon P. Connally, director of the Consumer Goods Division, said. "The announced prices, when effective, will be only for the top grades, and it is expected that over 80 per cent of all fur sales will fall into classification at lower levels."

For many weeks now the fur trade has been expecting the announcement of a new skin code. At the OPA-industry committee meeting, one member of the fur trade stated that a system of grading and classification would be the salvation of the industry. He is said to have predicted disaster unless some methods of controlling prices on grade were devised. Connally, it was reported, assured the representatives at the meeting that a fair deal will be given to each branch of the industry and that he has no intention of causing any one to go out of business because he cannot make a legitimate profit.

OPA Vs. Pep Pills

WASHINGTON, Dec. 4. — When the Office of Price Administration wanted to issue a ceiling price order on packaged

SLIDE NYLONS.—The girls who are dreaming of nylon days again can add slide-fasteners to the list of items peace will bring. DuPont's plastic department recently developed a nylon called FM-1 which may be used for post-war zippers. The new product is said to produce articles of extreme toughness and high softening temperature.

RAW MATERIAL INVENTORIES.—War contractors are said to be shaking with a bad case of jitters since the Truman committee proposed that termination contracts should not include payment for inventories over and above the amount of materials permitted under the Controlled Materials Plan. Developments since that proposal indicate a good many contractors have large quantities of basic materials tied up in war production plants in excess of actual needs. Even conservative figures show huge amounts of carbon and alloy steel, copper and aluminum tied up in stockpiles which won't go into war production. It could be this inventory situation is easing the way for more civilian production. Early this week WPB Chairman Donald Nelson announced that hereafter reports on production, materials, employment, inventories, etc., would be made public because "our production position is now so strong that information concerning it will be of no aid or comfort to the enemy—quite the contrary." Slashing of the War Department's budget and rumors of a decrease for the navy are indications, experts say, of the certainty of early and gradual reconversion to production of civilian items.

SCRAPING THE BOTTOM.—It's a good thing, too, these signs of civilian production, for a New York Times report November 29 stated consumer goods supplies have hit rock bottom. Buyers for (See Merchandise Trends on page 53)

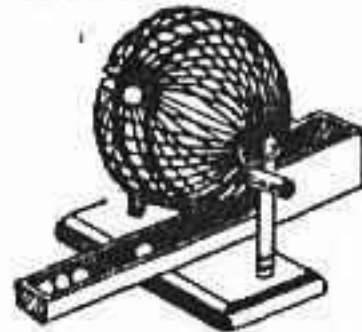
vitamins and vitamin products, 13 large drug and chemical companies sought to prevent such a control. OPA declared the courts couldn't have jurisdiction because of the emergency price control act, but the drug firms brought an injunction suit.

On November 30 a District of Columbia court dismissed the injunction suit. OPA now has a free hand in the matter of setting ceilings on the vitamin pills and products, altho no announcement of such an order has been made as yet.

**OVER 1000 JOBBERS
SELL OUR
BINGO
SUPPLIES** ★

- Specials—1500s—7 Colors
- Specials—1500s—10 Colors
- Specials—3000s—7 Colors
- Specials—5 Ups—6 Ups—7 Ups to Pad.
- Black and Red Markers
- Admission Tickets (Rolls)
- Affendance Prize Coupons

We still have
BINGO CAGES
on hand. In-
quire today!



**WRITE FOR CATALOG!
MORRIS MANDELL**

131 West 14th St. NEW YORK, N. Y.

**Popular
Items**

Mug Jugs

Pitchers or mugs direct from the front pages are something new and quite different. "Jug" heads of Uncle Sam, General MacArthur and Winston Churchill to hold milk, water, fruit juice or what have you, are beautifully hand-colored and executed by English artists in earthenware. Fisher, Bruce & Company, Philadelphia, have these timely and unusual items in five sizes, available for immediate delivery.

Point Holder

Beauharnais, Chicago, has some ration book holders that contain a new feature. The holders have eight heavy-duty envelopes with a slotted window to show the owner's name so that one book may be quickly removed without disturbing the other books. The holders come in two styles. The de luxe is made with a genuine leather cover and is gold stamped. The firm also has a fine line of photo cases, billfolds, pocket-size albums, etc.

Pin-Ups

For those pin-up pictures everyone wants, see the sets offered by Kant Novelty Company, Pittsburgh. Set No. 1 contains 12 prints, 7 1/2 by 9 1/2 inches, in a self-mailing folder. Set No. 2 has nine 5 by 7 color-prints in a glassine packet, and Set No. 3 is made up of five color prints. With the rage for pin-ups sweeping the country and boosting morale in the armed forces and on the home-front,

Sell LATHER LEAVES

"Solves The Soap Problem"

**THE BIG MONEY-MAKER
That SELLS and REPEATS!**

EARN TWO-WAY PROFITS
Your Price So Low You Can
Sell Dealers . . . Tremendous
Profits When You Sell Direct!

YOUR PRICE

\$7.20
a gross

144 Ten-cent Packets

Cash in on this compact and sanitary, easy-to-carry soap miracle of the age that does away with the messy bother of carrying sticky bar soap.



**SELLS FOR 10c
A PACKET**

containing 24 individual
Scented Lather Leaves

**4 SALES-APPEALING
SERVICE DESIGNS**

*Soldier *Aviator *Sailor *Nurse

Sample Box
Of Twelve
10c Packets **\$1**

THE DEMONSTRATING MARVEL OF THE YEAR!

Amazing
Lather Leaves
Only One
Of Our Many
Fast-Selling
Money-Makers

Write Today
For Catalogue
Of Timely
Bargain Priced
Merchandise

A Lather Leaf demonstration is a sure-fire order clincher. Yes, when folks see the gobs and gobs of rich lather produced from a single paper leaf for washing or shaving, it's just a question of how big an order you get! Every person is a prospect! Service Men—Nurses—Mechanics—Defense Workers.

Peter Peyton

405 1/2 Washington St. Dept. B1211 Waukegan, Ill.

25% Deposit With Order—Balance C.O.D.—F.O.B. Factory.
We Prepay Shipping Charges on Cash-In-Full Orders.

FREE! Catalog of all Peter Peyton money-making merchandise.

**FAST PROFITS—FAST SELLING
CUDDLE
DOLL**



Here is a doll everyone will want to cuddle. Made of rayon flannee with painted and roly-poly eyes. Eeking type costume. Completely and well stuffed with cotton. 20 inches tall. Comes in contrasting pastel shades.

\$2.25 Each

Write for three color booklet
25% Deposit With All Orders.

JERRY GOTTLIEB

303 Fourth Ave., New York City

NUDIE!

A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2.50. The business gift item you often want for special occasions. A standout for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$12.00 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.25.

**EXCELLENT OFFER FOR JOBBERS.
AMERICAN ART PRODUCTS
2067 Broadway New York, N. Y.
(Were you ever in Paris? Yes, this is it!)**

FURS
COATS—JACKETS

Quality — Price — Style

Latest 1944 Styles. Cooney's, Sealiner, Caraculs, Muskrats, Skunks, Red Fox, etc. **LOWEST PRICES**

Write for Large Illustrated Catalog. Free.

M. SEIDEL & SON
243 W. 30th St. N. Y. C.

**MINIATURE
PILLOW
TOPS**

Print Any Name
of Camp or City

**VERY LATEST NOVELTY
GOING LIKE WILDFIRE**

Made of extra fine quality rayon in assorted colors. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.
1033-1035 Mission St., San Francisco 3, Calif.

**GLASSWARE
SPECIALS**

Made in U.S.A.

Ash Trays, Gro. \$3.75
Tea or Coffee Cups, Gro. 4.50
8 Oz. Tumblers, Crystal Clear, Gro. 4.00
5 1/2" Kitchen Bowls, Gro. 4.50
4 1/2" Nappies, Gro. 4.00

TO CLOSE OUT
Job Post Cards, Scenic, Greeting, Ass'd, 1000 1.00

SLUM USERS, write for new lists of American Slum, Jap Slum, and China Novelties.

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

LEADING SELLERS IN FUR COATS

**LOWEST JACKETS
PRICES CAPES & SCARFS**

ALL GENUINE FURS!

Our new 1943-1944 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for **FREE NEW GIANT CATALOG!** Satisfaction guaranteed or money refunded. Same day deliveries.

H.M.J. FUR CO.
150-B W. 28th St., N.Y. 1, N.Y.

**BINGO
SUPPLIES**

Plastic Balls
Plastic Markers
Midgets 1—3000
News 1—3000
Specials—5 Ups—6 Ups—7 Ups to Pad
Regular Specials

Write or Wire for Catalog

JOHN A. ROBERTS & CO.
Formerly
N. M. BANK & CO.
235 Halsey St. Newark, N. J.

Last Will and Testament of ADOLPH HITLER. Copyright 1942. Printed in 2 colors with seal. 8 1/2"x11". Funniest thing you ever read. A terrific seller. Big profit. 100, \$2.00; 500, \$7.50. 6 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage.

**TRIAL ORDERS, 35 COPIES, \$1.00.
JAY-JAY CO., 1803 Surf Av., Br'klyn 24, N. Y.**

MILITARY INSIGNIA JEWELRY

FAST SELLERS FOR NOVELTY STORES, CONCESSIONAIRES, ETC.

#611—Gold Plated Sterling Silver Heart Locket with Mother of Pearl and 1/20 12 Karat Gold Filled Wire Work. \$30.00 Doz.

Terms: 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Order Today!

We also have separate gold plated sterling silver insignias, including the "Seabee" insignia, for cementing. Send \$1.50 for sample card of 15 different available emblems. In addition, we can supply Pearl and Wire for Wire Workers. Write for details.

Jobbers! Write for Special Deal!

Send for Catalog of Complete Line! Send \$2.50 for sample of item shown in ad!

MURRAY SIMON 109 SOUTH FIFTH STREET BROOKLYN, N. Y.

1944 TREND CREATOR!

Here's another of the best numbers in our line of "1944 Trend Creators." You can't appreciate the profit producing possibilities of this particular item without seeing it. Get started with our new line NOW!

#494—Genuine Mother of Pearl Bow and Heart with Wire Work. "Mother," "Sister," "Wife" or "Sweetheart" inscriptions. Carded \$5.40 Dozen. Boxed \$6.00.

Item is shown in actual size. Order now! Immediate delivery guaranteed! Send for catalog of complete line!

1/3 Deposit, Balance C. O. D., F. O. B. New York.

SEND 50c FOR SAMPLE!

TREND CREATORS 1265 BROADWAY NEW YORK, N. Y.

The Most Sensational Introductory Deal Ever Offered

ALMOST \$10 WORTH OF REGULAR STORE SIZE \$2.98 11 PIECE TOILETRIES for only 2.98 PLUS POSTAGE



MOST AMAZING OFFER EVER MADE TO AMERICAN WOMEN

The eleven articles shown above all would cost almost \$10 if bought separately at retail price. Every article regular store size guaranteed to be pure. Nationally advertised. This Introductory Price is made to convince you and your friends to use VIVIDON Products. Mail coupon now, today.

VIVIDON CO. Dept. 202 WEST 108 ST. NEW YORK 25, N.Y.

AGENTS AND JOBBERS, WRITE FOR SPECIAL OFFER

#4049K MIRRORED WHATNOT SHELF

To stand or to hang, 6 inches high, 5 1/2 inches wide, with shelf 5 1/4 x 2 5/8 inches. Entire front consists of mirrors.

\$7.50 Per Doz.; in THREE DOZ. Lots, \$7.20 Per Doz.

We carry a large line of GIFT GOODS ranging in price from \$1.80 to \$90.00 per dozen. Complete set K of illustrated price lists mailed to any re-seller on application.

LEO KAUL IMPORTING AGENCY, Inc.

115-119K South Market St. Chicago 6, Ill.

BEAUTIFUL HONOR ROLL

EVERY SOLDIER, SAILOR, MARINE OR WAAC A PROSPECT

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 75¢ for sample (prepaid).

\$4.50 Doz. Retailer Easily

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS \$8.50 per dozen. Send for samples. Made up for any Fort or Camp. Pennants, 9x24 and 12x30, \$12.00 and \$16.00 per hundred. Made up for any fort or camp. A BIG FLASH—Lace-like Handkerchiefs at \$1.50 per dozen. For all branches of the service. With inscription for mother, sister, sweetheart, friend and wife. Embroidered Handkerchiefs at \$2.75 per dozen, made up for the Army, Navy and Air Corps. With inscription for mother, sister, friend and wife. A FOUR PIECE SCARF SET, with the Army and the Navy coat of arms embroidered. \$12.00 per dozen. A Good Number. A NEAT HAND MADE WOODEN COMPACT at \$12.00 per dozen. Also HAND MADE WOODEN CIGARETTE CASE at \$18.00 per dozen. BEST SELLING STONE PINS AND EARRINGS. BLACKOUT FLOWERS AND RELIGIOUS STATUES. ALL KINDS OF ARMY AND NAVY MILITARY SUPPLIES AND SOUVENIRS. 25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

WORLD ADV. NOVELTY CO.
122 E. 25TH STREET, NEW YORK 10, N. Y. PHONE: GRAMERCY 5-2174.

too, these sets will turn sidewalk traffic into real customers. Good clean pin-up pics like these appeal to so many clubs and groups, for they break the ice of formality. Stocks will go fast.

Dispenser

"Tu-Ba-Lid" is the name of an evaporated milk dispenser which "makes every can a cream pitcher," according to Raysol Products, Poplar Bluff, Mo., who are putting it on the market. It's a plastic "topper" for evaporated milk cans which provides a table ornament and at the same time keeps the milk sanitary and easy to pour. The dispenser comes in two models, regular and de luxe, to fit tall and small-sized evaporated milk cans. It's available in cream, white, ivory, red, blue, yellow and green.

Friendship Rings

They're popular items right now, and the girls will especially like the style Harry Pakula & Company, Chicago, is offering. These embossed sterling silver rings have two sterling heart dangles which are ideal for engraving with initials. The rings are stamped "sterling," and are priced for volume business. They're available in sizes from 4 to 9. The firm also has military and other costume jewelry for immediate delivery.

Luminous Products

Alex DeGonslar, famous artist and pioneer in the luminous product industry, is creating pre-war luminous flowers; also his new fine crucifixes, which, to his estimation, will prove big sellers. DeGonslar is president of the Star-Glow Manufacturing Company.

BARGAIN FINDS

MILITARY INSIGNIA JEWELRY PINS. 14 kt. Gold finish. For all branches of the service. Close-out. At least \$14.40 Gross Value. Special 10 GROSS **\$55.00**

DESK SETS—Genuine Onyx base and quality Fountain Pen. Stock 6,000 sets. Individually boxed. DOZEN SETS COMPLETE **21.00**

MEN'S TIES—Latest patterns. An exceptional value DOZEN **7.80**

TOMMY GUN—Fast \$1.29 seller. A good value DOZEN **9.00**

AMERICAN FLAG SETS. Lustrous rayon broadcloth. Complete with Eagle, Staffless Hanger. Individually boxed. 2 sizes. Exceptional value. DOZ. SETS COMPLETE **7.20, 9.60**

ZIPPER UTILITY CHUCK-IN BAGS. For civilian and military use. Can also be used as a lunch or beach bag. 300 dozen closeout. DOZEN **6.00**

2-PIECE UTILITY ARMY SET. Hang-It, Carry-It, Pack-It. Compact 3-in-1 Wardrobe. Bargain \$1.95 Value. Boxed. DOZEN BOXES (24 Pieces) **7.80**

3-PIECE UTILITY SET. For Army or Navy. Every imaginable use. Very compact. Bargain \$2.95 Value. Boxed. DOZ. BOXES (36 pieces) **12.00**

SHAVING & DENTAL CREAM. Excellent quality in lithographed tube. 2 large sizes. 20¢ & 35¢ tubes. Prices to move quantity. 10 GROSS **\$55.00, 72.00**

25% Deposit With All Orders. 27 YEARS OF VALUE GIVING. 192 Page Catalog FREE With All Orders.

MILLS SALES CO.

Our Only Mailing Address OF NEW YORK, INC. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

SALESBOARD USERS AMERICAN MADE 8 WATCHES

In Connection with 1200 Hole Board TAKES IN .. \$60.00 Less 34 Pkgs. of Cigarettes. 5.25 Gross Profit . \$54.75 COST PER DEAL **\$29.75**

SEABOARD PRODUCTS 207 Market St. NEWARK 2, N. J.

FUR COATS JACKETS—CHUBBIES

LARGE assortment of NEW 1943-44 outstanding creations. Perfect quality. Excellent workmanship. Distinctive fur types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier 236 W. 27th St. (Dept. b-3), New York 1, N.Y.

WOOD JEWELRY

Lapel Goggles • Pendants • Pins • Photo Lockets • Gold Wire Mother Heart's

Send **\$10.00** For Sample Assortment Or Write for No. 43 New Catalogue

Charles Demee WOOD PRODUCTS PHONE 1166 WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

SOCKS, SOCKS, SOCKS

Factory Good **SECONDS, 6c PAIR—MEN'S**

72c DOZEN; \$69.00 CASE 100 DOZEN

Sample Dozen \$1.00 Prepaid. No Less Sold.

Agents or anyone who can sell, here is a chance to clean up. Every man a prospect. Work highways, house to house, etc. Sell 'em by the dozen. Order 25 dozen or a case NOW. Order from this ad—saves time

1/4 Deposit With All Orders, Balance C. O. D.

WESTERN MILLS CO. Dept. C, Box 213, BEN LOMOND, CALIF.

NOVELTY PANTS

PRINT ANY NAME OF CAMP OR CITY

VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$18.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO. 1039-1035 Mission St., San Francisco 3, Calif.

SELL TO STORES!

New Line of Comic Novels Building Novelties

Retail stores buy quantities! BIG PROFITS! Be our distributor. Sell and Deliver to Stores. SMALL CAPITAL REQUIRED. RUSH 50¢ (refundable) for 5 Different Samples and DISTRIBUTOR'S MONEY MAKING DEAL. No Free Samples.

D. ROBBINS & CO. News Week Bldg., New York City

BIG CIRCUS MONEY GETTER

No. D2—Doesn't a circus tickle the fancy for something funny, something different, something exciting? The "Big Circus" deal possesses features like these. It's teeming with laughter, mystery and excitement, all rolled into a Big Show of Fun. Inns, taverns, cigar stores, etc., are a few of your prospects. There are 70 tabs on front of cabinet. Brings in \$7.00 at 10¢ a sale. Suggested price to dealers, \$5.50. COSTS YOU \$3.60. LOTS OF 14—\$3.45 EA. SPORS CO., 1243 Lamont, Lo Center, Minn.

Engravers Attention!



No. 5R81
Sterling Friendship Ring
Heart Dangles
Ideal For Engraving

Big Seller! Wide embossed sterling silver friendship ring with two sterling silver heart dangles. Ideal for engraving initials on hearts. All rings stamped "sterling." Priced for volume selling. Available in sizes from 4 to 9.

Other - Big - Sellers!

Available for immediate delivery! Better sterling silver identification jewelry. Also, a complete line of military and costume jewelry for better business and bigger profit.

(State Your Business)

Harry Pakula & Co.
 5 N. Wabash Ave., Chicago 2, Ill.



Spins on Either End.

DEMONSTRATORS—PITCHMEN
PULL-IT TOPS The Old Reliable
 \$6.50 per gross

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

Military Waterproof WATCHES



MILITARY 7 JEWELS WATERPROOF \$19.75 Ea.
7 JEWELS WATERPROOF with SWEEP HAND \$26.00 Ea.

GENT'S MILITARY WATERPROOF Wrist Watch, 4 Jewels, Without Sweep Hand \$14.75
GENT'S WRIST WATCH, Round Ea. 6.85
GENT'S MILITARY 4-JEWEL WATERPROOF with Sweep Hand Ea. 19.75
LADIES' 15 JEWEL Stainless Steel Case, 5 1/2 Links, Assorted Styles Ea. 28.00
POCKET WATCH, Nickel Case, Size 14 Ea. 6.75

LOUIS VAN ZATSMAN
 7 WEST 44TH ST., NEW YORK CITY MU. 2-9481 MU. 2-9883

PINS & NEEDLES
 Hair Pins—Bobby Pins
 Safety Pins—Straight Pins

BLADES
 Wallets
 Fountain Pens
 Mechanical Pencils

COMBS
 Nylon Tooth Brushes
 Rubber Bands

State Quantity Wanted or No Reply.
ACE SALES CO., Dept. 4, Buffalo 3, N. Y.

for a month and then on to Baltimore. He adds that Gordon (Foots) Middleton has a scoffing joint on Clark Street, Chicago, which is a hangout for troupers; Al Rice is there with his tiny trailer; Ray Eaton also there and headed for his Montana ranch. Everybody shocked at report of the murder of Jack (Gypsy) Schine. Helbers further states he glimpsed the following on Maxwell Street on a Sunday morning: De Graw, med; Tommy Burns, oil; Doc H. A. Williams, herbs; Tip and Lill Hallstrom, flowers; Cuban Mack and family, oil and herbs; Chicago Blackie, corn punk; Doc Lytell, corn punk; Jack Anthony, intensifiers; Tiney Weber, intensifiers; Mr. and Mrs. Hutch, cleaver, and Steine and Little Carl, static eliminators.

SO GREAT is the demand for Christmas gifts these days folks don't even wait until a pitchman quits demonstrating to hand over the money.

HARRY MAIERS . . . purple inks from Birmingham that biz is okay, with turkey chow a regular diet. He says he'll remain until Christmas.

ART COX . . . air malls a line from Los Angeles: "I see where I have the X on Murphy's store in Pittsburgh. The funny thing is that I haven't been in Pittsburgh in a couple of years. I wonder what Arthur it could be? I made my last pitch in July, when I joined the O. J. Gamble racing stables in Chicago. I have shipped the ponies to Mexico City and will join them after Christmas." He adds that the Art McDonald family was glimpsed and the Guren brothers have a couple of peeler joints; Mrs. Ruby Neecks and Frances Huber both getting geedus with an engraving jewelry joint; Al Weisman and Mickey Corrigan working day and night making cedar jewelry.

TWO-IN-ONE for many men and women in pitchdom these days. Working in war plants and at the regular business, with a little sleep in between during a 24-hour day.

TRADE SERVICE FEATURE

Events for Two Weeks

- December 6-11**
 CONN.—Norwich. Poultry Show, 8-10.
 IND.—North Manchester. Poultry Show, 8-12.
 ME.—Portland. Poultry Show, 10-12.
 MICH.—Detroit. 4-H Club Show, 7-8.
 Grand Rapids. Apple Show, 7-9.
 N. Y.—Rochester. Poultry Show, 8-12.

- December 13-18**
 GA.—Albany. Fat Cattle Show, 14-15.

SLA

(Continued from page 33)
 Elizabeth Kitt, Mrs. J. C. McCaffery, Mrs. Bessie Polack, Anna Jane Pearson Bunting, Mrs. John Dempsey, Judith Solomon, Ruby Heyde, Goldie Fisher, Edna Schuler, Mrs. L. E. Roth, Mrs. F. J. Sparks, Mrs. O. E. Bradley, Mrs. C. D. Scott, Mrs. A. Carsky, Selma Kordin, Mrs. A. Kaufman, Mrs. Maxie Herman, Mrs. Minnie Simmons, Bertha McDaniels, Mrs. Carl Lauther, Mrs. Milton Morris, Midge Cohen, Dorothy Packtman, Bess M. Hamid, Madge Bloch, Sara M. Wendler, Mrs. Frank Hrubetz, Virginia Kline, Mrs. Jack V. Eyerly and Mrs. Ethel Weer.

Tables were decorated under supervision of Mrs. Joseph L. Streblich, emcee. Candle-lighting salutation of all sister auxiliaries took place. Viola Fairly, president of Ladies' Auxiliary, MSWC, represented their organization. Virginia Kline acted as representative for Ladies' Auxiliary, PCSA, Los Angeles, Edith Bullock, president, being unable to attend. Anna Jane Bunting acted as representative for MSWC. Dorothy Packtman, last past president Ladies' Auxiliary of the NSA, representative, had their candle lit at table by Phoebe Carsky, president Ladies' Auxiliary, Showmen's Association, all expressing best wishes and congratulations.

Introduction of past presidents and organizers took place as follows: Nan Rankine, organizer and past president; Mrs. Edward Hock, past president; Mrs. Marie Brown, Mrs. Al Latto, Mrs. Delgarian Hoffman, organizer; Evelyn Hock, Cora Yeldham, Mrs. Henry Belden, Mrs. L. M. Brumleve and Mrs. Ida Chase.

During the course of dinner, guests of honor were introduced by the various organizations, including Sergeant Stanley, U. S. Women's Army Corps, and Mrs. N. S. Ruvell, American Red Cross, who gave informal speeches. Congratulatory messages were read

from Ann Doolan's guests, Robert H. Miller, SLA; Kathleen Riebe Gawle, secretary pro tem, MSWC; Edith Bullock, president Ladies' Auxiliary, PCSA, and from Grace Goss who could not be present this year, being in Rio Grande. Music was played during entire program by Ralph R. Pope, son of Treasurer Lucille Hirsch.

Impromptu speeches were given by Dorothy Packtman, first past president Ladies' Auxiliary, NSA; Bess Hamid; Virginia Kline, representative Ladies' Auxiliary, PCSA; Viola Fairly, representing HASC; Nan Rankine, organizer of the Ladies' Auxiliary, SLA; Ethel Weer; Dorothy Flannigan, Hattie Wagner and others.

President Phoebe Carsky gave her message to all and presented gifts to the officers expressing her gratitude for their co-operation during the year. Secretary Elsie Miller was also thanked for tablecloth donated.

Mrs. Lew Keller, installing officer, was presented with a gift in appreciation for her services. Edith Streblich, emcee, presented officers with gifts from Ladies' Auxiliary, SLA.

Award of tablecloth took place with Nan Rankine, chairman, and Elsie Miller, co-chairman, officiating. Tablecloth was won by Blanche Latto, Plaza Hotel, Chicago. Bond was won by Veronica Campbell, who donated same to the club and in turn re-donated it, and it was won by Winona Woodward, 214 E. Carpenter Street, Springfield, Ill. Second bond was won by Mrs. Henry Belden, 6136 N. Knox Avenue, Chicago.

All were surprised when the SLA newly elected president, Floyd Gooding; Sam Solomon, first vice-president, and Michael Doolan, second vice-president, entered the rooms. Each gave an interesting speech, which conveyed warm greetings and congratulations. Bunco and cards were played following the dinner with table prizes selected by Edith Streblich.

NSA

(Continued from page 33)
 Strates and daughter Rosalind Shapiro, Florence Snellens, Onalee Jones, Mary Salsberg, Bertha Smith, Sue Campbell and Lucille Lee, all of whom were present for the first time since last year.

Sisters Jane McKee and Agnes Burke were among those present for the first time this year, as well as Katherine Perry. It is safe to say that every member in the vicinity of New York, with the exception of a few who were ill, were in attendance, and among some of the localites who seldom get to the club were Sisters Josephine Dunfield, Edna O'Rourke, Ann Drew, Rita Corrigan, Margaret Ganim, Aseaneath McKee, Lillian Fleming and Mrs. Dorothy Corcoran. During the evening Past President Midge Cohen received generous contributions to the fund which is called for her, to provide for orphans and poor kiddies, and to Mrs. Louise Endy, Mrs. Rose Bosco and Mrs. Dorothy Shoemaker, among others, go our thanks for their generosity. Gold life cards were presented by President Blanche Henderson to Treasurer Anna Halpin, of Palsades Amusement Park, and to Chairman Madge Bloch, of the relief committee. In the absence of Miriam Sussman, her husband, Harry, of the World of Mirth Shows, accepted the gold card for her.

A number of members prominent in the affairs of the auxiliary were introduced to take bows, among whom were the two past presidents, Dorothy Packtman and Midge Cohen; honorary chairman of the board of governors, Bess Hamid; president elect, Edna Lasures, and the former secretary Ethel Shapiro, who worked untiringly making the arrangements for the president's reception and assisting the chairman of the banquet committee, Joe McKee in the allocation of tables and work incidental to that task. On Saturday following the banquet a large number of our members entrained for Chicago to attend the Showmen's League Banquet and the installation of the Ladies' Auxiliary of that organization, among whom were Sisters Leah Greenspoon, Flora Elk, Emma Pink, Dolly McCormick, Rosalind Shapiro, Martha Weiss, Jean Dellabate, Ruth Gottlieb, Madge Bloch, Past Presidents Packtman and Cohen, and Bess Hamid. Elections will be held at the clubrooms during the regular meeting to be held December 8. The regular meeting of the board of governors will be held the preceding night, also at the club. Auxiliary hostess Pearl Meyers has returned to her home after several weeks in the hospital and is now on the convalescent list.

IMMEDIATE DELIVERY GUARANTEED!

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



5-200 SWEETHEART Diamond Ring Sets

10-K. Mounting
 8-100 1-Diamond Engagement Ring, 3-Diamond Wedding Ring, \$4.50.
 8-200 3-Diamond Engagement Ring, 3-Diamond Wedding Ring, \$6.00.
 8-300 3-Diamond Engagement Ring, 5-Diamond Wedding Ring, \$8.25.

Beautiful Box, specially designed for the above sets, can be furnished upon request for an additional charge of 40¢ per set.



D400 — 3-Diamond Dinner Ring, selected crystal Diamonds, \$5.25.

SUPER JEWELRY MFG. CO.
 45 Astor Pl. New York 3, N. Y.

AFTER VICTORY



WELL BE SAVING YOU

The OAK RUBBER Co.
 RAVENNA, OHIO

BE SAVING GUM SORRY!

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP.
 4th and Mt. Pleasant Ave. NEWARK 4, N. J.

5,000 ITEMS AT FACTORY PRICES

Gum, Candy, Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Write for list.

BLAKE SUPPLY CO.
 210 E. Markham St. LITTLE ROCK, ARK.

ZIRCONS 3 FOR \$2.75

Genuine White Diamond Cut
 Blue Zircons \$1.25 Per Carat

ZIRCON RINGS SOLID GOLD Ladies or Gents **\$4 to \$8 EACH**

B. LOWE, BOX 311, ST. LOUIS, MO.



Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, Ill.

CEILING PROGRESS

The week of November 29 brought the first official meeting of the Coin Machine Industry Committee in Washington, as planned by the Office of Price Administration. The committee members met a day early on their own initiative in order to get acquainted and to discuss ideas and proposals.

So that committee members could express themselves freely, the press was not represented at the preliminary meeting nor at the official meeting with OPA officials. But I spent two days in Washington gathering information on the price ceiling situation from as many angles as possible. This report is based on personal observations and any predictions of what might be probable trends in the price ceiling situation are matters of opinion.

A careful study of the price ceiling developments reveals important facts about the attitude of OPA officials and also of the majority of the coin machine trade.

OPA officials have a very reasonable and co-operative attitude toward the coin machine industry and they have given a lot of time to studying its peculiar problems. One can almost say they have taken a special interest in the trade and its problems and are ready to consider any reasonable suggestions made for improving regulations applied to the industry. It should be kept in mind that the coin machine industry has no special claim on the time of busy OPA officials and that they could have easily stood pat against listening to any pleas for concessions.

Instead, OPA men have given much time to the industry, have gathered a lot of information about it, and are ready to work with the industry committee for the good of all. OPA officials have learned enough about the industry so that they are firm believers in its future in the business life of the nation.

OPA officials are frank to say that the industry must accept and co-operate in observing reasonable price control as a matter of national policy, because the war must be won and inflation must be kept at a minimum. The coin machine industry cannot expect to shirk its responsibility on these points.

It was remarkable to see how well the committee representing the industry also agreed with this policy.

While both meetings were kept confidential, the trade at large can be assured that its representatives almost without exception were harmonious in their ideas and especially in the desire to co-operate fully with OPA officials.

The informal meeting of the committee was devoted to getting acquainted and also to an exchange of views on various questions. Here it developed that all members were practically agreed that a plan may be suggested to OPA whereby amusement games would be exempt from price ceilings and that music and vending machines would remain under control, with probably some minor amendments in MPR-429. This refers to sales of used machines and there is a probability some definite plans will be suggested to OPA about rebuilt or revamped machines.

Everybody seemed to agree that amusement games are more vulnerable to war conditions than other types of machines because the public tires of them so quickly, compelling operators to make frequent changes. Then amusement games are at the mercy of local politics and changes must frequently be made.

It was understood the first meeting of the industry committee would be devoted to organization, electing a chairman and to instructions concerning the work and duties of the committee. It can be assumed by the trade that this took place on December 1 and that there was also some discussion of trade problems. Official reports will be made in due time but the industry should not expect too great haste in this matter since OPA has many industries to consider in addition to the coin machine trade. The industry committee is now organized and will be shaping its program and making suggestions to OPA in the near future.

The work has begun with full co-operation on both sides and the industry should comply with regulations fully until changes are officially made. The methods of evading price ceilings are well understood by OPA officials but there is no threat of cracking down at the present time. OPA and the committee will work out problems as soon as possible and then official announcements will be made.

Here in CHICAGO

Attend Annual Parks Show And Showmen's Banquet

A number of coin machine personalities were guests at the annual banquet of the Showmen's League of America, held Wednesday evening (1) in the Grand Ballroom, Hotel Sherman. Out-of-town representatives of the industry included William Rabkin, International Mutoscope president; Jimmy Johnson, now an entrepreneur in the arcade and amusement park field and a resident of Texas; Dinty Moore, pioneer arcade man who now operates one of the largest and finest in the country at Corpus Christi, Tex. Chicago coin machine men at the elaborate Showmen's League affair included Herb Jones, Ray Moloney and George Jenkins from Bally Manufacturing Company; Pat Buckley, of Buckley Manufacturing Company, with a party of friends; Jack Nelson, retiring president of the League, who served as one of the toastmasters. It is believed that many others were in the crowded ballroom, such as Dick Hood, Walter Tratsch, Dan Odom and representatives of Exhibit Supply Company and the Watling firm.

Chicago Distributor Obtains War Production Contract

Lynn Durant, of United Manufacturing Company, is holding conferences these days with government officials and tool designers as the result of landing an important war production contract. The firm has engaged in some war work in past months. Refurbished games will still be offered to the trade, according to Durant.

Reed Crawford Dies; Loss To Operators and Industry

Music operators in the Eastern Central States lost a real friend and the industry lost a capable man and a constructive thinker when a sudden illness caused the death of Reed F. Crawford Thanksgiving Day. Crawford died at a Chicago hospital following a heart attack. Funeral services were held December 1 at Waco, Tex., his former home.

Crawford served as district manager for J. P. Seeburg Corporation for 10 years and traveled Kentucky, Ohio, Indiana, the Virginias and Washington, D. C. He was a boyhood friend of Marshall Seeburg. They grew up together in Chicago, attended Northwestern U. together and each served in World War I. For several years Crawford conducted a

chain of sporting goods stores in Texas and other States of the South and Southwest. Later the friendship with Marshall Seeburg and the interest in musical equipment born of their previous association, brought him back to Chicago and the position of district manager with the Seeburg firm. Crawford was 48 years old. He is survived by Edwina Crawford, widow, and two daughters, Miss Reed Crawford and Mrs. Lloyd Cole.

Add to Odd Interpretations Of What Constitutes Chance

Odd interpretations of regulations affecting games is causing some anxiety in Chicago arcade circles. When officials observed that it was possible to get high or low scores on a wide variety of arcade machines, they regarded this as an element of chance. As a result much equipment in Chicago arcades is out of service until some understanding is reached over the new ruling.

Post-War Planning a Fact, Not a Promise, at Mills

"We have long passed the stage of deciding whether or not we are going to do any post-war planning. Right now it is a case of how much we are going to do and how well we will do it."

The above statement is by Gordon S. Mills, vice-president of Mills Industries, Inc., and reveals that post-war planning in the coin machine industry may be farther along than has been generally admitted.

"Months ago," stated Mills, "when we started our Post-War Planning Committee meetings, there was a general feeling among us that our planning should be done very quietly. It would be most unfortunate if this effort on our part to win the peace would in any way interfere with our company's No. 1 objective—to do its part toward winning the war."

"It wasn't very long thereafter, however, that in looking around we noted conditions had changed a great deal. It seems now that leaders of private industry, leaders in government and the President of the United States himself are thinking and doing something about planning a better world in which to live when the war is over. There seems to be every indication now that our leaders everywhere recognize the absolute necessity for long-range planning if we are to win the peace. In Mills Industries today post-war planning is a "plus" activity. We have undertaken many different kinds of jobs in order to help win this war, jobs which were unfamiliar to us and which required courage on the part of our management to tackle. This job of post-war planning," declared Gordon Mills, "is just another new job which must be added to our regular responsibilities."



"Months ago," stated Mills, "when we started our Post-War Planning Committee meetings, there was a general feeling among us that our planning should be done very quietly. It would be most unfortunate if this effort on our part to win the peace would in any way interfere with our company's No. 1 objective—to do its part toward winning the war."



ana, the Virginias and Washington, D. C. He was a boyhood friend of Marshall Seeburg. They grew up together in Chicago, attended Northwestern U. together and each served in World War I. For several years Crawford conducted a

Two Owners, Ten Employees of Operating Firm in the Service

TACOMA, Wash., Dec. 4.—Both bosses of the Browne Novelty Company, Tacoma coin machine operators, along with 10 employees of the concern are now serving with Uncle Sam's armed forces.

Three of the firm, the latest to enter the fight against the Axis, are shown in



Browne Novelty Company, Tacoma, sends three more men to Uncle Sam, bringing the total to 12.

the photograph. Right is Francis J. Browne, head of the Browne Novelty Company, which has juke box locations in the city and an arcade in the downtown area, entered the service the middle of November. Left in the picture is Vernon J. Kreothmer, an employee of the firm, who reported for army duty at Fort Lewis a few days after Browne did, and center in the photo is Ralph Thompson, another company aid, who has reported to Farragut, Idaho, navy training station to become a mechanical engineer.

Daniel A. Browne, partner and brother of Francis, enlisted in the navy a month after Pearl Harbor and has been serving in the South Pacific the past 20 months as a baker first class. He has received five ribbons for active combat. Daniel was on the first U. S. ship to land in enemy territory under fire.

Others of the Browne Novelty Company serving with the colors include M/Sgt. Louie Rousseau, now in North Africa arena; Nap Rousseau, Ted Gerritone, Paul Smith, Dick Hutt, Bob Hutt, Glen Wells and Ernie M. Craig.

While the Browne brothers are doing their share, business interests are being carried on under direction of their wives.

NEWS OF PRIORITIES and MATERIALS

Developments of the Week in All Industries

URGE WOOD WASTE UTILIZATION—The possibility of developing a multi-million dollar chemical industry from processing waste sulphite liquor which now is poured into streams at American woodpulp mills is foreseen by Dr. Harold Hibbert, research chemist for an Ontario paper company.

The paper firm has introduced a modern process for salvaging alcohol from the woodpulp mill sewage. This alcohol is used as the main raw material for synthetic rubber for tires developed by Chicago newspaper interests.

Only the sugar from the wood is used in producing this alcohol. The sugar is also used to grow yeast.

Dr. Hibbert estimated that in addition to 100,000 tons of sugar the Canadian woodpulp industry is annually pouring into streams a half million tons of an organic substance known as lignin, 40,000 tons of acetic acid, 8,000 tons of wood alcohol and the equivalent of 67,000 tons of lime and 92,000 tons of sulphur, practically all of which represents a total loss.

In no other industry, according to Hibbert, is there such waste of raw material as is the case in marketing the tree. In the combined industries of lumbering, furniture and paper making, only 30 per cent of the tree finds its way into finished products. In the woodpulp mills alone, it takes two tons of logs to make one ton of paper; the other ton is discarded as sulphite liquor.

Lignin, which cements the fibers in wood, has been a mystery until quite recently. Research shows that it may have great promise as an ingredient in a wide variety of synthetic products, among them plastics, special types of wallboard, and laminated paper products. New types of nylon, varnishes and lacquer may also be obtainable from a new method of liquifying waste wood, a process similar to the liquification of coal to obtain gasoline and coal tar products.

MORE RAYON YARN—The War Production Board has ordered final expansion of high tenacity rayon yarn facilities necessary to carry out the synthetic rubber tire program.

The board authorized the North American Rayon Corporation to expand its annual capacity by 5,000,000 pounds. Maximum annual production of 240,000,000 pounds of tire cord type rayon yarn probably will not be reached until 1945. Rubber Director Bradley Dewey has said tire fabrication probably will not be at top speed before the latter part of 1944.

This latest expansion will be made at the Elizabethton, Tenn., plant of the North American Corporation, and facilities must be in readiness by next August 1.

WPB has also directed the American Viscose Corporation to expend its facilities at its Parkersburg, W. Va., and Lewiston, Pa., plants by 11,000,000 tons, bringing its annual total production to 39,000,000 pounds.

PREDICT BUSINESS DROP—"It is a

very real and challenging possibility that a period of steady decline in the volume of business may exist from shortly after Germany's defeat until well in 1946," according to the Research Institute of America.

This opinion is stated in an analysis of "Your Business After the War," which is described as a guide to the adjustments and preparations that individual businesses can make now to meet post-war conditions.

"In your planning," the analysis says, "prepare to adjust your operations to conditions of business decline thru the last half of 1944 and beyond 1945. Your longer-range plans may look forward with some confidence to the possibility of an upswing about the middle of 1946."

The analysis examines three definite areas of post-war planning: the period until the end of the war with Germany; the interval between Germany's defeat and the victory over Japan, and the initiation of the peacetime area.

Slots Boost Soldier Morale in N. Africa

CHICAGO, Dec. 4.—Most newspaper reports relating to slot machines are very unfavorable, but occasionally these popular devices get a break in the news. An Associated Press release from the fighting zone in North Africa is now being published widely in newspapers over the country.

It is a story of how slot machines formerly operating near an army camp in Georgia have seen valuable service in the North African zone and have helped the soldiers to buy a washing machine and various electrical appliances, as well as providing a lot of fun for the men. It seems that when the machines were operating near a camp in Georgia, the police decided they should be picked up. When they were taken in, an army officer asked the police to donate the machines to the army. They were put in a post exchange, and the boys got the fun of playing while the funds were used to buy equipment of various kinds.

When the outfit was sent overseas they took the machines along. When the German forces seemed to be gaining in North Africa, the outfit that originally had the machines was forced to leave them. It seemed they finally ended up in an officers' club of a unit training fighter pilots, and there they are still performing valuable services.

It is said that the three slot machines have paid for excellent equipment, including brown leather chairs and nice rugs for the officers' quarters. They also provide extras for the enlisted men.

The only trouble is that there appears to be a scarcity of nickels and dimes, and this cuts down the play of machines. One of the men made some metal disks that have been used by the boys to play on credit, and they redeem their tokens on payday.

SPECIAL PRICE
2040 RWB TICKET DEALS
DOZ. \$30.00 SAMPLE \$3.00 Each **GROSS \$324.00**
 Takes in \$102.00. Pays Out \$72.00. Profit \$30.00.
 Have Only a LIMITED AMOUNT. Order Now. Deposit Required With Order. Don't Wait.
WISCONSIN DELUXE CORP. 1902 No. Third St. MILWAUKEE, WIS.

ANOTHER WEEK NEARER VICTORY!
 . . . — HELP BRING IT CLOSER—BUY MORE WAR BONDS
 Wm Rabkin
INTERNATIONAL MUTOSCOPE CORPORATION
 Penny Arcade Headquarters Since 1895.
 Manufacturers of Phonomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

Music Supplies
Accessories
Guns -- Slots

MUSIC

Table listing music items like Seeburg Crown, Wurlitzer 800, etc.

WALL BOXES & ACCESSORIES

Table listing wall boxes and accessories like Wurl. Model 125, Seeburg Wall-o-Matic, etc.

TUBES & BULBS

Table listing tubes and bulbs like 100 #2A3, 100 #2051, etc.

Table listing anti aircraft and munves trap items.

SCALES

Table listing scales like Rock-Ola Lo Boys, Mills Health Charts, etc.

SLOTS

Table listing slot machines like 5¢ Brown Fronts, 10¢ War Eagle, etc.

4,000 USED RECORDS
Popular-Hillbilly-Western
Good condition, \$15.00 per 100;
\$125.00 per 1,000.

50% Certified Dep., Bal. C. O. D.
or Sight Draft.

AMERICAN
COIN MACHINE COMPANY
437 Elizabeth Ave. NEWARK, N. J.
Phone: Waverly 3-1500

LAMPS—SPECIAL!

Table listing lamps like WESTINGHOUSE MAZDAS, ALL MINIATURE BULBS, etc.

ARCADE BULB CO.

56 W. 25th Street NEW YORK CITY
Phone: Watkins 8-7498

YOUR BEST VALUES!

Table listing free play consoles: BIG GAME \$94.50, CLUB BELLS \$224.50, etc.

1/3 With Order, Balance C. O. D.
"You can always depend on Joe Ash ALL-Ways"

Active Amusement Mach. Company
900 N. Franklin Street
Philadelphia 23, Pa.

EASTERN FLASHES

By BEN SMITH and BOB SEIDEL

Parts Cleaner

George Ashe, Automatic Equipment Company, is about ready to promote the sale of an electrically operated parts and tools cleaner...

Harry Rosen in Florida

Harry Rosen, formerly with Modern Music Sales and now a member of the Atlantic Distributing firm, has left for Miami where he will combine business with pleasure during an extended stay at an apartment he rented there. He

will hold open house right thru the winter.

Muddle

When we dropped in to say hello to Joe Ash and Irv Morris, Active Amusement Machines, we were confronted with what had all the appearance of a football huddle. Being a typical, curious New Yorker, we edged over and discovered that the look-see gathering was coaming and aching over a stock of X-Ray poker balls.

Rents Building

Rake Coin Machine Exchange has rented the entire building at 5415 Woodland Avenue, Philadelphia, to be used exclusively for warehousing, servicing and shipping equipment.

Visitor

Mack Levin, Regent Vending Machine, Ltd., Ottawa, flew into New York where he spent 10 days visiting local coinmen before leaving for Chicago, Detroit and home again.

Short Takes

Jose Riojas, Mexico City operator, is stopping at the Governor Clinton. Dorothy Levine, Acme Sales, is back at her desk after a prolonged illness. Ed Casnoff, General Coin Machine, has mail from two former Philly coinmen...

Payouts Not Legal Under Florida Law, Circuit Judges Rule

MIAMI, Dec. 4.—Three Circuit Court judges ruled recently that payout types of coin machines cannot be legally licensed under the present State license law.

A test had been brought by an operator under the present law. Newspapers have been making a sort of crusade of the present situation, and a young county attorney prosecuted the case.

Reports so far indicate that the operator may not appeal to the State Supreme Court on the present case. Apparently that would end the present agitation.

Newspapers added the usual highlights to such situations by reproducing a copy of an alleged instruction sheet which manufacturers send out with games. The instructions allegedly showed operators how to adjust the machines so the player could not win.

We have helped solve the problems of many a small operator and showed him how to make more money. And today, more than ever before, the small operator is still having his problems. Perhaps we can help you, too!

BOX D162, Care The Billboard, Cincinnati 1, Ohio.

I WILL SELL

The best group of remote control set-ups in New England. 100% Seeburg wireless and three wire equipment. All top notch locations...

Normally I wouldn't sell this route at any price, but as I am entering the service in December I have no choice.

This is an unusual opportunity for the right party. If interested make it snappy. Don't bother if you can't raise the cash.

ART STRAHAN

16 Miles Street Greenfield, Mass.

WILL PURCHASE ANY QUANTITY

Exhibit

LEADERS

SUN-BEAM—DO-RE-MI—STARS DOUBLE-PLAY—WESTWIND

Monarch Coin Mach. Co. 1545 N. Fairfield, CHICAGO 22, ILL.

FOR SALE

12

AUTOMATIC DUCK PIN ALLEYS

\$150.00 Each in Pairs of Two 1/3 Deposit, Balance C. O. D.

Conte Distributing Co. 42 Franklin St. PROVIDENCE, R. I.

ARCADE EQUIPMENT

Table listing arcade equipment: Vitalizers (Factory Rebuilt), Seeburg Shoot the Chutes, Bally Rapid Fire, etc.

PHONOGRAPHS

Table listing phonographs: WURLITZER MODEL 71 COUNTER, 12 REC., \$150.00

SLOTS

Table listing slot machines: VEST POCKET BELLS, 1¢, Blue Metered, \$45.00

FREE PLAY GAMES

Table listing free play games: VICTORY, \$87.50; Bombardier (Victory), \$97.50; Captain Kidd, \$45.00; etc.

VENDORS

Table listing vendors: U-Need-a-Pack, 5¢ Sel. Candy Bar, \$49.50; 100 Bar Cap., \$45.00; etc.

WANT

Table listing items wanted: Wur. G16, Plain; Wur. G16, Lightup; etc.

SEND LIST, STATE CONDITION AND PRICE WANTED.

SEND FOR COMPLETE LIST OF MACHINES and SUPPLIES. One-Third Deposit Required With Order.

RAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

OUR MOST IMPORTANT MESSAGE TO YOU!

BUY WAR BONDS

More and More To assure us of the earliest possible Victory.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS, MO. (Phone: Franklin 8620)

ARCADES—SPORTLANDS

Table listing arcade games: "TRAP THE JAP," Munves' Chicken Sam Complete Conversion, \$169.50; etc.

We have over 500 other Arcade Machines available. Write for complete list and prices.

MIKE MUNVES 520 W. 43d St. New York, N. Y. Bryant 9-6677

CASH WAITING

WILL PAY THE FOLLOWING PRICES F. O. B., YOUR CITY

Table listing cash waiting prices: WURLITZER 716 or 616 or 615, \$45.00; etc.

ROBT NICHOLS

948 Laguna St. SAN FRANCISCO, CALIF.

VEST POCKET BELLS, 1¢, BLUE-GOLD, METERED; GOLD STARS, BIG CHIEFS, LEGIONNAIRES, LINEUPS, TARGET SKILLS, WILDFIRES, LEADERS, POWERHOUSES, PLAYBALLS, STRATOLINERS, SEVEN UPS, ZOMBIES, SEAHAWKS, SUPER CHIBBIES, SPORT PARADES, SCHOOL DAYS, SPEED DEMONS, SKYLINES, VELVETS, ZIG ZAGS.

1/3 CERTIFIED DEPOSIT.

EXPOSITION GAMES CO.

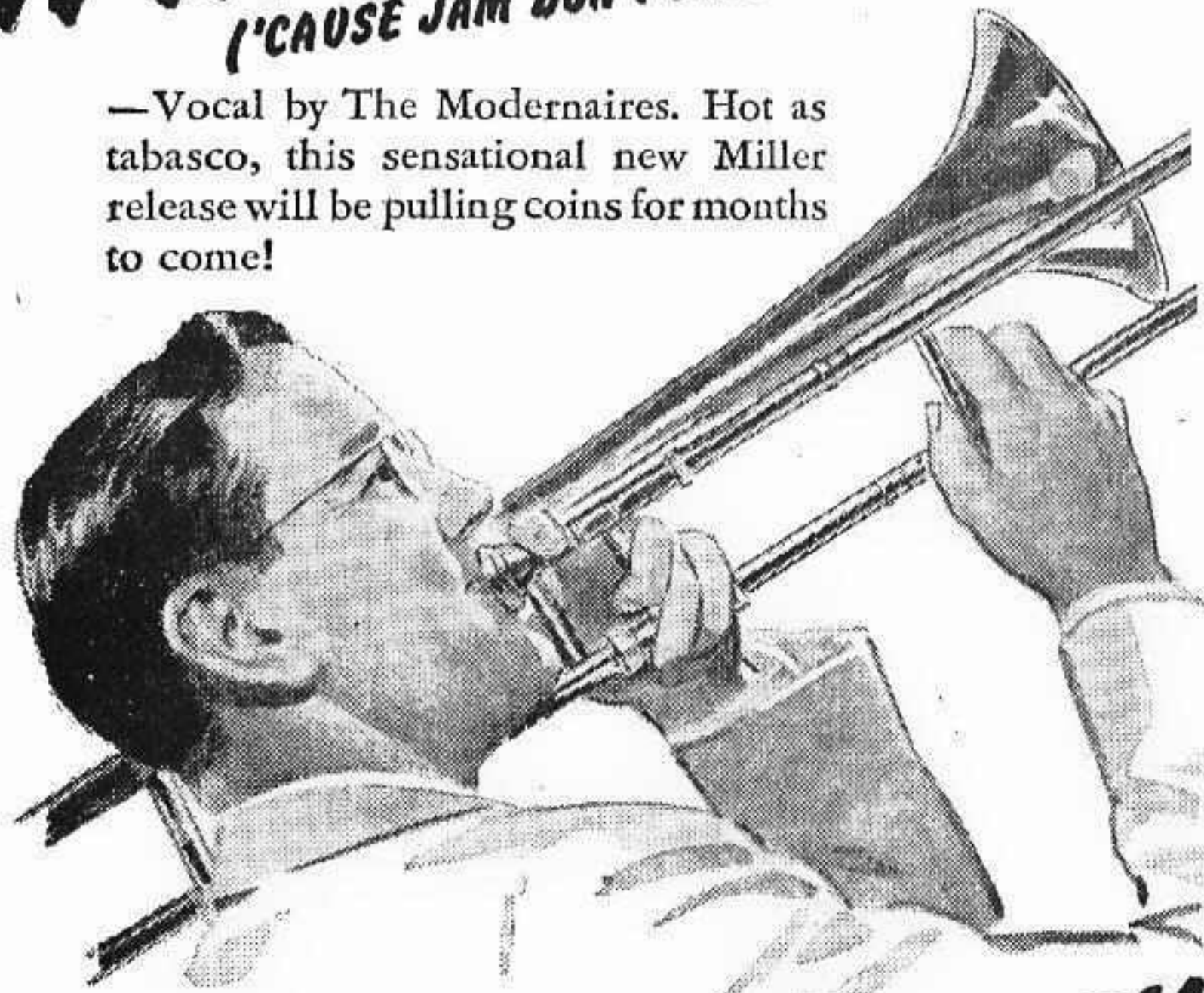
989 Golden Gate Ave. San Francisco 2, Calif.



IT MUST BE JELLY

('CAUSE JAM DON'T SHAKE LIKE THAT)

—Vocal by The Modernaires. Hot as tabasco, this sensational new Miller release will be pulling coins for months to come!



And on the B side—

RAINBOW RHAPSODY

It's sweet and slow swing!

DON'T WAIT—
the coins are waiting for **VICTOR 20-1546**

TUNE IN: RCA's great show, "What's New?"
A sparkling hour of music, laughs, news,
drama, science. Saturday nights,
7 to 8, EWT, Blue Network.

To help us make new Victor and
Bluebird Records for you, sell
your old ones to your
distributor.

THE TUNES THAT
NAB THE NICKELS ARE ON
VICTOR AND BLUEBIRD
RECORDS!

BUY
WAR BONDS
EVERY
PAYDAY

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By GLADYS CHASINS

INDICATIONS over the past few months that recording sessions for secondary bands would be few and far between under present conditions were given weight when Victor dropped its options on nine outfits when their contracts expired. Among those whose contracts were not renewed over the past 12 months are Abe Lyman, Teddy Powell, Bob Chester, Jan Savitt, John Kirby, Sonny Dunham, Joe Reichman, Mitch Ayres and Irv Carroll. None of the record companies are in a position to produce enough to keep all their bands going, material and man-power shortages being so acute, and recording execs apparently see no reason to keep names on file when they can't be put to use. Present conditions also offer an excuse for dropping bands whose records have not been selling. . . . Even tho these bands do not rate with Tommy Dorsey, Vaughn Monroe, Duke Ellington, Charlie Spivak, Freddy Martin, Sammy Kaye and the rest of the big names on Victor's roster, they could provide smaller diskers with better names on their labels than they've been able to secure up till now. Classic has already used Abe Lyman for a date and is trying to get Sonny Dunham under contract. If Columbia and Decca follow Victor's lead and prune their band lists, there will be a string of semi-names on the market, wanting to make records and willing to sign with smaller labels. The small diskers, with limited production and distribution, however, cannot absorb any great number of bands, and there will probably be many leaders on the loose in coming months. . . . Location of Columbia Records' factory at Bridgeport, Conn., center of vital war work, leaves the disker with a particularly acute man-power problem. Shipments to distributors in some cases have been reported as low as 30 per cent of last year's orders.

Territorial Favorites

OTTAWA:

June in January. Bing Crosby.

Bing Crosby is practically monopolizing the title strips in coin machines in Ottawa these days, the other crooners culling mentions only when there's no recording of the same tune by Crosby. Most of the songs mentioned are those currently popular here, but this one, listed right among the top faves, is an old film tune that hasn't shown up for many a day.

DETROIT:

I Dug a Ditch. Willie Kelly.

Since the full title of this tune is *I Dug a Ditch in Wichita*, it's naturally getting plenty of plays in that city. There's no special reason why the folks in Detroit took to it so quickly, except that it's getting plenty of plays on the airwaves and plugging in MGM's *Thousands Cheer*—two good reasons why operators all over the country might give it a try.

DALLAS:

My Shining Hour. Glen Gray.

This is one of Decca's first post-ban instrumental waxings, released a few weeks ago and starting to spin in many areas. Dallas is the first city to rank the recording among its highest, but it probably won't be the last because the tune has been getting heavy network plugging and is featured in RKO's *The Sky's the Limit*.

Note

For a listing of songs played most often over the radio for the week ended Thursday, December 2, see the Music Popularity Chart in the Music Department.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of sepien best sellers under Harlem Hit Parade.

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

THE DREAMER	KAY ARMEN (Balladiers)	Decca 18566
	PETER PIPER	Hit 7061
This ditty pulled a fast one when it swept from third place straight over the top in one short week. Kay Armen, the gal whose version is drawing most of the coins, deserves double credit as this is her first release and her disk is coming up against competition from name band recordings.		
PISTOL PACKIN' MAMA..	AL DEXTER (Al Dexter)	Okch 6708
(20th week)	BING CROSBY-ANDREWS SISTERS	
	(Vic Schoen Ork)	Decca 23277
	FREDDIE "SCHNICKELFRITZ" FISHER	Decca 4425
SUNDAY, MONDAY OR	BING CROSBY	Decca 18561
ALWAYS	FRANK SINATRA	Columbia 36679
(15th week)		
PAPER DOLL	MILLS BROTHERS	Decca 18318
(14th week)		
PEOPLE WILL SAY WE'RE	FRANK SINATRA	Columbia 36682
IN LOVE	BING CROSBY	Decca 18564
(9th week)		
IF YOU PLEASE	BING CROSBY	Decca 18561
(8th week)	FRANK SINATRA	Columbia 36679
PUT YOUR ARMS	DICK KUHN	Decca 4337
AROUND ME, HONEY...	DICK HAYMES (Song Spinners)	Decca 18558
(7th week)	CLAYTON McMICHEN	Decca 6091
OH, WHAT A BEAUTIFUL	BING CROSBY	Decca 18564
MORNING	FRANK SINATRA	Columbia 36682
(5th week)		
VICTORY POLKA	BING CROSBY-ANDREWS SISTERS	
(3d week)	(Vic Schoen Ork)	Decca 23277

Names in parentheses indicate vocalists.



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Diskers' Promotion

Columbia Records is planning an intensive campaign to be handled by local distributors in each city where films featuring Columbia artists are playing. Campaign will be worked jointly by theater operators and distributors to promote film and Columbia recording artists by giving credit lines in advertising and display material and working out tie-ups featuring artists in all exploitation. It has been emphasized in this column many times that the film studios' current concentration on musical productions using an abundance of name bands and singers offers operators a chance to play up whatever artists are appearing on the screen in local theaters. Now, however, with Columbia's new plan, operators will have a campaign at their disposal, building up Columbia artists, and should slip waxings of these artists on machines whenever their films are in town, contacting local distrib and theater operators for display material.

First film to be given this joint promotion treatment will probably be RKO's *Higher and Higher*, starring Frank Sinatra. Altho the film score is entirely new and none of the tunes have been waxed as yet, Columbia's campaign will be concentrated on Sinatra and operators can sell all Sinatra disks by working out tie-ups on the film.

Some of the other Columbia recording artists slated for new ptx are Benny Goodman in *Gang's All Here* and *Moment for Music* at 20th-Fox, Cab Calloway in UA's *Sensations of 1944*, Harry James and Xavier Cugat in MGM's *Two Sisters and a Sailor* and Mr. Co-Ed, Kay Kyser in RKO's *Around the World*. Operators should check on local playdates of these films as they are released, and contact local Columbia distributors for material.

Hillbilly Pix

Roy Acuff is currently being featured in *O. My Darling Clementine*, which will be nationally released in the near future

by Republic. Decca is also releasing two new sides waxed by Acuff, which can be boosted when the flicker comes to local houses. Tunes on the Decca disks are *Not a Word From Home* and *The Prodigal Son*.

News Notes

MGM's *Broadway Rhythm*, starring Ginny Simms and featuring Tommy Dorsey ork, will be tradeshown at all exchange centers on December 28. . . . Harold Adamson and Jimmy McHugh, hit songwriters, have been signed to a two-year contract by 20th-Fox. . . . Perry Como's first film for Fox has been re-titled *Kitten on the Keys*. . . . Judy Garland's next flicker will be MGM's *Meet Me in St. Louis*. . . . Eleven songs set for UA's *Knickerbocker Holiday*, including four tunes from the show score. . . . MGM's *Girl Crazy* had its New York premiere at the Capitol Theater, December 2.

Adequate Manpower Ohio Firm Reports

CLEVELAND, Dec. 4.—There is no man-power problem or shortage of skilled help at Euclid Coin Machine Sales and Service, where, according to Gus Sundman, manager, four men represent nearly 50 years of coin machine experience. Sundman entered the coin machine field in 1927 when he worked for Western Electric Piano Company. Later he traveled for Western Products Company, during service work. Top men in the organization include Al Spence, who has spent more than 10 years in mechanical and electrical work on music and games; Frank Svoboda, in charge of refinishing, has had long experience in the paint shop; Fred Dougherty, mechanic, is particularly well known to eastern operators. Sundman considers his organization fortunate in retaining fully trained men.

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 ●

BLUE RAIN GLENN MILLER (Ray Eberle) Victor 20-1536
SEA WAIN Bluebird 30-0816

All the tunes that have not been getting a very heavy number of plays, but hung on because no new waxings came along to replace them, were nosed out of the Guide this week by promising new entries. *Rain*, however, remains head and shoulders above the newcomers, even tho it's not quite ready to take the final hurdle.

WHITE CHRISTMAS BING CROSBY Decca 18429
FREDDY MARTIN (Clyde Rogers) Victor 27946
CHARLIE SPIVAK (Gary Stevens) Columbia 36649

Operators are dreaming of a prosperous Christmas, and their dreams are given substance by the showing this year-old ballad is making. Altho it holds the same position it did last week, it has made a big jump in actual number of plays—and with Christmas drawing closer, there's every reason to believe that the nickels will be dropping like snowflakes.

MY HEART TELLS ME GLEN GRAY (Eugenie Baird) Decca 18567
JAN GARBER (Bob Davis and Quintet) Hit 7070

Making its first appearance with a very heavy showing, this ballad looks like its starting on a long career. Tune has been listed among the most played on the air for many weeks now, and plugging in 20th-Fox's *Sweet Rosie O'Grady* should boost it even further as the film makes the rounds of theaters thruout the country. It's the Glen Gray waxing that accounts for the great majority of plays.

THEY'RE EITHER TOO YOUNG OR TOO OLD JIMMY DORSEY (Kitty Kallen) Decca 18571
. JAN GARBER (Liz Tilton) Hit 7069

With most of the new pop releases concentrated on ptx tunes, these waxings are now starting to take over on coin machines. This ditty stems from Warner Bros' *Thank Your Lucky Stars*, and it, too, has been showing up steadily among the tunes with most air plugs. The JD name on the title strip is another good reason why this tune swept onto machines in its first week out. In this case, too, it's the Decca disk that's the top draw.

Double-meaning records are purposely omitted from this column.

Here's What
H. E. BOWES
Co-Owner of the
Century Music Company
DENVER, COLORADO
Says about DECCA

CENTURY MUSIC COMPANY

OPERATORS OF WURLITZER PHONOGRAPHS
1932-4 BROADWAY DENVER, COLORADO
FOR DAY OR NIGHT SERVICE CALL TADOR 1341

November 23, 1943.

Mr. Sellman C. Schulz,
Decca Distributing Corp.
22 W. Hubbard St.
Chicago, Ill.

Dear Mr. Schulz:

I want to thank you for the type of records and the fine service we have always received from the Decca Company.

We operate a considerable number of machines, and records, good ones, are our life blood. That is why we appreciate what Decca is doing to keep us supplied, even during these difficult times of labor and material shortages.

Decca is tops with us.

Very truly yours,
CENTURY MUSIC CO.

H. E. Bowes
H. E. Bowes,
Co-owner.

HEB/BA

Thank You

Mr. Bowes

DECCA DISTRIBUTING CORPORATION
EXCLUSIVE DISTRIBUTORS

Widow Recalls How Emerson Aided Development of Phonos

DOWNNEY, Calif., Dec. 4.—On an eventful day in 1889 at Newark, N. J., the late Victor H. Emerson produced the first phonograph records for entertainment purposes when he called into his office a five-piece brass band which was playing outside and asked their charge for the afternoon. When told that it would cost only \$2, he produced 2,000 records of the band music.

Mrs. Kittle Emerson, widow of Emerson, related the story while seated in her living room here. She remembers when the phonograph was a dictaphone equipped with storage batteries.

Following the successful recording of band music, Emerson met Frank L.

Capps at the World's Fair in Chicago and the two became associated in introducing the first system of mechanical duplication.

Phonographs in those days were operated by electricity and millions of homes had no electricity. In 1895, however, thru invention of the spring motor with automatic governor, Emerson made the phonograph available for all homes.

The disk record was perfected by Emerson in 1897 while affiliated with Columbia Phonograph Company.

Emerson died in 1926 a year after he and Mrs. Emerson established their home at Downey.

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

Neither Victor nor Columbia offered any new disks this week, but Decca made available an Andrews Sisters waxing of the currently popular *Shoo-Shoo Baby*, which should get even more popular when the Universal picture, *Three Cheers for the Boys* starts playing in local houses. Tune has already culled a few mentions on the strength of the Jan Garber waxing released by Hit a couple of weeks ago. *Baby* is coupled with *Down in the Valley*, sung by the Andrews Sisters in Universal's *Moonlight and Cactus*. Capitol has also readied some new offerings, including another version of *Shoo-Shoo Baby* done by Ella Mae Morse, mated with *No Love, No Nothin'* from 20th-Fox film *The Gang's All Here*, which is already among the tunes with the most radio plugs. Capitol also released a waxing of *Pistol Packin' Mama* done by the Pied Pipers and Paul Weston ork, and *How Sweet You Are*, from Warner's *Thank Your Lucky Stars*, done by Jo Stafford.

Tommy Dorsey's *Boogie Woogie* continues to crop up on machines in different areas every week, and Bing Crosby's new waxing of *I'll Be Home for Christmas* looks ready to give *White Christmas* heavy competition in the coming weeks.

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.

JINGLE BELLS BING CROSBY and the ANDREWS SISTERS (Vic Schoen's Ork.) Decca 23281

On the heels of their *Pistol Packin' Mama* click, the Crosby-Andrews combination comes forward in time with some holiday cheer for the coin collectors with a spirited and swing interpretation of *Jingle Bells*. And for added measure and sure to make a double heap of nickel pieces for the ops, plattermate is just as potent for the holiday play in a righteous rhythmic interpretation by the foursome of voices for *Santa Claus Is Comin' to Town*.

I'LL BE HOME FOR CHRISTMAS BING CROSBY (John Scott Trotter's Ork.) Decca 18570

Altho the late starting may keep it from accumulating as many sales figures as old *White Christmas* last year, it's a cinch that Bing Crosby's singing of this new yuletide ballad is going to bring in as many nickels for the music ops. A tender soldier ballad of the boy away from home promising to spend the holiday with his family, if only in his dreams, Crosby makes the most of the lyrical theme. And almost overnight it is sure to be one of the top coin catchers of the month. It's difficult to see how this one can miss for the remainder of the year.

SHOO-SHOO BABY ELLA MAE MORSE (Dick Walters's Ork.) Capitol 143

This groovy lament of the sailor lad shoving off to sea has already hit a wide mark in popular favor. And with Ella Mae Morse's waxing, in her inimitable boogie style of sultry chanting, the music ops are sure to make the most of the song's opportunities. Plattermate is also on the strong side. Heading for the top of the heap is the *No Love, No Nothin'* ballad from Alice Faye's forthcoming *The Gang's All Here* movie. And the way Miss Ella sings there can be no love until her baby comes home rings the bell with a resounding smack that spells stacking up of coins for the ops.

THEY'RE EITHER TOO YOUNG OR TOO OLD... JIMMY DORSEY (Kitty Kallen) Decca 18571

Already one of the top tunes of the day, this engaging rhythmic ditty from *Thank Your Lucky Stars* now becomes ripe for music ops to reap a harvest in Jimmy Dorsey's bright and breezy entry. Moreover, it gives the first wax impression of Kitty Kallen, who joined the Dorsey dandies after Petrillo closed the recording studio doors. Plattermate also offers rich tune selection to attract the phono fans in *Star Eyes*, lovely ballad favorite from the *I Dood It* movie. Herein the romantic styled warbling of Bob Eberly shares the side with Miss Kallen in the pattern first proposed by Dorsey with his *Amapola-Green Eyes* record rage.

OLD ACQUAINTANCE... JO STAFFORD (Paul Weston's Ork.) Capitol 142

Former featured vocalist with Tommy Dorsey's aggregation, Jo Stafford, since striking out on her own, makes a most auspicious disk debut for this label with one of the most promising ballad songs of the moment. *Old Acquaintance*, enjoying an ear-appealing blend of words and music, is the title song of Bette Davis's newest movie. And Miss Stafford's tender and appealing lyricizing makes it all the more appealing. The ballad is a certainty to climb to the top of the heap and Miss Stafford's entry right along with it. Also effective for the phono play is the mated side, Miss Stafford's equally effective singing of the favorite *How Sweet You Are* ballad from the *Thank Your Lucky Stars* movie.

JINGLE BELLS BOOGIE WILL BRADLEY and HIS BOOGIE-WOOGIE WOOGIE BOYS Beacon 7013

For the label's first waxing since the Petrillo ban was lifted, recording chief Joe Davis has rounded up a sextet of ace instrumentalists, all familiar names with the top name swing bands of the day. Trombonist Will Bradley, carrying the label's top billing, formerly carried a large band of his own. And with his association with the boogie-woogie record rages of an earlier year, such billing is bound to attract major attention on the phono stickers. Moreover, the application of the eight-to-the-bar beats to the standard *Jingle Bells* makes for a happy combination of righteous swing and ride-out music, particularly salable with the holiday just around the corner. The youngsters should go for this in a super big way.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

"TUNES THAT NEVER GROW OLD" STANDARD RECORDS



MEAN BIGGER PROFITS FOR ALL MUSIC MACHINES!

STANDARD PHONO CO.

163 West 23 Street • New York 11, N. Y.

EVERY HIT IS ON RECORDS!

RECORD NO. 7069

THEY'RE EITHER TOO YOUNG OR TOO OLD

SHOO-SHOO BABY

by Jan Garber and his New Orchestra

CLASSIC RECORD CO.

7 WEST 46th ST., NEW YORK 19, N. Y.

EVERY HIT IS ON RECORDS!

OPERATORS rave about the TONE DART NEEDLE..

Ask the man who is using it

New and IMPROVED

PERMANENT NEEDLE TONEDART

THE BEST ON RECORD

50c NET—2800 PLAYS Fully Guaranteed

ORDER FROM

J. F. BARD

43 E. OHIO ST., CHICAGO

ON THE RECORDS

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

By M. H. ORODENKER

(Continued from page 16)

in the blowing of the horns. In fact, it is almost impossible to associate Garber after all these years with such an up-to-the-minute style. Unfortunately the mechanical reproduction for the sides is not on par with the capabilities of the music makers...

Song selections for each of the four sides are in the order of the day and each of the sides should bring more than casual attention from the phono fans.

JOHNNY MERCER (Capitol 141)

G. I. Jive—FT; V. I'm Gonna Sit Right Down and Write Myself a Letter—FT; V.

Having already given his own recording company a major click in his Strip Polka, Johnny Mercer cooks up a dandy row in G. I. Jive that should also become a major item in short order.

LOAD UP QUICK ON VICTOR #20-1546 ONE OF THE RARE NEW RECORDS BY THE GREAT

GLENN MILLER

RAINBOW RHAPSODY

Lovelier, catchier than "Sunrise Serenade"!

IT MUST BE JELLY (CAUSE JAM DON'T SHAKE LIKE THAT)

Bouncier, more surefire than "One O'Clock Jump"!

Professional Material Available on Request From MUTUAL MUSIC SOCIETY, Inc. 1270 6th Ave. NEW YORK CITY

thru his boot training in joyous five pattern. Makes for a most delightful soldier song novelty. Write Myself a Letter is the Fred Ahlert evergreen...

With all eyes centered on the military, "G. I. Jive" can hardly miss the heavy coinage, particularly with an arresting title for the phono stickers.

WILL BRADLEY (Beacon 7013)

Jingle Bells Boogie-Woogie—FT. Cryin' the Boogie Blues—FT.

Coming under the Petrillo cloak, Joe Davis's Beacon label has dished up a terrific disk of jam for the holiday season. Trombonist Will Bradley tops a round-up of Boogie-Woogie Boys...

Blend of boogie-woogie with "Jingle Bells" is expertly accomplished by these hot jazz experts. With immediate phono application during the holiday season, "Jingle Bells Boogie-Woogie" should ring in a bumper crop of coins.

THE PIED PIPERS (Capitol 140)

Pistol Packin' Mama—FT; V. Deacon Jones—FT; V.

Originally striking out on Victor records in solo style before linking with Tommy Dorsey, the Pied Pipers are on their own again. For their Capitol preem the rhythmic vocal blend of the four mixed voices (Jo Stafford, Clark Yocum, Chuck Lowry and John Huddleston) make for ear-pleasing harmonies.

If nothing else, the Pied Pipers offer an entirely different interpretation of "Pistol Packin' Mama." In view of the huge popularity of the song, any such entry is worth a test spin in the music boxes.

No Drought in 1944

WASHINGTON, Dec. 4.—The nation's beer drinkers won't go thirsty in 1944. Despite gloomy predictions a short time ago, the War Food Administration has told the brewing industry advisory committee:

- 1. The hop crop this year will be sufficient to supply all domestic requirements for brewing purposes. 2. Based on September reports from all malt producers and on estimates of future production, supplies of malted barley will be sufficient to allow brewers the same amount of malt they are now using. 3. There is no prospect of increasing malt allocations to brewers at this time.

White the hop crop is sufficient to supply domestic requirements, equitable distribution of hops to all brewers is another matter.

MOVIE MACHINE REVIEWS

Distributing Corporation of America, Inc. Release date, November 15.

Program X-995

(All reissues)

JOE REICHMAN'S ORCHESTRA is featured in If I Didn't Care. Bandstand background. Reel starts with Reichman soloing, then four of the ork men do a take-off of the famous Mills Brothers arrangement of the tune.

Turkey in the Straw is strictly off the cob, starring FREDDIE FISHER AND HIS SCHNICKELFRITZ BAND. Vocals by the entire group.

MORTON DOWNEY does his customary smooth job singing Rose of Tralee. Shots of Irish countryside and a pretty colleen add to the atmosphere.

I'm an Old Cowhand, sung by GUS VAN, spoofs cowboys who have gone modern. Choruses are sung in Italian, Irish and Russian dialects.

LANNY ROSS stars in Fiddle Polka, a pleasant song of its type. Night club background. The song gives a couple of ork members a chance to play brief solos.

Kona Moon is a soothing Hawaiian number, starring RAY KINNEY and the ALOHA MAIDS (4), dancers. Vocals by Kinney.

SPIKE JONES AND HIS CITY SLICKERS dust off their usual bag of sound effects in Clink, Clink, Another Drink. Scene is a tavern, with Jones tending bar.

Ain't Misbehavin', the old favorite, is sung by and played by FATS WALLER. Short dance routine by several femmes. One chorus is sung by an attractive, unidentified girl.

Program 1142

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, November 22.

Tired of Waiting for You is played by JIMMY DORSEY and his orchestra, with vocals by BOB EBERLY and HELEN O'CONNELL. Bandstand background. Song concerns a girl who is tired of waiting for her boy friend.

LANI McINTYRE and his orchestra do an excellent job on one of the best known Hawaiian tunes, Hawaiian War Chant. Four dancers also appear.

Friendly Tavern Polka stars petite SYLVIA FROOS, backed by four men on the chorus. A catchy tune, with the incidental action well-suited to the words.

AL DONAHUE'S ORCHESTRA goes very swing on Volga Boatman, creating an effect no Russian would recognize.

Hats Off is an all-dance reel, starring RUTH GODFREY and THE WINNIE HOVLER DANCERS. Tune is Where Did You Get That Hat?

VARIOS AND VIDA, Latin-American dance team, and HERBERT CURBELO'S ORCHESTRA turn in a neat performance in Que Buena Es La Conga. The dancing is a bit more athletic than this team usually goes in for.

I'm Nobody's Baby, another old favorite, is sung torchily by CAROLYN MARSH against a night club background. Dance routine by four girls.

TAPS MILLER sings, dances and plays a trumpet in Song and Dance Man. Unfortunately, the music does not give him the best possible chance to display his talent.

Program 1143

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, November 29.

Miss Liberty is a patriotic-popular tune about the status of liberty, sung by TONI LANE. Two choruses are in dialect.

JOHNNY LONG and his orchestra and two unbilled vocalists appear in The Long and Short of It. Bandstand back-

ground. Song is about a boy and girl, who, tho they are opposite in every respect, still get that middle-aisle idea.

Bicycle Built for Two, starring THE ETON BOYS, is a pleasant relief from five and boogie-woogie.

THE EMERSON MOUNTAINEERS (6) sing the lugubrious Seven Years With the Wrong Woman. Scene is the interior of a cabin.

Where Were You? stars singers GENE GROUNDS and NAOMI WHEAT, an attractive pair whose voices blend nicely.

LARRY CLINTON'S ORCHESTRA appears in My Buddy, a straight orchestral number. Effective solo work by several bandmen.

Sleighbell Serenade, which rings in a modernized version of Jingle Bells, stars blonde CAROL DEXTER.

COOK AND BROWN, fast stepping dancers, and THE SEPIA STEPPERS, appear in Chatler. Some hot piano playing by an unbilled performer.

OPERATORS!

SAVOY Hi-Fidelity RECORDS

Selling like WILDFIRE!

GET A LOAD OF THESE HITS!

- #115 PISTOL PACKIN' MAMA #176 PUT YOUR ARMS AROUND ME #510 JOHNNY DOUGHBOY POLKA #102 DON'T STOP NOW #110 I DON'T STAND FOR THAT JIVE #112 SO LONG #109 BUNNY'S BOOGIE #500 SUGAR FOOT STOMP

Send for Release Card

SAVOY RECORD CO.

58 MARKET STREET, NEWARK 1, N. J.

other matter. The industry advisory committee suggested consideration of ways to regulate breweries' inventories as one means of assuring fair distribution of hops.

TRADE SERVICE FEATURE
Industry Mentions
Magazines -- Newspapers -- Radio

All in Fun

There's been entirely too waspish a tone of late in our comments on what the press, screen and radio are saying about coin machines. We've been irked over the inability of the public to distinguish between slots and vendors, and we're not happy when juke melodies irritate sensitive citizens till they write their home-town editors to pour out a woeeful tale.

Phone Pays Off

The following appeared in The St.

FOR SALE!
ARCADE OR EQUIPMENT
Very Successful
in Springfield, Mass.
Nameplate Tape Used in Roovers Nameplate Machine
\$3.00 per lb.
Photomaton, Good Condition, 25c Slot—
Make Best Offer!

FOR SALE
Guns, "BB" Shot and Magic Fingers
1 Colt Woodsman and 1 High Standard, Each . . . \$ 5.00
6 Winchester 62s and 6 Winchester 61s, Each . . . 19.50
"BB" Shot, Steel, Per Lb. . . .25
1 Highboy and 1 Lowboy Magic Finger, Both . . . 100.00
Exhibit Rotary, Pusher Type . . . 125.00
PENNY ARCADE CO.
328 St. Paul Pl. Baltimore 2, Md.

FOR SALE!
EASTMAN DIRECT POSITIVE PAPER
1944 DATING
100 Rolls 1 1/2" @ . . . \$15.00 Per Roll
25 Rolls 1 1/2" x 1000' @ 60.00 Per Roll
1/3 Deposit on All or Part.
PEERLESS VENDING MACHINE CO.
220 W. 42nd St. NEW YORK, N. Y.
Wisconsin 7-8610

FOR SALE
Complete Arcade or Equipment to be sold before Jan. 1st. Evans Super Bomber, Keeney Air Raider, Supreme Gun, Drive Mobile, Submarine, Ace Bomber, All Star Hockey, Batting Practice, Radio Gun (Brown Cabinet), Rapid Fire Tommy Gun, Test Pilot, Western Baseball, World Series, Ten Strike, 20 up-to-date Pin Balls, Love Tellers and other small machines; also Short Range Shooting Gallery with guns or without, Neon Signs and Electric Fans. Can be bought separate or all. Arcade can be seen in operation at 162 Asylum St., Hartford, Conn. Address all mail to
SPORLAND, 354 Asylum St., Hartford 3, Conn.

WANTED
ALL AROUND ARCADE MECHANIC
Must know Pin Games, Music Machines, etc. Top salary. All year round job.
ALLIED CORP.
22 SCOLLAY SQ. BOSTON, MASS.
Lafayette 7725

Louis Globe-Democrat of November 30 under a headline of "It Happened Here"

"A pay telephone in the Federal Building, perhaps envious of the publicity the slot machines are getting, paid off the jackpot the other day. Unable to get his number, a man hung up the receiver to get his nickel back. Outstreamed 40 nickels!"

Nice promotion angle there. When the telephone companies stop asking us not to make those unnecessary calls, they can drum up trade by "paying off" once in a while.

Scalebreak

The cartoonists seem to have a run on scale strips lately. Frank Willard's "Moon Mullins" featured Mami, Kayo and a drugstore scale in the page we caught in The Memphis Commercial Appeal November 21. Billowy Mamie couldn't see the indicator and in stepping back, she fell off. Next try she faced the other way but then Kayo climbed on her back to read her weight, so Mrs. M. claimed the figure was libel. Williams's strip "Out Our Way" in the November 28th Milwaukee Journal followed a Christmas shopper and her package-carrier (or should we say "truck horse"?) around town in her attempt to find a scale that's correct—the shopper knows her own weight and none of the machines will agree with her!

Even the ads are taking to the weighing machines. Tide magazine's November 1 issue carried a full-page ad for an Ohio newspaper which showed two pretty girls reading a fortune from a scale which told them that particular paper is "weighing in with the heaviest national advertising gain." May not be a bad idea at that to use blank spots on fortune cards for advertising.

Dart Game

Sure proof of slots' popularity is the new dart game called "Jack Pot." It's a 3 by 4-foot target board, complete with bells and cherries. The player has three darts to chalk up his points. It's such a different technique, tho, that players won't be able to practice at home!

For Export

Current Controls Bulletin No. 125 issued by the Office of Economic Warfare provoked a good deal of dissatisfaction among some business men. They said the list of items which can be shipped to Latin America contains too many unobtainable items and doesn't carry out OEWF's promise to do away with paper work involved in the export trade. Among the items eligible for export to our South American neighbors are juke boxes, billiard tables, pianos and golf balls.

V-P Does a "Churchill"

Henry Wallace must have noted the publicity Winston Churchill received when he patronized a juke box during one of his visits here. Leonard Lyons's column in the November 19th Montgomery (Ala.) Advertiser mentioned that on a recent trip the vice-president breakfasted at a lunch wagon and said, "Now's my chance, I don't know when another will come along," and dropped a nickel into the juke box to hear Pistol Packin' Mama, for the first time. (He had to borrow the nickel, too.)

Jukes in "Life"

When Life magazine recently reviewed the movie Princess O'Rourke, they said it was "an impudent and hilarious comedy . . . as American as a juke box or the World Series." In the same issue a reader wrote in to say that "a man in the army doesn't change his habits the minute he gets into uniform. He's still the same guy . . . who paid plenty of nickels to hear his favorites in the juke box . . ." And he's still using nickels for the same purpose too, we

hear. We've seen various items on suggestions for the boys' Christmas gifts, and more than a few of them mention a roll of nickels to keep the PX music machine going.

Op Files Appeal
To High Court on
Validity of Tax Law

PORTLAND, Ore., Dec. 4.—An Associated Press dispatch originating in the State capital November 12 said that a firm operating juke boxes in the State had on that day filed an appeal in the State Supreme Court "to determine the effective date of the 1943 law taxing pinball games and juke boxes."

This is now the third appeal filed with the high court. Two previous appeals were filed by the State because operators had won favorable decisions in lower

courts declaring the State license law invalid. The State license places a tax on both pinball games and juke boxes. The new test case as to the effective date of the tax law seems to be largely a technical matter. The State Tax Commission had held that the law became effective last July 9, but a Circuit Court judge held that the law became effective July 1. The Supreme Court is asked to decide on this question as well as on the constitutionality of the law itself.

Penny Arcade Opens in
Outlying Baltimore Area

BALTIMORE, Dec. 4.—Another evidence of the growing popularity of arcades is seen in the opening of a penny arcade at 1013 West 26th Street in the Hampden neighborhood.

Other arcades in outlying areas are located in the Waverly, Curtis Bay, Pennsylvania Avenue, North Avenue and the Hartford Road or Hamilton sections.

Table listing various amusement machines and their prices, including Mutoscope Air Raiders, Mutoscope Ace Bomber, Evans Super Bomber, Keeney Submarine, Kirk Astrology Scale, Mutoscope Drive Mobile with Chrome Swivel Chair, Kirk Quesser Scale, Evans Tommy Gun, Western Baseball, Exhibit's Bowling Alley, Scientific Batting Practice, Chicago Coin Hockey, Gonco's Lucky Strike Consul, Gottlieb's Skee-Ball-Ette, Evans Ten Strike, L.D., Cokeyed Circus, Zoom, Kikor and Catcher, Pike's Peak, Advance Shocker, Gottlieb's Gripper, Seeburg Shoot the Chutes, Seeburg Jap Changeovers, Ray Guns, Ea., Rapid Fire, New Exhibit's Card Machines, Mutoscope Card Machines, Non Lite Up, Exhibit's Card Machines, Non Lite Up, Dime Astroscope Fortune Telling Mach., Exhibit's Kiss o Motors, Exhibit's Vitalizer, Keeney Texas Leaguers, Model "F" Target, Challenger, Mills Flipskill, Skill Shot, Mutoscope Sky Fighter, Bang a Deer, Metal Typers, Bally Ranger, Pee Basketball, Seeburg Ducks Raylite Gun, Seeburg Remote Boxes, 25, 10 and 25 Baromatlos, New and Used 2-Cent Coin Chutes, Rookola Dial a Tune Wall Boxes, Jennings 25¢ Slot, Classic Remote.

MARS NOVELTY COMPANY
121 NORTH PHILLIPS AVENUE
SIOUX FALLS, SOUTH DAKOTA

ARCADE FOR SALE
Fully equipped Arcade for sale, on Main Street of Casper, Wyo., consisting of One-Ball Automatics, Cigarolas, One-Ball Free Plays, Five-Ball Free Plays, Rotary Merchandisers, Diggers, all Units of Ray-o-Lite Guns, Photomatic Recording Machine. Air Base within two miles, \$15,000.00. All late equipment. Only one in town.
Owner JOHN BRANNEY, THE WYOMING NOVELTY CO.
Casper, Wyoming

GLAMOUR GIRL-2 FOR 5c-CARD VENDOR
ACCURATE-SIMPLE-STURDY CONSTRUCTION
29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE
SEND FOR COMPLETE LIBRARY
Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!
Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.
1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y.
SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.
INTERNATIONAL MUTOSCOPE CORPORATION
WM. RABKIN, Pres.
Penny Arcade Headquarters Since 1885.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

TUBULAR COIN WRAPPERS

1c-5c-10c-25c

48c Per 1,000.....Over 100,000
54c Per 1,000.....51 M to 100 M
60c Per 1,000.....11 M to 50 M
64c Per 1,000.....1 M to 10 M

Special Price on Large Quantities

GLASS CARTRIDGE FUSES

3-4 AMPERE\$3.50 per 100
5-10 AMPERE 2.50 per 100
15-20 AMPERE 2.00 per 100

NEW MAPLE BALLS

2 1/4"\$38.50 Per 100 \$4.25 Per 10
For Poker and Pokerino Tables
2 1/2"\$38.50 \$4.25
For Genco Playball & In the Barrel
2 3/4"\$52.00 \$5.50
For 9 Ft. Skee Alleys
3 1/8"\$52.00 \$5.50
For 14 Ft. Skee Alleys, Genco, Wurlitzer, etc.

1/3 DEPOSIT, BALANCE C. O. D.

NEW YORK SUPPLY CO.

585 TENTH AVE., NEW YORK 18, N. Y.

business in the Fort Worth area is rounding out the best year in its history. With an abundance of busy spots during the year for coin machines there are no machines in storage, except a few penny machines, taken out of circulation because of taxes.

The machines are getting heavy play. Fort Worth's restaurants, night clubs, taverns and downtown arcades are usually crowded with pleasure-seeking war workers and with soldiers from numerous camps near Fort Worth.

Price ceilings have little effect on the coin machine business because so few machines are on the for-sale market.

During the early part of the year there was difficulty in getting sufficient mechanics to keep the machines rolling. Today operators employ part-time mechanics.

The food and drink shortage has kept down patronage at many places. Labor shortage is a factor, too, and proprietors find that shorter hours help solve labor problems because they can sell as much merchandise in the limited hours as they can obtain.

The curfew which closed beer sales at midnight, except on Saturday when they continue an hour after midnight, was expected to reduce intake, but the loss is not great, November reports show.

Coin machine operators say they believe the new year will bring even more business. Selective service calls have just about taken all available men from the coin machine business and the present personnel of most concerns will remain intact in so far as the draft is concerned.

Louisville

Phono Earnings Doubled By New Music Releases

LOUISVILLE, Dec. 4.—The past month brought a measure of relief to phono operators as the first records made since the recording ban became available. The way the juke box public is taking to the new releases convinces some men here that the oldies which were forced on the patrons by the ban were only endured or tolerated and not accepted willingly as the trade believed for a time. That the coin is to be had but was just waiting for something new musically so it could be spent, was indicated by one operator's report that play increased as much as 50 per cent in the last two weeks as a result of the new disks.

Record orders are coming thru better, operators report. There's still a delay of a week or so, but now plate men say they can get around 75 per cent of their orders, while in former months the difference between what they ordered and received was much greater.

In other respects, however, the picture was not so bright. Parts are getting scarcer and service suffering because of this and of restricted repair facilities and labor. The beer shortage was eased, if not eliminated, by cold weather and any liquor shortage is not felt by the roadhouse or bar patron.

Sales of used machines is way down here but whether this is directly traceable to the ceiling on used machines cannot easily be determined. Another factor is the inclination to hang on to machines for their value in supplying replacement parts.

Distributors generally declared themselves in favor of the ceilings, saying that excessive prices on used machines in a sellers' market would be unhealthy for the trade in the long run.

Memphis

Phonograph Permit Case Under Study by Mayor

MEMPHIS, Dec. 4.—Late last month the alleged "zoning" of Shelby County by the political machine of Ed Crump in favor of certain large coin machine operators termed the "syndicate" and against other independent operators again was plastered across the front pages of The Memphis Press-Scimitar. The excitement hinged about two cases where juke box permits were denied or delayed to an operator but later were granted to a member of the "syndicate."

Mayor Walter Chandler announced that he would personally examine not only the case which started the commotion but any others brought to his attention. Delay in getting started on the

NEW! WESTERHAUS INVASION—THE LATEST 5-BALL CONVERSION: PRICE \$165.00.

SPECIAL! NAME IN HEADLINES PRINTING PRESS—AN ARCADE MUST! PRICE \$295.00

Table listing Arcade Equipment, Guns, and Miscellaneous items with prices. Includes items like EXH. Streamline Card Venders, Bally Rapid Fires, etc.

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

Table listing Slots, One-Balls, and Consoles with prices. Includes items like Cash P. O. Watl. Big Game, Above, Jemm. Silver Moon, etc.

Table listing Pin Games—New and Used with prices. Includes items like Boloway, Topic, Big Parade, etc.

WE WILL PAY \$40.00 EACH FOR EXH. STARS, DO-RE-MI, SUN BEAMS AND WEST WINDS.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT. EMPIRE COIN MACHINE EXCHANGE 2812 W. NORTH AVE. CHICAGO 47, ILLINOIS Phone: Humboldt 6288

Advertisement for IMP (Imp) jukeboxes. Includes image of the machine, price of \$7.70, and contact information for Gerber & Glass, Chicago.

There is no substitute for Quality. Quality Products Will Last for the Duration. D. GOTTLIEB & CO. CHICAGO

Advertisement for Twin Sixteen Buckley System in Metal Cab. Complete with Adapter, Organ Cabinet and Speaker. Only \$149.50. Contact New York Supply Co.

Advertisement for Steel Double Slot Cabinet. With Double Doors, \$75.00; Double with Single Door, \$85.00; three Mills Five-in-One Free Plays, late model, \$75.00 each. One-third deposit. McGuire Sales Co., Dubuque, Iowa.

Large advertisement for SOLO-VUE jukeboxes. Targeted at arcade owners. Features: OPERATORS who visited the conference in Chicago were most favorably impressed with the highly successful CONVERSION OF PANORAM to SOLO-VUE. Price only \$495.00. Contact George Ponser Company, Newark, N.J.

**Have You Seen—
THE NEW
“INVASION?”**

If not, see it today! There is one on display at the following Distributors:

Active Amusement Machine Corporation, 900 N. Franklin Street, Philadelphia, Pa.
Automatic Amusement Company, 1508 Fifth Avenue, Pittsburgh, Pennsylvania.
Automatic Coin Machine Corporation, 338 Chestnut Street, Springfield, Massachusetts.
Badger Novelty Company, 2546 North 30th Street, Milwaukee, Wisconsin.
Central Ohio Coin Machine Exchange, 514 S. High Street, Columbus, Ohio.
Cleveland Coin Machine Exchange, 2021-25 Prospect Avenue, Cleveland, Ohio.
Dixie Sales Company, 682 Madison Avenue, Memphis, Tennessee.
Empire Coin Machine Exchange, 2812 W. North Avenue, Chicago, Illinois.
Fisco Sales Company, 310 Main Street, Haverhill, Massachusetts.
H. Z. Vending and Sales Co., 1205 Douglas Street, Omaha, Nebraska.
K. C. Novelty Company, 419 Market Street, Philadelphia, Pennsylvania.
Charles Katz, 690 Ft. Washington Avenue, New York, New York.
B. D. Lazar Company, 1635 Fifth Avenue, Pittsburgh, Pennsylvania.
Monarch Coin Machine Company, 1545 North Fairfield Avenue, Chicago, Illinois.
National Coin Machine Exchange, 628 Joseph Avenue, Rochester, New York.
Olive Novelty Company, 2625 Lucas Street, St. Louis, Missouri.
Peninsular Music Co., 1501 Main Street, Jacksonville, Florida.
Sicking, Inc., 1401 Central Parkway, Cincinnati, Ohio.
Sicking, Inc., 923 Ft. Wayne Avenue, Indianapolis, Indiana.
Southern Amusement Company, 628 Madison Avenue, Memphis, Tennessee.
Southern Automatic Music Company, 312 W. Seventh Street, Cincinnati, Ohio.
Southern Automatic Music Company, 425 Broad Street, Nashville, Tennessee.
Southern Automatic Music Company, 513 W. Capital Street, Indianapolis, Indiana.
Southern Automatic Music Company, 542 South Second, Louisville, Kentucky.
Southwestern Coin Machine Co., 704 Scott Street, Wichita Falls, Texas.
United Novelty Company, Delaney and Division Streets, Biloxi, Mississippi.
Walbox Sales Company, 1713 Young Street, Dallas, Texas.

See INVASION right away! ONLY \$165.00.

A Revamp 5 Ball Game With Special Award Features

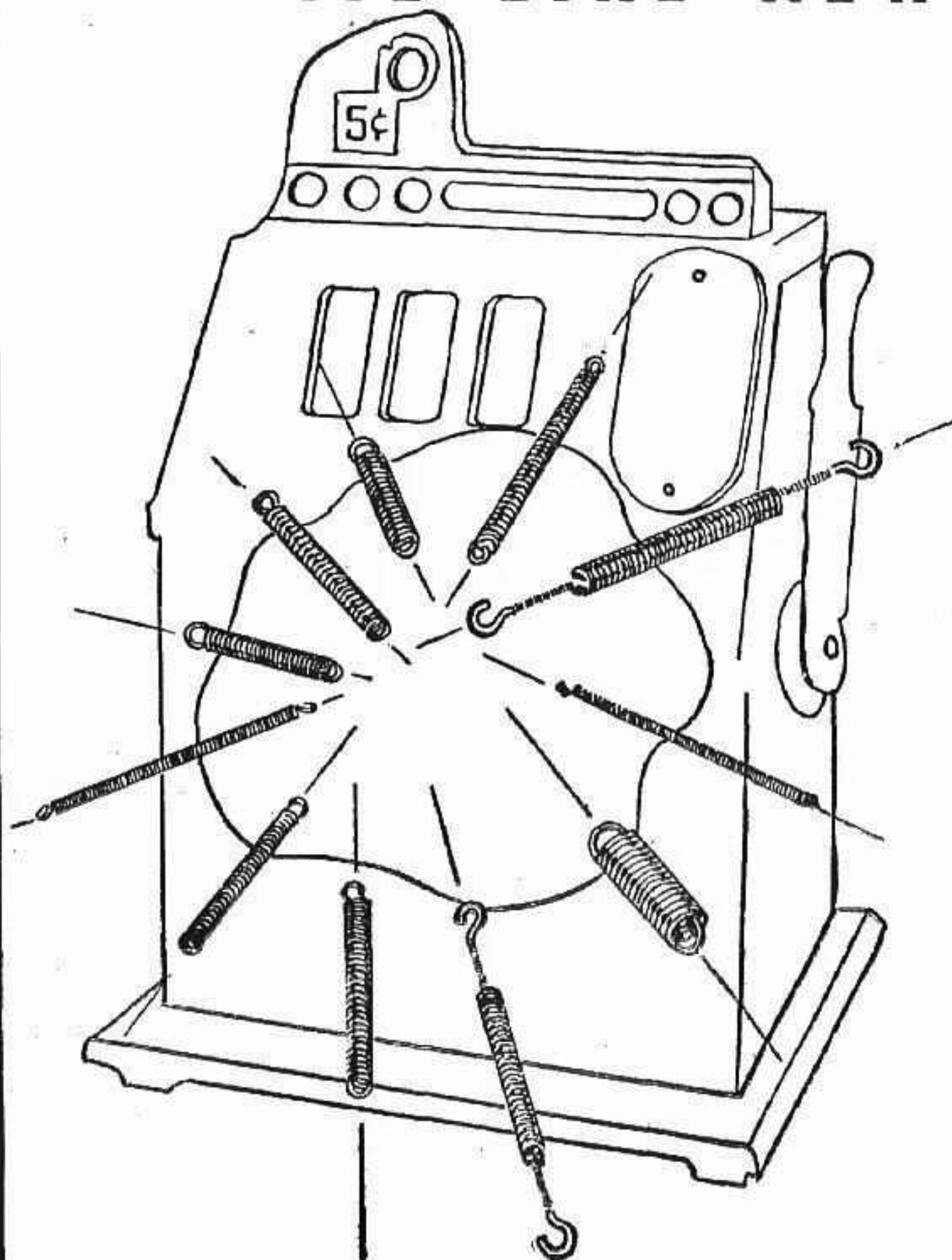
WESTERHAUS AMUSEMENT CO.

3726 Kessen Avenue

Cheviot 11, Ohio

Phones MONTana 5000-1-2

**MAKE YOUR OLD SLOTS
OPERATE LIKE NEW**



SLOT SPRING KIT \$9.75 ea.

PRICES SLIGHTLY HIGHER IN CANADA.

With all the springs you need to make that OLD SLOT MACHINE operate like new. 55 high grade quality springs made of the finest music wire. 3 extra springs of all the important ones. You will get in this kit—clock springs, slide springs, escalator springs, main operating springs and finger springs. Also included are TWO handle spring assemblies with adjustment screw attachment.

IF YOU DON'T SEE IT, WRITE—

WE STILL CARRY THE MOST COMPLETE STOCK OF COIN MACHINE PARTS
★OUR SPEEDY SHIPMENTS WILL SAVE YOU MONEY★

HARRY MARCUS CO.

816 W. ERIE ST.

CHICAGO, ILL.

Canadian Distributor

REGENT VENDING MACHINES, Ltd.

779 BANK STREET

OTTAWA, ONTARIO, CANADA

WE HAVE ON HAND

Used MILLS Chromes, Brown and Blue Fronts, and Q. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

PRACTICALLY NEW 5c Blue and Gold Mills Vest Pocket Bells.....\$54.50

SICKING, INC. 1401 Central Parkway, Cincinnati, O.
927 East Broadway, Louisville, Ky.

WANTED FOR CASH

SEEBURG'S "CHICKEN SAMS"

"JAIL-BIRDS"

\$100.00

\$100.00

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

GUARANTEED EQUIPMENT

Mills Bonus Bells
Mills Cherry Bells
Mills Gold Chrome Bells, 25c
Mills Q. T.'s, 1c-5c-10c
Mills Three Bells

Mills Vest Pocket Bells, Blue & Gold
Buckley Track Odds, 5c
Daily Doubles, 25c
Bally Longacres, One Ball
Bally Thorobreds, One Ball

Mills 236 Reel Strips—Reward Cards, All Types Springs

SOUTHWEST AMUSEMENT COMPANY

1712 Field Street

C-4484

Dallas 1, Texas

WANTED....500 PHONOGRAPHS

WURLITZER PHONOGRAPHS 600, 750, 750E OR LATER MODELS

Will pay highest cash price or will trade you brand new Slot Machines for your complete route.

Write at once, giving models, price and guaranteed condition.

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Phone—Day, 3-4511, 3-4512. Night, 5-5328

4 PANORAMS 4

FOR SALE—FOUR SLIGHTLY USED MILLS PANORAMS, PERFECT CONDITION, SERIAL NUMBERS 5359, 5633, 5651 AND 5712. GOING OUT OF PANORAM BUSINESS. SELLING ENTIRE STOCK. ONE EXTRA RCA PROJECTOR, USED VERY LITTLE. THIRTY GALLONS CARBON TETRACHLORIDE. EIGHT BAR BOXES. TEN ADAPTERS. ONE COMPLETE SERVICE KIT. SIX NEW PROJECTOR LAMPS. 200 FT. RUBBER COVERED 18/3 HEAVY DUTY SUPER-SERVICE CORD. TWENTY NEW TUBES. 500 CLEANING PADS. NINE WOODEN BASES. OTHER PARTS TOO NUMEROUS TO LIST. THROWING IN WITHOUT CHARGE, COMPLETE DEAL, \$1450.00. ALSO HAVE TEN NEW BAR BOXES AND ELEVEN NEW ADAPTERS, NEVER UNPACKED. COMPLETE DEAL, \$360.00.

PALMANTIER SALES CO.

1108 12TH STREET, N. E.

CANTON, OHIO



THE TRADING POST BUYS THE TRADING POST SELLS

No Arcade Complete Without
SUPREME GUN—SHOOT YOUR WAY TO TOKIO
PRICE\$330.00

Wanted To Buy—Cash Waiting

PHONOGRAPHS		CONSOLES	
Seeburg Classics	Wurlitzer 24	Keeney Super Bells	Mills Three Bells
Seeburg Envoy	Rockola Monarchs	Keeney '38 Track Time	Mills Four Bells
Seeburg Regal	Rockola Standards	Keeney '38 Skill Time	Pace Reels—Combination
Wurlitzer 500	Rockola DeLuxes		
Wurlitzer 600			
SLOT MACHINES			
Mills	Jennings	Watlings	
	Mills Vest Pocket Bells		

FOR SALE

Routes and Complete Arcade. Owners going into service and retiring, get complete information today.

CONSOLES—FOR SALE

Jumbo Parade, F.P.	\$ 87.50	Watling Big Game	\$ 75.00
Jumbo Parade, Combination	160.00	Bally Hi-Hand	145.00
Keeney Kentucky Club	90.00	Stanco Bell—Single	125.00
Jennings Fast Time, F.P.	80.00	Bally Roll-Em	175.00

ONE BALL PIN GAMES

Mills Owl	\$ 75.00	Challenger	\$195.00	Thistledown	\$ 75.00
Bally Hawthorn	89.50	Victorious Turf Champ	184.50	Keeney Skylark	185.00
Bally Blue Grass	175.00	Bally Sport Special	185.00	Keeney Contest	185.00
Mills 1-2-3, F.P.	82.50	Bally Victory	95.00		

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND	\$55.00	REBUILT DE LUXE	\$100.00
-------------------------	---------	-----------------	----------

SLOT MACHINES

Mills—Jennings—Watling—Caille. Tell us your requirements.

SUPPLIES

Perforated Program Strips, Per M. Sheets	\$3.50	Buckley Long Life Needle	\$0.35
		Buckley 275A Bulbs	.12

All Prices Subject to Prior Sale. Terms—Cash With Order.

BUCKLEY TRADING POST
4225 W. LAKE ST. CHICAGO 24, ILLS. Ph: Van Buren 6636

JOE CALCUTT

FAYETTEVILLE, N. C.

WANTS TO BUY

- 1000 PEO WHIRLWINDS
- 1000 PACE WHIZ BALLS
- 500 GOTTLIEB GRIPPERS

(1 or 3-Way)

Will accept these any condition providing all parts are there and complete with locks and keys. Write, stating how many, your price and general condition.

THE VENDING MACHINE CO.

P. O. BOX 1021

FAYETTEVILLE, N. C.

Your Attention, Please!

PIN BALL BUMPER STEM REPAIR SLEEVES

Cut at an Angle for Instant Application

"MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD"

THOUSANDS IN USE!

BECAUSE

THEY END BUMPER TROUBLE!

Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls. Give new life to your tired games for the duration. Immediate delivery guaranteed.

Pin Business Card to This Ad for C. O. D. or MAIL \$2.75 FOR EACH PACKAGE OF 25 Money Back Guarantee. Deal for Distributors.

GENERAL COIN MACHINE SUPPLY CO.

940 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1930



Games that get the play

- GRAND CANYON Converted from DOUBLE PLAY
- SANTA FE Converted from WEST WIND
- BRAZIL Converted from DO-RE-MI
- ARIZONA Converted from SUN VALLEY
- MIDWAY Converted from ZOMBIE

A few games available without requiring older models

- Increased earnings
- Trouble-free operation
- Lasting popularity

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY

6123-25 N. WESTERN AVENUE

CHICAGO

CHROME COIN COMPANY

CONVERTING! REBUILDING! REFINISHING!

MILLS ALL One Cherry or Late Two Cherry Payout
PACE MODELS TRY THESE PAYOUTS FOR GREATER PROFITS

! OUR !

3-5 One Cherry Victory Pay-Out Models

OR

2-5 Original Factory One Cherry Pay-Out

OR

3-5 Original Factory Late Two Cherry Pay-Out

Any machines can be had with glitter gold chromed finish. All machines are equipped with club handles and all parts installed are brand new. All our work is guaranteed!

TERMS: Ship all machines to us prepaid; we ship them back C. O. D.

For further information, write, wire or phone SHERIDAN 8400 We specialize in rebuilding Slot Machines to One Cherry Payout.

CHROME COIN COMPANY

CUDAHY, WISCONSIN

WANTED

KEENEY ANTI-AIRCRAFTS

Black or Brown. In Any Condition, Any Amount.

Write giving full particulars in first letter, including price and quantity.

MOTOR SPECIAL

Send us your burned out Wurlitzer, Seeburg, Rockola or Mills Phonograph Motors and we will repair same for you within 10 days for only \$8.00.

SUPREME ENTERPRISES 557 ROGERS AVE. BROOKLYN, N. Y.

—FOR SALE—

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.

L-C SALES CO.

855 Pearl St., P. O. Box 2988

Beaumont, Texas

We are proud to announce
that

HARRY ROSEN

FORMERLY OF
MODERN VENDING COMPANY

is now a member
of our firm

ATLANTIC DISTRIBUTING CO.

585 TENTH AVE. • NEW YORK, N. Y.

Lackawanna 4-8193

SEEBURG DISTRIBUTORS

For New York, New Jersey and Connecticut

IMPORTANT

Consumer's or Supplier's Certificates must accompany all orders in accordance with the terms of WPB. Order #L-265.

HARD TO FIND RADIO TUBES

Safety-First. Guard yourself against Loss of Income on account of idle machines; put in a supply of Tubes you use regularly in your equipment. "HARD-TO-FIND" Tubes for your Phonographs, Ray Guns and Panorams is our Specialty.

With scarcities of critical Radio Tubes developing everywhere, we have become an "EMERGENCY PROCUREMENT AGENCY" for many of the finest operators and jobbers throughout the country. We are trained to locate sources of supply—to purchase—to speed deliveries of vital Tubes that you may need for your machines. All Tube orders accepted subject to prior sale.

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net	
OZ4.	\$1.65	6A8..	\$1.35	6N7GT	1.65	7B5..	\$1.35	37...	\$0.90	
1B5/25S	...	6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15	
...	1.35	6B8..	2.00	6Q7C..	.90	7F7..	1.65	41...	.90	
1H4G.	1.05	6B8G.	1.35	6R7G.	1.15	12SK7GT	...	42...	.90	
1H5G.	1.35	6C5G.	1.05	6SC7.	1.35	1.10	43...	1.10	
2A3..	2.00	6C6..	1.05	6SF5GT	1.00	1.10	44...	.85
1Q5GT	1.65	6D6..	1.00	1.00	1.10	1.15	
2051	2.60	6F5G.	1.15	6S17GT	1.15	24A..	.9085	
5U4G.	1.05	6F6G.	.95	6SK7.	1.05	25L6GT95	
5V4G.	1.65	6F8G.	1.35	6SQ7G7	1.1595	
5W4G	1.05	6H6GT	1.15	1.15	1.1090	
5Y3G..	.75	6J5..	.95	1.157595	
5Y4G	.80	6J7..	1.35	6SR7.	1.057095	
5Z3..	1.15	6J7G.	1.15	6V6G.	1.35	1.0595	
6A4..	1.65	6K7G.	1.15	6V6GT	1.15	1.0590	
6A6..	1.65	6K8GT	1.35	6X5GT	1.05	1.35	1.65	
6A7..	1.00	6L6G.	2.00	6Z4/84	1.1075	
		6L7..	1.65	1.1085	1.35	

Every Order Subject to Prior Sale

★ NO ORDERS FILLED OUTSIDE U. S. ★

SIGN THIS

"SUPPLIER'S CERTIFICATE"
I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order (or invoice) under the provision of Limitation Order L-265, with the terms of which I am familiar.

Date

Signature

SEND WITH ORDER

PISTOL TOTIN' MAMA Die Cut

WHAT A NAME!
WHAT A BOARD!
WHAT ACTION!



1216 HOLES
TAKES IN AT 5¢
\$6080
AVERAGE PAYOUT
\$3010
AVERAGE PROFIT
\$3070

ORDER A LIBERAL QUANTITY TODAY!!

SUPERIOR PRODUCTS

14 N. PEORIA ST.
CHICAGO

GUN STOCKS BRAND NEW \$9.50 EACH

A very fine stock which can be used on practically all of Seeburg Guns. Change-overs from your old Gun Stocks can be made in about 20 Minutes.
Toggle Switch Assembly \$2.50
Photo Electric Cells (#CE-23) \$2.50
(Can be used on "CHICKEN SAMS," "JAP," "CHUTES," "RAPID FIRES" and other Ray Guns)
Photo Electric Cells for Bally "Defender" Ray Guns—Best Quality—
Perfect Cells (#CE-20) \$2.95

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

FREE To Create New Customers FREE
20 GUN LAMPS With Every Jap Machine
"SHOOT THE JAP" RAY-O-LITE GUNS

\$179.50 1/3 Deposit, Balance C. O. D. \$179.50

YOUR INDULGENCE, PLEASE

DUE TO THE RUSH IN BUSINESS BECAUSE OF OUR SENSATIONAL GUN LAMP OFFER, SHIPMENTS HAVE BEEN DELAYED—BEST DELIVERY WILL BE 10 DAYS AFTER RECEIVING YOUR ORDER.

WE RE-BUILD—RE-CONDITION—RE-FINISH—
Your old run down "CHICKEN SAMS" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

For \$59.50 F. O. B. Chicago

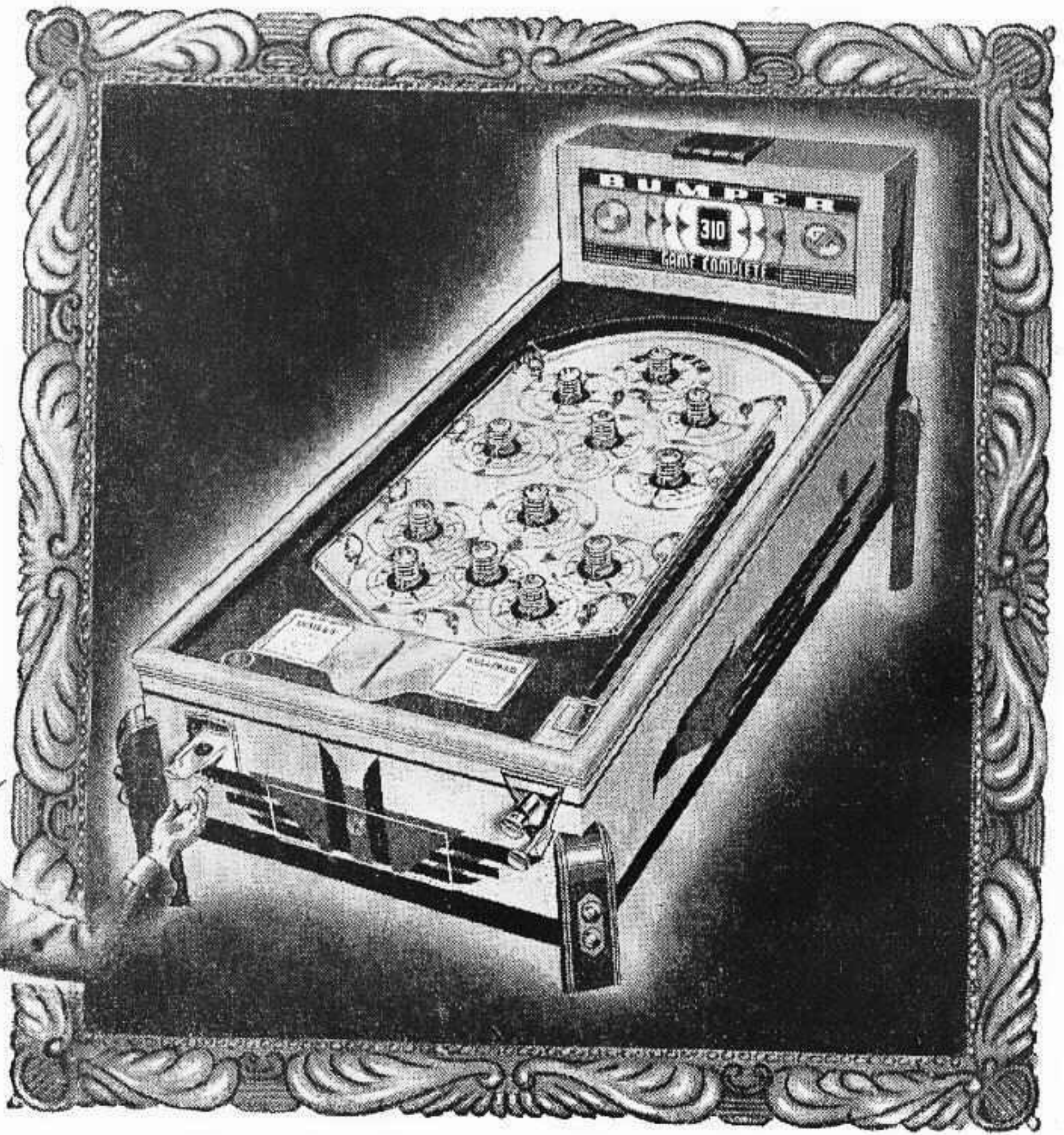
Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

BALLY GALLERY OF FAMOUS AMERICAN GAMES: FIRST OF A SERIES

BRING BACK
THOSE BALMY
BALLY
THOSE BUMPER
DAYS!



"Bally" engineers are busy building battle equipment today. But they are also salting away plenty of ideas for post-war equipment . . . ideas that utilize the marvelous new electronic principles developed by war-time technology . . . games that will bring back the balmy days of "Bally" Bumper . . . venders that open a vast new field of opportunity to operators.

You can help speed the day of victory and hasten America's return to peace and prosperity . . . to the Ballyhoos and Bumpers of the future. Back the attack. Buy U. S. War Bonds and Stamps today, tomorrow and every day—10 per cent plus!

AMERICAN FIGHTERS . . . men of the free, fun-loving breed for whom "Bally" games were created . . . are now blasting the enemy out of the sea and the sky with the aid of war-products manufactured by men and women of the "Bally" plant. Today the only task of the "Bally" organization is to help the Army and Navy fight for America's "life and liberty." But, when America turns again to "the pursuit of happiness," bank on "Bally" games and venders to be in the forefront of post-war prosperity.

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
HOME OF THE FAMOUS *Bally* GAMES AND VENDERS*

*Distributed by Bally Manufacturing Company



You're IN THE SERVICE TOO!

The proud heritage of "I Am an American" is your privileged obligation to **SERVE OUR COUNTRY** with all the strength and resources at your command. Service is not restricted to our boys in uniform. Every American man, woman and child is afforded this opportunity of speeding Victory . . . not only by financial contributions but the "plus impetus" of working hard at his job . . . working hard at the many Victory activities in his local community. Work hard for Victory . . . Invest in War Bonds for Victory . . . Contribute your dollars for Victory . . . and Victory will be ours—sooner.

**Back up your
Fightin' Men
with your
Fightin' Dollars**

BUY BONDS Now!



AWARDED TO THE J. P. SEEBURG CORPORATION
FOR OUTSTANDING PRODUCTION OF WAR
MATERIALS IN EACH OF ITS FOUR PLANTS

Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS

UNIVERSALLY LOVED BY PEOPLE AT ALL AGES



MUSIC is the universal language loved alike by people of all races, all creeds, all ages. One of the cultural enjoyments of peace, it serves a double duty in time of war. Whether on the battlefronts or on the homefronts, music provides both an

escape from the mental and physical strain of strife and an inspiration to greater deeds and sacrifices. Wurlitzer is proud to have contributed so prominently to its field that its very name MEANS music to millions. The Rudolph Wurlitzer Co., N. Tonawanda, N. Y.



Awarded to the North Tonawanda Division

WURLITZER

THE NAME THAT MEANS *Music* TO MILLIONS
SPEED VICTORY . . . BUY WAR BONDS